

**BUSINESS OF THE CITY COUNCIL  
WINDSOR HEIGHTS, IOWA  
AGENDA STATEMENT**

Item No. 12  
For Meeting of 2/01/10

**ITEM TITLE:** Discussion and possible consideration of resolution accepting agreement with the Institute for Social and Behavioral Research to perform services related to the annual citizen survey for a cost not to exceed \$6,045.

**CONTACT PERSON(S):** Marketa George Oliver, City Administrator

**SUMMARY EXPLANATION**

This item was on the January 18<sup>th</sup> meeting, this item was discussed and council request to review it again and bring it back for additional discussion. Question 17a was added at the request of a council member.

The Citizen Satisfaction Survey represents the City's most in-depth and reliable attempt to measure the attitudes of its citizenry on issues related to City operations. Specifically the survey is designed to accomplish the following:

- Measure residents' overall satisfaction with the City's services.
- Identify key issues of concern for residents.
- Measure residents' perceptions of the importance and satisfaction of specific services.
- Determine the effectiveness of City communications and public information and determine which outlets most effectively serve to reach our citizens.

Approximately 350 residents who are registered to vote will be randomly selected to participate in a phone survey of our Citizen Satisfaction Survey. The phone survey will be administered in February. Telephone surveys should average around 10 minutes in length. During the last council meeting the council voted to delay a decision on this item until the next council meeting. Some changes were made to the survey.

Iowa State University's Institute for Social and Behavioral Research (ISBR) has agreed to administer the Citizen Satisfaction Survey. The firm's fee will total from \$6,045 depending on the number of surveys administered. The ISBR has experience in administering a wide variety of surveys, including municipal satisfaction surveys. The ISBR did the City's survey in 2007.

<input checked="" type="checkbox"/> Resolution _____ Ordinance ____ Contract __ Other (Specify) _____
Funding Source _____ General Fund _____
APPROVED FOR SUBMITTAL _____ City Administrator

**STAFF RECOMMENDATION:** By motion and roll call vote, approve the resolution

**COUNCIL ACTION:**

Resolution 10-0201/

RESOLUTION ACCEPTING AGREEMENT WITH THE INSITITUE FOR SOCIAL AND BEHAVIORAL RESEARCH TO PERFORM SERVICES RELATED TO THE period CITIZEN SURVEY IN AN AMOUNT NOT TO EXCEED \$6,045

WHEREAS, the City of Windsor Heights is committed to providing high quality services to its residents; and

WHEREAS, receiving feedback from citizens is a critical aspect of evaluating City performance; and

WHEREAS, The Citizen Satisfaction Survey is a formal feedback method that results in statistically reliable data upon which analysis can be based;

WHEREAS, a professional contract service through Iowa State University's Institute for Social and Behavioral Research has been proposed to conduct the survey; and

WHEREAS, the Institute for Social and Behavioral Research is a qualified firm capable of sampling, administering the survey, and maintaining confidentiality of respondents for an amount not exceed \$6,045

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Windsor Heights, Iowa that the City does hereby approve the proposal from the Institute for Social and Behavioral Research for conducting the annual citizen survey at an amount not to exceed \$6,045

PASSED AND PPROVED THIS 2<sup>nd</sup> DAY OF February, 2010.

---

David J. Sullivan, Mayor

ATTEST:

---

Marketa George Oliver, City Administrator

# IOWA STATE UNIVERSITY

Institute for Social and Behavioral Research

2625 North Loop Drive, Suite 500  
Ames, Iowa 50010-8296  
515 294-4518  
FAX 515 294-3613

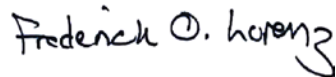
January 15, 2010

Josh Heggen  
Community Services Director  
City of Windsor Heights  
1133 66th Street  
Windsor Heights, IA 50324

The Institute for Social and Behavioral Research (ISBR) at Iowa State University is pleased to be able to provide data collection services for the city of Windsor Heights. The Data Acquisition Unit of ISBR has over 20 years of experience of interviewing residents of Iowa. We are particularly pleased to be involved once again in a satisfaction survey of the residents in your community.

ISBR will provide data collection services in the form of conducting telephone interviews with a random sample of 350 residents using the provided list of registered voters. In cases where there is more than one eligible individual in a residence, we will interview just one resident. The interviews will take approximately 15-20 minutes.

The estimated total cost for data collection is \$6,045. This estimate includes the random sampling, interviewer costs, telephone costs, and staff management. The ISU Administrative service fee of 3% is included in this total. The expenditures will be billed as actual costs to a maximum of \$6,045.



Fred Lorenz  
Director  
Institute for Social and Behavioral Research  
Iowa State University

**Windsor Heights Community Satisfaction Survey  
February 2010**

**Hello, this is [YOUR NAME] calling from Iowa State University for the Windsor Heights Community Satisfaction Survey. May I speak to [SAMPLE NAME]?**

**IF NOT AVAILABLE, ASK FOR A GOOD TIME/DAY TO CALL BACK**

**We are conducting a resident community satisfaction survey for the City of Windsor Heights. I would like to ask you some questions that will take about 10 to 15 minutes.**

**IF NO, ASK FOR A GOOD TIME/DAY TO CALL BACK.**

**First I want to assure you that all of your answers will be kept strictly confidential. And there is no risk to participating. Results will be reported in summary form only. Also, you may refuse to answer any question or to stop at any time.**

1. Are you still a resident of Windsor Heights?

1 = Yes

2 = No

**IF NO, THANK THEM FOR THEIR TIME AND END INTERVIEW.**

2. What is your current address?

\_\_\_\_\_

IF THIS THE SAME ADDRESS AS ON THE CALL RECORD?

1 = Yes

2 = No

ENTER THE PRECINCT FROM THE CALL RECORD \_\_\_\_\_

**Section 1: Overall Satisfaction with the Community**

3. Please rate your overall satisfaction with the services provided by the City of Windsor Heights. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".



	(5)						
Development (includes redevelopment of existing commercial areas, support for existing businesses and the City's economic development grant program to promote job retention or creation.)							
Public Safety (this includes the police, fire, building and code enforcement sections of the City's operations)							
Infrastructure (this includes streets, water, stormwater and sanitary sewer)							
Recreation/Cultural (this includes parks, programming, and participation in regional efforts such as the regional library system and regional arts initiatives)							
Sidewalks (this means adding more sidewalks and improving the sidewalks that are in place)							

6. Have you contacted the City with a service request, question, or complaint during the past year, or received service from any City employee?

1 = Yes

2 = No

**IF NO GO TO SECTION 2, PAGE 5**

6B. Which departments have you contacted or received service from?

		Yes	No	DK	REF
<b>Which department have you contacted or received services from:</b>					
A.	City Administration				
B.	Fire and Rescue				
C.	Police Department				
D.	Code Enforcement & Building Inspections				
E.	Public Works				

6C. In general, how would you rate the customer service you received from City staff? Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".

(ASK THE FOLLOWING QUESTIONS ONLY ABOUT THE DEPARTMENTS FROM WHICH SERVICES WERE RECEIVED. RESPONDENT MAY ALSO ANSWER "DON'T KNOW", BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

<b>In general how would you rate the contact or customer service you received from City Staff:</b>		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	City Administration	5	4	3	2	1	8	9
B.	Fire and Rescue	5	4	3	2	1	8	9
C.	Police Department	5	4	3	2	1	8	9
D.	Code Enforcement and Building Inspections	5	4	3	2	1	8	9
E.	Public Works	5	4	3	2	1	8	9

## Section 2: Citizens Satisfaction by Department

The next questions are about your satisfaction with specific city departments.

### **Police Department**

7. First the Police Department. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied”.

(RESPONDENT MAY ALSO ANSWER “DON’T KNOW”, BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	Professionalism of police officers?	5	4	3	2	1	8	9
B.	Enforcement of traffic laws?	5	4	3	2	1	8	9
C.	Police efforts to prevent crime?	5	4	3	2	1	8	9
D.	Responsiveness of police to complaints?	5	4	3	2	1	8	9
E.	Responsiveness of police to investigations of criminal offenses?	5	4	3	2	1	8	9
F.	The Vacation House Check Program?	5	4	3	2	1	8	9
G.	Quality of Animal Control?	5	4	3	2	1	8	9
H.	Visibility of police around the city?	5	4	3	2	1	8	9
I.	Quality of community education programs?	5	4	3	2	1	8	9

8. What **ONE** Police service or program should receive the most attention from City leaders over the next two years? (QUASI-OPEN)

- 1<sup>st</sup> Priority \_\_\_\_\_

9. Do you feel the city should raise the speed limit on University Avenue from 25 mph to 30 mph?

1 = Yes

2 = No

10. Do you feel the city should use red light cameras to help enforce traffic signals?

1 = Yes

2 = No

11. Do you feel the city should use speed cameras to help enforce the speed limit?

1 = Yes

2 = No

## Fire Department

12. General fire and emergency medical service questions: Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied”.

(RESPONDENT MAY ALSO ANSWER “DON’T KNOW”, BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	How quickly fire department personnel respond to emergencies?	5	4	3	2	1	8	9
B.	Quality of ambulance and paramedic services?	5	4	3	2	1	8	9
C.	Professionalism of fire department personnel?	5	4	3	2	1	8	9
D.	Quality of fire safety and education programs?	5	4	3	2	1	8	9
E.	Carbon monoxide and smoke detector programs?	5	4	3	2	1	8	9
F.	Programs to monitor blood pressure of residents?	5	4	3	2	1	8	9

13. What **ONE** Fire and Emergency Medical service or program should receive the most attention from City leaders over the next two years? (QUASI-OPEN)

- 1<sup>st</sup> Priority \_\_\_\_\_

## Public Works Department

14. General public works questions. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".

(RESPONDENT MAY ALSO ANSWER "DON'T KNOW", BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	Condition of city streets?	5	4	3	2	1	8	9
If a person responds with a 2 or 1, please ask them the following questions.								
Can you please share with us the specific street where you are dissatisfied condition of the road?								
-								
B.	Condition of sidewalks?	5	4	3	2	1	8	9
If a person responds with a 2 or 1, please ask them the following questions.								
Can you please share with us the specific areas where you are dissatisfied with the sidewalks?								
-								
C.	Snow removal on major streets?	5	4	3	2	1	8	9
D.	Snow removal on YOUR street?	5	4	3	2	1	8	9
E.	Mow and tree trimming along City property?	5	4	3	2	1	8	9
F.	Cleanliness of city streets and public areas?	5	4	3	2	1	8	9
G.	Maintenance of sanitary sewer system?	5	4	3	2	1	8	9
H.	Maintenance of storm sewer system?	5	4	3	2	1	8	9

15. What ONE Public Works service or program should receive the most attention from City leaders over the next two years? (QUASI-OPEN)

- 1<sup>st</sup> Priority \_\_\_\_\_

16. Do you feel the City should add sidewalks on streets that do not have sidewalks?

- 1 = Yes  
2 = No

17. Would you be opposed to a sidewalk on your property?

- 1 = Yes  
2 = No

17a. Would you be willing to pay to have a sidewalk on your property?

1 = Yes

2 = No

### Culture, Parks and Recreation

18. General parks and recreation questions. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".

(RESPONDENT MAY ALSO ANSWER "DON'T KNOW", BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	Condition of the bike trails	5	4	3	2	1	8	9
B.	Special Event Programming	5	4	3	2	1	8	9
C.	The Playground at Colby Park.	5	4	3	2	1	8	9
D.	Quality of City parks and recreation opportunities	5	4	3	2	1	8	9
E.	The condition of Lions Park	5	4	3	2	1	8	9

19. Do you think you will rent the new community center for any type of event such as a high school graduation party, wedding, business meeting, etc once it opens this summer?

1 = Yes

2 = No

20. Have you used or visited Colby Park, Colby Trail, or Windsor Heights' Lions Park in the last year?

1 = Yes

2 = No

21. Do you think the city should build a dog park within Windsor Heights?

1 = Yes

2 = No

21a . Would someone in your household use a dog park if one were in Windsor Heights?

1 = Yes

2 = No

22. Do you think the city should build a skate park within Windsor Heights?

1 = Yes

2 = No

20a. Would someone in your household use a skate park if one were located in Windsor Heights?

1 = Yes

2 = No

23. Have you attended the following special events:

		Yes	No	DK	REF
<b>Have you attend the following special events:</b>					
A.	Fourth of July	1	2	8	9
B.	Movies at the Park	1	2	8	9
C.	Music in the Park	1	2	8	9
D.	Fireman's Pancake Day	1	2	8	9
E.	Windsor Heights Annual Mini-Marathon (WHAMM)	1	2	8	9
F.	Oktoberfest at Colby Park	1	2	8	9
G.	Windsor Wonderland	1	2	8	9
H.	Easter Egg Hunt	1	2	8	9
I.	The Fire Fighters Santa Day	1	2	8	9

24. What type of recreation or other classes would you like to see in the new community center? (Other means cooking, computer classes, etc.)

- 1<sup>st</sup> Priority \_\_\_\_\_

25. Have you used any regional library in the last year?

1 = Yes

2 = No

**IF NO GO TO QUESTION 21**

**IF YES MOVE TO QUESTIONS 19a**

25a. Which library do you use most frequently? (OPEN)

\_\_\_\_\_

26. What **ONE** Culture, Parks, and Recreation Services service or program should receive the most attention from City leaders over the next two years? (QUASI-OPEN)

- 1<sup>st</sup> Priority \_\_\_\_\_

## City Solid Waste, Recycling, and Water Services

27. General questions gauging perception of solid waste, recycling, and water services. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".

(RESPONDENT MAY ALSO ANSWER "DON'T KNOW", BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	Residential Trash Collection services	5	4	3	2	1	8	9
B.	Single Stream recycling services.	5	4	3	2	1	8	9
C.	Large item pick-up/removal (such as appliances).	5	4	3	2	1	8	9
D.	Yard Waste Collection	5	4	3	2	1	8	9
E.	Clean up day	5	4	3	2	1	8	9
F.	Overall quality of Artistic Waste Systems (the City's trash and yard waste collection contractor).	5	4	3	2	1	8	9
G.	Overall quality of Waste Management (the single stream recycling collection contractor, the green container).	5	4	3	2	1	8	9
H.	Residential water services.	5	4	3	2	1	8	9
I.	Overall quality of Des Moines Water Works..	5	4	3	2	1	8	9

28. What **ONE** City Solid Waste, Recycling, and Water Services service or program should receive the most attention from City leaders over the next two years? (QUASI-OPEN)

- 1<sup>st</sup> Priority \_\_\_\_\_

29. Would you utilize a leaf vacuum program where you could rake your leaves to the street curb and the city would come by and vacuum them up?

- 1 = Yes  
2 = No

## Community Development and Code Enforcement

30. General community development questions: Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".

(RESPONDENT MAY ALSO ANSWER "DON'T KNOW", BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	Quality of redevelopment in the City	5	4	3	2	1	8	9
D.	Enforcing the clean up of junk and debris on private property.	5	4	3	2	1	8	9
E.	Enforcing the mowing and cutting of weeds on private property.	5	4	3	2	1	8	9
F.	City efforts to remove abandoned or inoperative vehicles.	5	4	3	2	1	8	9

31. Have you ever gotten a building permit from the City of Windsor Heights?

1 = Yes IF YES, ASK THE BELOW QUESTION

2 = No

Please rate on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A	City building permit and inspection process.	5	4	3	2	1	8	9

32. Have you ever spoken with or worked with the Windsor Heights Code Enforcement Official?

1 = Yes IF YES, ASK THE BELOW QUESTION

2 = No

Please rate on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied".

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A	Professionalism of Code Enforcement personnel.	5	4	3	2	1	8	9

## City Communication

33. General City communication questions: Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied”.

(RESPONDENT MAY ALSO ANSWER “DON’T KNOW”, BUT DO NOT READ THIS OPTION TO THEM AND ONLY RECORD IF IT IS THE ANSWER THEY VOLUNTEER.)

		Very Satisfied				Very Dissatisfied	DON'T KNOW	REFUSED
<b>How satisfied are you with:</b>								
A.	Overall effectiveness of City efforts to keep the public informed on programs and services.	5	4	3	2	1	8	9
B.	Quality of the City’s website.	5	4	3	2	1	8	9
C.	Quality of the City’s newsletter (included in the water bill and in the Windsor Heights Living Magazine).	5	4	3	2	1	8	9
D.	Coverage of Windsor Heights’ news in local media?	5	4	3	2	1	8	9
E.	Quality of budget and other information relating to City operations?	5	4	3	2	1	8	9
F.	Efforts of City staff to effectively deal with questions and concerns of the public.	5	4	3	2	1	8	9
G.	Community Coffee Club	5	4	3	2	1	8	9
H.	Taking it to the Streets program (council meetings held in the street in summer)	5	4	3	2	1	8	9
I.	Mayor’s Hour	5	4	3	2	1	8	9
J.	Efforts to use social media such as Facebook and Twitter	5	4	3	2	1	8	9

34. Have you or any members of your household accessed the City of Windsor Heights’ website in the last year?

- 1 = Yes
- 2 = No
- 8. Don’t Know
- 9. Refused

35. Do you or any members of your household regularly read the City’s newsletter included in the water bill and in the Windsor Heights Living Magazine?

- 1 = Yes
- 2 = No
- 8. Don’t Know
- 9. Refused

36. Do you or any members of your household regularly read the Windsor Heights/Des Moines West Community Section of the Des Moines Register?

- 1 = Yes
- 2 = No
- 8. Don’t Know

9. Refused

Finally, we have some questions about yourself.

37. What is your marital status

1. Married and living with my spouse
2. Living with someone in a steady, marital like relationship
3. Separated or Divorced
4. Widowed
5. Single and never married
8. Don't Know
9. Refused

38. Do you have minor children living in your household?

- 1 = Yes
- 2 = No
8. Don't Know
9. Refused

(ASK THE FOLLOWING QUESTION ONLY IF THEY ANSWERED YES TO QUESTION 38.)

38a. If you have school age children, do they walk to school?

- 1 = Yes
- 2 = No
8. Don't Know
9. Refused

39. Would you say your household income is:

1. Below \$25,000
2. \$25,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to 100,000
5. Above \$100,000
8. Don't Know
9. Refused

40. What is your race/ethnicity

1. African-American/Black
2. Asian
3. Hispanic
4. Native American
5. White
6. Other/Mixed Race
8. Don't Know
9. Refused

**THE CITY OF WINDSOR HEIGHTS THANKS YOU FOR PARTICIPATING IN THEIR SURVEY.**