2015 RESEARCH REPORT

PERRY, IOWA

Drake UNIVERSITY

PERRY
Make Yourself At Home!

Introduction

The following report was prepared by the following Drake University students in the Masters of Communication Leadership program. For more information regarding the research conducted, please contact the following students below.

Kristin Hunter	kristin.hunter@drake.edu
Sarah Mowery	sarah.robbins@drake.edu
Alison Muller	alison.muller@drake.edu
Emily Nichols	emily.nichols@drake.edu
Michaela Sabin	michaela.sabin@drake.edu
Shannon Sanders	shannon.sanders@drake.edu
Anna Sheets	anna.sheets@drake.edu

Table of Contents

Introduction 1
Tables list 4
Figures list 4
Executive Summary 5
Perceptions 9
Perry Residents Survey 12
Method 12
Results 14
Analysis 19
Des Moines Residents Survey 20
Method 20
Results 21
Analysis 23
Des Moines Resident Focus Groups 24
Method 24
Results 25
Analysis 31
Perry Resident Interviews 32
Method 32
Results 32
Analysis 37
Future Research 38
Research Limitations 38
Communications 40
Perry Resident Survey 40
Overview 40
Method 40
Results 41
Analysis 42
Des Moines Resident Survey 44
Overview 44
Method 44

Results 44
Analysis 46
Perry In-Depth Interviews - City Communicators 47
Overview 47
Results 47
Analysis 49
Digital Media Analysis 52
Website 52
Facebook 57
E-newsletter 60
Similar Communities 62
Conclusion 62
References 64
Appendix 66
Appendix A: Des Moines Resident Focus Group 66
Appendix B: Perry Resident Interview Questions, Perceptions 68
Appendix C: Perry Resident Survey, English 69
Appendix D: Perry Resident Survey, Spanish 75
Appendix E: Des Moines Resident Survey 81
Appendix F: Focus Group Participant Waiver 86
Appendix G: Perry Resident Survey Results, Communications 87
Appendix H: Des Moines Resident Survey Results, Communications 88
Appendix I: In-Depth Interviews - City Communicators 89
Appendix J: Digital Analysis - Website 90
Appendix K: Digital Analysis Figures 91
Appendix L: Des Moines Resident Survey Results, Perceptions 94
Appendix M: Perry Online Survey Results 105

Tables list

Perceptions

- Table 1: Perceptions, Overview of Publics
- Table 2: Perry Residents Survey, Respondent Demographics
- Table 3: Perry Residents Survey, Qualitative Results I
- Table 4: Perry Residents Survey, Qualitative Results II
- Table 5: Des Moines Residents Survey, Respondent Demographics
- Table 6: Des Moines Resident Focus Groups, Respondent Demographics
- Table 7: Des Moines Resident Focus Groups, Qualitative Results, Over 40
- Table 8: Des Moines Resident Focus Groups, Qualitative Results, Under 40
- Table 9: Perry Resident Interviews, Respondent Demographics
- Table 10: Perry Resident Interviews, Qualitative Results I

Figures list

Perceptions

- Figure 1: Des Moines Residents Survey, Positive Impression of Perry
- Appendix M: Des Moines Metro Online Survey Results, Figures 1, 9 - 49

Communications

- Figure 2: Perry Resident Survey, Effective Communications
- Figure 3: Perry Resident Survey, Preferred Communication Methods
- Figure 4: Des Moines Resident Survey, Information Sources
- Figure 5: Des Moines Resident Survey, Social Media Platforms
- Figure 6: Des Moines Resident Survey, Internet Ad Consumption
- Figure 7: Digital Media Analysis: Best Practice
- Figure 8: Digital Media Analysis, Perry Website

Executive Summary

The city of Perry, Iowa requested the assistance of Drake University Masters of Communication Leadership students in finding ways to better communicate with citizens and potential visitors. This research report is the first step to understanding how these individuals prefer to receive communications and what motivates their decisions to visit or participate in community activities. The cohort has conducted both primary and secondary research on Perry. This report contains the overview, methods, results and analysis of the research conducted. A capstone project, informed by this research, with recommendations on communications, will be developed and delivered to the city in the Summer of 2016.

Perry, Iowa is located in Dallas County and is home to almost 8,000 residents. Located just Northwest of the Des Moines metro, Perry is rich in cultural diversity due to the addition of a Tyson Fresh Meats plant that has drawn a variety of different ethnicities to the town. According to the 2010 census, 35 percent of the population of Perry reported to be of Hispanic or Latino heritage. The Iowa Department of Education reports, the Perry School District has a 70.47 percent proficiency rating in the areas of math, science and reading and an 89.33 percent graduation rate. Additionally, Perry's 2010 median annual family income was $42,354, putting the community well below the Iowa average income of $51,843.

Perry is home to a variety of entertainment, recreation and other community attractions, which include the Hotel Pattee, bike and walking trails, and a Carnegie Library. The city is host to seasonal events such as Art on the Prairie, Viva Perry Latino Festival, and Las Posadas Christmas Celebration. A soccer complex, recreation center, and revitalized Main Street are recent additions to the town, yet it still struggles to attract new residents and visitors.

There are many mediums to communicate with community members. Those identified were The Perry Chief Newspaper, perrynews.com, the City of Perry's website, Raccoon River Valley radio and 19 Pin Television. Additionally, the town has social media platforms which include Facebook and Twitter that are used to share current events with citizens of Perry and the surrounding areas.

Based on our secondary findings, two key areas the City of Perry could benefit from the research were identified. These areas are community perceptions, both inside and outside of Perry, and pinpointing where community residents receive information about city events.

Research methods and questions were developed based on the following key points we learned from conducting primary findings:

- Citizens of Des Moines are generally unaware of what Perry has to offer
- Citizens of Perry lack pride in the community
- Tools used to communicate with the citizens of Perry do not align with the citizens' media consumption

Please note that all direct quotes included are taken word-for-word from respondents and have not been edited for spelling or grammar. For confidentiality, participants have not been identified.

The Drake MCL Cohort conducted research in two groups, one to examine the internal and external perceptions of Perry and one to evaluate the communication channels used within the community. First, an online survey was distributed to both Perry and Des Moines metro residents with questions about both perceptions and communication channels in Perry. The Perry residents survey recorded over 550 total responses and more than 455 fully completed surveys, and the Des Moines survey yielded 80 responses. Secondly, the perceptions group conducted focus groups in Des Moines and email or phone interviews with residents of Perry. The communications team conducted in-depth interviews with key city communicators in Perry.

The online survey responses from Perry residents showed people have a positive perception of their community and believe it is an affordable place to live. Citizens of Perry also believe it is a safe place to live, but they think there is a lack of restaurants and entertainment options. Perry residents also think people outside of the community have a negative perception of it.

Within the Des Moines respondents, the majority of people knew of Perry through amenities like Hotel Pattee and the Raccoon River Valley Trail. Respondents also had a mostly positive perception of Perry and saw it as an affordable, diverse place to live. Also, Des Moines area respondents felt there are reasons to visit Perry.

The two focus groups in Des Moines were split up by age, under 40 years old and older than 40. The participants in the focus groups knew of Perry because of the Tyson meatpacking plant, Hotel Pattee, the Raccoon River Valley Trail and other amenities. They said Perry needs more entertainment options and should capitalize on visitors who come to town for kids' sports and band competitions. The participants also expressed concern about the impact of diversity on the community of Perry but felt it should be a point of pride and celebration.

The perceptions team conducted 14 email and phone interviews with citizens of Perry. Of the people interviewed, many said they have positive feelings about their community and are proud to be a part of it. Respondents also said many people are drawn to Perry because of existing ties or job opportunities, but say the city is "struggling" in areas of housing, education, and entertainment opportunities. They say the cultural diversity of Perry makes it unique, but there are still citizens who are not accepting or understanding of cultural issues in the community.

Also, the communications team evaluated communication efforts of Perry administrators. The online survey distributed to Perry residents said Perry administrators need to improve communication through the City of Perry Facebook page and build expectations for consistent communication to be delivered through newspapers and social media. The communications team also found a need for a 2016 strategic communications plan.

After conducting in-depth interviews with various city communicators, the communications team determined the launch of a successful communication plan would begin with the understanding of goals, objectives, and the means in which success will be measured. They also found out there is a lot to learn from website visitors and e-newsletter subscribers as well as website and email analytics. And with an intern currently helping with these channels, the team said there’s a strong likelihood that information

isn’t being aggregated and operationalized. Finally, they suggested understanding what matters most, and communicating that repeatedly before connections will be solidified with both the Latino and low-income citizens of the community.

The communications team also determined some key findings from the online survey of Des Moines residents. First, the Internet is king. Des Moines residents scored the Internet as the most used medium in almost every category. They also determined that Facebook is the most useful social media platform and spend at least one hour per day on social media sites in general. Over half of the respondents say they visit surrounding communities based on what they see online or via the television, and they pay attention to the majority of advertisement they see on the internet.

Finally, the communications team conducted a digital analysis of various media channels used by the city of Perry and determined a few suggestions to help improve media. First, the team suggests Perry put more of a focus on branding on their website, highlighting Perry’s thriving downtown and lively arts and culture-focused businesses and events. They also suggest updating the content, organization and design of the website to be more informational to visitors and more reflective of people in the community of Perry.

The team also had suggestions for Perry's social media and e-newsletter. It's important to create a strategic plan and guidelines for the content on Facebook, as the team says this will help gain followers and traffic to their social media pages. Also, the team suggests including relevant content for citizens in the e-newsletter, improving readability and making the newsletter more available by including a link to a PDF file on the city website.

In conclusion, the Drake MCL cohort gathered a lot of helpful data and determined some key findings to help the city of Perry improve internal and external communications and perceptions. The group found a lot of positive feelings and opinions to build on, with a detailed report of all findings listed throughout this report.

PERCEPTIONS

Drake UNIVERSITY

PERRY
Make Yourself At Home!

Perceptions

Overview

Over several meetings with leaders of the City of Perry, Iowa, concerns were shared around the lack of positive perceptions of the community. These concerns were voiced both as it relates to residents of Perry and outsiders' perceptions that could impact tourism. City leaders shared many community assets and expressed concern over whether residents and visitors were aware of these benefits and the various activities and amenities to experience. These conversations informed the subsequent research design and approach.

The team chose to conduct both qualitative research and quantitative research of those employed in and those living in Perry, as well as residents of the Des Moines metro area, the closest large city to Perry. The goal of this research was to decipher whether perceptions of the community tend to be positive or negative and where strengths and opportunities lie.

Overview of Publics

The team conducted two focus groups, various interviews, and two surveys. Given the interest in both Perry residents and potential visitors from Des Moines, the research was broken out in this way. Additionally, the group recognized the need to measure various ages for their opinions and thus separately pursued publics both below 40 and above 40 years old for qualitative research. An overview of the publics, demographics, research types and research dates can be seen in the table below.

Public	Demo	Survey Type	Qual. or Quant.	Dates
Residents of Perry	All, Live and Work	Online Survey	Quantitative	Nov. 10-17
Residents of Perry	Young Professionals, <40	Interviews, electronic and by telephone	Qualitative	Nov. 10 - 17
Residents of Perry	Older Adults, >40	Interviews, electronic and by telephone	Qualitative	Nov. 10 - 17
Residents of Des Moines	All, Surrounding Areas	Online Survey	Quantitative	Nov. 5-17

Residents of Des Moines	Young Professionals, <40	Focus Group	Qualitative	Nov. 12
Residents of Des Moines	Older Adults, >40	Focus Group	Qualitative	Nov. 9

Table 1: Perceptions, Overview of Publics

Survey Publics

For both the Des Moines area resident survey and the Perry resident and employee survey, the goal was to share it broadly among the public. The public for the survey of Perry consisted of individuals who live or work in Perry. The Des Moines survey public included all people who live or work within the Des Moines metro area.

Focus Group and Interview Publics

1. **Perry Residents and Employees**

   This public included any individual who lives or works in Perry. It is important to gather a variety of information from people who live in Perry to understand their thoughts and feelings about the community.

   Under 40 Years Old

   It is important to hear from younger professionals and those new to the community how they feel about living or working in Perry. These are individuals who are or could be purchasing houses, starting new businesses, sending children to schools and spending disposable income on entertainment and dining. In our pre-interviews with city leaders, it was clear there is a sense that many young people leave the community or choose to live outside of the community. We investigated the opinions of young people to understand their motivations, passions and interests.

   Above 40 Years Old

   It is important to talk with those over 40 years old Perry who may experience the community with a different lens than younger people. It is likely that these individuals will have lived in Perry more than ten years and will have experienced the community over a longer period, forming different and more varied opinions. These individuals may have more insight into the challenges and opportunities in the community. Older adults may be looking for different housing or amenities and may be less focused on the local schools or activities for children.

2. **Des Moines Metro Area Residents Public**

   This public included all people who live or work within the Des Moines metro area. It is important to gather a large assortment of opinions and thoughts about Perry from people who are familiar with the community, but not a part of the community.

Under 40 Years Old

This public included individuals who live in the Des Moines metro area and are under 40 years old. We heard from our pre-interviews with city leaders that there is a need to define why or why not people in surrounding communities visit Perry for entertainment or recreation. Young professionals in the greater Des Moines area can provide insight into what they know about the community, if they have visited and what their perceptions are. This is an active group that tends to be looking for new entertainment and has some discretionary income.

Above 40 Years Old

This public included individuals who live in the Des Moines metro area and are 40 years old and over. As with the focus group of older adults in Perry, it will be important to gather the opinions and reactions of older individuals who have different motivations and interests than young people. This public may have heard more about Perry over a longer period and could have broader, more diverse knowledge than young people. This public may be more likely to have visited Perry in the past.

Between November 5 and November 17, 2015, researchers conducted electronic surveys, focus groups, and interviews of the publics identified above. The detailed methods and results are included below.

Perry Residents Survey

Method

From November 10 - 17, 2015, a survey was conducted of Perry residents and those who work within Perry. The survey was created using Qualtrics and received more than 550 responses with more than 455 fully completed surveys. Five of the surveys were completed in Spanish and the remaining in English. Of those who completed the survey, 85% reported they live in Perry and 65% reported they work in Perry. The survey, featuring primarily Likert scale questions along with some open-ended questions, aimed to gather insight on amenities, recreational opportunities, restaurants, entertainment options and other benefits of the community. Further, questions were asked to gain insight into whether respondents appreciate the diversity of the community, the culture and whether they feel pride in their community. The full survey can be found in Appendix C below.

The survey was distributed both electronically and in paper form and in both Spanish and English. Distribution included:

- Emails from the research team to personal contacts who live and work in Perry
- Email to teachers and the school, around 120 people
- Email from City leaders to personal contacts
- Landing page on the City's website: www.perryia.org/survey
- Links to the surveys were also shared in the following locations:
    - City website home page
    - City Facebook Page
    - City blast text message service
    - Raccoon Valley Radio website and broadcast
    - PerryNews.com website, email list and Facebook page
    - Perry Chief Newspaper email list and Facebook Page

Overview of Respondent Demographics

The tables below detail demographic information for respondents living or working in Perry.

Gender	Responses	Percent
Male	162	37%
Female	277	63%
Total	439	

Age	Responses	Percent
Under 18	4	1%
18 - 24	42	10%
25 - 34	78	18%
35 - 44	78	18%
45 - 54	93	21%
55 - 64	101	23%
65 - 74	35	8%
75 +	6	1%
Total	437	

Ethnicity	Responses	Percent
White	403	92%
Hispanic/Latino	17	4%
Black/African American	1	~.5%
Asian/Pacific Islander	2	~.5%
Other	14	3%
Total	437	

Years in Perry	Responses	Percent
0 - 3	53	13%
4 - 6	30	7%
7 - 15	63	15%
15 +	262	65%
Total	408	

Years Working in Perry	Responses	Percent
0 - 3	112	30%
4 - 6	57	15%
7 - 15	65	18%
15 +	135	37%
Total	369	

Table 2: Perry Residents Survey, Respondent Demographics

Results

Our research team conducted an online survey, which was distributed to those who live and/or work in Perry, to determine their perceptions of Perry.

Key Takeaways:

1. Respondents have a positive perception of the city and think it is an affordable place to live.
2. Respondents appreciate the diversity of the city, and they feel safe.
3. Respondents think the city should work to improve variety in restaurants, job opportunities, entertainment options, the school system and housing options.
4. Respondents think non-Perry residents have a negative impression of Perry.

According to the open-ended responses (responses from questions 21 and 22 in the survey), there were many negative comments made about diversity, overall decline of the community, as well as community safety and the Tyson Fresh Meats plant. Among the positive comments were the Hotel Pattee, bike trail and people of the community.

Other significant statistics can be found below and in the survey results located in Appendix I.

Key Statistics:

- 80% of respondents think Perry is an affordable place to live.
- 67% of respondents appreciate the diversity of Perry.
- 66% of respondents feel safe in Perry.
- 63% of respondents think Perry does not have a variety of restaurants.
- 63% of respondents feel they are part of a community.
- 62% of respondents think Perry has a focus on art.
- 60% of respondents think Perry has a strong culture.
- 59% of respondents think Perry is a great place to live.
- 59% of respondents often attend community events.
- 59% of respondents think Perry has recreational opportunities.
- 58% of respondents think non-Perry residents have a negative impression of Perry.
- 57% of respondents think Perry is a good place for families.
- 57% of respondents think there are reasons to visit Perry.
- 52% of respondents would recommend visiting Perry.
- 46% of respondents think Perry does not have good job opportunities.
- 41% of respondents think Perry does not have entertainment options.

In addition to Likert scale questions, some open-ended questions were asked in order to receive richer responses. The first qualitative question asked, "What's the first thing that comes to mind when you think about Perry?" More than 370 open-ended responses were gathered answering this question.

When analyzing the data, we found the following trends:

Positive	Negative	Neutral
• Hotel Pattee (51) • General Community (48) • Bike Trails (26) • Small Town (23) • Diversity (11) • Art (10) • Food (4) • La Poste (4) • Schools/Education (3) • Sports/Recreation (3) • Tyson (2) • Music (2)	• Declining (36) • General Community (27) • Low Income (24) • Drugs (19) • Diversity (18) • Lack of Restaurants and Entertainment (16) • Housing Options (16) • Schools/Education (15) • Smell from Tyson (11) • Small (3) • Rundown downtown (9) • Tyson (7) • Crime (4)	• Diversity (67) • Tyson (14) • Blue collar (3)

Table 3: Perry Residents Survey, Qualitative Results I

Key Quotes:

Please note that all direct quotes included are taken word-for-word from respondents and have not been edited for spelling or grammar. For confidentiality, participants have not been identified.

Negative

"What a great place it used to be and it is sad to see what has happened to, what at one time was, a gem of central Iowa."

"Perry has tremendous potential, but has difficulty getting the community to move in the same direction. I think that Perry's government and business community (for the most part) are on board with improving the direction of the community. Unfortunately, the same cannot be said of the school. I think that the school is making progressions, but is not enacting changes fast enough, or effective enough to make significant improvements."

"The business district looks as though there is no pride in the community. The buildings have shabby awnings, messy store fronts, and it doesn't even put up Christmas ornaments by the city. The businesses complain people shop out of town. What is the city council doing to project an image of pride in their retail businesses? Looks send a strong first impression to visitors to this community. They complain that many business owners live out of town and won't fix their buildings. Isn't there some action the city council can take that would enhance "urban renewal"?"

"Dirty town that has no ambition. Definitely believe that the leadership here is very weak and not capable of bringing this town back to it's glory. We have no variety when it come to shopping, restaurants or entertainment. There is way too much emphasis put on the damn bike trail yet if you take a stroll down town you will see one vacant building after another. This town used to be a thriving community. Our

"leaders" do not know how to encourage the Hispanic population to live a respectful, good, and clean life, therefore they cater to the Hispanic needs which has brought this town to its lowest level ever. Such a shame!"

"The packing plant is bringing in workers that don't know the language, don't know our customs, and expect us to learn their language and customs. Our schools are behind because of students who can't speak the language and therefor the English speaking students have to wait before being taught."

"I believe this community is great, and there is a lot of uniqueness about the community. But lately there's been a HORRIBLE drug problem (people on meth) and it is giving nothing but negative attention to our community."

"The huge affluence gap comes to mind. We have extremely wealthy families and many extremely poor families. They do not work together to better the community which makes us stagnate. We cannot improve our situation when we continue to increase our impoverished population without providing equal growth to the wealthy population. The issues associated with poverty - crime, drugs, low test scores, poor commerce - are getting worse."

"What happened to this town? It used to be fairly nice, now drive down any street and it is a horrible mess. The schools are losing students to open enrollment, and there has been a major "white flight" situation. This has become a low income housing town and there aren't enough job opportunities for any of these people who are going to live in these low income homes. So in a sense it will be free income housing, at the expense of the few who do work here. We need better immediate planning and long term planning to better this town. It may be hard to do, but it has to be done or we will continue to spiral downward."

<u>Positive/Opportunities</u>

"When I think about Perry, I think of a hard-working blue-collar, culturally diverse small town that is bike-friendly and has an abundance of public art and architecturally important buildings."

"This is a community with much diversity. I see this diversity as a great asset. But, I don't think most people feel the same way. This is a community that is very much divided and those in power don't see that as a problem."

"Diversity. Negative perception from the residence. Negativity surrounding the School District. Lots of great motivated citizens that can work together well. We aren't telling our story!"

"Perry is a very friendly town where many people work hard to improve the community. There is great potential in Perry if people worked more closely together."

"Close-knit community...Perry is a vibrant and dynamic small-town, with many residents who truly understand and embrace the community spirit and actively work to make it a better place to live and work."

"There is so much diversity and culture here! And I wish that residents would celebrate that more than they seem to do. The Perry Community seems divided; half of the people want to blame minorities for things and the other half of people are happy to live among those who are different from themselves."

"It's a nice quiet town. Art, music, biking, and culture are surprisingly deeply rooted, which was a pleasant surprise when I moved here."

The second qualitative question asked, "Is there anything else you would like to share about Perry?" Over 250 open-ended responses were gathered answering this question.

When analyzing the data, we found the following trends:

Positive	Negative
• General Community (26) • Diversity (10) • Schools/Education (8) • Bike Trails (5) • People (5) • Art (2) • Sports/Recreation (2)	• Hispanic Population (90) • Lack of Restaurants and Entertainment (34) • Housing Options (31) • General Community (23) • Schools/Education (20) • City Administration (16) • Business District (11) • Diversity (9) • Jobs (7) • Crime (6) • Drugs (5) • Tyson (3)

Table 4: Perry Residents Survey, Qualitative Results II

Key Quotes:

Negative

"Too many empty storefronts downtown and in ALCO shopping center; McCreary needs more options for those with young children; don't put all your focus on the trail - not everyone is going to come to town on the trail and the downtown has not miraculously recovered because of it so something still needs to change."

"We keep spending way too much money trying to develop the downtown when we have a mayor and council members that own businesses and property there....see very little results. The worst part of this is that we keep ignoring economic development opportunity on the Highway."

"The schools are in great need of an overhaul. The middle school especially needs to be looked at and changes made. My children are behind other children their same age in other districts. I feel that their lack of education here is going to make them struggle even more in college. I even fear that they will not continue their education because they will feel that it is too much for them."

“Perry is NOT a safe community and the schools want to say they're against bullying when really they don't give two craps about the kids. They are blind to the fact that kids get bullied but DON'T do anything to prevent it.”

“When you first come into Perry on First Street off of 141 the first thing you see is a nasty, dirty Alco plaza and other business that are an eyesore. Right off the bat it gives Perry a horrible impression. We moved here from Indiana for my husband's job and first lived in Polk City before moving to Perry. We were so disappointed when we had to move to Perry because we and our neighbors all considered it a "white trash town." Now when anyone asks us where we live and we say Perry the first thing they say is "Eww, I'm sorry." Also, there are no "nice neighborhoods" to live in. In Polk City we had lots of nice new developments and houses to choose from, which is definitely not the case in Perry. You can live in a somewhat nice house and then have a dump of a house next to you. Even coming into 2nd Street where all of the restaurants and business are, they are still so trashy looking. Some businesses are good at keeping their storefronts looking nice but others just don't care and make them look absolutely horrible. I just think we need some new development neighborhoods here in town and to have our businesses give more of an effort and our town to give more of an effort on making the city look a lot better.”

Positive/Opportunities

“There are residents who bad mouth Perry and say things like, "We don't need anymore of 'those' people moving here." This is infuriating, and I think the opposite; Perry SHOULD offer more low income housing. Or offer a mix of low income options and medium income options. If someone moves to Perry, finds work, and moves into housing that is affordable for them, then they should expect to treated with respect. No matter who you are or how much money you have, you should feel that you are part of a community that supports you, not a community that blames you and looks down on you.”

“I am a huge Perry supporter. I live in Perry, work in Perry and my child attends school in Perry. We try to shop in Perry as much as possible and attend recreational and cultural events and activities in Perry. Unfortunately, our business base is decreasing with the closings of several stores and restaurants. In Perry, residents complain that they want more stores, more restaurants, more activities. However, many of these residents are their own worst enemies in that as soon as a new store or restaurant opens, the complaining starts on Facebook about service, speed of delivery, etc. I also think that visitors to Perry have a higher opinion of Perry than residents do. For example, visitors flock to Perry for activities like Art on the Prairie or the Antique Days, but most of Perry's own residents do not attend. Perry needs to continue to be a diverse, eclectic, interesting City that focuses on and promotes its differences.”

“It has some nice attractions and good people.”

“We have really great, dedicated community members who work constantly to showcase the positive things Perry has going on. “

“People who move in to Perry feel better about the community than people who grew up here.”

Analysis

The highest-ranking positive takeaway from the survey of Perry residents is that it is an affordable place to live. This is a key statistic to communicate when trying to recruit people to move to the community. Those who would like to live within the metro region, but are discouraged by the high cost of living in Des Moines may be willing to look at Perry as an alternative.

The appreciation of the diversity of the town is another statistic that is notable when promoting new residents to the community. A high percentage of respondents said they appreciate the diversity of the community. This is a statistic we were not expecting based on initial conversations with city administrators. Because of these findings, we recommend embracing the town's diversity and making sure the cultural events, such as Viva Perry Latino Festival and Las Posadas Christmas Celebration, are promoted to the surrounding communities.

Conversely, a high percentage of respondents residing in Perry say there are insufficient job opportunities and entertainment options in Perry. Job creation and entertainment clearly rank high in importance in the minds of Perry residents. It would be in the favor of the town to continue to develop these areas. When asking people to reside outside of the metro, there has to be more of an incentive to live in the community. Additionally, many respondents noted issues involving a weak school system and housing challenges. It would be in the favor of the town to conduct further research into issues within the school system as well as housing challenges.

Des Moines Residents Survey

Method

From November 5 - 17, 2015, an electronic survey was conducted of Des Moines metro area residents about their perceptions of Perry. The survey was created using Qualtrics and distributed by the research team to those within their personal and professional networks. Additionally, it was shared with the Drake School of Journalism student and alumni network through the well-used Facebook group. During the collection, 91 responses were recorded. The first question asked individuals if they had ever visited Perry with a "no" response sending users to the end of the survey. This was intentionally designed to collect responses to the subsequent questions that were based on actual visits to the City. Of the 91 individuals who attempted to take the survey, 81% had visited Perry, while 19% had not. The survey, featuring primarily Likert scale questions along with some open-ended questions, aimed to gather insights of those who have visited Perry on their experience and perception of the community. The survey intentionally asked very similarly, if not the same, questions as those asked of Perry residents. This provides the opportunity to compare direct responses of those who are in the community regularly with those who have visited at least once. The full survey can be found in Appendix E below.

Overview of Respondent Demographics

The tables below detail demographic information for Des Moines metro area respondents.

Gender	Responses	Percent
Male	21	35%
Female	39	65%
Total	60	

Ethnicity	Responses	Percent
White	58	97%
Other	2	3%
Total	60	

Age	Responses	Percent
18 - 24	2	3%
25 - 34	24	40%
35 - 44	13	22%
45 - 54	8	13%
55 - 64	11	18%
65 - 74	2	3%
Total	60	

Last Visit to Perry	Response	Percent
0 - 3 years	47	80%
4 - 6 years	5	8.5%
7 - 15 years	5	8.5%
15 + years	2	3%
Total	59	

Table 5: Des Moines Residents Survey, Respondent Demographics

Results

Our research team conducted an online survey distributed to residents of the Des Moines Metro area to determine their perceptions and knowledge of Perry.

Key Takeaways:

1. The majority of respondents know Perry through the Hotel Pattee, the Raccoon River Valley Trail or because of a close friend or relative
2. The majority of those surveyed have a positive impression of Perry, think it is an affordable, diverse community in which to live.
3. Respondents have attended an event in Perry within the last two years and thought there are reasons to visit.

The research shows the plurality of the respondents have a positive impression of Perry (42%) and know Perry through a personal connection or community amenity (Hotel Pattee and the Raccoon River Valley Trail top the list of known amenities). Also, many respondents think Perry is a safe (48%), family-friendly (41%) and diverse community (72%). Conversely, many respondents think Perry does not have good job opportunities (51%) or a variety of restaurants (36%).

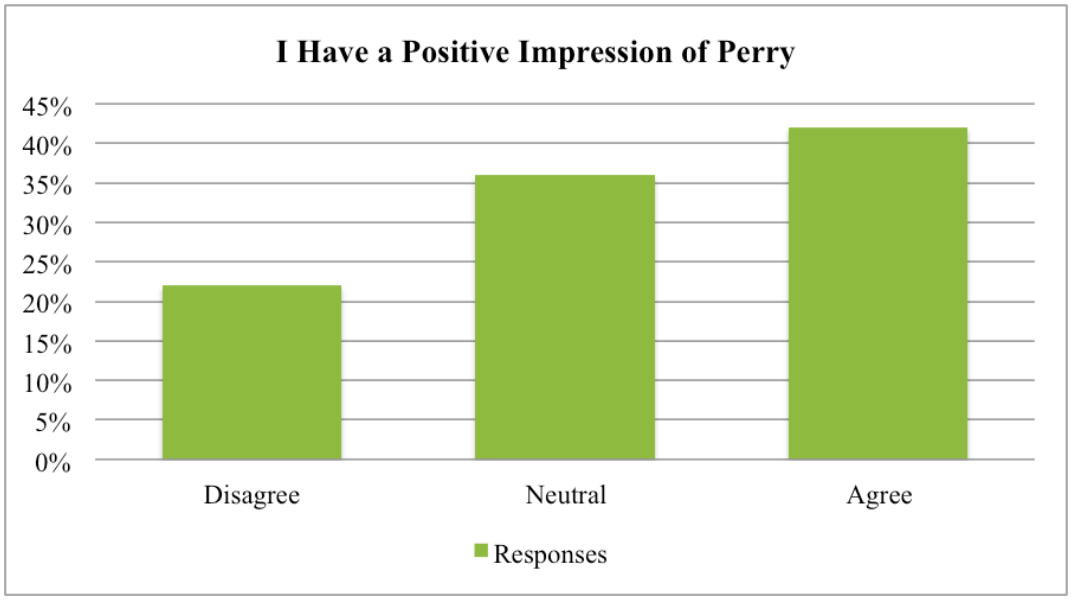


Figure 1: Des Moines Residents Survey, Positive Impression of Perry

Other significant statistics can be found below and in the survey results located in Appendix J.

Key Statistics:

- 72% of respondents think Perry is a diverse community.
- 63% of respondents have attended an event in Perry in the last two years.
- 61% of respondents think Perry is an affordable place to live
- 56% of respondents think there are reasons to visit Perry.
- 51% of respondents think Perry does not have good job opportunities.
- 48% of respondents think Perry is a safe community.
- 44% of respondents think there are recreational opportunities in Perry.
- 43% of respondents think Perry has a focus on art.
- 43% of respondents would recommend visiting Perry.
- 42% of respondents have a positive impression of Perry.
- 41% of respondents think Perry is good place for families.
- 36% of respondents think there aren't a variety of restaurants in Perry.

Key Quotes:

Please note that all direct quotes included are taken word-for-word from respondents and have not been edited for spelling or grammar. For confidentiality, participants have not been identified.

In addition to Likert scale questions, some open-ended questions were asked in order to receive richer responses. Some of the key quotes are included below.

<u>Negative</u>

"It's not the most welcoming place to be - way too conservative for myself and friends. The place shuts down on Sunday, the whole town square is a ghost town."

"Thymes Remembered Tea Room was a favorite haunt for brunch and Christmas shopping. I have not been to Perry since it closed."

"News outlets do not seem to report favorable things about Perry, ie: Channel 13 pegged the Perry School's as the worst in the state some years ago because of test scores. Members of the public respond negatively to the mention of Perry or do not know where it is."

"Outside of the Hotel Pattee, I haven't really experienced the community."

<u>Positive/Opportunities</u>

"I have a very good impression of Perry, based on infrequent visits. I appreciate Perry's diversity and apparent welcoming of Latinos."

"It is closer to Des Moines than you would think."

"Hotel Pattee is an awesome advocate for the community; also love the work going on at DMACC and the cycling opportunities - BRR Ride, Bacoon Ride, and riding Raccoon River Trail in general!"

“I’ve always thought of Perry as a quality, mid-sized, central Iowa town. The same way I view Boone, Newton, Marshalltown, Adel or Winterset.”

Analysis

The highest-ranking positive takeaway from the survey of Des Moines residents is that many are familiar with Perry through Hotel Pattee, the Raccoon River Valley Trail and other amenities. This is a key focus point because it is something that is bringing people to visit the town of Perry. We recommend capitalizing on these things when marketing Perry to surrounding communities.

Also, the majority of the people surveyed had positive impressions of Perry and agreed that it is an affordable and diverse place to live. Based on these findings, we recommend embracing the town's diversity and making sure the cultural events, such as Viva Perry Latino Festival and Las Posadas Christmas Celebration, are promoted to the surrounding communities.

Conversely, a high percentage of respondents in the Des Moines Metro area responded "neutral" for many of the questions. This shows that they were unsure of their opinion of many questions about Perry, and may not know much about the community, outside of a few of its amenities. This would be something to keep in mind, showing a need for marketing of Perry in general to people outside of the community.

Des Moines Resident Focus Groups

Method

On November 9 and 12, 2015, focus groups were held in Des Moines among those both under 40 years old and above 40 years old. The groups were recruited using the research team's personal and professional networks along with economic development contacts provided by Perry city leaders. The two age groups were conducted separately by research team members with one facilitating and one taking notes. The script of questions asked can be found in Appendix A. A recording of the conversations is available upon request.

Overview of Respondent Demographics

The tables below detail demographic information for focus group attendees.

Des Moines Focus Group, Under 40

Gender	Responses	Percent
Male	4	44%
Female	5	56%
Total	9	

Age	Responses	Percent
18 - 24	3	33%
25 - 34	4	44%
35 - 44	2	22%
Total	9	

Ethnicity	Responses	Percent
White	9	100%
Total	9	

Des Moines Focus Group, Over 40

Gender	Responses	Percent
Male	4	66.7%
Female	2	33.3%
Total	6	

Age	Responses	Percent
45 - 54	1	17%
55 - 64	3	50%
65 - 74	2	33%
Total	6	

Ethnicity	Responses	Percent
White	6	100%
Total	6	

Des Moines Residents Survey Respondent Demographics

Results

The research team conducted two focus groups with individuals who live in the Des Moines metro area. Separate sessions were held with one group containing people under the age of 40 and another group with those above age 40.

The research was focused on a set of seven key questions (see Appendix A). Overall, the respondents had both negative and positive feedback to share about the community, although, there were more positive perceptions and feedback than negative.

Key Takeaways:

1. Awareness of Perry mostly revolves around the industry (Tyson facility), the Hotel Pattee and former tea room and the Raccoon River Bike Trail.
2. Participants expressed concern over how the diversity has impacted the community, but also felt this could be a point of pride and celebration for the community.
3. In addition to entertainment needs, participants thought children's events, like band competitions or soccer tournaments, would attract them there and leaders should capitalize on those visitors.

Below are a few of the high-level responses we received from the focus groups conducted.

Question One: What are the first three words that come to mind when you think about the city of Perry?

Overall, the responses were more positive than negative. A list of the responses is below.

Over 40:

Positive	Negative	Neutral
• Hotel Pattee (2) • Tea Room • Bike trails • RAGBRAI • Friends • Bowling at Hotel Pattee • St. Patricks Catholic Church • School band competitions	• Meat packing (3) • Strong Hispanic population	• Diversity

Table 7: Des Moines Resident Focus Groups, Qualitative Results Over 40

Under 40:

Positive	Negative	Neutral
• Latino Festival • Hotel Pattee • Bike trails • Connection to pork industry	• Small • Bad high school sports teams • Immigration • National news • Packing plant	• Rural • Blue Jays

Table 8: Des Moines Resident Focus Groups, Qualitative Results Under 40

Key Quotes:
Please note that all direct quotes included are taken word-for-word from respondents and have not been edited for spelling or grammar. For confidentiality, participants have not been identified.

Over 40:
"I always considered it a two horse town, the hotel and the team room."

"Similar challenges as Denison and Marshalltown. They are like other small towns with meat packing plants."

Under 40:
"The only experience I have with Perry is playing them in sports in high school."

"They seem to make national news about immigration and the packing plant."

"I went to a Latino Festival there a few years ago and had a great time. If more people knew about these events, I think Perry would have a better reputation."

<u>Question Two</u>: Are your perceptions of Perry are positive or negative? Why?
Over 40:

Overall, participants were mixed on positive and negative experiences. Many expressed only hearing negative things in the news and from word of mouth. However, multiple participants noted enjoying visiting and seeing progress with the Raccoon River Bike Trail. Many noted that they don't hear enough good stories about Perry.

Under 40:

The overall sentiment of the group was negative. Many respondents referenced immigration and the packing plant when discussing the city. While the majority of the conversation had to do with the demographic of the town, there were a few positive mentions of the town when discussing the hotel, bike trails and Latino Festival.

Key Quotes:
Over 40:
"The things I've done there I've had a positive experience. The city itself has socioeconomic challenges. It seems like it's not a prospering town."

"We hear all of the bad things, we don't hear of any good things."

"Even the news about the good things, like the hotel and tea room, seems to be negative because they are struggling."

"I hear a lot more positive things now in the bicycling community."

Under 40:
"I only consider Perry a pass through town. Nobody goes there as a destination."

"I just think of a poorer quality of life in a small town."

<u>Question Three</u>: What do you know about the city of Perry in terms of the city's amenities, entertainment and attractions?

Over 40:

Overall, the group is aware of key assets and amenities such as the Hotel Pattee and bike trail. There was awareness of a bar along the bike trail and the new bike shop. Participants did not know about the new soccer complex. It was mentioned that they don't know much or hear much about other large businesses in town beyond the meat packing plant.

Under 40:

The majority of the group only knew about the hotel and the bike trail. However, there was mention of the authentic Latino food and a great ice cream shop. Surprisingly, there were some group participants who had never heard of the hotel and were very interested in learning more about it.

Key Quotes:
Over 40:
"It seems like it's the size of the town that should have more industry than just meatpacking. For example Pella has Vermeer and Pella Corp. I think of Percival Scientific is there, and they are a good size but you don't hear about it."

"If there were reasons to go there and an attraction I would go to Perry. I've been to Boone several times to go to Redekers."

"The kid's sports things can draw you to small towns."

"Even going to the hotel, I think we went every year for Valentine's Day. All we did was go to the hotel, eat at the hotel and bowl in the hotel. We didn't go outside of the hotel. It's a beautiful place, but we've only stayed in the hotel."

Under 40:
"I know the hotel is a five-star hotel and is a rarity in small-town Iowa."

"I've never heard of the hotel, but now I really want to visit it sometime."

"I used to go to the tea room with my mom and aunts. Now that it's closed, I have no reason to go."

<u>Question Four</u>: Imagine you have friends or family members in town. How would you describe the city of Perry to these friends or family members?

Over 40:

On this particular question, participants' answers were short. None of the participants indicated they would take visiting friends or family members to Perry. They noted the size, industry (meat packing), and large Hispanic population in how they would describe it to friends. One participant shared that there is too much in Des Moines to want to take visitors elsewhere.

Under 40:

Overall, this question didn't create much discussion. Many of the participants indicated they would have no reason to take their friends or family outside the metro area to go to Perry. Many said even if they were to visit the hotel, there would be nothing else for them to do while they were there, so it would be a waste of a drive.

Key Quotes:

Over 40:

"I would say it's a small town but I don't know much about it."

"It's a small town with meat packing."

"I've heard that they have a large Hispanic population, but I don't know much else."

Under 40:

"My parents attended a wedding reception at La Poste. They said it was great!"

"There are so many places I could take visitors in the Des Moines area. There would be no reason for me to take them all the way to Perry."

<u>Question Five</u>: What are your general attitudes or perceptions about the culture or diversity of Perry?

Over 40:

Participants thought the city should celebrate the diverse culture of Perry and attract visitors to festivals or events to celebrate the rich culture. While earlier in the conversation, there were negative perceptions of the diversity shared, this question fueled positive comments around experiencing new cultures and celebrating the heritage.

Under 40:

The group felt positive about the diversity but thought it was clear the town did not embrace the diversity and almost treated itself as two separate towns. It was mentioned there is an "us and them" mentality that is easy to observe.

Key Quotes:

Over 40:

"They have a lot of diversity. Maybe it's an opportunity for them. Maybe they look to celebrate the Hispanic culture. It could make it different and unique."

"My experience with Hispanics is outstanding here in Des Moines. They have a great work ethic, they are nice, and they are religious."

Under 40:

"My experience in the town on RAGBRAI was really positive. The people were welcoming and accommodating."

"I think a lot of people who live in Perry grew up and will stay there their entire life."

<u>Question Six</u>: Do you have plans to visit Perry within the next year? Why or why not?

Over 40:

No participants had specific plans to visit Perry within the next year, but a few were open to it and mentioned reasons they might go. One mentioned the BRR bike ride and another said they would like to see the hotel again. One participant shared that they would not go, simply because of the distance and lack of reason to visit.

Under 40:

No participants had plans to visit Perry in the next year. However, after the group discussion, there were some participants who expressed interest in some of the attractions, specifically the hotel.

Key Quotes:

Over 40:

"I wouldn't mind seeing the Hotel Pattee again because it's been a while."

"I might do BRR because it's supposed to be a warm winter."

"If I had to go to Perry I would go, but if I didn't, I wouldn't go."

Under 40:

"Now that I've heard of the hotel, I would be interested in going sometime, but I don't have any set plans of visiting."

"I could see myself biking on the trail sometime in the next year, but I don't have any plans at this time."

<u>Question Seven</u>: Is there anything else you would like to add about your perceptions of the city of Perry?

Over 40:

Participants were interested in supporting the community and enjoyed thinking of things that could attract visitors. Overall, they felt the community needed a good dose of pride and a strong reason to visit, whether that be purely for entertainment or some sporting event or business.

Under 40:

Overall, the group concluded Perry had a lot to offer, but the majority of them had not heard of any of the attractions the town has to offer. Many participants suggested there needed to be a stronger reason for young professionals to visit - winery, brewery, something they can't get in Des Moines. There was also a suggestion for Perry to add its heritage attractions to the Iowa Culture app to inform visitors of their attractions.

Key Quotes:

Over 40:

"It seems like the community needs to build some pride. They need to embrace their culture."

"You could theme something around a holiday and it would be a big draw."

"It's not that far from Des Moines, but people need to have a reason to go there."

Under 40:

"I don't really hear about Perry negatively or positively, or in general."

"If more people knew about the events and attractions, more people would visit. I've just never heard anything about them."

Analysis

The majority of participants in the focus groups were aware of Perry because of Hotel Pattee, the Raccoon River Valley Trail or the meat packing plant. The people who talked of Hotel Pattee and other amenities were positive while those who knew of the meat packing plant associated it with Perry in a negative way. This is important because it shows that people identify with Perry through the Tyson plant. When marketing Perry, it is important to acknowledge this and integrate it in any efforts to promote the community.

Furthermore, participants in Des Moines focus groups recognized that the diversity of Perry has impacted the community in positive and negative ways, but agreed that it is something that the community could capitalize on to depict the community in a more positive way. Focus groups said it should be a point of pride and celebration, and we recommend including this in future marketing efforts.

Perry Resident Interviews

Method

To capture deeper insight into residents' opinions of Perry, qualitative research was conducted through interviews both via telephone and email. The research proposal originally called for focus groups to be held in Perry, as they were in Des Moines. However, due to scheduling and timing issues, a focus group was unable to be conducted. In place of this, individual in-depth interviews were conducted with contacts provided to the research team from city leaders as well as with a few additional personal contacts. Between November 12 and November 20, the research team connected with 14 individuals to gather their insights. A list of questions asked can be found in Appendix B.

Overview of Respondent Demographics

The table below details demographic information for interviewees.

Age	Responses	Percent
Under 40	6	43%
Over 40	8	57%
Total	14	

Table 9: Perry Resident Interviews, Respondent Demographics

Results

The research team conducted phone and/or email interviews with individuals who work and/or live within the city of Perry. These individuals range in age and gender but are primarily of white/Caucasian descent.

The research was focused on a set of seven key questions (see Appendix B). Overall, the respondents had both negative and positive feedback to share about the community, although, there were more positive perceptions and feedback than negative.

Key Takeaways:

1. Overall perceptions of the community are positive, and people are proud to live in Perry.
2. Many people are drawn to Perry because of existing ties or job opportunities.
3. Many residents noted the city is “struggling” especially in the areas of housing, education and entertainment opportunities (particularly for young adults).
4. Cultural diversity makes Perry unique, but respondents noted there are still acceptance, understanding and cultural issues.

Below are a few of the high-level responses we received from the qualitative interviews.

<u>Question One:</u> What made you choose to live/work in Perry?

The majority of respondents were drawn to Perry because of existing family ties, the size of the community (smaller) or because of a job opportunity at a young age.

Key Quote:
Please note that all direct quotes included are taken word-for-word from respondents and have not been edited for spelling or grammar. For confidentiality, participants have not been identified.

"We wanted to raise our family in a small town and not have to deal with the hassle of city life. We were looking for a community that had opportunities for us to live and work but still had things to do and was close enough to a larger town if we wanted to get away for a day."

<u>Question Two:</u> Please choose the first three words you can think of to describe the community. Why did you choose those words?

Overall, the responses were split between positive and negative terms. A list of the responses is below.

Positive	Negative	Neutral
• Diversity (4) • Safe (2) • Progressive (2) • Accepting • Quality of Life • Caring • Proactive • Welcoming • Friendly • Comfortable • Inviting • Location • Tight-knit Community • Traditional • Fun • History • Culture • Artistic	• Struggling • Deteriorating • Lackluster • Small (limited options)	• Diverse (7) • Small • Multilingual

Table 10: Perry Resident Interviews, Qualitative Results I

Key Quotes:
Please note that all direct quotes included are taken word-for-word from respondents and have not been edited for spelling or grammar. For confidentiality, participants have not been identified.

"Diverse, Caring, Proactive: We have a very diverse community. The diversity makes us culturally rich. The community is active in taking care of the issues the people have. The community has a friendly feel that comes from this. The community is willing to address issues to make us better. The diversity we have in the community creates needs to be better and handling different situations that arise.

"Diversified, multi-lingual, deteriorating. We seem to be very diversified in our approach to populate. We have very many minority groups here. Our housing is starting to deteriorate because of the lack of effort people put into keeping their properties up."

<u>Question Three:</u> Think about your experience as a member of the Perry community. What feature (or features) of the community make(s) you proud to live and/or work here? Why? Do you feel this feature is widely known?

There are many features of the community that make Perry residents proud. Below is a list of the key features that were discussed during the interviews. Overall, respondents agree these features are starting to become known, but they are not widely known by internal and external audiences.

Points of Pride

- Diverse culture – *"I think Perry has embraced our diverse culture and it is who Perry is."*
- Historic preservation of buildings – *"The hotel is a great attraction to the area. It is great to have the history of this to share with others."*
- Safety – *"There is a sense of safety and comfort that makes me proud to be here."*
- Events – *"The small things in town are entertaining, free, and family-oriented. I don't know that people from other towns are aware of the things that go on in our town."*
- Collaboration – *"How the community and its residents work together to accomplish growth and development in the community."*
- Partnerships – *"I like how the city, school system, business community and DMACC have partnered."*

<u>Question Four:</u> When you are looking for entertainment in Perry, what is your go-to activity? Do you think this is widely known in the community?

Based on our research, there is a handful of solid entertainment options available in Perry, but there is room for improvement. It was noted by multiple respondents that the city lacks entertainment options for young adults.

Overall, favorite city amenities include: La Poste and the Handle Bar Happy Hour, Hotel Pattee (bar and restaurant), the Bike Trail, the movie theatre, Gravel Road Concerts, church groups, high school sporting events and the Perry Golf and Country Club (although, "it struggles financially to make it," said one respondent). Respondents agreed people within Perry were aware of these entertainment options.

<u>Question Five:</u> What is the general attitude of community members about the diversity of the community? What can you attribute this attitude to?

Overall, the cultural diversity is seen as a benefit to the city of Perry. Although, respondents noted there is still some prejudice and cultural differences that could be addressed and improved. Additionally, the young adults shared they are more open and embrace the different cultures and people in Perry, whereas they've seen older generations having trouble with the diversity of the city.

Key Quotes:
"The attitude is fairly accepting, but still some prejudice. It's been many years since the culture shift started, but many still don't understand or want to understand about other cultures. The best place seems to be within the schools. Watching the kids work together during Volunteer Day, in plays, musical performances and athletic events gives one hope."

"The community is receptive to the diversity. I think this is due to the open lines of communication between all the groups in the community. They are proactive to the issues and strive to make things better. As long as the groups are aware of any issues they work hard to eliminate them."

"I think the majority of community members are aware of the diversity but do not understand the fundamental differences in the cultures. It appears to be difficult for people to understand that not everyone wants the same things they do. This attitude is prevalent in discussions about wanting/keeping more businesses in town. Comments like "a town of our size" and comparisons to surrounding communities of similar size without the diversity do not take into account the attributes or spending habits of those cultural differences."

"Farmers and people that have been in Perry a long time - would honestly say it's a detriment, a lot of old attitudes (racial and sexist). "Hispanics should go back to where they came from." Generally speaking though, for the rest of the population (younger and more progressive) not so true. They get to know people of color, etc. - see them as just people. Blue collar people that haven't left Perry are struggling with it more than others."

<u>Question Six:</u> What would you tell a close friend or family member looking to move to the area about the Perry community? How do various parts of the community change your recommendation?

While Perry residents are proud to live in Perry, they do have some hesitations when encouraging others to move to Perry. Lack of housing, education concerns and lack of entertainment options were noted by many of the respondents as potential issues. Although, the proximity to larger communities, such as Des Moines and Ames, were used a selling points.

Key Quotes:
"I would tell them that they would find it difficult locating a home in the middle to upper price range. They would find a diverse population that has had an affect on the quality of education their children may receive. We have become a bedroom community to Des Moines and local shopping has become limited. For entertainment I would assume you should be expected to travel to Ames or Des Moines."

"Probably would not recommend it especially if there are young kids in the family. The elementary school is number one reason I would not recommend them moving here. The entertainment options are lacking in Perry for those not interested in bicycling or hanging out in bars or bar-like establishments. Although, there is a close proximity to Ames and Des Moines metro, which opens up many more entertainment options in many more entertainment areas. The cost of living is very affordable."

"The area is a good area to live in. There is not a lot of new home construction available so sometimes housing is an issue. There are some areas in the town that look junky and run down. The school has a good reputation which helps. The town has lots available to it for activities and helps sell itself."

"I would encourage them as I feel that it is a great place to live and raise a family. We have all the activities that a person could want locally and if one is looking for something additional Des Moines and Ames are both very close and an easy drive."

<u>Question Seven:</u> Is there anything else you would like to add about your perceptions of the city of Perry?

According to the research, residents see a few potential opportunities for the city of Perry.

1. **Untapped Workforce - "***It's got a workforce that has not been tapped into. I believe a small company could utilize the populace."*
2. **Perceptions/Art** - *"A lot of people choose to think of us as a "Packing House Community" but we have much more to offer than that. There is a huge drive to make us a art cultural center. We are making huge strides at this project. It could be the savior of our downtown district."*
3. **Housing** - *"People aren't moving to Perry. We are working on a big housing study - trying to figure out why people aren't moving to Perry. There are no building projects, no new houses and not a lot of places to rent. Housing is holding Perry back and we need to change that."*
4. **Perceptions** - *"We haven't done a good job of marketing Perry - we need to rebrand, get fresh copy, get out there and tell people our story to get people to come to Perry."*

Overall, residents are proud of the city, the people and the community. The quotes below highlight a few of these key areas of pride.

Key Quotes:
"I was born and raised in Perry, only lived away for 10 years. It's my home. There are some things that could be better (more businesses in downtown would be a bonus) but in general, it's a good place to live. It's hard to describe how I feel about it and sometimes depends on the day. But we're happy here."

"Perry is a blue collar town, hard working people, proud of the area, and proud of their community. The diversity the area brings is excellent. I am looking forward to the addition of the soccer complex which should be a great draw for our community."

“We have many dedicated community leaders that are diligently volunteering their time to the development of housing and industry in Perry. The DMACC Career Academy is not only benefitting our local residents but bringing in many students from outside the community.”

Analysis

The highest-ranking positive takeaway from the interviews of Perry residents is that it is a diverse place to live. Interestingly, this is also the highest-ranking negative takeaway from the interviews as well. Based on responses, residents are very polarized on this subject. Working with the community to abolish the "us and them" mentality and unite the city would bode well for the town. It may also help in recruiting new residents to the area. Again, embracing and promoting events that showcase the town’s diversity, such as Viva Perry Latino Festival and Las Posadas Christmas Celebration, is highly recommended.

Additionally, lack of housing and job opportunities was continuously a point of discussion with Perry residents. Many of those interviewed mentioned the lack of housing opportunities for middle class residents and an emphasis on low-income housing. Moreover, the majority of those we spoke with felt Perry has an untapped workforce. Thus, creating job opportunities and housing options for middle-income families should be a priority for the city administration.

For the most part, residents we spoke with have positive feelings about the community. Leveraging their testimonials about the community may be a good direction to take when considering how to promote the city to surrounding towns and potential residents.

Future Research

Research should be ongoing as the city continues to improve its reputation with community members and visitors. Some areas that could benefit from more in-depth study include the school district, the town's diversity, housing availability and development of the main street, including main street businesses.

Many times throughout the research of perceptions of the community, concern regarding the quality of the school district was expressed. Conducting a study in conjunction with the school could glean more in-depth knowledge of where the concern is stemming from. A strong school district with a positive reputation is invaluable in a community looking to grow, thus our recommendation for focusing on this as an area of study and improvement in the future.

Over and over, respondents of our research brought up the struggle of diversity acceptance throughout the community. While many saw immense value in the differing cultures, others were concerned with the lack of acceptance in the community. Given more time and resources, we would have liked to gain a deeper understanding of diversity reception within the community and the perception of the diversity from outside of the community. Hosting a focus group in Spanish for Spanish-speakers living in Perry would allow a deeper understanding of acceptance they feel within the community. Additionally, having a Spanish version of the Des Moines survey and distributing it throughout the Spanish-speaking population of the community may produce valuable insight into the knowledge and perception of Perry within that demographic.

Finally, respondents of our studies frequently mentioned the lack of draw Perry has in bringing new families to the community. Of the reasons listed, lack of businesses, restaurants and overall activity in the main street district of the city, as well lack of new housing made the top of the list. Therefore, conducting research to identify specifically where needs in these areas are not being met would benefit both city administration and community members.

Research Limitations

There were some limitations to the research that was done. First, the group received very few responses to the online Perry survey from Spanish-speaking individuals. Although there may be some citizens in Perry who speak both English and Spanish, the people who only speak Spanish were not well represented in the results of the survey. Because of this, the group is not able to report many perceptions of Perry among Hispanic people in the community.

Secondly, the research team was limited in the qualitative research that was gathered for the city of Perry. While there were plans to host a focus group, there were not enough participants available. Instead, the group conducted email and phone interviews with Perry residents. While good responses were recorded, the focus group would have allowed for thought-sharing and additional comments.

Finally, there were only 83 responses recorded for the online Des Moines survey. The group hoped to have more responses than this, which would have helped to measure the perceptions of Perry among Des Moines residents.

COMMUNICATIONS

Drake UNIVERSITY

PERRY
Make Yourself At Home!

Communications

Perry Resident Survey

Key Takeaways:

1. Create a strategic 2016 annual communication plan.
2. Build expectations for consistent communication to be delivered through methods of both paper form and social media.
3. Improve methods of communication through the City of Perry Facebook page.

Overview

When discussing potential areas of research, it became clear that the City was unsure about their current communication with citizens of Perry. This concern stemmed from official's lack of confidence in the messaging and chosen communication channels. It is important to understand how to communicate best to the varieties of cultures in Perry and understand how they are receiving their information. Thus, the public target for this portion of research is the citizens of Perry, consumers of city communication. It is our goal to understand the communication necessary to best reach the citizens of Perry. With the results of this survey, we hope to be able to have conclusive answers for the most effective ways that city communicators can deliver information to the citizens of Perry. With this insight, we aim to improve the engagement between Perry communicators and the citizens of Perry.

Method

The method in researching communication tools within the city of Perry was both electronic and paper surveys. As researchers, it was our desire to reach as many age groups and culturally diverse citizens of Perry. We also provided an option to complete the survey in English and Spanish, to be certain that we did not withhold the opportunity to participate in the survey.

A quantitative study was completed to reach as many citizens as possible and identify a specific set of communication tools that work effectively to communicate to the citizens of Perry. To complete the electronic surveys we asked the current and former city administrator to compile a list of email addresses. In this email list, they also included the Perry school system's teachers and superintendent. Peterson and Niebuhr then sent the electronic survey to all emails provided in the email contact list. To continue to get the word out about the survey, we posted the survey on the city of Perry's website, the city of Perry's Facebook page, through the city text message, publicized on the perrynews.com website, in the Perry Chief newspaper, and on the local radio station. We also dispersed paper surveys to the citizens of Perry. The paper surveys were located at the senior center, the City of Perry Library, the McCreary Center, as

well as several local churches. The method of sampling was a convenience sample because we will not be able to capture the entire population.

The instrument used in this research was a survey. The survey was available both online and in paper form, with an English or Spanish option. Qualtrics was the website utilized for the online survey. The survey used Likert scale questions with predesignated responses, except the questions on demographics. The purpose of creating this online and paper was to ensure we received a variety of responses from citizens who are more comfortable with computers and those who are not. The survey was available for citizens to participate November 10th to November 17th. The total participants who completed the survey was 445 of respondents. For a specific breakdown of the participants who responded to the survey reference page 13 which will provide the overview of respondent demographics. See Appendix C for the survey questions.

Results

The first topic researched within the survey for communications was how effective the citizens felt communication is and if they felt well-informed. It was interesting to see that 40% of citizens felt somewhat well-informed on city's events and projects. While only 32% of citizens felt the communication from the city and citizens was somewhat effective. 21% of citizens somewhat disagreed that the city of Perry's communication was effective.

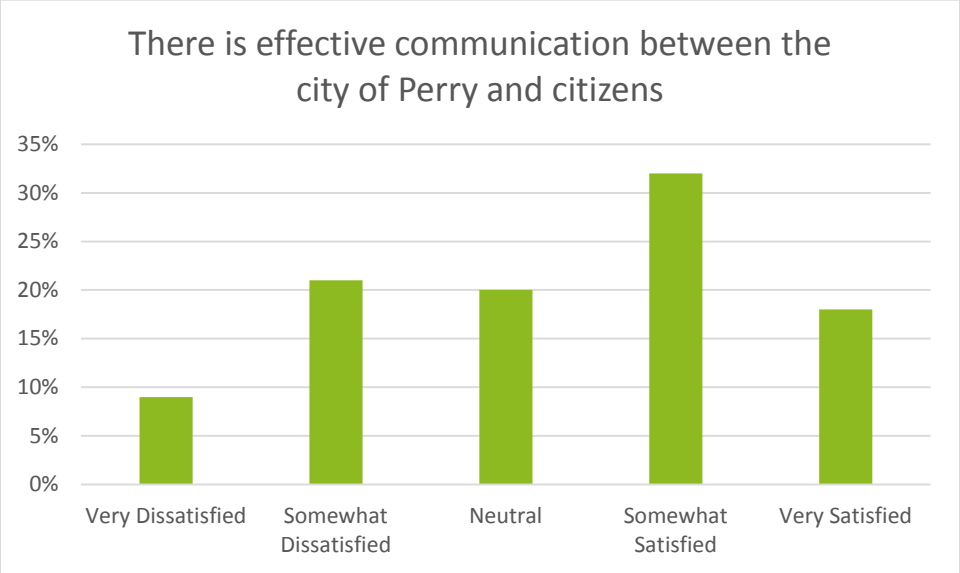


Figure 2: The Effectiveness of Communication between the City of Perry and Citizen, Quantitative Results

It is thought-provoking to see the citizen's response to how they currently utilize communication methods to receive information about the city of Perry, and how they would prefer to find information in the future from the city of Perry. Currently, citizens of Perry find information regarding the city of Perry through the following methods (listed in order): the perrynews.com, the Perry Chief Newspaper, through word-of-mouth, and through the City of Perry's Facebook page. When asked how they would prefer to receive information in the future, citizens said their preference is first through the Perry Chief Newspaper,

second through perrynews.com, and third through the city of Perry's Facebook page. Oddly enough, out of all of the options, word-of-mouth is 10th out of 13 options. The city of Perry's website was the 6th preferred method of communication by citizens.

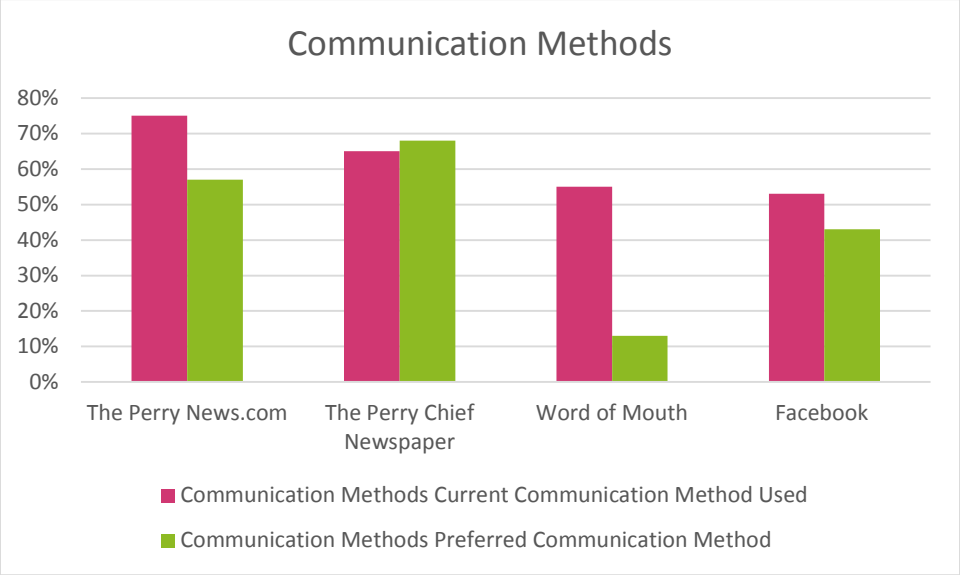


Figure 3: Communication Methods Currently Used and Preferred, Quantitative Results

For future communication strategies, it is curious to see that 44% of the city of Perry citizens are on the internet between 1-2 hours a day. Out of the responses, 75% of participants stated that they spend 1-2 hours a day on social media. From that information, we found that 72% of citizens of Perry would prefer Facebook be the social media platform to find information about the city of Perry. Although the information on social media seems to resonate with a high number of citizens, it is still important to acknowledge that there will continue to be a large number of consumers who prefer to utilize the Perry Chief Newspaper.

Setting up new goals will be dependent on the desire for information to be received in the future, and at what frequency. The top three areas consumers want to hear about is news and happenings in the city, schedule of events, and long-range plans for the city of Perry. 55% of consumers also mention that they would appreciate having updates from the City of Perry in a weekly frequency.

Analysis

An important takeaway with all of the information provided on communication is how the city of Perry can utilize this information in the future. From the research provided, it would be a strong strategic move to create a communication plan for 2016. This plan can set a goal for the frequency of communication and the type of channels the city wishes to utilize. Based on specific feedback, it was clear the inconsistency in communication has caused frustrations. In the 2016 communications plan, we would suggest the city of Perry establish expectations to allow communication to be delivered through both paper methods and social media. With a better vision of how the city would like to improve and maintain communication, further research will reveal how to be more effective in the future.

There were a few limitations within the demographics of our responses with citizens. While we had 62% of females complete the survey, the census shows that 49.5% of Perry's citizens are female. As for ethnicity, 5% of participants categorized themselves as Hispanic, when the census shows 37.5% of the population of Perry are Hispanic. For future research on communication, we would suggest that there is a larger emphasis on reaching all demographics. Initially, we did try to improve our demographics by providing a Spanish version of the survey, which did help provide more perspective.

Overall the information we received is a great starting point to continue to grow the communication efforts in the city of Perry. With the information provided, the city can utilize the communication methods proven to be more effective, in the manner the citizens prefer to receive information. The exciting portion of the research is that the citizens do want information from the city, in fact, they want it in a weekly and consistent form.

Des Moines Resident Survey

Key Takeaways:

1. Internet is king. Des Moines residents scored the Internet as the most used medium in almost every category.
2. They believe that Facebook is the most useful social media platform and spend at least one hour a day on social media sites.
3. Over half of respondents said they visit surrounding communities based on something they see on TV or read online.
4. Residents see and pay attention to majority of their ads on the Internet.

Overview

After meeting with city officials, it was revealed that there was a strong desire to connect with potential visitors of Perry. Upon further inquiry, it was clear that there wasn't an intentional plan in place to connect with that identified audience segment. Our main goal of this research was to distinguish the way information is consumed, and define the usage and frequency of particular communication channels. It was our hope that the results would illustrate the greatest opportunity to reach the intended audience and increase community engagement.

Method

A quantitative method was used to conduct this research through an electronic survey created in Qualtrics, a survey software program. The sample chosen were Des Moines residents who have visited Perry. Perry expressed a desire to attract visitors from Des Moines, so we focused our efforts on these residents. There was a total of 95 people that completed the survey. There were both male and female participants, the ages of participants ranged from 18 to 74 and majority of all participants had visited Perry within the past three years. The survey included 41 questions that ranged in open-ended questions to Likert-type questions. An example of an open-ended question included in the survey was: Is there anything else you would like to share about your perception of Perry? An example of a Likert-type question included in the survey was: Perry is a great place to live. The participant had an opportunity to choose one which equaled strongly disagree 2, 3, 4 or 5 which equaled strongly agree. The survey was sent out as a link to current Des Moines residents through email and social media sites. The survey was active from November 2-17, 2015. To see the entire Des Moines survey, please see Appendix E.

Results

Results of the survey were very helpful in highlighting where potential visitors of Perry get information about surrounding communities, the social media platform utilized the most, and much more. 33% of responders identified they get the majority of their information about surrounding communities from the Internet. Close behind with 27% was social media (See Figure 4). 53% of participants responded that they visit surrounding communities yearly based on something they see on TV or read online. An overwhelmingly 81% of respondents said that Facebook was the most useful social media platform and

along those same lines, 39% of responders spend at least one hour on social media sites per day (See Figure 5). 63% of responders said they see the majority of ads on the Internet, and 85% said they either pay attention to those ads or sometimes pay attention to those ads (See Appendix H).

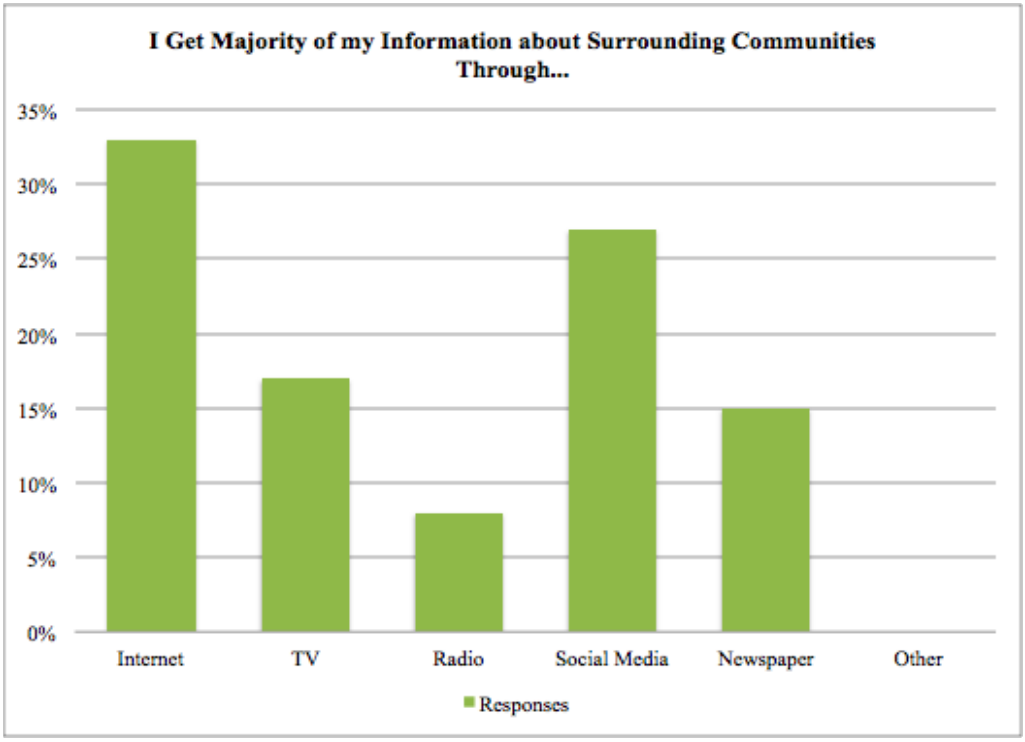


Figure 4: Where Des Moines Citizens get Majority of their Information, Quantitative Results

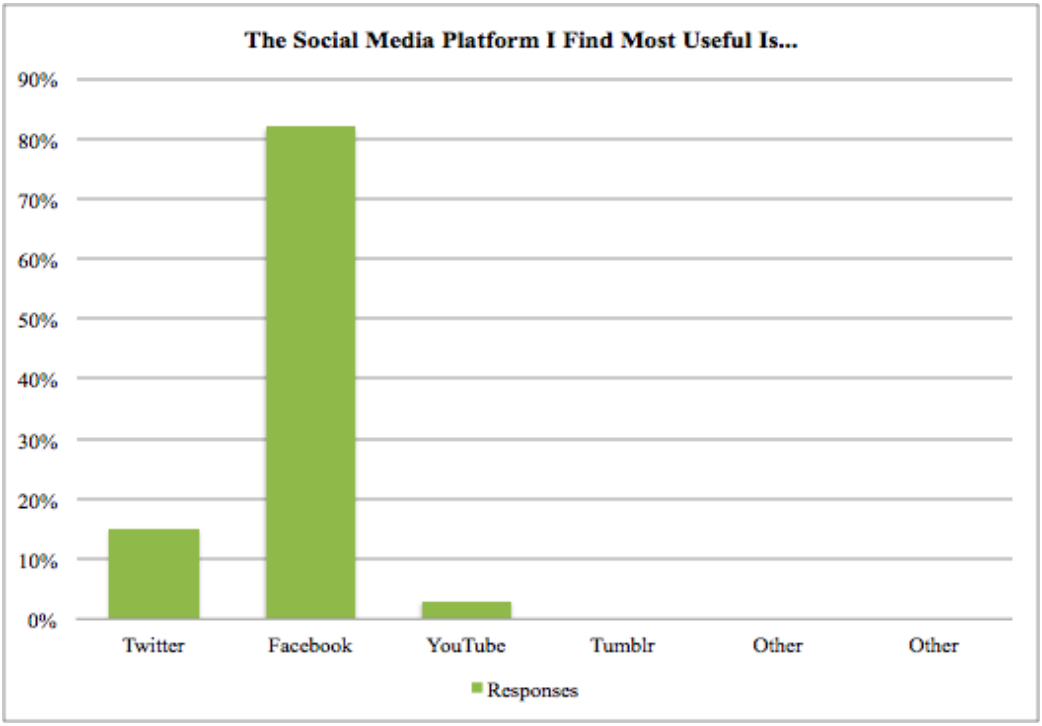


Figure 5: The Most Useful Social Media Platform, Quantitative Research

Analysis

After analyzing the data compiled from the survey, it is very clear that the Internet is the king of information. In almost every category, it scored the highest regarding being used by Des Moines citizens. Whether it was being used to check social media sites or emails, the Internet was the most used medium. This is great information for Perry because it gives concrete data that proves the majority of information is consumed via the Internet. One limitation of this data is that it is not the entire Des Moines community it is just a small sample of Des Moines residents. Surveying the entire Des Moines population could change the data. About developing a public relations campaign, this data could help shape areas of focus particularly relating to ways to communicate to potential visitors. I think there is evident data that shows where the City of Perry should be spending their money and time when it comes to communicating with that specific audience.

Perry In-Depth Interviews - City Communicators

Key Takeaways:

1. The launch of a successful communications campaign begins with the understanding of goals, objectives, and the means in which success will be measured. Creating a marketing plan before launching into tactics, however simple the plan, is always a smart approach.
2. There's a lot to learn from website visitors, e-newsletter subscribers and website and email analytics. With an intern at the helm, there's a strong likelihood that information isn't being aggregated and operationalized.
3. It will take understanding what matters most, and communicating that repeatedly before connections will be solidified with both the Latino and low-income citizens of the community

Overview

The target public for this approach is the Perry City Council, City Administrator, and Mayor. In large part, these are the individuals in charge of creating and utilizing communication channels between both resident and non-resident. To assess the effectiveness of the city's communication efforts, one must first review the landscape and define current and future goals and objectives.

Method

Chosen for this approach was the qualitative method of in-depth interviews. It is critical to use a method that allows for the ability to ask clarifying questions while also creating the flexibility to inquire further and change directions. The use of in-depth interviews will increase the likelihood of understanding the intention, ideas and hurdles that lie beneath the city's communication efforts.

Researchers first established the full list of individuals that make up the city's overall communications team. Once compiled, appointments were established for one-on-one interviews in the city of Perry.

The in-depth interview questions focused on gaining an awareness of the current efforts made by city communicators (Appendix I). An additional area of focus aimed at understanding goals and success metrics. It was also important to grasp their current vision and strategic plans for the future.

Results

Strong sense of community pride

The subjects interviewed for this analysis were all very different in their positions and vantage points. Where they stood united was in their strong sense of pride for the community they call home. Their enthusiasm when discussing La Poste and *Art on the Prairie* was infectious. Additionally, Perry's thriving downtown and historical reverence had each of these interviewees beaming with excitement. Jenny Eckland's words best crystallized this sentiment, "Word-of-mouth brings people to Perry, and the passion, drive and customer service keeps them coming back to experience more of our city features."

The other point of unity amongst this group was their strong desire to bring more community awareness to both residents and visitors of Perry. While the development of this great city has come a long way, interviewees believe there's great opportunity yet to be explored. According to the Mayor, "We need to keep up with technology and establish an enhanced unified effort by local establishments and individuals to purvey a positive image of what Perry has to offer."

Target audiences:

- Potential visitors in surrounding areas (25-50-mile radius)
- Perry residents, specifically: chamber of commerce, service clubs, industry leaders, farmers, educators, professionals (including young professionals), foundations, senior groups, elected officials and tourism and hospitality industry providers, Hispanic population, art and history enthusiasts

It is without question that city communicators have explored current means of communicating with their target audiences. Officials described a list of public relations efforts and paid media campaigns aimed at increasing community engagement. These efforts are as follows:

Summary of efforts – Residents

- Mass emails to residents and businesses – sent at least once per week
- Texts sent via CloseBy Text Marketing – sent at least once per week (paid media).
- Posts to Facebook – at least one post per week. Facebook posts pushed to the Perryia.org
- Newsletter in Perry Living monthly magazine (paid media)
- Bi-weekly PSA's distributed to local media – KDLS radio, Perry Chief newspaper, Perry News online news source, Pegasus Channel 12 Local Access Channel, El Enfoque local Latino news source.
- Word-of-mouth through speeches and appearances – as requested
- Paid media advertisements for special events, such as youth sports, etc.

The desire to attract visitors to Perry has city communicators incorporating additional channels. Utilizing technology and leveraging partnerships is an approach designed at reaching beyond the city limits. These efforts are as follows:

Summary of efforts – Visitors

- The chamber office has brochures, trail maps and informational pamphlets about Perry and local attractions.
- The Chamber website, city website, Perry schools and Perry Industries are all linked for ease of information about Perry.
- City staff, the Chamber of Commerce and school administration are all located in one, very visible building for convenient one-stop access to information.
- Regional news coverage of Perry events helps keep Perry on the map for travelers
- Membership in the Des Moines Convention and Visitors Bureau.
- Efforts by local businesses, online and in regional media, also help to highlight Perry.
- Paid media for special events
- QR codes for Hotel Pattee artwork

- Soon to come are Wayfinding and universal signage to enhance finding local shops businesses and attractions.

Measurement

There was an overall consensus amongst interviewees that city campaigns seem to lack pre-established goals and success metrics. While the overarching mission is to increase community awareness, to define that is still in progress.

The ability to measure their communications efforts were described as being too difficult and time-consuming. On occasion, the website intern will mention *hits*, but there's very little talk about connecting this activity to efforts.

In spite of the lack of defined objectives, Perry's *Veteran's Day Celebration* is gaining top-of-mind amongst citizens and *Art on the Prairie* has seen year-over-year attendance growth. Subjects attribute this surge to the power of word-of-mouth advertising, but it's difficult to know for certain.

Finally, it was mentioned that there's an unofficial review of Perryia.org and Facebook on an ongoing basis. While it wasn't clear what guideposts were used in this review, the desire to optimize was undoubtedly present.

Without a means and understanding of how to perform a communications audit, the interviewees were keenly aware of how difficult it is to understand how their target audiences are consuming their messages. In turn, officials are uncertain how to elevate prior efforts for future results.

Hurdles

Perry is a growing city with an impressive list of attractions and businesses. Like any city, Perry has its set of pain points and challenges. Interviewees described some of the barriers involving communications, and difficulties reaching various sub-audiences. Some of the obstacles include:

- Limited utilization of social media channels
- Not all communication was translated to Spanish
- Citizens in low socioeconomic areas are disconnected
- Competition from surrounding cities – namely, West Des Moines
- Understaffed and in need of additional interns
- Need a substantial product to sell to raise money for the city
- Establish a more effective means of communicating the changing nature and availability of residential housing in Perry.

Analysis

Marketing Plans

The launch of a successful campaign begins with the understanding of goals, objectives, and the means in which success will be measured. According to the subjects, Perry's plans are void of these foundational elements, leaving them vulnerable to working harder, not smarter. In other words, there needs to be a shift from old-fashioned spray-and-pray marketing (that is, telling a lot of people something

and hoping it sticks for some of them) to a respectful, two-way relationship with residents and visitors. Creating a marketing plan before launching into tactics, however simple the plan, is always a smart approach (Miller & Andersen, 2010).

Moreover, Perry's marketing and communication efforts don't seem to extend much beyond the city limits. There appears to be an overreliance on collateral aimed at people already interested in visiting Perry – such as brochures and pamphlets housed at the Chamber. Consequently, there's a missed opportunity to motivate a broader audience to visit the city.

Website

A city's website is an opportunity to tell a story and engage audiences. Before any other online channel, it is the website that will brand your city and position the content as a trusted resource. In large part, Perryia.org is managed by an intern. This act sends a message that the creation and maintenance of the site isn't considered a key marketing tool.

In a fully optimized site, campaigns should center on your website, and all other online and offline tactics will point back to that page (Miller & Andersen, 2010). Given the feedback from interviewees, the site is being used to point users in other directions.

There's a lot to learn from website visitors, e-newsletter subscribers and website and email analytics. With an intern at the helm, there's a strong likelihood that information isn't being aggregated and/or operationalized. As affirmed by Bill Clark, "Occasionally our intern will mention hits, but we don't discuss what efforts led to these results, or what we can do to increase hits. These things are hard to measure, and we don't have the time."

Sub-Audiences in Perry

Without being able to pinpoint the exact reason(s) why, interview subjects agreed that communication efforts haven't always focused on reaching the Latino and low socioeconomic populations in Perry. The needs of these audiences remain quite different, but the messaging should be targeted to their respective interests. First and foremost, those needs must be defined.

Interviewees have described particular attempts to understand how to connect with these audiences, but success has remained elusive. Relationships take a long time to build, and trust takes even longer. It will take understanding what matters most, and communicating that repeatedly before connections will be solidified. Motivational calls-to-action will only be successful once Perry can get their proverbial finger on the pulse of these communities. Additional research and outreach efforts would be an effective foundation for building a healthy, long-lasting relationship with these populations.

DIGITAL MEDIA ANALYSIS

Drake UNIVERSITY

PERRY
Make Yourself At Home!

DIGITAL MEDIA ANALYSIS

Digital Media Analysis

The digital footprint of a city is an opportunity to extend their reach and capture audiences where they're at - online. As a means of optimizing Perry's online presence, an analysis was done on their website, Facebook page, and the Chamber Chatter e-newsletter. These digital platforms were reviewed from a branding, content and design standpoint. Each digital media strategy has its set of strengths and areas of opportunity. As such, high-level recommendations and best practice examples are outlined, providing a foundation for city administrators.

Website

Key Takeaways:

1. **Branding:** The homepage is geared more towards current residents and without an *About Us* page, visitors aren't able to connect with the many reasons why Perry is an attraction. Feature images and videos that demonstrate Perry's thriving downtown and lively arts and culture-focused businesses and events.
2. **Content:** In place of focusing on programs and landmarks, concentrate on the people utilizing these features. Use conversational language to express their stories and create a connection with residents and potential visitors.
3. **Organization:** Design your portal according to the main reasons visitors are coming to your website. In turn, create a path on your homepage, above the fold, that will strategically guide users to those actions.
4. **Design:** To visually reflect the tagline, "Make Yourself at Home," warm up the website with images of the people who live, work, and play in the great town of Perry.

Perry's website is a fundamental way to reach target audiences where they are, and in ways that accommodate their busy lives. The city's website is a portal that will engage citizens and connect them with things that matter the most. Perryia.org has the potential to engage residents and visitors and drive them to take action in their community. It takes a seasoned developer and digital writer to create such a platform, but it will align efforts with the city's goals and objectives. While this will require planning and money, it will produce a trusted, one-stop-shop for all things Perry.

Let's take a closer look at the current state of Perry's website:

Branding

- **Color** – The color on the website is kept quite clean. Aside from images, the sole use of color are hints of green sparsely woven throughout the site. I would recommend matching the green to the logo and adding more color to reflect the lively art, history and culture found in Perry. See *Vibrant Use of Color* on Figure 7.

- **Typography** – The main typeface is Calibri, size 11. The classic nature of this font makes the content neat and easy to read. The website also contains elements of Times New Roman and Georgia, with varying font sizes. To streamline the typography, select a singular font to use throughout the site. For effect, use various stylizing to accentuate the chosen font.
- **Images and Videos** – The Perry website did a nice job of using actual city images as opposed to stock photos. Having said that, the images and videos on Perryia.org remain to be a great area of opportunity. The *Discover Perry* video on the website was more of a virtual tour than a promotional tool, and the photos feature very little citizen engagement. Perry has a thriving downtown and lively arts and culture-focused businesses and events. The city would greatly benefit from featuring images and videos that demonstrate these attractions to end-users.
- **About Us** – Perryia.org is without an *About Us* page. While the homepage features a nice message about Perry from the Mayor, the *Read More* was a broken link. In general, I would say the homepage is geared more towards current residents and without an *About Us* page, visitors aren't able to connect with the many reasons why Perry is an attraction. See *About* on Figure 7.
- **Tone of Voice** – There's a great demonstration of support and stewardship in the website's tone of voice. This positioning is a thread throughout the website and provides end-users with a strong sense of community pride. The Mayor set the tone with these words and the verbiage was echoed through the site, "Perry has been designated one of Iowa's "Great Places" and I invite you to learn more about our progressive community."
- **Integration of Social Media** – The website makes it effortless for users to locate and engage with Perry via email and Facebook. With icons located on the top-right of each page, it's quick and easy to stay connected across networks.

Content

- **Quality** – The content used on Perryia.org is technical in nature. While it provides readers with certain facts about the city, it lacks *stickiness* and depth. For instance, the city has incredible recreational activities, but details focus more on the land than the stories of individuals that utilize the property. What's more, some of the city's most notable events aren't featured on the website (i.e. Art on the Prairie, Latino Festival and the annual Lighted Christmas Parade). The website would be better served to showcase more knowledge about the city's robust events. When reinforced by research and stories, those activities will be positioned as "can't miss" opportunities. See *Event Info* on Figure 7.
- **Consistent** – If you allow readers to expect new content, they will frequently return. While the Community Calendar page accomplishes just that, it would be beneficial to provide dynamic post-event content that would regularly drive audiences to the website. For example, after each city-wide event feature a story about its success, how it came together, unique elements and ideas for next year.
- **Relevant** – Perryia.org depicts content that is very relevant to residents. There's sufficient information about basic city fundamentals, with related contact information. Regrettably, the website doesn't display content relevant to potential visitors of Perry. It's important to illustrate *why* Perry is a great place to live and visit to meet the needs of your target audiences. What's more, creating a Spanish version of the website would have more relevance to the 51% of Latino citizens.

- **Engaging** – The website uses adequate content to describe the basic information about certain city attractions. On this platform, however, the plain nature of this language does little to engage audiences. Rather, use words that describe the discovery of fun, connectedness, and power of Perry citizens uniting. In place of focusing on programs and landmarks, concentrate on the people utilizing these features. Use conversational language to express their stories and create a connection with residents and potential visitors. In the end, this will encourage users to discuss and share content on other channels, such as Facebook.
- **Fresh** – Demonstrate that Perry is alive and well by keeping the website current. The *Chamber Chatter* features the March/April edition and it doesn't appear as though the general content has been revitalized in quite some time. Be sure to update the website to make it more interesting to read at least quarterly.

Design

- **Consistent Website Formatting** – Perryia.org uses a consistent template format for navigation and headers. There are some inconsistencies with the template on various landing pages, but they remain sensibly organized.
- **Focused Layout** – Websites should contain a hierarchy of content - using the layout to highlight the most important content. Perry's website appears to be void of this structure. As a result, important content is falling below the fold. It's important to design your portal according to the main reasons visitors are coming to your website. In turn, create a path on your homepage, above the fold, that will strategically guide users to those actions. See *Above the Fold* on Figure 7.
- **Organized Content** – The organization of the city's website content avoids making users feel flustered or overwhelmed. Conversely, some of the rotating page templates produce an interrupted flow of information. The content organization should walk users through an experience. I would advise placing rotating stories on your homepage that link to key subpages. These stories will not only tap into the hearts and minds of users but will also be strategic in connecting them with pages that address the main reasons they signed on to Perryia.org.
- **White Space** – It's important for websites to use enough white space to allow visitors to divide properly and digest the information – promoting readability and comprehension. It's safe to say that Perryia.org adheres to this general rule of thumb. In this instance, however, I would say that the white space is a bit excessive. This element, coupled with the lack of photos, leaves the website feeling a bit cold and sterile.
- **Aesthetics** – The aesthetics of the city's website has a lot of exciting opportunities. To visually reflect their tagline, "Make Yourself at Home," it must be warmed up with images of the people who live, work, and play in their great town. Big up-close pictures of their citizens should dominate the homepage with plain-English descriptions of what the city has to offer. Choose photos that make an impression on site visitors and give them additional information about Perry (Miller & Andersen, 2010). The wording in the navigational menus and text should include "we" and "you," which creates a much more personal experience for users. This inviting language will also be particularly beneficial for promoting inclusivity for multicultural communities. See *Warm pictures and stories* on Figure 7.
- **Calls to Action** – It's hard to decipher the desired path due to the lack of *calls to action* on Perryia.org. To increase engagement and meet goals and objectives, it's important to guide users to experiences (i.e. event sign-up, donate, subscribe). See *Calls to action* on Figure 7.

Summary

The city's website is a key platform in connecting audiences with the remarkable stories of Perry. Our research has identified great ways to create conversations about topics that are important to the individuals you're trying to reach. As a result, consider incorporating the following elements and best practices on Perryia.org:

- Create a style guide that will ensure brand consistency across platforms. This effort will create a cohesive look and feel on Perryia.org, and the channels linked to the site.
- Once current platforms are fully optimized, consider adding Instagram and YouTube as other means of visually telling the story of Perry's notable art and cultural elements. These platforms would then be linked to your website.
- Highlight your community's business developments and renovations, such as La Poste. These stories can also be used to invite future entrepreneurs to take on their own development endeavors.
- Feature the fun and affordable benefits of living in Perry, along with the city's economic programs.
- Demonstrate housing options for middle-income families, and housing developments for low-income citizens.
- Emphasize the efforts being made to create job opportunities in Perry. Create a call-to-action to get citizens engaged in the solution.

Best Practice Example – New York City Website:

Figure 7: Digital Media Analysis: Best Practice

Areas of Opportunity – Perry City Website:

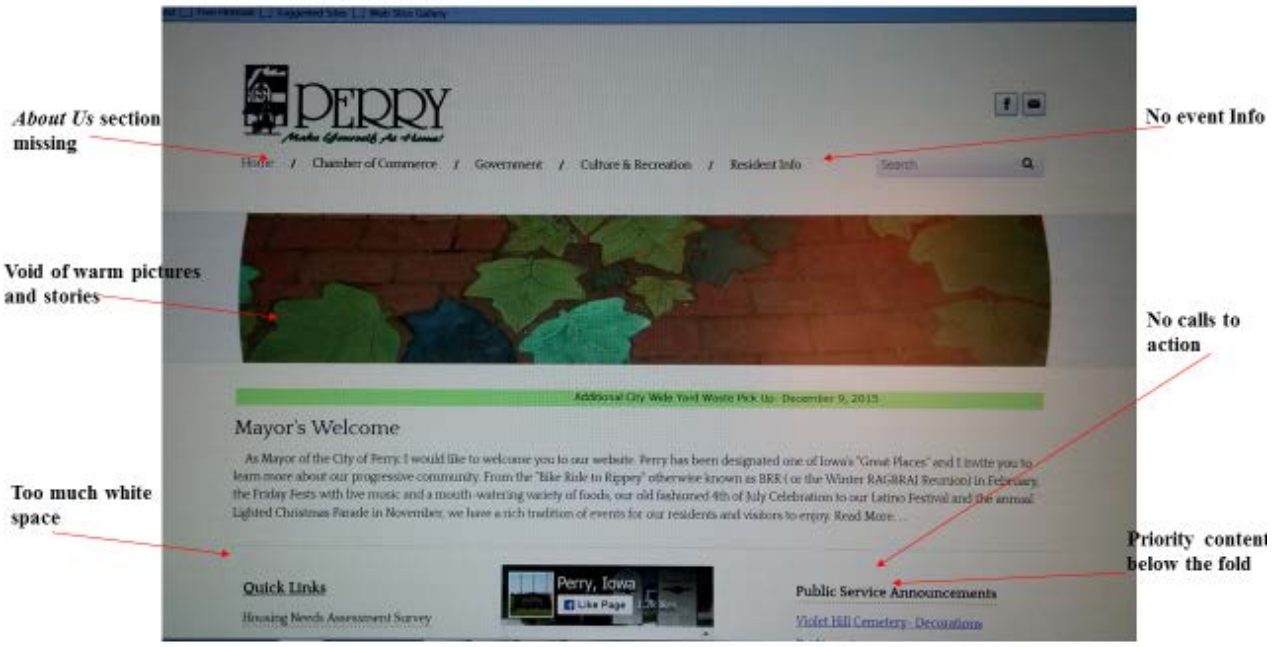


Figure 8: Digital Media Analysis: Perry Website

Facebook

Key Takeaways:

1. Build a vision and purpose for the City of Perry Facebook page, this will help maintain consistency in postings.
2. Form a key brand and messaging path you want to set forth for the future of the City of Perry Facebook page.
3. Create goals for the amount of followers with monthly expectations. This will drive the desire to increase communication to the public.

Facebook can be a very important way to communicate to a large group of people through one post. Many individuals, businesses, and cities are utilizing this method of social media to communicate with their public. Perry currently has a Facebook page for their city titled, “The City of Perry”. While it may seem like an easy venture to add a Facebook page, there is a lot that goes into keeping it consistent and up-to-date, as well as engaging the public and motivating them to follow the Facebook page.

Now let's dig into the city of Perry's Facebook page:

Branding

- **Messaging** - An important item that could quickly change the level of professionalism is creating a brand and the appropriate messaging for the profile picture and cover photo. Our suggestion is to utilize professional pictures that encompass what you would hope your citizens or tourists would perceive about the city of Perry. Given that Perry is known for its art and culture, you can help create that perception by using strong artwork or pictures of the cultural diversity within Perry to visually impact the Facebook page. 62% of participants in the survey agreed or somewhat agreed that Perry has a focus on art, and 60% felt that Perry has a strong culture. An important factor in messaging is the need for strong visuals to help communicate to the public. A suggestion of a way Perry can have a variety of pictures on hand for both the cover picture and profile photo is to create a competition for local artists, asking them to submit pictures of art or culture that they believe encompass the city of Perry. Let them know the winning pictures will be displayed on Perry's Facebook page. This will in turn also create more followers who are interested to see the outcome of the competition. The ultimate goal of successful messaging is to give people a reason to be engaged and follow the page. This will create excitement about the city of Perry's Facebook page and help increase the number of followers.
- **Typography** - As the public browses the uploaded postings they will notice that most of the "flyers" that are uploaded as pictures have several different types of fonts and typography. This makes the writing more difficult to read and less appealing to the eye. Instead, it would be better visually if the typography had one consistent font, and the flyer utilized different sizes of the font used.
- **Images** - In comparison to other towns, Perry could improve their Facebook page to utilize more professional pictures. The city of Pella posts several visually stimulating graphics. Often the graphics and postings are advertising upcoming events. This will help increase Perry's citizens' involvement in activities, but also keep them excited about opportunities within the town. With

future guidelines and expectations, the city can create expectations for postings before they are uploaded to be a more professional quality.

Figure 7: City of Pella's Facebook Picture to Advertise Tulip Gardens and Tourism

Content

- **Relevance** - Currently the content of posts have had a variety of community events, which means the page itself will be interesting and informative to a larger audience. The content remains solely on the city events and information regarding the city, which is perfect for the purpose of the Facebook page. With the variety of content and posts, the outcome should be an increase of followers because the variety increases interest.
- **Frequency** - The city of Perry's Facebook page has recently had at least one post a week or more. The steadiness in delivering postings is a strength, as it allows the public to stay interested but not be overwhelmed by too many posts.

Structure

- **Administration** - Another strength about the city of Perry's Facebook page is that they currently only have one individual in charge of posting on the city's behalf. This will help the page maintain consistency of having one branded voice.
- **Vision** - In the future, it is vital that the city agrees with a vision and purpose for the city of Perry Facebook page. This vision can be stated in the about section of the Facebook page. Other cities utilize this portion of their page to discuss the town motto and annual festivals. The city of Decorah does a wonderful job of describing their mission statement within their page information

section in the about tab of their Facebook page; they confidently state their mission. For the city of Perry, this would be a great place to feature Perry's town motto. This area within the Facebook page could also advertise Perry's annual events. The city of Perry could capitalize on their Latino Festival, arts and culture areas, as well as the bike trail. Promoting local activities will only help with advertising and increasing the word about what Perry has to offer.

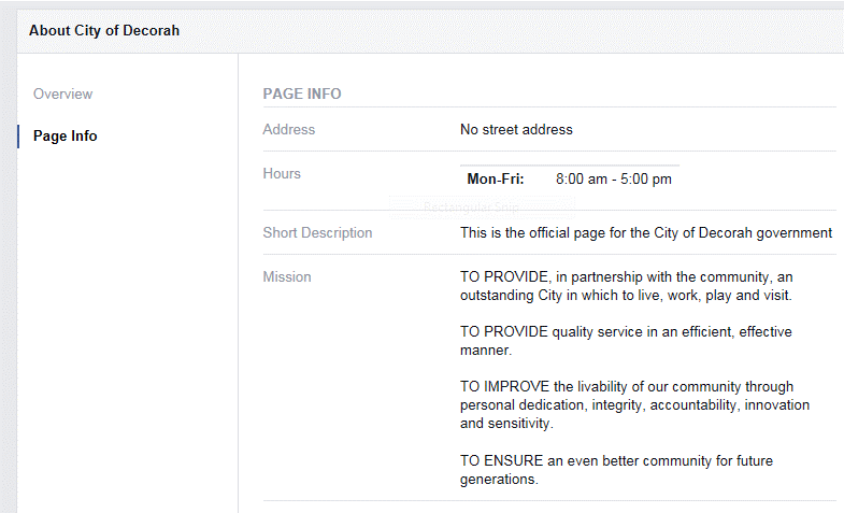


Figure 8: City of Decorah's Facebook About Section Page Information

- **Guidelines/Expectations** - The major concern for the city of Perry's Facebook page has to do with the lack of guidelines and expectations for current and future postings. Without having a firm set of guidelines the content and messaging can quickly lose its initial brand and purpose. A clear and concise expectation for content, frequency, typography, and images can help guide the administrator of the account. Another way to provide expectations is through a content calendar that can be set up to provide structure. This will help Perry's Facebook page maintain overall consistency.
- **Goals** - Finally, it is always important to have a goal, one specific goal Perry could create increasing goals of Facebook followers per month. Perry's current population is 7,073 people, some followers on Facebook currently is 1,199. When comparing other towns with similar population sizes as Perry, the city of Perry's Facebook page has a high number of followers. While this is a strength, there is always room to grow. 83% of the participants in the survey verified that they have a Facebook account and use it as a communication tools. Based on the survey results, 54% of the participants currently use the city of Perry's Facebook page to find information regarding the city. 72% of the respondents said that Facebook would be the most useful social media tool for finding information about the city of Perry. With this information, it is imperative that the city of Perry continues to increase their usage and skills of their city of Perry Facebook page.

E-newsletter

Key Takeaways:

1. The newsletter includes relevant content for the audience they are trying to reach.
2. Readability of the E-newsletter could be improved by rearranging information to incorporate a cleaner design.
3. The common theme from surrounding communities E-newsletters is an ease of readability.
4. The Chamber Chatter E-Newsletter has both strengths and weaknesses. With small improvements ranging from keeping the newsletter up to date, making the newsletter available through a PDF hyperlink and rearranging information to incorporate a cleaner design would make a big difference for its readers.

An e-newsletter is a great way to keep citizens informed of events happening in a community, they are fairly cheap, and they require little technology if you add to an existing website. A part of Perry's digital media presence includes the Chamber Chatter Newsletter. This e-newsletter is published on the City of Perry's website under the Chamber of Commerce tab.

Let's take a deeper dive into the city of Perry's E-Newsletter:

Branding

- **Typography** – The typography within the newsletter varies greatly. The majority of the fonts do not match from page-to-page. It would be best to select a singular font to use throughout the newsletter to streamline the overall look and feel. If it is necessary to highlight specific information, use various stylizing to accentuate that information.
- **Images** – The images within the newsletter are blurry, hard to read and do not seem to have a specific place. The majority of the images look like a PDF flyer was screen grabbed and pasted onto the page.
- **Color** – The color of the newsletter ranges from page-to-page. Due to a large number of images within the newsletter, there are multiple colors throughout. This tends to be distracting because your eye does not know where to look first. Each image that has a contrasting color is fighting for attention. It would help to keep colorful images to a minimum on each page. Limiting those images to one or two per page would help the overall readability of the newsletter, and create emphasis on important items.

Content

- **Readability -** The newsletter is hard to read with the current set-up, as the website contains a small window for the newsletter that requires a person to scroll through each page. This would not be such a daunting task if the newsletter were short, but the current newsletter is eleven pages. It is difficult to get the benefits of the newsletter when you have to scroll through eleven pages of small text in a small window. To see a current screenshot of the way the newsletter is laid out see Figure 8. A best practice for newsletters is to have a hyperlink located on the website page so

when a person clicks on the link the PDF automatically downloads and opens in a new window. This allows for easier readability for the consumer.

Figure 8: Screenshot reflecting difficult readability. Image taken from City of Perry Website on 11/20/15.

- **Frequency** - The newsletter that is currently on the website is from March 2015, which is outdated. Even if the City of Perry was on a quarterly release schedule, the current newsletter available is expired. It is important to have up-to-date information available for residents to stay current on happenings in the community. After researching similar community newsletters, it became very apparent that a common practice is to make an archive of old newsletters available for readers. Currently, the City of Perry does not make previous versions of newsletters available to the public.
- **Relevancy** – The newsletter includes relevant content for their target audience. Specifically, the content in the newsletter includes information that would not be easily accessed by the general public but is information that the general public would be interested in knowing. For example, in the currently featured newsletter it provides information on the Easter Egg Hunt the Perry Parks and Recreation Department held, it explained what spring break programs were being offered at the Perry Library, and publicized local events happening in the community.
- **Design** - The content included in the newsletter is relevant, but there's duplicated content scattered throughout the newsletter. This information could be consolidated into one specific area so the visitor can read all about events and news in one place. There is also a lack of consistency

in the newsletter: The fonts match, text boxes are around some content and not others, more ads on some pages, and some pages look like pasted screenshots. Along with the poor design, there were multiple spelling errors throughout the newsletter, and on the first page the website is spelled wrong. Little things like this make a big difference in establishing the credibility of a newsletter.

Similar Communities

- **Overview** - After critiquing Perry's newsletter we were curious to see what similar communities in Iowa do with their newsletters. We were able to find newsletters from three different communities – Carlisle, Iowa City, and Milo. Perry has a population of 8,801 people, Carlisle's population is 3,951, Iowa City's population is 71,591 and Milo's population is 774. All of these are similar communities spread out through the state of Iowa.
- **Comparison** - Each newsletter had its set of strengths and weaknesses, but it is easy to see that Perry lags behind the most. The similar themes in other community newsletters was an ease of readability. Information is structured together in areas that make sense, the use of photos and images is understated, and the newsletters are set up in a newspaper format. The Carlisle and Iowa City newsletters were only four pages long, which can help with keeping the attention of readers. The longer a newsletter is, the better chance of readers disengaging. The fonts were the same throughout each newsletter; the text was organized in a uniform way, and they were all current. Each had a newsletter archive on the website page that allowed me to view previous versions of newsletters; each followed the hyperlink method instead of a small, scrolling window view; and each newsletter included pertinent information that could be useful for its citizens. To see these communities newsletters see Appendix K.

Conclusion

Establishing a relationship with online audiences is a way to connect them with the reasons why Perry is a great place to live, work, and play. The City of Perry has several strengths and areas of opportunity within their digital communications. The best practices provided within the analysis will help the city strategize for future digital communications. By developing a vision, focusing on stories, and creating relevant content, Perry will capture audiences and dramatically improve the effectiveness of their communications. An easy way to do all of these things is by creating a master content style guide to promote consistency of branding across all digital media platforms.

REFERENCES

Drake UNIVERSITY

PERRY
Make Yourself At Home!

References

6 Rules for an Engaging Social Media Messaging Strategy. (n.d.). Retrieved Nov. 21, 2015, from http://www.prnewsonline.com/water-cooler/2014/10/29/6-rules-for-an-engaging-social-media-messaging-strategy/

Chamber Chatter- Newsletter. (n.d.). Retrieved Nov. 20, 2015, from http://www.perryia.org/chamber-chatter--newsletter.html

City of Decorah. (n.d.). In *Facebook*. Retrieved Nov. 21, 2015, from https://www.facebook.com/City-of-Decorah-393559080690827/info/?tab=page_info

City of Pella. (n.d.). In *Facebook*. Retrieved Nov. 21, 2015, from https://www.facebook.com/City-of-Pella-Iowa-210995795595862/?fref=ts

City of Perry, Iowa. (n.d.). Retrieved Nov. 21, 2015, from http://www.perryia.org/

Clark, B. (2015, Nov. 20). President of Hometown Heritage, former President of a City Museum, Project Manager for building of Hotel Pattee. (K. Hunter, Interviewer)

District Assessment Performance 2013-2014. Rep. State of Iowa Department of Education, n.d. Web. 21 Nov. 2015. http://reports.educateiowa.gov/Home/reportWrapper.

Eckland, J. (2015, Nov. 20). Business Owner (La Poste & Perry Paints), former City Council member, co-founder of Art on the Prairie. (K. Hunter, Interviewer)

Miller, K. L., & Andersen, K. (2010). *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause.* San Francisco: John Wiley & Sons, Inc.

Moorhead, S. (2015, Nov. 17). Finance Officer. (K. Hunter, Interviewer)

Newsletter. (n.d.). Retrieved Nov. 20, 2015, from http://www.iowacityarea.com/Content/Newsletter.aspx

November 2015 Newsletter. (2015, Oct. 29). Retrieved Nov. 20, 2015, from http://carlisleiowa.org/november-2015-newsletter/

Pattee, J. (2015, Nov. 17). Mayor. (K. Hunter, Interviewer)

Platt, A. (2015, Nov. 19). Nevitt Real Estate Agent, RN. (K. Hunter, Interviewer)

US Census Quick Facts. (2010). Retrieved from US Census: http://www.census.gov/quickfacts

Welcome to the city of Milo, Iowa. (n.d.). Retrieved November 28, 2015, from http://www.cityofmilo.com/2015/11/07/november-2015-newsletter/

APPENDIX

Drake UNIVERSITY

PERRY
Make Yourself At Home!

Appendix

Appendix A: Des Moines Resident Focus Group

Schedule for Des Moines Residents (Young Professionals, <40, Older Adults, >40) Focus Groups

Introduction:
Good evening and welcome to our discussion session. My name is (insert name); I'm a student at Drake University in the Masters of Communication Leadership program. My colleagues are (insert names). Thank you for taking the time to join our discussion of Perry, Iowa. Our discussion will focus on your perceptions, interactions with and opinions of Perry, Iowa.

We want to hear how you as residents of the Des Moines metro area view the city Perry. This study is targeting the perceptions of both the residents of Perry, an internal audience, and the perceptions of those in the Des Moines metro area, an external audience. You were selected by a member of our selection committee because of your background and proximity to Perry.

We will be conducting four focus groups with both internal and external audiences, as well as an online survey, but we wanted to begin with you so we could tap into your thoughts and feelings about Perry. Based on these discussions, an online perceptions survey will be created and used to quantitatively assess the perceptions of Perry. Please keep in mind there are no right or wrong answers to the questions you will be asked, but there may be differing options. Feel free to share your differing opinions, both positive and negative about Perry, as we are interested in learning about both. Both positive and negative opinions are helpful to our research.

Before we begin, let's set some ground rules to we can ensure that our discussion is productive. Feel free to speak up when you have something you'd like to add to the discussion, but please allow others to finish their thoughts before starting your own. Only one person should be talking at a time. Sometimes there is tendency for some participants to talk more than others. Please try and keep the conversation balanced so we can learn from all participants. If one participant is sharing a lot more than others, I may ask them to let others talk. Conversely, if there is a participant that isn't saying much, I might ask for that participant's opinion. There are name cards to help in remember names, should you like to reference a comment another participant has made.

We will be recording and taking notes during this session because we want to make sure all comments are captured. During the discussion we'll address you by your first name only, but once we've gathered the data and created our final report, no names will be associated with the comments. We will keep all responses confidential. If you wish to withdraw yourself from this study, please do so now by raising your hand.

My role here is to ask questions and to listen to your responses. I will not participate in the conversation, but please feel free to have conversations with one another. I will ask the group approximately six questions and I'll start and stop conversations about each question in the essence of time.

Opening/Introductions:

Let's begin tonight's discussion by going around the room and introducing ourselves. Please share your name, occupation and how you were first introduced to Perry.

(Insert participants name), let's start with you.

Questions:

Q1: What are the first three words that come to mind when you think about the city of Perry?

PROBE: Why did you choose these words?

Q2: Are your perceptions of Perry are positive or negative? Why?

PROBE: What experiences have lead to you believe this?

Q3: What do you know about the city of Perry in terms of the city's amenities, entertainment and attractions?

Q4: Imagine you have friends or family members in town. How would you describe the city of Perry to these friends or family members?

PROBE: Would you consider taking them to Perry during their stay? Why or Why not?

Q5: What are your general attitudes or perceptions about the culture or diversity of Perry?

Q6: Do you have plans to visit Perry within the next year? Why or why not?

PROBE: What attractions or events would drive you to visit Perry?

Final Question:

Is there anything else you would like to add about your perceptions of the city of Perry?

Conclusion:

Thank you for taking the time to join our discussion on the perceptions of Perry. If you have any questions or any advice on how we could improve our focus group for the next round, please feel free to reach out to us individually. Have a great night!

Appendix B: Perry Resident Interview Questions, Perceptions

Perry Resident qualitative interview questions.

Question One:
What are the first three words that come to mind when you think about the city of Perry?

Question Two:
Are your perceptions of Perry are positive or negative? Why?

Question Three:
What do you know about the city of Perry in terms of the city's amenities, entertainment and attractions?

Question Four:
Imagine you have friends or family members in town. How would you describe the city of Perry to these friends or family members?

Question Five:
What are your general attitudes or perceptions about the culture or diversity of Perry?

Question Six:
Do you have plans to visit Perry within the next year? Why or why not?

Question Seven:
Is there anything else you would like to add about your perceptions of the city of Perry?

Appendix C: Perry Resident Survey, English

Conducted electronically via Qualtrics, paper copies distributed throughout Perry
Paper survey included on the following pages.

Residents of Perry Survey Questions

Thank you for participating in our survey. The purpose of this study is to gather information from residents and non-residents of Perry about the community's amenities and appeal for both visiting and residing in the community.

Community Perception Questions

Please Answer questions 1-20 on a scale of 1 to 5:

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
Perry is a great place to live	1	2	3	4	5
Perry is an affordable place to live	1	2	3	4	5
There is adequate housing in Perry	1	2	3	4	5
Perry is a great place to work	1	2	3	4	5
There are good job opportunities for me here	1	2	3	4	5
Perry is a good place for families	1	2	3	4	5
I feel safe in Perry	1	2	3	4	5
I'm a part of a community	1	2	3	4	5
I often attend community events	1	2	3	4	5
Perry is growing and expanding	1	2	3	4	5
I am proud to live in Perry	1	2	3	4	5
Non-Perry residents have a positive impression of Perry	1	2	3	4	5
Perry has a focus on art	1	2	3	4	5
Perry has a strong culture	1	2	3	4	5
I appreciate the diversity of Perry	1	2	3	4	5
There are entertainment options in Perry	1	2	3	4	5
There are recreational opportunities in Perry	1	2	3	4	5

	Strongly Disagree				Strongly Agree
There are a variety restaurants in Perry	1	2	3	4	5
I would recommend visiting Perry	1	2	3	4	5
There are reasons to visit Perry	1	2	3	4	5

Please answer questions 21 & 22 as you see fit.

What's the first thing that comes to mind when you think about Perry?

Is there anything else you'd like to share about Perry?

Communication Questions

For the following questions, please choose the option that best reflects your experience.

1. I am kept well informed about my city's events and projects.
   a. Very Dissatisfied
   b. Somewhat Dissatisfied
   c. Undecided
   d. Somewhat Satisfied
   e. Very Satisfied

2. There is effective communication between the city and citizens.
   a. Very Dissatisfied
   b. Somewhat Dissatisfied
   c. Undecided
   d. Somewhat Satisfied
   e. Very Satisfied

3. Select all communication methods you currently utilize for information regarding the City of Perry. Circle all that apply.

- The Perry Chief, Newspaper
- The Perrynews.com
- The City of Perry's Website
- The Perry Public Library Website
- The Raccoon River Valley Radio Website
- 19 Pin Television
- Phone Call
- Text Messages
- Personal Email
- Internet
- The Chamber Chatter Newsletter
- Church
- Word of Mouth
- Facebook
- Raccoon River Valley Radio

4. What form of communication would you prefer the City of Perry use to reach you? Circle all that apply.

- The Perry Chief, Newspaper
- The Perrynews.com
- The City of Perry's Website
- The Perry Public Library Website
- The Raccoon River Valley Radio Website
- 19 Pin Television
- Phone Call
- Text Messages
- Personal Email
- Internet
- The Chamber Chatter Newsletter
- Church
- Word of Mouth
- Facebook
- Raccoon River Valley Radio

5. How often do you want to hear updates on the City of Perry's community activities?

a. Weekly
b. Monthly
c. Quarterly
d. When something important happens

6. Do you have a computer?

a. Yes – At home
b. Yes – At work
c. Yes – At home and at work
d. No

7. Do you have internet access?

a. Yes – At home
b. Yes – At work
c. Yes – At home and at work
d. No

8. If you have internet access, select all online communication tools you use below

a. Web Browsing
b. Email
c. Facebook
d. Twitter

9. If you have a cell phone, select all the services you use from the list below

a. Calling
b. Texting
c. Web Browsing on Social Media
d. Web Browsing

10. Circle all information you are interested in receiving from the City of Perry.

- News and Happenings in the City of Perry
- Daily Announcements
- Schedule of Events
- Results of Events
- City Council Meetings
- Long-Range Plans for the City
- Volunteer Opportunities

11. How many hours do you spend on the Internet a day?
    - 1
    - 2
    - 3
    - 4
    - 5
    - 6
    - 7
    - 8
    - 9
    - 10+

12. How many hours do you spend on social media (Facebook, YouTube, Twitter) sites a day?
    - 1
    - 2
    - 3
    - 4
    - 5
    - 6
    - 7
    - 8
    - 9
    - 10+

13. What social media platform would you find most useful for learning about Perry?
    a. Twitter
    b. Facebook
    c. YouTube
    d. Instagram
    e. Tumblr
    f. Other

Demographic Questions (optional)

What is your gender?
- Male
- Female

What is your age?
a. Under 18
b. 18-24 years old
c. 25-34 years old
d. 35-44 years old
e. 45-54 years old
f. 55-64 years old
g. 65-74 years old
h. 75 years or older

Do you live in Perry?
- Yes
- No

How many years have you lived in Perry?
a. 0-3
b. 4-6
c. 7-15
d. More than 15 years

Do you work in Perry?

- Yes
- No

How many years have you worked in Perry?

a. 0-3 years
b. 4-6 years
c. 7-15 years
d. More than 15 years

What is the highest level of education you have completed?

a. Some high school
b. High school graduate
c. Some college
d. Trade/technical/vocational training
e. College graduate
f. Some postgraduate work
g. Post graduate degree

Ethnicity origin (or Race): Please specify your ethnicity.

a. White
b. Hispanic or Latino
c. Black or African American
d. Native American or American Indian
e. Asian / Pacific Islander
f. Other

Employment Status: Are you currently…?

a. Employed
b. Self-employed
c. Out of work and looking for work
d. Out of work but not currently looking for work
e. Homemaker
f. Student
g. Military
h. Retired
i. Unable to work

Thank you for participating in this survey. We appreciate your time!

Appendix D: Perry Resident Survey, Spanish

Conducted electronically via Qualtrics, paper copies distributed throughout Perry
Paper survey included on the following pages.

Preguntas de la Encuesta Perry

Gracias por participar en nuestra encuesta. El propósito de este estudio es obtener información de los residentes y no residentes de Perry sobre los servicios de la comunidad y apelar a los visitantes y las personas que viven en la comunidad.

Preguntas Percepción Comunidad

Por favor responda a las preguntas 1-20 en una escala de 1 a 5:

	Muy en desacuerdo	Algo en desacuerdo	Neutral	Parcialmente de acuerdo	Muy de acuerdo
Perry es un gran lugar para vivir	1	2	3	4	5
Perry es un lugar económicamente asequible (no caro) para vivir	1	2	3	4	5
Hay una vivienda adecuada en Perry	1	2	3	4	5
Perry es un gran lugar para trabajar	1	2	3	4	5
Hay buenas oportunidades de trabajo para mí aquí	1	2	3	4	5
Perry es un buen lugar para familias	1	2	3	4	5
Me siento seguro en Perry	1	2	3	4	5
Yo soy parte de una comunidad	1	2	3	4	5
Asisto a eventos de la comunidad a menudo	1	2	3	4	5
Perry está creciendo y expandiéndose	1	2	3	4	5
Estoy orgulloso de vivir en Perry	1	2	3	4	5
Las personas fuera de Perry tienen una impresión positiva de Perry	1	2	3	4	5
Perry tiene un enfoque en el arte	1	2	3	4	5
Perry tiene mucha cultura	1	2	3	4	5
Me gusta la diversidad (de personas) de Perry	1	2	3	4	5
Hay opciones de entretenimiento en Perry	1	2	3	4	5
Hay oportunidades de recreación en Perry	1	2	3	4	5

	Muy en desacuerdo				Muy de acuerdo
Hay una variedad de restaurantes en Perry	1	2	3	4	5
Recomiendo visitar Perry	1	2	3	4	5
Hay razones para visitar Perry	1	2	3	4	5

Por favor conteste las preguntas 21 y 22 como mejor le parezca.

¿Cuál es la primera cosa que viene a la mente cuando piensa en Perry?

¿Hay algo más que quieras compartir sobre Perry?

Preguntas de Comunicación

Para las siguientes preguntas, por favor, elija la opción que mejor refleje su experiencia.

1.Estoy bien informado sobre los eventos y proyectos de mi ciudad.

a. Muy insatisfecho
b. Un poco insatisfecho
c. Indeciso
d. Un poco satisfecho
e. Muy Satisfecho

2. Hay una comunicación efectiva entre la ciudad y las personas que viven en Perry.

a. Muy insatisfecho
b. Un poco insatisfecho
c. Indeciso
d. Un poco satisfecho
e. Muy Satisfecho

3. Seleccione todos los métodos de comunicación que usted utiliza actualmente para la información con respecto a la Ciudad de Perry. Marque todo lo que corresponda.

- The Perry Chief, Periódico
- The Perrynews.com
- La página web de la Ciudad de Perry
- La página web de Perry Public Library (la biblioteca)
- La página web de Raccoon River Valley Radio
- 19 Pin Televisión
- Llamada telefónica
- Mensajes de texto
- Email personal
- Internet
- The Chamber Chatter Newsletter
- Iglesia
- Boca a boca
- Facebook
- Raccoon River Valley Radio

4. ¿Cuál es su método de comunicación preferido para mantenerse informado de la Ciudad de Perry? Marque todas las respuestas que correspondan.

- The Perry Chief, Periódico
- The Perrynews.com
- La página web de la Ciudad de Perry
- La página web de Perry Public Library (la biblioteca)
- La página web de Raccoon River Valley Radio
- 19 Pin Televisión
- Llamada telefónica
- Mensajes de texto
- Email personal
- Internet
- The Chamber Chatter Newsletter
- Iglesia
- Boca a boca
- Facebook
- Raccoon River Valley Radio

5. ¿Con qué frecuencia quiere escuchar acerca de las actividades / los eventos comunitarios es Perry?

a. Cada semana
b. Mensual
c. Trimestralmente
d. Cuando algo importante sucede

6. ¿Tiene una computadora?

a. Sí - En casa
b. Sí - En el trabajo
c. Sí - En casa y en el trabajo
d. No

7. ¿Tiene acceso al Internet?

a. Sí - En casa
b. Sí - En el trabajo
c. Sí - En casa y en el trabajo
d. No

8. Si tiene acceso al Internet, seleccione todas las herramientas de comunicación en línea que usted utiliza a continuación.

a. Buscar información en la web
b. Email
c. Facebook
d. Twitter

9. Si usted tiene un teléfono celular, seleccione todos los servicios que utiliza de la siguiente lista.

a. Llamadas
b. Mensajes de texto
c. Navegación por Internet en las redes sociales
d. Buscar información en la web

10. Seleccionar toda la información que usted está interesado en recibir sobre la Ciudad de Perry.

- Noticias y acontecimientos en la Ciudad de Perry
- Anuncios diarios
- Horario de eventos
- Resultados de Eventos
- Reuniones del Consejo de la Ciudad
- Planes para la Ciudad
- Oportunidades de voluntariado
- Long-Range Plans for the City
- Volunteer Opportunities

11. ¿Cuántas horas pasas en Internet cada día?
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10+

12 .¿Cuántas horas pasas en los sitios de redes sociales (Facebook, YouTube, Twitter) cada día?
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10+

13.¿Qué plataforma de medios sociales encuentra más útil para aprender acerca de Perry?
a. Twitter
b. Facebook
c. YouTube
d. Instagram
e. Tumblr
f. Otro

Preguntas Demográficos

¿Cuál es su género?
- Hombre
- Mujer

¿Cual es su edad?
a. Menor de 18 años
b. 18-24 años
c. 25-34 años
d. 35-44 años
e. 45-54 años
f. 55-64 años
g. 65-74 años
h. 75 años o mayor

¿Vive en Perry?
- Sí
- No

¿Cuántos años ha vivido en Perry?
a. 0-3 años
b. 4-6 años
c. 7-15 años
d. Más de 15 años

¿Trabaja en Perry?

- Si
- No

¿Cuántos años ha trabajado en Perry?

a. 0-3 años
b. 4-6 años
c. 7-15 años
d. Más de 15 años

¿Cual es el nivel más alto de educación que ha completado?

a. Algunos estudios secundarios
b. Graduado de escuela secundaria
c. Un poco de universidad
d. Formación profesional / técnica comercio
e. Graduado
f. Algunos estudios de posgrado
g. Estudios de postgrado

Origen étnico (o raza): Por favor, especifique su origen étnico.

a. Blanco
b. Hispano o Latino
c. Negro o Afroamericano
d. Nativo Americano o Indio Americano
e. Asiático / Islas del Pacífico
f. Otro

Situación laboral: ¿Está usted actualmente ...?

a. Empleado
b. Trabajando por su propia cuenta
c. Sin trabajo y en busca de trabajo
d. Sin trabajo, pero no está en busca de trabajo
e. Ama de Casa
f. Estudiante
g. Militar
h. Jubilado
i. No puede trabajar

Gracias por participar en esta encuesta. ¡Agradecemos su tiempo!

Appendix E: Des Moines Resident Survey

Conducted electronically via Qualtrics.
Questions included below.

Thank you for participating in our survey. The purpose of this study is to gather information from residents and non-residents of Perry about the community's amenities and appeal for both visiting and residing in the community.

Have You Ever Been to Perry, Iowa?

- Yes
- No

Please Answer the following questions on a scale of 1 to 5.
1=Strongly Disagree
2=Somewhat Disagree
3=Neutral
4=Somewhat Agree
5=Strongly Agree

From my perspective…

1. Perry is a great place to live
2. Perry is an affordable place to live
3. There is adequate housing in Perry
4. Perry is a great place to work
5. There are good job opportunities in Perry
6. Perry is good place for families
7. Perry is a safe community
8. I have attended an event in Perry in the last three years
9. Perry is growing and expanding
10. I have a positive impression of Perry
11. Perry has a focus on art
12. Perry has a strong culture
13. Perry is a diverse community
14. There are entertainment options in Perry
15. There are recreational opportunities in Perry
16. There are a variety restaurants in Perry
17. I would recommend visiting Perry
18. There are reasons to visit Perry

On the following questions, check all that apply.
I'm familiar with Perry through

- Close friend or relative
- Amenities such as the Hotel Pattee

- Local restaurants
- Stories on the news
- Recreational Opportunities
- Raccoon River Valley Trail
- School Activities
- Driving Through
- Annual events or festivals
- Not at all

I have heard about:

- Hotel Pattee
- La Poste
- Art on the Prairie
- Las Posadas
- Viva Perry - Latino Festival
- Other: _____

<u>For the following questions, please chose the answer that best reflects your experience.</u>
Approximately, how many hours do you spend on the Internet a day?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10+

Approximately, how many hours do you spend on social media sites a day?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10+

Approximately, how many hours a week do you spend watching TV?

- 1
- 2
- 3
- 4

- 5
- 6
- 7
- 8
- 9
- 10+

What social media platform do you find most useful?
- Twitter
- Facebook
- YouTube
- Tumblr
- Other

Where do you get the majority of your information about your community?
- Internet
- TV
- Radio
- Social Media (E.g. Twitter, Facebook, Tumblr)
- Newspaper
- Other

Where do you get the majority of your information about surrounding communities?
- Internet
- TV
- Radio
- Social Media (E.g. Twitter, Facebook, Tumblr)
- Newspaper
- Other

Where do you remember seeing and/or hearing ads in your daily life?
- TV
- Internet
- Newspaper
- Magazine
- Radio

Do you pay attention to those ads?
- Yes
- No
- Sometimes
- I don’t remember

How do you prefer to receive information about your community?
- TV
- Internet
- Social Media Sites
- Newspaper
- Radio
- Other

How do you prefer to receive information about surrounding communities?

- TV
- Internet
- Social Media Sites
- Newspaper
- Radio
- Other

Would you be interested in receiving information about surrounding communities via text message to your mobile device?

- Yes/No

What do you use the Internet for?

- To keep in touch with friends
- To send emails
- To pursue activities
- To play online games
- To buy things
- Other

How often do you visit surrounding communities based on something you saw on TV, something you read online or something you read on the Internet?

- Weekly
- Monthly
- Yearly
- Never

Have you ever heard about the City of Perry?

- Yes/No

If so, from what type of medium?

- Local TV Station
- Local Newspaper
- Social Media (E.g. Twitter, Facebook)
- Email
- Other

Demographic Questions

Gender

- Male
- Female

Age:

- Under 18
- 18-35
- 35-50
- 50-65
- 65+

Have you visited Perry

- Yes
- No

When was the last time you visited Perry?

- This is my first time visiting Perry
- 1-3 years
- 3-5 years
- 5-15 years
- 15+ years

What is the highest level of education you have completed?

- Some high school
- High school graduate
- Some college
- Trade/technical/vocational training
- College graduate
- Some postgraduate work
- Post graduate degree

Ethnicity origin (or Race): Please specify your ethnicity.

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian / Pacific Islander
- Other

Employment Status: Are you currently:

- Employed
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- Homemaker
- Student
- Military
- Retired
- Unable to work

Thank you for participating in this survey. We appreciate your time!

Appendix F: Focus Group Participant Waiver

Drake University MCL 203
Consent Form for Research Study Participation, City of Perry Research

Thank you for your consideration in taking part in our study. This form has important information about the reason for doing this study, what we will ask of you during your participation in this study, and the way we would like to use information gathered.

The purpose of this study is to garner a better understanding of the public's perception of Perry, Iowa. Should you decide to participate in the study, we will ask you to:

- Share information about your demographics, including age, occupation and place of residence
- Answer questions about your experience with the city of Perry
- Explain your perception of the city from various angles

The study will take approximately one hour. We would like to record this interview so as to make sure we remember all the information you provide. These recordings will be kept for a limited amount of time, and will be deleted after we have thoroughly reviewed them.

To the best of our knowledge, your participation has no more risk of harm than you would experience in everyday life.

Results of this study may be used in future research and presentations. Your study data will be handled as confidentially as possible. If results of this study are shared, published or presented, individual names and other personally identifiable information will not be used.

Participation in this study is voluntary. If at any time and for any reason, you would prefer not to participate in this study, let us know.

If you have questions at any point throughout the study, do not hesitate to ask. If you have questions after the study, please contact (insert contact name).

Drake University
2805 University Ave
Des Moines, IA 50311
(515) 271-3194

I have read this form and the research study has been explained to me. I have been given the opportunity to ask questions and my questions have been answered. If I have additional questions, I have been given contact information. I agree to participate in the research study described above.

_____

Participant's Name (printed)

_____ _____

Participant's Signature Date

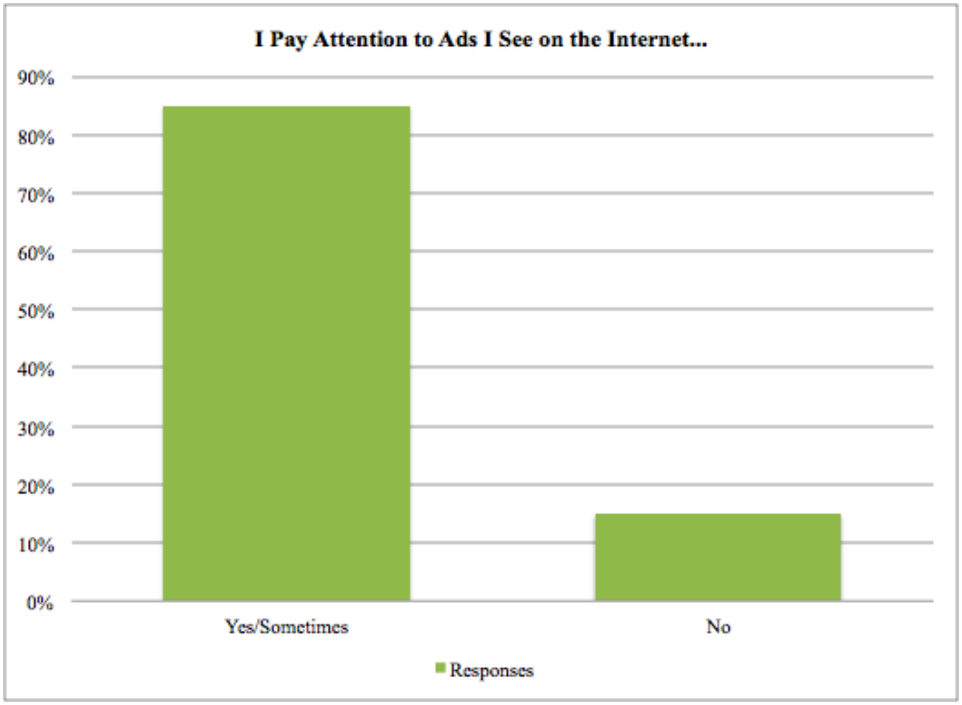
Appendix G: Perry Resident Survey Results, Communications

Communications - Citizens of Perry, Paper and Online Survey Result Tables

Appendix H: Des Moines Resident Survey Results, Communications

Communications - Des Moines Metro Online Survey Result Tables

Table 1



Appendix I: In-Depth Interviews - City Communicators

Question One: Define your target audiences. Who are the sub-audiences within these groups (i.e. teachers, parents, art enthusiasts)?

Question Two: What tools and platforms are currently used to communicate with the citizens of Perry? At what frequency are you using these communication tools?

Question Three: What are your goals and objectives for these tools and platforms?

Questions Four: What do your efforts look like to reach potential visitors?

Question Five: What does success look like in trying to reach these potential visitors?

Question Six: What is your biggest area of focus (i.e. if we weren't successful at ____ we would fail)?

Question Seven: What communications have been most effective? What has been the least effective?

Question Eight: Describe how effective you believe your communication is with both residents and non-residents? Are you reaching your key audiences and moving them to action?

Question Nine: What would make your communications plan more effective in the future?

Question Ten: If you could wave a magic wand, what would you do to communicate with residents and visitors (money and time aren't factors)?

Question Eleven: Have you ever done an audit of your communications plan?

Question Twelve: What else would be beneficial for me to know about your communication efforts?

Appendix J: Digital Analysis - Website

Appendix K: Digital Analysis Figures

Surrounding Communities E-Newsletter Examples

Carlisle

"The Natural Choice"

Quarterly Newsletter

3rd Edition - July 2014

Carlisle City Hall

195 N. First St.
Carlisle, IA 50047
515-989-3224

cityhall@carlislelowa.org
www.carlislelowa.org

In this issue:

1. Local Business Finalist in Competition
1. New Casey's Coming to Carlisle
2. Walkability Audit - Six Month Update
3. Economic Development Showcase a Success
3. Conversation Leads to Hotel Study
4. Improving City's Visibility Key to Growth

Local Business a Finalist in County Competition

by Shannon Godwin

This Spring, Warren County Economic Development Corporation held a competition for local business owners to compete for cash awards under the categories of existing business and new business.

Business professionals and community leaders from Warren County were responsible for judging the entries.

After an extensive initial application review, ***ETC Graphics*** in Carlisle was selected as one of three finalists from the "existing business" entries in Warren County.

Founded in 1988 by Geri and Kevin Seiberling, ***ETC Graphics*** provides design, branding and marketing solutions for their business customers.

etc!graphics™ THE VISUAL COMMUNICATIONS COMPANY

Learn more about ***ETC Graphics*** by visiting their website at www.etcgraphics.com.

New Casey's General Store to Provide Needed Services to Bypass Travelers

by Shannon Godwin

Casey's General Store has announced a new store being built in the city of Carlisle just across the highway from People's State Bank.

"Pending any issues, the land should be turned over for construction sometime in mid July," stated Bill Walljasper, Vice President of Casey's. He continues, "We really like this location because of the traffic flow on the Highway 5/65 bypass and the continued growth west of Carlisle."

The new store will offer the most modern design and provide Casey's famous pizza, sandwiches, made-to-order subs, doughnuts, breakfast items, coffee bar and soft serve ice cream.

In addition, the new store will provide 8 pump islands to support traffic on highway 5 and increasing traffic on the bypass, however, the new location is not intended for semi truck traffic.

City administrator Andy Lent added, "For people passing through, there are few available options just off the bypass for fuel or food. The new Casey's will provide convenient access for travelers and local residents alike."

Barring any weather disruptions, the new store is expected to open in February or March 2015.

Get information in real time! Subscribe to our website at www.Carlislelowa.org

The Iowa City Area Chamber of Commerce Actively Fosters a Better Business Environment

ENVISION

Iowa City Area Chamber of Commerce

November 2015

Vol. X, Issue 10

Your Chamber's Advocacy

BY NANCY QUELLHORST
PRESIDENT & CEO
nancy@iowacityarea.com

Quellhorst

A pro-business climate is critical to the superior quality of life we enjoy in the Iowa City area. It attracts new businesses to our community and helps our existing companies expand. It allows us to grow.

The Chamber is on the legislative "front lines," protecting, supporting and improving the state and local business environment through:

- **Development** of pro-business public policy and strategy
- **Pursuit** of legislation, incentives and regulations that enhance economic growth
- **Promotion** of a shared vision to improve the business climate statewide
- **Recruitment** of city council and school board candidates
- **Dialogue** with state and local officials and business leaders about issues affecting Chamber members

We also provide direct policy assistance to our members. If your Friday night out includes a trendy concoction that blends spirits like vodka, gin and tequila with ingredients such as spices, herbs, fruits, vegetables or candy to create a unique flavor or exotic, specialized beverage, it's because we helped a local restaurateur lobby to allow infused drinks to be stored for 72 hours. We have helped many small businesses navigate the legislature and facilitated meetings with our local delegates, who welcome visits from their constituents.

We are presently constructing our public policy agenda for the upcoming legislative session. Our legislative priorities focus on issues that positively impact a critical mass of our members or more holistic community and economic development issues.

If there are issues you would like your Chamber to consider taking to the legislature, please contact Rebecca Neades, Chamber VP of Public Policy, rneades@iowacityarea.com.

Ambassador of the Quarter

Ludeking

The Iowa City Area Chamber of Commerce is pleased to announce Jorja Ludeking as the Ambassador of the Quarter. Ludeking is a Quality Assurance Specialist at the Arc of Southeast Iowa and has been an exemplary Chamber Ambassador since joining the committee in March 2014.

Ludeking's peers have expressed their admiration for her dedication and willingness to help wherever needed.

"Jorja is an amazing Ambassador! Although she has a busy job, she puts a lot of time into representing and bettering the Chamber of Commerce. She is a very dedicated person in all she does," said Jess Young, fellow Ambassador and owner of Black & Gold Chiropractic & Wellness.

Please help us in congratulating Jorja Ludeking as an asset to the Ambassadors, the Chamber, and our community. Ambassadors of the Quarter are determined by attendance at past quarter Chamber events, new member recruitment, and other volunteer opportunities. The top four Ambassadors are nominated, and the winner is determined by committee vote.

Buy Here Holiday Blitz Returns!

Dollars Spent Here Recirculate in Our Community
BuyHere
Iowa City Area Chamber of Commerce
HOLIDAY BLITZ

The Chamber's ***Buy Here Holiday Blitz*** promotion is back! Shop or dine at participating businesses beginning November 17 and earn chances to win $500 cash! Winners will be contacted as well as announced via the Chamber's website on December 4, 11 and 18 by 4:30 p.m.

Buy Here Holiday Blitz began in 2014 as an extension of the Chamber's *Buy Here* initiative, which aims to strengthen our economy through increased local spending. The ***Buy Here Holiday Blitz*** promotion encourages local spending during the holiday season. Visit the Chamber's website for more information and a list of participating businesses. Happy shopping!

Save These Dates

November 3 - Election Day

November 5:
- 2015 North Liberty Business Banquet (South Slope Cooperative Communications - 980 North Front Street, North Liberty) 5:00 p.m.
- EPIC Feed the Guests Night at Ronald McDonald House (730 Hawkins Drive, Iowa City) 5:00 p.m.

November 10:
- Agribusiness/Bioscience Committee Meeting (Chamber Office) 7:30 a.m.
- EPIC Leadership Council Meeting 11:30 a.m.

November 11:
- Expert Edge - Nonprofit Communications: What's New vs. Net Value (BioVentures Center, 2500 Crosspark Road, Coralville) 11:30 a.m.
- EPIC Professional Committee Meeting (Quinton's Bar & Deli, 2500 Corridor Way, Suite 5, Coralville) 5:30 p.m.

November 12:
- Local Government Affairs - I-80/380 Program (Chamber Office) 7:30 a.m.
- The Future of Transportation and How to Prepare with Paul Trombino (Chamber Office) 11:00 a.m.
- EPIC Pub Club (Rocky O'Brien's Public House - 720 Pacha Parkway, Suite 8, North Liberty) 4:30 p.m.

November 13 - CLP Health Care Session

November 18 - North Liberty Steering Committee Meeting 11:00 a.m.

November 19 - A Toast to Our Communities Awards Breakfast (Brown Deer Golf Club, 1900 Country Club Drive, Coralville) 7:30 a.m.

Coralville Roundtables: 12 - 1 p.m.
- **November 2** - Gus' Food & Spirits (2421 Coral Court)
- **November 9** - Iowa River Power Restaurant (501 First Avenue)
- **November 16** - Mellow Mushroom (1451 Coral Ridge Mall, #700)
- **November 23** - Vesta (849 Quarry Road)
- **November 30** - Holiday Inn & Conference Center (1220 1st Avenue)

Iowa City Roundtables: 12 - 1 p.m.
- **November 3** - Share Wine Lounge & Small Plate Bistro (210 South Dubuque Street)
- **November 17** - BlackStone (503 Westbury Drive, Suite 1)

Visit us on the web at:
www.cityofmilo.com

Submit Articles to:
milonews@iowatelecom.net

The City of Milo reserves the right to edit articles submitted for the Milo Newsletter.

City of Milo
P.O. Box 111
Milo, IA 50166

Milo Newsletter

NOVEMBER, 2015 **www.cityofmilo.com**

Veterans Day Celebration

The Southeast Warren Primary Building would like to extend a special invitation to Veterans and community members to attend our annual Veterans Day Program at the school, presented by the kindergarten, first, second, and third graders.

The program will be November 11th at 2:30 p.m.

We promise a special time with patriotic music and words to thank the men and women who have protected our freedom. We hope you will be able to attend!

St. Paul Thanksgiving Dinner

St. Paul Lutheran Church
Annual Thanksgiving Dinner

(Rural Lacona – Germantown)

Sunday, November 1
11:30 am – 1:30 pm

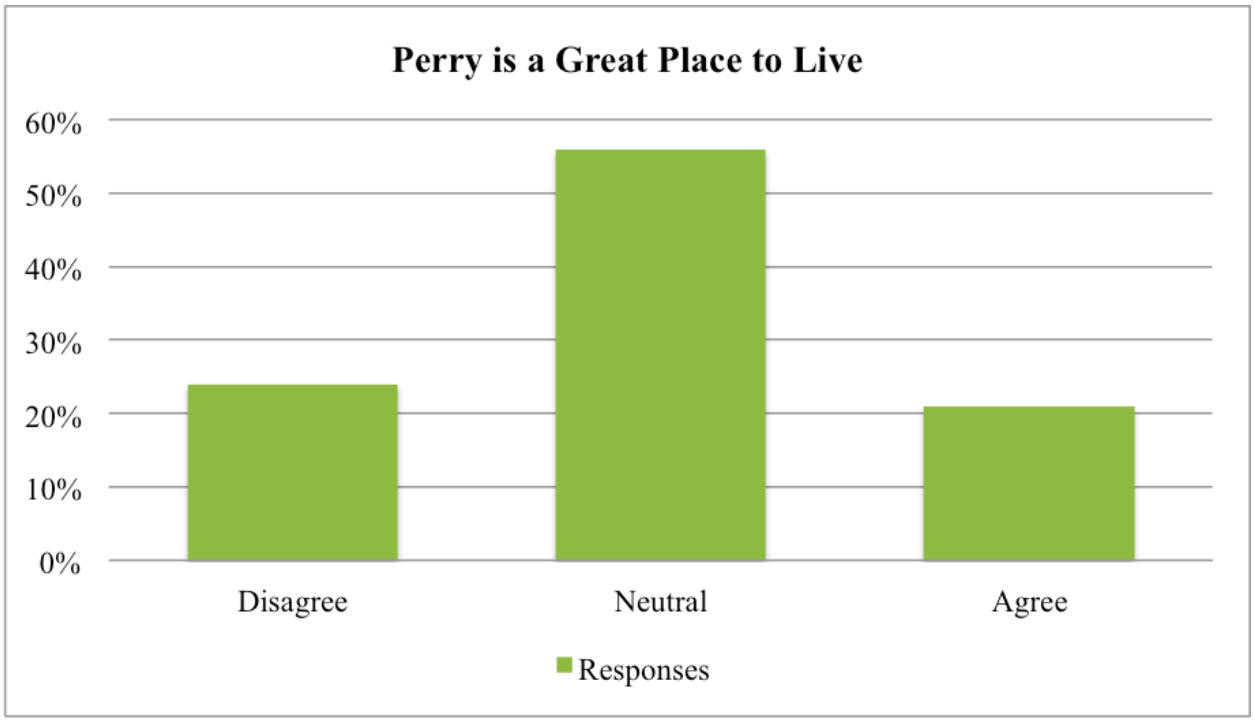
Turkey with all the trimmings!

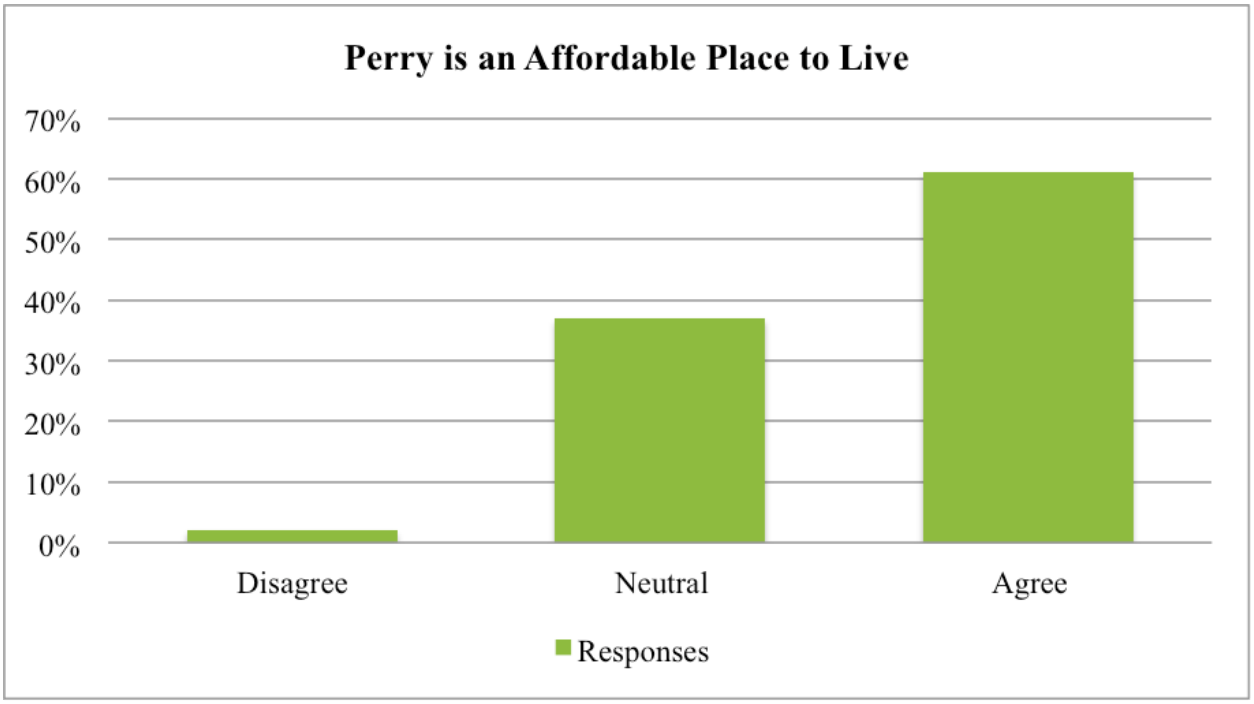
Bazaar table with crafts, baked goods and nuts for sale.

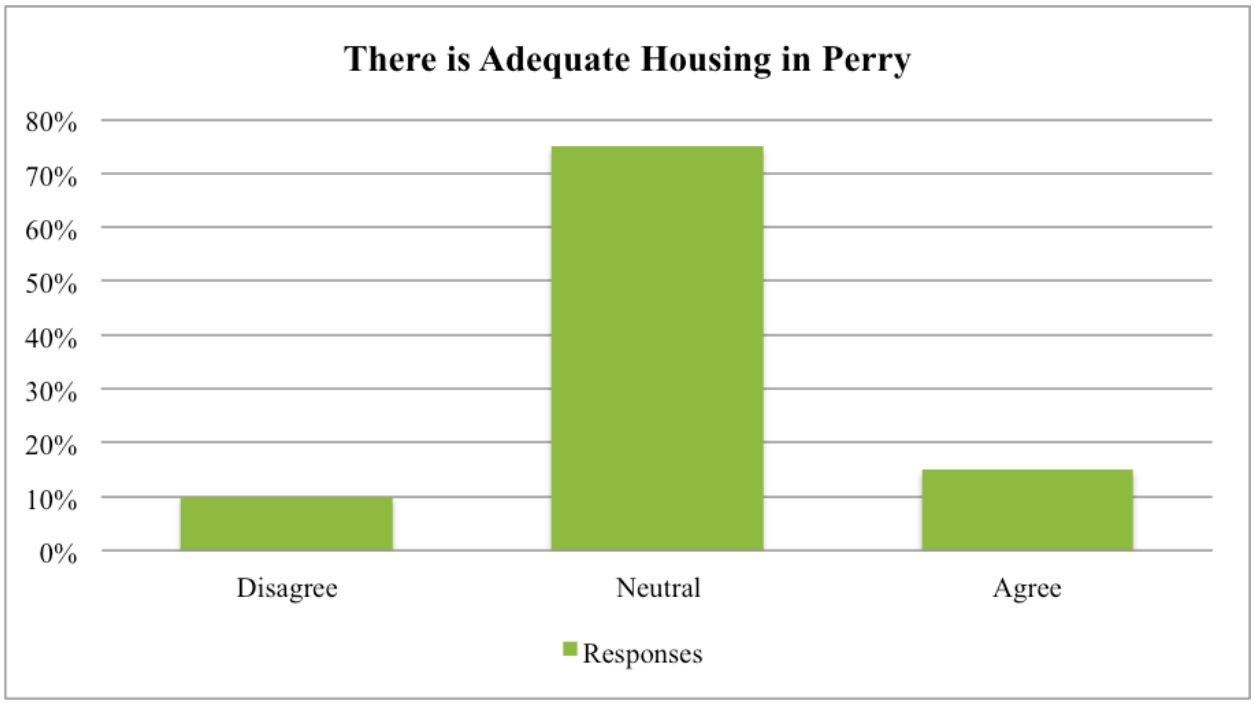
Appendix L: Des Moines Resident Survey Results, Perceptions

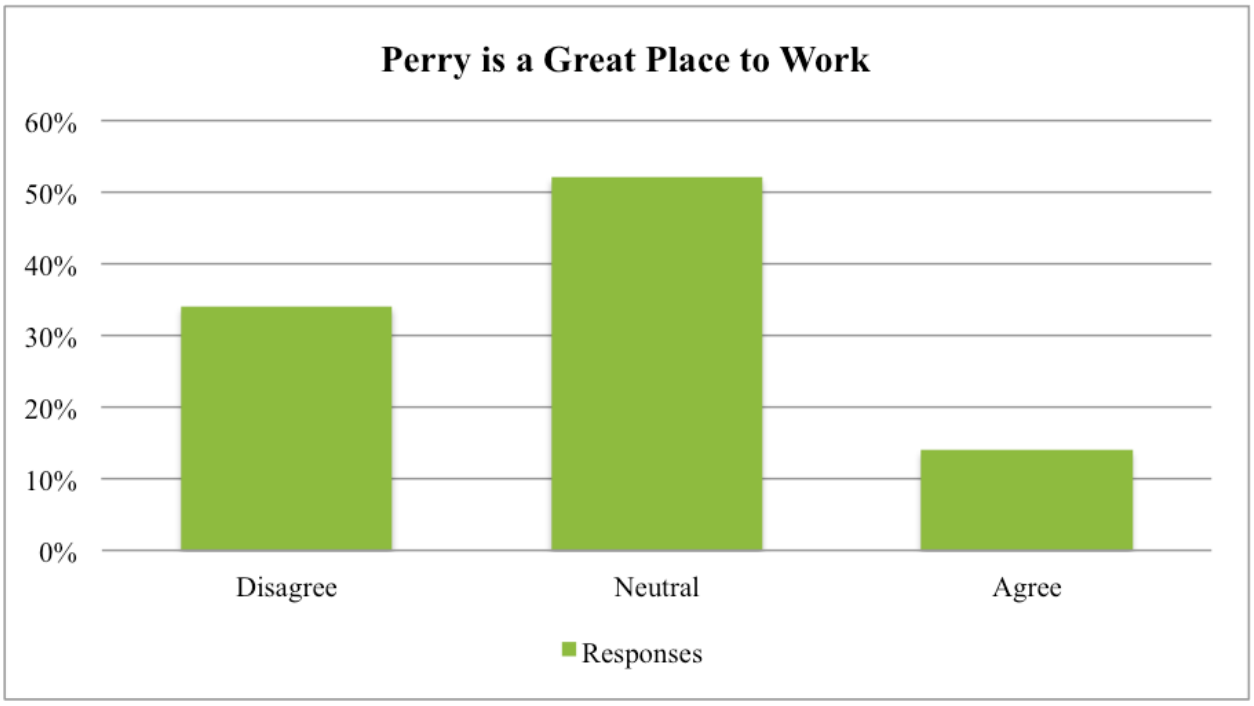
Des Moines Metro Online Survey Results

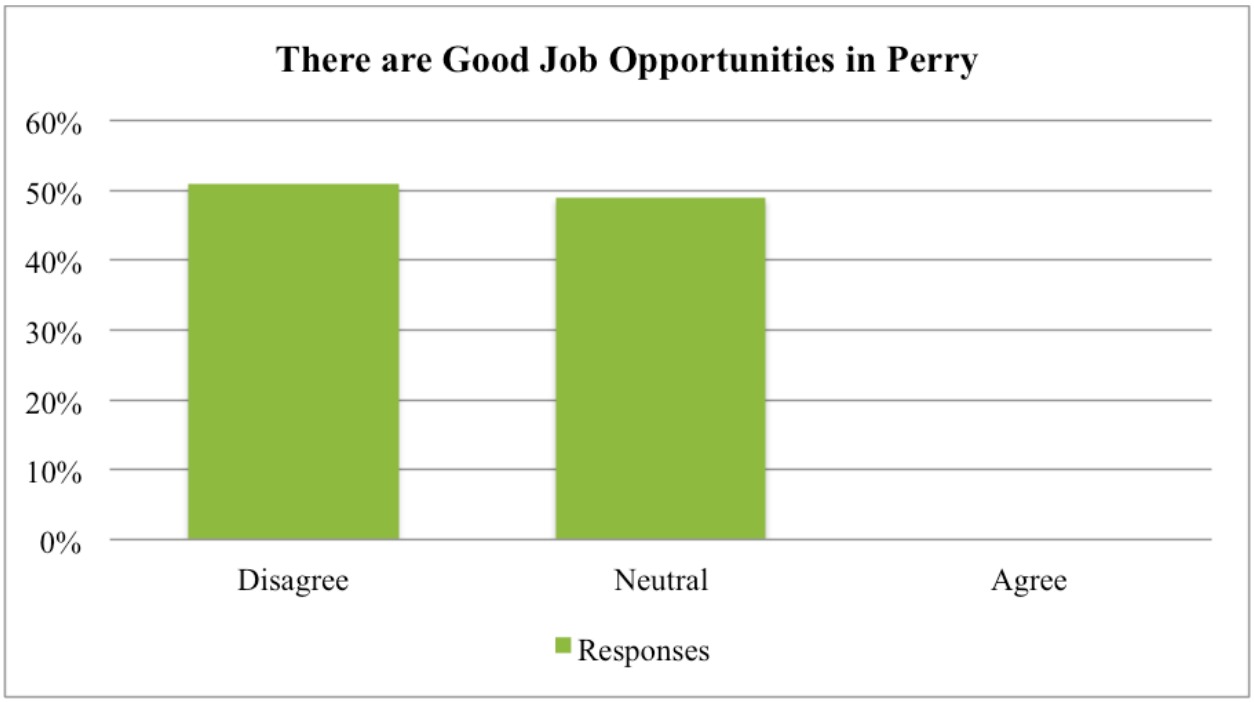
Figures 9 - 49

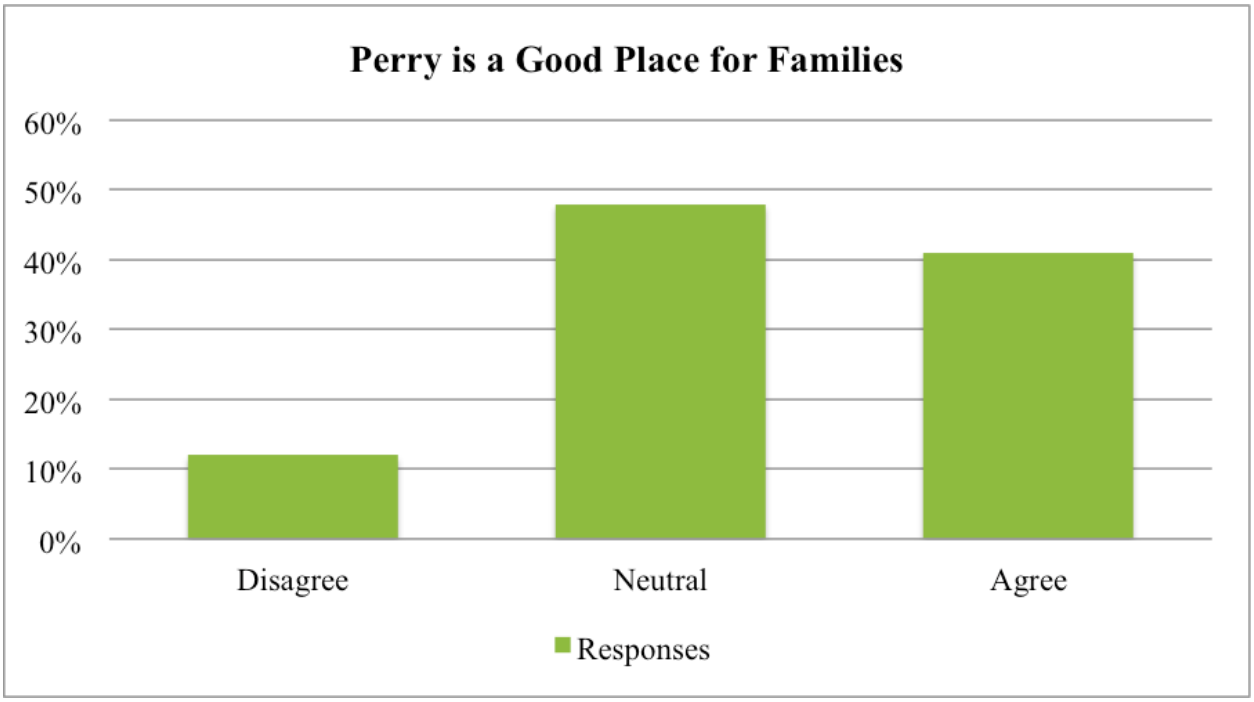


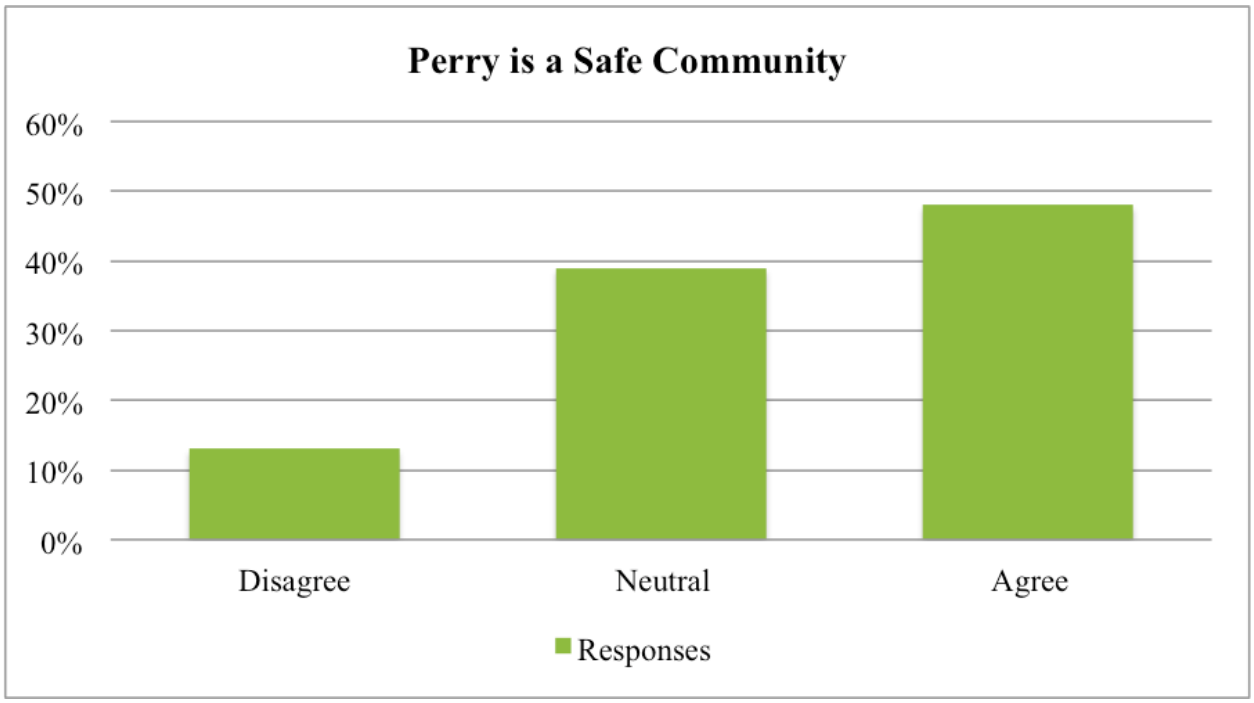


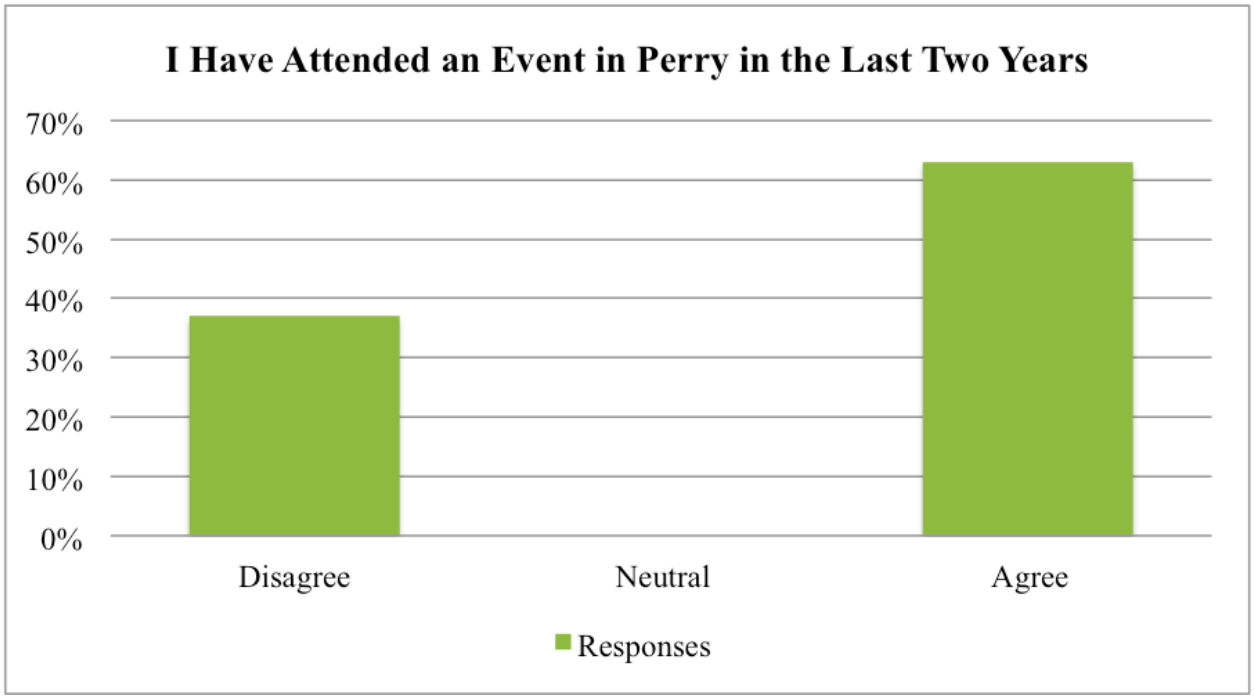

There is Adequate Housing in Perry
80%
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

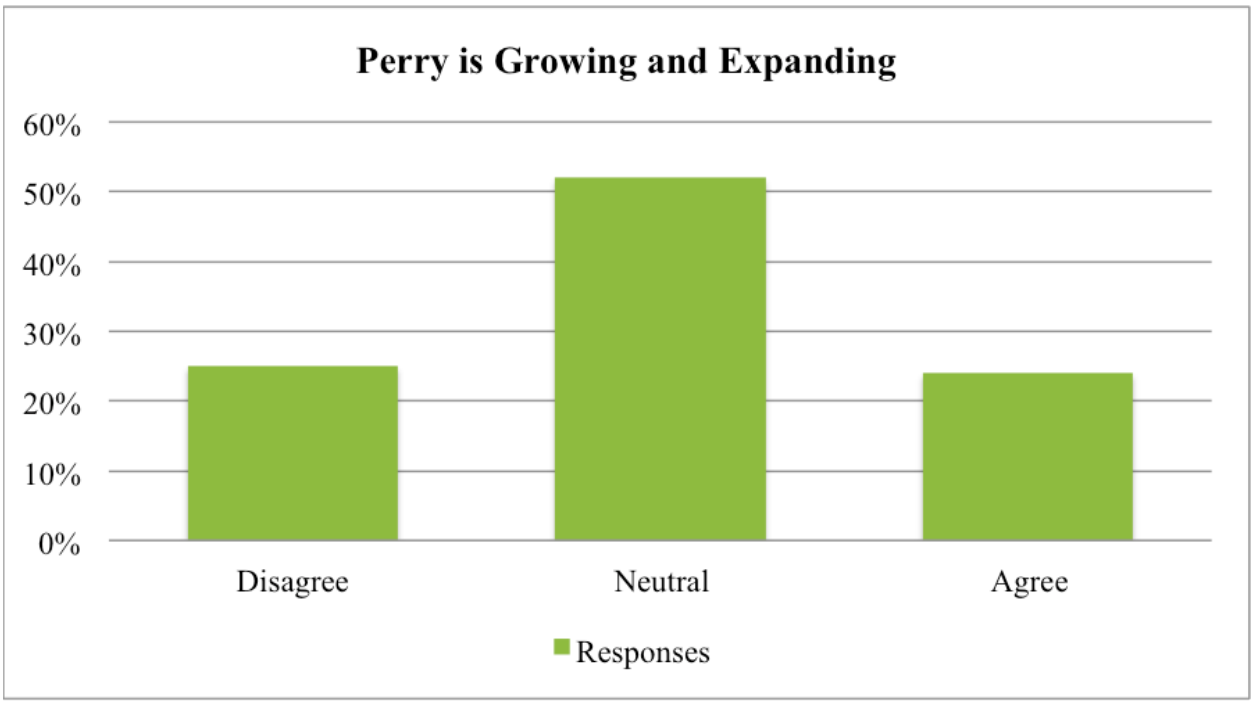

Perry is a Great Place to Work
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

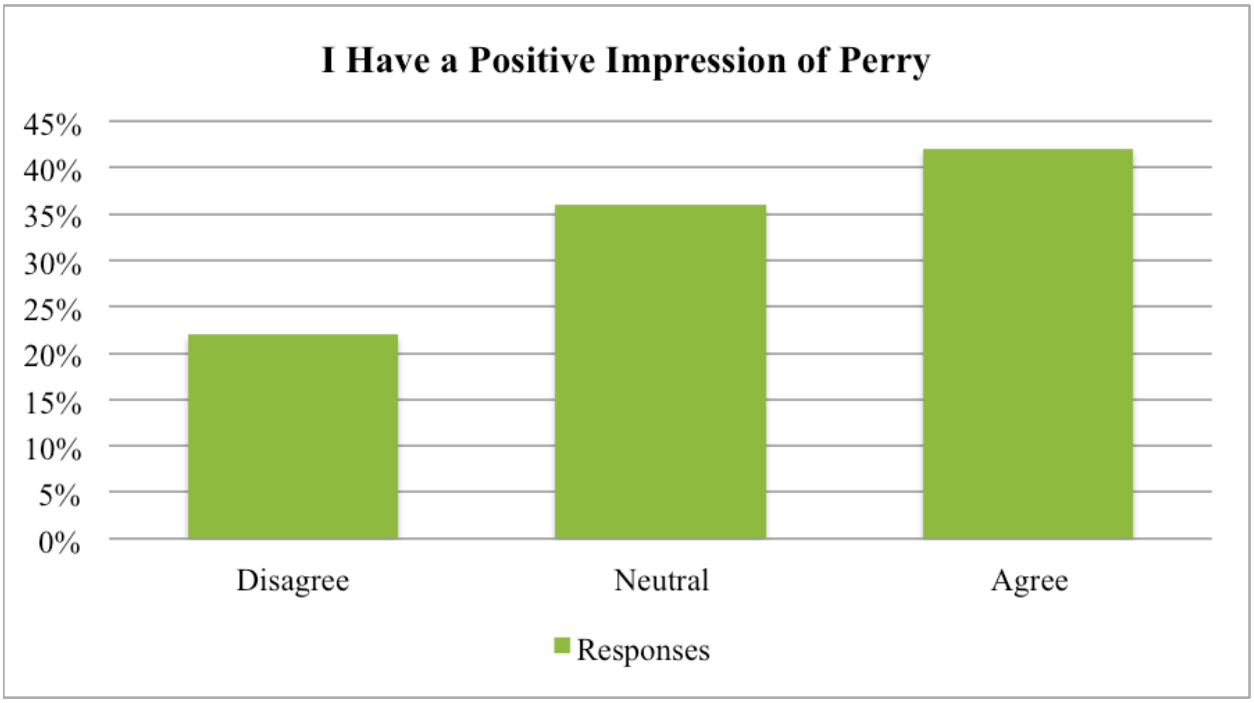

There are Good Job Opportunities in Perry
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

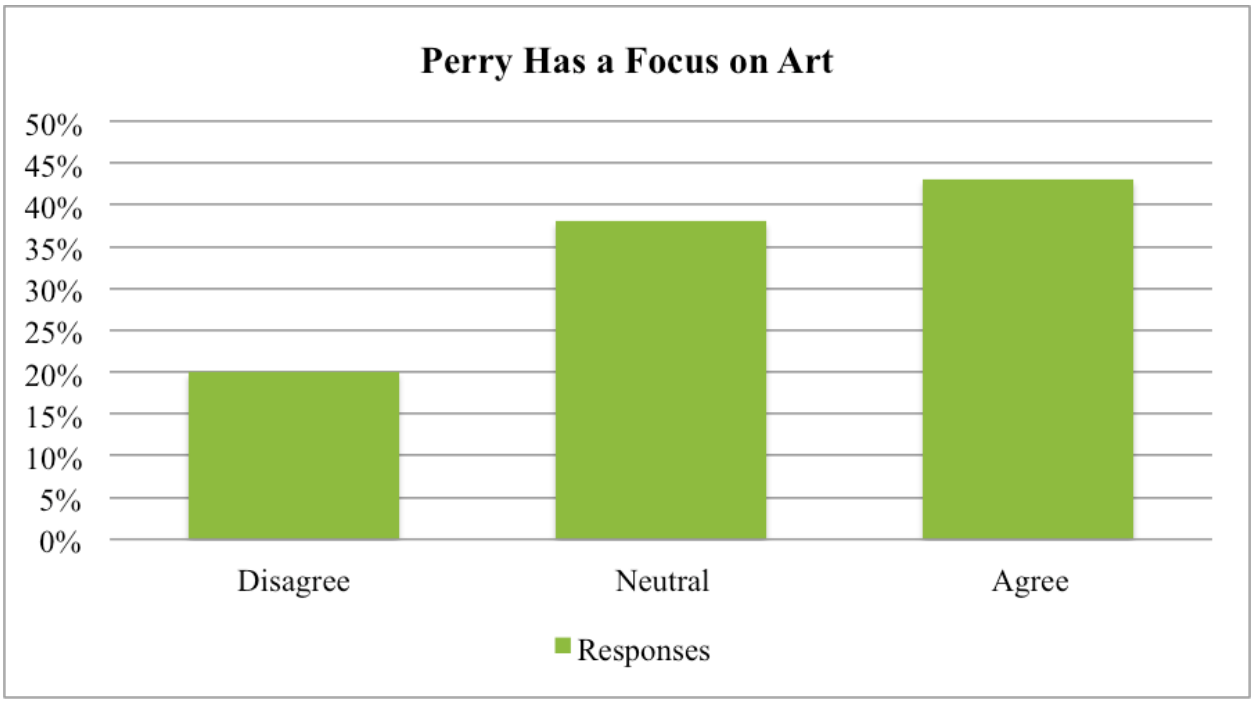

Perry is a Good Place for Families
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

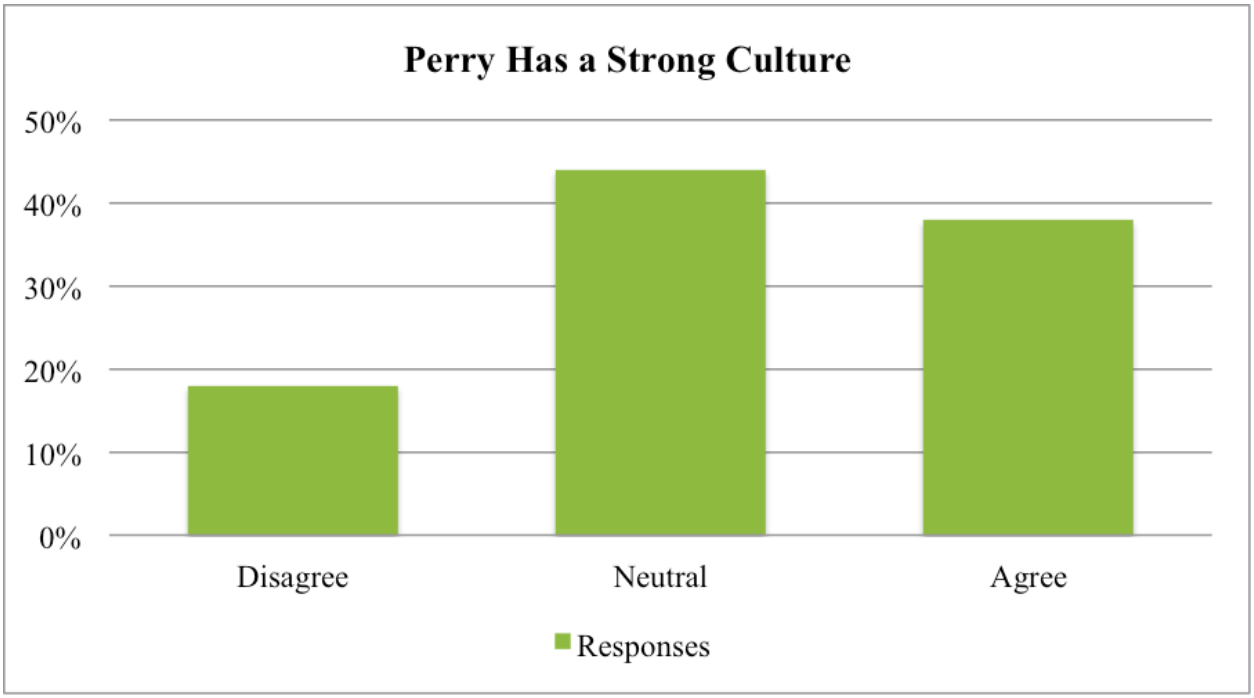

Perry is a Safe Community
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

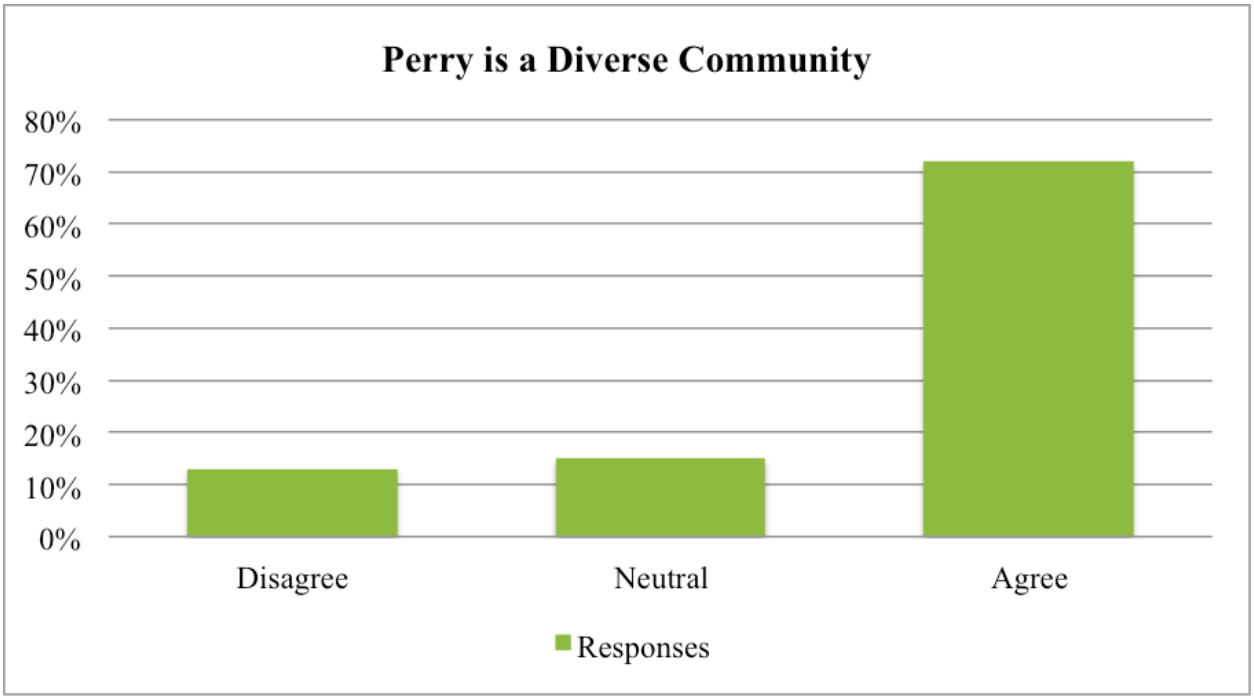

I Have Attended an Event in Perry in the Last Two Years
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

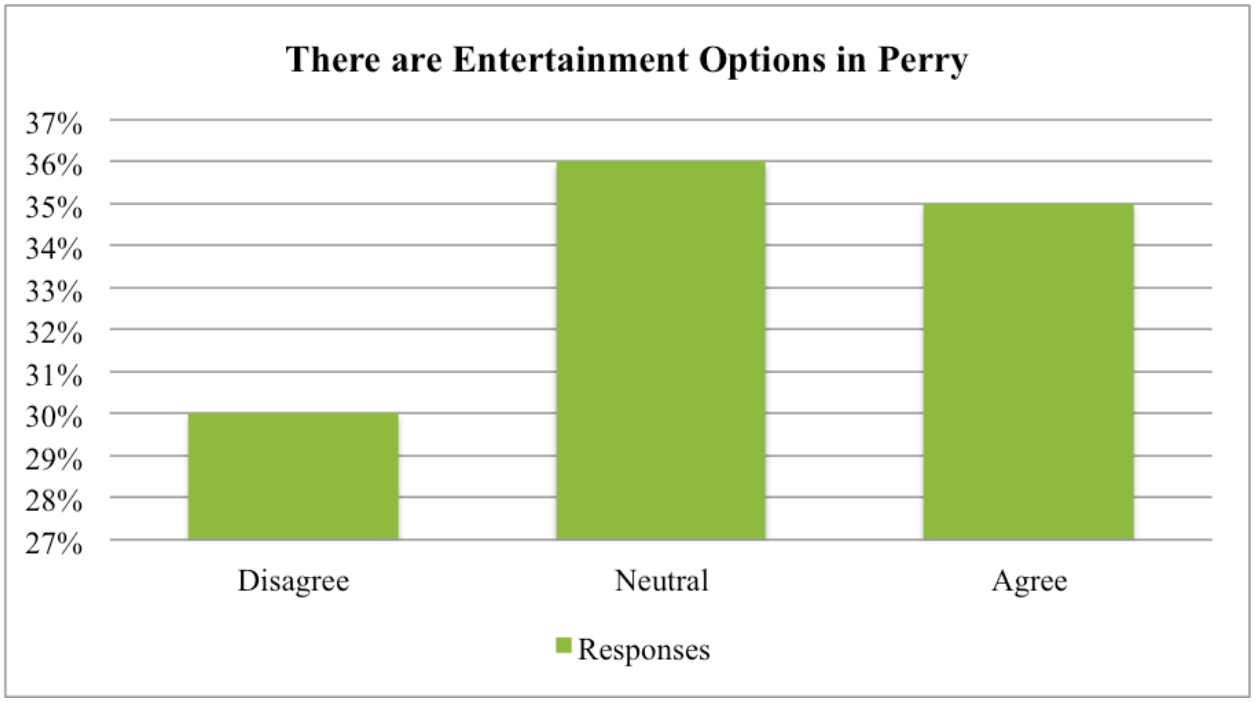

Perry is Growing and Expanding
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

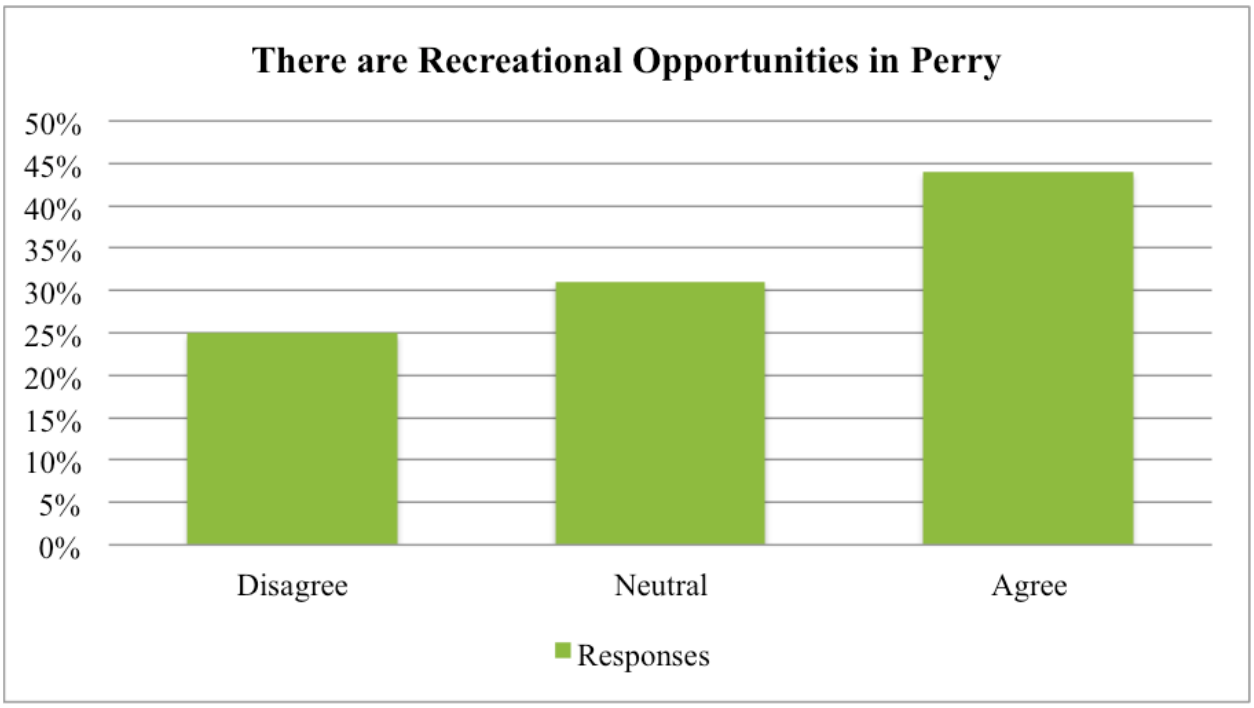

I Have a Positive Impression of Perry
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Responses

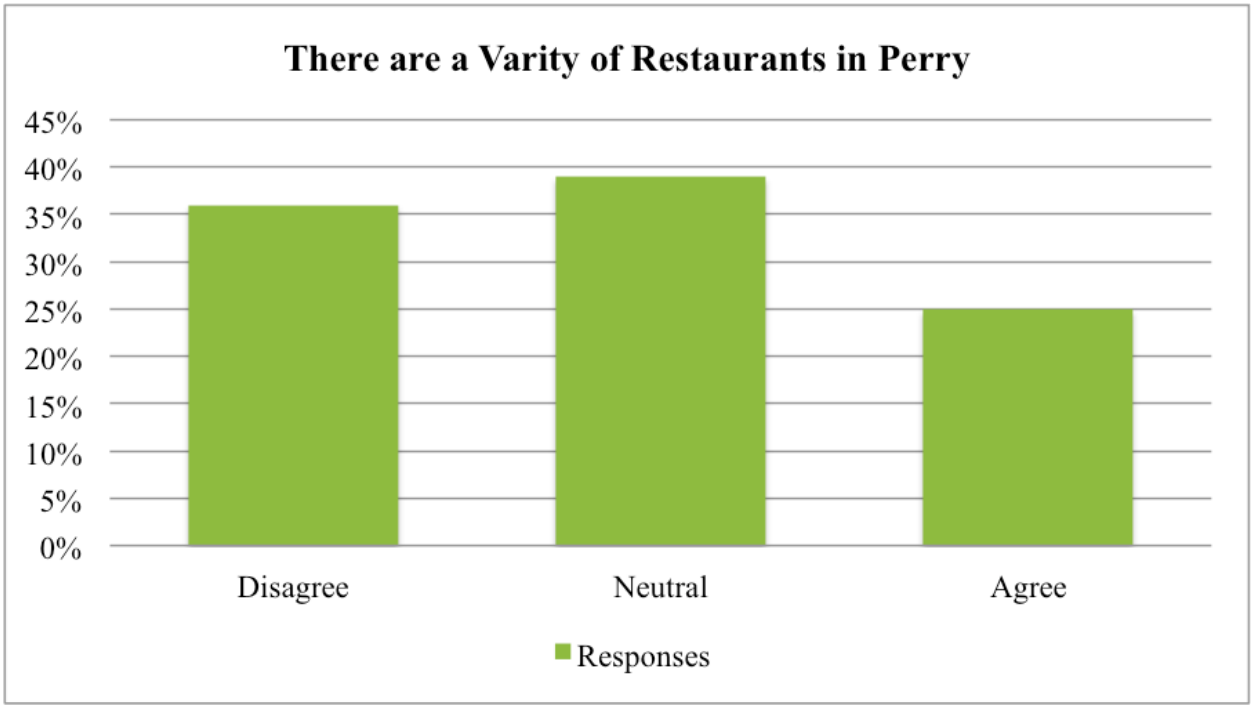

Perry Has a Focus on Art
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Responses

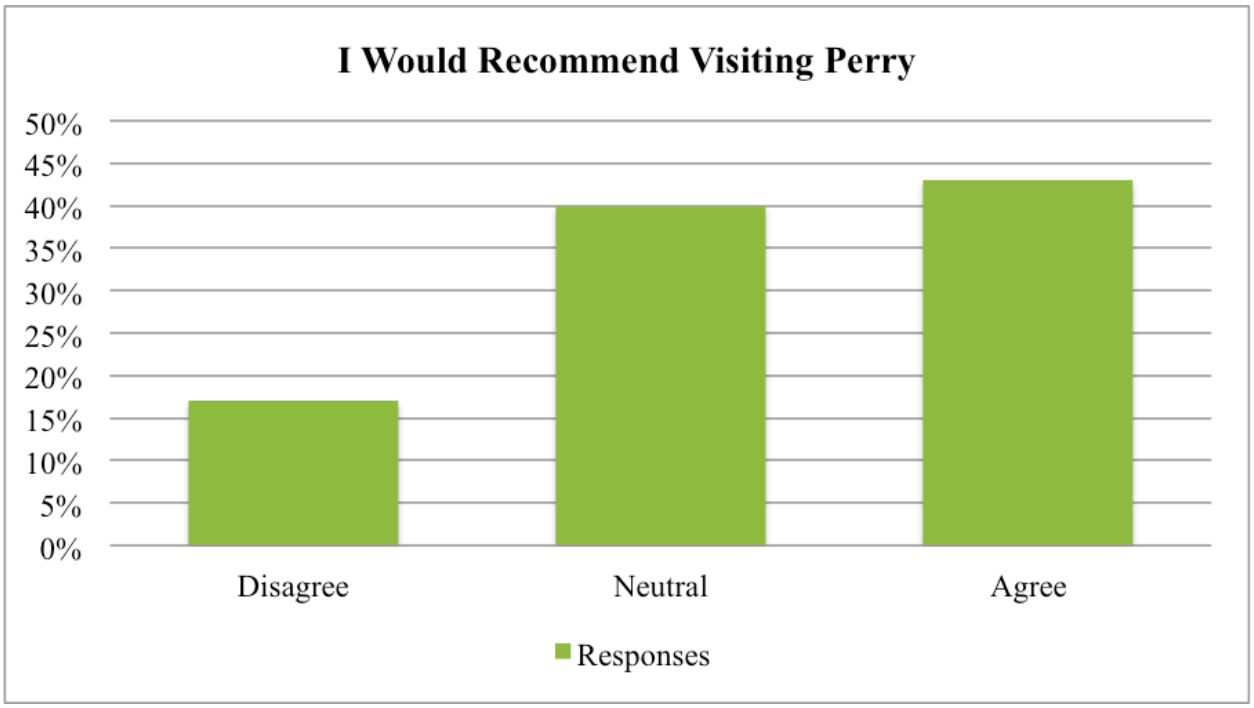

Perry Has a Strong Culture
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

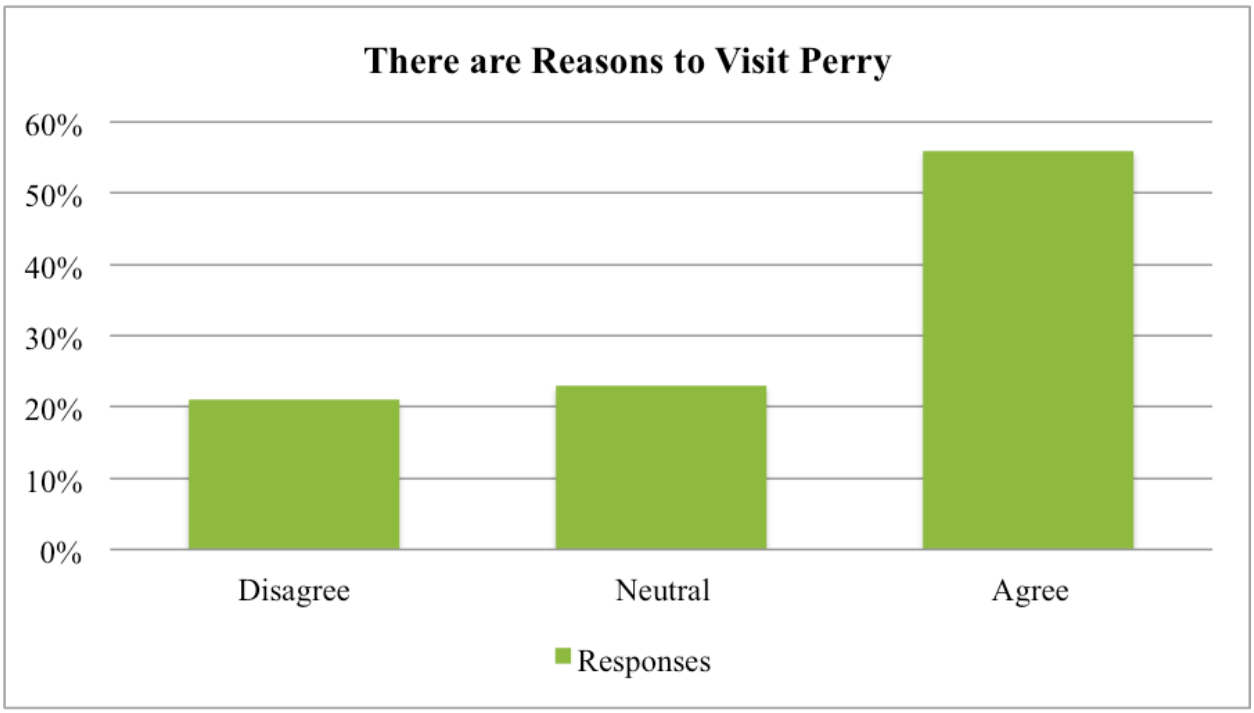

Perry is a Diverse Community
80%
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

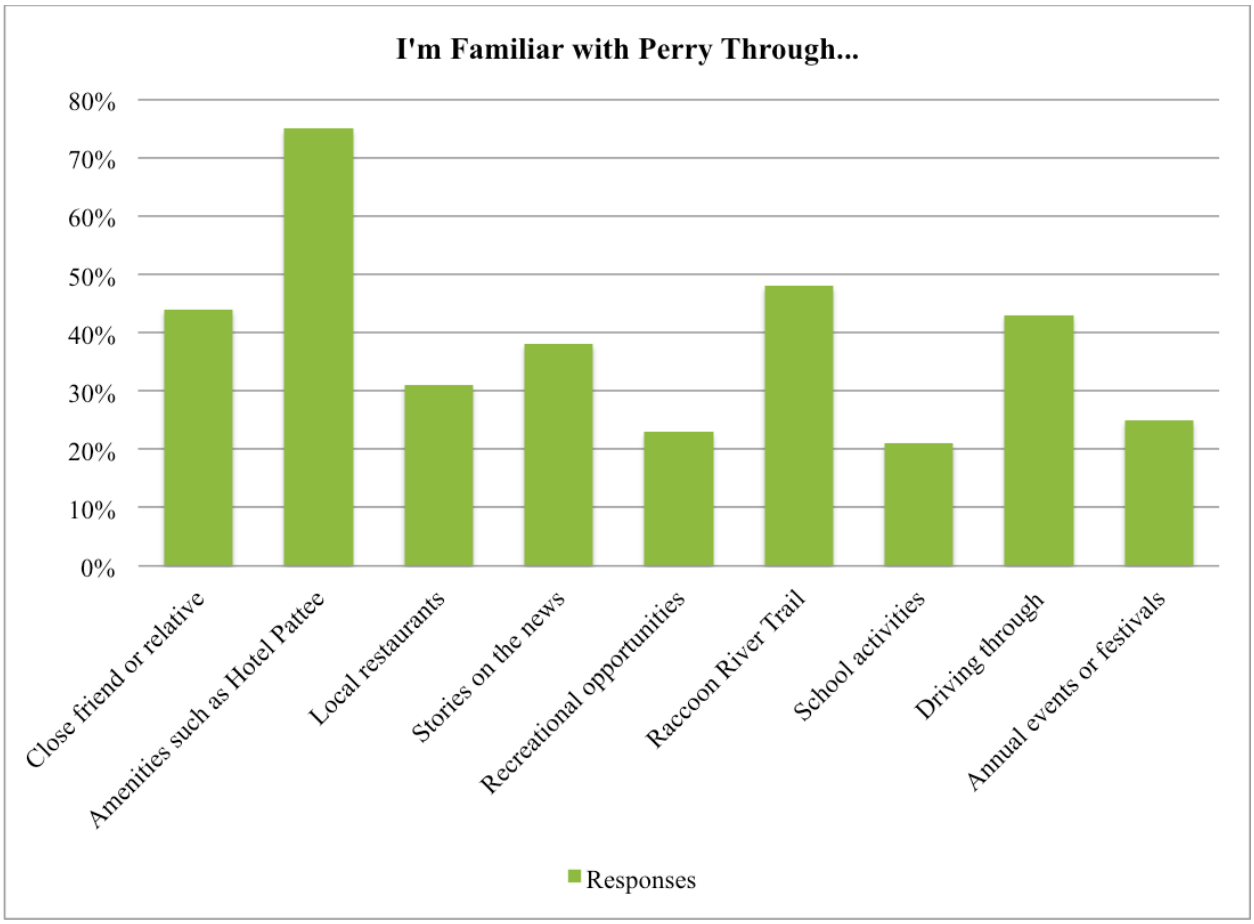

There are Entertainment Options in Perry
37%
36%
35%
34%
33%
32%
31%
30%
29%
28%
27%
Disagree
Neutral
Agree
Responses

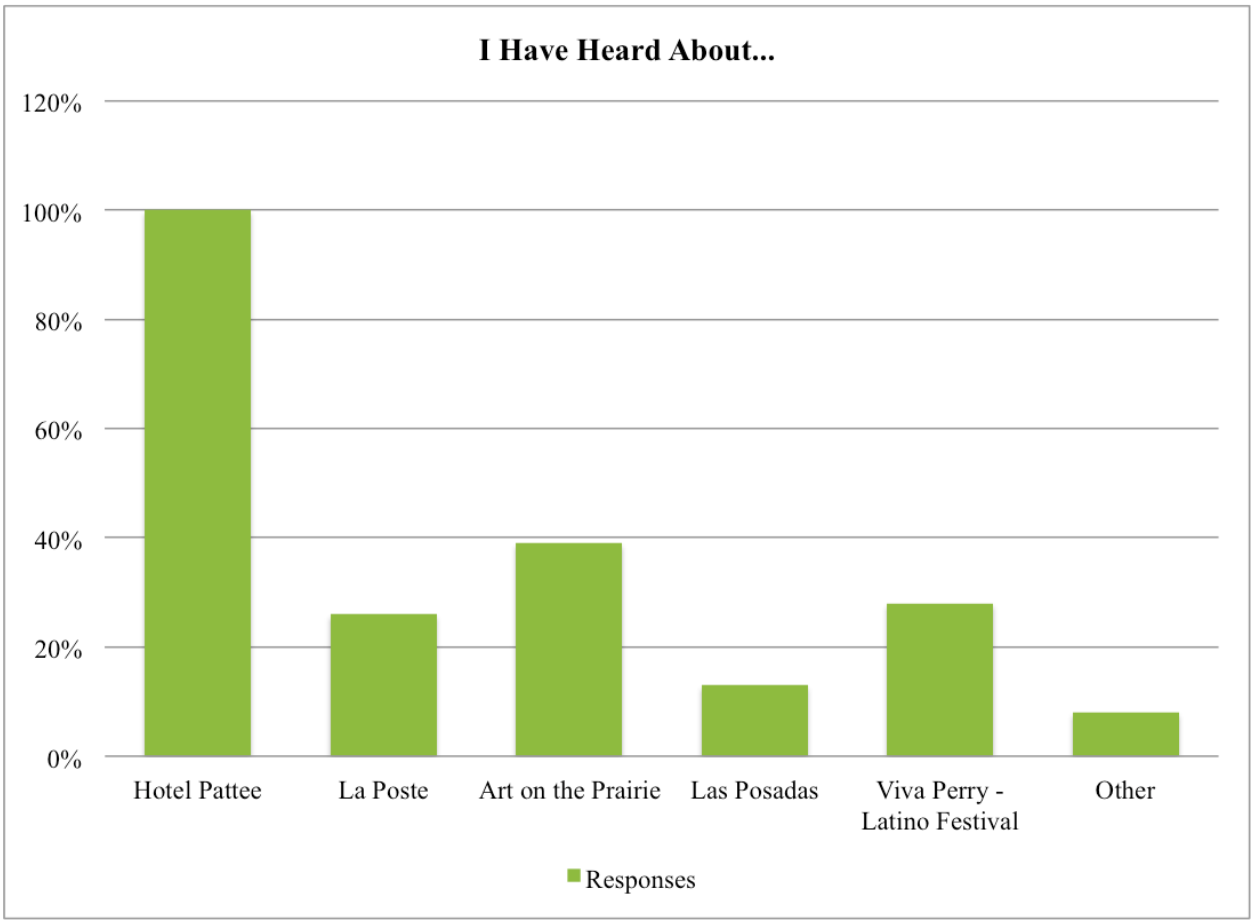

There are Recreational Opportunities in Perry
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Responses


There are a Varity of Restaurants in Perry
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Responses


I Would Recommend Visiting Perry
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Responses


There are Reasons to Visit Perry
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Responses

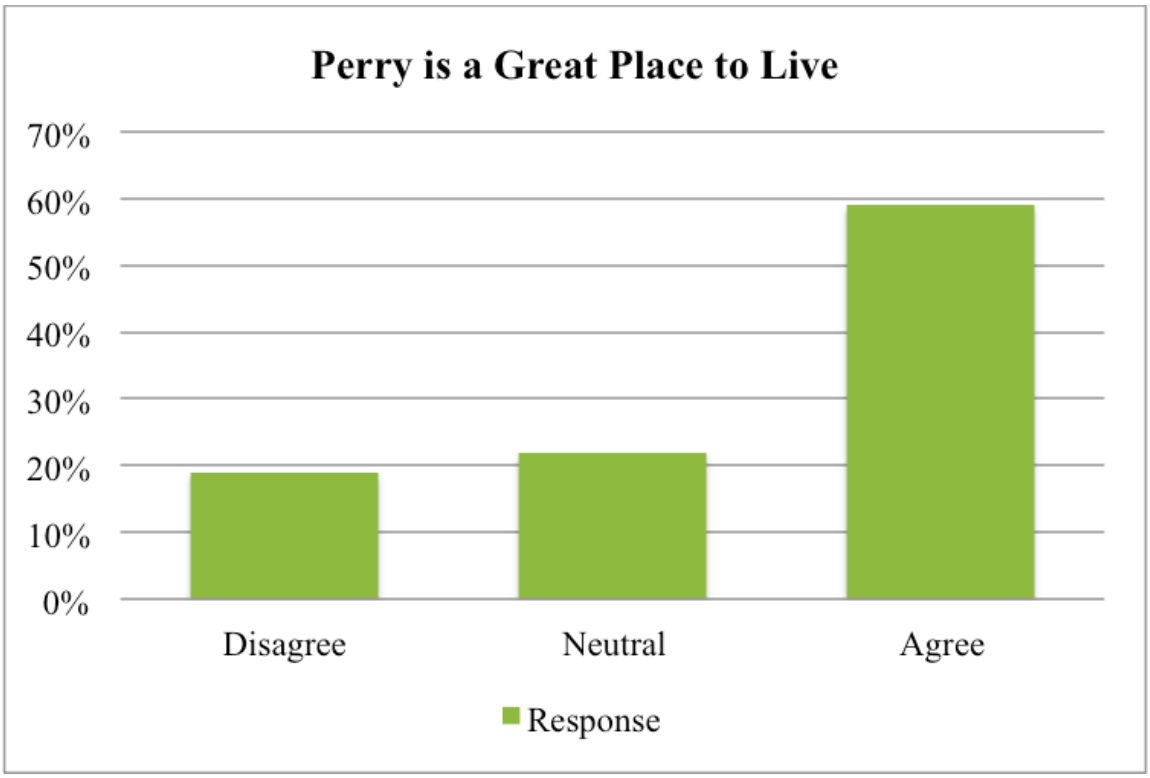

I'm Familiar with Perry Through...
80%
70%
60%
50%
40%
30%
20%
10%
0%
Close friend or relative
Amenities such as Hotel Pattee
Local restaurants
Stories on the news
Recreational opportunities
Raccoon River Trail
School activities
Driving through
Annual events or festivals
Responses

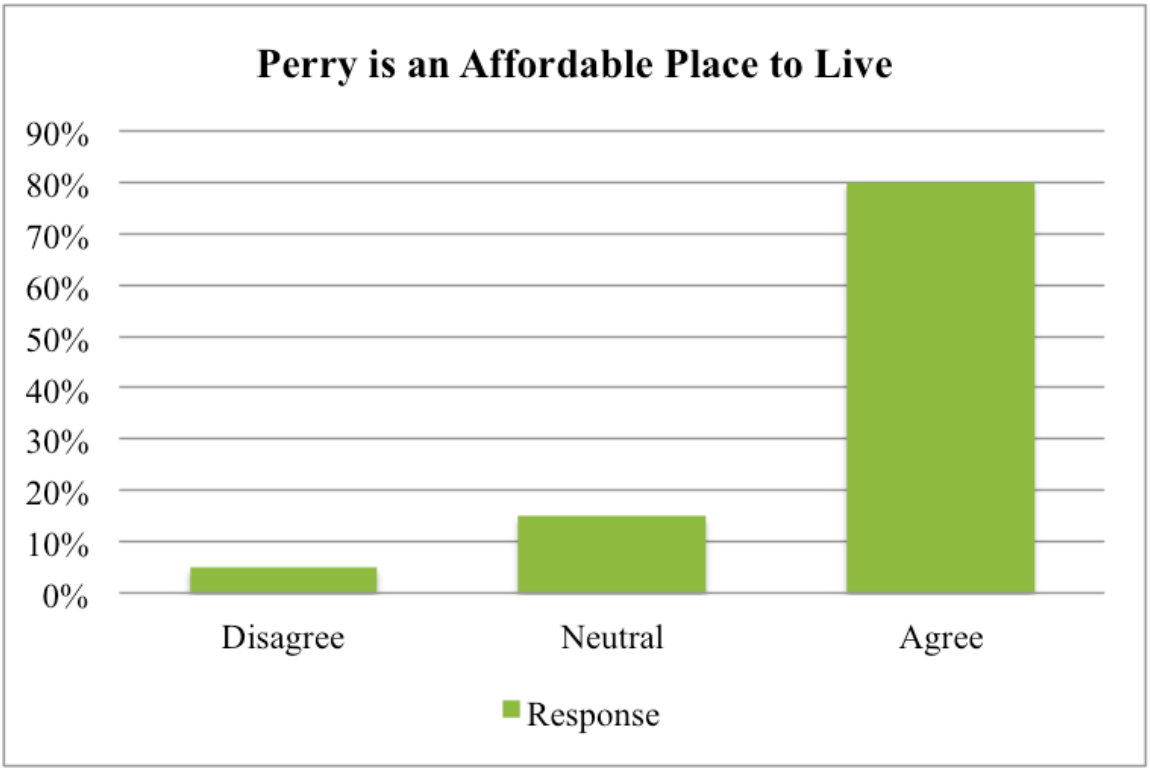


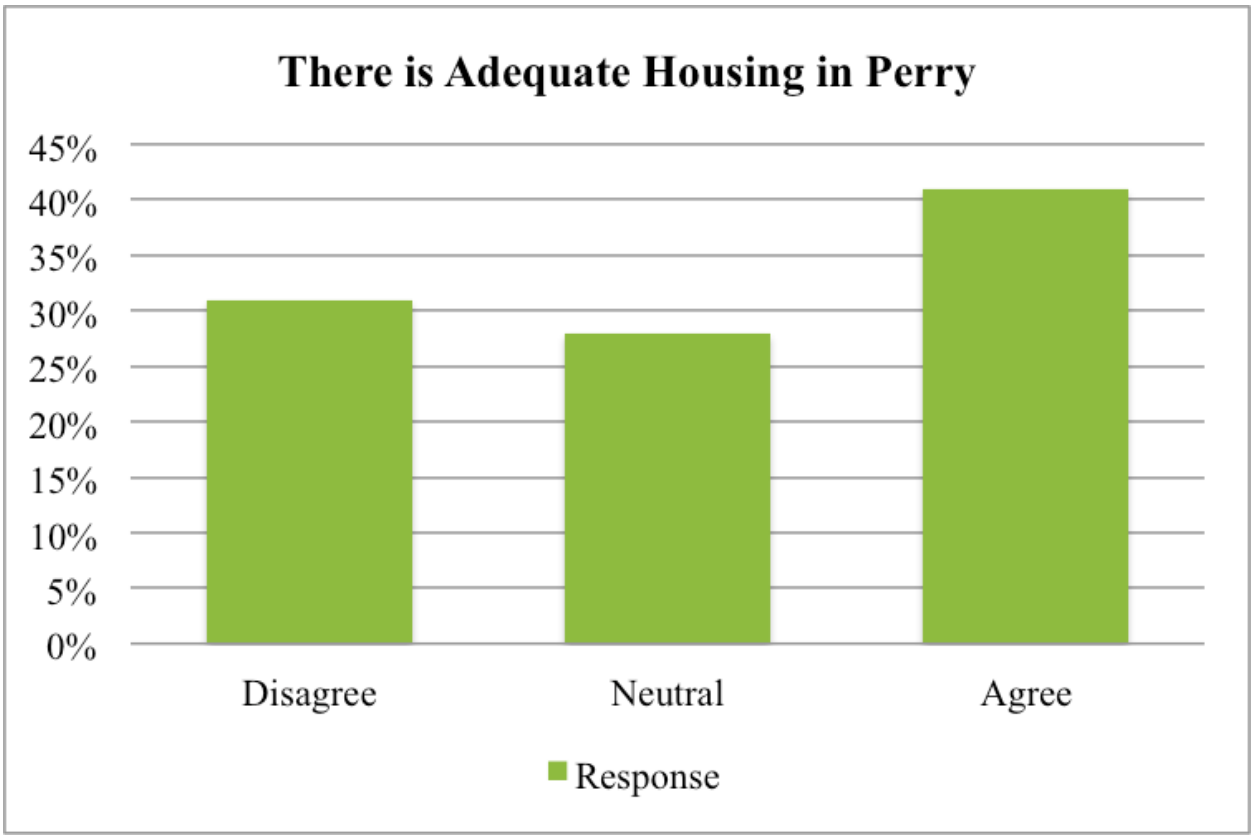
Other responses:

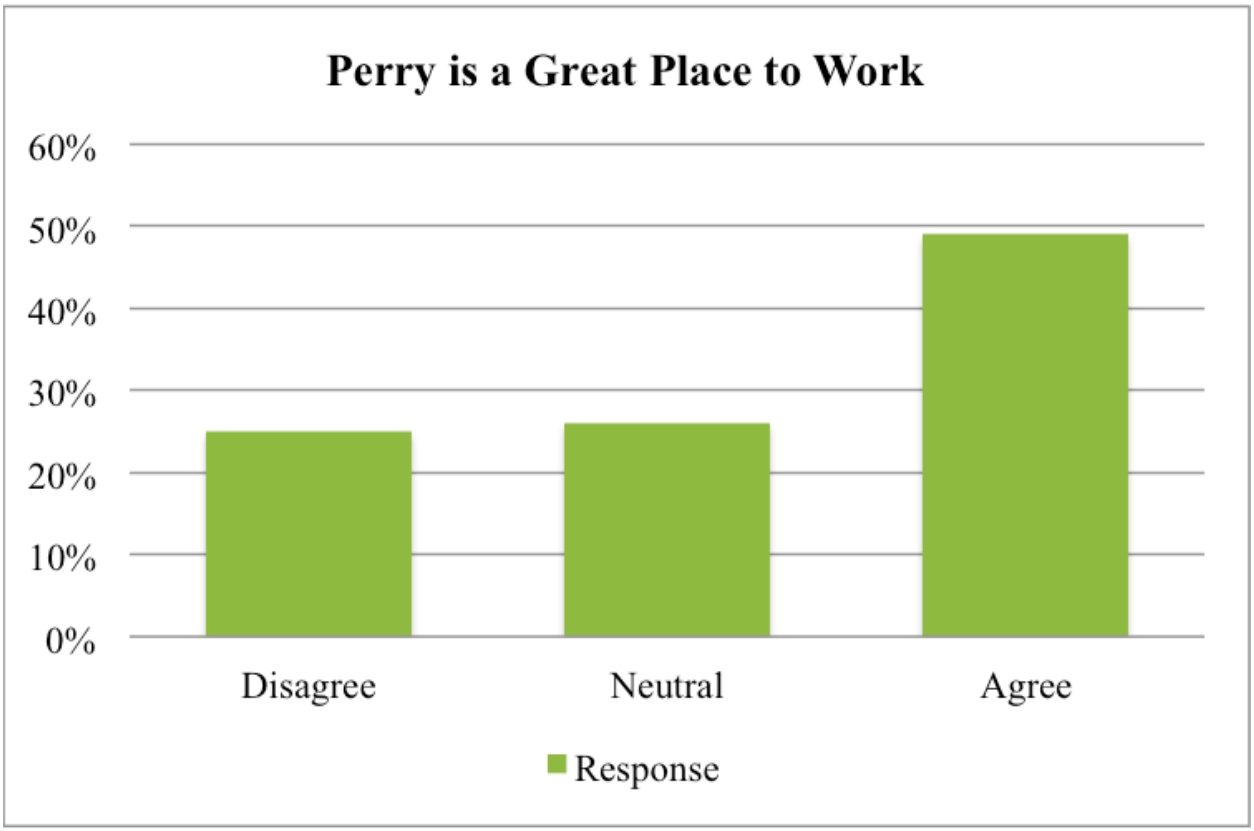
- Library
- BRR Ride
- The Bakery
- Perry Country Club
- BRR Ride and all school activities

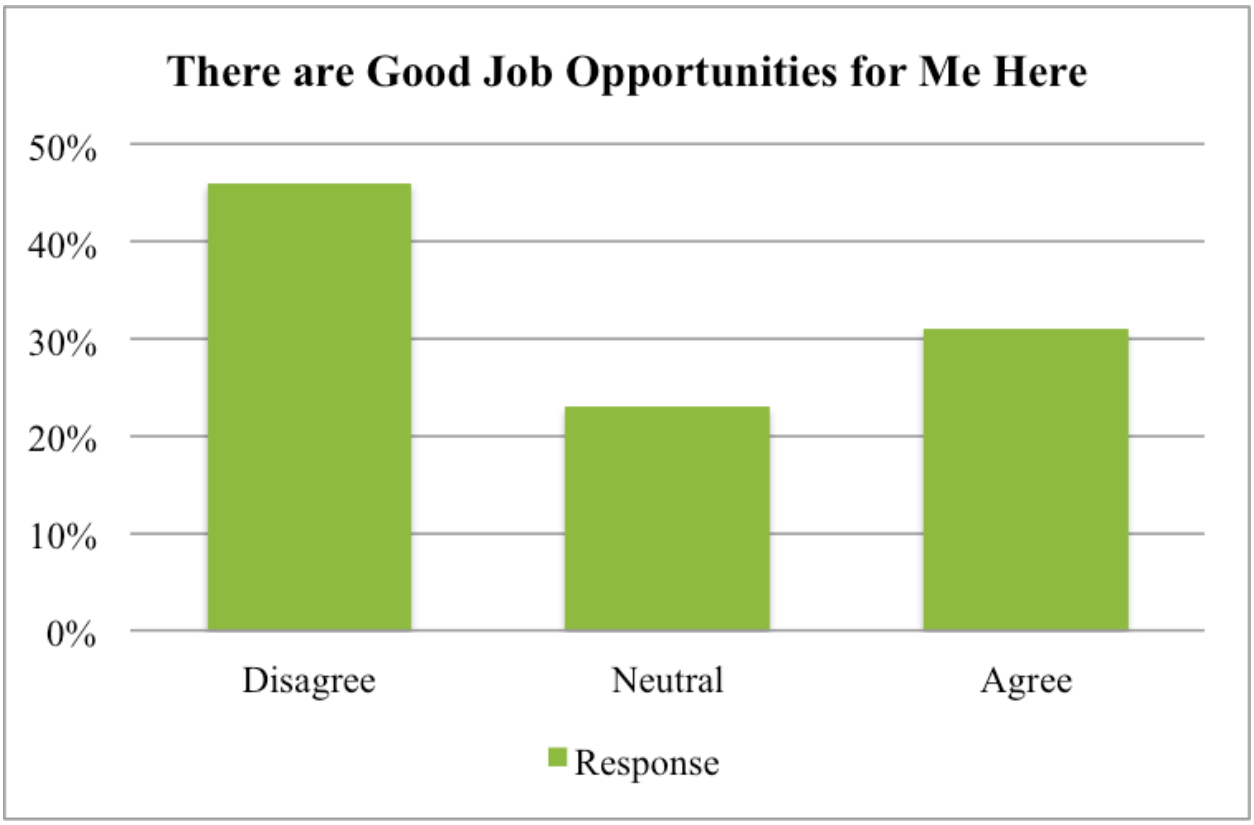
Appendix M: Perry Online Survey Results

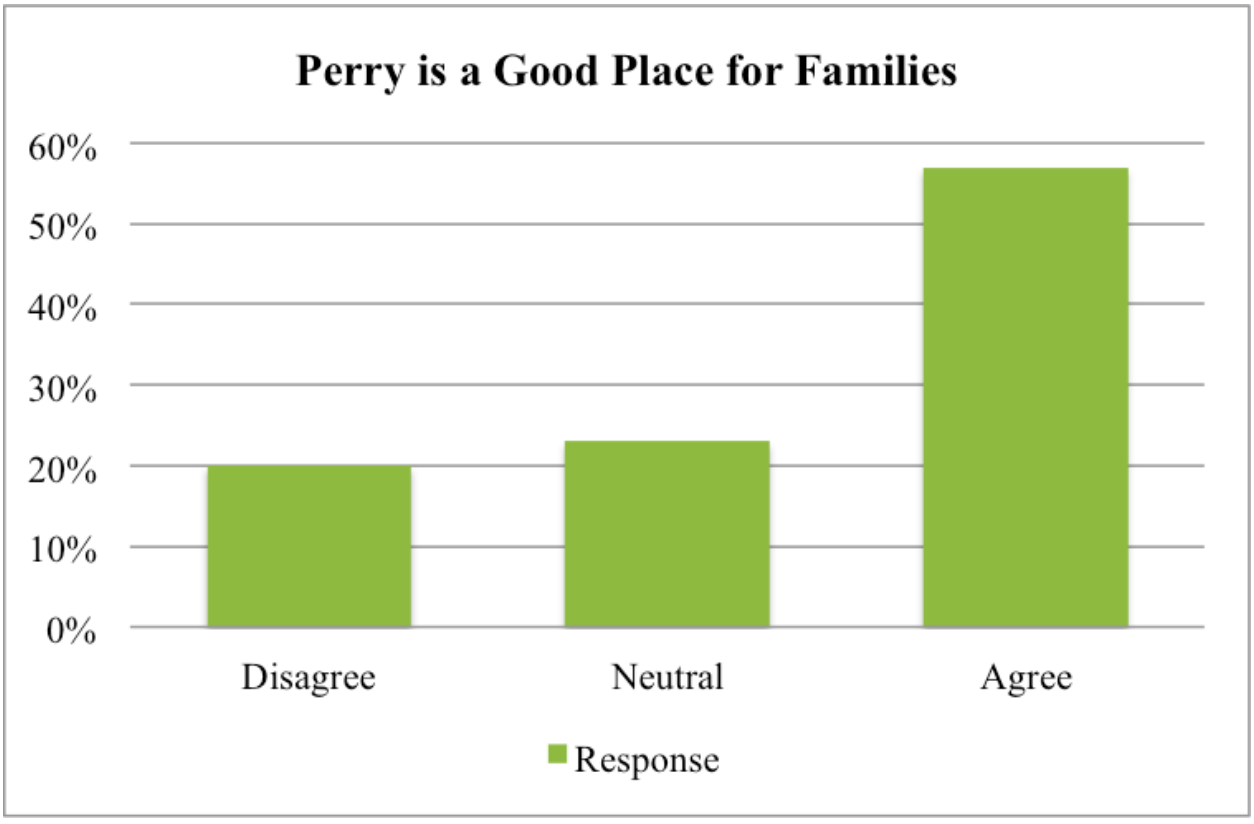


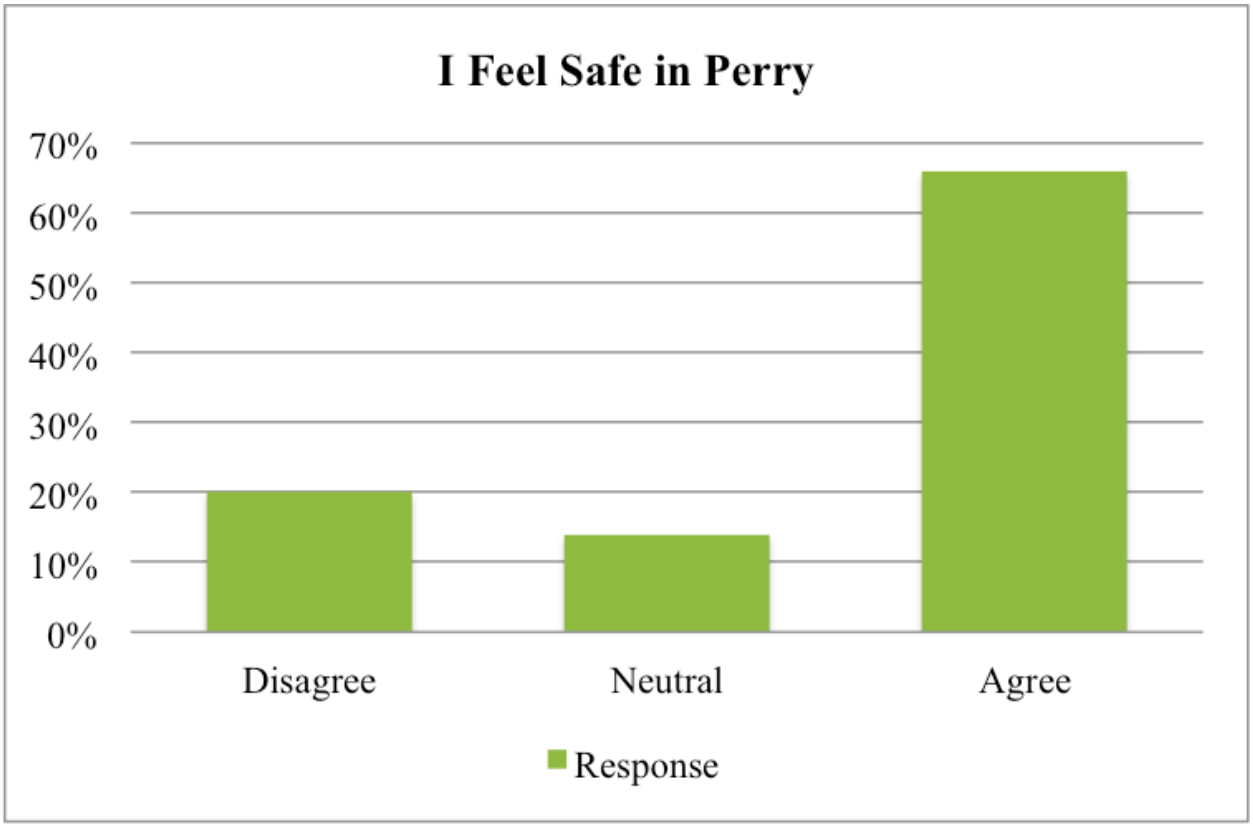


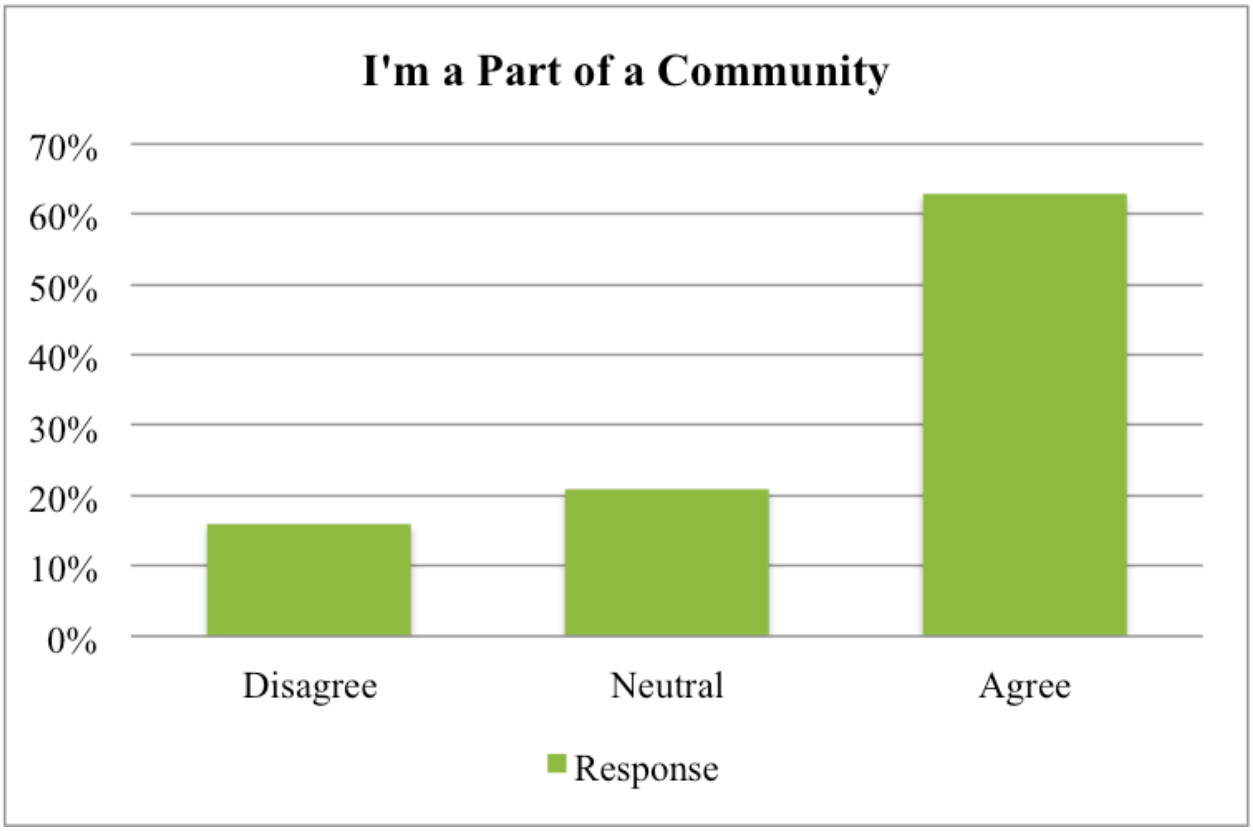

There is Adequate Housing in Perry
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Response

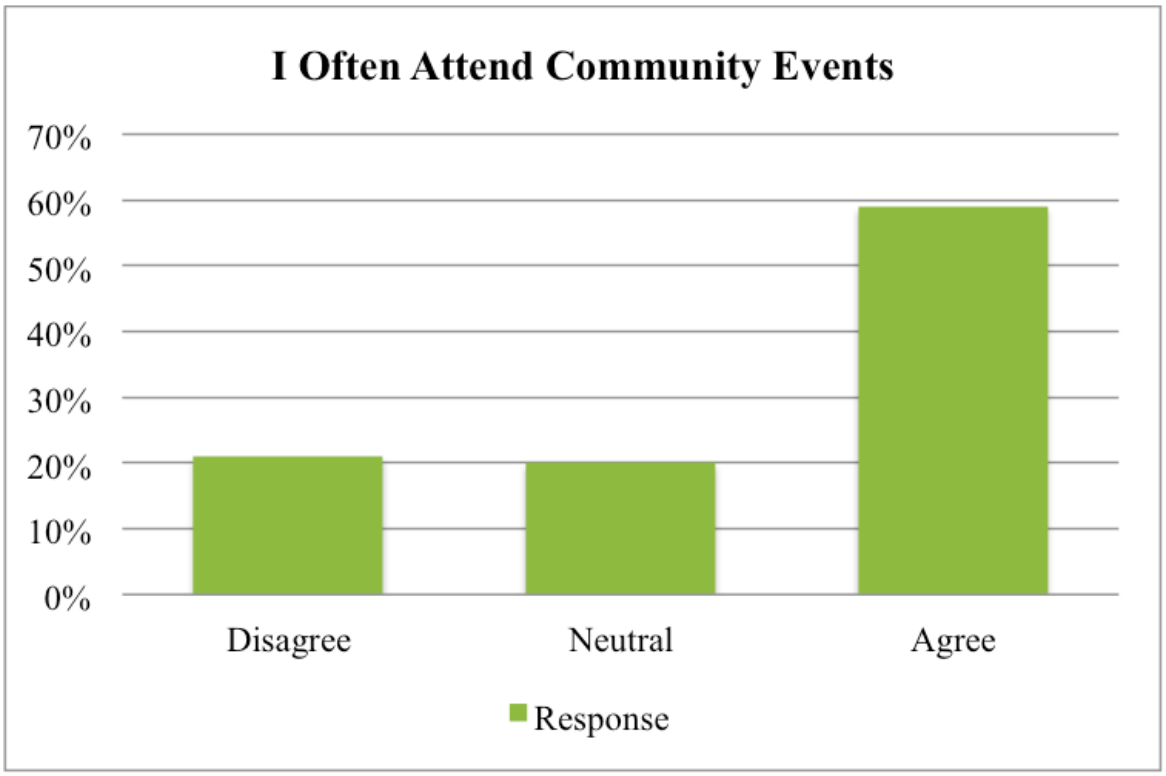

Perry is a Great Place to Work
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

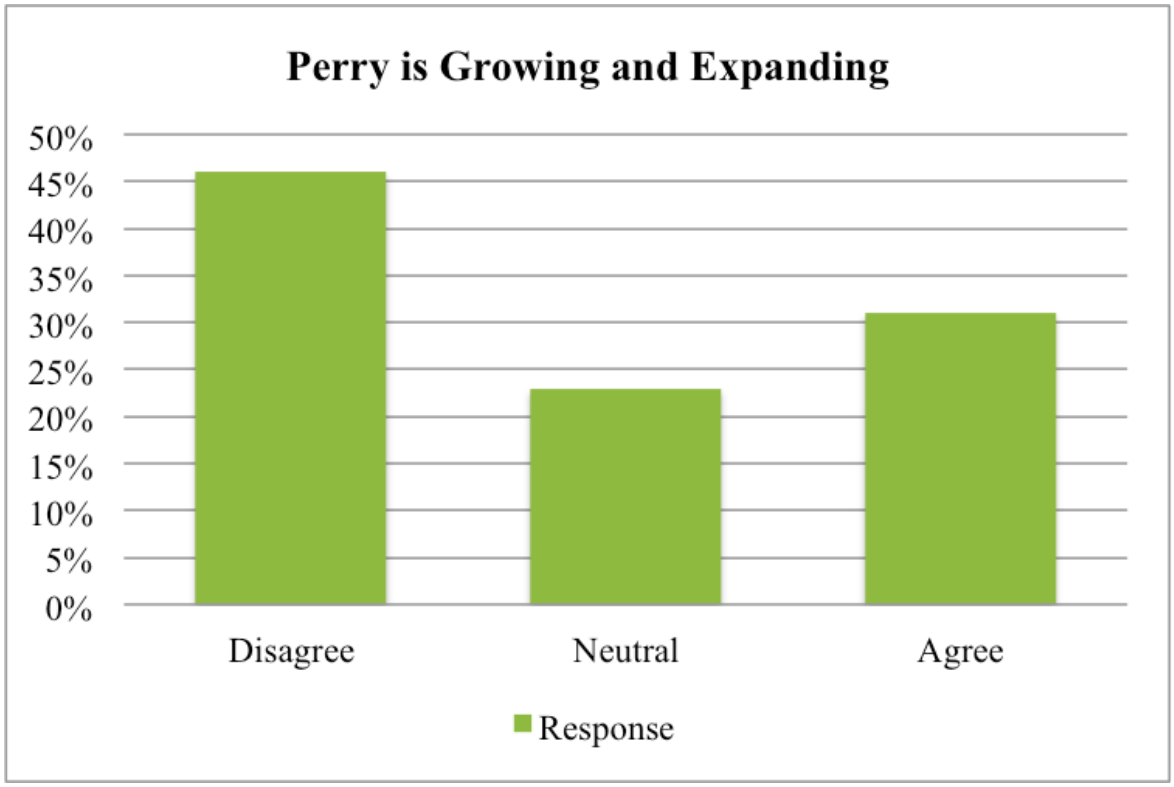

There are Good Job Opportunities for Me Here
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

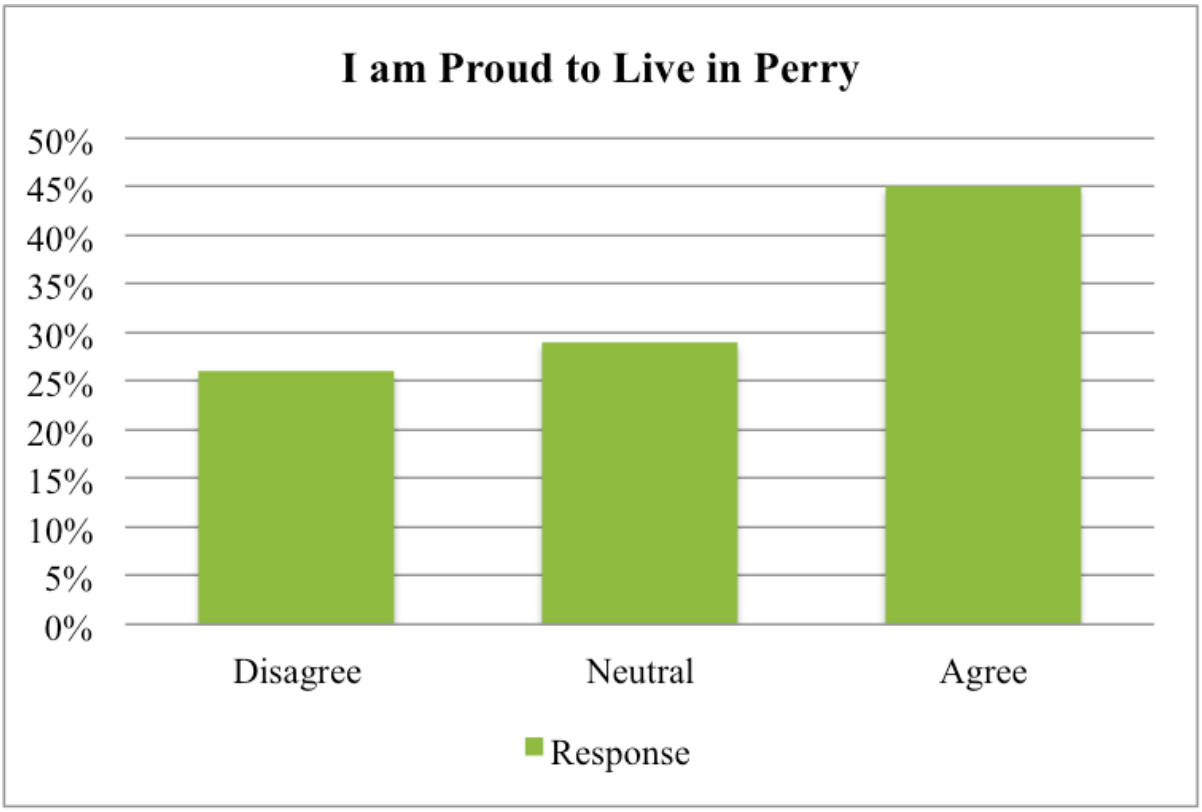

Perry is a Good Place for Families
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

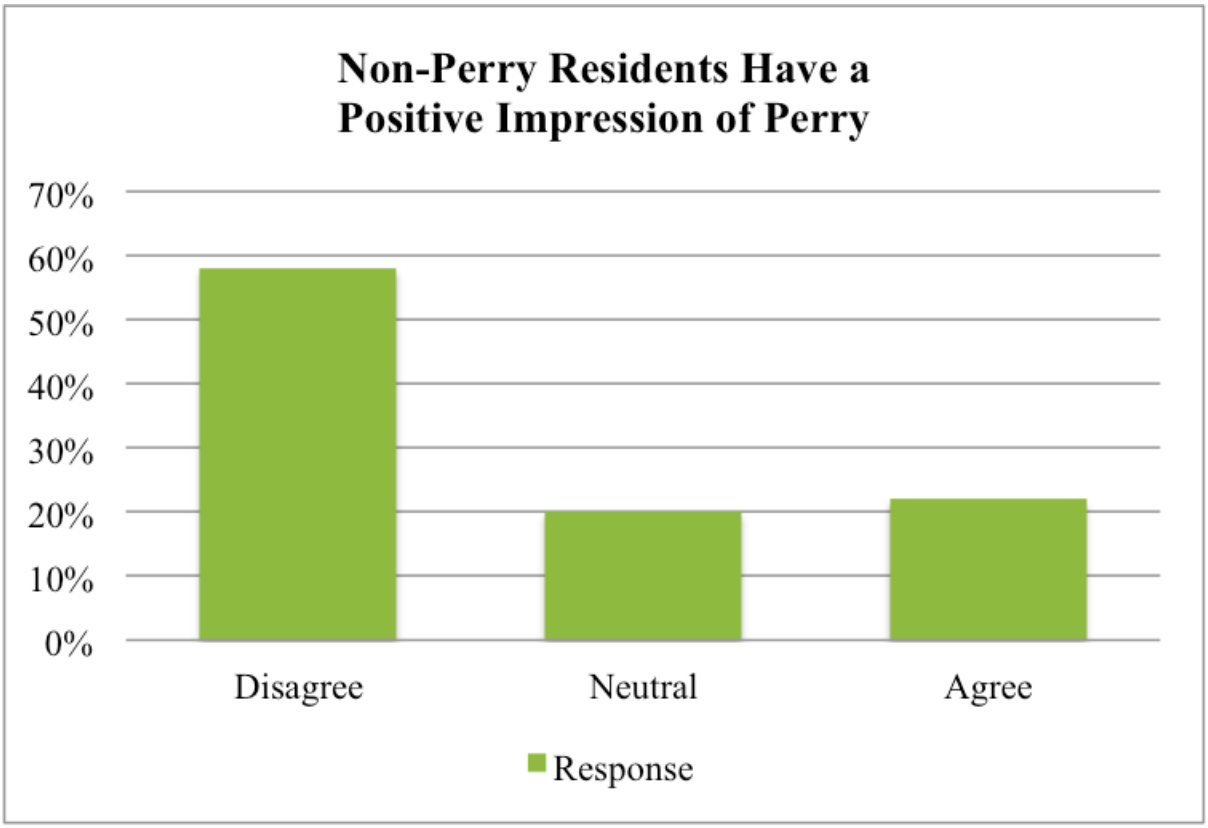

I Feel Safe in Perry
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

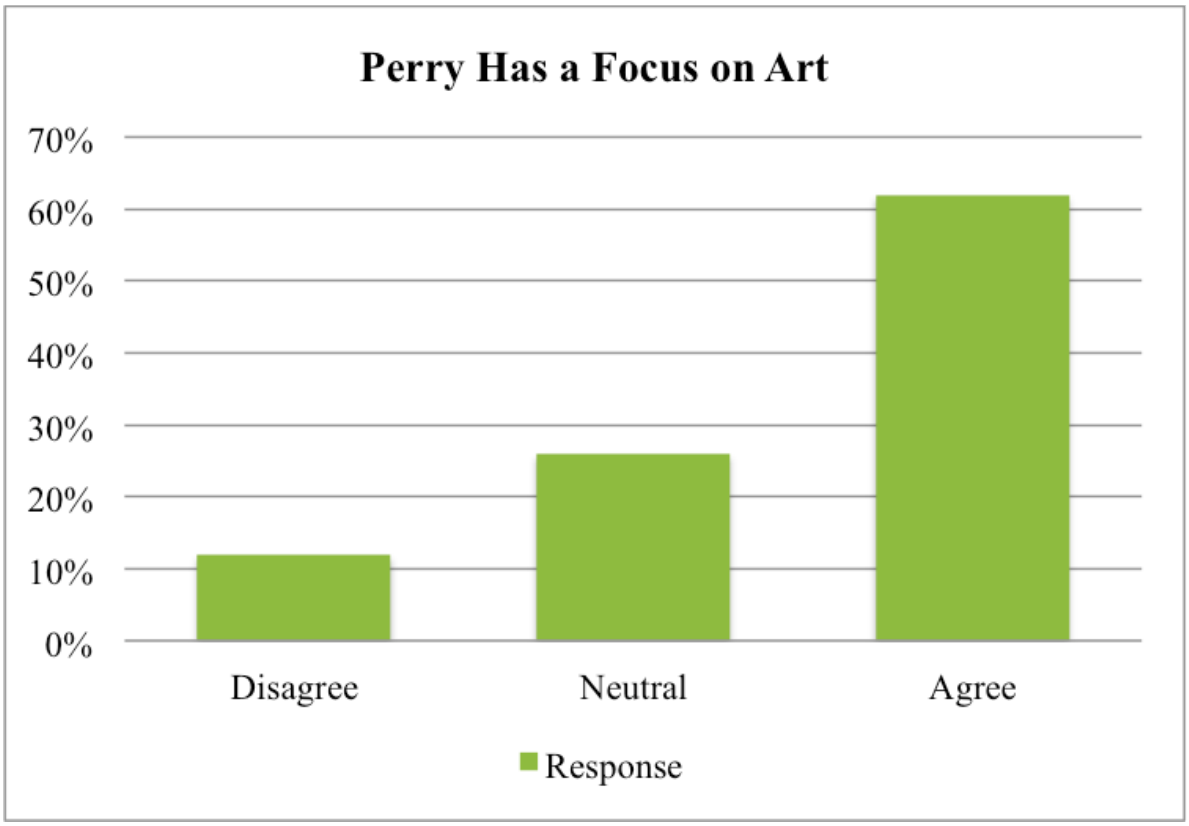

I'm a Part of a Community
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

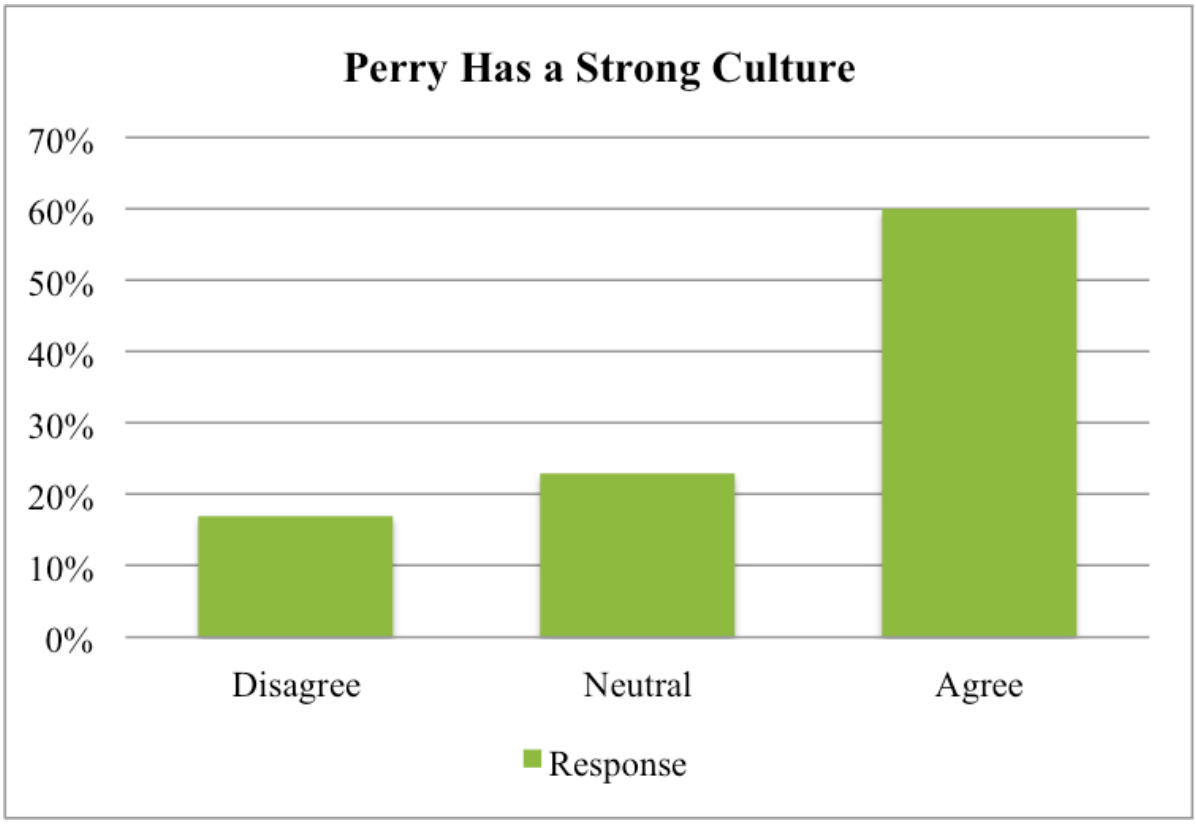

I Often Attend Community Events
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

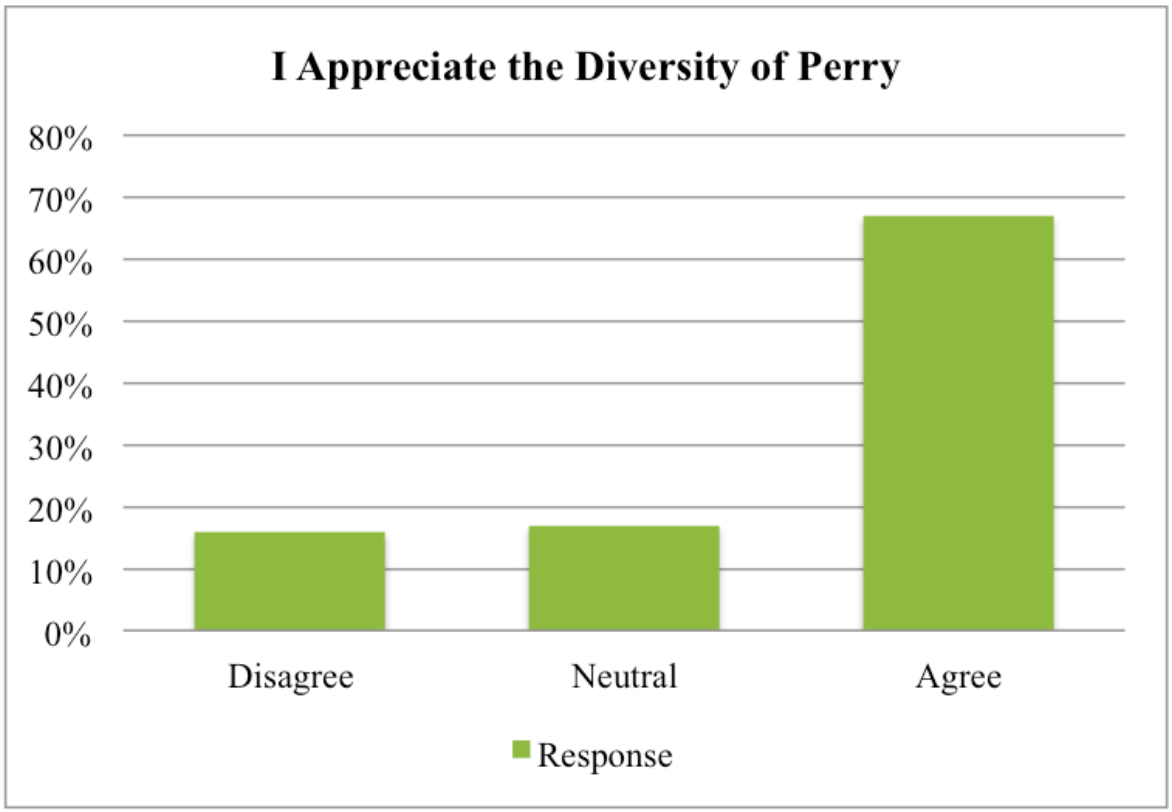

Perry is Growing and Expanding
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Response

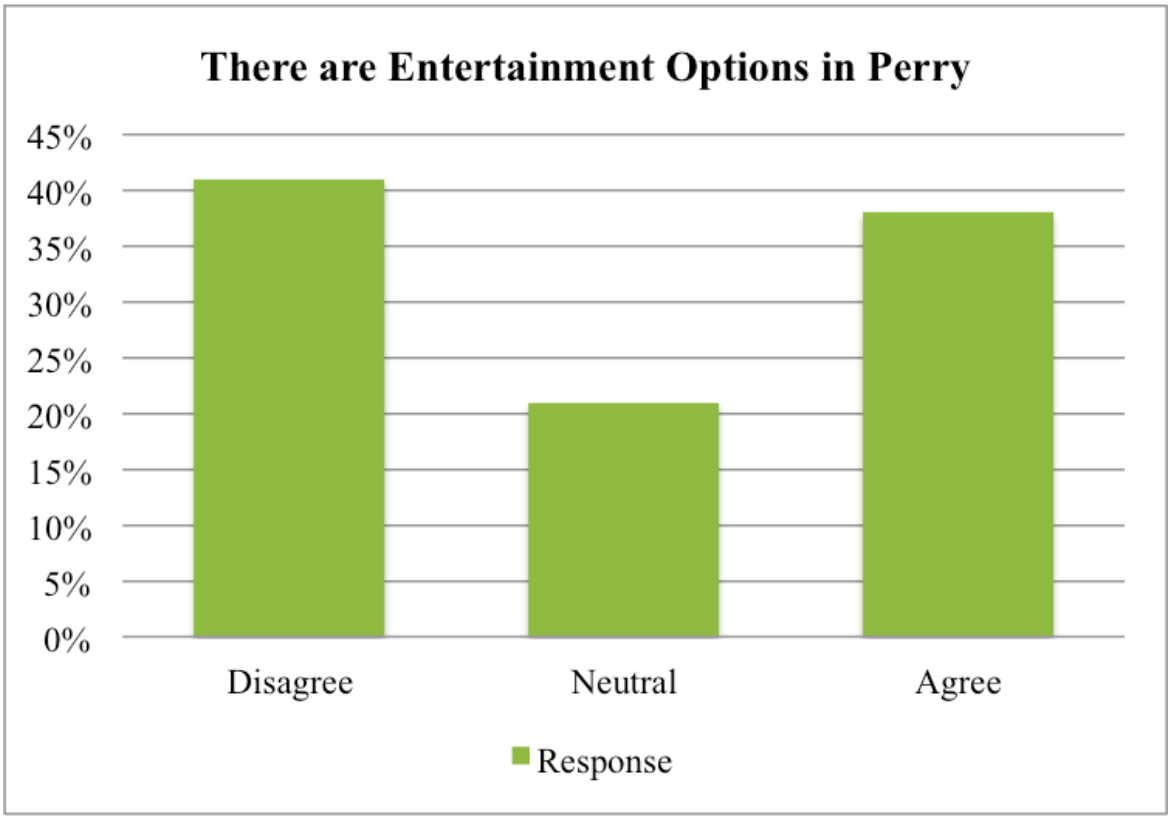

I am Proud to Live in Perry
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Response

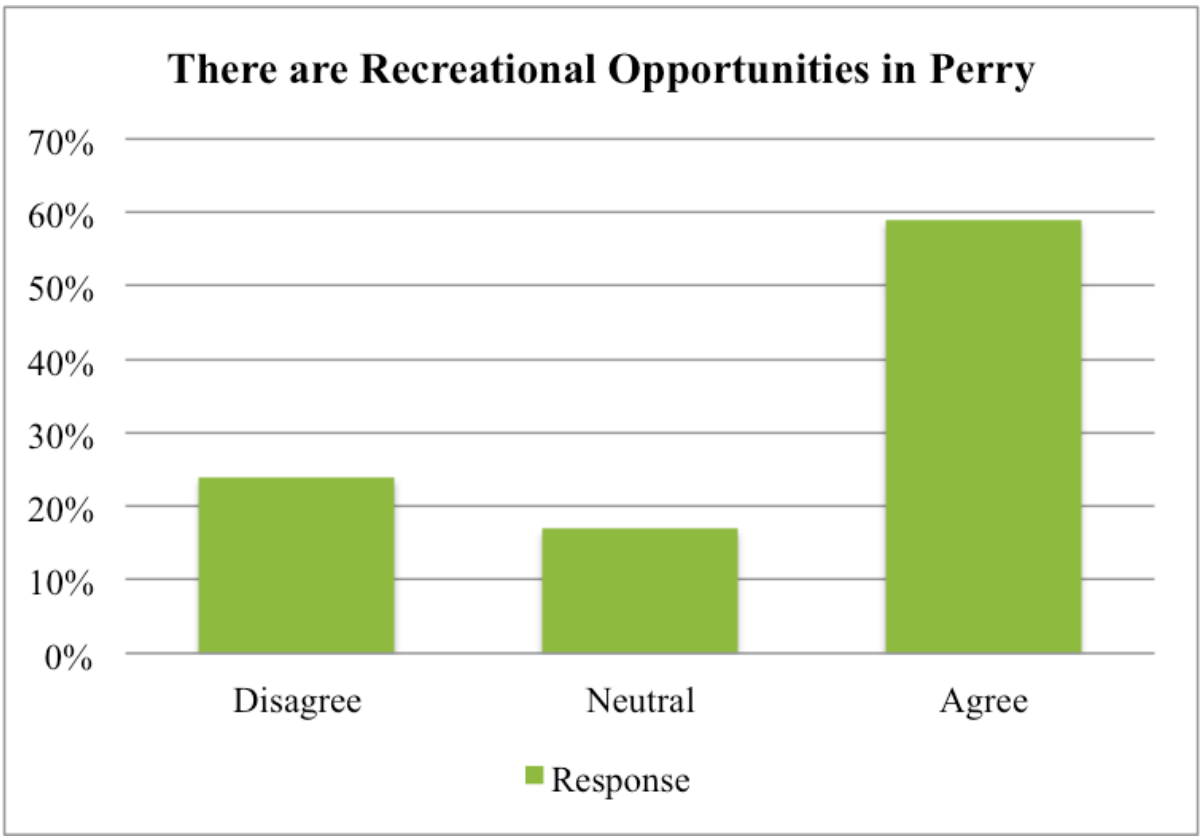

Non-Perry Residents Have a Positive Impression of Perry
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

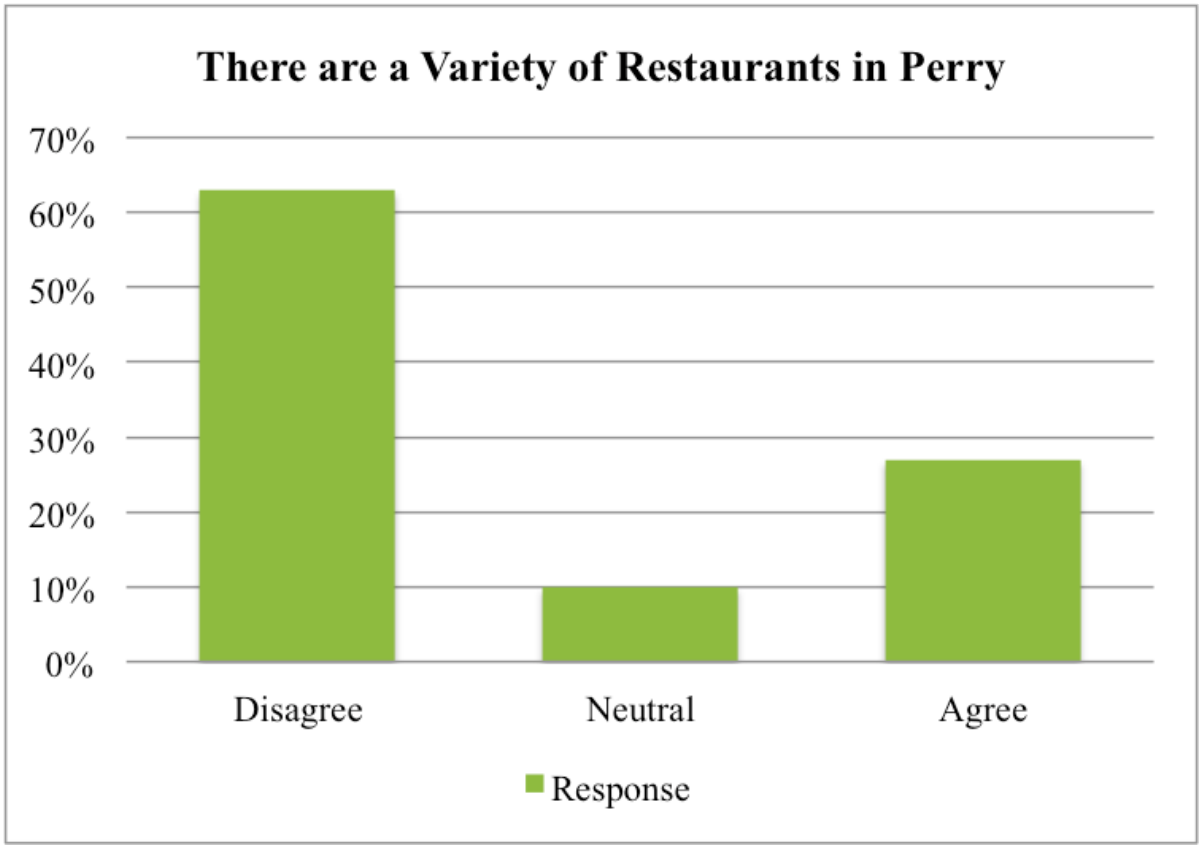

Perry Has a Focus on Art
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

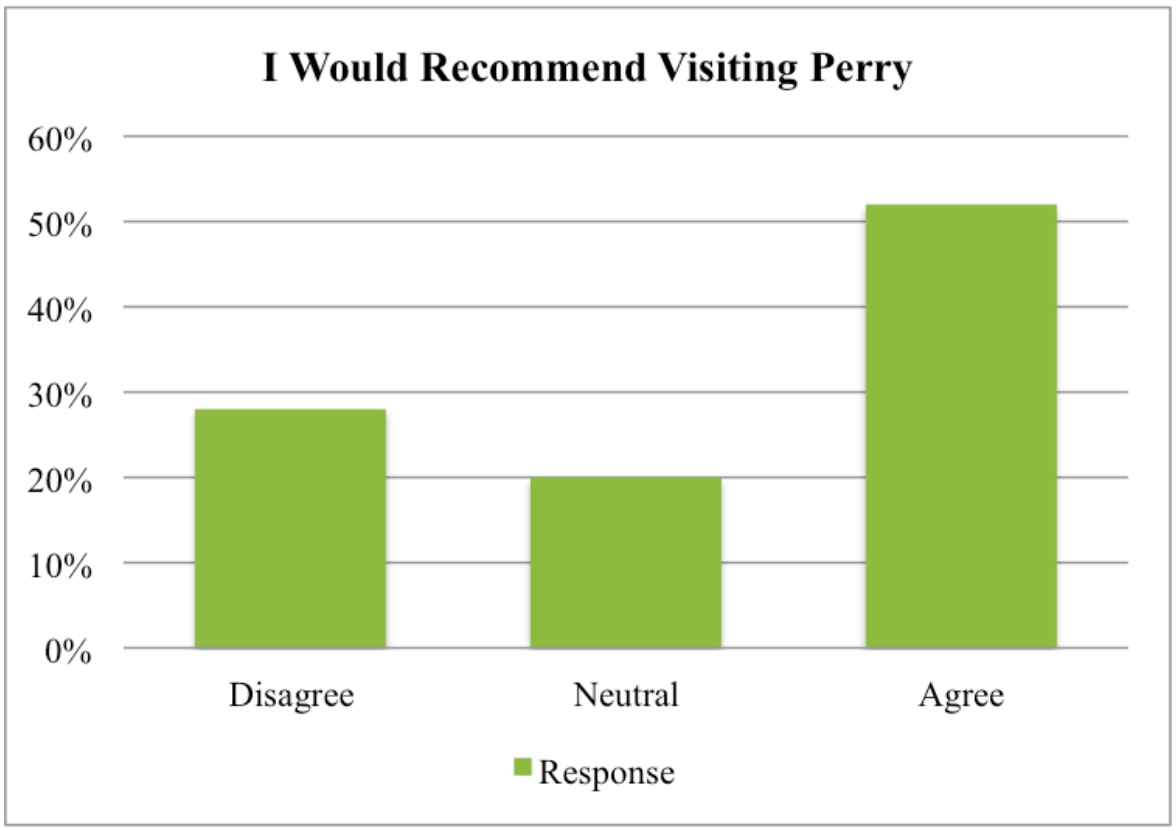

Perry Has a Strong Culture
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response

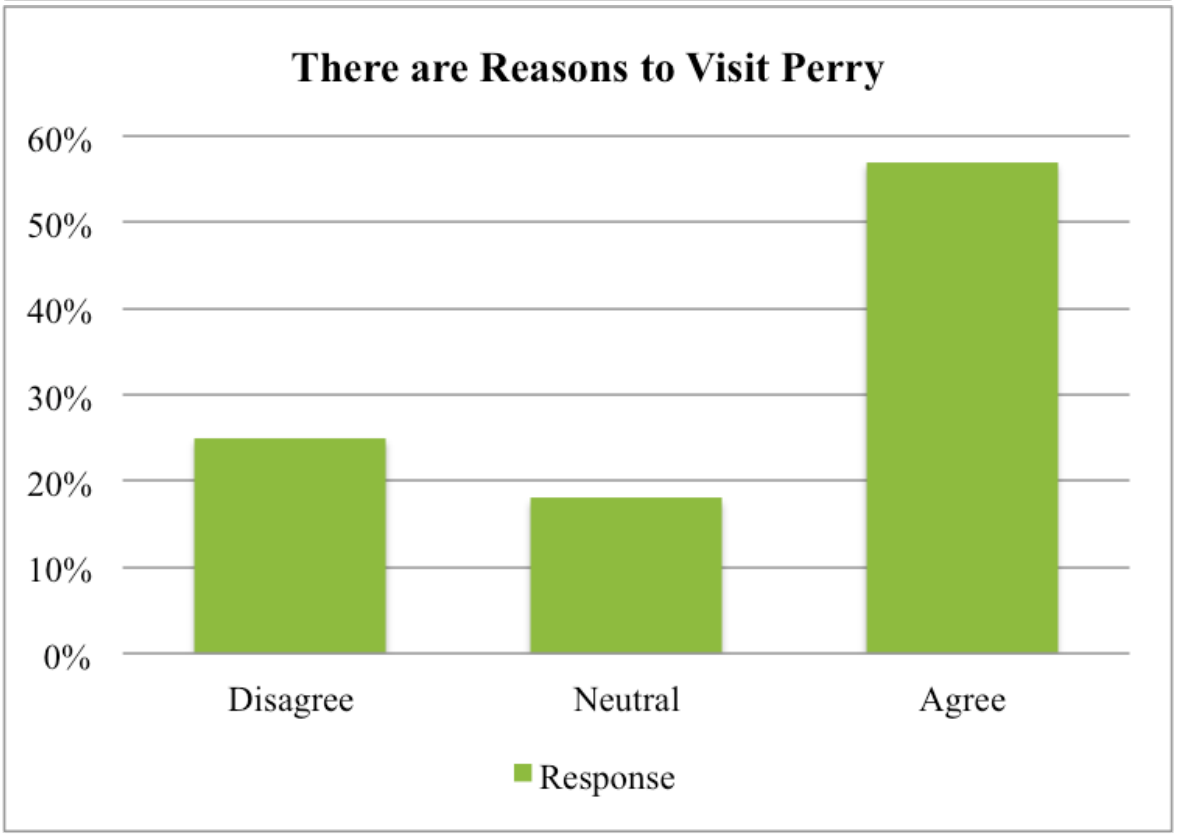

I Appreciate the Diversity of Perry
80%
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response


There are Entertainment Options in Perry
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Disagree
Neutral
Agree
Response


There are Recreational Opportunities in Perry
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response


There are a Variety of Restaurants in Perry
70%
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response


I Would Recommend Visiting Perry
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response


There are Reasons to Visit Perry
60%
50%
40%
30%
20%
10%
0%
Disagree
Neutral
Agree
Response