



# Pleasant Hill Area Community Survey

## Final Report

*Presented to:*

**City of Pleasant Hill**

*Presented by:*

Community Development-Data Information and Analysis Laboratory  
(CD-DIAL)  
Ames, Iowa

## Table of Contents

List of Tables and Figures.....	ii
Descriptive Report .....	1
Survey Methodology.....	1
Profile of Respondents.....	2
Results.....	3
Services .....	3
Quality of life perceptions .....	5
Population growth and land use planning.....	10
Summary of Results.....	12
Sources of community information .....	13
Awareness and satisfaction with city services .....	14
Allocation of future resources for city services .....	14
Respondent perceptions of population growth and land use planning .....	14
Appendix A: Percent Distributions for Pleasant Hill Area Community Survey (Random Sample) .....	16
Appendix B: Frequencies for Pleasant Hill Area Community Survey (Residents Outside City Limits).....	45

## List of Tables

Table 1.	Disposition of questionnaires .....	2
Table 2.	Respondent characteristics .....	3
Table 3.	Where do service users mostly access services?.....	4
Table 4.	Sources of information about Pleasant Hill government .....	6
Table 5.	Satisfaction with city services.....	8
Table 6.	Priority considerations for planning goals over the next 10 years .....	11

## List of Figures

Figure 1.	Years lived in Pleasant Hill.....	3
Figure 2.	Access to the Internet.....	3
Figure 3.	Reasons for living in Pleasant Hill.....	4
Figure 4.	Agreement with statements about Pleasant Hill life .....	6
Figure 5.	Preferred sources of information about Pleasant Hill government ....	7
Figure 6.	Quality of services in Pleasant Hill.....	7
Figure 7.	Somewhat or very satisfied with City services .....	8
Figure 8.	Support for population growth.....	10
Figure 9.	Locating new houses and businesses .....	11
Figure 10.	Local government’s financial role in economic development and job creation.....	12
Figure 11.	Responsibility for cost to build public utilities and roads in new land development .....	12
Figure 12.	Strategies to achieve survey respondents’ 10-year vision.....	13
Figure 13.	Support for population growth and land use planning .....	15

# *Pleasant Hill Area Survey*

## **Descriptive Report**

The City of Pleasant Hill is seeking input for future economic and land-use planning to create a community where residents can “grow, play and live.” A crucial part of this development process is an understanding of how people view the quality of life and community vitality in Pleasant Hill. The City plans to make decisions based upon this information, which will lead to an increase in the quality of life and community vitality in Pleasant Hill.

The City of Pleasant Hill requested technical assistance from the Community Development - Data Information and Analysis Laboratory (CD-DIAL) to conduct a survey of Pleasant Hill residents. CD-DIAL is a unit operated by Extension Sociology at Iowa State University. The laboratory provides training and technical assistance to organizations that wish to conduct needs assessments, public opinion surveys, or program evaluation. CD-DIAL provided technical assistance with questionnaire design, data collection, analysis, and summary report writing.

A random sample of Pleasant Hill residents was selected to receive a questionnaire. In addition, a supplemental sample of those living just outside the city limits of Pleasant Hill was selected to receive the questionnaire. Unless otherwise noted, this report discusses results from the 353 individuals who live within Pleasant Hill city

limits and who returned useable questionnaires.

## **Survey Methodology**

The City of Pleasant Hill, in collaboration with CD-DIAL, developed a 13 page questionnaire. A total of 800 households were randomly selected to receive questionnaires. A random sample allows for a known confidence level that the results will represent the residents of Pleasant Hill within a known margin of error. The sampling frame included households located in Pleasant Hill selected from a database of all Iowa heads of households. The database is provided to CD-DIAL through a subscription service by InfoUSA. As mentioned previously, a supplemental sample of 86 households outside of Pleasant Hill city limits was selected to receive the questionnaire. A mailing to all names provided by the City was conducted. However, because the completeness of the list is unknown, we cannot assume the responses of individuals in the supplemental mailing is representative of all residents living just outside Pleasant Hill city limits.

Questionnaires were distributed using a three-phase mailing process.<sup>1</sup> In addition to allowing respondents to return paper questionnaires via the mail, respondents were also given the option to complete the

---

<sup>1</sup>The process included:

<sup>1</sup>A cover letter, a copy of the questionnaire, and a postage-paid return envelope addressed to Iowa State University.

<sup>2</sup>A thank you/reminder postcard, mailed to everyone in the sample approximately one week after the first questionnaire.

<sup>3</sup>A replacement questionnaire, including cover letter, and a postage-paid return envelope, mailed to those who had failed to respond two weeks after the first mailing.

questionnaire via the Internet. Responses were tracked using a number, which was stamped on the back of the return envelope. In the event the respondent filled out the questionnaire via the Internet, an access code was used to allow the individual to access the Internet version of the questionnaire. These procedures were approved by Iowa State University’s Institutional Review Board. Confidentiality of respondents was maintained with a set of procedures that included separate case numbers for respondents and password protected files. After data entry, all completed questionnaires were shredded.

Mailings resulted in 353 completed questionnaires.<sup>2</sup> Table 1 shows the disposition of the questionnaires. Fifty-nine were returned undeliverable, while 381 failed to respond or refused to complete the questionnaire. Two people did not live in the area, two were deceased, and another two persons from the supplemental sample (rural-unincorporated sample) were omitted from the final report because they were actually living in town. One other person was excluded from the data analysis because they destroyed the ID number on the return envelope; they are listed as “other” along with the previous two respondents in Table 1. The adjusted response rate for the random sample is 47.9%. Of the 86 households who lived outside Pleasant Hill city limits, 36

**Table 1. Disposition of questionnaires**

	<b>Number</b>
Returned Useable	353
No Response/refused	381
Undeliverable due to address	59
Doesn’t live in area	2
Deceased	2
Other	3
<b>Total Mailed</b>	<b>800</b>

<sup>2</sup>Fifty-two percent of respondents (N=301) preferred to use the paper survey, stating that the hard copy was “easier” to use; 41% preferred the paper over Internet in general; and 34% considered the paper method as “faster” than the Internet survey.

returned usable questionnaires. The response rate for the supplemental sample is 41.9%.

This report includes responses for 353 respondents who returned useable questionnaires. Assuming respondents are not different from non-respondents, this number allows us to conclude that the results obtained from the survey are within +/-5% from results that would have occurred if all residents in Pleasant Hill had a chance to participate. For example, if 60% of respondents agree with a statement, we can assume that the true population value lies somewhere between 55% and 65%. We cannot conclude this with complete certainty, but rather we can conclude this will be true 95% of the time.

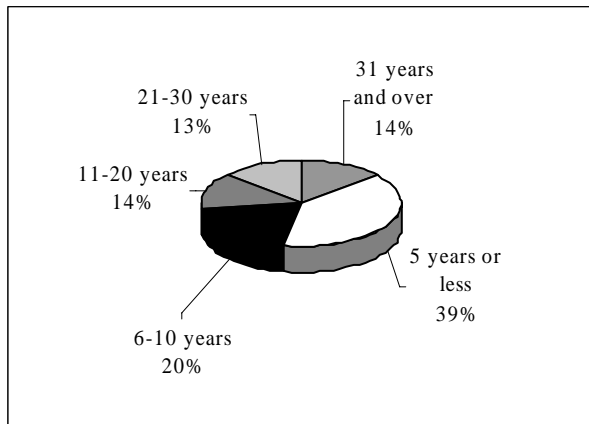
Some important points should be made at this point to guide the reader in the interpretation of this report. The term *respondent* refers to the person who completed the questionnaire. Percentages reported in tables and figures are assumed to reflect the views of those who answered the questions and not other household members. The corresponding number of respondents (N) that provided answers for each item is listed next to each item in the tables and figures. Statistics based on less than 30 respondents are unreliable estimates and are not shown in the tables and figures.

## **Profile of Respondents**

The city is interested in community responses within Pleasant Hill. Therefore, the data reported here will not represent respondents outside of Pleasant Hill, including surrounding rural communities. As a result, 100% of the respondents reported living within the city limits of Pleasant Hill; 59% of the respondents have

lived in Pleasant Hill for 10 years or less (Figure 1).

**Figure 1: Years lived in Pleasant Hill**



The majority of respondents (51%) were female, whereas male respondents comprised 49% (Table 2). A great majority of respondents (83%; N=312) has at least “some college, technical, or a professional degree.” Nearly 8 of every 10 (78%) survey participants are either married or living with a partner. The average age is 51 years, while over three quarters of respondents (83%) are between the ages of 31 and 74. Survey results asking for personal impressions may under-represent those younger than 45 years old and over-represent impressions of those over 45 years old. These differences should be taken into account when drawing generalizations from reported results to all Pleasant Hill residents.

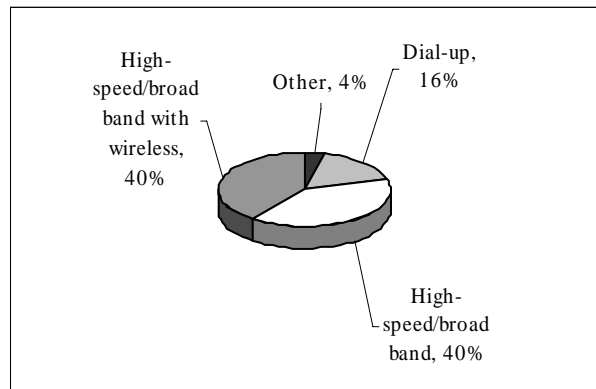
**Table 2. Respondent characteristics**

	Survey	2000 Census
	Percent	
<b>Population (n=310; 5,070 )</b>		
Female	51	53
Male	49	47
<b>Ages Surveyed (years)</b>		
30 or less	12	19
31-44	22	34
45-59	36	28
60-74	25	13
75 and over	5	6
<b>Age (n=307; 5,070 )</b>		
Median Age (years)	51	36

Average household size was 2.7 persons (range=1 to 7 persons), with 40% reporting the presence of children under 19 years of age. One in every five (21%) respondents indicated there were one or more older adults (65 years or older) in the household. More than two thirds of respondents (68%) report they are employed full-time, while 20% say they are retired. On average, respondents drive 14 miles, one way, to work each day. Similarly, spouses/partners drive an average of 13 miles one way each day.

A large majority of respondents have high-speed Internet access, either with or without wireless service in their home (Figure 2) Only 16% report they still use a dial-up connection.

**Figure 2. Access to the Internet**



## Results

The questionnaire covered residents’ perceptions of city government services, their use of those services, quality of life measures, and opinions about population growth and land use planning.

### Services

The top five reasons offered by respondents for living in Pleasant Hill (Figure 3) (page 4) were: “Friendly environment” (60%); “Affordable housing” (44%); living “Close to family and

relatives” (43%); “Close to job” (35%); and a “Strong school system”(28%).<sup>3</sup>

*“Do you stay mostly in Pleasant Hill to acquire the following services or do you go mostly outside the city? Please circle the appropriate numbers for each of the services.”*

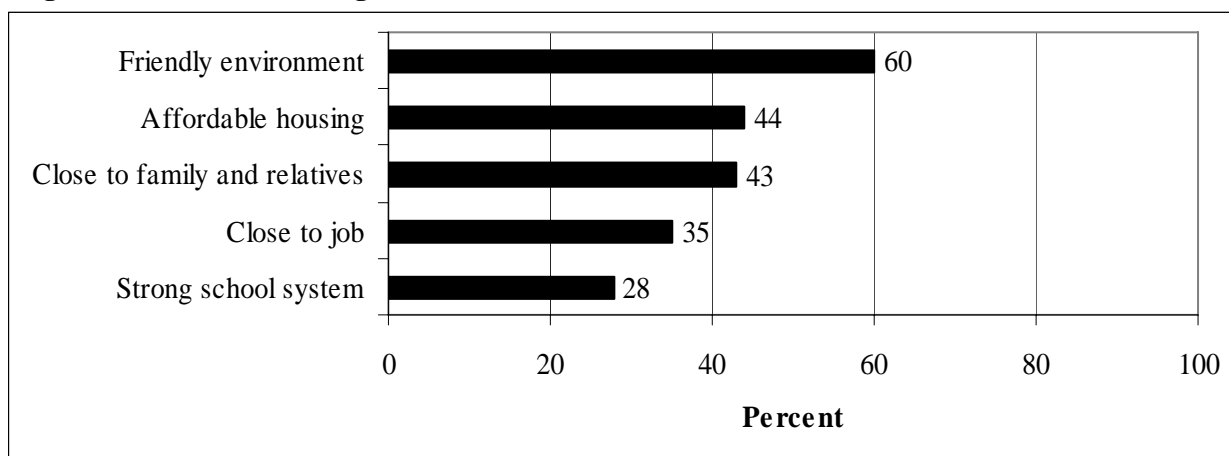
Respondents were asked to respond to whether they acquire certain services “Mostly in the city,” “Mostly outside the city,” or they “Don’t Use” the service (Table 3). To show where services are being accessed, we selected only service users (omitting “Don’t Use” responses). Nearly all

respondents who work go outside the city for employment (92%) and 66% of recreation and entertainment users go outside the City. Three fourths of those using child care (77%) access care in Pleasant Hill and 51% of shoppers do their shopping in town.

*“Please indicate if you have used the following services in the Pleasant Hill community and whether the service was POOR or VERY GOOD in quality (1 = Poor and 4 = Very Good).”*

Participants rated the services they used (shown in Table 3) using a scale of 1 = “Poor” to 4 = “Very good.” For those who responded, the perceived quality

**Figure 3. Reasons for living in Pleasant Hill**



**Table 3. Where do service users mostly access services? (Service users only, don’t know excluded)**

	<b>In Pleasant Hill</b>	<b>Outside Pleasant Hill</b>
	<i>percent</i>	
Jobs (n=241)	8	92
Medical services (n=291)	40	60
Shopping for daily needs (n=299)	51	49
Religious services (n=225)	39	51
Recreation/entertainment (n=270)	34	66
Child care (n=56)	77	23
Youth programs (n=74)	54	46

<sup>3</sup>Sixty-eight percent of respondents are employed or self-employed on a full-time basis (N=310). Fifty-three percent live in the Southeast Polk Community School District, with another 38% living in Pleasant Hill Community School District (N=307).

of services fell in the range of “Good” to “Very good” for only two categories “Shopping facilities” (31% Good or Very good), and “Youth programs” (67%).” Fifty-nine percent of respondents rated public school services as “Very good,” followed by 48% rating Pleasant Hills’ medical services “Very good.” Forty four percent rated “Adequate housing” as “Very good.”

**Households with children.** In households with children, about one third use child care services. One fourth of those who use such services go outside Pleasant Hill for the service. Respondents’ quality ratings for child care services were generally good or very good (82% combined).

Similarly, 53% of households with children have used youth services, while a little more than half of this group went outside the City to obtain youth services. Quality ratings were somewhat lower (64% Good or Very good) than for child care services.

### *Quality of life perceptions*

Respondents were asked to express their level of agreement or disagreement with several statements about living in Pleasant Hill. The questionnaire asked respondents to use a scale of 1 to 6 with 1 equal to strongly disagree and 6 representing strongly agree. Figure 4 (page 6) shows the average level of agreement for each of the statements. Respondents expressed the strongest level of agreement with statements regarding the sense of safety they feel while living in Pleasant Hill (5.2), the city as a healthy place to live (5.0), and the overall quality of life in Pleasant Hill (4.9).

Regarding local city government, respondents expressed lower levels of agreement with statements about the city’s effort in working with non-profits and for-profit organizations (4.0), their effectiveness

in cooperating with other communities (3.5), and local government’s effectiveness in planning for the future (3.5). Similarly, respondents did not offer strong agreement that the city should play a role in promoting economic development (3.5).

When asked about their interest in Pleasant Hill as a place to retire, respondents expressed mild agreement with a rating of 4.1. However, they agreed at a rate of 4.4 that they would encourage their children to live in the Pleasant Hill area.

*“In the last 12 months, have you or any member of your household used the following sources to obtain information about Pleasant Hill government and services? (Circle ONE number for each source)”*

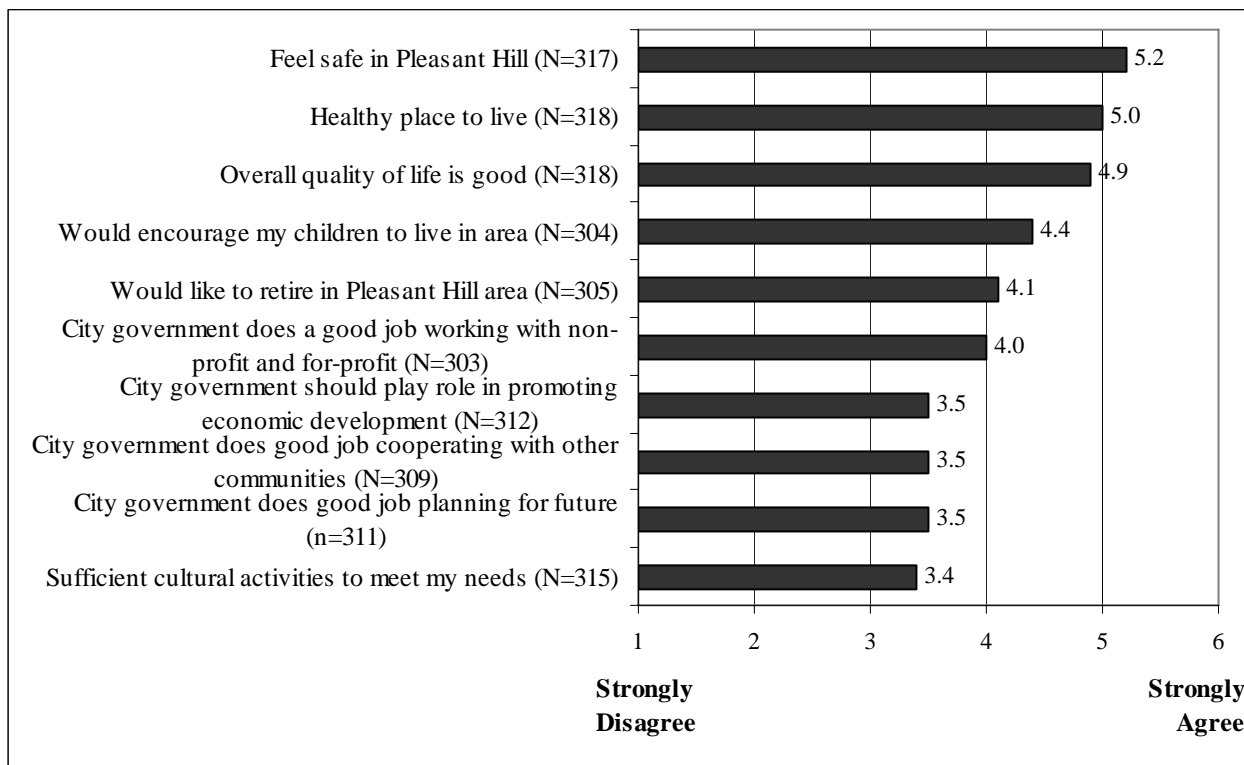
In the last 12 months, Pleasant Hill residents (68%) obtained most of their information about city government by reading the local newspaper, the Pleasant Hill Edge (See Table 4, page 6). A large majority

(66%) also indicated they obtain information from their friends and neighbors, with another 54% (N=313) getting information by reading the electronic board near Hy-Vee grocery.

Two-hundred ninety-five respondents offered answers to an additional question that asked which three sources they preferred to use for information about city government. Figure 5 (page 7) shows sources with the top 3 highest frequencies. More than half listed the local paper as a preferred source (58%); 45% listed the city’s government web site, and 36% said that direct contact with the city officials would be the preferred source for information.

Examining these responses in conjunction with results of the previous question, which asked if respondents had used such services in the past 12 months, the print media (news and electronic signs)

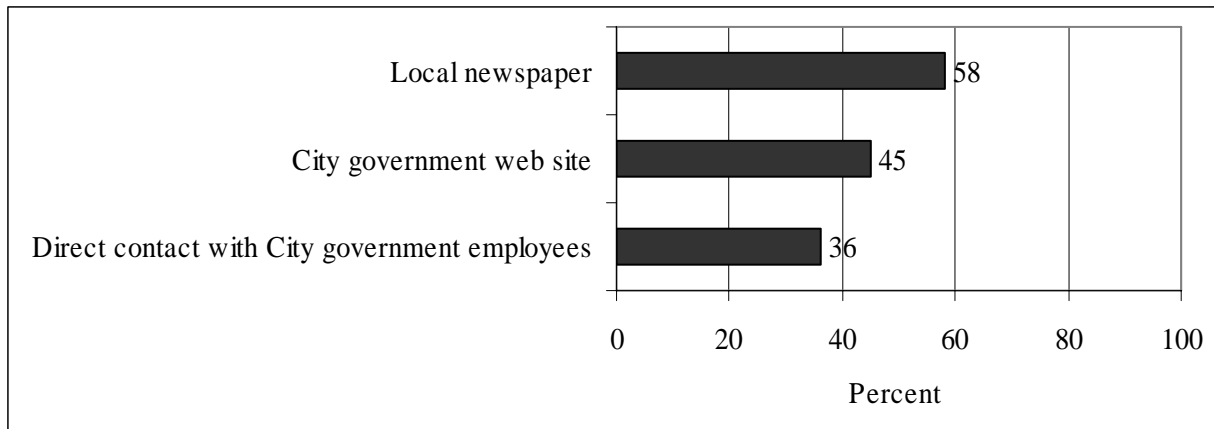
**Figure 4. Agreement with statements about Pleasant Hill life**



**Table 4. Sources of information about Pleasant Hill government**

	Used in last 12 months?	
	No	Yes
1. Local newspaper – Pleasant Hill Edge (n=315) .....	32%	68%
2. City government web site (www.ci.pleasant-hill.ia.us) (n=313).....	69%	31%
3. City Hall open hours (n=314).....	63%	37%
4. Electronic sign board near Hy-Vee (n=313) .....	46%	54%
5. Television (n=314) .....	77%	23%
6. Radio (n=313) .....	81%	19%
7. Friends/neighbors (n=315) .....	34%	66%
8. Direct contact with city government employees/officials (n=313) .....	60%	40%
9. Email or telephone city clerk office (n=312) .....	69%	31%
10. Other (Please specify _____) (n=139).....	91%	9%

**Figure 5. Preferred sources of information about Pleasant Hill government**



garnered the most responses. Direct contact with city representatives garnered 40% of the responses (N=313), however it was not listed in the top three choices for how respondents have gained information about city government in the past.

*“Have you or any member of your household contacted a Pleasant Hill government department or office **BY TELEPHONE** in the past 12 months?”*

Of 317 respondents, only 44% replied they had contacted the Pleasant Hill city government by telephone in the past 12 months. This question was followed by an inquiry about the quality of service they received during their telephone experience.

*“When you called, how **ACCURATE** was the information you were given (1 = **Very Inaccurate** and 6 = **Very Accurate**)?”*

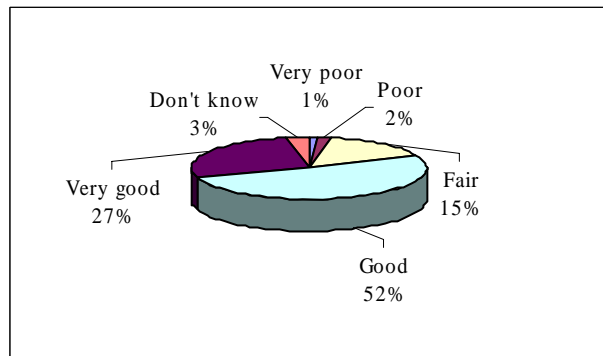
Two-thirds (67%) responded they were given accurate to very accurate information. Using a 1-6 scale, with “1” being very disrespectful and “6” very respectful, 134

respondents replied that the local government employee with whom they spoke was respectful to very respectful (77%). Overall,

134 respondents claimed to be satisfied to very satisfied (73%) with the level of customer service by the Pleasant Hill telephone representative.

For those respondents who do not normally utilize the telephone for contacting city government, we examined the data in search of other methods. Nearly one third (31%) of 313 individuals responded they had used the Pleasant Hill government web site, with 87% (N=97) of this group saying they were able to find the information they were seeking.<sup>4</sup> Overall, on a scale of 1= “Very poor” to 5= “Very good,” about half (52%) of Pleasant Hill respondents rated their city’s services as “Good” (Figure 6), with an additional 27% giving a “Very good” rating.

**Figure 6. Quality of services in Pleasant Hill**



<sup>4</sup>Eighty-three percent (N=310) report having Internet access in their homes.

***“How DISSAT-  
ISFIED or  
SATISFIED  
are you with  
the following  
aspects of City  
of Pleasant Hill  
services?”***

Fifty percent of survey participants are very satisfied with city law enforcement and emergency services, while 38% are somewhat satisfied. More than one third (36%) are very satisfied with community maintenance services. Also shown in Table 5, close to half (46%) are very satisfied with parks and recreation services, and a majority (56%) of respondents are also very satisfied with Library services.

We also examined responses to the statements in Table 5, using only responses from those who gave an opinion; in other

words, we excluded cases where the survey participant gave a “Don’t use” response. Using this method, Figure 7 illustrates high satisfaction rates (somewhat or very satisfied) for all of the listed services.

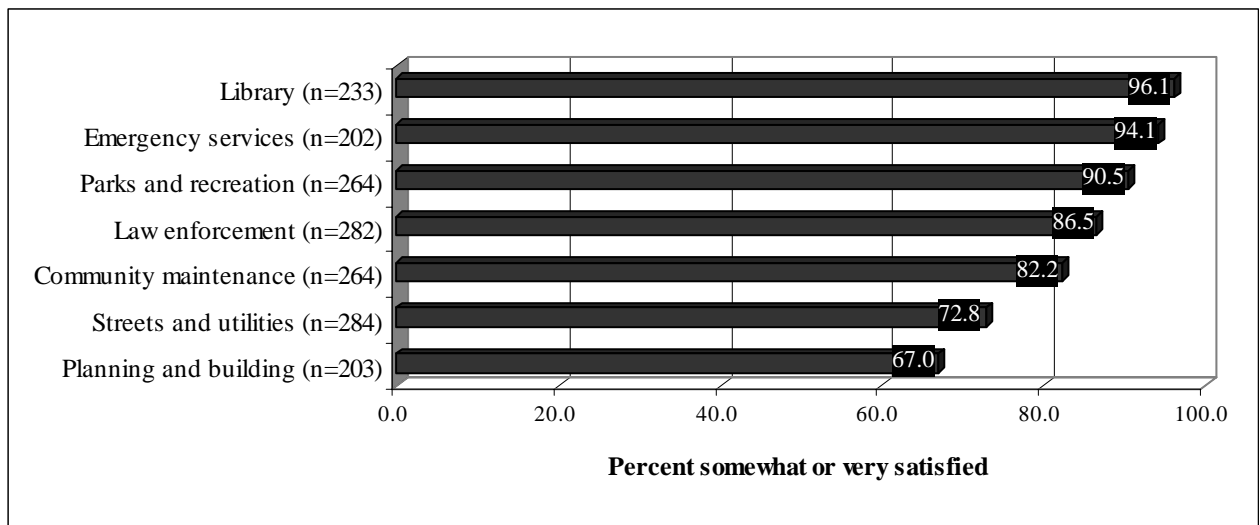
***“Thinking about  
priorities for law  
enforcement,  
should the Pleas-  
ant Hill Police De-  
partment empha-  
size the following  
activities LESS, the  
S A M E o r  
MORE?”***

In response to a question regarding priorities for the Pleasant Hill Police Department, respondents were mainly interested in an increase in “residential patroling” (38%), and “illegal drug use prevention and enforcement” (47%). The

**Table 5. Satisfaction with city services**

	<b>Very Dissatisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Somewhat Satisfied</b>	<b>Very Satisfied</b>	<b>Don't Use</b>
1. Law enforcement (n=311).....	5%	7%	32%	50%	6%
2. Emergency services (n=309).	1%	2%	14%	50%	33%
3. Community maintenance services (n=310) .....	3%	12%	38%	36%	11%
4. Planning and building services (n=305).....	6%	16%	30%	18%	30%
5. Streets and utilities (n=312) ..	8%	17%	38%	32%	5%
6. Parks & recreation services (n=309).....	3%	6%	35%	46%	10%
7. Library services (n=313) .....	1%	2%	18%	56%	23%

**Figure 7. Somewhat or very satisfied with City services (“Don’t know” responses excluded)**



remainder of the listed law enforcement priorities received a high percentage in the “Same” category, suggesting that there is not an immediate concern for a decrease or increase in these law enforcement priorities.

**“How DISSATISFIED or SATISFIED are you with the following Emergency Department activities?”**

Four questions asked survey participants to report their satisfaction level for emergency services in Pleasant Hill. Responses to all four questions show that the services have not been widely used by a majority of respondents, since between 52% and 66% responded “Don’t know.” However, roughly a quarter of those who responded with an answer other than “Don’t know” (26%) were very satisfied with fire prevention services, while another 35% reported they are very satisfied with emergency services’ abilities to “put out fires.” Additionally, 39% were very satisfied with Pleasant Hill’s medical assistance services.

**“Please rate your level of satisfaction with the following Parks and Recreation features.”**

All of the parks and recreation services in Pleasant Hill received a good or very good rating. “Overall appearance of parks” garnered the highest rating (91%). Nearly two thirds (62%) replied they do not use the tennis courts.

**“How POOR or GOOD is the quality of the following street maintenance features?”**

A scale of “Poor” to “Very good” was offered to rate Pleasant Hill street maintenance activities. Most of these activities received a good or very good rating by a large majority of respondents. The combined good and very good rating for “street sweeping in your neighborhood” was 55%.

**“Do you use the Pleasant Hill Public Library as often as you would like to use it?”**

Of 305 respondents, 56% replied they do not use the Library as much as they would like. “Not enough time” (63%) was the main reason for not using the Library.

Respondents were then asked whether the current hours of operation were sufficient for meeting their library needs. It was suggested by a slight majority that the opening/closing times should be adjusted by one hour. For instance, Monday through Saturday the Library opens at 10 AM; however, these respondents preferred 9 AM. Likewise, the Library opens on Sundays at 1 PM, and the preferred opening time of 12 noon was suggested. Closing times are just as important. Most responders preferred that closing times be set an hour later than the present closing times. However, on Saturdays and Sundays, respondents seemed to be content with the existing closing times.

**“In the past, bus services have occasionally been available for Pleasant Hill residences from Des Moines Area Regional Transportation (DART). Were you aware of these services when they existed?”**

The City included a question on services by Des Moines Area Regional Transportation (DART). While services are not currently available to Pleasant Hill residents, they have been in the past. However, at that time DART services were discontinued for lack of use. Responses from this survey indicate that lack of awareness may explain some of this low use. Nearly 6 out of every 10 respondents (59%) said they had never heard of DART, whereas 41% replied that they had heard of it. However, even in those respondents who had heard of it, 94% indicated they have never used DART.

***“If DART services were available in the future, how UNLIKELY or LIKELY is it that a member of your household would use the services (1= Very Unlikely and 6= Very Likely)?”***

A slight majority (53%) of respondents said it was very unlikely that any member of their household would use DART in the future. Convenience seems to be the factor weighing most heavily in respondents’ decision to use/not use DART services. More than

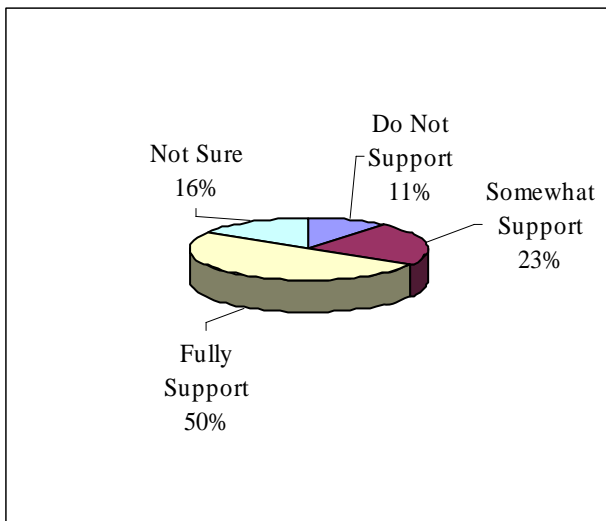
one third (35%) stated that convenience of the route and schedule deterred them from riding DART, while 44% indicated they prefer to drive their own car. However, if services were more widely publicized, it is possible that more residents would use this public transportation service in the future.

***Population growth and land use planning***

***“To what extent do you support planning for population growth?”***

Approximately half of respondents fully support population growth in the City of Pleasant Hill (Figure 8).

**Figure 8. Support for population growth (N=307)**



Following are some reasons respondents supported planning for population growth:

- City must grow to prosper.*
- We [have to] go outside [of] Pleasant Hill for most everything.*
- To tie older neighborhoods with newer [ones].*

Only 11% of 307 persons responding to this question did not support planning for population growth. The following comments represent reasons given for not supporting population growth:

- Love the small town atmosphere*
- Sick of all the apartments moving in Pleasant Hill should be a safe haven from this crazy world--You get too big; you lose that.*

When asked, “Regardless of how you personally feel about it, do you think population growth in Pleasant Hill can be “Slowed” or “Stopped,” a slight majority (54%) did not foresee population growth being slowed. Likewise, an even greater percentage (95%) did not think population growth could be stopped. Out of 315 respondents, 63% believed “population growth [is] necessary to maintain a healthy economy in the Pleasant Hill area.”

***“Given the financial priorities the City currently faces, what PRIORITY should the City of Pleasant Hill give to the following planning goals over the next 10 years? (Circle ONE response for each priority)”***

In Table 6, (page 11) respondents were asked to provide priority ratings for a list of 8 goals, given the current financial limitations faced by the City. The goal most often listed as a high or urgent priority was “protecting existing neighborhoods” (88% combined high or urgent). “Protecting air quality” was the second most frequently rated as high or urgent priority (74% combined).

**Table 6. Priority considerations for planning goals over the next 10 years**

	Priority?				Don't Know
	Low	Medium	High	Urgent	
1. Protecting area rivers and streams (n=314).....	8%	30%	45%	13%	4%
2. Preserving farm land (n=316) .....	14%	41%	29%	12%	4%
3. Building new roads and highways (n=313).....	16%	46%	28%	8%	2%
4. Acquiring open space for recreation and enjoyment (n=313) .....	12%	35%	37%	15%	1%
5. Opening farm land for new and expanding businesses (n=313) .....	38%	28%	22%	7%	5%
6. Nurturing citizen commitment to community and civic involvement (n=310) .....	6%	31%	44%	15%	4%
7. Protecting air quality (n=316) .....	5%	19%	49%	25%	2%
8. Protecting existing neighborhoods (n=316) .....	1%	9%	55%	33%	2%
9. Other (n=61).....	2%	3%	14%	25%	56%

*“Some people say that new houses to accommodate population growth should only come by making farm land available for houses and businesses. Others say that new houses and businesses should only be located in areas of existing development; farm land should be preserved. Which way do you feel? (Circle ONE response)”*

In the next few figures, citizens’ sentiments regarding issues of economic development and land use are shown. Figure 9 offers the results to statements about where to locate new houses and businesses in

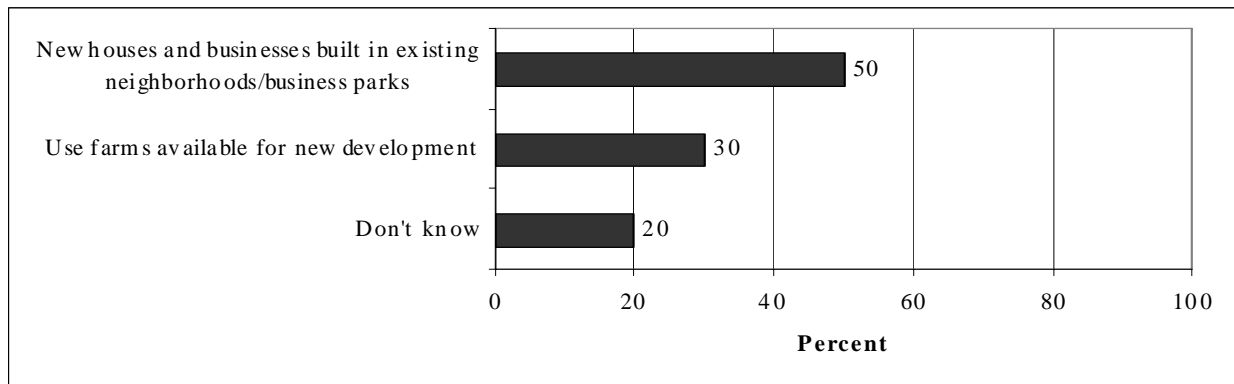
Pleasant Hill. About half of respondents prefer that new houses and businesses are located in existing neighborhoods and business parks. One of every five (20%) say they don’t know.

*“Some people say the government should help pay for economic development and job creation (for example, with property tax breaks, system development improvements). Others say that private businesses should pay their own way and not be treated differently than individual taxpayers and other businesses that don’t get the breaks. How do you feel?”*

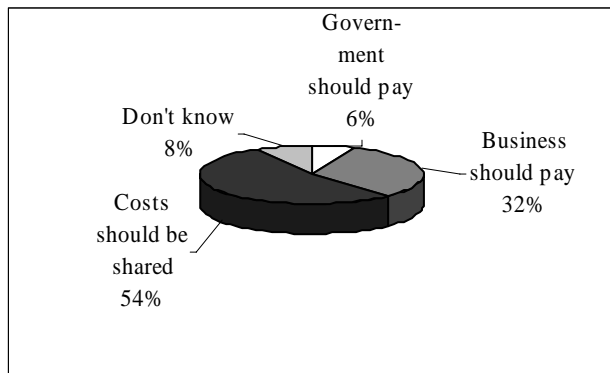
Figure 10 (page 12) shows responses to a following statement regarding the role of

local government in economic development and job creation.

**Figure 9. Locating new houses and businesses (N=314)**



**Figure 10. Local government's financial role in economic development and job creation (N=296)**



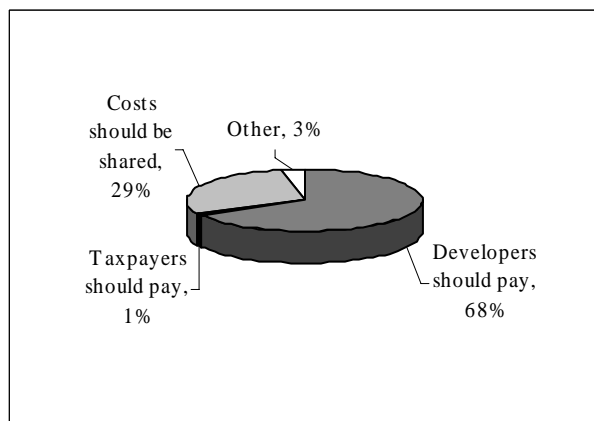
*“Some people say land developers should pay to bring public services like water, sewer, and roads to their property. Others say those costs are the price that taxpayers should pay for a growing economy. Which way do you feel?”*

In Figure 11, perceptions regarding who should pay to bring public utilities to newly developed areas are illustrated.

In Figure 12 (page 13), support or opposition is illustrated for 12 strategies suggested in the questionnaire to achieve a better

quality of life for residents. Note that, for 8 of the 12 statements, at least one fourth of

**Figure 11. Responsibility for cost to build public utilities and roads in new land development (N=313)**



*“Think about Pleasant Hill as you would like to see it 10 years from now. Do you SUPPORT or OPPOSE the following policies in order to achieve your 10-year vision?”*

respondents stated that they did not know whether they support or oppose the statement. Nearly all respondents (93%) support encouraging businesses to locate or remain in

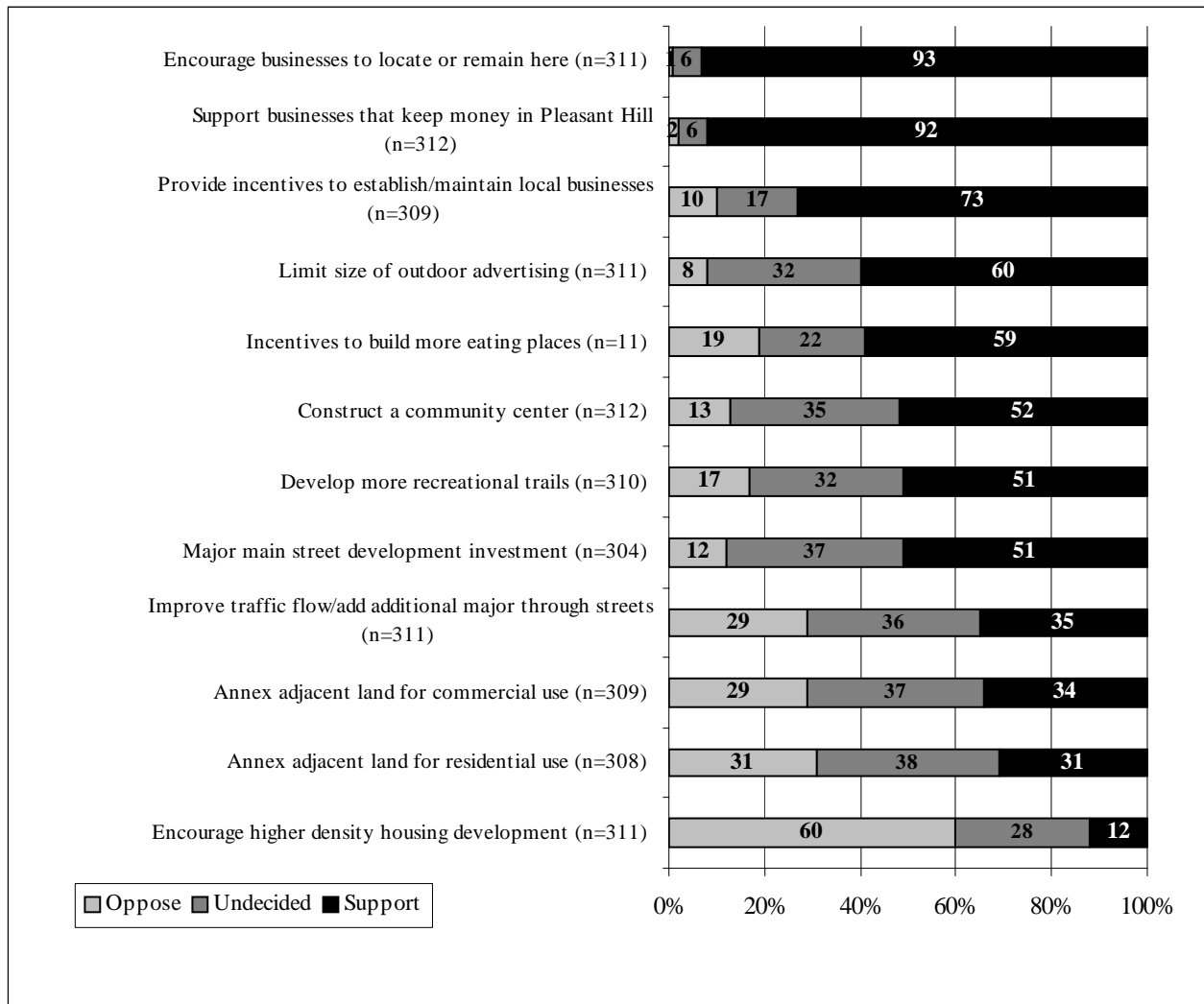
Pleasant Hill. Three quarters (73%) offer support for incentives to establish and/or maintain local businesses, which parallels support expressed by 92% for businesses that keep money in Pleasant Hill (as opposed to supporting businesses or home offices located outside the city). Developing recreational trails (51%) and constructing a community center for public use (52%) were both supported by a slight majority of respondents. On the other end of the spectrum, 6 of every 10 respondents opposed the construction of higher density housing developments, such as apartments and townhomes.

### Summary of Results

In this survey of 353 Pleasant Hill residents, respondents under the age of 45 years are somewhat under-represented compared to 2000 Census figures. Average household size for respondents was 2.7 persons and 40% reported the presence of children less than 19 years of age. One in every five (21%) respondents indicated the presence of older adults, aged 65 years or older. A majority of respondents (68%) are employed full-time, while 20% say they are retired.

Survey participants see Pleasant Hill as a friendly place to live. Other reasons cited by less than a majority of respondents included affordable housing (44%) and closeness to family and relatives (43%).

**Figure 12. Strategies to achieve survey respondents' 10-year vision**



**Sources of community information**

When respondents need information about city services or what is happening in city government, the majority get their information from either the Pleasant Hill Edge (68%) or friends and neighbors (66%). Another source used by 54% is the electronic sign board near Hy-Vee. However, the preferred source for information is the Pleasant Hill Edge.

Roughly one third of respondents indicated they have used the City’s web site as a source of information. In this group of lower users, only 13% said they could not find the information they sought. These

respondents gave several suggestions about how to improve the site, including more lists of important dates (for example, garbage schedule, parade information, event calendar.) The most predominant comment dealt with how up-to-date the site was when last visited.

**Awareness and satisfaction with city services**

Survey participants are satisfied with the quality of City services. In fact, 79% gave a good or very good overall rating. Nearly half (44%) indicated they have contacted the City by telephone in the last 12 months. A large

majority of this group says the information they received was accurate and they were treated in a respectful or very respectful manner. Overall, roughly three fourths of those who had made such a contact were satisfied or very satisfied with the level of customer service they experienced.

A majority of respondents are somewhat or very satisfied with all areas of City services. However, depending on individually identified goals, Figure 7 (page 8) can be used as the baseline for future measurement of resident satisfaction against long-range efforts to improve these levels.

For the Streets and Utilities department, respondents were most satisfied with bike paths and upkeep of major streets and gave lowest ratings for street sweeping and snow plowing in their own neighborhoods. A large majority gave favorable ratings on the number of traffic signals and stop signs on major streets, as well as the streets they travel. However, they were nearly evenly split on the effectiveness of coordination for traffic lights (48% rarely or sometimes effective).

Regarding Library services, a slight majority of respondents report they do not use the Library as often as they would like to use it. Most respondents indicate a lack of time as the source for the lack of use. Nearly all items in a list of 12 Library features were rated either good or very good by 98% to 99% of respondents. Only access to the Library Internet from home received a good/very good rating from fewer than 90%. Finally, a question about Library opening and closing times indicates respondents would like to see the Library open an hour earlier and close an hour later on most days.

### ***Allocation of future resources for city services***

A question about the potential for services from Des Moines Area Regional

Transportation indicates that many respondents were not aware of DART services the last time they were offered in Pleasant Hill. However, it also suggests that a majority would not use DART services in the future, even if they were offered. Predominant reasons for not using DART included a preference for driving one's own car and the convenience of the route and schedule.

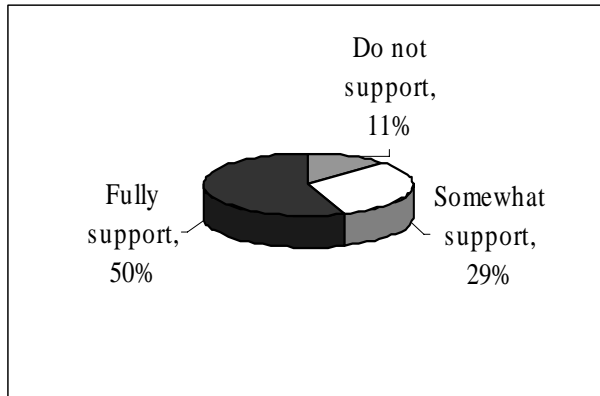
### ***Respondent perceptions of population growth and land use planning***

In the 241 respondents who answered a question regarding support for future population growth, a majority of respondents (58%) said they fully support such planning (Figure 13, page 15). An additional 29% said they somewhat support it. When asked why they said somewhat or fully support, many respondents offered their perceptions of the benefits inherent in planning. In the small group (n=31) who did not offer support, the reasons cited included tax issues and an interest in maintaining the "small town" feel of the Pleasant Hill community.

While there was some optimism that population growth could be slowed (46%), all but 5% of respondents agreed that population growth could not be stopped (n=258). Further, a large majority felt population growth is necessary to maintain a healthy Pleasant Hill economy. Another question asked respondents to list the one goal that should receive the highest priority in planning for the next 10 years. While there was no agreement by a majority, a plurality of respondents said maintaining existing neighborhoods was both the highest (30%) and second highest (22%) priority for the next 10 years.

Responses to questions regarding certain values related to future planning support for the notion of maintaining existing neighborhoods. Half of respondents want

**Figure 13. Support for population growth and land use planning (n=241)**



new homes and businesses built in existing areas, rather than developing new ground. However, when queried about how to accommodate new high tech businesses and other economic business expansion, the majority supported making these development decisions on a case-by-case basis. According to these respondents, costs to bring new job and economic development to the area should be shared between local government and businesses. However, most respondents saw infrastructure costs for new development, such as utilities and streets as the responsibility of developers.

We also examined differences between residents who had lived in the community for 5 years or less with those who had lived here longer than 5 years. We found no statistically significant differences between these two groups regarding the values questions. However, when we conducted comparisons for statements regarding the

respondents' long range vision for the next 10 years, we did find one difference based on length of residence. A greater percentage of respondents living in Pleasant Hill for 5 years or less (49%) are undecided about whether the City should annex adjacent land for residential use compared to 32% of those who have lived in the community for more than 5 years ( $p = .009$ ).

The information in this report is information perceived to be important by CD-DIAL staff after analysis of the data and conversations with the City of Pleasant Hill, Iowa. However, the information in this report should not limit the scope of future planning efforts. Other areas of concern than those discussed may emerge that also need to be addressed.

It is important now that Pleasant Hill officials interpret the information contained in this report and begin a planning process for the future of the City. Please refer to the appendices that follow to see a complete listing of results of the survey, including the percent distributions and comments to open-ended questions. This information will provide significant detail during the future planning process.

Prepared by:

Mark Bauermeister, CD-DIAL Research Assistant

Christie Graeve, CD-DIAL Research Assistant

Kathlene Larson, CD-DIAL Research Director

Lori Merritt, CD-DIAL Office Assistant

## Appendix A: Percent Distributions for Pleasant Hill Area Community Survey (Random Sample)

**Instructions: Please respond to the following questions as they apply to you and members of your household. In most cases, this means circling a number or filling in a blank. Space is also provided for you to add written comments.**

**A. Where do you currently live? (Circle ONE response) (n=316)**

- |                                      |      |
|--------------------------------------|------|
| 1. Within Pleasant Hill city limits  | 100% |
| 2. Outside Pleasant Hill city limits | --   |
| 3. Other (please specify _____)      | --   |

**First, please tell us about your experience living in the Pleasant Hill area.**

**B. People have different reasons for living in a particular place. Circle the THREE MOST IMPORTANT reasons why you live in the Pleasant Hill area. (n=316)**

- |  |     |
|--|-----|
| a. Grew up here                          | 9%  |
| b. Close to family/relatives             | 43% |
| c. Close to job                          | 35% |
| d. Friendly environment                  | 60% |
| e. Affordable housing                    | 44% |
| f. Scenic area                           | 22% |
| g. Strong school system                  | 28% |
| h. Good city services                    | 14% |
| i. Can't afford to leave                 | 7%  |
| j. Close to church                       | 3%  |
| k. Location                              | 6%  |
| l. Small town atmosphere/country feeling | 2%  |
| m. Tax abatement                         | 1%  |
| n. Quiet area                            | 1%  |
| o. Safe/low crime                        | 1%  |
| p. Close to golf course                  | 1%  |
| q. Long time resident/like it here       | 3%  |
| r. Close to and family/friends live here | 1%  |
| s. Other                                 | 2%  |
| t. Hunting/fishing/recreation            | <1% |
| u. Housing                               | 2%  |
| v. Close to school                       | <1% |

**C. Do you stay mostly in Pleasant Hill to acquire the following services or do you go mostly outside the city? Please circle the appropriate numbers for each of the services.**

	<u>Mostly in the city</u>	<u>Mostly outside the city</u>	<u>Don't Use</u>
1. Jobs (n=310).....	7%	74%	19%
2. Health care (n=315).....	36%	60%	4%

(continued on following page)

**C. Continued**

	<b>Mostly in the city</b>	<b>Mostly outside the city</b>	<b>Don't Use</b>
3. Shopping for daily needs (n=313).....	50%	49%	1%
4. Religious services (n=313).....	29%	46%	25%
5. Recreation/entertainment (n=311) .....	31%	59%	10%
6. Child care (n=307) .....	15%	5%	80%
7. Youth programs (n=304).....	14%	13%	73%
8. Senior citizen programs (n=309).....	5%	3%	92%

**D. Please indicate if you have used the following services in the Pleasant Hill community and whether the service was POOR or VERY GOOD in quality (1 = Poor and 4 = Very Good).**

	<b>Used?</b>		<b>If USED, how Poor or Very Good?</b>				
	<b>No</b>	<b>Yes</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Don't Know</b>
1. Jobs (n=307; 40).....	87%	13%	2%	13%	45%	35%	5%
2. Medical services (n=314; 211).....	33%	67%	2%	4%	45%	48%	1%
3. Public school (n=303; 133).....	56%	44%	4%	6%	29%	59%	2%
4. Shopping facilities (n=312; 292).....	6%	94%	6%	31%	50%	13%	--
5. Adequate housing (n=305; 282).....	7%	93%	<1%	7%	47%	44%	2%
6. Recreation/entertainment (n=309; 247)	19%	81%	5%	22%	55%	18%	<1%
7. Child care services (n=305; 67).....	78%	22%	5%	8%	38%	46%	3%
8. Youth programs (n=305; 80).....	74%	26%	5%	25%	46%	21%	3%
9. Senior citizen programs (n=310; 21) ..	94%	6%	5%	19%	38%	24%	14%

**E. Please indicate the extent to which you DISAGREE or AGREE with the following statements about Pleasant Hill.**

	<b>Strongly Disagree</b>						<b>Strongly Agree</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1. Pleasant Hill area is a healthy place to live (n=318) .....	<1%	1%	3%	22%	40%	34%						
Mean=5.0 <sup>1</sup> , (S.D.=.9) <sup>2</sup> , Minimum=1, Maximum=6												
2. I feel safe living in the Pleasant Hill area (n=317).....	<1%	<1%	3%	14%	39%	44%						
Mean=5.2, (S.D.=.8), Minimum=1, Maximum=6												
3. The Pleasant Hill area has sufficient cultural activities to meet my needs (n=315).....	7%	20%	27%	24%	15%	7%						
Mean=3.4, (S.D.=1.3), Minimum=1, Maximum=6												

<sup>1</sup>Mean is the average of all of the responses to a question. Mean is calculated by summing the value of all responses and dividing by the total number of persons responding to the question.

<sup>2</sup>Standard deviation (S.D.) is a measure of the variability in the way responses to a question are distributed. The more the responses cluster around the mean, the smaller the standard deviation. A standard deviation is higher than the mean represents a group of responses that are not normally distributed – i.e., not in the typical, bell shaped curve.

**E. (Continued)**

	<b>Strongly Disagree</b>				<b>Strongly Agree</b>	
	<b><u>1</u></b>	<b><u>2</u></b>	<b><u>3</u></b>	<b><u>4</u></b>	<b><u>5</u></b>	<b><u>6</u></b>
4. Pleasant Hill city government does a good job of planning for the future (n=311)..... Mean=3.5, (S.D.=1.2), Minimum=1, Maximum=6	8%	13%	25%	35%	14%	5%
5. Pleasant Hill government does a good job of cooperating with other communities in the city on projects that benefit taxpayers (n=309)..... Mean=3.5, (S.D.=1.2), Minimum=1, Maximum=6	7%	12%	28%	33%	14%	6%
6. Pleasant Hill government does a good job of working with non-profit and for-profit organizations on projects and services that benefit the residents of Pleasant Hill (n=303) ..... Mean=3.5, (S.D.=1.2), Minimum=1, Maximum=6	5%	13%	27%	37%	13%	5%
7. Pleasant Hill government should play a role in promoting economic development in the city (n=312)..... Mean=4.7, (S.D.=1.3), Minimum=1, Maximum=6	4%	3%	9%	20%	33%	31%
8. I would like to retire in the Pleasant Hill area (n=305) ..... Mean=4.1, (S.D.=1.6), Minimum=1, Maximum=6	10%	10%	14%	18%	25%	23%
9. I would encourage my children to live in the Pleasant Hill area (n=304)..... Mean=4.4, (S.D.=1.3), Minimum=1, Maximum=6	3%	3%	14%	31%	27%	22%
10. Overall, the quality of life in Pleasant Hill is good (n=318) ..... Mean=4.9, (S.D.=1.0), Minimum=1, Maximum=6	1%	1%	7%	20%	41%	30%

**Next, please answer a few questions on your recent experiences in contacting Pleasant Hill city government offices for information.**

**A. In the last 12 months, have you or any member of your household used the following sources to obtain information about Pleasant Hill government and services? (Circle ONE number for each source)**

	<b>Used in last 12 months?</b>	
	<b><u>No</u></b>	<b><u>Yes</u></b>
1. Local newspaper – Pleasant Hill Edge (n=315) .....	32%	68%
2. City government web site (www.ci.pleasant-hill.ia.us) (n=313).....	69%	31%
3. City Hall open hours (n=314).....	63%	37%
4. Electronic sign board near HyVee (n=313).....	46%	54%
5. Television (n=314) .....	77%	23%
6. Radio (n=313).....	81%	19%
7. Friends/neighbors (n=315) .....	34%	66%
8. Direct contact with city government employees/officials (n=313) .....	60%	40%
9. Email or telephone city clerk office (n=312).....	69%	31%
10. Other (Please specify _____) (n=139).....	91%	9%

Des Moines newspaper      Altoona Herald  
 Altoona Herald              Council meetings  
 Library                        Called City Hall  
 Des Moines Register        Mail  
 Pleasant Hill Edge

**B. Using item numbers from Question A, list the number for the THREE sources that you prefer to use when you want information about Pleasant Hill government. (n=295)**

1. Local newspaper – Pleasant Hill Edge .....	58%
2. City government web site (www.ci.pleasant-hill.ia.us).....	45%
3. City Hall open hours.....	26%
4. Electronic sign board near HyVee.....	32%
5. Television .....	13%
6. Radio.....	11%
7. Friends/neighbors .....	30%
8. Direct contact with city government employees/officials .....	36%
9. Email or telephone city clerk office.....	31%
10. Other (Please specify _____).....	2%

**C. Have you or any member of your household contacted a Pleasant Hill government department or office BY TELEPHONE in the past 12 months? (n=317)**

- 1. No 56%
- 2. Yes 44%

If NO, please go to Question H on page 4.

**D. If you contacted a Pleasant Hill government department, did you use the following sources to find the telephone number? IF USED, circle one number to indicate how DIFFICULT or EASY it was to find the appropriate number (1 = Very Difficult and 6 = Very Easy).**

	Used?		If USED, how difficult or easy?						
	No	Yes	Very					Very	
			Difficult					Easy	
			<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
1. An employee of city government (n=122; 59).....	51%	49%	5%	10%	10%	19%	29%	27%	Mean=4.4, (S.D.=1.5), Minimum=1, Maximum=6
2. Phone book blue pages (n=127; 54) ..	57%	43%	6%	7%	9%	27%	32%	19%	Mean=4.3, (S.D.=1.4), Minimum=1, Maximum=6
3. Pleasant Hill web site (n=116; 40) ...	65%	35%	5%	--	12%	23%	40%	20%	Mean=4.5, (S.D.=1.2), Minimum=1, Maximum=6
4. Directory assistance (n=117; 16).....	85%	15%	18%	--	13%	19%	19%	31%	Mean=4.1, (S.D.=1.9), Minimum=1, Maximum=6
5. Other (Specify _____) (n=70; 19) .....	70%	30%	21%	--	--	5%	16%	58%	Mean=4.7, (S.D.=2.0), Minimum=1, Maximum=6
The Edge									
Pleasant Hill Edge									
Business card									
City paper (Edge)									
Phone numbers on the letter sent to us									
6. Pleasant Hill phonebook (n=20; 20) ..	--	100%	5%	--	--	5%	10%	80%	Mean=5.6, (S.D.=1.2), Minimum=1, Maximum=6

E. When you called, how ACCURATE was the information you were given (1 = Very Inaccurate and 6 = Very Accurate)? (n=135)

<u>Very Inaccurate</u>					<u>Very Accurate</u>	
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
4%	4%	9%	16%	36%	31%	

Mean=4.7, (S.D.=1.3), Minimum=1, Maximum=6

F. How RESPECTFUL did you find the employees you talked with (1= Very Disrespectful and 6 = Very Respectful)? (n=134)

<u>Very Disrespectful</u>					<u>Very Respectful</u>	
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
5%	3%	7%	8%	34%	43%	

Mean=4.9, (S.D.=1.4), Minimum=1, Maximum=6

G. How SATISFIED were you with the level of customer service provided by the Pleasant Hill telephone representative (1 = Very Dissatisfied and 6 = Very Satisfied)? (n=134)

<u>Very Dissatisfied</u>					<u>Very Satisfied</u>	
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
6%	5%	4%	12%	40%	33%	

Mean=4.8, (S.D.=1.4), Minimum=1, Maximum=6

H. Have you used the Pleasant Hill government web site in the last 12 months? ([www.ci.pleasant-hill.ia.us](http://www.ci.pleasant-hill.ia.us)) (n=313)

- 1. No 69%
- 2. Yes 31%

If NO, please go to Question A on page 5.

I. When you accessed the web site, were you able to find the information you were seeking? (n=97)

- 1. No 13%
- 2. Yes 87%

**Ia. If NO, please describe the information you were unable to find.**

Did not try the web  
 Was unable to find building codes; several local events were hard to find on site or not there at all.  
 I wanted to know if Pleasant Hill had a "junk day."  
 For compost container  
 There is virtually no information on youth activities, and it is hard to find anything worthwhile on this site.  
 Wrong e-mail addresses for council members  
 Information about the Labor Day activities  
 Cannot remember  
 What type of activities are allowed (pond-(not legible)?  
 Brush pick-up dates, parade/event information; the site needs improvement and does not seem to be updated enough.  
 I had called to report illegal political signs in the parking area of residence's yards. I was told to call the police department, who told me to call the sign department, and then another department. I finally sent a note to all council members who did absolutely nothing! One of the responses from a council member was very RUDE! The \_\_\_\_\_ was also RUDE! - not just for this situation but for others, too. I am so glad he is GONE! I blame \_\_\_\_\_ for hiring \_\_\_\_\_ and will work to get \_\_\_\_\_ out of office.  
 When to obtain a building permit

**J. How could the Pleasant Hill government web site be improved? Include comments regarding additional information that should be provided on this web site.**

It is easy to use. ☺  
Calendar needs constant updating. Anything someone might call city hall for should be on the web site.  
Update it more often.  
Do not use  
Return email  
Often I have found that it is outdated; not current with most recent information.  
I found it adequate.  
Larger font, current events, FYI's, local fan facts  
I think the city's web site is very well done and is being updated on a regular basis.  
When giving contact information in news article, give complete site and how to get there.  
Presenting information clearly, growth information, youth activities, preschools, updated news section  
Web site of [www.pleasenthillia.com](http://www.pleasenthillia.com) would be great.  
More information/links to recreational/youth leagues; more information about city projects in the works or that are development  
More content – links to city departments  
Do not use web site  
More up-to-date information about current events; make it easier to find information about specific services;  
I don't always know which department to contact.  
It is great the way it is for now.  
Keep information current  
Street closings  
Future planning  
More information, calendar of activities, direct feedback  
Better indexing  
Devote yourself to providing quick links to many sources of information.  
Web site should be very similar to those of the development corporation and also the Chamber of Commerce for branding purposes.  
Additional information/explanation of trash services  
I don't have web site.  
Updating in a more timely manner, including kids programs on web site  
Be more specific about the information. I couldn't find what I was looking for and I ended up sending an email asking for information.  
Some information is out-of-date.  
No web site information  
Have restaurant phone numbers and specials on there.  
No suggestions - I found it easy to use.  
Needs to be up-to-date, is disorganized, is frustrating to use for anything, some options used to not even work, drop down choices don't ever seem to fit what you're looking for, I can never seem to find parade info or event info ahead of time - it eventually gets there but is too late getting put on the site.  
It would be great if the Pleasant Hill phone book could be obtained through the web site. I use that phone book the most.  
Be able to pay for pet licenses on line. (Above is very high priority.) Give a garbage pick-up schedule  
The times I have used the site the information I needed was provided.

Next, please provide information about your opinions and use of city services.

**A. How DISSATISFIED or SATISFIED are you with the following aspects of City of Pleasant Hill services?**

	<u>Very Dissatisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Somewhat Satisfied</u>	<u>Very Satisfied</u>	<u>Don't Use</u>
1. Law enforcement services (n=311)	5%	7%	32%	50%	6%
2. Emergency services (n=309).....	1%	2%	14%	50%	33%
3. Community maintenance services (n=310).....	3%	12%	38%	36%	11%
4. Planning and building services (n=305).....	6%	16%	30%	18%	30%
5. Streets and utilities (n=312) .....	8%	17%	38%	32%	5%
6. Parks & Recreation services (n=309).....	3%	6%	35%	46%	10%
7. Library services (n=313).....	1%	2%	18%	56%	23%

**B. Thinking about priorities for law enforcement, should the Pleasant Hill Police Department emphasize the following activities LESS, the SAME or MORE?**

	<u>Emphasize?</u>		
	<u>Less</u>	<u>Same</u>	<u>More</u>
1. Alcohol-related crime enforcement (n=305) .....	2%	66%	32%
2. Animal control and sheltering (n=307).....	3%	81%	16%
3. Bad checks, fraud, & identity theft investigation (n=297).....	2%	69%	29%
4. Business district patrolling (n=299).....	3%	84%	13%
5. Illegal drug use prevention and enforcement (n=303).....	1%	52%	47%
6. Speed limit enforcement (n=306) .....	13%	58%	29%
7. Juvenile crimes investigation (n=300).....	1%	71%	28%
8. School resource officer services (n=293) .....	3%	80%	17%
9. Noise law and nuisance party enforcement (n=299).....	5%	70%	25%
10. Parking laws enforcement (n=298).....	9%	73%	18%
11. Sex-related offenses investigation (n=294) .....	1%	67%	32%
12. Traffic control and enforcement (n=299) .....	5%	74%	21%
13. Residential patrolling (n=299).....	1%	61%	38%
14. Domestic violence & family dispute resolution (n=295).....	<1%	84%	16%
15. Crime prevention and education activities (n=299).....	1%	74%	25%
16. Violent crimes investigation (n=296) .....	<1%	72%	28%

**C. How DISSATISFIED or SATISFIED are you with the following Emergency Department activities?**

	<u>Very Dissatisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Somewhat Satisfied</u>	<u>Very Satisfied</u>	<u>Don't Know</u>
1. Medical assistance (n=314).....	<1%	2%	7%	39%	52%
2. Putting out fires (n=312) .....	<1%	2%	6%	35%	57%
3. Fire prevention education (n=311)	<1%	3%	13%	26%	58%
4. Safety inspections (n=310).....	1%	3%	11%	19%	66%

**D. Please rate your level of satisfaction with the following Parks and Recreation features.**

	<u>Very Poor</u>	<u>Poor</u>	<u>Good</u>	<u>Very Good</u>	<u>Don't Use</u>
1. Hard surface trails/crushed rock trails (n=311)	1%	2%	32%	43%	22%
2. Overall appearance of parks (n=310).....	<1%	3%	44%	47%	6%
3. Playground equipment (n=312) .....	--	3%	42%	33%	22%
4. Restrooms (n=310) .....	2%	10%	41%	14%	33%
5. Shelter houses (n=308) .....	<1%	3%	44%	24%	29%
6. Tennis courts (n=310).....	--	5%	24%	9%	62%
7. Wooded areas (n=308).....	--	3%	41%	19%	37%
8. Picnic areas (n=311) .....	1%	2%	42%	25%	30%

**E. How POOR or GOOD is the quality of the following street maintenance features?**

	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Very Good</u>
1. Adequacy of bike path system (n=293).....	4%	11%	56%	29%
2. Appearance of medians and parkways (n=307) .....	6%	24%	57%	13%
3. Condition of streets in your neighborhood (n=313).....	9%	21%	49%	21%
4. Ice control at intersections (n=310).....	8%	23%	55%	14%
5. Snow plowing in your neighborhood (n=312) .....	11%	22%	45%	22%
6. Snow plowing on major streets (n=312) .....	5%	12%	53%	30%
7. Street sweeping in business areas (n=298).....	7%	20%	59%	14%
8. Street sweeping in your neighborhood (n=304) .....	17%	28%	44%	11%
9. Surface condition of major streets (n=312).....	6%	19%	60%	15%

**F. How would you rate the number of ...**

	<u>Too Few</u>	<u>Right Number</u>	<u>Too Many</u>
1. Traffic signals along the city streets you travel (n=312) ..	8%	83%	9%
2. Stop signs along the city streets you travel (n=311).....	3%	85%	12%
3. Traffic signals along major city streets (n=311).....	9%	84%	7%

**G. How OFTEN is the coordination between traffic signals effective? (Circle ONE response) (n=308)**

- 1. Rarely effective 11%
- 2. Sometimes effective 37%
- 3. Often effective 38%
- 4. Almost always effective 14%

**H. Please rate your level of satisfaction with the following Pleasant Hill Public Library features.**

	<u>Very Poor</u>	<u>Poor</u>	<u>Good</u>	<u>Very Good</u>	<u>Don't Use</u>
1. Meeting/study rooms (n=308) .....	--	<1%	14%	24%	62%
2. Internet/computer services (n=310).....	<1%	2%	15%	23%	60%
3. Handicapped accessibility (n=310) .....	--	<1%	10%	21%	69%
4. Customer service (n=311) .....	--	<1%	16%	49%	35%
5. Programs (story hour, book discussions, concerts)(n=309) .....	--	1%	12%	22%	65%
6. Range of materials available (books, videos, magazines, software) (n=307) .....	1%	2%	28%	35%	34%
7. Asking informational questions of library staff by phone or in person (n=309) .....	--	1%	13%	47%	39%
8. Use of library resources from home via computer (n=307) .....	1%	2%	6%	11%	80%
9. Wait time for requests/holds (n=309).....	--	3%	12%	25%	60%
10. Availability of seating (n=308).....	--	1%	18%	37%	44%
11. Welcoming atmosphere (n=309) .....	<1%	<1%	17%	50%	33%
12. Library hours (n=308) .....	<1%	2%	29%	38%	31%

**I. Do you use the Pleasant Hill Public Library as often as you would like to use it? (n=305)**

- 1. No 56% →
- 2. Yes 44%

**Ia. If NO, for what reasons are you unable to use the Library as often as you would like? (Circle ALL that apply) (n=167)**

- 1. Parking is a problem 1%
- 2. I get materials from other sources 31%
- 3. I don't have time 63%
- 4. Library is not open during hours that are convenient to my schedule 10%
- 5. Other (please specify \_\_\_\_\_) 14%

Do not use the library  
 Work out of town 95% of time  
 It is a reference rather than a reader's library.  
 Worried about overdue book  
 Use Altoona library  
 Lack of material/resources  
 Did not know it existed  
 Forget to return books on time  
 Do not use  
 Do not use  
 I purchase books.  
 Materials not available  
 Do not need – Internet  
 Could use more if open earlier and closed later especially closing an hour later

**Ia. Continued**

- Do not need library
- Not an interest point
- Time
- Have not thought about it
- I really have no need to.
- Do not read as much as I should
- Downtown library (Des Moines)
- Just have not used it
- Do not use

**J. Following are the current open hours of the Pleasant Hill Library. Please indicate in the columns below if there are some additional hours you would like to see the library open.**

	Current open hours	Suggested open time							
		Close	8 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon	1 p.m.	3 p.m.
<b>Monday</b> (n=24)	10 a.m. – 8 p.m.	--	25%	50%	21%	4%	--	--	--
<b>Tuesday</b> (n=24)	10 a.m. – 8 p.m.	--	25%	42%	25%	4%	4%	--	--
<b>Wednesday</b> (n=26)	10 a.m. – 8 p.m.	--	23%	46%	23%	4%	4%	--	--
<b>Thursday</b> (n=24)	10 a.m. – 8 p.m.	--	29%	42%	25%	4%	--	--	--
<b>Friday</b> (n=23)	10 a.m. – 6 p.m.	--	31%	39%	26%	4%	--	--	--
<b>Saturday</b> (n=27)	10 a.m. – 5 p.m.	--	37%	44%	19%	--	--	--	--
<b>Sunday</b> (n=35)	1 p.m. – 4 p.m.	3%	6%	9%	17%	14%	37%	11%	3%

	Current open hours	Suggested close time								
		Close	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.
<b>Monday</b> (n=25)	10 a.m. – 8 p.m.	--	--	--	--	8%	4%	40%	44%	4%
<b>Tuesday</b> (n=27)	10 a.m. – 8 p.m.	--	--	--	--	11%	4%	37%	44%	4%
<b>Wednesday</b> (n=27)	10 a.m. – 8 p.m.	--	--	--	--	11%	7%	33%	45%	4%
<b>Thursday</b> (n=26)	10 a.m. – 8 p.m.	--	--	--	--	12%	4%	35%	46%	3%
<b>Friday</b> (n=28)	10 a.m. – 6 p.m.	--	--	--	10%	25%	7%	29%	25%	4%
<b>Saturday</b> (n=25)	10 a.m. – 5 p.m.	--	4%	12%	40%	16%	4%	12%	8%	4%
<b>Sunday</b> (n=39)	1 p.m. – 4 p.m.	3%	2%	18%	44%	15%	--	15%	3%	--

**K. In the past, bus services have occasionally been available for Pleasant Hill residences from Des Moines Area Regional Transportation (DART). Were you aware of these services when they existed? (n=316)**

- 1. No 59%
- 2. Yes 41%

**Ka. If YES, did you ever use these bus services? (n=124)**

- 1. Yes 6%
- 2. No 94%

**L. If DART services were available in the future, how UNLIKELY or LIKELY is it that a member of your household would use the services (1= Very Unlikely and 6 = Very Likely)? (n=312)**

<u>Very Unlikely</u>						<u>Very Likely</u>
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
53%	15%	11%	8%	8%	5%	

Mean=2.2, (S.D.=1.6), Minimum=1, Maximum=6

**M. Which of the following factors would weigh most heavily in your decision to use DART services? (Circle ONE response)? (n=311)**

- 1. Prefer to drive own car 44%
- 2. Car required for work 12%
- 3. Cost to ride 2%
- 4. Convenience of route/schedule 35%
- 5. Other (specify \_\_\_\_\_) 7%
  - Do not use
  - Do not work
  - If services were provided from Pleasant Hill to Mitchellville
  - I do not go the way the bus goes.
  - I start work at 4:00 a.m.!
  - Hours I work and route I work late afternoon, early morning, and not downtown
  - No traffic problems
  - Retired
  - I do not work downtown.
  - Only if I could not drive
  - Would depend if it could get me to final destination
  - Do not work downtown
  - Work in West Des Moines
  - Bad roads/car not working
  - Pick-up locations
  - Time from Pleasant Hill to insurance company downtown
  - I have to have a car to pickup children.

**N. Please rate the overall quality of services you receive from the City of Pleasant Hill. (n=315)**

- 1. Very poor 1%
- 2. Poor 2%
- 3. Fair 15%
- 4. Good 52%
- 5. Very good 27%
- 6. Don't know 3%

**Next, please give us your opinion on population growth, future planning, and land use.**

**A. To what extent do you support planning for population growth? (n=307)**

- |                     |     |   |
|---------------------|-----|---|
| 1. Do not support   | 11% | → |
| 2. Somewhat support | 23% | → |
| 3. Fully support    | 50% | → |
| 4. Not sure         | 16% |   |

**A1. What is the biggest reason you do not support population growth planning?**

- Increase in students creates more work for police and firemen.
- The extent that current tax payers subsidize the growth (i.e., tax abatement)
- Central urban sprawl
- Apartments being built on my street
- They want too much land.
- City has very poor planning and zoning.
- Like small town feeling, less crowded
- Too many tax abatements!
- Love the small town atmosphere; sick of all the apartments moving in
- Taxes
- The inspections and annexation, or lack of
- Like small town atmosphere
- Size just right – do not need a bigger population.
- So many houses and companies keep building instead of selling the first homes that they have.
- No tax abatement on homes over \$150,000
- Do not want it to grow
- Pleasant Hill should be a safe haven from this crazy world. You get too big; you lose that.
- Polk County is looking like a large mobile park of houses and apartments. HAS NOT lowered taxes and will not.
- More taxes - tax abatement for homes and businesses
- Like the small town environment
- I like the small town feel.
- I like it a small community.
- Because Pleasant Hill's idea of growth is more apartments
- Trying to grow too fast
- Tax abatements cost too much for the rest of us.
- Wanted small town
- Because I live in Pleasant Hill, my children will have to attend Amos Hiatt because we are not within the cut off. All of Pleasant Hill should be formed a district. Stop adding new places and fake (not legible) of all Pleasant Hill.
- Not involved with city government
- I like the small town feeling Pleasant Hill has right now.
- Like small town
- I like Pleasant Hill as a small community.
- Too many houses too close to each other
- Crowded - we liked the small town atmosphere.
- If we wanted to live in a large community, we would be living in Des Moines.

**A2. What is the biggest reason you somewhat or fully support population growth planning?**

- City must grow to prosper
- We will grow/must plan for it.
- More good restaurants
- Not sure what the plan is; not communicated
- We like community growth.
- We go outside Pleasant Hill for most everything.
- Want to keep city from being "old"
- To handle and accommodate the needs of the residents
- Needs to be planned growth
- To cut down on the number of apartments built
- It is nice and quiet now.
- Uniformity in zoning and land use
- Business owner – growth is essential.
- Want more people and business
- Too much traffic
- To be prepared
- So we will be prepared when it takes place!
- To tie older neighborhoods with newer
- Need more economic growth
- Getting too crowded
- Attracting businesses
- Need more business for a tax base. Pleasant Hill has a real growth plan for the near or long term growth of the city. Pleasant Hill wants to remain a sleepy, small town. Need to attract more business and fewer apartments.
- Bigger tax base
- The rest of us are paying too big of share of taxes.
- Want to maintain quality services
- Organized system
- Helps with taxes
- To maintain "small town" atmosphere
- Equalize services in all directions
- If you do not plan for growth, services that already exist will be hindered when the growth occurs.
- To prevent tax burden created by people who rent rather than buy

## A2. Continued

You would be negligent not to.  
More people = more business = more revenue  
Diversity, vibrant community  
Need to have a good plan for the future – need  
the tax base to grow the right way in the  
right areas  
Reduce taxes on property – more people, less  
taxes I should have to pay  
Lower taxes and more retail  
More people means more shops.  
Do not want Pleasant Hill to turn into West Des  
Moines  
More focus on our city or amenities  
For lowering property taxes  
All areas of Des Moines are growing.  
More business properties  
You need a plan.  
Economic growth  
Increase in city resources  
To get quality people in the population  
Crime rate  
More opportunities to buy local  
To address future needs  
Need for services projections  
We need to plan for growth. It will come.  
You MUST plan ahead.  
To plan for emergency services and more  
restaurants  
Without planning it will be chaos.  
Need to plan thoughtfully for the future  
Taxes  
Need to monitor growth and stay ahead of  
needs  
Raise property value  
Need to grow  
Uncontrolled growth not desirable  
Cannot imagine unplanned growth  
More schooling for kids  
Need to plan ahead  
Increase in shopping options  
We need more businesses on the east side of  
Des Moines so we don't have to go  
elsewhere.  
Need to be ready for it when it happens  
Broader tax base  
Everyone needs a place to live but I worry  
about the kind of people it may attract (i.e.,  
criminals, drug users, etc.).  
Growth should not be stopped.  
Balance growth for Polk County  
This community needs to be selective in how  
we grow up/what we want to look like in the  
next 10 years.  
With more people and business, there has to be  
a plan.  
Need stay alert for educational needs

## A2. Continued

Proper utilities and city services  
I like small town atmosphere.  
Uncontrolled growth can lead to strains on city services. People want services who that don't pay their share of property taxes.  
I like the low-key small town friendly safe atmosphere.  
To keep a clean organized city  
Avoid future issues and costs  
Orderly development – services vs. houses  
More shops  
To bring in more stores  
Better to be prepared, more organized  
So we maintain “community” with services, not just sprawl.  
Progress  
Must have growth plans  
To be sure it is handled properly  
Tax base, economy, jobs  
Planning necessary to avoid duplication and waste in services provided  
It's necessary as we grow.  
Must provide services to all current and new residents equally  
City is growing  
Ability of city to provide services  
Because I have a child and will live here for her K-12 years at least  
Will help lower property taxes  
Need to have order and reason  
Prevent over crowding areas with too dense population  
Urban sprawl  
To ensure services  
We need to know the requirements of needs for fire protections, sewer, and water.  
Too many people  
So we can get a decent grocery store  
Only if surrounding farm and wood lands remain as is and not torn up. We need the farmland and woodlands for animals, food production and environment balance.  
Help community services improve  
Promotes comfortable living for all residents  
Need for strategic vision on growth  
I like the small community atmosphere.  
Traffic, street widening; we need to better prepared in the areas of retail.  
Not enough services  
Decrease in tax increase  
Communities must plan for growth.  
For prosperity of city  
Zoning issues  
So we can have more business growth  
More shopping

## A2. Continued

The need is there!  
We need new growth.  
To have a better community  
More progress, better sources, will not have to  
go out of area for business  
More business should mean low tax (business)  
I DO NOT approve of the practice of eminent  
domain.  
So growth is orderly (not legible)  
You got to have a plan!!!  
More people bring more business.  
Do not want to loose hometown feeling  
More business, lower tax rate  
More people require more business.  
So I don't have to go clear to West Des  
Moines.  
City needs to prepare for future  
Want to ensure city is prepared and able to  
handle growth  
Required for growth of Des Moines area  
Don't want to get too big  
Community growth is good.  
To get new things to our town  
Because population growth will happen  
Make sure schools have capacity  
Proactive rather than reactive  
Lower taxes  
Necessary to maintain stability  
Necessary to plan for growth  
Need to plan for increased use of services  
Services and education resources must meet the  
demands and growth  
Lower taxes, shop in Pleasant Hill  
More business places, growing good  
Country living, spacious lots, better air control  
Fire protection  
You always need to plan for the future.  
Need more factories in town to pay for the  
taxes  
Will allow expanded services  
Brings more retail services  
More revenue from taxes  
It will bring more business and restaurants.  
To control quality of life  
To avoid haphazard city  
Prevent overcrowding  
I like our city to be on top of things so we could  
stay in the city for services.  
We are going to grow so have a better plan.  
To have adequate resources for increased  
population  
Growth will bring more opportunity to Pleasant  
Hill with businesses and recreational  
opportunities.  
Street planning  
Bring more services to area

## **A2. Continued**

Need more shopping and food businesses

Housing prices

Necessary

I think we should plan, but it needs to be better than in the past. Not sure what incompetent allowed an overbuilt, and empty, assisted living facility in Copper Creek.

More income for all

Would like to see my neighborhood grow, get new stores, big Hy-Vee, younger families

To be able to expand our community to match the population growth and to continue our excellence in the community

We moved here to live in a small community, if I wanted a large community, I would have moved to Altoona.

Without the growth of the population, the city of Pleasant Hill will have to increase taxes in order to support the public services provided. Without growth, Pleasant Hill will be absorbed by Des Moines.

Tax relief

We need to be sure that the right kind of development happens in the right places. Townhomes and apartments need to be close to the bypass and University and away from homes in the neighborhoods. High density housing needs to be close to major arterial streets and not in low density neighborhoods with limited accessibility and 25mph speed limits. There are a lot of children along S Sherrylynn Blvd and lots of traffic. Pleasant Hill Police Department could write enough tickets on that street in one day to meet any monthly quota system \_\_\_\_\_ may have had in place. Now it is rezoned to have townhomes on its western flank which means more traffic on two lane 25 mph streets. Not too smart. Actually very poor planning if any was done at all.

Because if you don't you'll end up with an uncoordinated mess and you need a balance of residential to commercial/industrial growth. Too much residential is not a good thing.

Maintain service levels/staffing

I like the "small town" feel of Pleasant Hill and want the town to plan for any anticipated growth in order to continue to support the residents in the same manner no matter the number. I support bringing more business to the city but want to have city officials ensure that it is the right thing for the city and that we are ready for any increased traffic, population, etc. before it happens.

## **A2. Continued**

Hopefully will present home property taxes from going higher

If more people move to Pleasant Hill, we will bring more businesses. If more businesses come to Pleasant Hill, the residents have more choices when shopping which will reduce prices. There is one grocery store here. Hy-Vee is much higher on groceries than going to Altoona or Des Moines. It is difficult to support businesses that come to Pleasant Hill when they are so much higher in price. Some can't afford to shop here in Pleasant Hill.

I believe that planned growth is necessary to avoid haphazard development.

To maintain orderly growth and expansion of our town

Southeast Polk schools and area is growing, we should support a good school system and small towns that surround it.

I prefer the growth to maintain to keep taxes down.

The community is growing and will continue since this is a great city.

Improved retail services, growth and choices

I think the city needs to plan for a more diverse population going forward. I have a young family and live in an area where there are a lot of young couples with children. We need more diverse activities that bring more ethnic choices to the area. The shopping is very limited (Hy-Vee). There is really only one recreation opportunity (the new bowling alley). Lots of opportunities to draw families out for activities

I don't really support it. We don't like the idea of forced annexation of surrounding homeowners who do not wish to be a part of Pleasant Hill it smacks of strong-arm government and that is never good. My wife and I plan to acquire an acreage east of Pleasant Hill for our retirement home not to later become part of a cookie-cutter housing development.

Planning will lead to a better community

There needs to be a lot of planning for future population growth so the city runs smoothly.

Plan on living in Pleasant Hill a long time

**B. Regardless of how you personally feel about it, do you think population growth in Pleasant Hill can be ... (Circle ONE response)**

	<u>No</u>	<u>Yes</u>
1. Slowed (n=286) .....	54%	46%
2. Stopped (n=258) .....	95%	5%

**C. Is population growth necessary to maintain a healthy economy in the Pleasant Hill area? (n=315)**

- 1. No 17%
- 2. Yes 63%
- 3. Not sure 20%

**D. Given the financial priorities the City currently faces, what PRIORITY should the City of Pleasant Hill give to the following planning goals over the next 10 years? (Circle ONE response for each priority)**

	<u>Priority?</u>				<u>Don't Know</u>
	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Urgent</u>	
1. Protecting area rivers and streams (n=314) .....	8%	30%	45%	13%	4%
2. Preserving farm land (n=316) .....	14%	41%	29%	12%	4%
3. Building new roads and highways (n=313) .....	16%	46%	28%	8%	2%
4. Acquiring open space for recreation and enjoyment (n=313) .....	12%	35%	37%	15%	1%
5. Opening farm land for new and expanding businesses (n=313) .....	38%	28%	22%	7%	5%
6. Nurturing citizen commitment to community and civic involvement (n=310) .....	6%	31%	44%	15%	4%
7. Protecting air quality (n=316) .....	5%	19%	49%	25%	2%
8. Protecting existing neighborhoods (n=316) .....	1%	9%	55%	33%	2%
9. Other (specify _____) (n=61) .....	2%	3%	14%	25%	56%

- Combining service with other communities
- Street maintenance
- Bike trails
- Nurturing existing businesses and encouraging new ones
- Low taxes
- Church growth
- Be more careful about destruction of trees when expanding.
- Roads – maintain
- Improving major intersections
- Illegal immigrants
- Get some restaurants and stores
- Fix up what we have.
- City funded daycare/child development center
- Protect deer population
- Another grocery store
- Bringing more recreational activities for children to the area
- Expand law enforcement
- New businesses and jobs

**D9. (Continued)**

The long-overdue reconstruction of the intersection of North East 56th and University (Hwy. 163), I repeatedly complained to Pleasant Hill city government about this intersection and I am not the only one. North and southbound traffic approaches need to be widened to accommodate left turn only traffic, through traffic and right turn only traffic! I spoke to city planners in 2003 and I was told that the fixing of this intersection was in the works – as of now, in 2007 there is nothing! While money is wasted on traffic lights on intersections like Northeast 60th and University where stop signs would be sufficient for the time being, when will this intersection be fixed?

**E. List the item number for the goal in question D that you consider...**

	<b>Most Important</b> (n=307)	<b>Second Most Important</b> (n=302)
1. Protecting area rivers and streams .....	9%	11%
2. Preserving farm land.....	8%	7%
3. Building new roads and highways .....	11%	7%
4. Acquiring open space for recreation and enjoyment .....	11%	16%
5. Opening farm land for new and expanding businesses.....	10%	8%
6. Nurturing citizen commitment to community and civic involvement	9%	13%
7. Protecting air quality.....	8%	14%
8. Protecting existing neighborhoods.....	30%	22%
9. Other (specify _____)	4%	2%

**F. Some people say that new houses to accommodate population growth should only come by making farm land available for houses and businesses. Others say that new houses and businesses should only be located in areas of existing development; farm land should be preserved. Which way do you feel? (Circle ONE response) (n=314)**

- 1. Use farms available for new development 30%
- 2. New houses and businesses should be built in existing neighborhoods, business parks 50%
- 3. Don't know 20%

**G. Some people say the government should help pay for economic development and job creation (for example, with property tax breaks, system development improvements). Others say that private businesses should pay their own way and not be treated differently than individual taxpayers and other businesses that don't get the breaks. How do you feel? (n=296)**

- 1. Government should pay 6%
- 2. Business should pay 32%
- 3. Costs should be shared 54%
- 4. Don't know 8%

**H. Some people say land developers should pay to bring public services like water, sewer, and roads to their property. Others say those costs are the price that taxpayers should pay for a growing economy. Which way do you feel? (n=313)**

- 1. Developers should pay 68%
- 2. Taxpayers should pay <1%
- 3. Costs should be shared 29%
- 4. Don't know 3%

**I. Some people say that some farm land should be used to accommodate new high tech businesses and other “new” economic business expansion. Others say that farm land should be preserved because of the contribution it makes to our economy. How do you feel? (n=313)**

- 1. Allow business expansion development on farm land 17%
- 2. Preserve farm land 28%
- 3. Make the decision on a case-by-case basis 52%
- 4. Don’t know 3%

**J. Think about Pleasant Hill as you would like to see it 10 years from now. Do you SUPPORT or OPPOSE the following policies in order to achieve your 10-year vision?**

	<u>Oppose</u>	<u>Undecided</u>	<u>Support</u>
1. Encourage businesses to locate or remain here (n=311) .....	1%	6%	93%
2. Make a major investment in main street development (n=304).....	12%	37%	51%
3. Support businesses that keep money in Pleasant Hill (n=312).....	2%	6%	92%
4. Improve traffic flow by investing in additional major through streets (n=311) .....	29%	36%	35%
5. Limit size of outdoor advertising to improve visual environment (n=311).....	8%	32%	60%
6. Annex adjacent land for residential use (n=308).....	31%	38%	31%
7. Annex adjacent land for commercial use (n=309) .....	29%	37%	34%
8. Encourage construction of higher density housing development (for example, apartments, townhouses) (n=311).....	60%	28%	12%
9. Construct a community center for public use (n=312).....	13%	35%	52%
10. Develop more recreational trails (n=310) .....	17%	32%	51%
11. Offer incentives to build more eating establishments in this community (n=11).....	19%	22%	59%
12. Provide incentives to establish/maintain local businesses (n=309).....	10%	17%	73%

**In this final section, information is requested to give an accurate description of respondents in your area. To ensure confidentiality, your responses will be combined with responses from others so that your individual information cannot be identified.**

**A. For how many years have you lived in the Pleasant Hill area? \_\_\_\_\_ years (n=311)**

- 5 years or less 39%
- 6-10 years 20%
- 11-20 years 14%
- 21-30 years 13%
- 31 years and over 14%

Mean=14.1, (S.D.=13.3), Minimum=1, Maximum=69

**B. In what school district do you live? (n=307)**

- |   |     |
|---|-----|
| 1. Pleasant Hill Community School District  | 38% |
| 2. Southeast Polk Community School District | 53% |
| 3. Other (specify _____)                    | 2%  |
| 4. Des Moines School District               | 7%  |
| Bondurant-Farrar                            |     |
| Private school attended                     |     |
| Don't know for sure                         |     |

**C. What was your age on your last birthday? \_\_\_\_\_ years (n=307)**

- |                   |     |
|-------------------|-----|
| 30 years or less  | 12% |
| 31-44 years       | 22% |
| 45-59 years       | 36% |
| 60-74 years       | 25% |
| 75 years and over | 5%  |

Mean=50.9, (S.D.=15.5), Minimum=17, Maximum=X<sup>1</sup>

**D. Your sex? (n=310)**

- |           |     |
|-----------|-----|
| 1. Male   | 49% |
| 2. Female | 51% |

**E. What is the highest level of formal education that you have completed? (Circle ONE) (n=312)**

- |   |     |
|---|-----|
| 1. Less than high school                                | 1%  |
| 2. High school diploma or GED certificate               | 16% |
| 3. Some college or technical school (less than 4 years) | 38% |
| 4. College degree, graduate, or professional degree     | 45% |

**F. What is your current marital status? (n=309)**

- |                                      |     |
|--------------------------------------|-----|
| 1. Married or living with a partner  | 78% |
| 2. Divorced or separated             | 9%  |
| 3. Widowed                           | 5%  |
| 4. Single, not living with a partner | 8%  |

**G. What is your 5 digit postal zip code? \_\_\_\_\_ (n=309)**

- |                                |      |
|--------------------------------|------|
| 50317 Des Moines/Pleasant Hill | <1%  |
| 50327 Des Moines/Pleasant Hill | 100% |

X<sup>1</sup>Indicates information has been omitted to protect the confidentiality of the respondent.

**H. How many people live in your household in the following age groups? Include adults and children who lived in the household for 6 months or more during the last 12 months. Do not include children who lived on a college campus for the majority of the period. (n=304)**

**BE SURE TO INCLUDE YOURSELF.**

AGE GROUP	Number in household							
	0	1	2	3	4	5	6	7
Less than 5 years	83%	13%	3%	1%	--	--	--	--
5-11 years	82%	11%	6%	1%	--	--	--	--
12-18 years	82%	9%	8%	1%	--	--	--	--
19-29 years	80%	13%	7%	--	--	--	--	--
30-44 years	68%	12%	20%	--	<1%	--	--	--
45-64 years	50%	20%	30%	<1%	--	--	--	--
65-79 years	81%	10%	9%	--	--	--	--	--
80 years or older	96%	3%	1%	--	--	--	--	--
<b>TOTAL (n=304)</b>	--	13%	45%	15%	18%	7%	1%	1%

**I. What is your present employment status? (Circle ONE response only) (n=310)**

- |   |     |
|---|-----|
| 1. Employed or self-employed on a <u>full-time</u> basis          | 68% |
| 2. Employed or self-employed on a <u>part-time</u> basis          | 7%  |
| 3. Full-time homemaker  | 1%  |
| 4. Retired  | 20% |
| 5. Disabled   | 3%  |
| 6. Unemployed   | <1% |
| 7. Other (specify _____)<br>Part-time job and own my own business | 1%  |

**J. How many miles (one-way) ...**

1. do you drive to work each day? \_\_\_\_\_ miles (n=243)

0 miles	9%
1-5 miles	19%
6-10 miles	35%
11-20 miles	26%
21 miles and over	11%

Mean=13.9, (S.D.=17.0), Minimum=1, Maximum=200

2. does your spouse/partner drive to work each day? \_\_\_\_\_ miles (n=184)

0 miles	9%
1-5 miles	15%
6-10 miles	32%
11-20 miles	33%
21 miles and over	8%
No partner/spouse	3%

Mean=13.2, (S.D.=9.9), Minimum=1, Maximum=56

**K. Do you have Internet access in your home? (n=310)**

- 1. No 17%
- 2. Yes 83%

**K1. If YES, what type of hookup? (Circle ONE) (n=252)**

1. Dial-up	16%
2. High-speed/broadband	40%
3. High-speed/broadband with wireless	40%
4. Other (specify _____)	4%

Both 2 & 3  
High speed internet-cable  
Cable  
DSL  
Modem  
Mediacom

**L. Income information is requested in order to understand differences in household opinions based on income. Please estimate your total household income for 2006 before taxes.**

\$ \_\_\_\_\_ (n=272)

Mean=\$82,389.40, (S.D.=\$40,869.23), Minimum=\$0.00, Maximum=\$250,00.00

**M. You chose to complete this questionnaire using the paper version. Check all of the following reasons that were part of your decision to complete the questionnaire in this manner. (Please check ALL THAT APPLY) (n=301)**

- The method I used is easier 52%
- The method I used is faster 34%
- I prefer this method over the other one 41%
- I do not have a computer 13%
- I have difficulty reading the paper questionnaire 1%
- I have difficulty reading the computer screen 2%
- Computer not available 4%
- Convenience 12%
- Unaware of on-line version 6%
- No preference/no comment 1%
- Other (specify \_\_\_\_\_) 2%

**N. Use this space and the back of the page for additional comments you would like to provide.**

Thanks! "Go Ducks!"

We need an organization that will provide help for animals that are abused! The Des Moines authorities will not come into our town to help. Someone needs to help them! Our police do not follow up on this matter.

We go to Altoona and Ankeny for most everything. Hy-Vee, our one grocery store, prices are way too high. We have no Wal-Mart/Target. No growth as Altoona. Why not?

## N. (Continued)

I would like to know why my kids cannot go to Southeast Polk. They have to go to Hiatt. Two totally different environments; Southeast Polk was one reason I moved here from Des Moines. I am very upset about it.

I would like to see more community adult education classes.

Bike trails need to be connected to others in area. Expansion to east needs control. All houses are the same, neighborhoods baron of trees. Lower income housing BESIDES apartments is needed.

Need to raise the speed limit from 25 to 35 on Oakwood!

Small communities like Pleasant Hill and Altoona should explore combining services or even joint mergers to leverage their resources and economies of scale.

I would like to see more businesses coming to Pleasant Hill. Definitely more shopping (not discount stores), more eating places, and more single family homes, not apartments

I like Pleasant Hill. It's nice and quiet. I would like to see more patrols of the apartment complex. I've had people take things from my truck early in the morning.

The city council has not learned how to work for the citizens who elected them. The city attorney needs to be replaced as he thinks he should run the city.

I don't like the growth in our town. Getting too big; wonderful place to live

I really wish all of Pleasant Hill would become part of the Southeast Polk School District. I think it is crazy that one side of the street is Des Moines and the other is Southeast Polk. It creates a lot of issues between the children in this city!

Pleasant Hill needs to do more to strengthen its nuisance ordinance. For example, I have a neighbor who built a dirt track in his yard to race ATV 4-wheelers. I put up with the dust, noise, and engine fumes for two years before Pleasant Hill city hall officials finally got him to stop. I also hear a lot of complaints from people in Pleasant Hill about neighbors' dogs barking. Also, some people build dog pens too close to the neighbors' houses. It's irritating to have to smell dog pens and listen to constant barking when you are trying to enjoy a meal with your family or if you have friends over and you are trying to have a nice visit on your deck or back porch or in your own yard. If people want to have multiple dogs and race 4-wheelers in their yard, they should buy an acreage in the country, not do these things in town where houses are so close together.

Stop tax breaks for newer homes. Older home owners pay a disproportionate share.

New 25 mph speed limit zone on Oakwood is too slow, especially since a lot is down hill. New sidewalk is great. Should counteract need for 25 mph. Look at intersecting University and NE 56th – very dangerous!

Additional turning lanes for traffic control on Hwy 163.

It would be nice to have more nice eating establishments instead of chain restaurants and fast food.

Do not like the division in schools (i.e., Des Moines and SE Polk). Children that are friends end up going to different school districts due to zoning of Pleasant Hill.

Pleasant Hill is very spread out. Therefore, it is important to try and bring the community together (i.e., east of the bypass is part of Pleasant Hill). We need more things for people to do here, thereby keeping the economy's money at home, as well as our children.

The school district lines for Southeast Polk need/must be redrawn.

If asked I tell people to consider Altoona before Pleasant Hill.

We like the small town feel of Pleasant Hill. We like the location. We realize that growth is something that is necessary but it needs to be planned so that it's not too fast and haphazard.

Property tax relief is a big concern of mine.

Pleasant Hill needs more fine dining places to eat.

Tax abatement for new residential development should be ended. Assessing current property owners to improve roads in order to accommodate new development is wrong.

Local government needs to be aggressive in attracting new business. This would result in more jobs/residents and eventually more retail. More retailing is done in Altoona or eastside Des Moines.

I would like to have (illegible) wide Wi-Fi access paid for by the city.

I feel the intersection at Hwy 163/University and NE 56th needs much improvement for all drives N-S/E-W.

Businesses are being built without our knowledge. Apartments are being built on our street. We are not happy about this!

We should use less productive land for development instead of good farm ground.

**N. (Continued)**

We are in desperate need of “Big Box” retail and more chain restaurants. Selection is currently low and we have to leave Pleasant Hill frequently.

Pleasant Hill city government is not very good. They think we should be like Des Moines and all the other suburbs. When I moved to Pleasant Hill I thought small city, small government, but no. If the leaders of Pleasant Hill want to be big shots, they should move to a bigger city. Try lowering taxes, doing more with less. If I wanted to live in a city with a bright future, I would move to Ames. Taxes are too high. The people who thought this was a good way to spend my money were wrong. I will be voting for those who want to lower taxes and remove waste (like 90% of employees at city hall). The nicest people in city government are the police.

Would like to see more commercial growth so we don't have to go out of town for shopping/entertainment

#J - My concerns are for quality, not quantity.

Keep enough police officers on duty at all times to continue good standard for residents' safety. This is the main reason I live here.

Sick of \$2-300,000 homes receiving tax abatement

It is important to me to see growth in Pleasant Hill without sacrificing all the farmland. I oppose the concept of eminent domain. But I think growth will be dependent on commerce (i.e., shopping, eating, jobs, and recreation). It has only just begun. Hopefully, the current government administration will allow it to continue.

Our neighbors and ourselves are still extremely disappointed about the destruction of trees that occurred with the sewer line project. Certainly some could have been saved!!! We appreciate being part of a survey.

The city needs to spend more time fixing cracks, pot holes on city streets, write more speeding tickets in city limits, and stay off state highways unless needed for accidents.

The city needs to fire \_\_\_\_\_, the \_\_\_\_\_!

The continuous building of town homes and low-income apartments, \_\_\_\_\_, lessens the value of our homes. Once the new apartments are built on 56th, apartments and Triton town homes are what you see of Pleasant Hill on University. White Water University needs to be torn down. (Keep the go-carts and golf.) My family and I moved to Pleasant Hill to have the small town feeling similar to the small towns my husband and I grew up in. We'd like more restaurants and shopping, i.e., Kohl's, but do not want the traffic to increase. I would not want Pleasant Hill to become West Des Moines as it relates to traffic congestion. We're looking forward to the new sports complex. Thank you for asking our opinions. Keep up the great work in making Pleasant Hill a great place to live and play. We just attended the Labor Day festivities – very fun and made us feel like we were in our small town!

Taxes were not mentioned. I feel the taxes are too high. Taxes should be used for road and utility upkeep in our neighborhood. I feel the city should pay for upkeep of my 50th street and sidewalk and not the homeowner. Neither has been needed in the 30 years I have lived here. I think that is a small expense for the city considering 30 years of taxes.

\_\_\_\_\_ should have been retained as \_\_\_\_\_! \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ should be removed.

I do not want to see Pleasant Hill fall into the pattern of Ankeny and West Des Moines. They are crowded, high traffic, and noisy. Pleasant Hill is a restful, peaceful place to live (low stress) and I'd like to keep it that way. I don't mind driving to Altoona to shop and I'd rather do that than increase the traffic here. Counting the Hy-Vee we have 11 restaurants. If we get more, it will just hurt the business of the ones we have. The things I'd most like improved are snow removal, intersections, and hills sanded or salted after a snow, and better street repair. I was disappointed when \_\_\_\_\_ was allowed to build on 60 foot lots. That cheapens our town and from complaints I've heard \_\_\_\_\_ is not a quality builder.

I am happy to see Pleasant Hill is being systematic and pro-active dealing with issues.

Reasons I would leave Pleasant Hill...1. Taxes are too high, 2. No shopping, 3. Only one up-scale restaurant

Sorry I cannot answer everything better. I have been in poor health since I moved here.

Improve web site; bring on the restaurants

## N. (Continued)

Overall, Pleasant Hill is a great city. I believe the intersection of Highway 163 and NE 56th NEEDS a turning lane from all directions. No one seems to know how to drive through the intersection. It's a free-for-all.

I would like to see WE 56th Street made wider. There needs to be a turn light and lane at 56th and University. 56th is always backed up because people will not turn left.

Would like to see Pleasant Hill offer wireless Internet coverage for all of Pleasant Hill

Please add N/S turning lanes on 163/56th Street before someone is killed!! Also, this survey was poorly written and not proofed well. It was unorganized and fragmented. Please look at school districts!

Wow, what a mistake!

We need \_\_\_\_\_ back; the city was safer. Why doesn't the city hire a city attorney with a salary?

1. I don't like tax abatement for new construction as it places a burden on existing homeowners. 2. I would like to have free summer limb pick-up restarted. It was a great service in the older part of town with many trees.

We really enjoy Pleasant Hill and have been happy with our choice to move here. We suggest it to all of our friends looking to move.

Fire and rescue response times need to improve. The city government needs to keep the taxpayers in mind when making decisions. The city needs entertainment more than business, such as a Bilbox (sic) Store. Shopping is close by already, but not things to do. Sometimes it scams the city council. They do not think about what the people need or want.

We must take urgent steps to become a "no sanctuary" city. We must limit the number of people who can live in one house. A father and mother and children being the only exception (biological). Our very way of life depends on it. Also, we need to stop all the tax abatements and incentives. Let the free market work!

Too many motorists exceed speed limits and do not stop at stop signs. Maybe there should be "yield" signs.

City Council needs to be more receptive to citizen input and less to developers.

Business growth should be encouraged to broaden tax base and control property taxes.

I would love to see businesses like Kohl's, Starbucks, Bed, Bath, & Beyond, Hobby-Lobby, Ross, Chili's, Dollar Tree, Sonic, Best Buy, Game Stop, Ikea, Bath & Body, and other stores like that would be wonderful or at least some of these stores or even a nice mall with these in them.

Pleasant Hill police do not enforce "no parking" areas in residential areas, even when complaints are made. We backed into a car parked behind our driveway in a "no parking" area. Neighbors constantly park across sidewalks so kids have to go into the street. Complaints to police have not accomplished anything!

The main thing Pleasant Hill is missing is retail shopping. I refuse to drive to Jordan Creek to shop! Pleasant Hill has let Altoona get what little retail is available close by. So my shopping is in Altoona and Ankeny, or even the outlet mall at Williamsburg. Women love to shop if there is a place to do so. A good tearoom would be good too! Another grocery would be good as the Hy-Vee is much higher than others and they need some competition. Community attitudes seem very divided between Copper Creek and the south side of East University. We are all Pleasant Hill! With the 65 bypass so convenient, we should be able to attract some retail such as Kohl's or some comparable store. We will always be a bedroom community without retail here to keep our retail money here in the home community.

This town has grown a lot in ten years and will in the future. Don't forget to take care of the existing areas and residents as you welcome the new.

I don't feel my income is needed.

We enjoy living in Pleasant Hill. It is a very nice community.

Pleasant Hill needs a grocery store. The Hy-Vee is dirty, old, and has a terrible service area. Their food preparation is unsanitary, no gloves, etc. We need a Target. Property taxes are too high as they are everywhere. We love Pleasant Hill though and plan to stay for a long time!!

Tax abatement is NOT fair for homes and businesses that are already established. New homes and businesses should have to pay their share from day one!

## N. (Continued)

If I could say anything, I like where I live. The Maple traffic lights need adjusted and WE 56th needs major improvements.

Pleasant Hill needs to up the number of snowplows to support growth.

There are some people that are running this city that must have a personal agenda. Most information is kept "secret". If you ask a question you are given a patronizing answer. If asked to be on a committee, you can be appointed but you have no say. It is already predetermined and only "staff" input is appreciated. Good example is the new sports complex. Although a wonderful project, it was all decided by a "few" people and although other people were asked for input, all outside ideas were tossed. Pleasant Hill is a great place but there are a couple officials who are causing problems. Thanks for asking.

Cheap/Affordable recreation for children

Get rid of the "hick" town atmosphere

Retail shopping: Lowes, Menards

We need to clean up Pleasant Hill: trees, flowers, plants, medians improved and garbage cans outside of city businesses

Currently live in townhouse and resident of Pleasant Hill. However, not entitled to many services that other residents are, such as neighborhood police patrol or street maintenance or repair... WHY IS THIS?

We love living in Pleasant Hill, but I was SO disappointed in the city for forcing someone to sell their land through eminent domain so that we could have a sports complex. My kids play sports so I certainly can support a new complex, but not through those means. I just don't think that's the kind of city we want to be.

I would like Pleasant Hill to have a few choice amenities, like a few nice restaurants, etc., but still stay a small community with lower taxes!

We need another grocery store in Pleasant Hill. I do not feel the Council members of government are interested in doing so.

Don't send envelopes that are too small for the questionnaire

Pleasant Hill needs to encourage business growth. There is no available shopping except for groceries.

The community needs to recognize the growth from small town to city and support needed options.

The city has put lots of money into Sunrise Park but almost no money for Sunset Park. WHY? Enforce speed limits and noise ordinances in the neighboring/residential areas.

I think this survey is a waste of your time and my time and a cost to Pleasant Hill.

I enjoy the small town atmosphere in Pleasant Hill and the conveniences of being close to Des Moines.

But I fear that the development of the area will lose the country feeling.

I encourage Pleasant Hill to make it possible for all Pleasant Hill children to go to Southeast Polk rather than Hiatt and East. We are here in Pleasant Hill but have to drive across town for school.

I would love to see the traffic light at 56th and University updated and the intersection improved to provide left turn lanes.

Pleasant Hill has come a long way since I first moved here, but until this community is a "one" school district there will never be a sense of "community." I am surprised there were no questions around this subject. It is also imperative to figure out how to draw a business tax base.

My husband and I built a house in Altoona in 1965 where I continued to live after his death in 1982. I retired in 2004 and moved to an apartment in Pleasant Hill. I still own my house in Altoona. I just liked the apartment in Pleasant Hill and will continue to live here. I just haven't become involved in any activities here yet.

I came to this area in 1947. If Pleasant Hill keeps growing, you will have to have a fulltime, 24 hour a day, fire department and police department. The area is too spread out to do an efficient job in these two categories and keep the people of Pleasant Hill safe.

I do not like how zoning is mixing residential with businesses.

When you phone city hall, ask if a female worker is in. The female worker phone goes to voicemail.

Three weeks later she has not called you back. If you walk in she will leave her office – very bad for the City of Pleasant Hill to meet their citizens. Worker for city hall needs to live in the city and pay taxes back to the city.

This city is obsessed with sidewalks. You have to question if the Mayor and City Council is responsible if they continue to allow some of the money to be spent this way.

## N. (Continued)

- I lived on the east side of Des Moines growing up, and chose to live in Pleasant Hill as a safer, cleaner, quieter alternative, while still being close to the part of town I love.
- We need better planning for intersection turning lights and lanes. When public utility tears up my lawn/parking, Pleasant Hill doesn't follow-up with their contractors to ensure they're doing a good job replacing grass, etc.
- I believe apartment complexes have contributed to more crime in Pleasant Hill. Tax abatements should be stopped. When building streets, they should be wider (reference 56th Street).
- I think we should have boating access to our lake. The ramp area was not planned well at all. The smaller lakes have boat or paddle boat access.
- We would like to see the tree limb pick up program continued. It will help with keeping Pleasant Hill looking trimmed and neat. We wish the city would enforce parking vehicles in yards and mowing of tall tress.
- I like Pleasant Hill. I'm planning to keep living here for many more years.
- Pleasant Hill is a nice community, but it needs more eating establishments.
- Keep ahead of the crime by having plenty of police officers. Don't end up like Des Moines.
- Pleasant Hill needs to encourage more retail and businesses to keep money and tax dollars local. We are forced to do most of our shopping in Des Moines and Altoona because of lack of options locally.
- The Pleasant Hill cops need to be reminded to not park their cop cars over the sidewalks at their homes.
- The community needs to unify under 1 school district. We cannot support and back all the schools that this community is involved in. We need to get back to "small town living" That is why many people moved here to begin with. If we wanted to live in a larger town, we would have moved there.
- We need to bring BUSINESS to begin GROWING the city and to add to the tax base of the city.
- It took the city 3 years to repair the gaping holes in our street. A neighbor took spray paint & circled the holes in his street hoping the city would take his complaints seriously. They do not respond properly to residents' concerns. they don't want to listen or choose to ignore what people living here have to say. It's the attitude of "we'll get to it eventually" or "I don't think that's a valid concern right now" that gets residents upset. City managers/employees need a standardized method & training for how to respond to residents concerns, complaints, questions, & suggestions. It is unwise to ignore and dismiss what residents of the city have to say. Also, many residents of the city work in areas/careers and have technical expertise that the city should tap into/harness as volunteers. There should be more collaboration b/t residents & elected officials. This survey did not seem to address the lack of restaurants/dining options in the city. The city web site really needs help.
- Thank you for asking. This is the first time in 30 years I was asked.
- The people in city government are good people. They need to get out and let folks know that. They need to help people get through the bureaucracy instead of being part of it.
- I am not opposed to expansion of some of the roads for traffic flow. Some of the issues I have had with the construction of roadways is the last minute closure of roads without notification. I feel the intersection of 56th Street and University needs to be managed better with painted street signs to deal with vehicles turning and vehicles going straight. I have enjoyed my time in Pleasant Hill, but would like more opportunities for recreation for my family (We go to Altoona to use the Altoona Campus, but would use Pleasant Hill if there was a place available.). It would be great to add more entertainments as well (the bowling alley is a great start).
- Our overall experience in living Pleasant Hill has been good we've never had such good neighbors I've been living outside of Des Moines on the northeast side since 1977 and I have always looked at Pleasant Hill as a pleasant small community that I wouldn't mind living in someday. I believe the completion of Highway 65 bypass spurred tremendous growth in this side of Des Moines. Altoona, another community I am fond of, has literally exploded with additional population and housing developments, some people see this as progress while longtime residents see this as a march to destruction of the small-town appeal that led them to settle in such a community, it's the death toll of individuality when all the new houses look the same like they came out of the same mold, just look at the march of West Des Moines toward Waukee, Iowa. Please concentrate on improving the community you have now or someday Runnels will be within the Pleasant Hill city limits.
- Need to determine long range plan for youth sports complex. Would rather see complex closer to Pleasant Hill and NOT Southeast Polk; should be funded and support by CITY and not individual organizations.

**Thank you for participating in this survey!**

**Please fold the questionnaire from top to bottom and return  
it in the postage-paid envelope to:**

**Iowa State University CD-DIAL  
317 East Hall  
Ames, IA 50011-1070**

**... and justice for all**

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.

## Appendix B: Frequencies for Pleasant Hill Area Community Survey (Residents Outside City Limits)<sup>1</sup>

**Instructions: Please respond to the following questions as they apply to you and members of your household. In most cases, this means circling a number or filling in a blank. Space is also provided for you to add written comments.**

**A. Where do you currently live? (Circle ONE response) (n=50)**

- |  |    |
|--|----|
| 1. Within Pleasant Hill city limits                | -- |
| 2. Outside Pleasant Hill city limit                | 41 |
| 3. Other (please specify _____)                    | 9  |
| Altoona  |    |
| South Des Moines                                   |    |
| Voluntary annex area                               |    |
| Recently moved                                     |    |
| My wife lived in Pleasant Hill when I married her. |    |
| Town home division – Edgewater                     |    |
| Mobile park  |    |
| Johnston   |    |

**First, please tell us about your experience living in the Pleasant Hill area.**

**B. People have different reasons for living in a particular place. Circle the THREE MOST IMPORTANT reasons why you live in the Pleasant Hill area. (n=49)**

- |  |    |
|--|----|
| a. Grew up here                          | 8  |
| b. Close to family/relatives             | 17 |
| c. Close to job                          | 18 |
| d. Friendly environment                  | 15 |
| e. Affordable housing                    | 7  |
| f. Scenic area                           | 15 |
| g. Strong school system                  | 18 |
| h. Good city services                    | 2  |
| i. Can't afford to leave                 | 1  |
| j. Close to church                       | 1  |
| k. Location                              | 5  |
| l. Small town atmosphere/country feeling | 2  |
| m. Tax abatement                         | 1  |
| n. Quiet area                            | 1  |
| o. Safe/low crime                        | -- |
| p. Close to golf course                  | -- |
| q. Long time resident/like it here       | 3  |
| r. Close to and family/friends live here | 1  |
| s. Other                                 | 4  |
| t. Hunting/fishing/recreation trails     | -- |
| u. Housing                               | 3  |
| v. Close to school                       | 1  |

<sup>1</sup>Due to small sample size, numbers shown are actual, instead of percentages.

C. Do you stay mostly in Pleasant Hill to acquire the following services or do you go mostly outside the city? Please circle the appropriate numbers for each of the services.

	Mostly in the city	Mostly outside the city	Don't Use
1. Jobs (n=49).....	4	33	12
2. Health care (n=49) .....	14	30	5
3. Shopping for daily needs (n=49).....	12	35	2
4. Religious services (n=49).....	5	28	16
5. Recreation/entertainment (n=49) .....	7	38	4
6. Child care (n=49) .....	3	4	42
7. Youth programs (n=49).....	1	9	39
8. Senior citizen programs (n=49).....	1	6	42

D. Please indicate if you have used the following services in the Pleasant Hill community and whether the service was POOR or VERY GOOD in quality (1 = Poor and 4 = Very Good).

	Used?		If USED, how Poor or Very Good?				
	No	Yes	Poor	Fair	Good	Very Good	Don't Know
1. Jobs (n=48; 5) .....	43	5	--	2	2	1	--
2. Medical services (n=50; 30) .....	19	31	3	1	16	10	--
3. Public school (n=49; 22).....	27	22	3	--	6	13	--
4. Shopping facilities (n=51; 43) .....	8	43	6	11	23	3	--
5. Adequate housing (n=47; 28) .....	19	28	1	4	14	9	--
6. Recreation/entertainment (n=50; 32)..	18	32	5	6	16	5	--
7. Child care service (n=50; 11) .....	39	11	2	--	5	4	--
8. Youth programs (n=50; 11) .....	39	11	3	1	5	1	1
9. Senior citizen programs (n=51; 2).....	49	2	1	--	--	--	1

E. Please indicate the extent to which you DISAGREE or AGREE with the following statements about Pleasant Hill.

	Strongly Disagree						Strongly Agree					
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
1. Pleasant Hill area is a healthy place to live (n=52) .....	5	1	11	12	13	10						
2. I feel safe living in the Pleasant Hill area (n=52).....	4	1	10	11	16	10						
3. The Pleasant Hill area has sufficient cultural activities to meet my needs (n=50).....	10		10	9	1	2						
		18										
4. Pleasant Hill city government does a good job of planning for the future (n=50).....	17	5	17	6	5	--						

**E. (Continued)**

	<b>Strongly Disagree</b>		<b>3</b>	<b>4</b>	<b>5</b>	<b>Strongly Agree</b>	
	<b>1</b>	<b>2</b>				<b>6</b>	
5. Pleasant Hill government does a good job of cooperating with other communities in the city on projects that benefit taxpayers (n=51).....	18	8	11	8	4	2	
6. Pleasant Hill government does a good job of working with non-profit and for-profit organizations on projects and services that benefit the residents of Pleasant Hill (n=49) .....	10	10	16	8	3	2	
7. Pleasant Hill government should play a role in promoting economic development in the city (n=50) .....	3	6	5	12	10	14	
8. I would like to retire in the Pleasant Hill area (n=49) .....	18	5	5	8	8	5	
9. I would encourage my children to live in the Pleasant Hill area (n=51) .....	14	4	9	11	10	3	
10. Overall, the quality of life in Pleasant Hill is good (n=51) .....	5	3	10	21	6	6	

**Next, please answer a few questions on your recent experiences in contacting Pleasant Hill city government offices for information.**

**A. In the last 12 months, have you or any member of your household used the following sources to obtain information about Pleasant Hill government and services? (Circle ONE number for each source)**

	<b>Used in last 12 months?</b>	
	<b>No</b>	<b>Yes</b>
1. Local newspaper – Pleasant Hill Edge (n=51) .....	38	13
2. City government web site ( <a href="http://www.ci.pleasant-hill.ia.us">www.ci.pleasant-hill.ia.us</a> ) (n=52).....	39	13
3. City Hall open hours (n=52) .....	43	9
4. Electronic sign board near HyVee (n=52) .....	35	17
5. Television (n=52) .....	40	12
6. Radio (n=52).....	44	8
7. Friends/neighbors (n=52) .....	32	20
8. Direct contact with city government employees/officials (n=52) .....	36	16
9. Email or telephone city clerk office (n=52).....	40	12
10. Other (Please specify _____) (n=24) .....	24	--

Trying to get to meeting about city services, we do not get but pay dearly for!

**B. Using item numbers from Question A, list the number for the THREE sources that you prefer to use when you want information about Pleasant Hill government. (n=37)**

1. Local newspaper – Pleasant Hill Edge .....	15
2. City government web site ( <a href="http://www.ci.pleasant-hill.ia.us">www.ci.pleasant-hill.ia.us</a> ).....	19
3. City Hall open hours.....	10
4. Electronic sign board near HyVee.....	10
5. Television .....	6
6. Radio.....	2
7. Friends/neighbors .....	9
8. Direct contact with city government employees/officials .....	21
9. Email or telephone city clerk office.....	14
10. Other (Please specify _____).....	1

**C. Have you or any member of your household contacted a Pleasant Hill government department or office BY TELEPHONE in the past 12 months? (n=52)**

- 1. No 35
- 2. Yes 17

If NO, please go to Question H on page 4.

**D. If you contacted a Pleasant Hill government department, did you use the following sources to find the telephone number? IF USED, circle one number to indicate how DIFFICULT or EASY it was to find the appropriate number (1 = Very Difficult and 6 = Very Easy).**

	Used?		If USED, how difficult or easy?						
	<u>No</u>	<u>Yes</u>	Very Difficult						<u>Very Easy</u>
			<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
1. An employee of city government (n=17; 10).....	7	10	--	2	2	1	2	3	
2. Phone book blue pages (n=15; 6) ..	9	6	--	--	1	1	3	1	
3. Pleasant Hill web site (n=14; 7) ....	7	7	--	--	1	2	2	2	
4. Directory assistance (n=14; 3).....	11	3	--	--	--	1	--	2	
5. Other source (specify) _____ (n=7; 1).....	6	1	--	--	--	1	--	--	
Walking									
6. Pleasant Hill phonebook (n=1; --).	--	1	--	--	--	--	--	--	

**E. When you called, how ACCURATE was the information you were given (1 = Very Inaccurate and 6 = Very Accurate)? (n=17)**

<u>Very Inaccurate</u>			<u>Very Accurate</u>			
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
5	--	4	--	5	3	

F. How RESPECTFUL did you find the employees you talked with (1= Very Disrespectful and 6 = Very Respectful)? (n=17)

<u>Very Disrespectful</u>			<u>Very Respectful</u>		
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
4	2	2	--	4	5

G. How SATISFIED were you with the level of customer service provided by the Pleasant Hill telephone representative (1 = Very Dissatisfied and 6 = Very Satisfied)? (n=17)

<u>Very Dissatisfied</u>			<u>Very Satisfied</u>		
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
4	2	2	--	5	4

H. Have you used the Pleasant Hill government web site in the last 12 months?  
[www.ci.pleasant-hill.ia.us](http://www.ci.pleasant-hill.ia.us) (n=52)

- 1. No 38
- 2. Yes 14

→ If NO, please go to Question A on page 5.



I. When you accessed the web site, were you able to find the information you were seeking? (n=13)

- 1. No 1
- 2. Yes 12

→ **Ia. If NO, please describe the information you were unable to find.**

Distance of trail around lake

J. How could the Pleasant Hill government web site be improved? Include comments regarding additional information that should be provided on this web site.

Web site is okay. Could show a better “chain of command; example: If not getting the correct answer from one person, you would be able to tell who their boss is. Some procedures are difficult to follow/understand.

I like the primary communication to be available from the web site. I can access whenever I want and the info is always available.

Keep citizens informed with current readable maps on web site regarding annexation proposals and exact sites.

Web site should be very similar to those of the development corporation and also the Chamber of Commerce for branding purposes.

I don't have web site.

Next, please provide information about your opinions and use of city services.

**A. How DISSATISFIED or SATISFIED are you with the following aspects of City of Pleasant Hill services?**

	<u>Very Dissatisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Somewhat Satisfied</u>	<u>Very Satisfied</u>	<u>Don't Use</u>
1. Law enforcement services (n=52) .	4	8	16	12	12
2. Emergency services (n=52).....	1	4	10	21	16
3. Community maintenance services (n=52).....	7	9	11	6	19
4. Planning and building services (n=52).....	14	4	10	4	20
5. Streets and utilities (n=51) .....	9	9	14	7	12
6. Parks & Recreation services (n=51).....	--	4	18	16	13
7. Library services (n=52).....	--	1	10	21	20

**B. Thinking about priorities for law enforcement, should the Pleasant Hill Police Department emphasize the following activities LESS, the SAME or MORE?**

	Emphasize?		
	<u>Less</u>	<u>Same</u>	<u>More</u>
1. Alcohol-related crime enforcement (n=48) .....	1	32	15
2. Animal control and sheltering (n=48).....	3	39	6
3. Bad checks, fraud, & identity theft investigation (n=48).....	--	38	10
4. Business district patrolling (n=48).....	--	39	9
5. Illegal drug use prevention and enforcement (n=48).....	--	31	17
6. Speed limit enforcement (n=49) .....	10	32	7
7. Juvenile crimes investigation (n=48).....	--	38	10
8. School resource officer services (n=48) .....	2	38	8
9. Noise law and nuisance party enforcement (n=48).....	2	35	11
10. Parking laws enforcement (n=49).....	6	41	2
11. Sex-related offenses investigation (n=47) .....	-	40	7
12. Traffic control and enforcement (n=49) .....	7	33	9
13. Residential patrolling (n=49).....	2	34	13
14. Domestic violence & family dispute resolution (n=48).....	--	40	8
15. Crime prevention and education activities (n=48).....	--	36	12
16. Violent crimes investigation (n=48) .....	--	38	10

**C. How DISSATISFIED or SATISFIED are you with the following Emergency Department activities?**

	<u>Very Dissatisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Somewhat Satisfied</u>	<u>Very Satisfied</u>	<u>Don't Know</u>
1. Medical assistance (n=51).....	--	--	3	20	28
2. Putting out fires (n=51) .....	1	--	6	17	27

**C. (Continued)**

	<b>Very Dissatisfied</b>	<b>Somewhat Dissatisfied</b>	<b>Somewhat Satisfied</b>	<b>Very Satisfied</b>	<b>Don't Know</b>
3. Fire prevention education (n=51)	--	2	7	14	28
4. Safety inspections (n=51).....	1	2	6	8	34

**D. Please rate your level of satisfaction with the following Parks and Recreation features.**

	<b>Very Poor</b>	<b>Poor</b>	<b>Good</b>	<b>Very Good</b>	<b>Don't Use</b>
1. Hard surface trails/crushed rock trails (n=48)	--	2	17	12	17
2. Overall appearance of parks (n=48).....	--	2	24	14	8
3. Playground equipment (n=50) .....	--	2	18	11	19
4. Restrooms (n=50) .....	1	2	16	9	22
5. Shelter houses (n=50) .....	--	3	18	10	19
6. Tennis courts (n=49).....	--	2	11	5	31
7. Wooded areas (n=49).....	--	--	21	9	19
8. Picnic areas (n=50) .....	--	--	22	9	19

**E. How POOR or GOOD is the quality of the following street maintenance features?**

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>
1. Adequacy of bike path system (n=44).....	6	3	23	12
2. Appearance of medians and parkways (n=49) .....	5	12	28	4
3. Condition of streets in your neighborhood (n=48) .....	5	13	27	3
4. Ice control at intersections (n=51).....	8	18	18	7
5. Snow plowing in your neighborhood (n=46) .....	10	10	20	6
6. Snow plowing on major streets (n=50) .....	9	10	24	7
7. Street sweeping in business areas (n=43).....	3	13	23	4
8. Street sweeping in your neighborhood (n=40) .....	12	12	14	2
9. Surface condition of major streets (n=48) .....	6	17	24	1

**F. How would you rate the number of ...**

	<b>Too Few</b>	<b>Right Number</b>	<b>Too Many</b>
1. Traffic signals along the city streets you travel (n=50) ....	3	34	13
2. Stop signs along the city streets you travel (n=51).....	2	44	5
3. Traffic signals along major city streets (n=50).....	4	35	11

**G. How OFTEN is the coordination between traffic signals effective? (Circle ONE response) (n=51)**

- 1. Rarely effective 12
- 2. Sometimes effective 19
- 3. Often effective 15
- 4. Almost always effective 5

**H. Please rate your level of satisfaction with the following Pleasant Hill Public Library features.**

	<u>Very Poor</u>	<u>Poor</u>	<u>Good</u>	<u>Very Good</u>	<u>Don't Use</u>
1. Meeting/study rooms (n=51) .....	--	--	4	12	35
2. Internet/computer services (n=51).....	--	--	6	11	34
3. Handicapped accessibility (n=51) .....	--	--	6	9	36
4. Customer service (n=50) .....	--	--	7	11	32
5. Programs (story hour, book discussions, concerts) (n=51) .....	--	--	7	7	37
6. Range of materials available (books, videos, magazines, software) (n=51) .....	--	1	8	9	33
7. Asking informational questions of library staff by phone or in person (n=51) .....	--	--	5	11	35
8. Use of library resources from home via computer (n=50).....	--	--	4	6	40
9. Wait time for requests/holds (n=51).....	--	--	8	8	35
10. Availability of seating (n=51) .....	--	--	7	11	33
11. Welcoming atmosphere (n=51) .....	--	--	7	11	33
12. Library hours (n=51) .....	--	--	7	11	33

**I. Do you use the Pleasant Hill Public Library as often as you would like to use it? (n=45)**

- 1. No 31
- 2. Yes 14

**Ia. If NO, for what reasons are you unable to use the Library as often as you would like? (Circle ALL that apply) (n=29)**

- 1. Parking is a problem --
- 2. I get materials from other sources 12
- 3. I don't have time 14
- 4. Library is not open during hours that are convenient to my schedule 1
- 5. Other (please specify \_\_\_\_\_) 9
  - Use Altoona
  - Do not know anything about it
  - I use the Altoona library.
  - Use Altoona library
  - Lazy
  - Did not know they had one!
  - I use Altoona's; it's better.

**J. Following are the current open hours of the Pleasant Hill Library. Please indicate in the columns below if there are some additional hours you would like to see the library open.**

	Current open hours	Suggested open time		Suggested close time		
		8 a.m.	Noon	4 p.m.	7 p.m.	9 p.m.
<b>Monday</b> (n=--; 1)	10 a.m. – 8 p.m.	--	--	--	--	1
<b>Tuesday</b> (n=--; 1)	10 a.m. – 8 p.m.	--	--	--	--	1
<b>Wednesday</b> (n=--; 1)	10 a. m. – 8 p.m.	--	--	--	--	1
<b>Thursday</b> (n=--; 1)	10 a.m. – 8 p.m.	--	--	--	--	1
<b>Friday</b> (n=--; --)	10 a.m. – 6 p.m.	--	--	--	--	--
<b>Saturday</b> (n=1;1)	10 a.m. – 5 p.m.	1	--	1	--	--
<b>Sunday</b> (n=1; 1)	1 p.m. – 4 p.m.	--	1	--	1	--

**K. In the past, bus services have occasionally been available for Pleasant Hill residences from Des Moines Area Regional Transportation (DART). Were you aware of these services when they existed? (n=51)**

- 1. No 32
- 2. Yes 19

**Ka. If YES, did you ever use these bus services? (n=19)**

- 1. Yes --
- 2. No 19

**L. If DART services were available in the future, how UNLIKELY or LIKELY is it that a member of your household would use the services (1= Very Unlikely and 6 = Very Likely)? (n=49)**

<u>Very Unlikely</u>						<u>Very Likely</u>
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	
35	5	4	2	1	2	

**M. Which of the following factors would weigh most heavily in your decision to use DART services? (Circle ONE response)? (n=49)**

- 1. Prefer to drive own car 21
- 2. Car required for work 8
- 3. Cost to ride 1
- 4. Convenience of route/schedule 16
- 5. Other (specify \_\_\_\_\_) 3

Would use if car broke down  
 Work out of home business  
 Do not travel out on our street

**N. Please rate the overall quality of services you receive from the City of Pleasant Hill.**  
(n=48)

1. Very poor	5
2. Poor	8
3. Fair	10
4. Good	12
5. Very good	8
6. Don't know	5

**Next, please give us your opinion on population growth, future planning, and land use.**

**A. To what extent do you support planning for population growth? (n=49)**

1. Do not support	18	→
2. Somewhat support	8	→
3. Fully support	12	→
4. Not sure	11	→

**A2. What is the biggest reason you somewhat or fully support population growth planning?**

Most people don't plan to fail; they fail to plan! ☺

Big picture

Smart idea – good sense. Sex is more popular than death! = Increase in population.

Keeps city service at correct size

Growth is always good – would bring in more businesses

Like to see it remain a small community

I dread seeing Pleasant Hill turn into a West Des Moines or Clive, prefer small town.

Temporary rental

Without a plan, continuity is lost

So that needs of ALL citizens are met in a fair and equitable way, both Pleasant Hill and Polk County residents.

It is important to avoid surprises!

Would like to have additional services available to us

Don't want it to get to big

Growth is healthy

To get more business to locate here

You need to look at options other than raising taxes to pay for this crap!

Control the development growth especially the high density housing developments

Proper infrastructure

**A1. What is the biggest reason you do not support population growth planning?**

Pleasant Hill wants too many houses per acre. They did not get citizen input. It was a biased study.

They tried to make people annex in with fear and lies.

Tax abatement

Against annexation

Just look at the housing put up along 163. Those close together, 3-story, ugly town houses. Is that what Pleasant Hill would do with available land? That tells me all they are concerned about it how many people they can put in one area that will give them the most money! Tell me I am wrong and I a, not alone in my thinking!

Using up acreages for condos ruins atmosphere.

If we are annexed, our taxes will go up 18% and we like country.

Traffic, neighbor too close, blocks my view

Their current plans are about getting the most people on the least amount of space for tax reasons.

Too many houses - too many people

They do not take care of homeowners outside of city.

The use of farm land and open country side

When we proposed 9-24 duplexes on our land, we received no help from Pleasant Hill.

Forced annexation

I do not want annexation

It appears they play favorites and/or are taking on too much to handle. We receive no service but solid waste!

Because of the hogpop (sic) area of how the planning there is no planning to benefit the residents.

**B. Regardless of how you personally feel about it, do you think population growth in Pleasant Hill can be ... (Circle ONE response)**

	<u>No</u>	<u>Yes</u>
1. Slowed (n=49) .....	28	21
2. Stopped (n=38) .....	37	1

**C. Is population growth necessary to maintain a healthy economy in the Pleasant Hill area? (n=50)**

1. No	18
2. Yes	23
3. Not sure	9

**D. Given the financial priorities the City currently faces, what PRIORITY should the City of Pleasant Hill give to the following planning goals over the next 10 years? (Circle ONE response for each priority)**

	<u>Priority?</u>				<u>Don't Know</u>
	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Urgent</u>	
1. Protecting area rivers and streams (n=50)	2	12	20	12	4
2. Preserving farm land (n=50) .....	7	9	15	15	4
3. Building new roads and highways (n=50)	11	18	16	1	4
4. Acquiring open space for recreation and enjoyment (n=50).....	16	10	19	1	4
5. Opening farm land for new and expanding businesses (n=50) .....	25	14	6	1	4
6. Nurturing citizen commitment to community and civic involvement (n=51)	5	17	17	8	4
7. Protecting air quality (n=51).....	5	7	22	12	5
8. Protecting existing neighborhoods (n=51)	1	6	31	10	3
9. Other (specify _____) (n=16) ....	--	1	1	6	8

Providing better traffic flow  
 More police/fire protection  
 Maintaining their existing services they already have; they don't take care of them.  
 Preserving the quality of life for those already living in Pleasant Hill and surrounding areas; Leave well-enough alone!  
 Treat everyone the same! How can you justify split neighborhoods? Some in different townships; My neighbors are in a four mile township - taxes are half.  
 Freeze taxes

**E. List the item number for the goal in question D that you consider...**

	<b>Most Important</b> (n=48)	<b>Second Most Important</b> (n=45)
1. Protecting area rivers and streams .....	9	5
2. Preserving farm land .....	13	6

**E. (Continued)**

	<b>Most Important (n=48)</b>	<b>Second Most Important (n=45)</b>
3. Building new roads and highways .....	2	2
4. Acquiring open space for recreation and enjoyment .....	6	2
5. Opening farm land for new and expanding businesses.....	5	4
6. Nurturing citizen commitment to community and civic involvement	3	7
7. Protecting air quality.....	--	4
8. Protecting existing neighborhoods.....	5	12
9. Other (specify _____)	5	3

**F. Some people say that new houses to accommodate population growth should only come by making farm land available for houses and businesses. Others say that new houses and businesses should only be located in areas of existing development; farm land should be preserved. Which way do you feel? (Circle ONE response) (n=51)**

- 1. Use farms available for new development 9
- 2. New houses and businesses should be built in existing neighborhoods, business parks 35
- 3. Don't know 7

**G. Some people say the government should help pay for economic development and job creation (for example, with property tax breaks, system development improvements). Others say that private businesses should pay their own way and not be treated differently than individual taxpayers and other businesses that don't get the breaks. How do you feel? (n=48)**

- 1. Government should pay 3
- 2. Business should pay 15
- 3. Costs should be shared 23
- 4. Don't know 7

**H. Some people say land developers should pay to bring public services like water, sewer, and roads to their property. Others say those costs are the price that taxpayers should pay for a growing economy. Which way do you feel? (n=50)**

- 1. Developers should pay 39
- 2. Taxpayers should pay 3
- 3. Costs should be shared 6
- 4. Don't know 2

**I. Some people say that some farm land should be used to accommodate new high tech businesses and other "new" economic business expansion. Others say that farm land should be preserved because of the contribution it makes to our economy. How do you feel? (n=50)**

- 1. Allow business expansion development on farm land 7
- 2. Preserve farm land 23
- 3. Make the decision on a case-by-case basis 20
- 4. Don't know --

**J. Think about Pleasant Hill as you would like to see it 10 years from now. Do you SUPPORT or OPPOSE the following policies in order to achieve your 10-year vision?**

	<b>Oppose</b>	<b>Undecided</b>	<b>Support</b>
1. Encourage businesses to locate or remain here (n=50) .....	1	10	39
2. Make a major investment in main street development (n=49)	9	16	24
3. Support businesses that keep money in Pleasant Hill (n=50)	1	7	42
4. Improve traffic flow by investing in additional major through streets (n=49) .....	7	22	20
5. Limit size of outdoor advertising to improve visual environment (n=50).....	8	15	27
6. Annex adjacent land for residential use (n=49).....	40	6	3
7. Annex adjacent land for commercial use (n=50) .....	36	10	4
8. Encourage construction of higher density housing development (for example, apartments, townhouses) (n=50)	37	8	5
9. Construct a community center for public use (n=49).....	11	14	24
10. Develop more recreational trails (n=50) .....	10	15	25
11. Offer incentives to build more eating establishments in this community (n=49).....	11	11	27
12. Provide incentives to establish/maintain local businesses (n=49).....	10	8	31

**In this final section, information is requested to give an accurate description of respondents in your area. To ensure confidentiality, your responses will be combined with responses from others so that your individual information cannot be identified.**

**A. For how many years have you lived in the Pleasant Hill area? \_\_\_\_\_ years (n=49)**

5 years or less	15
6-10 years	14
11-20 years	10
21-30 years	5
31 years and over	5

**B. In what school district do you live? (n=49)**

1. Pleasant Hill Community School District	--
2. Southeast Polk Community School District	46
3. Other (specify _____)	3
Don't know	
Johnston	
I thought at the time it was a nice place to live.	

**C. What was your age on your last birthday?** \_\_\_\_\_ years (n=49)

30 years or less	3
31-44 years	6
45-59 years	32
60-74 years	4
75 years and over	4

**D. Your sex?** (n=50)

1. Male	30
2. Female	20

**E. What is the highest level of formal education that you have completed? (Circle ONE)**  
(n=50)

1. Less than high school	--
2. High school diploma or GED certificate	9
3. Some college or technical school (less than 4 years)	19
4. College degree, graduate, or professional degree	22

**F. What is your current marital status?** (n=49)

1. Married or living with a partner	38
2. Divorced or separated	1
3. Widowed	6
4. Single, not living with a partner	4

**G. What is your 5 digit postal zip code?** \_\_\_\_\_ (n=50)

50009 Altoona	2
50131 Johnston	1
50327 Des Moines/Pleasant Hill	47

X<sup>1</sup>Indicates information has been omitted to protect the confidentiality of the respondent.

**H. How many people live in your household in the following age groups? Include adults and children who lived in the household for 6 months or more during the last 12 months. Do not include children who lived on a college campus for the majority of the period. (n=45)**

**BE SURE TO INCLUDE YOURSELF.**

AGE GROUP	Number in household							
	0	1	2	3	4	5	6	7
Less than 5 years	40	5	--	--	--	--	--	--
5-11 years	37	3	4	1	--	--	--	--
12-18 years	36	4	4	1	--	--	--	--
19-29 years	38	4	3	--	--	--	--	--
30-44 years	31	4	10	--	--	--	--	--
45-64 years	18	6	21	--	--	--	--	--
65-79 years	43	1	1	--	--	--	--	--
80 years or older	42	2	1	--	--	--	--	--
<b>TOTAL (n=45)</b>	--	8	17	6	10	2	1	1

**I. What is your present employment status? (Circle ONE response only) (n=48)**

- |  |    |
|--|----|
| 1. Employed or self-employed on a <u>full-time</u> basis | 38 |
| 2. Employed or self-employed on a <u>part-time</u> basis | 3  |
| 3. Full-time homemaker                                   | 1  |
| 4. Retired   | 6  |
| 5. Disabled  | -- |
| 6. Unemployed  | -- |
| 7. Other (specify _____)                                 | -- |

**J. How many miles (one-way) ...**

1. do you drive to work each day? \_\_\_\_\_ miles (n=40)
- |                   |    |
|-------------------|----|
| 0 miles           | 2  |
| 1-5 miles         | 8  |
| 6-10 miles        | 10 |
| 11-20 miles       | 13 |
| 21 miles and over | 7  |
2. does your spouse/partner drive to work each day? \_\_\_\_\_ miles (n=34)
- |                   |    |
|-------------------|----|
| 0 miles           | 4  |
| 1-5 miles         | 4  |
| 6-10 miles        | 5  |
| 11-20 miles       | 15 |
| 21 miles and over | 5  |
| No partner/spouse | 1  |

**K. Do you have Internet access in your home? (n=48)**

- 1. No 11
- 2. Yes 37

<b>K1. If YES, what type of hookup? (Circle ONE) (n=37)</b>	
1. Dial-up	7
2. High-speed/broadband	9
3. High-speed/broadband with wireless	21
4. Other (specify _____)	--

**L. Income information is requested in order to understand differences in household opinions based on income. Please estimate your total household income for 2006 before taxes.**

\$ \_\_\_\_\_ (n=42) Minimum=\$31,000.00, Maximum=\$550,000.00

**M. You chose to complete this questionnaire using the paper version. Check all of the following reasons that were part of your decision to complete the questionnaire in this manner. (Please check ALL THAT APPLY) (n=48)**

- The method I used is easier 17
- The method I used is faster 18
- I prefer this method over the other one 11
- I do not have a computer 5
- I have difficulty reading the paper questionnaire --
- I have difficulty reading the computer screen --
- Computer not available 3
- Convenience 6
- Unaware of on-line version 4
- No preference/no comment --
- Other 3

**N. Use this space and the back of the page for additional comments you would like to provide.**

We need a basketball and fitness facility fully supported by city government! We need bike trails all the way to Southeast Polk High School.

I want to see tax abatement end. I also don't want to be annexed by Pleasant Hill because the city can't offer me any additional services without raising my property tax.

Pleasant Hill bike trails good but no hard surfaced parking close to trail head. No toilet facilities like Altoona has, (also drinking water). They do not provide good traffic flow. Poor planning of East University and 56<sup>th</sup> intersection; City planner lied to us about annexation in past so we do not trust city government. 25 mph on Scoot St. makes no sense when entering city, then up to 35 mph by park???

Copper Creek entrance has poor visibility because of median decoration. A few years back city had to have a ladder truck. How many miles (actual calls) does it have? Waste of money. No north-south routes through city provide smooth flow. Too much stop and go. Why no DART service?? City too interested in new development at any cost. The condos on 64<sup>th</sup> and University are terrible. Will be the ghetto of tomorrow; Regency development east of city is way too cramped. Pass fire hazard. How

## N. (Continued)

many carwashes do we tolerate? Why not have fishing docks or jetties on lake? Do they stock it? Swimming?

We'd like Pleasant Hill to grow to include more shops, stores, food, and recreational places. Love living here! I think Pleasant Hill needs to take care and maintain what they currently have within the city limits so the city does not fall apart, such as roads, sewers, and businesses, and expand only as vacant land is filled up.

Pleasant Hill will NEVER become West Des Moines. NEVER!

I feel that if you work for Pleasant Hill you should live in the area. This would hold you accountable for any and all poor decisions made by your department. \_\_\_\_\_ needs to go!

I do not like to see farmland taken up for development for housing or commercial. When all the farmland is gone, then Pleasant Hill will not have the beauty once enjoyed by so many.

I am an Iowan – born, raised, and to die here. I have a great love for our land, values, and people. I don't have any time for money hunger, land grabbing developers if they are in for profit and control. I'm actually happy that the developers are losing their shirts because they got greedy and built more houses and bought more land than the economy could support. Is there a lesson here? I hope so... Leave us alone. Build only what you can sell! Stop building houses on top of each other and condos and townhouses that do nothing for the beauty of our land. Start preserving and not disrupting. If I wanted to live in Pleasant Hill, I would have bought in Pleasant Hill. STOP RAPING THE LAND! Plant trees!

I would hate to see high density housing or a large commercial area sprout in Pleasant Hill. We moved here because it was rural. We hated living in West Des Moines and would move out of Pleasant Hill if it grew into another West Des Moines.

We lived on SE 55th and never saw a police officer once. Very heavy traffic in area – why no police protection?

Pleasant Hill needs more activities, restaurants, shopping, and better and more walking/biking trails. City should buy and refurbish old White Water University. It is an eyesore on a major corner (old gas station), while surrounding businesses are well kept. We should give incentives for new businesses to come to town (as Altoona and West Des Moines).

Pleasant Hill is a nice enough community, but so close to Des Moines that we use those service (cultural/entertainment) more. My husband and I believe you can drive an extra ten minutes and preserve the land developers want (ruins the landscape) and the city doesn't seem to care (until the new, "old," mayor returned to office) what we think. They only see green. Some people chose to live outside city limits for a reason. This issue is the only major one that gets under our skin.

We moved here 17 years ago and have all 11 acres in the country, which we just love. We picked the location because of the SEP School reputation. We do not support growth of Pleasant Hill only because when they expand, we will get annexed. Our taxes will go up. Pleasant Hill gets more money and we lose our rights and freedom and we move.

City (staff and some officials) has tried to (not legible) over people. They seem to forget who they work for and represent. Copper Creek is nice but many of the high density, modestly priced housing developments are harmful to quality of area and unnecessary stress to the school system.

I would like to see a community aquatic center.

I think there needs to be more park recreation like Frisbee golf and such.

All the questions about annex town; it would have been better if Pleasant Hill had not have tried to make all home owners a part of Pleasant Hill and they had been honest about their plans to annex.

Concerning police force – officers stop vehicles for reasons made up. I have had my sons stopped for gun shot hears in area. Never searched vehicle or questioned, just wanted to see who was in vehicle. Same thing for friends

The city needs to concentrate on growing businesses and accommodate the growing population. They need to improve for the people that already live here.

I am not happy about the annexation. Also, I liked living in the country. That's why we bought this home 33 years ago and our street is a mess. It hasn't been worked on in years. The farm ground should stay farm ground. The only reason for the annexation is MONEY, my taxes doubled.

## **N. (Continued)**

School districts are slanted towards the wealth of the community. A numerous portion of these don't pay property taxes via abatements. If this community continues to ignore those South of University, it will continue to slide!

We need to have meetings on city services and why we pay when we do not receive and do not intend to receive this service. Why do neighbors belong to different townships and get everything we get? This should be against the law if it isn't.

Taxes are not the answer. High density housing is NOT the answer. Pleasant Hill has unique living available to suit many different lifestyles. We should NOT try to be West Des Moines. If I wanted to live in higher density housing, have more traffic problems, and pay higher taxes, I would have moved there!

I live in unincorporated Clay Township so all services are provided by Polk County or contracted by me. The Post Office changed my zip code to Pleasant Hill about 10 months ago, previously it was Altoona. I use the Altoona Library

Do not try to annex people who do not want to be. You can not raise property taxes 17% and provide nothing in return or what you do provide is not needed.

**Thank you for participating in this survey!**

**Please fold the questionnaire from top to bottom and return  
it in the postage-paid envelope to:**

**Iowa State University CD-DIAL  
317 East Hall  
Ames, IA 50011-1070**

### **... and justice for all**

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.