
City of Prairie City
Jasper County, Iowa
Five Year Strategic Plan
2019 – 2024

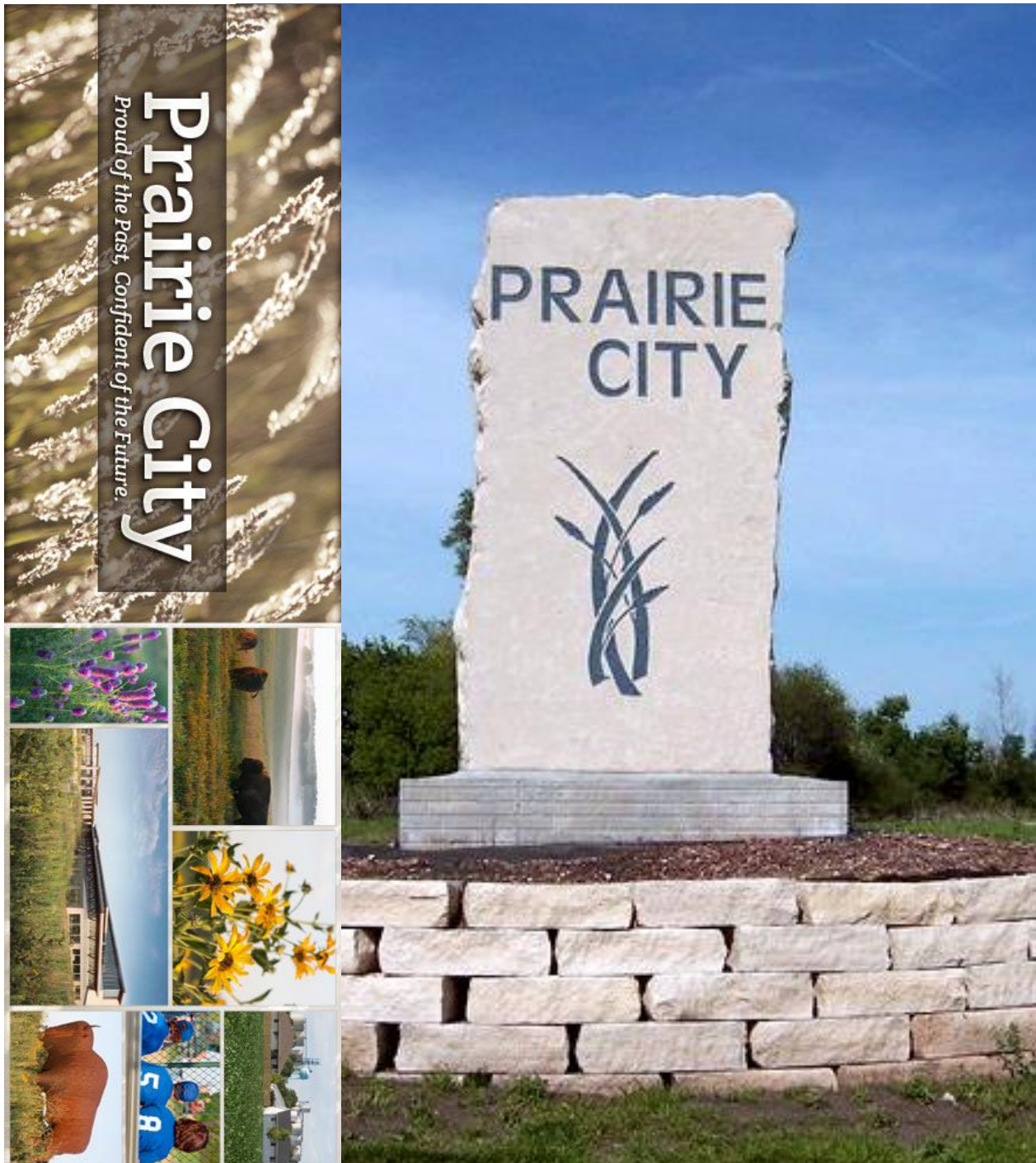


TABLE OF CONTENTS

Executive Summary	1
Purpose and Process.....	2
Assets and Liabilities.....	3
Action matrix	9
Appendix – Community Survey Results	16

EXECUTIVE SUMMARY

Communities today are faced with the difficult task of allocating limited resources among a seemingly unlimited number of demands and needs for public services. In many instances, local officials must determine the merits of one project over another without the benefit of comparison, which may result in misjudgment and further limit the community's ability to act precisely on major budget allocation decisions. One method available to local units of government to help manage and systematize the prioritization process is through a Strategic Plan.

The City of Prairie City has taken the next steps in defining itself as an economically stable, viable and sustainable community. By undergoing the strategic planning process, Prairie City's leaders are becoming proactive, rather than reactive, thus lessening the need to manage crisis by crisis. The strategic planning process assisted the City in creating a vision, developing a mission statement and defining its long and short term goals. Next, the goals were organized and prioritized through which action steps were created. The intention of this process is to make implementation of the vision and goals easier and more effective for the City.

To begin, a link to an online community survey was distributed via the City's website, Facebook page, and newspaper. This effective, low cost tool was an easy way to reach the entire community. Additionally, information was collected from a planning workshop that was open to the community. The information gathered from the survey and public workshop was then organized and presented to the Council.

During this workshop, Council spent an evening discussing the assets and liabilities of the community. From these assets and liabilities, the Council formed long term goals for the community.

PURPOSE AND PROCESS

Strategic Plan Purpose

The City of Prairie City embarked upon creating a strategic plan in October of 2018. Having a current strategic plan for the City was determined to be a critical step in setting the course of the City's future and for taking a proactive approach to guiding the community's identity. The effort was intended to answer key questions about the City's future including:

- *Where are we going?*
- *What will we accomplish?*
- *How will we get there?*

Strategic Planning is an organization's process of defining its strategy, or direction, and making decisions on responsibly and efficiently allocating its resources to pursue this strategy.

Strategic Plan Process

A Strategic Plan is an internal action plan. It is a tool that communities use to define their strategy and direction, and make important decisions about their financial and human resources. It follows a process that establishes a vision, considers the future, identifies actions to make it happen, and provides continual monitoring to ensure that goals are being met. Strategic planning allows communities to control their future and align their resources with their top priorities.

The Strategic Plan will help the City:

- Involve the community in directing the future and making strategic decisions.
- Provide clear guidance for established City goals.
- Focus efforts over a five year period with an annual review/reporting.
- Continually assess City services and operations and address deficiencies.
- Establish priorities for City services, operations, departments, and projects.
- Guide tough decisions related to City resources and finances and integrate budgeting decisions with established goals.

The Strategic Plan is expected to result in:

- Infrastructure Studies
- Creation of a Capital Improvement Plan (CIP)
- Amendments to the Comprehensive Plan
- Long-range planning efforts and focused planning projects
- Economic development efforts and new partnerships/strategies
- Changes to City operations, services, departments, budgets, etc.

The Strategic Plan focuses on four priorities:

- Priority 1 - Health and Safety
- Priority 2 - Economic Development
- Priority 3 - Quality of Life
- Priority 4 - Affiliated Organizational Support

ASSETS AND LIABILITIES

The Council and Community at large defined the opportunities and liabilities important to them through the community survey, SWOT analysis and staff input. The community survey results are summarized in the appendix of this strategic plan. The SWOT analysis is broken down into three categories: Development, Mobility, and Beautification. The following section summarizes the feedback received during this process. The number of responses follows each item in parentheses. Items bolded denote the greatest number of responses in each category.

Public Strategic Planning Workshop - SWOT Analysis from 10/24/2018

Development Category

Opportunities (+)

- Industrial park outside of the city near the Casey's
- Recreation complex field conversation and aerate pond in progress
- Attract new businesses
- **Library expansion (2)**
- Tourism development
- Capital Improvements Plan

Strengths (+)

- Small town family feel
- Pride in Property
- Safety in knowing neighbors
- North end sewer lining project complete
- Increase in number of businesses in the past few years
- **Housing development in progress/ residential growth (2)**
- **Retirement housing work in progress (2)**
- Wastewater Plant

Issues/Threats/Weaknesses

- **Lack of empty lots for sale for new development (2)**
- Lack of housing
- **Very limited multi-family housing (2)**
- **No senior housing (3)**
- No daycare
- Not enough local jobs
- **Need for service businesses (hardware store, coffee shop) (3)**
- Not enough promotion of the city
- **Business development/downtown growth (5)**
- **City buildings are in poor condition (2)**
- **Infrastructure Improvements (2)**
- Poor building inspections
- **Sewer backup needs improvements (2)**
- **Storm water drainage/basement flooding (3)**
- Hard water
- Unsealed gravel roads in town
- **No trail development for recreation (3)**
- Lack of developments due to codes and ordinances

Mobility Category

Opportunities (+)

- **Development of new biking and walking trail with possible connection (2)**
- **Easy access to surrounding communities (6)**
- 4 lane highway for commuters
- Des Moines is growing East
- Possibility to draw young families with access to surrounding communities

Strengths (+)

- Close to Interstate 80
- **Easy access to Highway 163 (2)**
- Streets are generally in good condition
- **HIRTA for seniors (3)**
- Good air quality while walking
- Safe for kids to walk or bike to school
- Police Patrol on Highway 163 while children are going to school
- Recreation Trail
- Norris Street work in progress

Issues/Threats/Weaknesses

- **Sidewalks are limited and in poor condition (5)**
- **Poor street maintenance (2)**
- Student safety for high school drivers
- Limited neighborhood watch areas
- **Not enough street lights (3)**
- Street parking where there are provided lots
- Handicap access at businesses
- Lighting on the walking path at the recreation center
- Lack of signage from the east
- Busy stoplight for children to cross on 163
- Walkers on street – safety issue

Beautification Category

Opportunities (+)

- Bike trail progress (2)
- CIRAD Complex
- Pond in progress
- Bison area updating

Strengths (+)

- **Pride in property so well maintained (3)**
- Well maintained school facilities (2)
- Entryway/ welcome signs into town (2)
- Proximity to Lake Red Rock and Neal Smith Trail
- Great recreation area
- Downtown business improvements
- Parks
- **Garden Square and bandstand (3)**
- Pond

Issues/Threats/Weaknesses

- **Unattractive sidewalks due to poor condition (2)**
- Vacant buildings
- **Dilapidated downtown store fronts (2)**
- Unattractive curbs and street gutters
- **Old run down properties (2)**
- Bison area appearance
- Lack of funding for beautification projects
- Unattractive properties along old 163
- Not enough lighting @ CIRAD Complex

Council Strategic Planning Workshop - SWOT Analysis from 11/14/2018

Development Category

Opportunities (+)

- More land needed for development
- More commercial, residential and light industrial uses
- Hardware store to replace the one that closed
- Plan for new and maintain existing infrastructure
- Coop housing is being talked about
- Need for a nice apartment complex
- City should look at other avenues for private property to spur development (comprehensive development plan)
- New Fire and EMS building opportunity

Strengths (+)

- Recent infrastructure improvements in town
- Retirement housing underway (zero entry/inclusive housing)
- Farmers Market

Issues/Threats/Weaknesses

- Shortage of available land to develop
- Lack of a shop local mentality
- Lack of variety of shops in town (going to surrounding communities for basic goods)

Mobility Category

Opportunities (+)

- Revamp parking regulations especially in residential areas
- Evaluate street lighting in town
- Evaluate golf cart ordinance potential

Strengths (+)

- Ride Share
- Close to Des Moines
- Trails
- Close to other communities
- Work well with neighboring communities
- Connections and access throughout town is good with many choices or ways to get to a location

Issues/Threats/Weaknesses

- Street walkers creating a problem with pedestrian/vehicle separation
- ADA compliance on square (curbs, business entrances etc.)
- Residential parking issues
- South Norris Street speeding issue
- Residential Parking issues

Beautification Category**Opportunities (+)**

- TIF language review to address what these funds are able to help with
- Evaluate a sidewalk analysis to address poor conditions in areas of town

Strengths (+)

- Pride in community
- Many nice park spaces in town
- Good recreation complex with ballfields etc.
- Garden square rehab of bandstand

Issues/Threats/Weaknesses

- Lack of nuisance abatement in areas of town
- Storefronts
- Sidewalk network is spotty with some areas that have it and others that have nothing or spaces missing sidewalk
- Sidewalk condition bad in places

ACTION MATRIX

The Responsibility for implementing this Action Matrix lies primarily with the City Council and City Staff. The Action Matrix is designed as a guide to help City officials and community leaders prioritize opportunities and address issues within the City of Prairie City and surrounding area. The desired vision for Prairie City cannot be created overnight. However, by incrementally implementing the recommendations within this matrix, Prairie City can achieve the desired outcomes set forth in this strategic plan.

The Strategic Plan focuses on the following four priorities which have been used to group the current issues and opportunities that have been uncovered during the strategic plan process. These are broken into:

- A. **Council/Staff Driven Priorities;** meaning decisions and implementation come directly from Council, and
- B. **Council Directed Priorities;** meaning tasks/actions directed to the appropriate affiliated organization for action that will come back to council for a decision and/or implementation follow up.

Council/Staff Driven	Priority 1 - Health and Safety
	Health and Safety poses the most immediate impact to residents, businesses and visitors. Working toward actions to address issues in this category should be a focus over other priorities.
	Priority 2 - Economic Development
	Economic Development is vital to the growth and prosperity of Prairie City. Actions for this priority are very important to attract and retain both commercial and industrial organizations as well as residents. Economic development requires the collaborative efforts of public and private entities, and the support of the community overall.
Council/Staff Directed	Priority 3 - Quality of Life
	Quality of life is the most important factor to retain current residents and attract future residents. It also key to economic vitality. Every aspect of the community from city services such as waste water treatment to available park space in walking distance for a home owner is a determining factor in the overall perception of the quality of life.
Council/Staff Directed	Priority 4 – Affiliated Organizational Support
	There are actions in this strategic plan that require the responsibility of an affiliated organization to take action and implement steps to address these issues and opportunities. The Council should direct these organizations to address the action steps and follow up with the council as needed to support the activity and move implementation forward.

Health & Safety

Identified Issue/Opportunity	Target Completion			Action	Responsible Party	Complete
	2019-2021	2021-2023	2023-2024			
1 Water System/Quality Concerns	X			System wide Drinking Water Study to Determine Issues and System Needs	Council, Staff/City Engineer	
2 Sewer Backups	X			Further Investigate (40) Area Responses on the Community Survey. Consider System wide Study.	Council, Staff/City Engineer	
3 Stormwater Drainage/Flooding Issues	X			Further Investigate (40) Area Responses on the Community Survey. Consider System wide Study.	Council, Staff/City Engineer	
4 Plan for New and Maintain Existing Infrastructure	X			GIS/GPS Asset Management System to Understand Existing and Future Needs	Council, Staff/City Engineer	
5 Need to create a CIP	X			Create a Capital Improvements Plan to Plan for Large Cost Future Improvements	Council, Staff/City Engineer	
6 Opportunity for New Fire and EMS Building		X		Assess Current Need and Establish Probable Solutions and Costs to Address Deficiencies	Council and City Staff	
7 Poor Street Maintenance and Unsealed Gravel Roads in Town	***on-going***			Establish a Road Conditions Map and Associate a Maintenance/Improvements Schedule to Address Issues	Council, Staff/City Engineer	
8 Sidewalks Limited or in Poor Condition	***on-going***			Complete a Sidewalk Assessment and Determine Areas of Need. Create a Plan to Address Issues	Council/Staff	
10 Handicap Access Limited in Downtown/Businesses	X			Assess ADA Access in Downtown and Determine Next Steps	Council/Staff	
11 Busy Stoplight for Children to Cross on 163	X			Consider Working with DOT to Lower Speed Limit or Use Passive/Active Traffic Calming at Crossing	Council/Staff	

12	South Norris Street Speeding Issue	X			Consider Adding Posted Speed Limit Signs and Police Radar of this Street at High Traffic Volume Times	Council/Staff/City Police	
13	Improve Lighting on the Walking Path at the Recreation Center	X			Consider Working with a Lighting Specialist to Determine the Proper Lighting Requirements for the Walking Path	Council/Staff and Consultant	

Economic Development

Identified Issue/Opportunity	Target Completion			Action	Responsible Party	Complete
	2019-2021	2021-2023	2023-2024			
1 Open Land/Opportunity of Industrial Park Near Casey's	X			Solicit Interest with Realtors/Developers/Investors	City Staff/EDC	
2 Attract New Business	***on-going***			Incentivize business growth. Solicit target businesses to develop in Prairie City (Reference question 9)	City Staff/EDC	
3 Opportunity to Development Tourism More	***on-going***			Coordinated Tourism Marketing Plan to promote Prairie City as a Destination. Highlight what sets Prairie City apart from other communities. Consider branding/marketing campaign in the future.	EDC	
4 Lack of Available Lots in Town for New Development	X			Reach Out to Property Owners and Develop an Investment Opportunities Plan	Council/Staff/P&Z	
5 Business Development/Downtown Growth	***on-going***			Incentivize business growth in the downtown area. Solicit businesses to develop downtown. Contact IEDA for potential downtown assessment.	EDC/PCBA	

6	Marketing/Promotion of City	X			Create a Promotional Campaign to Promote the City Through Social Media and Other Low Cost/High Traffic Platforms	Council/Staff/EDC	
7	Need for More Retail/Service Businesses	X			Identify target business types and offer incentives to businesses in those sectors to locate or expand in Prairie City. (Reference Question 9 in Survey for Community Input on Business Types)	Council/Staff/EDC	
8	Lack of Housing Stock and Options	***on-going***			Work with Developers to Create Opportunities and Address Their Issues Were Applicable (i.e. Ordinance Updates) or Developer Agreements.	City Staff/P&Z	
9	No Housing for Seniors	X			Incentivize senior housing in town, solicit target senior housing businesses to develop in Prairie City.	EDC	
10	Not Enough Local Employers	X			Identify target business types and offer incentives to businesses in those sectors to locate or expand in Prairie City.	Council/Staff/EDC	
11	No Local Daycare	X			Incentivize daycare in town, solicit target daycare businesses to develop in Prairie City. Investigate In-Home Business ordinances & codes	EDC	
12	Lack of Signage from East		X		Locate existing signage and identify areas of need for additional wayfinding signage.	City Staff	

13	Dilapidated Downtown Store Fronts	***on-going***			Incentivize businesses to rehabilitate store fronts in downtown area. Contact IEDA to discuss CDBG grant potential	EDC/PCBA	
14	Lack of Funding for Beautification Projects	***on-going***			Identify potential beautification projects in Capital Improvement Plan and allocate funds to develop project.	Council/City Staff/P&R Board/Hometown Pride	
15	Bison Area Appearance Could Be Improved	***on-going***			Identify potential projects in Capital Improvement Plan and allocate funds.	City Staff/P&R Board	
16	Lack of Shop Local Mentality	***on-going***			Work to Create a Local Marketing Campaign and Incentive program	City Staff/EDC/PCBA	
17	Lack of Variety of Shops in Town and Access to Basic Goods (going to surrounding communities to get basic goods)	***on-going***			Identify target business types and offer incentives to businesses in those sectors to locate or expand in Prairie City.	Council/Staff/EDC	
18	TIF Language Review		X		Review TIF Language to Determine What the Funds Can Help With	City Staff/EDC/PCBA	

Quality of Life

Identified Issue/Opportunity	Target Completion			Action	Responsible Party	Complete
	2019-2021	2021-2023	2023-2024			
1 An Opportunity for the Development of a New Biking and Walking Trail with Possible Connection	X			Identify potential routes along with capital cost estimates for improvements. Break out into potential projects and allocate funding as necessary	Park and Rec Board	

2	Make More Opportunities for Community to Come Together (Events and Activities)		X		Establish an Event Champion to Help Push More of This in the Future	City Staff/EDC/Hometown Pride	
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Affiliated Organizational Support

There are actions in this strategic plan that require the responsibility of an affiliated organizations to take action and implement steps and follow up with the council as needed to support the activity and move implementation forward.

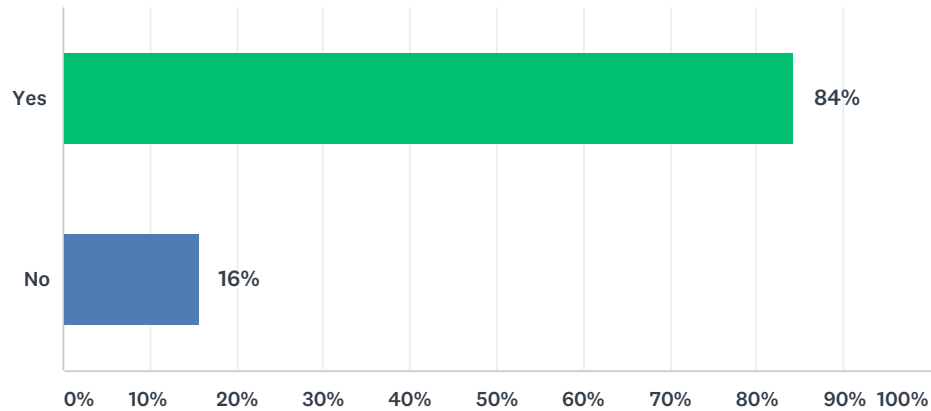
Identified Issue/Opportunity	Target Completion			Action	Responsible Party	Complete
	2019-2021	2021-2023	2023-2024			
1 Buildings in Town are in Poor Condition and There are Rundown Properties		X		Get an assessment of the buildings in town to determine if the next step should be rehab or demo	Consultant	
2 Poor Building Inspections	X			Work with City inspector and address any ordinance/codes that need to be updated	City Inspector/P&Z	
3 Library Expansion	***on-going***			Continue Library Expansion Efforts	Library Board	
4 Lack of Development Due to Codes and Ordinances	X			Assess the Codes and Ordinances that Need to Be Updated/Changed	Staff/P&Z	
5 Student Safety for High School Drivers	X			Have Local Officers Speak with Students About Driving Safety	City Police	
6 Not Enough Street Lights		X		Contact MidAmerican to See if There is an Opportunity to Add Lighting Where Applicable	Staff/MidAmerican Energy	
7 Limited Neighborhood Watch Areas	***on-going***			Get Information to Neighborhoods on How to Form a Watch Area	Neighborhood/City Police	
8 Continue Talks on Coop Housing	***on-going***			Continue to Work with and Support Coop Housing Talks	City Council/EDC/Developer	

10	Need for a Comprehensive Development Plan	X			Consider Updating/Creating Future Land Use Map and Definitions	Staff/P&Z	
11	Shortage of Available Land to Develop	X			Reach Out to Property Owners and Develop an Investment Opportunities Plan	Staff/P&Z	
12	Parking Issues in Town	X			Revamp Parking Regulations and Enforce (especially in residential areas)	P&Z/City Police	
13	Golf Cart Ordinance		X		Evaluate Golf Cart Ordinance Potential	City Staff/P&Z/City Police	

APPENDIX – COMMUNITY SURVEY RESULTS

Q1 Do you live within the Prairie City City limits?

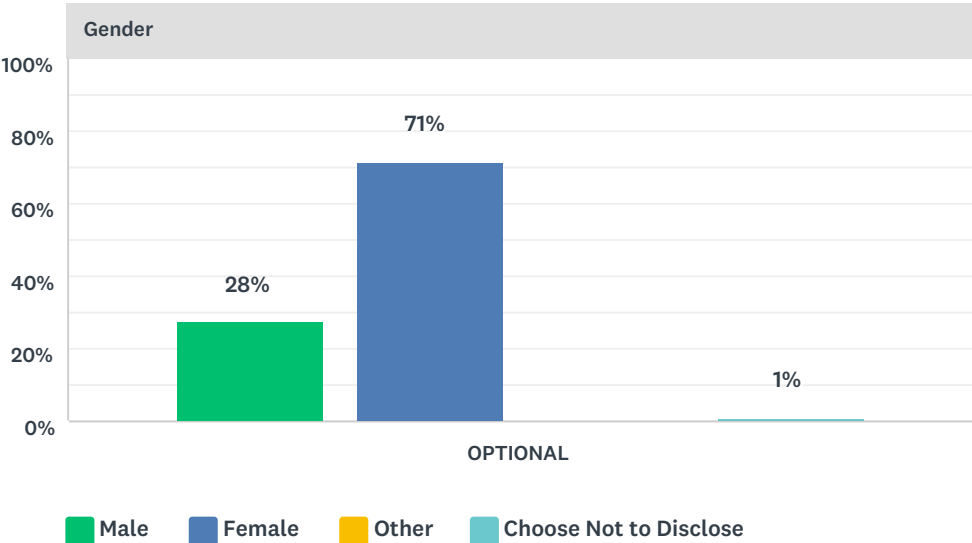
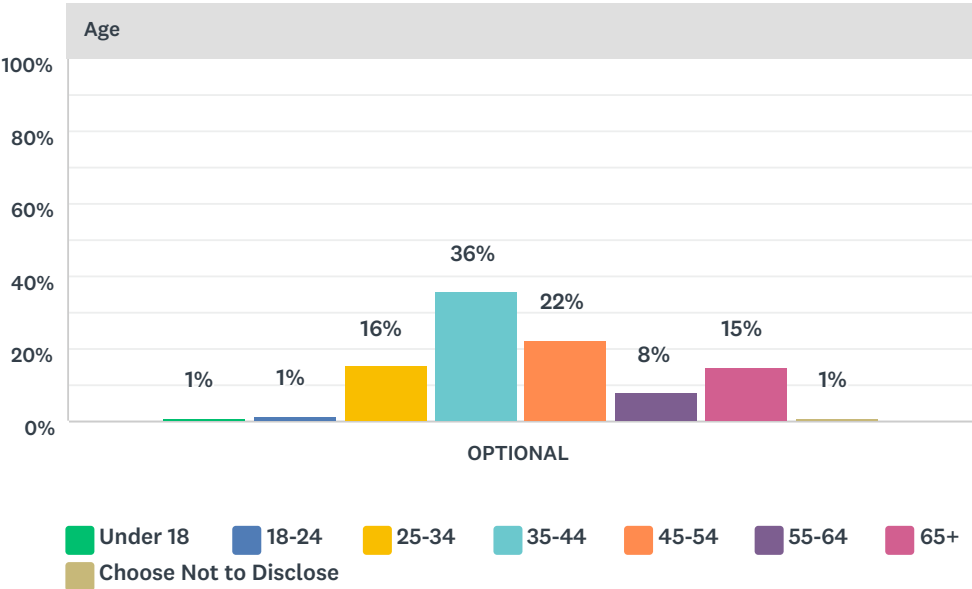
Answered: 255 Skipped: 0



ANSWER CHOICES		RESPONSES
Yes		84% 215
No		16% 40
TOTAL		255

Q2 What is your age and gender? (Optional)

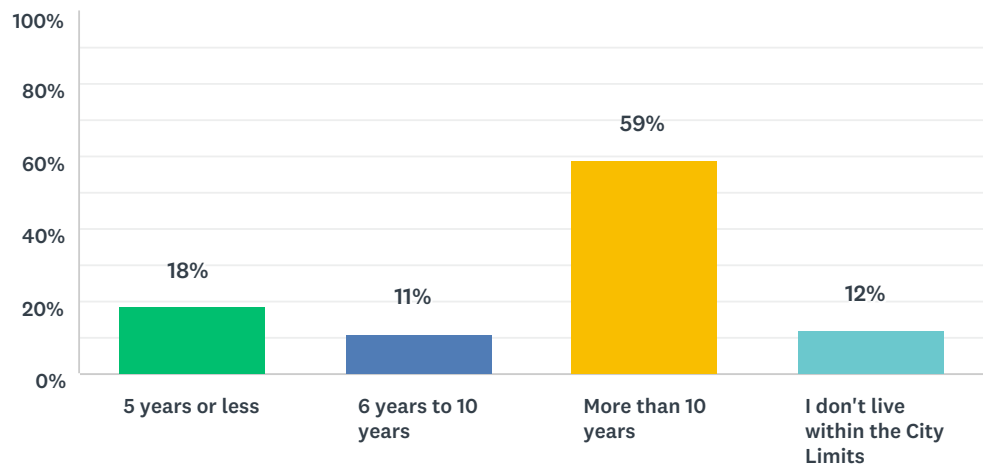
Answered: 232 Skipped: 23



Age									
	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+	CHOOSE NOT TO DISCLOSE	TOTAL
OPTIONAL	1%	1%	16%	36%	22%	8%	15%	1%	
	2	3	36	83	51	18	34	2	229
Gender									
	MALE	FEMALE	OTHER	CHOOSE NOT TO DISCLOSE				TOTAL	
OPTIONAL	28%	71%	0%	1%					
	51	132	0	2				185	

Q3 How long have you lived in Prairie City?

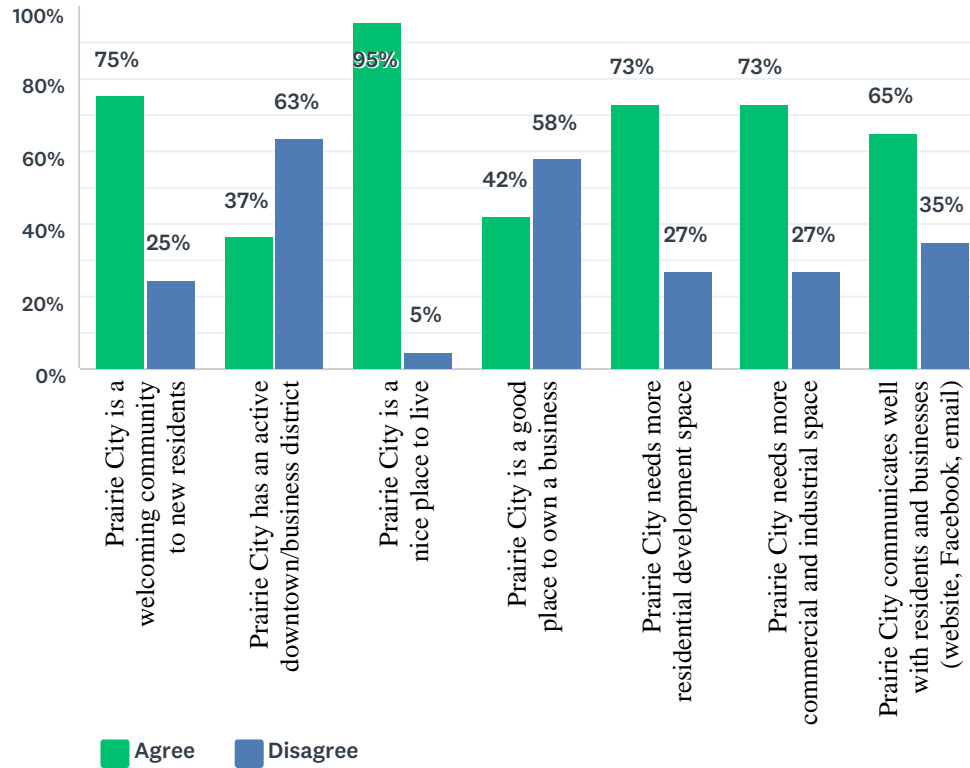
Answered: 255 Skipped: 0



ANSWER CHOICES	RESPONSES	
5 years or less	18%	47
6 years to 10 years	11%	28
More than 10 years	59%	150
I don't live within the City Limits	12%	30
TOTAL		255

Q4 Tell us how you feel about the following statements.

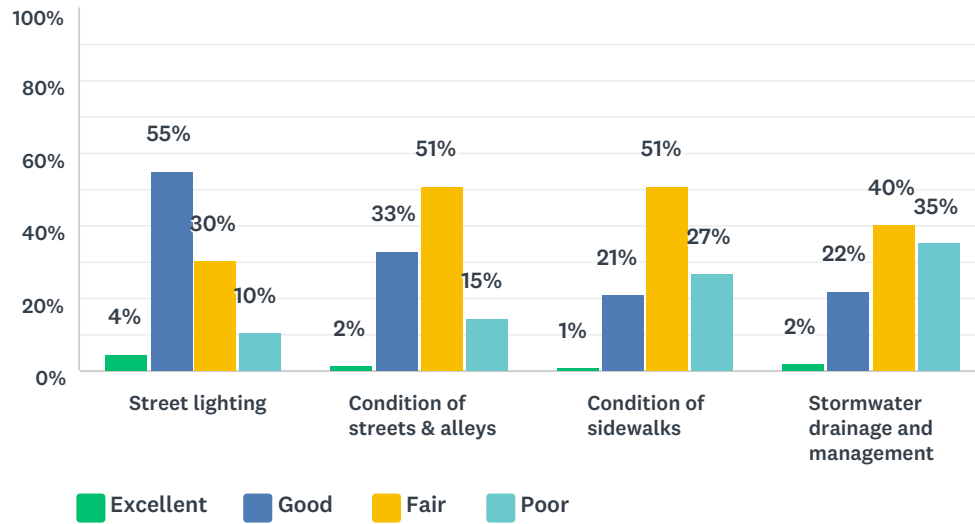
Answered: 244 Skipped: 11



	AGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
Prairie City is a welcoming community to new residents	75% 180	25% 59	239	1.75
Prairie City has an active downtown/business district	37% 88	63% 152	240	1.37
Prairie City is a nice place to live	95% 230	5% 11	241	1.95
Prairie City is a good place to own a business	42% 95	58% 130	225	1.42
Prairie City needs more residential development space	73% 175	27% 65	240	1.73
Prairie City needs more commercial and industrial space	73% 172	27% 63	235	1.73
Prairie City communicates well with residents and businesses (website, Facebook, email)	65% 157	35% 84	241	1.65

Q5 Rate the following Prairie City infrastructure.

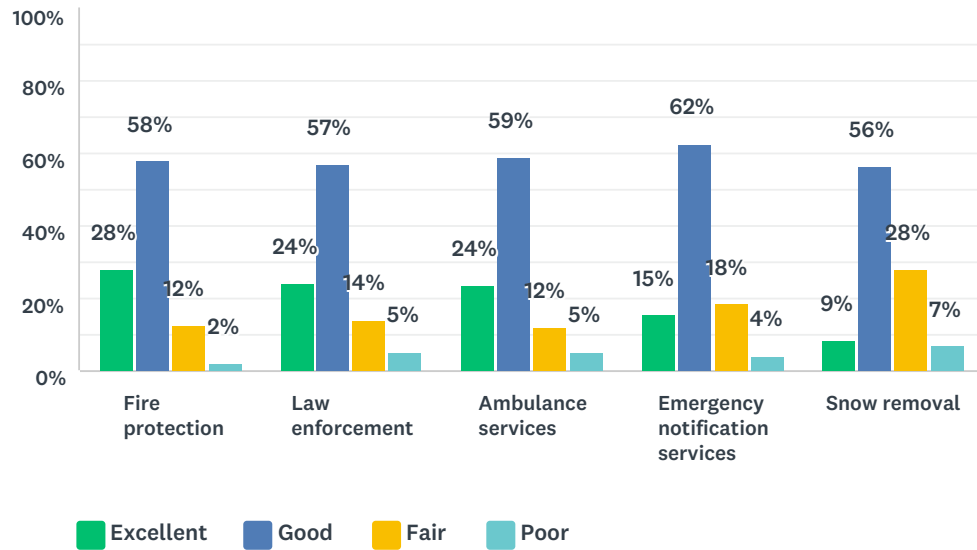
Answered: 234 Skipped: 21



	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Street lighting	4% 10	55% 128	30% 71	10% 24	233	2.53
Condition of streets & alleys	2% 4	33% 77	51% 119	15% 34	234	2.22
Condition of sidewalks	1% 2	21% 49	51% 118	27% 63	232	1.96
Stormwater drainage and management	2% 5	22% 51	40% 93	35% 82	231	1.91

Q6 Rate the following Prairie City safety services.

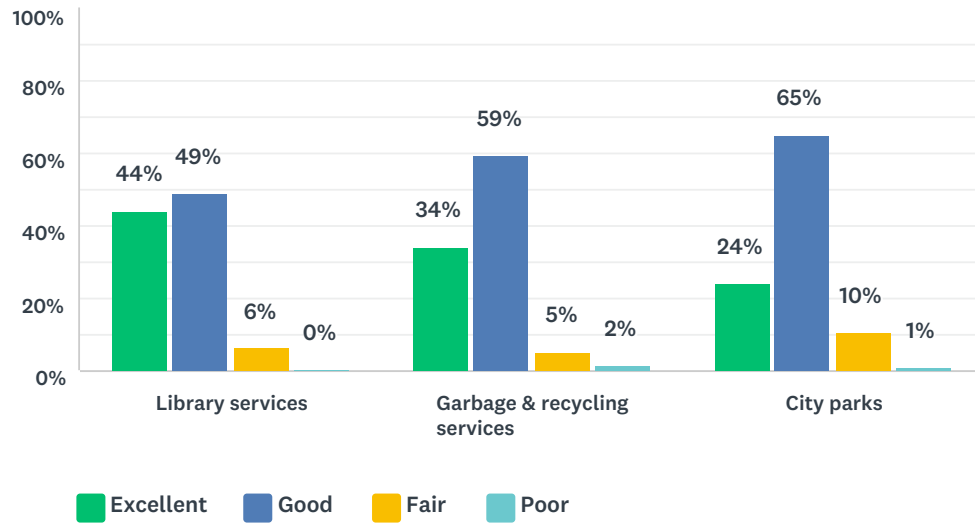
Answered: 232 Skipped: 23



	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Fire protection	28% 64	58% 132	12% 28	2% 4	228	3.12
Law enforcement	24% 56	57% 132	14% 32	5% 11	231	3.01
Ambulance services	24% 54	59% 135	12% 28	5% 12	229	3.01
Emergency notification services	15% 35	62% 142	18% 42	4% 9	228	2.89
Snow removal	9% 20	56% 129	28% 64	7% 16	229	2.67

Q7 Rate the following Prairie City services/amenities.

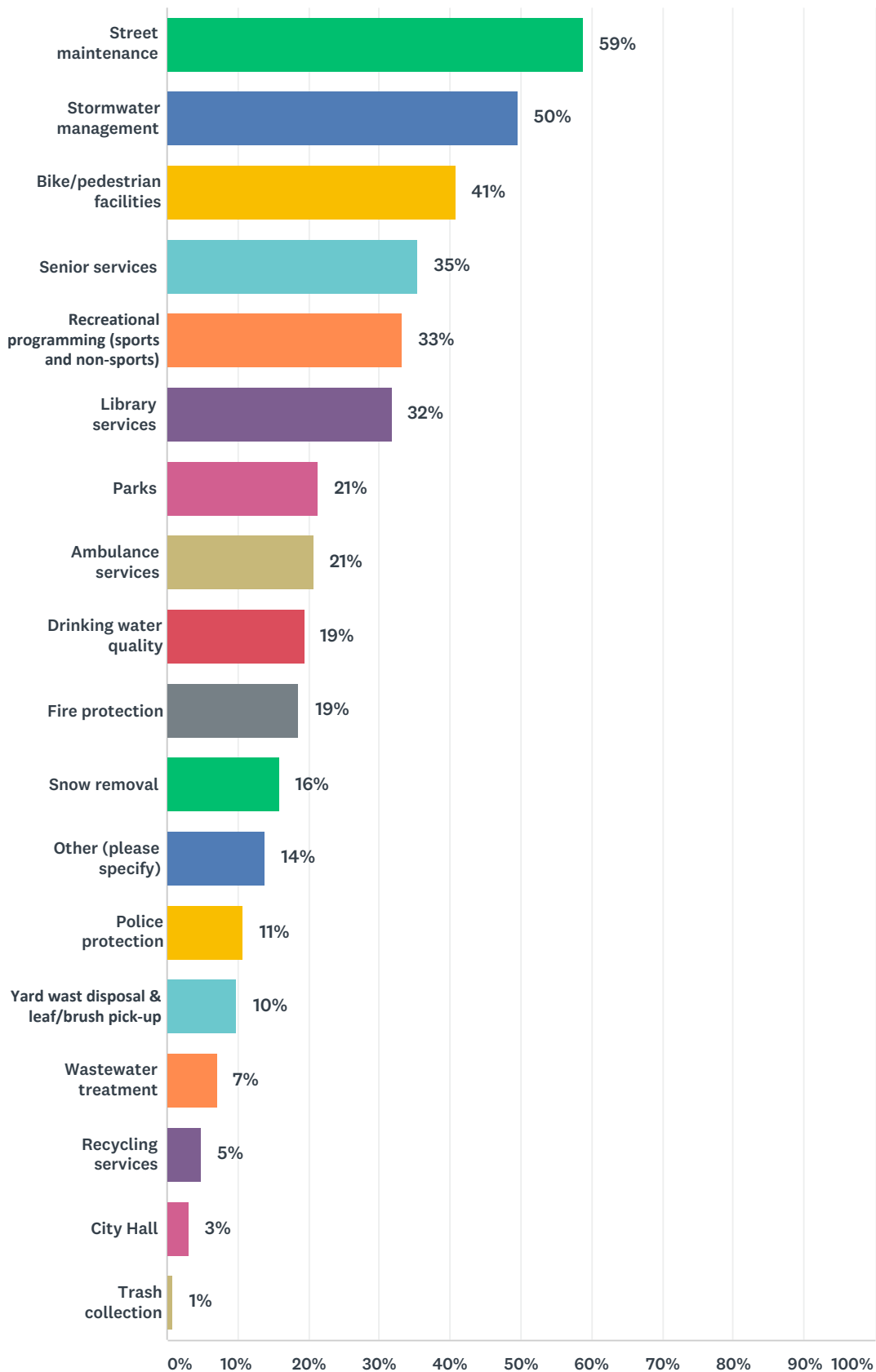
Answered: 233 Skipped: 22



	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Library services	44% 102	49% 114	6% 15	0% 1	232	3.37
Garbage & recycling services	34% 78	59% 137	5% 12	2% 4	231	3.25
City parks	24% 56	65% 151	10% 24	1% 2	233	3.12

Q8 Should the City invest more tax dollars to improve the quality of any of the following public facilities or services? (Select up to 5)

Answered: 226 Skipped: 29



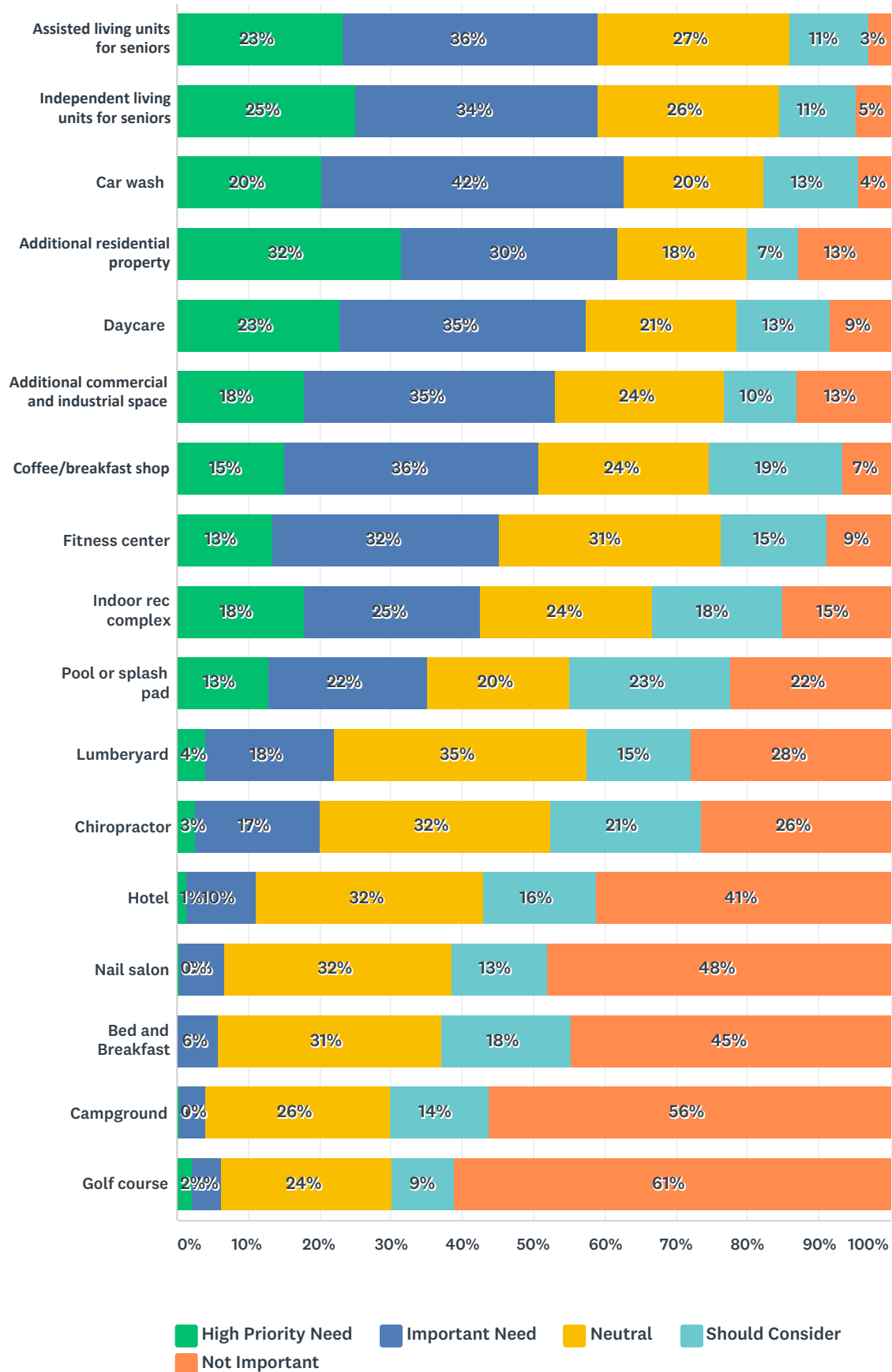
Prairie City Strategic Plan Community Survey

ANSWER CHOICES	RESPONSES	
Street maintenance	59%	133
Stormwater management	50%	112
Bike/pedestrian facilities	41%	92
Senior services	35%	80
Recreation programming (sports and non-sports)	33%	75
Library services	32%	72
Parks	21%	48
Ambulance services	21%	47
Drinking water quality	19%	44
Fire protection	19%	42
Snow removal	16%	36
Other (please specify)	14%	31
Police protection	11%	24
Yard waste disposal & leaf/brush pick-up	10%	22
Wastewater treatment	7%	16
Recycling services	5%	11
City Hall	3%	7
Trash collection	1%	2
Total Respondents: 226		

Prairie City Strategic Plan Community Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	Do recycling every week.	12/3/2018 11:31 AM
2	Too much police protection already with 2 in one car out on highway 163	12/3/2018 11:14 AM
3	Water Main Replacement	11/14/2018 6:56 AM
4	Street lights	11/13/2018 7:20 PM
5	Yard waste pick up needs to last longer	11/12/2018 11:42 AM
6	Animal control dogs running off leash	11/1/2018 7:25 PM
7	City spaces other than sporting related	10/25/2018 6:42 AM
8	Swimming pool	10/23/2018 8:06 PM
9	fire hydrants on the north side	10/21/2018 7:12 PM
10	Communication	10/19/2018 3:24 PM
11	Library needs more space and current technology	10/19/2018 9:15 AM
12	More tax dollars may not mean better quality. We need to make sure we get quality from those employed. From my observation I see some very shoddy workmanship. Plus, what happened to having our streets sealcoated instead of the current pea gravel?	10/19/2018 9:13 AM
13	I would really appreciate more lighting on streets and trails.	10/18/2018 7:05 PM
14	More commercial business	10/17/2018 9:31 PM
15	Library expansion	10/17/2018 8:45 PM
16	In town squinny hunting season	10/17/2018 7:21 PM
17	Bigger fire station	10/17/2018 6:04 PM
18	City buildings	10/17/2018 4:53 PM
19	If they spend money on a new fire station that would help with building restrictions with the police and city maintenance departments we have been trying to get this done for the last 10 years	10/17/2018 12:50 PM
20	If i could i would put stormwater management 5 times	10/17/2018 12:36 PM
21	need more housing options for renters	10/17/2018 11:19 AM
22	sidewalks	10/15/2018 4:28 PM
23	North side of town storm drains.	10/15/2018 1:55 PM
24	Additional city worker is needed for mowing, etc	10/15/2018 10:34 AM
25	A Committed Full Time City Administrator-Less Police Expense	10/15/2018 6:56 AM
26	Community Fitness Center	10/13/2018 12:33 PM
27	Finish the sidewalks in town from end to end.	10/11/2018 7:14 PM
28	Sidewalks and curbs	10/11/2018 2:16 PM
29	Needs para medic ambulance service. Ambulance response time needs much improvement. We are severely lagging behind nearby communities in our area.	10/11/2018 11:42 AM
30	We need a swimming pool. I'm so tired of spending \$ in surrounding communities	10/11/2018 11:40 AM
31	Aging water mains, north side of town	10/11/2018 11:13 AM

Q9 Rate the following in terms of importance for Prairie City's future.



Prairie City Strategic Plan Community Survey

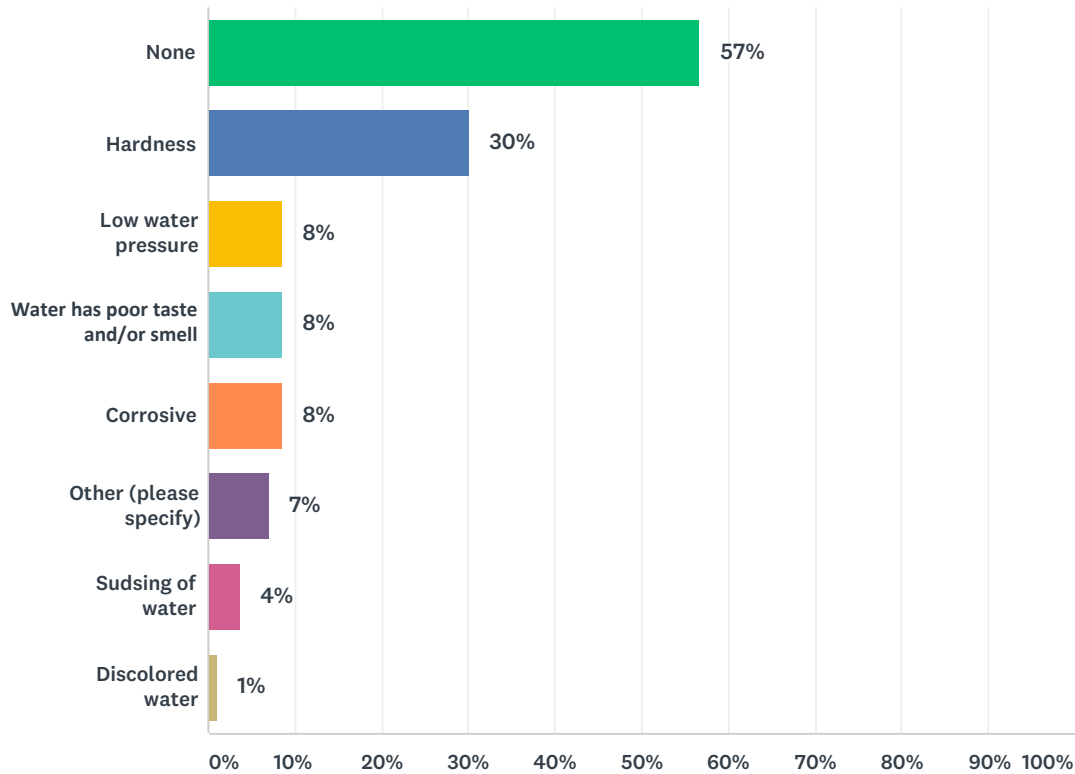
	HIGH PRIORITY NEED	IMPORTANT NEED	NEUTRAL	SHOULD CONSIDER	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Assisted living units for seniors	23% 53	36% 81	27% 61	11% 25	3% 7	227	3.65
Independent living units for seniors	25% 57	34% 77	26% 58	11% 24	5% 11	227	3.64
Car wash	20% 46	42% 96	20% 45	13% 30	4% 10	227	3.61
Additional residential property	32% 71	30% 68	18% 41	7% 16	13% 29	225	3.60
Daycare	23% 51	35% 77	21% 47	13% 29	9% 19	223	3.50
Additional commercial and industrial space	18% 40	35% 78	24% 53	10% 23	13% 29	223	3.35
Coffee/breakfast shop	15% 34	36% 81	24% 54	19% 42	7% 15	226	3.34
Fitness center	13% 30	32% 71	31% 70	15% 33	9% 20	224	3.26
Indoor rec complex	18% 40	25% 56	24% 54	18% 41	15% 34	225	3.12
Pool or splash pad	13% 29	22% 50	20% 45	23% 51	22% 50	225	2.81
Lumberyard	4% 9	18% 41	35% 80	15% 33	28% 63	226	2.56
Chiropractor	3% 6	17% 39	32% 72	21% 47	26% 59	223	2.49
Hotel	1% 3	10% 22	32% 72	16% 36	41% 93	226	2.14
Nail salon	0% 1	6% 14	32% 71	13% 30	48% 107	223	1.98
Bed and Breakfast	0% 0	6% 13	31% 71	18% 41	45% 101	226	1.98
Campground	0% 1	4% 8	26% 58	14% 31	56% 126	224	1.78
Golf course	2% 5	4% 9	24% 54	9% 20	61% 138	226	1.77

Prairie City Strategic Plan Community Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	Commercial & industrial space lots are vacant now, we should fill first	12/3/2018 11:08 AM
2	People coming to PC need to feel welcome! Ones with no kids are left out.	11/12/2018 11:43 AM
3	Would be nice to have a park someplace near the square-or on the north side if town some place.	10/23/2018 8:37 PM
4	We need to expand the library for more meeting space	10/22/2018 8:15 AM
5	A carwash that actually works AND IS maintained	10/21/2018 7:20 PM
6	I believe a high priority need is hiring a full-time City Administrator who can coordinate all of these needs and find the resources for them. And if that means turn over in that position every couple of years, even better.	10/17/2018 9:59 PM
7	High priority to fire service and city garage	10/17/2018 6:07 PM
8	They need to find a way to bring more residential properties to town	10/17/2018 12:53 PM
9	Larger library	10/17/2018 11:44 AM
10	Nursing home	10/17/2018 8:28 AM
11	We have Commercial space now--Just needs to be filled or ground available needs to be built on	10/15/2018 7:02 AM
12	Commercial spaces need filled.	10/11/2018 5:46 PM
13	Lowering the water costs	10/11/2018 1:46 PM
14	Industrial if outside of city residential areas. (i.e. near Casey's)	10/11/2018 11:45 AM

Q10 Do you have any of the following drinking water issues?

Answered: 212 Skipped: 43



ANSWER CHOICES	RESPONSES	
None	57%	120
Hardness	30%	64
Low water pressure	8%	18
Water has poor taste and/or smell	8%	18
Corrosive	8%	18
Other (please specify)	7%	15
Sudsing of water	4%	8
Discolored water	1%	2
Total Respondents: 212		

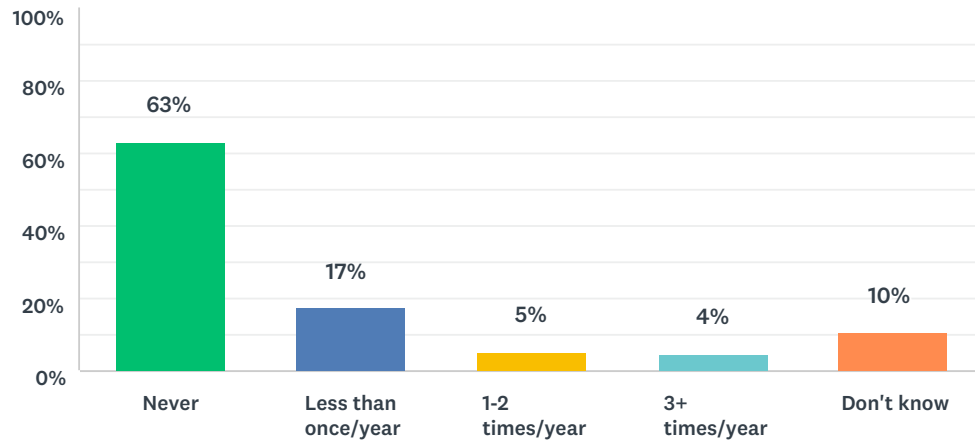
#	OTHER (PLEASE SPECIFY)	DATE
1	water sometimes crappy	12/3/2018 11:16 AM
2	I	10/24/2018 5:32 PM
3	Not within the city limits. Can't speak to some of these questions.	10/17/2018 10:01 PM
4	We have a water softener. Without that, water is kind of hard.	10/17/2018 6:15 PM
5	The town needs new water lines they are old and falling apart	10/17/2018 12:56 PM
6	Only sometimes - the water smells weird	10/17/2018 12:39 PM

Prairie City Strategic Plan Community Survey

7	Please don't add fluoride to water.	10/16/2018 5:18 PM
8	Dependable and is good water	10/15/2018 7:04 AM
9	personal filter system	10/12/2018 1:21 PM
10	None because mine is filtered	10/12/2018 1:21 PM
11	Use rural water	10/12/2018 12:59 PM
12	Plastic pieces in all of the faucets	10/11/2018 7:33 PM
13	Cost	10/11/2018 5:49 PM
14	For what you charge we should have perfect water!	10/11/2018 12:17 PM
15	Occasional slight smell	10/11/2018 11:17 AM

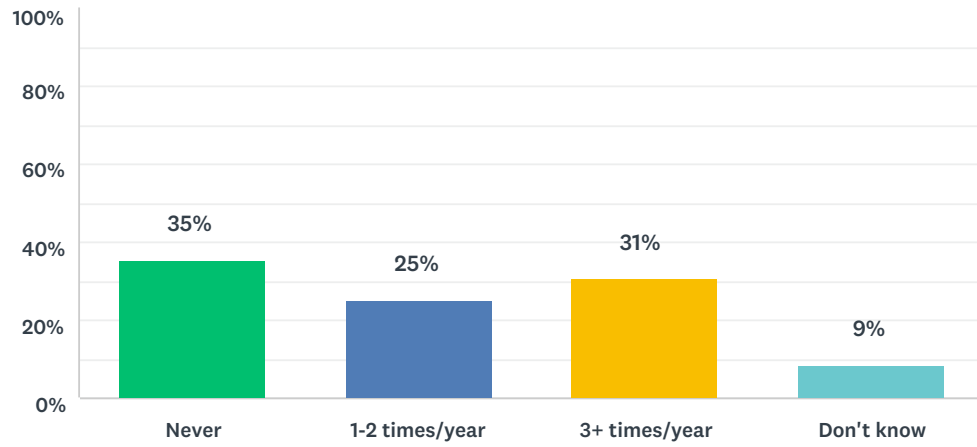
Q11 Does your sewer ever back up?

Answered: 223 Skipped: 32



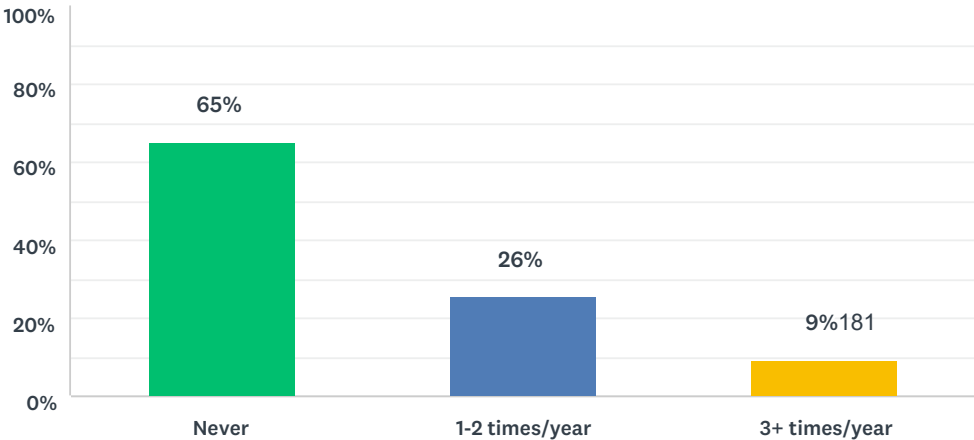
Q12 How often does the street or yard in your area flood?

Answered: 221 Skipped: 34



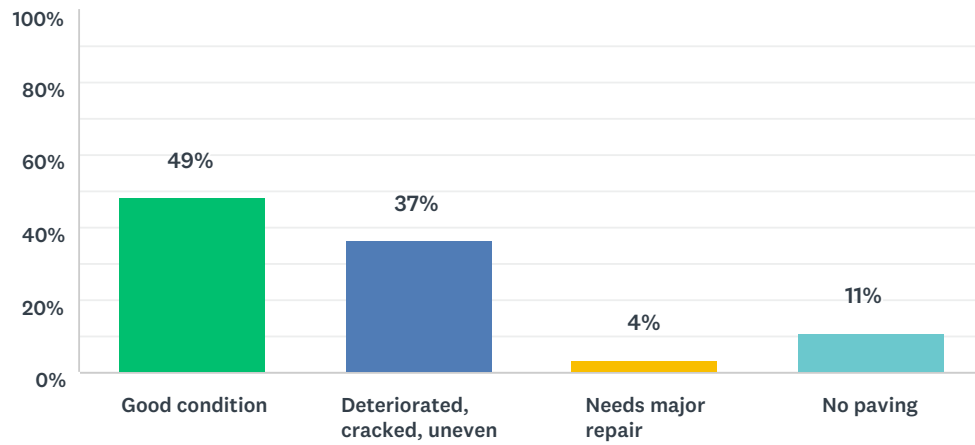
Q13 How often does your basement flood?

Answered: 215 Skipped: 40



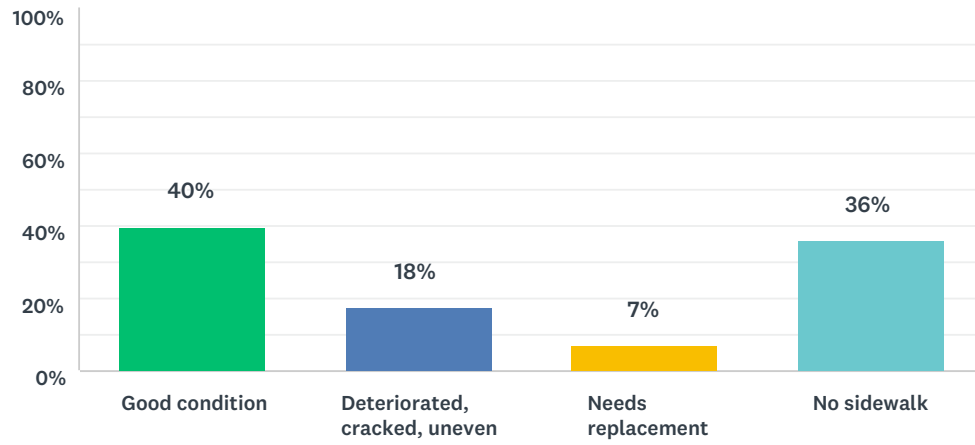
Q14 Please describe the condition of the street paving in front of your home.

Answered: 218 Skipped: 37



Q15 Please describe the condition of the sidewalk in front of your home.

Answered: 220 Skipped: 35



Q16 Please consider providing your address IF you would like the City of Prairie City to further investigate the cause of some of your localized infrastructure issues. Providing a house number or block number and a street name will help the City better identify where they may have issues that need further study. If you do not wish to provide your address, please skip this question.

Answered: 40 Skipped: 215

Addresses for follow up will be provided directly to City Staff.

Q18 What do you dislike about living in town?

Answered: 141 Skipped: 114

wish High houses building chickens expensive people lot Neighbors far Water bill allowed
areas Taxes feel barking dogs Nothing even services sidewalks street council
community use Lack school need bad town store
businesses big city improvements many kids things lights
properties make grow High water small closing one change water drive flooding think
work run support go Des Moines little

Q19 What is something you think Prairie City should improve?

Answered: 152 Skipped: 103

storm
water roads nice activities services lots make used residential options downtown
number kids library space families PC way Storm sewer better Expand Prairie City space
sewer something work Residential housing old issues buildings people
improve water new etc community Senior town facility
need places businesses police streets school city
properties library neighbors square especially housing fire area look drainage
Encourage bring moving sidewalks indoor rec center think Find way infrastructure without
recreation small businesses walking taxes help run see updated residents will consider