

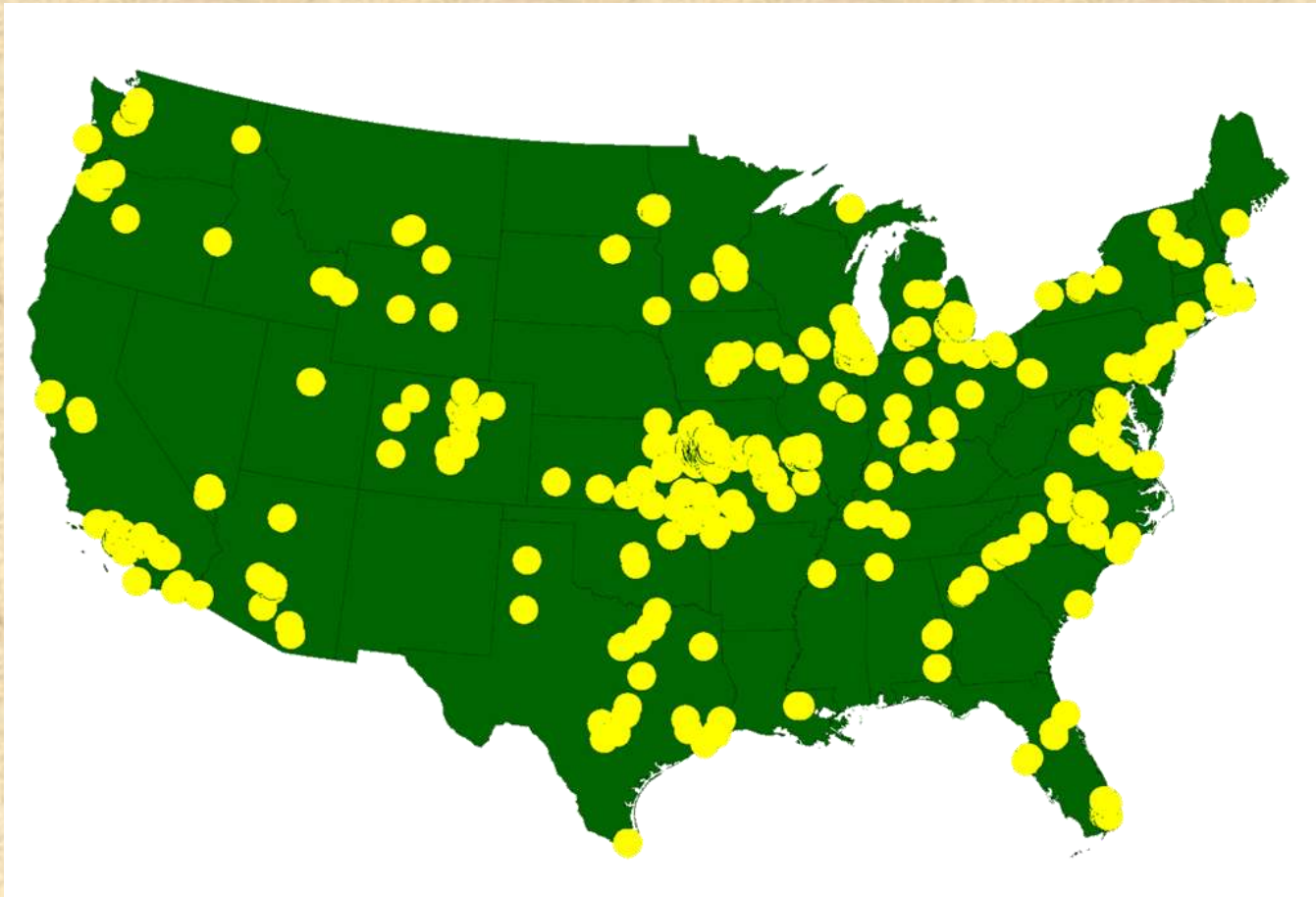


2009 DirectionFinder®
Survey Findings
City of Des Moines

By
ETC Institute
October 12, 2009

A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance
organizational performance for 25 years



More than 1,450,000 Persons Surveyed
for more than 425 cities in 46 States

Agenda

- Methodology
- Major Findings
- Summary
- Questions

Methodology

- Designed to objectively assess priorities and satisfaction with the delivery of city services
 - Similar to surveys conducted in 2005, 2006, 2007, 2008
- Administered by mail with follow-up by phone to a random sample of 834 residents
- Precision of at least +/-3.4% at the 95% level of confidence
- August-September 2009
- Good representation of respondents with regard to age, gender, income, and location
- Benchmarking Data
- Results were geocoded

Major Findings

- Trends Since 2007
 - 55 services up in satisfaction
 - 10 services equal in satisfaction
 - 3 services down in satisfaction
- Trends Since 2008
 - 42 services up in satisfaction
 - 13 services equal in satisfaction
 - 12 services down in satisfaction

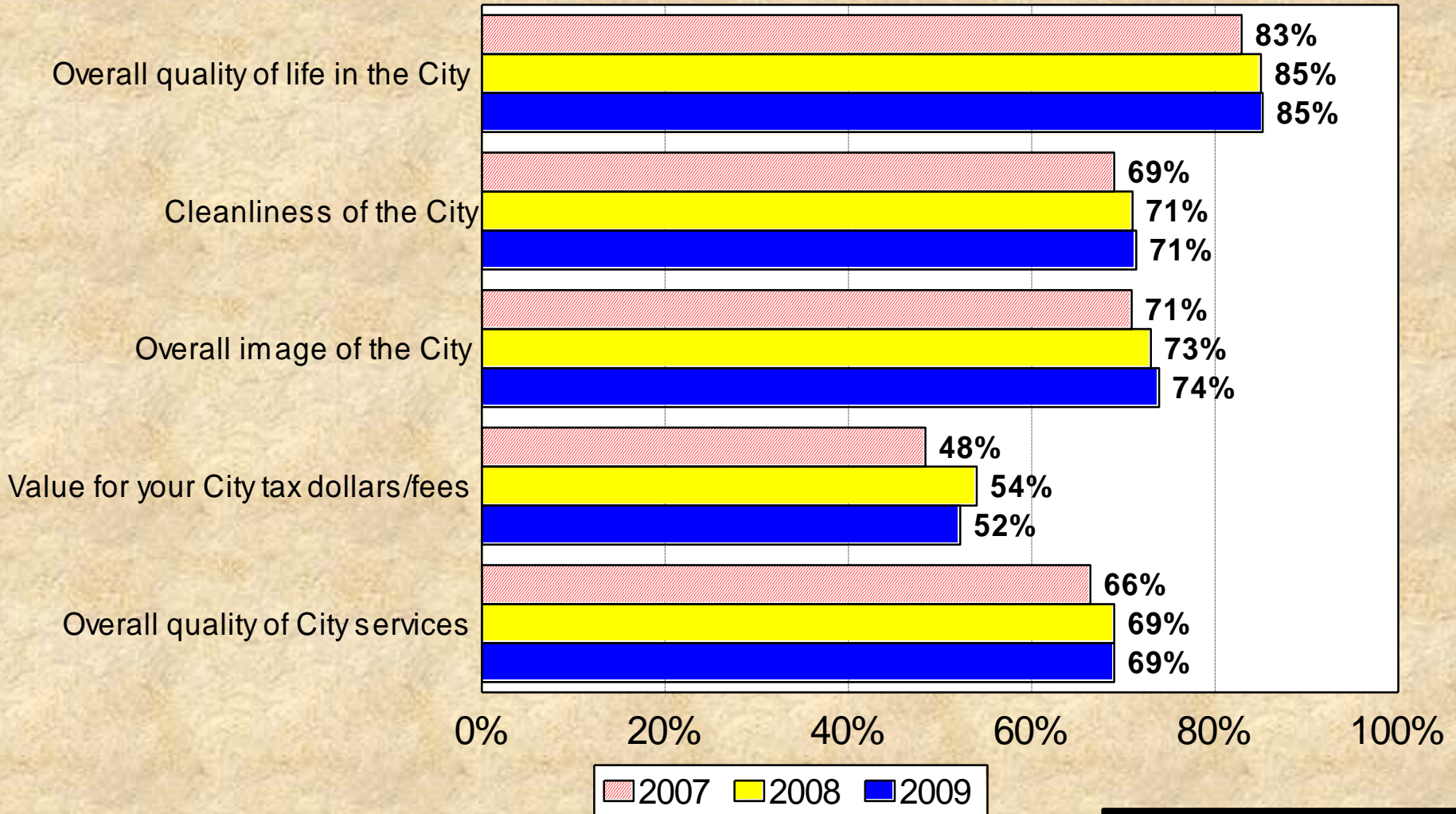
Major Findings

- Comparisons to National Benchmarks for cities over 150,000 in populations
 - 13 above in satisfaction
 - 3 equal in in satisfaction
 - 0 lower in satisfaction
- Best Practices
 - Pools
 - Local fire protection

PERCEPTIONS OF THE CITY

Satisfaction with Life in the City of Des Moines - 2007, 2008, and 2009

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 know~~

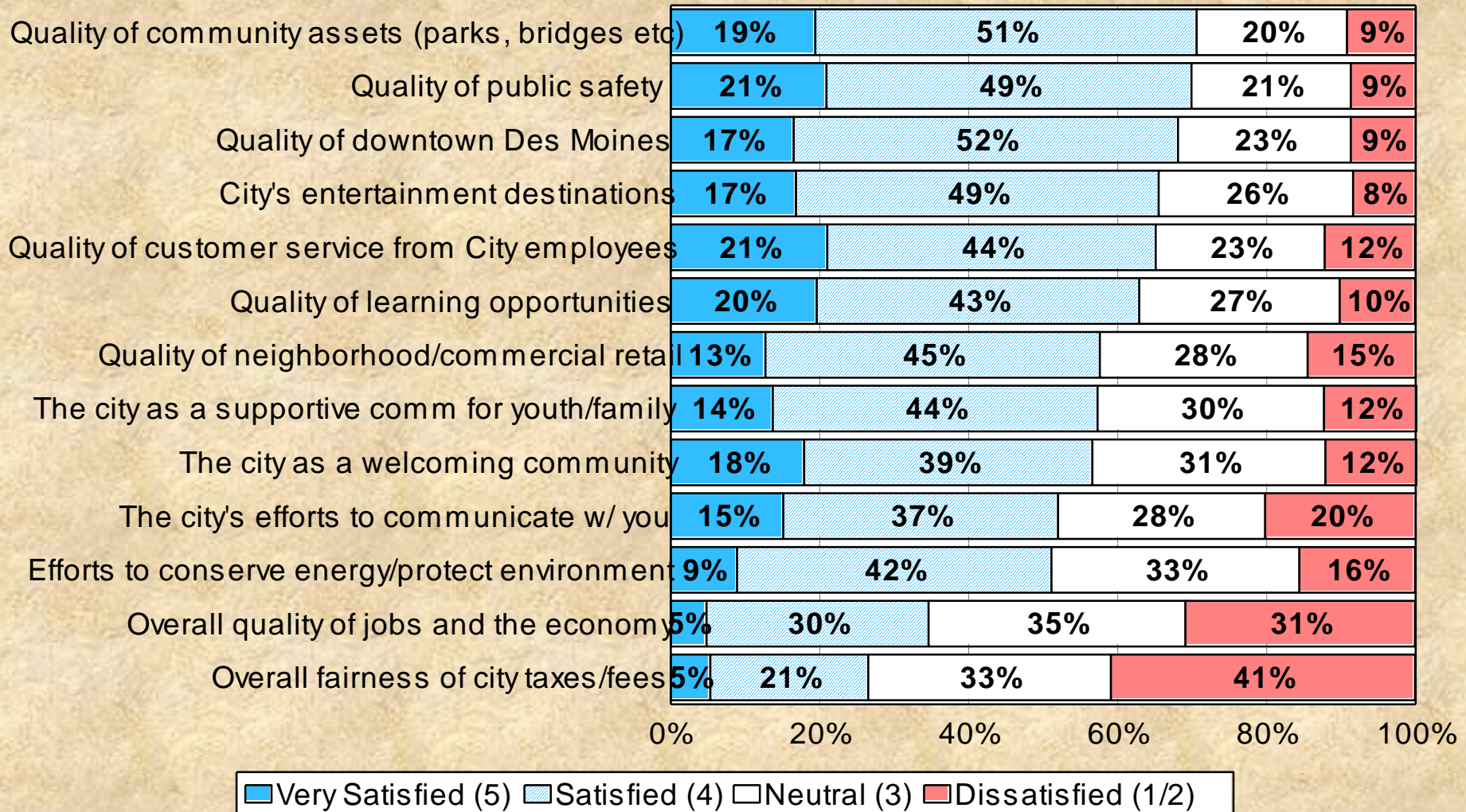


TREND DATA

SATISFACTION WITH MAJOR CATEGORIES OF CITY SERVICES

Overall Satisfaction With City Services by Major Category

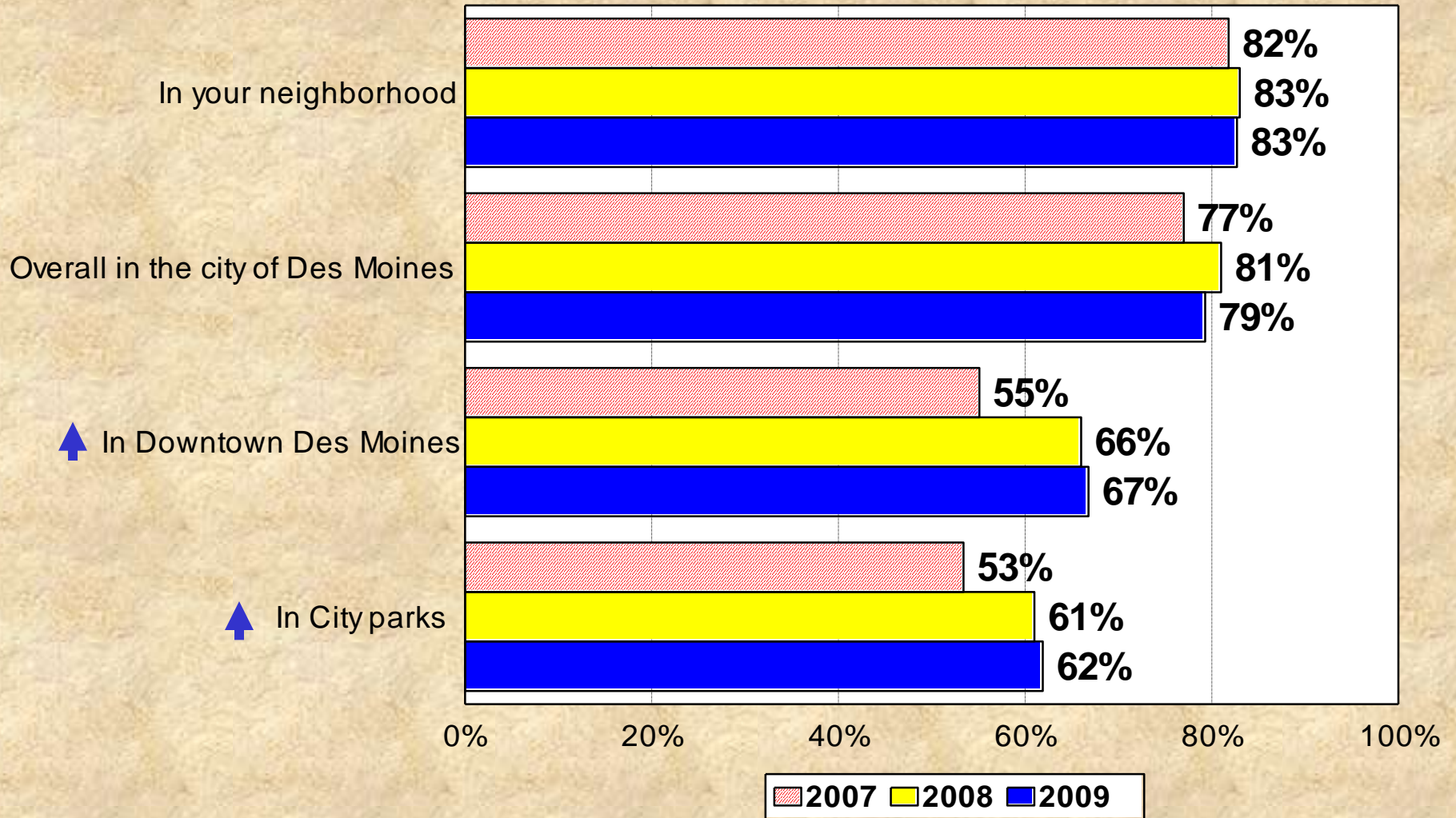
by percentage of respondents (excluding don't knows)



Trends Analysis

How Safe Residents Feel in Various Parts of the City - 2007, 2008, and 2009

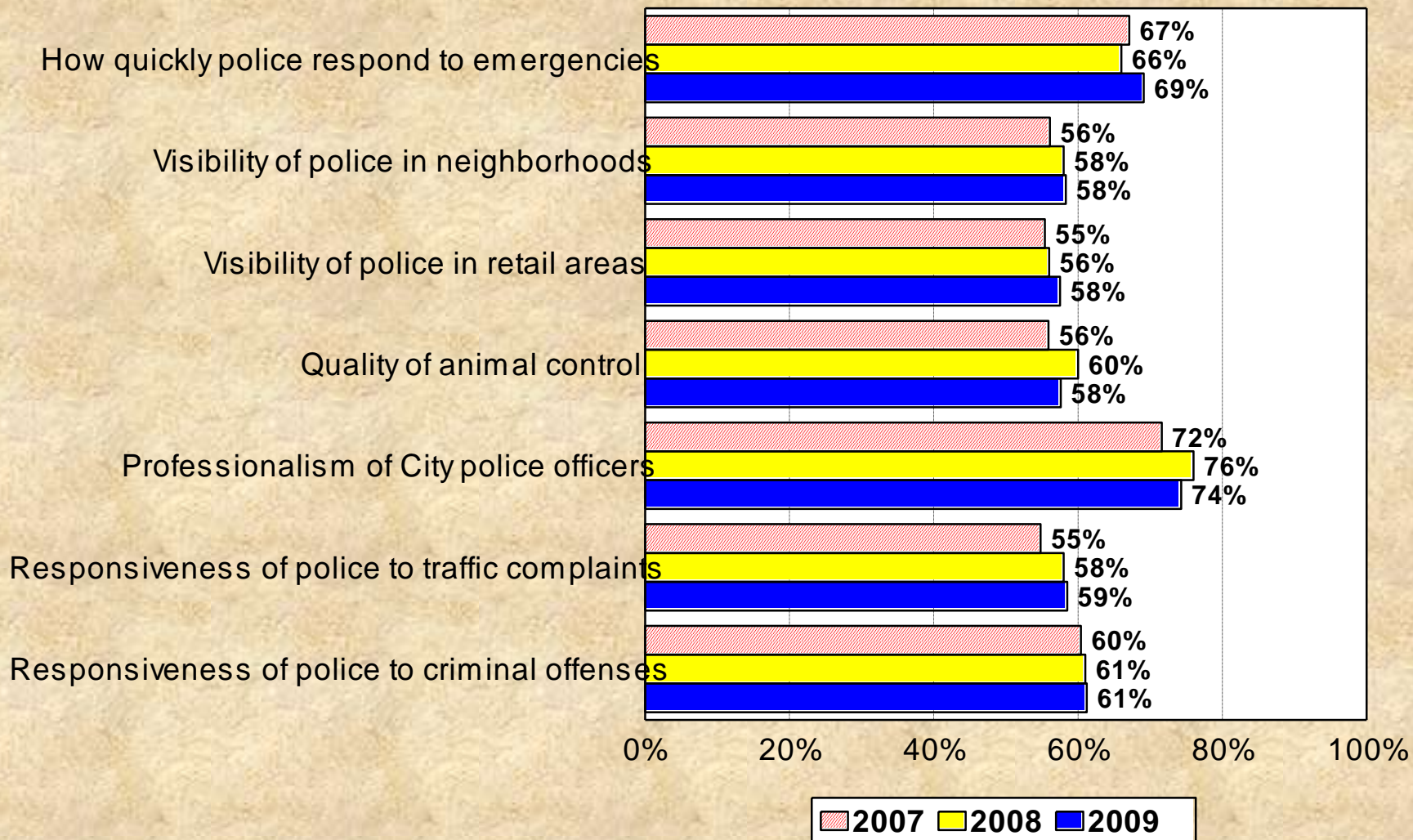
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" excluding don't knows



TREND DATA

Satisfaction with Various Aspects of Police Department Services - 2007, 2008 and 2009

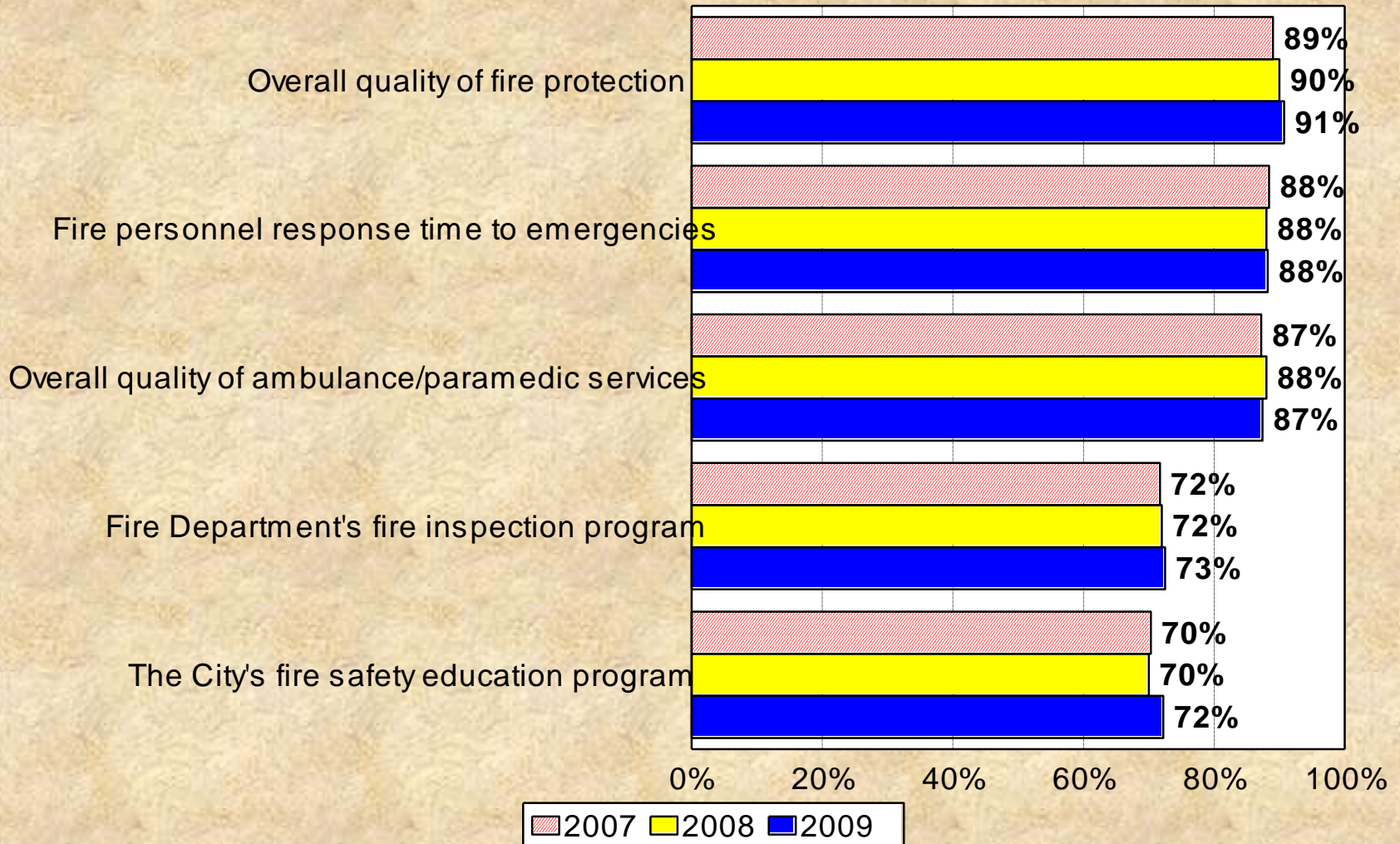
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" ~~excluding don't know~~



TREND DATA

Satisfaction with Various Aspects of Fire Department Services - 2007, 2008, and 2009

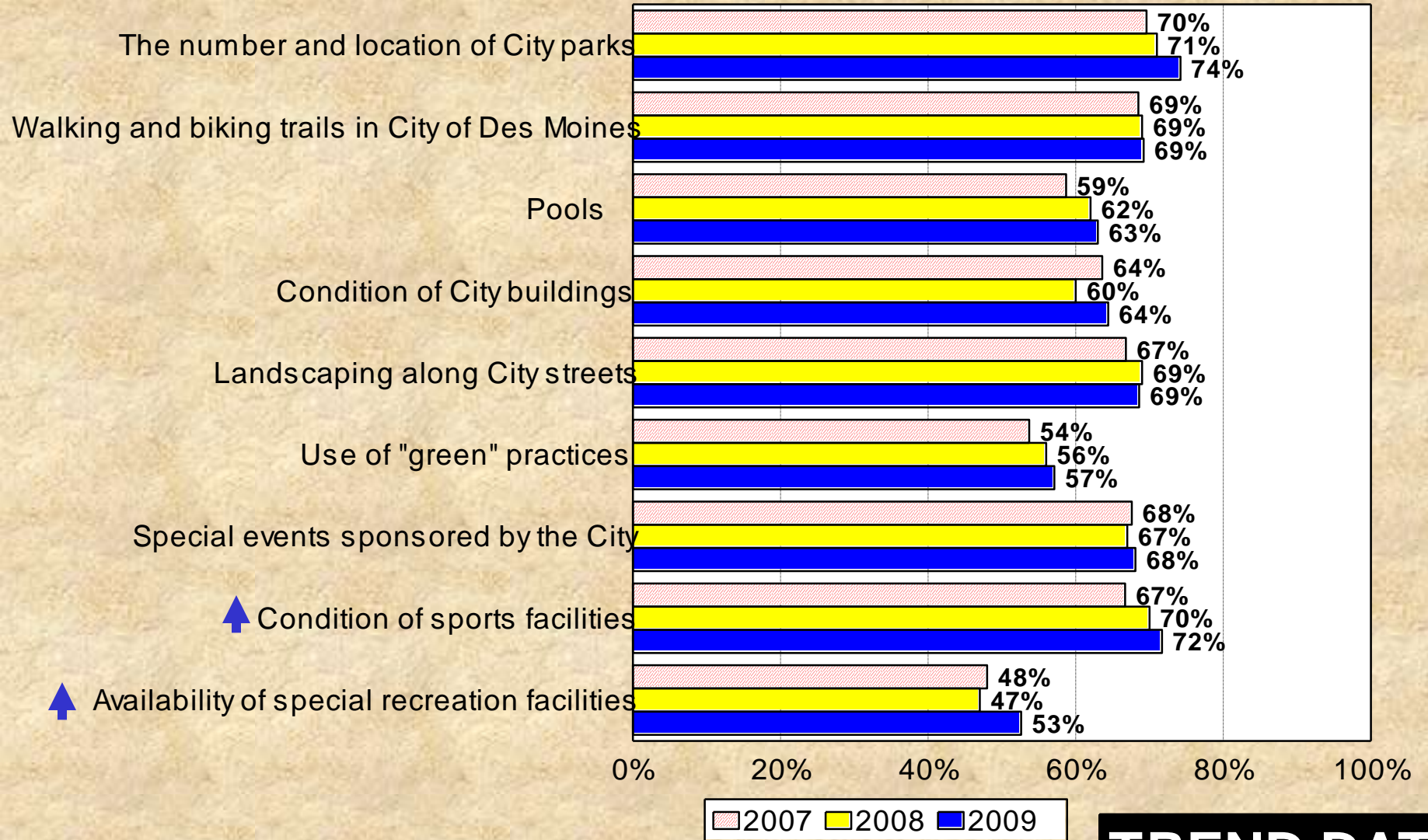
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" (excluding don't know)



TREND DATA

Satisfaction with Various Aspects of Parks and Recreation - 2007, 2008, and 2009

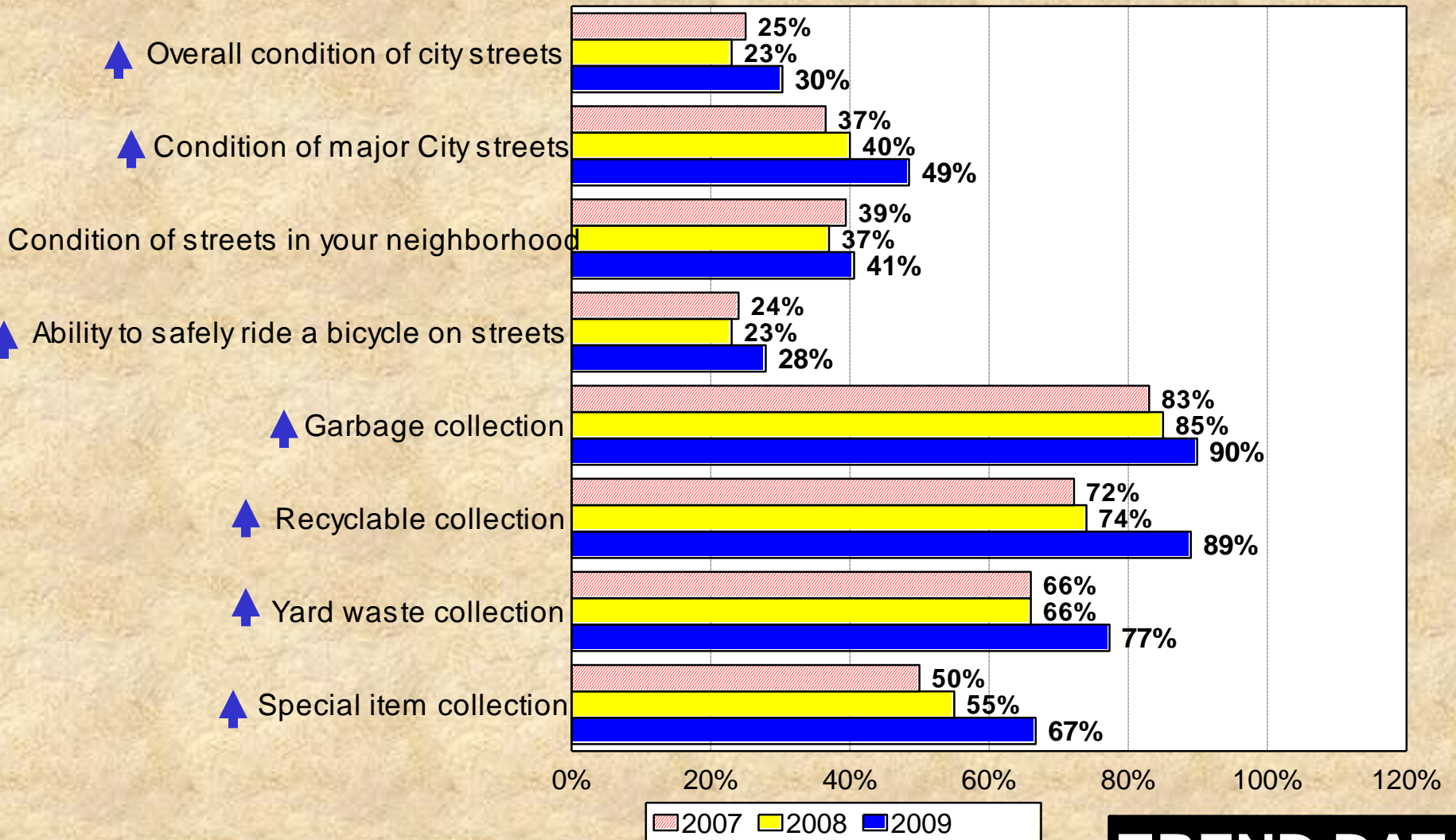
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" (excluding don't know)



TREND DATA

Satisfaction with Various Aspects of Public Works - 2007, 2008, and 2009

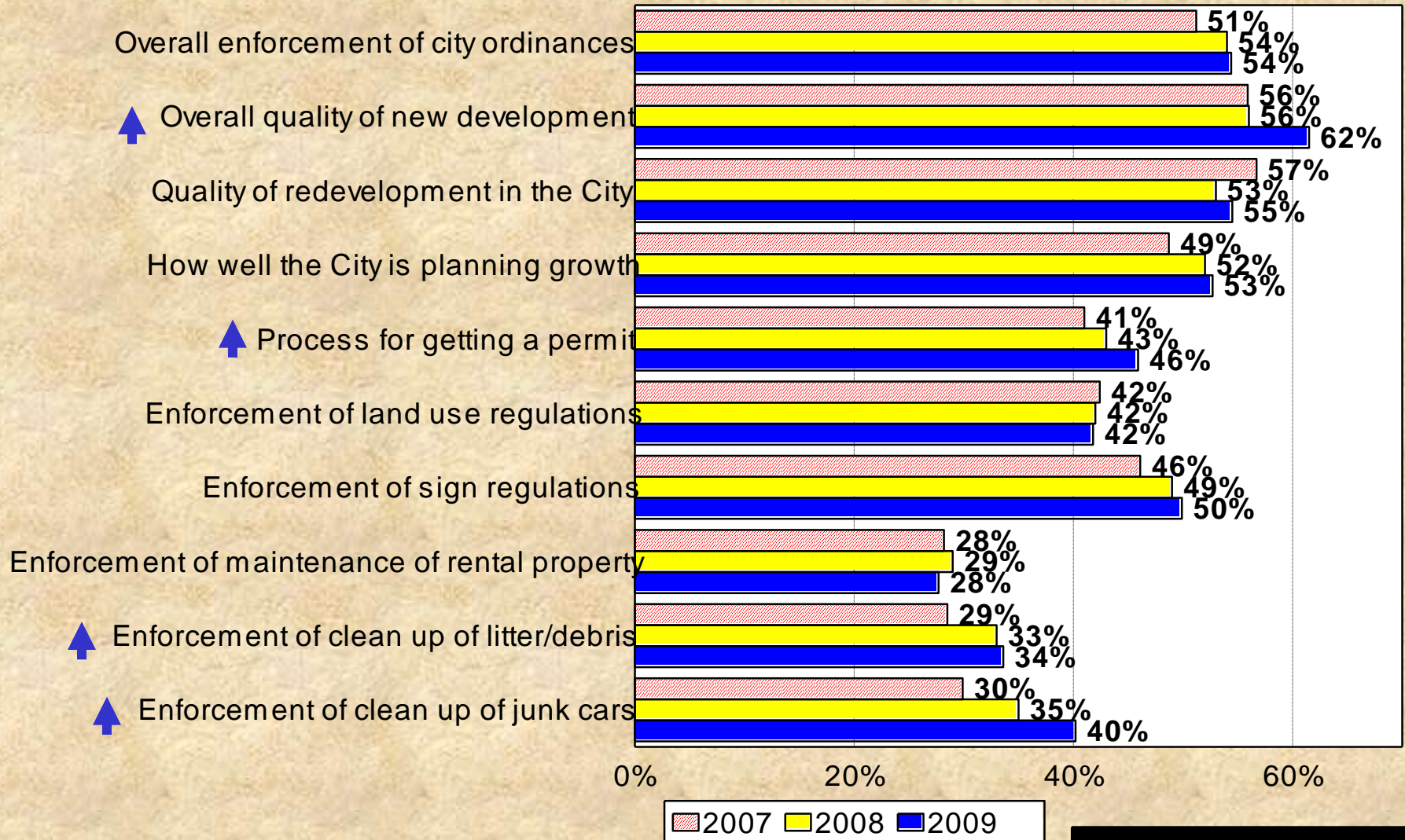
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" (excluding don't know)



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Satisfaction With Items That Influence Community Development - 2007, 2008, and 2009

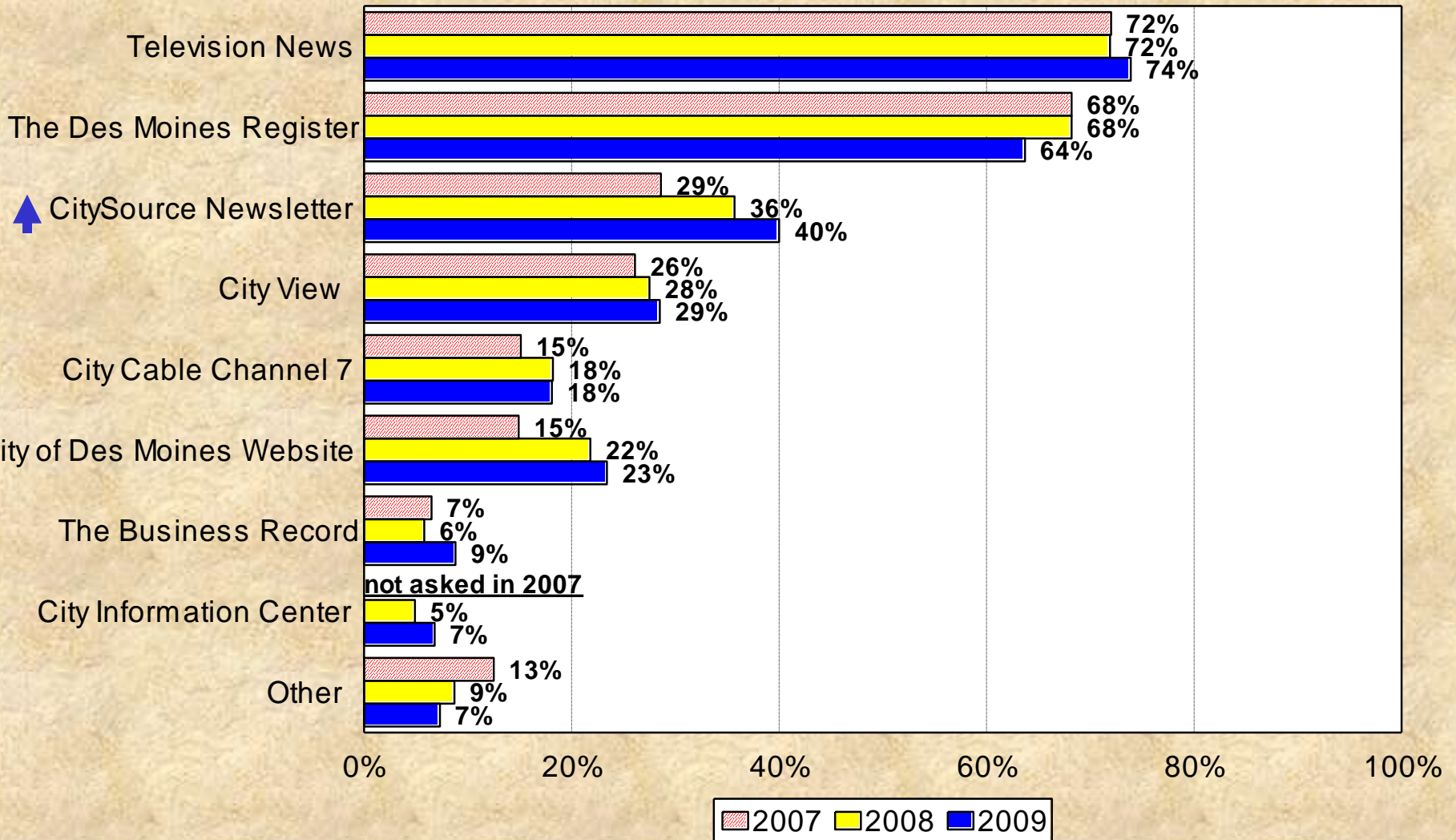
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
where 5 was "very satisfied" ~~excluding don't know~~



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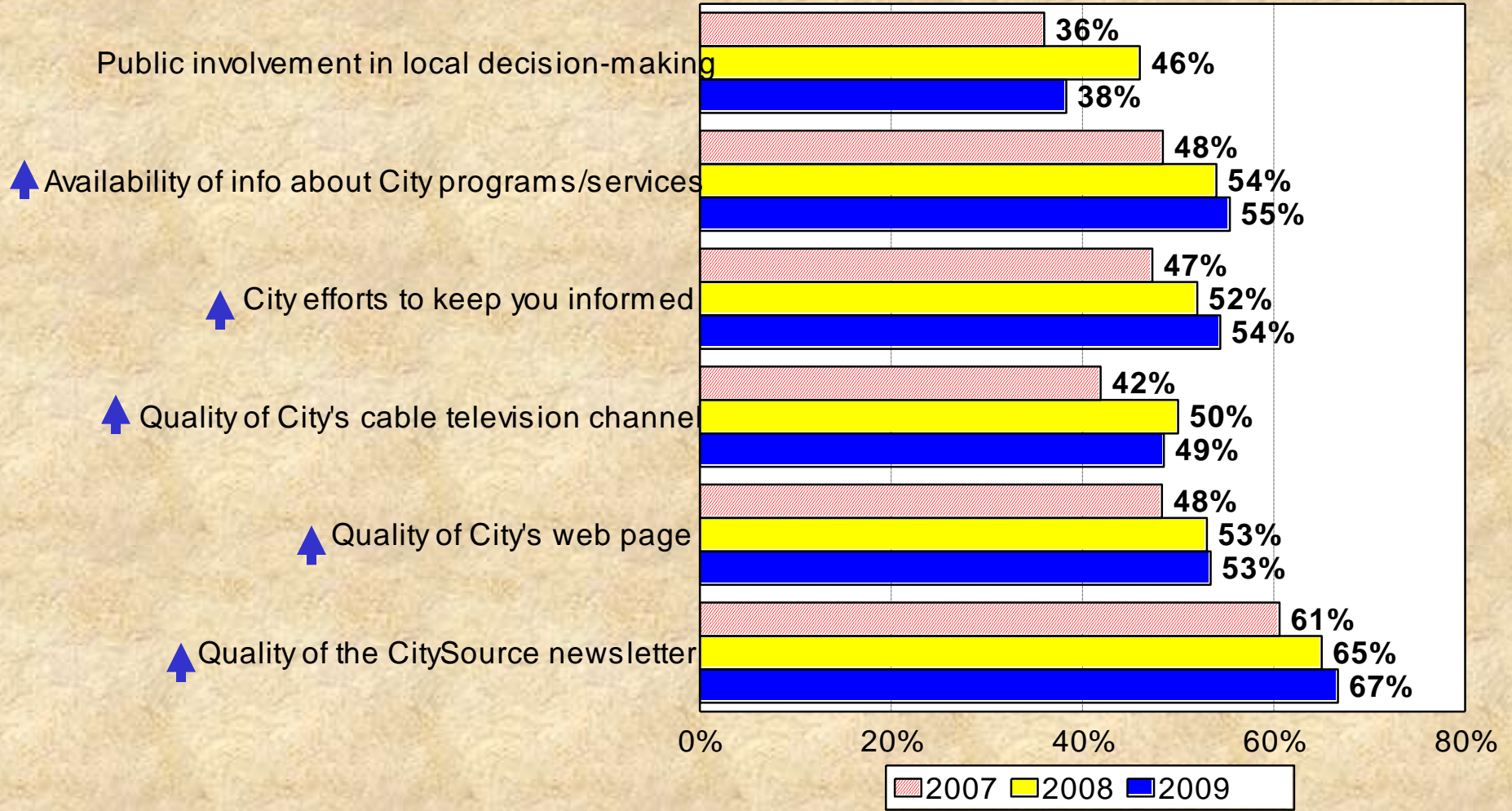
How Residents Typically Get Information About City Issues

by percentage of respondents (multiple answers allowed)



Satisfaction with Various Aspects of City Communications - 2007, 2008, and 2009

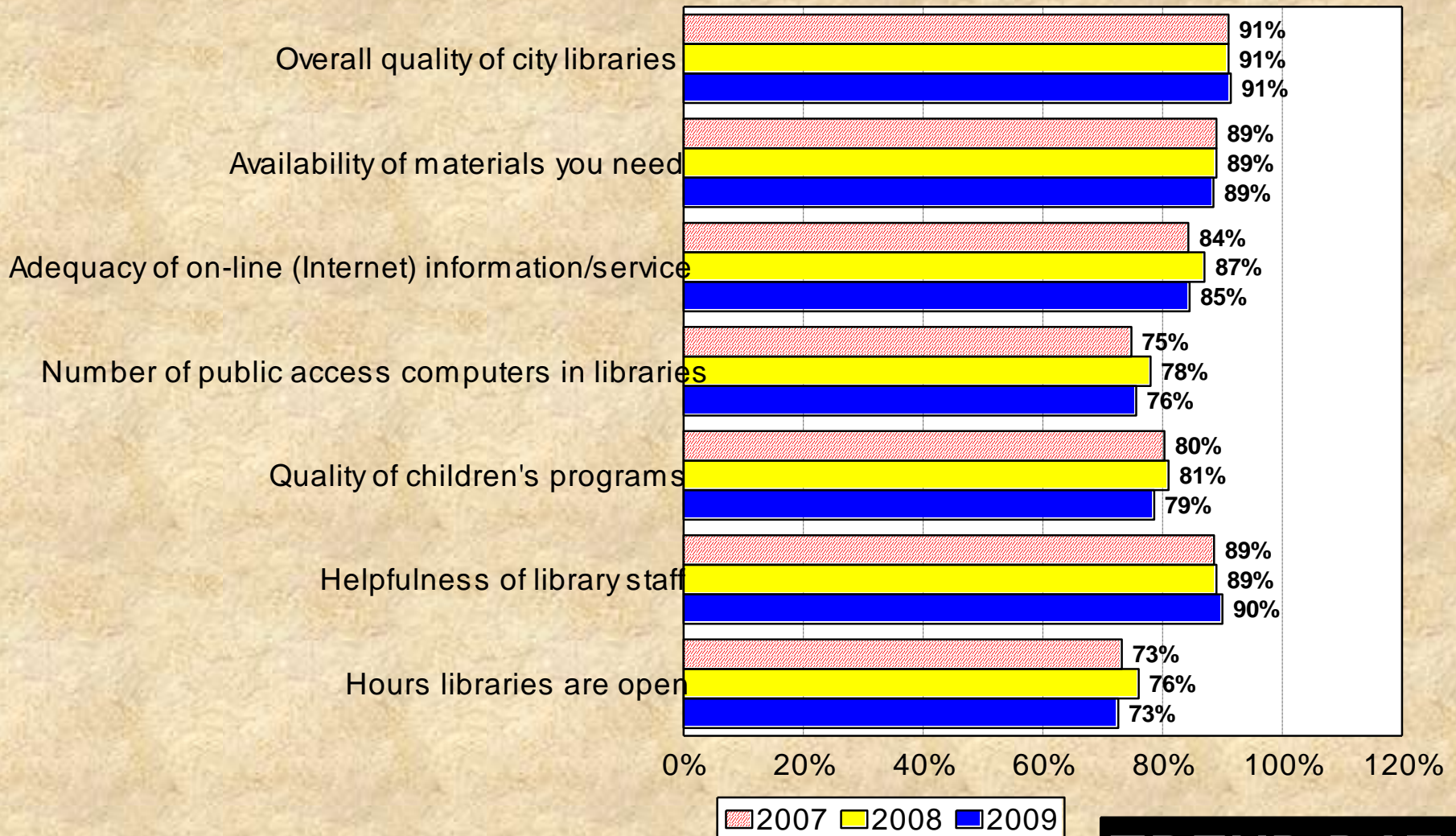
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied" ~~excluding don't know~~



TREND DATA

Satisfaction with Various Aspects of Public Libraries - 2007, 2008, and 2009

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 know~~



TREND DATA

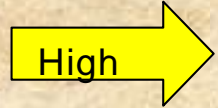
Comparisons to National Benchmarks

Satisfaction with Public Safety - 2009

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

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

● Des Moines, IA



Local fire protection

73%



91%

Overall quality of local police protection

52%



82%

79%

Visibility of police in neighborhoods

48%



64%

58%

Quality of animal control

26%



60%

58%

Visibility of police in retail areas

44%



61%

58%

0% 20% 40% 60% 80% 100%

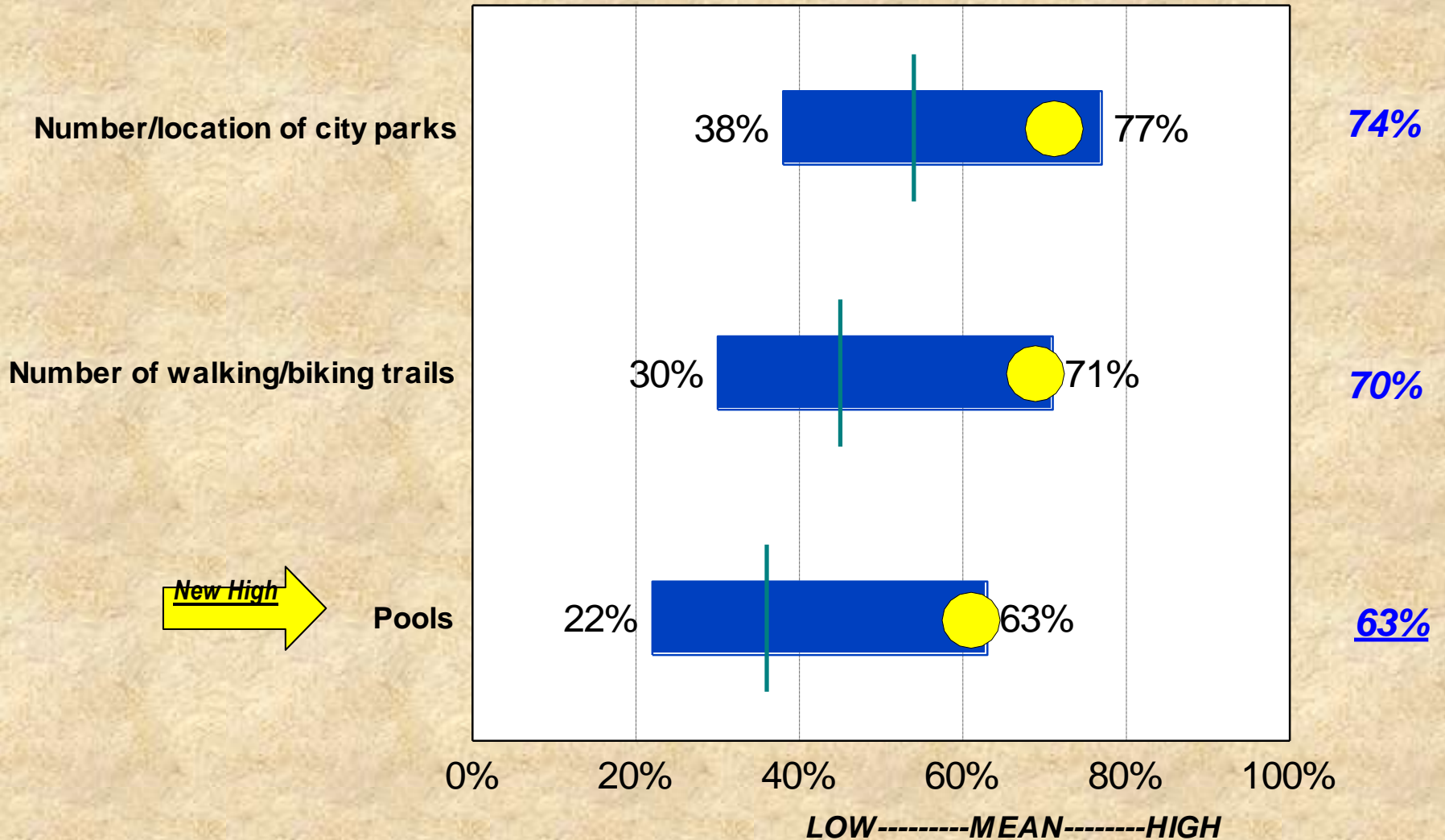
LOW-----MEAN-----HIGH

Satisfaction with Parks and Recreation - 2009

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't know's

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

● Des Moines, IA

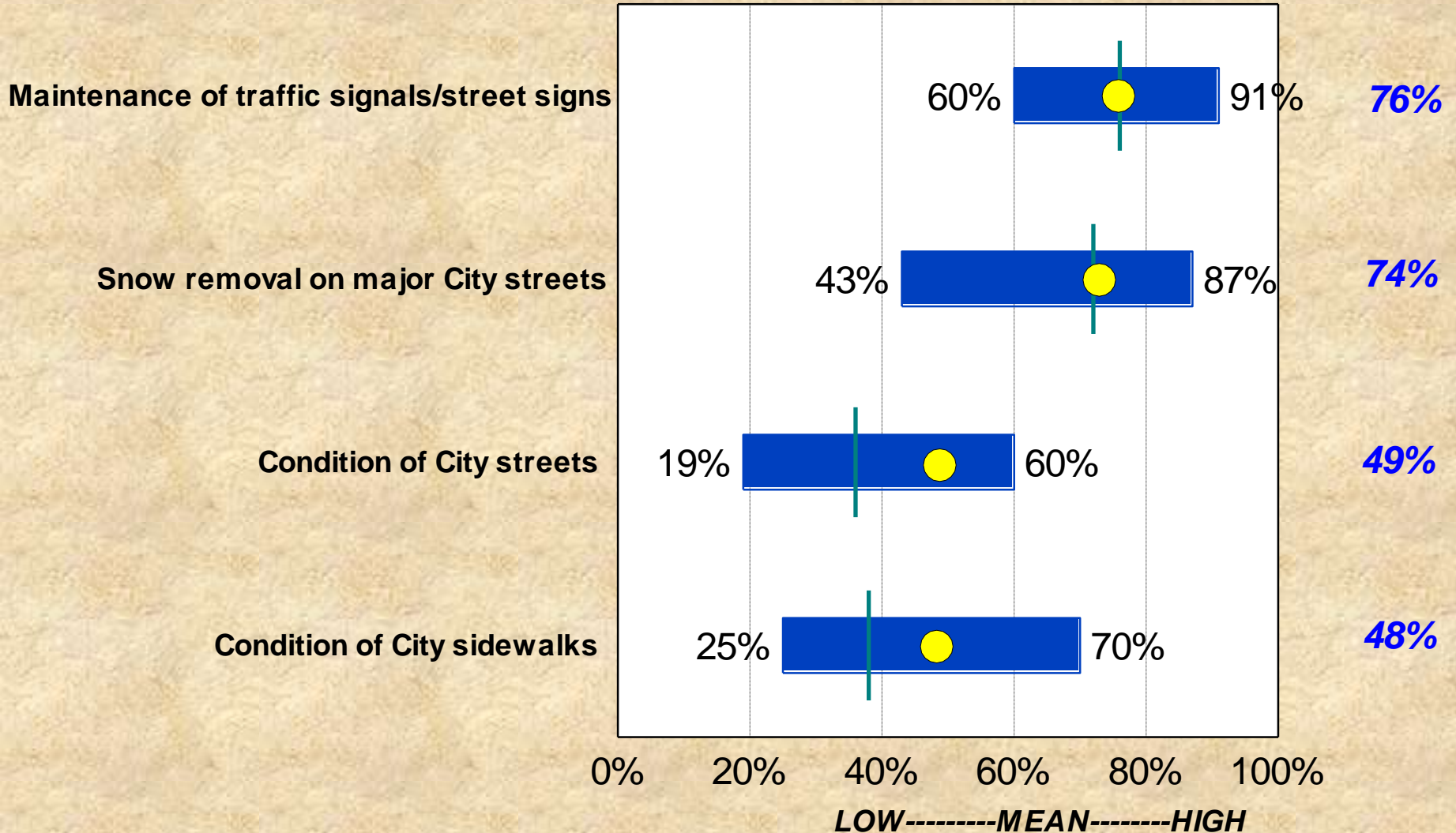


Satisfaction with Maintenance Services - 2009

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows

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

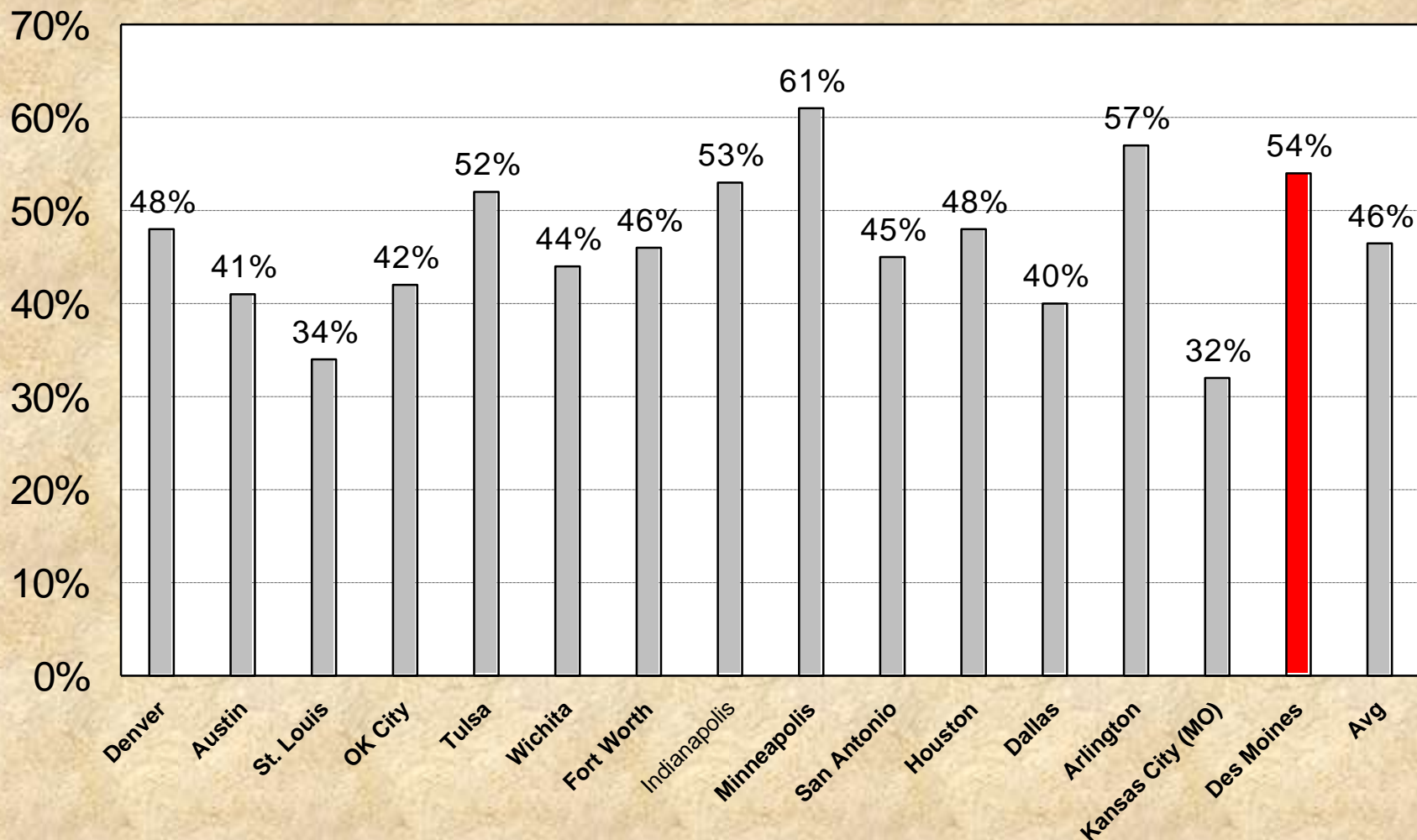
● Des Moines, IA



Overall Satisfaction With Code Enforcement - 2009

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale
excluding don't knows

Central US Large City Regional Benchmarks



Satisfaction with City Communications - 2009

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale excluding don't knows

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

● Des Moines, IA

Availability of information about City programs/services

32%

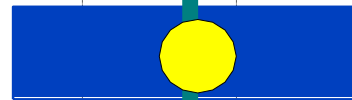


68%

55%

City efforts to keep residents informed

31%

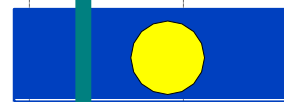


76%

54%

Level of public involvement in local decisions

18%



54%

38%

0% 20% 40% 60% 80% 100%

LOW-----MEAN-----HIGH

Questions ??