

## Underwood, Iowa

**You could win a \$50 gift card to the Underwood Truck Stop for completing this survey! Please fill out this survey about Underwood! We know you are busy and surveys take a few minutes, but we need your input!**

\*Survey can be completed on paper or go to [www.WIDA Iowa.org](http://www.WIDA Iowa.org) and click on the Underwood tab to get to the link and take it online instead. Please complete the survey by 5/30/19.

**Name and Email** of person doing the survey (please print)

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\*you can choose to fill this out anonymously but you will be ineligible for the gift card drawing

If no email address, please provide Name \_\_\_\_\_

Address \_\_\_\_\_

### 1. Why do you choose to live in your town? Mark all that apply.

- I enjoy the small town atmosphere
- I appreciate the convenience of being near the Omaha/Council Bluffs Metro without living there
- My family or my significant other's family lives here
- I have a great job here
- There's affordable housing here
- The people here are great
- I really like my home and property
- I think the neighborhood I live in feels very safe
- It's a good place to raise kids
- I like being active in my community
- Other \_\_\_\_\_

### 2. What nonprofit organization/s in town would you be willing to donate an hour of your time to? Check all that apply.

- Underwood School organizations
- UMBA Hall Committee
- Underwood Parks and Rec
- Underwood Events Committee
- Underwood Optimist Club
- Underwood Fire & Rescue
- Friends of Underwood
- Community of Christ Church group
- Underwood Lutheran Church group
- Arrowhead State Park
- City Council
- 4-H
- Other \_\_\_\_\_

**3. What is your town's greatest strength? Choose one.**

- A. Location
- B. Tight knit community
- C. Quality school system
- D. Developed Niche
- E. Active community
- F. Main Street Beautification
- G. Other \_\_\_\_\_

**4. If you've ever considered moving from Underwood, why would you? Check any that apply.**

- I wouldn't move
- Proximity to family
- Job relocation
- Prefer to live in larger city
- Better weather
- Better housing situation
- Cheaper housing situation
- Frustration with neighbors
- Other \_\_\_\_\_

**5. What is the best form of communication to use to make you aware of events or notices?**

- A. Newspaper
- B. Facebook
- C. Flyers around town
- D. Email notice
- E. Word of mouth
- F. Town newsletter/utility bill
- G. Other \_\_\_\_\_

**6. What amenity/amenities do you think your town needs most that you don't currently have?**

- Daycare/preschool
- Coffee shop
- Assisted living center
- Grocery store
- Clothing store
- Restaurant
- Convenience store
- Other \_\_\_\_\_

**7. What attributes would you mention to encourage someone to move to your town?**

- Quality housing
- Great school system
- Safe place to live
- Short drive to work in Omaha/Council Bluffs
- Friendly neighbors
- Other \_\_\_\_\_

**8. What specific suggestions do you have on how small towns throughout Pottawattamie County could cooperate, or collaborate, to provide better regional amenities, enhanced, or more cost effective services to residents?**

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**9. Underwood serves many people that live here but work in the Metro area. What could be done to make things more convenient for people commuting?**

- Fluctuate times businesses are open for those that work regular business hours
- Drive-through business options
- After-hours daycare, gym, etc.
- Rotating town sign with information to communicate with those not in town every day
- Other \_\_\_\_\_

**10. Underwood is also working on branding. What do you think Underwood should focus on for their town niche? Mark the best option or supply a suggestion.**

- A. Artsy, Old Market-feel
- B. Nature lover's area
- C. Young business person's refuge
- D. Other \_\_\_\_\_

**11. Underwood is invested in adding events to the community beyond Junkwood such as the self-defense class and having Santa visit. What are some events you would like to see added? Check all that apply and/or add suggestions.**

- St. Patrick's Day Green Crawl
- Sweet Corn Fest
- Holidays Launch Party (launching items like rubber chickens, cranberry sauce, footballs)
- Main Street Make-shift Pool Party
- Local Celebrity Paint-off Contest (crowd gets to watch celebs create masterpieces and vote)
- Adult Skate Nights at UMBA (maybe glow-in-the-dark or 80's night)
- Santa Social (adults get meet & greet & pics with Santa and adult beverages)

- Rest Area Party (have event at rest area and invite visitors to come to Underwood & give out treats)
- Other \_\_\_\_\_

**12. What talent or entrepreneurial idea do you have that you could share with the City of Underwood? (Examples: you make the best homemade ice cream, you know everything there is to know about flying kites, you have an idea for a Princess Café, you make bird houses, etc.)**

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\*Please return surveys to The Underwood City Hall or to the WIDA office at 712 S. Hwy St. Oakland

Survey sponsored by the Underwood Truck Stop, WIDA (Western Iowa Development Association), and the town of Underwood

These surveys are important because it provides your town officials with data to apply for grants. It allows us to contact businesses for unmet needs in your town, and it allows us to communicate with you via our monthly newsletter through your email about events and important information regarding your town. You may opt out at anytime or you may choose to not give your email address but that makes you ineligible for the \$50 gift card drawing.