

# Cedar Falls Citizen Survey: 2009

**Prepared by**

Gene M. Lutz

Disa L. Cornish

Melvin E. Gonnerman, Jr.

Rod Muilenburg

Karen Dietzenbach

**Assistance from**

Sarah Johnson

Tom Turner

Mary Jane Crew

Center for Social and Behavioral Research

University of Northern Iowa

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Center for Social and  
Behavioral Research

For further information, contact:

Brenda Balvanz, City of Cedar Falls  
220 Clay Street, Cedar Falls, IA 50613  
319-268-5112; [Brenda.Balvanz@cedarfalls.com](mailto:Brenda.Balvanz@cedarfalls.com)

Gene M. Lutz, Director, Center for Social and Behavioral Research  
University of Northern Iowa, 2304 College Street, Cedar Falls, IA 50614-0402  
319-273-2105; [Gene.Lutz@uni.edu](mailto:Gene.Lutz@uni.edu)

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# Cedar Falls Citizen Survey: 2009

## Executive Summary

Prepared by the Center for Social and Behavioral Research, University of Northern Iowa  
Prepared for the City of Cedar Falls  
November 2009

### Background

The 2009 Cedar Falls Citizen Survey was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) and funded by the City of Cedar Falls, Iowa. The purpose of the survey was to measure public opinion of city services. This was most recently done in 2004 (by CSBR) and the current survey sought to provide an updated snapshot of residents' views as well as compare the 2009 findings with 2004 findings.

### Methodology

Address-based sampling (ABS) was used to randomly select 3,000 Cedar Falls households to invite to participate in the survey. Each household was mailed an invitational packet and the adult (18 and older) with the most recent birthday in the household was asked to respond to the survey in one of two ways: online or via telephone. Data were collected between September 9, 2009 and October 4, 2009. A total of 836 interviews were completed and used in the analyses in this report. Of these, 350 were completed via Internet and 486 were completed via telephone.

### Key Findings

The majority of respondents with an opinion said they were *satisfied* or *very satisfied* with the services they received from five areas of City services: leisure opportunities and amenities, economic development, public works, storm and natural disaster response, and public safety. Nearly half of respondents were directly impacted by the flooding of 2008 and/or the 2009 windstorm. Over 90% of these respondents were satisfied or very satisfied with the city's response.

The two highest rated general characteristics of the city were the quality of life in Cedar Falls and access to quality housing. The majority of respondents said that the rates of population growth, commercial and retail development growth, and residential development growth have been *just right*. Over half of respondents rated growth in jobs as *too slow*.

Over 70% of respondents with an opinion said that illegal drugs, traffic violations, loud parties that are alcohol-related, and crime are problems in Cedar Falls. The highest rated problem among these four items was illegal drugs. About one-fourth of respondents with an opinion said it was a *major* problem in Cedar Falls.

Regarding housing policies, half of respondents with an opinion said that current limits on building houses in the 100-year floodplain are *not restrictive enough*, while 42% said the limits are *about right*. Nearly two-thirds of respondents living in neighborhoods where there have been conversions of single family homes to rental properties said that change was *negative*. About two-thirds of respondents with an opinion said that the rate of growth in residential development has been *just right*. Most respondents with an opinion said that access to affordable housing (66%) and access to quality housing (87%) in Cedar Falls were *good* or *excellent*.

Most respondents (75%) with an opinion said that all revenue from the local option sales tax should continue to be used for street repair. Support was mixed for mergers such as combining the Cedar Falls and Waterloo police and fire departments (generally oppose), the City of Cedar Falls joining with Waterloo to manage the airport (generally support), and merging Cedar Falls Visitor and Tourism services with Waterloo Visitor and Tourism services (half support, half oppose). However, the majority of respondents (who supported at least one of these types of mergers) with an opinion said they would *not* support these *types* of mergers if they required a tax increase (84%). If mergers would result in a tax decrease, 63% of respondents with an opinion said they would support these *types* of mergers.

For two other tax-related questions, a large majority (83%) with an opinion would not support an increase in property taxes to pay to process more discrimination charges locally, while a slim majority (55%) would support a tax increase for an additional fire station.

Satisfaction with city services did not change dramatically from 2004 to 2009, but was generally more positive. In 2009, a much greater proportion of respondents were *very satisfied* with the Falls Aquatic Center than had been satisfied with the city swimming pool in 2004. The other biggest increases in satisfaction were for economic development of the College Hill business district; garbage collection; options for yard waste services; other drop-off services for scrap metal, appliances, and electronics; and fire services. In addition, in 2009 a greater proportion of respondents than in 2004 rated the quality of life in Cedar Falls to be *excellent* (60% vs. 51%).

A slight majority of respondents (55%) said they had in-person or phone contact with an employee of the City within the past 12 months. Among those respondents who had contact with a City department within the past 12 months, the majority said their overall impression of the department was *excellent* or *good*. This was true regardless of the department which they had contacted. The two most common departments for respondents to have had contact with during the past 12 months were public works and the police department.

Respondents who had contact with the City in the past 12 months were also asked about their *most recent* contact with a City employee. Across departments, the majority of respondents rated the City employee positively in terms of job knowledge, responsiveness, courtesy, and accessibility.

### **Summary and Conclusions**

The Cedar Falls Citizen Survey is an effort by the City of Cedar Falls to determine public opinion of city services. Overall, respondents to the survey were positive about services provided by the City and most said they receive good value for the taxes they pay. Although respondents identified some problems or areas for improvement in the community, the vast majority said that the quality of life in Cedar Falls was *excellent*.

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# Project Description

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## Background and Methodology

**Who funded the project?** The study was funded by the City of Cedar Falls, Iowa.

**Who conducted the study?** The study was conducted by the Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI). All research activities were approved by the UNI Institutional Review Board to protect the rights of human research participants.

**What was the purpose of the project?** The purpose of the survey was to measure public opinion of city services. This had last been done in 2004 (by CSBR) and the current survey sought to provide an updated snapshot of residents' views as well as compare the 2009 findings with 2004 findings.

**How were households selected?** A random sample of 3,000 Cedar Falls addresses was purchased from a third-party vendor. In that sample, 57% had a phone number associated with the address.

**Which households were eligible?** Eligible households were those within the Cedar Falls city limits.

**Who was eligible within each household?** The adult (18 and older) with the most recent birthday was the eligible individual within each household contacted.

**How were households contacted?** Each address in the sample was sent a letter inviting residents to participate, a contact information form, and a business reply envelope. The letter included instructions on who within the household should participate in the survey and how they could participate.

**How could eligible adults participate?** There were two ways of participating in the survey. Participants could complete an online questionnaire or they could complete a telephone-based interview with a trained CSBR interviewer.

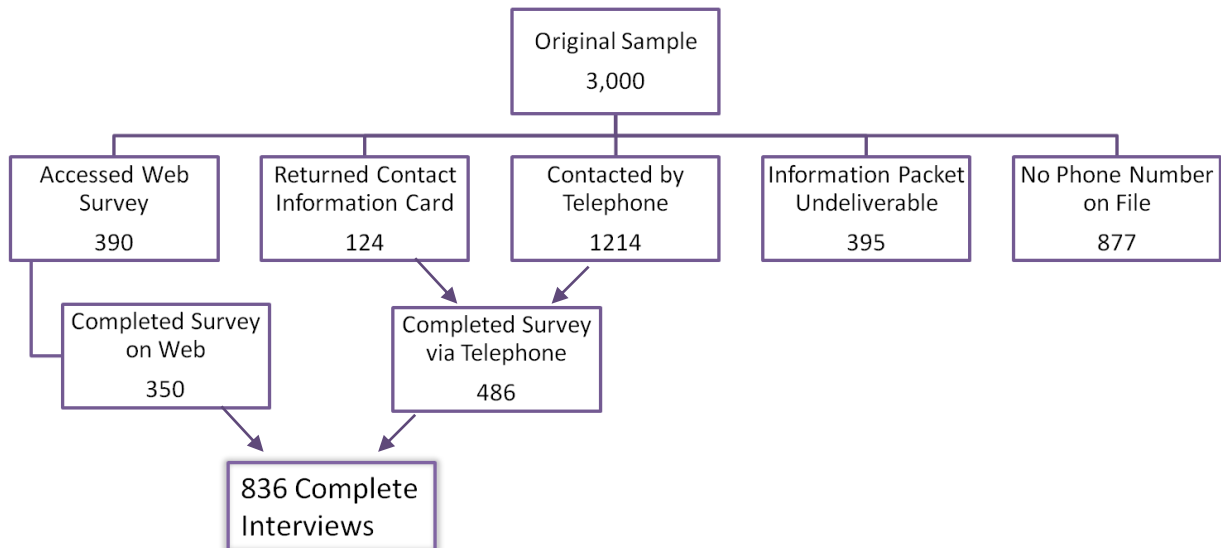
- If participants chose to complete the online questionnaire, they were provided with a simple URL and a unique access code to enter the survey site.
- If participants chose to complete a telephone-based interview, they could fill in the contact information form with the best times to reach them and their preferred telephone number and send it back to CSBR using a business reply envelope.
- Households not returning their contact information form but for whom we had a telephone number were eligible to be called.

**Did CSBR call everyone?** No. CSBR did not call individuals who completed the online questionnaire. Nor did CSBR call households without a known phone number (unless a resident of that address sent back a contact information form). CSBR did call all other phone numbers available in the sample. Some households were sent the letter but did not get a phone call because the contact information card was not returned.

**When were the data collected?** Data were collected between September 9, 2009 and October 4, 2009.

**How many interviews were completed?** Although the original goal was 600 interviews, a total of 836 interviews were completed and used in the analyses in this report. Of these, 350 were completed via the Internet and 486 were completed via telephone.

### Interview Flowchart



**How efficient was the data collection process?** Response and cooperation rates were calculated using the American Association for Public Opinion Research calculator. The response rate, defined as the number of completed interviews divided by the number of eligible residents, (RR3; American Association of Public Opinion Researchers, 2009)<sup>1</sup> was 35%. The cooperation rate, defined as the number of completed interviews divided by the number of residents contacted (CR2; AAPOR, 2009), was 88%.

<sup>1</sup> The American Association for Public Opinion Research. 2009. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*. 6th edition. AAPOR.

**What is the sampling error of the study?** Sometimes people will refer to sampling error as the survey's "margin of error." The estimated maximum sampling error at the 95% confidence level for questions involving all respondents is +/- 3.3%.

**Were there differences in results by mode (web or telephone), gender, or age?** Analyses were conducted to assess whether results differed for participants who completed the online survey versus those who completed the survey over the telephone, males versus females, and younger versus older participants. Results suggest that such differences were few and generally small in magnitude. To this limited extent, more positive ratings were provided by those responding by phone, those who were female, and/or those who were older.

**How is the report organized?** The following sections of the report are organized into three subsections of the Main Findings and two appendices. The *Main Findings* are presented first by topic, then as comparisons of results from the 2009 study with results from the 2004 study, and finally by department of City government. Appendix A is the questionnaire used in the 2009 study. Appendix B presents item frequency tables for each question asked in the questionnaire. These tables contain the frequency distribution of responses including the *Don't Know* and *Prefer Not To Answer* response options. In the main findings, the percentages shown are of those who expressed opinions, thus the *Don't Know* and *Prefer Not To Answer* response options are generally not shown. When a notable proportion of respondents did not express an opinion, this is indicated by the phrase "with an opinion" in the narrative and/or a footnote to tables or figures.

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*Note.* Additional details about the survey methodology are included in *Technical Notes* on page 165.

## Sample Characteristics

The sample in this study somewhat over-represented females (62%) and age groups 35 and older (90%) when compared to census information (52% females and 50% age 35 and older; American Community Survey, 2006-2008).<sup>2</sup> Consequently, males (38%) and the 18-34 age group (10%) are under-represented compared to actual population characteristics. African Americans are also slightly under-represented compared to actual population characteristics (0.2% vs. 2.4%, respectively; American Community Survey, 2006-2008).<sup>2</sup> The sample was typical of similar ones in the local area.

Demographic Characteristics (%)	
<b>Total Sample</b>	836
<b>Gender</b>	
Male	38%
Female	62%
<b>Age</b>	
18 – 34	10%
35 – 49	22%
50 – 64	34%
65 and Older	34%
<b>Years lived in Cedar Falls</b>	
Less than 10	23%
10 to 29	31%
30 or more	47%
<b>Own or rent home</b>	
Own	91%
Rent	9%
<b>Hispanic or Latino</b>	
Yes	<1%
No	99%
<b>Race</b>	
White	97%
Black or African American	<1%
Asian	<1%
Native Hawaiian or Other Pacific Islander	0%
American Indian or Alaska Native	<1%
Other	<1%

*Note.* The percents shown in this table are the valid percents where non-respondents and those who said *Don't Know* are excluded from the denominator (see Appendix B for frequency distributions).

<sup>2</sup> U.S. Census Bureau. American FactFinder. American Community Survey Demographic and Housing Estimates: 2006-2008. Cedar Falls, Iowa. <http://factfinder.census.gov/> The disparity between the sample and population characteristics in terms of the percentage of person age 18-34 may in part be attributed to the large percentage of college students who live in Cedar Falls. Addresses on the University of Northern Iowa campus were not included in the sample.

## Main Findings: Results by Topic

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## Satisfaction with and Use of City Services

Respondents were asked about their satisfaction with five areas of city services. Respondents were also asked about how often they used various City services.

Leisure opportunities and amenities:

- Over 90% of respondents with an opinion were *satisfied* or *very satisfied* with each of 17 leisure opportunities and amenities in Cedar Falls that were assessed in the survey.
- The two most highly rated leisure opportunities and amenities were the amount and the quality of recreation and bike trails.

Economic development:

- The majority of respondents with an opinion were *satisfied* or *very satisfied* with the 13 economic development items in Cedar Falls that were assessed in the survey.
- The two most highly rated economic development items were the development of downtown Cedar Falls and the growth of the Industrial and Technology Park.

Public works:

- Over 80% of respondents with an opinion were *satisfied* or *very satisfied* with each of the 11 public works services in Cedar Falls that were assessed in the survey.
- The two most highly rated public works items were free spring and fall leaf collection at curbside and garbage collection.

Storm and natural disaster response:

- Nearly half of respondents were directly impacted by the flooding of 2008 or the 2009 windstorm. About half of those respondents were *very satisfied* with the city's response.
- Approximately one in eight respondents had ever experienced a sanitary backup due to a problem with the City's sewer system. Among these respondents, 17% experienced it only during the flood of 2008.
- A smaller proportion of respondents who experienced a sanitary backup only during the 2008 flood were satisfied with the clearing of the backup than those who only experienced a backup at some other time (57% vs. 77%, respectively).

Public safety:

- Over 80% of respondents with an opinion were *satisfied* or *very satisfied* with the 8 items related to public safety in Cedar Falls assessed in the survey.
- The two most highly rated public safety services were the 911 dispatch and fire services.

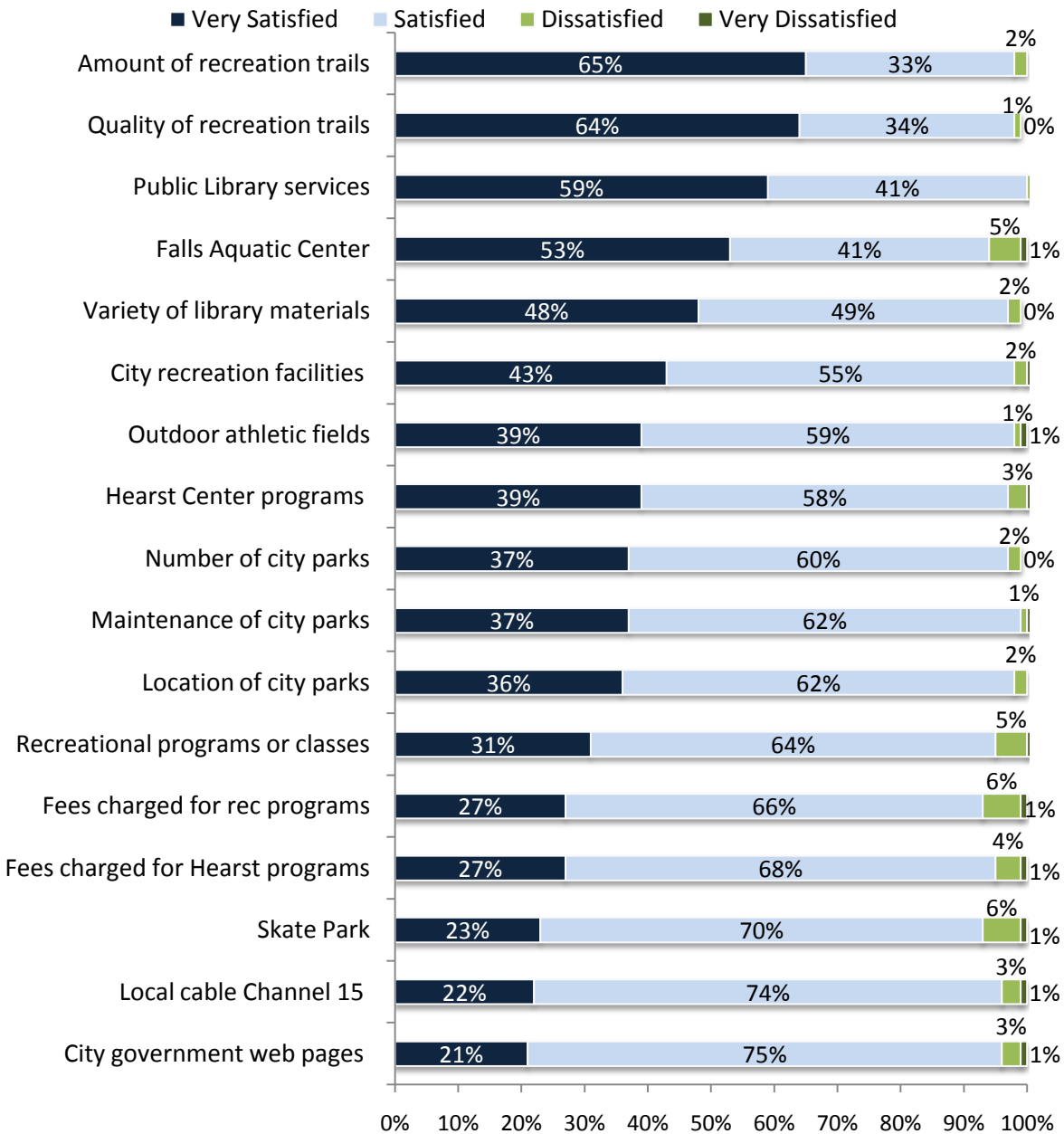
Use of City services:

- Two-thirds of the respondents said that they use the household recycling drop-off services at least once per month. Other frequently used city services were: transfer station services for solid and yard wastes, Channel 15, the public library, and the "Currents" newsletter.
- The newspaper and the "Currents" newsletter were the two most common sources of information about City policies, services, and projects.

## Satisfaction with Leisure Opportunities and Amenities

**Question:** Please rate your overall satisfaction with the following specific items related to leisure opportunities and amenities in Cedar Falls. How satisfied are you with...

**Finding:** Over 90% of respondents with an opinion who made use of these opportunities were *satisfied* or *very satisfied* with each of the leisure opportunities and amenities assessed in the survey. About two-thirds were *very satisfied* with the amount and quality of recreation trails.

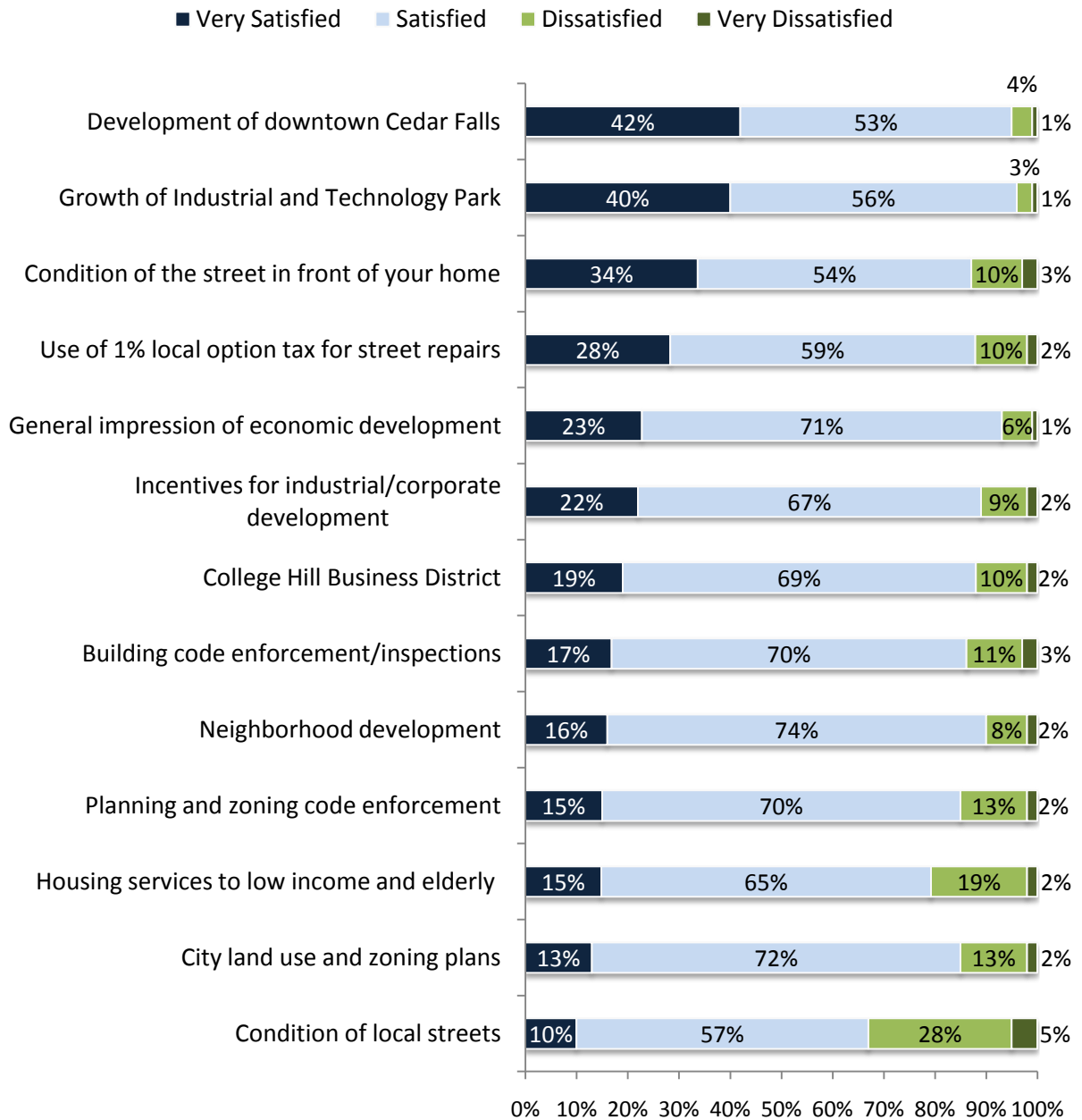


*Note.* For many items, a notable percentage of respondents said they had *Not Used* it or *Don't Know* how satisfied they were with it (see Appendix B for the full frequency distributions).

## Satisfaction with Economic Development

**Question:** Please rate your overall satisfaction with the following specific items related to economic development in Cedar Falls. How satisfied are you with...

**Finding:** Over 80% of respondents with an opinion were *satisfied* or *very satisfied* with most indicators of economic development in Cedar Falls. Two in five respondents were *very satisfied* with the development of downtown Cedar Falls and the growth of the Industrial and Technology Park.

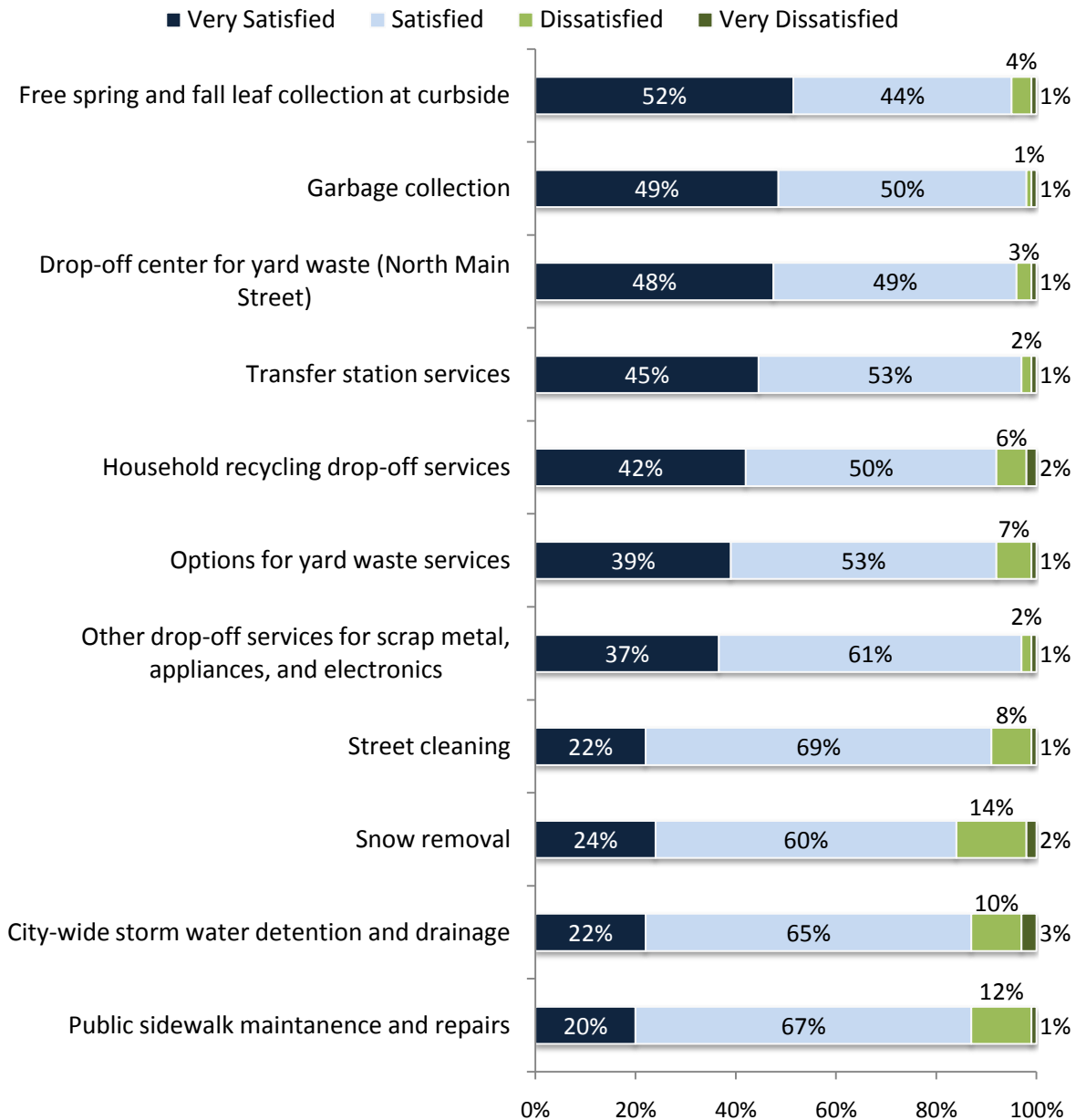


*Note.* For many items, a notable percentage of respondents said they *Don't Know* how satisfied they were with it (see Appendix B for the full frequency distributions).

## Satisfaction with Public Works

**Question:** Please rate your overall satisfaction with the following specific items related to public works in Cedar Falls. How satisfied are you with...

**Finding:** Over 80% of respondents with an opinion who used these services said they were *satisfied* or *very satisfied* with each of the public works services in Cedar Falls that were assessed in the survey. Approximately half of respondents were *very satisfied* with free spring and fall leaf collection, garbage collection, and the drop off center for yard waste.



*Note.* For many items, a notable percentage of respondents said they had *Not Used* it or *Don't Know* how satisfied they were with it (see Appendix B for the full frequency distributions).

## Satisfaction with Storm and Natural Disaster Response

**Question:** Was your residence or private property directly impacted by flooding or by severe windstorms in the past two years?

**Finding:** Nearly half of respondents (45%) were directly impacted.

**Question:** How satisfied are you with the response made by city departments and workers to these events [severe flooding and windstorm]?

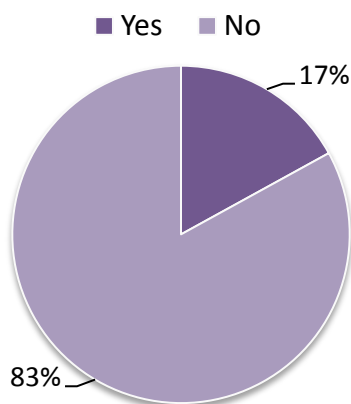
**Finding:** Over 90% of all respondents were *satisfied* or *very satisfied* with the city's response. Among all respondents, 53% were *very satisfied* with the response and 39% were *satisfied*. Among those with impacted residence or private property, 57% were *very satisfied* and 34% were *satisfied*. Among those without impacted resident or private property, 50% were *very satisfied* and 44% were *satisfied*.

## Sanitary Sewer Backup

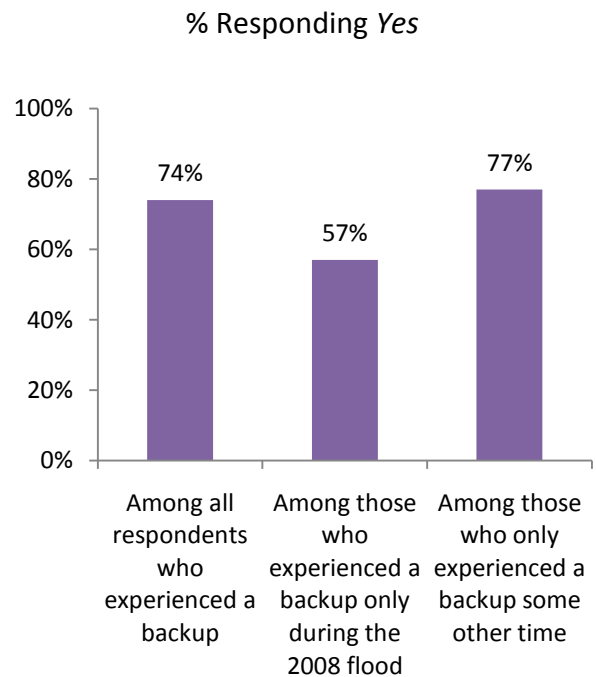
**Question:** Have you ever had a sanitary backup in your basement due to a problem with the City's sewer system?

**Finding:** Approximately one in eight respondents (13%) experienced a sanitary backup. Among these respondents, 17% experienced it only during the flood of 2008. A smaller proportion of respondents who experienced a backup only during the flood than those who experienced a backup at some other time were satisfied with the clearing of the backup.

**Question:** Did this happen only during the flood of 2008?



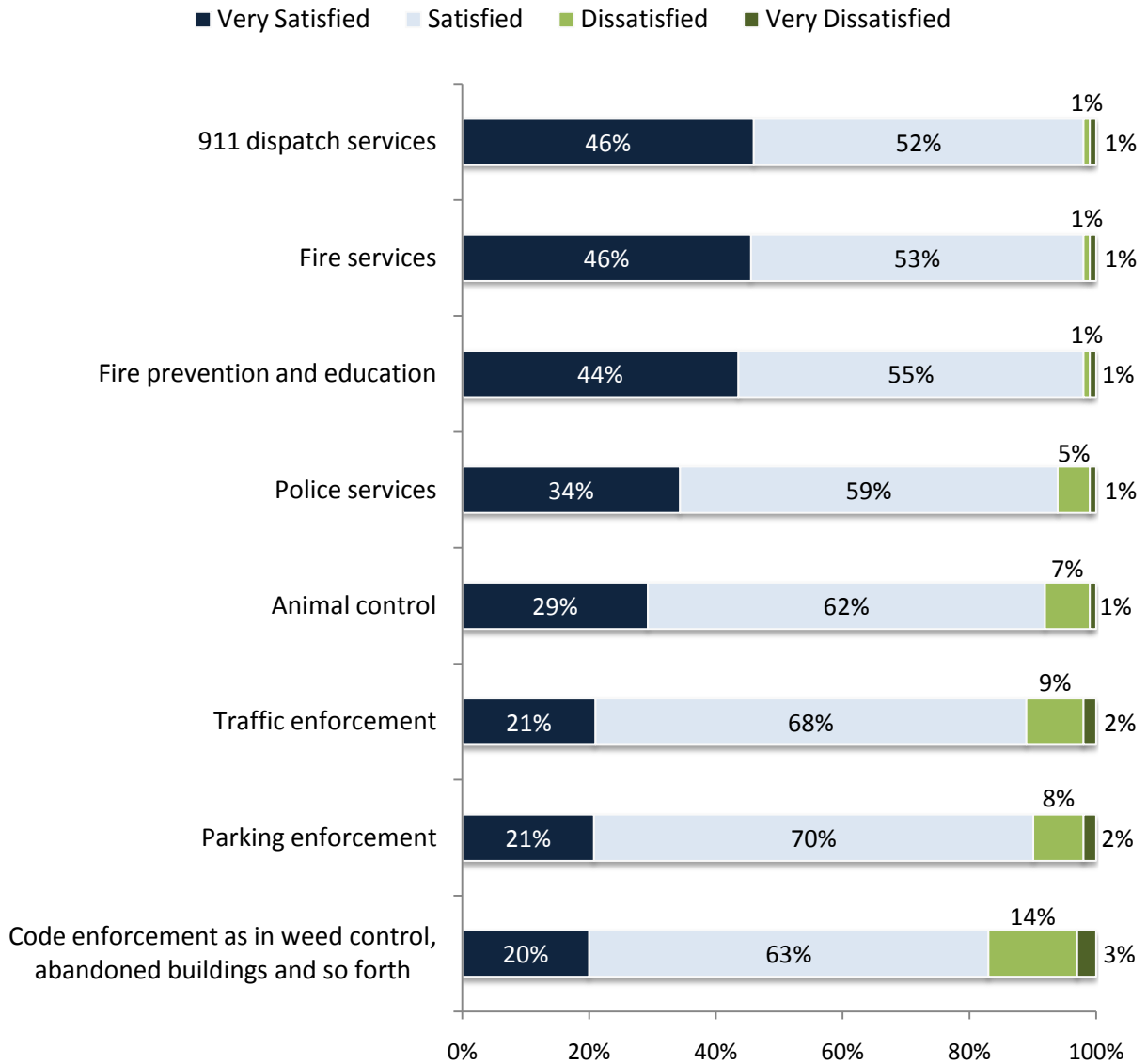
**Question:** Was the backup cleared to your satisfaction?



## Satisfaction with Public Safety

**Question:** Please rate your overall satisfaction with the following specific items related to public safety in Cedar Falls. How satisfied are you with...

**Finding:** Over 80% of respondents with an opinion were *satisfied* or *very satisfied* with items related to public safety in Cedar Falls. The three highest rated public safety services were 911 dispatch services\*, fire services, and fire prevention and education.



*Note.* For several items, a notable percentage of respondents said they *Don't Know* how satisfied they were with it (see Appendix B for the full frequency distributions). \*In particular, nearly 30% of respondents said *Don't Know* when asked about their satisfaction with the 911 dispatch service.

### Crime Victimization

**Questions:** In the past 2 years, have you been a victim of a crime in Cedar Falls? Did you report it to the Cedar Falls police? Were you satisfied with the police response?

**Finding:** Eight percent of respondents said they had been a victim of a crime in Cedar Falls during the past 2 years. Among these respondents, 69% said they reported the crime to the Cedar Falls police department. Three-fourths (74%) of those who reported the crime to the police said they were satisfied with the police response.

### Use of 911 Dispatch

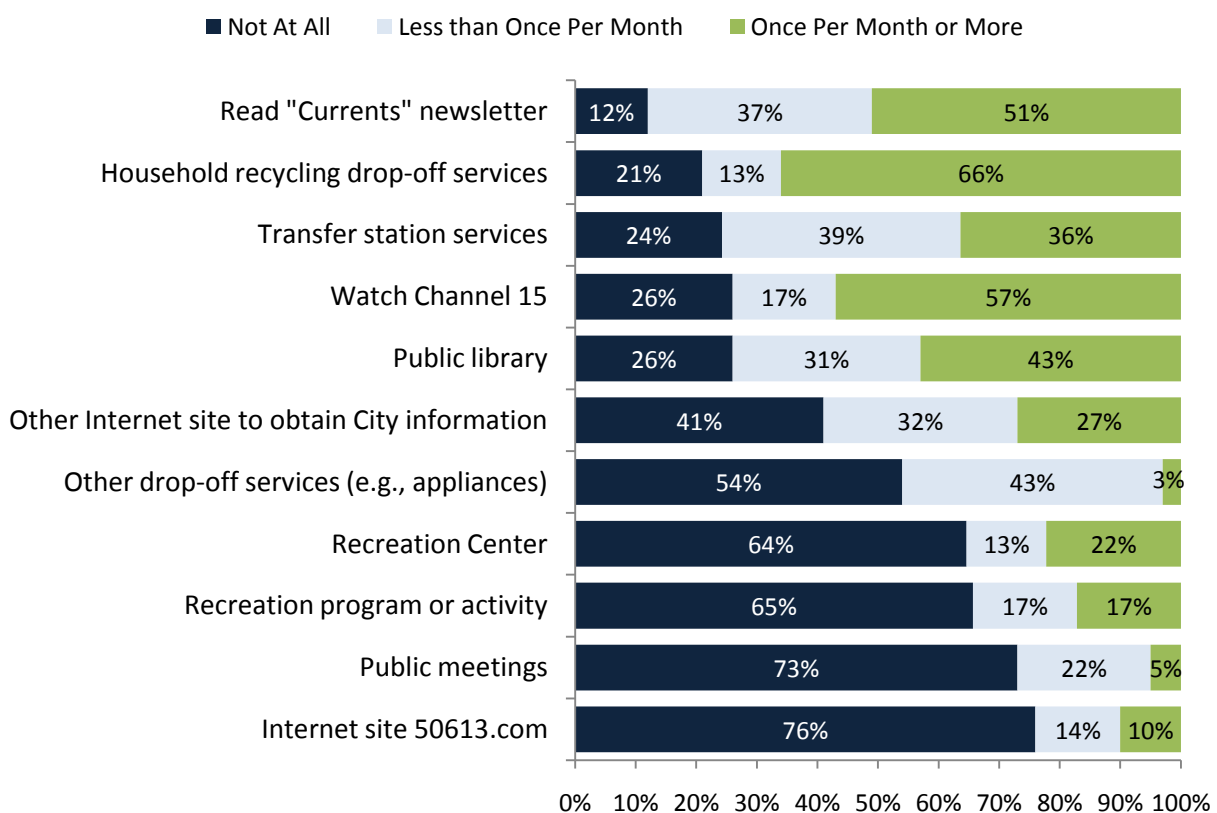
**Question:** Have you ever used the 911 dispatch service?

**Finding:** Slightly more than one-third (37%) of respondents said they had used the 911 dispatch at least once.

## Use of City Services

**Question:** In the past 12 months, about how many times, if ever, have you used, participated in, or attended the following?

**Finding:** Two-thirds of the respondents said that they used the household recycling drop-off services at least once per month. Four other City services were used at least once per month by about three-fourths of respondents – transfer station services for solid and yard wastes, Channel 15, the public library, and the “Currents” newsletter.



Note. The “Currents” newsletter is published quarterly, yet about one half of respondents said they read it 12 or more times per year. For some items, the sum of the percents for the three bar segments will not sum to 100% due to the effect of rounding.

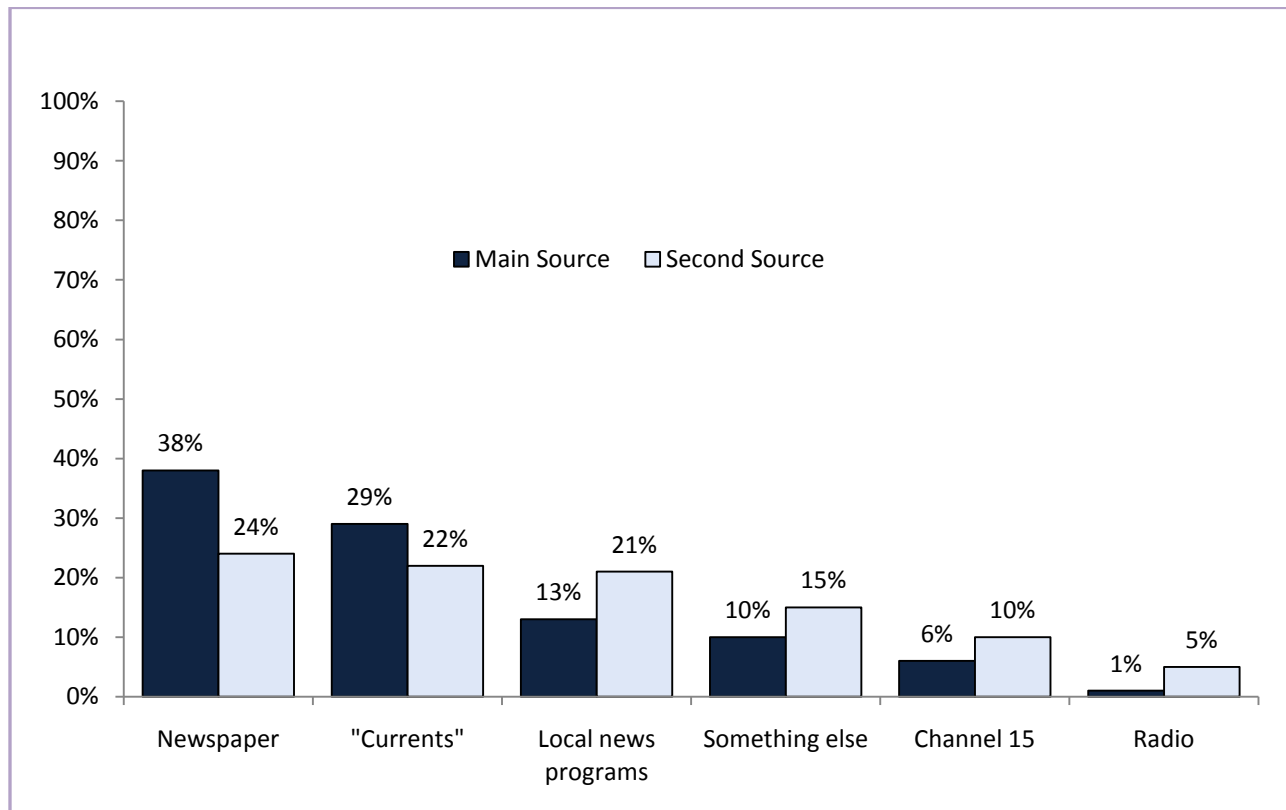


## Main Sources of Information about the Community

**Questions:** What is your main source of information regarding City policies, services or projects? What is the second most frequent way you get information regarding City policies, services or projects?

**Finding:** The newspaper and the “Currents” newsletter were the two main sources of information about the City policies, services, and projects. Rank ordered by the number of respondents who said it was either their main or second most frequent source of information:

	<i>n</i>
Newspaper	515
“Currents”	422
Local news programs	286
Something else	209
Channel 15	133
Radio	48



*Note.* The percents in the figure represent the percent of the total sample and will not sum to 100% for either the main or the second source. This is because *Don't Know* responses are not shown and because some respondents did not provide a second main source of information.

## City Characteristics

Respondents were asked about the quality of general city characteristics, the rate of growth over the past two years, problems in the city, and residential housing policies.

City characteristics:

- The overwhelming majority of respondents rated the quality of life in Cedar Falls to be *excellent or good*.

Rate of growth:

- The majority of respondents said that the rates of population growth, commercial and retail development growth, and residential development growth have been *just right*.
- Over half of respondents rated growth in jobs as *too slow*.

Perceived Problems in Cedar Falls:

- Over 70% of respondents said that illegal drugs, traffic violations, loud parties that are alcohol-related, and crime are problems in Cedar Falls, although most rated these to be *minor* problems rather than *major* problems.
- The highest rated problem *among* these four items was illegal drugs. About one-fourth of respondents said it was a *major* problem in Cedar Falls.

Safety

- Seventy percent of respondents said they felt *very safe* in the Cedar Falls community, and 83% said they felt *very safe* in their neighborhood.

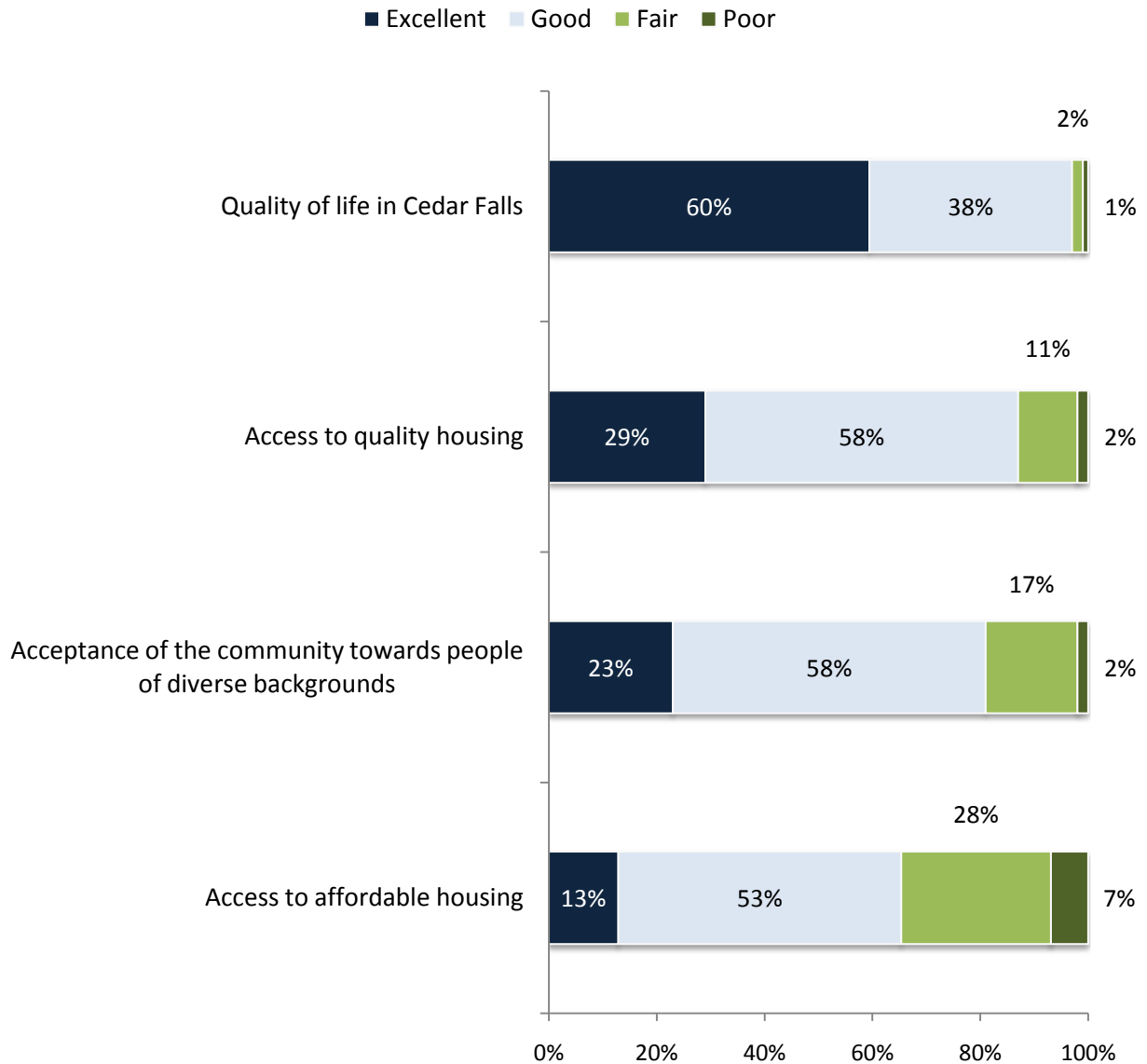
Residential housing policies:

- Half of respondents said that current limits on building houses in the 100-year floodplain are *not restrictive enough* while 42% said the limits are *about right*.
- Nearly two-thirds of respondents living in neighborhoods where there have been conversions of single family homes to rental properties said that change was *negative*.
- About two-thirds of respondents said that the rate of growth in residential development has been *just right*.
- Most respondents said that access to affordable housing (66%) and access to quality housing (87%) in Cedar Falls were *good or excellent*.

## Characteristics of Cedar Falls

**Question:** Please tell me whether you think the following characteristics of Cedar Falls, as a whole, are excellent, good, fair or poor.

**Finding:** The majority of respondents said they thought the selected characteristics were *excellent* or *good*. Nearly two-thirds of respondents rated the quality of life in Cedar Falls as *excellent*.

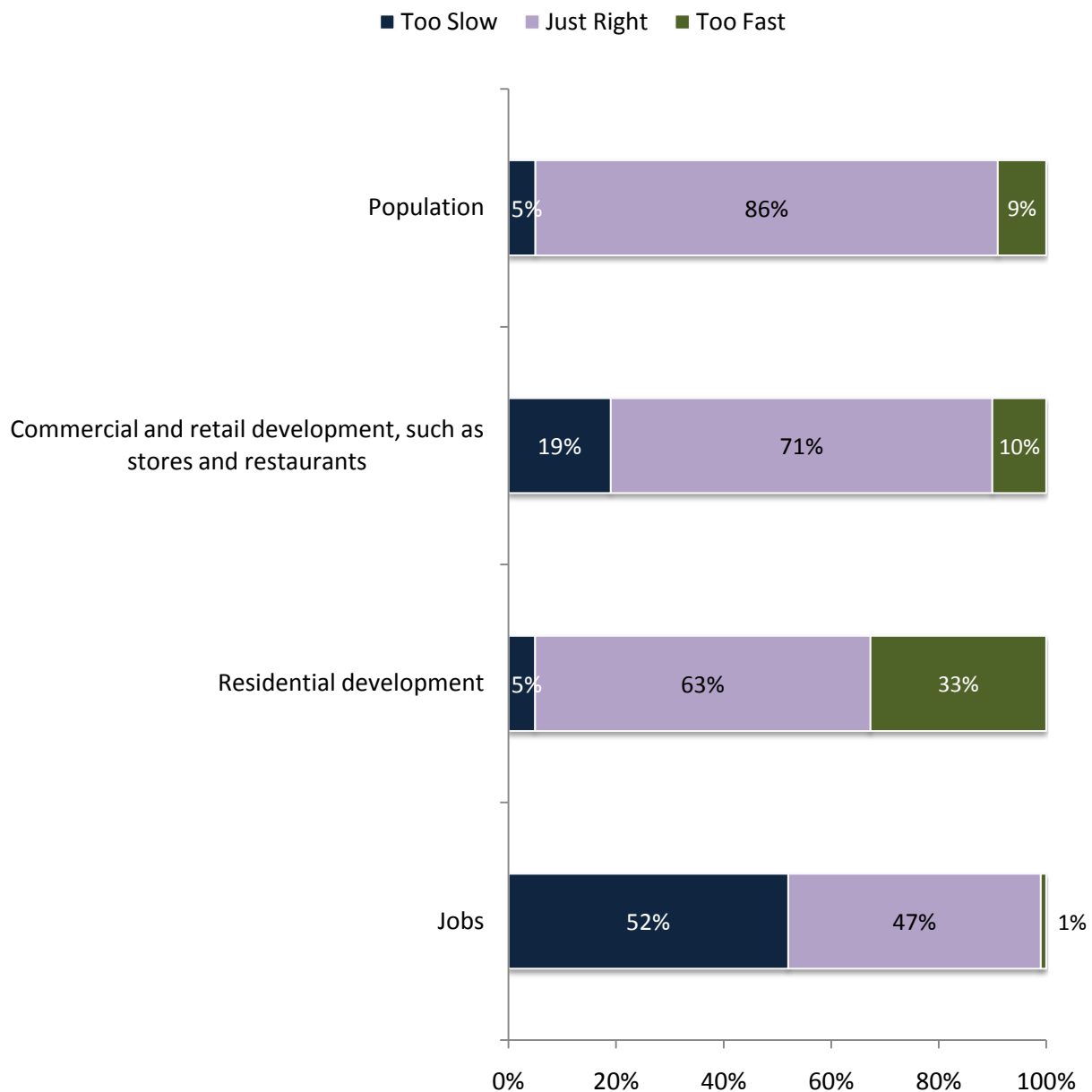


*Note.* For some items, a notable percentage of respondents said *Don't Know* when asked about the item (see Appendix B for the full frequency distributions).

## Rate of Growth

**Question:** Please tell me if you think, over the past 2 years, the rate of growth in the following categories has been too slow, just right or too fast:

**Finding:** With the exception of growth in jobs, the majority of respondents said that the rate of growth is *just right*. Over half of respondents rated growth in jobs as *too slow*.

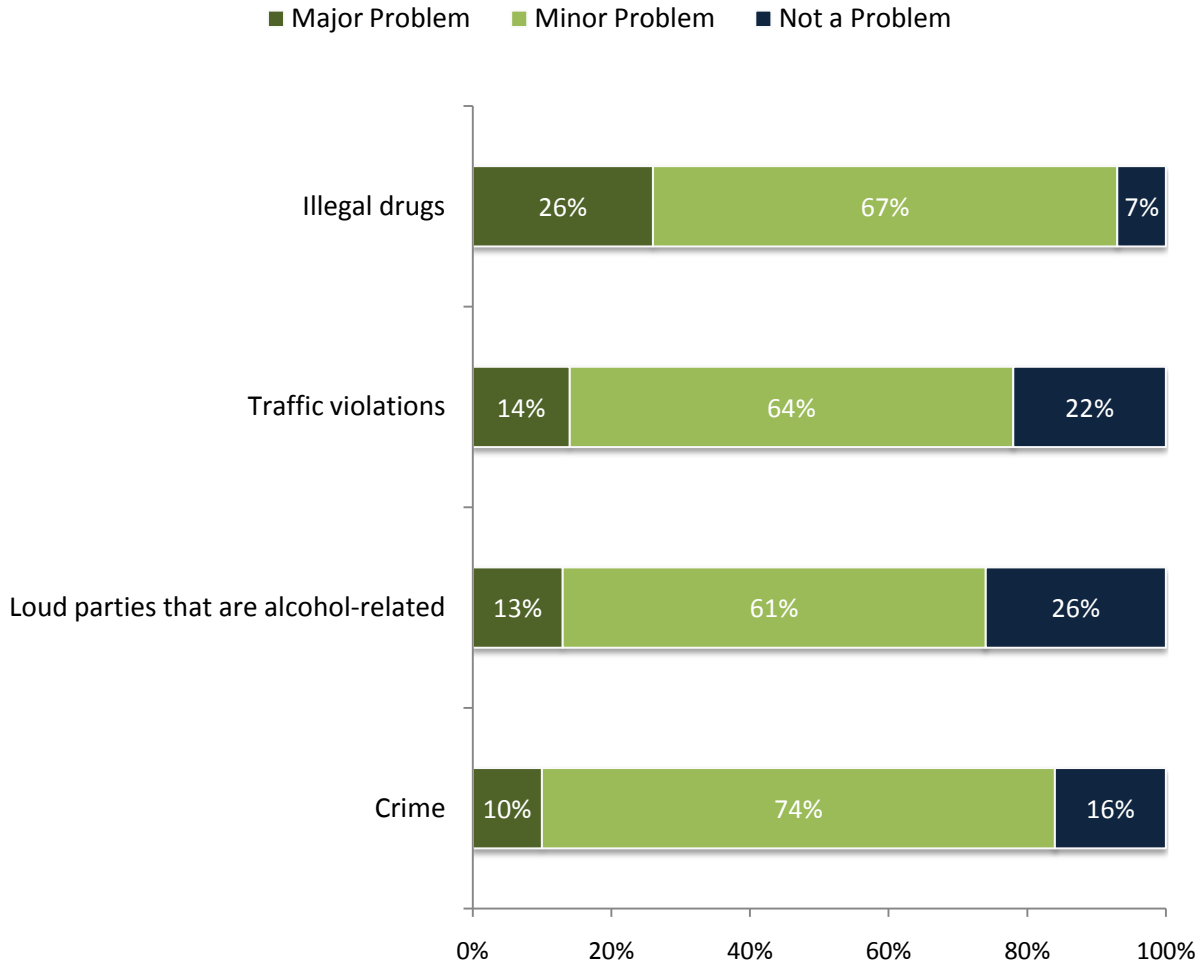


*Note.* For some items, a notable percentage of respondents said *Don't Know* how when asked about the rate of growth (see Appendix B for the full frequency distributions).

## Perceived Problems In Cedar Falls

**Question:** Please tell me how much of a problem, if at all, the following issues are in Cedar Falls:

**Finding:** Over 70% of respondents rated the following issues to be either a minor or major problem in Cedar Falls. Among these four issues, illegal drugs was the highest-rated *major* problem (26%) in Cedar Falls.

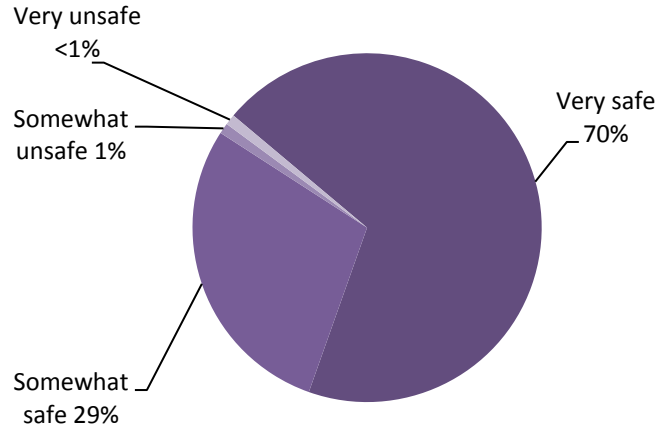


*Note.* For some items, a notable percentage of respondents said *Don't Know* whether or not this is a problem in Cedar Falls (see Appendix B for the full frequency distributions).

## Perceptions of Community and Neighborhood Safety

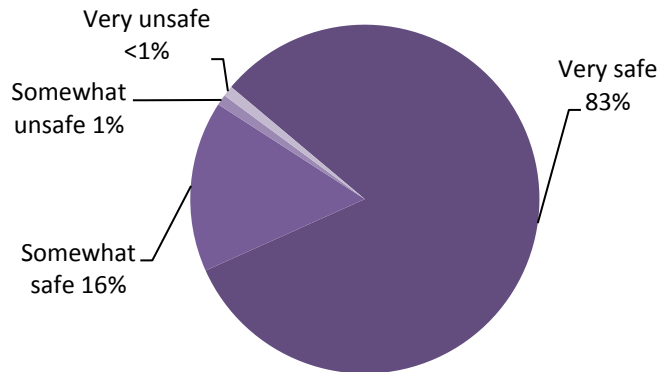
**Question:** How safe do you feel in the Cedar Falls community?

**Finding:** About 70% of respondents said they feel *very safe* in the Cedar Falls community.



**Question:** How safe do you feel in your neighborhood?

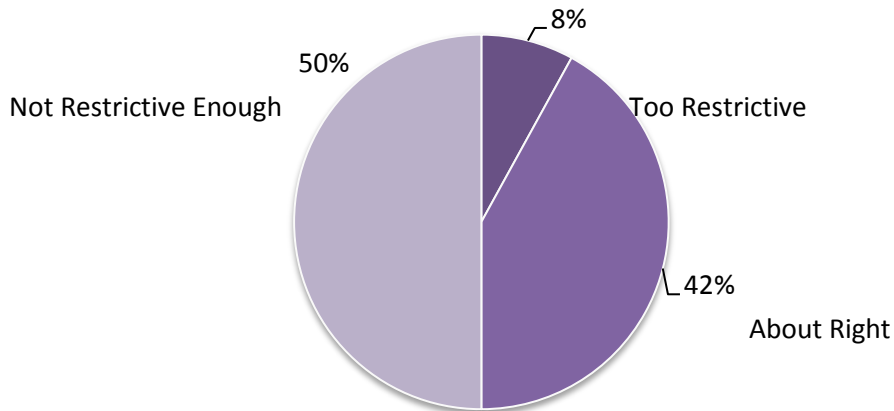
**Finding:** Most (83%) of the respondents said they feel *very safe* in their neighborhood.



## Residential Housing Policies and Residential Development

**Question:** Are the current limits on building houses in the 100-year floodplain...

**Finding:** Half of respondents said the current limits on building in the floodplain are not restrictive enough.

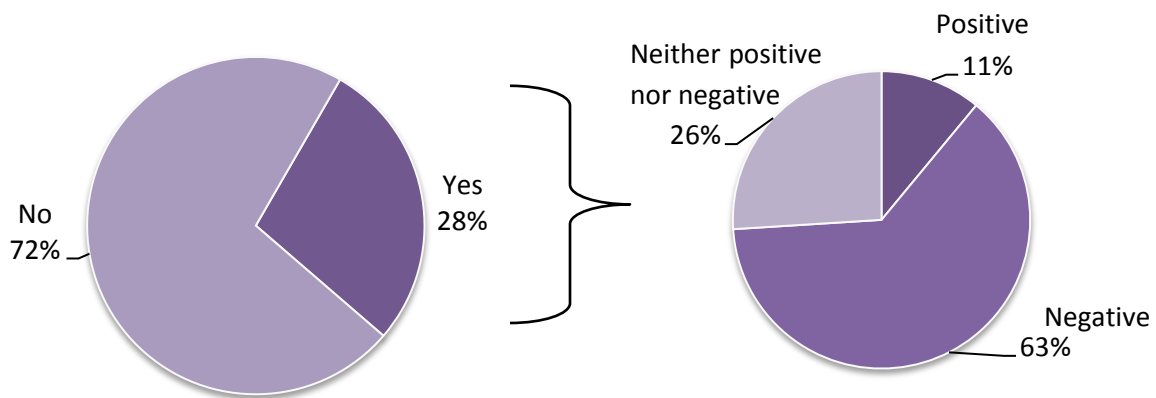


### Conversion to Rental Property

**Finding:** Nearly three in ten respondents said there had been conversions of single-family homes to rental property in their neighborhood. Among these respondents, nearly two-thirds said the change was *negative*.

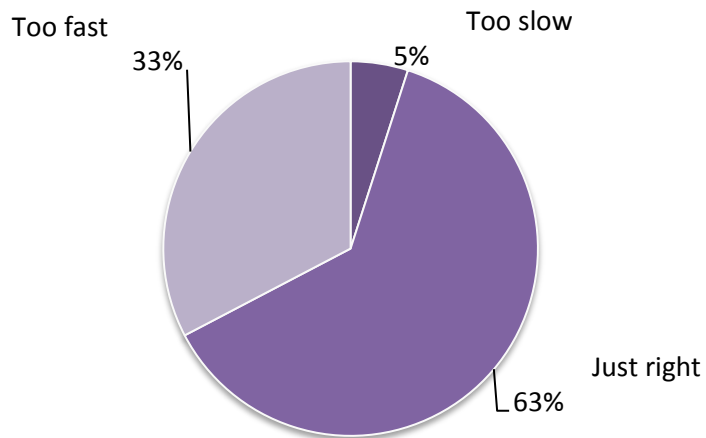
**Question:** Have there been conversions of single-family homes to rental property in your neighborhood?

**Question:** Were these changes to the neighborhood positive, negative, or neither positive nor negative?



**Question:** Please tell me if you think, over the past 2 years, the rate of growth in residential development has been too slow, just right or too fast.

**Finding:** About two-thirds of respondents said growth in residential development had been *just right*.

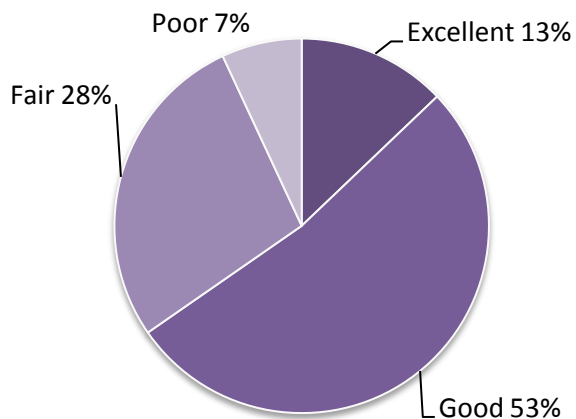




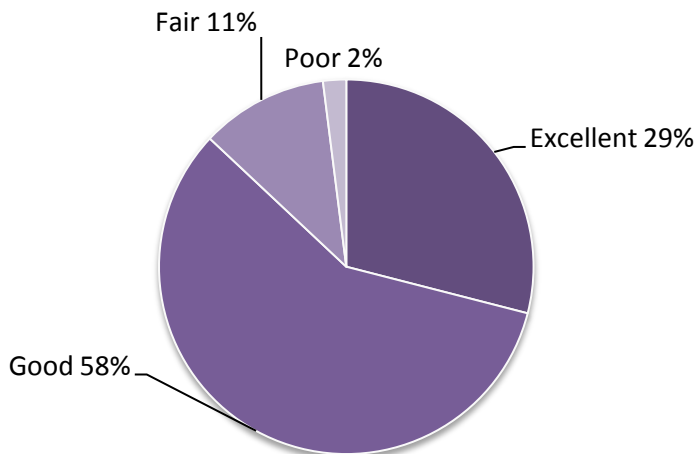
**Question:** Please tell me whether you think access to affordable housing and access to quality housing in Cedar Falls, as a whole, are excellent, good, fair or poor.

**Finding:** Most respondents said that access to affordable housing (66%) and access to quality housing (87%) in Cedar Falls were *good* or *excellent*.

*Access to affordable housing*



*Access to quality housing*



## Attitudes about Taxes and Public Policies

Respondents were asked about the use of the 1% local option sales tax, the merger of Cedar Falls and Waterloo city services, and use of taxes to pay for these types of possible mergers.

Local option sales tax:

- Three-fourths of respondents (75%) with an opinion said that all revenue from the local option sales tax should continue to be used for street repair.

City mergers:

- Most respondents (85%) with an opinion said they would *oppose* merging the Cedar Falls and Waterloo police and fire departments.
- The majority of respondents (71%) with an opinion said they would *support* the City of Cedar Falls joining with Waterloo to manage the airport.
- Slightly more than half of respondents (53%) with an opinion said they would *support* merging Cedar Falls Visitor and Tourism services with Waterloo Visitor and Tourism services.
- However, the majority of respondents with an opinion (who supported at least one of these types of mergers) said they would *not* support these *types* of mergers if they required a tax increase (84%). If mergers would result in a tax decrease, 63% of respondents with an opinion said they would support these *types* of mergers.

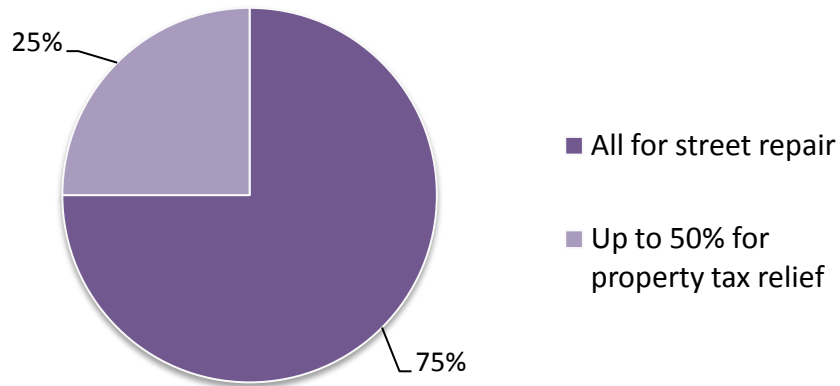
Other tax increases:

- Most respondents (83%) with an opinion said they would not support an increase in Cedar Falls property taxes to process more charges of discrimination locally by the Cedar Falls Human Rights Commission rather than by the Iowa Civil Rights Commission in Des Moines.
- A slim majority (55%) of respondents with an opinion said they would support an increase in taxes or fees to fund an additional fire station.
- A slight majority (56%) of respondents with an opinion said they were willing to pay an added fee of \$3.00 per month to support curbside recycling.
- Most of the respondents with an opinion said they think they get a good value for the taxes they pay in Cedar Falls.

## Local Option Sales Tax

**Question:** The City's local option sales tax is now used for street repair. Some people think this is how it should continue to be used. Others think that up to 50% of this tax should be used for property tax relief. Which is closer to your view?

**Finding:** Three-fourths of respondents with an opinion said the local option tax should continue to be used entirely for street repair.

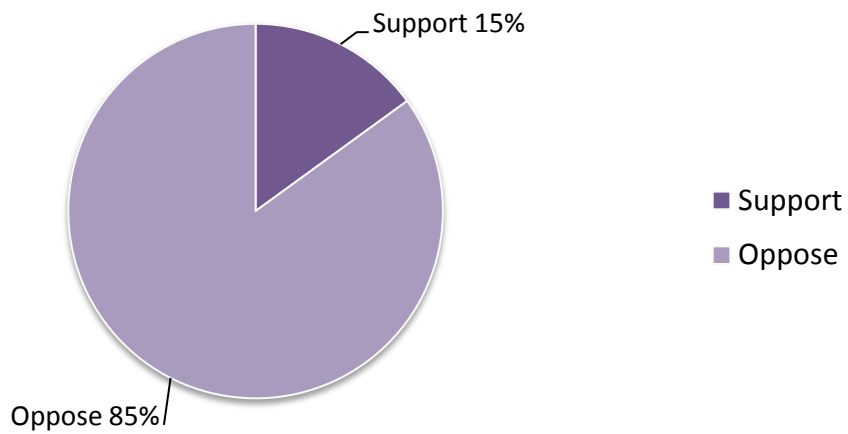


*Note.* Nine percent of respondents said *Don't Know* when asked about their opinion on the local option tax. Including these respondents, the distribution was as follows: 69% *All For Street Repair*, 23% *Up To 50% Property Tax Relief*, and 9% *Don't Know*.

## City Mergers

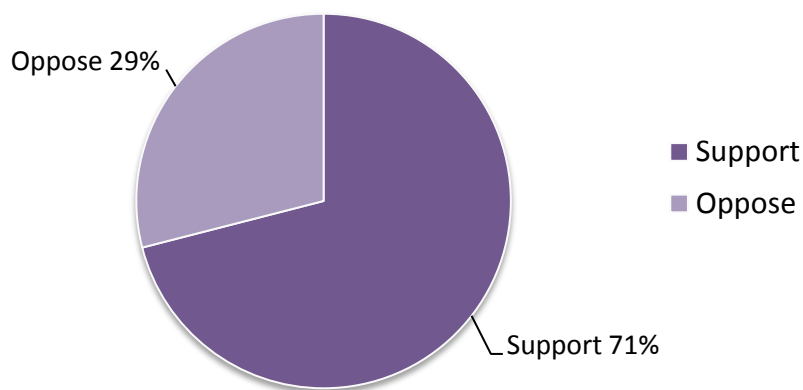
**Question:** Would you support or oppose merging Cedar Falls police and fire departments with Waterloo police and fire departments?

**Finding:** Most respondents with an opinion said they would *oppose* merging the Cedar Falls and Waterloo police and fire departments.



**Question:** Would you support or oppose the City of Cedar Falls joining with Waterloo to manage the airport?

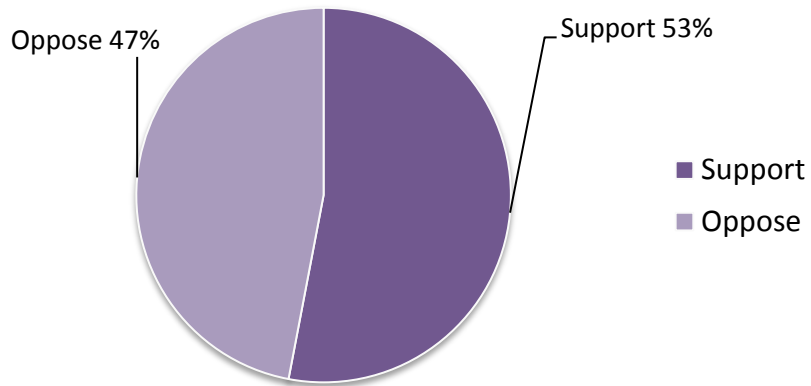
**Finding:** Most respondents with an opinion said they would *support* the City of Cedar Falls joining with Waterloo to manage the airport.



*Note.* For some of the opinion questions about mergers, a notable percent of respondents said *Don't Know* (see Appendix B for the frequency distribution).

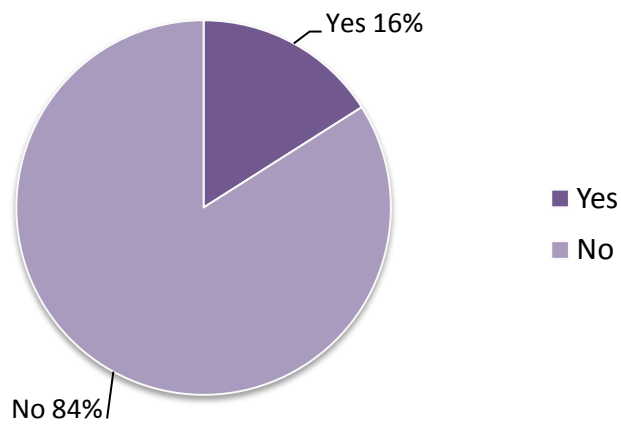
**Question:** Would you support or oppose merging Cedar Falls Visitor and Tourism services with Waterloo Visitor and Tourism services?

**Finding:** Slightly more than half of respondents with an opinion said they would *support* merging Cedar Falls Visitor and Tourism services with Waterloo Visitor and Tourism services.



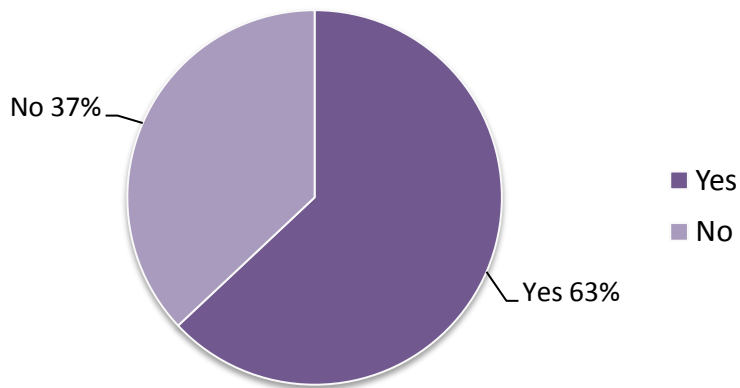
**Question:** Would you support these types of mergers if there would be a tax increase?  
[Question was not asked of respondents who already said they opposed all three of these types of mergers.]

**Finding:** Most respondents with an opinion said they would *not* support these types of mergers if there would be a tax increase.



**Question:** Would you support these types of mergers if there would be a tax decrease?

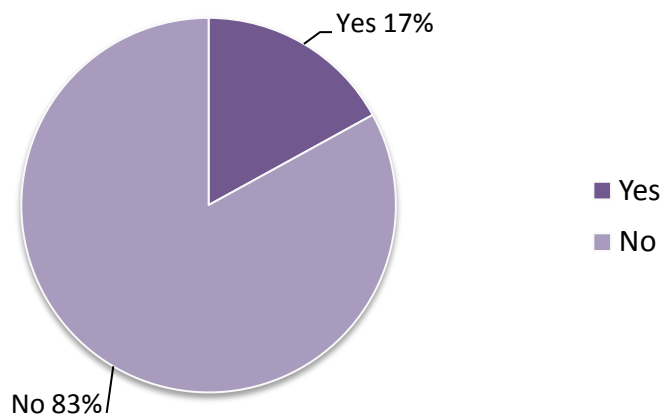
**Finding:** The majority of respondents with an opinion said they would support these types of mergers if there would be a tax decrease.



### Other Tax-Related Issues

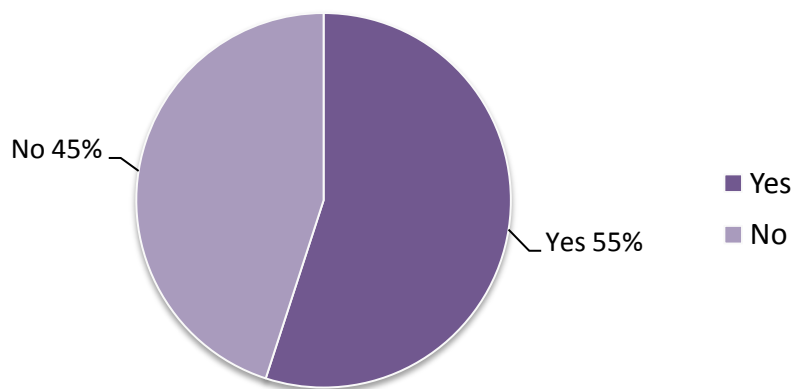
**Question:** Some charges of discrimination are processed by the Cedar Falls Human Rights Commission and others by the Iowa Civil Rights Commission in Des Moines. Would you support an increase in Cedar Falls property taxes to process more complaints locally?

**Finding:** The majority of respondents with an opinion said they would *not* support an increase in Cedar Falls property taxes to process more complaints locally.



**Question:** Would you support an increase in taxes or fees to fund an additional fire station?

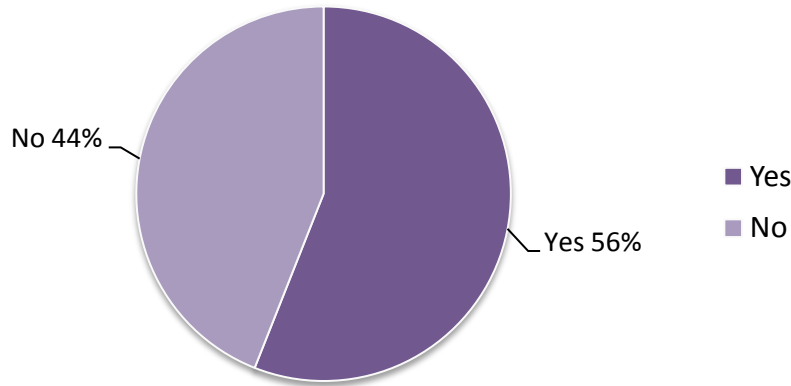
**Finding:** Slightly more than half of respondents with an opinion said they would support an increase in taxes or fees to fund an additional fire station.



*Note.* For some of the tax-related questions, a notable percent of respondents said *Don't Know* (see Appendix B for the frequency distribution).

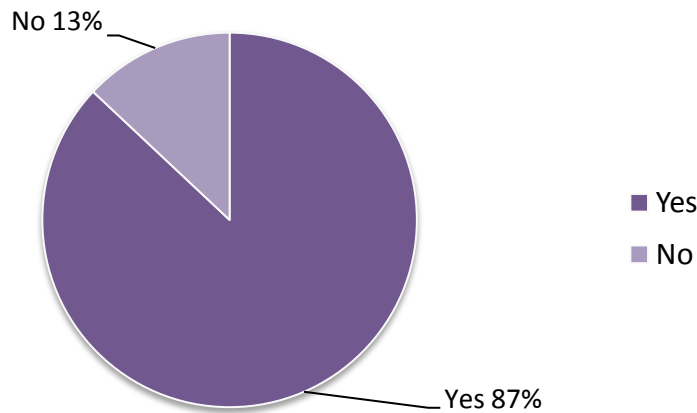
**Question:** Would you be willing to pay an added fee of approximately \$3.00 per month to fund a curbside recycling program?

**Finding:** A slight majority (56%) of the respondents with an opinion said they would be willing to pay an added fee of \$3.00 per months to fund a curbside recycling program



**Question:** Would you say you receive good value for the taxes you pay in Cedar Falls?

**Finding:** The majority (87%) of the respondents with an opinion said they received good value for the taxes they pay in Cedar Falls.\*



*Note.* \*About 10% of respondents said *Don't Know* or that they *Prefer Not To Answer* the question about whether they get good value for the taxes paid in Cedar Falls. When including these respondents in the denominator the distribution is as follows: 78% *Yes*, 12% *No*, 10% *Don't Know* or *Prefer Not To Answer*.



## Main Findings: Comparison of 2009 and 2004 Results

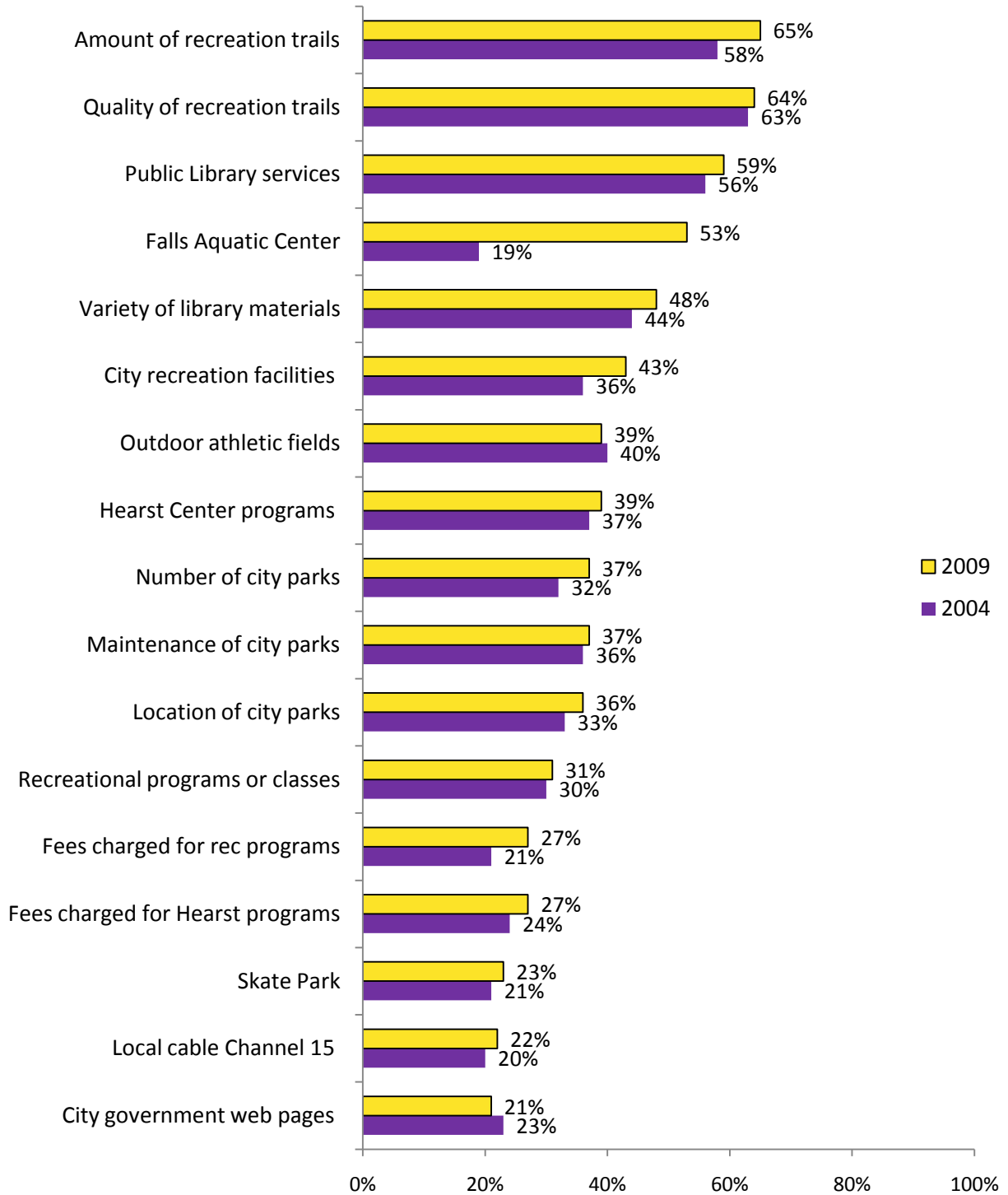
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## Satisfaction with Leisure Opportunities and Amenities

Percent of respondents who said they were <i>Very Satisfied</i> with Cedar Falls <b>leisure opportunities and amenities</b> (% among those with an opinion)	2009	2004	Change in Percentage Points
Falls Aquatic Center (Swimming pool in 2004)	53%	19%	+34
Amount of recreation and bike trails	65%	58%	+7
City recreation facilities such as the Recreation Center	43%	36%	+7
Fees charged for recreation programs or classes	27%	21%	+6
Number of city parks	37%	32%	+5
Variety of library materials	48%	44%	+4
Public Library services	59%	56%	+3
Location of city parks	36%	33%	+3
Fees charged for Hearst Center programs	27%	24%	+3
Hearst Center programs and classes	39%	37%	+2
Skate Park	23%	21%	+2
Local cable Channel 15 programming	22%	20%	+2
Quality of recreation and bike trails	64%	63%	+1
Maintenance of city parks	37%	36%	+1
Recreational programs or classes	31%	30%	+1
Outdoor athletic fields for softball, baseball and soccer	39%	40%	-1
City government web pages (e.g., 50613.com, Leisure Link)	21%	23%	-2

*Note.* Difference scores in green indicate that the size of the difference is greater than the sum of margin of error values for 2004 and 2009 surveys *and* that the direction of change shows improvement from 2004 to 2009.

Percent who said they were *Very Satisfied*  
with Cedar Falls leisure opportunities and amenities in 2009 and 2004

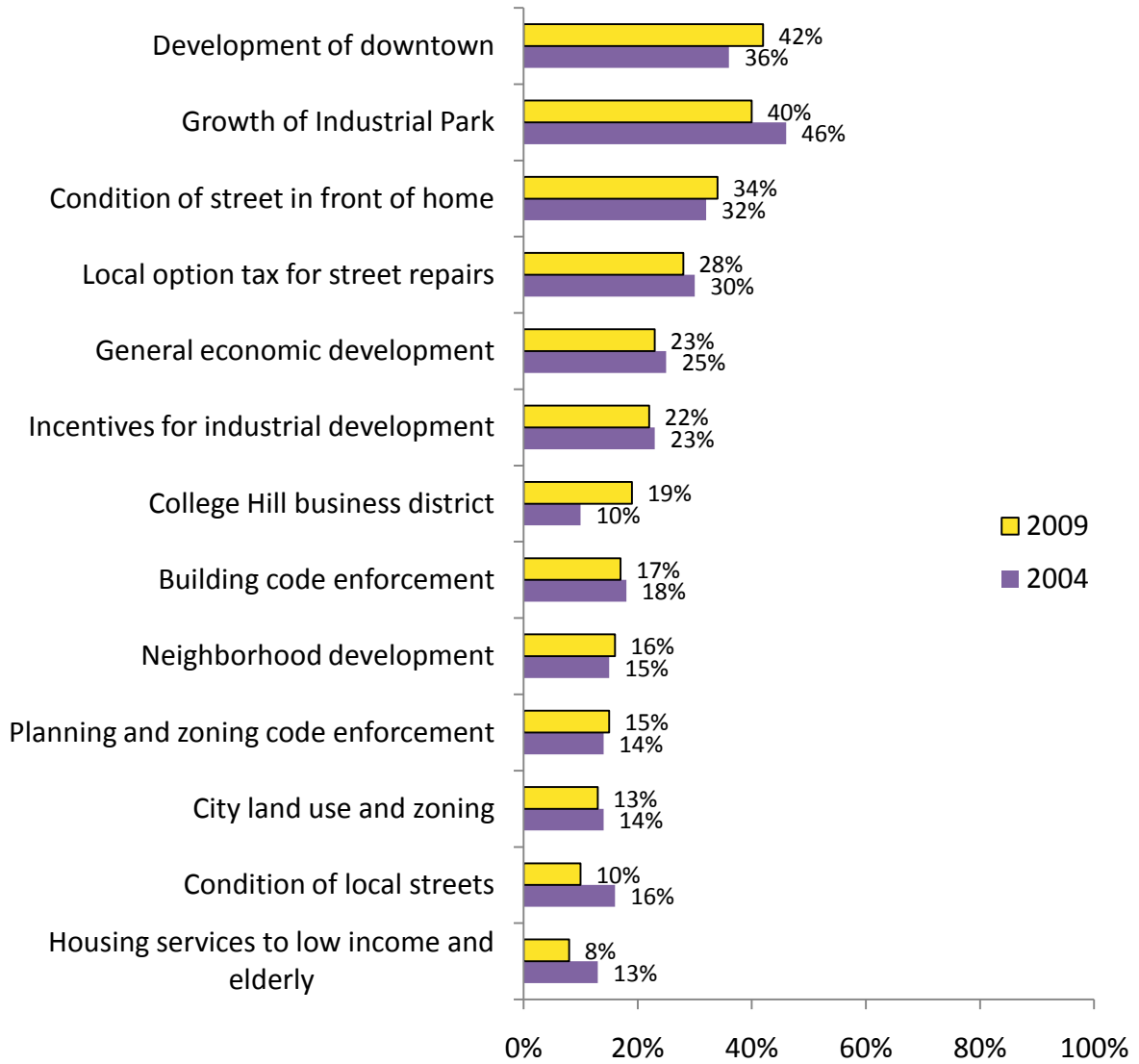


## Satisfaction with Economic Development

Percent of respondents who said they were <i>Very Satisfied</i> with Cedar Falls <b>economic development</b> (% among those with an opinion)	2009	2004	Change in Percentage Points
College Hill business district	19%	10%	+9
Development of downtown Cedar Falls	42%	36%	+6
Condition of the street in front of your home	34%	32%	+2
Neighborhood development	16%	15%	+1
Planning and zoning code enforcement	15%	14%	+1
Use of incentives for new industrial and corporate development	22%	23%	-1
Building code enforcement and inspections	17%	18%	-1
City land use and zoning plans	13%	14%	-1
Use of the 1% local option tax for street repairs	28%	30%	-2
Your general impression of economic development	23%	25%	-2
Housing services to low income and elderly residents	8%	13%	-5
Growth of Industrial and Technology Park	40%	46%	-6
Condition of local streets	10%	16%	-6

*Note.* The item “The preservation of the quality of the city’s housing” was asked on the Cedar Falls 2004 Citizen Survey, but not asked on the Cedar Falls 2009 Citizen Survey. Difference scores in green indicate that the size of the difference is greater than the sum of margin of error values for 2004 and 2009 surveys *and* that the direction of change shows improvement from 2004 to 2009.

Percent who said they were *Very Satisfied*  
with Cedar Falls economic development in 2009 and 2004

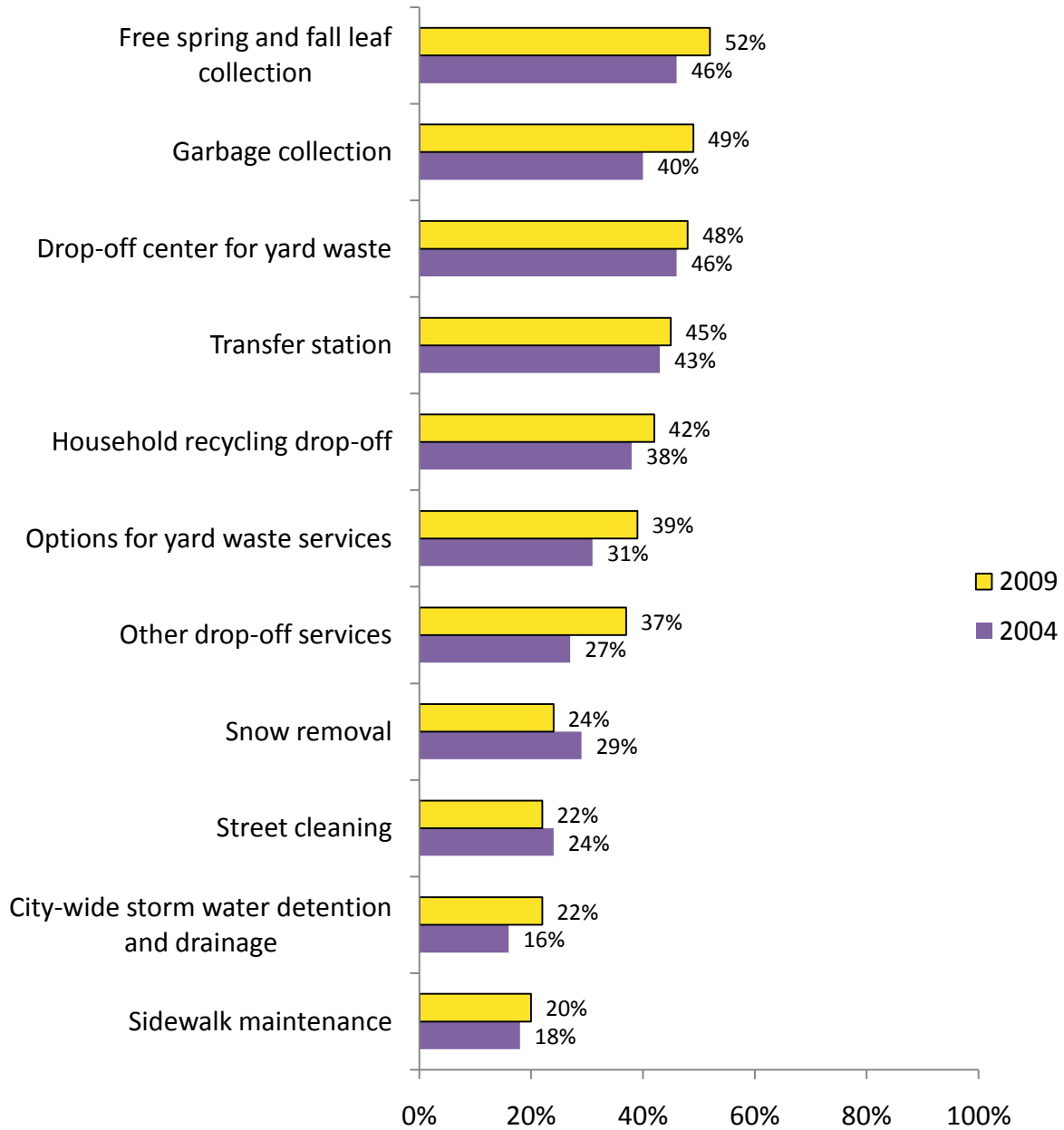


## Satisfaction with Public Works

Percent of respondents who said they were <i>Very Satisfied</i> with Cedar Falls <b>public works</b> (% among those with an opinion)	2009	2004	Change in Percentage Points
Other drop-off services for scrap metal, appliances and electronics	37%	27%	+10
Garbage collection	49%	40%	+9
Options for yard waste services	39%	31%	+8
Free spring and fall leaf collection at curbside*	52%	46%	+6
City-wide storm water detention and drainage	22%	16%	+6
Household recycling drop-off services for plastics, aluminum, glass and newspapers	42%	38%	+4
Drop-off center for yard waste in the spring or fall*	48%	46%	+2
Transfer station services	45%	43%	+2
Public sidewalk maintenance and repairs	20%	18%	+2
Street cleaning	22%	24%	-2
Snow removal	24%	29%	-5

*Note.* \* In City of Cedar Falls 2004 Citizen Survey, the item "Free spring and fall collection and drop-off of yard waste" was used. The Cedar Falls 2009 Citizen Survey separated this into two separate items ("Free spring and fall leaf collection at curbside" and "Drop-off center for yard waste in the spring or fall"); therefore, the 2004 percentage comparisons use the same percentage (46%) for both 2009 items. Difference scores in green indicate that the size of the difference is greater than the sum of margin of error values for 2004 and 2009 surveys *and* that the direction of change shows improvement from 2004 to 2009.

Percent who said they were *Very Satisfied* with Cedar Falls public works in 2009 and 2004



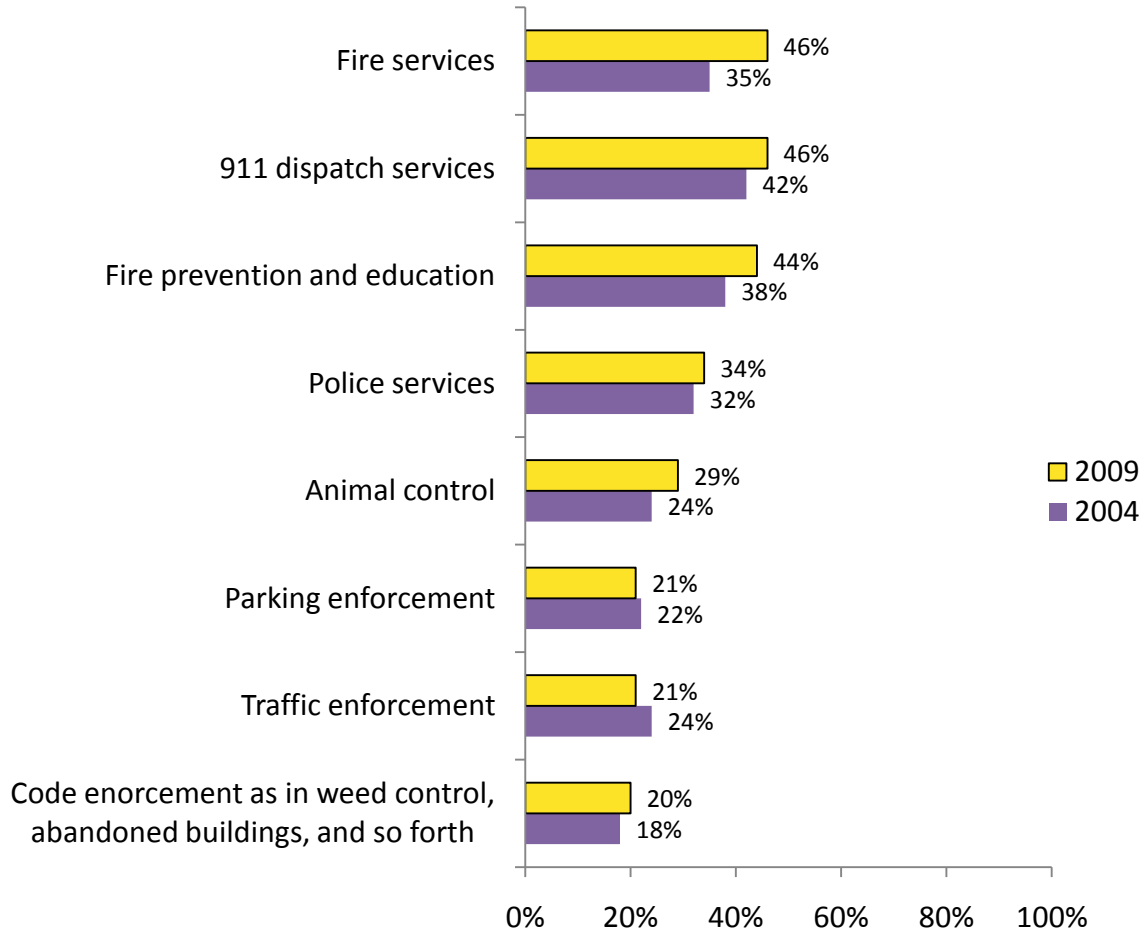


## Satisfaction with Public Safety

Percent of respondents who said they were <i>Very Satisfied</i> with Cedar Falls <b>public safety</b> (% among those with an opinion)	2009	2004	Change in Percentage Points
Fire services	46%	35%	+11
Fire prevention and education	44%	38%	+6
Animal control	29%	24%	+5
911 dispatch services	46%	42%	+4
Police services	34%	32%	+2
Code enforcement as in weed control, abandoned buildings and so forth	20%	18%	+2
Parking enforcement	21%	22%	-1
Traffic enforcement	21%	24%	-3

*Note.* Difference scores in green indicate that the size of the difference is greater than the sum of margin of error values for 2004 and 2009 surveys *and* that the direction of change shows improvement from 2004 to 2009.

Percent who said they were *Very Satisfied*  
with Cedar Falls public safety in 2009 and 2004

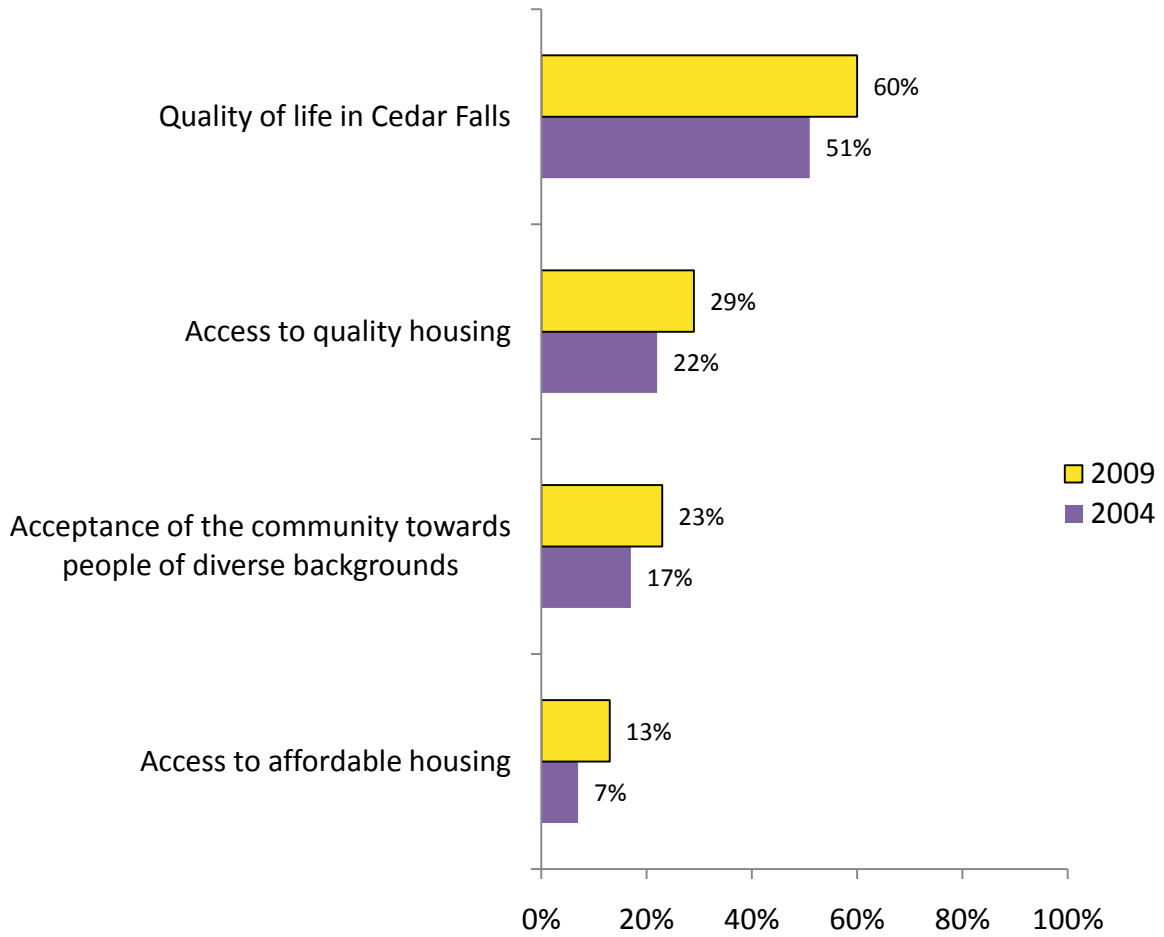


## Characteristics of Cedar Falls

Percent of respondents who said the <b>characteristics of Cedar Falls</b> were <i>excellent</i> (% among those with an opinion)	2009	2004	Change in Percentage Points
Quality of life in Cedar Falls	60%	51%	+9
Access to quality housing	29%	22%	+7
Acceptance of the community towards people of diverse backgrounds	23%	17%	+6
Access to affordable housing	13%	7%	+6

*Note.* Difference scores in green indicate that the size of the difference is greater than the sum of margin of error values for 2004 and 2009 surveys *and* that the direction of change shows improvement from 2004 to 2009.

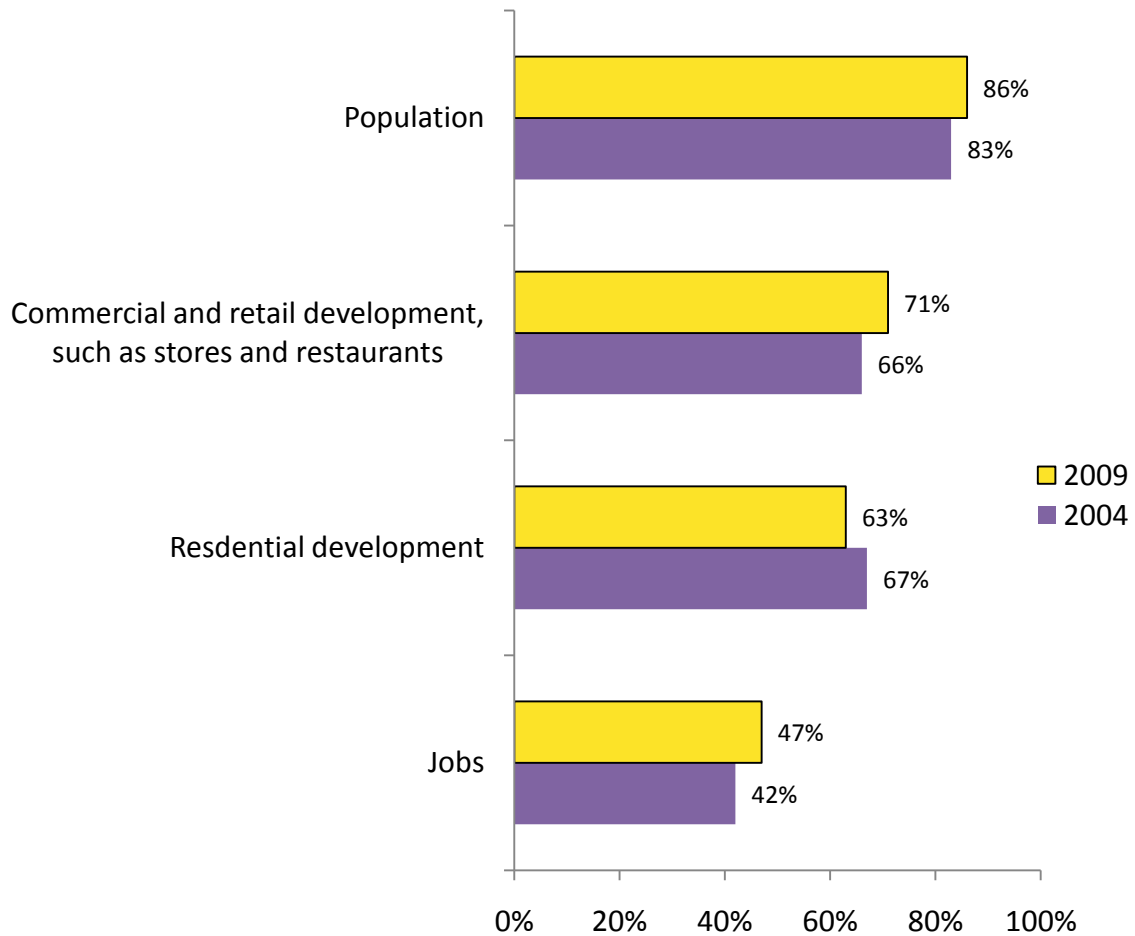
Percent of who said characteristics of Cedar Falls were *Excellent* in 2009 and 2004



## Rate of Growth

Percent of respondents who said the <b>rate of growth</b> was <i>just right</i> (% among those with an opinion)	2009	2004	Change in Percentage Points
Commercial and retail development, such as stores and restaurants	71%	66%	+5
Jobs	47%	42%	+5
Population	86%	83%	+3
Residential development	63%	67%	-4

Percent who said the rate of growth was  
*Just Right* in 2009 and 2004



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## Main Findings: Results by Department

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## Departmental Contacts

**Question:** Which of the following City Departments did you have contact with in the past 12 months?

**Finding:** A slight majority of respondents (55%) said they had in-person or phone contact with an employee in one or more City department within the past 12 months.

**Question:** Think about your most recent contact with a city department [in the past 12 months]. What department did you contact?

**Finding:** The departments most frequently contacted were Public Works and Police.

A slight majority of respondents (55%) said they had contact with an employee of the City of Cedar Falls within the past 12 months. The two departments the most respondents had contact with were: public works and the police department. Contact with the City was assessed to determine the percent of people who had contact with any department in the past 12 months and also with which department they most recently had contacted.

For example, as shown below, 29% of *all* respondents said they had contact with an employee in public works in the past 12 months. Among only those respondents who had contact with one or more City departments in the past 12 months, one-half (54%) said they had contact with public works.

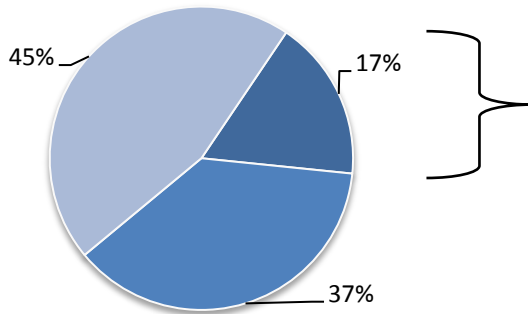
In the past 12 months, 13% of *all* respondents said their *most recent contact* with the City was with an employee from public works. Among only those respondents who had contact with one or more City departments in the past 12 months, 27% said their *most recent contact* was with public works.

<u>ANY CONTACT IN PAST 12 MONTHS</u>			<u>MOST RECENT CONTACT IN PAST 12 MONTHS</u>		
Department	% of All Respondents	% of Those Who Contacted City in Past 12 Months	Department	% of All Respondents	% of Those Who Contacted City in Past 12 Months
Administrative Services	17	34	Administrative Services	6	11
Developmental Services	12	24	Developmental Services	9	19
Public Works	29	54	Public Works	13	27
Police	24	45	Police	10	20
Fire	9	17	Fire	2	3
Human & Leisure Services	17	32	Human & Leisure Services	8	17

Note. For most recent contact question, 1% of respondents (n = 11) said their most recent contact was with some other department not listed and 6% of respondents (n = 50) said they *Don't Know* or *Prefer Not To Answer* which department the contact was with.

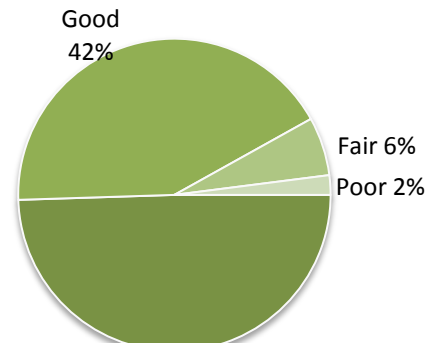
## Administrative Services

**Contact with Administrative Services in the past 12 months**



- Yes, had contact with AS
  
- Had contact with a city department other than AS
  
- Did not have contact with a city department

**Overall Impression of Administrative Services (n = 144)**



- Excellent
  
- Good
  
- Fair
  
- Poor

**Question:** Did you have contact with Administrative Services in the past 12 months?

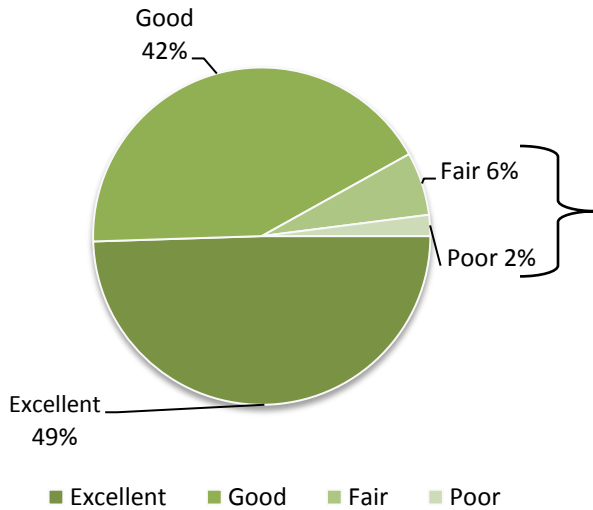
**Finding:** Among all respondents, 17% had contact with Administrative Services in the past 12 months.

**Question:** What was your overall impression of the cooperation you received from **Administrative Services**? Was it...

**Finding:** Among those respondents who had contact with the department in the past 12 months, most respondents (91%) said their overall impression was *excellent* or *good*.

## Administrative Services (Continued)

**Overall Impression of Administrative Services**



**Among those with FAIR or POOR Impression of Administrative Services (n = 12)**

	Yes
Lacked knowledge to properly assist	17%
Poor attitude, didn't care or want to help	25%
Got the 'run around,' transferred several times	33%
Didn't follow through with request or complaint	33%
Concern wasn't taken seriously	33%
Some other reason	25%

**Question:** Regarding **Administrative Services**, why was the cooperation not as good as you would have liked?

**Finding:** Among the 12 respondents who said the service they received from Administrative Services was *fair* or *poor*, the three highest-rated reasons were that they *got the "run around," transferred several times; didn't follow through with request or complaint; and their concern wasn't taken seriously.*

## Administrative Services (Most Recent Contact)

Among those whose MOST RECENT CONTACT was with Administrative Services

Administrative Services (n = 46)			
	Excellent	Good	Fair/Poor
<b>Knowledge of job or position</b>	59%	35%	6%
<b>Responsiveness</b>	65%	24%	11%
<b>Courtesy</b>	70%	28%	2%
<b>Department's and employee's accessibility</b>	61%	35%	4%

**Question:** Please tell me how you would rate the following characteristics of the City employee from **Administrative Services** with whom you were in contact most recently.

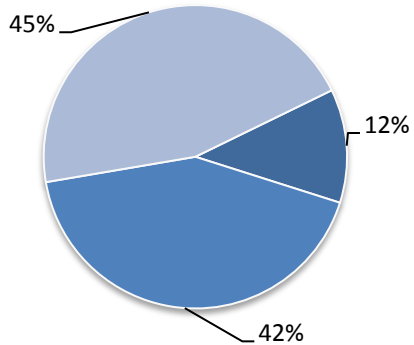
**Finding:** Among the 46 respondents whose most recent contact with the City was with an employee from **Administrative Services**, over 80% rated each of the characteristics of the employee as *good* or *excellent*.

The percentage of respondents who rated the characteristic as *excellent*:

- Knowledge of job or position (59%)
- Responsiveness (65%)
- Courtesy (70%)
- Department's and employee's accessibility (61%)

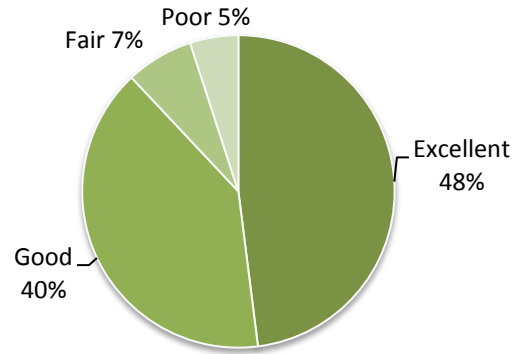
## Developmental Services

**Contact with Developmental Services in the past 12 months**



- Yes, had contact with DS
  
- Had contact with a city department other than DS
  
- Did not have contact with a city department

**Overall Impression of Developmental Services (n = 101)**



- Excellent
  
- Good
  
- Fair
  
- Poor

**Question:** Did you have contact with Developmental Services in the past 12 months?

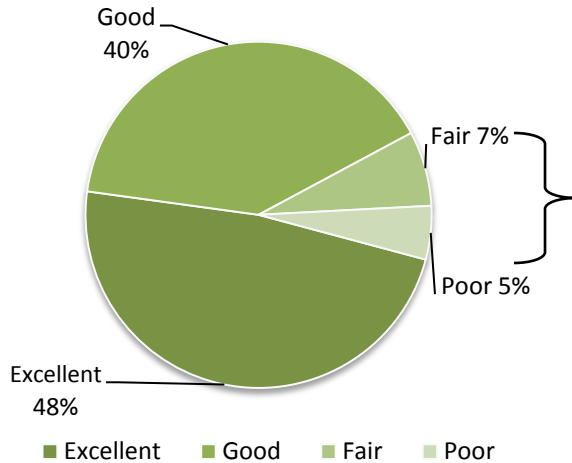
**Finding:** Among all respondents, 12% had contact with Developmental Services in the past 12 months.

**Question:** What was your overall impression of the cooperation you received from **Developmental Services**? Was it...

**Finding:** Among those respondents who had contact with the department in the past 12 months, most respondents (88%) said their overall impression was *excellent* or *good*.

## Developmental Services (Continued)

**Overall Impression of Developmental Services**



**Among those with FAIR or POOR Impression of Developmental Services (n = 12)**

	Yes
Lacked knowledge to properly assist	17%
Poor attitude, didn't care or want to help	67%
Got the 'run around,' transferred several times	33%
Didn't follow through with request or complaint	42%
Concern wasn't taken seriously	58%
Some other reason	33%

**Question:** Regarding **Developmental Services**, why was the cooperation not as good as you would have liked?

**Finding:** Among the 12 respondents who said the service they received from Developmental Services was *fair* or *poor*, the three highest-rated reasons were *poor attitude, didn't care or want to help*; *didn't follow through with request or complaint*; and *their concern wasn't taken seriously*.

## Developmental Services (Most Recent Contact)

Among those whose MOST RECENT CONTACT was with Developmental Services

Developmental Services (n = 77)			
	Excellent	Good	Fair/Poor
<b>Knowledge of job or position</b>	60%	35%	5%
<b>Responsiveness</b>	60%	27%	13%
<b>Courtesy</b>	66%	26%	8%
<b>Department's and employee's accessibility</b>	51%	39%	10%

**Question:** Please tell me how you would rate the following characteristics of the City employee from **Developmental Services** with whom you were in contact most recently.

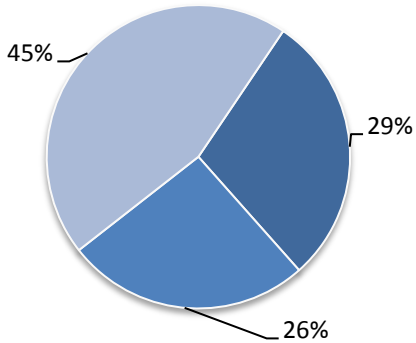
**Findings:** Among the 77 respondents whose most recent contact with the City was with an employee from **Developmental Services**, over 80% rated each of the characteristics of the employee as *good* or *excellent*.

The percentage of respondents who rated the characteristic as *excellent*:

- Knowledge of job or position (60%)
- Responsiveness (60%)
- Courtesy (66%)
- Department's and employee's accessibility (51%)

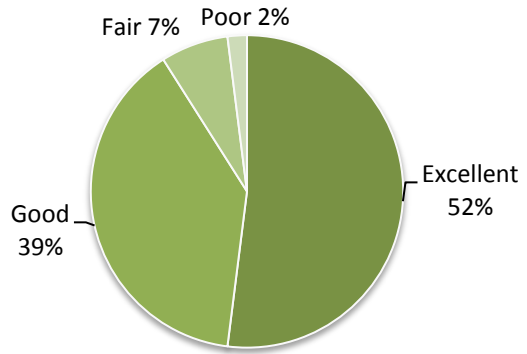
## Public Works

**Contact with Public Works  
in the past 12 months**



- Yes, had contact with PW
- Had contact with a city department other than PW
- Did not have contact with a city department

**Overall Impression of Public Works  
(n = 239)**



- Excellent
- Good
- Fair
- Poor

**Question:** Did you have contact with Public Works in the past 12 months?

**Finding:** Among all respondents, 29% had contact with Public Works in the past 12 months.

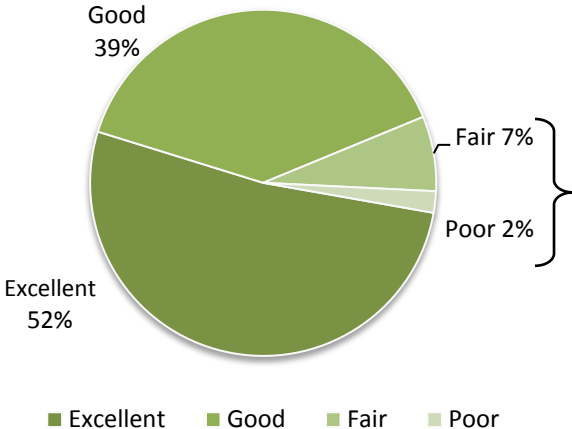
**Question:** What was your overall impression of the cooperation you received from **Public Works**? Was it...

**Finding:** Among those respondents who had contact with the department in the past 12 months, 91% rated their overall impression of Public Works as *excellent* or *good*.



# Public Works (Continued)

Overall Impression of Public Works



Among those with FAIR or POOR Impression of Public Works (n = 21)

Reason	Yes
Lacked knowledge to properly assist	19%
Poor attitude, didn't care or want to help	29%
Got the 'run around,' transferred several times	43%
Didn't follow through with request or complaint	48%
Concern wasn't taken seriously	57%
Some other reason	10%

**Question:** Regarding **Public Works**, why was the cooperation not as good as you would have liked?

**Finding:** Among the 21 respondents who rated their overall impression of Public Works as *fair* or *poor*, the three highest-rated reasons were that they *got the 'run around,' transferred several times; didn't follow through with request or complaint; and that their concern wasn't taken seriously.*

## Public Works (Most Recent Contact)

Among those whose MOST RECENT CONTACT was with Public Works

	Public Works		
	Excellent	Good	Fair/Poor
<b>Knowledge of job or position (n = 105)</b>	52%	45%	3%
<b>Responsiveness (n = 108)</b>	56%	39%	6%
<b>Courtesy (n = 108)</b>	66%	32%	2%
<b>Department's and employee's accessibility (n = 104)</b>	45%	46%	9%

**Question:** Please tell me how you would rate the following characteristics of the City employee from **Public Works** with whom you were in contact most recently.

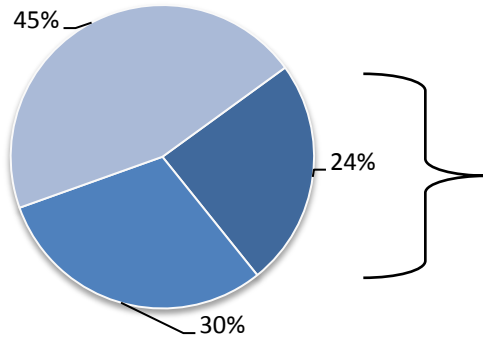
**Findings:** More than 100 respondents said their most recent contact with the City was with an employee from **Public Works**, over 90% rated each of the characteristics of the employee as *good* or *excellent*.

The percentage of respondents who rated the characteristic as *excellent*:

- Knowledge of job or position (52%)
- Responsiveness (56%)
- Courtesy (66%)
- Department's and employee's accessibility (45%)

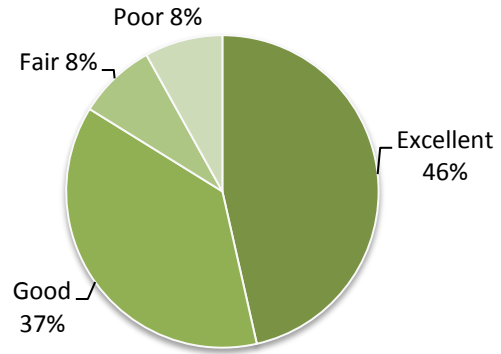
## Police Department

**Contact with the Police Department in the past 12 months**



- Yes, had contact with PD
- Had contact with a city department other than PD
- Did not have contact with a city department

**Overall Impression of the Police Department (n = 203)**



- Excellent
- Good
- Fair
- Poor

**Question:** Did you have contact with the Police Department in the past 12 months?

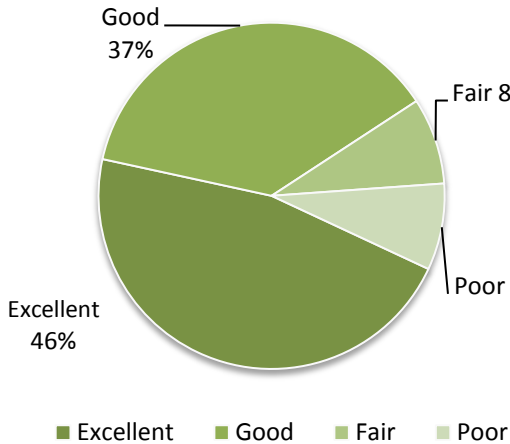
**Finding:** Among all respondents, 24% had contact with the Police Department in the past 12 months.

**Question:** What was your overall impression of the cooperation you received from **the Police Department**? Was it...

**Finding:** Among those respondents who had contact with the Police Department in the past 12 months, 83% said their overall impression with the department was *excellent* or *good*.

## Police Department (Continued)

**Overall Impression of the Police Department**



**Among those with FAIR or POOR Impression of the Police Department (n = 33)**

	Yes
Lacked knowledge to properly assist	33%
Poor attitude, didn't care or want to help	48%
Got the 'run around,' transferred several times	21%
Didn't follow through with request or complaint	42%
Concern wasn't taken seriously	70%
Some other reason	24%

**Question:** Regarding **the Police Department**, why was the cooperation not as good as you would have liked?

**Finding:** Among the 33 respondents who rated their overall impression of the Police Department as *fair* or *poor*, the three highest-rated reasons for this impression were *poor attitude, didn't care or want to help*; *didn't follow through with request or complaint*; and that their *concern wasn't taken seriously*.

## Police Department (Most Recent Contact)

Among those whose MOST RECENT CONTACT was with the Police Department

	Police Department		
	Excellent	Good	Fair/Poor
<b>Knowledge of job or position (n = 81)</b>	52%	40%	9%
<b>Responsiveness (n = 82)</b>	50%	34%	16%
<b>Courtesy (n = 82)</b>	63%	26%	11%
<b>Department's and employee's accessibility (n = 78)</b>	49%	41%	10%

**Question:** Please tell me how you would rate the following characteristics of the City employee from the **Police Department** with whom you were in contact most recently.

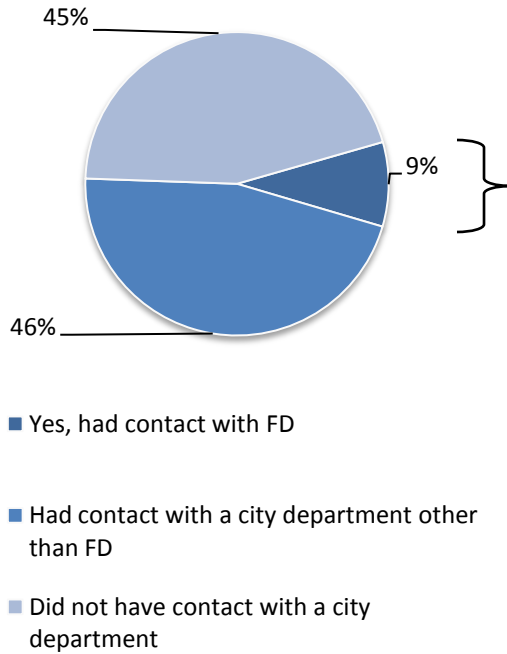
**Findings:** About 80 respondents said their most recent contact with the City was with an employee from **the Police Department**, more than 80% rated each of the characteristics of the employee as *good* or *excellent*.

The percentage of respondents who rated the characteristic as *excellent*:

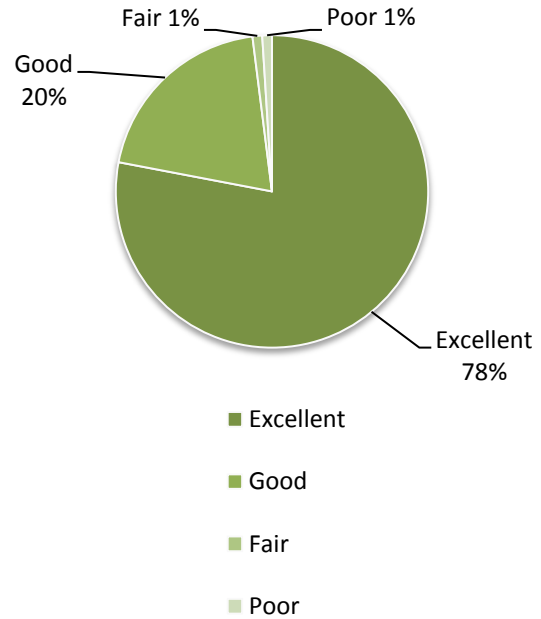
- Knowledge of job or position (52%)
- Responsiveness (50%)
- Courtesy (63%)
- Department's and employee's accessibility (49%)

## Fire Department

**Contact with the Fire Department in the past 12 months**



**Overall Impression of the Fire Department (n = 76)**



**Question:** Did you have contact with the Fire Department in the past 12 months?

**Finding:** Among all respondents, 9% had contact with the Fire Department in the past 12 months.

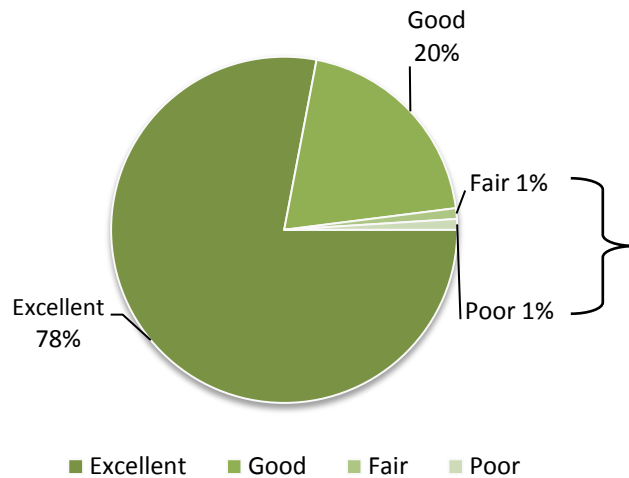
**Question:** What was your overall impression of the cooperation you received from the **Fire Department**? Was it...

**Finding:** Among those respondents who had contact with the Fire Department in the past 12 months, 98% said their overall impression of the department was *excellent* or *good*.

## Fire Department (Continued)

Overall Impression of Fire Department

Among those with FAIR or POOR Impression of Fire Department (n = 2)



Reasons for *fair* or *poor* impression is not reported due to too few responses.

**Question:** Regarding the Fire Department, why was the cooperation not as good as you would have liked?

**Finding:** Due to too few responses, the reasons for *fair* or *poor* responses is not reported.

## Fire Department (Most Recent Contact)

Among those whose MOST RECENT CONTACT was with the Fire Department

Fire Department (n = 14)			
	Excellent	Good	Fair/Poor
<b>Knowledge of job or position</b>	100%	0%	0%
<b>Responsiveness</b>	93%	7%	0%
<b>Courtesy</b>	100%	0%	0%
<b>Department's and employee's accessibility</b>	79%	14%	7%

**Question:** Please tell me how you would rate the following characteristics of the City employee from the **Fire Department** with whom you were in contact most recently.

**Findings:** Among the 14 respondents whose most recent contact with the City was with an employee from **the Fire Department**, over 90% rated each of the characteristics of the employee as *good* or *excellent*.

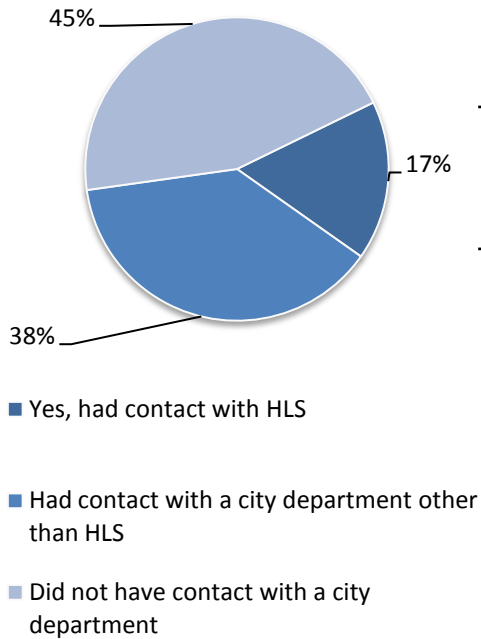
The percentage of respondents who rated the characteristic as *excellent*:

- Knowledge of job or position (100%)
- Responsiveness (93%)
- Courtesy (100%)
- Department's and employee's accessibility (79%)

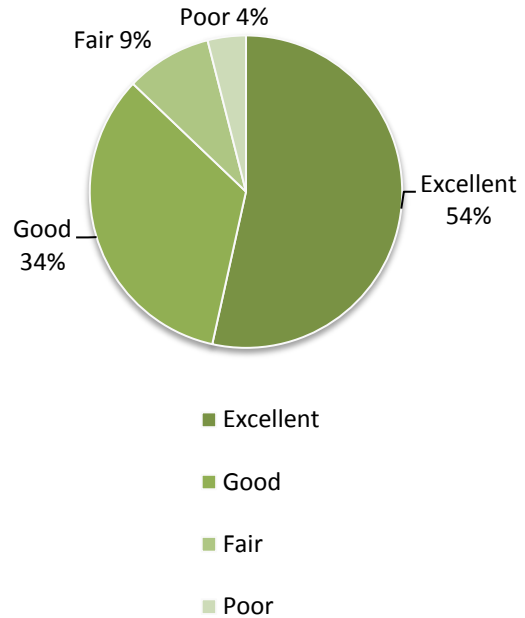


## Human & Leisure Services

**Contact with Human & Leisure Services in the past 12 months**



**Overall Impression of Human & Leisure Services (n = 143)**



**Question:** Did you have contact with Human and Leisure Services in the past 12 months?

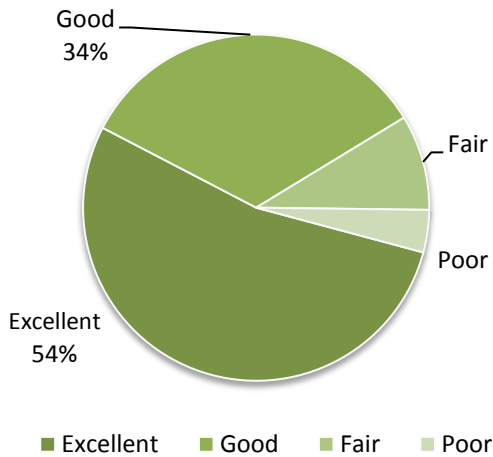
**Finding:** Among all respondents, 17% had contact with Human and Leisure Services in the past 12 months.

**Question:** What was your overall impression of the cooperation you received from **Human and Leisure Services**? Was it...

**Finding:** Among those respondents who had contact with the department in the past 12 months, 88% said their overall impression of Human and Leisure Services was *excellent* or *good*.

## Human & Leisure Services (Continued)

**Overall Impression of Human & Leisure Services**



**Among those with FAIR or POOR Impression of Human & Leisure Services (n = 18)**

	Yes
Lacked knowledge to properly assist	39%
Poor attitude, didn't care or want to help	72%
Got the 'run around,' transferred several times	39%
Didn't follow through with request or complaint	50%
Concern wasn't taken seriously	44%
Some other reason	11%

**Question:** Regarding **Human and Leisure Services**, why was the cooperation not as good as you would have liked?

**Finding:** Among the 18 respondents who rated their overall impression of Human and Leisure Services as *fair* or *poor*, the three highest-rated reasons for this impression were *poor attitude, didn't care or want to help*; *didn't follow through with request or complaint*; and that their *concern wasn't taken seriously*.

## Human & Leisure Services (Most Recent Contact)

Among those whose MOST RECENT CONTACT was with Human & Leisure Services

Human & Leisure Services (n = 68)			
	Excellent	Good	Fair/Poor
<b>Knowledge of job or position</b>	57%	40%	3%
<b>Responsiveness</b>	60%	32%	7%
<b>Courtesy</b>	68%	26%	6%
<b>Department's and employee's accessibility</b>	58%	36%	6%

**Question:** Please tell me how you would rate the following characteristics of the City employee from **Human and Leisure Services** with whom you were in contact most recently.

**Findings:** Among the 68 respondents whose most recent contact with the City was with an employee from **Human and Leisure Services**, over 90% rated each of the characteristics of the employee as *good* or *excellent*.

The percentage of respondents who rated the characteristic as *excellent*:

- Knowledge of job or position (57%)
- Responsiveness (60%)
- Courtesy (68%)
- Department's and employee's accessibility (58%)

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## Summary and Conclusions

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## Summary

The purpose of the 2009 Cedar Falls Citizen Survey was to measure public opinion of City services. The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa (UNI) conducted the survey using innovative research design methods to enhance coverage of the sample in the Cedar Falls community. More than 800 residents of Cedar Falls participated in the survey.

The majority of respondents with an opinion said they were *satisfied* or *very satisfied* with the services they received from five areas of City services: leisure opportunities and amenities, economic development, public works, storm and natural disaster response, and public safety. Nearly half of respondents were directly impacted by the flooding of 2008 and/or the 2009 windstorm. Over 90% of these respondents were satisfied or very satisfied with the city's response.

The two highest rated general characteristics of the city were the quality of life in Cedar Falls and access to quality housing. The majority of respondents said that the rates of population growth, commercial and retail development growth, and residential development growth have been *just right*. Over half of respondents rated growth in jobs as *too slow*.

Over 70% of respondents with an opinion said that illegal drugs, traffic violations, loud parties that are alcohol-related, and crime are problems in Cedar Falls. The highest rated problem among these four items was illegal drugs. About one-fourth of respondents with an opinion said it was a *major* problem in Cedar Falls.

Regarding housing policies, half of respondents with an opinion said that current limits on building houses in the 100-year floodplain are *not restrictive enough*, while 42% said the limits are *about right*. Nearly two-thirds of respondents living in neighborhoods where there have been conversions of single family homes to rental properties said that change was *negative*. About two-thirds of respondents with an opinion said the rate of growth in residential development has been *just right*. Most respondents with an opinion said access to affordable housing (66%) and access to quality housing (87%) in Cedar Falls were *good* or *excellent*.

Most respondents (75%) with an opinion said that all revenue from the local option sales tax should continue to be used for street repair. Support was mixed for mergers such as combining the Cedar Falls and Waterloo police and fire departments (generally oppose), the City of Cedar Falls joining with Waterloo to manage the airport (generally support), and merging Cedar Falls Visitor and Tourism services with Waterloo Visitor and Tourism services (half support, half oppose). However, the majority of respondents (who supported at least one of these types of mergers) with an opinion said they would *not* support these *types* of mergers if they required a

tax increase (84%). If mergers would result in a tax decrease, 63% of respondents with an opinion said they would support these *types* of mergers.

For two other tax-related questions, a large majority (83%) with an opinion would not support an increase in property taxes to pay to process more discrimination charges locally, while a slim majority (55%) would support a tax increase for an additional fire station.

Satisfaction with city services did not change dramatically from 2004 to 2009, but was generally more positive. In 2009, a much greater proportion of respondents were *very satisfied* with the Falls Aquatic Center than had been satisfied with the city swimming pool in 2004. The other biggest increases in satisfaction were for economic development of the College Hill business district; garbage collection; options for yard waste services; other drop-off services for scrap metal, appliances, and electronics; and fire services. In addition, in 2009 a greater proportion of respondents than in 2004 rated the quality of life in Cedar Falls to be *excellent* (60% vs. 51%).

A slight majority of respondents (55%) said they had in-person or phone contact with an employee of the City within the past 12 months. Among those respondents who had contact with a City department within the past 12 months, the majority said their overall impression of the department was *excellent* or *good*. This was true regardless of the department which they had contacted. The two most common departments for respondents to have had contact with during the past 12 months were public works and the police department.

Respondents who had contact with the City in the past 12 months were also asked about their *most recent* contact with a City employee. Across departments, the majority of respondents rated the City employee positively in terms of job knowledge, responsiveness, courtesy, and accessibility.

## **Conclusion**

The Cedar Falls Citizen Survey is an effort by the City of Cedar Falls to determine public opinion of city services. Overall, respondents to the survey were positive about services provided by the City and most said they receive good value for the taxes they pay. Although respondents identified some problems or areas for improvement in the community, the vast majority said that the quality of life in Cedar Falls was *excellent*.



## Appendix A: Questionnaire

*Notes.* Some of the questions used in screening and selecting respondents are not included in this version of the questionnaire. The computer programming takes into consideration the numerous places a call may resume if the previous contact with the household did not result in the selected respondent completing the interview. Exclusion of the numerous contingencies and paths that are part of the computer programming was done to increase the clarity and readability of the version of the questionnaire included in this appendix.

The selection criterion within the household was the adult with the most recent birthday.

A slightly different introduction was used when the response card was completed and returned including the selected respondent's first name.

There were minor differences between the telephone and web versions of the questionnaires to accommodate the mode of administration.

The question about whether the respondent or relatives worked for the City was included only in the telephone survey.

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## City of Cedar Falls 2009 Citizen Survey

### Introduction

HELLO, I'm calling from the Center for Social and Behavioral Research at UNI for the City of Cedar Falls.

My name is [YOUR NAME]. We're gathering information from Cedar Falls residents in order to determine current and future needs of our community. Your household has been chosen randomly, and I'd like to ask some questions about the quality and effectiveness of services provided by the City of Cedar Falls.

### PHONE. Is this (phone number)?

1. Correct Number (Proceed to the next question)
2. Number is not the same (**End interview.**)
7. Don't know/Not sure

### PRIVATE. Is this a private residence?

1. Yes, continue
2. No, Non-Residential (**End interview**)
7. Don't know/Not sure

### CITY. Is this residence located within the city limits of Cedar Falls?

[INTERVIEWER NOTE: IN CITY LIMITS IF PAY CEDAR FALLS CITY PROPERTY TAX]

1. Yes
2. No (**End Interview.**)
7. Don't know/Not sure

### Confidentiality Statement

I won't ask for your full name, address, or other personal information that can identify you. You don't have to answer any question you don't want to, and you can end the interview at any time. The interview takes only about 15 minutes and any information you provide will be confidential. I can provide the name and telephone number of the project manager or of the University Research Protections Office if you have any questions about the study. Is now a good time to conduct the interview?

**LAND. Have I reached you on a landline or cellular telephone?**

1. Landline → Skip to CELL
2. Cellular
3. Other [Specify]
  
7. Don't know/Not sure

**LAND2. Do you also have a working landline telephone?**

1. Yes → Skip to CALLS
2. No → Skip to Q1
  
7. Don't know/Not sure → Skip to Q1

**CELL. Do you also have a working cellular telephone?**

1. Yes
2. No → Skip to Q1
  
7. Don't know/Not sure → Skip to Q1

**CALLS. Of all the telephone calls that you receive, are...**

1. All or almost all calls received on cell phones,
2. Some received on cell phones and some on landline phones, or
3. Very few or none received on cell phones?
  
7. Don't know/Not sure

**Q1. To get us started, please tell me whether you think the following characteristics of Cedar Falls, as a whole, are excellent, good, fair or poor.**

a. The quality of life in Cedar Falls.

Would you say this is...

1. Excellent
2. Good
3. Fair, or
4. Poor?
7. Don't know/Not sure
9. Refused

b. Acceptance of the community towards people of diverse backgrounds.

c. Access to affordable housing.

d. Access to quality housing.

**Q2. Please tell me if you think, over the past 2 years, the rate of growth in the following categories has been too slow, just right or too fast.**

a. Population

Has the growth been ...

1. Too slow,
2. Just right, or
3. Too fast?
7. Don't know/Not sure
9. Refused

b. Commercial and retail development, such as stores and restaurants

c. Residential development

d. Jobs

**Q3. Please tell me how much of a problem, if at all, the following issues are in Cedar Falls.**

a. Illegal drugs

Are they ...

1. Not a problem,
2. A minor problem, or
3. A major problem?
7. Don't know/Not sure
9. Refused

b. Traffic violations

c. Loud parties that are alcohol-related

d. Crime

**Q4. How safe do you feel in the Cedar Falls community? Would you say ...**

1. Very safe,
2. Somewhat safe,
3. Somewhat unsafe, or
4. Very unsafe?

7. Don't know/Not sure
9. Refused

**Q5. How safe do you feel in your neighborhood? Would you say ...**

1. Very safe,
2. Somewhat safe,
3. Somewhat unsafe, or
4. Very unsafe?

7. Don't know/Not sure
9. Refused

**Q6a. In the past 2 years, have you been a victim of a crime in Cedar Falls?**

1. Yes
2. No → Skip to Q7a0
7. Don't know/Not sure → Skip to Q7a0
9. Refused → Skip to Q7a0

**Q6b. Did you report it to the Cedar Falls police?**

1. Yes
2. No → Skip to Q7a0
  
7. Don't know/Not sure → Skip to Q7a0
9. Refused → Skip to Q7a0

**Q6c. Were you satisfied with the police response? [Asked only if Q6B=1]**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q7a0. Have you ever used the 911 dispatch service?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q7a-h. Please rate your overall satisfaction with the following specific items relating to Public Safety in Cedar Falls. How satisfied are you with ...**

- a. 911 dispatch services
- b. Police services
- c. Traffic enforcement
- d. Fire services
- e. Fire prevention and education
- f. Code enforcement as in weed control, abandoned buildings and so forth
- g. Animal control
- h. Parking enforcement

Would you say ...

- 1. Very satisfied,
- 2. Satisfied,
- 3. Dissatisfied, or
- 4. Very dissatisfied?
  
- 7. Don't know/Not sure
- 9. Refused



**Q8. In the past 12 months, about how many times, if ever, have you used, participated in, or attended the following?**

a. Public Library or its services

How many times a week, month or year?

2 \_\_\_ \_\_\_ per week,

3 \_\_\_ \_\_\_ per month,

4 \_\_\_ \_\_\_ per year

8 8 8 Never

7 7 7 Don't know/Not sure

9 9 9 Refused

b. Recreation Center

c. Recreation program or activity

d. Meetings of local elected officials or other public meetings

e. Transfer Station services for solid and yard waste

f. Household recycling drop-off services for plastics, aluminum, glass and newspapers

g. Other drop-off services for scrap metal, appliances and electronics

h. Watched local cable Channel 15 programs

i. Read the City of Cedar Falls "Currents" newsletter

j. Accessed the City's Internet site 50613.com

k. Used the Internet to obtain City information

**Q9a. Cedar Falls has experienced severe flooding and windstorm damage in recent years. How satisfied are you with the response made by city departments and workers to these events? Please answer whether or not you were personally affected.**

Would you say....

1. Very satisfied,

2. Satisfied,

3. Dissatisfied, or

4. Very dissatisfied?

7. Don't know/Not sure

9. Refused

**Q9b. Was your residence or private property directly impacted by flooding or by severe windstorms in the past two years?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q10. Please rate your overall satisfaction with the following specific items relating to Public Works in Cedar Falls. How satisfied are you with ...**

a. Garbage collection

Would you say ...

1. Very satisfied,
2. Satisfied,
3. Dissatisfied, or
4. Very dissatisfied?
  
8. Not used
7. Don't know/Not sure
9. Refused

b. Transfer station services

c. Household recycling drop-off services for plastics, aluminum, glass and newspapers

d. Other drop-off services for scrap metal, appliances and electronics

e. Free Spring and Fall leaf collection at curbside

f. Options for yard waste services

g. Street cleaning

h. Snow removal

i. Public sidewalk maintenance and repairs

j. City-wide storm water detention and drainage

k. Drop-off center for yard waste in the spring or fall (north Main Street)

**Q11. Please rate your overall satisfaction with the following specific items relating to leisure and amenities in Cedar Falls. How satisfied are you with ...**

a. The number of City Parks

Would you say ...

1. Very satisfied,
2. Satisfied,
3. Dissatisfied, or
4. Very dissatisfied?

8. Not used
7. Don't know/Not sure
9. Refused

b. The location of City Parks

c. The maintenance of City Parks

d. Recreational programs or classes

e. Fees charged for recreation programs or classes

f. The amount of recreation and bike trails

g. The quality of recreation and bike trails

h. City recreation facilities such as the Recreation Center

i. The Skate Park

j. The Falls Aquatic Center

k. Outdoor athletic fields for softball, baseball and soccer

l. The Hearst Center programs and classes

m. The fees charged for Hearst Center programs

n. Public Library services

o. The variety of library materials

p. Local cable Channel 15 programming

q. City government web pages such as 50613.com and Leisure Link

**Q12. Please rate your overall satisfaction with the following specific items relating to economic development in Cedar Falls. How satisfied are you with ...**

a. The College Hill business district

Would you say ...

1. Very satisfied,
2. Satisfied,
3. Dissatisfied, or
4. Very dissatisfied?

7. Don't know/Not sure
9. Refused

b. The use of the 1% local option tax for street repairs

c. The condition of local streets

d. The condition of the street in front of your home

e. Neighborhood development

f. Building code enforcement and inspections

g. City land use and zoning plans

h. Planning and zoning code enforcement

i. The development of downtown Cedar Falls

j. The growth of the Industrial and Technology Park

k. Your general impression of economic development

l. The use of incentives for new industrial and corporate development

m. Housing services to low income and elderly residents

**Q13a. Have you had any in-person or phone contact with any employee of the City of Cedar Falls within the past 12 months, such as police, receptionists, planners and inspectors, or others?**

1. Yes
2. No → Skip to Q16a
  
7. Don't know/Not sure → Skip to Q16a
9. Refused → Skip to Q16a

**Q13b. With which of the following City Departments did you have contact with in the past 12 months?**

- a. Administrative Services (administration, city attorney & legal services, human resources)
- b. Developmental Services (building inspections & permits, economic development, housing assistance, planning & zoning)
- c. Public Works (streets, refuse, recycling, yard waste)
- d. Police
- e. Fire
- f. Human & Leisure Services (public golf course, Hearst Center, tree removal, public library, parks & recreation facilities)

- 1. Yes → Ask Q13c and Q13d if necessary; then return to list
- 2. No → Skip to next city department; Last department to Q14
- 7. Don't know/Not sure → Skip to next city department; Last department to Q14
- 9. Refused → Skip to next city department; Last department to Q14

**Q13c. What was your overall impression of the cooperation you received from this department in the past 12 months? Was it...**

- 1. Excellent, → Skip to next Q13 item, on last item skip to Q14
- 2. Good, → Skip to next Q13 item, on last item skip to Q14
- 3. Fair, or
- 4. Poor?
  
- 8. No contact
- 7. Don't know/Not sure
- 9. Refused

**Q13d. Why was the cooperation not as good as you would have liked from this department?**

[Asked Q13d only if answered "Fair" or "Poor" to items in Q13c]

1. Lacked knowledge to properly assist
2. Poor attitude, didn't care or want to help
3. Got the "run around", transferred several times
4. Didn't follow through with request or complaint
5. Concern wasn't taken seriously
6. Any other reason [Open]

1. Yes
2. No

7. Don't know/Not sure
9. Refused

**Q14. Think about your most recent contact with a city department. What department did you contact?**

11. Administrative Services
12. Developmental Services
13. Public Works
14. Police
15. Fire
16. Human & Leisure Services

77. Don't know/Not sure
99. Refused

**Q15. Please tell me how you would rate the following characteristics of the City employee with whom you were in contact most recently.**

a. Knowledge of job or position

Would you say ...

1. Excellent,
  2. Good,
  3. Fair, or
  4. Poor?
- 
7. Don't know/Not sure
  9. Refused

b. Responsiveness

c. Courtesy

d. Department's and employee's accessibility

**Q16a. What is your main source of information regarding City policies, services or projects? Is it ...**

1. The *Currents* newsletter,
  2. A newspaper,
  3. The local Cable Channel 15,
  4. The radio,
  5. Local news programs, or
  6. Something else?
- 
7. Don't know/Not sure
  9. Refused

**Q16b. What is the second most frequent way you get information regarding City policies, services or projects? Is it ...**

1. The *Currents* newsletter,
  2. The newspaper,
  3. The local Cable Channel 15,
  4. The radio,
  5. Local news programs, or
  6. Something else?
- 
8. No other way
  7. Don't know/Not sure
  9. Refused

**Q17. The next questions are about city policies and programs. Would you be willing to pay an added fee of approximately \$3.00 per month to fund a curbside recycling program?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q18. Would you say you receive good value for the taxes you pay in Cedar Falls?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q19a. Have there been conversions of single-family homes to rental property in your neighborhood?**

1. Yes
2. No → Skip to Q20
  
7. Don't know/Not sure → Skip to Q20
9. Refused → Skip to Q20

**Q19b. Were these changes to the neighborhood...**

1. Positive,
2. Negative, or
3. Neither positive nor negative?
  
7. Don't know/Not sure
9. Refused

**Q20. Are the current limits on building houses in the 100-year floodplain...**

1. Too restrictive,
2. About right, or
3. Not restrictive enough?
  
7. Don't know/Not sure
9. Refused



**Q21a. Have you ever had a sanitary sewer backup in your basement due to a problem with the City's sewer system?**

1. Yes
2. No → Skip to Q22
  
7. Don't know/Not sure → Skip to Q22
9. Refused → Skip to Q22

**Q21a1. Did this happen only during the flood of 2008?**

1. Yes
2. No
7. Don't know/Not sure
9. Refused

**Q21b. Was the backup cleared to your satisfaction?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q22. The City's local option sales tax is now used for street repair. Some people think this is how it should continue to be used. Others think that up to 50% of this tax should be used for property tax relief. Which is closer to your view?**

1. All for street repair, as now
2. Up to 50% for property tax relief
  
7. Don't know/Not sure
9. Refused

**Q23. Would you support or oppose merging Cedar Falls police and fire departments with Waterloo police and fire departments?**

1. Support
2. Oppose
  
7. Don't know/Not sure
9. Refused

**Q24. Would you support or oppose the City of Cedar Falls joining with Waterloo to manage the airport?**

1. Support
2. Oppose
  
7. Don't know/Not sure
9. Refused

**Q25. Would you support or oppose merging Cedar Falls Visitor and Tourism services with Waterloo Visitor and Tourism services?**

1. Support
2. Oppose
  
7. Don't know/Not sure
9. Refused

**[Skip to Q27 IF Q23, Q24 and Q25 = 2]**

**Q26. Would you support these types of mergers if there would be a tax increase?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q27. Would you support these types of mergers if there would be a tax decrease?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q28. At present, some charges of discrimination are processed by the Cedar Falls Human Rights Commission and others are processed by the Iowa Civil Rights Commission in Des Moines due to funding and other reasons. Would you support an increase in Cedar Falls property taxes to process more complaints locally?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

**Q29. Would you support an increase in taxes or fees to fund an additional fire station?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

**Q30. Do you have any suggestions for what the City could do to improve the College Hill area?**

- 1. Yes [Open]
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

**Q31. Are there any other city services or facilities you would like to comment briefly on?**

- 1. Yes [Open]
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

**Q32. We have just a few background questions and we'll be finished.**

How many years have you lived in Cedar Falls?

\_\_\_ \_\_\_ \_\_\_ Years

- 777 Don't Know/Not sure
- 999 Refused

**Q33. Do you own or rent your home?**

1. Own
2. Rent
  
7. Don't know/Not sure
9. Refused

**Q34. What is your age?**

- \_\_\_ \_\_\_ \_\_\_ Years  
777 Don't Know/Not sure  
999 Refused

**Q35. Are you Hispanic or Latino?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

**Q36. Which one or more of the following would you say is your race?**

1. White (Hispanic)
2. Black or African American (Hispanic)
3. Asian (Hispanic)
4. Native Hawaiian or Other Pacific Islander (Hispanic)
5. American Indian, Alaska Native (Hispanic)
- or
6. Other [Specify:] \_\_\_\_\_
  
7. Don't know/Not sure
9. Refused

**Q37. Which one of these groups would you say best represents your race?**  
[Asked only if more than one response to Q36]

1. White
2. Black or African American
3. Asian
4. Native Hawaiian or Other Pacific Islander
5. American Indian, Alaska Native  
or
6. Other [Specify:] \_\_\_\_\_
7. Don't know/Not sure
9. Refused

**Q38. Indicate gender of respondent**

1. Male
2. Female

**Q39. Do you or any immediate family members work for the City of Cedar Falls?**

1. Yes, respondent only
2. Yes, family member only
3. Yes, both respondent and a family member
4. No
7. Don't know/Not sure
9. Refused

**That's my last question. Everyone's answers will be combined to give us information about the quality and effectiveness of the services in Cedar Falls. Thank you very much for your time and cooperation. Good bye.**

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Appendix B: Questionnaire Items  
with Frequency Tables

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**Q1a-d: Please tell me whether you think the following characteristics of Cedar Falls, as a whole, are excellent, good, fair or poor.**

- a. The quality of life in Cedar Falls
- b. Acceptance of the community towards people of diverse backgrounds
- c. Access to affordable housing
- d. Access to quality housing

**Would you say this is...**

- 1. Excellent,
- 2. Good,
- 3. Fair, or
- 4. Poor?
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q1A</b>			
<b>Please Tell Me Whether You Think</b>			
<b><u>The Quality of Life in Cedar Falls</u> is Excellent, Good, Fair or Poor.</b>			
	Frequency	Total %	Subgroup %
Excellent	505	60%	60%
Good	316	38%	38%
Fair	13	2%	2%
Poor	2	<1%	<1%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--

<b>Table Q1B</b>			
<b>Please Tell Me Whether You Think <u>Acceptance of the Community Towards People of Diverse</u></b>			
<b><u>Backgrounds</u> in Cedar Falls is Excellent, Good, Fair or Poor.</b>			
	Frequency	Total %	Subgroup %
Excellent	188	22%	23%
Good	469	56%	58%
Fair	134	16%	17%
Poor	12	1%	2%
Don't Know/Not Sure	33	4%	--
Prefer Not To Answer	0	0%	--

<b>Table Q1C</b> <b>Please Tell Me Whether You Think</b> <b>Access to Affordable Housing in Cedar Falls is Excellent, Good, Fair or Poor.</b>			
	Frequency	Total %	Subgroup %
Excellent	96	12%	13%
Good	400	48%	53%
Fair	208	25%	28%
Poor	52	6%	7%
Don't Know/Not Sure	80	10%	--
Prefer Not To Answer	0	0%	--

<b>Table Q1D</b> <b>Please Tell Me Whether You Think</b> <b>Access to Quality Housing in Cedar Falls is Excellent, Good, Fair or Poor.</b>			
	Frequency	Total %	Subgroup %
Excellent	234	28%	29%
Good	466	56%	58%
Fair	85	10%	11%
Poor	13	2%	2%
Don't Know/Not Sure	38	4%	--
Prefer Not To Answer	0	0%	--

**Q2a-d: Please tell me if you think, over the past 2 years, the rate of growth in the following categories has been too slow, just right or too fast.**

- a. Population
- b. Commercial and retail development, such as stores and restaurants
- c. Residential development
- d. Jobs

**Has the growth been...**

- 1. Too slow,
- 2. Just right, or
- 3. Too fast?
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q2A</b>			
<b>Please Tell Me if You Think, Over the Past 2 Years, the Rate of Growth of <u>Population</u> in Cedar Falls Has Been Too Slow, Just Right or Too Fast.</b>			
	Frequency	Total %	Subgroup %
Too Slow	39	5%	5%
Just Right	645	77%	86%
Too Fast	69	8%	9%
Don't Know/Not Sure	82	10%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q2B</b>			
<b>Please Tell Me if You Think, Over the Past 2 Years, the Rate of Growth of <u>Commercial and Retail Development, Such as Stores and Restaurants</u> in Cedar Falls Has Been Too Slow, Just Right or Too Fast.</b>			
	Frequency	Total %	Subgroup %
Too Slow	156	19%	19%
Just Right	577	69%	71%
Too Fast	83	10%	10%
Don't Know/Not Sure	19	2%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q2C</b>			
<b>Please Tell Me if You Think, Over the Past 2 Years, the Rate of Growth of <u>Residential Development</u> in Cedar Falls Has Been Too Slow, Just Right or Too Fast.</b>			
	Frequency	Total %	Subgroup %
Too Slow	37	4%	5%
Just Right	502	60%	63%
Too Fast	263	32%	33%
Don't Know/Not Sure	34	4%	--
Prefer Not To Answer	0	0%	--

<b>Table Q2D</b>			
<b>Please Tell Me if You Think, Over the Past 2 Years, the Rate of Growth of <u>Jobs</u> in Cedar Falls Has Been Too Slow, Just Right or Too Fast.</b>			
	Frequency	Total %	Subgroup %
Too Slow	362	43%	52%
Just Right	324	39%	47%
Too Fast	3	<1%	<1%
Don't Know/Not Sure	147	18%	--
Prefer Not To Answer	0	0%	--

**Q3a-d: Please tell me how much of a problem, if at all, the following issues are in Cedar Falls.**

- a. Illegal drugs**
- b. Traffic violations**
- c. Loud parties that are alcohol-related**
- d. Crime**

**Are they...**

- 1. Not a problem,
- 2. A minor problem
- 3. A major problem
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q3A</b>			
<b>Please Tell Me How Much of a Problem, If At All, <u>Illegal Drugs</u> are in Cedar Falls.</b>			
	Frequency	Total %	Subgroup %
Not a Problem	50	6%	7%
Minor Problem	482	58%	67%
Major Problem	187	22%	26%
Don't Know/Not Sure	117	14%	--
Prefer Not To Answer	0	0%	--

<b>Table Q3B</b>			
<b>Please Tell Me How Much of a Problem, If At All, <u>Traffic Violations</u> are in Cedar Falls.</b>			
	Frequency	Total %	Subgroup %
Not a Problem	168	20%	22%
Minor Problem	485	58%	64%
Major Problem	104	12%	14%
Don't Know/Not Sure	79	9%	--
Prefer Not To Answer	0	0%	--

<b>Table Q3C</b>			
<b>Please Tell Me How Much of a Problem, If At All, <u>Parties That are Alcohol-Related</u> are in Cedar Falls.</b>			
	Frequency	Total %	Subgroup %
Not a Problem	190	23%	26%
Minor Problem	446	53%	61%
Major Problem	94	11%	13%
Don't Know/Not Sure	106	13%	--
Prefer Not To Answer	0	0%	--

<b>Table Q3D</b>			
<b>Please Tell Me How Much of a Problem, If At All, <u>Crime</u> is in Cedar Falls.</b>			
	Frequency	Total %	Subgroup %
Not a Problem	130	16%	16%
Minor Problem	592	71%	74%
Major Problem	82	10%	10%
Don't Know/Not Sure	32	4%	--
Prefer Not To Answer	0	0%	--

**Q4: How safe do you feel in the Cedar Falls community? Would you say ...**

- 1. Very safe,
- 2. Somewhat safe,
- 3. Somewhat unsafe, or
- 4. Very unsafe?
  
- 7. Don't know/Not sure
- 9. Refused

Table Q4			
How Safe do You Feel in the Cedar Falls Community?			
	Frequency	Total %	Subgroup %
Very Safe	580	69%	70%
Somewhat Safe	239	29%	29%
Somewhat Unsafe	11	1%	1%
Very Unsafe	3	<1%	<1%
Don't Know/Not Sure	3	<1%	--
Prefer Not To Answer	0	0%	--

**Q5: How safe do you feel in your neighborhood? Would you say ...**

- 1. Very safe,
- 2. Somewhat safe,
- 3. Somewhat unsafe, or
- 4. Very unsafe?
  
- 7. Don't know/Not sure
- 9. Refused

Table Q5			
How Safe do You Feel in Your Neighborhood?			
	Frequency	Total %	Subgroup %
Very Safe	692	83%	83%
Somewhat Safe	131	16%	16%
Somewhat Unsafe	9	1%	1%
Very Unsafe	4	<1%	<1%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--

**Q6a: In the past 2 years, have you been a victim of a crime in Cedar Falls?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q6A</b>			
<b>In the Past 2 Years, Have You Been a Victim of a Crime in Cedar Falls?</b>			
	Frequency	Total %	Subgroup %
Yes	68	8%	8%
No	767	92%	92%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--

**Q6b: Did you report it to the Cedar Falls police?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q6B</b>			
<b>Did You Report it to the Cedar Falls Police?</b>			
	Frequency	Total %	Subgroup %
Yes	47	6%	69%
No	21	2%	31%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	768	92%	--



**Q6c: Were you satisfied with the police response?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q6C</b>			
<b>Were You Satisfied with the Police Response?</b>			
	Frequency	Total %	Subgroup %
Yes	31	4%	74%
No	11	1%	26%
Don't Know/Not Sure	5	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	789	94%	--

**Q7a0: Have you ever used the 911 dispatch service?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q7A0</b>			
<b>Have You Ever Used the 911 Dispatch Service?</b>			
	Frequency	Total %	Subgroup %
Yes	308	37%	37%
No	527	63%	63%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--

**Q7a-h: Please rate your overall satisfaction with the following specific items relating to Public Safety in Cedar Falls. How satisfied are you with ...**

- a. 911 dispatch services
- b. Police services
- c. Traffic enforcement
- d. Fire services
- e. Fire prevention and education
- f. Code enforcement as in weed control, abandoned buildings and so forth
- g. Animal control
- h. Parking enforcement

**Would you say...**

- 1. Very satisfied,
- 2. Satisfied,
- 3. Dissatisfied, or
- 4. Very dissatisfied?
  
- 7. Don't know/Not sure
- 9. Refused

Table Q7A			
How Satisfied are you with <u>911 Dispatch Services</u> ?			
	Frequency	Total %	Subgroup %
Very Satisfied	270	32%	46%
Satisfied	303	36%	52%
Dissatisfied	8	1%	1%
Very Dissatisfied	4	<1%	<1%
Don't Know/Not Sure	241	29%	--
Prefer Not To Answer	10	1%	--

<b>Table Q7B</b>			
<b>How Satisfied are you with <u>Police Services</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	276	33%	34%
Satisfied	474	57%	59%
Dissatisfied	39	5%	5%
Very Dissatisfied	11	1%	1%
Don't Know/Not Sure	36	4%	--
Prefer Not To Answer	0	0%	--

<b>Table Q7C</b>			
<b>How Satisfied are you with <u>Traffic Enforcement</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	171	20%	21%
Satisfied	547	65%	68%
Dissatisfied	70	8%	9%
Very Dissatisfied	20	2%	2%
Don't Know/Not Sure	28	3%	--
Prefer Not To Answer	0	0%	--

<b>Table Q7D</b>			
<b>How Satisfied are you with <u>Fire Services</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	347	42%	46%
Satisfied	402	48%	53%
Dissatisfied	4	<1%	<1%
Very Dissatisfied	3	<1%	<1%
Don't Know/Not Sure	80	10%	--
Prefer Not To Answer	0	0%	--

<b>Table Q7E</b>			
<b>How Satisfied are you with <u>Fire Prevention and Education?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	324	39%	44%
Satisfied	404	48%	55%
Dissatisfied	7	1%	1%
Very Dissatisfied	4	<1%	<1%
Don't Know/Not Sure	97	12%	--
Prefer Not To Answer	0	0%	--

<b>Table Q7F</b>			
<b>How Satisfied are you with <u>Code Enforcement as in</u></b>			
<b><u>Weed Control, Abandoned Buildings and so Forth?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	147	18%	20%
Satisfied	464	56%	63%
Dissatisfied	102	12%	14%
Very Dissatisfied	20	2%	3%
Don't Know/Not Sure	103	12%	--
Prefer Not To Answer	0	0%	--

<b>Table Q7G</b>			
<b>How Satisfied are you with <u>Animal Control?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	216	26%	29%
Satisfied	459	55%	62%
Dissatisfied	55	7%	7%
Very Dissatisfied	9	1%	1%
Don't Know/Not Sure	97	12%	--
Prefer Not To Answer	0	0%	--

<b>Table Q7H</b>			
<b>How Satisfied are you with <u>Parking Enforcement</u>?</b>			
	<b>Frequency</b>	<b>Total %</b>	<b>Subgroup %</b>
Very Satisfied	160	19%	21%
Satisfied	537	64%	70%
Dissatisfied	59	7%	8%
Very Dissatisfied	12	1%	2%
Don't Know/Not Sure	68	8%	--
Prefer Not To Answer	0	0%	--

**Q8: In the past 12 months, about how many times, if ever, have you used, participated in, or attended the following?**

- a. Public Library or its services
- b. Recreation Center
- c. Recreation program or activity
- d. Meetings of local elected officials or other public meetings
- e. Transfer Station services for solid and yard waste
- f. Household recycling Drop-off services for plastics, aluminum, glass and newspapers
- g. Other Drop-off services for scrap metal, appliances and electronics
- h. Watched local cable Channel 15 programs
- i. Read the City of Cedar Falls "Currents" newsletter
- j. Accessed the City's Internet site 50613.com
- k. Used the Internet to obtain City information

**How many times a week, month or year?**

2 \_\_\_ per week

3 \_\_\_ per month

4 \_\_\_ per year

888 Never

777 Don't know/Not sure

999 Refused

<b>Table Q8A</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Used, Participated in, or Attended the <u>Public Library or its Services?</u></b>			
	Frequency	Total %	Subgroup %
Not At All	209	25%	26%
A Few Times (1-3 Times)	144	17%	18%
Several Times (4-11 Times)	113	14%	14%
About Once Per Month (12-23 Times)	116	14%	14%
Two or More Times Per Month (24+ Times)	239	29%	29%
Don't Know/Not Sure	14	2%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q8B</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Used, or Attended the <u>Recreation Center</u>?</b>			
	Frequency	Total %	Subgroup %
Not At All	522	62%	64%
A Few Times (1-3 Times)	73	9%	9%
Several Times (4-11 Times)	35	4%	4%
About Once Per Month (12-23 Times)	34	4%	4%
Two or More Times Per Month (24+ Times)	150	18%	18%
Don't Know/Not Sure	18	2%	--
Prefer Not To Answer	4	<1%	--

<b>Table Q8C</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Participated in, or Attended a <u>Recreation Program or Activity</u>?</b>			
	Frequency	Total %	Subgroup %
Not At All	516	62%	65%
A Few Times (1-3 Times)	91	11%	12%
Several Times (4-11 Times)	46	6%	6%
About Once Per Month (12-23 Times)	39	5%	5%
Two or More Times Per Month (24+ Times)	97	12%	12%
Don't Know/Not Sure	40	5%	--
Prefer Not To Answer	7	<1%	--

<b>Table Q8D</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Participated in or Attended <u>Meetings of Local Elected Officials or Other Public Meetings</u>?</b>			
	Frequency	Total %	Subgroup %
Not At All	577	69%	73%
A Few Times (1-3 Times)	146	18%	18%
Several Times (4-11 Times)	29	4%	4%
About Once Per Month (12-23 Times)	27	3%	3%
Two or More Times Per Month (24+ Times)	13	2%	2%
Don't Know/Not Sure	38	4%	--
Prefer Not To Answer	6	1%	--

<b>Table Q8E</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Used <u>Transfer Station Services for Solid and Yard Waste</u>?</b>			
	Frequency	Total %	Subgroup %
Not At All	197	24%	24%
A Few Times (1-3 Times)	168	20%	21%
Several Times (4-11 Times)	153	18%	19%
About Once Per Month (12-23 Times)	133	16%	16%
Two or More Times Per Month (24+ Times)	165	20%	20%
Don't Know/Not Sure	19	2%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q8F</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Used <u>Household Recycling Drop-off Services for Plastics, Aluminum, Glass and Newspapers</u>?</b>			
	Frequency	Total %	Subgroup %
Not At All	169	20%	21%
A Few Times (1-3 Times)	46	6%	6%
Several Times (4-11 Times)	62	7%	8%
About Once Per Month (12-23 Times)	190	23%	23%
Two or More Times Per Month (24+ Times)	352	42%	43%
Don't Know/Not Sure	15	2%	--
Prefer Not To Answer	2	<1%	--

<b>Table Q8G</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Used <u>Other Drop-off Services for Scrap Metal, Appliances and Electronics</u>?</b>			
	Frequency	Total %	Subgroup %
Not At All	435	52%	54%
A Few Times (1-3 Times)	306	37%	38%
Several Times (4-11 Times)	37	4%	5%
About Once Per Month (12-23 Times)	18	2%	2%
Two or More Times Per Month (24+ Times)	8	1%	1%
Don't Know/Not Sure	29	4%	--
Prefer Not To Answer	3	<1%	--



<b>Table Q8H</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You <u>Watched Local Cable Channel 15 Programs?</u></b>			
	Frequency	Total %	Subgroup %
Not At All	209	25%	26%
A Few Times (1-3 Times)	76	9%	10%
Several Times (4-11 Times)	61	7%	8%
About Once Per Month (12-23 Times)	125	15%	16%
Two or More Times Per Month (24+ Times)	323	39%	41%
Don't Know/Not Sure	40	5%	--
Prefer Not To Answer	2	<1%	--

<b>Table Q8I</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You <u>Read the City of Cedar Falls "Currents" Newsletter?</u></b>			
	Frequency	Total %	Subgroup %
Not At All	97	12%	12%
A Few Times (1-3 Times)	82	10%	10%
Several Times (4-11 Times)	210	25%	26%
About Once Per Month (12-23 Times)	333	40%	42%
Two or More Times Per Month (24+ Times)	75	9%	9%
Don't Know/Not Sure	38	4%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q8J</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You <u>Accessed the City's Internet Site 50613.com?</u></b>			
	Frequency	Total %	Subgroup %
Not At All	602	72%	76%
A Few Times (1-3 Times)	85	10%	11%
Several Times (4-11 Times)	26	3%	3%
About Once Per Month (12-23 Times)	40	5%	5%
Two or More Times Per Month (24+ Times)	39	5%	5%
Don't Know/Not Sure	35	4%	--
Prefer Not To Answer	9	1%	--

<b>Table Q8K</b>			
<b>In the Past 12 Months, About How Many Times, if Ever, Have You Used the Internet to Obtain City Information?</b>			
	Frequency	Total %	Subgroup %
Not At All	327	39%	41%
A Few Times (1-3 Times)	144	17%	18%
Several Times (4-11 Times)	115	14%	14%
About Once Per Month (12-23 Times)	107	13%	13%
Two or More Times Per Month (24+ Times)	106	13%	13%
Don't Know/Not Sure	34	4%	--
Prefer Not To Answer	3	<1%	--

**Q9a: Cedar Falls has experienced severe flooding and windstorm damage in recent years. How satisfied are you with the response made by city departments and workers to these events? Please answer whether or not you were personally affected. Would you say....**

1. Very satisfied,
2. Satisfied,
3. Dissatisfied, or
4. Very dissatisfied?
  
7. Don't know/Not sure
9. Refused

<b>Table Q9A</b>			
<b>Cedar Falls Has Experienced Severe Flooding and Windstorm Damage in Recent Years. How Satisfied are You with the Response Made by City Departments and Workers to These Events? Please Answer Whether or Not You Were Personally Affected.</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	420	50%	53%
Satisfied	312	37%	39%
Dissatisfied	43	5%	5%
Very Dissatisfied	17	2%	2%
Don't Know/Not Sure	40	5%	--
Prefer Not To Answer	4	<1%	--

**Q9b: Was your residence or private property directly impacted by flooding or by severe windstorms in the past two years?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q9B</b>			
<b>Was Your Residence or Private Property Directly Impacted by Flooding or by Severe Windstorms in the Past Two Years?</b>			
	Frequency	Total %	Subgroup %
Yes	372	44%	45%
No	458	55%	55%
Don't Know/Not Sure	5	<1%	--
Prefer Not To Answer	1	<1%	--

**Q10a-k: Please rate your overall satisfaction with the following specific items relating to Public Works in Cedar Falls. How satisfied are you with ...**

- a. Garbage collection
- b. Transfer station services
- c. Household recycling Drop-off services for plastics, aluminum, glass and newspapers
- d. Other Drop-off services for scrap metal, appliances and electronics
- e. Free Spring and Fall leaf collection at curbside
- f. Options for yard waste services
- g. Street cleaning
- h. Snow removal
- i. Public sidewalk maintenance and repairs
- j. City-wide storm water detention and drainage
- k. Drop-off center for yard waste in the spring or fall (north Main Street)

**Would you say ...**

- 1. Very satisfied,
- 2. Satisfied,
- 3. Dissatisfied, or
- 4. Very dissatisfied?
  
- 8. Not used
- 7. Don't know/Not sure
- 9. Refused

Table Q10A			
How Satisfied Are You with <u>Garbage Collection</u> ?			
	Frequency	Total %	Subgroup %
Very Satisfied	384	46%	49%
Satisfied	395	47%	50%
Dissatisfied	8	1%	1%
Very Dissatisfied	1	<1%	<1%
Not Used	14	2%	--
Don't Know/Not Sure	10	1%	--
Prefer Not To Answer	24	3%	--

<b>Table Q10B</b>			
<b>How Satisfied Are You with <u>Transfer Station Services</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	313	37%	45%
Satisfied	368	44%	53%
Dissatisfied	12	1%	2%
Very Dissatisfied	2	<1%	<1%
Not Used	38	4%	--
Don't Know/Not Sure	44	5%	--
Prefer Not To Answer	59	7%	--

<b>Table Q10C</b>			
<b>How Satisfied Are You with <u>Household Recycling Drop-off Services for Plastics, Aluminum, Glass and Newspapers</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	302	36%	42%
Satisfied	354	42%	50%
Dissatisfied	43	5%	6%
Very Dissatisfied	14	2%	2%
Not Used	20	2%	--
Don't Know/Not Sure	35	4%	--
Prefer Not To Answer	68	8%	--

<b>Table Q10D</b>			
<b>How Satisfied Are You with <u>Other Recycling Drop-off for Scrap Metal, Appliances and Electronics</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	180	22%	37%
Satisfied	300	36%	61%
Dissatisfied	11	1%	2%
Very Dissatisfied	1	<1%	<1%
Not Used	92	11%	--
Don't Know/Not Sure	115	14%	--
Prefer Not To Answer	137	16%	--

<b>Table Q10E</b>			
<b>How Satisfied Are You with <u>Free Spring and Fall Leaf Collection at Curbside?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	333	40%	52%
Satisfied	277	33%	44%
Dissatisfied	22	3%	4%
Very Dissatisfied	4	<1%	<1%
Not Used	61	7%	--
Don't Know/Not Sure	47	6%	--
Prefer Not To Answer	92	11%	--

<b>Table Q10F</b>			
<b>How Satisfied Are You with <u>Options for Yard Waste Services?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	270	32%	39%
Satisfied	367	44%	53%
Dissatisfied	45	5%	7%
Very Dissatisfied	5	<1%	<1%
Not Used	40	5%	--
Don't Know/Not Sure	58	7%	--
Prefer Not To Answer	51	6%	--

<b>Table Q10G</b>			
<b>How Satisfied Are You with <u>Street Cleaning?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	175	21%	22%
Satisfied	540	65%	69%
Dissatisfied	59	7%	8%
Very Dissatisfied	9	1%	1%
Not Used	5	<1%	--
Don't Know/Not Sure	29	4%	--
Prefer Not To Answer	19	2%	--

<b>Table Q10H</b>			
<b>How Satisfied Are You with <u>Snow Removal</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	188	22%	24%
Satisfied	476	57%	60%
Dissatisfied	113	14%	14%
Very Dissatisfied	18	2%	2%
Not Used	3	<1%	--
Don't Know/Not Sure	24	3%	--
Prefer Not To Answer	14	2%	--

<b>Table Q10I</b>			
<b>How Satisfied Are You with <u>Public Sidewalk Maintenance and Repairs</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	137	16%	20%
Satisfied	461	55%	67%
Dissatisfied	84	10%	12%
Very Dissatisfied	7	<1%	1%
Not Used	20	2%	--
Don't Know/Not Sure	75	9%	--
Prefer Not To Answer	52	6%	--

<b>Table Q10J</b>			
<b>How Satisfied Are You with <u>City-wide Storm Water Detention and Drainage</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	158	19%	22%
Satisfied	457	55%	65%
Dissatisfied	67	8%	10%
Very Dissatisfied	19	2%	3%
Not Used	11	1%	--
Don't Know/Not Sure	107	13%	--
Prefer Not To Answer	17	2%	--

<b>Table Q10K</b>			
<b>How Satisfied Are You with <u>Drop-off Center for Yard Waste in the Spring or Fall (North Main)?</u></b>			
	<b>Frequency</b>	<b>Total %</b>	<b>Subgroup %</b>
Very Satisfied	289	35%	48%
Satisfied	299	36%	49%
Dissatisfied	16	2%	3%
Very Dissatisfied	5	<1%	<1%
Not Used	92	11%	--
Don't Know/Not Sure	162	7%	--
Prefer Not To Answer	73	9%	--

**Q11a-q: Please rate your overall satisfaction with the following specific items relating to leisure and amenities in Cedar Falls. How satisfied are you with ...**

- a. The number of City Parks
- b. The location of City Parks
- c. The maintenance of City Parks
- d. Recreational programs or classes
- e. Fees charged for recreation programs or classes
- f. The amount of recreation and bike trails
- g. The quality of recreation and bike trails
- h. City recreation facilities such as the Recreation Center
- i. The Skate Park
- j. The Falls Aquatic Center
- k. Outdoor athletic fields for softball, baseball and soccer
- l. The Hearst Center programs and classes
- m. The fees charged for Hearst Center programs
- n. Public Library services
- o. The variety of library materials
- p. Local cable Channel 15 programming
- q. City government web pages such as 50613.com and Leisure Link

**Would you say ...**

- 1. Very satisfied,
- 2. Satisfied,
- 3. Dissatisfied, or
- 4. Very dissatisfied?
  
- 8. Not used
- 7. Don't know/Not sure
- 9. Refused



<b>Table Q11A</b>			
<b>How Satisfied Are You with <u>the Number of City Parks?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	292	35%	37%
Satisfied	473	57%	60%
Dissatisfied	18	2%	2%
Very Dissatisfied	0	0%	0%
Not Used	9	1%	--
Don't Know/Not Sure	29	4%	--
Prefer Not To Answer	15	2%	--

<b>Table Q11B</b>			
<b>How Satisfied Are You with <u>the Location of City Parks?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	282	34%	36%
Satisfied	488	58%	62%
Dissatisfied	13	2%	2%
Very Dissatisfied	0	0%	0%
Not Used	10	1%	--
Don't Know/Not Sure	18	2%	--
Prefer Not To Answer	25	3%	--

<b>Table Q11C</b>			
<b>How Satisfied Are You with <u>the Maintenance of City Parks?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	287	34%	37%
Satisfied	485	58%	62%
Dissatisfied	7	<1%	<1%
Very Dissatisfied	1	<1%	<1%
Not Used	11	1%	--
Don't Know/Not Sure	24	3%	--
Prefer Not To Answer	21	2%	--

<b>Table Q11D</b>			
<b>How Satisfied Are You with <u>Recreational Programs and Classes</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	154	18%	31%
Satisfied	320	38%	64%
Dissatisfied	23	3%	5%
Very Dissatisfied	1	<1%	<1%
Not Used	117	14%	--
Don't Know/Not Sure	74	9%	--
Prefer Not To Answer	147	18%	--

<b>Table Q11E</b>			
<b>How Satisfied Are You with <u>Fees Charged for Recreation Programs or Classes</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	137	16%	27%
Satisfied	333	40%	66%
Dissatisfied	33	4%	6%
Very Dissatisfied	5	<1%	1%
Not Used	109	13%	--
Don't Know/Not Sure	87	10%	--
Prefer Not To Answer	132	16%	--

<b>Table Q11F</b>			
<b>How Satisfied Are You with <u>the Amount of Recreation and Bike Trails</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	497	59%	65%
Satisfied	248	30%	33%
Dissatisfied	16	2%	2%
Very Dissatisfied	0	0%	0%
Not Used	20	2%	--
Don't Know/Not Sure	17	2%	--
Prefer Not To Answer	38	4%	--

<b>Table Q11G</b>			
<b>How Satisfied Are You with <u>the Quality of Recreation and Bike Trails?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	483	58%	64%
Satisfied	257	31%	34%
Dissatisfied	9	1%	1%
Very Dissatisfied	0	0%	0%
Not Used	23	3%	--
Don't Know/Not Sure	16	2%	--
Prefer Not To Answer	48	6%	--

<b>Table Q11H</b>			
<b>How Satisfied Are You with <u>City Recreation Facilities Such as the Recreation Center?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	240	29%	43%
Satisfied	307	37%	55%
Dissatisfied	11	1%	2%
Very Dissatisfied	2	<1%	<1%
Not Used	102	12%	--
Don't Know/Not Sure	50	6%	--
Prefer Not To Answer	124	15%	--

<b>Table Q11I</b>			
<b>How Satisfied Are You with <u>the Skate Park?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	59	7%	23%
Satisfied	180	22%	70%
Dissatisfied	16	2%	6%
Very Dissatisfied	3	<1%	1%
Not Used	230	28%	--
Don't Know/Not Sure	132	16%	--
Prefer Not To Answer	216	26%	--

<b>Table Q11J</b>			
<b>How Satisfied Are You with <u>the Falls Aquatic Center?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	265	32%	53%
Satisfied	204	24%	41%
Dissatisfied	23	3%	5%
Very Dissatisfied	4	<1%	<1%
Not Used	142	17%	--
Don't Know/Not Sure	61	7%	--
Prefer Not To Answer	137	16%	--

<b>Table Q11K</b>			
<b>How Satisfied Are You with <u>Outdoor Athletic Fields for Softball, Baseball and Soccer?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	220	26%	39%
Satisfied	331	40%	59%
Dissatisfied	8	1%	1%
Very Dissatisfied	2	<1%	<1%
Not Used	136	16%	--
Don't Know/Not Sure	51	6%	--
Prefer Not To Answer	88	10%	--

<b>Table Q11L</b>			
<b>How Satisfied Are You with <u>the Hearst Center Programs and Classes?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	152	18%	39%
Satisfied	229	27%	58%
Dissatisfied	10	1%	3%
Very Dissatisfied	1	<1%	<1%
Not Used	179	21%	--
Don't Know/Not Sure	102	12%	--
Prefer Not To Answer	163	20%	--

<b>Table Q11M</b>			
<b>How Satisfied Are You with Fees Charged for Hearst Center Programs?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	103	12%	27%
Satisfied	260	31%	68%
Dissatisfied	17	2%	4%
Very Dissatisfied	3	<1%	<1%
Not Used	178	21%	--
Don't Know/Not Sure	124	15%	--
Prefer Not To Answer	151	18%	--

<b>Table Q11N</b>			
<b>How Satisfied Are You with Public Library Services?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	398	48%	59%
Satisfied	275	33%	41%
Dissatisfied	4	<1%	<1%
Very Dissatisfied	1	<1%	<1%
Not Used	55	7%	--
Don't Know/Not Sure	36	4%	--
Prefer Not To Answer	67	8%	--

<b>Table Q11O</b>			
<b>How Satisfied Are You with the Variety of Library Materials?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	321	38%	48%
Satisfied	329	39%	49%
Dissatisfied	17	2%	2%
Very Dissatisfied	0	0%	0%
Not Used	57	7%	--
Don't Know/Not Sure	45	5%	--
Prefer Not To Answer	67	8%	--

<b>Table Q11P</b>			
<b>How Satisfied Are You with <u>Local Cable Channel 15</u> Programming?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	133	16%	22%
Satisfied	441	53%	74%
Dissatisfied	17	2%	3%
Very Dissatisfied	1	<1%	<1%
Not Used	74	9%	--
Don't Know/Not Sure	76	9%	--
Prefer Not To Answer	94	11%	--

<b>Table Q11Q</b>			
<b>How Satisfied Are You with <u>City Government Web Pages</u> Such as <u>50613.com</u> and <u>Leisure Link</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	58	7%	21%
Satisfied	208	25%	75%
Dissatisfied	9	1%	3%
Very Dissatisfied	1	<1%	<1%
Not Used	180	22%	--
Don't Know/Not Sure	120	14%	--
Prefer Not To Answer	260	31%	--

**Q12a-m: Please rate your overall satisfaction with the following specific items relating to economic development in Cedar Falls. How satisfied are you with...**

- a. The College Hill business district
- b. The use of the 1% local option tax for street repairs
- c. The condition of local streets
- d. The condition of the street in front of your home
- e. Neighborhood development
- f. Building code enforcement and inspections
- g. City land use and zoning plans
- h. Planning and zoning code enforcement
- i. The development of downtown Cedar Falls
- j. The growth of the Industrial and Technology Park
- k. Your general impression of economic development
- l. The use of incentives for new industrial and corporate development
- m. Housing services to low income and elderly residents

**Would you say...**

- 1. Very satisfied,
- 2. Satisfied,
- 3. Dissatisfied, or
- 4. Very dissatisfied?
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q12A</b>			
<b>How Satisfied Are You with the College Hill Business District?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	131	16%	19%
Satisfied	481	58%	69%
Dissatisfied	69	8%	10%
Very Dissatisfied	15	2%	2%
Don't Know/Not Sure	138	16%	--
Prefer Not To Answer	2	<1%	--

<b>Table Q12B</b>			
<b>How Satisfied Are You with the Use of the 1% Local Option Tax for Street Repairs?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	217	26%	28%
Satisfied	456	54%	59%
Dissatisfied	79	9%	10%
Very Dissatisfied	18	2%	2%
Don't Know/Not Sure	64	8%	--
Prefer Not To Answer	2	<1%	--

<b>Table Q12C</b>			
<b>How Satisfied Are You with the Condition of Local Streets?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	82	10%	10%
Satisfied	470	56%	57%
Dissatisfied	229	27%	28%
Very Dissatisfied	38	4%	5%
Don't Know/Not Sure	15	2%	--
Prefer Not To Answer	2	<1%	--



<b>Table Q12D</b>			
<b>How Satisfied Are You with <u>the condition of Street in Front of Your Home?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	280	34%	34%
Satisfied	442	53%	54%
Dissatisfied	78	9%	10%
Very Dissatisfied	22	3%	3%
Don't Know/Not Sure	12	1%	--
Prefer Not To Answer	2	<1%	--

<b>Table Q12E</b>			
<b>How Satisfied Are You with <u>Neighborhood Development?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	114	14%	16%
Satisfied	516	62%	74%
Dissatisfied	54	6%	8%
Very Dissatisfied	12	1%	2%
Don't Know/Not Sure	137	16%	--
Prefer Not To Answer	3	<1%	--

<b>Table Q12F</b>			
<b>How Satisfied Are You with <u>Building Code Enforcement and Inspections?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	104	12%	17%
Satisfied	432	52%	70%
Dissatisfied	67	8%	11%
Very Dissatisfied	16	2%	3%
Don't Know/Not Sure	214	26%	--
Prefer Not To Answer	3	<1%	--

<b>Table Q12G</b>			
<b>How Satisfied Are You with <u>City Land Use and Zoning Plans?</u></b>			
	Frequency	Total %	Subgroup %
Very Satisfied	84	10%	13%
Satisfied	453	54%	72%
Dissatisfied	80	10%	13%
Very Dissatisfied	11	1%	2%
Don't Know/Not Sure	203	24%	--
Prefer Not To Answer	5	<1%	--

<b>Table Q12H</b>			
<b>How Satisfied Are You with <u>Planning and Zoning Code Enforcement</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	89	11%	15%
Satisfied	422	50%	70%
Dissatisfied	76	9%	13%
Very Dissatisfied	13	2%	2%
Don't Know/Not Sure	231	28%	--
Prefer Not To Answer	5	<1%	--

<b>Table Q12I</b>			
<b>How Satisfied Are You with <u>the Development of Downtown Cedar Falls</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	348	42%	42%
Satisfied	434	52%	53%
Dissatisfied	37	4%	4%
Very Dissatisfied	3	<1%	<1%
Don't Know/Not Sure	13	2%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q12J</b>			
<b>How Satisfied Are You with <u>the Growth of the Industrial and Technology Park</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	304	36%	40%
Satisfied	431	52%	56%
Dissatisfied	24	3%	3%
Very Dissatisfied	5	<1%	<1%
Don't Know/Not Sure	71	8%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q12K</b>			
<b>How Satisfied Are You with <u>Your General Impression of Economic Development</u>?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	183	22%	23%
Satisfied	560	67%	71%
Dissatisfied	46	6%	6%
Very Dissatisfied	2	<1%	<1%
Don't Know/Not Sure	44	5%	--
Prefer Not To Answer	1	<1%	--

<b>Table Q12L</b>			
<b>How Satisfied Are You with the Use of Incentives for New Industrial and Corporate Development?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	136	16%	22%
Satisfied	415	50%	67%
Dissatisfied	54	6%	9%
Very Dissatisfied	11	1%	2%
Don't Know/Not Sure	217	26%	--
Prefer Not To Answer	3	<1%	--

<b>Table Q12M</b>			
<b>How Satisfied Are You with Housing Services to Low Income and Elderly Residents?</b>			
	Frequency	Total %	Subgroup %
Very Satisfied	68	8%	15%
Satisfied	300	36%	65%
Dissatisfied	88	10%	19%
Very Dissatisfied	7	<1%	2%
Don't Know/Not Sure	369	44%	--
Prefer Not To Answer	4	<1%	--

**Q13a: Have you had any in-person or phone contact with any employee of the City of Cedar Falls within the past 12 months, such as police, receptionists, planners and inspectors, or others?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

<b>Table Q13A</b>			
<b>Have You Had Any In-person or Phone Contact with any Employee of the City of Cedar Falls Within the Past 12 Months, Such as Police, Receptionists, Planners and Inspectors, or Others?</b>			
	Frequency	Total %	Subgroup %
Yes	457	55%	55%
No	371	44%	45%
Don't Know/Not Sure	8	1%	--
Prefer Not To Answer	0	0%	--

**Q13ba-bf: With which of the following City Departments did you have contact with in the past 12 months?**

- a. Administrative Services (administration, city attorney & legal services, human resources)
- b. Developmental Services (building inspections & permits, economic development, housing assistance, planning & zoning)
- c. Public Works (streets, refuse, recycling, yard waste)
- d. Police
- e. Fire
- f. Human & Leisure Services (public golf course, Hearst Center, tree removal, public library, parks & recreation facilities)

- 1. Yes
- 2. No
- 7. Don't know/Not sure
- 9. Refused

**Q13c: What was your overall impression of the cooperation you received from this department in the past 12 months? Was it...**

- 1. Excellent,
- 2. Good,
- 3. Fair, or
- 4. Poor?
  
- 8. No contact
- 7. Don't know/Not sure
- 9. Refused

**Q13d1-d6: Why was the cooperation not as good as you would have liked from this department?**

- 1. Lacked knowledge to properly assist
- 2. Poor attitude, didn't care or want to help
- 3. Got the "run around", transferred several times
- 4. Didn't follow through with request or complaint
- 5. Concern wasn't taken seriously
- 6. Any other reason [OPEN]

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q13BA</b>			
<b>Did You Have Contact with <u>Administrative Services</u> (Administration, City Attorney &amp; Legal Services, Human Resources) in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Yes	144	17%	34%
No	279	33%	66%
Don't Know/Not Sure	33	4%	--
Prefer Not To Answer	1	<1%	--
Not Asked	379	45%	--

<b>Table Q13CA</b>			
<b>What Was Your Overall Impression of the Cooperation You Received From <u>Administrative Services</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Excellent	71	8%	49%
Good	61	7%	42%
Fair	9	1%	6%
Poor	3	<1%	2%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	692	83%	--

<b>Table Q13DA1-DA6</b>			
<b>Why Was the Cooperation Not as Good as You Would Have Liked From Administrative Services?</b>			
	Frequency	Total %	Subgroup %
<b>Lacked Knowledge to Properly Assist</b>			
Yes	2	<1%	22%
No	7	<1%	78%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	824	99%	--
<b>Poor Attitude, Didn't Care or Want to Help</b>			
Yes	3	<1%	33%
No	6	<1%	67%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	824	99%	--
<b>Got the 'Run Around,' Transferred Several Times</b>			
Yes	4	<1%	44%
No	5	<1%	56%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	824	99%	--
<b>Didn't Follow Through with Request or Complaint</b>			
Yes	4	<1%	50%
No	4	<1%	50%
Don't Know/Not Sure	2	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	824	99%	--
<b>Concern Wasn't Taken Seriously</b>			
Yes	4	<1%	44%
No	5	<1%	56%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	824	99%	--
<b>Some other Reason</b>			
Yes	3	<1%	50%
No	3	<1%	50%
Don't Know/Not Sure	3	<1%	--
Prefer Not To Answer	3	<1%	--
Not Asked	824	99%	--

<b>Table Q13BB</b>			
<b>Did You Have Contact with <u>Developmental Services</u> (Building Inspections &amp; Permits, Economic Development, Housing Assistance, Planning &amp; Zoning) in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Yes	102	12%	24%
No	322	38%	76%
Don't Know/Not Sure	32	4%	--
Prefer Not To Answer	1	<1%	--
Not Asked	379	45%	--

<b>Table Q13CB</b>			
<b>What Was Your Overall Impression of the Cooperation You Received From <u>Developmental Services</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Excellent	49	6%	48%
Good	40	5%	40%
Fair	7	<1%	7%
Poor	5	<1%	5%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	734	88%	--

<b>Table Q13DB1-DB6</b>			
<b>Why Was the Cooperation Not as Good as You Would Have Liked From <u>Developmental Services</u>?</b>			
	Frequency	Total %	Subgroup %
<b>Lacked Knowledge to Properly Assist</b>			
Yes	2	<1%	20%
No	8	1%	80%
Don't Know/Not Sure	2	<1%	--
Prefer Not To Answer	0	<1%	--
Not Asked	824	99%	--
<b>Poor Attitude, Didn't Care or Want to Help</b>			
Yes	8	1%	67%
No	4	<1%	33%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	824	99%	--
<b>Got the 'Run Around,' Transferred Several Times</b>			
Yes	4	<1%	36%
No	7	<1%	64%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	824	99%	--
<b>Didn't Follow Through with Request or Complaint</b>			
Yes	5	<1%	46%
No	6	<1%	54%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	824	99%	--
<b>Concern Wasn't Taken Seriously</b>			
Yes	7	<1%	58%
No	5	<1%	42%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	824	99%	--
<b>Some other Reason</b>			
Yes	4	<1%	40%
No	6	<1%	60%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	826	99%	--



<b>Table Q13BC</b> <b>Did You Have Contact with <u>Public Works</u></b> <b>(Streets, Refuse, Recycling, Yard Waste) in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Yes	239	29%	54%
No	207	25%	46%
Don't Know/Not Sure	10	1%	--
Prefer Not To Answer	1	<1%	--
Not Asked	379	45%	--

<b>Table Q13CC</b> <b>What Was Your Overall Impression of the Cooperation You</b> <b>Received From <u>Public Works</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Excellent	124	15%	52%
Good	94	11%	39%
Fair	17	2%	7%
Poor	4	<1%	2%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	597	71%	--

<b>Table Q13DC1-DC6</b>			
<b>Why Was the Cooperation Not as Good as You Would Have Liked From <u>Public Works</u>?</b>			
	Frequency	Total %	Subgroup %
<b>Lacked Knowledge to Properly Assist</b>			
Yes	4	<1%	24%
No	13	2%	76%
Don't Know/Not Sure	3	<1%	--
Prefer Not To Answer	1	<1%	--
Not Asked	815	98%	--
<b>Poor Attitude, Didn't Care or Want to Help</b>			
Yes	6	<1%	33%
No	12	1%	67%
Don't Know/Not Sure	2	<1%	--
Prefer Not To Answer	1	<1%	--
Not Asked	815	98%	--
<b>Got the 'Run Around,' Transferred Several Times</b>			
Yes	9	1%	50%
No	9	1%	50%
Don't Know/Not Sure	2	<1%	--
Prefer Not To Answer	1	<1%	--
Not Asked	815	98%	--
<b>Didn't Follow Through with Request or Complaint</b>			
Yes	10	1%	59%
No	7	<1%	41%
Don't Know/Not Sure	3	<1%	--
Prefer Not To Answer	1	<1%	--
Not Asked	815	98%	--
<b>Concern Wasn't Taken Seriously</b>			
Yes	12	1%	71%
No	5	<1%	29%
Don't Know/Not Sure	3	<1%	--
Prefer Not To Answer	1	<1%	--
Not Asked	815	98%	--
<b>Some other Reason</b>			
Yes	2	<1%	29%
No	5	<1%	71%
Don't Know/Not Sure	1	0%	--
Prefer Not To Answer	1	0%	--
Not Asked	827	99%	--

<b>Table Q13BD</b>			
<b>Did You Have Contact with the <u>Police</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Yes	204	24%	45%
No	253	30%	55%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	379	45%	--

<b>Table Q13CD</b>			
<b>What Was Your Overall Impression of the Cooperation You Received From the <u>Police</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Excellent	94	11%	46%
Good	76	9%	37%
Fair	17	2%	8%
Poor	16	2%	8%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	1	<1%	--
Not Asked	632	76%	--

<b>Table Q13DD1-DD6</b>			
<b>Why Was the Cooperation Not as Good as You Would Have Liked From the <u>Police</u>?</b>			
	Frequency	Total %	Subgroup %
<b>Lacked Knowledge to Properly Assist</b>			
Yes	11	1%	39%
No	17	2%	61%
Don't Know/Not Sure	4	<1%	--
Prefer Not To Answer	1	<1%	--
Not Asked	803	96%	--
<b>Poor Attitude, Didn't Care or Want to Help</b>			
Yes	16	2%	57%
No	12	1%	43%
Don't Know/Not Sure	3	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	803	96%	--
<b>Got the 'Run Around,' Transferred Several Times</b>			
Yes	7	<1%	26%
No	20	2%	74%
Don't Know/Not Sure	4	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	803	96%	--
<b>Didn't Follow Through with Request or Complaint</b>			
Yes	14	2%	54%
No	12	1%	46%
Don't Know/Not Sure	5	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	803	96%	--
<b>Concern Wasn't Taken Seriously</b>			
Yes	23	3%	77%
No	7	<1%	23%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	803	96%	--
<b>Some other Reason</b>			
Yes	8	1%	57%
No	6	<1%	43%
Don't Know/Not Sure	4	<1%	--
Prefer Not To Answer	2	<1%	--
Not Asked	816	98%	--

<b>Table Q13BE</b>			
<b>Did You Have Contact with the <u>Fire Department</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Yes	76	9%	17%
No	381	46%	83%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	379	45%	--

<b>Table Q13CE</b>			
<b>What Was Your Overall Impression of the Cooperation You Received From the <u>Fire Department</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Excellent	59	7%	78%
Good	15	2%	20%
Fair	1	<1%	1%
Poor	1	<1%	1%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	760	91%	--

<b>Table Q13DE1-DE6</b>			
<b>Why Was the Cooperation Not as Good as You Would Have Liked From the Fire Department?</b>			
	Frequency	Total %	Subgroup %
<b>Lacked Knowledge to Properly Assist</b>			
Yes	1	<1%	100%
No	0	0%	0%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	834	100%	--
<b>Poor Attitude, Didn't Care or Want to Help</b>			
Yes	1	<1%	100%
No	0	0%	0%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	834	100%	--
<b>Got the 'Run Around,' Transferred Several Times</b>			
Yes	1	<1%	100%
No	0	0%	0%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	834	100%	--
<b>Didn't Follow Through with Request or Complaint</b>			
Yes	1	<1%	100%
No	0	0%	0%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	834	100%	--
<b>Concern Wasn't Taken Seriously</b>			
Yes	1	<1%	100%
No	0	0%	0%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	834	100%	--
<b>Some other Reason</b>			
Yes	0	0%	0%
No	0	0%	0%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	835	99%	--

<b>Table Q13BF</b>			
<b>Did You Have Contact with <u>Human &amp; Leisure Services</u> (Public Golf Course, Hearst Center, Tree Removal, Public Library, Parks &amp; Recreation facilities) in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Yes	143	17%	32%
No	310	37%	68%
Don't Know/Not Sure	4	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	379	45%	--

<b>Table Q13CF</b>			
<b>What Was Your Overall Impression of the Cooperation You Received From the <u>Human &amp; Leisure Services</u> in the Past 12 Months?</b>			
	Frequency	Total %	Subgroup %
Excellent	77	9%	54%
Good	48	6%	34%
Fair	13	2%	9%
Poor	5	<1%	4%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	693	83%	--

<b>Table Q13DF1-DF6</b>			
<b>Why Was the Cooperation Not as Good as You Would Have Liked From the <u>Human &amp; Leisure Services</u>?</b>			
	Frequency	Total %	Subgroup %
<b>Lacked Knowledge to Properly Assist</b>			
Yes	7	<1%	39%
No	11	1%	61%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	818	98%	--
<b>Poor Attitude, Didn't Care or Want to Help</b>			
Yes	13	2%	72%
No	5	<1%	28%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	818	98%	--
<b>Got the 'Run Around,' Transferred Several Times</b>			
Yes	7	<1%	39%
No	11	1%	61%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	818	98%	--
<b>Didn't Follow Through with Request or Complaint</b>			
Yes	9	1%	50%
No	9	1%	50%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	818	98%	--
<b>Concern Wasn't Taken Seriously</b>			
Yes	8	1%	44%
No	10	1%	56%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	818	98%	--
<b>Some other Reason</b>			
Yes	2	<1%	29%
No	5	<1%	71%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	3	<1%	--
Not Asked	826	99%	--



**Q14: Think about your most recent contact with a city department. What department did you contact?**

- 11. Administrative Services
- 12. Developmental Services
- 13. Public Works
- 14. Police
- 15. Fire
- 16. Human & Leisure Services
- 17. Some other department [SPECIFY]
  
- 77. Don't know/Not sure
- 99. Refused

<b>Table Q14</b>			
<b>Think About Your Most Recent Contact with a City Department.</b>			
<b>What Department Did You Contact?</b>			
	Frequency	Total %	Subgroup %
Administrative Services	46	6%	11%
Developmental Services	77	9%	19%
Public Works	109	13%	27%
Police	82	10%	20%
Fire	14	2%	3%
Human & Leisure Services	68	8%	17%
Some Other Department	11	1%	3%
Don't Know/Not Sure	45	5%	--
Prefer Not To Answer	5	<1%	--
Not Asked	379	45%	--

**Q15a-d: Please tell me how you would rate the following characteristics of the City employee with whom you were in contact most recently.**

- a. Knowledge of job or position
- b. Responsiveness
- c. Courtesy
- d. Department’s and employee’s accessibility

**Would you say ...**

- 1. Excellent,
- 2. Good,
- 3. Fair, or
- 4. Poor?
  
- 7. Don’t know/Not sure
- 9. Refused

<b>Table Q15A</b>			
<b>Please Tell Me How You Would Rate the <u>Knowledge of Job or Position</u> of the City Employee with Whom You Were in Contact Most Recently.</b>			
	Frequency	Total %	Subgroup %
Excellent	246	29%	57%
Good	163	20%	38%
Fair	15	2%	4%
Poor	6	<1%	1%
Don’t Know/Not Sure	25	3%	--
Prefer Not To Answer	2	<1%	--
Not Asked	379	45%	--

<b>Table Q15B</b>			
<b>Please Tell Me How You Would Rate the <u>Responsiveness</u> of the City Employee with Whom You Were in Contact Most Recently.</b>			
	Frequency	Total %	Subgroup %
Excellent	256	31%	59%
Good	138	16%	32%
Fair	27	3%	6%
Poor	15	2%	3%
Don't Know/Not Sure	18	2%	--
Prefer Not To Answer	3	<1%	--
Not Asked	379	45%	--

<b>Table Q15C</b>			
<b>Please Tell Me How You Would Rate the <u>Courtesy</u> of the City Employee with Whom You Were in Contact Most Recently.</b>			
	Frequency	Total %	Subgroup %
Excellent	292	35%	67%
Good	123	15%	28%
Fair	15	2%	3%
Poor	8	1%	2%
Don't Know/Not Sure	17	2%	--
Prefer Not To Answer	2	<1%	--
Not Asked	379	45%	--

<b>Table Q15D</b>			
<b>Please Tell Me How You Would Rate the <u>Department's and Employees Accessibility</u> of the City Employee with Whom You Were in Contact Most Recently.</b>			
	Frequency	Total %	Subgroup %
Excellent	221	26%	52%
Good	168	20%	40%
Fair	25	3%	6%
Poor	9	1%	2%
Don't Know/Not Sure	30	4%	--
Prefer Not To Answer	4	<1%	--
Not Asked	379	45%	--

**Q16a: What is your main source of information regarding City policies, services or projects? Is it ...**

1. The *Currents* newsletter,
2. A newspaper,
3. The local Cable Channel 15,
4. The radio,
5. Local news programs, or
6. Something else?
  
7. Don't know/Not sure
9. Refused

<b>Table Q16A</b>			
<b>What is Your Main Source of Information Regarding City Policies, Services or Projects?</b>			
	Frequency	Total %	Subgroup %
<i>Currents</i> Newsletter	242	29%	30%
Newspaper	318	38%	39%
Local Cable Channel 15	53	6%	6%
Radio	8	1%	1%
Local News Programs	112	13%	14%
Something Else	82	10%	10%
Don't Know/Not Sure	21	2%	--
Prefer Not To Answer	0	0%	--

**Q16b: What is the second most frequent way you get information regarding City policies, services or projects? Is it ...**

1. The *Currents* newsletter,
2. A newspaper,
3. The local Cable Channel 15,
4. The radio,
5. Local news programs, or
6. Something else?
  
8. No other way
7. Don't know/Not sure
9. Refused

<b>Table Q16B</b>			
<b>What is Your Main Source of Information Regarding City Policies, Services or Projects?</b>			
	Frequency	Total %	Subgroup %
<i>Currents</i> Newsletter	180	22%	23%
Newspaper	197	24%	25%
Local Cable Channel 15	80	10%	10%
Radio	40	5%	5%
Local News Programs	174	21%	22%
Something Else	127	15%	16%
No Second Way	11	1%	--
Don't Know/Not Sure	25	3%	--
Prefer Not To Answer	2	<1%	--

**Q17: The next questions are about city policies and programs. Would you be willing to pay an added fee of approximately \$3.00 per month to fund a curbside recycling program?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q17</b>			
<b>The Next Questions Are About City Policies and Programs. Would You be Willing to Pay an Added Fee of Approximately \$3.00 Per Month to Fund a Curbside Recycling Program?</b>			
	Frequency	Total %	Subgroup %
Yes	439	52%	56%
No	343	41%	44%
Don't Know/Not Sure	53	6%	--
Prefer Not To Answer	1	<1%	--

**Q18: Would you say you receive good value for the taxes you pay in Cedar Falls?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q18</b>			
<b>Would You Say You Receive Good Value for the Taxes You Pay in Cedar Falls?</b>			
	Frequency	Total %	Subgroup %
Yes	652	78%	87%
No	97	12%	13%
Don't Know/Not Sure	82	10%	--
Prefer Not To Answer	5	<1%	--

**Q19a: Have there been conversions of single-family homes to rental property in your neighborhood?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q19A</b>			
<b>Have There Been Conversions of Single-family Homes to Rental Property in Your Neighborhood?</b>			
	Frequency	Total %	Subgroup %
Yes	218	26%	28%
No	559	67%	72%
Don't Know/Not Sure	59	7%	--
Prefer Not To Answer	0	0%	--

**Q19b: Were these changes to the neighborhood...**

- 1. Positive,
- 2. Negative, or
- 3. Neither positive nor negative?
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q19B</b>			
<b>Were These Changes to the Neighborhood...</b>			
	Frequency	Total %	Subgroup %
Positive	24	3%	11%
Negative	133	16%	63%
Neither Positive nor Negative	54	6%	26%
Don't Know/Not Sure	7	<1%	--
Prefer Not To Answer	0	0%	--
Not Asked	618	74%	--

**Q20: Are the current limits on building houses in the 100-year floodplain...**

1. Too restrictive,
2. About right, or
3. Not restrictive enough?
  
7. Don't know/Not sure
9. Refused

<b>Table Q20</b>			
<b>Are the Current Limits on Building Houses in the 100-Year Floodplain...</b>			
	Frequency	Total %	Subgroup %
Too Restrictive	43	5%	8%
About Right	227	27%	42%
Not Restrictive Enough	266	32%	50%
Don't Know/Not Sure	300	36%	--
Prefer Not To Answer	0	0%	--

**Q21a: Have you ever had a sanitary sewer backup in your basement due to a problem with the City's sewer system?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

<b>Table Q21A</b>			
<b>Have You Ever Had a Sanitary Sewer Backup in Your Basement Due to a Problem with the City's Sewer System?</b>			
	Frequency	Total %	Subgroup %
Yes	106	13%	13%
No	711	85%	87%
Don't Know/Not Sure	15	2%	--
Prefer Not To Answer	4	<1%	--



**Q21a1: Did this happen only during the flood of 2008?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q21A1</b>			
<b>Did This Happen Only During the Flood of 2008?</b>			
	Frequency	Total %	Subgroup %
Yes	18	2%	17%
No	88	10%	83%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--
Not Asked	730	87%	--

**Q21b: Was the backup cleared to your satisfaction?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q21B</b>			
<b>Was the Backup Cleared to Your Satisfaction?</b>			
	Frequency	Total %	Subgroup %
Yes	72	9%	74%
No	25	3%	26%
Don't Know/Not Sure	9	1%	--
Prefer Not To Answer	0	0%	--
Not Asked	730	87%	--

**Q22: The City’s local option sales tax is now used for street repair. Some people think this is how it should continue to be used. Others think that up to 50% of this tax should be used for property tax relief. Which is closer to your view?**

1. All for street repair, as now
2. Up to 50% for property tax relief
  
7. Don’t know/Not sure
9. Refused

<b>Table Q22</b>			
<b>The City’s Local Option Sales Tax is Now Used for Street Repair. Some People Think This is How it Should Continue to be Used. Others Think that up to 50% of this Tax Should be used for Property Tax Relief. Which is Closer to Your View?</b>			
	Frequency	Total %	Subgroup %
All for Street Repair	574	69%	75%
Up to 50% for Property Tax Relief	189	23%	25%
Don’t Know/Not Sure	73	9%	--
Prefer Not To Answer	0	0%	--

**Q23: Would you support or oppose merging Cedar Falls police and fire departments with Waterloo police and fire departments?**

1. Support
2. Oppose
  
7. Don’t know/Not sure
9. Refused

<b>Table Q23</b>			
<b>Would You Support or Oppose Merging Cedar Falls Police and Fire Departments with Waterloo Police and Fire Departments?</b>			
	Frequency	Total %	Subgroup %
Support	113	14%	15%
Oppose	631	76%	85%
Don’t Know/Not Sure	91	11%	--
Prefer Not To Answer	1	<1%	--

**Q24: Would you support or oppose the City of Cedar Falls joining with Waterloo to manage the airport?**

- 1. Support
- 2. Oppose
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q24</b>			
<b>Would You Support or Oppose the City of Cedar Falls Joining with Waterloo to Manage the Airport?</b>			
	Frequency	Total %	Subgroup %
Support	523	63%	71%
Oppose	210	25%	29%
Don't Know/Not Sure	101	12%	--
Prefer Not To Answer	2	<1%	--

**Q25: Would you support or oppose merging Cedar Falls Visitor and Tourism services with Waterloo Visitor and Tourism services?**

- 1. Support
- 2. Oppose
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q25</b>			
<b>Would You Support or Oppose Merging Cedar Falls Visitor and Tourism Services with Waterloo Visitor and Tourism Services?</b>			
	Frequency	Total %	Subgroup %
Support	409	49%	53%
Oppose	364	44%	47%
Don't Know/Not Sure	63	8%	--
Prefer Not To Answer	0	0%	--

**Q26: Would you support these types of mergers if there would be a tax increase?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q26</b>			
<b>Would You Support These Types of Mergers if There Would be a Tax Increase?</b>			
	Frequency	Total %	Subgroup %
Yes	96	12%	16%
No	523	63%	84%
Don't Know/Not Sure	81	10%	--
Prefer Not To Answer	0	0%	--
Not Asked	136	16%	--

*Note.* Respondents who said they did not support any of the three mergers were not asked this question.

**Q27: Would you support these types of mergers if there would be a tax decrease?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q27</b>			
<b>Would You Support These Types of Mergers if There Would be a Tax Decrease?</b>			
	Frequency	Total %	Subgroup %
Yes	454	54%	63%
No	271	32%	37%
Don't Know/Not Sure	111	13%	--
Prefer Not To Answer	0	0%	--

**Q28: At present, some charges of discrimination are processed by the Cedar Falls Human Rights Commission and others are processed by the Iowa Civil Rights Commission in Des Moines due to funding and other reasons. Would you support an increase in Cedar Falls property taxes to process more complaints locally?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q28</b>			
<b>At Present, Some Charges of Discrimination are Processed by the Cedar Falls Human Rights Commission and Others are Processed by the Iowa Civil Rights Commission in Des Moines Due to Funding and Other Reasons. Would you Support an Increase in Cedar Falls Property Taxes to Process More Complaints Locally?</b>			
	Frequency	Total %	Subgroup %
Yes	126	15%	17%
No	605	72%	83%
Don't Know/Not Sure	103	12%	--
Prefer Not To Answer	2	<1%	--

**Q29: Would you support an increase in taxes or fees to fund an additional fire station?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q28</b>			
<b>Would You Support an Increase in Taxes or Fees to Fund an Additional Fire Station?</b>			
	Frequency	Total %	Subgroup %
Yes	388	46%	55%
No	317	38%	45%
Don't Know/Not Sure	130	16%	--
Prefer Not To Answer	1	<1%	--

**Q30: Do you have any suggestions for what the City could do to improve the College Hill area?**

- 1. Yes
- 2. No
  
- 7. Don't know/Not sure
- 9. Refused

<b>Table Q30</b>			
<b>Do You Have Any Suggestions for What the City Could do to Improve the College Hill Area?</b>			
	Frequency	Total %	Subgroup %
Yes	254	30%	34%
No	499	60%	66%
Don't Know/Not Sure	79	9%	--
Prefer Not To Answer	4	<1%	--

*Q30: Number of Comments by Topic*

- Business and entertainment suggestions: 70 comments
- Rental property and landlord concerns: 42
- Parking and traffic: 35
- Clean-up and renovation: 34
- Code enforcement, inspection and zoning concerns: 28
- Bar concerns: 26
- Police/safety: 20
- Empty lot: 18
- Alcohol-related and parties: 16
- Road repair: 13
- Taxes, loans, grants, and business incentives: 12
- UNI/student related: 11
- Positive comments: 10
- Miscellaneous: 29

**Q31: Are there any other city services or facilities you would like to comment briefly on?**

1. Yes
2. No
  
7. Don't know/Not sure
9. Refused

<b>Table Q31</b>			
<b>Are There Any Other City Services or Facilities You Would Like to Comment Briefly On?</b>			
	Frequency	Total %	Subgroup %
Yes	278	33%	34%
No	540	65%	66%
Don't Know/Not Sure	13	2%	--
Prefer Not To Answer	5	<1%	--

*Q31: Number of Comments by Topic*

- Recycling: 48 comments
- Recreational and park services: 47
- Cedar Falls Utilities (CFU): 40
- Streets, traffic, and parking: 37
- Waste removal and garbage concerns: 34
- Police and Fire Departments: 34
- Snow removal/salting and sanding roads: 20
- General positive comments: 16
- Housing issues: 15
- Taxes: 13
- Business-related comments/suggestions: 11
- Transportation: 9
- Schools: 8
- City officials, government, and administration concerns: 7
- Sidewalk concerns: 6
- Flood/storm related: 4
- Partnering with Waterloo: 4
- Miscellaneous: 33

**Q32: How many years have you lived in Cedar Falls?**

\_\_\_ \_\_\_ \_\_\_ Years

777 Don't Know/Not sure

999 Refused

<b>Table Q32</b>			
<b>How Many Years Have You Lived in Cedar Falls?</b>			
	Frequency	Total %	Subgroup %
Less than 10 years	189	23%	23%
10 to 29 years	255	30%	31%
30 or more years	388	46%	47%
Don't Know/Not Sure	2	<1%	--
Prefer Not To Answer	2	<1%	--

**Q33: Do you own or rent your home?**

1. Own

2. Rent

7. Don't know/Not sure

9. Refused

<b>Table Q33</b>			
<b>Do You Own or Rent Your Home?</b>			
	Frequency	Total %	Subgroup %
Own	749	90%	91%
Rent	76	9%	9%
Don't Know/Not Sure	9	1%	--
Prefer Not To Answer	2	<1%	--



**Q34: What is your age?**

\_\_\_ \_\_\_ \_\_\_ Years

777 Don't Know/Not sure

999 Refused

<b>Table Q34</b>			
<b>How Old are You?</b>			
	Frequency	Total %	Subgroup %
18-34 years	85	10%	10%
35-49 years	175	21%	22%
50-64 years	277	33	34%
65 or older	277	33	34%
Don't Know/Not Sure	5	<1%	--
Prefer Not To Answer	17	2%	--

**Q35: Are you Hispanic or Latino?**

1. Yes

2. No

7. Don't know/Not sure

9. Refused

<b>Table Q35</b>			
<b>Are You Hispanic or Latino?</b>			
	Frequency	Total %	Subgroup %
Yes	5	<1%	<1%
No	826	99%	100%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	5	<1%	--

**Q36: Which one or more of the following would you say is your race?**

1. White (Hispanic)
2. Black or African American (Hispanic)
3. Asian (Hispanic)
4. Native Hawaiian or Other Pacific Islander (Hispanic)
5. American Indian, Alaska Native (Hispanic) or
6. Other (Hispanic) **[specify:]** \_\_\_\_\_
  
7. Don't know/Not sure
9. Refused

<b>Table Q36</b>			
<b>Which One or More of the Following Would You Say is Your Race?</b>			
	Frequency	Total %	Subgroup %
White	814	97%	97%
Black or African American	2	<1%	<1%
Asian	5	<1%	<1%
Native Hawaiian or Other Pacific Islander	0	0%	0%
American Indian or Alaska Native	1	<1%	<1%
Other	3	<1%	<1%
Don't Know/Not Sure	2	<1%	--
Prefer Not To Answer	8	1%	--

**Q37: Which one of these groups would you say best represents your race?**

1. White
2. Black or African American
3. Asian
4. Native Hawaiian or Other Pacific Islander
5. American Indian, Alaska Native or
6. Other
  
7. Don't know/Not sure
9. Refused

<b>Table Q37</b>			
<b>Which One of These Groups Would You Say Best Represents Your Race?</b>			
	Frequency	Total %	Subgroup %
White	0	0%	0%
Black or African American	0	0%	0%
Asian	0	0%	0%
Native Hawaiian or Other Pacific Islander	1	<1%	100%
Other	0	0%	0%
Don't Know/Not Sure	0	0%	--
Prefer Not To Answer	0	0%	--

**Q38: What is your gender?**

- 1. Male
- 2. Female
  
- 7. Don't know/not sure
- 9. Refused

<b>Table Q38</b>			
<b>What is Your Gender?</b>			
	Frequency	Total %	Subgroup %
Male	315	38%	38%
Female	513	61%	62%
Don't Know/Not Sure	1	<1%	--
Prefer Not To Answer	7	<1%	--

**Q39: Do you or any immediate family members work for the City of Cedar Falls? (Asked of phone sample only)**

- 1. Respondent works for city
- 2. Family member works for city
- 3. Respondent and family member work for city
- 4. No
  
- 7. Don't know/not sure
- 9. Refused

<b>Table Q39</b>			
<b>Do you or any immediate family members work for the City of Cedar Falls? (Asked of phone sample only)</b>			
	Frequency	Total %	Subgroup %
Respondent works for city	5	<1%	1%
Family member works for city	11	1%	2%
Respondent and family member work for city	1	0%	0%
No	468	56%	96%
Don't Know/Not Sure	0	--	--
Prefer Not To Answer	0	--	--

## Appendix C: Technical Notes

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**Sampling Error.** Sometimes people refer to sampling error as a survey's "margin of error." The estimated maximum sampling error at the 95% confidence level for questions involving all respondents is +/- 3.3%. Estimates of sampling error increase as the sample size decreases. For instance, the estimated maximum sampling error at the 95% confidence level of questions with a sample size of 50 respondents is +/-13.8%. In 2004, the sample size was smaller (n = 506) with an estimated maximum sampling error of +/-4.3%.

**Sampling Plan and Sample Efficiency.** The project used address-based sampling (ABS) to select households for participation in the survey. This is different from the random digit dialing (RDD) technique used in the 2004 study in that addresses are sampled rather than telephone numbers. CSBR purchased a sampling frame of 6,000 Cedar Falls addresses from a third-party vendor. In that sample, 57% of the addresses were accompanied by a telephone number.

Generally, the response rate is "The number of complete interviews with reporting units divided by the number of eligible reporting units in the sample" (AAPOR 2009, p. 4). Generally, the cooperation rate is "The proportion of all cases interviewed of all eligible units ever contacted" (AAPOR 2009, p. 4). [Citation Information: The American Association for Public Opinion Research. 2009. *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 6th Edition.* AAPOR.]

**Address-Based Sampling (ABS).** ABS is a methodology which selects participants based on household addresses rather than telephone numbers (used in more traditional random digit dial, or RDD, methodologies). ABS allows the sample to include households that do not have landline telephone connections.

**Implementation.** Each address was assigned an individual ID code comprised of six alphanumeric characters. These codes were generated by the subcontractor hired by CSBR to complete web hosting and programming of the web survey. A sub-sample of 3,000 addresses was randomly selected from the original list of 6,000 potential numbers. The remaining 3,000 would be used only if the first 3,000 numbers were insufficient to reach the goal of 600 completed interviews. Each address was sent an information packet which contained a notification letter, a contact information card, and a business reply envelope. The notification letter described the study, explained the eligibility criteria, and provided instructions for how eligible adults could participate in the study by web or phone. The contact information card allowed eligible adults to send CSBR a preferred telephone number and best times to be contacted by phone.

Respondents who completed the online survey were removed from the sample of households to be called. Informational packets which were returned as undeliverable by the U.S. Postal Service were also removed from the sample. Respondents who returned contact information cards were called to complete the survey over the telephone at a specified time. All remaining addresses with accompanying telephone numbers in the sub-sample of 3,000 were contacted by telephone. When necessary, five or more call attempts were made in an effort to conduct the telephone interview.

**Web Hosting.** The programming and hosting of the online version of the questionnaire was subcontracted by CSBR to a vendor (Circum Network Inc.) who had successfully provided similar services on several previous research projects. The vendor generated and supplied CSBR with individual ID codes for each address in the sample and for temporarily storing the data on secured servers until the files were delivered to CSBR for analysis. A simple and short URL was selected to minimize the typing demands on residents when trying to access the web survey. The vendor did not have access to names of potential or actual respondents.

The questionnaire was tested by CSBR staff who communicated necessary text and programming changes for the questionnaire to the vendor. The vendor made these changes in a timely manner and provided a “field ready” version of the questionnaire to be used for actual data collection. A programming bug, affecting approximately a dozen potential respondents, was identified and corrected during the first few hours that the website was live. This issue did not compromise the integrity of the data used in the analysis of this report.

**City Employees and Family Members Who Work for the City.** The telephone version of the questionnaire included an item asking whether the respondent or any immediate member of their family worked for the City of Cedar Falls. Six respondents worked for the City and 11 were not City employees but had an immediate family member who was an employee. Working for the City or having a family member who does did not exclude a person from participating in this survey.

**Comparisons between 2004 and 2009 Satisfaction Ratings.** The 2009 survey included a *not used* option for several sections which was not included in the 2004 survey. For comparison purposes, *Not Used* was combined with the *Don't Know* and *Prefer Not To Answer* response options and excluded from the primary calculations for satisfaction ratings.



For further information, contact:

Brenda Balvanz, City of Cedar Falls  
220 Clay Street, Cedar Falls, IA 50613  
319-268-5112; [Brenda.Balvanz@cedarfalls.com](mailto:Brenda.Balvanz@cedarfalls.com)

Gene M. Lutz, Director, Center for Social and Behavioral Research  
University of Northern Iowa, 2304 College Street, Cedar Falls, IA 50614-0402  
319-273-2105; [Gene.Lutz@uni.edu](mailto:Gene.Lutz@uni.edu)