

Date May 19, 2008

**APPROVING PROFESSIONAL SERVICES CONTRACT WITH ETC INSTITUTE,
(ELAINE TATHAM, PRESIDENT, OLATHE, KS) FOR THE DEVELOPMENT
AND IMPLEMENTATION OF THE 2008 RESIDENT SATISFACTION SURVEY
AND THE SURVEY OF BUSINESSES**

WHEREAS, satisfaction surveys are an important source of citywide resident input regarding city services and quality of life in Des Moines; and

WHEREAS, the City Council previously authorized four successful resident satisfaction surveys with ETC Institute in 2004, 2005, 2006, and 2007; and

WHEREAS, the City Council expressed interest in continuing the administration of the ETC Institute *DirectionFinder* residential satisfaction survey and survey of businesses, on an annual basis; and

WHEREAS, funds are available in the City Wide Training and Benchmarking Fund, SP720 HRS980100; and.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa, that the attached professional services contract for the development and implementation of a resident satisfaction survey and a survey of businesses with ETC Institute, Elaine Tatham, President, 725 W Frontier Circle, Olathe, KS, is hereby approved, and the City Manager is authorized to sign the agreement on behalf of the City and to carry out its terms and conditions.

(Council Communication No. 08- **282**)

APPROVED AS TO FORM:

Moved by _____ to adopt.



Lawrence R. McDowell
Deputy City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
TOTAL				

MOTION CARRIED APPROVED

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

_____ Mayor

_____ City Clerk

2008 City of Des Moines Resident Satisfaction Survey

Thank you for taking time to provide the City of Des Moines with feedback about our services. Your input will provide valuable information to assist city leaders in budget decisions and long-range planning. If you have questions while completing this survey, please contact Michael Matthes at (515) 283-4049.

1. Please rate your overall satisfaction with major city services related to the goal statements of the City of Des Moines (on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied").

How satisfied are you with:	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) The city's entertainment destinations	5	4	3	2	1	9
(B) Overall fairness of city taxes and fees	5	4	3	2	1	9
(C) The city's efforts to communicate with you	5	4	3	2	1	9
(D) Overall quality of customer service you receive from city employees.....	5	4	3	2	1	9
(E) Overall quality of neighborhood commercial and retail districts.....	5	4	3	2	1	9
(F) Overall quality of community assets (parks, public buildings, bridges, etc.).....	5	4	3	2	1	9
(G) Overall quality of public safety	5	4	3	2	1	9
(H) Overall quality of jobs and the economy	5	4	3	2	1	9
(I) The city's efforts to conserve energy and protect the environment	5	4	3	2	1	9
(J) Overall quality of downtown Des Moines.....	5	4	3	2	1	9
(K) Overall quality of learning opportunities.....	5	4	3	2	1	9
(L) The city as a supportive community for youth and families.....	5	4	3	2	1	9
(M) The city as a welcoming community for people of diverse backgrounds	5	4	3	2	1	9

2. Which THREE of the items above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #1 above, for example, if you think customer service is most important, write D in the blank below next to 1st priority)

1st priority: _____ 2nd priority: _____ 3rd priority: _____

3. Have you called or visited the city with a question, problem, or complaint during the past year?
 ___(1) Yes (answer Question 3a-c) ___(2) No (go to Question #4)

3a. [IF YES TO Q#3] Which department did you contact most recently? _____

3b. [IF YES TO Q#3] How easy/difficult was it to contact the person you needed to reach?
 ___(1) very easy ___(3) difficult
 ___(2) somewhat easy ___(4) very difficult

3c. [IF YES TO Q#3] Listed below are several factors that may influence your perception of the quality of customer service you receive from city employees. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described. Use a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

	<u>Always</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>Don't Know</u>
(1) They were polite	5	4	3	2	1	9
(2) They gave accurate answers to your questions	5	4	3	2	1	9
(3) They did what they said they would do in a timely manner	5	4	3	2	1	9

Always Usually Sometimes Seldom Never Don't Know

(4) They helped you resolve an issue to your satisfaction.....5.....4.....3.....2.....1.....9

4. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the services provided by the city's Police Department.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of police protection.....	5	4	3	2	1	9
(B) How quickly police respond to emergencies ...	5	4	3	2	1	9
(C) The visibility of police in neighborhoods.....	5	4	3	2	1	9
(D) The visibility of police in retail areas	5	4	3	2	1	9
(E) Quality of animal control.....	5	4	3	2	1	9
(F) Professionalism of city police officers	5	4	3	2	1	9
(G) Responsiveness of police to investigations of criminal offenses.....	5	4	3	2	1	9
(H) Responsiveness of police to traffic complaints.....	5	4	3	2	1	9

5. How would you rate the level of traffic enforcement by police?

- (1) Appropriate amount of enforcement (4) I don't know
 (2) Too much enforcement (5) Other: _____
 (3) Not enough enforcement

6. Which TWO of the police services above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #4 above, for example, if you think animal control is most important, write E on the blank below next to 1st priority)

1st priority: _____ 2nd priority: _____

7. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following areas:

<u>How safe do you feel:</u>	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
(A) Overall in the City of Des Moines.....	5	4	3	2	1	9
(B) In your neighborhood.....	5	4	3	2	1	9
(C) In city parks	5	4	3	2	1	9
(D) In downtown Des Moines.....	5	4	3	2	1	9

8. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the services provided by the city's Fire Department.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of fire protection	5	4	3	2	1	9
(B) How quickly fire personnel respond to emergencies.....	5	4	3	2	1	9
(C) Overall quality of ambulance and paramedic services	5	4	3	2	1	9
(D) The fire department's fire inspection program	5	4	3	2	1	9
(E) The city's fire safety education program	5	4	3	2	1	9

9. Which TWO of the fire services above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #8 above, for example, if you think the education program is most important, write E below next to 1st priority)

1st priority: _____ 2nd priority: _____

10. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the services provided by the city's Parks and Recreation Department.

<u>How satisfied are you with:</u>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) Overall quality of city parks	5	4	3	2	1	9
(B) Overall beauty of the city	5	4	3	2	1	9
(C) Number and location of city parks.....	5	4	3	2	1	9
(D) Number of walking and biking trails in the City of Des Moines	5	4	3	2	1	9
(E) Overall quality of pools (aquatic centers, wading pools)	5	4	3	2	1	9
(F) Condition of city buildings (City Hall, police station, etc.)	5	4	3	2	1	9
(G) Landscaping along city streets and other public areas.....	5	4	3	2	1	9
(H) Use of "green" practices	5	4	3	2	1	9
(I) Special events sponsored by the city (park movies, Mayor's Bike Ride, concerts)	5	4	3	2	1	9
(J) Condition of sports facilities.....	5	4	3	2	1	9
(K) Availability of special recreation facilities (canoe course, skate park, dog park)	5	4	3	2	1	9

11. Which TWO of the parks and recreation services above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #10 above, for example, if you think pools are most important, write E below)

1st priority: _____ 2nd priority: _____

12. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the services provided by the city's Public Works and Engineering Departments.

<u>How satisfied are you with:</u>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) Overall condition of city streets.....	5	4	3	2	1	9
(B) Condition of major city streets	5	4	3	2	1	9
(C) Condition of streets in your neighborhood ...	5	4	3	2	1	9
(D) Ability to safely ride a bicycle on city streets..	5	4	3	2	1	9
(E) Garbage collection.....	5	4	3	2	1	9
(F) Recyclables collection	5	4	3	2	1	9
(G) Yard waste collection	5	4	3	2	1	9
(H) Special item collection (using stickers)	5	4	3	2	1	9
(I) Neighborhood cleanups (SCRUB program) .	5	4	3	2	1	9
(J) Condition of city sidewalks	5	4	3	2	1	9
(K) Snow removal on major city streets.....	5	4	3	2	1	9
(L) Snow removal in your neighborhood.	5	4	3	2	1	9
(M) The city's sanitary sewer system	5	4	3	2	1	9
(N) The city's flood protection system	5	4	3	2	1	9
(O) Responsiveness of city staff to street, garbage, and sewer requests	5	4	3	2	1	9
(P) Overall flow of traffic in the city.....	5	4	3	2	1	9
(Q) Maintenance of traffic signals & street signs...	5	4	3	2	1	9

13. Which TWO of the public works services above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters in Question #12 above, for example, if you think sidewalks are most important, write J below next to 1st priority)

1st priority: _____ 2nd priority: _____

14. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the services provided by the City's Community Development Department.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
How satisfied are you with:						
(A) Overall enforcement of city ordinances.....	5	4	3	2	1	9
(B) Overall quality of new development in the city.....	5	4	3	2	1	9
(C) Overall quality of redevelopment in the city.....	5	4	3	2	1	9
(D) How well the city is planning growth.....	5	4	3	2	1	9
(E) The process for getting a permit..... (for buildings, signs, sound, fences, etc.)	5	4	3	2	1	9
(F) Enforcement of city land use regulations.....	5	4	3	2	1	9
(G) Enforcement of sign regulations.....	5	4	3	2	1	9
(H) Enforcement of the maintenance and upkeep of rental homes and apartments.....	5	4	3	2	1	9
(I) Enforcement of the clean up of litter and debris on private property.....	5	4	3	2	1	9
(J) Enforcement and clean up of junk cars.....	5	4	3	2	1	9

15. Which TWO of the community development services above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #14 above, for example, if you think planning growth is most important, write D below)

1st priority: _____ 2nd priority: _____

16. Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the City of Des Moines' communication with you as a resident of Des Moines.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
How satisfied are you with:						
(A) Overall effectiveness of city communication with the public.....	5	4	3	2	1	9
(B) The level of public involvement in local decision-making.....	5	4	3	2	1	9
(C) The availability of information about city programs and services.....	5	4	3	2	1	9
(D) City efforts to keep you informed about local issues.....	5	4	3	2	1	9
(E) The quality of programming on the city's cable television channel.....	5	4	3	2	1	9
(F) The quality of the city's website.....	5	4	3	2	1	9
(G) The quality of the quarterly City Source newsletter.....	5	4	3	2	1	9

17. Which TWO of the elements of city communication above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #16 above, for example, if you think the website is most important, write F below)

1st priority: _____ 2nd priority: _____

18. Have you or other members of your household used the City of Des Moines website in the last year?
___ (1) Yes ___ (2) No

19. Have you or other members of your household called, emailed, or visited City Hall's Information Center with a city-related question or request?
___ (1) Yes ___ (2) No

20. Have you or other members of your household watched DMTV Cable Channel 7 in the past year?
 ___(1) Yes ___(2) No
21. Have you or other members of your household read the City Source newsletter that is mailed to your home?
 ___(1) Yes ___(2) No
22. Did you or other members of your household read *The 2007 Performance Report: Following Your Lead; The Road Ahead* that was mailed to your home?
 ___(1) Yes (answer Q#22a-c) ___(2) No (go to Q#23)

IF YES to #22: Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the city's 2006 Performance Report.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of the report	5	4	3	2	1	9
(B) Content of the report.....	5	4	3	2	1	9
(C) Use of art in the report.....	5	4	3	2	1	9

23. Where do you currently get news and information about city programs, services, and events? (check all that apply)
- | | |
|---------------------------------|---|
| ___ (1) The Des Moines Register | ___ (5) City of Des Moines Website |
| ___ (2) The Business Record | ___ (6) DMTV Cable Channel 7 |
| ___ (3) Cityview | ___ (7) City Source Newsletter |
| ___ (4) Television News | ___ (8) Call or email the City's Information Center |
| | ___ (9) Other: _____ |

24. An idea has been proposed to create a one-call, one-stop center that would be staffed by people (no phone menus or answering machines) who could answer the majority of questions and requests that residents have the first time they call, email, or stop by. Would you be in favor of creating this service if it cost your household \$2 per month (or \$24 a year)?
 ___(1) Yes ___(2) No ___(9) Don't Know

25. Please rank order, using numbers 1 through 5, the following funding options according to your most preferred method of paying for city services? (1 means most preferred method to pay for services and 5 means least preferred)
- | | |
|--------------------------|------------------------|
| ___ (a) Sales Tax | ___ (d) Property Tax |
| ___ (b) Local Income Tax | ___ (e) Franchise Fees |
| ___ (c) User Fees | |

26. Have you or other members of your household used a City of Des Moines Library in the last year?
 ___(1) Yes (answer Q#26a-g) ___(2) No (go to Q#27)

IF YES to #26: Please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the services provided by the city's public libraries.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of city libraries.....	5	4	3	2	1	9
(B) Availability of the materials you need.....	5	4	3	2	1	9
(C) Adequacy of online (Internet) information and services	5	4	3	2	1	9
(D) Number of public access computers in the libraries.....	5	4	3	2	1	9
(E) Quality of children's programs.....	5	4	3	2	1	9
(F) Helpfulness of library staff.....	5	4	3	2	1	9

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(G) Hours libraries are open.....	5	4	3	2	1	9
(H) Quality of programs for adults.....	5	4	3	2	1	9
(I) Locations of library building.....	5	4	3	2	1	9
(J) Adequacy of library buildings.....	5	4	3	2	1	9

27. Which TWO of the library services above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #26 above, for example, if you think library hours are most important, write G next to 1st priority below)

1st priority: _____ 2nd priority: _____

28. Have you or other members of your household used the Des Moines International Airport during the past year?

___ (1) Yes (answer Q#28a-g) ___ (2) No (go to Q#29)

IF YES to #28: Please rate your satisfaction on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the services provided by the Des Moines International Airport.

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of the Des Moines International Airport.....	5	4	3	2	1	9
(B) Helpfulness of signs and other directions.....	5	4	3	2	1	9
(C) Ease of moving through airport security.....	5	4	3	2	1	9
(D) Availability of parking.....	5	4	3	2	1	9
(E) Price of parking.....	5	4	3	2	1	9
(F) Food, beverage, and other concessions.....	5	4	3	2	1	9
(G) Cleanliness of facilities.....	5	4	3	2	1	9

29. Which TWO of the airport services above do you think should receive the most emphasis from city leaders over the next TWO years? (Write in the blanks below using the letters from Question #28 above, for example, if you think cleanliness is most important, write G next to 1st priority below)

1st priority: _____ 2nd priority: _____

30. Please rate your satisfaction on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with life in the City of Des Moines.

How satisfied are you with	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of life in the city.....	5	4	3	2	1	9
(B) Overall cleanliness of the city.....	5	4	3	2	1	9
(C) Overall image of the city.....	5	4	3	2	1	9
(D) Overall value that you receive for your city tax dollars and fees.....	5	4	3	2	1	9
(E) Overall quality of city services.....	5	4	3	2	1	9

31. Do you currently live within the boundaries of a Neighborhood Based Service Delivery (NBSD) Area?

___ (1) Yes (answer Q#31a-c) ___ (2) No (go to Q#32) ___ (9) Don't Know (go to Q#32)

IF YES to #31: Please rate your satisfaction on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the Neighborhood Based Service Delivery (NBSD) Program.

How satisfied are you with	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Services offered through NBSD program.....	5	4	3	2	1	9
(B) Impact of NBSD on neighborhood.....	5	4	3	2	1	9
(C) Professionalism of NBSD staff.....	5	4	3	2	1	9

32. Are you satisfied with the appearance of private property in your neighborhood?
 (1) Yes (2) No (9) Don't Know

33. Has your neighborhood improved over the past five years?
 (1) Yes (2) No (9) Don't Know

Questions 34-42 are for statistical purposes only.

34. How many people at your residence (counting yourself), are?
 Under Age 5 Ages 25-34
 Ages 5-13 Ages 35-64
 Ages 14-18 Ages 65+
 Ages 19-24

35. Which of the following best describes your race/ethnicity?
 White American Indian/Alaska Native
 Black or African American Other _____
 Latino/a or Hispanic
 Asian or Pacific Islander

36. Which of the following best describes your current employment status?
 (1) employed - What is the ZIP CODE where you work? _____
 (2) student
 (3) retired
 (4) not currently employed

37. Approximately how many years have you lived in the City of Des Moines?
 (1) less than 5 years
 (2) 5-10 years
 (3) 11-20 years
 (4) more than 20 years

38. Do you own or rent your current residence?
 (1) Own
 (2) Rent

39. Do you own a computer?
 (1) Yes (answer Q#40)
 (2) No (go to Q#41)

40. Is that computer connected to the Internet?
 (1) Yes
 (2) No

41. Would you say your total household income is?
 (1) Under \$30,000
 (2) \$30,000 to \$59,999
 (3) \$60,000 to \$99,999
 (4) more than \$100,000

42. What is your home street address? _____

43. What is your home zip code? _____

44. Your gender:
 (1) Male
 (2) Female

THANK YOU!

*This concludes the survey. Please return your survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. Thank you for your time.*

*The results of the survey will be available on or before July 31, 2008.
You may view the results online by visiting the City of Des Moines website at www.dmgov.org.*

2008 City of Des Moines Business Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to involve the community in long-range planning decisions, and determine how well the City is meeting your company's needs. You may return this survey in the enclosed postage paid envelope or fax your answers to ETC Institute (FAX: 913-829-1591).

1. Please rate your overall satisfaction with several City services with regard to how the services affect your business's ability to operate. Please rate each service on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." Circle 9 if you "Don't Know".

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
A. City water and sewer services	1	2	3	4	5	9
B. Fire services	1	2	3	4	5	9
C. Emergency medical services	1	2	3	4	5	9
D. Police services	1	2	3	4	5	9
E. Parks and recreation services	1	2	3	4	5	9
F. Street maintenance	1	2	3	4	5	9
G. Street lighting	1	2	3	4	5	9
H. Street sweeping and cleanliness of public areas	1	2	3	4	5	9
I. City's drainage system	1	2	3	4	5	9
J. Availability of public transportation	1	2	3	4	5	9
K. Zoning	1	2	3	4	5	9
L. Building Permits	1	2	3	4	5	9
M. Economic Development	1	2	3	4	5	9
N. Des Moines International Airport	1	2	3	4	5	9

2. Which THREE of the City services listed above are most important to your business?

[Write in the letters below using the letters from the list in Question 1 above].

____ 1st ____ 2nd ____ 3rd

3. How would you rate the physical appearance of the area where your business is located?

- ____ (1) Excellent
- ____ (2) Good
- ____ (3) Average
- ____ (4) Poor
- ____ (9) Don't know

4. Do you think that the City of Des Moines is a "Business Friendly" community?

____ (1) Yes ____ (2) No ____ (9) Don't Know

4a. If NO: Why not? _____

5. Using a scale from 1 to 5 where 5 is "Extremely Important" and 1 is "Not Important," please indicate how important each of the following reasons were in your decision to locate your business in Des Moines?

	<u>Not</u> <u>Important</u>	<u>Marginally</u> <u>Important</u>	<u>Important</u>	<u>Very</u> <u>Important</u>	<u>Extremely</u> <u>Important</u>
A. Overall image of the City	1	2	3	4	5
B. Quality of local schools	1	2	3	4	5
C. Low crime rate	1	2	3	4	5
D. Availability of trained employees	1	2	3	4	5
E. Level of taxation	1	2	3	4	5
F. Access to highways	1	2	3	4	5
G. Access to airports	1	2	3	4	5
H. Availability of quality housing and other amenities for senior managers	1	2	3	4	5
I. Proximity of businesses that are important to your business	1	2	3	4	5
J. Availability of public transportation	1	2	3	4	5
K. Availability of libraries, arts, and cultural amenities	1	2	3	4	5
L. Attitude of local government toward business	1	2	3	4	5
M. Availability of telecommunications, utilities and other infrastructure	1	2	3	4	5
N. Availability of trails, parks, and open space	1	2	3	4	5
O. Quality of city streets	1	2	3	4	5
P. Availability of affordable housing for your workforce	1	2	3	4	5
Q. Convenient access to airport	1	2	3	4	5
R. Other: _____	1	2	3	4	5

6. Which THREE of the reasons listed above will have the most impact on your decision to stay in the City of Des Moines for the next 10 years? [Write the letters for your top 3 choices below using the letters from the list in Question 5 above]

____ 1st ____ 2nd ____ 3rd

7. Do you think the tax structure for businesses in the City of Des Moines is fair?

___(1) Yes ___(2) No ___(9) Don't Know

7a. IF NO: Why not? _____

8. In the next 12 months, is your business considering any of the following? (check all that apply)

- (1) Expanding your business in Des Moines
- (2) Relocating to another location in Des Moines
- (3) Relocating to another location outside Des Moines
- (4) Downsizing
- (5) Closing
- (9) Don't know
- (0) None of these

9. Please indicate whether your business had any contact with any unit of Des Moines City government during the past year related to the following issues. If yes, please rate the City's performance in that area on a 1 to 5 scale where 1 is "Very Poor" and 5 is "Very Good".

			Very <u>Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	Very <u>Good</u>
Yes	No	Economic Development Office	1	2	3	4	5
Yes	No	Permit and Development Center	1	2	3	4	5
Yes	No	Public Works	1	2	3	4	5
Yes	No	Pre-Occupation/safety Inspections	1	2	3	4	5
Yes	No	Construction/building permit Inspections	1	2	3	4	5
Yes	No	Fire Inspections	1	2	3	4	5
Yes	No	Police Department	1	2	3	4	5
Yes	No	Des Moines International Airport	1	2	3	4	5

10. Please rate the labor pool in the City of Des Moines in the following areas where 1 is "Very Poor" and 5 is "Very Good". Choose 9 if you "Don't Know":

	Very <u>Poor</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	Very <u>Good</u>	Don't <u>Know</u>
A. Quality of labor	1	2	3	4	5	9
B. Availability of labor	1	2	3	4	5	9
C. Stability of the City's labor force	1	2	3	4	5	9
D. Attitude of employees	1	2	3	4	5	9
E. Productivity of the workforce	1	2	3	4	5	9

11. Several items that may influence your perception of the City of Des Moines are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." 9 means "Don't Know".

	Very <u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Neutral</u>	<u>Satisfied</u>	Very <u>Satisfied</u>	Don't <u>Know</u>
A. Overall quality of services provided by the City of Des Moines	1	2	3	4	5	9
B. Overall image of the City	1	2	3	4	5	9
C. How well the City is planning growth	1	2	3	4	5	9
D. Overall quality of life in the City	1	2	3	4	5	9
E. Quality of new development in Des Moines	1	2	3	4	5	9
F. Quality of public education in Des Moines	1	2	3	4	5	9

11. (continued)	Very				Very	Don't
	<u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Neutral</u>	<u>Satisfied</u>	<u>Satisfied</u>	<u>Know</u>
G. Overall feeling of safety in the City	1	2	3	4	5	9
H. Overall value your company receives for your City tax dollars and fees	1	2	3	4	5	9
I. Overall quality of air service	1	2	3	4	5	9

12. Approximately how many employees do you employ in Des Moines?

- ___ (1) Less than 10
- ___ (2) 10-24
- ___ (3) 25-49
- ___ (4) 50-99
- ___ (5) 100-249
- ___ (6) 250-499
- ___ (7) 500 or more

13. Approximately what percentage of your customer base is represented by the following groups? (total should add to 100%)

- ___ % Customers from the City of Des Moines
- ___ % Customers from Polk County outside the City of Des Moines
- ___ % Other Iowa customers (Outside Polk County)
- ___ % Customers in the U.S. but outside Iowa
- ___ % International/overseas customers

100% TOTAL

14. Approximately how many years has your business been operating in the City of Des Moines? (circle "Outside the City" if your business is not located inside the City limits of Des Moines)

___ years OUTSIDE THE CITY

15. How would you best describe your business? Are you a manufacturer, wholesaler, etc.? [check the most appropriate category; if you don't see a description that matches, write a description in "other"]

- ___ (01) Manufacturing
- ___ (02) Agriculture/forestry
- ___ (03) Retail trade (not food service)
- ___ (04) Retail food service
- ___ (05) Transportation/warehousing
- ___ (06) Communications
- ___ (07) Utilities
- ___ (08) Finance/insurance/real estate
- ___ (09) Wholesaler/distributor
- ___ (10) Construction
- ___ (11) Health care/medical/social services
- ___ (12) Arts, entertainment, recreation
- ___ (13) Professional services (law, consulting, architecture, engineers, etc)
- ___ (99) Other: _____

16. Do you feel the City offers adequate services to entrepreneurs in the City of Des Moines?
____(1) Yes ____ (2) No

Optional. Please write additional comments that you would like to share with City officials in the space below.

17. Would you be interested in participating in a future focus group to discuss City-related business issues?
____(1) Yes ____ (2) No

If you would you be interested in participating in future discussions regarding business and economic development in the City of Des Moines, please provide the following information:

Your Name: _____ Title: _____
Organization: _____
Street Address: _____
City: _____ State: _____ Phone: _____
E-mail: _____

THIS CONCLUDES THE SURVEY - THANK YOU FOR YOUR TIME!