City of Johnston 2015 Community Survey

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Findings Report

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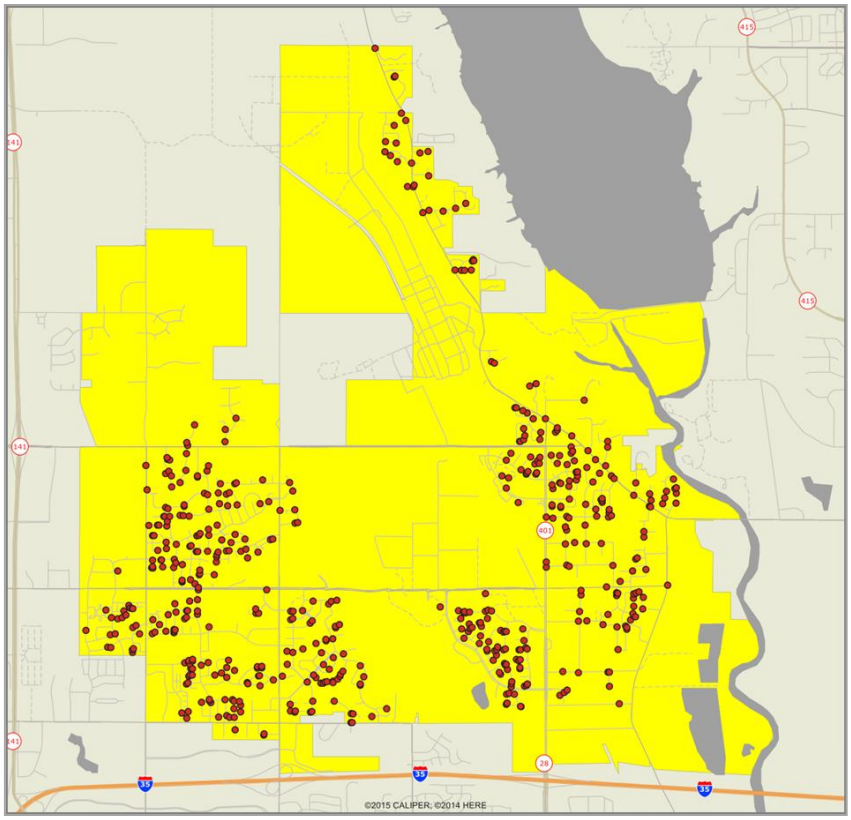
City of Johnston 2015 Community Survey Executive Summary Report

Overview and Methodology

During November and December of 2015, ETC Institute administered a community survey for the City of Johnston, Iowa. The purpose of the survey was to assess satisfaction with the delivery of major City services to help set community priorities so that tax dollars are spent wisely. This was the second survey ETC Institute administered for the City of Johnston; the first survey was conducted in 2013.

Methodology. A six-page survey was mailed to a random sample of households in the City. The mailed survey included a postage paid return envelope, cover letter explaining the purpose of the survey and where residents could complete the online version of the survey.

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online, were given the option of completing it by phone. A total of 539 households completed a survey. The results for the random sample of 539 households have a 95% level of confidence with a precision of at least +/- 4.2%.



In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.

Interpretation of "Don't Know" Responses. The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the 2015 survey, along with comparisons to the results from the 2013 surveys (Section 1)
- benchmarking data that shows how the results for the City of Johnston compare to residents in other communities (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Overall Perceptions of the City

Most (92%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the overall quality of life in Johnston, which is significantly higher than the national average of 73%. Ninety-four percent (94%) of those surveyed *who had an opinion* indicated that they were satisfied with the overall feeling of safety in the City, which is significantly higher than the national average of 74%.

Overall Satisfaction with City Services

Eighty-seven percent (87%) of the residents surveyed, *who had an opinion*, were "very satisfied" or "satisfied" with the overall quality of services provided by the City of Johnston; 11% of residents were "neutral" and only 2% were dissatisfied. The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the overall quality of fire and emergency medical services (90%), the overall quality of police services (88%), the maintenance of City buildings and facilities (86%), and the overall quality of the City's sanitary sewer system (85%).

Satisfaction with Specific City Services

- **Public Safety Services.** The highest levels of satisfaction with public safety services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the overall quality of local police protection (92%), the overall quality of local fire protection (90%) and the quality of emergency medical services (88%).

- **Parks and Recreation.** The highest levels of satisfaction with the City's parks, recreation, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the maintenance of City parks (85%), the safety of trails and parks in the City (82%) and the maintenance of walking and biking trails (78%).

- **Maintenance Services.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the overall cleanliness of City streets (92%), weekly curbside trash collection (91%), and weekly curbside recycling collection (91%).

- **Library Services.** Residents were generally satisfied with the overall quality of library services provided. Eighty-nine percent (89%) of the residents surveyed, who had an opinion, were "very satisfied" and "satisfied" with the Johnston Public Library; 86% were satisfied with the quality of library materials, books, DVDs magazines and etc. and 84% were satisfied with the quality of library programs, story hours and book discussions.

- **City Communications.** The highest levels of satisfaction with City communications, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: the availability of information about City programs and services (64%) and the overall quality of the City's website (57%).

Other Findings

Some of the other major findings from the survey are listed below.

- **Use of Various City Services.**
    - Seventy-five percent (75%) of the residents surveyed reported they had visited a Johnston park during the past year.
    - Thirty-four percent (34%) of the residents surveyed indicated that they or someone in their household had participated in a Johnston recreation program during the past year.

- Seventy-nine percent (79%) of residents reported they had used a Johnston trail during the past year.
- Six percent (6%) of residents reported they had used DART services during the past two years.

- **City Growth and Economic Development.**
  - Sixty-nine percent (69%) of the residents surveyed, who had an opinion, were "very satisfied" or "satisfied" with the rate of growth in Johnston; 69% were also "very satisfied" or "satisfied" with the quality of residential development.
  - The two benefits of economic development that residents felt were most important were: new and existing companies opening and/or expanding in Johnston (54%) and better lifestyle amenities (39%).
  - Ninety percent (90%) of the residents surveyed reported they typically go outside the Johnston city limits to shop once a week or more; 9% shopped outside Johnston a few times per month, and 1% shopped outside Johnston a few times per year.
  - Seventy-nine percent (79%) of the residents surveyed felt the City should put an emphasis on bringing retail and restaurants to the City.
  - Seventy-five percent (75%) of the residents surveyed would like to see casual dining in Johnston. The other types of retail and restaurant options that residents would most like to see in Johnston are: specialty shops (58%), clothing stores (44%), and fine dining (41%).

- **Communication.**
  - The primary sources that residents have used to received information about the City during the past year were: Johnston Living Magazine (82%), the City's website (66%), their utility bill (57%), and the Des Moines Register (51%).
  - Four percent (4%) of the residents surveyed reported they had ever listened to an audio recording/stream of a City Council meeting.
  - Residents were asked to select the various types of electronic communications and social media they were using in their daily lives. The top items selected by residents were: email (92%), text messages (82%), smart phone apps (65%) and Facebook (61%).

Trend Analysis

From 2013 to 2015, satisfaction ratings **improved in 43 of the 59 areas** that were assessed, stayed the same in 8 areas, and decreased in 8 areas. There were significant increases (5% or more) in satisfaction in 17 of these areas, and a significant decrease in only 1 area. The comparisons between 2015 and 2013 are listed below:

City Service	2015	2013	Difference	Category
Accessibility to desired destinations via bike	69%	59%	10%	Recreation
Number of City parks	71%	62%	9%	Parks
How quickly EMS respond to emergencies	88%	81%	7%	Public Safety
Crown Point Community Center	63%	56%	7%	Parks
Snow removal on City streets	84%	77%	7%	Maintenance
Quality of City's stormwater drainage system	77%	71%	6%	Major Categories of City Services
Effectiveness of City communication w/ the public	77%	71%	6%	Major Categories of City Services
Quality of City parks & rec programs & facilities	75%	69%	6%	Major Categories of City Services
Overall cleanliness of City streets	92%	86%	6%	Maintenance
Maintenance of City buildings	89%	83%	6%	Maintenance
Overall quality of City's sanitary sewer system	85%	80%	5%	Major Categories of City Services
How quickly firefighters respond to emergencies	88%	83%	5%	Public Safety
All outdoor athletic fields	65%	60%	5%	Parks
Community's youth recreation programs	63%	58%	5%	Recreation
Maintenance of traffic signals and street signs	87%	82%	5%	Maintenance
Mowing/trimming on City streets/public areas	81%	76%	5%	Maintenance
Online services offered on the City's website	55%	50%	5%	Communication
Overall maintenance of City buildings/facilities	86%	82%	4%	Major Categories of City Services
Quality of emergency medical services	88%	84%	4%	Public Safety
Variety of program services for adults	54%	50%	4%	Recreation
Overall quality of City water services	84%	81%	3%	Major Categories of City Services
Overall image of City	85%	82%	3%	Perceptions
Overall competence of police department employees	84%	81%	3%	Public Safety
Simpson Barn	72%	69%	3%	Parks
Weekly curbside recycling collection	91%	88%	3%	Maintenance
Quality of customer received from City employees	80%	78%	2%	Major Categories of City Services
Overall quality of City streets system	70%	68%	2%	Major Categories of City Services
Overall quality of life in City	92%	90%	2%	Perceptions
Overall value received for City taxes & fees	60%	58%	2%	Perceptions
Overall quality of local police protection	92%	90%	2%	Public Safety
Overall quality of local fire protection	90%	88%	2%	Public Safety
Officers' attitudes and behaviors toward citizens	82%	80%	2%	Public Safety
Lew Clarkson Park	63%	61%	2%	Parks
Variety of program services for children	60%	58%	2%	Recreation
Weekly curbside yard waste collection	86%	84%	2%	Maintenance
Maintenance of sidewalks in public areas	76%	74%	2%	Maintenance
Overall satisfaction w/ Johnston Public Library	89%	87%	2%	Library
Quality of materials/books/DVDs/magazines	86%	84%	2%	Library
Overall flow of traffic in City	63%	62%	1%	Major Categories of City Services
Enforcement of local traffic laws	77%	76%	1%	Public Safety
Maintenance of City parks	85%	84%	1%	Parks
Weekly curbside trash collection	91%	90%	1%	Maintenance
Quality of residential development	69%	68%	1%	City Growth
Overall quality of police services	88%	88%	0%	Major Categories of City Services
How quickly police respond to emergencies	85%	85%	0%	Public Safety
Variety of program services for senior citizens	51%	51%	0%	Recreation
Adequacy of City street lighting	68%	68%	0%	Maintenance
Rate of growth in Johnston	69%	69%	0%	City Growth
Quality of programs/story hours/discussions	84%	84%	0%	Library
Availability of info. on City programs/services	64%	64%	0%	Communication
The quality of the City's website	57%	57%	0%	Communication
Overall quality of fire & EMS	90%	91%	-1%	Major Categories of City Services
Overall feeling of safety in City	94%	95%	-1%	Perceptions
Overall quality of City services	87%	88%	-1%	Perceptions
How well City is planning for growth	59%	60%	-1%	Perceptions
Maintenance of City streets	76%	77%	-1%	Maintenance
Overall enforcement of property code violations	57%	60%	-3%	Major Categories of City Services
Quality of business development	46%	49%	-3%	City Growth
Level of public involvement in local decisions	44%	51%	-7%	Communication

How Johnston Compares to Other Communities

Satisfaction ratings for Johnston **rated above the U.S. average in 43 of the 45 areas** that were assessed. Johnston rated significantly higher than the U.S. average (5% or more above) in 36 of these areas. Listed below are the comparisons between Johnston and the U.S. average:

City Service	Johnston	U.S. Avg	Difference	Category
Overall quality of City services	87%	56%	31%	Perceptions of the City
Overall cleanliness of City streets	92%	63%	29%	Maintenance
Effectiveness of City communication w/ public	77%	49%	28%	Major Categories of City Services
Maintenance of walking & biking trails	78%	52%	26%	Parks and Recreation
Customer service from City employees	80%	55%	25%	Major Categories of City Services
Maintenance of sidewalks in public areas	76%	52%	24%	Maintenance
Overall image of the City	85%	63%	22%	Perceptions of the City
Weekly curbside recycling collection	91%	70%	21%	Maintenance
Maintenance of City buildings	89%	68%	21%	Maintenance
Overall feeling of safety in the City	94%	74%	20%	Perceptions of the City
Maintenance of City streets	76%	56%	20%	Maintenance
Overall quality of life in the City	92%	73%	19%	Perceptions of the City
Overall quality of local police protection	93%	74%	19%	Public Safety
Snow removal on City streets	84%	66%	18%	Maintenance
Mowing/trimming on City streets/public areas	81%	63%	18%	Maintenance
Quality of the City's sanitary sewer system	85%	68%	17%	Major Categories of City Services
How quickly police respond to emergencies	85%	68%	17%	Public Safety
Overall quality of police services	89%	73%	16%	Major Categories of City Services
Quality of City's stormwater drainage system	78%	63%	15%	Major Categories of City Services
Maintenance of City buildings and facilities	87%	73%	14%	Major Categories of City Services
How well the City is planning for growth	59%	45%	14%	Perceptions of the City
Enforcement of local traffic laws	77%	64%	13%	Public Safety
Weekly curbside trash collection	91%	78%	13%	Maintenance
Weekly curbside yard waste collection	86%	73%	13%	Maintenance
Value received for your City tax dollars/fees	59%	47%	12%	Perceptions of the City
Overall quality of City water services	85%	74%	11%	Major Categories of City Services
Overall satisfaction with the Public Library	89%	79%	10%	Major Categories of City Services
Maintenance of traffic signals and street signs	87%	77%	10%	Maintenance
Availability of info. on City programs/services	64%	55%	9%	Communications
Maintenance of City parks	85%	77%	8%	Parks and Recreation
Adult recreation and education programs	57%	49%	8%	Parks and Recreation
Overall flow of traffic in the City	63%	57%	6%	Major Categories of City Services
Quality of fire and emergency medical services	90%	85%	5%	Major Categories of City Services
Enforcement of property code violations	58%	53%	5%	Major Categories of City Services
Quality of emergency medical services	88%	83%	5%	Public Safety
Adequacy of City street lighting	68%	63%	5%	Maintenance
City parks/recreation/programs/facilities	75%	71%	4%	Major Categories of City Services
Response time of EMS to emergencies	88%	84%	4%	Public Safety
Overall quality of local fire protection	91%	88%	3%	Public Safety
Level of public involvement in local decisions	44%	41%	3%	Communications
The number of City parks	71%	69%	2%	Parks and Recreation
The community's youth recreation programs	63%	61%	2%	Parks and Recreation
Response time of firefighters to emergencies	88%	87%	1%	Public Safety
The quality of the City's website	57%	58%	-1%	Communications
All outdoor athletic fields	65%	67%	-2%	Parks and Recreation

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings.

Details regarding the methodology for the analysis are provided in the Section 3 of this report. Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

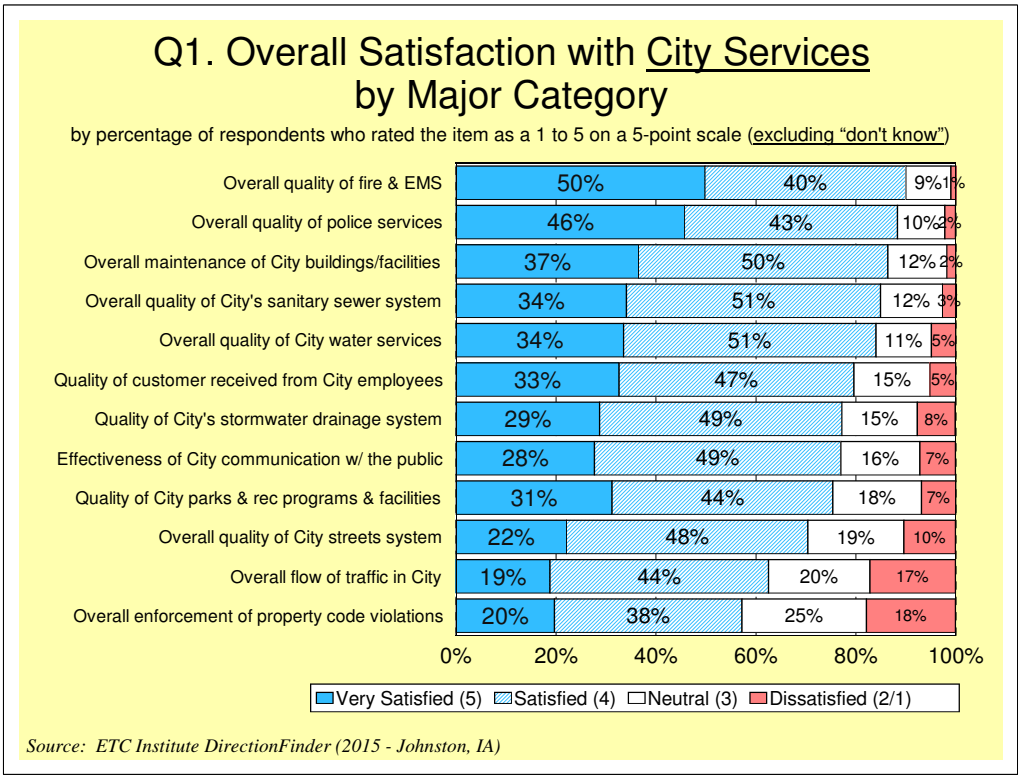
- Overall flow of traffic in the City (IS Rating=0. 1369)
- Overall quality of City streets system (IS Rating=0. 870)

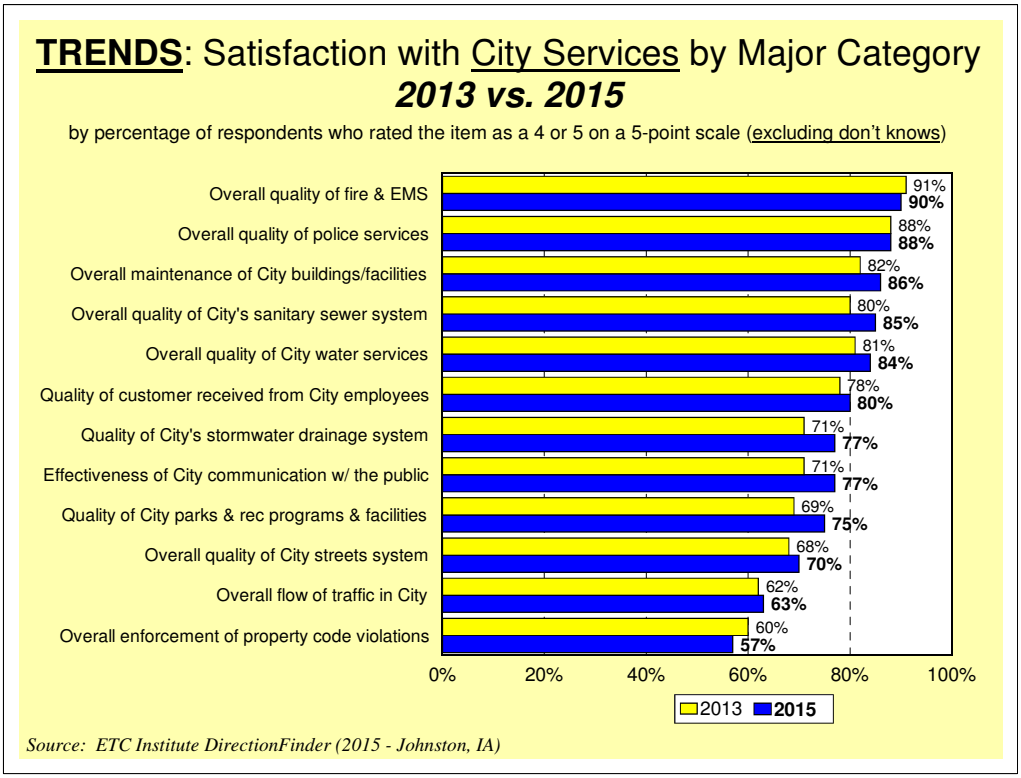
The table below shows the importance-satisfaction rating for all 12 major categories of City services that were rated.

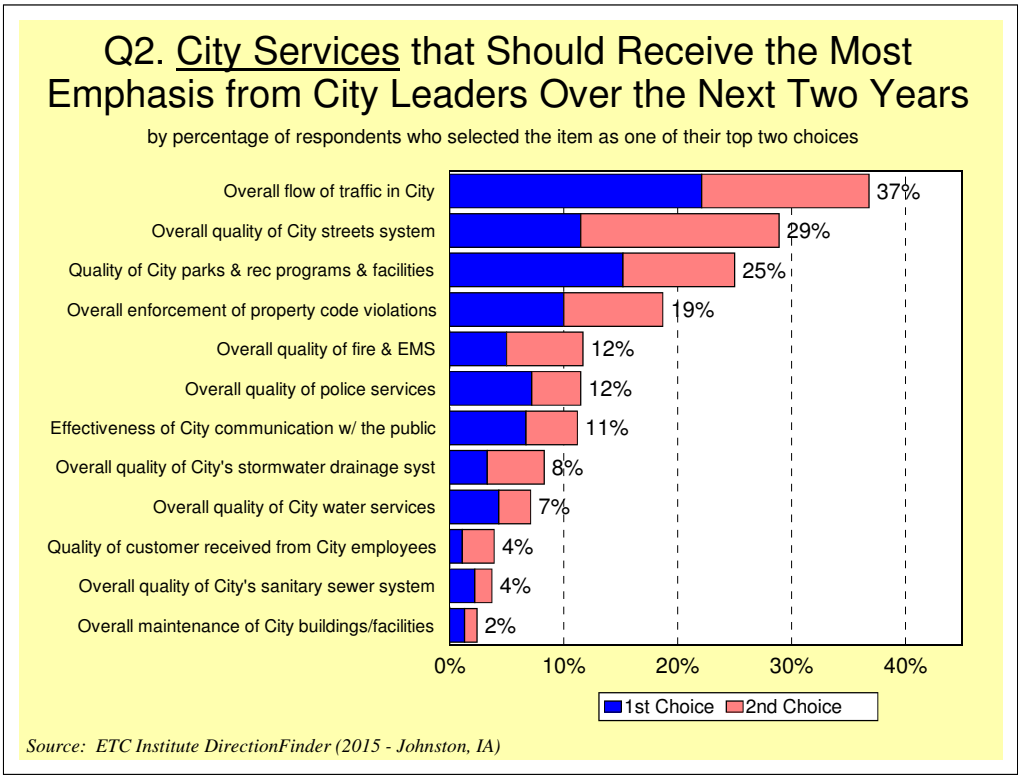
Importance-Satisfaction Rating
City of Johnston, Iowa
Major City Services

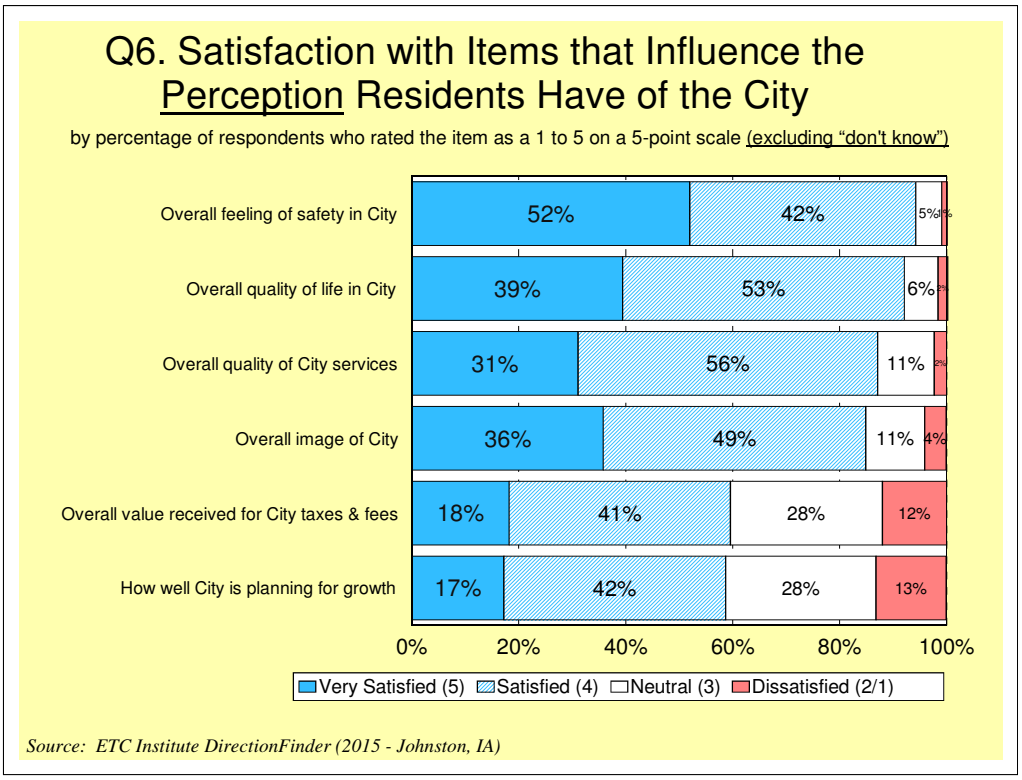
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall flow of traffic in City	37%	1	63%	11	0.1369	1
Medium Priority (IS <.10)						
Overall quality of City streets system	29%	2	70%	10	0.0870	2
Overall enforcement of property code violations	19%	4	58%	12	0.0798	3
Quality of City parks & rec programs & facilities	25%	3	75%	9	0.0625	4
Effectiveness of City communication w/ the public	11%	7	77%	8	0.0253	5
Quality of City's stormwater drainage system	8%	8	78%	7	0.0176	6
Overall quality of police services	12%	6	89%	2	0.0132	7
Overall quality of fire & EMS	12%	5	90%	1	0.0120	8
Overall quality of City water services	7%	9	85%	5	0.0105	9
Quality of customer received from City employees	4%	10	80%	6	0.0080	10
Overall quality of City's sanitary sewer system	4%	11	85%	4	0.0060	11
Overall maintenance of City buildings/facilities	2%	12	87%	3	0.0026	12

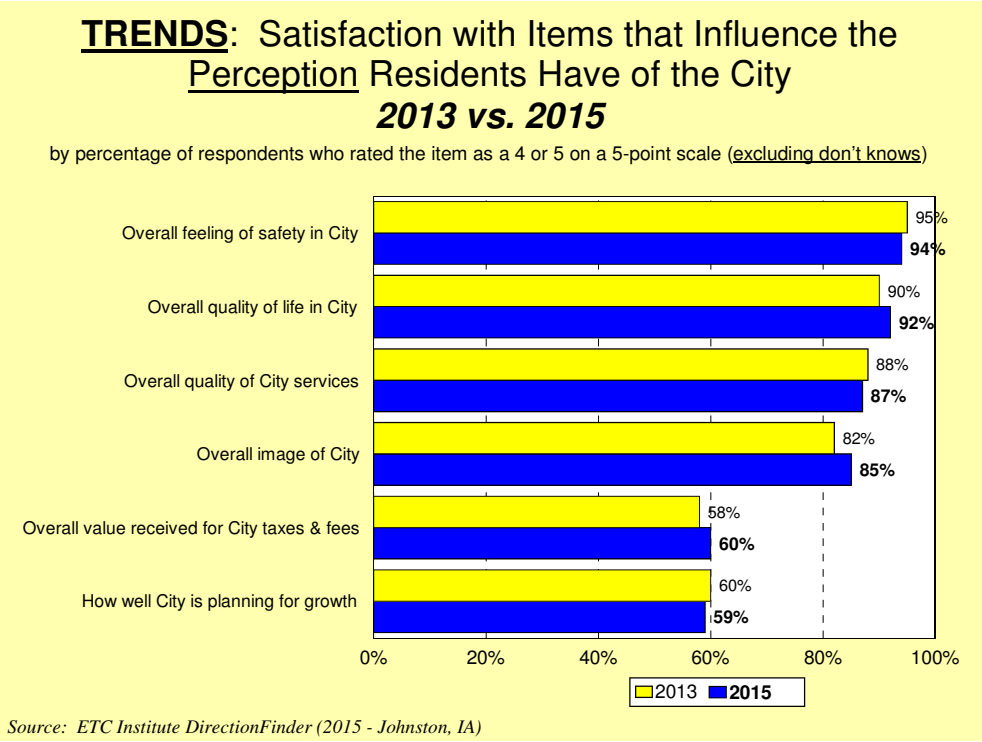
Section 1:
Charts and Graphs

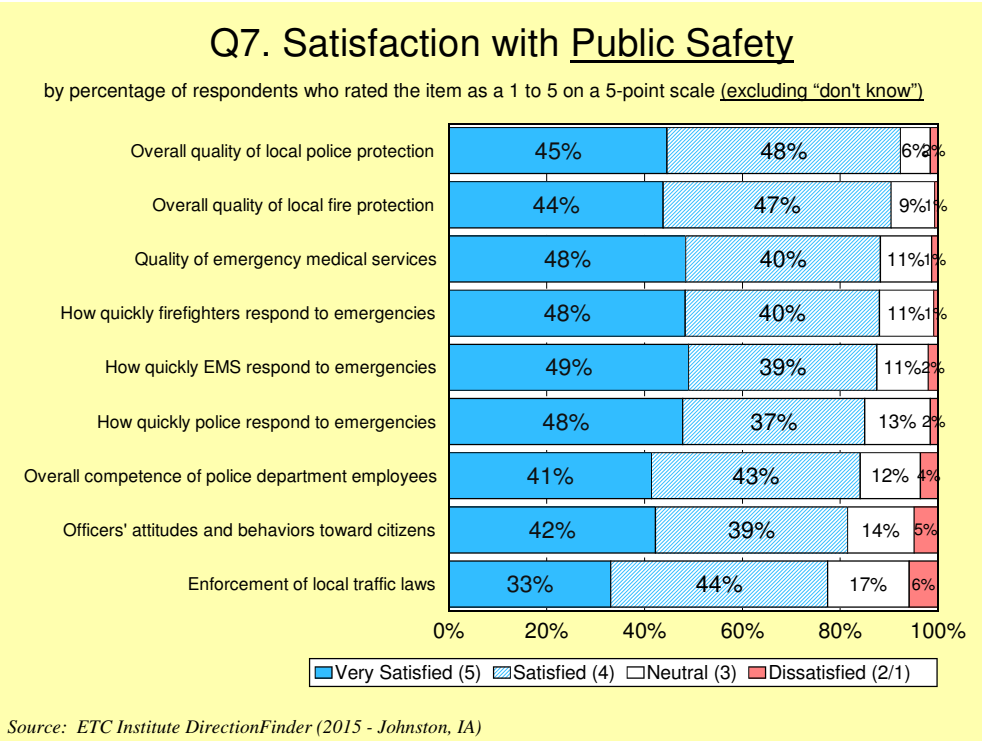

Q1. Overall Satisfaction with City Services by Major Category
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Overall quality of fire & EMS 50% 40% 9% 1%
Overall quality of police services 46% 43% 10% 2%
Overall maintenance of City buildings/facilities 37% 50% 12% 2%
Overall quality of City's sanitary sewer system 34% 51% 12% 3%
Overall quality of City water services 34% 51% 11% 5%
Quality of customer received from City employees 33% 47% 15% 5%
Quality of City's stormwater drainage system 29% 49% 15% 8%
Effectiveness of City communication w/ the public 28% 49% 16% 7%
Quality of City parks & rec programs & facilities 31% 44% 18% 7%
Overall quality of City streets system 22% 48% 19% 10%
Overall flow of traffic in City 19% 44% 20% 17%
Overall enforcement of property code violations 20% 38% 25% 18%
0% 20% 40% 60% 80% 100%
Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

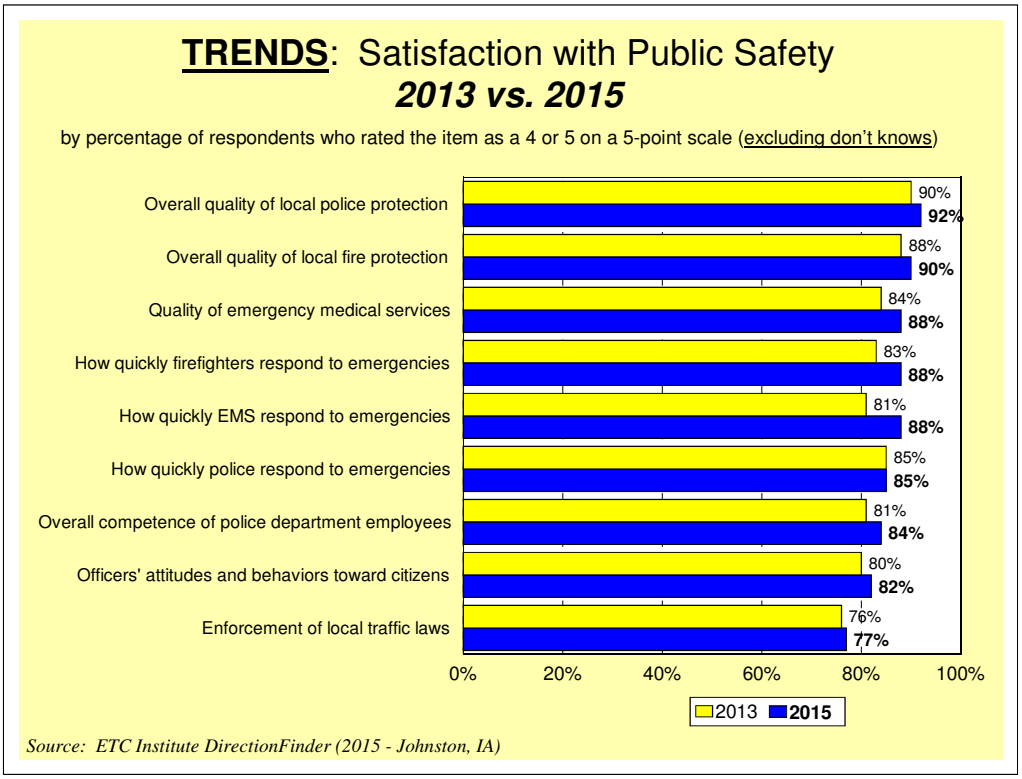

TRENDS: Satisfaction with City Services by Major Category
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Overall quality of fire & EMS 91% 90%
Overall quality of police services 88% 88%
Overall maintenance of City buildings/facilities 82% 86%
Overall quality of City's sanitary sewer system 80% 85%
Overall quality of City water services 81% 84%
Quality of customer received from City employees 78% 80%
Quality of City's stormwater drainage system 71% 77%
Effectiveness of City communication w/ the public 71% 77%
Quality of City parks & rec programs & facilities 69% 75%
Overall quality of City streets system 68% 70%
Overall flow of traffic in City 62% 63%
Overall enforcement of property code violations 60% 57%
0% 20% 40% 60% 80% 100%
2013 2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

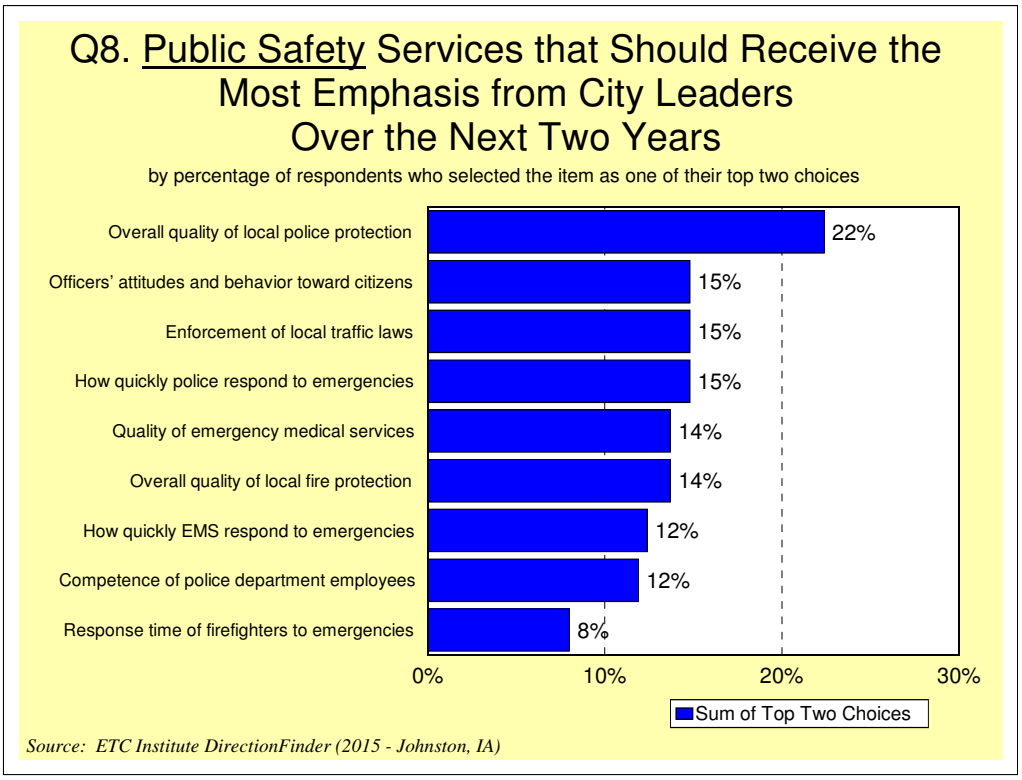

Q2. City Services that Should Receive the Most Emphasis from City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices
Overall flow of traffic in City
Overall quality of City streets system
Quality of City parks & rec programs & facilities
Overall enforcement of property code violations
Overall quality of fire & EMS
Overall quality of police services
Effectiveness of City communication w/ the public
Overall quality of City's stormwater drainage syst
Overall quality of City water services
Quality of customer received from City employees
Overall quality of City's sanitary sewer system
Overall maintenance of City buildings/facilities
37%
29%
25%
19%
12%
12%
11%
8%
7%
4%
4%
2%
0%
10%
20%
30%
40%
1st Choice
2nd Choice
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q6. Satisfaction with Items that Influence the Perception Residents Have of the City
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Overall feeling of safety in City
52%
42%
5%
Overall quality of life in City
39%
53%
6%
Overall quality of City services
31%
56%
11%
Overall image of City
36%
49%
11%
4%
Overall value received for City taxes & fees
18%
41%
28%
12%
How well City is planning for growth
17%
42%
28%
13%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: Satisfaction with Items that Influence the Perception Residents Have of the City
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Overall feeling of safety in City
95%
94%
Overall quality of life in City
90%
92%
Overall quality of City services
88%
87%
Overall image of City
82%
85%
Overall value received for City taxes & fees
58%
60%
How well City is planning for growth
60%
59%
0%
20%
40%
60%
80%
100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

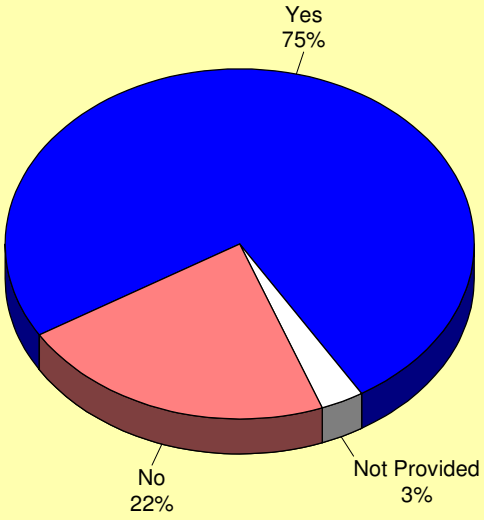

Q7. Satisfaction with Public Safety
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Overall quality of local police protection
45%
48%
6%
2%
Overall quality of local fire protection
44%
47%
9%
1%
Quality of emergency medical services
48%
40%
11%
1%
How quickly firefighters respond to emergencies
48%
40%
11%
1%
How quickly EMS respond to emergencies
49%
39%
11%
2%
How quickly police respond to emergencies
48%
37%
13%
2%
Overall competence of police department employees
41%
43%
12%
4%
Officers' attitudes and behaviors toward citizens
42%
39%
14%
5%
Enforcement of local traffic laws
33%
44%
17%
6%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: Satisfaction with Public Safety
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Overall quality of local police protection
90%
92%
Overall quality of local fire protection
88%
90%
Quality of emergency medical services
84%
88%
How quickly firefighters respond to emergencies
83%
88%
How quickly EMS respond to emergencies
81%
88%
How quickly police respond to emergencies
85%
85%
Overall competence of police department employees
81%
84%
Officers' attitudes and behaviors toward citizens
80%
82%
Enforcement of local traffic laws
76%
77%
0%
20%
40%
60%
80%
100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q8. Public Safety Services that Should Receive the Most Emphasis from City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices
Overall quality of local police protection
22%
Officers' attitudes and behavior toward citizens
15%
Enforcement of local traffic laws
15%
How quickly police respond to emergencies
15%
Quality of emergency medical services
14%
Overall quality of local fire protection
14%
How quickly EMS respond to emergencies
12%
Competence of police department employees
12%
Response time of firefighters to emergencies
8%
0%
10%
20%
30%
Sum of Top Two Choices
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q9. Have you visited a Johnston park during the past year?

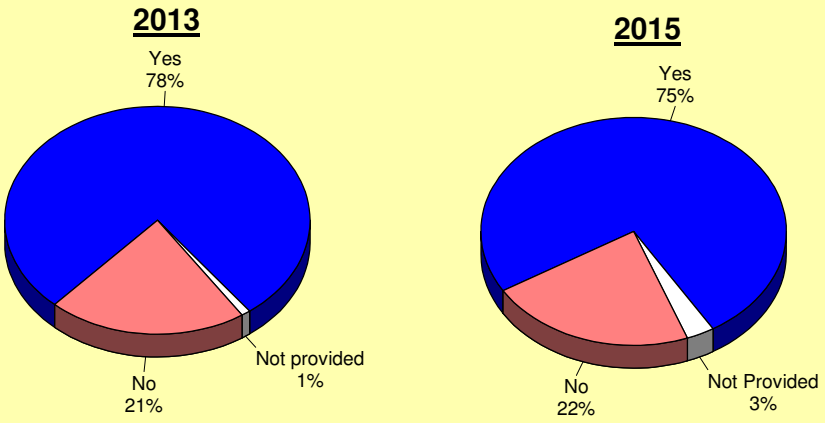
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

TRENDS: Have you visited a Johnston park during the past year? ***2013 vs. 2015***

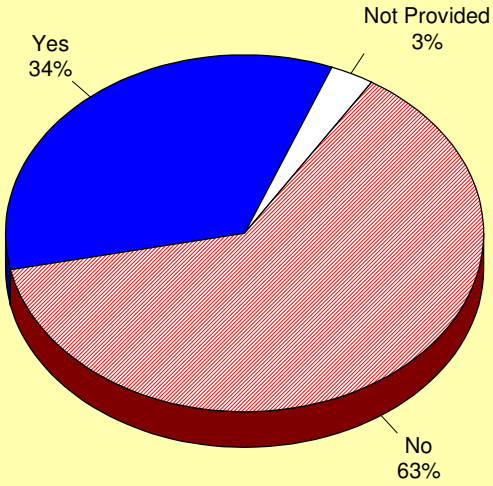
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q10. Have you or a member of your family participated in a Johnston recreation program during the past year?

by percentage of respondents

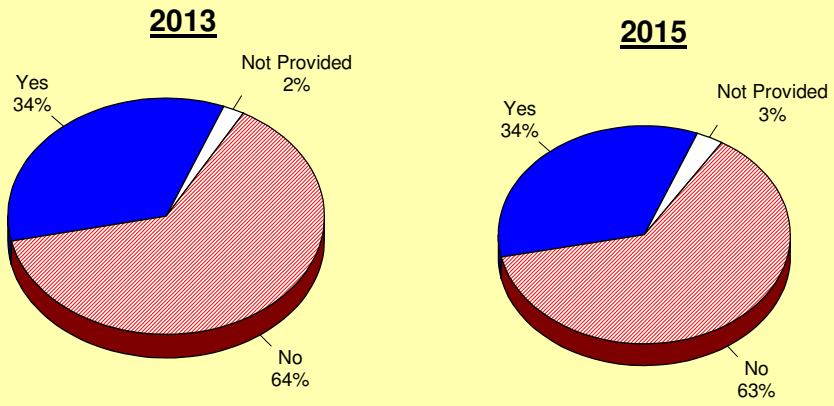


Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

TRENDS: Have you or a member of your family participated in a Johnston recreation program during the past year?

2013 vs. 2015

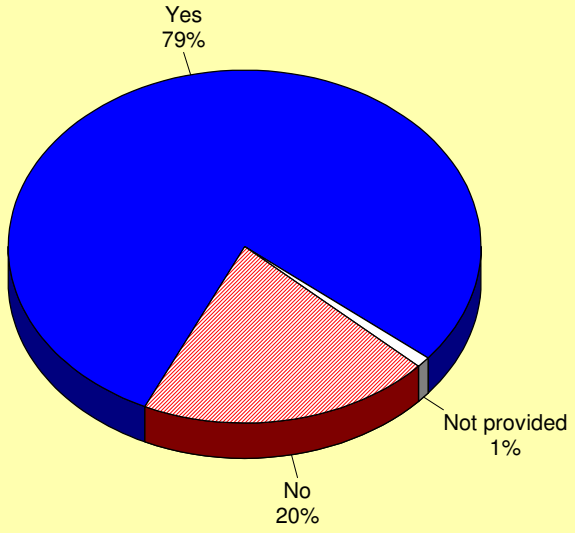
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q11. Have you used a Johnston trail during the past year?

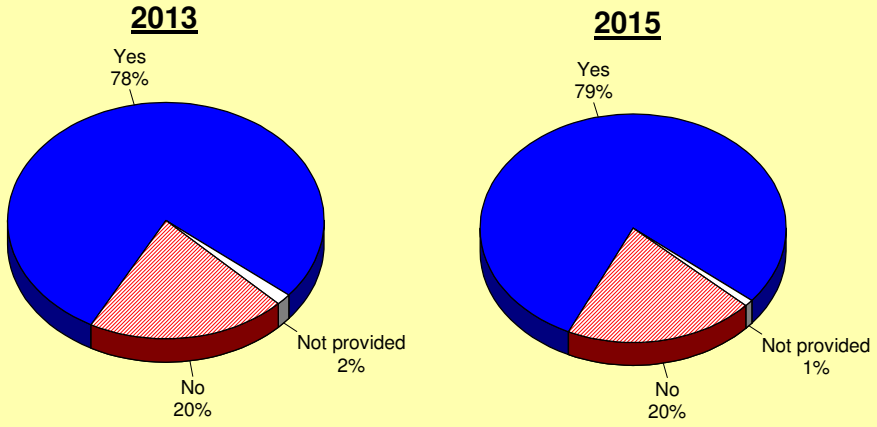
by percentage of respondents



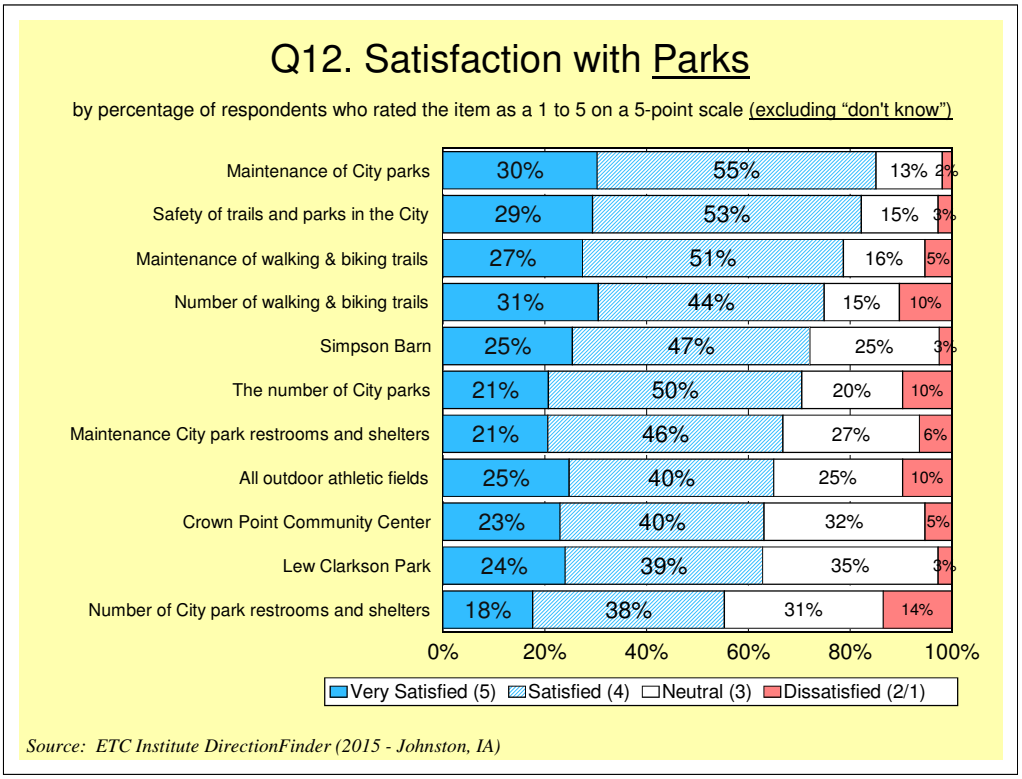
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

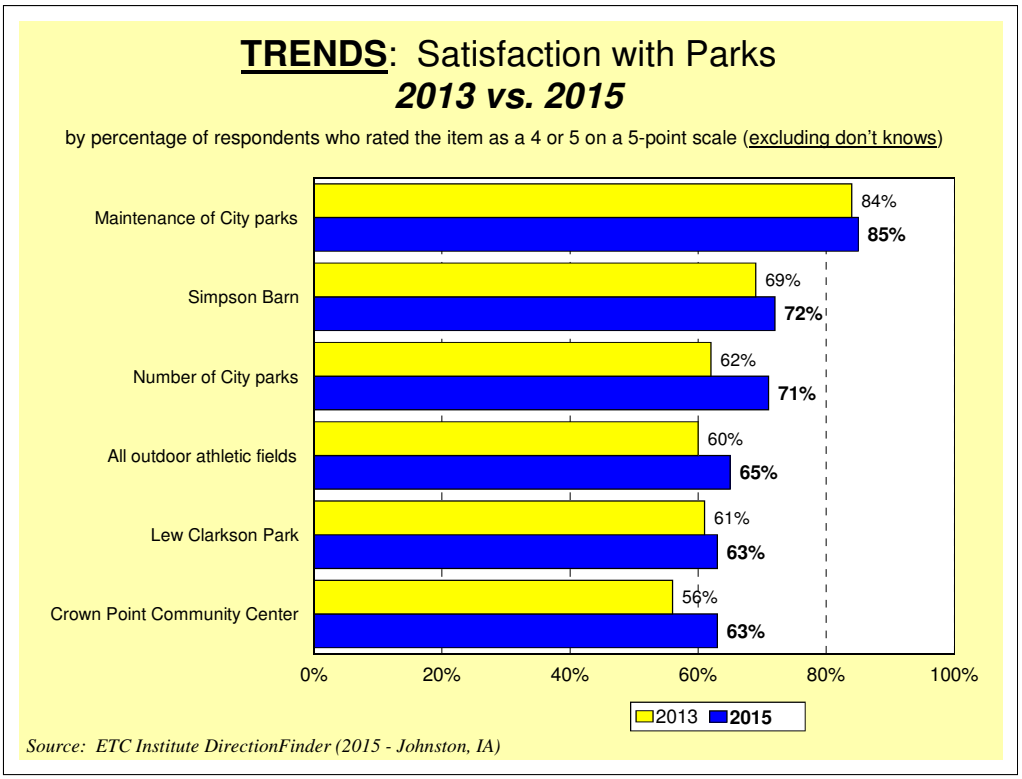
TRENDS: Have you used a Johnston trail during the past year? ***2013 vs. 2015***

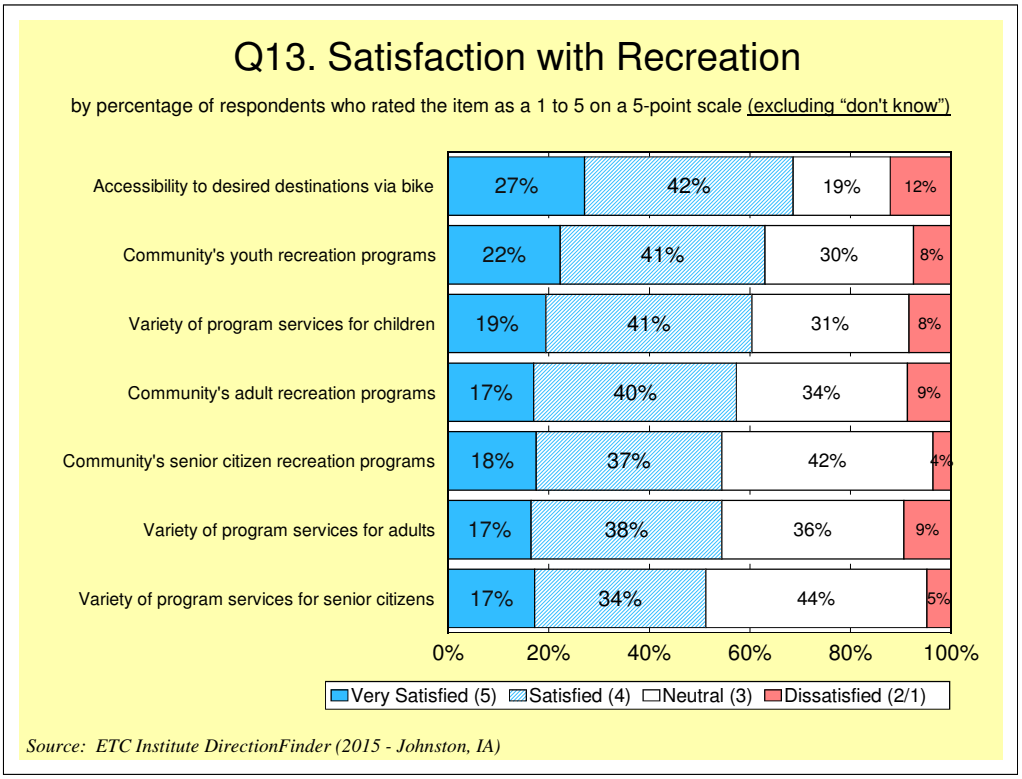
by percentage of respondents

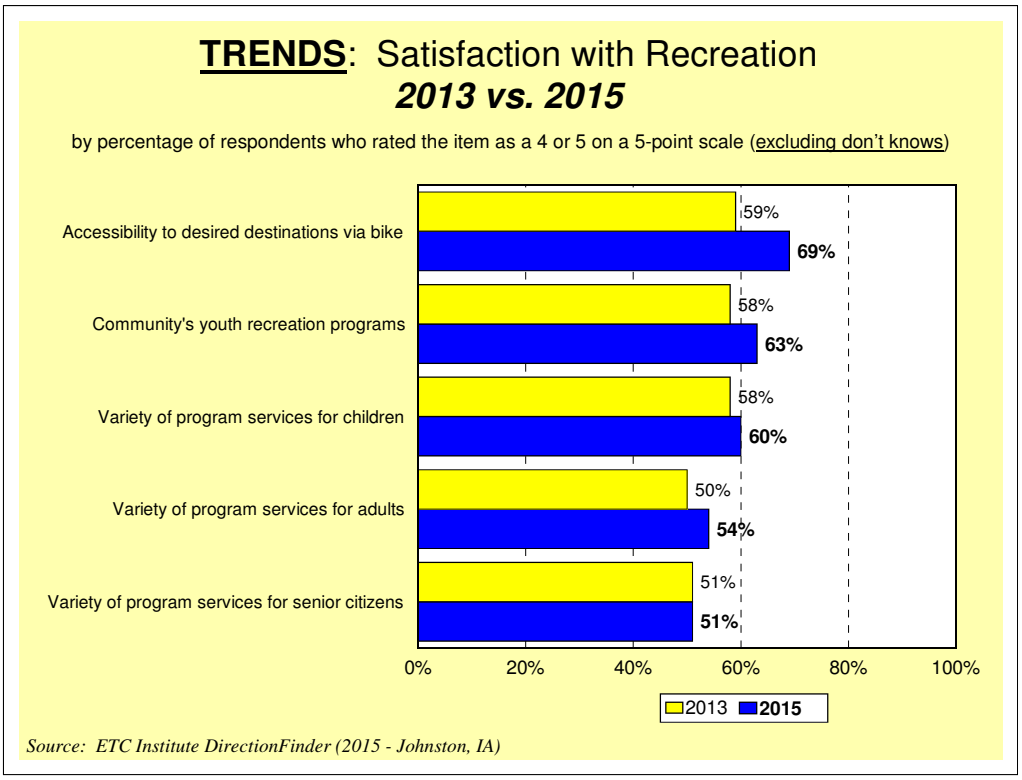


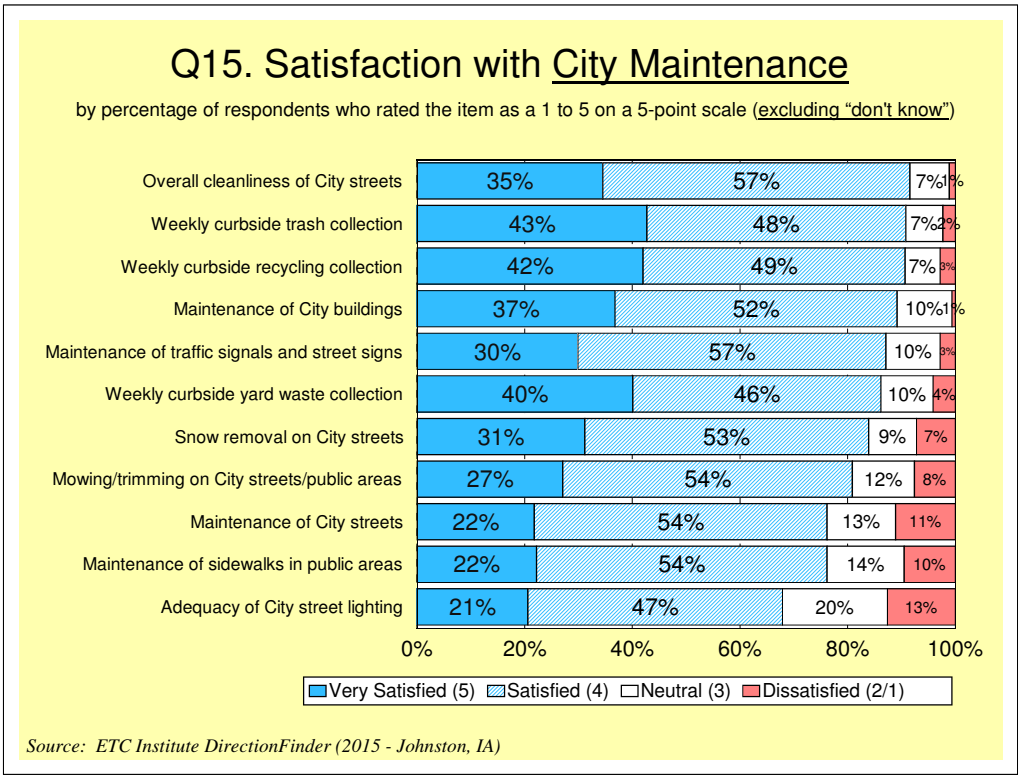
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

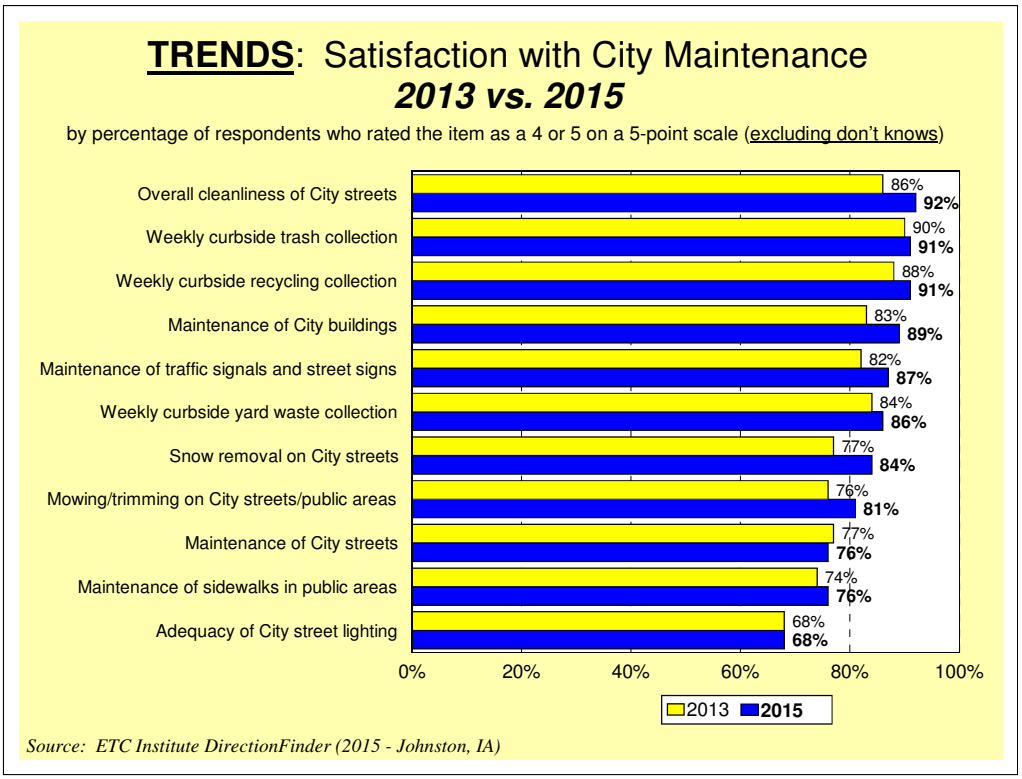

Q12. Satisfaction with Parks
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Maintenance of City parks 30% 55% 13% 2%
Safety of trails and parks in the City 29% 53% 15% 3%
Maintenance of walking & biking trails 27% 51% 16% 5%
Number of walking & biking trails 31% 44% 15% 10%
Simpson Barn 25% 47% 25% 3%
The number of City parks 21% 50% 20% 10%
Maintenance City park restrooms and shelters 21% 46% 27% 6%
All outdoor athletic fields 25% 40% 25% 10%
Crown Point Community Center 23% 40% 32% 5%
Lew Clarkson Park 24% 39% 35% 3%
Number of City park restrooms and shelters 18% 38% 31% 14%
0% 20% 40% 60% 80% 100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

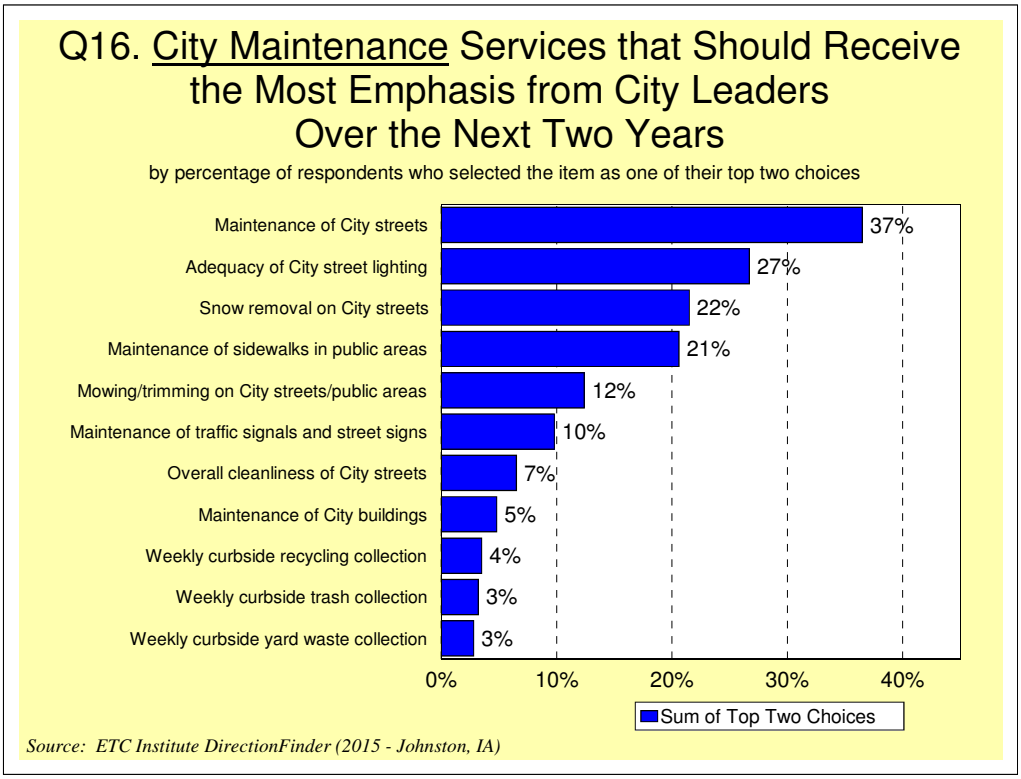

TRENDS: Satisfaction with Parks
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Maintenance of City parks 84% 85%
Simpson Barn 69% 72%
Number of City parks 62% 71%
All outdoor athletic fields 60% 65%
Lew Clarkson Park 61% 63%
Crown Point Community Center 56% 63%
0% 20% 40% 60% 80% 100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

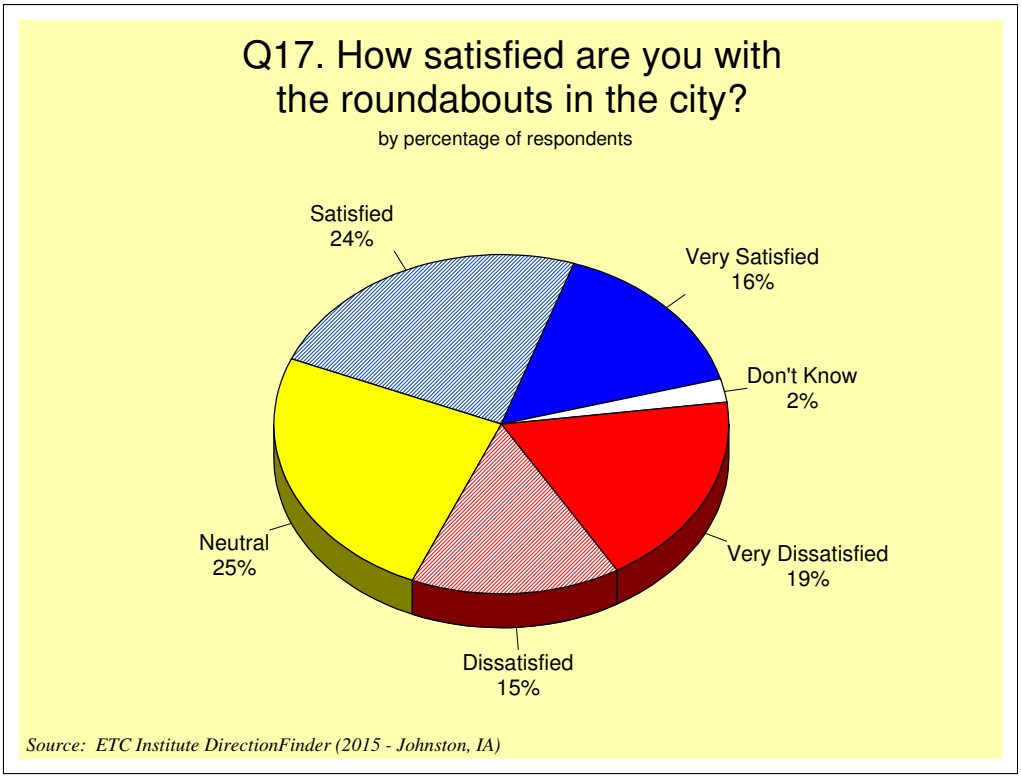

Q13. Satisfaction with Recreation
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Accessibility to desired destinations via bike
27%
42%
19%
12%
Community's youth recreation programs
22%
41%
30%
8%
Variety of program services for children
19%
41%
31%
8%
Community's adult recreation programs
17%
40%
34%
9%
Community's senior citizen recreation programs
18%
37%
42%
4%
Variety of program services for adults
17%
38%
36%
9%
Variety of program services for senior citizens
17%
34%
44%
5%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

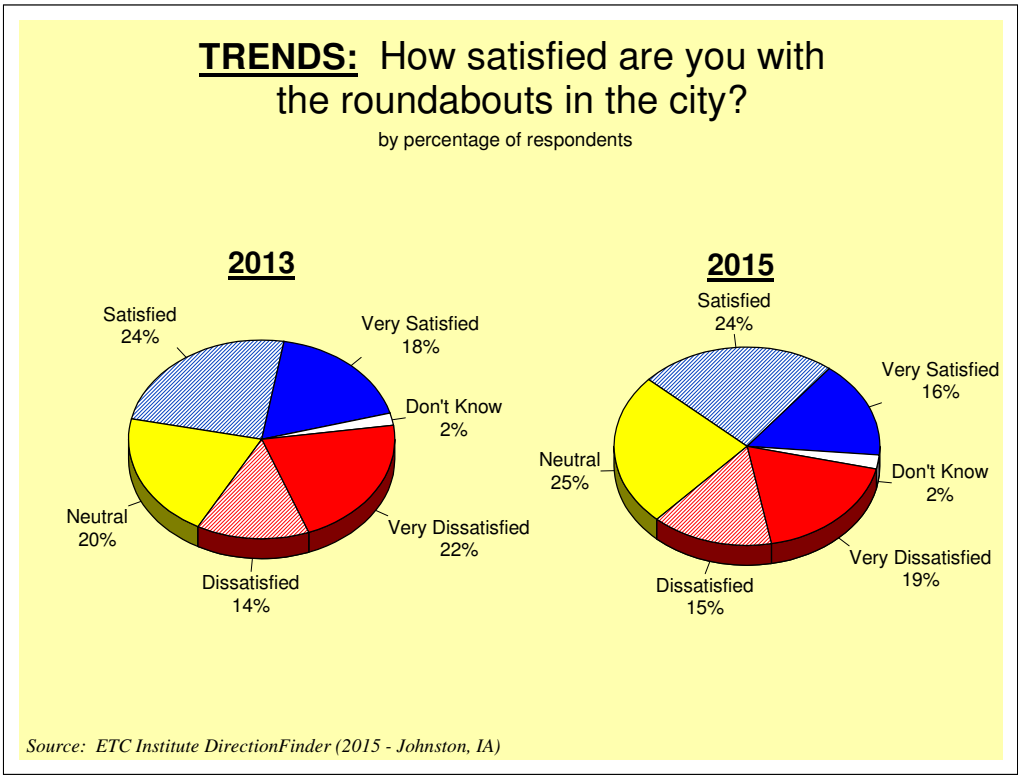

TRENDS: Satisfaction with Recreation
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Accessibility to desired destinations via bike
59%
69%
Community's youth recreation programs
58%
63%
Variety of program services for children
58%
60%
Variety of program services for adults
50%
54%
Variety of program services for senior citizens
51%
51%
0%
20%
40%
60%
80%
100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

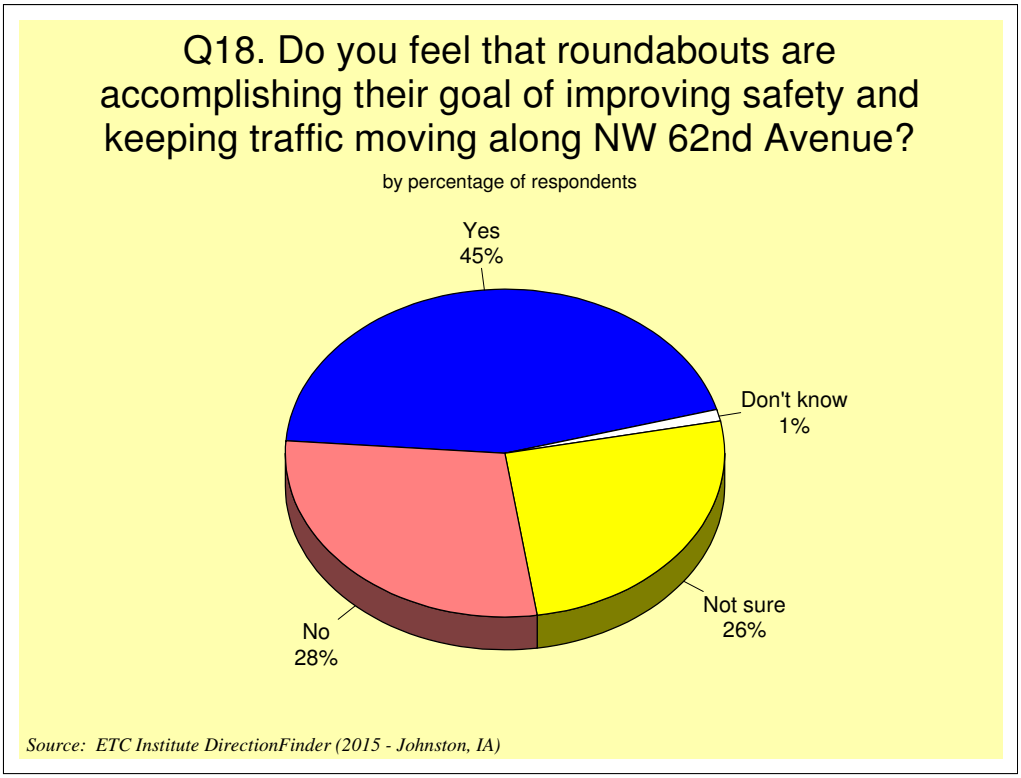

Q15. Satisfaction with City Maintenance
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Overall cleanliness of City streets 35% 57% 7% 1%
Weekly curbside trash collection 43% 48% 7% 2%
Weekly curbside recycling collection 42% 49% 7% 3%
Maintenance of City buildings 37% 52% 10% 1%
Maintenance of traffic signals and street signs 30% 57% 10% 3%
Weekly curbside yard waste collection 40% 46% 10% 4%
Snow removal on City streets 31% 53% 9% 7%
Mowing/trimming on City streets/public areas 27% 54% 12% 8%
Maintenance of City streets 22% 54% 13% 11%
Maintenance of sidewalks in public areas 22% 54% 14% 10%
Adequacy of City street lighting 21% 47% 20% 13%
0% 20% 40% 60% 80% 100%
Very Satisfied (5) Satisfied (4) Neutral (3) Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

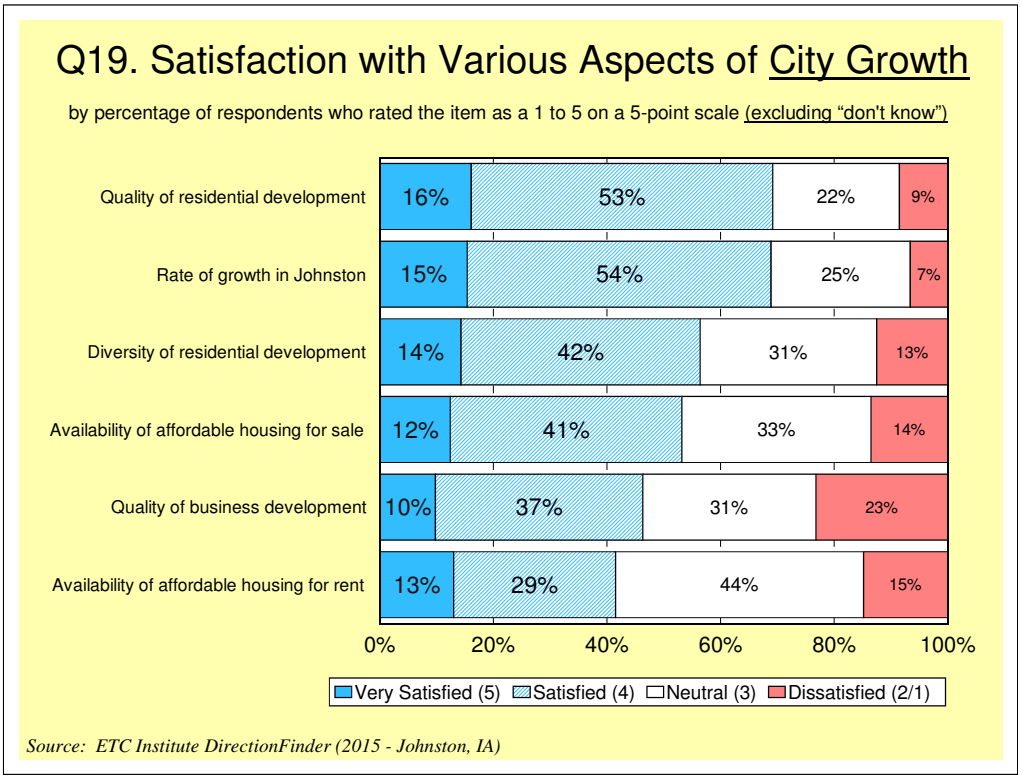

TRENDS: Satisfaction with City Maintenance
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Overall cleanliness of City streets 86% 92%
Weekly curbside trash collection 90% 91%
Weekly curbside recycling collection 88% 91%
Maintenance of City buildings 83% 89%
Maintenance of traffic signals and street signs 82% 87%
Weekly curbside yard waste collection 84% 86%
Snow removal on City streets 77% 84%
Mowing/trimming on City streets/public areas 76% 81%
Maintenance of City streets 77% 76%
Maintenance of sidewalks in public areas 74% 76%
Adequacy of City street lighting 68% 68%
0% 20% 40% 60% 80% 100%
2013 2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

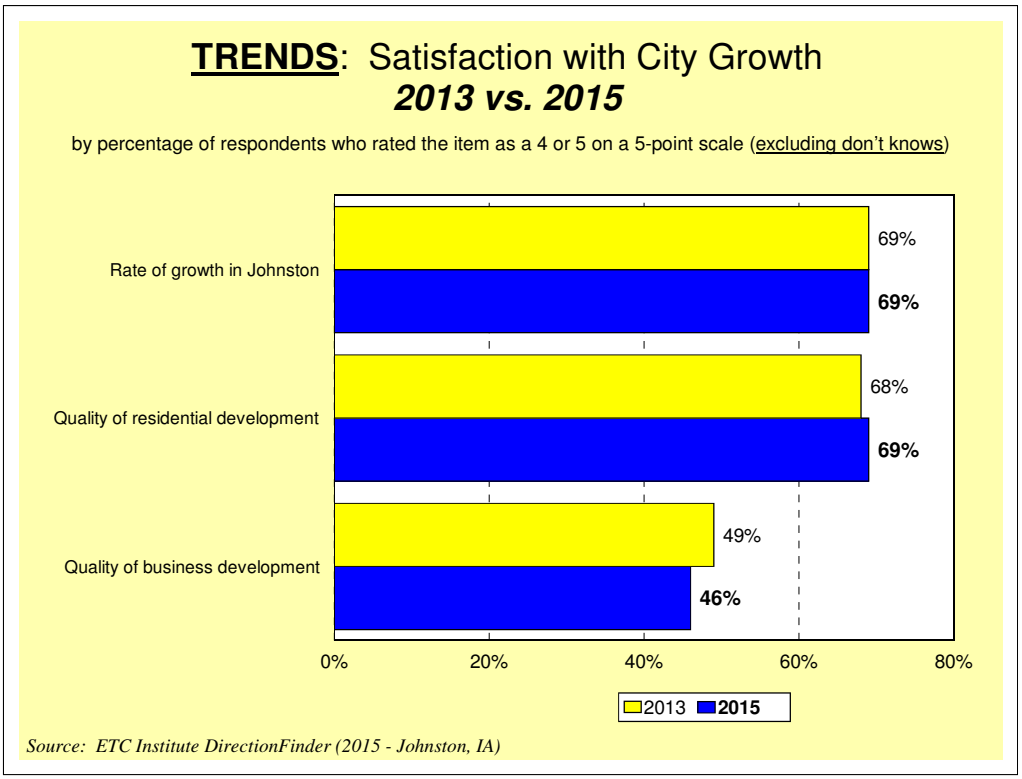

Q16. City Maintenance Services that Should Receive the Most Emphasis from City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top two choices
Maintenance of City streets 37%
Adequacy of City street lighting 27%
Snow removal on City streets 22%
Maintenance of sidewalks in public areas 21%
Mowing/trimming on City streets/public areas 12%
Maintenance of traffic signals and street signs 10%
Overall cleanliness of City streets 7%
Maintenance of City buildings 5%
Weekly curbside recycling collection 4%
Weekly curbside trash collection 3%
Weekly curbside yard waste collection 3%
0%
10%
20%
30%
40%
Sum of Top Two Choices
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q17. How satisfied are you with the roundabouts in the city?
by percentage of respondents
Satisfied 24%
Very Satisfied 16%
Don't Know 2%
Very Dissatisfied 19%
Dissatisfied 15%
Neutral 25%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: How satisfied are you with the roundabouts in the city?
by percentage of respondents
2013
Satisfied 24%
Very Satisfied 18%
Don't Know 2%
Very Dissatisfied 22%
Dissatisfied 14%
Neutral 20%
2015
Satisfied 24%
Very Satisfied 16%
Don't Know 2%
Very Dissatisfied 19%
Dissatisfied 15%
Neutral 25%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

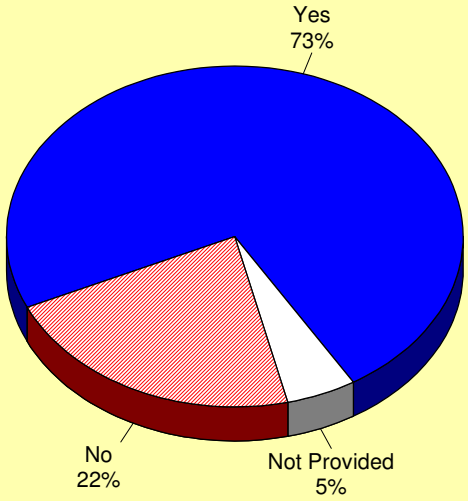

Q18. Do you feel that roundabouts are accomplishing their goal of improving safety and keeping traffic moving along NW 62nd Avenue?
by percentage of respondents
Yes 45%
Don't know 1%
Not sure 26%
No 28%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q19. Satisfaction with Various Aspects of City Growth
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Quality of residential development
16%
53%
22%
9%
Rate of growth in Johnston
15%
54%
25%
7%
Diversity of residential development
14%
42%
31%
13%
Availability of affordable housing for sale
12%
41%
33%
14%
Quality of business development
10%
37%
31%
23%
Availability of affordable housing for rent
13%
29%
44%
15%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: Satisfaction with City Growth
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Rate of growth in Johnston
69%
69%
Quality of residential development
68%
69%
Quality of business development
49%
46%
0%
20%
40%
60%
80%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q20. Have you visited the Johnston Public Library in the past year?

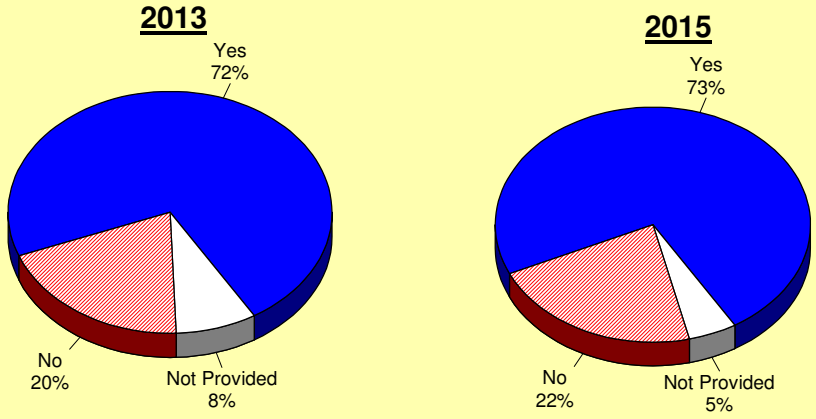
by percentage of respondents



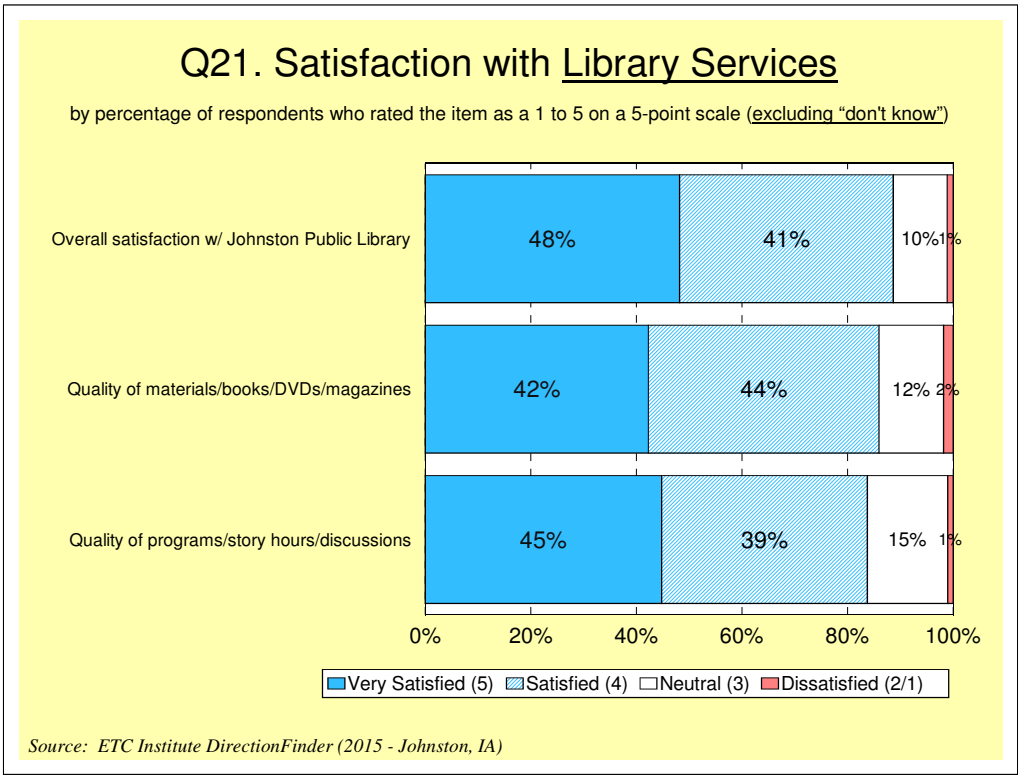
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

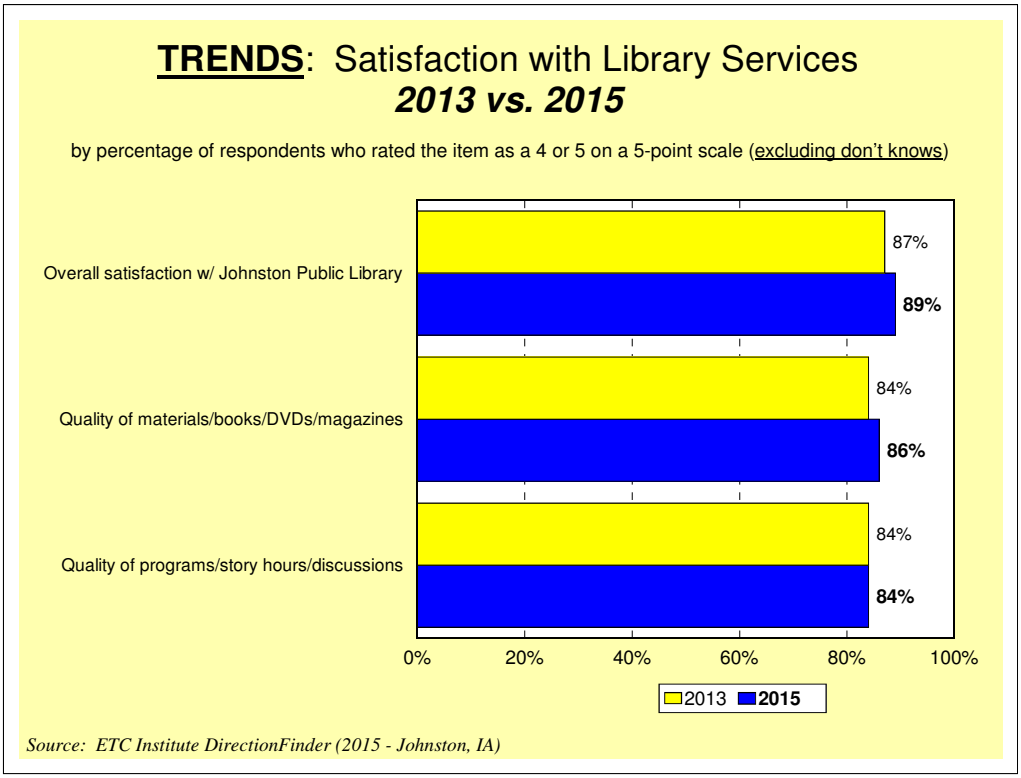
TRENDS: Have you visited the Johnston Public Library in the past year? ***2013 vs. 2015***

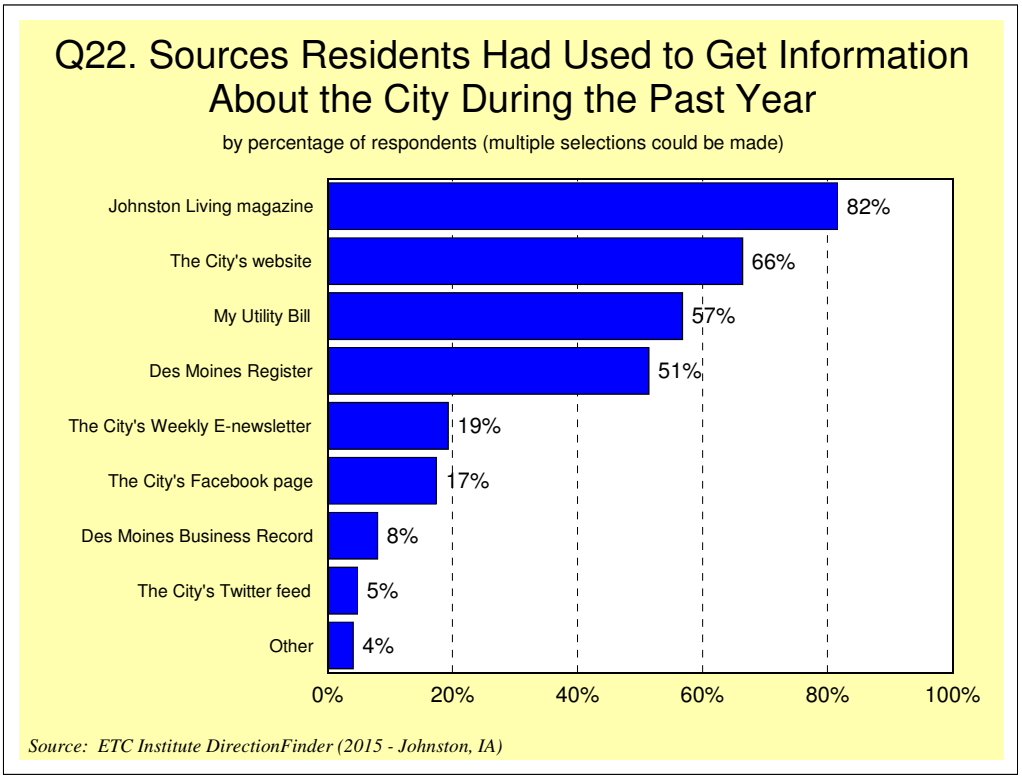
by percentage of respondents

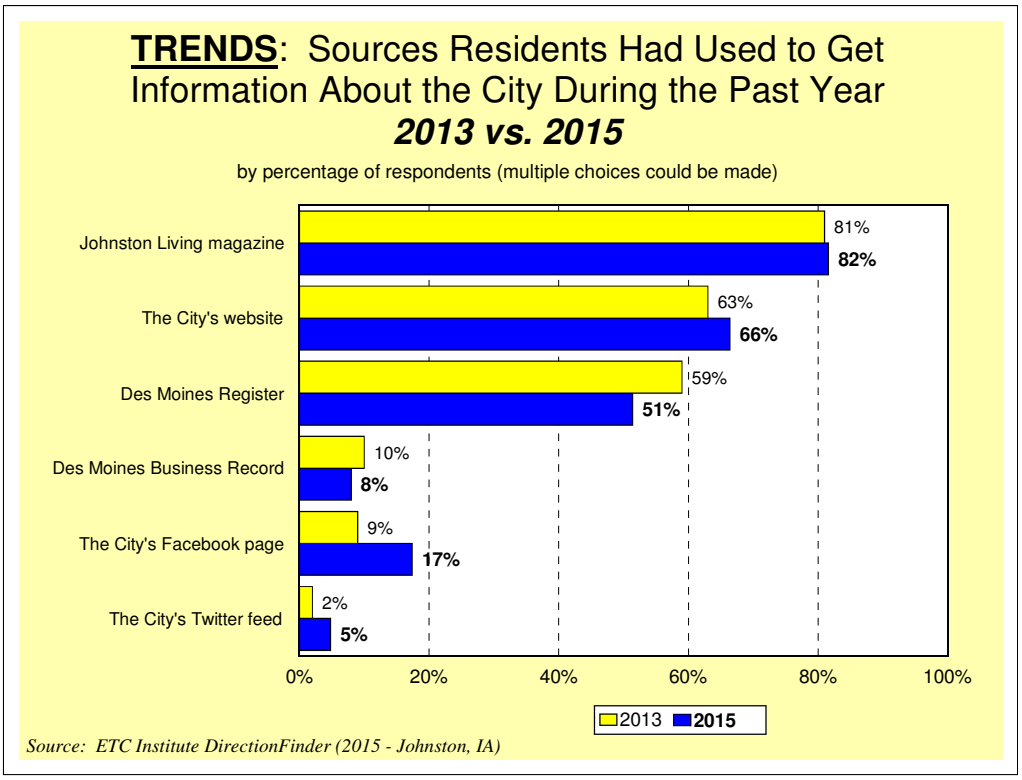


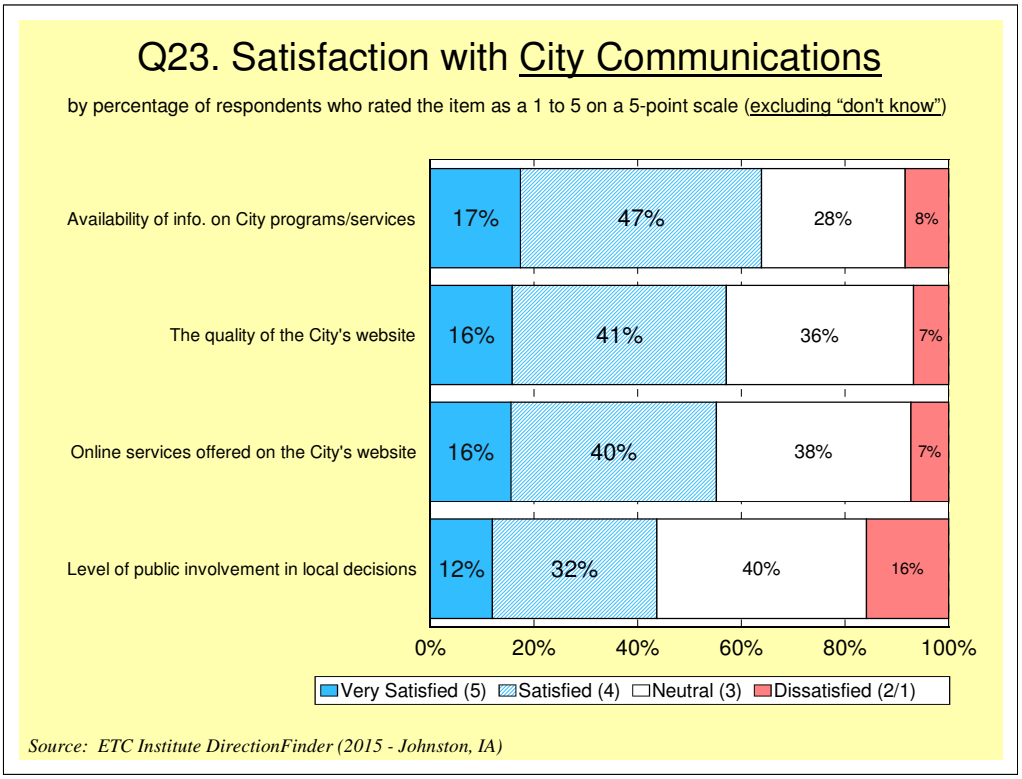
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

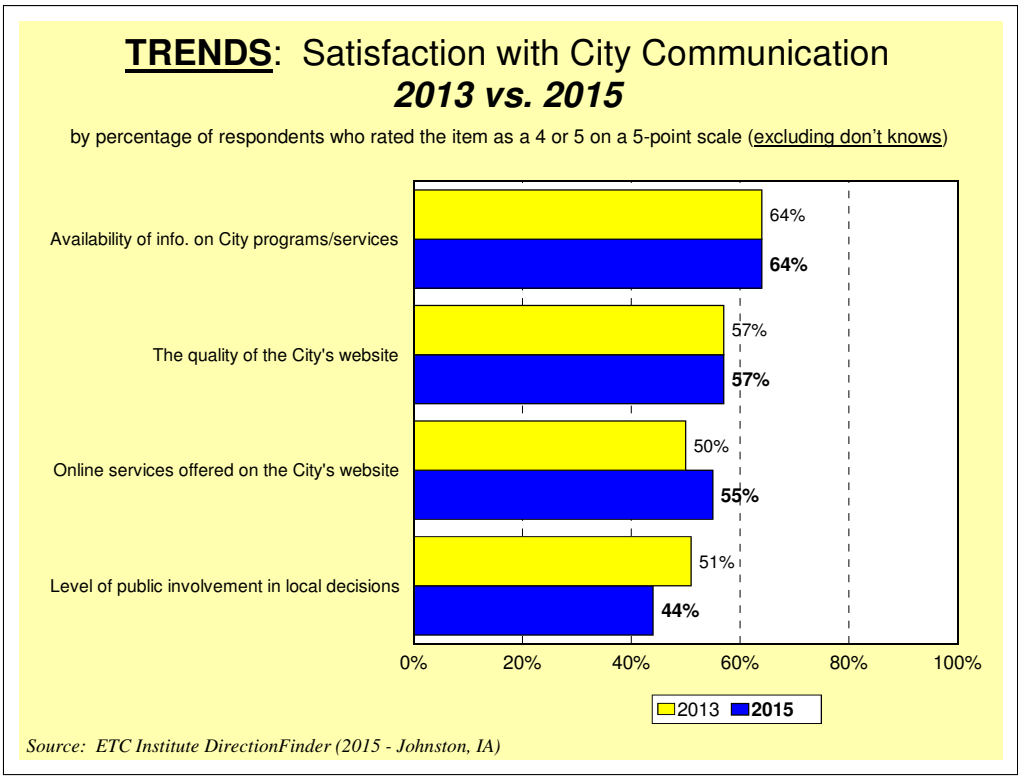

Q21. Satisfaction with Library Services
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Overall satisfaction w/ Johnston Public Library
48%
41%
10%
1%
Quality of materials/books/DVDs/magazines
42%
44%
12%
2%
Quality of programs/story hours/discussions
45%
39%
15%
1%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: Satisfaction with Library Services
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Overall satisfaction w/ Johnston Public Library
87%
89%
Quality of materials/books/DVDs/magazines
84%
86%
Quality of programs/story hours/discussions
84%
84%
0%
20%
40%
60%
80%
100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q22. Sources Residents Had Used to Get Information About the City During the Past Year
by percentage of respondents (multiple selections could be made)
Johnston Living magazine 82%
The City's website 66%
My Utility Bill 57%
Des Moines Register 51%
The City's Weekly E-newsletter 19%
The City's Facebook page 17%
Des Moines Business Record 8%
The City's Twitter feed 5%
Other 4%
0% 20% 40% 60% 80% 100%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

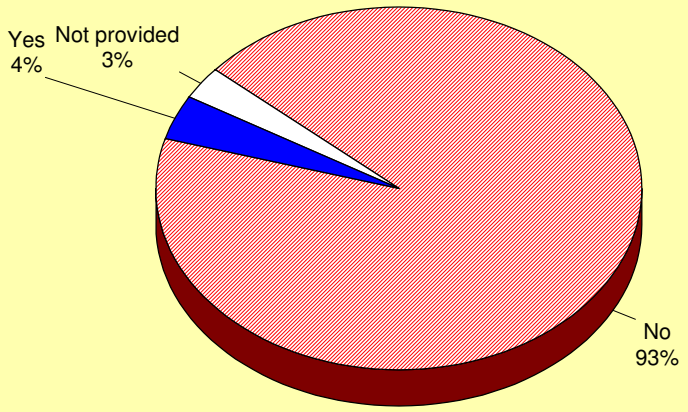

TRENDS: Sources Residents Had Used to Get Information About the City During the Past Year
2013 vs. 2015
by percentage of respondents (multiple choices could be made)
Johnston Living magazine 81% 82%
The City's website 63% 66%
Des Moines Register 59% 51%
Des Moines Business Record 10% 8%
The City's Facebook page 9% 17%
The City's Twitter feed 2% 5%
0% 20% 40% 60% 80% 100%
2013 2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q23. Satisfaction with City Communications
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")
Availability of info. on City programs/services
17%
47%
28%
8%
The quality of the City's website
16%
41%
36%
7%
Online services offered on the City's website
16%
40%
38%
7%
Level of public involvement in local decisions
12%
32%
40%
16%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (2/1)
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: Satisfaction with City Communication
2013 vs. 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
Availability of info. on City programs/services
64%
64%
The quality of the City's website
57%
57%
Online services offered on the City's website
50%
55%
Level of public involvement in local decisions
51%
44%
0%
20%
40%
60%
80%
100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q24. Have you ever listened to the audio recording/stream of a City Council meeting?

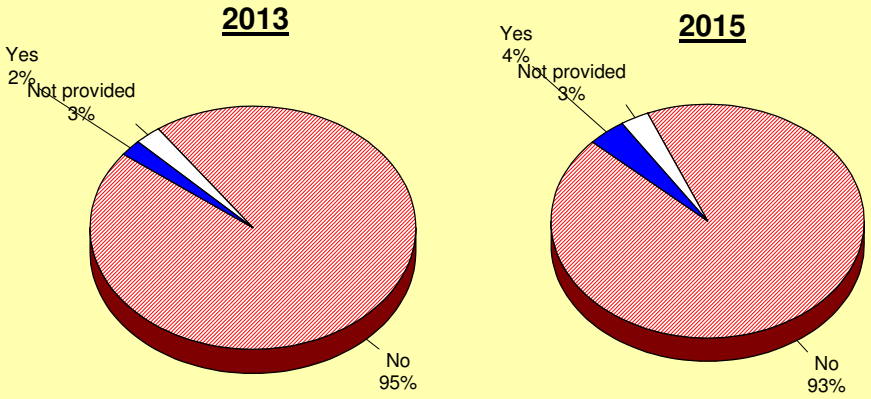
by percentage of respondents



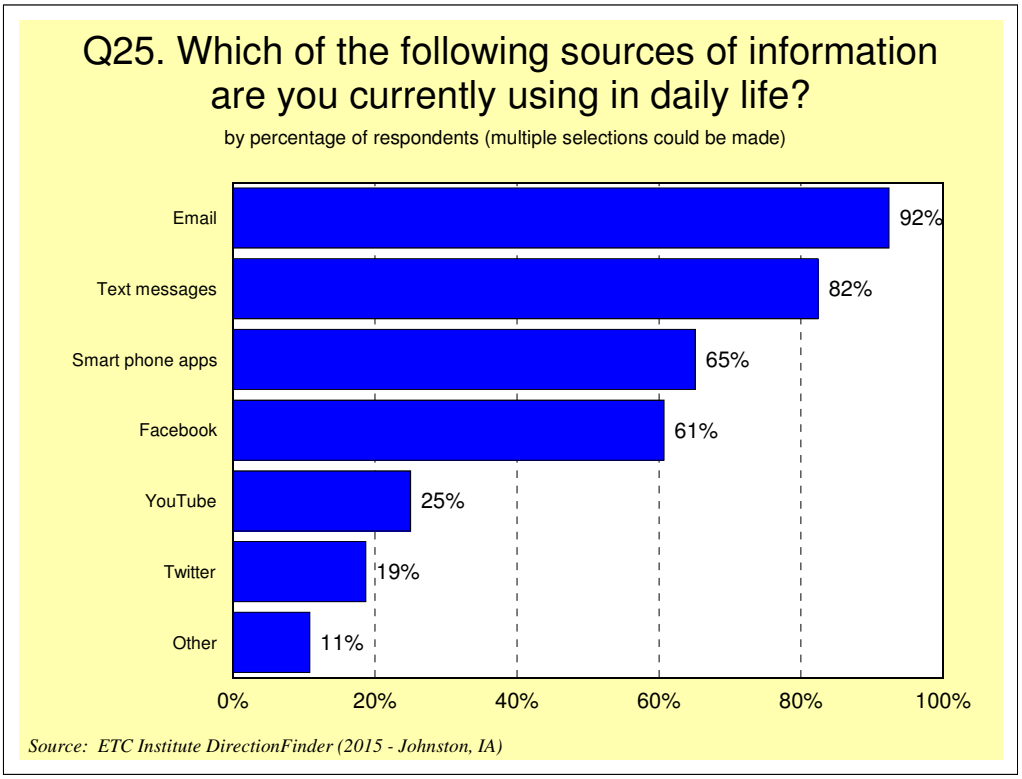
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

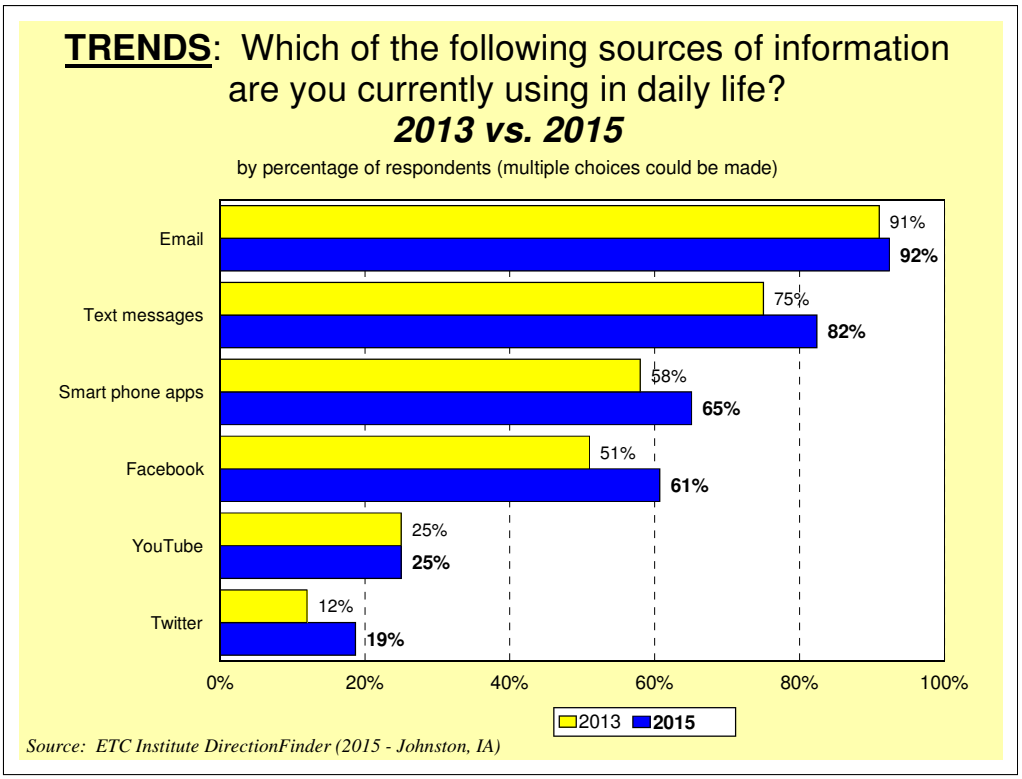
TRENDS: Have you ever listened to the audio recording/stream of a City Council meeting? ***2013 vs. 2015***

by percentage of respondents



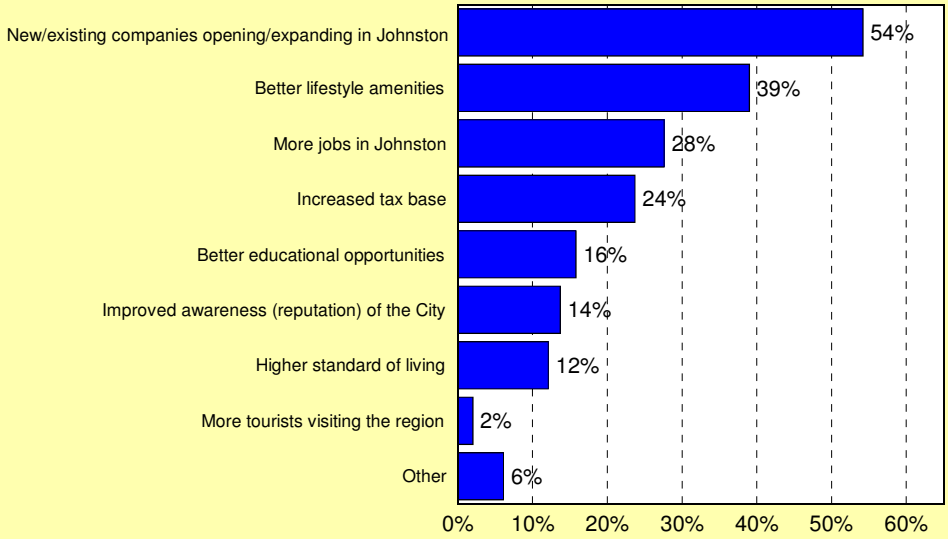
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q25. Which of the following sources of information are you currently using in daily life?
by percentage of respondents (multiple selections could be made)
Email
92%
Text messages
82%
Smart phone apps
65%
Facebook
61%
YouTube
25%
Twitter
19%
Other
11%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: Which of the following sources of information are you currently using in daily life?
2013 vs. 2015
by percentage of respondents (multiple choices could be made)
Email
91%
92%
Text messages
75%
82%
Smart phone apps
58%
65%
Facebook
51%
61%
YouTube
25%
25%
Twitter
12%
19%
0%
20%
40%
60%
80%
100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q26. Which two of the following benefits of economic development are most important to you?

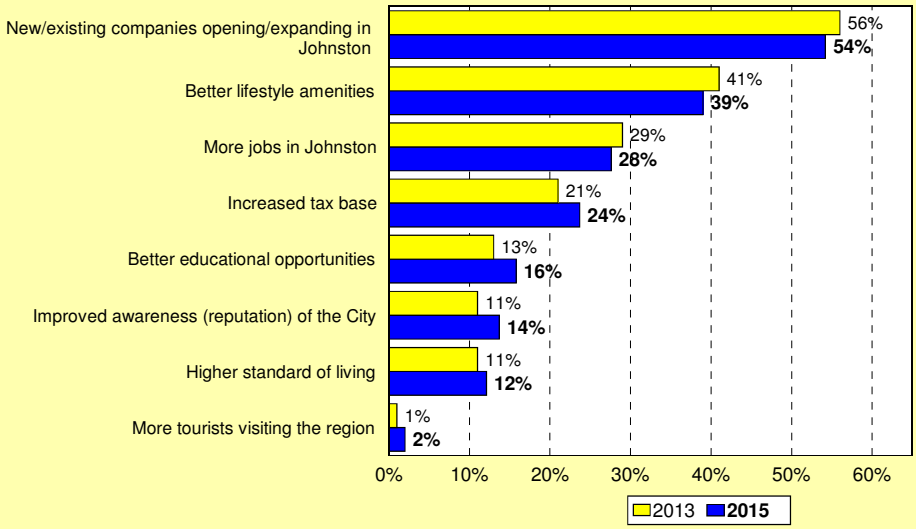
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

TRENDS: Which two of the following benefits of economic development are most important to you? ***2013 vs. 2015***

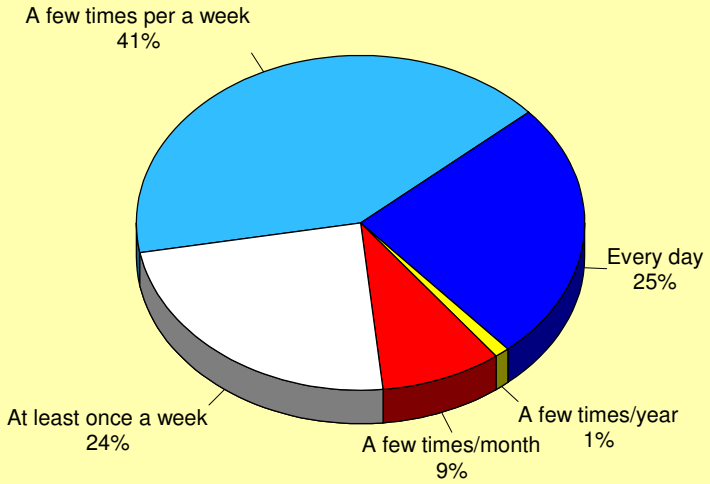
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q27. How often do you typically go outside Johnston city limits to shop?

by percentage of respondents

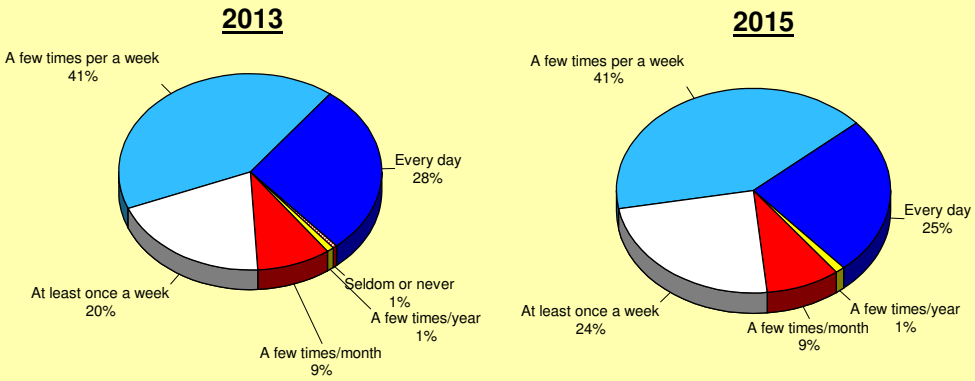


Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

TRENDS: How often do you typically go outside Johnston city limits to shop?

2013 vs. 2015

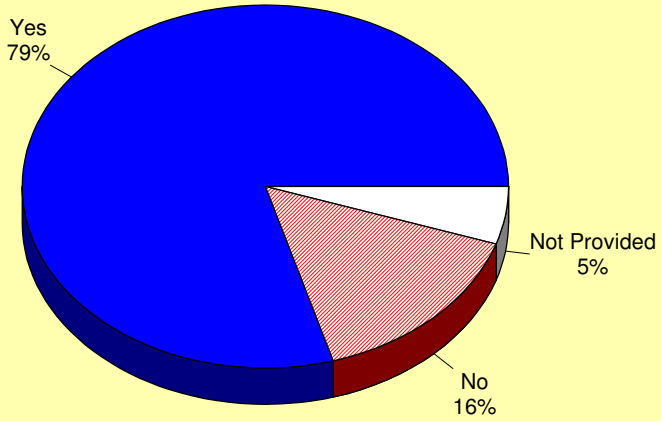
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q28. Should the City put an emphasis on bringing retail and restaurants to the City?

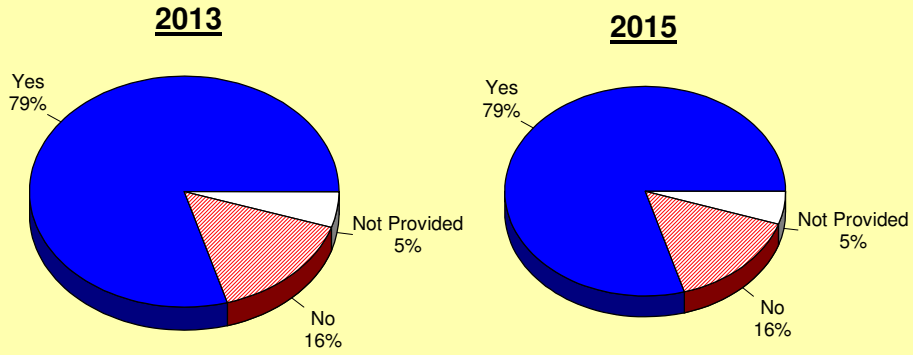
by percentage of respondents



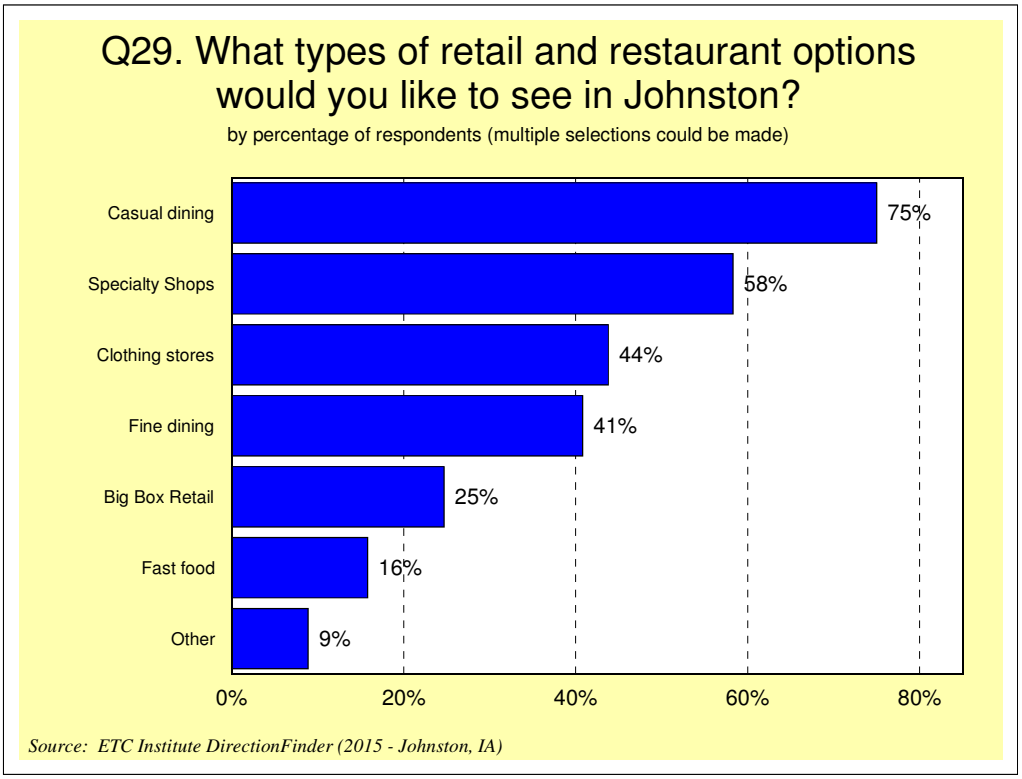
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

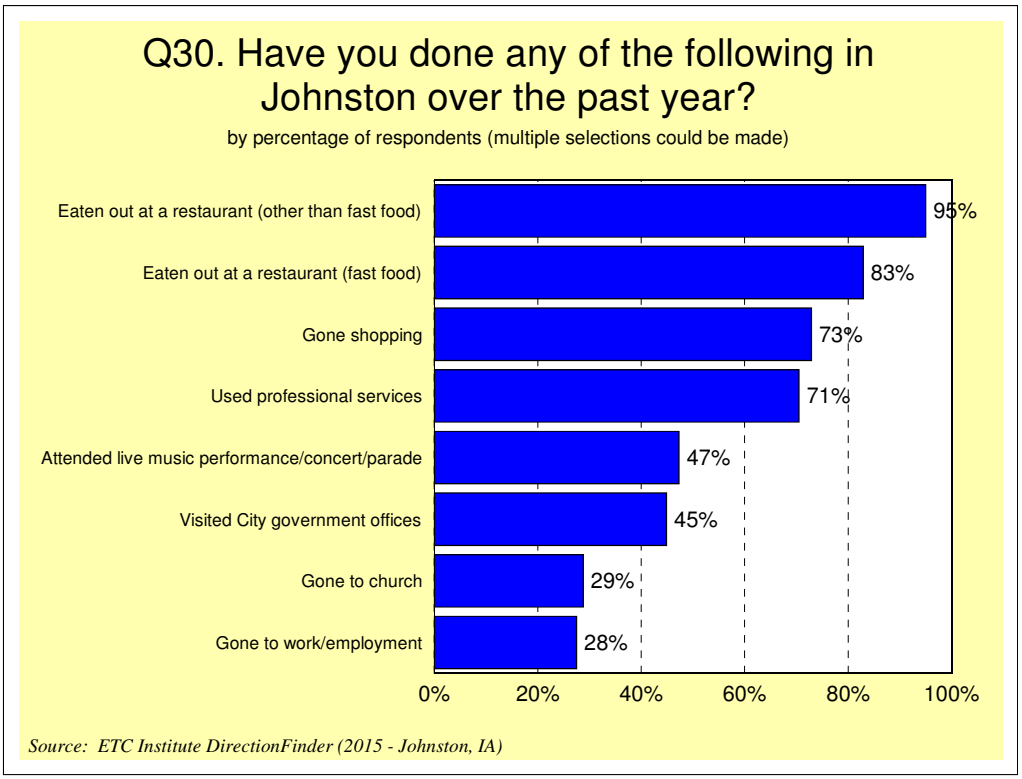
TRENDS: Should the City put an emphasis on bringing retail and restaurants to the City? ***2013 vs. 2015***

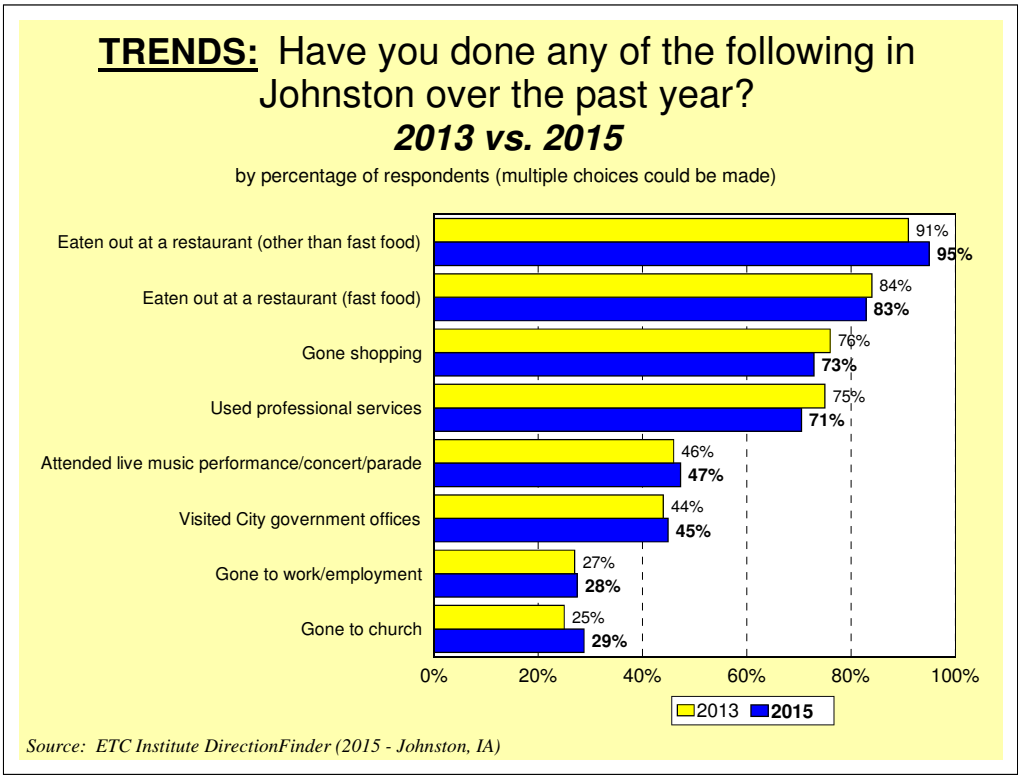
by percentage of respondents

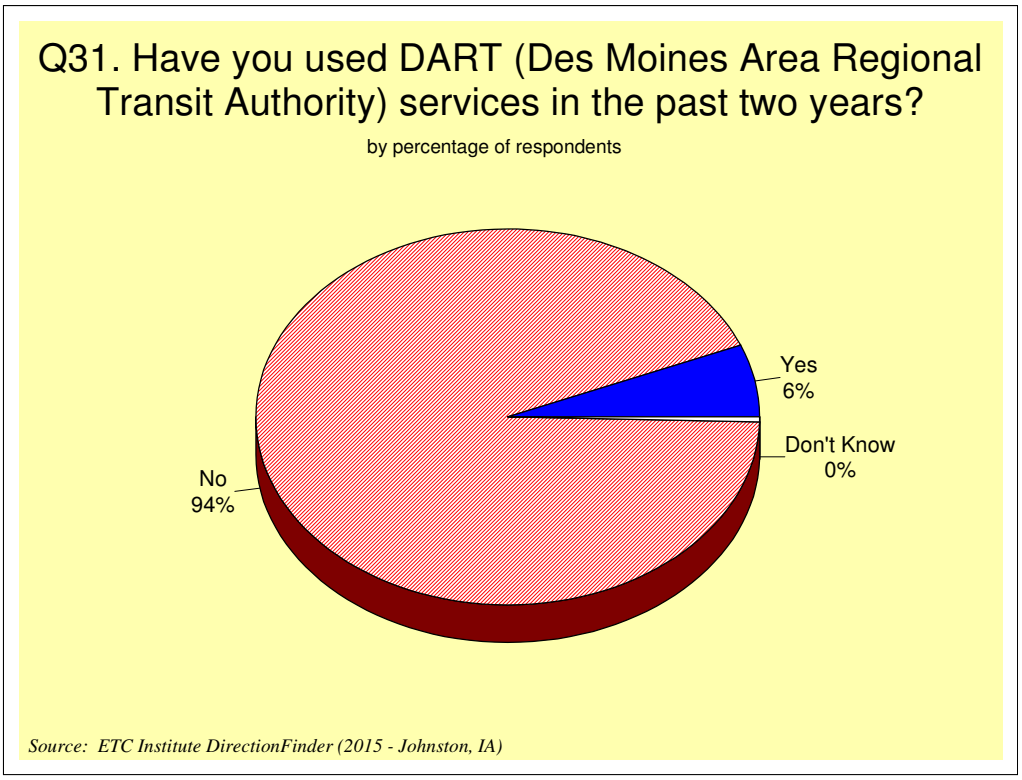


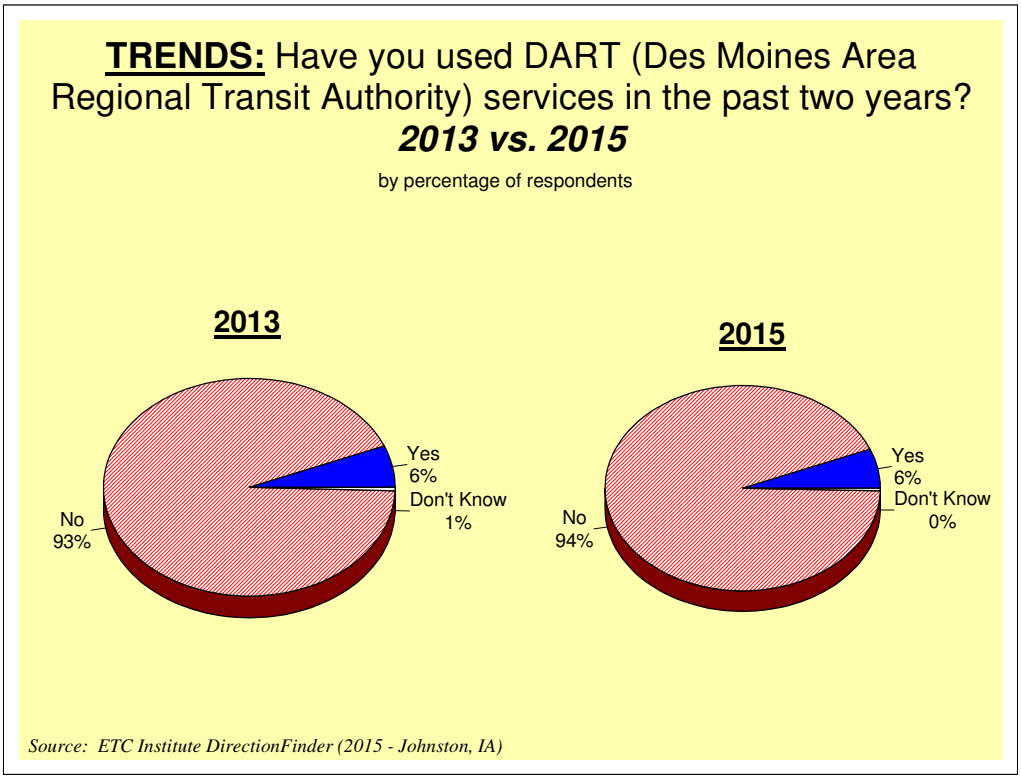
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

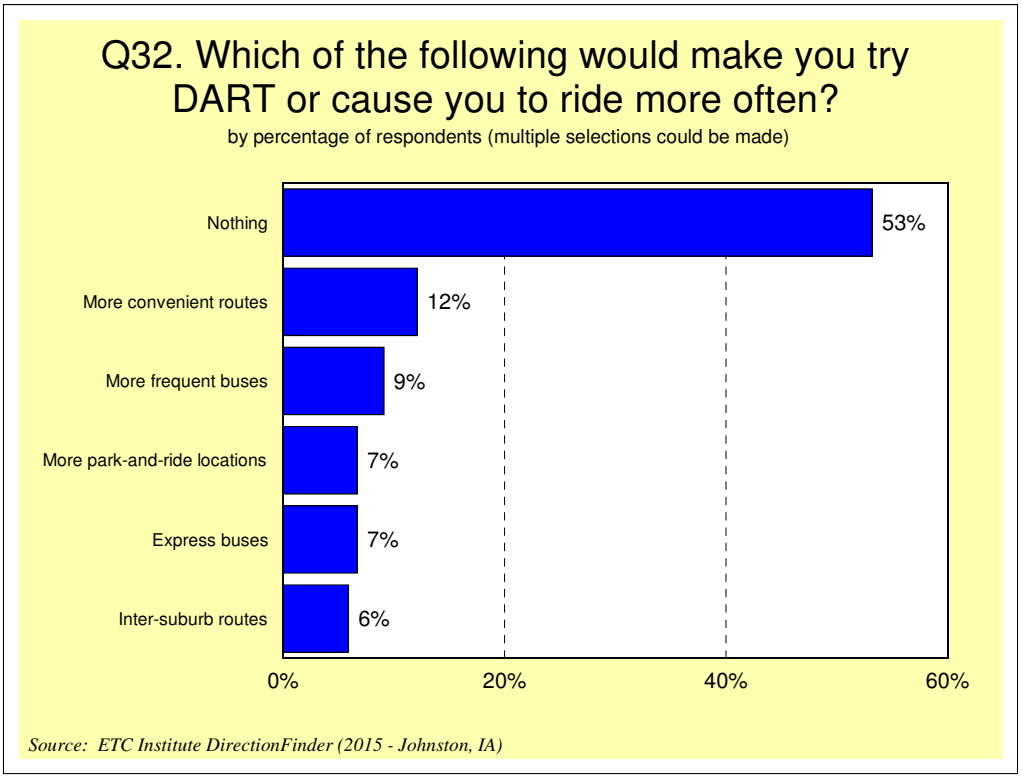

Q29. What types of retail and restaurant options would you like to see in Johnston?
by percentage of respondents (multiple selections could be made)
Casual dining
75%
Specialty Shops
58%
Clothing stores
44%
Fine dining
41%
Big Box Retail
25%
Fast food
16%
Other
9%
0%
20%
40%
60%
80%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

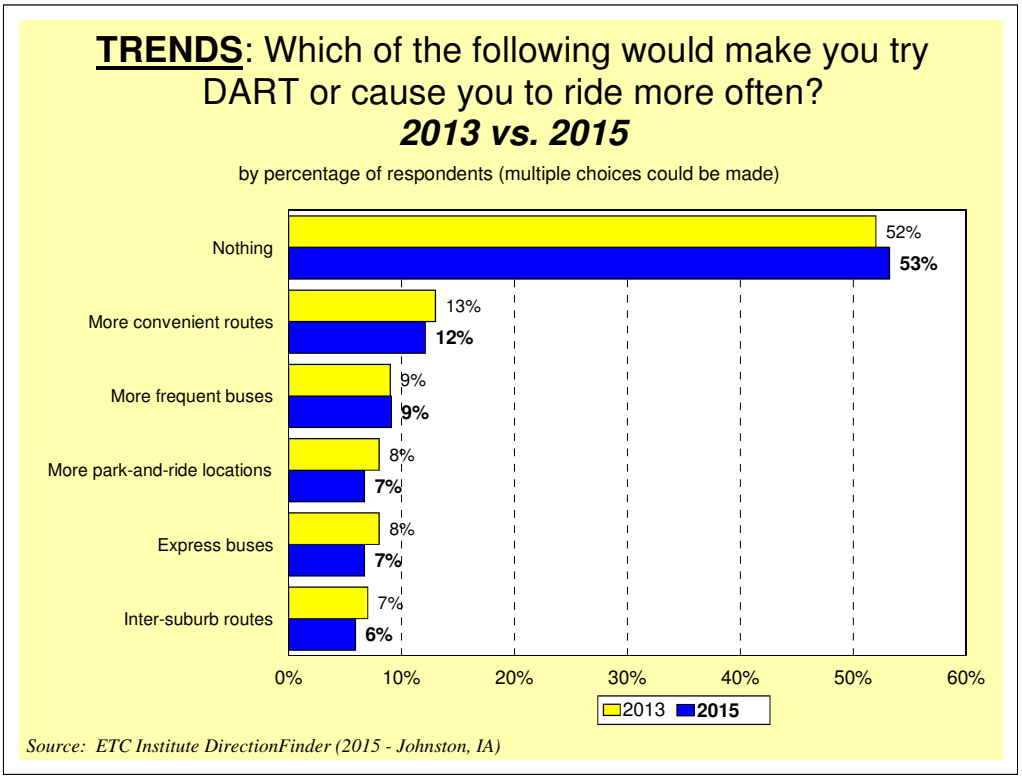

Q30. Have you done any of the following in Johnston over the past year?
by percentage of respondents (multiple selections could be made)
Eaten out at a restaurant (other than fast food)
95%
Eaten out at a restaurant (fast food)
83%
Gone shopping
73%
Used professional services
71%
Attended live music performance/concert/parade
47%
Visited City government offices
45%
Gone to church
29%
Gone to work/employment
28%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

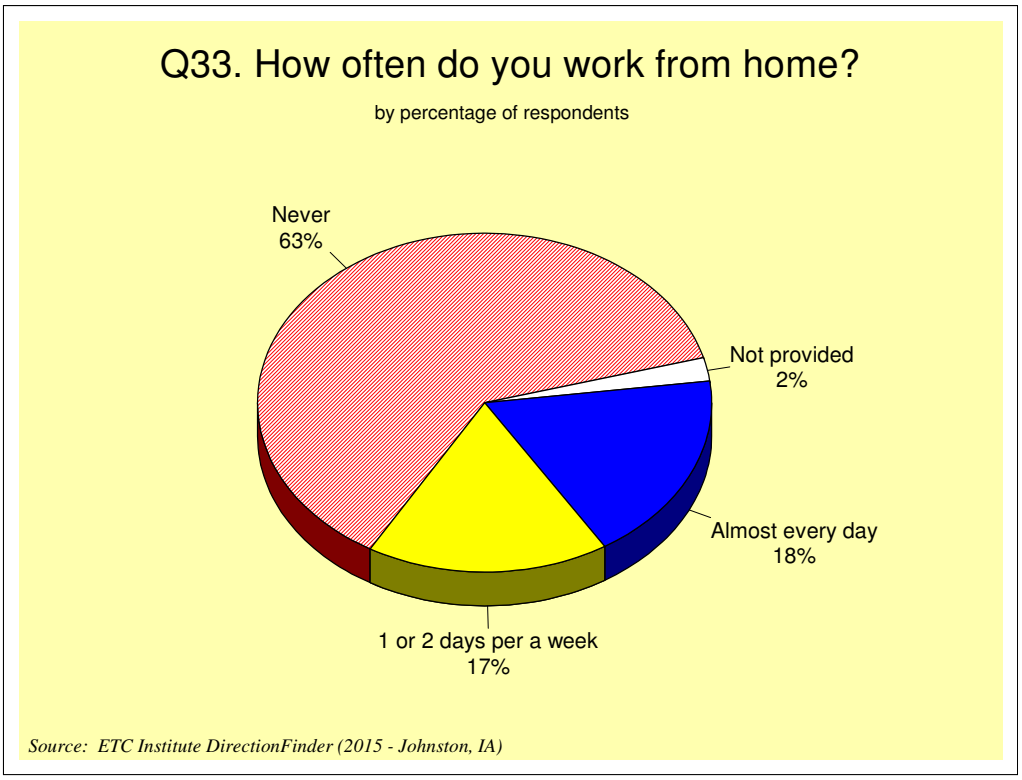

TRENDS: Have you done any of the following in Johnston over the past year?
2013 vs. 2015
by percentage of respondents (multiple choices could be made)
Eaten out at a restaurant (other than fast food)
91%
95%
Eaten out at a restaurant (fast food)
84%
83%
Gone shopping
76%
73%
Used professional services
75%
71%
Attended live music performance/concert/parade
46%
47%
Visited City government offices
44%
45%
Gone to work/employment
27%
28%
Gone to church
25%
29%
0%
20%
40%
60%
80%
100%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

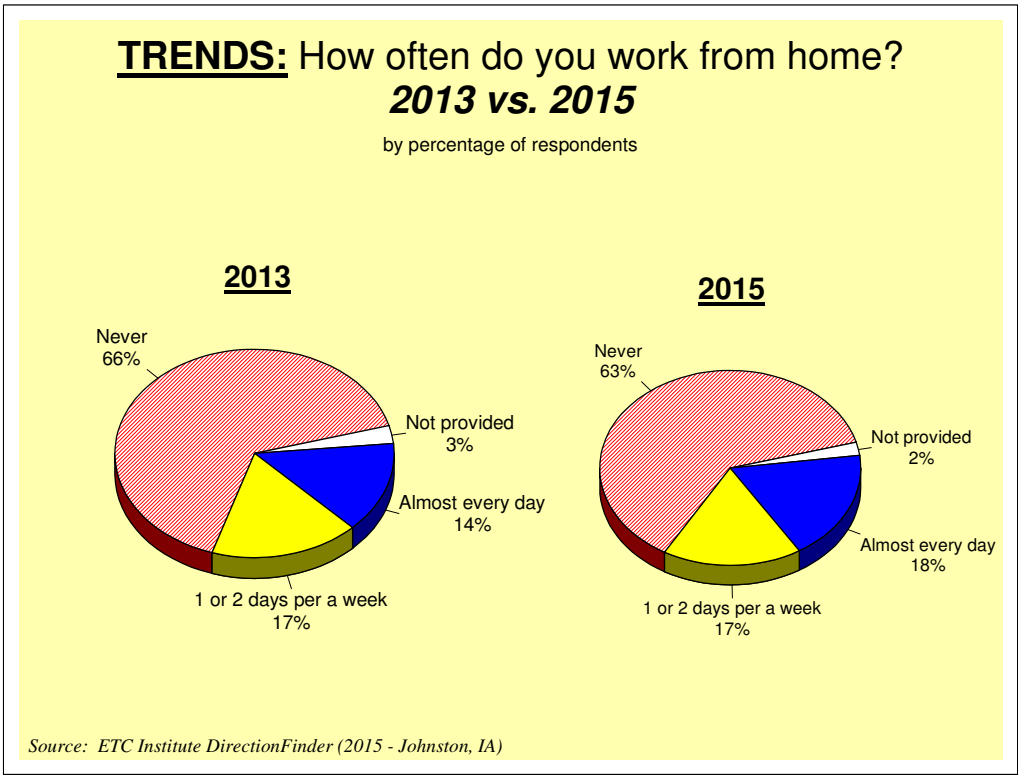

Q31. Have you used DART (Des Moines Area Regional Transit Authority) services in the past two years?
by percentage of respondents
Yes
6%
Don't Know
0%
No
94%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

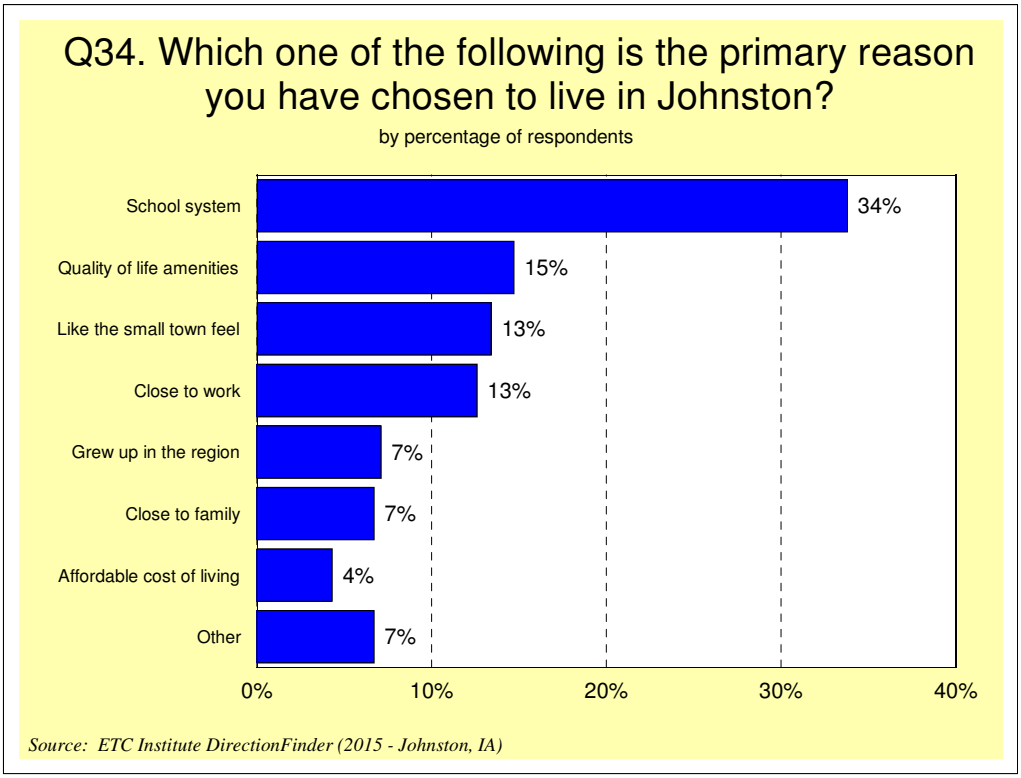

TRENDS: Have you used DART (Des Moines Area Regional Transit Authority) services in the past two years?
2013 vs. 2015
by percentage of respondents
2013
Yes 6%
Don't Know 1%
No 93%
2015
Yes 6%
Don't Know 0%
No 94%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q32. Which of the following would make you try DART or cause you to ride more often?
by percentage of respondents (multiple selections could be made)
Nothing 53%
More convenient routes 12%
More frequent buses 9%
More park-and-ride locations 7%
Express buses 7%
Inter-suburb routes 6%
0%
20%
40%
60%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: Which of the following would make you try DART or cause you to ride more often?
2013 vs. 2015
by percentage of respondents (multiple choices could be made)
Nothing
52%
53%
More convenient routes
13%
12%
More frequent buses
9%
9%
More park-and-ride locations
8%
7%
Express buses
8%
7%
Inter-suburb routes
7%
6%
0%
10%
20%
30%
40%
50%
60%
2013
2015
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

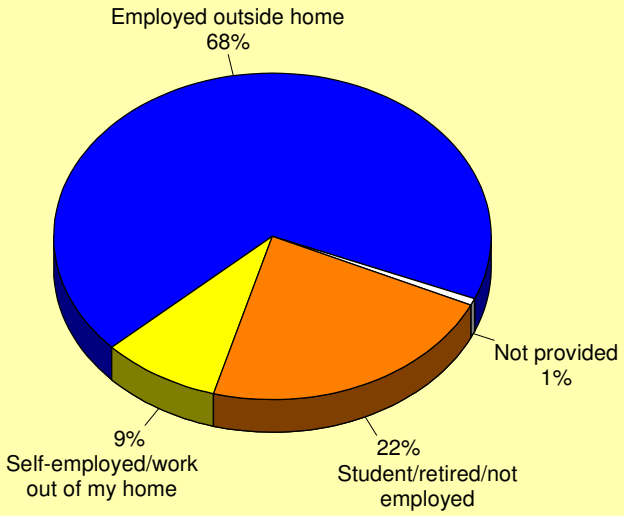

Q33. How often do you work from home?
by percentage of respondents
Never
63%
Not provided
2%
Almost every day
18%
1 or 2 days per a week
17%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


TRENDS: How often do you work from home?
2013 vs. 2015
by percentage of respondents
2013
Never 66%
Not provided 3%
Almost every day 14%
1 or 2 days per a week 17%
2015
Never 63%
Not provided 2%
Almost every day 18%
1 or 2 days per a week 17%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q34. Which one of the following is the primary reason you have chosen to live in Johnston?
by percentage of respondents
School system 34%
Quality of life amenities 15%
Like the small town feel 13%
Close to work 13%
Grew up in the region 7%
Close to family 7%
Affordable cost of living 4%
Other 7%
0%
10%
20%
30%
40%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q35. Which of the following best describes your current place of employment?

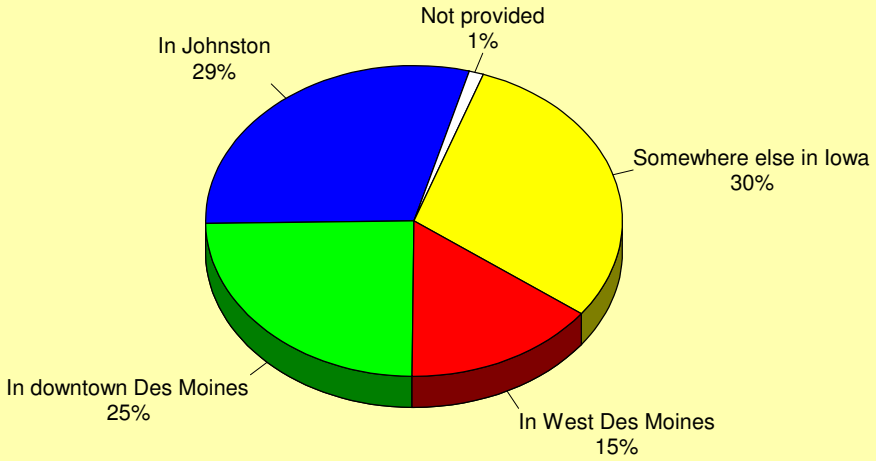
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q35a. Where do you work?

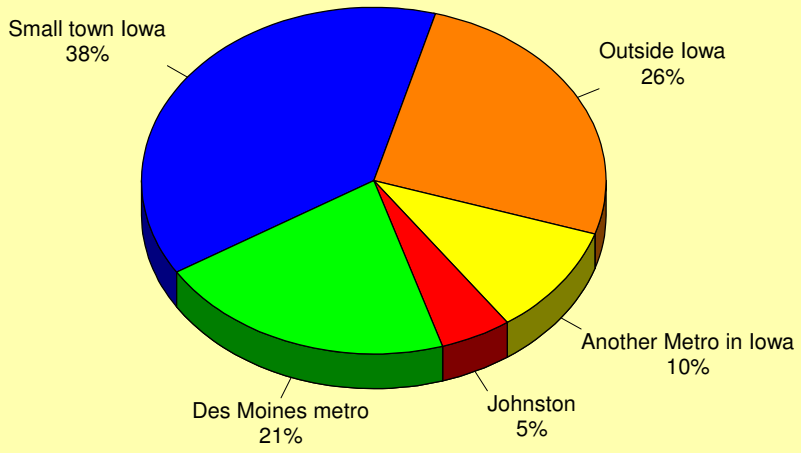
by percentage of respondents who were employed outside the home



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q36. What best describes the town where you grew up?

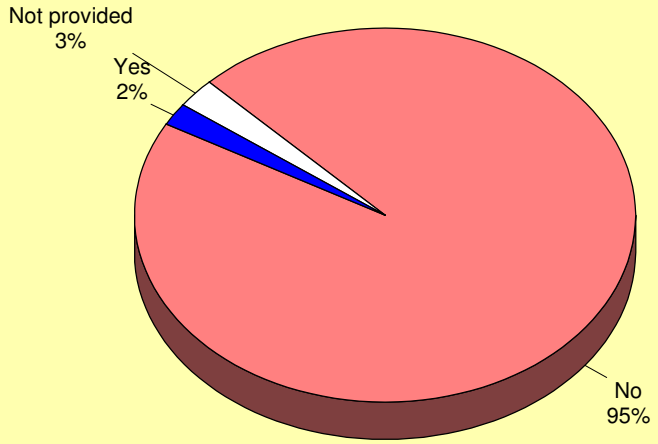
by percentage of respondents



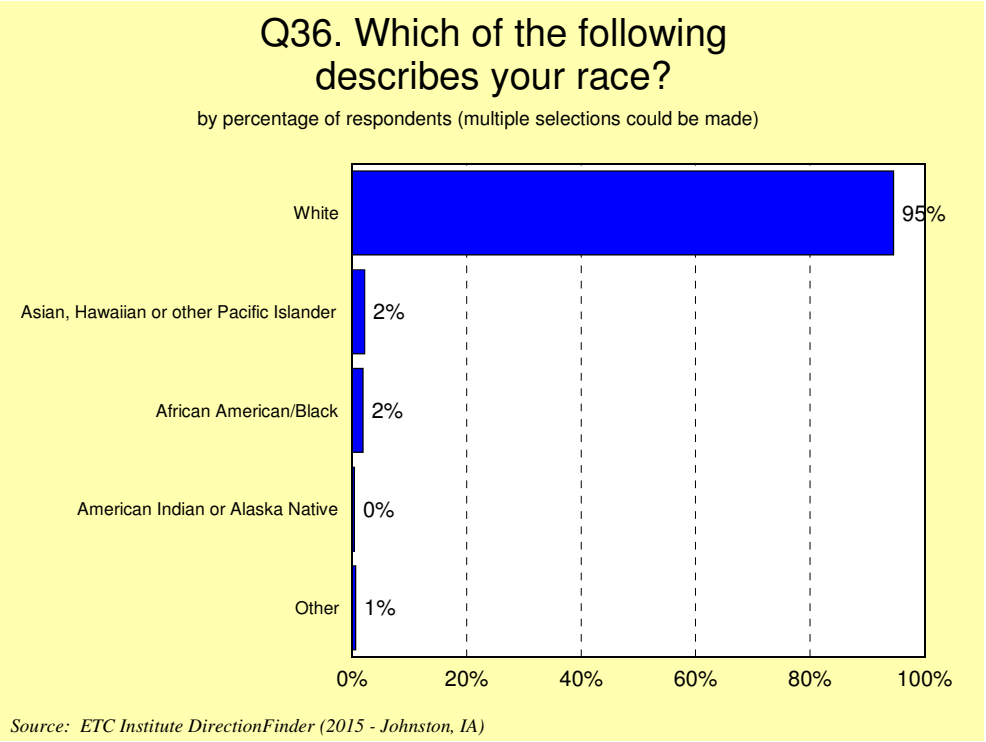
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

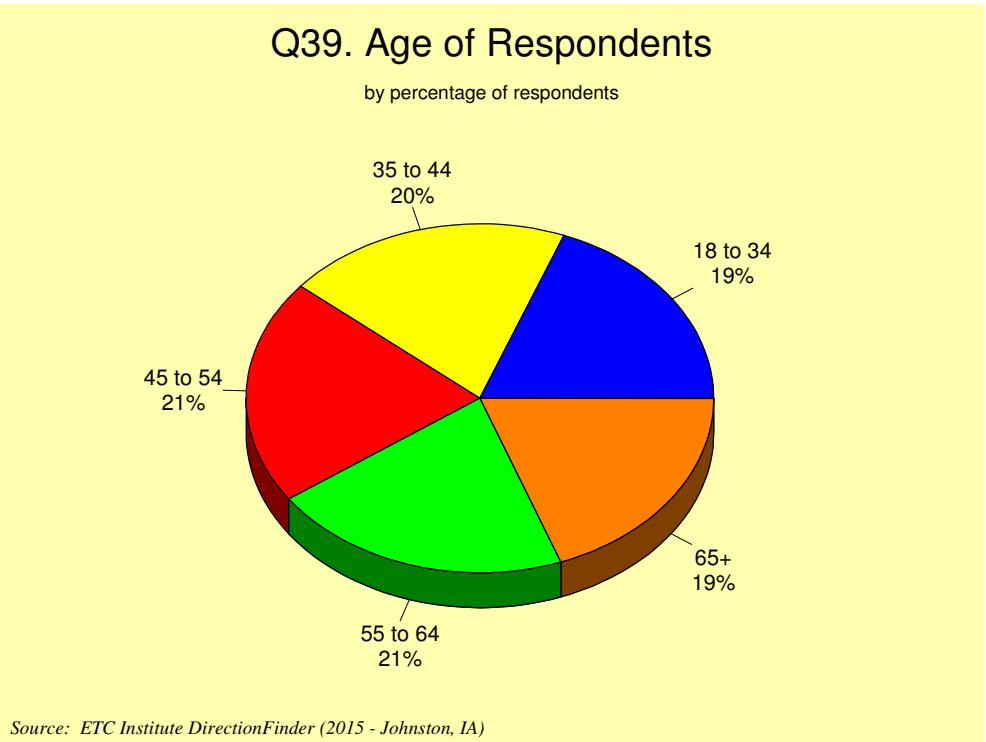
Q37. Are you or other members of your household of Hispanic or Latino ancestry?

by percentage of respondents



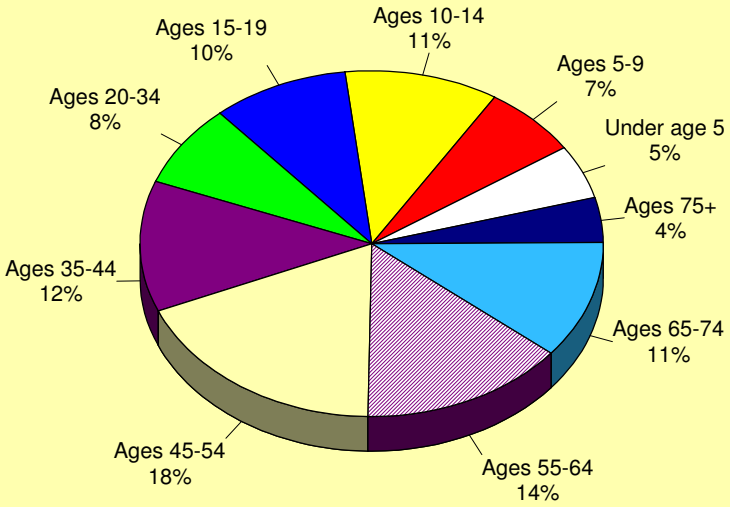
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q36. Which of the following describes your race?
by percentage of respondents (multiple selections could be made)
White
95%
Asian, Hawaiian or other Pacific Islander
2%
African American/Black
2%
American Indian or Alaska Native
0%
Other
1%
0%
20%
40%
60%
80%
100%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q39. Age of Respondents
by percentage of respondents
35 to 44
20%
18 to 34
19%
45 to 54
21%
65+
19%
55 to 64
21%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q40. Counting yourself, how many people in your household are:

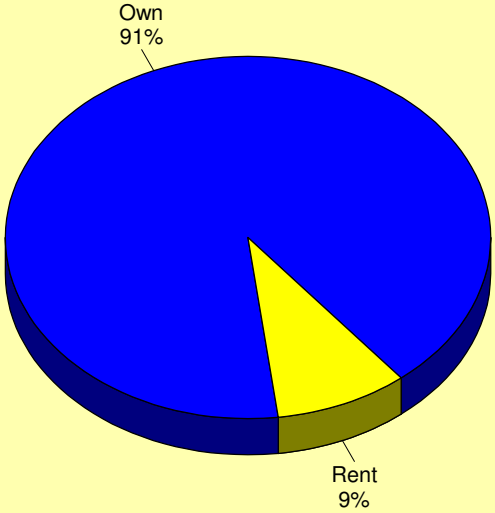
by percentage of persons in households



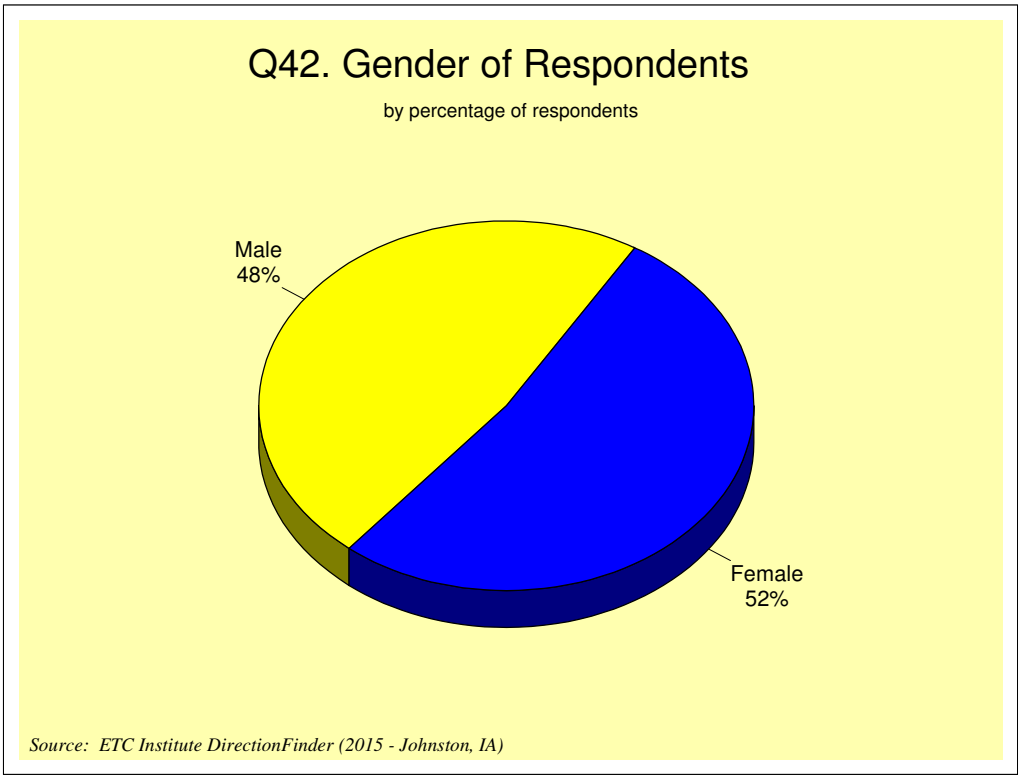
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Q41. Do you own or rent your current residence?

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Johnston, IA)


Q42. Gender of Respondents
by percentage of respondents
Male
48%
Female
52%
Source: ETC Institute DirectionFinder (2015 - Johnston, IA)

Section 2:
Benchmarking Analysis

Benchmarking Summary Report
Johnston, Iowa

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 210 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2014 to a random sample of more than 4,000 residents across the United States and (2) individual communities with a population of less than 50,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2012 and July 2015; the 29 communities included in this comparisons are listed below.

- Bensenville, IL
- Clayton, MO
- Coffeyville, KS
- Edgerton, KS
- Garden City, KS
- Gardner, KS
- Hallandale Beach, FL
- Harrisonville, MO
- Hyattsville, MD
- Indian Trail, NC
- Junction City, KS
- Knoxville, IA
- Lenexa, KS
- Merriam, KS
- Mission, KS
- Mountain Brook, AL
- Narragansett, RI
- North Kansas City, MO
- Platte City, MO
- Pinehurst, NC
- Raymore, MO
- Rio Blanco, CO
- Riverside, MO
- Rolla, MO
- Saint Joseph, MO
- Vestavia Hills, AL
- Village of Pinehurst, NC
- Westlake, TX
- Winchester, VA

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Johnston compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

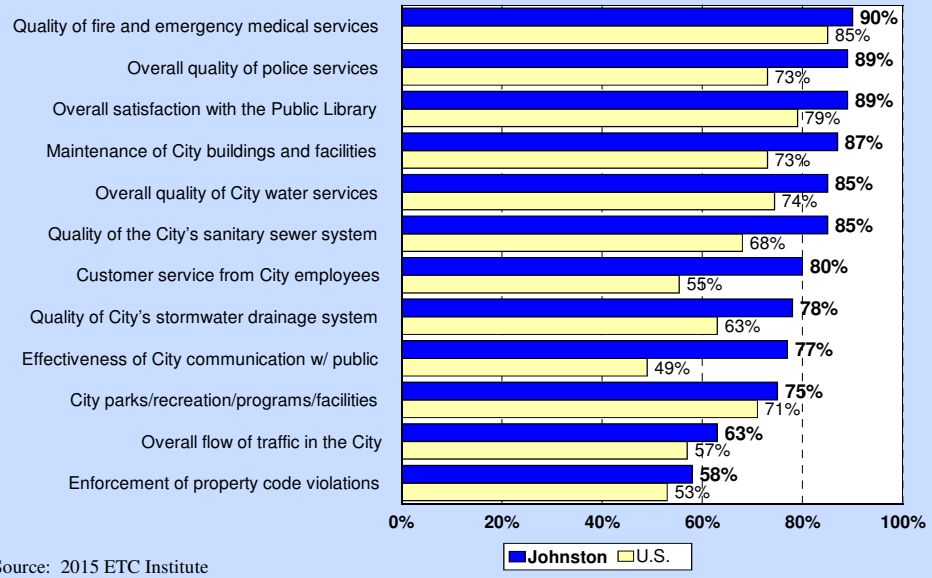
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 29 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 29 communities. The actual ratings for Johnston are listed to the right of each chart. The dot on each bar shows how the results for Johnston compare to the other communities with a population of less than 50,000 where the DirectionFinder® survey has been administered since 2012.

National Benchmarks

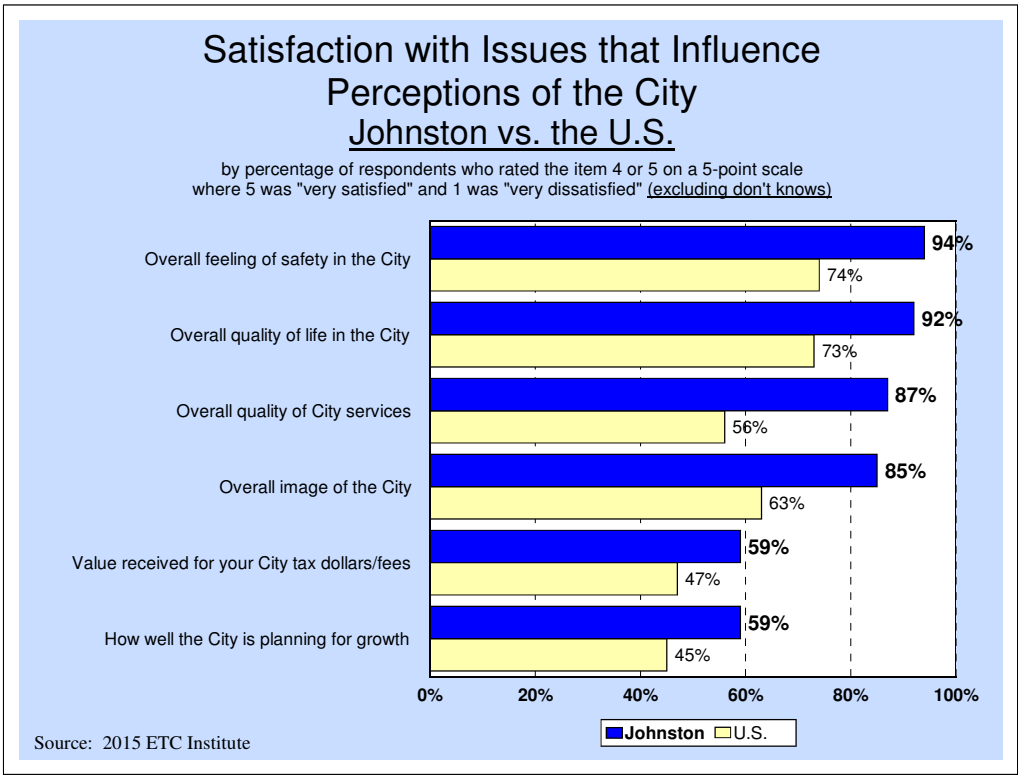
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Johnston, IA is not authorized without written consent from ETC Institute.

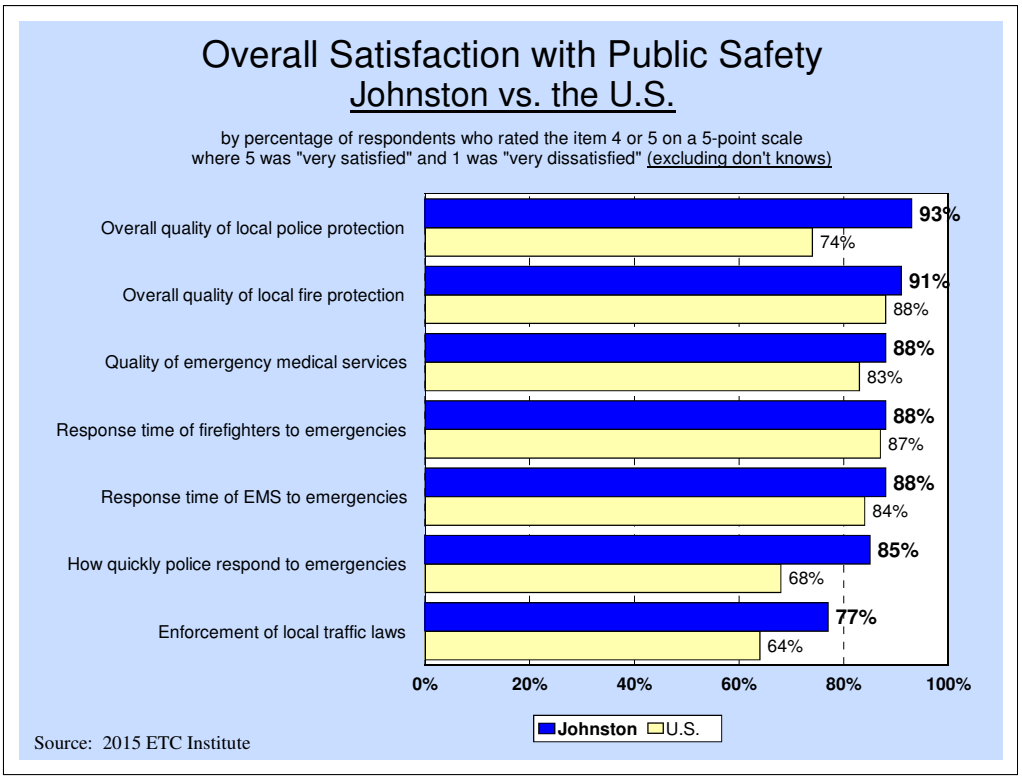
Overall Satisfaction with Major City Services
Johnston vs. the U.S.

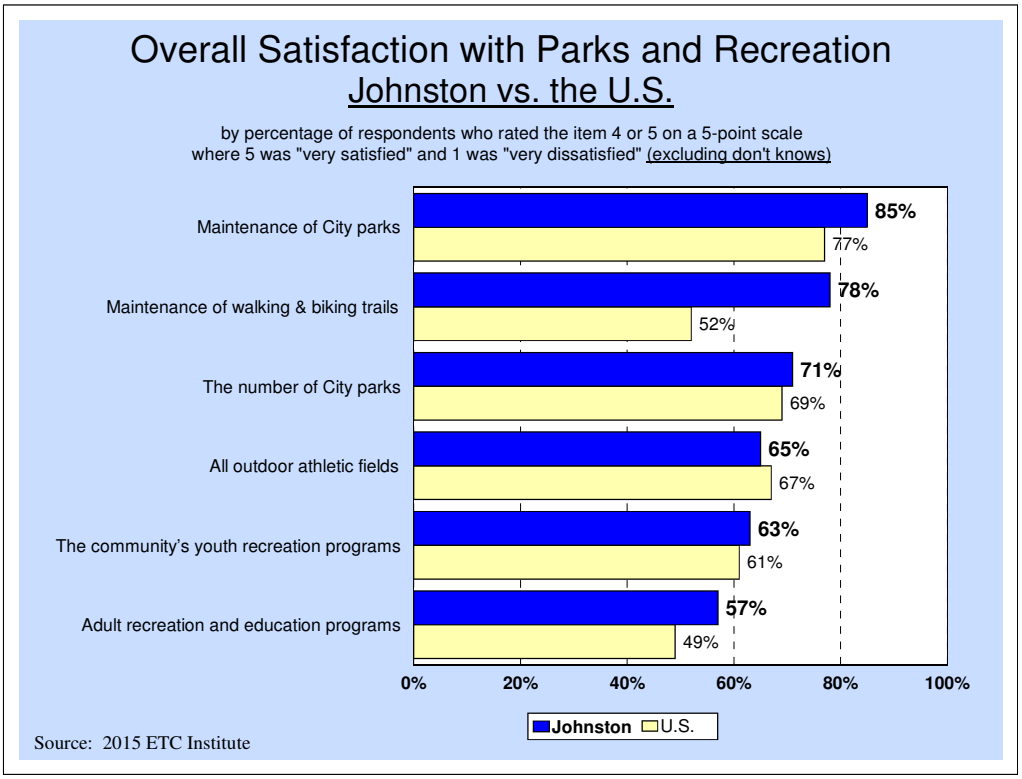
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

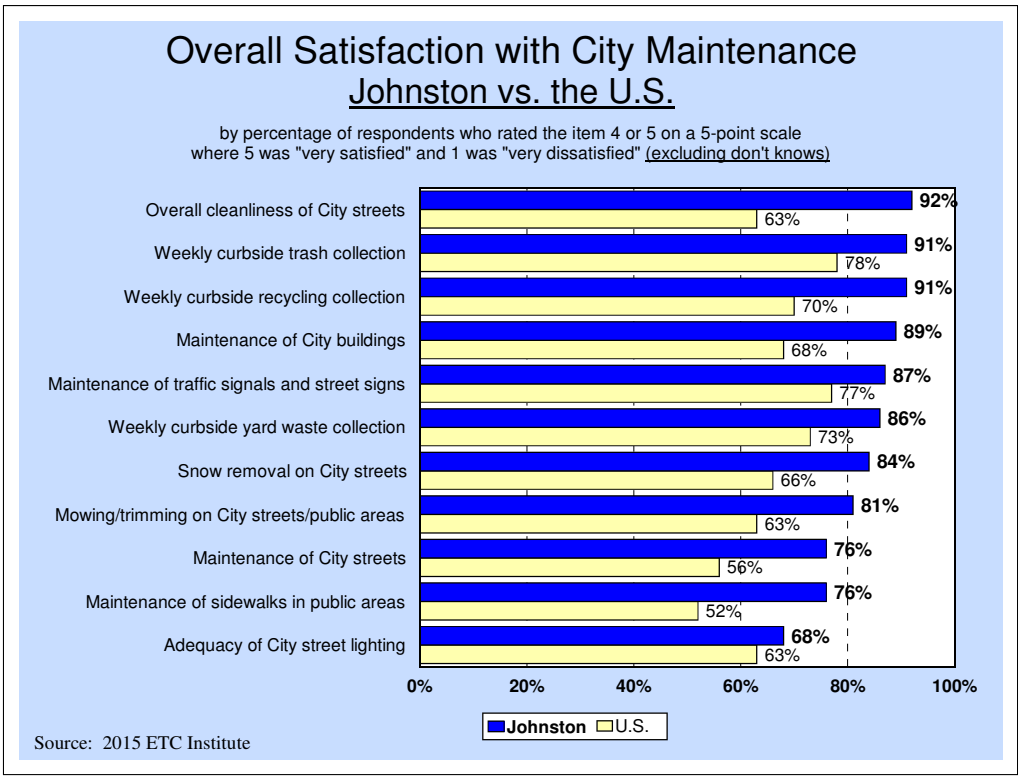


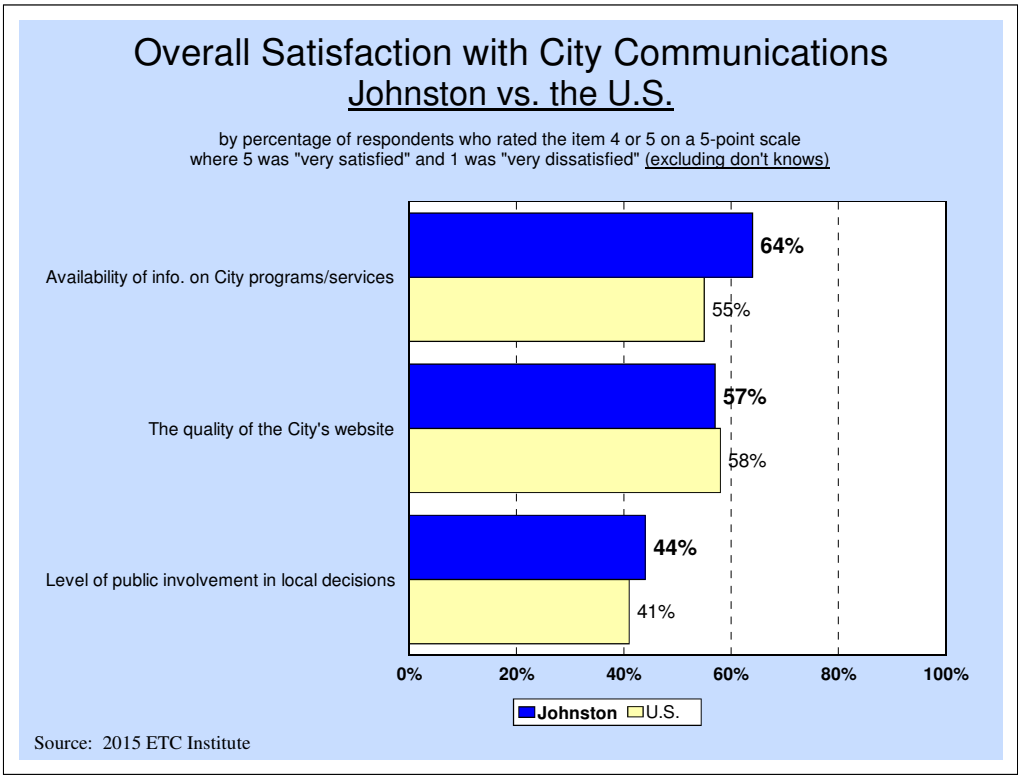
Source: 2015 ETC Institute


Satisfaction with Issues that Influence Perceptions of the City
Johnston vs. the 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" (excluding don't knows)
Overall feeling of safety in the City
94%
74%
Overall quality of life in the City
92%
73%
Overall quality of City services
87%
56%
Overall image of the City
85%
63%
Value received for your City tax dollars/fees
59%
47%
How well the City is planning for growth
59%
45%
0%
20%
40%
60%
80%
100%
Johnston
U.S.
Source: 2015 ETC Institute

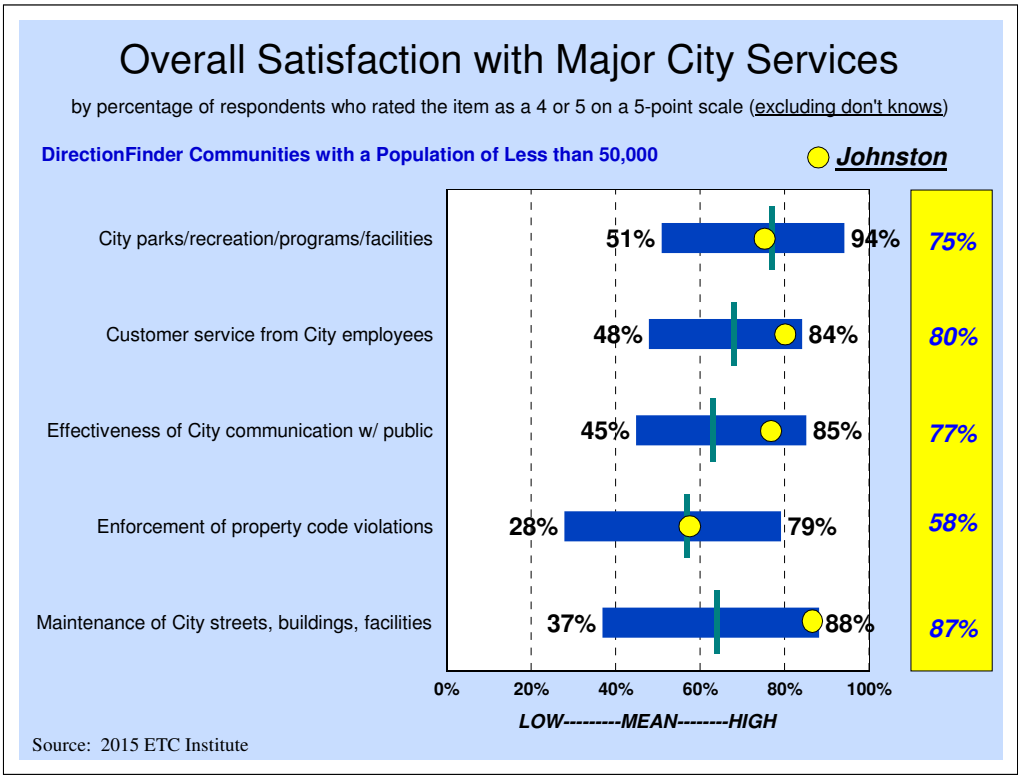

Overall Satisfaction with Public Safety
Johnston vs. the U.S.
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall quality of local police protection
93%
74%
Overall quality of local fire protection
91%
88%
Quality of emergency medical services
88%
83%
Response time of firefighters to emergencies
88%
87%
Response time of EMS to emergencies
88%
84%
How quickly police respond to emergencies
85%
68%
Enforcement of local traffic laws
77%
64%
0%
20%
40%
60%
80%
100%
Johnston
U.S.
Source: 2015 ETC Institute

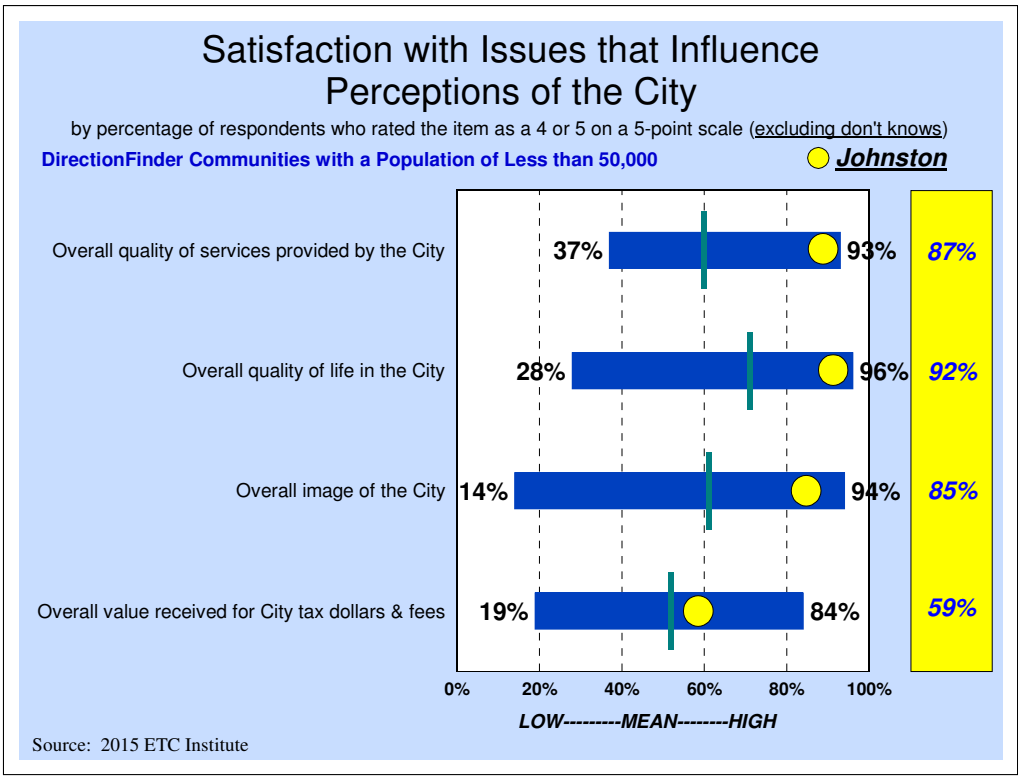

Overall Satisfaction with Parks and Recreation
Johnston vs. the U.S.
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Maintenance of City parks
85%
77%
Maintenance of walking & biking trails
78%
52%
The number of City parks
71%
69%
All outdoor athletic fields
65%
67%
The community's youth recreation programs
63%
61%
Adult recreation and education programs
57%
49%
0%
20%
40%
60%
80%
100%
Johnston
U.S.
Source: 2015 ETC Institute

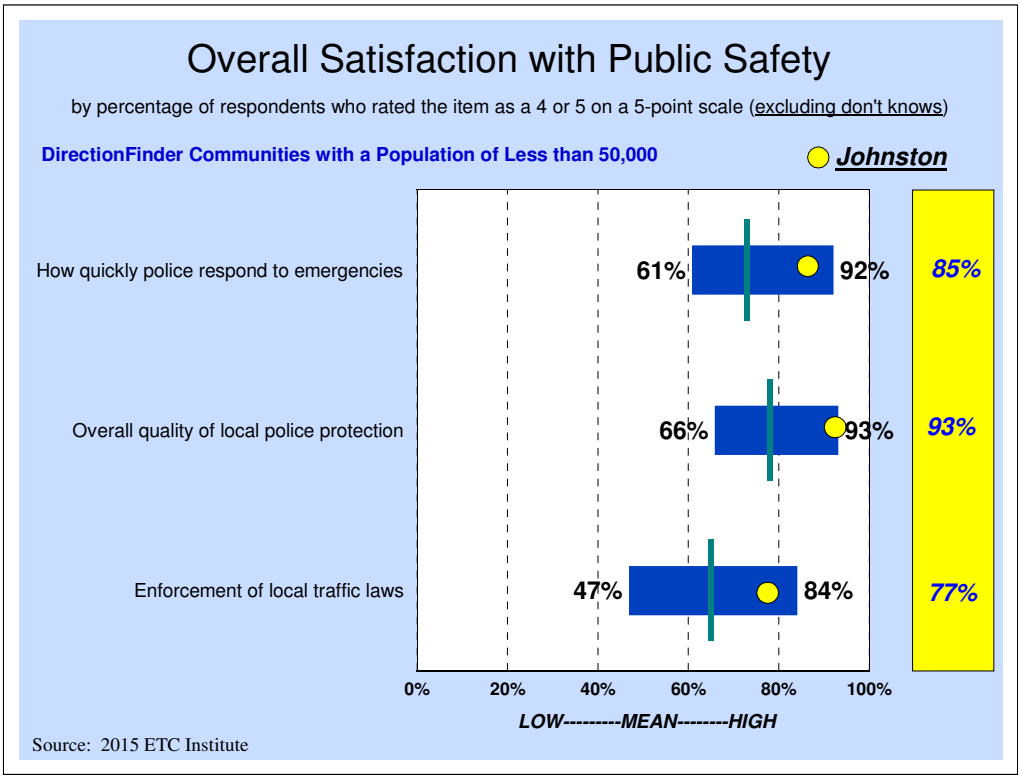

Overall Satisfaction with City Maintenance
Johnston vs. the U.S.
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)
Overall cleanliness of City streets
92%
63%
Weekly curbside trash collection
91%
78%
Weekly curbside recycling collection
91%
70%
Maintenance of City buildings
89%
68%
Maintenance of traffic signals and street signs
87%
77%
Weekly curbside yard waste collection
86%
73%
Snow removal on City streets
84%
66%
Mowing/trimming on City streets/public areas
81%
63%
Maintenance of City streets
76%
56%
Maintenance of sidewalks in public areas
76%
52%
Adequacy of City street lighting
68%
63%
0%
20%
40%
60%
80%
100%
Johnston
U.S.
Source: 2015 ETC Institute

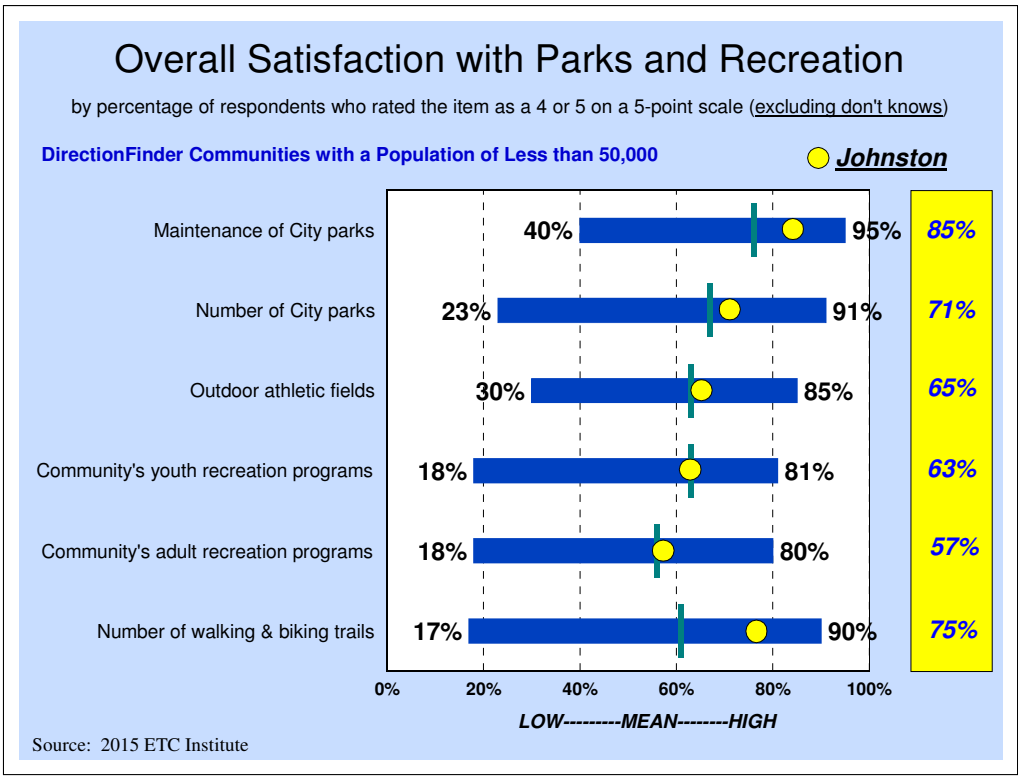


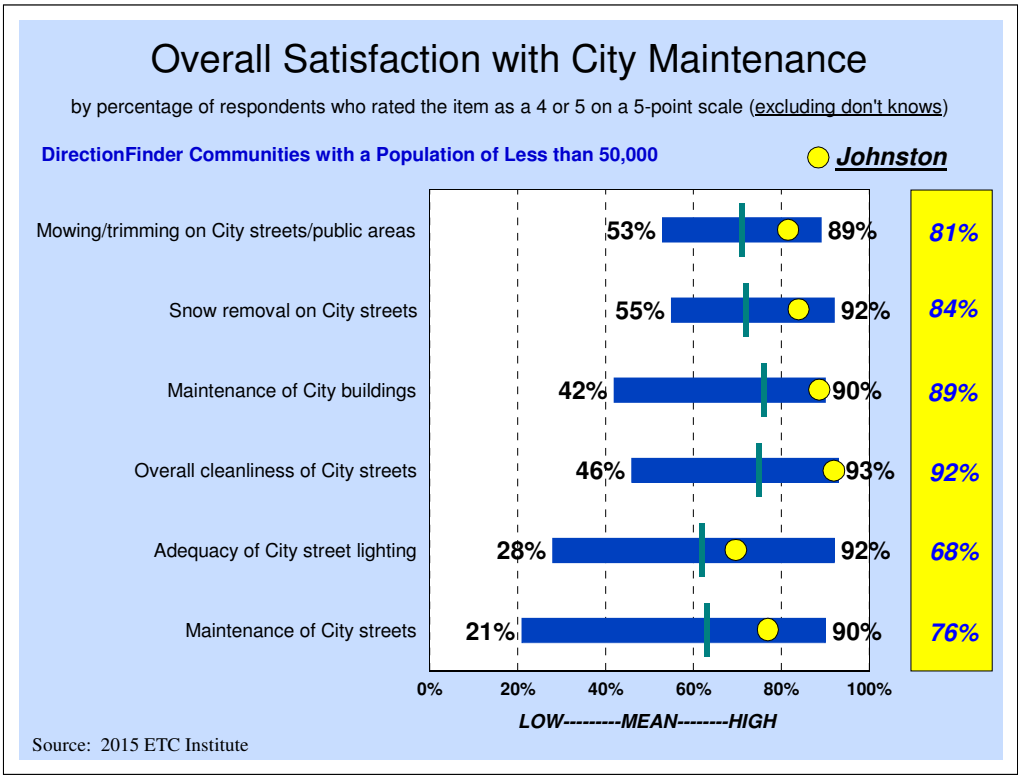
Performance Ranges


Overall Satisfaction with Major City Services
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
DirectionFinder Communities with a Population of Less than 50,000
Johnston
City parks/recreation/programs/facilities
51%
94%
75%
Customer service from City employees
48%
84%
80%
Effectiveness of City communication w/ public
45%
85%
77%
Enforcement of property code violations
28%
79%
58%
Maintenance of City streets, buildings, facilities
37%
88%
87%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Satisfaction with Issues that Influence Perceptions of the City
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
DirectionFinder Communities with a Population of Less than 50,000
Johnston
Overall quality of services provided by the City
37%
93%
87%
Overall quality of life in the City
28%
96%
92%
Overall image of the City
14%
94%
85%
Overall value received for City tax dollars & fees
19%
84%
59%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with Public Safety
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
DirectionFinder Communities with a Population of Less than 50,000
Johnston
How quickly police respond to emergencies
61%
92%
85%
Overall quality of local police protection
66%
93%
93%
Enforcement of local traffic laws
47%
84%
77%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with Parks and Recreation
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
DirectionFinder Communities with a Population of Less than 50,000
Johnston
Maintenance of City parks
40%
95%
85%
Number of City parks
23%
91%
71%
Outdoor athletic fields
30%
85%
65%
Community's youth recreation programs
18%
81%
63%
Community's adult recreation programs
18%
80%
57%
Number of walking & biking trails
17%
90%
75%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute


Overall Satisfaction with City Maintenance
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)
DirectionFinder Communities with a Population of Less than 50,000
Johnston
Mowing/trimming on City streets/public areas
53%
89%
81%
Snow removal on City streets
55%
92%
84%
Maintenance of City buildings
42%
90%
89%
Overall cleanliness of City streets
46%
93%
92%
Adequacy of City street lighting
28%
92%
68%
Maintenance of City streets
21%
90%
76%
0%
20%
40%
60%
80%
100%
LOW---------MEAN--------HIGH
Source: 2015 ETC Institute

Section 3:
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis
The City of Johnston, IA

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Thirty-seven percent (37%) of residents selected the "overall flow of traffic in the City" as one of the most important major services to provide.

With regard to satisfaction, sixty-three percent (63%) of the residents surveyed rated their overall satisfaction with the "overall flow of traffic in the City" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied"). The I-S rating for "overall flow of traffic in the City" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 37% was multiplied by 37% (1-0.63). This calculation yielded an I-S rating of 0.1369, which ranked first out of twelve major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS>=0.20)
- Increase Current Emphasis (0.10<=IS<0.20)
- Maintain Current Emphasis (IS<0.10)

The results for Johnston are provided on the following page.

Importance-Satisfaction Rating
City of Johnston, Iowa
Major City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Overall flow of traffic in City	37%	**1**	63%	**11**	0.1369	**1**
Medium Priority (IS <.10)						
Overall quality of City streets system	29%	**2**	70%	**10**	0.0870	**2**
Overall enforcement of property code violations	19%	**4**	58%	**12**	0.0798	**3**
Quality of City parks & rec programs & facilities	25%	**3**	75%	**9**	0.0625	**4**
Effectiveness of City communication w/ the public	11%	**7**	77%	**8**	0.0253	**5**
Quality of City's stormwater drainage system	8%	**8**	78%	**7**	0.0176	**6**
Overall quality of police services	12%	**6**	89%	**2**	0.0132	**7**
Overall quality of fire & EMS	12%	**5**	90%	**1**	0.0120	**8**
Overall quality of City water services	7%	**9**	85%	**5**	0.0105	**9**
Quality of customer received from City employees	4%	**10**	80%	**6**	0.0080	**10**
Overall quality of City's sanitary sewer system	4%	**11**	85%	**4**	0.0060	**11**
Overall maintenance of City buildings/facilities	2%	**12**	87%	**3**	0.0026	**12**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
City of Johnston, Iowa
Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Enforcement of local traffic laws	15%	**4**	77%	**9**	0.0345	**1**
Officers' attitudes and behaviors toward citizens	15%	**3**	81%	**8**	0.0285	**2**
How quickly police respond to emergencies	15%	**2**	85%	**6**	0.0225	**3**
Overall competence of police department employees	12%	**8**	84%	**7**	0.0192	**4**
Quality of emergency medical services	14%	**6**	88%	**3**	0.0168	**5**
Overall quality of local police protection	23%	**1**	93%	**1**	0.0161	**6**
How quickly EMS respond to emergencies	13%	**7**	88%	**5**	0.0156	**7**
Overall quality of local fire protection	14%	**5**	91%	**2**	0.0126	**8**
How quickly firefighters respond to emergencies	8%	**9**	88%	**4**	0.0096	**9**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating
City of Johnston, Iowa
City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Maintenance of City streets	37%	**1**	76%	**9**	0.0888	**1**
Adequacy of City street lighting	27%	**2**	68%	**11**	0.0864	**2**
Maintenance of sidewalks in public areas	21%	**4**	76%	**10**	0.0504	**3**
Snow removal on City streets	22%	**3**	84%	**7**	0.0352	**4**
Mowing/trimming on City streets/public areas	12%	**5**	81%	**8**	0.0228	**5**
Maintenance of traffic signals and street signs	10%	**6**	87%	**5**	0.0130	**6**
Maintenance of City buildings	5%	**8**	89%	**4**	0.0055	**7**
Overall cleanliness of City streets	7%	**7**	92%	**1**	0.0056	**8**
Weekly curbside yard waste collection	3%	**11**	86%	**6**	0.0042	**9**
Weekly curbside recycling collection	4%	**9**	91%	**3**	0.0036	**10**
Weekly curbside trash collection	3%	**10**	91%	**2**	0.0027	**11**

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.

- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.

- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.

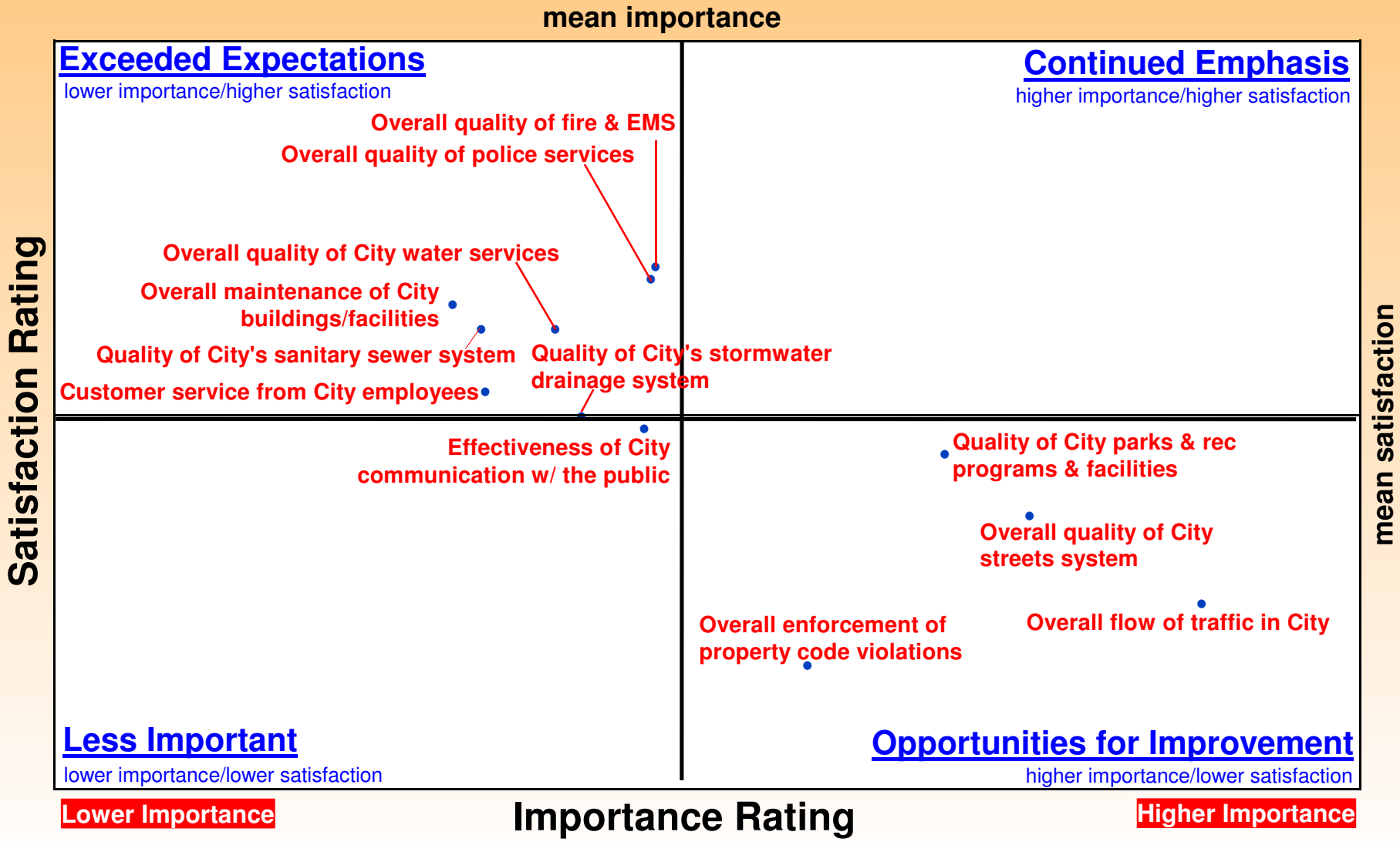
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Johnston are provided on the following pages.

2015 City of Johnston DirectionFinder Importance-Satisfaction Assessment Matrix

-Major City Services-

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

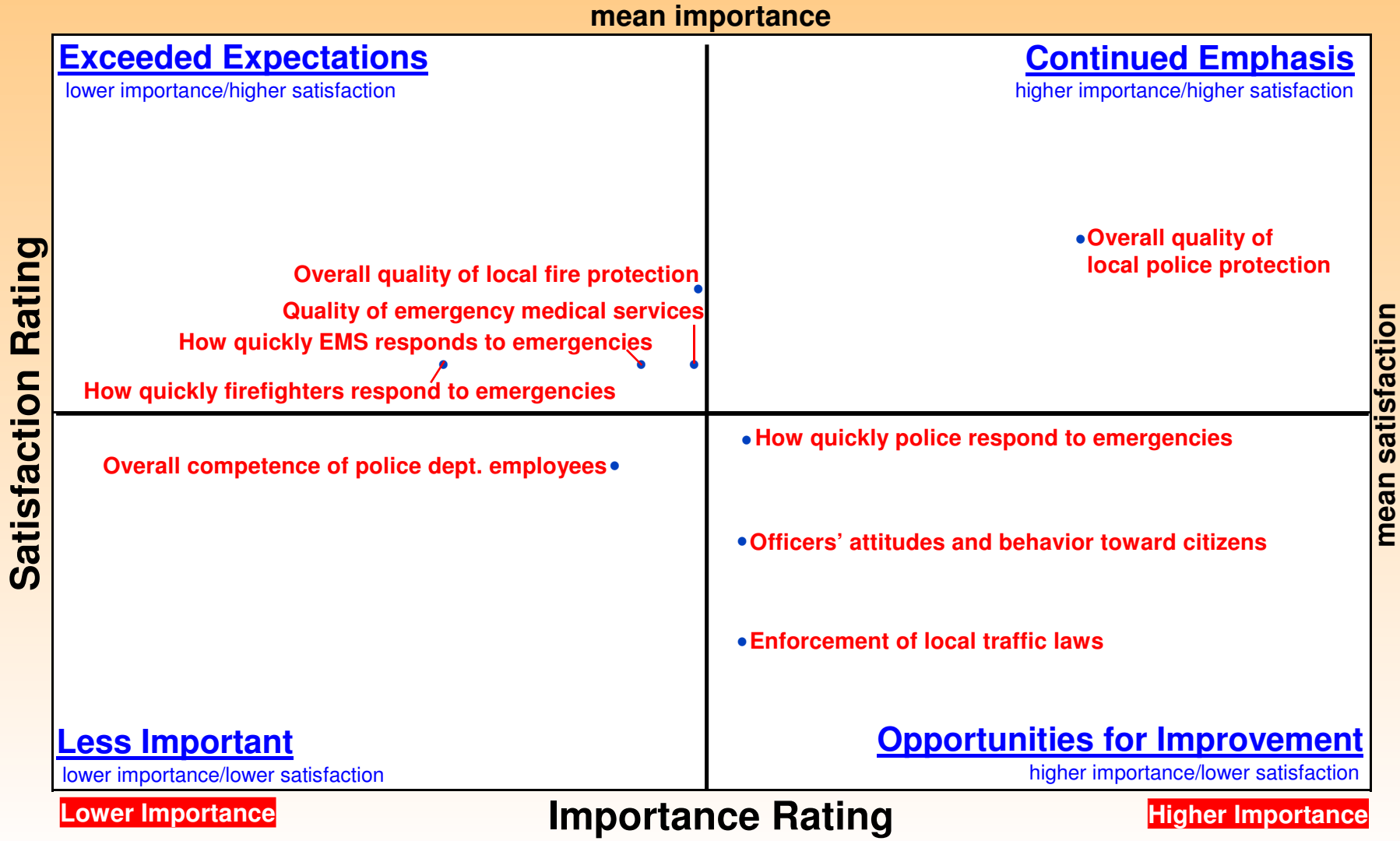


Source: ETC Institute (2015)

2015 City of Johnston DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety-

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

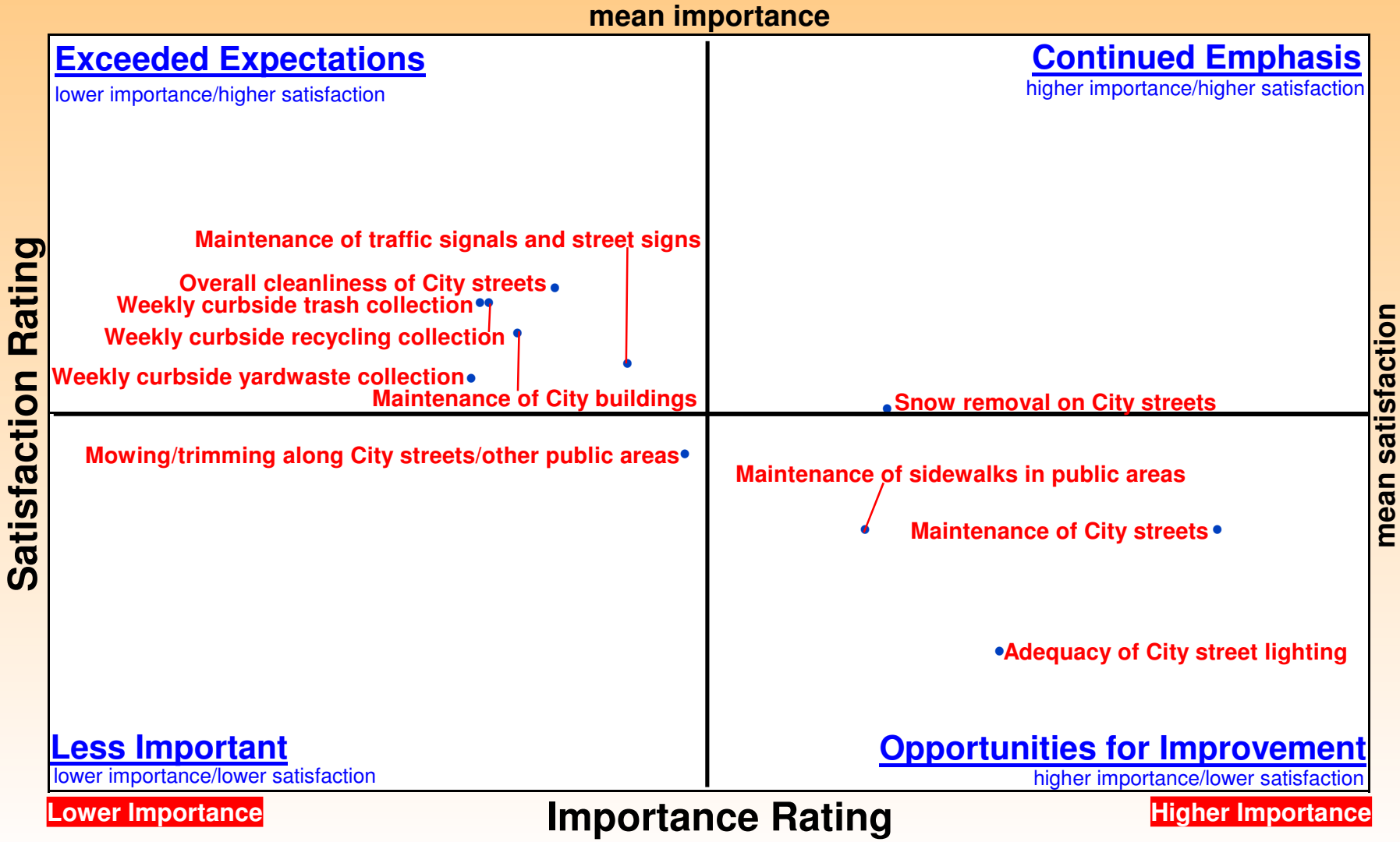


Source: ETC Institute (2015)

2015 City of Johnston DirectionFinder Importance-Satisfaction Assessment Matrix

-City Maintenance-

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



Source: ETC Institute (2015)

Section 4:
Tabular Data

Q1. OVERALL SATISFACTION WITH MAJOR CITY SERVICES: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Overall quality of police services	43.9%	40.9%	9.2%	1.9%	0.2%	3.9%
Q1-2. Overall quality of fire & emergency medical services	43.6%	35.1%	7.9%	0.6%	0.4%	12.5%
Q1-3. Overall quality of City parks, recreation, programs & facilities	30.0%	42.5%	17.0%	5.2%	1.3%	3.9%
Q1-4. Overall maintenance of City buildings & facilities	33.3%	45.5%	10.7%	1.3%	0.4%	8.8%
Q1-5. Overall enforcement of property code violations	17.6%	33.5%	22.3%	11.6%	4.3%	10.7%
Q1-6. Overall quality of customer service you receive from City employees	29.4%	42.3%	13.7%	3.9%	0.7%	9.9%
Q1-7. Overall effectiveness of City communication with public	27.0%	48.0%	15.4%	5.4%	1.5%	2.6%
Q1-8. Overall quality of City water services	33.3%	50.1%	11.0%	3.0%	1.9%	0.7%
Q1-9. Overall quality of City's sanitary sewer system	32.3%	48.2%	11.8%	1.3%	1.3%	5.0%
Q1-10. Overall quality of City's stormwater drainage system	27.7%	46.7%	14.6%	5.2%	2.1%	3.7%
Q1-11. Overall flow of traffic in City	18.5%	43.1%	20.0%	13.9%	3.0%	1.5%
Q1-12. Overall quality of City streets system	21.9%	47.9%	19.1%	9.2%	1.1%	0.9%

WITHOUT DON'T KNOW

Q1. OVERALL SATISFACTION WITH MAJOR CITY SERVICES: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of police services	45.7%	42.6%	9.5%	1.9%	0.2%
Q1-2. Overall quality of fire & emergency medical services	49.8%	40.2%	9.0%	0.6%	0.4%
Q1-3. Overall quality of City parks, recreation, programs & facilities	31.2%	44.2%	17.7%	5.5%	1.4%
Q1-4. Overall maintenance of City buildings & facilities	36.5%	49.9%	11.8%	1.4%	0.4%
Q1-5. Overall enforcement of property code violations	19.7%	37.5%	24.9%	13.0%	4.8%
Q1-6. Overall quality of customer service you receive from City employees	32.6%	47.0%	15.2%	4.4%	0.8%
Q1-7. Overall effectiveness of City communication with public	27.7%	49.3%	15.8%	5.6%	1.5%
Q1-8. Overall quality of City water services	33.5%	50.5%	11.1%	3.0%	1.9%
Q1-9. Overall quality of City's sanitary sewer system	34.1%	50.8%	12.4%	1.4%	1.4%
Q1-10. Overall quality of City's stormwater drainage system	28.7%	48.5%	15.1%	5.4%	2.1%
Q1-11. Overall flow of traffic in City	18.8%	43.7%	20.3%	14.1%	3.0%
Q1-12. Overall quality of City streets system	22.1%	48.3%	19.2%	9.2%	1.1%

Q2. Which TWO of these items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police services	39	7.2 %
Overall quality of fire & emergency medical services	27	5.0 %
Overall quality of City parks, recreation, programs & facilities	82	15.2 %
Overall maintenance of City buildings & facilities	7	1.3 %
Overall enforcement of property code violations	54	10.0 %
Overall quality of customer service you receive from City employees	6	1.1 %
Overall effectiveness of City communication with public	36	6.7 %
Overall quality of City water services	23	4.3 %
Overall quality of City's sanitary sewer system	12	2.2 %
Overall quality of City's stormwater drainage system	18	3.3 %
Overall flow of traffic in City	119	22.1 %
Overall quality of City streets system	62	11.5 %
None chosen	54	10.0 %
Total	539	100.0 %

Q2. Which TWO of these items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police services	23	4.3 %
Overall quality of fire & emergency medical services	36	6.7 %
Overall quality of City parks, recreation, programs & facilities	53	9.8 %
Overall maintenance of City buildings & facilities	6	1.1 %
Overall enforcement of property code violations	47	8.7 %
Overall quality of customer service you receive from City employees	15	2.8 %
Overall effectiveness of City communication with public	24	4.5 %
Overall quality of City water services	15	2.8 %
Overall quality of City's sanitary sewer system	8	1.5 %
Overall quality of City's stormwater drainage system	27	5.0 %
Overall flow of traffic in City	79	14.7 %
Overall quality of City streets system	94	17.4 %
None chosen	112	20.8 %
Total	539	100.0 %

Sum of Top 2 Choices

Q2. Which TWO of these items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q2. Sum of Top 2 Choices	Number	Percent
Overall quality of police services	62	11.5 %
Overall quality of fire & emergency medical services	63	11.7 %
Overall quality of City parks, recreation, programs & facilities	135	25.0 %
Overall maintenance of City buildings & facilities	13	2.4 %
Overall enforcement of property code violations	101	18.7 %
Overall quality of customer service you receive from City employees	21	3.9 %
Overall effectiveness of City communication with public	60	11.1 %
Overall quality of City water services	38	7.1 %
Overall quality of City's sanitary sewer system	20	3.7 %
Overall quality of City's stormwater drainage system	45	8.3 %
Overall flow of traffic in City	198	36.7 %
Overall quality of City streets system	156	28.9 %
None chosen	54	10.0 %
Total	966	

Q6. OVERALL PERCEPTIONS OF THE CITY: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below:

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6-1. Overall quality of City services	30.6%	55.0%	10.4%	1.7%	0.6%	1.7%
Q6-2. Overall feeling of safety in City	51.7%	41.9%	4.9%	0.6%	0.4%	0.6%
Q6-3. Overall value that you receive for your City tax & fees	17.9%	40.7%	27.9%	8.3%	3.6%	1.7%
Q6-4. Overall image of City	35.4%	48.6%	10.9%	3.2%	0.8%	1.1%
Q6-5. How well City is planning for growth	15.8%	38.0%	25.8%	8.3%	3.8%	8.3%
Q6-6. Overall quality of life in City	38.9%	52.1%	6.2%	0.9%	0.8%	1.1%

WITHOUT DON'T KNOW

Q6. OVERALL PERCEPTIONS OF THE CITY: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below: (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-1. Overall quality of City services	31.1%	56.0%	10.6%	1.7%	0.6%
Q6-2. Overall feeling of safety in City	52.0%	42.2%	4.9%	0.6%	0.4%
Q6-3. Overall value that you receive for your City tax & fees	18.2%	41.4%	28.4%	8.4%	3.6%
Q6-4. Overall image of City	35.8%	49.1%	11.0%	3.2%	0.8%
Q6-5. How well City is planning for growth	17.2%	41.5%	28.1%	9.0%	4.1%
Q6-6. Overall quality of life in City	39.4%	52.7%	6.3%	1.0%	0.8%

Q7. PUBLIC SAFETY: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7-1. Overall quality of local police protection	41.2%	44.0%	5.6%	1.3%	0.2%	7.7%
Q7-2. How quickly police respond to emergencies	33.3%	25.8%	9.4%	0.6%	0.6%	30.3%
Q7-3. Overall competence of police department employees	32.3%	33.2%	9.6%	1.5%	1.3%	22.1%
Q7-4. Officers' attitudes & behavior toward citizens	35.6%	33.2%	11.4%	2.4%	1.7%	15.6%
Q7-5. Enforcement of local traffic laws	30.3%	40.6%	15.4%	3.6%	1.9%	8.2%
Q7-6. Overall quality of local fire protection	36.0%	38.3%	7.3%	0.2%	0.4%	17.8%
Q7-7. How quickly firefighters respond to emergencies	31.6%	26.0%	7.3%	0.0%	0.6%	34.5%
Q7-8. Quality of emergency medical services	33.8%	27.8%	7.3%	0.6%	0.4%	30.2%
Q7-9. How quickly emergency medical services respond to emergencies	32.3%	25.3%	6.9%	0.6%	0.8%	34.1%

WITHOUT DON'T KNOW

Q7. PUBLIC SAFETY: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7-1. Overall quality of local police protection	44.6%	47.7%	6.1%	1.4%	0.2%
Q7-2. How quickly police respond to emergencies	47.8%	37.1%	13.4%	0.8%	0.8%
Q7-3. Overall competence of police department employees	41.4%	42.7%	12.3%	1.9%	1.7%
Q7-4. Officers' attitudes & behavior toward citizens	42.2%	39.3%	13.6%	2.9%	2.0%
Q7-5. Enforcement of local traffic laws	33.1%	44.3%	16.7%	3.9%	2.0%
Q7-6. Overall quality of local fire protection	43.8%	46.6%	8.9%	0.2%	0.5%
Q7-7. How quickly firefighters respond to emergencies	48.3%	39.7%	11.2%	0.0%	0.9%
Q7-8. Quality of emergency medical services	48.4%	39.8%	10.5%	0.8%	0.5%
Q7-9. How quickly emergency medical services respond to emergencies	49.0%	38.5%	10.5%	0.9%	1.1%

Q8. Which TWO of the public safety items listed in Question 7 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. Top choice	Number	Percent
Overall quality of local police protection	90	16.7 %
How quickly police respond to emergencies	44	8.2 %
Overall competence of police department employees	37	6.9 %
Officers' attitudes & behavior toward citizens	53	9.8 %
Enforcement of local traffic laws	61	11.3 %
Overall quality of local fire protection	17	3.2 %
How quickly firefighters respond to emergencies	12	2.2 %
Quality of emergency medical services	29	5.4 %
How quickly emergency medical services respond to emergencies	30	5.6 %
None chosen	166	30.8 %
Total	539	100.0 %

Q8. Which TWO of the public safety items listed in Question 7 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. 2nd choice	Number	Percent
Overall quality of local police protection	31	5.8 %
How quickly police respond to emergencies	36	6.7 %
Overall competence of police department employees	27	5.0 %
Officers' attitudes & behavior toward citizens	27	5.0 %
Enforcement of local traffic laws	19	3.5 %
Overall quality of local fire protection	57	10.6 %
How quickly firefighters respond to emergencies	31	5.8 %
Quality of emergency medical services	45	8.3 %
How quickly emergency medical services respond to emergencies	37	6.9 %
None chosen	229	42.5 %
Total	539	100.0 %

Sum of Top 2 Choices

Q8. Which TWO of the public safety items listed in Question 7 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q8. Top choice	Number	Percent
Overall quality of local police protection	121	22.4 %
How quickly police respond to emergencies	80	14.8 %
Overall competence of police department employees	64	11.9 %
Officers' attitudes & behavior toward citizens	80	14.8 %
Enforcement of local traffic laws	80	14.8 %
Overall quality of local fire protection	74	13.7 %
How quickly firefighters respond to emergencies	43	8.0 %
Quality of emergency medical services	74	13.7 %
How quickly emergency medical services respond to emergencies	67	12.4 %
None chosen	166	30.8 %
Total	849	

Q9. Have you visited a Johnston park during the past year?

Q9. Have you visited a Johnston park during past year	Number	Percent
Yes	404	75.0 %
No	121	22.4 %
Not provided	14	2.6 %
Total	539	100.0 %

Q10. Have you or a member of your family participated in a Johnston recreation program during the past year?

Q10. Have you participated in a Johnston recreation program during past year	Number	Percent
Yes	185	34.3 %
No	340	63.1 %
Not provided	14	2.6 %
Total	539	100.0 %

Q11. Have you used a Johnston trail during the past year?

Q11. Have you used a Johnston trail during past year	Number	Percent
Yes	424	78.7 %
No	106	19.7 %
Not provided	9	1.7 %
Total	539	100.0 %

Q12. PARKS: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12-1. Maintenance of City parks	27.5%	49.7%	11.9%	1.5%	0.2%	9.2%
Q12-2. Number of City parks	19.2%	46.1%	18.2%	7.5%	1.5%	7.5%
Q12-3. Maintenance of City park restrooms & shelters	15.6%	35.0%	20.3%	4.7%	0.2%	24.1%
Q12-4. Number of City park restrooms & shelters	13.6%	29.0%	23.9%	9.6%	0.8%	23.2%
Q12-5. Maintenance of walking & biking trails in City	25.1%	47.0%	14.6%	3.9%	0.9%	8.4%
Q12-6. Number of walking & biking trails in City	27.9%	40.6%	13.7%	7.1%	2.2%	8.4%
Q12-7. Safety of trails & parks in City	26.4%	47.3%	13.5%	2.2%	0.2%	10.5%
Q12-8. Crown Point Community Center	13.7%	23.9%	18.8%	2.8%	0.4%	40.4%
Q12-9. Simpson Barn	17.2%	31.6%	17.2%	1.5%	0.2%	32.2%
Q12-10. Lew Clarkson Park	13.3%	21.6%	19.2%	1.3%	0.2%	44.4%
Q12-11. All outdoor athletic fields	18.2%	29.5%	18.6%	6.0%	1.1%	26.5%

WITHOUT DON'T KNOW

Q12. PARKS: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12-1. Maintenance of City parks	30.3%	54.8%	13.1%	1.7%	0.2%
Q12-2. Number of City parks	20.7%	49.8%	19.7%	8.1%	1.6%
Q12-3. Maintenance of City park restrooms & shelters	20.6%	46.2%	26.8%	6.2%	0.2%
Q12-4. Number of City park restrooms & shelters	17.6%	37.7%	31.1%	12.5%	1.0%
Q12-5. Maintenance of walking & biking trails in City	27.4%	51.3%	16.0%	4.3%	1.0%
Q12-6. Number of walking & biking trails in City	30.5%	44.4%	14.9%	7.8%	2.5%
Q12-7. Safety of trails & parks in City	29.4%	52.8%	15.0%	2.5%	0.2%
Q12-8. Crown Point Community Center	23.0%	40.1%	31.5%	4.7%	0.6%
Q12-9. Simpson Barn	25.4%	46.7%	25.4%	2.2%	0.3%
Q12-10. Lew Clarkson Park	24.0%	38.9%	34.5%	2.4%	0.3%
Q12-11. All outdoor athletic fields	24.8%	40.2%	25.3%	8.2%	1.5%

Q13. RECREATION: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13-1. Your accessibility to desired destinations via bike & trail system	24.3%	37.3%	17.2%	8.4%	2.4%	10.3%
Q13-2. Community's youth recreation programs	14.5%	26.6%	19.2%	4.0%	0.9%	34.8%
Q13-3. Community's adult recreation & education programs	10.7%	25.4%	21.5%	4.1%	1.3%	36.9%
Q13-4. Community's senior citizen recreation programs	8.2%	17.4%	19.9%	1.3%	0.4%	52.8%
Q13-5. Overall variety of recreation program services provided for children	12.9%	27.3%	20.8%	4.1%	1.5%	33.3%
Q13-6. Overall variety of recreation program services provided for adults	10.9%	24.9%	23.8%	4.9%	1.3%	34.3%
Q13-7. Overall variety of recreation program services provided for senior citizens	8.1%	15.9%	20.6%	1.3%	0.9%	53.2%

WITHOUT DON'T KNOW

Q13. RECREATION: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Your accessibility to desired destinations via bike & trail system	27.1%	41.5%	19.2%	9.4%	2.7%
Q13-2. Community's youth recreation programs	22.3%	40.8%	29.5%	6.1%	1.4%
Q13-3. Community's adult recreation & education programs	17.0%	40.3%	34.0%	6.6%	2.1%
Q13-4. Community's senior citizen recreation programs	17.5%	36.9%	42.1%	2.8%	0.8%
Q13-5. Overall variety of recreation program services provided for children	19.4%	41.0%	31.2%	6.2%	2.2%
Q13-6. Overall variety of recreation program services provided for adults	16.5%	37.9%	36.2%	7.4%	2.0%
Q13-7. Overall variety of recreation program services provided for senior citizens	17.2%	34.0%	44.0%	2.8%	2.0%

Q15. CITY MAINTENANCE: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Maintenance of City streets	21.7%	54.0%	12.5%	9.7%	1.3%	0.7%
Q15-2. Maintenance of sidewalks in public areas	21.6%	52.3%	13.9%	6.9%	2.3%	3.0%
Q15-3. Maintenance of traffic signals & street signs	29.5%	56.4%	9.9%	1.9%	0.9%	1.3%
Q15-4. Adequacy of City street lighting	20.4%	46.7%	19.3%	10.7%	1.9%	1.1%
Q15-5. Maintenance of City buildings	34.0%	48.4%	9.4%	0.2%	0.4%	7.7%
Q15-6. Snow removal on City streets	30.7%	51.8%	8.8%	4.1%	3.0%	1.7%
Q15-7. Mowing & trimming along City streets & other public areas	26.5%	52.8%	11.3%	5.8%	1.7%	1.9%
Q15-8. Overall cleanliness of City streets	34.2%	56.6%	7.3%	0.9%	0.2%	0.7%
Q15-9. Overall satisfaction with weekly curbside trash collection	41.7%	46.9%	6.7%	1.9%	0.4%	2.4%
Q15-10. Overall satisfaction with weekly curbside recycling collection	41.1%	47.7%	6.4%	2.8%	0.0%	2.1%
Q15-11. Overall satisfaction with weekly curbside yard waste collection	35.3%	40.5%	8.6%	2.4%	1.1%	12.0%

WITHOUT DON'T KNOW

Q15. CITY MAINTENANCE: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Maintenance of City streets	21.8%	54.4%	12.6%	9.8%	1.3%
Q15-2. Maintenance of sidewalks in public areas	22.2%	54.0%	14.3%	7.2%	2.3%
Q15-3. Maintenance of traffic signals & street signs	29.9%	57.2%	10.0%	1.9%	0.9%
Q15-4. Adequacy of City street lighting	20.6%	47.3%	19.5%	10.8%	1.9%
Q15-5. Maintenance of City buildings	36.8%	52.4%	10.2%	0.2%	0.4%
Q15-6. Snow removal on City streets	31.2%	52.7%	8.9%	4.2%	3.0%
Q15-7. Mowing & trimming along City streets & other public areas	27.0%	53.8%	11.5%	5.9%	1.7%
Q15-8. Overall cleanliness of City streets	34.5%	57.1%	7.3%	0.9%	0.2%
Q15-9. Overall satisfaction with weekly curbside trash collection	42.7%	48.1%	6.9%	1.9%	0.4%
Q15-10. Overall satisfaction with weekly curbside recycling collection	42.0%	48.7%	6.5%	2.9%	0.0%
Q15-11. Overall satisfaction with weekly curbside yard waste collection	40.1%	46.1%	9.8%	2.8%	1.3%

Q16. Which TWO of the city maintenance items listed in Question 15 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q16. Top choice	Number	Percent
Maintenance of City streets	146	27.1 %
Maintenance of sidewalks in public areas	58	10.8 %
Maintenance of traffic signals & street signs	18	3.3 %
Adequacy of City street lighting	84	15.6 %
Maintenance of City buildings	13	2.4 %
Snow removal on City streets	65	12.1 %
Mowing & trimming along City streets & other public areas	26	4.8 %
Overall cleanliness of City streets	7	1.3 %
Overall satisfaction with weekly curbside trash collection	11	2.0 %
Overall satisfaction with weekly curbside recycling collection	6	1.1 %
Overall satisfaction with weekly curbside yard waste collection	11	2.0 %
None chosen	94	17.4 %
Total	539	100.0 %

Q16. Which TWO of the city maintenance items listed in Question 15 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?

Q16. 2nd choice	Number	Percent
Maintenance of City streets	51	9.5 %
Maintenance of sidewalks in public areas	53	9.8 %
Maintenance of traffic signals & street signs	35	6.5 %
Adequacy of City street lighting	60	11.1 %
Maintenance of City buildings	13	2.4 %
Snow removal on City streets	51	9.5 %
Mowing & trimming along City streets & other public areas	41	7.6 %
Overall cleanliness of City streets	28	5.2 %
Overall satisfaction with weekly curbside trash collection	6	1.1 %
Overall satisfaction with weekly curbside recycling collection	13	2.4 %
Overall satisfaction with weekly curbside yard waste collection	4	0.7 %
None chosen	184	34.1 %
Total	539	100.0 %

Sum of Top 2 Choices

Q16. Which TWO of the city maintenance items listed in Question 15 above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)

Q16. Sum of Top 2 Choices	Number	Percent
Maintenance of City streets	197	36.5 %
Maintenance of sidewalks in public areas	111	20.6 %
Maintenance of traffic signals & street signs	53	9.8 %
Adequacy of City street lighting	144	26.7 %
Maintenance of City buildings	26	4.8 %
Snow removal on City streets	116	21.5 %
Mowing & trimming along City streets & other public areas	67	12.4 %
Overall cleanliness of City streets	35	6.5 %
Overall satisfaction with weekly curbside trash collection	17	3.2 %
Overall satisfaction with weekly curbside recycling collection	19	3.5 %
Overall satisfaction with weekly curbside yard waste collection	15	2.8 %
None chosen	94	17.4 %
Total	894	

Q17. How satisfied are you with the roundabouts in the city?

Q17. How satisfied are you with roundabouts in city	Number	Percent
Very Satisfied	85	15.8 %
Satisfied	129	23.9 %
Neutral	134	24.9 %
Dissatisfied	79	14.7 %
Very Dissatisfied	100	18.6 %
Don't Know	12	2.2 %
Total	539	100.0 %

Q18. Do you feel that roundabouts are accomplishing their goal of improving safety and keeping traffic moving along NW 62nd Avenue?

Q18. Are roundabouts accomplishing their goal of improving safety & keeping traffic moving along NW 62nd Avenue	Number	Percent
Yes	241	44.7 %
No	153	28.4 %
Not sure	139	25.8 %
Don't know	6	1.1 %
Total	539	100.0 %

Q19. CITY GROWTH: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19-1. Rate of growth in Johnston	14.7%	51.1%	23.4%	4.0%	2.5%	4.3%
Q19-2. Quality of business development	9.4%	35.1%	29.2%	19.6%	2.6%	4.0%
Q19-3. Quality of residential development	15.5%	50.9%	21.3%	5.5%	2.6%	4.2%
Q19-4. Diversity of residential development	13.2%	38.9%	28.7%	8.3%	3.2%	7.6%
Q19-5. Availability of affordable housing for sale	10.4%	34.3%	28.0%	9.1%	2.3%	15.9%
Q19-6. Availability of affordable housing for rent	7.8%	17.0%	26.1%	6.1%	2.8%	40.2%

WITHOUT DON'T KNOW

Q19. CITY GROWTH: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19-1. Rate of growth in Johnston	15.4%	53.5%	24.5%	4.1%	2.6%
Q19-2. Quality of business development	9.8%	36.5%	30.5%	20.4%	2.8%
Q19-3. Quality of residential development	16.1%	53.1%	22.2%	5.7%	2.8%
Q19-4. Diversity of residential development	14.3%	42.1%	31.1%	9.0%	3.5%
Q19-5. Availability of affordable housing for sale	12.4%	40.8%	33.3%	10.8%	2.7%
Q19-6. Availability of affordable housing for rent	13.0%	28.5%	43.7%	10.1%	4.7%

Q20. Have you visited the Johnston Public Library in the past year?

Q20. Have you visited Johnston Public Library in past year	Number	Percent
Yes	394	73.1 %
No	118	21.9 %
Not provided	27	5.0 %
Total	539	100.0 %

Q21. LIBRARY SERVICES: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q21-1. Quality of library programs, story hours & book discussion	32.3%	28.2%	11.0%	0.8%	0.0%	27.8%
Q21-2. Quality of library materials, books, DVDs, magazines, etc.	34.0%	35.1%	9.8%	1.3%	0.2%	19.6%
Q21-3. Overall satisfaction with Johnston Public Library	40.3%	33.9%	8.5%	0.9%	0.0%	16.4%

WITHOUT DON'T KNOW

Q21. LIBRARY SERVICES: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q21-1. Quality of library programs, story hours & book discussion	44.8%	39.0%	15.2%	1.0%	0.0%
Q21-2. Quality of library materials, books, DVDs, magazines, etc.	42.3%	43.7%	12.2%	1.6%	0.2%
Q21-3. Overall satisfaction with Johnston Public Library	48.2%	40.5%	10.1%	1.1%	0.0%

Q22. Please indicate if you have used any of the following sources to get information about the City of Johnston during the past year.

Q22. Have you used any sources to get information about City during past year	Number	Percent
City's website	358	66.4 %
City's Facebook page	94	17.4 %
City's Twitter feed	26	4.8 %
Des Moines Register	277	51.4 %
Des Moines Business Record	43	8.0 %
Johnston Living magazine	440	81.6 %
City's Weekly E-newsletter	104	19.3 %
My utility bill	306	56.8 %
Other	22	4.1 %
None selected	23	4.3 %
Total	1693	

Q23. CITY COMMUNICATIONS: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q23-1. Availability of information about City programs & services	15.9%	42.6%	25.3%	6.2%	1.5%	8.4%
Q23-2. Level of public involvement in local decision making	10.0%	26.3%	33.5%	8.8%	4.3%	17.1%
Q23-3. Quality of City's website	12.2%	32.0%	28.1%	3.6%	1.7%	22.4%
Q23-4. Online services offered on City's website	10.9%	27.7%	26.2%	4.0%	1.1%	30.0%

WITHOUT DON'T KNOW

Q23. CITY COMMUNICATIONS: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=539)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q23-1. Availability of information about City programs & services	17.4%	46.5%	27.7%	6.8%	1.6%
Q23-2. Level of public involvement in local decision making	12.0%	31.7%	40.4%	10.7%	5.2%
Q23-3. Quality of City's website	15.8%	41.3%	36.2%	4.6%	2.2%
Q23-4. Online services offered on City's website	15.6%	39.6%	37.5%	5.7%	1.6%

Q24. Have you ever listened to the audio recording/stream of a Johnston City Council meeting?

Q24. Have you listened to audio recording/stream of a Johnston City Council meeting	Number	Percent
Yes	23	4.3 %
No	498	92.4 %
Not provided	18	3.3 %
Total	539	100.0 %

Q25. Which of the following sources of information are you currently using in daily life?

Q25. Which sources of information are you currently using in daily life	Number	Percent
Facebook	327	60.7 %
Twitter	101	18.7 %
YouTube	135	25.0 %
Smart phone apps	351	65.1 %
Text messages	444	82.4 %
Email	498	92.4 %
Other	58	10.8 %
None selected	11	2.0 %
Total	1925	

Q26. Which TWO of the following benefits of economic development are MOST IMPORTANT to you?

Q26. Which benefits of economic development are most important to you	Number	Percent
More jobs in Johnston	149	27.6 %
New & existing companies opening/expanding	292	54.2 %
Improved awareness of City reputation	74	13.7 %
More tourists visiting region	11	2.0 %
Better lifestyle amenities	210	39.0 %
Better educational opportunities	85	15.8 %
Higher standard of living	65	12.1 %
Increased tax base	128	23.7 %
Other	33	6.1 %
None selected	24	4.5 %
Total	1071	

Q27. How often do you typically go outside Johnston city limits to shop?

Q27. How often do you go outside Johnston city limits to shop	Number	Percent
Every day	134	24.9 %
A few times per week	221	41.0 %
At least once a week	127	23.6 %
A few times per month	47	8.7 %
A few times per year	6	1.1 %
Not provided	4	0.7 %
Total	539	100.0 %

Q28. Should the City put an emphasis on bringing retail and restaurants to the City?

Q28. Should City put an emphasis on bringing retail & restaurants to City	Number	Percent
Yes	428	79.4 %
No	84	15.6 %
Not provided	27	5.0 %
Total	539	100.0 %

Q29. What types of retail and restaurant options would you like to see in Johnston?

Q29. What types of retail & restaurant options	Number	Percent
Clothing stores	236	43.8 %
Casual dining	404	75.0 %
Fine dining	220	40.8 %
Fast food	85	15.8 %
Big box retail	133	24.7 %
Specialty shops	314	58.3 %
Other	48	8.9 %
None selected	35	6.5 %
Total	1475	

Q30. Have you done any of the following in Johnston over the past year?

Q30. Have you done any following in Johnston over past year	Number	Percent
Eaten out at a fast food restaurant	447	82.9 %
Eaten out at a restaurant other than fast food	512	95.0 %
Attended a live music performance, concert or parade	255	47.3 %
Visited City government offices	242	44.9 %
Gone shopping	393	72.9 %
Used professional services	380	70.5 %
Gone to work/employment	148	27.5 %
Gone to church	155	28.8 %
None of these	2	0.4 %
None selected	1	0.2 %
Total	2535	

Q31. Have you used DART (Des Moines Area Regional Transit Authority) services in the past 2 years?

Q31. Have you used DART (Des Moines Area Regional Transit Authority) services in past 2 years	Number	Percent
Yes	33	6.1 %
No	504	93.5 %
Not provided	2	0.4 %
Total	539	100.0 %

Q32. Which of the following would make you try DART or cause you to ride more often?

Q32. Which would make you try DART or cause you to ride more often	Number	Percent
Nothing	287	53.2 %
More frequent buses	49	9.1 %
More convenient routes	65	12.1 %
Inter-suburb routes	32	5.9 %
More park-&-ride locations	36	6.7 %
Express buses	36	6.7 %
Don't know	136	25.2 %
None selected	10	1.9 %
Total	651	

Q33. How often do you work from home?

Q33. How often do you work from home	Number	Percent
Never	337	62.5 %
On average, 1 or 2 days a week	92	17.1 %
Almost every day	98	18.2 %
Not provided	12	2.2 %
Total	539	100.0 %

Q34. Which ONE of the following is the primary reason you have chosen to live in Johnston?

Q34. Primary reason you have chosen to live in Johnston	Number	Percent
Grew up in the region	38	7.1 %
Close to work	68	12.6 %
Quality of life amenities	79	14.7 %
School system	182	33.8 %
Close to family	36	6.7 %
Affordable cost of living	23	4.3 %
Like small town feel	72	13.4 %
Other	36	6.7 %
Not provided	5	0.9 %
Total	539	100.0 %

Q35. Which of the following best describes your current place of employment?

Q35. Your current place of employment	Number	Percent
Employed outside home	366	67.9 %
Self-employed or work out of home	48	8.9 %
Student, retired, or not currently employed	121	22.4 %
Not provided	4	0.7 %
Total	539	100.0 %

Q35.1. (If Employed outside home) Where do you work?

Q35.1. Where do you work	Number	Percent
In Johnston	108	29.5 %
In Downtown Des Moines	90	24.6 %
In West Des Moines	55	15.0 %
Somewhere else	109	29.8 %
Not provided	4	1.1 %
Total	366	100.0 %

Q36. What best describes the town where you grew up?

Q36. Where you grew up	Number	Percent
Small town Iowa	204	37.8 %
Des Moines metro	112	20.8 %
Johnston	27	5.0 %
Another metro in Iowa	56	10.4 %
Outside Iowa	138	25.6 %
Not provided	2	0.4 %
Total	539	100.0 %

Q37. Are you or other members of your household of Hispanic or Latino ancestry?

Q37. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	11	2.0 %

No	514	95.4 %
Not provided	14	2.6 %
Total	539	100.0 %

Q38. Which of the following best describes your race?

Q38. Your race	Number	Percent
African American/Black	10	1.9 %
American Indian or Alaska Native	2	0.4 %
Asian, Hawaiian or other Pacific Islander	12	2.2 %
White	510	94.6 %
Other	3	0.6 %
None selected	17	3.2 %
Total	554	

Q39. What is your age?

Q39. Your age	Number	Percent
18 to 34	104	19.3 %
35 to 44	106	19.7 %
45 to 54	112	20.8 %
55 to 64	112	20.8 %
65+	105	19.5 %
Total	539	100.0 %

Q40. Counting yourself, how many people in your household are:

	Mean
HH Size	2.92
Under age 5	0.15
Ages 5-9	0.20
Ages 10-14	0.31
Ages 15-19	0.28
Ages20-34	0.23
Ages 35-44	0.35
Ages 45-54	0.54
Ages 55-64	0.42
Ages 65-74	0.32
Ages 75+	0.12

Q41. Do you own or rent your current residence?

Q41. Do you own or rent your current residence	Number	Percent
Own	490	90.9 %
Rent	48	8.9 %
Not provided	1	0.2 %
Total	539	100.0 %

Q42. Your gender:

Q42. Your gender	Number	Percent
Male	257	47.7 %
Female	282	52.3 %
Total	539	100.0 %

Section 5:
Survey Instrument

Johnston
THRIVE. EVERY DAY.

November 4, 2015

Dear Johnston Resident,

City of Johnston leaders have a vision for the future. We are charged with many duties and responsibilities. One of our duties is to ensure that the future of the City is always a priority and is looked upon as an opportunity for improvement. Another is to make certain that services provided are to a level of your satisfaction. In order for us to accomplish these two tasks, **we need to hear from you!**

The enclosed survey will give you the opportunity to tell us how you rate the services you receive from the City, as well as a chance for your input for the future of Johnston. We realize that this survey takes time out of your busy schedule to complete, but we are asking for your assistance to make us better.

Please complete the survey within two weeks. If you prefer, our community survey may also be completed online by visiting this link: www.johnston2015citizensurvey.org. Each survey is limited to one per household and your address will need to be entered in the online link. False and duplicate addresses will not count.

If you have any questions, please contact Communications Specialist Emily Price. Her e-mail is eprice@cityofjohnston.com and her phone number is 515.727.7781.

Thank you for helping to make Johnston an even better City. We appreciate your help and look forward to sharing the results in the upcoming weeks.

Sincerely,

Mayor Paula Dierenfeld
City of Johnston

2015 City of Johnston Community Survey

City leaders would like your opinion about how well the City is delivering services to residents. Your input will be used to help set community priorities so that tax dollars are spent wisely. Please take a few minutes to complete this survey. If you have questions, please contact Emily Price, City of Johnston Communications, at (515) 727-7781 or eprice@cityofjohnston.com.

1. OVERALL SATISFACTION WITH MAJOR CITY SERVICES **Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.**		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of police services	5	4	3	2	1	9
2.	Overall quality of fire and emergency medical services	5	4	3	2	1	9
3.	Overall quality of City parks, recreation, programs and facilities	5	4	3	2	1	9
4.	Overall maintenance of City buildings and facilities	5	4	3	2	1	9
5.	Overall enforcement of property code violations (e.g. regulation of weed control, junk cars, trash in yards, etc.)	5	4	3	2	1	9
6.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
7.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
8.	Overall quality of City water services	5	4	3	2	1	9
9.	Overall quality of the City's sanitary sewer system	5	4	3	2	1	9
10.	Overall quality of the City's stormwater drainage system	5	4	3	2	1	9
11.	Overall flow of traffic in the City	5	4	3	2	1	9
12.	Overall quality of the City streets system	5	4	3	2	1	9

2. Which TWO of these items do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in the numbers below using the numbers from the list in Question 1 above.]

_____ 1st _____ 2nd

3. What do you like most about the City of Johnston? _____

_____

4. If you could change one thing about the City of Johnston, what would it be? _____

_____

5. What do you see in other cities that you would like to have in the City of Johnston? _____

_____

6. OVERALL PERCEPTIONS OF THE CITY **Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the:**		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of City services	5	4	3	2	1	9
2.	Overall feeling of safety in the City	5	4	3	2	1	9
3.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
4.	Overall image of the City	5	4	3	2	1	9
5.	How well the City is planning for growth	5	4	3	2	1	9
6.	Overall quality of life in the City	5	4	3	2	1	9

7. PUBLIC SAFETY Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of local police protection	5	4	3	2	1	9
2.	How quickly police respond to emergencies	5	4	3	2	1	9
3.	Overall competence of police department employees	5	4	3	2	1	9
4.	Officers' attitudes and behavior toward citizens	5	4	3	2	1	9
5.	Enforcement of local traffic laws	5	4	3	2	1	9
6.	Overall quality of local fire protection	5	4	3	2	1	9
7.	How quickly firefighters respond to emergencies	5	4	3	2	1	9
8.	Quality of emergency medical services	5	4	3	2	1	9
9.	How quickly emergency medical services respond to emergencies	5	4	3	2	1	9

8. Which TWO of the public safety items listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in the numbers below using the numbers from the list in Question 7 above.]

_____ 1st _____ 2nd

9. Have you visited a Johnston park during the past year? ____(1) YES ____(2) NO

10. Have you or a member of your family participated in a Johnston recreation program during the past year?
____(1) YES ____(2) NO

11. Have you used a Johnston trail during the past year? ____(1) YES ____(2) NO

12. PARKS Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of City parks	5	4	3	2	1	9
2.	The number of City parks	5	4	3	2	1	9
3.	Maintenance of City park restrooms and shelters	5	4	3	2	1	9
4.	Number of City park restrooms and shelters	5	4	3	2	1	9
5.	Maintenance of walking and biking trails in the City	5	4	3	2	1	9
6.	Number of walking and biking trails in the City	5	4	3	2	1	9
7.	Safety of trails and parks in the City	5	4	3	2	1	9
8.	Crown Point Community Center	5	4	3	2	1	9
9.	Simpson Barn	5	4	3	2	1	9
10.	Lew Clarkson Park	5	4	3	2	1	9
11.	All outdoor athletic fields (i.e. softball, baseball, soccer, etc.)	5	4	3	2	1	9

13. RECREATION Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the services listed below.		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Your accessibility to desired destinations via the bike and trail system	5	4	3	2	1	9
2.	The community's youth recreation programs	5	4	3	2	1	9
3.	The community's adult recreation and education programs	5	4	3	2	1	9
4.	The community's senior citizen recreation programs	5	4	3	2	1	9
5.	Overall variety of recreation program services provided for children	5	4	3	2	1	9
6.	Overall variety of recreation program services provided for adults	5	4	3	2	1	9
7.	Overall variety of recreation program services provided for senior citizens	5	4	3	2	1	9

14. What kinds of additional recreational opportunities are needed? _____

15. CITY MAINTENANCE For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Maintenance of City streets	5	4	3	2	1	9
2.	Maintenance of sidewalks in public areas	5	4	3	2	1	9
3.	Maintenance of traffic signals and street signs	5	4	3	2	1	9
4.	Adequacy of City street lighting	5	4	3	2	1	9
5.	Maintenance of City buildings, such as City Hall, the library and fire stations	5	4	3	2	1	9
6.	Snow removal on City streets	5	4	3	2	1	9
7.	Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
8.	Overall cleanliness of City streets	5	4	3	2	1	9
9.	Overall satisfaction with weekly curbside trash collection	5	4	3	2	1	9
10.	Overall satisfaction with weekly curbside recycling collection	5	4	3	2	1	9
11.	Overall satisfaction with weekly curbside yard waste collection	5	4	3	2	1	9

16. Which TWO of the city maintenance items listed above do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write in the numbers below using the numbers from the list in Question 15 above.]

_____ 1st _____ 2nd

17. How satisfied are you with the roundabouts in the city?

_____ (5) Very satisfied
_____ (4) Satisfied
_____ (3) Neutral
_____ (2) Dissatisfied
_____ (1) Very Dissatisfied
_____ (9) Don't Know

18. Do you feel that roundabouts are accomplishing their goal of improving safety and keeping traffic moving along NW 62nd Avenue?

____(1) Yes ____(2) No ____(3) Not Sure

19. CITY GROWTH For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Rate of growth in Johnston	5	4	3	2	1	9
2.	Quality of business development	5	4	3	2	1	9
3.	Quality of residential development	5	4	3	2	1	9
4.	Diversity of residential development	5	4	3	2	1	9
5.	Availability of affordable housing for sale	5	4	3	2	1	9
6.	Availability of affordable housing for rent	5	4	3	2	1	9

20. Have you visited the Johnston Public Library in the past year? ____(1) YES ____(2) NO

21. LIBRARY SERVICES For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The quality of library programs, story hours and book discussion	5	4	3	2	1	9
2.	The quality of library materials, books, DVDs, magazines, etc.	5	4	3	2	1	9
3.	Overall satisfaction with the Johnston Public Library	5	4	3	2	1	9

22. Please indicate if you have used any of the following sources to get information about the City of Johnston during the past year [Check all that apply.]

_____ (1) The City's website
_____ (2) The City's Facebook page
_____ (3) The City's Twitter feed
_____ (4) Des Moines Register
_____ (5) Des Moines Business Record
_____ (6) Johnston Living magazine
_____ (7) The City's Weekly E-newsletter
_____ (8) My Utility Bill
_____ (9) Other: _____

23. CITY COMMUNICATIONS For each of the items listed, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	The level of public involvement in local decision making	5	4	3	2	1	9
3.	The quality of the City's website	5	4	3	2	1	9
4.	The online services offered on the City's website	5	4	3	2	1	9

24. Have you ever listened to the audio recording/stream of a Johnston City Council meeting? ____(1) YES ____(2) NO

25. Which of the following sources of information are you currently using in daily life? [Check all that apply.]

_____ (1) Facebook
_____ (2) Twitter
_____ (3) YouTube
_____ (4) Smart phone apps
_____ (5) Text messages
_____ (6) Email
_____ (7) Other: _____

26. Which TWO of the following benefits of economic development are MOST IMPORTANT to you? [Select only the top TWO items.]

_____ (1) More jobs in Johnston
_____ (2) New and existing companies opening/expanding in Johnston
_____ (3) Improved awareness (reputation) of the City
_____ (4) More tourists visiting the region
_____ (5) Better lifestyle amenities
_____ (6) Better educational opportunities
_____ (7) Higher standard of living
_____ (8) Increased tax base
_____ (9) Other: _____

27. How often do you typically go outside Johnston city limits to shop?

_____ (1) Every day
_____ (2) A few times per week
_____ (3) At least once a week
_____ (4) A few times per month
_____ (5) A few times per year
_____ (6) Seldom or never

28. Should the City put an emphasis on bringing retail and restaurants to the City? ____(1) YES ____(2) NO

29. What types of retail and restaurant options would you like to see in Johnston? (Check all that apply.)

____ (1) Clothing stores
____ (2) Casual dining
____ (3) Fine dining
____ (4) Fast Food
____ (5) Big Box Retail
____ (6) Specialty Shops
____ (7) Other: _____

30. Have you done any of the following in Johnston over the past year? (Check all that you have done.)

_____(1) Eaten out at a restaurant (fast food)
_____(2) Eaten out at a restaurant (other than fast food)
_____(3) Attended a live music performance, concert or parade
_____(4) Visited City government offices
_____(5) Gone shopping
_____(6) Used professional services (banking, legal)
_____(7) Gone to work/employment
_____(8) Gone to church
_____(9) None of these

31. Have you used DART (Des Moines Area Regional Transit Authority) services in the past 2 years?

____(1) YES ____(2) NO

32. Which of the following would make you try DART or cause you to ride more often? [Check all that apply.]

_____ (1) Nothing
_____ (2) More frequent buses
_____ (3) More convenient routes
_____ (4) Inter-suburb routes
_____ (5) More park-and-ride locations
_____ (6) Express buses
_____ (9) Don't know

33. How often do you work from home?

_____ (1) Never
_____ (2) On average, 1 or 2 days a week
_____ (3) Almost every day

34. Which ONE of the following is the primary reason you have chosen to live in Johnston? [Select only ONE.]

_____(1) Grew up in the region
_____(2) Close to work
_____(3) Quality of life amenities
_____(4) School system
_____(5) Close to family
_____(6) Affordable cost of living
_____(7) Like the small town feel
_____(8) Other: _____

DEMOGRAPHICS

35. Which of the following best describes your current place of employment?

_____ (1) Employed outside the home

Where do you work?

_____ (1.1) In Johnston
_____ (1.2) In downtown Des Moines
_____ (1.3) In West Des Moines
_____ (1.4) Somewhere else: _____

_____ (2) Self-employed or work out of home
_____ (3) Student, Retired, or not currently employed

36. What best describes the town where you grew up?

_____ (1) Small town Iowa
_____ (2) Des Moines metro
_____ (3) Johnston
_____ (4) Another Metro in Iowa
_____ (5) Outside Iowa

37. Are you or other members of your household of Hispanic or Latino ancestry?

____(1) YES ____(2) NO

38. Which of the following best describes your race?

_____(1) African American/Black
_____(2) American Indian or Alaska Native
_____(3) Asian, Hawaiian or Other Pacific Islander
_____(4) White
_____(5) Other: _____

39. What is your age?

____ (1) Under 25
____ (2) 25 to 34
____ (3) 35 to 44
____ (4) 45 to 54
____ (5) 55 to 64
____ (6) 65+

40. Counting yourself, how many people in your household are:

_____ Under age 5
_____ Ages 5-9
_____ Ages 10-14
_____ Ages 15-19
_____ Ages 20-24
_____ Ages 25-34
_____ Ages 35-44
_____ Ages 45-54
_____ Ages 55-64
_____ Ages 65-74
_____ Ages 75+

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

42. Your gender: ____ (1) Male ____ (2) Female

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.