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July 16, 2012

**Dear Citizens and Property / Business Owners of the City of Adel,**

The following is a brief summary and analysis on the recent community needs assessment / visioning survey. There were 499 returned survey responses out of approximately 1600 mailed out. A response rate of over 30% indicates a success and an engaged citizenry. Thank you for taking the time to have your voice heard and provide your elected officials with a global vision for the City in the coming years.

As communicated when the surveys were circulated, this was the first phase of a comprehensive strategic plan for the City. The purpose of the community survey was to provide the City Council with an idea of the direction their constituents desire to see for the City based on a majority of the respondents.

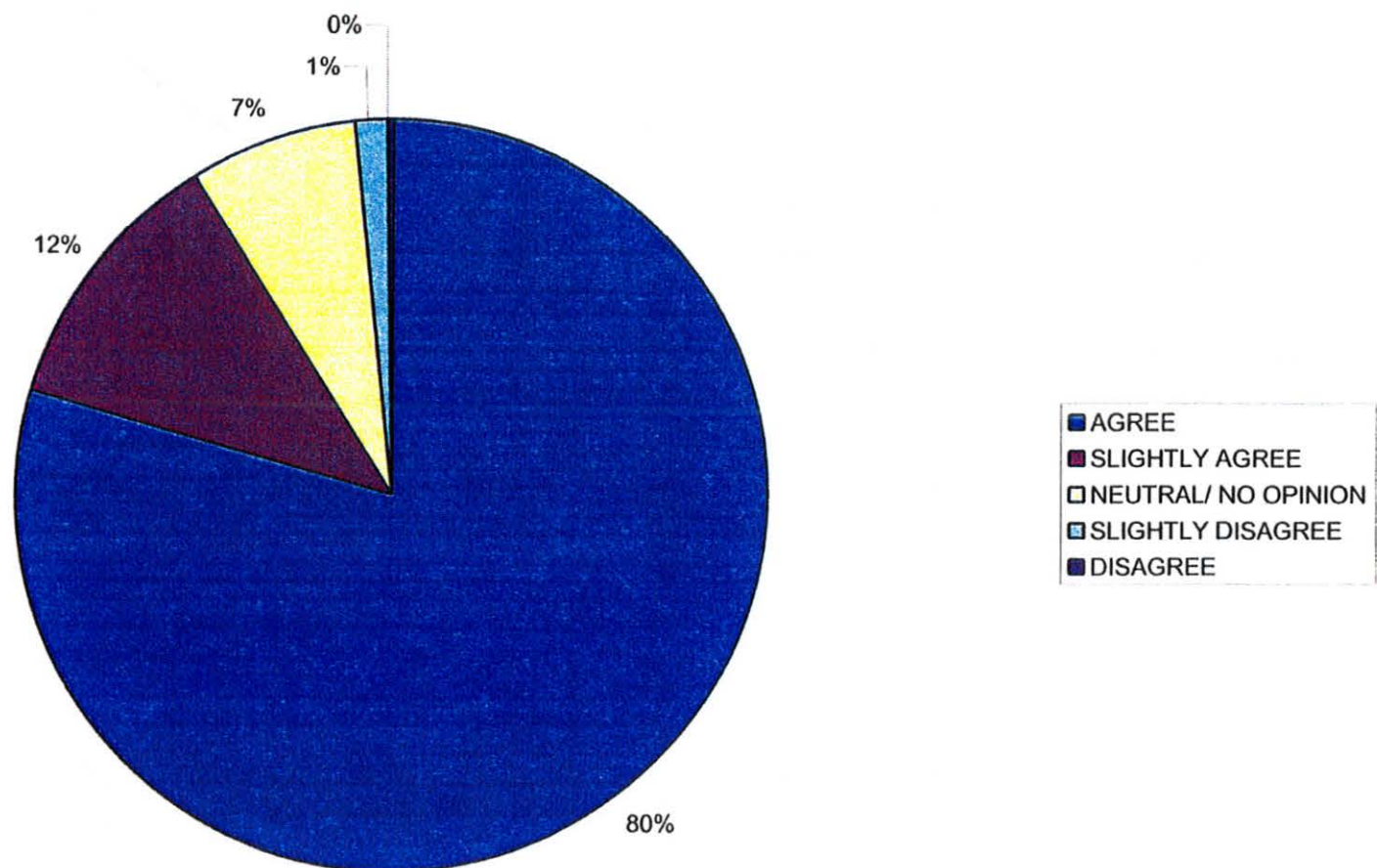
The City will continue to actively engage its citizens, property and business owners. If you have any suggestions for improvements in this area or any other municipal function, please feel free to bring these to our attention through the use of our website, or by calling or stopping in to City Hall.

Thank you and we look forward to what we can collaboratively accomplish for the City of Adel!

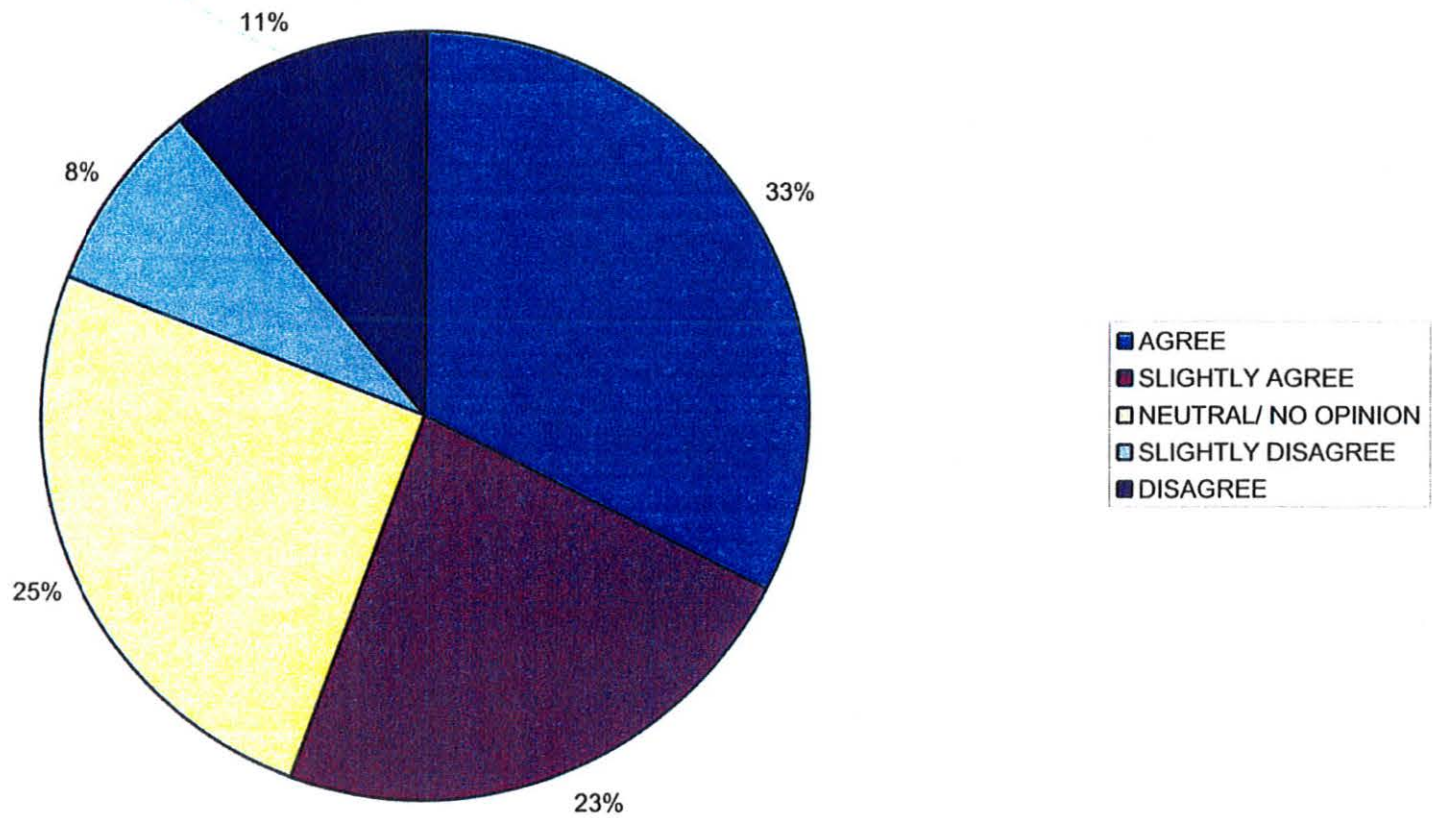
Sincerely,

Brett Klein  
City Administrator

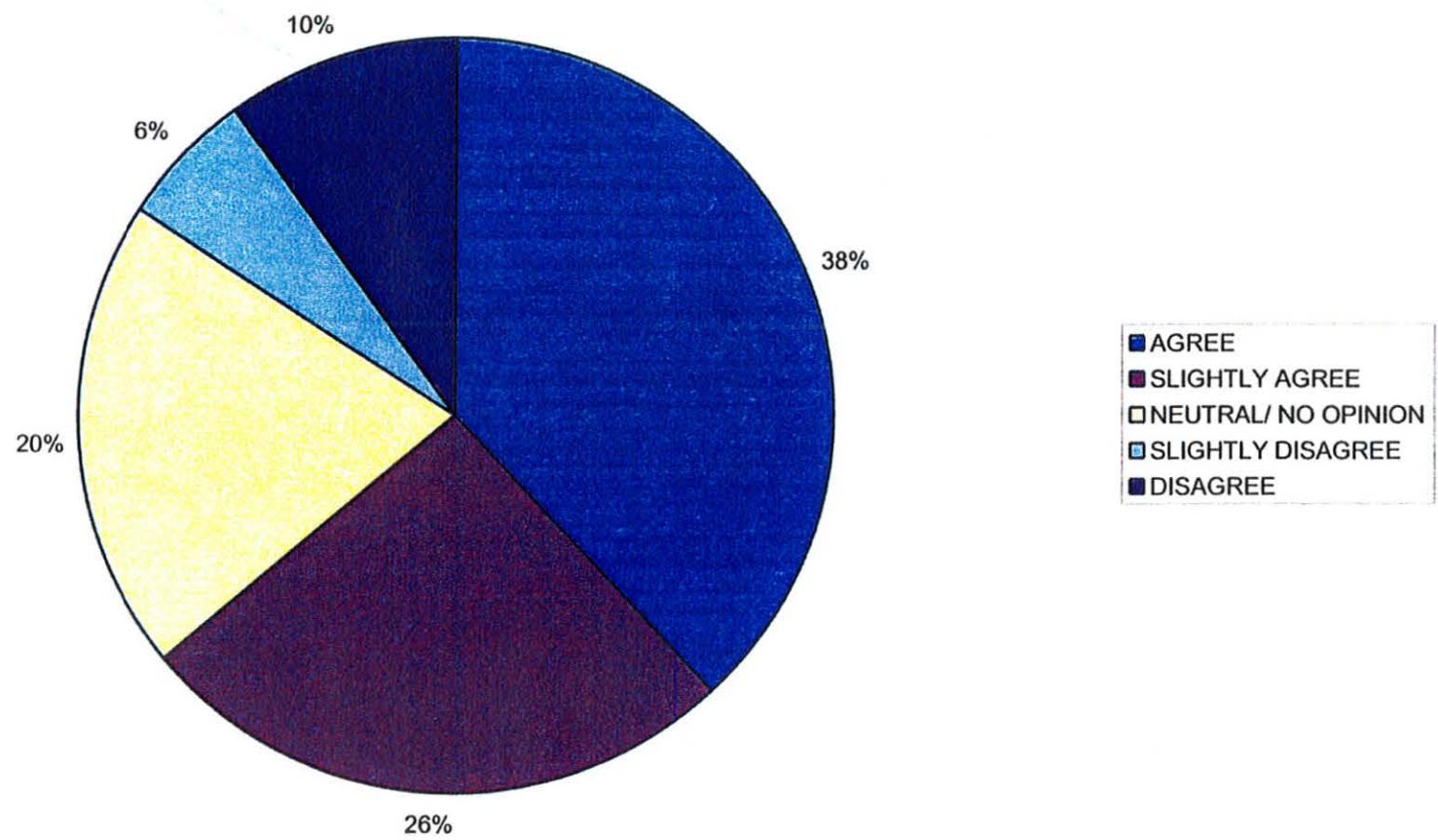
Adel is a nice place to live.



**Adel should encourage more industrial growth via financial incentives and other resources.**

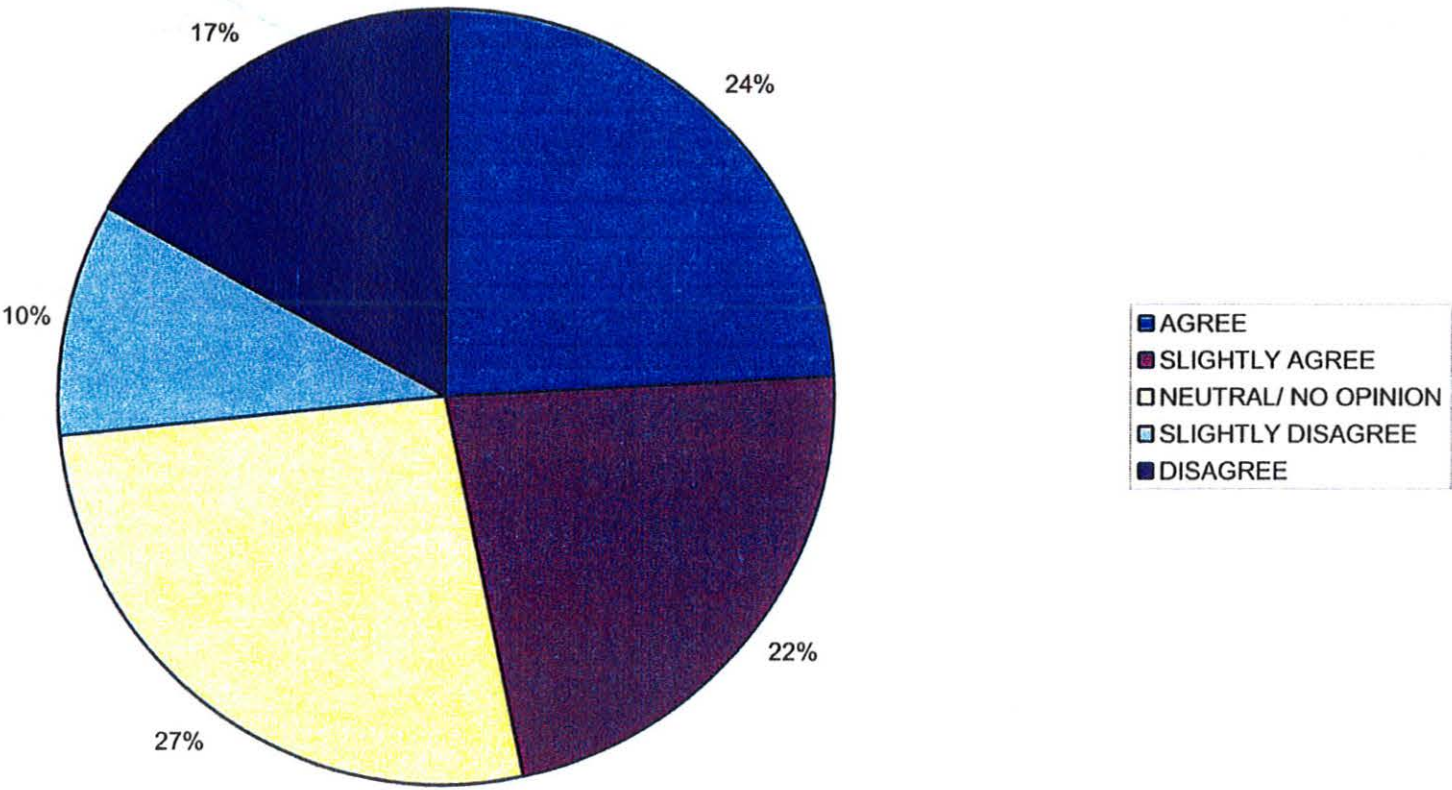


Adel should encourage more commercial / office via financial incentives & other City resources.

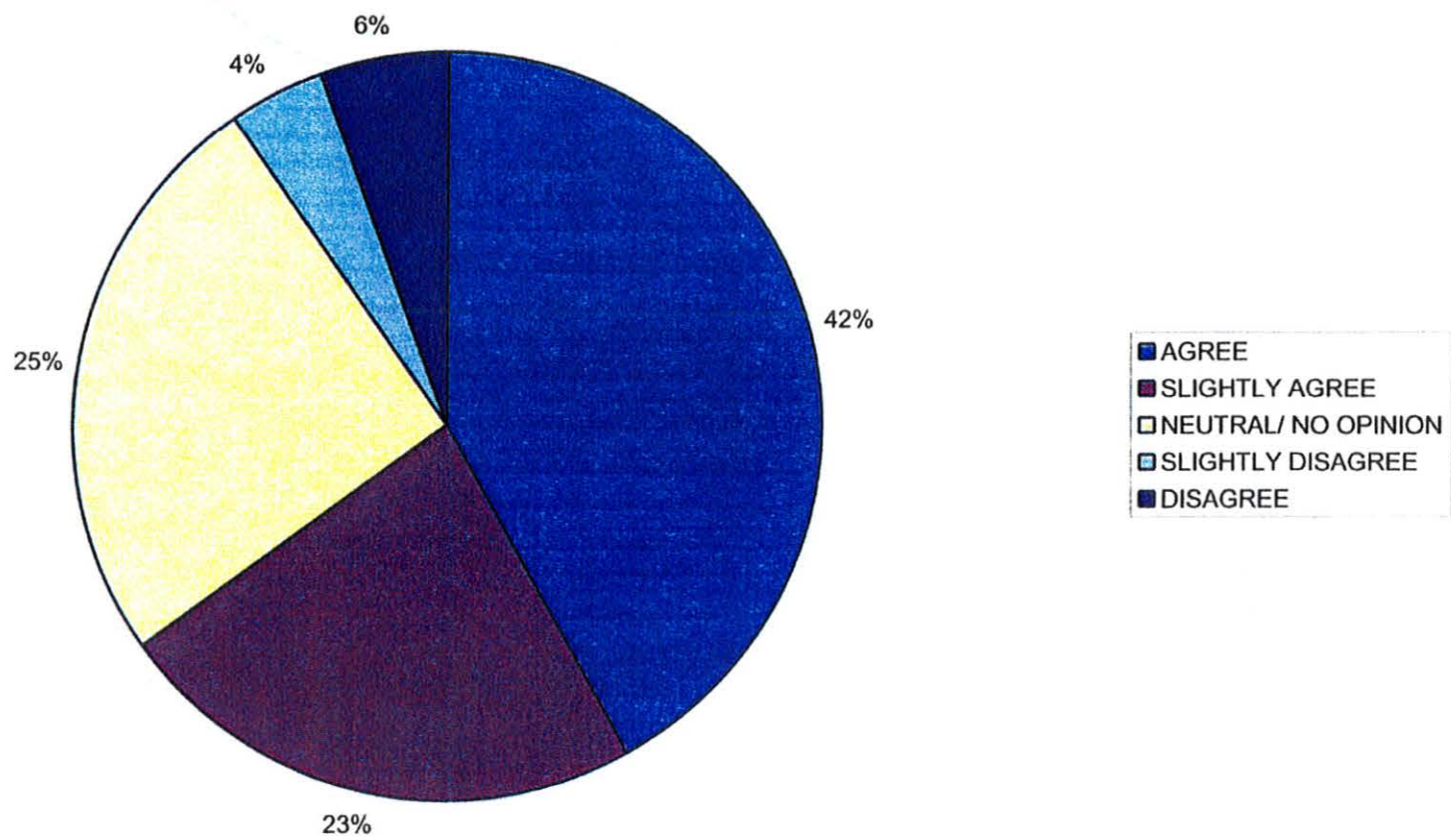




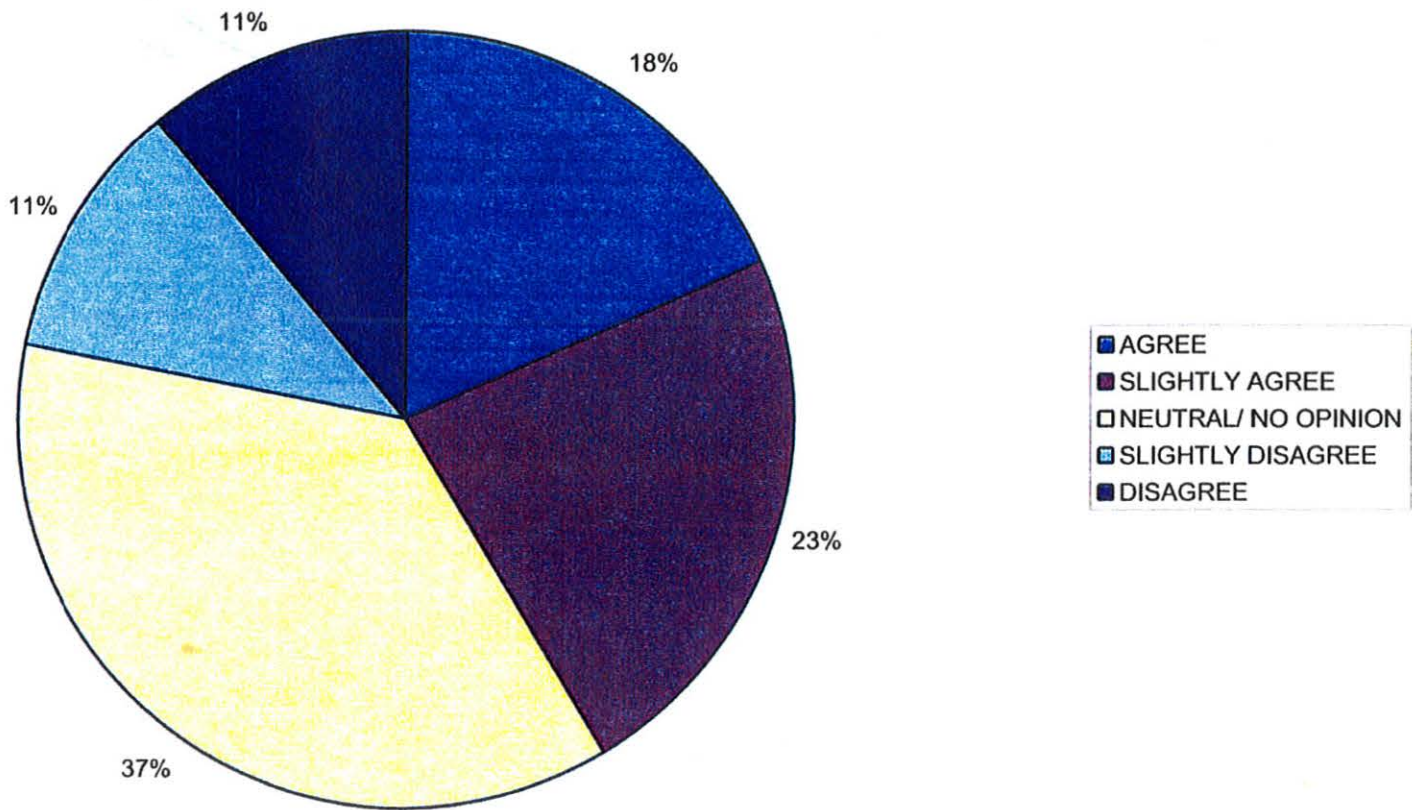
4. Adel should encourage more residential development through financial incentives and other city resources.



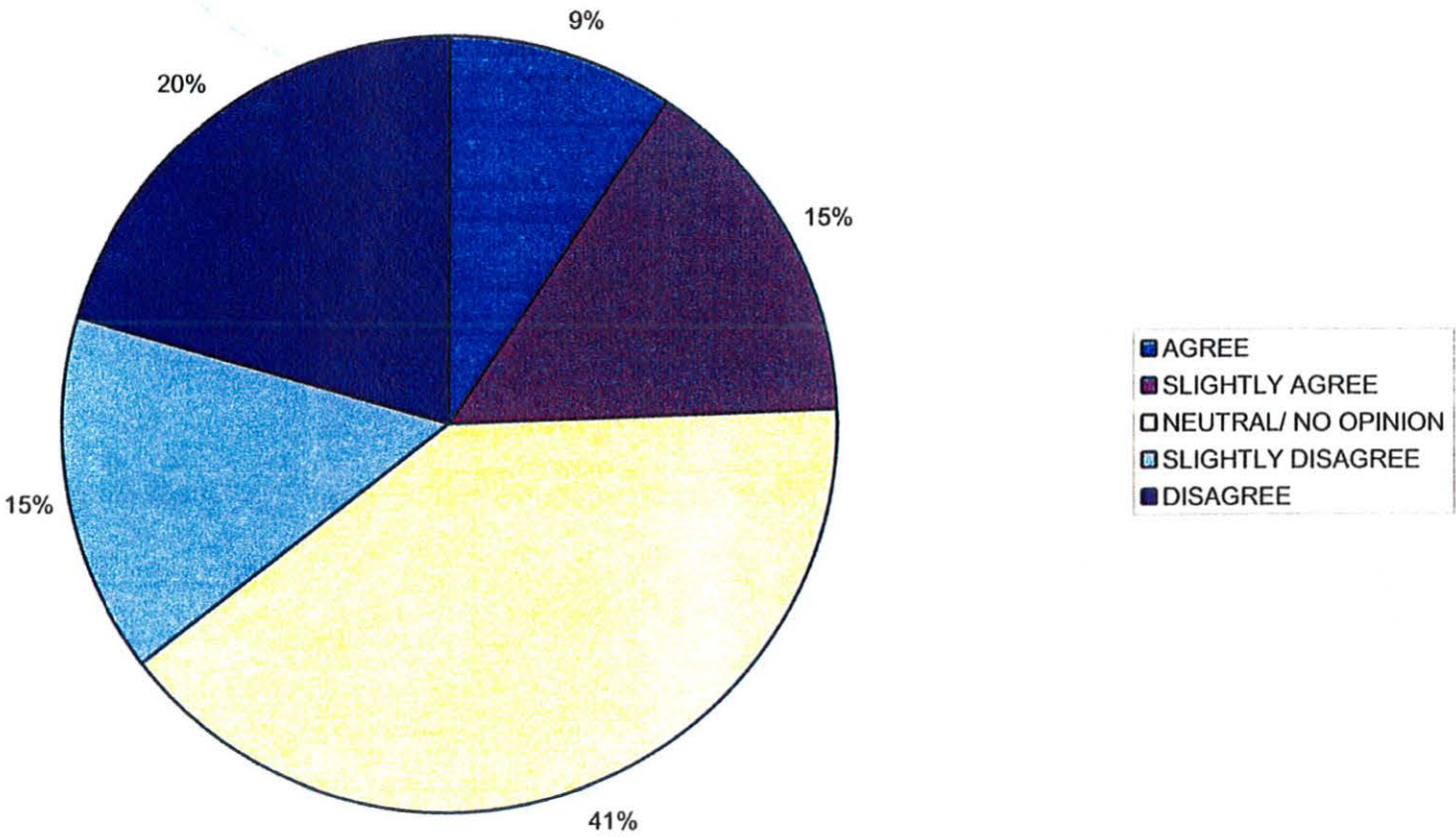
5 .Adel should adopt a policy of more aggressive code enforcement (junk cars, tall grass, property maintenance, nuisance animals, etc.).



6. Adel should provide more parks and recreation opportunities.

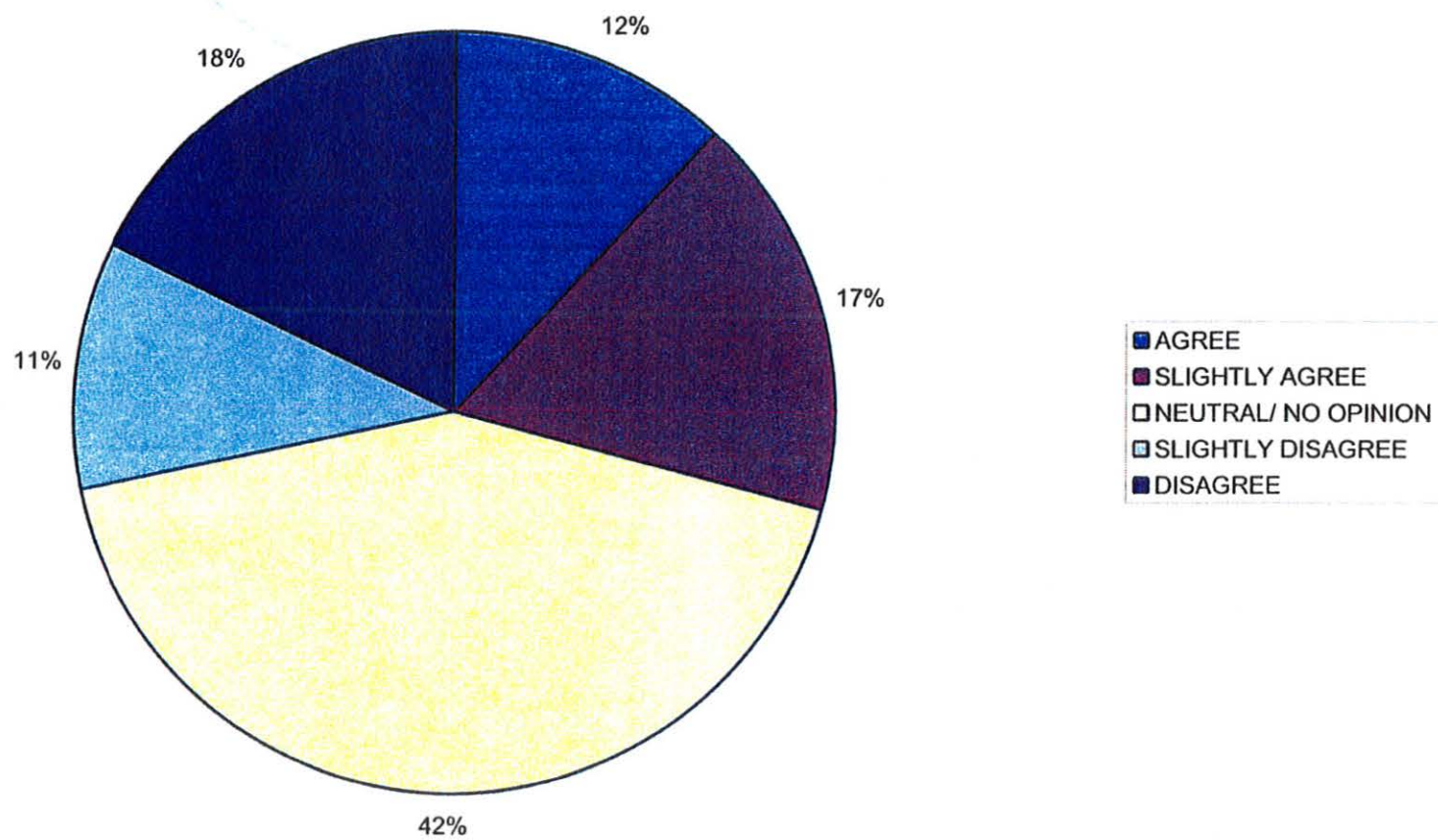


7. Adel needs more walking and biking trails.

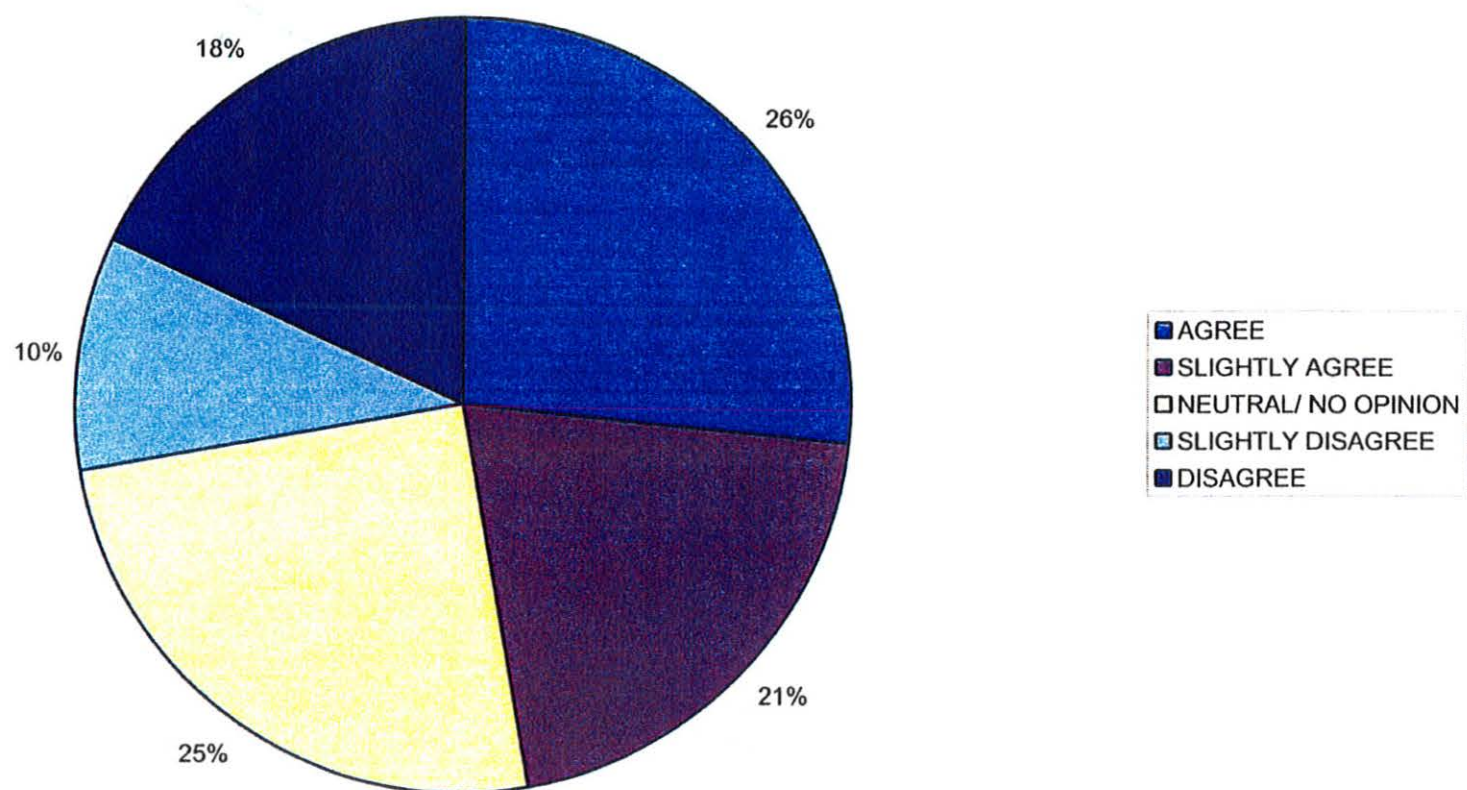




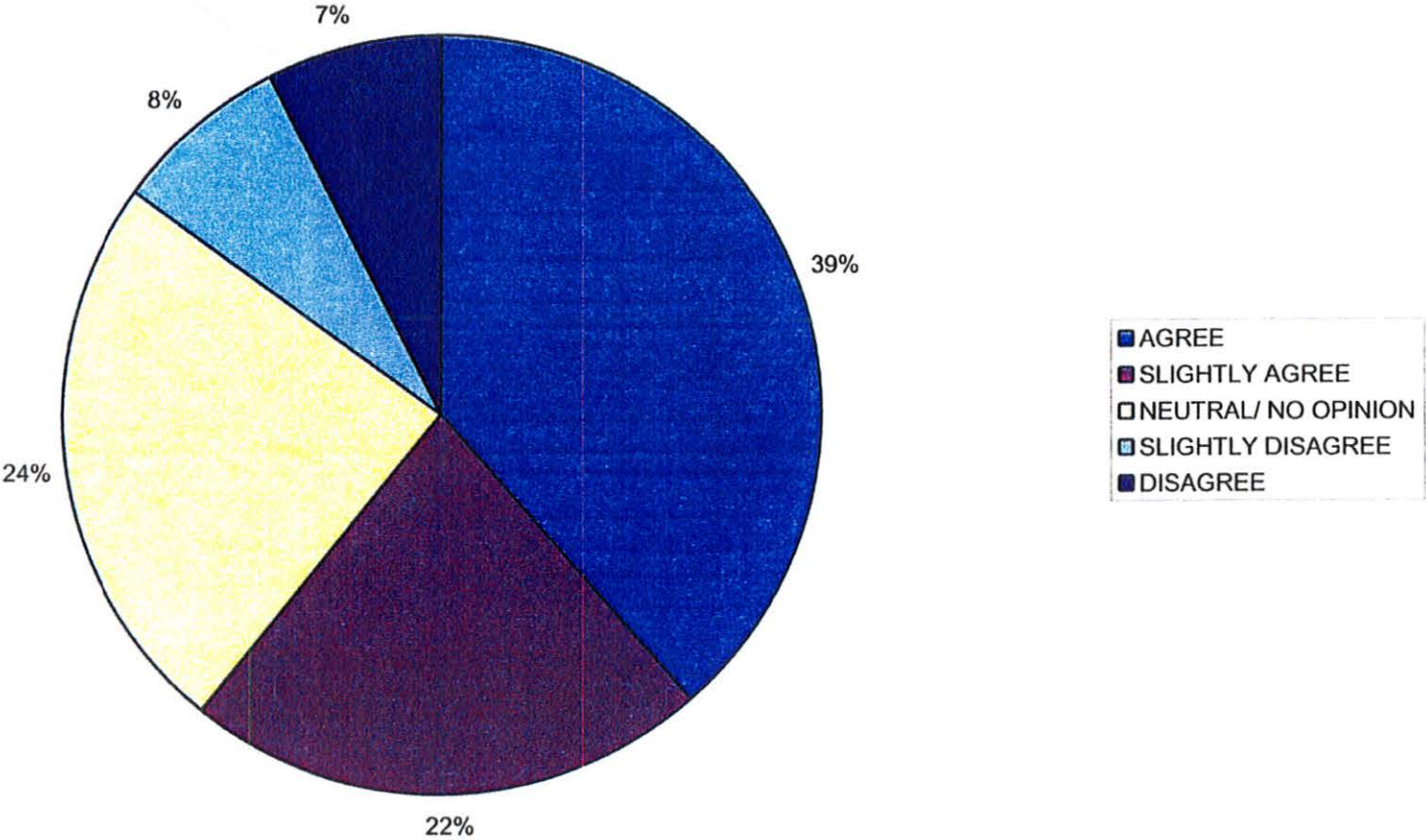
8. Adel should invest in providing more updated medical/dental clinics.



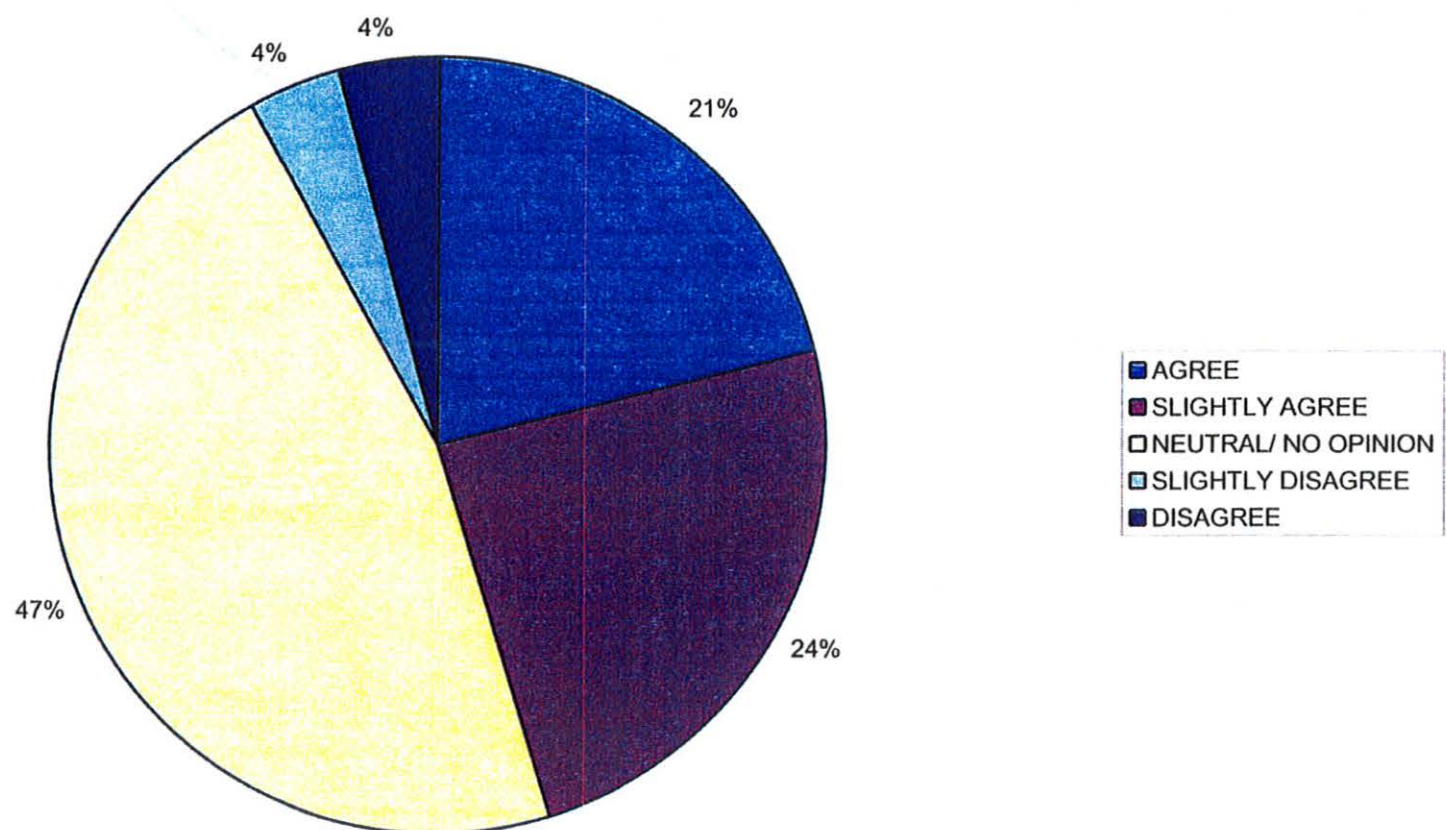
9. The City of Adel should focus on attracting a hotel/motel for the community.



10. Adel needs to have a community center.

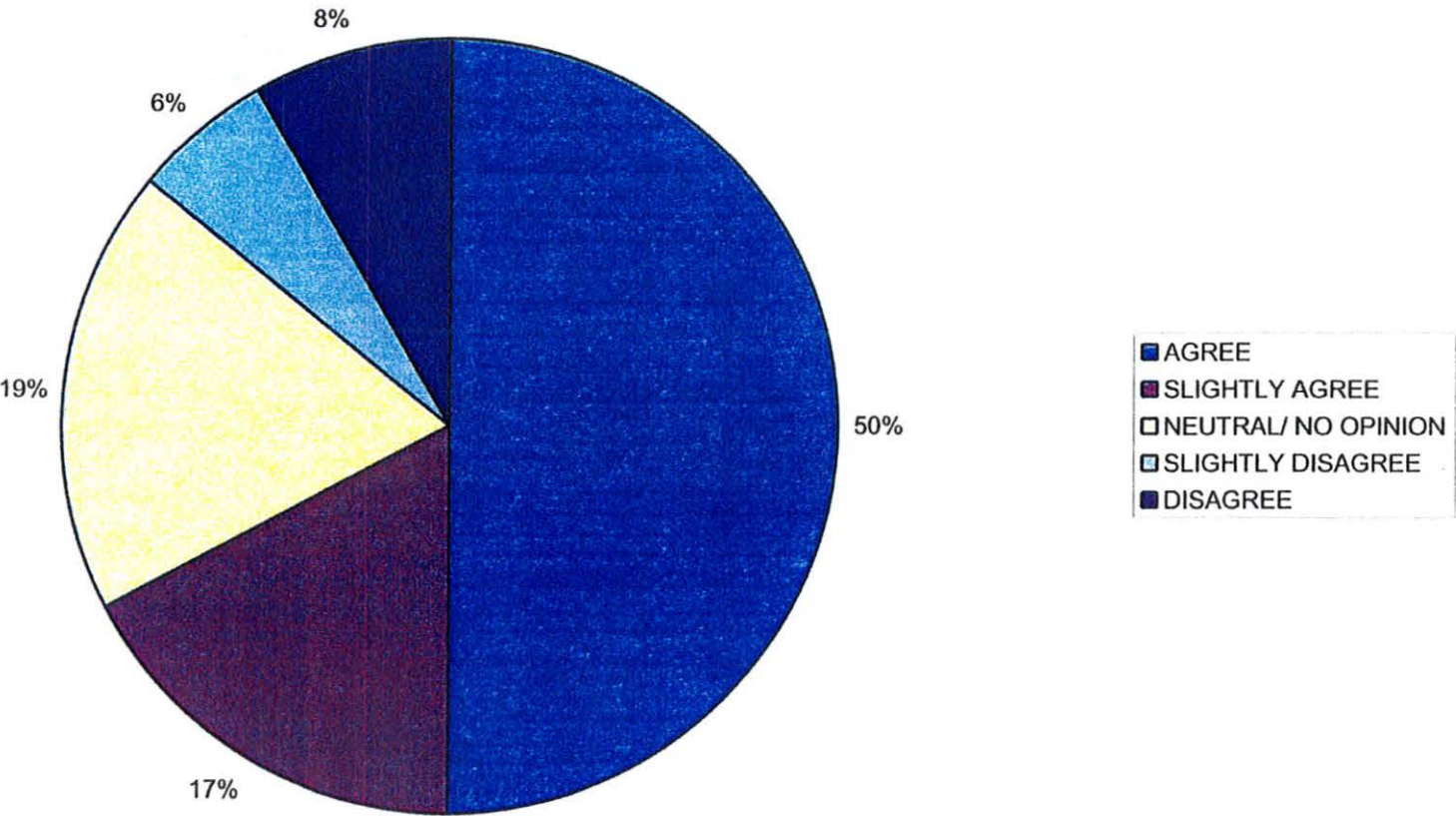


11. Adel should be providing more programs and services for senior citizens.





12. County offices should be kept in downtown Adel or in the immediate downtown area.



## **Opinion Questions Summary:**

More respondents indicated a willingness to agree or slightly agree with supporting the investment of financial incentives and other resources toward commercial and business growth than industrial growth by 64% to 55.5%

46% of respondents were in favor of encouraging more residential growth by indicating either agree or slightly agree as opposed to 21.8% either indicating disagree or slightly disagree

41.2% of respondents indicated either agree or slightly agree to add more park and recreation offerings as opposed to 21.8% who indicated disagree or slightly disagree. 37% were neutral on this question.

The majority of respondents were either neutral or report not supporting the need for more biking / walking trails. 24.4% indicated either agree or slightly agree with Adel adding more bike / walking trails.

Out of the questions that inquired an interest in utilizing City resources to attract a hotel, update medical / dental facilities, or obtaining a community center, the most support was for a community center, followed by attracting a hotel or motel. 42.3 respondents were neutral with regard to investing in the updating of medical and dental clinics

45.2% of respondents reported a desire to increase senior citizen programs and services, while 46.7% of respondents indicated they were neutral.

67% of respondents indicated a desire to keep the County offices located downtown or near downtown within the City. This question received the lowest amount of "neutral" responses with 18.6%.

## **Priorities:**

The overall ranking for those categories receiving either a high priority or medium priority from the respondents is:

1. Street Improvement - Major Streets
2. Street Improvement - Residential Streets
3. Sewer Improvements
4. Water Improvements
5. Stormwater / Drainage Improvements
6. Building Maintenance and Repair
7. Park Improvements
8. New Buildings
9. Hiking and Biking trails - New / Improvements
10. New Parks

## **Neighborhood Concerns:**

The only categories receiving 33% of the respondents indicating they are a problem were: Street conditions with 46.1% and Abandoned / run down properties 34.1% = either indicated a big problem or somewhat of a problem.

Those receiving the most "write-ins" were barking dogs = 13; and speeding = 11.

## **Open Ended Questions:**

For the four (4) open ended questions, the top five responses were included for each, along with the total number of mentions in parenthesis. If an item did not receive at least 25 mentions, then it does not meet the 4.5% margin of error threshold.

**Items respondents indicate they like MOST about Adel:**

Size / atmosphere (203)  
Friendly / nice people (114)  
Location to Metro area (98)  
Schools (82)  
Safety / low crime (66)

**Items respondents indicate they like LEAST about Adel:**

Lack of shopping (87)  
Lack of downtown businesses (48)  
Brick street conditions (44)  
Property taxes - too high (39)  
Rundown properties (35)

**Services currently being provided that should be ELIMINATED:**

Too many police (16)  
New swimming pool (14)  
Tax abatement for new homes (12)  
Parks and Recreation Director (10)  
Street cleaning (9)

**Services that SHOULD BE PROVIDED that are not currently available:**

Community Center (20)  
Code Enforcement (10)  
Senior citizen activities / programs (10)  
More businesses / restaurants (8)  
Extending Library hours (8)

**Top 15 Highest Priorities:**

The top 15 highest priority write-ins were ranked by providing (5) points for a #1 priority; 4 points for a #2 priority, etc. along with a combination of total number of responses:

1. Street improvements
2. Commercial / retail development
3. Downtown - more businesses
4. Complete the aquatic center
5. Sewer improvements
6. Brick street improvements
7. Support the library
8. Water System Improvements
9. Community / Recreation Center
10. Economic Development / Jobs / Industries
11. Housing Development
12. Infrastructure Maintenance
13. Code Enforcement
14. Downtown Revitalization
15. Park Improvements

The following is a breakdown of all the open ended question responses for your information.

**LIKE MOST**

Item	Mentions
Size/small town atmosphere	205
Friendly/nice people	114
Location to Des Moines	98
Schools	82
Safety/low crime	66
Quiet	44
Grocery store/Fareway	40
Trails/bike path	31
Library	29
Clean city	28
Parks	28
Convenience to shopping, library, post office, etc	26
Community activities/festivals	25
Good place to raise family	20
Brick streets	17
Attractive town	15
Downtown	15
Neighborhoods	13
Sense of community	13
Police Dept	12
Community involvement/spirit	10
Historic character	10
Home town	10
Court House	9
Recreation programs	9
City services excellent	8
Fire Dept	7
Churches	6
City employees	6
River	6
Shopping	6
Family oriented	5
Traffic flow	5
Access easy	4
Emergency medical service excellent	4
Restaurants	4
Snow removal	4
Swimming pool - existing	4
Born here	3
Mayor	3
Recycling program	3
City leadership	2
County seat	2
Garbage collection	2
Properties well maintained	2
Sidewalks	2
Yard waste disposal	2
Youth Center (New Hope Church)	2
Youth programs	2
Ability to pull together for families in crisis	1



**LIKE LEAST**

Item	Mentions
Shopping opportunities - lack	87
Downtown shopping - lack of businesses	48
Brick streets condition	44
Property taxes - high	39
Rundown properties	35
Restaurants - lack of good quality/variety	33
Street conditions	33
Swimming pool construction	13
Local Option Sales Tax	12
Community center - lack	11
County offices taking over downtown	10
Downtown redevelopment needed	9
Noise	9
Parks - lack of maintenance	9
Recreation opportunities for youth	9
Swimming pool - lack	9
Traffic conditions	9
Restaurants - no fast food	8
Tax abatement	8
Good old boys network	7
Speeding - lack of enforcement	7
Codes not enforced; lack of follow-up	6
Downtown rents too high	6
Housing options/developments - lack	6
Open burning	6
Speed limit too low west of town	6
Street cleaning - too frequent	6
Entertainment opportunities - lack	5
Recreation opportunities for seniors	5
Storm drainage	5
Communication between city & citizens poor	4
Cost of living in Adel	4
Economic development efforts - lack	4
Family entertainment opportunities - lack	4
Grocery stores - need more	4
Growth too fast/haphazard	4
Hotels - lack	4
Senior center - lack	4
Sewage treatment plant odor	4
Animal control poor	3
Brickyard dust	3
City Council - lack of support for Library	3
City Council doesn't change - no new faces	3
City Council's priorities	3
City Hall doesn't listen	3
Flooding potential	3
Gravel road to Evans View addition	3
Grocery store not open on Sunday	3
Growth - lack	3
Intersection Hwy 169/Greene St	3

Library hours of operation	3
Recreation opportunities (lack)	3
Sanitary sewer not available throughout city	3
Sewer backups	3
Sex offender lives nearby	3
Speeding - too vigorously enforced	3
Street assessment policy	3
Swimming pool location	3
Water rates - cost	3
Zoning - poorly planned	3
Bars - too many	2
Bedroom community	2
Business - hours of operation	2
City clerks not friendly	2
City Council favors the rich & powerful	2
City Council not proactive	2
City Council not progressive	2
City employees - disorganized	2
City leadership poor	2
City spending	2
Crime	2
Diversity lacking	2
Drug elements	2
Employment opportunities limited	2
Evans Park - lack of basketball courts	2
Foreclosures driving down property values	2
Government regulation	2
Lack of attention to older neighborhoods (vs. new)	2
Leaf burning	2
Library - big and few people use	2
Middle School empty	2
Movie theater - lack	2
Parks - dirty bathrooms	2
Police - overabundance	2
Police - lack	2
Rental housing availability	2
River - no place to sit & watch	2
Sidewalk condition	2
Sidewalks - lack	2
Storm water fee	2
Street planning poor	2
Street sweeping too dusty	2
Trails - lack of maintenance, cleaning	2
Water pressure low	2
Affordable housing for younger families - lack	1
Airport decision	1
Apartments - lack	1
Aquatic Center - spending too much	1
Athletic fields in flood plain - rundown	1
Brick streets disappearing	1
Budget priorities	1
Businesses empty	1

Emergency sirens	1
E-payment of city bills	1
Fall clean-up	1
Family doctor	1
Financial incentives for family resaurant (not chain)	1
Fire hydrants throughout city	1
Fireworks	1
Fishing pond	1
Food pantry - more help	1
Grocery stores	1
Handicap issues	1
Hospice	1
Housing incentives for buyers	1
On-line news source	1
On-line registration for pets	1
Pool hall	1
Public restroom near picnic area at city park by pool	1
Publicity regarding services available (such as food pantry, crisis intervention, senior assistance, etc.)	1
Rec programs - more	1
Recycling opportunities - more products	1
Restrooms in parks kept clean	1
Retail more support - don'r shut down streets	1
River access south of Hwy 6	1
River clean up around park	1
Rural cemeteries - upkeep	1
Seniors - elp with snow removal & raking	1
Set block locations for survey crews	1
Sewer service - N. 15th St	1
Sledding hill	1
Snow removal in alleys	1
Street maintenance	1
Street repairs - city funding	1
Swimming pool - renovate existing	1
Teen activity center	1
Tennis court improvements	1
Traffic signal by Fareway & school	1
Weekly recycling	1
Weight room - more access	1
Yard waste composting site for community	1

# **What services currently being provided by the City of Adel should be eliminated?**

Item	Mentions
Police - too many	16
Swimming pool - new	14
Tax abatement on new homes	12
Parks & Rec Director	10
Street cleaning	9
City Administrator	3
City employees - too many	3
Local option sales tax	3
Building Inspector	2
Compliance officer (APD should handle)	2
Water park proposal	2
Bars - too many	1
Brick street funding	1
Building permits for small projects	1
Cemetery mowing	1
Chief Financial Officer	1
City Attorney	1
City Council - 2 term limit	1
City services - contract out	1
City vehicles - too many	1
City workers are worthless	1
Community events - too many	1
County offices downtown	1
Fuel wasted by Fire dept	1
If laws not enforced (sidewalk snow shoveling, blowing snow or leaves into street, trash on properties, etc.), then eliminate the law	1
Island Park	1
Law enforcement - combine city & county	1
Legal fees for dumb things like golf carts on streets	1
Library partner with schools	1
Management of swimming pool - Parks & Rec should do it	1
Marketing of city	1
Mayor	1
Parks & rec programs	1
Parks Supt	1
Peripheral services	1
Police - too strict enforcement of speeding	1
Pre-K/Head Start school	1
Public Works Supt	1
Rec expenses for adults	1
Rec spending	1
Sand on streets in winter	1
Sand volleyball courts	1
Shrink govt involvement in people's lives	1
Sidewalks to grocery store and post office	1
Snow plowing on walking trails	1
Swimming pool - get out of business	1
This survey	1
Yard waste removal	1



# **What services should be provided by the City that are currently not available?**

Item	Mentions
Community/Rec Center	20
Code enforcement	10
Senior activities/programs	10
Businesses/restaurants	8
Library - extending hours	8
Shopping - more stores	7
Bus service	5
Restaurant - fast food	5
Swimming pool replacement	5
Youth rec opportunities	5
Animal control	4
Family-friendly activities - more	4
Sewer lines extended through city	4
On-line bill payment	3
Parks maintenance - more	3
Ben Franklin store	2
Bus service to DM	2
Central place to get questions answered	2
Dog park	2
Middle School redevelopment	2
Mosquito control	2
On-line meeting minutes/agendas	2
Recycling - weekly collection	2
Senior transportation	2
Storm alert system (Nixle)	2
Tax abatement for downtown development/businesses	2
Tax incentives for economic development	2
Taxi service	2
Tree service/tree removal	2
Welcoming person/committee to new residents	2
Adel Museum - assistance	1
Adult ed programs	1
Animal shelter	1
Bathrooms opened earlier	1
Bike trail - clean up & maintenance	1
Bus/shuttle service for elderly	1
Camping on Raccoon River	1
Can redemption	1
City equipment sharing	1
City Hall - extended hours	1
City mechanic	1
City vehicles - marked	1
City-County work together to promote Fair	1
Clean restrooms at campground	1
Clothing store	1
Common sense	1
Community garden areas	1
Continuing education	1
Customer service	1
Discounts on water bills and taxes	1
Driveways - fix when snow plows wreck them	1

## PRIORITIES

Mentions Points  
(1 = 5, 2 = 4, etc.)

Street maintenance/repair	143	496
Commercial/retail development	117	440
Swimming pool/Aquatic center completion	61	227
Sanitary sewer improvements	56	198
Downtown - new businesses	47	155
Library - support	32	151
Brick streets - fix	45	149
Water system improvements	43	131
Community center/rec center	39	113
Economic development/jobs/industries	29	103
Code enforcement - nuisances, rundown properties	28	94
Infrastructure - maintain	28	93
Housing development	28	88
Safety/security	24	83
Storm sewer/drainage improvements	22	75
Downtown revitalization	27	74
Park improvements	25	68
Infrastructure improvements for development	19	66
Property taxes - lower	20	62
Brick streets - pave over	17	61
Sidewalks - repair	15	54
Festivals/events - more	15	52
Schools	12	41
Middle school redevelopment	12	40
Tax abatement - new businesses	12	38
Spending - cut wasteful	11	37
Police	16	35
Youth & teen rec programs	9	34
Buildings/facilities maintenance (public)	12	31
Senior citizen services/activities	11	29
Sidewalks - new	11	28
Park maintenance	14	26
Water quality	8	26
Parks & rec	8	24
Rec programs - more	10	24
Tax abatement - eliminate	8	24
Restaurants - good	10	22
Local Option Sales Tax - stop collecting	7	21
Hotel - motel	7	20
County offices - move out of downtown	7	17
Historic preservation	4	17
Restaurants - fast food	5	16
Affordable housing	3	14
Animal control/rescue facility	4	14
Business incentives	5	14
Flood protection/control	5	14
Small business start-up loans/incentives	5	14
Maintain level of city services	6	13
Planning for growth & development	4	13
Market/promote city	4	12

Swimming pool - existing	7	12
Traffic signals by High School	6	12
Tree & shrub trimming along sidewalks	4	12
Budget - stay within; do not overspend	3	11
County offices - keep downtown	4	11
12th St paving	2	10
Trails - hiking/biking	3	10
Fiscal stability/responsibility	2	9
Medical offices	2	9
Outdoor recreation facilities - old pool site	3	9
River activities	3	9
Speeding enforcement	3	9
Campgrounds - improve	2	8
Cemetery maintenance	2	8
City Council - new	2	8
Hwy 169 flooding problem	2	8
Parks - clean bathrooms	3	8
Water rates - lower	3	8
Adel Museum	2	7
Brick yard - dust contro	2	7
City workers - more productivity	2	7
County seat - maintain	2	7
Fire Station - new	2	7
Gateway beautification projects	3	7
Law enforcement - joint city/county	2	7
Public transportation	2	7
Tourist attractions - establish	2	7
Traffic flow improvements/control	3	7
Handicap access - curbs	2	6
Historic neighborhoods - revitalize	2	6
Housing - town houses & condos	4	6
Schools - work with rather than against	2	6
Sense of ownership in town by residents	2	6
Trail maintenance/clean up	3	6
Bathrooms open earlier	1	5
Brick street project - drop	2	5
Campgrounds - clean restrooms	1	5
City Hall expansion	1	5
City Manager	1	5
City offices under one roof	1	5
Community health center funding	1	5
Contracts - award with E-Verify	1	5
Cost of living - lower	1	5
Expenditures - stop until all debts are paid	1	5
Facilities for children	1	5
Fire Department	3	5
Greene St	1	5
Identity - other than County Seat	1	5
Image - improve	2	5
Kinnick-Feller Park for picnickers not sports	1	5
Meadow Rd paving	1	5
Neighborhood parks - new	2	5

Noise ordinance enforcement	1	5
Overhead utilities - bury underground	1	5
Senior housing	1	5
Special assessments - eliminate	2	5
Storm safety	1	5
Street painting more frequently	1	5
Swimming pool - all season	2	5
Tax incentives for residential development	1	5
Turn arrow - Hwy 6/169	1	5
Turn lanes - main intersections	1	5
Turn signal - 169/Green St	1	5
Ballfields upgrades	2	4
Building permit easier	1	4
Buy local program	2	4
Communicate to citizens	1	4
Community college - attract	2	4
Disk golf course - trash cans & benches	1	4
Electric lines on south side	1	4
Energy efficiency in city buildings	1	4
Fire department - better pay	1	4
Fix 819 building	1	4
Grocery store - open Sundays	1	4
Growth - continued	2	4
Insurance rates - lower	1	4
Internet faster	1	4
Island Park bridge more accessible	2	4
Kinnick-Feller Park	1	4
Low income housing	1	4
No special assessments	1	4
Police - better pay	1	4
Police Station - renovate fire station	1	4
Senior assisted living	2	4
Street extensions - N-S on west side	1	4
Surveys - stop wasting money on	1	4
Swimming pool - revote	3	4
4-way stops - more (169 & grove)	1	3
Alleys paved	1	3
Assisted living	1	3
Bleachers for soccer & softball	1	3
City Council - honest	1	3
Community development	1	3
Condos - more	1	3
Conflict of interest & ethics training for council	1	3
Curb repairs	1	3
Drug/crime enforcement	2	3
Farmers market - good one	1	3
Fences on other people's property	1	3
Fire Station - renovate for PD	1	3
Grocery store - super good	1	3
Housing - no more	1	3
Hwy 6 - raise speed limit	1	3
Identity - maintain	1	3

Intersection alleviation	1	3
Parking	1	3
Public safety communication upgrades	1	3
Retirement housing - quality	1	3
S. 12th St paving	1	3
Shopping - stay open later	1	3
Sidewalk - remove bricks	1	3
Small town atmosphere - maintain	1	3
Something to make Adel stand out	1	3
Sports facilities - no more; ruined Riverside Park	1	3
Storm drain barriers to keep kids from falling in	1	3
Street cleaning	2	3
Street planning	1	3
Truck routes	1	3
Wagon Bridge - fix, tear down or replace	1	3
Water conservation	1	3
Water tower - strap down cables	1	3
Youth athletic complex	1	3
Zoning study	1	3
Bakery	1	2
Bdroom community w few amenities	1	2
Business recognition program	1	2
City lots - maintenance	1	2
City vehicles as personal vehicles - eliminate	1	2
Curfew for minors	1	2
Develop old elevator land	1	2
Evans Park water	1	2
Family-oriented activities	1	2
Parks - rprivate party facilities	1	2
Police - honest	1	2
Residential incentives	1	2
Service sharing with schools	1	2
Soccer complex - improve or relocate	1	2
Soccer fields shouldn't be in Island Camping	1	2
Street lighting - more	1	2
Sustainability practices	1	2
Trails - better drainage	1	2
City rules - less restrictive on private property	1	1
Community involvement - promoting	1	1
Directory of services/map	1	1
Dog park	1	1
Flood plain - quit filling in	1	1
High school - more inlets/outlets	1	1
Hwy 169 - 4 lane to I-80	1	1
Mayor - new	1	1
Police - 2 on duty at all times 24/7	1	1
Set money aside for projects (like street repair)	1	1
Sheep barn - get rid of	1	1
Underground utilities	1	1
Wind energy	1	1



Car lots downtown	1
Catholic Church - minor role in community	1
Cemetery condition	1
Cemetery doesn't allow dogs	1
Chamber of Commerce - none	1
Chamber only focuses on festivals - not businesses	1
Charities collecting money at intersections	1
Christmas lights downtown	1
City beautification - lack	1
City Clerk is rude	1
City Council	1
City Council - no follow through	1
City Council & admin - no common sense	1
City Council misguided	1
City Council uncooperative	1
City employees - don't wear seatbelts	1
City employees - some rude	1
City govt buildings scattered	1
City Hall hours not convenient - need to expand	1
City hiring contractors with illegal immigrants	1
City is poorly managed	1
City leaders want Adel to be DSM suburb	1
City property - appearance/maintenance	1
Close-knit society	1
Commercial growth - no room	1
Commercial property taxes	1
Community doesn't support local businesses	1
County Fair	1
County property not paying city property taxes	1
Court House landscaping 2 times due to street work	1
Court House, county offices on the Square	1
Court system	1
Dogs in household - no ord. limiting #	1
Downtown redevelopment - lack of finl incentives	1
Entrances to community funky	1
Ethics - lack of by council and employeesd	1
Favoritism	1
Fear that residents will have to adhere to aethetic requirements	1
Fire dept - lack of funding	1
Golf carts on streets	1
Gossip	1
Grass mowed onto street	1
Harassment of people who don't drive to bars	1
Harrassment over lawn length	1
Housing - too much govt sponsored programs	1
Housing prices - too expensive	1
Hwy 6 conditions	1
Intersection S. 11th/Greeme	1
Juvenile delinquency	1
Lack of info about candidates running for office	1

Mailbox replacement policy	1
Mayor	1
Medical providers - lack	1
Mens clothing stores - lack	1
Mentally ill people living in town	1
Mosquito spraying not done recently	1
Neighborhood associations - lack	1
Noon whistle blows at 12:04	1
On-street parking	1
Outdoor recreation activities - lack	1
Outsiders want to change Adel into big city	1
Overhead utilities	1
Park regulations re animals not enforced	1
Parks - lack of activities	1
Parks & rec overspending	1
Paved access to new subdivisions lacking	1
Pawn shops	1
Police - pick on locals	1
Police - pick on outsiders	1
Promotion of city - lack	1
Property taxes - obsession with keeping low	1
Public transportation - lack	1
Rec programs - high fees (football)	1
Recycling - schedule	1
Recycling difficult (appliances)	1
Recycling fees - charged whether or not you participate	1
Rednecks - too many old, bigoted	1
Residents who move in & want to change everything	1
School system emphasis on sports	1
School system politics	1
Schools mediocre	1
Sewer fee increases	1
Sheep barn in town	1
Sidewalk snow removal - city not enforcing	1
Sidewalks - lack of handicap access	1
Sidewalks - new & repairs mandated not enforced	1
Sidewalks with brick	1
Signs nailed on trees in parks	1
Sirens at night	1
Snow removal	1
Soccer fields - location	1
Soil erosion from new subdivisions	1
Special assessments for paving	1
Special needs housing	1
Sports facilities are worst in state	1
Sportsmanship poor at athletic events	1
Stop signs - too many	1
Storm shelters for apts - lack	1
Street extension west side - N-S without stop signs	1
Street painting	1
Tax exempt properties	1
Tech-based communication - lack	1

Tourism - lack	1
Trailers/boats parked on streets - never moved	1
Turn lanes - main intersections- lack	1
Vehicles parked on "parkway"	1
Wal-Mart	1
Water quality/taste	1
Water smells	1
Welcoming person/committee to new residents	1
Yard waste cost	1
Yard waste hauling to dump	1