



To: Mayor & City Council

Agenda Item #: V.A.

From: Jennifer Bennerotte, Communications & Technology Services Director

Action

Discussion

Date: Sept. 1, 2015

Information

Subject: 2015 Quality of Life Survey

Action Requested:

None.

Information / Background:

Staff has been directed to complete a Quality of Life, or public opinion, survey every two years to measure residents' satisfaction with City services and facilities and to gauge interest on various topics.

The 2015 Quality of Life Survey provided residents the opportunity to rate the quality of life in the City of Edina, as well as the quality of service delivery and overall workings of local government. The survey also permitted residents to share their priorities for community planning and resource allocation.

Surveys were mailed to 1,500 randomly selected resident households in May and June, 2015. A total of 512 surveys were completed, yielding a response rate of 35 percent. The margin of error is plus or minus four percentage points around any given percentage point reported for the entire sample (512 completed surveys).

Survey results were weighted so that respondent gender, age, race, ethnicity, housing unit type (attached or detached) and housing tenure (rent or own) were represented in proportions reflective of the entire city.

Because Edina has administered quality of life surveys before, some comparisons could be made between 2015 responses and those from 2013 and 2011. Edina also elected to have its results compared to those of other jurisdictions around the nation and those in Minnesota, comparisons made possible through a national benchmark database created and maintained by National Research Center, Inc. (NRC). NRC's database contains resident perspectives gathered in citizen surveys from over 500 communities across the United States.

The draft report of findings is attached. Damema Mann from NRC will be present to share key findings and answer any questions the Council may have.



EDINA 2015 QUALITY OF LIFE SURVEY

REPORT OF RESULTS - DRAFT

JULY 2015

Prepared by:



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Executive Summary

Survey Background

The 2015 Quality of Life Survey provided residents the opportunity to rate the quality of life in the City of Edina, as well as the quality of service delivery and overall workings of local government. The survey also permitted residents to share their priorities for community planning and resource allocation.

Surveys were mailed to 1,500 randomly selected resident households in May and June, 2015. A total of 512 surveys were completed, yielding a response rate of 35%. The margin of error is plus or minus four percentage points around any given percentage point reported for the entire sample (512 completed surveys).

Survey results were weighted so that respondent gender, age, race, ethnicity, housing unit type (attached or detached) and housing tenure (rent or own) were represented in proportions reflective of the entire city.

Because Edina has administered quality of life surveys before, some comparisons could be made between 2015 responses and those from 2013 and 2011. Edina also elected to have its results compared to those of other jurisdictions around the nation and those in Minnesota, comparisons made possible through a national benchmark database created and maintained by National Research Center, Inc. (NRC). This database contains resident perspectives gathered in citizen surveys from over 500 communities across the United States.

Key findings

Edina residents enjoy a high quality of life in 2015, as in previous years.

- ▶ In 2015, nearly all residents awarded “excellent” or “good” ratings to the quality of life in Edina; no respondents felt that the quality of life was “poor.” When compared over time, ratings remained stable.
- ▶ Edina residents’ opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina’s rating for overall quality of life was higher when compared to communities in both sets of comparisons.
- ▶ About 9 in 10 residents planned to remain in Edina for the next five years and would recommend living in Edina to someone who asks. Compared to communities across the nation as well as in Minnesota, ratings for remaining in Edina and recommending living in Edina were similar.

Residents give favorable ratings to the overall ease of travel in Edina, but improvements could be made to improve walking and biking in the community.

- ▶ About 9 in 10 residents awarded “excellent” or “good” ratings to the overall ease of getting to the places they usually have to visit; only one percent of respondents felt that the overall ease of travel was “poor.” When compared over time, ratings remained stable. This rating was higher when compared to communities across the country and similar when compared to other communities in Minnesota.
- ▶ Ease of travel by car was rated positively by about 8 in 10 residents while ease of travel by public transportation was rated positively by 4 in 10 residents.
- ▶ When rating the ease of travel by walking and by bicycle in Edina, about 6 in 10 residents gave favorable ratings to the ease of walking in Edina while just under half of residents gave positive ratings to the ease of travel by bicycle. These ratings decreased in 2015 compared to 2013. When compared to communities across the nation, ease of walking and travel by bicycle were both rated as similar. When compared to other Minnesota communities, ease of walking was rated similar while ease of travel by bicycle was rated lower in Edina.

- ▶ At least 6 in 10 residents indicated they would be more likely to walk or bike in the community if there were more sidewalks along streets or well-marked greenways and off-road paths.
- ▶ The availability of paths and walking trails in Edina received an “excellent” or “good” rating from about 6 in 10 residents. This rating was similar to the national comparison but lower than the Minnesota comparison.

Affordable housing and cost of living are important issues in the community.

- ▶ Residents were given a list of 18 community characteristics and asked to rate the quality of each. The two lowest rated items with less than half of residents giving a positive rating were cost of living (46% “excellent” or “good”) and the availability of affordable quality housing (36%). When compared to communities across the nation, both were rated similar. When compared to other Minnesota communities, cost of living was rated similar while the availability of affordable quality housing was rated lower in Edina.
- ▶ When given a list of eight potential reasons for choosing to live in Edina, residents were least likely to select affordable housing with only 15% selecting this as a reason for living in the community.
- ▶ Residents were asked to write in what they felt was the most serious issue facing Edina. About one-quarter wrote in comments related to affordable housing and housing teardowns.
- ▶ Residents who felt things in Edina were on the wrong track were given the opportunity to write in a reason for why they felt this way. Affordable housing and cost of living were among the themes in the written comments with about 1 in 10 commenting about these issues.

Survey respondents continue to think highly of the quality of services in Edina, but most do not support a property tax increase to maintain services at their current levels.

- ▶ Residents gave exceptionally high marks to the overall quality of City services, with about 9 in 10 awarding “excellent” or “good” ratings; only three percent of respondents felt that the quality of City services was “poor.” When compared to both sets of benchmarks (communities in the U.S. and in Minnesota), Edina’s rating for overall quality of City services was similar.
- ▶ Nearly all of the 34 services listed on the survey were rated as “excellent” or “good” by at least 6 in 10 residents. Fire services and ambulance or emergency medical services received the highest ratings, with 98% indicating it as “excellent” or “good,” followed closely by public library services (97%). Ratings tended to be similar when compared to communities across the nation and in Minnesota.
- ▶ Of the 34 individual services rated in 2015, 11 could be compared over time. Generally, ratings for these services remained stable; however, street lighting declined with 69% “excellent” or “good” ratings in 2015 compared to 80% in 2013.
- ▶ Residents were also asked how they felt about the level of property taxes in Edina. About 55% felt they were “very high” or “somewhat high.” Residents were then asked to indicate their level of support for a property tax increase to maintain City services at their current level. Only 45% of residents “strongly” or “somewhat” supported this. This level of support in 2015 has decreased when compared to 2013 and 2011.

Survey Background

The City of Edina contracted with National Research Center, Inc. (NRC) to conduct a community-wide quality of life survey. The primary goal of the survey was to assess the attitudes and opinions of residents by:

- ▶ Evaluating City programs and services.
- ▶ Determining general perceptions of the quality of life in the city.
- ▶ Identifying issues facing the city.
- ▶ Setting benchmarks for future surveys.

The Edina Quality of Life Survey serves as a consumer report card for Edina by providing residents with the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. Residents also provide feedback on what is working well and what is not, and communicate their priorities for community planning and resource allocation.

Focusing on the quality of service delivery helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Edina City government, helping to assure maximum service quality over time.

This is the third iteration of the Edina Quality of Life Survey since the baseline study conducted in 2011. The 2015 survey was conducted by mail; both iterations prior to the 2015 survey were conducted by phone.

SURVEY ADMINISTRATION

Each selected household was contacted three times over the course of about three weeks. First, a postcard was mailed to 1,500 Edina households, selected at random, notifying residents that they had been chosen to participate in the survey. A survey packet followed in the mail about one week after the postcard and a second survey packet was sent about one week after the first packet. There were 512 respondents to the mailed questionnaire, yielding a response rate of 35%.

Survey results were weighted so that respondent gender, age, race, ethnicity, housing unit type (attached or detached) and housing tenure (rent or own) were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix F: Survey Methodology*.

HOW THE RESULTS ARE REPORTED

For the most part, the full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “strongly support” and “somewhat support,” etc.).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Survey Frequencies* and is discussed in the body of this report if it is 30% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the results from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple options. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in more than one category. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice rounding values to the nearest whole number.

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (N=512). Where estimates are given for subgroups, they are less precise. Generally the 95% confidence interval ranges from plus or minus five percentage points for samples of about 400 to plus or minus 10 percentage points for samples as small as 100. For smaller sample sizes (i.e., 50), the margin of error rises to 14%.

COMPARISON OF RESULTS OVER TIME AND BY RESPONDENT SUBGROUPS

Because this survey was the third iteration of the citizen survey, the 2015 results are presented along with past ratings when comparisons were available. Differences that surfaced may or may not be meaningful, as wording changes between survey versions and the switch in methodology from a mail to a telephone survey may account, at least in part, for any shift in ratings. The shift occurs even without change in resident perspectives and is attributed to the different environment that a survey respondent confronts when providing answers to a person on the telephone compared to offering private anonymous opinions. Questions by phone elicit more positive, optimistic, and socially-desirable responses than do the same questions asked on a written self-administered questionnaire. The self-administered questionnaire brings out more candid responses.

NRC adjusted the findings from 2013 and prior in order to maximize the comparability of results over time. This way the reported trend line data should not be influenced by the decline that is attributable to the change in data collection mode from phone to mail. While the adjusted findings for data prior to 2015 reasonably control for the expected change from phone to mail data collection, the comparability of data over time does have some limitations. Not only is there sampling error in each survey administration, but also, the methods change occurred after a two-year gap in survey administrations and some question wording was inconsistent among survey years.

Because of the overall shift in the methodology and related survey changes, NRC recommends that any change in ratings or reported behaviors be viewed with caution and that Edina consider differences of more than 10 percentage points from previous years to be large enough to signal a genuine change in opinion from 2013. Differences that do not reach this threshold should not be considered changes worthy of further interpretation. For more information on comparing results over time, see *Appendix F: Survey Methodology*.

Selected survey results were compared by geographic location of each respondent’s home, respondent length of residency, age, gender, housing unit type and housing unit tenure (rent or own). These crosstabulations are summarized and presented in tabular form in *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*. Where differences between subgroups are statistically significant, the results in these tables are shaded grey.

COMPARING SURVEY RESULTS TO OTHER COMMUNITIES

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 communities whose residents evaluated their services. Conducted with typically no fewer than 400 residents in each community, opinions are intended to represent over 30 million Americans.

Communities to which Edina is compared can be found in *Appendix E: Detailed Benchmark Comparisons*. National benchmark comparisons and comparisons to communities in Minnesota have been provided when similar questions on the Edina survey are included in NRC’s database and there are at least five communities in which the question was asked, though most questions are compared to more than five other communities.

Where comparisons for quality ratings were available, Edina’s results were generally noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by city residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.” Comparisons for a number of items on the survey were

not available in the benchmark database and have been excluded from the benchmark tables that appear throughout the body of the report. More information on benchmark comparisons can be found in *Appendix F: Survey Methodology*. The detailed tables as well as lists of communities included in each set of comparisons appear in *Appendix E: Detailed Benchmark Comparisons*.

Quality of Life and Community

The City of Edina 2015 Quality of Life Survey contained a set of questions related to the quality of community life in the city, ranging from the overall quality of life in Edina to how likely residents would be to recommend living in the community to others. Residents were also asked about Edina’s sense of community, use of recreation facilities, their feelings of safety in the community and ease of travel in the community.

Quality of Life

Residents gave exceptionally high marks to the overall quality of life in Edina, with nearly all residents awarding “excellent” or “good” ratings in 2015; no respondents felt that the quality of life was “poor.” When compared over time, ratings remained stable.

Edina residents’ opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina’s rating for overall quality of life was higher when compared to communities in both sets of comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

FIGURE 1: QUALITY OF LIFE, 2015

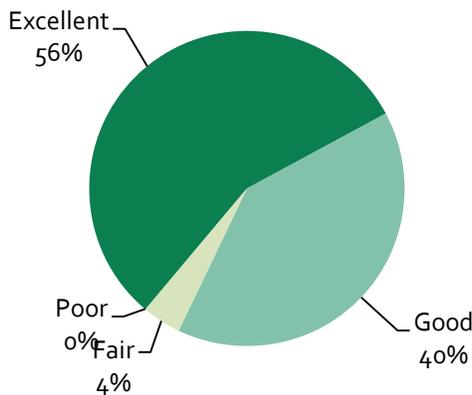
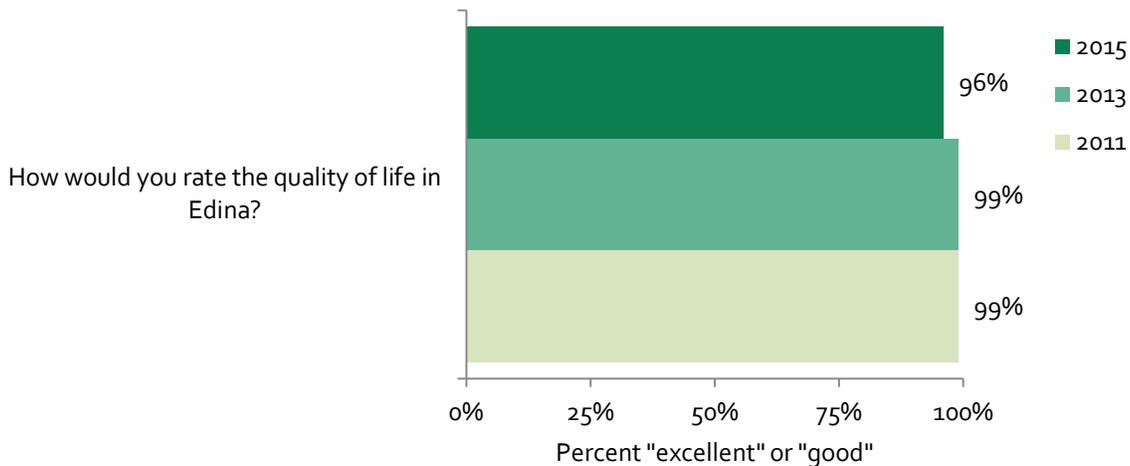


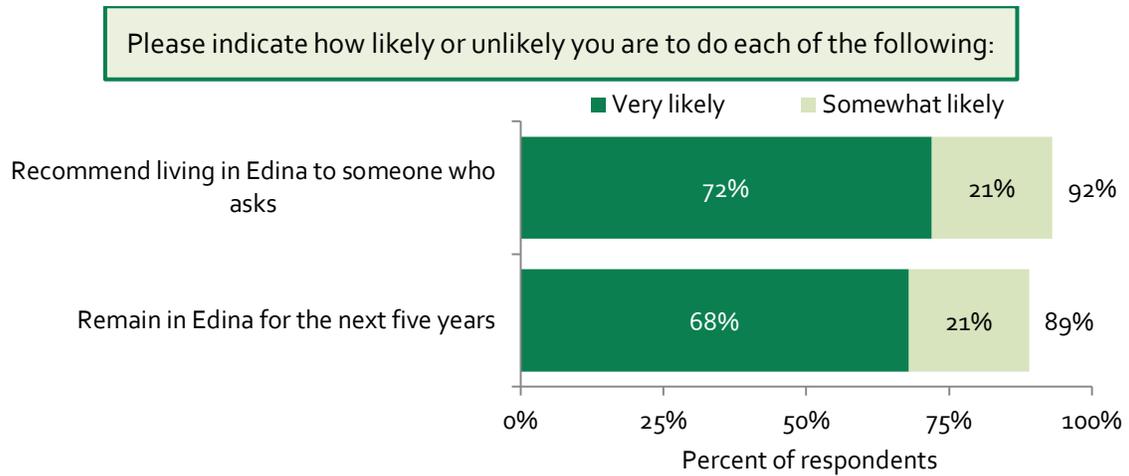
FIGURE 2: QUALITY OF LIFE COMPARED BY YEAR



In addition to rating the overall quality of life, residents' perceptions of their community can be measured in their loyalty to the community. About 9 in 10 residents planned to remain in Edina for the next five years and would recommend living in Edina to someone who asks.

Compared to communities across the nation as well as in Minnesota, ratings for remaining in Edina and recommending living in Edina were similar (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

FIGURE 3: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY, 2015



Quality of Community

Sense of Community

When considering the sense of community in Edina, about three-quarters of residents awarded “excellent” or “good” ratings in 2015; about 2 in 10 felt that the sense of community was “fair” and 6% of respondents felt that the sense of community was “poor.”

When compared to 2013, ratings for sense of community remained similar. As noted previously, differences in ratings over time may be in part to the switch in methodology from a mail to a telephone survey. Changes over time are regarded as meaningful if the difference in ratings between years is greater than ten percentage points. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Edina residents’ opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina’s rating for sense of community was similar to communities in both sets of comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

FIGURE 4: SENSE OF COMMUNITY, 2015

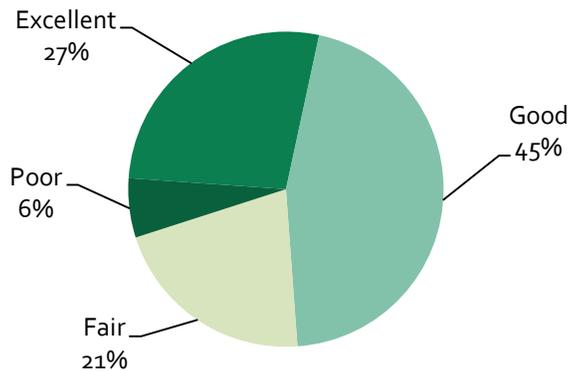
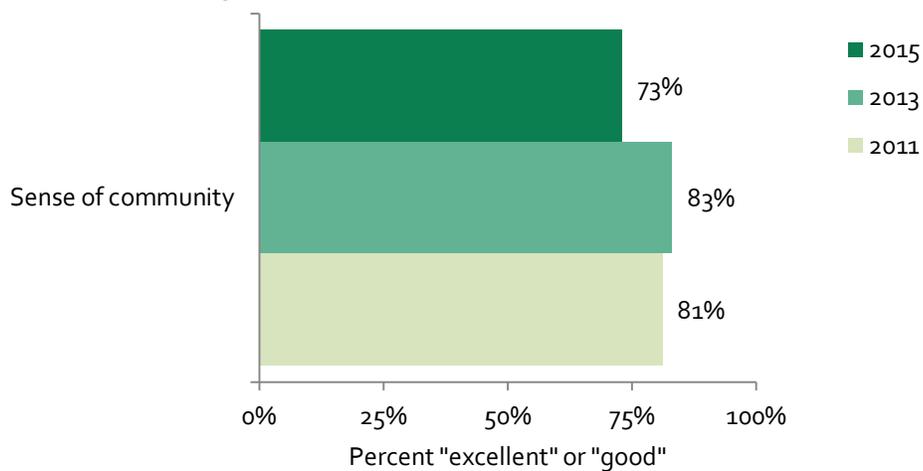


FIGURE 5: SENSE OF COMMUNITY COMPARED BY YEAR



Community Characteristics

For the first time in 2015, those completing the questionnaire were asked to rate the quality of several broad community characteristics. At least three-quarters of residents evaluated all seven characteristics of Edina’s community positively. Overall opportunities for education and enrichment, Edina’s overall economic health and health and wellness opportunities received the highest ratings, with at least 90% indicating each as “excellent” or “good.” About 88% of residents rated the quality of the city’s overall natural environment positively and slightly fewer gave positive ratings to the overall image or reputation of Edina (86%).

When compared to other communities across the nation and those in Minnesota, Edina residents’ ratings of the overall community characteristics tended to be higher or similar. Please see *Appendix E: Detailed Benchmark Comparisons* for additional details.

FIGURE 6: OVERALL COMMUNITY CHARACTERISTICS, 2015

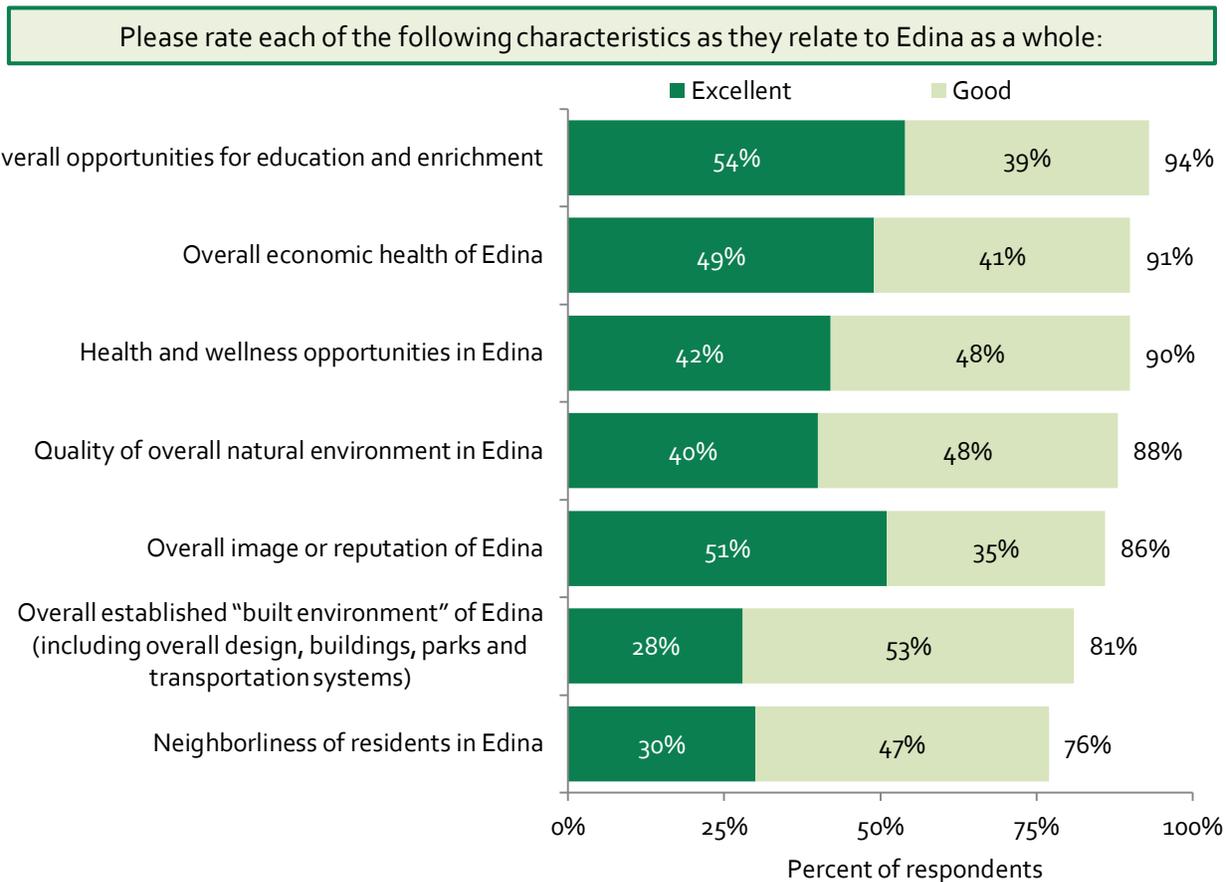


FIGURE 7: OVERALL COMMUNITY CHARACTERISTICS BENCHMARKS

| | National Benchmarks | Minnesota Benchmarks |
|--|---------------------|----------------------|
| Overall opportunities for education and enrichment | Much higher | Higher |
| Overall economic health of Edina | Much higher | Higher |
| Health and wellness opportunities in Edina | Higher | Similar |
| Quality of overall natural environment in Edina | Similar | Similar |
| Overall image or reputation of Edina | Higher | Higher |
| Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems) | Higher | Similar |
| Neighborliness of residents in Edina | Higher | Similar |

In addition to rating overall community characteristics, residents were given a more extensive list of individual community characteristics and asked to rate the quality of each (see Figure 8 on the following page). The cleanliness of Edina received the highest rating, with 95% indicating this as “excellent” or “good” followed closely by K-12 education (94%) and air quality (92%). About 9 in 10 residents gave positive ratings to shopping opportunities and slightly fewer gave positive ratings to the overall quality of business and service establishments (86% “excellent” or “good”), adult education opportunities (85%) and public places where people want to spend time (84%). The lowest rated items with fewer than half of respondents giving a positive rating were cost of living (46% “excellent” or “good”) and availability of affordable quality housing (36%).

When compared to other communities across the nation, Edina residents’ ratings of the individual community characteristics tended to be higher or similar. When compared to other communities in Minnesota, Edina residents’ ratings tended to be a mix of higher or similar with the exception of the rating for availability of affordable quality housing which was lower. Please see Figure 9 on page 12 or *Appendix E: Detailed Benchmark Comparisons* for additional details.

It is important to note that about 37% of respondents said “don’t know” when rating the quality of employment opportunities. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in *Appendix B: Complete Survey Frequencies*.

FIGURE 8: INDIVIDUAL COMMUNITY CHARACTERISTICS, 2015

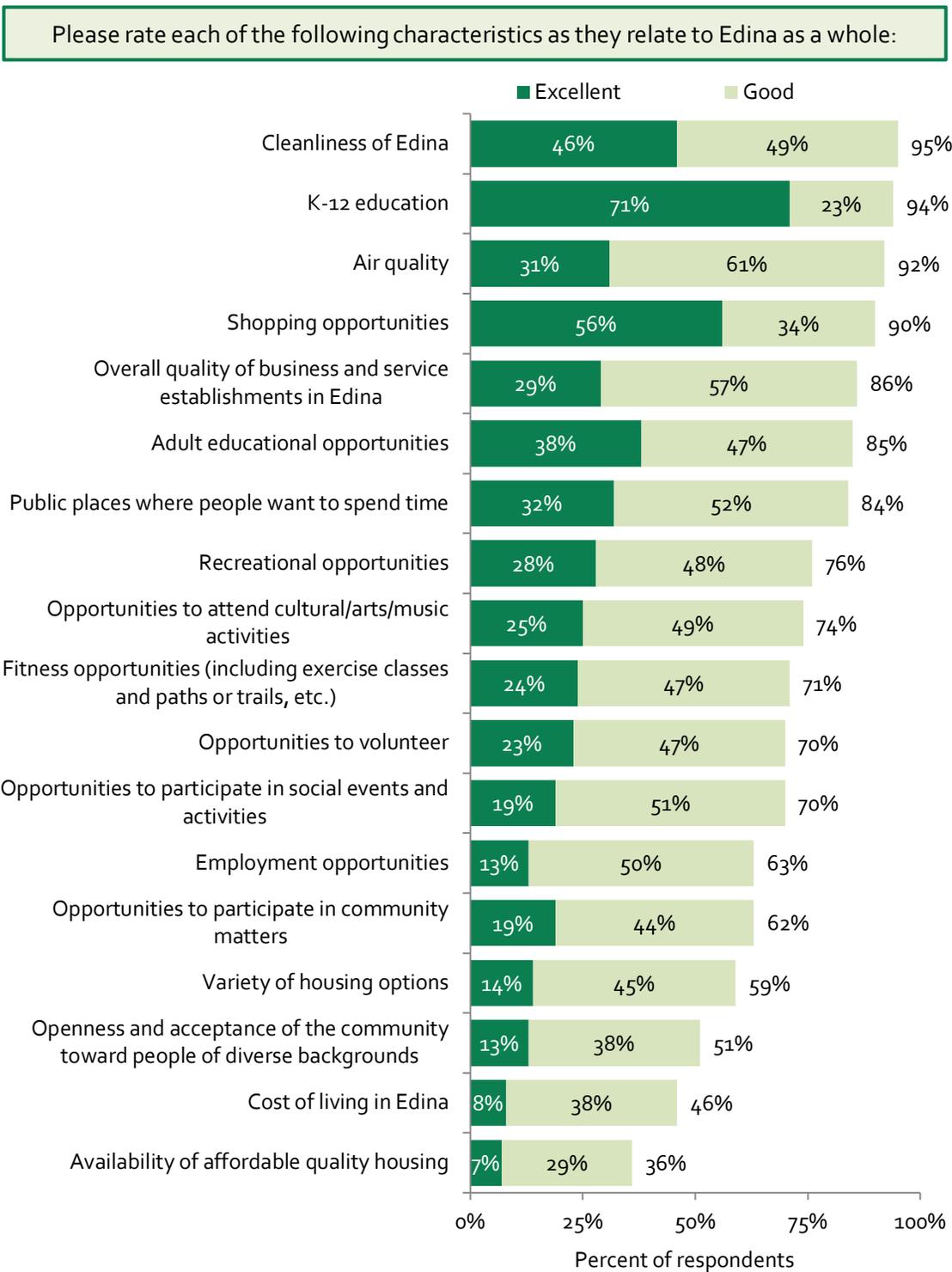
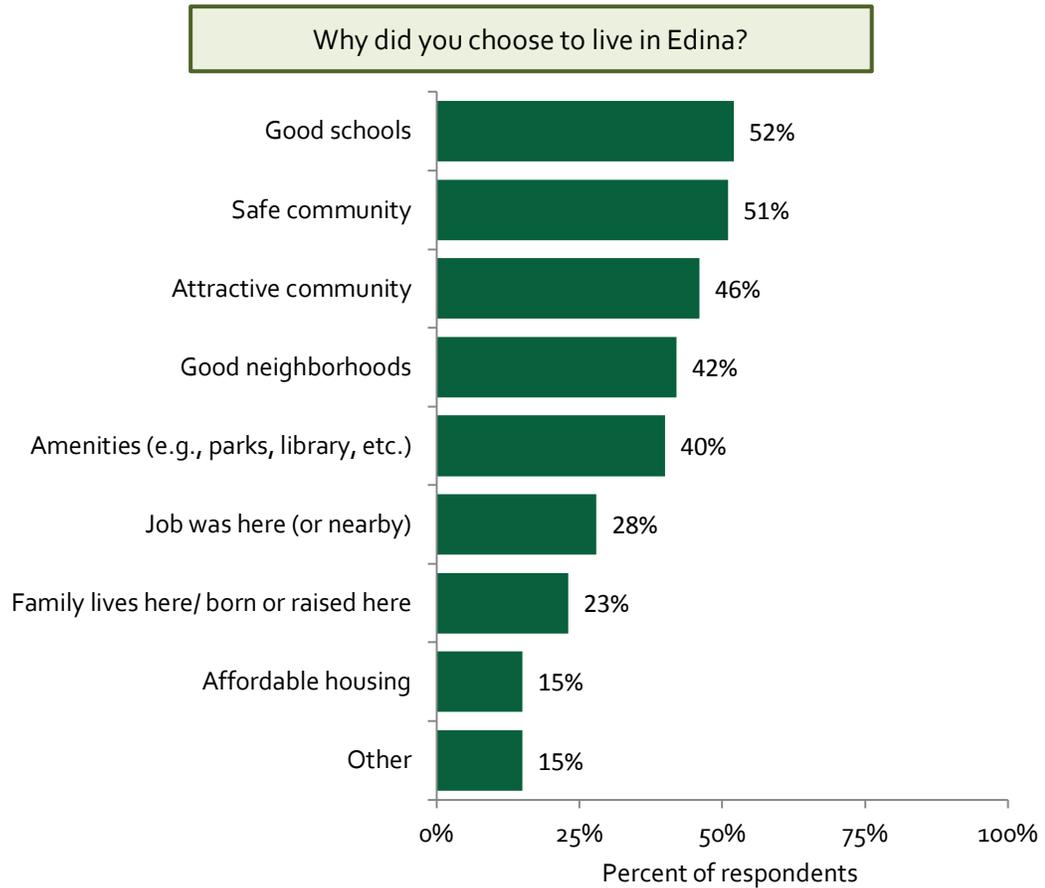


FIGURE 9: INDIVIDUAL COMMUNITY CHARACTERISTICS BENCHMARKS

| | National Benchmark | Minnesota Benchmark |
|---|--------------------|---------------------|
| Cleanliness of Edina | Higher | Similar |
| K-12 education | Much higher | Much higher |
| Air quality | Similar | Similar |
| Shopping opportunities | Much higher | Much higher |
| Overall quality of business and service establishments in Edina | Higher | Higher |
| Adult educational opportunities | Higher | Higher |
| Public places where people want to spend time | Higher | Similar |
| Recreational opportunities | Similar | Similar |
| Opportunities to attend cultural/arts/music activities | Higher | Higher |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | Similar | Similar |
| Opportunities to volunteer | Similar | Similar |
| Opportunities to participate in social events and activities | Similar | Similar |
| Employment opportunities | Higher | Higher |
| Opportunities to participate in community matters | Similar | Similar |
| Variety of housing options | Similar | Similar |
| Openness and acceptance of the community toward people of diverse backgrounds | Similar | Similar |
| Cost of living in Edina | Similar | Similar |
| Availability of affordable quality housing | Similar | Lower |

In 2015, survey respondents were given a list of potential reasons they may have had when choosing to live in Edina and asked to indicate which reasons impacted their decision to live in the community. About half of survey respondents indicated the good schools and safe community while slightly fewer indicated the attractiveness of the community. About 4 in 10 indicated good neighborhoods and the amenities in Edina, while about 3 in 10 indicated that their job was here or nearby. About 2 in 10 indicated that their family lived here or they were born or raised here and 1% indicated affordable housing or other reasons.

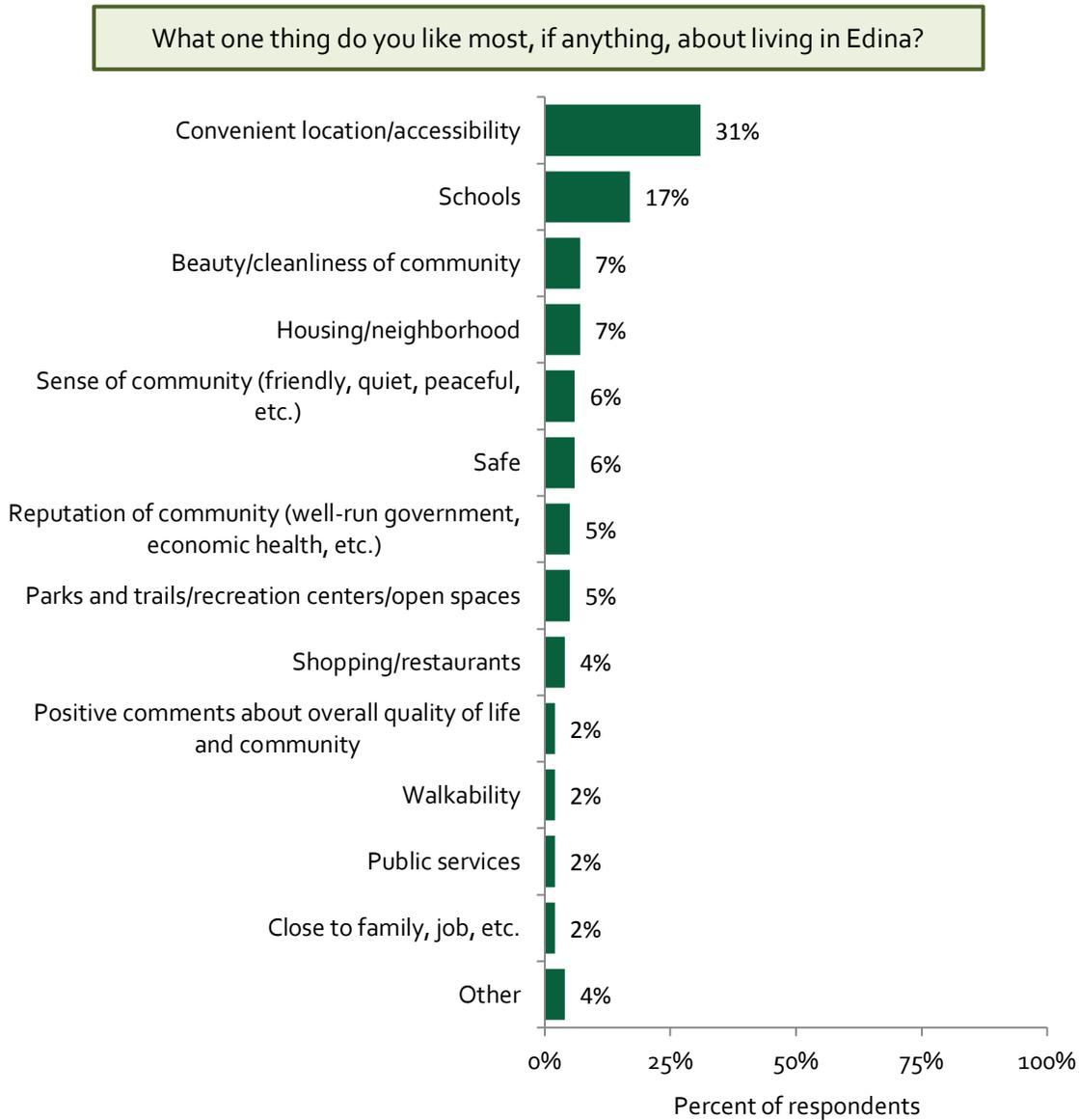
FIGURE 10: REASONS FOR LIVING IN EDINA, 2015



Total may exceed 100% as respondents could select more than one answer. A similar question about reasons for living in Edina was asked in prior years; however, the format, structure and response categories of the questions were too different to provide comparisons.

Survey respondents were given the opportunity to indicate what they like most about living in Edina. Respondents' written responses were reviewed and grouped into categories by theme. Of the 399 respondents who had an opinion, 31% wrote comments related to Edina being a convenient location while 17% wrote comments about the schools. Fewer than 10% wrote in comments about the remaining 11 categories. Due to the number of varied responses, an "other" category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question.*)

FIGURE 11: MOST LIKED ATTRIBUTE OF LIVING IN EDINA, 2015



Respondents were given an opportunity to write-in a response. The responses were reviewed and grouped into the above categories. Please see *Appendix C: Verbatim Responses to Open-ended Survey Questions* for the verbatim responses.

A similar question about what one thing residents liked most about living in Edina was asked in prior years; however, the format, structure and response categories of the questions were too different to provide comparisons.

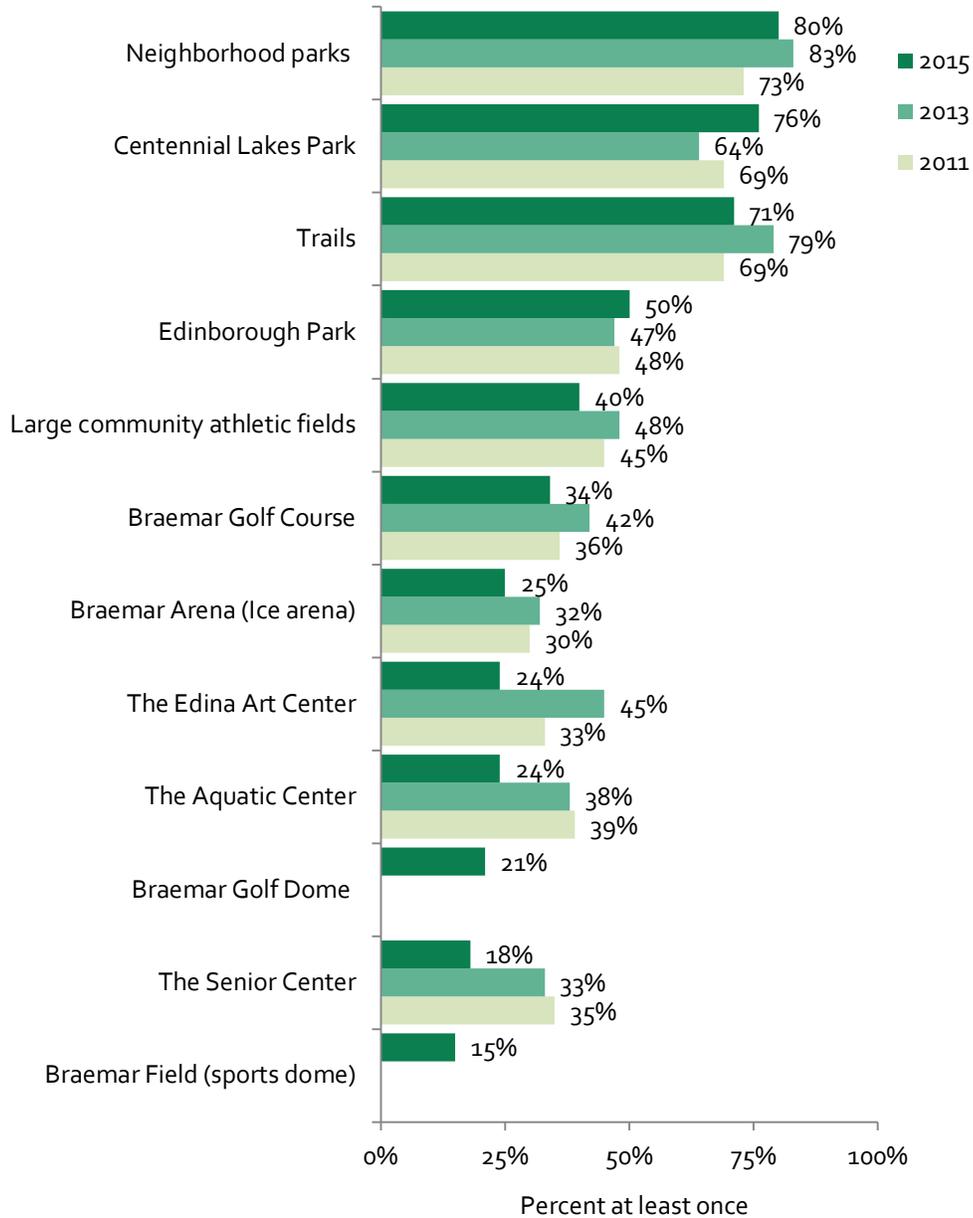
Parks and Recreation

Survey respondents were asked to review a list of 12 Parks and Recreation Department amenities and asked to indicate how frequently they have used each of them (Figure 12 on the following page). About 8 in 10 residents indicated they had used neighborhood parks at least once in the 12 months prior to the survey and slightly fewer indicated they had used Centennial Lakes Park at least once. About 7 in 10 had used trails in the last 12 months. About half of survey respondents had used Edinborough Park at least once and 4 in 10 had used large community athletic fields. Between 34% and 15% indicated using each of the following listed amenities at least once in the 12 months prior to the survey: Braemar Golf Course, Braemar Arena, the Edina Art Center, the Aquatic Center, Braemar Golf Dome, the Senior Center and Braemar Field.

Ten of the 12 amenities had usage ratings that could be compared over time. Of these, three showed lower ratings in 2015 compared to 2013 and one showed a higher rating. More residents reported using the Centennial Lakes Park while fewer residents reported using the Edina Art Center, the Aquatic Center and the Senior Center. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 12: USE OF PARKS AND RECREATION FACILITIES COMPARED BY YEAR

In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities?



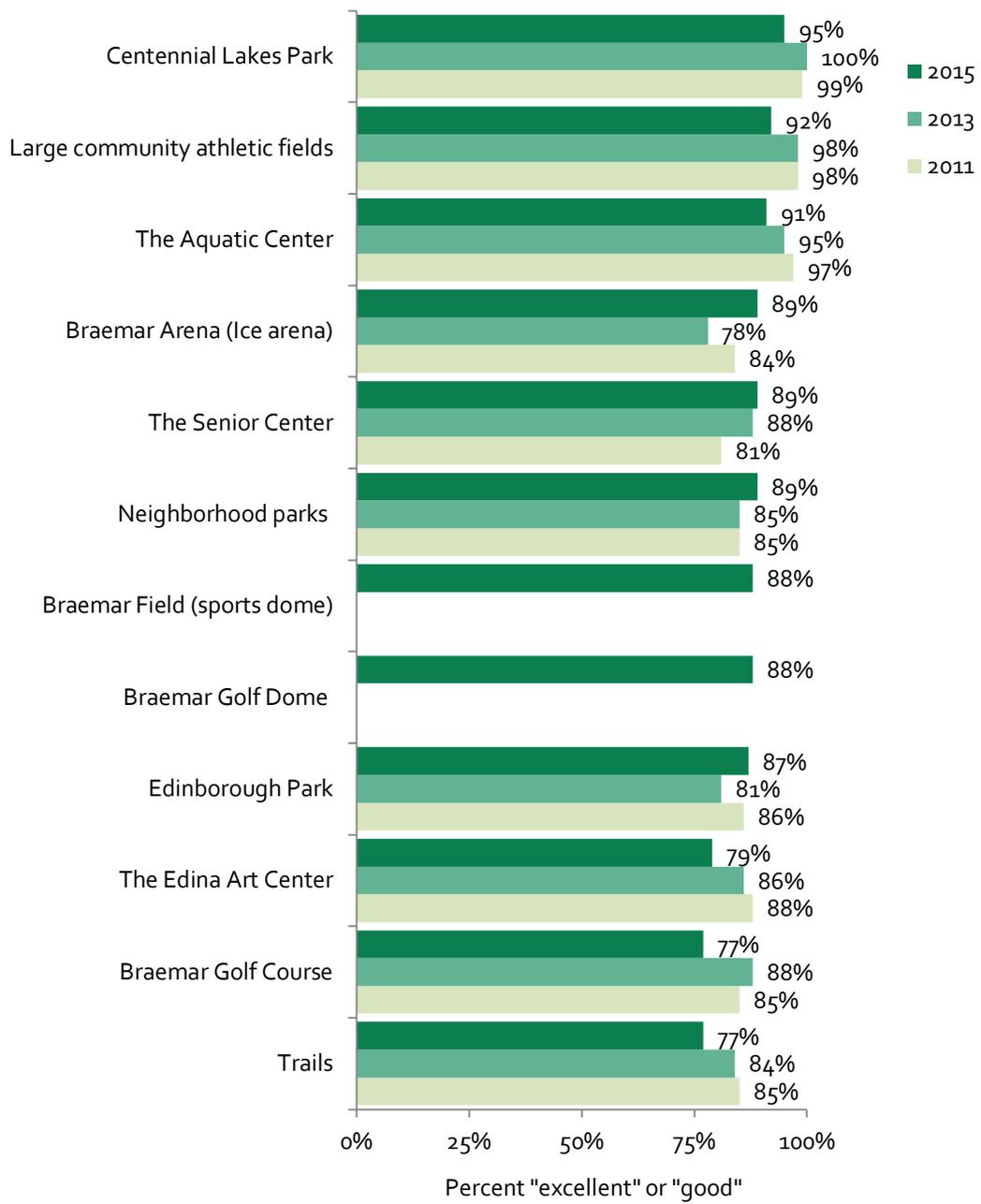
In addition to indicating how frequently they have used each of a list of 12 Parks and Recreation Department amenities, residents were also asked to rate the quality of each of the amenities (Figure 13 on the following page). At least 9 in 10 residents felt that Centennial Lakes Park, large community athletic fields and the Aquatic Center were “excellent” or “good” and slightly fewer felt that Braemar Arena, the Senior Center, Neighborhood parks, Braemar field, Braemar Sports Dome and Braemar Golf Dome were “excellent” or “good.” The lowest ratings, with about 77% giving a positive quality rating were Braemar Golf Course and trails.

Ten of the 12 amenities had quality ratings that could be compared over time. Of these one showed a higher rating and one showed a lower rating in 2015 compared to 2013. More residents gave an “excellent” or “good” rating to Braemar Arena while fewer residents gave an “excellent” or “good” rating to Braemar Golf Course. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

At least 30% of respondents said “don’t know” when rating the following amenities: Braemar Field (76%), the Senior Center (72%), Braemar Golf Dome (67%), Braemar Arena (62%), the Edina Art Center (62%), the Aquatic Center (60%), Braemar Golf Course (57%), large community athletic fields (37%) and Edinborough Park (32%). The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in *Appendix B: Complete Survey Frequencies*.

FIGURE 13: QUALITY OF PARKS AND RECREATION FACILITIES COMPARED BY YEAR

Please rate each of the following Edina Parks and Recreation Department amenities:

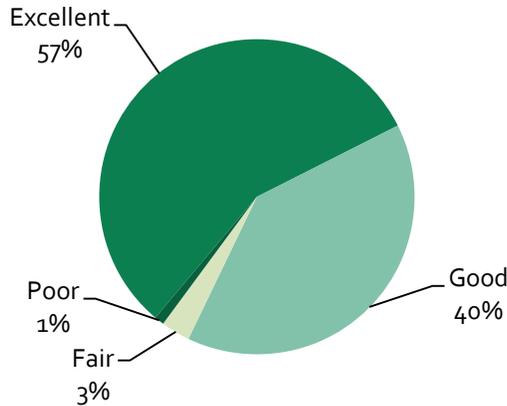


Safety in Edina

Residents gave exceptionally high marks to their overall feeling of safety in Edina, with nearly all residents awarding “excellent” or “good” ratings in 2015; only one percent of respondents felt that their overall feeling of safety was “poor.”

Edina residents’ opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina’s rating for overall feeling of safety was higher when compared to communities across the country and similar when compared to other communities in Minnesota (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

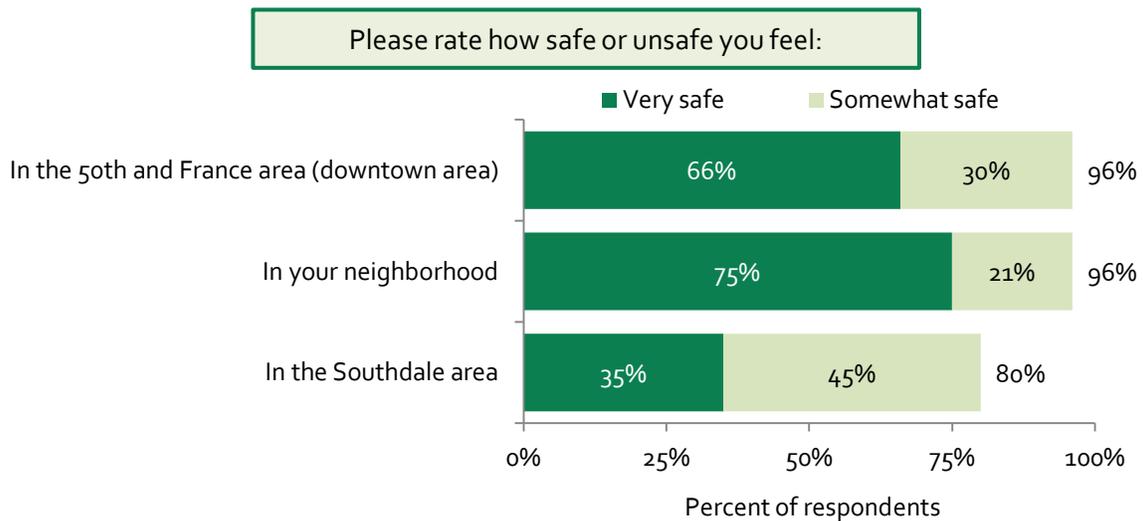
FIGURE 14: OVERALL FEELING OF SAFETY, 2015



Residents were asked to indicate how safe they felt in three different areas of the community. About 96% of residents indicated they felt “very” or “somewhat safe” in their neighborhood and in the 50th and France area (downtown area). About 8 in 10 felt safe in the Southdale area.

When compared to communities across the nation, feelings of safety were much higher for the 50th and France area (downtown area) and higher for resident neighborhoods. When compared to other Minnesota communities feelings of safety were higher for resident neighborhoods. A Minnesota comparison was not available for feelings of safety in the 50th and France area (downtown area). (Please see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons.)

FIGURE 15: FEELINGS OF SAFETY, 2015



Ease of Travel in Edina

Residents gave high marks to the overall ease of travel in Edina, with about 9 in 10 residents awarding “excellent” or “good” ratings in 2015; only one percent of respondents felt that the overall ease of travel was “poor.” When compared over time, ratings remained stable.

Edina residents’ opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina’s rating for overall ease of travel was higher when compared to communities across the country and similar when compared to other communities in Minnesota (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

FIGURE 16: OVERALL EASE OF TRAVEL, 2015

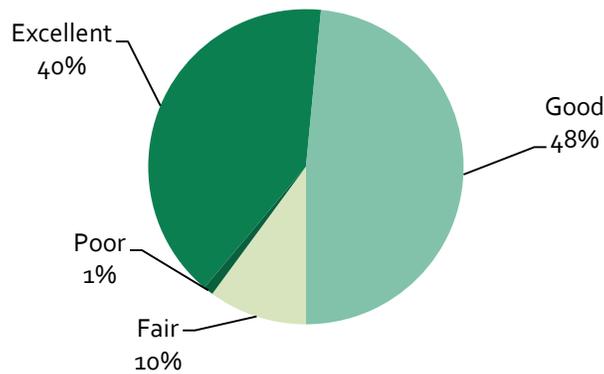
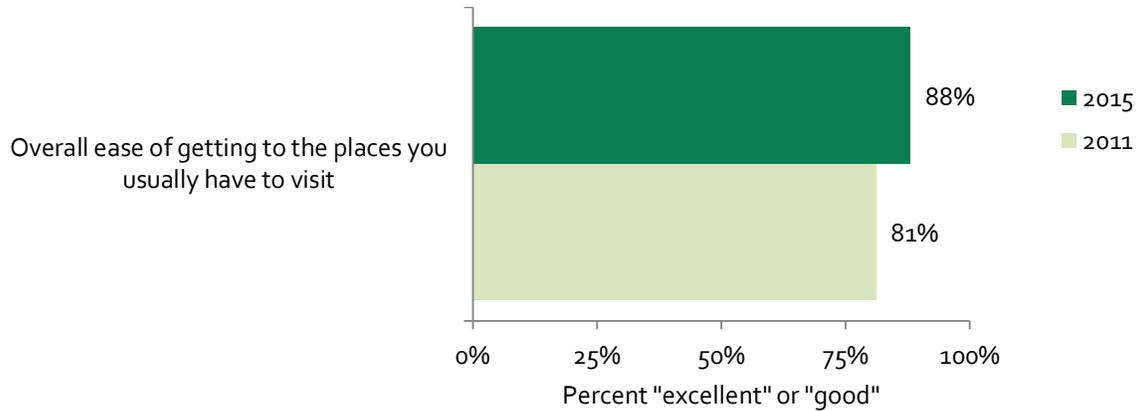


FIGURE 17: OVERALL EASE OF TRAVEL COMPARED BY YEAR

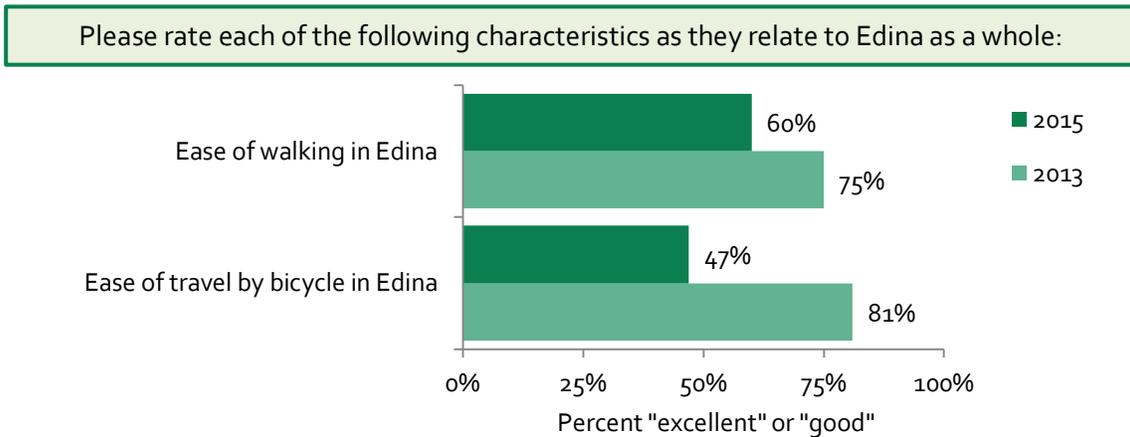


Along with rating the overall ease of travel, residents were also asked to assess the ease of travel by walking and by bicycle in Edina. About 6 in 10 residents gave favorable ratings to the ease of walking in Edina while just under half of residents gave positive ratings to the ease of travel by bicycle.

When compared over time, fewer Edina residents gave positive ratings to each of these modes of travel in the community in 2015 compared to 2013. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

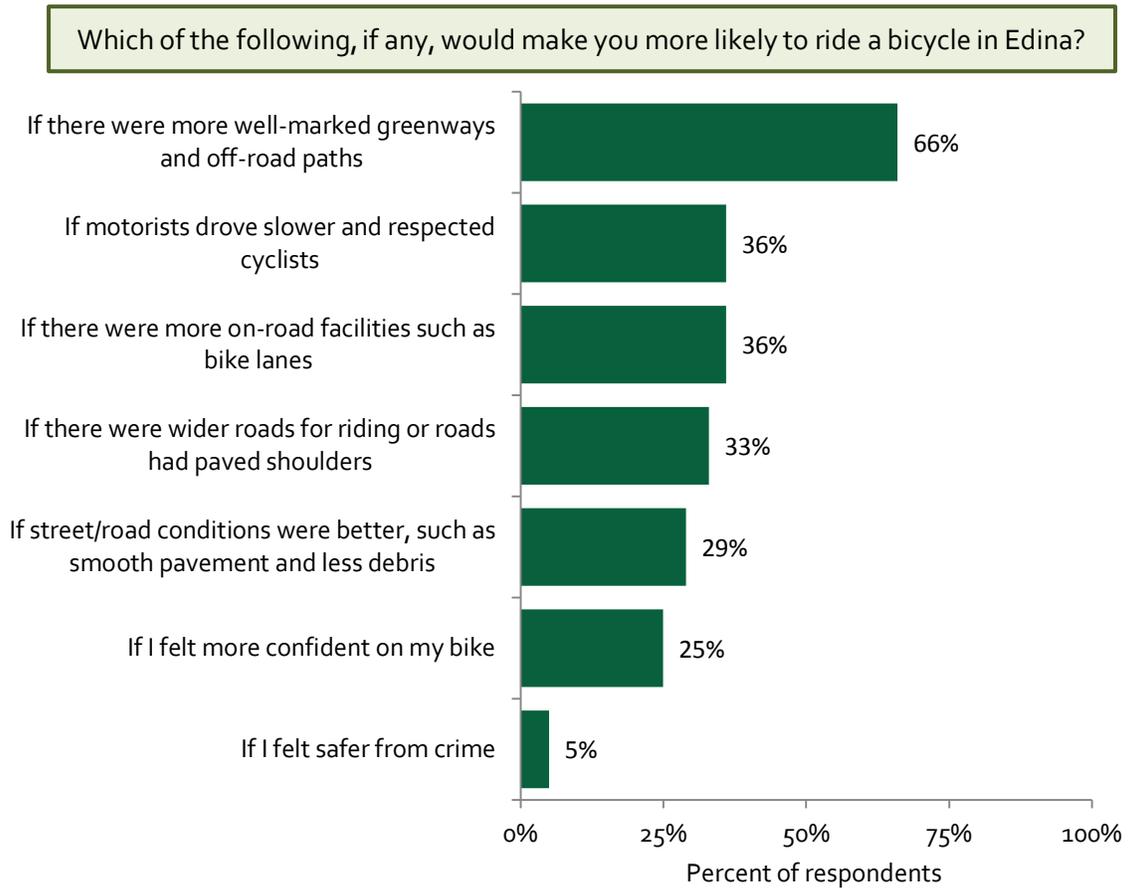
When compared to communities across the nation, ease of walking and travel by bicycle were both rated as similar. When compared to other Minnesota communities, ease of walking was rated similar while ease of travel by bicycle was rated lower in Edina. (Please see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons.)

FIGURE 18: EASE OF WALKING AND BIKING IN EDINA COMPARED BY YEAR



Survey respondents were asked to consider a variety of things that may make them more likely to ride a bicycle in Edina. About two-thirds of residents indicated they would be more likely to ride a bicycle in Edina if there were more well-marked greenways and off-road paths. About one-third indicated they'd be more likely to ride a bicycle if motorists drove slower and respected cyclists; if there were more on-road facilities such as bike lanes; if there were wider roads for riding or roads had paved shoulders; and if street/road conditions were better, such as smooth pavement and less debris.

FIGURE 19: LIKELIHOOD OF RIDING A BICYCLE, 2015

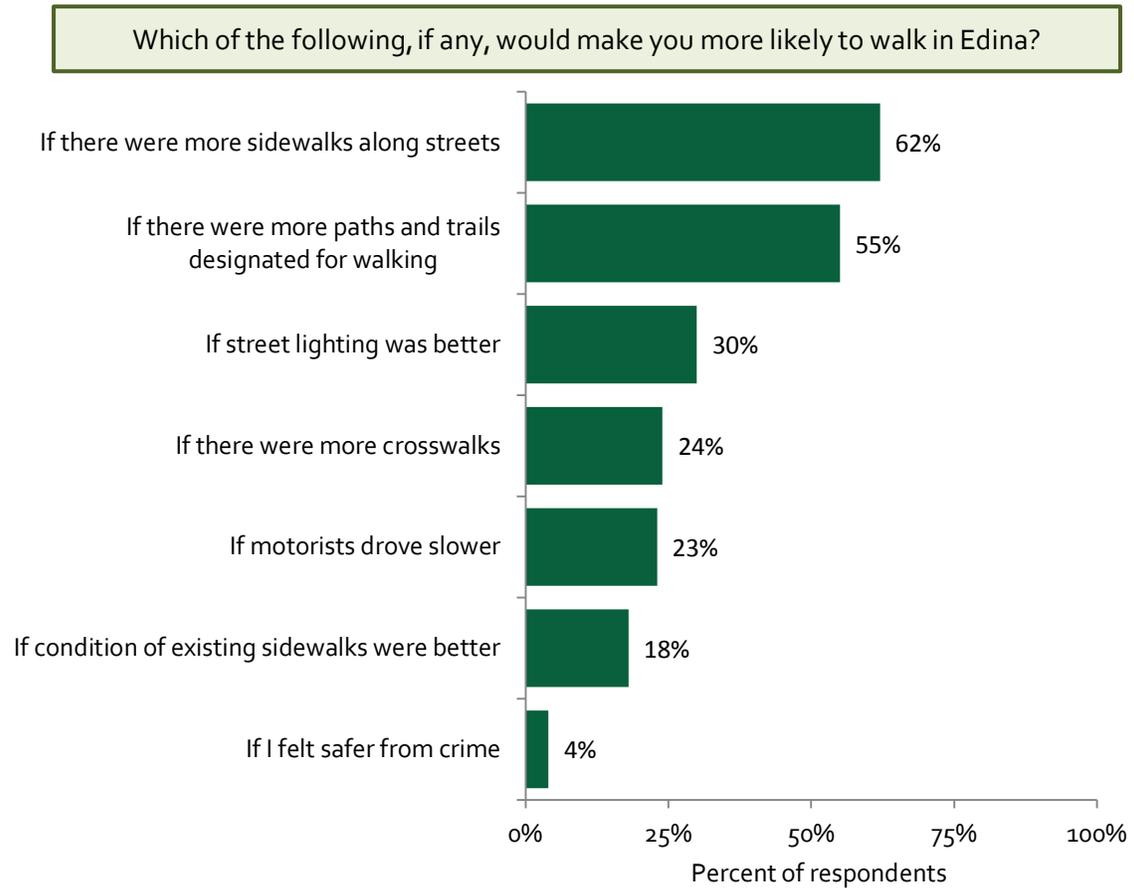


Total may exceed 100% as respondents could select more than one answer.

A similar question about likelihood of riding a bicycle was asked in prior years; however, the response categories were too different to provide comparisons.

Survey respondents were then asked to consider a variety of things that may make them more likely to walk in Edina. About two-thirds of residents indicated they would be more likely to walk in Edina if there were more sidewalks along streets and slightly fewer indicated they'd be more likely to walk if there were more paths and trails designated for walking. About 3 in 10 would be more likely if street lighting was better and one-quarter indicated that more crosswalks and motorists driving slower would make them more likely to walk in the community.

FIGURE 20: LIKELIHOOD OF WALKING, 2015



Total may exceed 100% as respondents could select more than one answer.

A similar question about likelihood of walking in Edina was asked in prior years; however, the response categories were too different to provide comparisons.

Survey respondents were asked about an additional five characteristics of the community related to travel. About 8 in 10 gave “excellent” or “good” ratings to the ease of travel by car in Edina while 7 in 10 gave positive ratings to the ease of public parking. About 6 in 10 gave positive ratings to both the availability of paths and walking trails and traffic flow on major streets. Just fewer than 4 in 10 gave positive ratings to the ease of travel by public transportation.

When compared to other communities across the nation and those in Minnesota, Edina residents’ ratings of the travel-related characteristics tended to be similar. Please see Figure 22 below or *Appendix E: Detailed Benchmark Comparisons* for additional details.

It is important to note that about 44% of respondents said “don’t know” when rating ease of travel by public transportation. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in *Appendix B: Complete Survey Frequencies*.

FIGURE 21: TRAVEL-RELATED CHARACTERISTICS, 2015

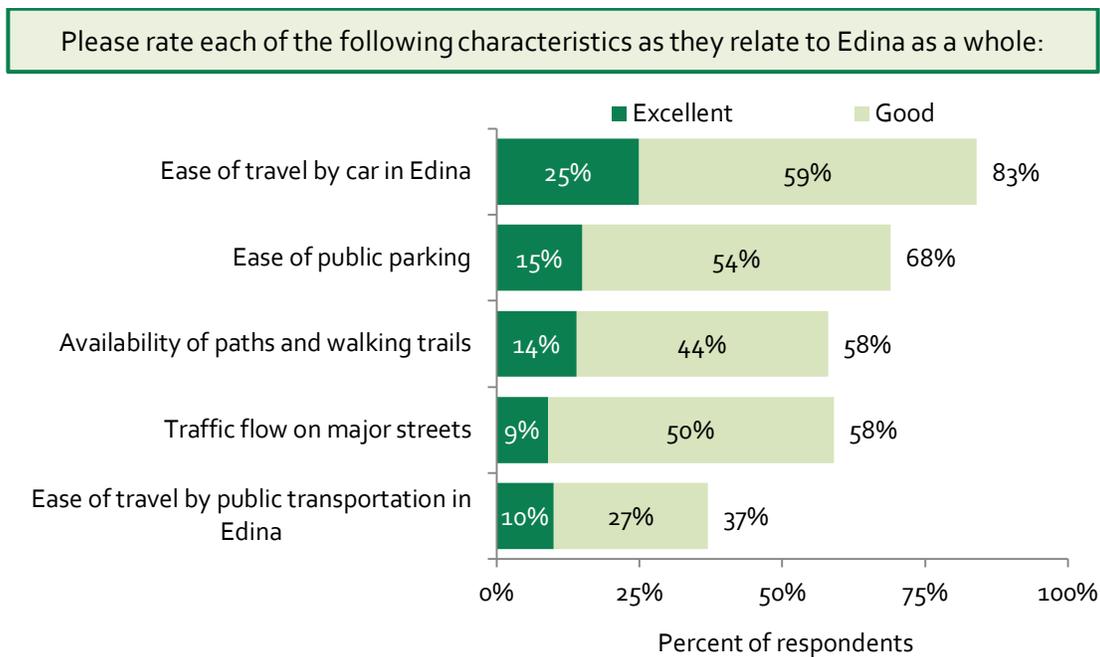


FIGURE 22: TRAVEL-RELATED CHARACTERISTICS BENCHMARKS

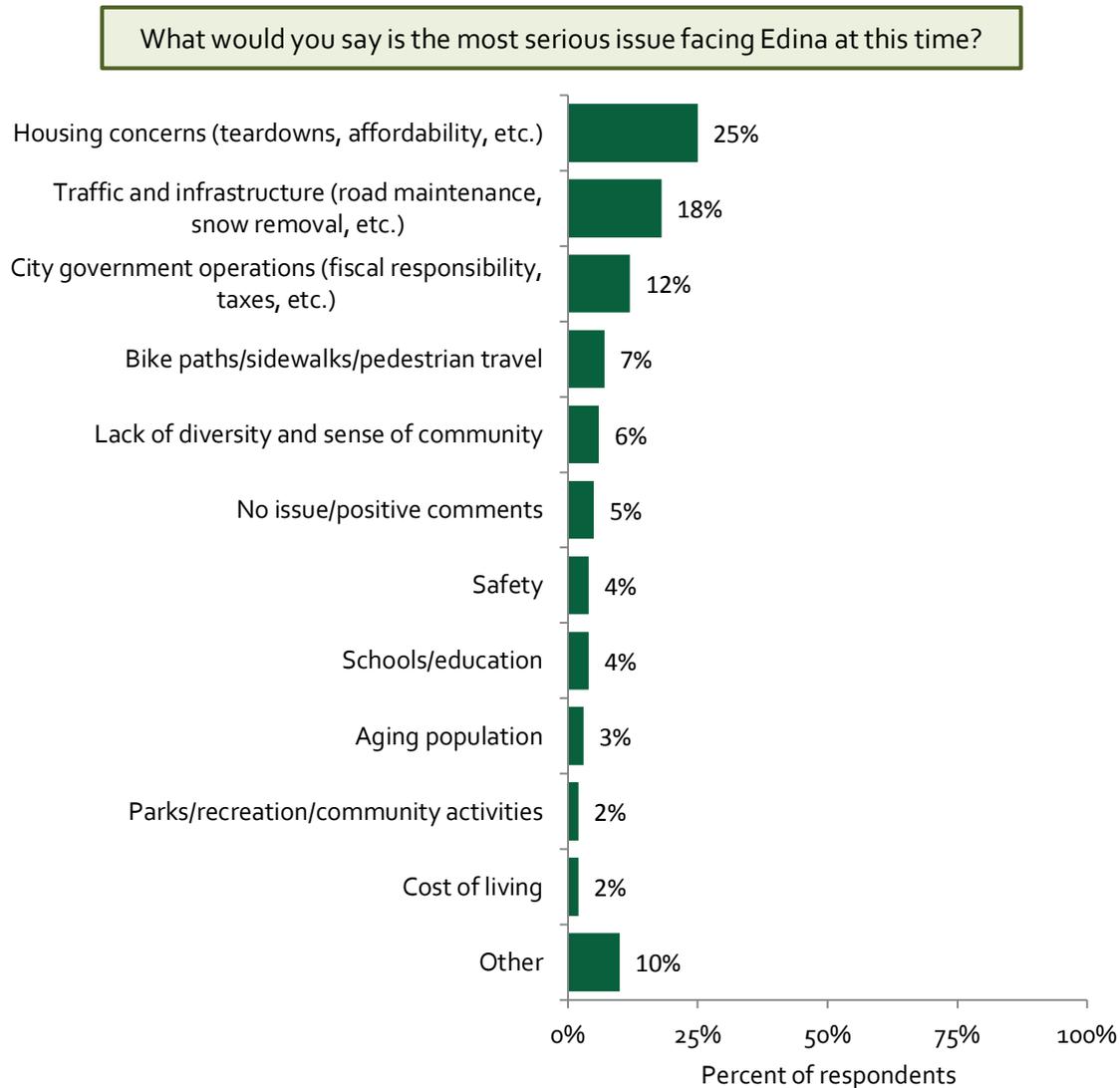
| | National Benchmark | Minnesota Benchmark |
|--|--------------------|---------------------|
| Ease of travel by car in Edina | Higher | Similar |
| Ease of public parking | Similar | Similar |
| Availability of paths and walking trails | Similar | Lower |
| Traffic flow on major streets | Similar | Similar |
| Ease of travel by public transportation in Edina | Similar | Similar |

Concerns and Issues Facing Edina

Most Serious Issue

In addition to considering what they like most about living in Edina, residents were asked what they felt was the most serious issue facing Edina. Respondents' written responses were reviewed and grouped into categories by theme. Of the 369 respondents who had an opinion, 25% wrote in comments related to housing concerns while 18% wrote comments related to traffic and infrastructure. About 12% commented on City government operations. Less than 1 in 10 wrote comments about the remaining eight categories. Due to the number of varied responses, an "other" category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question.*)

FIGURE 23: MOST SERIOUS ISSUES FACING EDINA, 2015



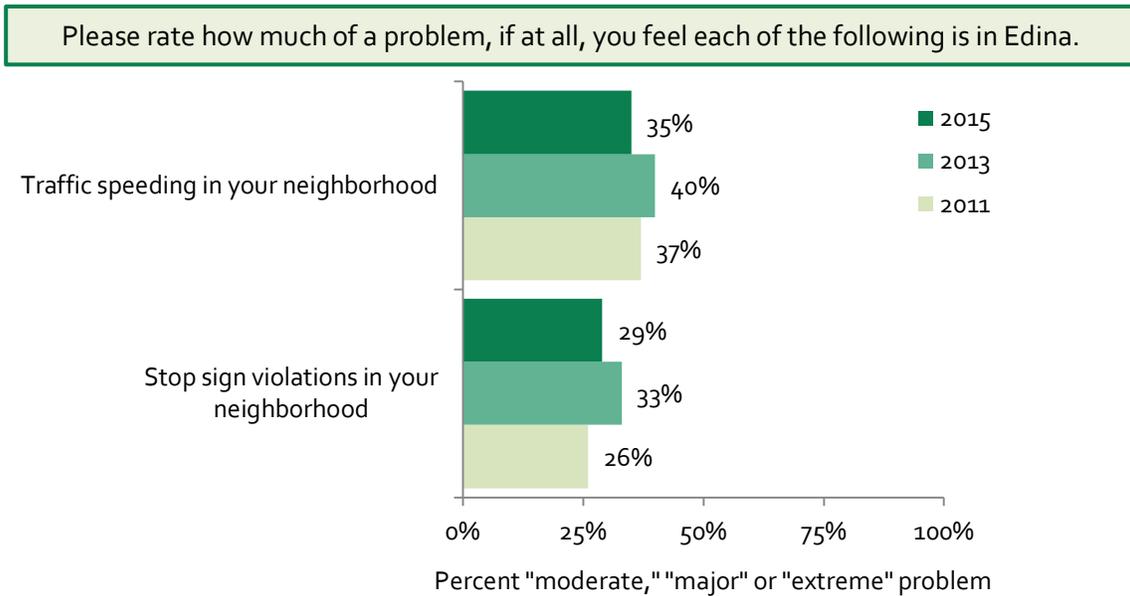
Respondents were given an opportunity to write-in a response. The responses were reviewed and grouped into the above categories. Please see *Appendix C: Verbatim Responses to Open-ended Survey Questions* for the verbatim responses.

A similar question about what is the most serious issue facing Edina was asked in prior years; however, the format, structure and response categories of the questions were too different to provide comparisons.

Traffic Concerns

When assessing problems in the community, about one-third of residents felt that traffic speeding in their neighborhood and stop sign violations in their neighborhood were at least a moderate problem. When compared over time, these ratings remained stable.

FIGURE 24: TRAFFIC PROBLEMS COMPARED BY YEAR



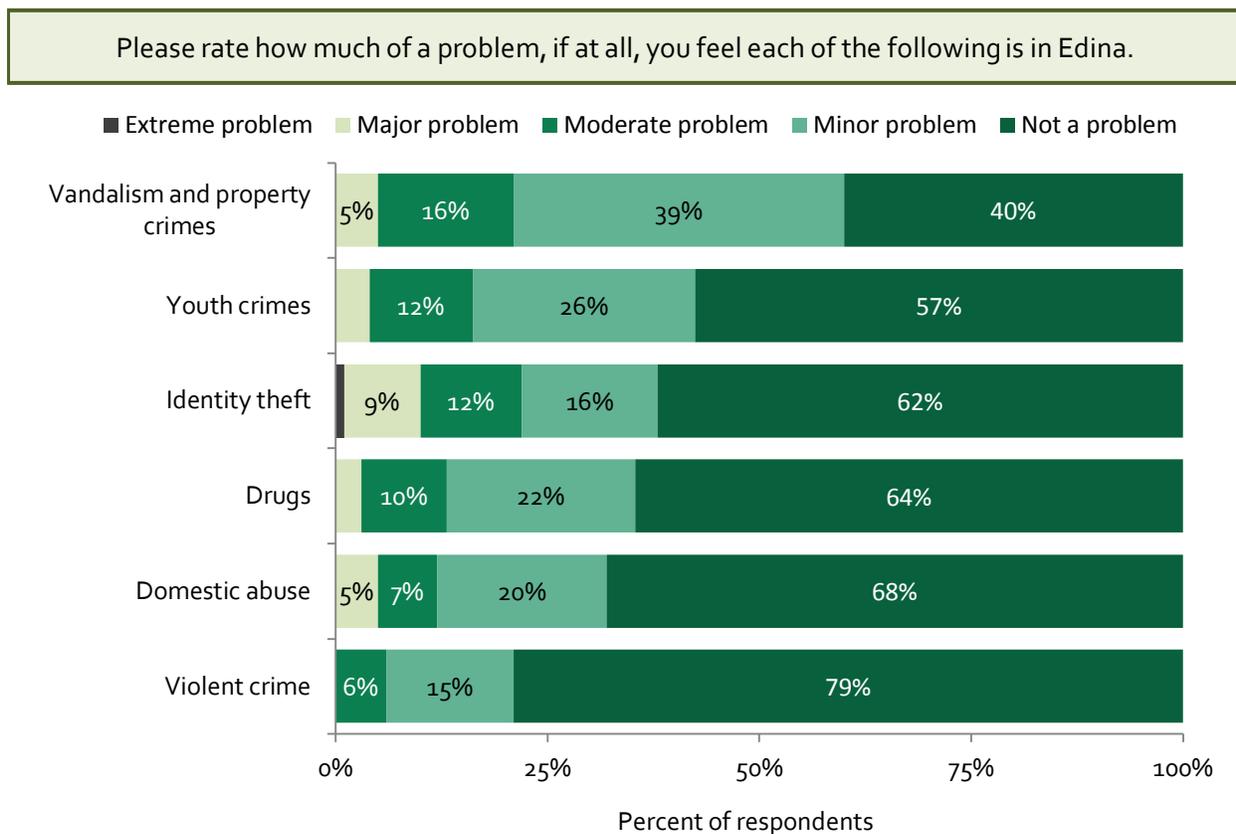
In 2013 and 2011, the scale was not at all serious, not too serious, somewhat serious and very serious. For comparison purposes, the 2015 ratings for moderate, major or extreme problem were compared to 2013 and 2011 ratings for somewhat or very serious.

Other Concerns

In addition to rating traffic-related problems in Edina, respondents were asked to rate six additional potential problems. About 8 in 10 residents felt violent crime was not a problem and 7 in 10 felt domestic abuse was not a problem. About two-thirds felt drugs, identity theft and youth crimes were not problems in the community. About 4 in 10 felt vandalism and property crimes were not problems while an additional 4 in 10 felt that they were minor problems.

Please note that at least 30% of respondents said “don’t know” when rating how much of a problem identity theft (40% “don’t know”) and domestic abuse (50%) were in Edina. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in *Appendix B: Complete Survey Frequencies*.

FIGURE 25: CRIME-RELATED PROBLEMS IN COMMUNITY, 2015



GOVERNMENT PERFORMANCE

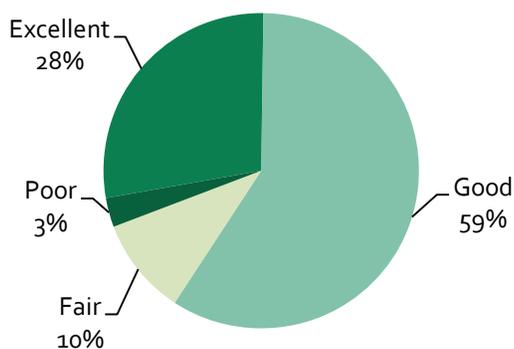
The 2015 Edina Quality of Life Survey contained a variety of questions related to City government ranging from the quality of City services and aspects of government performance to contact with City Departments and use of information sources.

Quality of City Services

For the first time in 2015, residents had the opportunity to rate the overall quality of City services. Residents gave exceptionally high marks to the overall quality of City services, with about 9 in 10 awarding “excellent” or “good” ratings; only three percent of respondents felt that the quality of City services was “poor.”

Edina residents’ opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina’s rating for overall quality of services was similar to communities in both sets of comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

FIGURE 26: OVERALL QUALITY OF CITY SERVICES, 2015



In addition to rating the overall quality of City services, residents were given a more extensive list of 34 individual services and asked to rate the quality of each (see Figure 27 on the following page). Twenty-nine of the 34 services were rated as “excellent” or “good” by at least 6 in 10 residents.

Overall, the highest rated services tended to be public safety services (e.g., fire, ambulance and police) and parks and recreation services (e.g., city parks and park maintenance). The lower rated services tended to be streets or transportation related (e.g., bus or transit services, street repair and traffic signal timing).

Of the 34 individual services rated in 2015, 11 could be compared over time. Generally, these ratings remained stable between 2013 and 2015. One rating decreased in 2015 compared to 2013 (street lighting with 69% “excellent” or “good” in 2015 compared to 80% in 2013). (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

At least 30% of respondents said “don’t know” when rating the following services: public health services (44% “don’t know”); emergency preparedness (43%); bus or transit services (40%); recreation programs or classes (38%); animal control (37%); code enforcement (37%); fire prevention and education (37%); recreation centers or facilities (32%); public information services (31%); and economic development (30%). The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in *Appendix B: Complete Survey Frequencies*.

Of the 34 individual services rated in 2015, 32 could be compared to communities across the nation and 31 could be compared to communities in Minnesota. Edina’s ratings tended to be similar to or higher than other communities across the nation and to other communities within Minnesota. For more detailed information about these comparisons, please see Figure 27 on the following page or *Appendix E: Detailed Benchmark Comparisons*.

FIGURE 27: QUALITY OF CITY SERVICES COMPARED BY YEAR

| Please rate the quality of each of the following services in Edina: | 2015 | 2013 | 2011 | National Benchmarks | Minnesota Benchmarks |
|--|------|------|------|---------------------|----------------------|
| Fire services | 98% | 100% | 99% | Similar | Similar |
| Ambulance or emergency medical services | 98% | 99% | 100% | Similar | Similar |
| Public library services | 97% | NA | NA | Higher | Similar |
| City parks | 93% | NA | NA | Similar | Similar |
| Park maintenance | 91% | 99% | 99% | NA | NA |
| Police services | 90% | 98% | 98% | Higher | Similar |
| Recycling | 88% | 84% | 85% | Similar | Similar |
| Crime prevention | 87% | NA | NA | Higher | Similar |
| Snow removal | 87% | 83% | 83% | Higher | Higher |
| Fire prevention and education | 85% | NA | NA | Similar | Similar |
| Yard waste pick-up | 85% | NA | NA | Similar | Similar |
| Recreation programs or classes | 85% | 87% | 88% | Similar | Similar |
| Recreation centers or facilities | 84% | NA | NA | Similar | Similar |
| Public health services | 84% | NA | NA | Higher | Higher |
| Sewer services | 83% | 86% | 86% | Similar | Similar |
| Condition of trails and sidewalks | 83% | 84% | 82% | NA | NA |
| Public information services | 82% | NA | NA | Higher | Similar |
| Storm drainage | 78% | NA | NA | Similar | Similar |
| Utility billing | 77% | NA | NA | Similar | Similar |
| Animal control | 77% | NA | NA | Similar | Similar |
| City-sponsored special events | 77% | NA | NA | Similar | NA |
| Economic development | 76% | NA | NA | Higher | Higher |
| Traffic enforcement | 75% | NA | NA | Similar | Similar |
| Street cleaning | 72% | NA | NA | Similar | Similar |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 72% | NA | NA | Similar | Similar |
| Edina open space | 70% | NA | NA | Similar | Similar |
| Sidewalk maintenance | 69% | NA | NA | Similar | Similar |
| Street lighting | 69% | 80% | 84% | Similar | Similar |
| Code enforcement (weeds, abandoned buildings, etc.) | 63% | NA | NA | Similar | Similar |
| Traffic signal timing | 58% | NA | NA | Similar | Similar |
| Bus or transit services | 57% | NA | NA | Similar | Similar |
| Land use, planning and zoning | 57% | NA | NA | Similar | Similar |
| Cable television | 49% | NA | NA | Similar | Similar |
| Street repair | 49% | 47% | 38% | Similar | Similar |

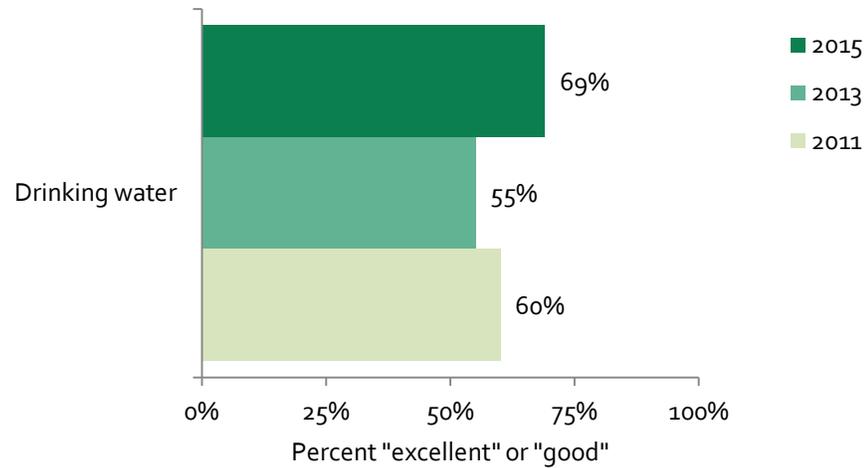
Percent "excellent" or "good."

Drinking Water

About 7 in 10 residents gave high marks to the overall quality of drinking water in Edina in 2015. When compared to the rating given in 2013, this rating increased. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Edina residents' opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina's rating for drinking water was similar to communities in both sets of comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

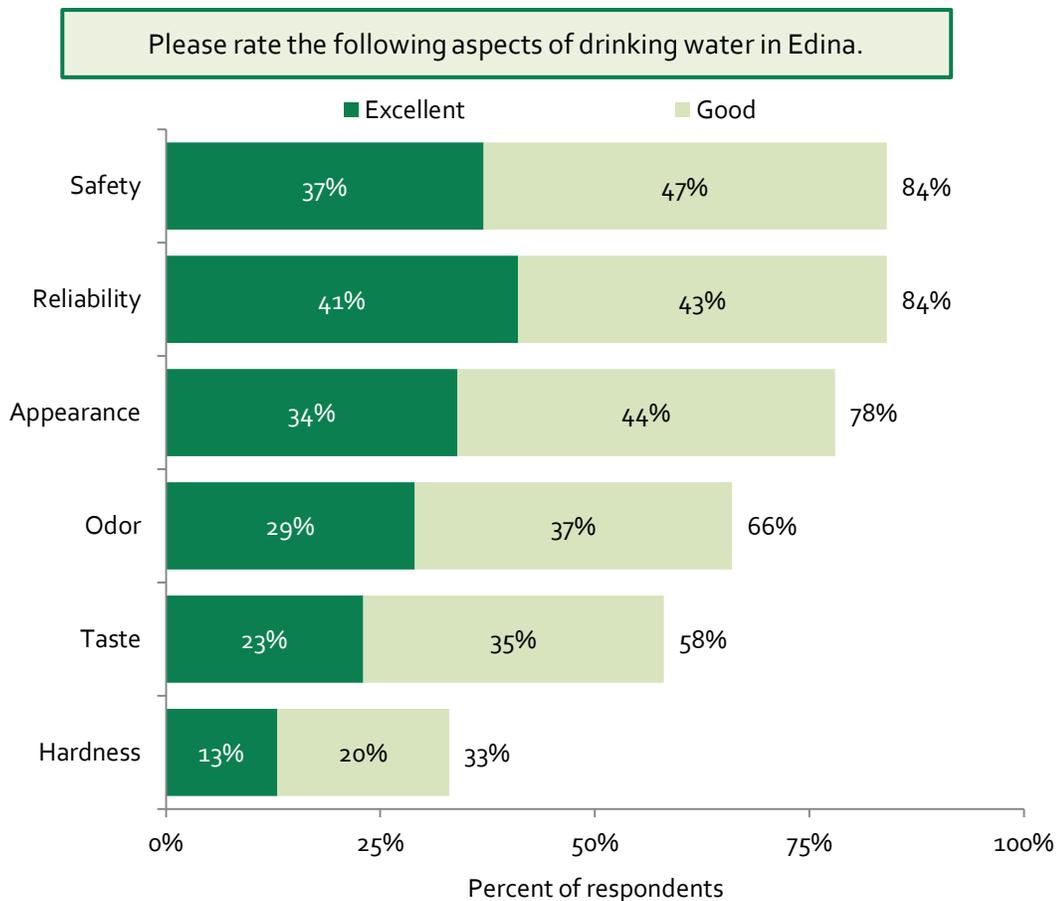
FIGURE 28: QUALITY OF DRINKING WATER COMPARED BY YEAR



In 2015, survey respondents were asked to rate the quality of six aspects of drinking water. At the top of the list were safety and reliability with 84% giving an “excellent” or “good” rating. Slightly fewer gave a positive rating to appearance (78%) and two-thirds gave positive ratings to the odor of drinking water. About 6 in 10 gave positive ratings to the taste of drinking water and only one-third gave positive ratings to the water’s hardness.

A benchmark comparison was only available on the national level for the taste of drinking water. Edina’s rating taste was similar when compared to ratings given across the nation (see Appendix E: Detailed Benchmark Comparisons for detailed information on the benchmark comparisons).

FIGURE 29: ASPECTS OF DRINKING WATER, 2015

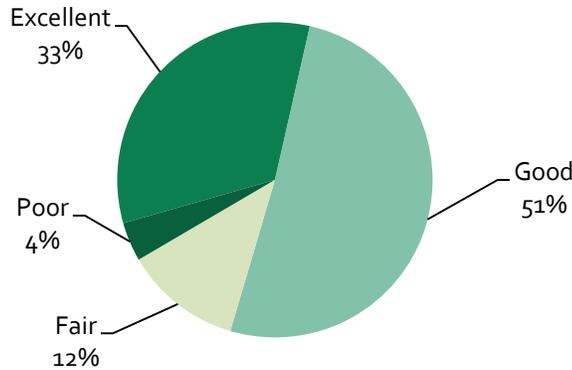


Garbage Collection

About 8 in 10 residents gave high marks to the overall quality of garbage collection in Edina and only four percent gave a “poor” rating.

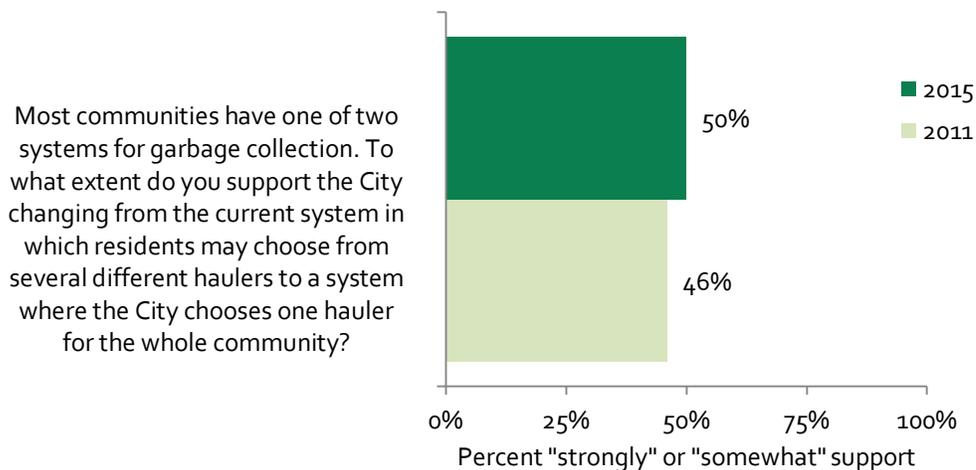
Edina residents’ opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina’s rating for garbage collection was similar to communities in both sets of comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

FIGURE 30: GARBAGE COLLECTION, 2015



In addition to rating the overall quality of garbage collection, residents were asked to indicate their level of support for the City changing from the current garbage collection system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community. Responses were split with about half indicating that they somewhat or strongly supported this and the other half indicating opposition. When compared to 2011, this rating of support has remained stable (this question was not asked on the 2013 survey). (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 31: SUPPORT FOR CHANGE IN GARBAGE COLLECTION SYSTEM COMPARED BY YEAR

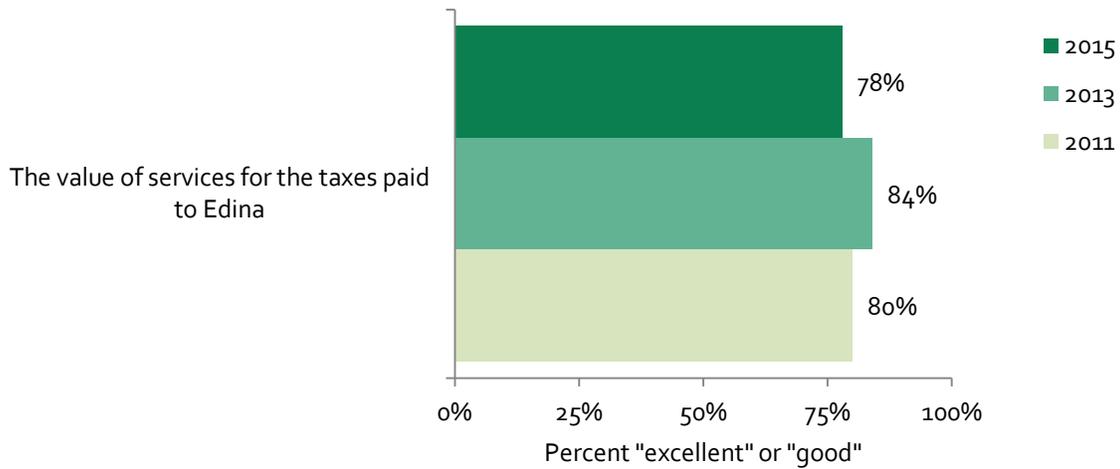


Value of Taxes

Along with rating the quality of City services, residents were also asked to rate the value of services for the taxes they pay to Edina. About 8 in 10 residents gave “excellent” or “good” ratings to the value of City services in 2015. When compared over time, ratings remained stable. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Edina’s rating for the value of City services was higher than those of residents in other communities across the nation and those in Minnesota. (See *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons.)

FIGURE 32: VALUE OF CITY SERVICES COMPARED BY YEAR

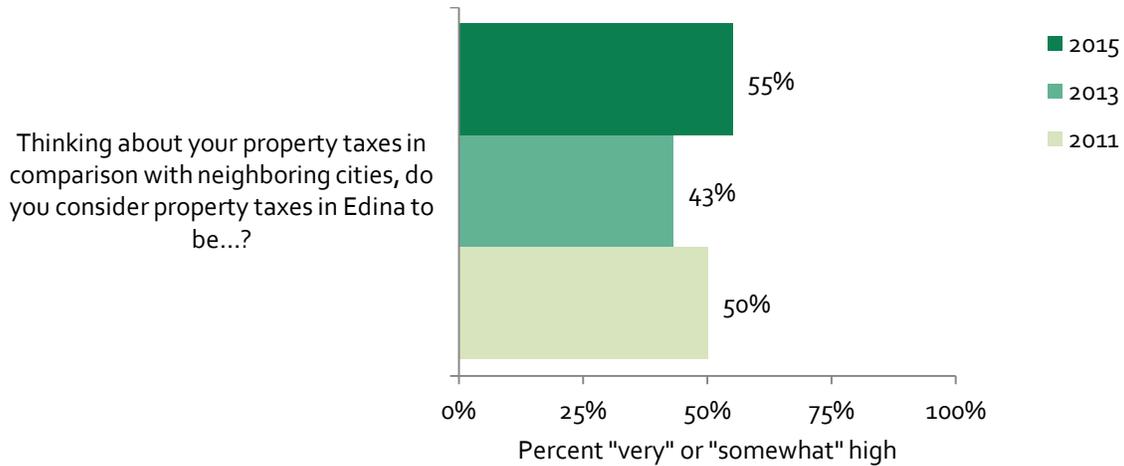


In 2013 and 2011 this question was worded "When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?"

Residents were also asked if they felt property taxes in Edina were high, about average or low. About 55% felt they were “very high” or “somewhat high.”

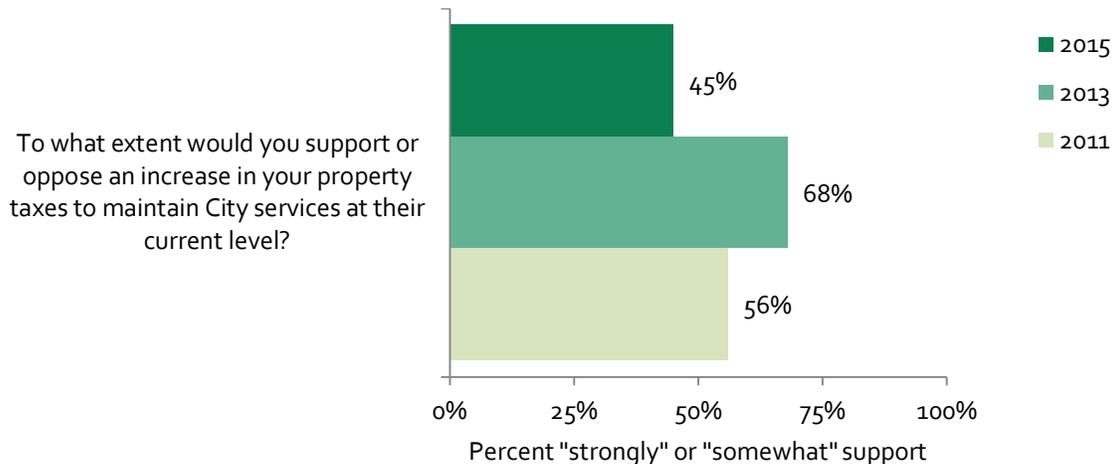
When compared over time, more residents in 2015 compared to 2013 felt property taxes were high, but similar to ratings reported in 2011. Please note that when ratings differ over time, the difference may be in part due to the switch in methodology from a mail to a telephone survey. Changes over time are regarded as meaningful if the difference in ratings between years is greater than ten percentage points. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 33: PROPERTY TAX LEVEL COMPARED BY YEAR



When asked to what extent they would support or oppose an increase in their property taxes to maintain City services at their current level, less than half indicated somewhat or strongly supporting a tax increase. When compared over time, this level of support has decreased since this question was first asked in 2011.

FIGURE 34: SUPPORT FOR PROPERTY TAX INCREASE COMPARED BY YEAR



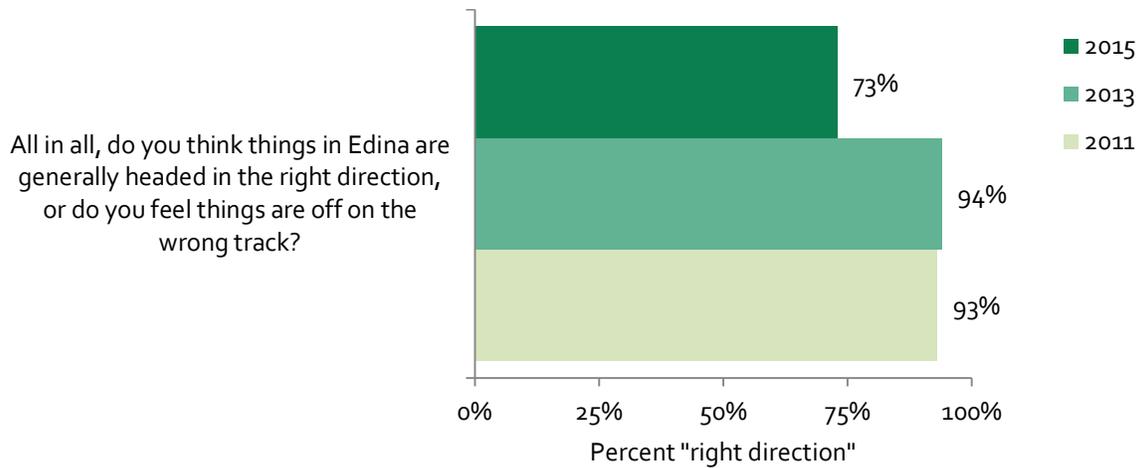
In 2013 and 2011, this question was asked on a scale of favor or oppose. For comparison purposes, the 2015 ratings for strongly support and somewhat support were compared to 2013 and 2011 ratings for favor while somewhat and strongly oppose were compared to oppose.

Public Trust

Since 2011, residents have been asked if they think things in Edina are generally headed in the right direction or if things are off track. About three-quarters of respondents to the 2015 survey indicated that things in the City are headed in the right direction.

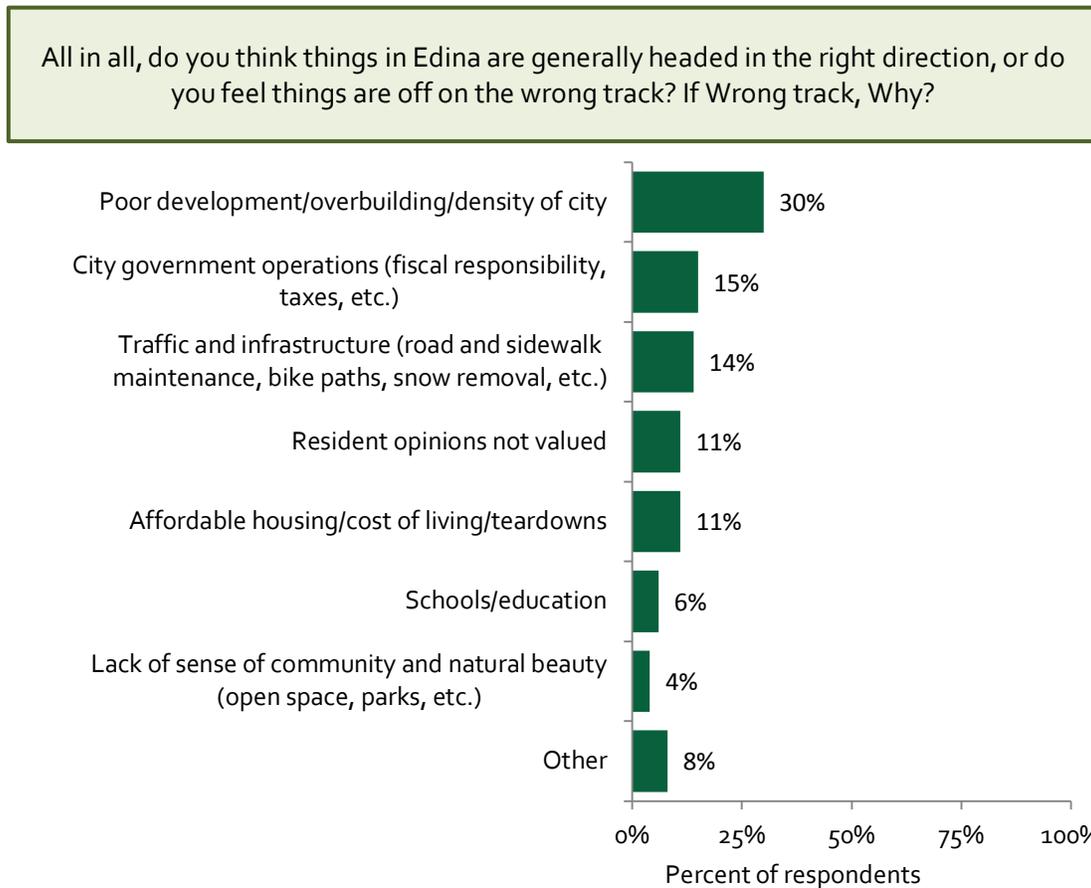
When compared over time, this rating has decreased since this question was first asked in 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 35: CITY HEADED IN RIGHT DIRECTION OR ON WRONG TRACK COMPARED BY YEAR



Residents who indicated that they think things are off on the wrong track had the opportunity to write in a response as to why. Respondents' written responses were reviewed and grouped into categories by theme. Of the 116 respondents who opted to write in a response, 30% wrote comments related to poor development, overbuilding and density of the city. About 15% wrote in comments related to City government operations and slightly fewer wrote in comments related to traffic and infrastructure (14%). About 1 in 10 or fewer wrote comments about the remaining four categories. Due to the number of varied responses, an "other" category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question.*)

FIGURE 36: REASONS FOR WRONG TRACK, 2015



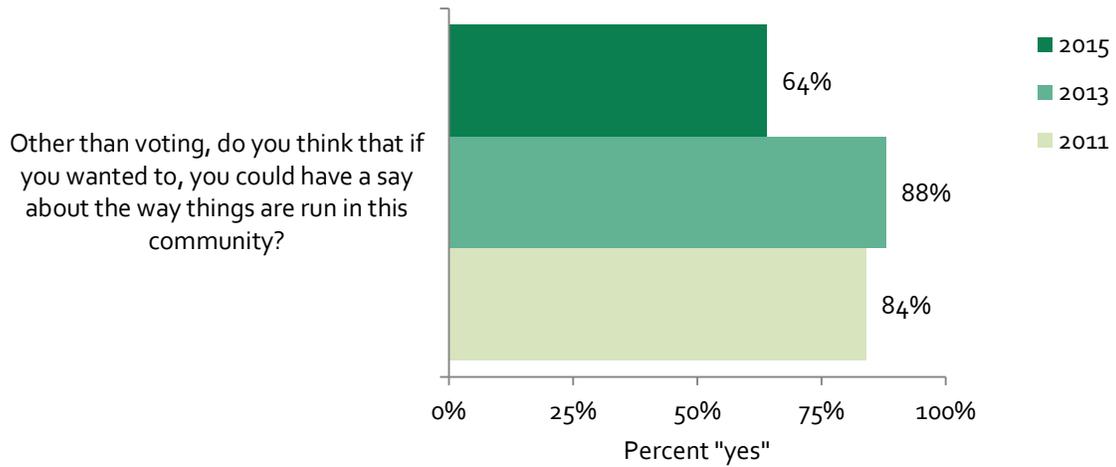
Respondents were given an opportunity to write-in a response for why they feel the City is on the wrong track. The responses were reviewed and grouped into the above categories. Please see *Appendix C: Verbatim Responses to Open-ended Survey Questions* for the verbatim responses.

A similar question about reasons for why residents indicated wrong track was asked in prior years; however, the response categories were too different to provide comparisons.

Since 2011, residents have been asked if they think they could have a say about the way things are run in the community other than by voting. About two-thirds indicated that they did think they could have a say.

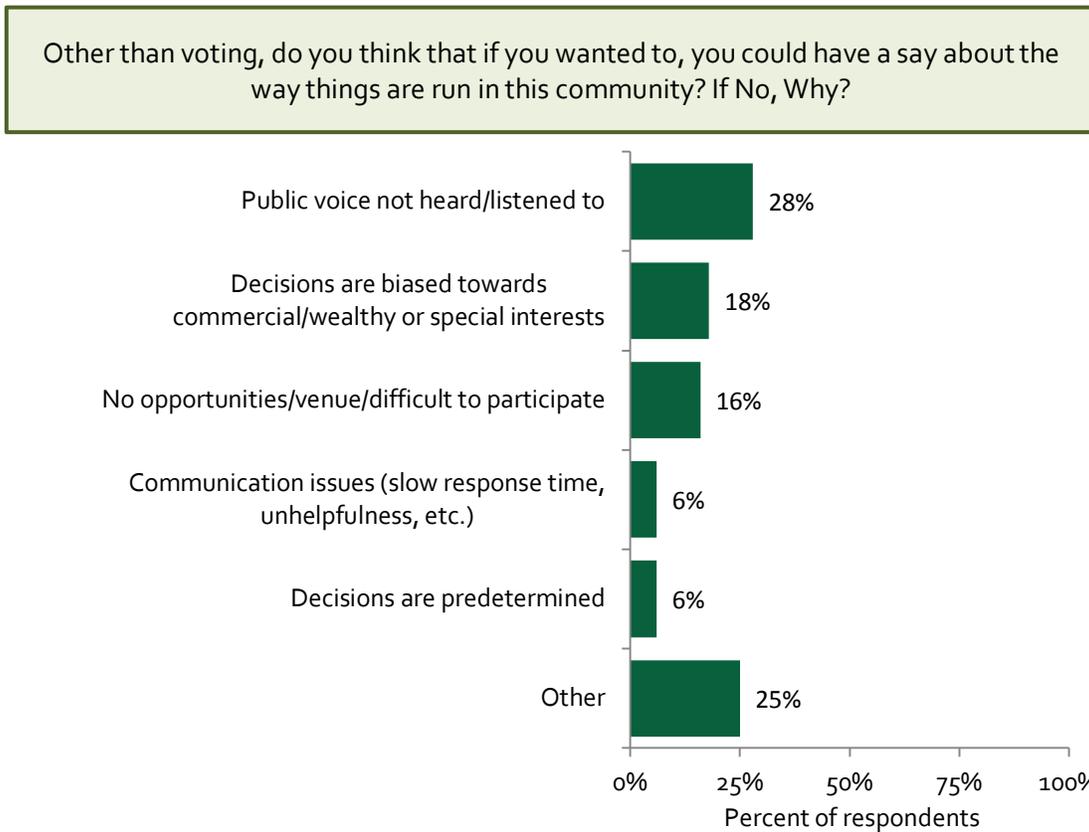
When compared over time, this rating has decreased since this question was first asked in 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 37: OPPORTUNITY FOR RESIDENTS TO BE INVOLVED IN HOW EDINA IS RUN COMPARED BY YEAR



Residents who indicated that they did not think they had a say in the community had the opportunity to write in a response as to why. Written responses were reviewed and grouped into categories by theme. Of the 103 respondents who opted to write in a response, 28% wrote general comments related to the public voice not being heard or listened to. About 18% wrote in comments related to decisions being biased towards commercial and wealthy or special interest groups and slightly fewer wrote in comments related to there being no opportunities to participate or it generally being difficult to participate (16%). Less than 1 in 10 wrote comments about the remaining two categories. Due to the number of varied responses, an “other” category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question.*)

FIGURE 38: REASONS FOR HAVING NO SAY IN HOW EDINA IS RUN, 2015



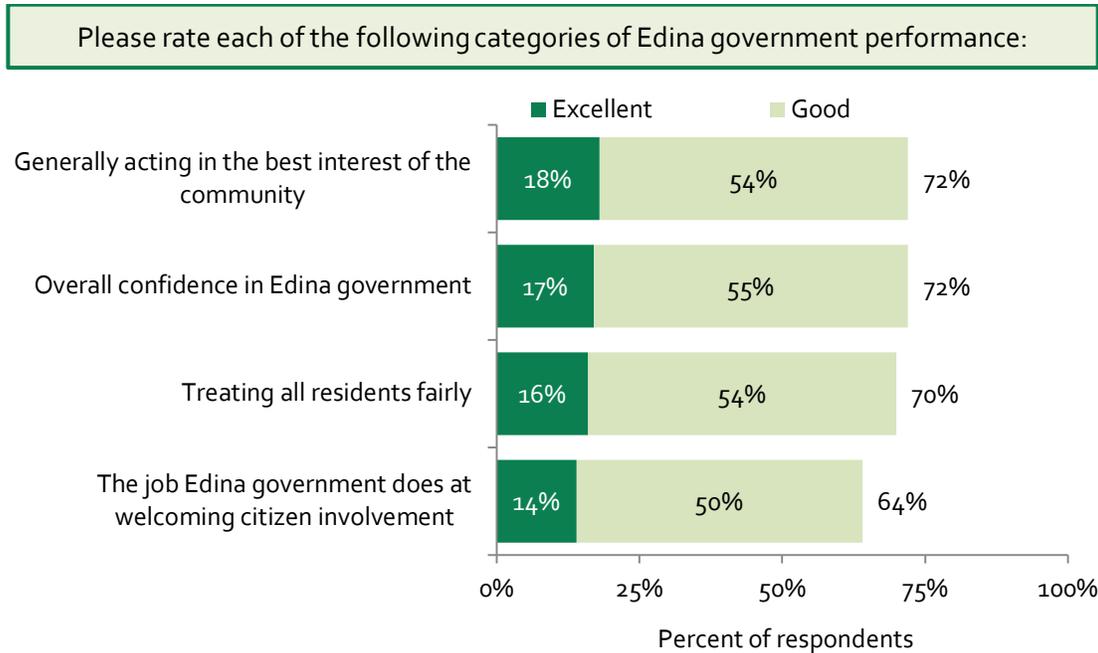
Respondents were given an opportunity to write-in a response for why they responded with no to question 17. The responses were reviewed and grouped into the above categories. Please see *Appendix C: Verbatim Responses to Open-ended Survey Questions* for the verbatim responses.

A similar question about reasons for why residents indicated they do not have a say in how things are run in Edina were asked in prior years; however, the response categories were too different to provide comparisons.

For the first time in 2015, those completing the questionnaire rated four aspects of public trust, including the City government generally acting in the best interest of the community, overall confidence on Edina government, Edina treating all residents fairly and the job the City does welcoming citizen involvement. Between two-thirds and three-quarters of survey respondents evaluated all four aspects positively.

When compared to other communities across the nation and those in Minnesota, Edina residents' ratings of aspects of public trust tended to be similar to those of its peers, with the exception of overall confidence in Edina government which was higher than the national comparison. (Please see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons.)

FIGURE 39: ASPECTS OF PUBLIC TRUST, 2015



Contact with City Departments

In the 12 months prior to the survey, 57% of survey respondents had contact with a City department. About one-fifth of respondents had contacted the Police and slightly fewer had contact with Parks and Recreation (17%). Between 10% and 15% had contact with General information, Public Works and Building Inspections. Less than 1 in 10 had contact with the remaining departments.

When compared over time, more respondents had contact with a City department in 2015 compared to ratings in 2013 or 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 40: CONTACT WITH CITY DEPARTMENTS COMPARED BY YEAR

| With which of the following departments have you had contact (email, in-person or phone) in the last 12 months? | 2015 | 2013 | 2011 |
|---|------|------|------|
| I have not contacted the City | 43% | 60% | 68% |
| Police | 21% | 14% | 9% |
| Parks and Recreation | 17% | 13% | 13% |
| General information | 15% | 12% | 7% |
| Public Works | 12% | 21% | 27% |
| Building Inspections | 10% | 10% | 15% |
| Street Maintenance | 8% | 0% | 0% |
| City Clerk | 7% | 0% | 1% |
| Utilities | 7% | 0% | 0% |
| Utility Billing | 7% | 8% | 0% |
| Other | 6% | 0% | 3% |
| Fire | 5% | 1% | 1% |
| Planning/Economic Development | 5% | 10% | 8% |
| Assessing | 5% | 1% | 6% |
| Engineering | 5% | 1% | 2% |
| City Manager | 3% | 6% | 5% |
| Health | 2% | 2% | 2% |
| Communications | 2% | 1% | 0% |
| Environmental Services | 2% | 0% | 0% |
| Human Resources | 1% | 0% | 0% |
| I.T./Technology services | 0% | 0% | 3% |

Percent of respondents.

Total may exceed 100% as respondents could select more than one answer.

The 57% of survey respondents who reported having contacted a City department or office were then asked to rate the overall customer service they received as well as their impression of the courtesy, knowledge, responsiveness and follow-up of the City employee(s). About 87% gave “excellent” or “good” ratings to the overall customer service they received and only five percent gave a “poor” rating.

About 9 in 10 gave “excellent” or “good” ratings to the knowledge of City employees and between 83% and 86% gave positive ratings to the remaining aspects of their impressions of City employees (courtesy, responsiveness and follow-up). The rating for courtesy could be compared over time and has remained stable since this question was first asked in 2011.

Each aspect of their impression rated in 2015 could be compared to communities across the nation and in Minnesota, with the exception of follow-up. Edina’s ratings for their impressions of City employees were similar to communities in both comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

FIGURE 41: OVERALL CUSTOMER SERVICE, 2015

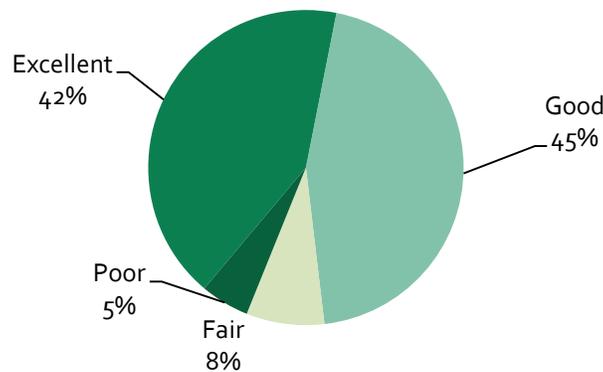
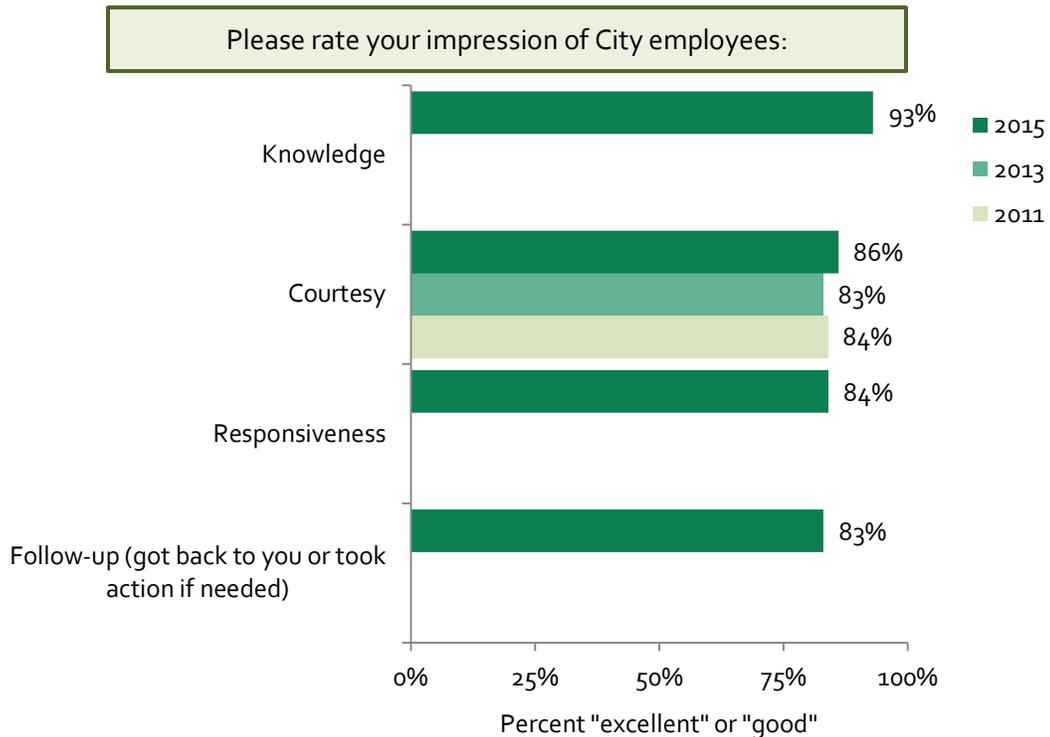


FIGURE 42: IMPRESSION OF EMPLOYEE(S) COMPARED BY YEAR



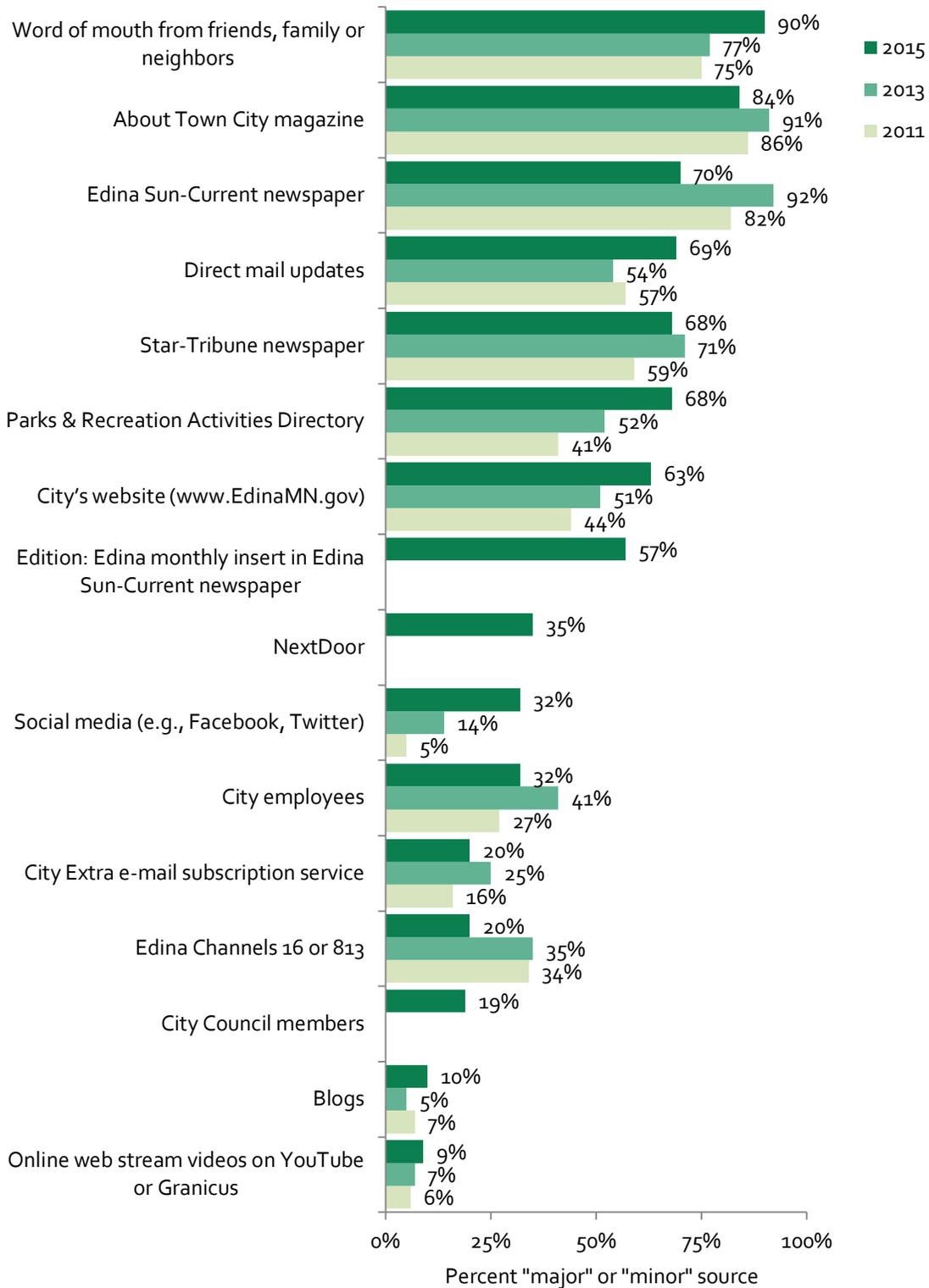
Information Sources and City Communications

On the 2015 survey, respondents indicated the extent to which they used 16 information sources about Edina government and its activities, if at all. About 9 in 10 residents indicated that word of mouth from friends, family or neighbors was at least a minor source of information while slightly fewer felt the *About Town* City magazine was at least a minor source of information. About 7 in 10 indicated that the *Edina Sun-Current* newspaper, direct mail updates, *Star-Tribune* newspaper and *Parks & Recreation Activities Directory* were at least minor sources of information and about two-thirds of residents felt the City's website and the *Edition: Edina* monthly insert in the *Edina Sun-Current* newspaper were at least minor sources of information. Please see Figure 43 on the following page.

Thirteen of the 16 information sources could be compared over time. Of these, two showed lower ratings in 2015 compared to 2013 and five showed higher ratings. In 2015, more residents felt word of mouth, direct mail updates, the *Parks & Recreation Activities Directory*, the City's website and social media were sources of information about the City while fewer felt that the *Edina Sun-Current* newspaper and Edina Channels 16 or 813 were sources of information. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 43: INFORMATION SOURCES COMPARED BY YEAR

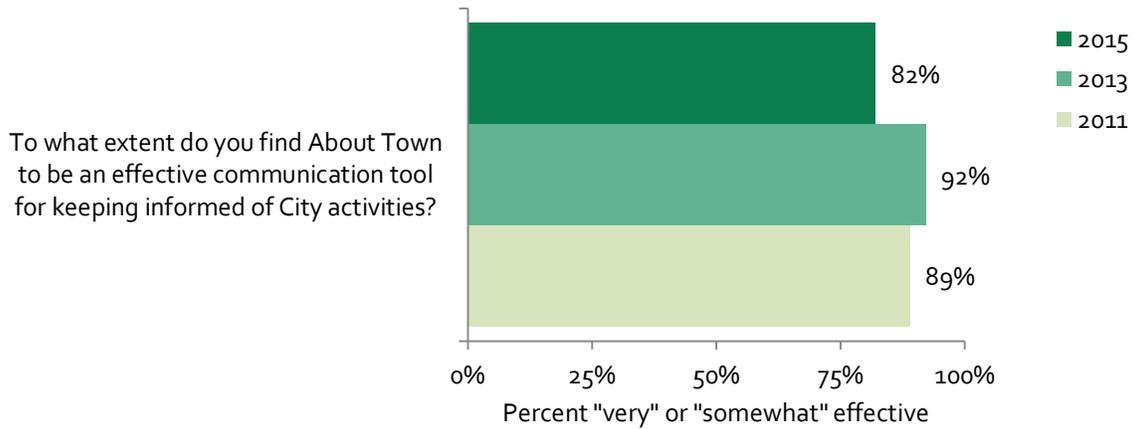
Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all.



About Town

As in prior years, survey respondents were asked to rate the effectiveness of *About Town* as a communication tool for keeping informed of City activities. About 8 in 10 residents felt it was at least somewhat effective. When compared over time, ratings remained stable. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 44: EFFECTIVENESS OF ABOUT TOWN COMPARED BY YEAR

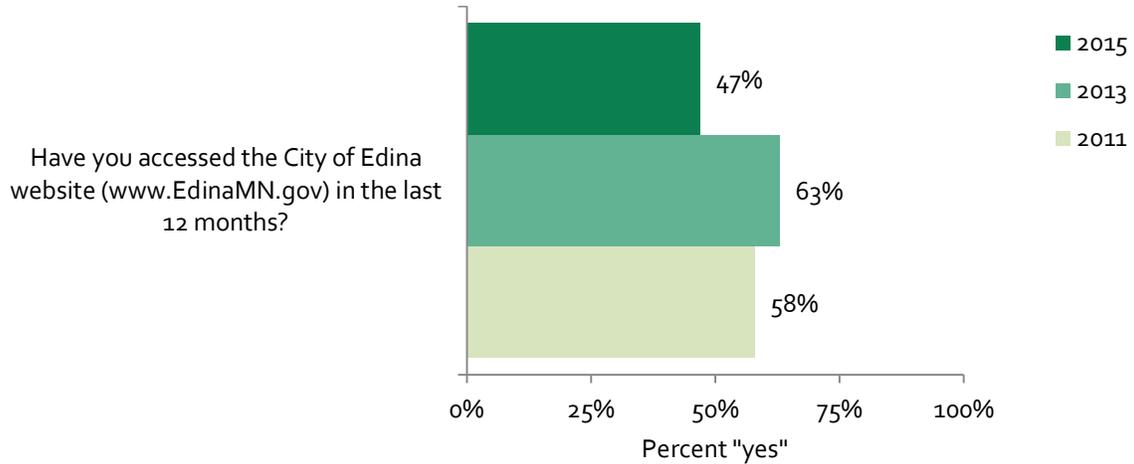


In 2013 and 2011, the scale was very effective, somewhat effective, not too effective and not at all effective.

City Website

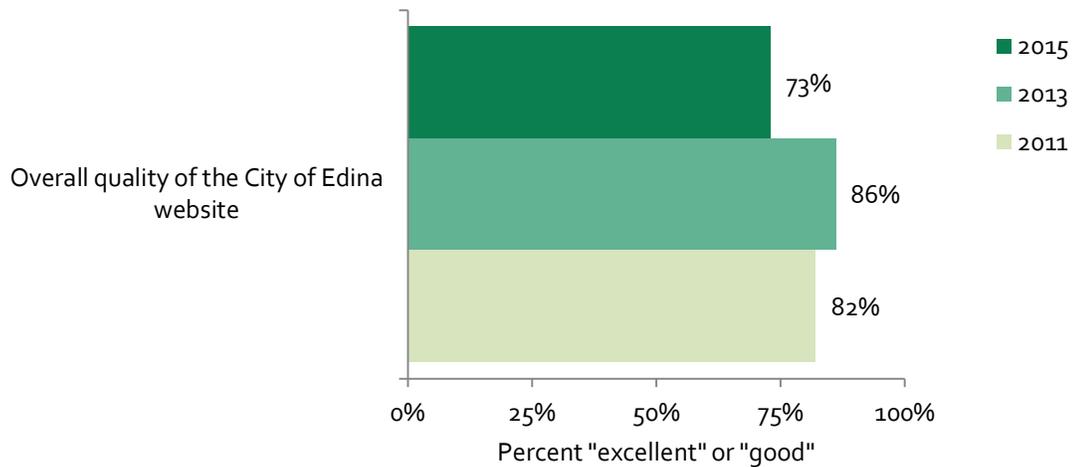
When asked if they had accessed the City’s website in the 12 months prior to the survey, 47% of survey respondents indicated they had done so. When compared over time, this rating decreased. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 45: ACCESSED CITY WEBSITE COMPARED BY YEAR



Of those who reported they had accessed the City’s website, three-quarters felt that the overall quality of the website was “excellent” or “good.” When compared over time, this rating decreased.

FIGURE 46: QUALITY OF CITY WEBSITE COMPARED BY YEAR

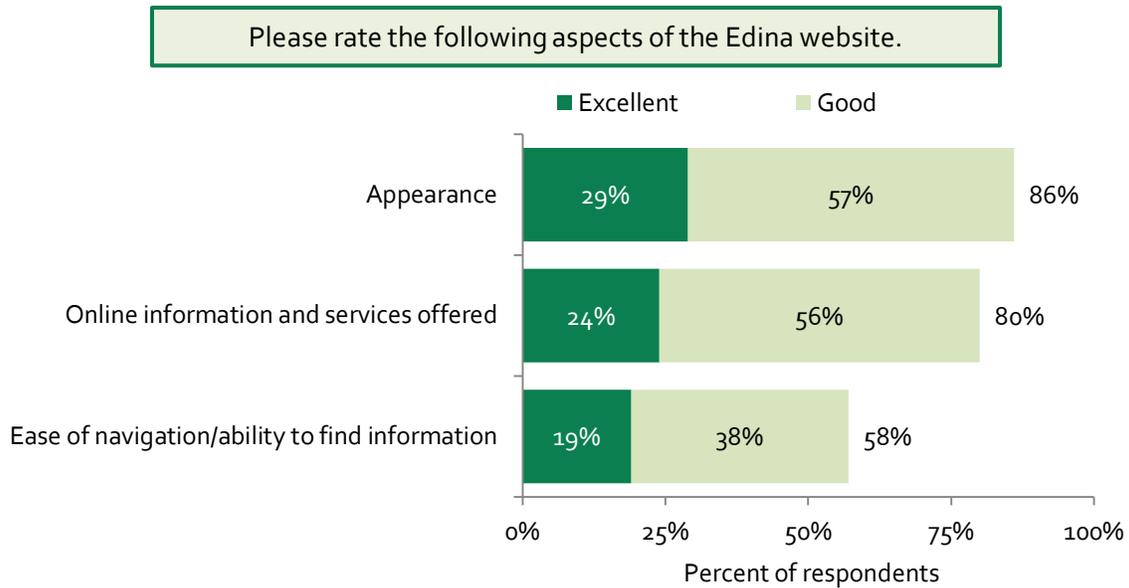


Responses to this question are only from those who reported that they had accessed the City website.

Those who had accessed the website in the last 12 months were also asked to rate the quality of three specific aspects of the website. About 86% felt the appearance of the website was “excellent” or “good” and slightly fewer felt the information and services offered were “excellent” or “good.” About 6 in 10 gave positive ratings to the ease of navigation and their ability to find information.

When comparisons were available to other communities across the nation and those in Minnesota, Edina residents’ ratings of aspects of the City’s website, including the overall quality, tended to be similar to those of its peers. Minnesota comparisons were not available for appearance, online information and services offered or ease of navigation/ability to find information. (Please see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons.)

FIGURE 47: ASPECTS OF CITY WEBSITE, 2015

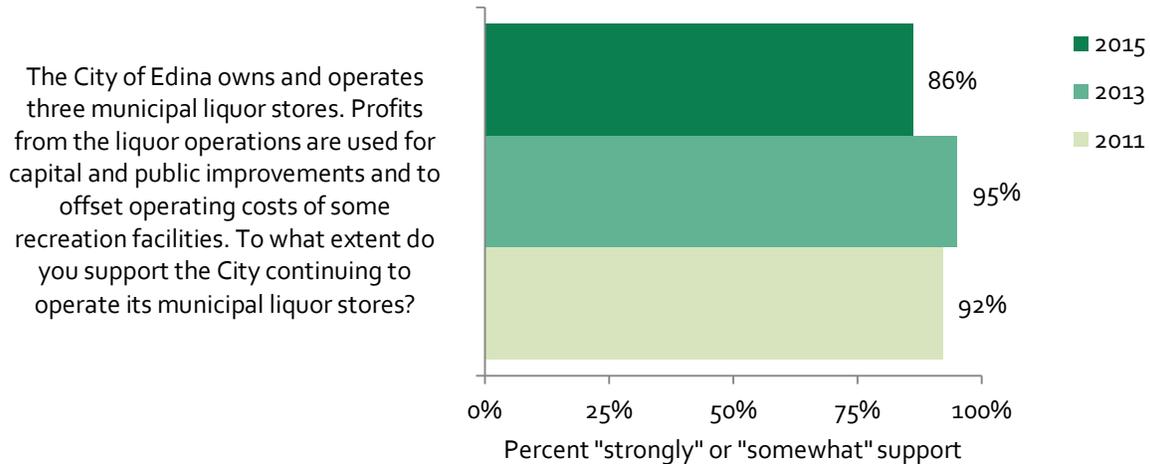


Responses to this question are only from those who reported that they had accessed the City website.

Municipal Liquor Stores

Since 2011, residents have been asked about their level of support for the City to continue to operate its municipal liquor stores. About 86% indicated at least “somewhat” supporting this proposal. Compared to 2013 and when this question was first asked, the level of support has remained stable. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

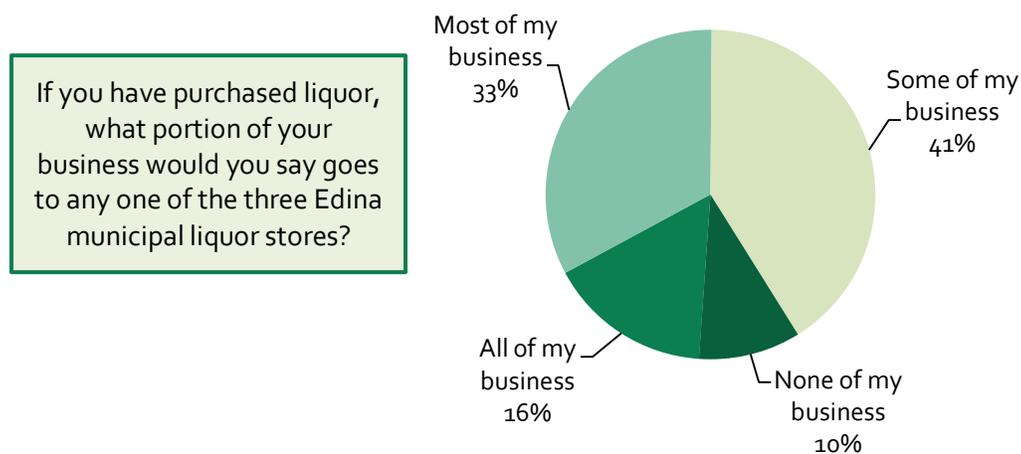
FIGURE 48: LEVEL OF SUPPORT FOR MUNICIPAL OWNED LIQUOR STORES COMPARED BY YEAR



In 2013 and 2011, this question was asked on a scale of favor or oppose. For comparison purposes, the 2015 ratings for strongly support and somewhat support were compared to 2013 and 2011 ratings for favor.

In 2015, residents were asked a follow-up question about how much of their business goes to any one of the three municipal liquor stores. About half indicated all or most of their business while an additional 4 in 10 indicated some of their business goes to any one of the three municipal liquor stores. Only 1 in 10 reported that none of their business goes to any of the municipal liquor stores.

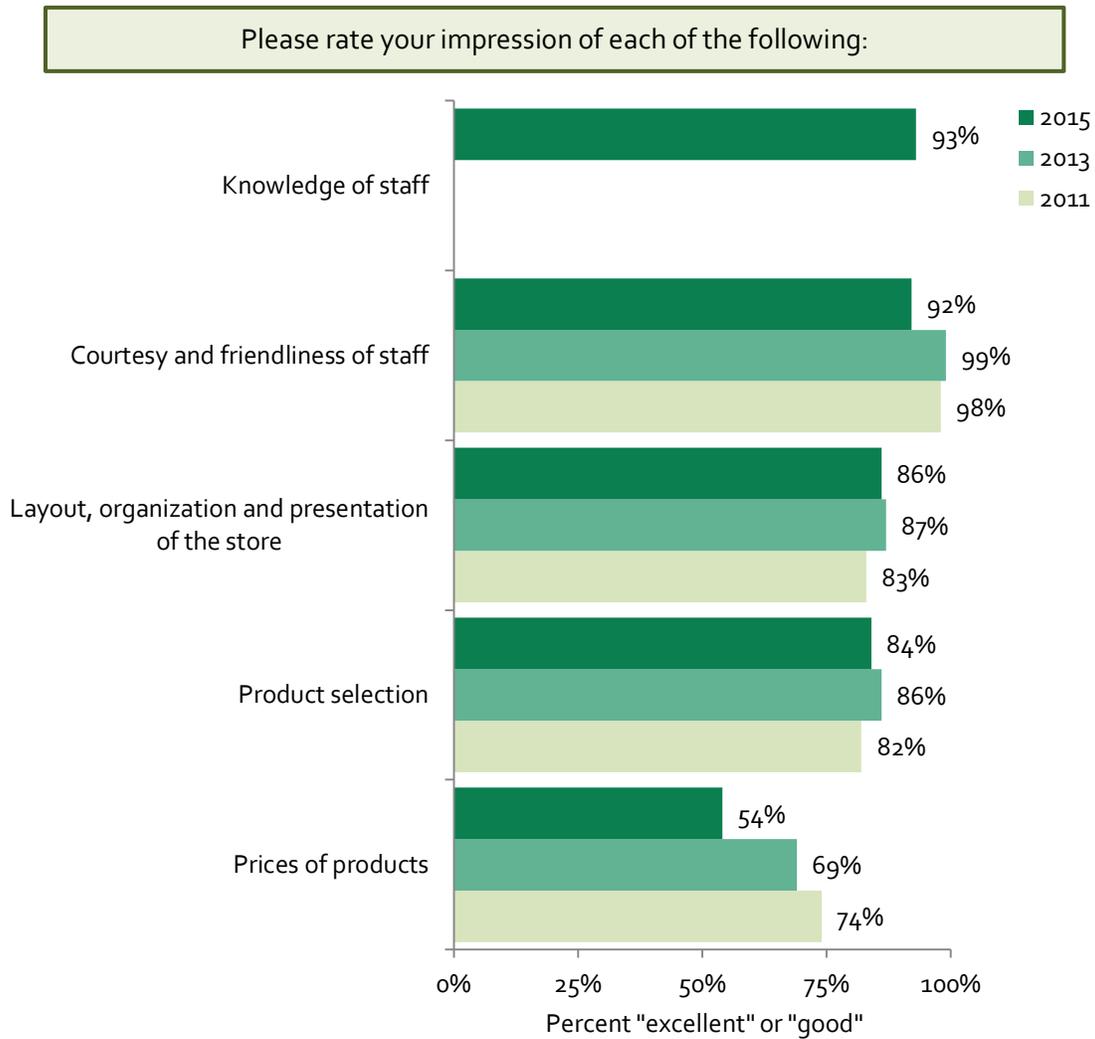
FIGURE 49: PORTION OF BUSINESS GOING TO EDINA MUNICIPAL LIQUOR STORES, 2015



After indicating the amount of business they give to the municipal liquor stores, residents were then asked to rate the quality of five aspects of the liquor stores, regardless of how much they used the stores. About 9 in 10 gave “excellent” or “good” ratings to the knowledge, courtesy and friendliness of the staff while slightly fewer gave “excellent” or “good” marks to the layout, organization and presentation of the store (86%) and product selection (84%). About 54% gave positive marks to the prices of products.

When compared over time, ratings for the courtesy and friendliness of staff; layout, organization and presentation of the store; and product selection remained stable while ratings for the prices of products dropped in 2015 compared to 2013 and 2011. An over time comparison was not available for knowledge of staff.

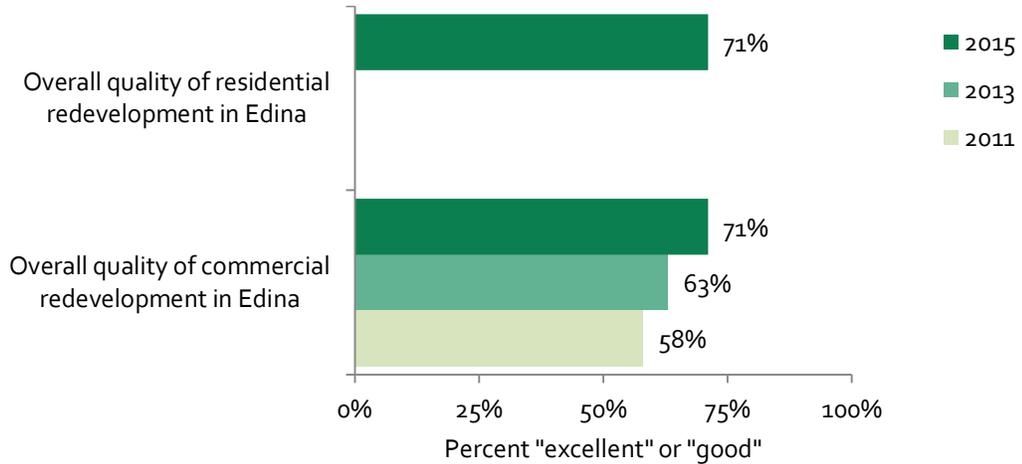
FIGURE 50: IMPRESSION OF MUNICIPAL LIQUOR STORES COMPARED BY YEAR



Redevelopment in Edina

About 7 in 10 residents gave high marks to the overall quality of residential redevelopment in Edina and the overall quality of commercial redevelopment in Edina. When compared over time, ratings remained stable. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

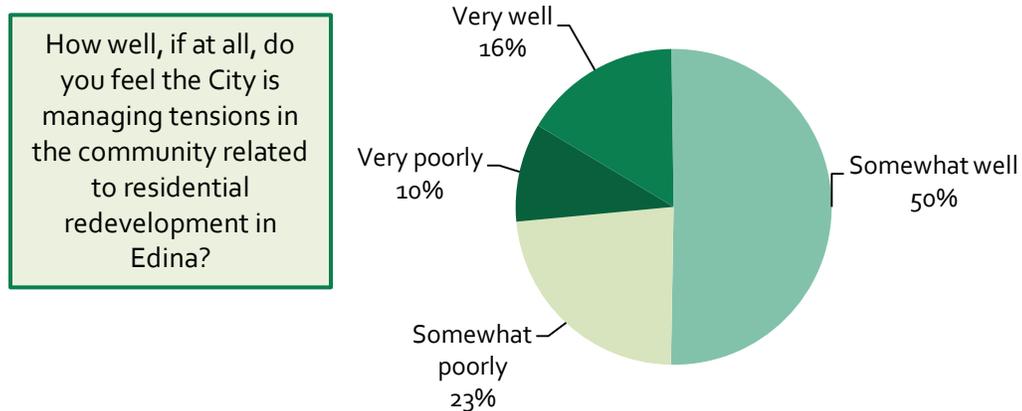
FIGURE 51: QUALITY OF REDEVELOPMENT IN EDINA COMPARED BY YEAR



In 2013 and 2011, survey respondents were only asked to rate the quality of redevelopment in Edina while 2015 survey respondents were asked to consider residential and commercial redevelopment separately.

Residents were asked to consider how well, if at all, they felt the City was managing tensions in the community related to residential redevelopment in Edina. About two-thirds of residents felt the City manages tensions at least somewhat well while one-quarter indicated somewhat poorly. Only 1 in 10 felt the City manages tensions very poorly.

FIGURE 52: HOW WELL THE CITY MANAGES REDEVELOPMENT TENSIONS, 2015



APPENDIX A: RESPONDENT CHARACTERISTICS

The following tables summarize the demographic characteristics of Edina's survey respondents in 2015.

TABLE 1: LENGTH OF RESIDENCY

| How many years have you lived in Edina? | Percent | Number |
|---|---------|--------|
| Less than 2 years | 9% | N=44 |
| 2-5 years | 21% | N=107 |
| 6 to 10 years | 13% | N=65 |
| 11 to 20 years | 19% | N=96 |
| More than 20 years | 39% | N=198 |
| Total | 100% | N=509 |

TABLE 2: HOUSING UNIT TYPE

| Which best describes the building you live in? | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses | 59% | N=296 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 38% | N=192 |
| Other | 3% | N=16 |
| Total | 100% | N=504 |

TABLE 3: HOUSING TENURE

| Is this house or apartment... | Percent | Number |
|-------------------------------|---------|--------|
| Rented | 24% | N=122 |
| Owned | 76% | N=386 |
| Total | 100% | N=507 |

TABLE 4: HOUSING COSTS

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)? | Percent | Number |
|---|---------|--------|
| Less than \$300 per month | 3% | N=13 |
| \$300 - \$599 per month | 8% | N=38 |
| \$600 - \$999 per month | 13% | N=60 |
| \$1,000 - \$1,499 per month | 25% | N=119 |
| \$1,500 - \$2,499 per month | 29% | N=139 |
| \$2,500 or more per month | 23% | N=110 |
| Total | 100% | N=479 |

TABLE 5: PRESENCE OF CHILDREN

| Do any children 17 or under live in your household? | Percent | Number |
|---|---------|--------|
| No | 71% | N=358 |
| Yes | 29% | N=148 |
| Total | 100% | N=506 |

TABLE 6: PRESENCE OF OLDER ADULTS

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No | 62% | N=315 |
| Yes | 38% | N=191 |
| Total | 100% | N=506 |

TABLE 7: HOUSEHOLD INCOME

| How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|--|---------|--------|
| Less than \$25,000 | 7% | N=32 |
| \$25,000 to \$49,999 | 13% | N=59 |
| \$50,000 to \$99,999 | 28% | N=129 |
| \$100,000 to \$149,999 | 17% | N=80 |
| \$150,000 or more | 35% | N=163 |
| Total | 100% | N=462 |

TABLE 8: ETHNICITY

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|--|---------|--------|
| No, not Spanish, Hispanic or Latino | 98% | N=487 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 2% | N=11 |
| Total | 100% | N=498 |

TABLE 9: RACE

| What is your race? | Percent | Number |
|---|---------|--------|
| White | 91% | N=449 |
| Asian, Asian Indian or Pacific Islander | 6% | N=30 |
| Black or African American | 2% | N=11 |
| Other | 2% | N=8 |
| American Indian or Alaskan Native | 2% | N=8 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 10: AGE

| In which category is your age? | Percent | Number |
|--------------------------------|---------|--------|
| 18 to 24 years | 3% | N=18 |
| 25 to 34 years | 12% | N=60 |
| 35 to 44 years | 13% | N=65 |
| 45 to 54 years | 24% | N=121 |
| 55 to 64 years | 14% | N=74 |
| 65 to 74 years | 14% | N=70 |
| 75 years or older | 20% | N=101 |
| Total | 100% | N=509 |

TABLE 11: GENDER

| What is your sex? | Percent | Number |
|-------------------|---------|--------|
| Female | 53% | N=265 |
| Male | 47% | N=235 |
| Total | 100% | N=500 |

APPENDIX B: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING “DON’T KNOW” RESPONSES

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

TABLE 12: QUESTION 1

| How would you rate the quality of life in Edina? | Percent | Number |
|--|---------|--------|
| Excellent | 56% | N=276 |
| Good | 40% | N=199 |
| Fair | 4% | N=21 |
| Poor | 0% | N=0 |
| Total | 100% | N=496 |

TABLE 13: QUESTION 2

| Please rate each of the following characteristics as they relate to Edina as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|-------|------|-------|------|-------|------|------|-------|-------|
| Overall feeling of safety in Edina | 57% | N=291 | 40% | N=202 | 3% | N=15 | 1% | N=4 | 100% | N=512 |
| Overall ease of getting to the places you usually have to visit | 40% | N=205 | 48% | N=245 | 10% | N=53 | 1% | N=6 | 100% | N=510 |
| Quality of overall natural environment in Edina | 40% | N=199 | 48% | N=242 | 10% | N=49 | 2% | N=11 | 100% | N=500 |
| Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems) | 28% | N=139 | 53% | N=265 | 15% | N=75 | 4% | N=17 | 100% | N=496 |
| Health and wellness opportunities in Edina | 42% | N=203 | 48% | N=229 | 9% | N=42 | 1% | N=4 | 100% | N=478 |
| Overall opportunities for education and enrichment | 54% | N=262 | 39% | N=191 | 6% | N=30 | 0% | N=1 | 100% | N=485 |
| Overall economic health of Edina | 49% | N=238 | 41% | N=199 | 8% | N=40 | 1% | N=5 | 100% | N=481 |
| Sense of community | 27% | N=136 | 45% | N=224 | 21% | N=105 | 6% | N=29 | 100% | N=494 |
| Overall image or reputation of Edina | 51% | N=256 | 35% | N=178 | 10% | N=50 | 4% | N=18 | 100% | N=502 |
| Neighborliness of residents in Edina | 30% | N=149 | 47% | N=236 | 18% | N=92 | 6% | N=28 | 100% | N=505 |

TABLE 14: QUESTION 3

| Please indicate how likely or unlikely you are to do each of the following: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Total | |
|---|-------------|-------|-----------------|-------|-------------------|------|---------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Recommend living in Edina to someone who asks | 72% | N=354 | 21% | N=102 | 4% | N=22 | 3% | N=15 | 100% | N=493 |
| Remain in Edina for the next five years | 68% | N=327 | 21% | N=99 | 7% | N=32 | 4% | N=20 | 100% | N=478 |

TABLE 15: QUESTION 4

| Why did you choose to live in Edina? | Percent | Number |
|--|---------|--------|
| Good schools | 52% | N=268 |
| Safe community | 51% | N=261 |
| Attractive community | 46% | N=237 |
| Good neighborhoods | 42% | N=214 |
| Amenities (e.g., parks, library, etc.) | 40% | N=206 |
| Job was here (or nearby) | 28% | N=143 |
| Family lives here/ born or raised here | 23% | N=119 |
| Affordable housing | 15% | N=77 |
| Other | 15% | N=76 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 16: QUESTION 5

| What one thing do you like most, if anything, about living in Edina? | Percent | Number |
|--|---------|--------|
| Convenient location/accessibility | 31% | N=126 |
| Close to family, job, etc. | 2% | N=9 |
| Housing/neighborhood | 7% | N=29 |
| Schools | 17% | N=66 |
| Safe | 6% | N=24 |
| Shopping/restaurants | 4% | N=16 |
| Parks and trails/recreation centers/open spaces | 5% | N=20 |
| Sense of community (friendly, quiet, peaceful, etc.) | 6% | N=26 |
| Beauty/cleanliness of community | 7% | N=28 |
| Public services | 2% | N=8 |
| Walkability | 2% | N=6 |

| What one thing do you like most, if anything, about living in Edina? | Percent | Number |
|--|---------|--------|
| Reputation of community (well-run government, economic health, etc.) | 5% | N=19 |
| Positive comments about overall quality of life and community | 2% | N=9 |
| Other | 4% | N=14 |
| Total | 100% | N=399 |

Respondents were given an opportunity to write-in a response. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 17: QUESTION 6

| What would you say is the most serious issue facing Edina at this time? | Percent | Number |
|---|---------|--------|
| Housing concerns (teardowns, affordability, etc.) | 25% | N=95 |
| City government operations (fiscal responsibility, taxes, etc.) | 12% | N=46 |
| Traffic and infrastructure (road maintenance, snow removal, etc.) | 18% | N=66 |
| Lack of diversity and sense of community | 6% | N=24 |
| Schools/education | 4% | N=14 |
| Cost of living | 2% | N=7 |
| Bike paths/sidewalks/pedestrian travel | 7% | N=27 |
| Safety | 4% | N=16 |
| Aging population | 3% | N=12 |
| No issue/positive comments | 5% | N=18 |
| Parks/recreation/community activities | 2% | N=7 |
| Other | 10% | N=37 |
| Total | 100% | N=369 |

Respondents were given an opportunity to write-in a response. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 18: QUESTION 7

| Please rate how safe or unsafe you feel: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Total | |
|---|-----------|-------|---------------|-------|-------------------------|------|-----------------|------|-------------|-----|-------|-------|
| In your neighborhood | 75% | N=381 | 21% | N=110 | 3% | N=14 | 1% | N=3 | 0% | N=2 | 100% | N=510 |
| In the 50th and France area (downtown area) | 66% | N=316 | 30% | N=146 | 3% | N=14 | 1% | N=4 | 0% | N=1 | 100% | N=482 |
| In the Southdale area | 35% | N=176 | 45% | N=226 | 13% | N=65 | 6% | N=32 | 1% | N=3 | 100% | N=502 |

TABLE 19: QUESTION 8

| Which of the following, if any, would make you more likely to ride a bicycle in Edina? | Percent | Number |
|--|---------|--------|
| If there were more well-marked greenways and off-road paths | 66% | N=247 |
| If there were more on-road facilities such as bike lanes | 36% | N=135 |
| If motorists drove slower and respected cyclists | 36% | N=134 |
| If there were wider roads for riding or roads had paved shoulders | 33% | N=123 |
| If street/road conditions were better, such as smooth pavement and less debris | 29% | N=109 |
| If I felt more confident on my bike | 25% | N=93 |
| If I felt safer from crime | 5% | N=20 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 20: QUESTION 9

| Which of the following, if any, would make you more likely to walk in Edina? | Percent | Number |
|--|---------|--------|
| If there were more sidewalks along streets | 62% | N=236 |
| If there were more paths and trails designated for walking | 55% | N=209 |
| If street lighting was better | 30% | N=113 |
| If there were more crosswalks | 24% | N=92 |
| If motorists drove slower | 23% | N=88 |
| If condition of existing sidewalks were better | 18% | N=68 |
| If I felt safer from crime | 4% | N=17 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 21: QUESTION 10

| Please rate each of the following characteristics as they relate to Edina as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Traffic flow on major streets | 9% | N=44 | 50% | N=244 | 30% | N=150 | 11% | N=55 | 100% | N=493 |
| Ease of public parking | 15% | N=71 | 54% | N=258 | 29% | N=140 | 2% | N=12 | 100% | N=480 |
| Ease of travel by car in Edina | 25% | N=123 | 59% | N=293 | 15% | N=72 | 2% | N=10 | 100% | N=498 |
| Ease of travel by public transportation in Edina | 10% | N=29 | 27% | N=73 | 31% | N=85 | 32% | N=88 | 100% | N=275 |
| Ease of travel by bicycle in Edina | 10% | N=34 | 38% | N=133 | 38% | N=133 | 15% | N=53 | 100% | N=353 |
| Ease of walking in Edina | 18% | N=84 | 43% | N=202 | 32% | N=153 | 8% | N=36 | 100% | N=474 |
| Availability of paths and walking trails | 14% | N=63 | 44% | N=202 | 30% | N=139 | 11% | N=53 | 100% | N=457 |
| Air quality | 31% | N=144 | 61% | N=288 | 7% | N=33 | 1% | N=4 | 100% | N=468 |
| Cleanliness of Edina | 46% | N=224 | 49% | N=240 | 5% | N=25 | 0% | N=2 | 100% | N=491 |
| Public places where people want to spend time | 32% | N=151 | 52% | N=245 | 13% | N=61 | 4% | N=17 | 100% | N=474 |
| Variety of housing options | 14% | N=62 | 45% | N=200 | 30% | N=134 | 12% | N=52 | 100% | N=449 |
| Availability of affordable quality housing | 7% | N=28 | 29% | N=116 | 36% | N=142 | 28% | N=112 | 100% | N=397 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 24% | N=108 | 47% | N=212 | 23% | N=103 | 6% | N=27 | 100% | N=451 |
| Recreational opportunities | 28% | N=126 | 48% | N=220 | 20% | N=93 | 4% | N=17 | 100% | N=456 |
| K-12 education | 71% | N=298 | 23% | N=96 | 5% | N=22 | 0% | N=1 | 100% | N=417 |
| Adult educational opportunities | 38% | N=157 | 47% | N=195 | 13% | N=54 | 1% | N=6 | 100% | N=412 |
| Opportunities to attend cultural/arts/music activities | 25% | N=114 | 49% | N=220 | 19% | N=86 | 7% | N=32 | 100% | N=452 |
| Employment opportunities | 13% | N=39 | 50% | N=153 | 30% | N=91 | 8% | N=23 | 100% | N=306 |
| Shopping opportunities | 56% | N=282 | 34% | N=171 | 8% | N=39 | 2% | N=8 | 100% | N=500 |
| Cost of living in Edina | 8% | N=41 | 38% | N=185 | 42% | N=204 | 12% | N=57 | 100% | N=487 |
| Overall quality of business and service establishments in Edina | 29% | N=137 | 57% | N=268 | 11% | N=53 | 3% | N=13 | 100% | N=471 |
| Overall quality of commercial redevelopment in Edina | 19% | N=75 | 53% | N=213 | 22% | N=89 | 6% | N=26 | 100% | N=402 |
| Overall quality of residential redevelopment in Edina | 17% | N=75 | 53% | N=228 | 22% | N=95 | 7% | N=31 | 100% | N=428 |
| Opportunities to participate in social events and activities | 19% | N=82 | 51% | N=216 | 23% | N=100 | 7% | N=29 | 100% | N=427 |
| Opportunities to volunteer | 23% | N=88 | 47% | N=177 | 27% | N=101 | 3% | N=12 | 100% | N=379 |
| Opportunities to participate in community matters | 19% | N=72 | 44% | N=169 | 28% | N=107 | 10% | N=40 | 100% | N=387 |
| Openness and acceptance of the community toward people of diverse backgrounds | 13% | N=53 | 38% | N=159 | 32% | N=135 | 17% | N=69 | 100% | N=416 |

TABLE 22: QUESTION 11

| In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities? | Never | | Once or twice | | 3 to 12 times | | 13 to 26 times | | More than 26 times | | Total | |
|--|-------|-------|---------------|-------|---------------|-------|----------------|------|--------------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Trails | 29% | N=140 | 19% | N=93 | 26% | N=127 | 12% | N=57 | 14% | N=68 | 100% | N=485 |
| Neighborhood parks | 20% | N=97 | 15% | N=72 | 23% | N=113 | 17% | N=81 | 25% | N=124 | 100% | N=487 |
| Large community athletic fields | 60% | N=290 | 13% | N=64 | 11% | N=51 | 7% | N=34 | 9% | N=42 | 100% | N=482 |
| Edinborough Park | 50% | N=242 | 29% | N=143 | 15% | N=71 | 4% | N=18 | 2% | N=12 | 100% | N=486 |
| Centennial Lakes Park | 24% | N=119 | 28% | N=136 | 28% | N=138 | 10% | N=50 | 10% | N=47 | 100% | N=490 |
| The Aquatic Center | 76% | N=369 | 12% | N=57 | 5% | N=23 | 4% | N=20 | 3% | N=14 | 100% | N=484 |
| The Senior Center | 82% | N=402 | 10% | N=47 | 4% | N=20 | 1% | N=7 | 2% | N=12 | 100% | N=488 |
| Braemar Arena (Ice arena) | 75% | N=365 | 11% | N=53 | 5% | N=26 | 3% | N=14 | 6% | N=29 | 100% | N=486 |
| The Edina Art Center | 76% | N=375 | 16% | N=81 | 6% | N=28 | 1% | N=4 | 1% | N=3 | 100% | N=490 |
| Braemar Golf Course | 66% | N=324 | 15% | N=72 | 12% | N=60 | 4% | N=18 | 4% | N=19 | 100% | N=493 |
| Braemar Golf Dome | 79% | N=383 | 9% | N=44 | 9% | N=45 | 1% | N=7 | 2% | N=9 | 100% | N=487 |
| Braemar Field (sports dome) | 85% | N=413 | 4% | N=20 | 5% | N=24 | 2% | N=10 | 4% | N=21 | 100% | N=488 |

TABLE 23: QUESTION 12

| Please rate each of the following Edina Parks and Recreation Department amenities: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|-------|------|-------|------|------|------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Trails | 23% | N=85 | 54% | N=204 | 19% | N=71 | 5% | N=17 | 100% | N=377 |
| Neighborhood parks | 34% | N=146 | 55% | N=236 | 10% | N=42 | 1% | N=5 | 100% | N=429 |
| Large community athletic fields | 33% | N=99 | 58% | N=174 | 8% | N=25 | 0% | N=0 | 100% | N=298 |
| Edinborough Park | 38% | N=122 | 50% | N=162 | 12% | N=39 | 0% | N=2 | 100% | N=325 |
| Centennial Lakes Park | 57% | N=227 | 38% | N=154 | 5% | N=19 | 0% | N=2 | 100% | N=401 |
| The Aquatic Center | 39% | N=74 | 52% | N=100 | 8% | N=15 | 2% | N=3 | 100% | N=192 |
| The Senior Center | 41% | N=54 | 49% | N=65 | 11% | N=14 | 0% | N=0 | 100% | N=134 |
| Braemar Arena (Ice arena) | 42% | N=75 | 47% | N=85 | 10% | N=18 | 1% | N=1 | 100% | N=180 |
| The Edina Art Center | 25% | N=46 | 53% | N=98 | 17% | N=32 | 4% | N=7 | 100% | N=183 |
| Braemar Golf Course | 27% | N=59 | 50% | N=112 | 20% | N=44 | 3% | N=7 | 100% | N=222 |
| Braemar Golf Dome | 42% | N=66 | 46% | N=72 | 7% | N=11 | 4% | N=7 | 100% | N=156 |
| Braemar Field (sports dome) | 49% | N=57 | 39% | N=45 | 10% | N=12 | 2% | N=2 | 100% | N=116 |

TABLE 24: QUESTION 13

| Please rate the quality of each of the following services in Edina: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|-------|------|-------|------|-------|------|------|-------|-------|
| Police services | 52% | N=236 | 38% | N=171 | 7% | N=31 | 3% | N=13 | 100% | N=450 |
| Fire services | 62% | N=240 | 36% | N=137 | 2% | N=9 | 0% | N=0 | 100% | N=386 |
| Ambulance or emergency medical services | 62% | N=223 | 35% | N=125 | 2% | N=9 | 0% | N=0 | 100% | N=357 |
| Crime prevention | 41% | N=150 | 46% | N=169 | 12% | N=44 | 1% | N=5 | 100% | N=367 |
| Fire prevention and education | 42% | N=128 | 43% | N=130 | 13% | N=39 | 2% | N=5 | 100% | N=302 |
| Traffic enforcement | 29% | N=120 | 46% | N=189 | 18% | N=73 | 7% | N=30 | 100% | N=411 |
| Street repair | 13% | N=62 | 36% | N=171 | 34% | N=162 | 18% | N=84 | 100% | N=478 |
| Street cleaning | 24% | N=114 | 49% | N=234 | 21% | N=99 | 7% | N=33 | 100% | N=480 |
| Street lighting | 17% | N=81 | 52% | N=250 | 24% | N=116 | 6% | N=31 | 100% | N=478 |
| Snow removal | 43% | N=210 | 44% | N=213 | 10% | N=48 | 4% | N=18 | 100% | N=489 |
| Sidewalk maintenance | 19% | N=78 | 50% | N=206 | 21% | N=86 | 9% | N=39 | 100% | N=408 |
| Traffic signal timing | 12% | N=55 | 47% | N=216 | 29% | N=135 | 13% | N=59 | 100% | N=464 |
| Bus or transit services | 16% | N=46 | 42% | N=121 | 21% | N=62 | 21% | N=61 | 100% | N=290 |
| Garbage collection | 33% | N=150 | 51% | N=229 | 12% | N=55 | 4% | N=17 | 100% | N=451 |
| Recycling | 35% | N=155 | 54% | N=242 | 8% | N=37 | 3% | N=15 | 100% | N=449 |
| Yard waste pick-up | 37% | N=127 | 48% | N=167 | 12% | N=40 | 3% | N=11 | 100% | N=347 |
| Storm drainage | 20% | N=81 | 58% | N=231 | 14% | N=55 | 8% | N=33 | 100% | N=399 |
| Drinking water | 25% | N=120 | 44% | N=209 | 17% | N=80 | 14% | N=67 | 100% | N=476 |
| Sewer services | 28% | N=107 | 55% | N=212 | 14% | N=55 | 2% | N=9 | 100% | N=384 |
| Utility billing | 25% | N=102 | 52% | N=218 | 18% | N=73 | 5% | N=23 | 100% | N=416 |
| City parks | 42% | N=191 | 52% | N=236 | 6% | N=28 | 1% | N=3 | 100% | N=457 |
| Park maintenance | 38% | N=170 | 53% | N=236 | 9% | N=40 | 1% | N=3 | 100% | N=449 |
| Condition of trails and sidewalks | 25% | N=103 | 58% | N=240 | 14% | N=57 | 3% | N=13 | 100% | N=412 |
| Recreation programs or classes | 35% | N=105 | 50% | N=148 | 13% | N=37 | 2% | N=6 | 100% | N=297 |
| Recreation centers or facilities | 33% | N=106 | 52% | N=168 | 12% | N=40 | 3% | N=10 | 100% | N=324 |
| Land use, planning and zoning | 15% | N=52 | 41% | N=140 | 27% | N=92 | 16% | N=55 | 100% | N=339 |
| Code enforcement (weeds, abandoned buildings, etc.) | 17% | N=52 | 46% | N=139 | 24% | N=73 | 13% | N=38 | 100% | N=303 |
| Animal control | 23% | N=72 | 54% | N=164 | 20% | N=62 | 3% | N=8 | 100% | N=306 |
| Economic development | 19% | N=63 | 57% | N=193 | 18% | N=61 | 6% | N=21 | 100% | N=339 |

| Please rate the quality of each of the following services in Edina: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|-------|------|-------|------|-------|------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Public health services | 28% | N=72 | 57% | N=149 | 13% | N=33 | 3% | N=7 | 100% | N=262 |
| Public library services | 52% | N=224 | 45% | N=196 | 3% | N=13 | 0% | N=1 | 100% | N=434 |
| Public information services | 30% | N=95 | 53% | N=170 | 17% | N=55 | 1% | N=2 | 100% | N=322 |
| Cable television | 13% | N=47 | 36% | N=134 | 27% | N=101 | 24% | N=89 | 100% | N=371 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 21% | N=57 | 51% | N=138 | 17% | N=46 | 11% | N=29 | 100% | N=270 |
| Edina open space | 17% | N=65 | 53% | N=200 | 22% | N=83 | 8% | N=29 | 100% | N=378 |
| City-sponsored special events | 20% | N=72 | 57% | N=200 | 18% | N=62 | 5% | N=18 | 100% | N=352 |
| Overall quality of services provided by the City of Edina | 28% | N=128 | 59% | N=275 | 10% | N=46 | 3% | N=15 | 100% | N=463 |

TABLE 25: QUESTION 14

| Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...? | Percent | Number |
|---|---------|--------|
| Very high | 18% | N=78 |
| Somewhat high | 36% | N=154 |
| About average | 38% | N=163 |
| Somewhat low | 5% | N=21 |
| Very low | 2% | N=7 |
| Total | 100% | N=423 |

TABLE 26: QUESTION 15

| To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level? | Percent | Number |
|---|---------|--------|
| Strongly support | 6% | N=27 |
| Somewhat support | 39% | N=166 |
| Somewhat oppose | 30% | N=130 |
| Strongly oppose | 25% | N=105 |
| Total | 100% | N=428 |

TABLE 27: QUESTION 16

| All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are off on the wrong track? | Percent | Number |
|---|---------|--------|
| Right direction | 73% | N=325 |
| Wrong track | 27% | N=121 |
| Total | 100% | N=446 |

TABLE 28: QUESTION 16 - WRONG TRACK, WHY?

| All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are off on the wrong track? If Wrong track, Why? | Percent | Number |
|--|---------|--------|
| City government operations (fiscal responsibility, taxes, etc.) | 15% | N=17 |
| Poor development/overbuilding/density of city | 30% | N=34 |
| Affordable housing/cost of living/teardowns | 11% | N=13 |
| Schools/education | 6% | N=7 |
| Lack of sense of community and natural beauty (open space, parks, etc.) | 4% | N=5 |
| Resident opinions not valued | 11% | N=13 |
| Traffic and infrastructure (road and sidewalk maintenance, bike paths, snow removal, etc.) | 14% | N=17 |
| Other | 8% | N=9 |
| Total | 100% | N=116 |

Respondents were given an opportunity to write-in a response for why they feel the City is on the wrong track. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 29: QUESTION 17

| Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community? | Percent | Number |
|---|---------|--------|
| Yes | 64% | N=222 |
| No | 36% | N=123 |
| Total | 100% | N=345 |

TABLE 30: QUESTION 17 - NO, WHY?

| Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community? If No, Why? | Percent | Number |
|---|---------|--------|
| Public voice not heard/listened to | 28% | N=29 |
| Decisions are predetermined | 6% | N=7 |
| Decisions are biased towards commercial/wealthy or special interests | 18% | N=19 |
| No opportunities/venue/difficult to participate | 16% | N=16 |
| Communication issues (slow response time, unhelpfulness, etc.) | 6% | N=6 |
| Other | 25% | N=26 |
| Total | 100% | N=103 |

Respondents were given an opportunity to write-in a response for why they responded with no to question 17. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 31: QUESTION 18

| Please rate the following categories of Edina government performance: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|-------|------|-------|------|------|------|------|-------|-------|
| The value of services for the taxes paid to Edina | 23% | N=100 | 55% | N=238 | 17% | N=75 | 4% | N=19 | 100% | N=432 |
| The job Edina government does at welcoming citizen involvement | 14% | N=52 | 50% | N=186 | 23% | N=84 | 13% | N=47 | 100% | N=368 |
| Overall confidence in Edina government | 17% | N=74 | 55% | N=240 | 18% | N=77 | 10% | N=44 | 100% | N=436 |
| Generally acting in the best interest of the community | 18% | N=78 | 54% | N=235 | 18% | N=76 | 10% | N=44 | 100% | N=433 |
| Treating all residents fairly | 16% | N=62 | 54% | N=210 | 19% | N=74 | 11% | N=42 | 100% | N=388 |

TABLE 32: QUESTION 19

| Please rate the following aspects of drinking water in Edina: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|-------|-------|
| Appearance | 34% | N=163 | 44% | N=212 | 17% | N=83 | 6% | N=28 | 100% | N=485 |
| Taste | 23% | N=113 | 35% | N=172 | 23% | N=112 | 18% | N=90 | 100% | N=487 |
| Odor | 29% | N=136 | 37% | N=177 | 23% | N=108 | 11% | N=54 | 100% | N=476 |
| Hardness | 13% | N=61 | 20% | N=91 | 29% | N=135 | 38% | N=173 | 100% | N=461 |
| Reliability | 41% | N=188 | 43% | N=198 | 10% | N=47 | 5% | N=25 | 100% | N=458 |
| Safety | 37% | N=157 | 47% | N=201 | 11% | N=48 | 4% | N=19 | 100% | N=424 |

TABLE 33: QUESTION 20

| How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina? | Percent | Number |
|--|---------|--------|
| Very well | 16% | N=64 |
| Somewhat well | 50% | N=198 |
| Somewhat poorly | 23% | N=92 |
| Very poorly | 10% | N=39 |
| Total | 100% | N=392 |

TABLE 34: QUESTION 21

| The City of Edina owns and operates three municipal liquor stores. Profits from the liquor operations are used for capital and public improvements and to offset operating costs of some recreation facilities. To what extent do you support the City continuing to operate its municipal liquor stores? | Percent | Number |
|---|---------|--------|
| Strongly support | 55% | N=261 |
| Somewhat support | 31% | N=147 |
| Somewhat oppose | 7% | N=31 |
| Strongly oppose | 8% | N=37 |
| Total | 100% | N=476 |

TABLE 35: QUESTION 22

| If you have purchased liquor, what portion of your business would you say goes to any one of the three Edina municipal liquor stores? | Percent | Number |
|---|---------|--------|
| All of my business | 13% | N=67 |
| Most of my business | 27% | N=134 |
| Some of my business | 34% | N=171 |
| None of my business | 8% | N=40 |
| Not applicable | 18% | N=91 |
| Total | 100% | N=503 |

TABLE 36: QUESTION 23

| Please rate your impression of each of the following: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|-------|------|-------|------|-------|------|------|-------|-------|
| Product selection | 31% | N=124 | 54% | N=216 | 15% | N=60 | 1% | N=3 | 100% | N=404 |
| Prices of products | 13% | N=54 | 41% | N=164 | 36% | N=143 | 10% | N=42 | 100% | N=404 |
| Layout, organization and presentation of the store | 27% | N=108 | 60% | N=241 | 13% | N=52 | 1% | N=4 | 100% | N=404 |
| Courtesy and friendliness of staff | 49% | N=201 | 43% | N=174 | 7% | N=29 | 1% | N=3 | 100% | N=407 |
| Knowledge of staff | 39% | N=150 | 53% | N=203 | 7% | N=28 | 0% | N=1 | 100% | N=382 |

TABLE 37: QUESTION 24

| Please rate how much of a problem, if at all, you feel each of the following is in Edina. | Not a problem | | Minor problem | | Moderate problem | | Major problem | | Extreme problem | | Total | |
|---|---------------|-------|---------------|-------|------------------|------|---------------|------|-----------------|------|-------|-------|
| Traffic speeding in your neighborhood | 35% | N=171 | 30% | N=147 | 20% | N=97 | 11% | N=54 | 4% | N=20 | 100% | N=489 |
| Stop sign violations in your neighborhood | 44% | N=200 | 27% | N=125 | 16% | N=74 | 8% | N=37 | 5% | N=22 | 100% | N=459 |
| Violent crime | 79% | N=338 | 15% | N=65 | 6% | N=26 | 0% | N=1 | 0% | N=0 | 100% | N=429 |
| Drugs | 64% | N=241 | 22% | N=84 | 10% | N=39 | 3% | N=10 | 0% | N=1 | 100% | N=375 |
| Youth crimes | 57% | N=216 | 26% | N=97 | 12% | N=47 | 4% | N=16 | 0% | N=0 | 100% | N=377 |
| Vandalism and property crimes | 40% | N=168 | 39% | N=167 | 16% | N=67 | 5% | N=20 | 0% | N=2 | 100% | N=424 |
| Identity theft | 62% | N=184 | 16% | N=48 | 12% | N=35 | 9% | N=27 | 1% | N=2 | 100% | N=296 |
| Domestic abuse | 68% | N=168 | 20% | N=49 | 7% | N=18 | 5% | N=12 | 0% | N=1 | 100% | N=248 |

TABLE 38: QUESTION 25

| Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community? | Percent | Number |
|--|---------|--------|
| Strongly support | 27% | N=105 |
| Somewhat support | 24% | N=94 |
| Somewhat oppose | 19% | N=75 |
| Strongly oppose | 31% | N=121 |
| Total | 100% | N=396 |

TABLE 39: QUESTION 26

| Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all. | Not a source | | Minor source | | Major source | | Total | |
|---|--------------|-------|--------------|-------|--------------|-------|-------|-------|
| About Town City magazine | 16% | N=70 | 49% | N=215 | 36% | N=158 | 100% | N=444 |
| Parks & Recreation Activities Directory | 32% | N=132 | 48% | N=199 | 21% | N=86 | 100% | N=416 |
| Edina Sun-Current newspaper | 31% | N=133 | 32% | N=137 | 38% | N=165 | 100% | N=436 |
| Edition: Edina monthly insert in Edina Sun-Current newspaper | 43% | N=165 | 37% | N=142 | 20% | N=78 | 100% | N=386 |
| Star-Tribune newspaper | 32% | N=142 | 38% | N=171 | 30% | N=134 | 100% | N=448 |
| City's website (www.EdinaMN.gov) | 37% | N=154 | 42% | N=173 | 21% | N=87 | 100% | N=414 |
| Edina Channels 16 or 813 | 80% | N=316 | 16% | N=64 | 4% | N=15 | 100% | N=395 |
| City employees | 68% | N=269 | 27% | N=106 | 5% | N=21 | 100% | N=395 |
| City Council members | 81% | N=322 | 16% | N=64 | 3% | N=10 | 100% | N=396 |
| Direct mail updates | 31% | N=127 | 48% | N=197 | 21% | N=87 | 100% | N=412 |
| Social media (e.g., Facebook, Twitter) | 68% | N=279 | 23% | N=93 | 9% | N=36 | 100% | N=408 |
| Blogs | 90% | N=358 | 6% | N=23 | 4% | N=16 | 100% | N=397 |
| NextDoor | 65% | N=257 | 21% | N=84 | 13% | N=53 | 100% | N=394 |
| Online web stream videos on YouTube or Granicus | 91% | N=355 | 7% | N=28 | 2% | N=7 | 100% | N=391 |
| City Extra e-mail subscription service | 80% | N=317 | 10% | N=41 | 10% | N=38 | 100% | N=396 |
| Word of mouth from friends, family or neighbors | 10% | N=44 | 48% | N=216 | 43% | N=195 | 100% | N=455 |

TABLE 40: QUESTION 27

| To what extent do you find About Town to be an effective communication tool for keeping informed of City activities? | Percent | Number |
|--|---------|--------|
| Very effective | 25% | N=100 |
| Somewhat effective | 56% | N=224 |
| Somewhat ineffective | 12% | N=48 |
| Very ineffective | 6% | N=26 |
| Total | 100% | N=398 |

TABLE 41: QUESTION 28

| Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months? | Percent | Number |
|--|---------|--------|
| No | 53% | N=260 |
| Yes | 47% | N=234 |
| Total | 100% | N=494 |

TABLE 42: QUESTION 29

| Please rate the following aspects of the Edina website. | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|------|------|-------|------|------|------|------|-------|-------|
| Appearance | 29% | N=66 | 57% | N=131 | 14% | N=32 | 0% | N=0 | 100% | N=230 |
| Online information and services offered | 24% | N=55 | 56% | N=128 | 20% | N=45 | 1% | N=2 | 100% | N=229 |
| Ease of navigation/ability to find information | 19% | N=44 | 38% | N=88 | 31% | N=71 | 11% | N=26 | 100% | N=229 |
| Overall quality of the City of Edina website | 22% | N=49 | 51% | N=115 | 26% | N=58 | 2% | N=4 | 100% | N=226 |

Responses to this question are only from those who reported that they had accessed the City website.

TABLE 43: QUESTION 30

| With which of the following departments have you had contact (email, in-person or phone) in the last 12 months? | Percent | Number |
|---|---------|--------|
| I have not contacted the City | 43% | N=205 |
| Police | 21% | N=99 |
| Parks and Recreation | 17% | N=82 |
| General information | 15% | N=72 |
| Public Works | 12% | N=57 |
| Building Inspections | 10% | N=48 |
| Street Maintenance | 8% | N=38 |
| Utility Billing | 7% | N=34 |
| Utilities | 7% | N=34 |
| City Clerk | 7% | N=33 |
| Other | 6% | N=27 |
| Planning/Economic Development | 5% | N=26 |
| Engineering | 5% | N=24 |
| Fire | 5% | N=23 |
| Assessing | 5% | N=22 |
| City Manager | 3% | N=15 |
| Communications | 2% | N=12 |
| Environmental Services | 2% | N=9 |
| Health | 2% | N=8 |
| Human Resources | 1% | N=7 |
| I.T./Technology services | 0% | N=0 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 44: QUESTION 31

| Please rate your impression of City employees: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|-------|------|-------|------|------|------|------|-------|-------|
| Knowledge | 44% | N=119 | 49% | N=132 | 4% | N=10 | 3% | N=9 | 100% | N=271 |
| Courtesy | 45% | N=125 | 40% | N=111 | 10% | N=28 | 4% | N=11 | 100% | N=274 |
| Responsiveness | 43% | N=118 | 41% | N=112 | 9% | N=25 | 6% | N=18 | 100% | N=272 |
| Follow-up (got back to you or took action if needed) | 43% | N=99 | 40% | N=93 | 9% | N=22 | 8% | N=19 | 100% | N=232 |
| Overall customer service | 42% | N=114 | 45% | N=123 | 8% | N=22 | 5% | N=14 | 100% | N=272 |

TABLE 45: QUESTION D1

| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | Percent | Number |
|--|---------|--------|
| Very positive | 5% | N=25 |
| Somewhat positive | 28% | N=140 |
| Neutral | 53% | N=267 |
| Somewhat negative | 13% | N=66 |
| Very negative | 1% | N=5 |
| Total | 100% | N=503 |

TABLE 46: QUESTION D2

| What is your employment status? | Percent | Number |
|---------------------------------------|---------|--------|
| Working full time for pay | 56% | N=284 |
| Working part time for pay | 11% | N=56 |
| Unemployed, looking for paid work | 1% | N=5 |
| Unemployed, not looking for paid work | 3% | N=17 |
| Fully retired | 28% | N=144 |
| Total | 100% | N=506 |

TABLE 47: QUESTION D3

| Do you work inside the boundaries of Edina? | Percent | Number |
|---|---------|--------|
| Yes, outside the home | 23% | N=108 |
| No | 12% | N=55 |
| Yes, from home | 65% | N=310 |
| Total | 100% | N=473 |

TABLE 48: QUESTION D4

| How many years have you lived in Edina? | Percent | Number |
|---|---------|--------|
| Less than 2 years | 9% | N=44 |
| 2-5 years | 21% | N=107 |
| 6 to 10 years | 13% | N=65 |
| 11 to 20 years | 19% | N=96 |
| More than 20 years | 39% | N=198 |
| Total | 100% | N=509 |

TABLE 49: QUESTION D5

| Which best describes the building you live in? | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses | 59% | N=296 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 38% | N=192 |
| Other | 3% | N=16 |
| Total | 100% | N=504 |

TABLE 50: QUESTION D6

| Is this house or apartment... | Percent | Number |
|-------------------------------|---------|--------|
| Rented | 24% | N=122 |
| Owned | 76% | N=386 |
| Total | 100% | N=507 |

TABLE 51: QUESTION D7

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)? | Percent | Number |
|---|---------|--------|
| Less than \$300 per month | 3% | N=13 |
| \$300 - \$599 per month | 8% | N=38 |
| \$600 - \$999 per month | 13% | N=60 |
| \$1,000 - \$1,499 per month | 25% | N=119 |
| \$1,500 - \$2,499 per month | 29% | N=139 |
| \$2,500 or more per month | 23% | N=110 |
| Total | 100% | N=479 |

TABLE 52: QUESTION D8

| Do any children 17 or under live in your household? | Percent | Number |
|---|---------|--------|
| No | 71% | N=358 |
| Yes | 29% | N=148 |
| Total | 100% | N=506 |

TABLE 53: QUESTION D9

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No | 62% | N=315 |
| Yes | 38% | N=191 |
| Total | 100% | N=506 |

TABLE 54: QUESTION D10

| How much do you anticipate your household’s total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|--|---------|--------|
| Less than \$25,000 | 7% | N=32 |
| \$25,000 to \$49,999 | 13% | N=59 |
| \$50,000 to \$99,999 | 28% | N=129 |
| \$100,000 to \$149,999 | 17% | N=80 |
| \$150,000 or more | 35% | N=163 |
| Total | 100% | N=462 |

TABLE 55: QUESTION D11

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|--|---------|--------|
| No, not Spanish, Hispanic or Latino | 98% | N=487 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 2% | N=11 |
| Total | 100% | N=498 |

TABLE 56: QUESTION D12

| What is your race? | Percent | Number |
|---|---------|--------|
| White | 91% | N=449 |
| Asian, Asian Indian or Pacific Islander | 6% | N=30 |
| Black or African American | 2% | N=11 |
| Other | 2% | N=8 |
| American Indian or Alaskan Native | 2% | N=8 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 57: QUESTION D13

| In which category is your age? | Percent | Number |
|--------------------------------|---------|--------|
| 18 to 24 years | 3% | N=18 |
| 25 to 34 years | 12% | N=60 |
| 35 to 44 years | 13% | N=65 |
| 45 to 54 years | 24% | N=121 |
| 55 to 64 years | 14% | N=74 |
| 65 to 74 years | 14% | N=70 |
| 75 years or older | 20% | N=101 |
| Total | 100% | N=509 |

TABLE 58: QUESTION D14

| What is your sex? | Percent | Number |
|-------------------|---------|--------|
| Female | 53% | N=265 |
| Male | 47% | N=235 |
| Total | 100% | N=500 |

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

TABLE 59: QUESTION 1

| How would you rate the quality of life in Edina? | Percent | Number |
|--|---------|--------|
| Excellent | 56% | N=276 |
| Good | 40% | N=199 |
| Fair | 4% | N=21 |
| Poor | 0% | N=0 |
| Don't know | 0% | N=0 |
| Total | 100% | N=496 |

TABLE 60: QUESTION 2

| Please rate each of the following characteristics as they relate to Edina as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|-------|------|-------|------|-------|------|------|------------|------|-------|-------|
| Overall feeling of safety in Edina | 57% | N=291 | 39% | N=202 | 3% | N=15 | 1% | N=4 | 0% | N=0 | 100% | N=512 |
| Overall ease of getting to the places you usually have to visit | 40% | N=205 | 48% | N=245 | 10% | N=53 | 1% | N=6 | 0% | N=0 | 100% | N=510 |
| Quality of overall natural environment in Edina | 39% | N=199 | 48% | N=242 | 10% | N=49 | 2% | N=11 | 1% | N=5 | 100% | N=504 |
| Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems) | 28% | N=139 | 53% | N=265 | 15% | N=75 | 3% | N=17 | 1% | N=7 | 100% | N=504 |
| Health and wellness opportunities in Edina | 40% | N=203 | 45% | N=229 | 8% | N=42 | 1% | N=4 | 6% | N=31 | 100% | N=509 |
| Overall opportunities for education and enrichment | 52% | N=262 | 38% | N=191 | 6% | N=30 | 0% | N=1 | 5% | N=24 | 100% | N=509 |
| Overall economic health of Edina | 47% | N=238 | 39% | N=199 | 8% | N=40 | 1% | N=5 | 5% | N=27 | 100% | N=509 |
| Sense of community | 27% | N=136 | 44% | N=224 | 21% | N=105 | 6% | N=29 | 2% | N=10 | 100% | N=504 |
| Overall image or reputation of Edina | 50% | N=256 | 35% | N=178 | 10% | N=50 | 4% | N=18 | 1% | N=6 | 100% | N=508 |
| Neighborliness of residents in Edina | 29% | N=149 | 46% | N=236 | 18% | N=92 | 6% | N=28 | 1% | N=4 | 100% | N=508 |

TABLE 61: QUESTION 3

| Please indicate how likely or unlikely you are to do each of the following: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Don't know | | Total | |
|---|-------------|-------|-----------------|-------|-------------------|------|---------------|------|------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Recommend living in Edina to someone who asks | 70% | N=354 | 20% | N=102 | 4% | N=22 | 3% | N=15 | 2% | N=9 | 100% | N=502 |
| Remain in Edina for the next five years | 65% | N=327 | 20% | N=99 | 6% | N=32 | 4% | N=20 | 4% | N=22 | 100% | N=500 |

TABLE 62: QUESTION 4

| Why did you choose to live in Edina? | Percent | Number |
|--|---------|--------|
| Good schools | 52% | N=268 |
| Safe community | 51% | N=261 |
| Attractive community | 46% | N=237 |
| Good neighborhoods | 42% | N=214 |
| Amenities (e.g., parks, library, etc.) | 40% | N=206 |
| Job was here (or nearby) | 28% | N=143 |
| Family lives here/ born or raised here | 23% | N=119 |
| Affordable housing | 15% | N=77 |
| Other | 15% | N=76 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 63: QUESTION 5

| What one thing do you like most, if anything, about living in Edina? | Percent | Number |
|--|---------|--------|
| Convenient location/accessibility | 31% | N=126 |
| Close to family, job, etc. | 2% | N=9 |
| Housing/neighborhood | 7% | N=29 |
| Schools | 17% | N=66 |
| Safe | 6% | N=24 |
| Shopping/restaurants | 4% | N=16 |
| Parks and trails/recreation centers/open spaces | 5% | N=20 |
| Sense of community (friendly, quiet, peaceful, etc.) | 6% | N=26 |
| Beauty/cleanliness of community | 7% | N=28 |
| Public services | 2% | N=8 |
| Walkability | 2% | N=6 |

| What one thing do you like most, if anything, about living in Edina? | Percent | Number |
|--|---------|--------|
| Reputation of community (well-run government, economic health, etc.) | 5% | N=19 |
| Positive comments about overall quality of life and community | 2% | N=9 |
| Other | 4% | N=14 |
| Total | 100% | N=399 |

Respondents were given an opportunity to write-in a response. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 64: QUESTION 6

| What would you say is the most serious issue facing Edina at this time? | Percent | Number |
|---|---------|--------|
| Housing concerns (teardowns, affordability, etc.) | 25% | N=95 |
| City government operations (fiscal responsibility, taxes, etc.) | 12% | N=46 |
| Traffic and infrastructure (road maintenance, snow removal, etc.) | 18% | N=66 |
| Lack of diversity and sense of community | 6% | N=24 |
| Schools/education | 4% | N=14 |
| Cost of living | 2% | N=7 |
| Bike paths/sidewalks/pedestrian travel | 7% | N=27 |
| Safety | 4% | N=16 |
| Aging population | 3% | N=12 |
| No issue/positive comments | 5% | N=18 |
| Parks/recreation/community activities | 2% | N=7 |
| Other | 10% | N=37 |
| Don't know/unsure | 1% | N=4 |
| Total | 100% | N=373 |

Respondents were given an opportunity to write-in a response. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 65: QUESTION 7

| Please rate how safe or unsafe you feel: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Don't know | | Total | |
|---|-----------|-------|---------------|-------|-------------------------|------|-----------------|------|-------------|-----|------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N | % | N |
| In your neighborhood | 75% | N=381 | 21% | N=110 | 3% | N=14 | 1% | N=3 | 0% | N=2 | 0% | N=0 | 100% | N=510 |
| In the 50th and France area (downtown area) | 62% | N=316 | 29% | N=146 | 3% | N=14 | 1% | N=4 | 0% | N=1 | 5% | N=24 | 100% | N=506 |
| In the Southdale area | 35% | N=176 | 45% | N=226 | 13% | N=65 | 6% | N=32 | 1% | N=3 | 1% | N=7 | 100% | N=509 |

TABLE 66: QUESTION 8

| Which of the following, if any, would make you more likely to ride a bicycle in Edina? | Percent | Number |
|--|---------|--------|
| If there were more well-marked greenways and off-road paths | 66% | N=247 |
| If there were more on-road facilities such as bike lanes | 36% | N=135 |
| If motorists drove slower and respected cyclists | 36% | N=134 |
| If there were wider roads for riding or roads had paved shoulders | 33% | N=123 |
| If street/road conditions were better, such as smooth pavement and less debris | 29% | N=109 |
| If I felt more confident on my bike | 25% | N=93 |
| If I felt safer from crime | 5% | N=20 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 67: QUESTION 9

| Which of the following, if any, would make you more likely to walk in Edina? | Percent | Number |
|--|---------|--------|
| If there were more sidewalks along streets | 62% | N=236 |
| If there were more paths and trails designated for walking | 55% | N=209 |
| If street lighting was better | 30% | N=113 |
| If there were more crosswalks | 24% | N=92 |
| If motorists drove slower | 23% | N=88 |
| If condition of existing sidewalks were better | 18% | N=68 |
| If I felt safer from crime | 4% | N=17 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 68: QUESTION 10

| Please rate each of the following characteristics as they relate to Edina as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Traffic flow on major streets | 9% | N=44 | 49% | N=244 | 30% | N=150 | 11% | N=55 | 1% | N=7 | 100% | N=500 |
| Ease of public parking | 14% | N=71 | 52% | N=258 | 28% | N=140 | 2% | N=12 | 4% | N=18 | 100% | N=498 |
| Ease of travel by car in Edina | 24% | N=123 | 58% | N=293 | 14% | N=72 | 2% | N=10 | 1% | N=5 | 100% | N=503 |
| Ease of travel by public transportation in Edina | 6% | N=29 | 15% | N=73 | 17% | N=85 | 18% | N=88 | 44% | N=218 | 100% | N=493 |
| Ease of travel by bicycle in Edina | 7% | N=34 | 27% | N=133 | 28% | N=133 | 11% | N=53 | 27% | N=131 | 100% | N=484 |
| Ease of walking in Edina | 17% | N=84 | 41% | N=202 | 31% | N=153 | 7% | N=36 | 3% | N=15 | 100% | N=489 |
| Availability of paths and walking trails | 13% | N=63 | 41% | N=202 | 28% | N=139 | 11% | N=53 | 7% | N=34 | 100% | N=491 |
| Air quality | 29% | N=144 | 59% | N=288 | 7% | N=33 | 1% | N=4 | 5% | N=23 | 100% | N=492 |
| Cleanliness of Edina | 45% | N=224 | 49% | N=240 | 5% | N=25 | 0% | N=2 | 0% | N=2 | 100% | N=493 |
| Public places where people want to spend time | 31% | N=151 | 50% | N=245 | 12% | N=61 | 3% | N=17 | 4% | N=19 | 100% | N=493 |
| Variety of housing options | 13% | N=62 | 41% | N=200 | 27% | N=134 | 11% | N=52 | 9% | N=42 | 100% | N=491 |
| Availability of affordable quality housing | 6% | N=28 | 24% | N=116 | 29% | N=142 | 23% | N=112 | 18% | N=86 | 100% | N=483 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 22% | N=108 | 43% | N=212 | 21% | N=103 | 5% | N=27 | 8% | N=40 | 100% | N=491 |
| Recreational opportunities | 26% | N=126 | 45% | N=220 | 19% | N=93 | 4% | N=17 | 6% | N=29 | 100% | N=485 |
| K-12 education | 61% | N=298 | 20% | N=96 | 4% | N=22 | 0% | N=1 | 15% | N=73 | 100% | N=490 |
| Adult educational opportunities | 32% | N=157 | 40% | N=195 | 11% | N=54 | 1% | N=6 | 16% | N=77 | 100% | N=489 |
| Opportunities to attend cultural/arts/music activities | 23% | N=114 | 45% | N=220 | 17% | N=86 | 6% | N=32 | 8% | N=41 | 100% | N=492 |
| Employment opportunities | 8% | N=39 | 32% | N=153 | 19% | N=91 | 5% | N=23 | 37% | N=176 | 100% | N=482 |
| Shopping opportunities | 56% | N=282 | 34% | N=171 | 8% | N=39 | 2% | N=8 | 0% | N=1 | 100% | N=501 |
| Cost of living in Edina | 8% | N=41 | 37% | N=185 | 41% | N=204 | 12% | N=57 | 2% | N=8 | 100% | N=495 |
| Overall quality of business and service establishments in Edina | 27% | N=137 | 54% | N=268 | 11% | N=53 | 3% | N=13 | 5% | N=27 | 100% | N=498 |
| Overall quality of commercial redevelopment in Edina | 15% | N=75 | 43% | N=213 | 18% | N=89 | 5% | N=26 | 18% | N=88 | 100% | N=490 |
| Overall quality of residential redevelopment in Edina | 15% | N=75 | 47% | N=228 | 19% | N=95 | 6% | N=31 | 12% | N=60 | 100% | N=488 |
| Opportunities to participate in social events and activities | 17% | N=82 | 44% | N=216 | 20% | N=100 | 6% | N=29 | 13% | N=63 | 100% | N=490 |
| Opportunities to volunteer | 18% | N=88 | 36% | N=177 | 21% | N=101 | 3% | N=12 | 23% | N=110 | 100% | N=489 |
| Opportunities to participate in community matters | 15% | N=72 | 35% | N=169 | 22% | N=107 | 8% | N=40 | 20% | N=96 | 100% | N=483 |
| Openness and acceptance of the community toward people of diverse backgrounds | 11% | N=53 | 33% | N=159 | 28% | N=135 | 14% | N=69 | 13% | N=62 | 100% | N=478 |

TABLE 69: QUESTION 11

| In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities? | Never | | Once or twice | | 3 to 12 times | | 13 to 26 times | | More than 26 times | | Total | |
|--|-------|-------|---------------|-------|---------------|-------|----------------|------|--------------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Trails | 29% | N=140 | 19% | N=93 | 26% | N=127 | 12% | N=57 | 14% | N=68 | 100% | N=485 |
| Neighborhood parks | 20% | N=97 | 15% | N=72 | 23% | N=113 | 17% | N=81 | 25% | N=124 | 100% | N=487 |
| Large community athletic fields | 60% | N=290 | 13% | N=64 | 11% | N=51 | 7% | N=34 | 9% | N=42 | 100% | N=482 |
| Edinborough Park | 50% | N=242 | 29% | N=143 | 15% | N=71 | 4% | N=18 | 2% | N=12 | 100% | N=486 |
| Centennial Lakes Park | 24% | N=119 | 28% | N=136 | 28% | N=138 | 10% | N=50 | 10% | N=47 | 100% | N=490 |
| The Aquatic Center | 76% | N=369 | 12% | N=57 | 5% | N=23 | 4% | N=20 | 3% | N=14 | 100% | N=484 |
| The Senior Center | 82% | N=402 | 10% | N=47 | 4% | N=20 | 1% | N=7 | 2% | N=12 | 100% | N=488 |
| Braemar Arena (Ice arena) | 75% | N=365 | 11% | N=53 | 5% | N=26 | 3% | N=14 | 6% | N=29 | 100% | N=486 |
| The Edina Art Center | 76% | N=375 | 16% | N=81 | 6% | N=28 | 1% | N=4 | 1% | N=3 | 100% | N=490 |
| Braemar Golf Course | 66% | N=324 | 15% | N=72 | 12% | N=60 | 4% | N=18 | 4% | N=19 | 100% | N=493 |
| Braemar Golf Dome | 79% | N=383 | 9% | N=44 | 9% | N=45 | 1% | N=7 | 2% | N=9 | 100% | N=487 |
| Braemar Field (sports dome) | 85% | N=413 | 4% | N=20 | 5% | N=24 | 2% | N=10 | 4% | N=21 | 100% | N=488 |

TABLE 70: QUESTION 12

| Please rate each of the following Edina Parks and Recreation Department amenities: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|-------|------|-------|------|------|------|------|------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Trails | 18% | N=85 | 42% | N=204 | 15% | N=71 | 4% | N=17 | 22% | N=103 | 100% | N=480 |
| Neighborhood parks | 30% | N=146 | 49% | N=236 | 9% | N=42 | 1% | N=5 | 12% | N=56 | 100% | N=484 |
| Large community athletic fields | 21% | N=99 | 37% | N=174 | 5% | N=25 | 0% | N=0 | 37% | N=177 | 100% | N=475 |
| Edinborough Park | 26% | N=122 | 34% | N=162 | 8% | N=39 | 0% | N=2 | 32% | N=153 | 100% | N=478 |
| Centennial Lakes Park | 47% | N=227 | 31% | N=154 | 4% | N=19 | 0% | N=2 | 18% | N=86 | 100% | N=488 |
| The Aquatic Center | 16% | N=74 | 21% | N=100 | 3% | N=15 | 1% | N=3 | 60% | N=283 | 100% | N=476 |
| The Senior Center | 11% | N=54 | 14% | N=65 | 3% | N=14 | 0% | N=0 | 72% | N=339 | 100% | N=473 |
| Braemar Arena (Ice arena) | 16% | N=75 | 18% | N=85 | 4% | N=18 | 0% | N=1 | 62% | N=294 | 100% | N=474 |
| The Edina Art Center | 10% | N=46 | 20% | N=98 | 7% | N=32 | 2% | N=7 | 62% | N=294 | 100% | N=477 |
| Braemar Golf Course | 12% | N=59 | 23% | N=112 | 9% | N=44 | 2% | N=7 | 54% | N=258 | 100% | N=480 |
| Braemar Golf Dome | 14% | N=66 | 15% | N=72 | 2% | N=11 | 1% | N=7 | 67% | N=319 | 100% | N=475 |
| Braemar Field (sports dome) | 12% | N=57 | 10% | N=45 | 2% | N=12 | 0% | N=2 | 76% | N=359 | 100% | N=474 |

TABLE 71: QUESTION 13

| Please rate the quality of each of the following services in Edina: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|-------|------|-------|------|-------|------|------|------------|-------|-------|-------|
| Police services | 47% | N=236 | 34% | N=171 | 6% | N=31 | 3% | N=13 | 9% | N=47 | 100% | N=497 |
| Fire services | 49% | N=240 | 28% | N=137 | 2% | N=9 | 0% | N=0 | 22% | N=106 | 100% | N=492 |
| Ambulance or emergency medical services | 45% | N=223 | 25% | N=125 | 2% | N=9 | 0% | N=0 | 27% | N=135 | 100% | N=492 |
| Crime prevention | 31% | N=150 | 35% | N=169 | 9% | N=44 | 1% | N=5 | 25% | N=119 | 100% | N=487 |
| Fire prevention and education | 27% | N=128 | 27% | N=130 | 8% | N=39 | 1% | N=5 | 37% | N=175 | 100% | N=478 |
| Traffic enforcement | 25% | N=120 | 39% | N=189 | 15% | N=73 | 6% | N=30 | 15% | N=71 | 100% | N=483 |
| Street repair | 13% | N=62 | 35% | N=171 | 33% | N=162 | 17% | N=84 | 2% | N=10 | 100% | N=489 |
| Street cleaning | 23% | N=114 | 48% | N=234 | 20% | N=99 | 7% | N=33 | 2% | N=11 | 100% | N=491 |
| Street lighting | 17% | N=81 | 51% | N=250 | 24% | N=116 | 6% | N=31 | 2% | N=11 | 100% | N=489 |
| Snow removal | 43% | N=210 | 43% | N=213 | 10% | N=48 | 4% | N=18 | 1% | N=6 | 100% | N=495 |
| Sidewalk maintenance | 16% | N=78 | 42% | N=206 | 18% | N=86 | 8% | N=39 | 16% | N=77 | 100% | N=485 |
| Traffic signal timing | 11% | N=55 | 44% | N=216 | 28% | N=135 | 12% | N=59 | 5% | N=26 | 100% | N=490 |
| Bus or transit services | 9% | N=46 | 25% | N=121 | 13% | N=62 | 13% | N=61 | 40% | N=198 | 100% | N=488 |
| Garbage collection | 30% | N=150 | 47% | N=229 | 11% | N=55 | 3% | N=17 | 8% | N=42 | 100% | N=492 |
| Recycling | 32% | N=155 | 50% | N=242 | 8% | N=37 | 3% | N=15 | 8% | N=39 | 100% | N=489 |
| Yard waste pick-up | 27% | N=127 | 35% | N=167 | 8% | N=40 | 2% | N=11 | 28% | N=134 | 100% | N=480 |
| Storm drainage | 17% | N=81 | 48% | N=231 | 11% | N=55 | 7% | N=33 | 17% | N=83 | 100% | N=482 |
| Drinking water | 24% | N=120 | 43% | N=209 | 16% | N=80 | 14% | N=67 | 3% | N=15 | 100% | N=491 |
| Sewer services | 22% | N=107 | 44% | N=212 | 12% | N=55 | 2% | N=9 | 20% | N=98 | 100% | N=482 |
| Utility billing | 21% | N=102 | 46% | N=218 | 15% | N=73 | 5% | N=23 | 13% | N=61 | 100% | N=477 |
| City parks | 40% | N=191 | 49% | N=236 | 6% | N=28 | 1% | N=3 | 5% | N=24 | 100% | N=481 |
| Park maintenance | 35% | N=170 | 49% | N=236 | 8% | N=40 | 1% | N=3 | 7% | N=35 | 100% | N=483 |
| Condition of trails and sidewalks | 21% | N=103 | 50% | N=240 | 12% | N=57 | 3% | N=13 | 15% | N=70 | 100% | N=483 |
| Recreation programs or classes | 22% | N=105 | 31% | N=148 | 8% | N=37 | 1% | N=6 | 38% | N=181 | 100% | N=478 |
| Recreation centers or facilities | 22% | N=106 | 35% | N=168 | 8% | N=40 | 2% | N=10 | 32% | N=151 | 100% | N=476 |
| Land use, planning and zoning | 11% | N=52 | 29% | N=140 | 19% | N=92 | 11% | N=55 | 29% | N=138 | 100% | N=477 |
| Code enforcement (weeds, abandoned buildings, etc.) | 11% | N=52 | 29% | N=139 | 15% | N=73 | 8% | N=38 | 37% | N=176 | 100% | N=480 |
| Animal control | 15% | N=72 | 34% | N=164 | 13% | N=62 | 2% | N=8 | 37% | N=179 | 100% | N=485 |
| Economic development | 13% | N=63 | 40% | N=193 | 13% | N=61 | 4% | N=21 | 30% | N=142 | 100% | N=481 |

| Please rate the quality of each of the following services in Edina: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|-------|------|-------|------|-------|------|------|------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Public health services | 15% | N=72 | 32% | N=149 | 7% | N=33 | 2% | N=7 | 44% | N=210 | 100% | N=472 |
| Public library services | 46% | N=224 | 40% | N=196 | 3% | N=13 | 0% | N=1 | 10% | N=50 | 100% | N=484 |
| Public information services | 20% | N=95 | 36% | N=170 | 12% | N=55 | 1% | N=2 | 31% | N=145 | 100% | N=467 |
| Cable television | 10% | N=47 | 28% | N=134 | 21% | N=101 | 18% | N=89 | 23% | N=109 | 100% | N=481 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 12% | N=57 | 29% | N=138 | 10% | N=46 | 6% | N=29 | 43% | N=205 | 100% | N=475 |
| Edina open space | 14% | N=65 | 42% | N=200 | 17% | N=83 | 6% | N=29 | 21% | N=99 | 100% | N=477 |
| City-sponsored special events | 15% | N=72 | 42% | N=200 | 13% | N=62 | 4% | N=18 | 26% | N=125 | 100% | N=477 |
| Overall quality of services provided by the City of Edina | 26% | N=128 | 57% | N=275 | 9% | N=46 | 3% | N=15 | 4% | N=19 | 100% | N=482 |

TABLE 72: QUESTION 14

| Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...? | Percent | Number |
|---|---------|--------|
| Very high | 16% | N=78 |
| Somewhat high | 31% | N=154 |
| About average | 33% | N=163 |
| Somewhat low | 4% | N=21 |
| Very low | 1% | N=7 |
| Don't know | 14% | N=71 |
| Total | 100% | N=494 |

TABLE 73: QUESTION 15

| To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level? | Percent | Number |
|---|---------|--------|
| Strongly support | 6% | N=27 |
| Somewhat support | 34% | N=166 |
| Somewhat oppose | 26% | N=130 |
| Strongly oppose | 21% | N=105 |
| Don't know | 13% | N=61 |
| Total | 100% | N=489 |

TABLE 74: QUESTION 16

| All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are off on the wrong track? | Percent | Number |
|---|---------|--------|
| Right direction | 66% | N=325 |
| Wrong track | 25% | N=121 |
| Don't know | 10% | N=47 |
| Total | 100% | N=493 |

TABLE 75: QUESTION 16 - WRONG TRACK, WHY?

| All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are off on the wrong track? If Wrong track, Why? | Percent | Number |
|--|---------|--------|
| City government operations (fiscal responsibility, taxes, etc.) | 15% | N=17 |
| Poor development/overbuilding/density of city | 30% | N=34 |
| Affordable housing/cost of living/teardowns | 11% | N=13 |
| Schools/education | 6% | N=7 |
| Lack of sense of community and natural beauty (open space, parks, etc.) | 4% | N=5 |
| Resident opinions not valued | 11% | N=13 |
| Traffic and infrastructure (road and sidewalk maintenance, bike paths, snow removal, etc.) | 14% | N=17 |
| Other | 8% | N=9 |
| Total | 100% | N=116 |

Respondents were given an opportunity to write-in a response for why they feel the City is on the wrong track. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 76: QUESTION 17

| Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community? | Percent | Number |
|---|---------|--------|
| Yes | 46% | N=222 |
| No | 25% | N=123 |
| Don't know | 29% | N=141 |
| Total | 100% | N=485 |

TABLE 77: QUESTION 17 - NO, WHY?

| Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community? If No, Why? | Percent | Number |
|---|---------|--------|
| Public voice not heard/listened to | 28% | N=29 |
| Decisions are predetermined | 6% | N=7 |
| Decisions are biased towards commercial/wealthy or special interests | 18% | N=19 |
| No opportunities/venue/difficult to participate | 16% | N=16 |
| Communication issues (slow response time, unhelpfulness, etc.) | 6% | N=6 |
| Other | 25% | N=26 |
| Total | 100% | N=103 |

Respondents were given an opportunity to write-in a response for why they responded with no to question 17. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

TABLE 78: QUESTION 18

| Please rate the following categories of Edina government performance: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|-------|------|-------|------|------|------|------|------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| The value of services for the taxes paid to Edina | 21% | N=100 | 49% | N=238 | 15% | N=75 | 4% | N=19 | 11% | N=56 | 100% | N=488 |
| The job Edina government does at welcoming citizen involvement | 11% | N=52 | 38% | N=186 | 17% | N=84 | 10% | N=47 | 24% | N=118 | 100% | N=486 |
| Overall confidence in Edina government | 15% | N=74 | 49% | N=240 | 16% | N=77 | 9% | N=44 | 12% | N=57 | 100% | N=492 |
| Generally acting in the best interest of the community | 16% | N=78 | 48% | N=235 | 16% | N=76 | 9% | N=44 | 11% | N=56 | 100% | N=489 |
| Treating all residents fairly | 13% | N=62 | 43% | N=210 | 15% | N=74 | 9% | N=42 | 20% | N=98 | 100% | N=486 |

TABLE 79: QUESTION 19

| Please rate the following aspects of drinking water in Edina: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Appearance | 33% | N=163 | 42% | N=212 | 17% | N=83 | 6% | N=28 | 3% | N=14 | 100% | N=499 |
| Taste | 22% | N=113 | 34% | N=172 | 22% | N=112 | 18% | N=90 | 3% | N=16 | 100% | N=503 |
| Odor | 28% | N=136 | 36% | N=177 | 22% | N=108 | 11% | N=54 | 3% | N=17 | 100% | N=493 |
| Hardness | 12% | N=61 | 18% | N=91 | 27% | N=135 | 35% | N=173 | 7% | N=33 | 100% | N=494 |
| Reliability | 38% | N=188 | 40% | N=198 | 10% | N=47 | 5% | N=25 | 6% | N=31 | 100% | N=489 |
| Safety | 32% | N=157 | 41% | N=201 | 10% | N=48 | 4% | N=19 | 14% | N=68 | 100% | N=493 |

TABLE 80: QUESTION 20

| How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina? | Percent | Number |
|--|---------|--------|
| Very well | 13% | N=64 |
| Somewhat well | 40% | N=198 |
| Somewhat poorly | 18% | N=92 |
| Very poorly | 8% | N=39 |
| Don't know | 21% | N=107 |
| Total | 100% | N=499 |

TABLE 81: QUESTION 21

| The City of Edina owns and operates three municipal liquor stores. Profits from the liquor operations are used for capital and public improvements and to offset operating costs of some recreation facilities. To what extent do you support the City continuing to operate its municipal liquor stores? | Percent | Number |
|---|---------|--------|
| Strongly support | 52% | N=261 |
| Somewhat support | 29% | N=147 |
| Somewhat oppose | 6% | N=31 |
| Strongly oppose | 7% | N=37 |
| Don't know | 6% | N=29 |
| Total | 100% | N=505 |

TABLE 82: QUESTION 22

| If you have purchased liquor, what portion of your business would you say goes to any one of the three Edina municipal liquor stores? | Percent | Number |
|---|---------|--------|
| All of my business | 13% | N=67 |
| Most of my business | 27% | N=134 |
| Some of my business | 34% | N=171 |
| None of my business | 8% | N=40 |
| Not applicable | 18% | N=91 |
| Total | 100% | N=503 |

TABLE 83: QUESTION 23

| Please rate your impression of each of the following: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|-------|------|-------|------|-------|------|------|------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| Product selection | 26% | N=124 | 44% | N=216 | 12% | N=60 | 1% | N=3 | 17% | N=83 | 100% | N=487 |
| Prices of products | 11% | N=54 | 34% | N=164 | 30% | N=143 | 9% | N=42 | 17% | N=81 | 100% | N=485 |
| Layout, organization and presentation of the store | 22% | N=108 | 50% | N=241 | 11% | N=52 | 1% | N=4 | 17% | N=81 | 100% | N=486 |
| Courtesy and friendliness of staff | 41% | N=201 | 36% | N=174 | 6% | N=29 | 1% | N=3 | 16% | N=80 | 100% | N=486 |
| Knowledge of staff | 31% | N=150 | 42% | N=203 | 6% | N=28 | 0% | N=1 | 21% | N=99 | 100% | N=481 |

TABLE 84: QUESTION 24

| Please rate how much of a problem, if at all, you feel each of the following is in Edina. | Not a problem | | Minor problem | | Moderate problem | | Major problem | | Extreme problem | | Don't know | | Total | |
|---|---------------|-------|---------------|-------|------------------|------|---------------|------|-----------------|------|------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N | % | N |
| Traffic speeding in your neighborhood | 34% | N=171 | 29% | N=147 | 19% | N=97 | 11% | N=54 | 4% | N=20 | 2% | N=12 | 100% | N=501 |
| Stop sign violations in your neighborhood | 40% | N=200 | 25% | N=125 | 15% | N=74 | 8% | N=37 | 4% | N=22 | 7% | N=36 | 100% | N=495 |
| Violent crime | 68% | N=338 | 13% | N=65 | 5% | N=26 | 0% | N=1 | 0% | N=0 | 14% | N=68 | 100% | N=497 |
| Drugs | 49% | N=241 | 17% | N=84 | 8% | N=39 | 2% | N=10 | 0% | N=1 | 25% | N=122 | 100% | N=497 |
| Youth crimes | 44% | N=216 | 20% | N=97 | 9% | N=47 | 3% | N=16 | 0% | N=0 | 24% | N=119 | 100% | N=496 |
| Vandalism and property crimes | 34% | N=168 | 34% | N=167 | 13% | N=67 | 4% | N=20 | 0% | N=2 | 15% | N=75 | 100% | N=499 |
| Identity theft | 37% | N=184 | 10% | N=48 | 7% | N=35 | 5% | N=27 | 0% | N=2 | 40% | N=201 | 100% | N=498 |
| Domestic abuse | 34% | N=168 | 10% | N=49 | 4% | N=18 | 2% | N=12 | 0% | N=1 | 50% | N=247 | 100% | N=495 |

TABLE 85: QUESTION 25

| Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community? | Percent | Number |
|--|---------|--------|
| Strongly support | 22% | N=105 |
| Somewhat support | 20% | N=94 |
| Somewhat oppose | 16% | N=75 |
| Strongly oppose | 25% | N=121 |
| Don't know | 18% | N=85 |
| Total | 100% | N=481 |

TABLE 86: QUESTION 26

| Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all. | Not a source | | Minor source | | Major source | | Don't know | | Total | |
|---|--------------|-------|--------------|-------|--------------|-------|------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| About Town City magazine | 15% | N=70 | 45% | N=215 | 33% | N=158 | 8% | N=38 | 100% | N=481 |
| Parks & Recreation Activities Directory | 28% | N=132 | 42% | N=199 | 18% | N=86 | 13% | N=62 | 100% | N=478 |
| Edina Sun-Current newspaper | 27% | N=133 | 28% | N=137 | 34% | N=165 | 11% | N=53 | 100% | N=489 |
| Edition: Edina monthly insert in Edina Sun-Current newspaper | 36% | N=165 | 31% | N=142 | 17% | N=78 | 17% | N=80 | 100% | N=465 |
| Star-Tribune newspaper | 29% | N=142 | 35% | N=171 | 27% | N=134 | 9% | N=42 | 100% | N=489 |
| City's website (www.EdinaMN.gov) | 32% | N=154 | 36% | N=173 | 18% | N=87 | 14% | N=67 | 100% | N=481 |
| Edina Channels 16 or 813 | 65% | N=316 | 13% | N=64 | 3% | N=15 | 18% | N=88 | 100% | N=483 |
| City employees | 56% | N=269 | 22% | N=106 | 4% | N=21 | 17% | N=81 | 100% | N=477 |
| City Council members | 68% | N=322 | 14% | N=64 | 2% | N=10 | 16% | N=77 | 100% | N=473 |
| Direct mail updates | 27% | N=127 | 41% | N=197 | 18% | N=87 | 13% | N=63 | 100% | N=475 |
| Social media (e.g., Facebook, Twitter) | 58% | N=279 | 19% | N=93 | 8% | N=36 | 15% | N=69 | 100% | N=477 |
| Blogs | 75% | N=358 | 5% | N=23 | 3% | N=16 | 17% | N=79 | 100% | N=476 |
| NextDoor | 54% | N=257 | 18% | N=84 | 11% | N=53 | 18% | N=84 | 100% | N=478 |
| Online web stream videos on YouTube or Granicus | 75% | N=355 | 6% | N=28 | 2% | N=7 | 18% | N=84 | 100% | N=475 |
| City Extra e-mail subscription service | 67% | N=317 | 9% | N=41 | 8% | N=38 | 16% | N=77 | 100% | N=473 |
| Word of mouth from friends, family or neighbors | 9% | N=44 | 45% | N=216 | 40% | N=195 | 6% | N=30 | 100% | N=485 |

TABLE 87: QUESTION 27

| To what extent do you find About Town to be an effective communication tool for keeping informed of City activities? | Percent | Number |
|--|---------|--------|
| Very effective | 20% | N=100 |
| Somewhat effective | 45% | N=224 |
| Somewhat ineffective | 10% | N=48 |
| Very ineffective | 5% | N=26 |
| Don't know | 20% | N=97 |
| Total | 100% | N=495 |

TABLE 88: QUESTION 28

| Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months? | Percent | Number |
|--|---------|--------|
| No | 53% | N=260 |
| Yes | 47% | N=234 |
| Total | 100% | N=494 |

TABLE 89: QUESTION 29

| Please rate the following aspects of the Edina website. | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|------|------|-------|------|------|------|------|------------|-----|-------|-------|
| Appearance | 28% | N=66 | 56% | N=131 | 14% | N=32 | 0% | N=0 | 2% | N=6 | 100% | N=236 |
| Online information and services offered | 23% | N=55 | 54% | N=128 | 19% | N=45 | 1% | N=2 | 2% | N=6 | 100% | N=235 |
| Ease of navigation/ability to find information | 19% | N=44 | 38% | N=88 | 30% | N=71 | 11% | N=26 | 2% | N=5 | 100% | N=234 |
| Overall quality of the City of Edina website | 21% | N=49 | 50% | N=115 | 25% | N=58 | 2% | N=4 | 2% | N=5 | 100% | N=230 |

Responses to this question are only from those who reported that they had accessed the City website.

TABLE 90: QUESTION 30

| With which of the following departments have you had contact (email, in-person or phone) in the last 12 months? | Percent | Number |
|---|---------|--------|
| I have not contacted the City | 43% | N=205 |
| Police | 21% | N=99 |
| Parks and Recreation | 17% | N=82 |
| General information | 15% | N=72 |
| Public Works | 12% | N=57 |
| Building Inspections | 10% | N=48 |
| Street Maintenance | 8% | N=38 |
| Utility Billing | 7% | N=34 |
| Utilities | 7% | N=34 |
| City Clerk | 7% | N=33 |
| Other | 6% | N=27 |
| Planning/Economic Development | 5% | N=26 |
| Engineering | 5% | N=24 |
| Fire | 5% | N=23 |
| Assessing | 5% | N=22 |

| With which of the following departments have you had contact (email, in-person or phone) in the last 12 months? | Percent | Number |
|---|---------|--------|
| City Manager | 3% | N=15 |
| Communications | 2% | N=12 |
| Environmental Services | 2% | N=9 |
| Health | 2% | N=8 |
| Human Resources | 1% | N=7 |
| I.T./Technology services | 0% | N=0 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 91: QUESTION 31

| Please rate your impression of City employees: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|-------|------|-------|------|------|------|------|------------|------|-------|-------|
| Knowledge | 42% | N=119 | 47% | N=132 | 4% | N=10 | 3% | N=9 | 5% | N=13 | 100% | N=284 |
| Courtesy | 44% | N=125 | 39% | N=111 | 10% | N=28 | 4% | N=11 | 4% | N=10 | 100% | N=285 |
| Responsiveness | 41% | N=118 | 40% | N=112 | 9% | N=25 | 6% | N=18 | 4% | N=11 | 100% | N=284 |
| Follow-up (got back to you or took action if needed) | 36% | N=99 | 34% | N=93 | 8% | N=22 | 7% | N=19 | 16% | N=43 | 100% | N=275 |
| Overall customer service | 40% | N=114 | 43% | N=123 | 8% | N=22 | 5% | N=14 | 4% | N=13 | 100% | N=285 |

TABLE 92: QUESTION D1

| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | Percent | Number |
|--|---------|--------|
| Very positive | 5% | N=25 |
| Somewhat positive | 28% | N=140 |
| Neutral | 53% | N=267 |
| Somewhat negative | 13% | N=66 |
| Very negative | 1% | N=5 |
| Total | 100% | N=503 |

TABLE 93: QUESTION D2

| What is your employment status? | Percent | Number |
|---------------------------------------|---------|--------|
| Working full time for pay | 56% | N=284 |
| Working part time for pay | 11% | N=56 |
| Unemployed, looking for paid work | 1% | N=5 |
| Unemployed, not looking for paid work | 3% | N=17 |
| Fully retired | 28% | N=144 |
| Total | 100% | N=506 |

TABLE 94: QUESTION D3

| Do you work inside the boundaries of Edina? | Percent | Number |
|---|---------|--------|
| Yes, outside the home | 23% | N=108 |
| No | 12% | N=55 |
| Yes, from home | 65% | N=310 |
| Total | 100% | N=473 |

TABLE 95: QUESTION D4

| How many years have you lived in Edina? | Percent | Number |
|---|---------|--------|
| Less than 2 years | 9% | N=44 |
| 2-5 years | 21% | N=107 |
| 6 to 10 years | 13% | N=65 |
| 11 to 20 years | 19% | N=96 |
| More than 20 years | 39% | N=198 |
| Total | 100% | N=509 |

TABLE 96: QUESTION D5

| Which best describes the building you live in? | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses | 59% | N=296 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 38% | N=192 |
| Other | 3% | N=16 |
| Total | 100% | N=504 |

TABLE 97: QUESTION D6

| Is this house or apartment... | Percent | Number |
|-------------------------------|---------|--------|
| Rented | 24% | N=122 |
| Owned | 76% | N=386 |
| Total | 100% | N=507 |

TABLE 98: QUESTION D7

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)? | Percent | Number |
|---|---------|--------|
| Less than \$300 per month | 3% | N=13 |
| \$300 - \$599 per month | 8% | N=38 |
| \$600 - \$999 per month | 13% | N=60 |
| \$1,000 - \$1,499 per month | 25% | N=119 |
| \$1,500 - \$2,499 per month | 29% | N=139 |
| \$2,500 or more per month | 23% | N=110 |
| Total | 100% | N=479 |

TABLE 99: QUESTION D8

| Do any children 17 or under live in your household? | Percent | Number |
|---|---------|--------|
| No | 71% | N=358 |
| Yes | 29% | N=148 |
| Total | 100% | N=506 |

TABLE 100: QUESTION D9

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No | 62% | N=315 |
| Yes | 38% | N=191 |
| Total | 100% | N=506 |

TABLE 101: QUESTION D10

| How much do you anticipate your household’s total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|--|---------|--------|
| Less than \$25,000 | 7% | N=32 |
| \$25,000 to \$49,999 | 13% | N=59 |
| \$50,000 to \$99,999 | 28% | N=129 |
| \$100,000 to \$149,999 | 17% | N=80 |
| \$150,000 or more | 35% | N=163 |
| Total | 100% | N=462 |

TABLE 102: QUESTION D11

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|--|---------|--------|
| No, not Spanish, Hispanic or Latino | 98% | N=487 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 2% | N=11 |
| Total | 100% | N=498 |

TABLE 103: QUESTION D12

| What is your race? | Percent | Number |
|---|---------|--------|
| White | 91% | N=449 |
| Asian, Asian Indian or Pacific Islander | 6% | N=30 |
| Black or African American | 2% | N=11 |
| Other | 2% | N=8 |
| American Indian or Alaskan Native | 2% | N=8 |

Total may exceed 100% as respondents could select more than one answer.

TABLE 104: QUESTION D13

| In which category is your age? | Percent | Number |
|--------------------------------|---------|--------|
| 18 to 24 years | 3% | N=18 |
| 25 to 34 years | 12% | N=60 |
| 35 to 44 years | 13% | N=65 |
| 45 to 54 years | 24% | N=121 |
| 55 to 64 years | 14% | N=74 |
| 65 to 74 years | 14% | N=70 |
| 75 years or older | 20% | N=101 |
| Total | 100% | N=509 |

TABLE 105: QUESTION D14

| What is your sex? | Percent | Number |
|-------------------|---------|--------|
| Female | 53% | N=265 |
| Male | 47% | N=235 |
| Total | 100% | N=500 |

- School systems.
- School. Proximity to downtown. 50th & France dining.
- schools
- Schools & public works well managed.
- Schools (fire, police also).
- Schools and Edina garden council.
- Schools ease of getting to necessary places.
- Schools, close to airport & down towns.
- Schools, proximity to shopping, etc.
- Schools, safe, convenient.
- Schools.
- The good schools, the familiarity of having grown up here.
- The school system is amazing. Love the parks and the Edina Community offerings for children
- The schools & proximity to Minneapolis.
- The schools are good.
- World class public schools

Beauty/cleanliness of community

- [?] dont, clean
- Attractive area.
- Attractive area.
- Attractive community, convenience, proximity to Mpls.
- Attractive community.
- Beauty, convenience.
- Clean city.
- Cleanliness.
- Cleanliness.
- Cleanliness/safety.
- Everything is well maintained, location is central to everything.
- Great snow removal, beautiful.
- Greenery/environment.
- How well everything is maintained.
- It is a clean city.
- Its neat & clean.
- Its pretty.
- Its very clean, safe, beautiful area to live in.
- Many amenities, lots of grass, flowers & other landscaping.

- Physical condition of community.
- Pond in the backyard.
- Snow plows are awesome.
- Streets are clean and well maintained.
- The beauty.
- The streets get plowed in a timely manner.
- Upkeep of community.
- We maintained, good schools, good reputation.
- Well maintained.

Housing/neighborhood

- Beautiful neighborhoods amenities are close by.
- Beautiful neighborhoods.
- Big lots, mature trees, quiet, folks tale are of their homes.
- Charming and Walkability neighborhood.
- Feeling of independent town with an economic center, not like an unplanned suburb.
- Good neighborhood park system.
- Good neighborhoods & neighbors.
- Good neighbors.
- Great neighborhoods.
- Great neighbors.
- Historic houses, established neighborhoods 50th/France.
- I wish there were less apartments and more condos going up.
- Life at 7500 york.
- Morning side neighborhood.
- My area including all businesses along France ave (494-62).
- My condo.
- My home and surroundings.
- Neighborhood.
- Neighborhood/neighbors.
- Nice neighborhood.
- Nice neighborhoods.
- Our condo & the people.
- Our house & our yard and proximity to work.
- Our neighborhood.
- Our neighbors.
- Our neighbors.
- Property value retention.
- Quality of neighborhoods & stores.
- Resale value of home.
- Since we live near 50th & France, I love how the downtown area continues to improve.

Sense of community (friendly, quiet, peaceful, etc.)

- "Community".
- Classy community and economically healthy suburb.
- Close knit community separate from but adjacent to major metro area.
- Community engagement & opportunities to be outside, schools.

- Community feel, safety & schools.
- Community.
- Community.
- Educated populace.
- Family-job.
- Friendliness & safety & good roads.
- Homogeneous population.
- Its a thriving community.
- Our close community-all looking out for each other.
- Peaceful, easy access to other communities.
- Peaceful.
- Peacefulness.
- People are helpful.
- People.
- Quality of the people living here.
- Quiet.
- Sense of community, safe, quality of life.
- Small town sense of community.
- Small-town feel.
- Stable community.
- The friendliness of the community.
- The people & culture.
- The people hard working, honest people who want the best for their families.
- View, quiet, people same as me.
- Wonderful community.

Safe

- Its a clean, safe community.
- Low crime rate.
- Low crime.
- Overall safety and quietness.
- Police are very quick to respond.
- Police.
- Safe & clean neighborhood.
- Safe community.
- Safe community.
- Safe for walking & biking.
- Safe living.
- Safe neighborhoods, easy to get everywhere.
- Safe, well cared for city, 50th & France, shopping.
- Safe.
- Safe.
- Safer than most areas.
- Safety, excellent schools.
- Safety.
- Safety.
- Safety. Nature visible in the pond in my back yard.
- Security.
- We feel safe.

Reputation of community (well-run government, economic health, etc.)

- 1st ring suburb yet quiet, safe, upper middle class.
- A well-run community.

- City government (mayor, city council) relationship w/community is not good! Too much spending on wrong things.
- City reputation.
- Community commitment to excellence.
- Economic health of Edina.
- Economic health, well thought out development, high standards.
- Economically stable, solid infrastructure.
- Edina is a well managed city-great place to raise family.
- Edinas spirit.
- Good governance.
- Good reputation.
- It is a superior place to live that not everyone can afford so it feels like a special place.
- Most people take pride in their residences.
- Overall the city is well run and has foresight to look at and plan for the future.
- People had to work to live here-and appreciate it.
- People know about it.
- Property owners care about their homes at their own time and expense.
- Status-housing-restaurants.
- Tries to keep up with latest trends.
- Upscale feel of the area no run down neighborhoods.
- Well run well managed city.

Parks and trails/recreation centers/open spaces

- Areas of open space-parks etc. You feel like you can breathe and arent in a big city.
- Availability of parks, shopping, eating.
- Bike trail.
- Centennial Lake. Park.
- Centennial Lakes park.
- Centennial Lakes.
- Nature- we live by Minnehaha Creek.
- Park system.
- Parks, schools.
- Parks, trails.
- Parks.
- Parks.
- Parks.
- Parks-walking.
- Summer is the best part in MN but Edina lakes and environment makes it better place to live.
- Swimming pool in park in the bldg.
- Todd park tennis courts.

Shopping/restaurants

- A downtown
- Close to mall, restaurants & stores.
- Easy access to shopping.
- Good shopping areas-all types of stores.
- Schools.

- Convenience of shopping & dining.
- Stores, shopping centers, good grocery stores.
- Location to restaurants, entertainment.
- The commercial area.
- Proximity to shop.
- The restaurants.
- Edina has most shopping centers and grocery centers around.

Positive comments about overall quality of life and community

- Comfort in all aspects- emotional, physical.
- Everything I need is here.
- Great city-great metro access.
- great quality of life
- High quality of life.
- Quality of life overall.
- Quality of life.
- Quality of life.

Walkability

- Ability to walk to many places.
- Increasing walkability, e.g.- Southdale-Centennial lakes via east side of France ave, morning side neighborhood, Dr.
- Walkability area around Centennial Lakes neighborhood.
- Walkability streets - where we live!
- Walkability.
- Walking Centennial lakes.
- We are walking distance to parks, shopping, YMCA.

Public services

- Amenities.
- Best snowing clearing early.
- City services are amazing- snow removal etc.
- City services.
- Excellent snow plowing.
- Great public services.

- Health care law enforcement fire/EMT.
- Library, Centennial lakes parks, shopping, Ymca.
- Library, senior center.
- More amenities.
- New services, attractions.
- Senior center.
- Snow removal.

Close to family, job, etc.

- Close to job.
- Close to work.
- Convenience-family now here.
- Family lives here.
- Love my condo living after the death of my husband. I am close proximity to my soft family.
- Near my grand children.
- Proximity to family.
- Proximity to relatives.
- Proximity to work.

Other

- At the time we moved here it was affordable.
- Emergency response home.
- Everything!
- I appreciate the well-run city.
- Less commercial development.
- Lower taxes for bigger lots than the city.
- Lower taxes, good transportation (auto).
- No one thing.
- Nothing special.
- Numerous opportunities.
- Overall good quality city. Edina theatre tolerance & equality.
- See #2
- Taxes lower than Minneapolis.
- What I like most about Edina in the past, I no longer do.
- What plans for Fred Richards golf course.
- What plans for Fred Richards golf course.

QUESTION 6: WHAT WOULD YOU SAY IS THE MOST SERIOUS ISSUE FACING EDINA AT THIS TIME?

Housing concerns (teardowns, affordability, etc.)

- Affordable housing for all- not just immigrants or certain cultures.
- Affordable housing for middle class.
- Affordable housing for those working in Edina and senior living.
- Affordable housing for young families to be able to live near parents
- Affordable housing for young families.
- Affordable housing specifically for teachers to live and work in the same community.
- Affordable housing, increases in taxes, traffic- Southdale area.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Balancing development with increased traffic (quality of life), becoming even more of a "rich" community with lack of diversity.
- Becoming over built & losing its uniqueness.
- Being forced into subsidized housing to an extent it would change items in #2.
- Building apartments- liking homes down- building 3 in its place.
- Building too many apts- issue with beacon housing.
- Building/replacing small-affordable homes, with large ugly homes-that lack character.
- Commercial density.
- Continued growth of business.
- Cost of housing.
- Deciding about affordable housing- will the demolition of moderately- priced homes keep going.
- Destroying neighborhoods with new homes that don't fit.
- Development decisions- West 66 & Southdale ctr issues.
- Development that is destroying the environment that brings residents to Edina.
- Different desires for future growth.
- Excessive tear down of houses with huge ones being built it affects the overall usage/feel since the houses don't harmonize with the neighborhood.
- Expansion.
- "Expansion" (new multiple housing) traffic.
- Freeway encroachment & crowding.
- Future development.
- Getting overbuilt with more expensive condo/apt buildings.
- Getting too much high density around Southdale area.
- Ginormous houses on tiny lots.
- Growth.
- Home construction management.
- Homeless housing on 66th st! Bringing the fox to the chicken coop.
- Homes being torn down & a lack of concern for the quality of new construction.
- Housing affordability for middle class.
- Housing availability & expensive rent.
- Housing costs are quickly getting too high.
- Housing costs rising.
- Housing for homeless youth.
- Housing for people who work in Edina.
- Housing prices make it difficult for young families to purchase here.
- Housing prices raising taxes to price we cannot continue to pay.
- Housing- too many tear downs. Traffic.
- How to make best development decisions.
- Increasing commercial development.
- Insatiable appetite for high density housing to increase tax base.
- It is being over built traffic is horrible on France because of jamming too much in a small area congestion from apts/businesses out of control!
- Lack of affordable housing.
- Lack of middle class housing.
- Letting the city "rebuild" itself.
- Low income housing.
- Low income housing.
- Major apt. building boom- too much too crowded.
- Maybe not the most services- but an issue affordable senior housing.
- Mega mansion increase.
- New building theme.
- Only can build up not out.
- Over building in residential areas.
- Over building in the Southdale area.
- Over building of apartment buildings.
- Over building of private homes, crime on the rise.
- Over building you don't want to leave a square inch vacant.
- Over building.
- Over building.
- Over crowding- adding too many apts.
- Overbuilding apartments.
- Overbuilding in commercial property.
- Overbuilding of condo, apt., tear downs.
- Overbuilding too much traffic being added.
- Overbuilding- high density housing.
- Overcrowding with too many condos.
- Overcrowding- too many high-rise buildings.
- Overdevelopment and the government giving too much leeway to developers while not considering the quality of life of residents.

- Overgrowth.
 - Personally I'm unable to sustain economically; affordable housing.
 - Pricing of houses is not allowing diverse communities to move in.
 - Property values, city council does not listen to residents.
 - Public housing.
 - Push for apt density and tear down of affordable housing.
 - Redevelopment of housing.
 - Redevelopment, staying fresh.
 - Re-development; over development and traffic.
 - Replacing small homes that fit the lot size and neighborhood with large not so attractive ones.
 - Seeing the housing needs of baby boomers. Pedestrian safety.
 - Smart growth.
 - Tear down/over building monstrous homes on small lots.
 - Tear downs!
 - The housing is very expensive.
 - The neighborhoods appear to be losing some character with each new tear-down and rebuild. I'd like to see that slowed down. I like the charm of the original houses.
 - The number of tear downs and McMansions being built.
 - The tear-down craze.
 - To many big house going up.
 - Too many apartments & road congestion.
 - Too many high rises.
 - Too many homes being torn down! Running the character of neighborhoods.
 - Too many new condos being built will effect traffic flow already stressed on France ave.
 - Too many tear downs of houses.
 - Too many teardowns -- housing costs are getting too high.
 - Too much development little open space left.
 - Too much expansion.
 - Too much low income housing.
 - Too much multiple housing & Southdale is terrible.
 - Unaffordable housing.
 - Urban sprawl- how to either welcome it or [?] it so does not become a major problem.
 - Very expensive housing.
- Traffic and infrastructure (road maintenance, snow removal, etc.)*
- Ability to walk at winter-clearing and snow around walk ways, especially by bus.
 - Ageing of housing & redevelopment.
 - Aging transportation.
 - Bad drivers.
 - Car traffic.
 - City is not special anymore city roads, medians are no longer well kept.
 - Clutter & mess along freeways, salt kill along streets.
 - Congestion.
 - corner of wooddale and valley view needs an update.
 - Crosstown traffic and airplane noise.
 - Crumbling streets.
 - Dated/low quality neighborhood business districts. Would like revitalized restaurant/retail in places other the 50th/France. (70th Cahill, Normandale, Grandviee, etc.)
 - Density-traffic congestion too many apts.
 - Fixing the roads- potholes really bad.
 - France ave and the cross town ramps- heavy traffic.
 - France Ave. is never easy to get through.
 - Good roads- but better than surrounding areas.
 - Heavy traffic not ample parking at med bldgs, libraries, restaurant, don't feel safe walking against drivers.
 - Heavy traffic, highways, medical complexes.
 - Highways.
 - Individual homes being accessed for street rebuild.
 - Infrastructure (roads, etc), too may apartments & high rises, water taste.
 - Infrastructure- bad streets.
 - Infrastructure is showing its age and, in places, downright crumbling.
 - Maintaining infrastructure.
 - Outside commuter traffic thru neighborhoods/construction parking.
 - Poor street conditions -pot holes etc.
 - Poorly built near new construction homes, old community center.
 - Pot holes.
 - Road conditions.
 - Road/street repairs- neighborhood assessments to steep.
 - Roads & traffic.
 - Roads conditions, bad!
 - Roads need to be fixed-too many potholes.
 - Roads.
 - Roads.
 - Some streets and highways are very heavily loaded with traffic.
 - Speeding traffic & too many commercial trucks on streets.
 - Street assessments.
 - Streets & paving.
 - Streets need repair.
 - Streets not repaired way too much traffic- too many apartment buildings.

- The taxes are going up each year.
- Too expensive-high taxes.
- Too many employers paying school and city administration costs for persons employees of the city and [?].
- Watershed district too restrictive on property.

Bike paths/sidewalks/pedestrian travel

- Access over France to east businesses for walker/biker.
- Airplane noise, lack of sidewalks.
- Better access to bike trails avoiding busy streets.
- Better bike paths.
- Better sidewalks & crossings.
- Bicycle routes/public transportation.
- Falling behind in contemporary quality of life measurements such as walkability and bikeability.
- High auto traffic areas and lack of sidewalks.
- Lack of dedicated bike lanes.
- Lack of side walks.
- Lack of sidewalks
- Not a "serious" issue but I hate the bike lanes.
- Not sufficient places to walk, lack of sidewalk & bike paths.
- Obsession with pointing bike lanes & building sidewalks.
- Residents complaining about developing public land & sidewalk additions.
- Sidewalks (lack of) crossing at intersections.
- Sidewalks, pedestrian are not really important in general.
- Spending money on bike trail.
- Walkability/bikeability.
- What to build and road/sidewalk conditions. I know the low income housing apartments was a hot topic recently as many feared it would bring a demographic into the city that was not wanted. I understand building these types of units for underprivileged aults, but if safety is ever compromised you may see people looking elsewhere for home ownership. We moved to Edina (countryside) late 2013 and 6 months later had 2 bicycles stolen out of our garage while we were home. I've never had anything like this hppen and I've lived in Eagan, Rosemount, Apple Valley and Bloomington. Edina is safe for the most part, but I'm quick to tell people to be careful as it's exposed to crime like any other suburb. We pay about \$13,000 per year in property tax and the strets should be lined with gold for that amount, however I do wish there were more patrol cars in my neighborhood (countryside) on a regular basis driving up and down the roads. Their very presence will deter crime. Also, road and sidewalk conditions. Edina is a very old/established city and many streets are

suffering. I live off tracy Ave in the countryside neighborhood and this road is embarrassingly bad. It's in serious need of repaving. Its full of cracks and potholes. Every time I drive on this rod I'm trying to remind myself why I live here? Oh yeah, great schools and proximity to shopping etc. The sidewalks aren't much better. For the amount I pay in tax/year it's ridiculous to have streets in this poor condition. I understand that theres onl so many funds to cover these projects, but Edina should have the best paved streets and sidewalks for the amount the city is taking from it's tenants in tax.

Lack of diversity and sense of community

- Ability to attract a younger and more diverse population. Divisions and priorities between older and younger and more "suburban" and "urban" desires within the city.
- Attracting young families.
- Declining sense of community.
- Diversity.
- Homogeneity.
- How do we support and build community with changing & diverse residents to keep engagement high for all. How do we make Edina accessible.
- Inclusion of various cultures/still very few "minorities".
- Lack of cultural diversity.
- Lack of diversity.
- Lack of diversity.
- Lack of diversity-no affordable housing- no sidewalks.
- Lack of economic diversity w/c if tear down Cruzel.
- Little diversity.
- losing the neighborhood feel
- No sense of community anymore- too much a corporate "brand".
- Not enough diversity.
- There is zero diversity.
- Too many people moving in from outside of the country that don't respect our culture or values.
- We have very little people of color(s) we need to open up to them.

No issue/positive comments

- N/A.
- Continue enhancing- doing a great job so far.
- N/A
- N/A.
- Nothing comes to mind.
- Nothing of note.
- Nothing.
- there is no such issue.
- This is well managed city-at.

Safety

- Crime and inability of many residents to send kids to Edina schools.
- Crime in neighborhoods, taxes.
- Crime.
- Crime.
- Crime-keeping businesses malls current beautiful -so people will want to visit.
- Denial of crime awareness/activity- need larger police force.
- Drug use among teens, police department response time.
- I am thinking crime.
- I live in a condo off of Parklawn Avenue, and it took my neighbors and me YEARS to get drug dealers living here removed. There is a serious drug problem in Edina, and we need to address it. We also need to educate EVERYONE about cross-cultures. We have a lot of people in Edina from many cultures. We need to be tolerant of them, but they need to learn how to live in the community.
- Increased crime.
- Keeping out crime.
- Need more police.
- Police attitudes- do less as possible.
- Safety, property crimes, diversity. A lot more needs to be done to value & educate about importance of diversity.
- Tear downs-crime.
- The rise in crime.
- We don't see police in country club enough.

Schools/education

- Education funding.
- Education.
- Getting the school system (middle school, high school) issues solved.
- Horrible school system for children with autism.
- Maintaining its high quality of education & life.
- Part of Edina is in the Hopkins school district-very divisive.
- Part of Edina is not in the Edina School System but is in the Hopkins School System. Edina should change that and make the entire city within the Edina School System.
- People continuing to support schools/changes.
- Poor schools.
- Providing quality education for diverse peoples-more teacher [?] breaking down stereotypes.
- Recalculating progressive, left leaning good, school board.
- School funding.
- Schools. We moved here for the schools, we ended up moving both children to private schools. Also-we hate that you allow so many tear-downs.

- Social activism in Edina public schools.

Aging population

- 1) You need to find ways of involving all citizens.2) Residential & commercial development is not oriented towards maintaining or meeting needs of average person.3) Lack of inclusion for adults w/ physical limitations & seniors.
- Adequate & appropriate housing for aging population. Varied options esp. for empty nesters looking for maintenance free community housing not yet focused on assisted living.
- Aging population, attractiveness to millennials.
- Aging population.
- Aging population? Not sure.
- Dependable transportation for senior citizens.
- Elderly population.
- Growth in senior population or robbery.
- How if handle an aging population & accompanying issues.
- Keeping aging citizens, real lack of nice housing for those who want to downsize prior to assisted living. Your flood plans policies hurt this.
- Public transportation, aging community.

Parks/recreation/community activities

- Community space and activities/clubs for young aging adults (50+) w/o kids.
- Maintaining the stewardship of parks & wildlife sanctuary.
- Not serious but would love a gym, Spanish immersion grade school: more restaurant choices.
- Pamela park "model hole".
- Plans driven by developers and money, rather than other values like parks, public spaces.
- Use of furmen golf course on park lawn.
- Wish there was a place for singles to meet at a good price or free.

Cost of living

- Affordability- rising taxes- with new construction.
- Attracting young/new families. Too expensive for average new family.
- Continuing to be affordable for the middle class and retirees.
- Cost of living in Edina.
- Cost to live in Edina.
- General indifference for "individual quality of life" of people and families who are struggling.
- High cost of living here.
- keeping it affordable for families

Other

- Arrogance.
- At risk teen housing so close to Southdale.
- Bad water makes wish we were not here.

- Buck thorn infestation crisis.
- Changing from a conservative to a liberal community.
- City not being leaders on environmental issues (plastics bags for instance).
- Continued love to young families.
- Erosion caused by Minnehaha creek.
- Forces pushing us to be not what we are!
- House breaking.
- I live in a condo & would want to see more owner here instead of renters.
- I would like to see higher end condominiums for residents who are soon to retire.
- Interference of U.N. planning.
- It has a cake eater reputation!
- Just to maintain high standards.
- Liberalism.
- Maintaining what we have.
- Mentally unstable people with bad attitudes.
- Mindless political correctness.
- Not hardly appeared as well as should be.
- Over saturating Southdale area with high passes/you choose quantity is quality.
- Plane flights directly overhead.
- Poor cellphone reception!!
- Progressive liberal leadership-is wasted.
- Public transportation (light rail), affordability.
- Seems like there is a lot of turnover.
- Services-costs.
- Southdale area & apartment(older) have changed more problems.
- Sustaining parks & open spaces/full access to Edina schools-no Hopkins.
- The Southdale area.
- To many citizens wants to be involved in city council decisions.
- Too many meeting with resident input.
- Too many meetings on what citizens want.
- Uppity status & increase in assessments.
- Vocal minority controlling issues.
- Volunteers.
- Water.

QUESTION 16: ALL IN ALL, DO YOU THINK THINGS IN EDINA ARE GENERALLY HEADED IN THE RIGHT DIRECTION, OR DO YOU FEEL THINGS ARE OFF ON THE WRONG TRACK? (IF WRONG TRACK, WHY?)

- (1) Tear downs/lack of affordable housing while tear downs improve property values, who will be able to afford living in Edina? Only the rich? (2) Commercial development can be a positive, but we aren't accompanying the development with improved traffic flow. The Southdale & south areas get more congested as we build more.
- Active administration, good communications.
- Allowing too much high density housing without proper traffic & road support.
- Apartments & traffic in Southdale area.
- Buck thorn infestation is ignored-terrible.
- Building houses that don't fit in the neighborhood!
- Building too many condos-too much traffic.
- But as stated in #6 we need control of costs by govt in not answer.
- City council is too concerned with being politically correct.
- City pursuing fads & trends, wasteful spending on frills. Repairing streets that don't need repairs.
- Community needs to get involved with whats going on in Edina public schools, and remove ric dressen.
- Cost of housing is sky rocketing.
- Council co-opted by \$, funds go to school administrators, not kids.
- Current city council governs against the will of its residents.
- Destroyed the fabric of the community.
- Development & education are not growing to fit the future they are looking backwards.
- Development business/living area permits, being high quality.
- Development not oriented toward the common good or aesthetic values -led by developers and business interests.
- Development only to tax base police speed traps seems to the priority # 1.
- Development, [?] mayor & council making wrong decisions.
- Difficult to get around France- Southdale area.
- Edina is all about France ave!!! How about spreading the wealth!!
- Edina should not try to become a 'little Minneapolis.' Too much big city, big building development. I and my family are progressive, but I think we should progress toward a better living experience (bike trails, traffic control, etc) rather than build bigger and more buildings. France Avenue by Southdale is becoming less attractive and less charming, though I do appreciate that it has become more pedestrian friendly with better crosswalks.
- Education finances are needed for special education, especially autism.
- Figure out Southdale ctr, what the heck w/ west 66?

- Focusing on wants of vocal few rather than needs of majority.
- Geared totally to the elite.
- Generally good- I greatly opposed the many meetings on use of Fred Richards golf area!!!
- Getting very expensive to live in Edina.
- Grand view development- no one is listening to the residents on this!
- Headed toward social issue using U.N. planning.
- Housing development- houses too big for lots.
- I don't feel that the opinions of the residents are valued.
- I don't want sidewalks in my area we need dog park!!
- If we focus more on affordable housing.
- If we have too much more traffic & more population it will lose the small town feeling; not enough sidewalk, bike lane and it; diverse pay no attention to crosswalks or pedestrians esp on France ave.
- I'm deeply embarrassed that I live in a speed trap- Sunday mornings grabbing people on way to church shame on you! (No, I have not been ticketed but I see the traps!)
- Improve street & water & utility cost, ease up on high rise buildings.
- In 45 yrs charm of city has faded/accountability by staff/fiscal responsibility.
- In many ways too many tear downs- hard to find lower priced houses.
- Leadership are not open enough to new ideas or the value of diversity.
- Leadership is too liberal.
- Losing the prettiness and care of Edina/losing charm & cleanliness.
- Many things are good, but the development of large houses in old neighborhoods & large buildings that look like warehouses are spoiling the feel of our city.
- Mass building, closing golf course for not a good reason, traffic issues not well planned for France 50th to 78th.
- More attention needs to be paid to the # of foreign students being educated on the citizens tax base. May be the employers of the foreign student parents could pay a special tax so foreign student education costs are appropriately allocated to the employers.
- More study for bicycle travel.
- Need for more affordable housing.
- Need more open space, easier to walk & bike.
- Need to attend to the financial health of the city final & foremost.
- Need to get a new mayor, someone is is for the people and not for commerical developers
- New tall buildings!
- No justifications of education/school district assessments.
- No room for expansion.
- Not a strong sense of community.
- Not developing plan for all only elite and over tax to reach preset goals.
- Not progressive enough- see handwriting on the wall re-environmental issues.
- Not sure.
- Obsession w/ bikes i.e. Wooddale etc- on sidewalks all plans on spending nons on saving.
- On track except for housing [?] for active seniors.
- Oppose replacement of smaller homes for larger ones.
- Over building- traffic jams on 70-76th [?].
- Over spending on frills & pretties not the essentials.
- Overbuilding- too much traffic.
- Paying too much in taxes.
- Police speed traps during rush hour- clogs traffic. Roundabouts ineffective.
- Poor and petulant city administration.
- Poor use of public space, aged community center.
- Premature decisions involving city & private property- no follow through ie Hutten clearly Edina realty 49 1/2 st- Furmen bus garder by Jerry's -Pentagon park 9 hole golf course.
- Property taxes will drive people out eventually, all else good.
- Rezoning: affordable housing.
- Stop all the tear-downs!
- Stop thinking progressive European.
- Street maintenance is terrible; crime is rising: taxes are rising.
- Street side planting, one tree down, plant three lack of design.

- Streets are bad; too many "tear down"; streets are too busy- too much traffic.
- Streets are terrible for the price we pay in property taxes. Moved from East Coast & find it expensive here- for everything!
- Tax increases- evaluations.
- Taxes are too high. Our street isn't well maintained. No fire hydrant repair. Snow removal is poor.
- Tear downs are driving long time home owners at of Edina b/c of increased taxes.
- Tear downs- living our neighborhoods.
- Tearing down older/smaller homes & replacing with homes that are too large, mismatched in neighborhoods, and not affordable for most of us. This is such a shame!!
- Tend to favor business development.
- The City of Edina should allow all Edina residents to easily open enroll in Edina schools if they live in part of Edina that is in the Hopkins School District.
- There is a need for more sidewalks & bike paths to increase livability & safety.
- There should be less apartments going up & more condos because in the long run they will be a turn around.
- They didn't improve water quality, especially in winter & summer, water tastes salty when snow melt.
- To many condo, rental apartments being build in Southdale area.
- To many tear downs and overbuilding apt bldg.
- Too eager to spend \$ on special interest projects.
- Too many assessments- street & sidewalks should not be paid by assessments.
- Too many high rise apt. buildings!
- Too many new apartments.
- Too many tear downs, traffic is terrible on Vernon Ave, bikers don't obey road rules.
- Too many ugly new condos- push for mixed housing/commercial diversity etc. will ruin what is special & makes Edina desirable.
- Too much building everywhere, how many apts now on York ave result massive increase in traffic. Too many tear down building house too large! Control it! Not appropriate for neighborhood. TCF bldg - people living nearby did not want this, because you don't listen to people decisions already made!
- Too much commercial development.
- Too much density- chicken runs.
- Too much development in the Southdale area.
- Too much emphasis on "living streets" and impact on citizens -trying to please minor group-sometimes outside groups-not enough regulation on housing.
- Too much emphasis on high rise condo development we were better as a villager than a city.
- Too much emphasis on sports: hockey and golf facilities used by a minority of the residents.
- Too much high density housing.
- Too much high density housing.
- Too much new spending-city & school.
- Too much public input.
- Too much spending on wrong things (bike lane).
- Transient, high density, heavy handed, inner city-direction.
- Trying to be big city-dense housing, pushing vehicles out of the picture.
- Trying to squeeze too many people into a small area.
- Very pleasant here.
- Want all residents to have 1st rights to attend Edina schools Southdale area is getting over developed.
- We live in Edina but Hopkins schools. Why did anyone ever approve this concept!
- We think there should be an independent audit of Edina's finances. Where does all the money go?
- Whats the direction?
- Why have zoning codes if you routinely over-ride them at city council meetings.
- With increasing population with all new developments.
- You are overbuilding which is losing up traffic in some areas.

QUESTION 17: OTHER THAN VOTING, DO YOU THINK THAT IF YOU WANTED TO, YOU COULD HAVE A SAY ABOUT THE WAY THINGS ARE RUN IN THIS COMMUNITY? (IF NO, WHY?)

- Advisory committees are rigged to support predetermined activist spending goals of mayor & city council.
- Bad experiences lately with neighborhood and city council.

- Because by the time it's up for discussion the wheels are already in motion & the decision is made.
- Because council has predetermined outcomes.
- Because the city receives more funds for larger homes.
- Biased towards the rich & power in this town. Always has been.
- By the fine city council holds meetings it seems decisions have been made.
- By voicing concerns and attending the meeting in areas of interest.
- Cause I feel are voice matter, and need to be heard.
- City council & mayor & city manager to many close door meetings "their mind set".
- City council doesn't care what residents think, need, or want.
- City council doesn't listen & neither does city manager!!!
- City council ignores public opinion- public works land development, Fred Richards golf course redevelopment etc.
- City council ignores votes on Grandview.
- City council not very open.
- City does not listen to majority- only to select few.
- City education has repeatedly denied all Edina residents the right to attend Edina schools.
- City government closed to "how things are seen".
- City is not open to feedback.
- City planning issues favor construction lobby.
- City staff is often not open to citizen input.
- Commercial interests have sway over city council.
- Community influences nothing!
- Council & staff do not listen to concerns of the average resident.
- Council does not listen.
- Council has it's own agenda, voters can pound sand.
- Decisions seem to be made before public informed.
- Dept, views over rule neighbors desires.
- Don't know the vehicle
- Don't think some people are listened to.
- Don't think the city listens.
- Edina is over-volunteered already-many willing hands.
- Editorials in seen current strongly suggest city doesn't listen to citizens.
- everything is good. voting is the best options.
- Example: school referendum: city spends tax dollars to put out its message.
- Experience with city council paying lip service to important environmental issues.
- Experience with person who "controls" openings of condo pools. Stubborn, and very difficult to deal with. I believe they lead us to believe we have a voice, but we really don't.
- Feel like some development happens w/out enough pre-notice.
- Follows Edina's original proposals on projects.
- Having a say yes, valuing my opinion in the decision-making process? No.
- I am 87 and not a property owner.
- I do wish cable didn't have exclusivity to Comcast.
- I don't know a way.
- I don't know- no one asks and I don't know who to talk to.
- I have seen what happens at city council meeting.
- I have strong opinions but not about running our city.
- I watch city hall, they don't listen.
- I'm not in "the club"-I haven't lived here my whole life.
- It seems only the families with money are heard.
- I've seen the council disregard several requests and concerns.
- Leadership listens to developers, not citizens.
- Lots of citizen boards & committees.
- Many answers are thro association contacts.
- Mayor & city council do not heard resident requests.
- Mayor & council have set minds.
- Mayor is bent on progressive liberal ideology- must go!!
- Mayor over rides edina citizen decisions

- Money talks in this town, I am poor! Compared to the resident of this town!
- Money talks upper 10% income earners speak loudest.
- Neighborhood group asked to meet with police about area crime and they refused.
- Never asked & when E. mailed-no response.
- Never had a councilman call or stop by.
- No one listens.
- No, city council does what it wants, does not listen well to inputs pending unnecessary money on Braemar golf course, too many studies done for outcome.
- No, too many entrenched interests.
- Nobody wants to listen.
- Not a lot of people wanted sidewalks, yet this was voted in!
- Not enough surveys.
- Not sure open counsel meetings do much good.
- Not sure where to send comments.
- Older homes continue to be torn down- I grew-up in one of these homes- why are they continually torn down & replaced?!
- Only the wealthy are heard; city does what it wants anyway.
- Only time I went to council meeting, sat for 2 hrs, topic never discussed & was told I had missed the "open comments" segment of meeting.
- Oppose tear down of smaller homes for larger ones.
- Other than attend council meetings.
- Pentagon park was a disaster w/ very upset communities- were not listened to.
- People speak, but city does what it wants anyway.
- People w/ more connections than me have more of a say.
- Peoples opinions do not matter to counsel!
- Police are ignorant & seems they are starved for revenue as so many speed traps.
- Politics.
- Private/public plan pushed by Frauenshuh seems to be out weighing public opinion!
- Probably not.
- Publish this survey, set up a plan to solve issues, publish plan.
- Readership towns a deaf ear to anything an individual, or over a group of citizens wants.
- Rules at city council meetings disincentive participation.
- School board/city council are private-do not reach out for input.
- See answer till #16.
- Seems to already have decisions made before presenting to public for final day & decision/input.
- Should have been used for some medical purpose.
- Sports interests rule, especially ice sports.
- Takes late nights & loads of time @ city council meetings.
- The city council and mayor make decisions without citizen input (mafia).
- The workers at Edina City Hall are obstructionist, pompous, condescending and self-important.
- There isn't a venue to complain, or be heard.
- They don't respond to citizen suggestions.
- Things are decided by a few who do not listen.
- To many highrise apartments- no requirement that property owners maintain their property- ex. NW corner 58th & Wooddale.
- Too many individuals with vested interests, hidden agendas, city council has a lack of experience and fore sight- city snow area has brought in too many people from Eden Prairie this is Edina not a suburb of E.P.
- Too many powerful interests related to wealth & income.
- Too much is said already-let city employees make city decisions.
- Very difficult for people who work.
- Wasted tax money on unnecessary improvements that are not on formal accounting. Need more property owners questionnaires.
- We can have "a say" but it won't really make any difference!
- We went to a meeting about future plans and it was clear the decision were already made. Inviting residents was just show.
- When the city offices are contacted they are abrasive, lazy and unhelpful.

- You make it so difficult to have a say and then when we do state our case, you go ahead and do it your way!
- You need to present those meetings in a totally different way.
- You refuse to reduce the number of garbage collecting companies.

APPENDIX D: RESPONSES TO SELECTED SURVEY QUESTIONS BY RESPONDENT CHARACTERISTICS

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who used the Aquatic Center at least once in the 12 months prior to the survey. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

HIGHLIGHTS OF COMPARISONS BY GEOGRAPHIC AREAS

- ▶ Residents living in the southeast quadrant tended to give lower ratings to the overall economic health of Edina than those in the other three quadrants.
- ▶ Those living in the southeast quadrant tended to feel safer in the Southdale area compared to those residing in the other three quadrants. Ratings of feelings of safety in residents’ neighborhood and in the 50th and France area (downtown area) did not differ by geographic location of residency.
- ▶ Those living in both the northeast and northwest quadrants gave lower ratings to public places where people want to spend their time than those living in the southeast and southwest quadrants.
- ▶ Residents living in the northeast quadrant tended to give the lowest ratings to the availability of affordable quality housing, compared to those living in other quadrants.
- ▶ Those living in the southeast quadrant reported higher ratings for openness and acceptance of the community toward people of diverse backgrounds than did those who lived in the other three quadrants.
- ▶ Survey respondents residing in the northwest and southeast quadrant reported higher ratings for quality of parks and recreation trails than residents living in the northeast and southwest quadrants. Additionally, those living in the southeast quadrant reported lower ratings for the quality of large community athletic fields but higher ratings for Edinborough Park than those living in the other three quadrants.
- ▶ Residents living in the southwest quadrant tended to give lower ratings for quality of bus or transit services while those in the southeast tended to give higher ratings.
- ▶ Residents living in the southeast quadrant of Edina were less likely to think their property taxes were high compared to residents living in other quadrants of the city while those living in the southwest quadrant were more likely to support an increase in property taxes to maintain City services at their current level compared to their counterparts.
- ▶ Residents living in the southwest quadrant tended to feel that stop sign violations in their neighborhood were more of a problem compared to those living in other areas of the community.

TABLE 106: QUALITY OF LIFE BY QUADRANT

| How would you rate the quality of life in Edina? (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|---|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| How would you rate the quality of life in Edina? | 99% | 96% | 94% | 95% | 96% |

TABLE 107: GENERAL COMMUNITY CHARACTERISTICS BY QUADRANT

| Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Overall feeling of safety in Edina | 97% | 96% | 97% | 95% | 96% |
| Overall ease of getting to the places you usually have to visit | 93% | 88% | 87% | 87% | 88% |
| Quality of overall natural environment in Edina | 86% | 91% | 88% | 85% | 88% |
| Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems) | 84% | 83% | 79% | 82% | 81% |
| Health and wellness opportunities in Edina | 87% | 89% | 95% | 89% | 90% |
| Overall opportunities for education and enrichment | 93% | 94% | 90% | 99% | 94% |
| Overall economic health of Edina | 95% | 94% | 82% | 93% | 91% |
| Sense of community | 73% | 73% | 72% | 74% | 73% |
| Overall image or reputation of Edina | 87% | 83% | 86% | 92% | 86% |
| Neighborliness of residents in Edina | 78% | 80% | 71% | 77% | 76% |

TABLE 108: LIKELIHOOD OF RECOMMENDING OR REMAINING IN EDINA BY QUADRANT

| Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat" likely) | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Recommend living in Edina to someone who asks | 93% | 92% | 92% | 92% | 92% |
| Remain in Edina for the next five years | 90% | 86% | 89% | 94% | 89% |

TABLE 109: FEELINGS OF SAFETY BY QUADRANT

| Please rate how safe or unsafe you feel: (Percent "very" or "somewhat" safe) | Geographic Area | | | | Overall |
|---|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| In your neighborhood | 95% | 98% | 96% | 95% | 96% |
| In the 50th and France area (downtown area) | 94% | 98% | 96% | 97% | 96% |
| In the Southdale area | 77% | 75% | 88% | 79% | 80% |

TABLE 110: SPECIFIC COMMUNITY CHARACTERISTICS BY QUADRANT

| Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Traffic flow on major streets | 53% | 59% | 61% | 60% | 58% |
| Ease of public parking | 68% | 70% | 65% | 71% | 68% |
| Ease of travel by car in Edina | 82% | 87% | 82% | 82% | 83% |
| Ease of travel by public transportation in Edina | 36% | 34% | 44% | 30% | 37% |
| Ease of travel by bicycle in Edina | 46% | 48% | 51% | 42% | 47% |
| Ease of walking in Edina | 56% | 59% | 64% | 63% | 60% |
| Availability of paths and walking trails | 55% | 58% | 65% | 52% | 58% |
| Air quality | 91% | 96% | 89% | 92% | 92% |
| Cleanliness of Edina | 92% | 96% | 95% | 93% | 95% |
| Public places where people want to spend time | 79% | 79% | 87% | 92% | 84% |
| Variety of housing options | 55% | 62% | 59% | 56% | 59% |
| Availability of affordable quality housing | 24% | 41% | 42% | 33% | 36% |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 66% | 68% | 74% | 77% | 71% |
| Recreational opportunities | 74% | 78% | 75% | 76% | 76% |
| K-12 education | 93% | 97% | 91% | 98% | 94% |
| Adult educational opportunities | 79% | 89% | 87% | 85% | 85% |
| Opportunities to attend cultural/arts/music activities | 72% | 74% | 72% | 80% | 74% |
| Employment opportunities | 74% | 59% | 56% | 62% | 63% |
| Shopping opportunities | 89% | 92% | 91% | 90% | 90% |

| Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Cost of living in Edina | 44% | 44% | 51% | 44% | 46% |
| Overall quality of business and service establishments in Edina | 87% | 86% | 87% | 82% | 86% |
| Overall quality of commercial redevelopment in Edina | 73% | 69% | 80% | 62% | 71% |
| Overall quality of residential redevelopment in Edina | 67% | 69% | 72% | 77% | 71% |
| Opportunities to participate in social events and activities | 73% | 74% | 63% | 70% | 70% |
| Opportunities to volunteer | 79% | 75% | 61% | 67% | 70% |
| Opportunities to participate in community matters | 60% | 67% | 53% | 69% | 62% |
| Openness and acceptance of the community toward people of diverse backgrounds | 48% | 49% | 62% | 41% | 51% |

TABLE 111: USE OF PARKS AND RECREATION AMENITIES BY QUADRANT

| In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities? (Percent at least once) | Geographic Area | | | | Overall |
|---|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Trails | 70% | 74% | 63% | 80% | 71% |
| Neighborhood parks | 82% | 79% | 74% | 89% | 80% |
| Large community athletic fields | 40% | 45% | 21% | 61% | 40% |
| Edinborough Park | 56% | 49% | 55% | 37% | 50% |
| Centennial Lakes Park | 72% | 71% | 79% | 83% | 76% |
| The Aquatic Center | 26% | 24% | 19% | 28% | 24% |
| The Senior Center | 18% | 20% | 13% | 20% | 18% |
| Braemar Arena (Ice arena) | 29% | 25% | 16% | 35% | 25% |
| The Edina Art Center | 20% | 23% | 22% | 31% | 24% |
| Braemar Golf Course | 35% | 37% | 22% | 49% | 34% |
| Braemar Golf Dome | 24% | 24% | 11% | 32% | 21% |
| Braemar Field (sports dome) | 20% | 19% | 7% | 17% | 15% |

TABLE 112: QUALITY OF PARKS AND RECREATION AMENITIES BY QUADRANT

| Please rate each of the following Edina Parks and Recreation Department amenities: (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|---|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Trails | 65% | 83% | 83% | 70% | 77% |
| Neighborhood parks | 85% | 96% | 83% | 93% | 89% |
| Large community athletic fields | 99% | 98% | 73% | 93% | 92% |
| Edinborough Park | 88% | 80% | 96% | 82% | 87% |
| Centennial Lakes Park | 94% | 96% | 97% | 92% | 95% |
| The Aquatic Center | 96% | 89% | 91% | 88% | 91% |
| The Senior Center | 95% | 93% | 88% | 78% | 89% |
| Braemar Arena (Ice arena) | 93% | 86% | 90% | 89% | 89% |
| The Edina Art Center | 80% | 77% | 73% | 87% | 79% |
| Braemar Golf Course | 76% | 75% | 83% | 75% | 77% |
| Braemar Golf Dome | 83% | 91% | 80% | 98% | 88% |
| Braemar Field (sports dome) | 90% | 89% | 86% | 86% | 88% |

TABLE 113: QUALITY OF SERVICES BY QUADRANT

| Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Police services | 91% | 92% | 90% | 88% | 90% |
| Fire services | 98% | 99% | 95% | 100% | 98% |
| Ambulance or emergency medical services | 97% | 99% | 98% | 96% | 98% |
| Crime prevention | 81% | 91% | 84% | 91% | 87% |
| Fire prevention and education | 88% | 85% | 80% | 91% | 85% |
| Traffic enforcement | 74% | 81% | 76% | 65% | 75% |
| Street repair | 46% | 54% | 51% | 39% | 49% |
| Street cleaning | 67% | 75% | 75% | 69% | 72% |
| Street lighting | 70% | 71% | 70% | 63% | 69% |
| Snow removal | 88% | 90% | 83% | 85% | 87% |

| Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|--|-----------------------|-----------------------|-----------------------|-----------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Sidewalk maintenance | 73% | 69% | 73% | 60% | 69% |
| Traffic signal timing | 58% | 63% | 51% | 63% | 58% |
| Bus or transit services | 55% | 53% | 68% | 46% | 57% |
| Garbage collection | 83% | 91% | 83% | 78% | 84% |
| Recycling | 83% | 92% | 86% | 92% | 88% |
| Yard waste pick-up | 80% | 89% | 88% | 81% | 85% |
| Storm drainage | 67% | 83% | 86% | 74% | 78% |
| Drinking water | 68% | 73% | 64% | 72% | 69% |
| Sewer services | 73% | 84% | 85% | 91% | 83% |
| Utility billing | 77% | 77% | 73% | 82% | 77% |
| City parks | 93% | 94% | 94% | 93% | 93% |
| Park maintenance | 94% | 88% | 91% | 89% | 90% |
| Condition of trails and sidewalks | 84% | 79% | 90% | 78% | 83% |
| Recreation programs or classes | 86% | 92% | 80% | 83% | 85% |
| Recreation centers or facilities | 80% | 89% | 84% | 84% | 84% |
| Land use, planning and zoning | 48% | 53% | 64% | 63% | 57% |
| Code enforcement (weeds, abandoned buildings, etc.) | 55% | 70% | 69% | 55% | 63% |
| Animal control | 74% | 84% | 89% | 59% | 77% |
| Economic development | 72% | 81% | 75% | 74% | 76% |
| Public health services | 83% | 88% | 81% | 87% | 84% |
| Public library services | 96% | 98% | 94% | 99% | 97% |
| Public information services | 81% | 85% | 79% | 85% | 82% |
| Cable television | 46% | 49% | 49% | 51% | 49% |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 65% | 78% | 80% | 63% | 72% |
| Edina open space | 71% | 73% | 68% | 66% | 70% |
| City-sponsored special events | 79% | 84% | 72% | 71% | 77% |
| Overall quality of services provided by the City of Edina | 85% | 90% | 83% | 91% | 87% |

TABLE 114: OPINIONS OF PROPERTY TAXES BY QUADRANT

| (Percent "very" or "somewhat" high) | Geographic Area | | | | Overall |
|---|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...? | 57% | 61% | 43% | 60% | 55% |

TABLE 115: LEVEL OF SUPPORT FOR INCREASING PROPERTY TAXES BY QUADRANT

| (Percent "strongly" or "somewhat" support) | Geographic Area | | | | Overall |
|---|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level? | 41% | 40% | 45% | 61% | 45% |

TABLE 116: GOVERNMENT PERFORMANCE BY QUADRANT

| Please rate the following categories of Edina government performance: (Percent "excellent" or "good") | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| The value of services for the taxes paid to Edina | 74% | 80% | 73% | 90% | 78% |
| The job Edina government does at welcoming citizen involvement | 56% | 65% | 68% | 71% | 64% |
| Overall confidence in Edina government | 72% | 68% | 70% | 82% | 72% |
| Generally acting in the best interest of the community | 72% | 70% | 69% | 81% | 72% |
| Treating all residents fairly | 71% | 65% | 74% | 71% | 70% |

TABLE 117: MANAGING COMMUNITY TENSIONS BY QUADRANT

| (Percent "very" or "somewhat" well) | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina? | 69% | 61% | 73% | 63% | 67% |

TABLE 118: PROBLEMS IN EDINA BY QUADRANT

| Please rate how much of a problem, if at all, you feel each of the following is in Edina. (Percent "moderate," "major" or "extreme" problem) | Geographic Area | | | | Overall |
|---|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Traffic speeding in your neighborhood | 38% | 31% | 33% | 41% | 35% |
| Stop sign violations in your neighborhood | 35% | 25% | 21% | 42% | 29% |
| Violent crime | 5% | 5% | 11% | 2% | 6% |
| Drugs | 14% | 8% | 15% | 20% | 13% |
| Youth crimes | 13% | 16% | 19% | 20% | 17% |
| Vandalism and property crimes | 26% | 22% | 18% | 16% | 21% |
| Identity theft | 25% | 11% | 32% | 23% | 22% |
| Domestic abuse | 10% | 6% | 23% | 11% | 13% |

TABLE 119: METHODS OF GARBAGE COLLECTION BY QUADRANT

| (Percent "strongly" or "somewhat" support) | Geographic Area | | | | Overall |
|--|--------------------|--------------------|--------------------|--------------------|---------|
| | Northeast Quadrant | Northwest Quadrant | Southeast Quadrant | Southwest Quadrant | |
| Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community? | 47% | 52% | 47% | 55% | 50% |

HIGHLIGHTS OF COMPARISONS BY DEMOGRAPHIC CHARACTERISTICS

- ▶ Edina residents who had lived in the community for less than five years, were aged 35 to 54, rented their home and lived in an attached housing unit tended to give lower ratings to the overall quality of life compared to their counterparts.
- ▶ Women tended to give higher ratings to the overall ease of getting to the places they usually have to visit, overall economic health, sense of community and overall image or reputation of Edina compared to men.
- ▶ Women, those who had lived in the community for six years or more, who owned their home and lived in detached housing units were more likely to remain in Edina for the next five years compared to their counterparts. Men and residents aged 34 to 55 were less likely to recommend living in Edina to someone who asks compared to their counterparts.
- ▶ Residents aged 18 to 34 tended to give lower ratings for a variety of community characteristics such as sense of community, ease of public parking, ease of travel by public transportation and opportunities to attend cultural/arts/music activities compared to older residents. Alternately, residents aged 18 to 34 tended to give higher ratings to other community characteristics such as ease of travel by car and bicycle, shopping opportunities and openness and acceptance of the community compared to older residents.
- ▶ Residents who lived in detached housing units tended to report higher use of Parks and Recreation amenities compared to those who lived in attached housing units, however residents who lived in attached housing units were more likely to have used Edinborough Park and the Senior Center.
- ▶ When differences emerged, residents who had lived in the community for less than five years tended to give lower quality ratings for City services (i.e., street repair, snow removal, economic development, public information services, etc.) than longer term residents.
- ▶ Residents who lived in attached housing units and were 55 years of age or older were less likely to feel their property taxes were high compared to their counterparts. Differences did not emerge across the demographic subgroups for support for increasing property taxes to maintain City services at their current level.
- ▶ Within the ratings for government performance, few differences emerged by respondents demographic characteristics. Residents who had lived in the community for less than five years and who were aged 18 to 34 tended to give higher ratings than their counterparts to the government generally acting in the best interest of the community.
- ▶ When asked about how well the City manages tensions related to residential redevelopment, residents aged 18 to 34 tended to give higher ratings to this question than older residents.
- ▶ Homeowners and residents who lived in attached housing units tended to feel that violent crime, drugs, identity theft and domestic abuse were problems in Edina compared to their counterparts. Women were more likely than men to think traffic speeding and violent crime were problems in Edina.

TABLE 120: QUALITY OF LIFE BY DEMOGRAPHIC CHARACTERISTICS

| How would you rate the quality of life in Edina? (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| How would you rate the quality of life in Edina? | 91% | 100% | 96% | 97% | 94% | 100% | 92% | 97% | 90% | 98% | 98% | 93% | 96% |

TABLE 121: GENERAL COMMUNITY CHARACTERISTICS BY DEMOGRAPHIC CHARACTERISTICS

| Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Overall feeling of safety in Edina | 94% | 97% | 97% | 95% | 98% | 92% | 97% | 97% | 97% | 96% | 97% | 95% | 96% |
| Overall ease of getting to the places you usually have to visit | 85% | 93% | 88% | 92% | 84% | 84% | 88% | 91% | 92% | 87% | 88% | 89% | 88% |
| Quality of overall natural environment in Edina | 83% | 91% | 90% | 91% | 86% | 90% | 85% | 90% | 84% | 90% | 91% | 84% | 88% |
| Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems) | 75% | 86% | 82% | 84% | 79% | 84% | 76% | 85% | 78% | 83% | 83% | 79% | 81% |
| Health and wellness opportunities in Edina | 83% | 95% | 93% | 93% | 88% | 94% | 85% | 94% | 87% | 92% | 92% | 89% | 90% |
| Overall opportunities for education and enrichment | 89% | 95% | 95% | 95% | 91% | 88% | 93% | 96% | 91% | 94% | 96% | 89% | 94% |
| Overall economic health of Edina | 87% | 96% | 89% | 94% | 88% | 95% | 87% | 92% | 83% | 93% | 95% | 84% | 91% |
| Sense of community | 66% | 78% | 74% | 79% | 66% | 56% | 71% | 79% | 74% | 72% | 74% | 70% | 73% |
| Overall image or reputation of Edina | 82% | 87% | 88% | 90% | 81% | 79% | 82% | 92% | 88% | 86% | 87% | 85% | 86% |
| Neighborliness of residents in Edina | 68% | 81% | 78% | 78% | 74% | 80% | 72% | 78% | 73% | 77% | 79% | 71% | 76% |

TABLE 122: LIKELIHOOD OF RECOMMENDING OR REMAINING IN EDINA BY DEMOGRAPHIC CHARACTERISTICS

| Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat" likely) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Recommend living in Edina to someone who asks | 90% | 94% | 93% | 96% | 89% | 100% | 87% | 95% | 92% | 93% | 92% | 93% | 92% |
| Remain in Edina for the next five years | 80% | 93% | 92% | 93% | 85% | 87% | 87% | 92% | 80% | 92% | 92% | 85% | 89% |

TABLE 123: FEELINGS OF SAFETY BY DEMOGRAPHIC CHARACTERISTICS

| Please rate how safe or unsafe you feel: (Percent "very" or "somewhat" safe) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| In your neighborhood | 96% | 98% | 96% | 98% | 95% | 100% | 94% | 97% | 96% | 96% | 97% | 96% | 96% |
| In the 50th and France area (downtown area) | 97% | 98% | 95% | 96% | 97% | 100% | 96% | 95% | 97% | 96% | 96% | 96% | 96% |
| In the Southdale area | 88% | 81% | 73% | 79% | 81% | 90% | 75% | 80% | 88% | 77% | 75% | 87% | 80% |

TABLE 124: SPECIFIC COMMUNITY CHARACTERISTICS BY DEMOGRAPHIC CHARACTERISTICS

| Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Traffic flow on major streets | 55% | 65% | 56% | 55% | 63% | 69% | 54% | 58% | 51% | 60% | 61% | 54% | 58% |
| Ease of public parking | 65% | 73% | 67% | 65% | 73% | 50% | 76% | 68% | 61% | 70% | 72% | 63% | 68% |
| Ease of travel by car in Edina | 79% | 87% | 85% | 87% | 82% | 95% | 81% | 83% | 79% | 85% | 87% | 80% | 83% |
| Ease of travel by public transportation in Edina | 32% | 40% | 39% | 40% | 35% | 9% | 40% | 44% | 48% | 33% | 30% | 47% | 37% |
| Ease of travel by bicycle in Edina | 43% | 44% | 55% | 46% | 49% | 56% | 40% | 51% | 50% | 46% | 46% | 50% | 47% |
| Ease of walking in Edina | 55% | 57% | 68% | 60% | 61% | 56% | 52% | 69% | 63% | 60% | 59% | 63% | 60% |

| Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Availability of paths and walking trails | 52% | 56% | 65% | 58% | 59% | 57% | 50% | 66% | 64% | 56% | 52% | 67% | 58% |
| Air quality | 90% | 90% | 96% | 91% | 94% | 100% | 89% | 92% | 87% | 94% | 94% | 89% | 92% |
| Cleanliness of Edina | 93% | 97% | 94% | 94% | 95% | 100% | 93% | 94% | 92% | 95% | 97% | 92% | 95% |
| Public places where people want to spend time | 82% | 86% | 84% | 85% | 82% | 87% | 83% | 84% | 82% | 85% | 86% | 81% | 84% |
| Variety of housing options | 49% | 59% | 67% | 61% | 56% | 51% | 56% | 63% | 47% | 63% | 58% | 60% | 59% |
| Availability of affordable quality housing | 26% | 37% | 44% | 40% | 32% | 33% | 24% | 48% | 40% | 35% | 32% | 41% | 36% |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 57% | 77% | 76% | 72% | 70% | 61% | 68% | 78% | 61% | 74% | 71% | 70% | 71% |
| Recreational opportunities | 61% | 82% | 82% | 77% | 74% | 51% | 75% | 85% | 61% | 81% | 82% | 67% | 76% |
| K-12 education | 91% | 95% | 96% | 95% | 93% | 93% | 93% | 96% | 96% | 94% | 96% | 91% | 94% |
| Adult educational opportunities | 79% | 88% | 87% | 87% | 83% | 67% | 85% | 90% | 86% | 85% | 87% | 82% | 85% |
| Opportunities to attend cultural/arts/music activities | 53% | 82% | 83% | 75% | 72% | 58% | 72% | 81% | 56% | 79% | 78% | 68% | 74% |
| Employment opportunities | 46% | 73% | 67% | 69% | 56% | 70% | 59% | 65% | 46% | 67% | 67% | 55% | 63% |
| Shopping opportunities | 83% | 93% | 95% | 92% | 88% | 96% | 84% | 93% | 79% | 95% | 93% | 87% | 90% |
| Cost of living in Edina | 30% | 52% | 56% | 48% | 46% | 33% | 43% | 54% | 42% | 48% | 46% | 47% | 46% |
| Overall quality of business and service establishments in Edina | 79% | 89% | 89% | 88% | 84% | 92% | 81% | 88% | 83% | 87% | 87% | 84% | 86% |
| Overall quality of commercial redevelopment in Edina | 65% | 80% | 69% | 80% | 62% | 82% | 66% | 73% | 72% | 71% | 70% | 74% | 71% |
| Overall quality of residential redevelopment in Edina | 67% | 78% | 68% | 70% | 72% | 79% | 70% | 68% | 66% | 72% | 73% | 67% | 71% |
| Opportunities to participate in social events and activities | 52% | 77% | 76% | 73% | 64% | 59% | 63% | 79% | 56% | 74% | 72% | 65% | 70% |
| Opportunities to volunteer | 52% | 77% | 75% | 74% | 64% | 48% | 64% | 80% | 59% | 73% | 72% | 66% | 70% |

| Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Opportunities to participate in community matters | 46% | 73% | 64% | 62% | 62% | 50% | 57% | 69% | 37% | 69% | 67% | 55% | 62% |
| Openness and acceptance of the community toward people of diverse backgrounds | 47% | 46% | 59% | 49% | 54% | 59% | 43% | 55% | 51% | 51% | 50% | 53% | 51% |

TABLE 125: USE OF PARKS AND RECREATION AMENITIES BY DEMOGRAPHIC CHARACTERISTICS

| In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities? (Percent at least once) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Trails | 71% | 72% | 70% | 69% | 72% | 76% | 76% | 65% | 58% | 75% | 80% | 59% | 71% |
| Neighborhood parks | 77% | 86% | 77% | 77% | 84% | 69% | 89% | 76% | 63% | 85% | 90% | 67% | 80% |
| Large community athletic fields | 34% | 48% | 37% | 35% | 45% | 29% | 56% | 31% | 17% | 47% | 55% | 17% | 40% |
| Edinborough Park | 60% | 53% | 40% | 52% | 49% | 56% | 54% | 45% | 54% | 49% | 46% | 55% | 50% |
| Centennial Lakes Park | 74% | 81% | 73% | 75% | 76% | 75% | 82% | 70% | 76% | 76% | 77% | 74% | 76% |
| The Aquatic Center | 23% | 29% | 20% | 23% | 25% | 21% | 41% | 11% | 11% | 28% | 35% | 8% | 24% |
| The Senior Center | 12% | 16% | 23% | 16% | 18% | 5% | 7% | 30% | 22% | 16% | 12% | 25% | 18% |
| Braemar Arena (Ice arena) | 21% | 29% | 26% | 19% | 33% | 20% | 34% | 19% | 10% | 30% | 36% | 9% | 25% |
| The Edina Art Center | 24% | 26% | 21% | 23% | 23% | 14% | 28% | 23% | 24% | 23% | 23% | 23% | 24% |
| Braemar Golf Course | 25% | 42% | 35% | 29% | 41% | 31% | 41% | 30% | 10% | 42% | 46% | 17% | 34% |
| Braemar Golf Dome | 14% | 29% | 21% | 16% | 29% | 28% | 23% | 18% | 5% | 27% | 31% | 8% | 21% |
| Braemar Field (sports dome) | 12% | 23% | 12% | 12% | 20% | 5% | 27% | 10% | 8% | 18% | 21% | 8% | 15% |

TABLE 126: QUALITY OF PARKS AND RECREATION AMENITIES BY DEMOGRAPHIC CHARACTERISTICS

| Please rate each of the following Edina Parks and Recreation Department amenities: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Trails | 73% | 76% | 79% | 83% | 69% | 67% | 73% | 84% | 80% | 75% | 76% | 77% | 77% |
| Neighborhood parks | 82% | 94% | 90% | 93% | 85% | 84% | 85% | 96% | 86% | 90% | 91% | 85% | 89% |
| Large community athletic fields | 85% | 95% | 93% | 93% | 89% | 91% | 88% | 96% | 73% | 96% | 94% | 84% | 92% |
| Edinborough Park | 90% | 81% | 91% | 90% | 84% | 81% | 88% | 90% | 85% | 88% | 88% | 86% | 87% |
| Centennial Lakes Park | 94% | 94% | 97% | 97% | 93% | 95% | 94% | 97% | 90% | 96% | 97% | 92% | 95% |
| The Aquatic Center | 90% | 98% | 86% | 95% | 86% | 100% | 91% | 88% | 85% | 92% | 93% | 84% | 91% |
| The Senior Center | 73% | 93% | 92% | 92% | 85% | 100% | 91% | 88% | 84% | 91% | 91% | 87% | 89% |
| Braemar Arena (Ice arena) | 68% | 94% | 95% | 89% | 89% | 100% | 80% | 96% | 71% | 93% | 92% | 81% | 89% |
| The Edina Art Center | 67% | 85% | 80% | 82% | 74% | 60% | 76% | 86% | 63% | 83% | 81% | 74% | 79% |
| Braemar Golf Course | 64% | 79% | 82% | 79% | 75% | 47% | 77% | 84% | 68% | 79% | 78% | 75% | 77% |
| Braemar Golf Dome | 85% | 90% | 88% | 89% | 88% | 84% | 88% | 90% | 77% | 90% | 90% | 83% | 88% |
| Braemar Field (sports dome) | 73% | 98% | 87% | 90% | 87% | 100% | 87% | 88% | 66% | 94% | 94% | 75% | 88% |

TABLE 127: QUALITY OF SERVICES BY DEMOGRAPHIC CHARACTERISTICS

| Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Police services | 86% | 90% | 94% | 94% | 85% | 93% | 84% | 94% | 92% | 90% | 91% | 89% | 90% |
| Fire services | 96% | 98% | 98% | 98% | 97% | 100% | 97% | 98% | 94% | 99% | 99% | 96% | 98% |
| Ambulance or emergency medical services | 94% | 99% | 98% | 99% | 97% | 100% | 96% | 98% | 98% | 97% | 98% | 97% | 98% |
| Crime prevention | 79% | 87% | 92% | 87% | 87% | 80% | 80% | 94% | 87% | 87% | 87% | 85% | 87% |
| Fire prevention and education | 63% | 93% | 93% | 87% | 83% | 60% | 86% | 92% | 71% | 90% | 90% | 78% | 85% |
| Traffic enforcement | 66% | 81% | 75% | 79% | 70% | 83% | 65% | 81% | 72% | 76% | 74% | 76% | 75% |

| Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Street repair | 42% | 58% | 46% | 55% | 42% | 65% | 42% | 48% | 46% | 49% | 48% | 49% | 49% |
| Street cleaning | 67% | 77% | 73% | 72% | 73% | 76% | 70% | 73% | 70% | 73% | 72% | 72% | 72% |
| Street lighting | 60% | 73% | 73% | 69% | 69% | 75% | 61% | 74% | 66% | 70% | 65% | 74% | 69% |
| Snow removal | 77% | 90% | 91% | 89% | 85% | 82% | 84% | 91% | 79% | 89% | 91% | 80% | 87% |
| Sidewalk maintenance | 66% | 69% | 72% | 74% | 65% | 84% | 66% | 67% | 63% | 71% | 74% | 64% | 69% |
| Traffic signal timing | 46% | 66% | 61% | 61% | 55% | 56% | 58% | 60% | 44% | 63% | 67% | 45% | 58% |
| Bus or transit services | 49% | 61% | 61% | 60% | 55% | 64% | 45% | 66% | 70% | 52% | 49% | 66% | 57% |
| Garbage collection | 79% | 87% | 85% | 90% | 79% | 77% | 82% | 89% | 80% | 85% | 85% | 83% | 84% |
| Recycling | 81% | 88% | 94% | 88% | 89% | 89% | 85% | 91% | 83% | 90% | 90% | 85% | 88% |
| Yard waste pick-up | 69% | 93% | 86% | 88% | 82% | 85% | 85% | 85% | 81% | 86% | 86% | 83% | 85% |
| Storm drainage | 68% | 82% | 82% | 77% | 79% | 77% | 71% | 85% | 70% | 81% | 79% | 77% | 78% |
| Drinking water | 52% | 75% | 77% | 63% | 74% | 81% | 63% | 70% | 54% | 73% | 75% | 59% | 69% |
| Sewer services | 76% | 84% | 87% | 79% | 87% | 86% | 75% | 89% | 70% | 86% | 85% | 80% | 83% |
| Utility billing | 64% | 88% | 77% | 76% | 78% | 81% | 71% | 81% | 61% | 81% | 81% | 69% | 77% |
| City parks | 88% | 94% | 96% | 93% | 93% | 92% | 94% | 94% | 88% | 95% | 95% | 90% | 93% |
| Park maintenance | 87% | 92% | 92% | 92% | 88% | 96% | 89% | 90% | 89% | 91% | 91% | 90% | 90% |
| Condition of trails and sidewalks | 75% | 85% | 88% | 86% | 80% | 90% | 78% | 86% | 83% | 83% | 84% | 82% | 83% |
| Recreation programs or classes | 76% | 89% | 89% | 89% | 81% | 85% | 82% | 89% | 81% | 86% | 91% | 77% | 85% |
| Recreation centers or facilities | 81% | 88% | 83% | 90% | 77% | 81% | 84% | 86% | 83% | 85% | 88% | 79% | 84% |
| Land use, planning and zoning | 54% | 61% | 54% | 60% | 54% | 67% | 54% | 56% | 65% | 55% | 54% | 61% | 57% |
| Code enforcement (weeds, abandoned buildings, etc.) | 59% | 60% | 68% | 65% | 62% | 57% | 62% | 68% | 63% | 63% | 62% | 65% | 63% |
| Animal control | 70% | 78% | 80% | 79% | 77% | 68% | 77% | 81% | 74% | 78% | 77% | 76% | 77% |
| Economic development | 64% | 83% | 77% | 78% | 73% | 80% | 72% | 78% | 61% | 79% | 79% | 69% | 76% |
| Public health services | 76% | 83% | 92% | 82% | 87% | 68% | 87% | 90% | 78% | 87% | 88% | 79% | 84% |
| Public library services | 93% | 99% | 98% | 95% | 99% | 92% | 99% | 96% | 93% | 98% | 98% | 95% | 97% |
| Public information services | 69% | 85% | 89% | 84% | 81% | 69% | 82% | 88% | 67% | 87% | 85% | 78% | 82% |

| Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Cable television | 39% | 47% | 58% | 52% | 47% | 42% | 40% | 58% | 37% | 53% | 50% | 47% | 49% |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 62% | 77% | 74% | 72% | 71% | 59% | 63% | 85% | 65% | 74% | 71% | 73% | 72% |
| Edina open space | 60% | 75% | 73% | 71% | 69% | 64% | 72% | 71% | 52% | 75% | 77% | 60% | 70% |
| City-sponsored special events | 65% | 80% | 83% | 82% | 71% | 61% | 78% | 83% | 68% | 80% | 82% | 69% | 77% |
| Overall quality of services provided by the City of Edina | 76% | 90% | 93% | 86% | 87% | 80% | 86% | 90% | 73% | 91% | 93% | 78% | 87% |

TABLE 128: OPINIONS OF PROPERTY TAXES BY DEMOGRAPHIC CHARACTERISTICS

| (Percent "very" or "somewhat" high) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...? | 54% | 60% | 51% | 54% | 55% | 61% | 64% | 46% | 52% | 55% | 60% | 46% | 55% |

TABLE 129: LEVEL OF SUPPORT FOR INCREASING PROPERTY TAXES BY DEMOGRAPHIC CHARACTERISTICS

| (Percent "strongly" or "somewhat" support) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level? | 41% | 41% | 52% | 45% | 45% | 39% | 40% | 51% | 37% | 47% | 47% | 42% | 45% |

TABLE 130: GOVERNMENT PERFORMANCE BY DEMOGRAPHIC CHARACTERISTICS

| Please rate the following categories of Edina government performance: (Percent "excellent" or "good") | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|---|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| The value of services for the taxes paid to Edina | 75% | 81% | 78% | 81% | 75% | 74% | 74% | 83% | 72% | 80% | 79% | 76% | 78% |
| The job Edina government does at welcoming citizen involvement | 73% | 64% | 59% | 66% | 62% | 66% | 63% | 65% | 67% | 64% | 62% | 68% | 64% |
| Overall confidence in Edina government | 81% | 69% | 69% | 71% | 73% | 82% | 68% | 71% | 79% | 70% | 70% | 75% | 72% |
| Generally acting in the best interest of the community | 88% | 68% | 66% | 73% | 71% | 91% | 68% | 68% | 78% | 71% | 71% | 75% | 72% |
| Treating all residents fairly | 75% | 67% | 69% | 71% | 69% | 80% | 69% | 68% | 75% | 69% | 67% | 75% | 70% |

TABLE 131: MANAGING COMMUNITY TENSIONS BY DEMOGRAPHIC CHARACTERISTICS

| (Percent "very" or "somewhat" well) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina? | 72% | 68% | 61% | 69% | 64% | 90% | 61% | 64% | 68% | 66% | 64% | 71% | 67% |

TABLE 132: PROBLEMS IN EDINA BY DEMOGRAPHIC CHARACTERISTICS

| Please rate how much of a problem, if at all, you feel each of the following is in Edina. (Percent "moderate," "major" or "extreme" problem) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Traffic speeding in your neighborhood | 34% | 36% | 35% | 40% | 30% | 27% | 40% | 34% | 30% | 36% | 38% | 31% | 35% |
| Stop sign violations in your neighborhood | 26% | 31% | 31% | 30% | 28% | 24% | 32% | 29% | 28% | 29% | 31% | 27% | 29% |
| Violent crime | 9% | 6% | 4% | 9% | 2% | 12% | 3% | 6% | 18% | 3% | 2% | 14% | 6% |
| Drugs | 13% | 15% | 12% | 15% | 11% | 20% | 9% | 14% | 23% | 10% | 9% | 20% | 13% |
| Youth crimes | 19% | 17% | 14% | 17% | 17% | 27% | 13% | 16% | 21% | 16% | 15% | 19% | 17% |
| Vandalism and property crimes | 19% | 19% | 24% | 21% | 21% | 23% | 16% | 24% | 26% | 19% | 18% | 26% | 21% |
| Identity theft | 20% | 16% | 29% | 20% | 24% | 22% | 15% | 28% | 35% | 18% | 17% | 30% | 22% |
| Domestic abuse | 14% | 6% | 17% | 13% | 12% | 9% | 9% | 19% | 30% | 8% | 6% | 24% | 13% |

TABLE 133: METHODS OF GARBAGE COLLECTION BY DEMOGRAPHIC CHARACTERISTICS

| (Percent "strongly" or "somewhat" support) | Length of residency | | | Gender | | Age | | | Housing unit tenure | | Housing unit type | | Overall |
|--|---------------------|---------------|--------------------|--------|------|-------|-------|-----|---------------------|-----|-------------------|----------|---------|
| | Less than 5 years | 6 to 20 years | More than 20 years | Female | Male | 18-34 | 35-54 | 55+ | Rent | Own | Detached | Attached | |
| Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community? | 58% | 51% | 44% | 55% | 45% | 46% | 54% | 48% | 60% | 47% | 48% | 54% | 50% |

APPENDIX E: DETAILED BENCHMARK COMPARISONS

Comparison Data

National Research Center, Inc.'s (NRC) database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the Edina Quality of Life Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. National comparisons and comparisons of Minnesota communities have been provided when similar questions on the Edina Quality of Life Survey are included in NRC's database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Edina's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "very likely" and "somewhat likely," etc.). The second column is the rank assigned to Edina's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Edina's rating to the benchmark.

In that final column, Edina's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

| Benchmark Database Characteristics | |
|------------------------------------|---------|
| Region | Percent |
| New England | 3% |
| Middle Atlantic | 5% |
| East North Central | 15% |
| West North Central | 13% |
| South Atlantic | 22% |
| East South Central | 3% |
| West South Central | 7% |
| Mountain | 16% |
| Pacific | 16% |
| Population | Percent |
| Less than 10,000 | 10% |
| 10,000 to 24,999 | 22% |
| 25,000 to 49,999 | 23% |
| 50,000 to 99,999 | 22% |
| 100,000 or more | 23% |

NATIONAL BENCHMARK COMPARISONS

TABLE 134: QUESTION 1

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| How would you rate the quality of life in Edina? | 96% | 16 | 383 | Higher |

TABLE 135: QUESTION 2

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Overall feeling of safety in Edina | 96% | 20 | 208 | Higher |
| Overall ease of getting to the places you usually have to visit | 88% | 13 | 124 | Higher |
| Quality of overall natural environment in Edina | 88% | 51 | 225 | Similar |
| Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems) | 81% | 13 | 120 | Higher |
| Health and wellness opportunities in Edina | 90% | 10 | 122 | Higher |
| Overall opportunities for education and enrichment | 94% | 5 | 119 | Much higher |
| Overall economic health of Edina | 91% | 2 | 124 | Much higher |
| Sense of community | 73% | 64 | 253 | Similar |
| Overall image or reputation of Edina | 86% | 34 | 287 | Higher |
| Neighborliness of residents in Edina | 76% | 6 | 115 | Higher |

TABLE 136: QUESTION 3

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| Recommend living in Edina to someone who asks | 92% | 82 | 227 | Similar |
| Remain in Edina for the next five years | 89% | 57 | 222 | Similar |

TABLE 137: QUESTION 7

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| In your neighborhood | 96% | 1 | 25 | Higher |
| In the 50th and France area (downtown area) | 96% | 1 | 11 | Much higher |

TABLE 138: QUESTION 10

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| Traffic flow on major streets | 58% | 108 | 287 | Similar |
| Ease of public parking | 68% | 27 | 102 | Similar |
| Ease of travel by car in Edina | 83% | 27 | 243 | Higher |
| Ease of travel by public transportation in Edina | 37% | 69 | 91 | Similar |
| Ease of travel by bicycle in Edina | 47% | 145 | 242 | Similar |
| Ease of walking in Edina | 60% | 133 | 238 | Similar |
| Availability of paths and walking trails | 58% | 164 | 251 | Similar |
| Air quality | 92% | 44 | 202 | Similar |
| Cleanliness of Edina | 95% | 17 | 218 | Higher |
| Public places where people want to spend time | 84% | 18 | 113 | Higher |
| Variety of housing options | 59% | 124 | 223 | Similar |
| Availability of affordable quality housing | 36% | 194 | 245 | Similar |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 71% | 53 | 117 | Similar |
| Recreational opportunities | 76% | 78 | 250 | Similar |
| K-12 education | 94% | 2 | 213 | Much higher |
| Adult educational opportunities | 85% | 4 | 108 | Higher |
| Opportunities to attend cultural/arts/music activities | 74% | 52 | 242 | Higher |
| Employment opportunities | 63% | 19 | 257 | Higher |
| Shopping opportunities | 90% | 7 | 242 | Much higher |
| Cost of living in Edina | 46% | 55 | 119 | Similar |
| Overall quality of business and service establishments in Edina | 86% | 15 | 218 | Higher |
| Overall quality of commercial redevelopment in Edina | 71% | NA | NA | NA |
| Opportunities to participate in social events and activities | 70% | 69 | 206 | Similar |
| Opportunities to volunteer | 70% | 101 | 213 | Similar |
| Opportunities to participate in community matters | 62% | 113 | 217 | Similar |
| Openness and acceptance of the community toward people of diverse backgrounds | 51% | 183 | 234 | Similar |

TABLE 139: QUESTION 13

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Police services | 90% | 26 | 364 | Higher |
| Fire services | 98% | 12 | 294 | Similar |
| Ambulance or emergency medical services | 98% | 12 | 285 | Similar |
| Crime prevention | 87% | 20 | 296 | Higher |
| Fire prevention and education | 85% | 33 | 236 | Similar |
| Traffic enforcement | 75% | 50 | 315 | Similar |
| Street repair | 49% | 186 | 356 | Similar |
| Street cleaning | 72% | 82 | 258 | Similar |
| Street lighting | 69% | 74 | 260 | Similar |
| Snow removal | 87% | 10 | 247 | Higher |
| Sidewalk maintenance | 69% | 50 | 264 | Similar |
| Traffic signal timing | 58% | 58 | 202 | Similar |
| Bus or transit services | 57% | 94 | 178 | Similar |
| Garbage collection | 84% | 173 | 290 | Similar |
| Recycling | 88% | 105 | 300 | Similar |
| Yard waste pick-up | 85% | 49 | 221 | Similar |
| Storm drainage | 78% | 71 | 303 | Similar |
| Drinking water | 69% | 180 | 277 | Similar |
| Sewer services | 83% | 83 | 265 | Similar |
| Utility billing | 77% | 28 | 110 | Similar |
| City parks | 93% | 45 | 270 | Similar |
| Recreation programs or classes | 85% | 39 | 282 | Similar |
| Recreation centers or facilities | 84% | 46 | 228 | Similar |
| Land use, planning and zoning | 57% | 82 | 243 | Similar |
| Code enforcement (weeds, abandoned buildings, etc.) | 63% | 85 | 300 | Similar |
| Animal control | 77% | 23 | 280 | Similar |
| Economic development | 76% | 26 | 234 | Higher |
| Public health services | 84% | 22 | 158 | Higher |
| Public library services | 97% | 24 | 287 | Higher |
| Public information services | 82% | 19 | 233 | Higher |
| Cable television | 49% | 114 | 156 | Similar |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 72% | 76 | 229 | Similar |
| Edina open space | 70% | 46 | 115 | Similar |
| City-sponsored special events | 77% | 41 | 128 | Similar |
| Overall quality of services provided by the City of Edina | 87% | 71 | 369 | Similar |

TABLE 140: QUESTION 18

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| The value of services for the taxes paid to Edina | 78% | 8 | 334 | Higher |
| The job Edina government does at welcoming citizen involvement | 64% | 69 | 255 | Similar |
| Overall confidence in Edina government | 72% | 17 | 120 | Higher |
| Generally acting in the best interest of the community | 72% | 22 | 119 | Similar |
| Treating all residents fairly | 70% | 28 | 119 | Similar |

TABLE 141: QUESTION 19

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|-------|------------------|------|-------------------------------------|-------------------------|
| Taste | 58% | 5 | 6 | Similar |

TABLE 142: QUESTION 29

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Appearance | 86% | 2 | 7 | Similar |
| Online information and services offered | 80% | 2 | 6 | Similar |
| Ease of navigation/ability to find information | 58% | 7 | 9 | Similar |
| Overall quality of the City of Edina website | 73% | 9 | 43 | Similar |

TABLE 143: QUESTION 31

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|------------------|------|-------------------------------------|-------------------------|
| Knowledge | 93% | 28 | 141 | Similar |
| Courtesy | 86% | 51 | 128 | Similar |
| Responsiveness | 84% | 47 | 142 | Similar |
| Overall customer service | 87% | 43 | 305 | Similar |

COMMUNITIES INCLUDED IN NATIONAL COMPARISONS

The communities included in the Edina comparisons are listed on the following pages along with their population according to the 2010 Census.

| | | | | | |
|----------------------------------|---------|-----------------------------------|-----------|-----------------------------------|---------|
| Adams County, CO | 441,603 | Burien city, WA..... | 33,313 | Davenport city, IA | 99,685 |
| Airway Heights city, WA..... | 6,114 | Burleson city, TX..... | 36,690 | Davidson town, NC..... | 10,944 |
| Albany city, OR | 50,158 | Cabarrus County, NC | 178,011 | Decatur city, GA..... | 19,335 |
| Albemarle County, VA..... | 98,970 | Cambridge city, MA..... | 105,162 | Del Mar city, CA | 4,161 |
| Albert Lea city, MN..... | 18,016 | Canton city, SD..... | 3,057 | Delray Beach city, FL..... | 60,522 |
| Algonquin village, IL..... | 30,046 | Cape Coral city, FL..... | 154,305 | Denison city, TX | 22,682 |
| Aliso Viejo city, CA | 47,823 | Cape Girardeau city, MO..... | 37,941 | Denton city, TX | 113,383 |
| Altoona city, IA | 14,541 | Carlisle borough, PA..... | 18,682 | Denver city, CO..... | 600,158 |
| American Canyon city, CA..... | 19,454 | Carlsbad city, CA | 105,328 | Derby city, KS | 22,158 |
| Ames city, IA..... | 58,965 | Carroll city, IA..... | 10,103 | Des Peres city, MO | 8,373 |
| Andover CDP, MA..... | 8,762 | Cartersville city, GA | 19,731 | Destin city, FL | 12,305 |
| Ankeny city, IA..... | 45,582 | Cary town, NC | 135,234 | Dorchester County, MD..... | 32,618 |
| Ann Arbor city, MI..... | 113,934 | Casa Grande city, AZ | 48,571 | Dothan city, AL | 65,496 |
| Annapolis city, MD..... | 38,394 | Casper city, WY | 55,316 | Douglas County, CO..... | 285,465 |
| Apple Valley town, CA..... | 69,135 | Castine town, ME | 1,366 | Dover city, NH..... | 29,987 |
| Arapahoe County, CO | 572,003 | Castle Pines North city, CO | 10,360 | Dublin city, CA | 46,036 |
| Arkansas City city, AR | 366 | Castle Rock town, CO | 48,231 | Duluth city, MN..... | 86,265 |
| Arlington city, TX..... | 365,438 | Centennial city, CO..... | 100,377 | Duncanville city, TX..... | 38,524 |
| Arlington County, VA | 207,627 | Centralia city, IL..... | 13,032 | Durham city, NC..... | 228,330 |
| Arvada city, CO..... | 106,433 | Chambersburg borough, PA..... | 20,268 | Eagle town, CO | 6,508 |
| Asheville city, NC | 83,393 | Chandler city, AZ | 236,123 | East Baton Rouge Parish, LA | 440,171 |
| Ashland city, OR | 20,078 | Chanassen city, MN | 22,952 | East Grand Forks city, MN | 8,601 |
| Ashland town, VA | 7,225 | Chapel Hill town, NC..... | 57,233 | East Lansing city, MI..... | 48,579 |
| Auburn city, AL..... | 53,380 | Charlotte city, NC..... | 731,424 | Eau Claire city, WI | 65,883 |
| Auburn city, WA..... | 70,180 | Charlotte County, FL | 159,978 | Eden Prairie city, MN..... | 60,797 |
| Augusta CCD, GA..... | 134,777 | Charlottesville city, VA..... | 43,475 | Edgerton city, KS | 1,671 |
| Aurora city, CO | 325,078 | Chattanooga city, TN..... | 167,674 | Edgewater city, CO | 5,170 |
| Austin city, TX | 790,390 | Chesterfield County, VA | 316,236 | Edmond city, OK | 84,405 |
| Bainbridge Island city, WA | 23,025 | Chippewa Falls city, WI | 13,661 | Edmonds city, WA..... | 39,709 |
| Baltimore city, MD..... | 620,961 | Citrus Heights city, CA | 83,301 | El Cerrito city, CA | 23,549 |
| Bartonville town, TX | 1,469 | Clackamas County, OR | 375,992 | El Dorado County, CA..... | 181,058 |
| Battle Creek city, MI..... | 52,347 | Clarendon Hills village, IL..... | 8,427 | El Paso city, TX..... | 649,121 |
| Bay City city, MI..... | 34,932 | Clayton city, MO..... | 15,939 | Elk Grove city, CA..... | 153,015 |
| Baytown city, TX..... | 71,802 | Clearwater city, FL..... | 107,685 | Elk River city, MN | 22,974 |
| Bedford city, TX..... | 46,979 | Cleveland Heights city, OH | 46,121 | Elko New Market city, MN | 4,110 |
| Bedford town, MA | 13,320 | Clive city, IA..... | 15,447 | Elmhurst city, IL | 44,121 |
| Bellevue city, WA..... | 122,363 | Clovis city, CA..... | 95,631 | Encinitas city, CA | 59,518 |
| Bellingham city, WA..... | 80,885 | College Park city, MD | 30,413 | Englewood city, CO..... | 30,255 |
| Beltrami County, MN | 44,442 | College Station city, TX..... | 93,857 | Erie town, CO..... | 18,135 |
| Benbrook city, TX | 21,234 | Colleyville city, TX | 22,807 | Escambia County, FL..... | 297,619 |
| Bend city, OR..... | 76,639 | Collinsville city, IL | 25,579 | Estes Park town, CO..... | 5,858 |
| Benicia city, CA | 26,997 | Columbia city, MO..... | 108,500 | Fairview town, TX..... | 7,248 |
| Bettendorf city, IA..... | 33,217 | Columbia city, SC | 129,272 | Farmington Hills city, MI..... | 79,740 |
| Billings city, MT | 104,170 | Columbus city, WI..... | 4,991 | Fayetteville city, NC..... | 200,564 |
| Blaine city, MN | 57,186 | Commerce City city, CO..... | 45,913 | Fishers town, IN | 76,794 |
| Bloomfield Hills city, MI..... | 3,869 | Concord city, CA..... | 122,067 | Flower Mound town, TX | 64,669 |
| Bloomington city, MN..... | 82,893 | Concord town, MA..... | 17,668 | Forest Grove city, OR | 21,083 |
| Blue Springs city, MO..... | 52,575 | Cookeville city, TN..... | 30,435 | Fort Collins city, CO..... | 143,986 |
| Boise City city, ID | 205,671 | Coon Rapids city, MN | 61,476 | Fort Smith city, AR | 86,209 |
| Boone County, KY..... | 118,811 | Copperas Cove city, TX | 32,032 | Fort Worth city, TX..... | 741,206 |
| Boulder city, CO..... | 97,385 | Coronado city, CA..... | 18,912 | Fountain Hills town, AZ | 22,489 |
| Bowling Green city, KY..... | 58,067 | Corvallis city, OR | 54,462 | Franklin city, TN | 62,487 |
| Brentwood city, MO..... | 8,055 | Creve Coeur city, MO..... | 17,833 | Fredericksburg city, VA | 24,286 |
| Brentwood city, TN..... | 37,060 | Cross Roads town, TX..... | 1,563 | Fremont city, CA | 214,089 |
| Brighton city, CO | 33,352 | Crystal Lake city, IL..... | 40,743 | Friendswood city, TX..... | 35,805 |
| Bristol city, TN | 26,702 | Dade City city, FL | 6,437 | Fruita city, CO | 12,646 |
| Broken Arrow city, OK | 98,850 | Dakota County, MN..... | 398,552 | Gahanna city, OH | 33,248 |
| Brookfield city, WI | 37,920 | Dallas city, OR..... | 14,583 | Gaithersburg city, MD | 59,933 |
| Brookline CDP, MA | 58,732 | Dallas city, TX..... | 1,197,816 | Galveston city, TX | 47,743 |
| Brownsburg town, IN | 21,285 | Danville city, KY | 16,218 | Gardner city, KS | 19,123 |
| Bryan city, TX | 76,201 | Dardenne Prairie city, MO..... | 11,494 | Geneva city, NY | 13,261 |

| | | | | | |
|---------------------------------|---------|-------------------------------------|-----------|----------------------------------|---------|
| Georgetown city, TX | 47,400 | Kennedale city, TX..... | 6,763 | Miami city, FL | 399,457 |
| Gilbert town, AZ | 208,453 | Kennett Square borough, PA | 6,072 | Middleton city, WI | 17,442 |
| Gillette city, WY | 29,087 | Kettering city, OH..... | 56,163 | Midland city, MI | 41,863 |
| Glendora city, CA..... | 50,073 | Key West city, FL..... | 24,649 | Milford city, DE | 9,559 |
| Globe city, AZ..... | 7,532 | King County, WA | 1,932,249 | Milton city, GA | 32,661 |
| Golden Valley city, MN..... | 20,371 | Kirkland city, WA..... | 48,787 | Minneapolis city, MN..... | 382,578 |
| Goodyear city, AZ | 65,275 | Kirkwood city, MO..... | 27,540 | Mission Viejo city, CA | 93,305 |
| Grafton village, WI | 11,459 | Knoxville city, IA | 7,313 | Modesto city, CA..... | 201,165 |
| Grand Blanc city, MI | 8,276 | La Mesa city, CA | 57,065 | Monterey city, CA | 27,810 |
| Grand Island city, NE..... | 48,520 | La Plata town, MD | 8,753 | Montgomery County, VA..... | 94,392 |
| Grass Valley city, CA | 12,860 | La Porte city, TX..... | 33,800 | Monument town, CO..... | 5,530 |
| Greeley city, CO..... | 92,889 | La Vista city, NE | 15,758 | Mooreville town, NC..... | 32,711 |
| Green Valley CDP, AZ | 21,391 | Lafayette city, CO..... | 24,453 | Morrisstown city, TN..... | 29,137 |
| Greenville city, NC..... | 84,554 | Laguna Beach city, CA | 22,723 | Morrisville town, NC..... | 18,576 |
| Greenwich town, CT..... | 61,171 | Laguna Hills city, CA | 30,344 | Moscow city, ID..... | 23,800 |
| Greenwood Village city, CO..... | 13,925 | Laguna Niguel city, CA..... | 62,979 | Mountain Village town, CO..... | 1,320 |
| Greer city, SC..... | 25,515 | Lake Oswego city, OR..... | 36,619 | Mountlake Terrace city, WA | 19,909 |
| Guilford County, NC..... | 488,406 | Lake Stevens city, WA | 28,069 | Muscataine city, IA | 22,886 |
| Gunnison County, CO..... | 15,324 | Lake Worth city, FL..... | 34,910 | Naperville city, IL..... | 141,853 |
| Hailey city, ID..... | 7,960 | Lake Zurich village, IL | 19,631 | Needham CDP, MA | 28,886 |
| Haines Borough, AK..... | 2,508 | Lakeville city, MN | 55,954 | New Braunfels city, TX | 57,740 |
| Hallandale Beach city, FL | 37,113 | Lakewood city, CO | 142,980 | New Brighton city, MN | 21,456 |
| Hamilton city, OH | 62,477 | Lane County, OR | 351,715 | New Hanover County, NC..... | 202,667 |
| Hanover County, VA | 99,863 | Larimer County, CO..... | 299,630 | New Orleans city, LA | 343,829 |
| Harrisonburg city, VA..... | 48,914 | Las Cruces city, NM | 97,618 | New Smyrna Beach city, FL | 22,464 |
| Harrisonville city, MO..... | 10,019 | Las Vegas city, NV | 583,756 | Newberg city, OR..... | 22,068 |
| Hayward city, CA | 144,186 | Lawrence city, KS | 87,643 | Newport Beach city, CA..... | 85,186 |
| Henderson city, NV | 257,729 | League City city, TX..... | 83,560 | Newport News city, VA | 180,719 |
| Herndon town, VA | 23,292 | Lee's Summit city, MO..... | 91,364 | Newton city, IA | 15,254 |
| High Point city, NC..... | 104,371 | Lehi city, UT | 47,407 | Noblesville city, IN..... | 51,969 |
| Highland Park city, IL | 29,763 | Lenexa city, KS..... | 48,190 | Nogales city, AZ | 20,837 |
| Highlands Ranch CDP, CO..... | 96,713 | Lewis County, NY | 27,087 | Norfolk city, VA..... | 242,803 |
| Hillsborough town, NC..... | 6,087 | Lewisville city, TX | 95,290 | Northglenn city, CO | 35,789 |
| Holland city, MI..... | 33,951 | Lincoln city, NE | 258,379 | Novato city, CA | 51,904 |
| Honolulu County, HI..... | 953,207 | Lindsborg city, KS..... | 3,458 | Novi city, MI..... | 55,224 |
| Hooksett town, NH | 13,451 | Littleton city, CO | 41,737 | O'Fallon city, IL | 28,281 |
| Hopkins city, MN | 17,591 | Livermore city, CA | 80,968 | O'Fallon city, MO | 79,329 |
| Hopkinton town, MA..... | 14,925 | Lombard village, IL | 43,165 | Oak Park village, IL..... | 51,878 |
| Hoquiam city, WA | 8,726 | Lone Tree city, CO..... | 10,218 | Oakland Park city, FL | 41,363 |
| Hudson city, OH..... | 22,262 | Longmont city, CO | 86,270 | Oakley city, CA..... | 35,432 |
| Hudson town, CO..... | 2,356 | Longview city, TX | 80,455 | Ogdensburg city, NY | 11,128 |
| Hudsonville city, MI..... | 7,116 | Los Alamos County, NM | 17,950 | Oklahoma City city, OK | 579,999 |
| Huntersville town, NC | 46,773 | Louisville city, CO | 18,376 | Olathe city, KS | 125,872 |
| Hurst city, TX..... | 37,337 | Lynchburg city, VA | 75,568 | Old Town city, ME..... | 7,840 |
| Hutchinson city, MN | 14,178 | Lynnwood city, WA | 35,836 | Olmsted County, MN | 144,248 |
| Hutto city, TX | 14,698 | Macomb County, MI | 840,978 | Olympia city, WA | 46,478 |
| Hyattsville city, MD..... | 17,557 | Madison city, WI..... | 233,209 | Orland Park village, IL | 56,767 |
| Independence city, MO | 116,830 | Manhattan Beach city, CA..... | 35,135 | Oshkosh city, WI | 66,083 |
| Indian Trail town, NC | 33,518 | Mankato city, MN..... | 39,309 | Otsego County, MI | 24,164 |
| Indianola city, IA | 14,782 | Maple Grove city, MN | 61,567 | Overland Park city, KS..... | 173,372 |
| Iowa City city, IA | 67,862 | Maple Valley city, WA..... | 22,684 | Oviedo city, FL | 33,342 |
| Issaquah city, WA..... | 30,434 | Maricopa County, AZ..... | 3,817,117 | Paducah city, KY | 25,024 |
| Jackson County, MI | 160,248 | Maryland Heights city, MO | 27,472 | Palm Coast city, FL..... | 75,180 |
| James City County, VA..... | 67,009 | Matthews town, NC..... | 27,198 | Palo Alto city, CA | 64,403 |
| Jefferson City city, MO..... | 43,079 | McAllen city, TX | 129,877 | Papillion city, NE | 18,894 |
| Jefferson County, CO | 534,543 | McDonough city, GA | 22,084 | Park City city, UT..... | 7,558 |
| Jefferson County, NY | 116,229 | McKinney city, TX..... | 131,117 | Parker town, CO..... | 45,297 |
| Jerome city, ID | 10,890 | McMinnville city, OR..... | 32,187 | Parkland city, FL..... | 23,962 |
| Johnson City city, TN | 63,152 | Medford city, OR | 74,907 | Pasadena city, CA..... | 137,122 |
| Johnston city, IA | 17,278 | Menlo Park city, CA | 32,026 | Pasco city, WA | 59,781 |
| Jupiter town, FL | 55,156 | Mercer Island city, WA | 22,699 | Pasco County, FL..... | 464,697 |
| Kalamazoo city, MI | 74,262 | Meridian charter township, MI | 39,688 | Pearland city, TX | 91,252 |
| Kansas City city, KS..... | 145,786 | Meridian city, ID | 75,092 | Peoria city, AZ | 154,065 |
| Kansas City city, MO | 459,787 | Merriam city, KS..... | 11,003 | Peoria city, IL | 115,007 |
| Keizer city, OR | 36,478 | Mesa County, CO..... | 146,723 | Peoria County, IL..... | 186,494 |
| Kenmore city, WA..... | 20,460 | Miami Beach city, FL..... | 87,779 | Petoskey city, MI..... | 5,670 |

| | | | | | |
|--------------------------------|-----------|---------------------------------|---------|----------------------------------|---------|
| Pflugerville city, TX..... | 46,936 | Scarborough CDP, ME..... | 4,403 | Vancouver city, WA..... | 161,791 |
| Phoenix city, AZ..... | 1,445,632 | Schaumburg village, IL..... | 74,227 | Vestavia Hills city, AL..... | 34,033 |
| Pinal County, AZ..... | 375,770 | Scott County, MN..... | 129,928 | Victoria city, MN..... | 7,345 |
| Pinehurst village, NC..... | 13,124 | Scottsdale city, AZ..... | 217,385 | Virginia Beach city, VA..... | 437,994 |
| Piqua city, OH..... | 20,522 | Seaside city, CA..... | 33,025 | Wake Forest town, NC..... | 30,117 |
| Pitkin County, CO..... | 17,148 | SeaTac city, WA..... | 26,909 | Walnut Creek city, CA..... | 64,173 |
| Platte City city, MO..... | 4,691 | Sevierville city, TN..... | 14,807 | Washington County, MN..... | 238,136 |
| Plymouth city, MN..... | 70,576 | Shawnee city, KS..... | 62,209 | Washington town, NH..... | 1,123 |
| Pocatello city, ID..... | 54,255 | Sheboygan city, WI..... | 49,288 | Washoe County, NV..... | 421,407 |
| Polk County, IA..... | 430,640 | Shoreview city, MN..... | 25,043 | Watauga city, TX..... | 23,497 |
| Port Huron city, MI..... | 30,184 | Shorewood city, MN..... | 7,307 | Wauwatosha city, WI..... | 46,396 |
| Port Orange city, FL..... | 56,048 | Shorewood village, IL..... | 15,615 | Waverly city, IA..... | 9,874 |
| Portland city, OR..... | 583,776 | Shorewood village, WI..... | 13,162 | Weddington town, NC..... | 9,459 |
| Post Falls city, ID..... | 27,574 | Sioux Center city, IA..... | 7,048 | Wentzville city, MO..... | 29,070 |
| Prince William County, VA..... | 402,002 | Sioux Falls city, SD..... | 153,888 | West Carrollton city, OH..... | 13,143 |
| Prior Lake city, MN..... | 22,796 | Skokie village, IL..... | 64,784 | West Chester borough, PA..... | 18,461 |
| Provo city, UT..... | 112,488 | Snellville city, GA..... | 18,242 | West Des Moines city, IA..... | 56,609 |
| Pueblo city, CO..... | 106,595 | Snowmass Village town, CO..... | 2,826 | West Richland city, WA..... | 11,811 |
| Purcellville town, VA..... | 7,727 | South Kingstown town, RI..... | 30,639 | Western Springs village, IL..... | 12,975 |
| Queen Creek town, AZ..... | 26,361 | South Lake Tahoe city, CA..... | 21,403 | Westerville city, OH..... | 36,120 |
| Radnor township, PA..... | 31,531 | South Portland city, ME..... | 25,002 | Westlake town, TX..... | 992 |
| Ramsey city, MN..... | 23,668 | Southborough town, MA..... | 9,767 | Westminster city, CO..... | 106,114 |
| Rapid City city, SD..... | 67,956 | Southlake city, TX..... | 26,575 | Weston town, MA..... | 11,261 |
| Raymore city, MO..... | 19,206 | Sparks city, NV..... | 90,264 | White House city, TN..... | 10,255 |
| Redmond city, WA..... | 54,144 | Spokane Valley city, WA..... | 89,755 | Wichita city, KS..... | 382,368 |
| Rehoboth Beach city, DE..... | 1,327 | Spring Hill city, KS..... | 5,437 | Williamsburg city, VA..... | 14,068 |
| Reno city, NV..... | 225,221 | Springboro city, OH..... | 17,409 | Wilmington city, NC..... | 106,476 |
| Reston CDP, VA..... | 58,404 | Springfield city, MO..... | 159,498 | Wilsonville city, OR..... | 19,509 |
| Richmond city, CA..... | 103,701 | Springfield city, OR..... | 59,403 | Winchester city, VA..... | 26,203 |
| Richmond Heights city, MO..... | 8,603 | Springville city, UT..... | 29,466 | Windsor town, CO..... | 18,644 |
| Rifle city, CO..... | 9,172 | St. Charles city, IL..... | 32,974 | Windsor town, CT..... | 29,044 |
| River Falls city, WI..... | 15,000 | St. Cloud city, FL..... | 35,183 | Winnetka village, IL..... | 12,187 |
| Riverdale city, UT..... | 8,426 | St. Cloud city, MN..... | 65,842 | Winston-Salem city, NC..... | 229,617 |
| Riverside city, CA..... | 303,871 | St. Joseph city, MO..... | 76,780 | Winter Garden city, FL..... | 34,568 |
| Riverside city, MO..... | 2,937 | St. Louis County, MN..... | 200,226 | Woodbury city, MN..... | 61,961 |
| Rochester Hills city, MI..... | 70,995 | St. Louis Park city, MN..... | 45,250 | Woodland city, CA..... | 55,468 |
| Rock Hill city, SC..... | 66,154 | Stallings town, NC..... | 13,831 | Woodland city, WA..... | 5,509 |
| Rockford city, IL..... | 152,871 | State College borough, PA..... | 42,034 | Wrentham town, MA..... | 10,955 |
| Rockville city, MD..... | 61,209 | Steamboat Springs city, CO..... | 12,088 | Yakima city, WA..... | 91,067 |
| Rogers city, MN..... | 8,597 | Sterling Heights city, MI..... | 129,699 | York County, VA..... | 65,464 |
| Rolla city, MO..... | 19,559 | Sugar Grove village, IL..... | 8,997 | Yorktown town, IN..... | 9,405 |
| Roselle village, IL..... | 22,763 | Sugar Land city, TX..... | 78,817 | | |
| Roswell city, GA..... | 88,346 | Summit city, NJ..... | 21,457 | | |
| Round Rock city, TX..... | 99,887 | Summit County, UT..... | 36,324 | | |
| Royal Oak city, MI..... | 57,236 | Sunnyvale city, CA..... | 140,081 | | |
| Saco city, ME..... | 18,482 | Surprise city, AZ..... | 117,517 | | |
| Sahuarita town, AZ..... | 25,259 | Suwanee city, GA..... | 15,355 | | |
| Sammamish city, WA..... | 45,780 | Tacoma city, WA..... | 198,397 | | |
| San Anselmo town, CA..... | 12,336 | Takoma Park city, MD..... | 16,715 | | |
| San Antonio city, TX..... | 1,327,407 | Tamarac city, FL..... | 60,427 | | |
| San Carlos city, CA..... | 28,406 | Temecula city, CA..... | 100,097 | | |
| San Diego city, CA..... | 1,307,402 | Tempe city, AZ..... | 161,719 | | |
| San Francisco city, CA..... | 805,235 | Temple city, TX..... | 66,102 | | |
| San Jose city, CA..... | 945,942 | The Woodlands CDP, TX..... | 93,847 | | |
| San Juan County, NM..... | 130,044 | Thornton city, CO..... | 118,772 | | |
| San Marcos city, CA..... | 83,781 | Thousand Oaks city, CA..... | 126,683 | | |
| San Marcos city, TX..... | 44,894 | Tigard city, OR..... | 48,035 | | |
| San Rafael city, CA..... | 57,713 | Tracy city, CA..... | 82,922 | | |
| Sandy Springs city, GA..... | 93,853 | Tualatin city, OR..... | 26,054 | | |
| Sanford city, FL..... | 53,570 | Tulsa city, OK..... | 391,906 | | |
| Sangamon County, IL..... | 197,465 | Twin Falls city, ID..... | 44,125 | | |
| Santa Clarita city, CA..... | 176,320 | Tyler city, TX..... | 96,900 | | |
| Santa Fe County, NM..... | 144,170 | Umatilla city, OR..... | 6,906 | | |
| Santa Monica city, CA..... | 89,736 | Upper Arlington city, OH..... | 33,771 | | |
| Sarasota County, FL..... | 379,448 | Urbandale city, IA..... | 39,463 | | |
| Savage city, MN..... | 26,911 | Vail town, CO..... | 5,305 | | |

MINNESOTA COMMUNITIES BENCHMARK COMPARISONS

TABLE 144: QUESTION 1

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| How would you rate the quality of life in Edina? | 96% | 1 | 26 | Higher |

TABLE 145: QUESTION 2

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Overall feeling of safety in Edina | 96% | 4 | 14 | Similar |
| Overall ease of getting to the places you usually have to visit | 88% | 2 | 9 | Similar |
| Quality of overall natural environment in Edina | 88% | 6 | 13 | Similar |
| Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems) | 81% | 3 | 7 | Similar |
| Health and wellness opportunities in Edina | 90% | 3 | 8 | Similar |
| Overall opportunities for education and enrichment | 94% | 1 | 7 | Higher |
| Overall economic health of Edina | 91% | 1 | 8 | Higher |
| Sense of community | 73% | 2 | 17 | Similar |
| Overall image or reputation of Edina | 86% | 4 | 18 | Higher |
| Neighborliness of residents in Edina | 76% | 2 | 5 | Similar |

TABLE 146: QUESTION 3

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| Recommend living in Edina to someone who asks | 92% | 6 | 11 | Similar |
| Remain in Edina for the next five years | 89% | 5 | 11 | Similar |

TABLE 147: QUESTION 7

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|----------------------|------------------|------|-------------------------------------|-------------------------|
| In your neighborhood | 96% | 1 | 8 | Higher |

TABLE 148: QUESTION 10

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| Traffic flow on major streets | 58% | 9 | 12 | Similar |
| Ease of public parking | 68% | 3 | 5 | Similar |
| Ease of travel by car in Edina | 83% | 4 | 14 | Similar |
| Ease of travel by public transportation in Edina | 37% | 7 | 7 | Similar |
| Ease of travel by bicycle in Edina | 47% | 13 | 13 | Lower |
| Ease of walking in Edina | 60% | 13 | 14 | Similar |
| Availability of paths and walking trails | 58% | 13 | 13 | Lower |
| Air quality | 92% | 6 | 9 | Similar |
| Cleanliness of Edina | 95% | 4 | 12 | Similar |
| Public places where people want to spend time | 84% | 3 | 7 | Similar |
| Variety of housing options | 59% | 12 | 14 | Similar |
| Availability of affordable quality housing | 36% | 19 | 20 | Lower |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 71% | 6 | 7 | Similar |
| Recreational opportunities | 76% | 13 | 20 | Similar |
| K-12 education | 94% | 1 | 12 | Much higher |
| Adult educational opportunities | 85% | 1 | 5 | Higher |
| Opportunities to attend cultural/arts/music activities | 74% | 2 | 11 | Higher |
| Employment opportunities | 63% | 4 | 18 | Higher |
| Shopping opportunities | 90% | 1 | 14 | Much higher |
| Cost of living in Edina | 46% | 4 | 6 | Similar |
| Overall quality of business and service establishments in Edina | 86% | 3 | 12 | Higher |
| Opportunities to participate in social events and activities | 70% | 4 | 8 | Similar |
| Opportunities to volunteer | 70% | 5 | 11 | Similar |
| Opportunities to participate in community matters | 62% | 6 | 9 | Similar |
| Openness and acceptance of the community toward people of diverse backgrounds | 51% | 11 | 15 | Similar |

TABLE 149: QUESTION 13

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Police services | 90% | 6 | 20 | Similar |
| Fire services | 98% | 1 | 19 | Similar |
| Ambulance or emergency medical services | 98% | 2 | 12 | Similar |
| Crime prevention | 87% | 3 | 14 | Similar |
| Fire prevention and education | 85% | 4 | 13 | Similar |
| Traffic enforcement | 75% | 6 | 13 | Similar |
| Street repair | 49% | 14 | 24 | Similar |
| Street cleaning | 72% | 6 | 15 | Similar |
| Street lighting | 69% | 10 | 20 | Similar |
| Snow removal | 87% | 1 | 33 | Higher |
| Sidewalk maintenance | 69% | 8 | 14 | Similar |
| Traffic signal timing | 58% | 7 | 12 | Similar |
| Bus or transit services | 57% | 5 | 7 | Similar |
| Garbage collection | 84% | 6 | 9 | Similar |
| Recycling | 88% | 8 | 17 | Similar |
| Yard waste pick-up | 85% | 1 | 8 | Similar |
| Storm drainage | 78% | 10 | 15 | Similar |
| Drinking water | 69% | 20 | 21 | Similar |
| Sewer services | 83% | 12 | 22 | Similar |
| Utility billing | 77% | 4 | 6 | Similar |
| City parks | 93% | 7 | 18 | Similar |
| Recreation programs or classes | 85% | 3 | 17 | Similar |
| Recreation centers or facilities | 84% | 6 | 16 | Similar |
| Land use, planning and zoning | 57% | 10 | 16 | Similar |
| Code enforcement (weeds, abandoned buildings, etc.) | 63% | 5 | 13 | Similar |
| Animal control | 77% | 3 | 20 | Similar |
| Economic development | 76% | 3 | 14 | Higher |
| Public health services | 84% | 2 | 9 | Higher |
| Public library services | 97% | 3 | 13 | Similar |
| Public information services | 82% | 2 | 10 | Similar |
| Cable television | 49% | 4 | 7 | Similar |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 72% | 6 | 14 | Similar |
| Edina open space | 70% | 7 | 7 | Similar |
| Overall quality of services provided by the City of Edina | 87% | 5 | 25 | Similar |

TABLE 150: QUESTION 18

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| The value of services for the taxes paid to Edina | 78% | 1 | 29 | Higher |
| The job Edina government does at welcoming citizen involvement | 64% | 4 | 15 | Similar |
| Overall confidence in Edina government | 72% | 3 | 7 | Similar |
| Generally acting in the best interest of the community | 72% | 3 | 7 | Similar |
| Treating all residents fairly | 70% | 3 | 7 | Similar |

TABLE 151: QUESTION 29

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Overall quality of the City of Edina website | 73% | 2 | 8 | Similar |

TABLE 152: QUESTION 31

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|------------------|------|-------------------------------------|-------------------------|
| Knowledge | 93% | 5 | 16 | Similar |
| Courtesy | 86% | 4 | 6 | Similar |
| Responsiveness | 84% | 8 | 16 | Similar |
| Overall customer service | 87% | 6 | 23 | Similar |

COMMUNITIES INCLUDED IN MINNESOTA COMPARISONS

The communities included in the Edina comparisons are listed on the following pages along with their population according to the 2010 Census.

| | |
|--------------------------------|---------|
| Albert Lea city, MN..... | 18,016 |
| Beltrami County, MN..... | 44,442 |
| Blaine city, MN..... | 57,186 |
| Bloomington city, MN..... | 82,893 |
| Chanhassen city, MN..... | 22,952 |
| Coon Rapids city, MN..... | 61,476 |
| Dakota County, MN..... | 398,552 |
| Duluth city, MN..... | 86,265 |
| East Grand Forks city, MN..... | 8,601 |
| Eden Prairie city, MN..... | 60,797 |
| Elk River city, MN..... | 22,974 |
| Elko New Market city, MN..... | 4,110 |
| Golden Valley city, MN..... | 20,371 |
| Hopkins city, MN..... | 17,591 |
| Hutchinson city, MN..... | 14,178 |
| Lakeville city, MN..... | 55,954 |
| Mankato city, MN..... | 39,309 |
| Maple Grove city, MN..... | 61,567 |
| Minneapolis city, MN..... | 382,578 |
| New Brighton city, MN..... | 21,456 |
| Olmsted County, MN..... | 144,248 |
| Plymouth city, MN..... | 70,576 |
| Prior Lake city, MN..... | 22,796 |
| Ramsey city, MN..... | 23,668 |
| Rogers city, MN..... | 8,597 |
| Savage city, MN..... | 26,911 |
| Scott County, MN..... | 129,928 |
| Shoreview city, MN..... | 25,043 |
| Shorewood city, MN..... | 7,307 |
| St. Cloud city, MN..... | 65,842 |
| St. Louis County, MN..... | 200,226 |
| St. Louis Park city, MN..... | 45,250 |
| Victoria city, MN..... | 7,345 |
| Washington County, MN..... | 238,136 |
| Woodbury city, MN..... | 61,961 |

APPENDIX F: SURVEY METHODOLOGY

DEVELOPING THE QUESTIONNAIRE

The City of Edina 2015 Quality of Life Survey was first administered in 2011. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city and their assessment of city service delivery. The 2015 survey instrument was developed by starting with the version from the previous implementation in 2013. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2015 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

SELECTING SURVEY RECIPIENTS

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in Edina’s boundaries were eligible for the survey. Because local governments or organizations generally do not have inclusive lists of all the residences in the community (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the survey recipients.

A larger list than needed was pulled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside Edina’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within Edina. All addresses determined to be outside the study boundaries were eliminated from the list of potential households. Each address identified as being within city boundaries was further identified as being within the northeast, northwest, southeast or southwest quadrant of the city. A random selection was made of the remaining addresses to create a mailing list of 1,500 addresses, distributed proportionately between the geographic quadrants.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION AND RESPONSE RATE

Each selected household was contacted three times. First, a prenotification announcement was sent, informing the household members that they had been selected to participate in the City of Edina Quality of Life Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the City Manager enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire directly to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey, was the final contact. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Each wave of the cover letter accompanying the survey included a web link for residents to visit if they preferred to take the survey online.

The mailings were sent in May and June, 2015. Completed surveys were collected over the following five weeks. About 4% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,444 households presumed to have received a survey, 512 completed the survey (37 of which were completed online), providing a response rate of 35%. Response rates by geographic quadrant ranged from a low of 25% in the southeast quadrant to a high of 47% in the northeast quadrant of the city.

RESPONSE RATE BY QUADRANT

| Geographic Quadrant | Number Mailed | Number Undeliverable | Number Returned | Response Rate |
|---------------------|---------------|----------------------|-----------------|---------------|
| Northeast | 293 | 10 | 134 | 47% |
| Northwest | 395 | 7 | 164 | 42% |
| Southeast | 582 | 32 | 139 | 25% |
| Southwest | 230 | 7 | 79 | 35% |
| Overall | 1500 | 56 | 516 | 35% |

MARGIN OF ERROR

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within four percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise. For each subgroup from the survey, the margin of error rises to as much as plus or minus 10% for a sample size of 100 completed surveys.

SURVEY PROCESSING (DATA ENTRY)

Mailed surveys were returned via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

WEIGHTING THE DATA

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A special software program using mathematical algorithms is used to calculate the appropriate weights. Several different weighting “schemes” are tested to

ensure the best fit for the data. The variables used for weighting were respondent gender, age, race, ethnicity, housing unit type (attached or detached), housing tenure (rent or own) and geographic location of respondents residency. The results of the weighting scheme are presented in the following table.

2015 EDINA QUALITY OF LIFE SURVEY WEIGHTING TABLE

| Characteristic | Population Norm | Unweighted Data | Weighted Data |
|----------------------------|-----------------|-----------------|---------------|
| Housing | | | |
| Rent home | 25% | 13% | 24% |
| Own home | 75% | 87% | 76% |
| Detached unit | 59% | 57% | 59% |
| Attached unit | 41% | 43% | 41% |
| Race and Ethnicity | | | |
| White | 90% | 92% | 89% |
| Not white | 10% | 8% | 11% |
| Not Hispanic | 98% | 98% | 98% |
| Hispanic | 2% | 2% | 2% |
| Sex and Age | | | |
| Female | 54% | 59% | 53% |
| Male | 46% | 41% | 47% |
| 18-34 years of age | 18% | 4% | 15% |
| 35-54 years of age | 37% | 24% | 37% |
| 55+ years of age | 45% | 72% | 48% |
| Females 18-34 | 9% | 2% | 9% |
| Females 35-54 | 19% | 14% | 19% |
| Females 55+ | 26% | 42% | 25% |
| Males 18-34 | 9% | 2% | 7% |
| Males 35-54 | 18% | 9% | 17% |
| Males 55+ | 19% | 30% | 23% |
| Geographic Quadrant | | | |
| Northeast | 22% | 26% | 23% |
| Northwest | 29% | 32% | 30% |
| Southeast | 32% | 27% | 31% |
| Southwest | 17% | 15% | 17% |

ANALYZING THE DATA

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distribution ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Survey Frequencies*.

Also included are results by respondent characteristics (*Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those

populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

Comparing to Previous Survey Results

For reporting comparability, the “don’t know” responses from past years data were removed in order to match the reporting of the 2015 data which shows the percentages without “don’t know” to focus on the results from those who had an opinion about a particular service or activity.

Edina’s survey data were collected by phone in 2013 and prior. In 2015, the City switched data collection from phone to mail. Research is clear that a change in the method of survey data collection, by itself, will result in a change in results if the shift is from telephone administration to self-administration or vice versa. The change occurs even without change in resident perspectives and is attributed to the different environment that a survey respondent confronts when providing answers to a person on the telephone compared to offering private anonymous opinions. Questions by phone elicit more positive, optimistic, socially-desirable responses than do the same questions asked on a written self-administered questionnaire. The self-administered questionnaire brings out more candid responses.

As a consequence of the switch in methodology, a general decline in ratings was both expected and observed; an average of about 12 percentage points (after the removal of “don’t know” responses). Thus, NRC adjusted down the findings from 2013 and prior by this average difference for the most extreme differences in order to maximize the comparability of results over time. This way the reported trendline data are not influenced by the decline that is attributable to the change in data collection mode from phone to mail.

While the adjusted findings for data prior to 2013 reasonably control for the expected change from phone to mail data collection, the comparability of data over time does have some limitations. Not only is there sampling error in each survey administration, but also, the methods change occurred after a two-year gap in survey administrations and some question wording was inconsistent among survey years.

Because of the overall shift in the methodology and related survey changes, NRC recommends that any change in ratings or reported behaviors be viewed with caution and that Edina consider differences of more than 10 percentage points from previous years to be large enough to signal a genuine change in opinion from 2013. Differences that do not reach this threshold should not be considered changes worthy of further interpretation.

APPENDIX G: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Edina.

Dear Edina Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Scott H. Neal
City Manager

Dear Edina Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Scott H. Neal
City Manager

Dear Edina Resident,

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City Manager

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Thank you for helping create a better community!

Sincerely,



Scott H. Neal
City Manager



CITY OF EDINA
4801 West 50th Street
Edina, Minnesota 55424

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF EDINA
4801 West 50th Street
Edina, Minnesota 55424

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF EDINA
4801 West 50th Street
Edina, Minnesota 55424

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



CITY OF EDINA
4801 West 50th Street
Edina, Minnesota 55424

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



May 2015

Dear Edina Resident:

Please help us shape the future of Edina! You have been randomly selected to participate in the 2015 Quality of Life Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Edina make decisions that affect our community.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/edina.htm

If you have any questions about the survey, please call the Communications & Technology Services Department at 952-833-9520.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "Scott H. Neal".

Scott H. Neal
City Manager

ENC

CITY OF EDINA

4801 West 50th Street • Edina, Minnesota 55424
www.EdinaMN.gov • 952-927-8861 • Fax 952-826-0390



May 2015

Dear Edina Resident:

Here's a second chance if you haven't already responded to the 2015 Quality of Life Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Edina! You have been randomly selected to participate in the 2015 Quality of Life Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Edina make decisions that affect our community.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/edina.htm

If you have any questions about the survey, please call the Communications & Technology Services Department at 952-833-9520.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "Scott H. Neal".

Scott H. Neal
City Manager

ENC

CITY OF EDINA

4801 West 50th Street • Edina, Minnesota 55424
www.EdinaMN.gov • 952-927-8861 • Fax 952-826-0390

The City of Edina 2015 Quality of Life Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. How would you rate the quality of life in Edina?

- Excellent
 Good
 Fair
 Poor
 Don't know

2. Please rate each of the following characteristics as they relate to Edina as a whole:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Overall feeling of safety in Edina..... | 1 | 2 | 3 | 4 | 5 |
| Overall ease of getting to the places you usually have to visit..... | 1 | 2 | 3 | 4 | 5 |
| Quality of overall natural environment in Edina..... | 1 | 2 | 3 | 4 | 5 |
| Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)..... | 1 | 2 | 3 | 4 | 5 |
| Health and wellness opportunities in Edina..... | 1 | 2 | 3 | 4 | 5 |
| Overall opportunities for education and enrichment..... | 1 | 2 | 3 | 4 | 5 |
| Overall economic health of Edina..... | 1 | 2 | 3 | 4 | 5 |
| Sense of community..... | 1 | 2 | 3 | 4 | 5 |
| Overall image or reputation of Edina..... | 1 | 2 | 3 | 4 | 5 |
| Neighborliness of residents in Edina..... | 1 | 2 | 3 | 4 | 5 |

3. Please indicate how likely or unlikely you are to do each of the following:

| | <i>Very likely</i> | <i>Somewhat likely</i> | <i>Somewhat unlikely</i> | <i>Very unlikely</i> | <i>Don't know</i> |
|--|--------------------|------------------------|--------------------------|----------------------|-------------------|
| Recommend living in Edina to someone who asks..... | 1 | 2 | 3 | 4 | 5 |
| Remain in Edina for the next five years..... | 1 | 2 | 3 | 4 | 5 |

4. Why did you choose to live in Edina? (Please check all that apply.)

- | | | |
|---|---|---|
| <input type="checkbox"/> Family lives here/ born or raised here | <input type="checkbox"/> Affordable housing | <input type="checkbox"/> Amenities (e.g., parks, library, etc.) |
| <input type="checkbox"/> Job was here (or nearby) | <input type="checkbox"/> Attractive community | <input type="checkbox"/> Good neighborhoods |
| <input type="checkbox"/> Good schools | <input type="checkbox"/> Safe community | <input type="checkbox"/> Other |

5. What one thing do you like most, if anything, about living in Edina?

6. What would you say is the most serious issue facing Edina at this time?

7. Please rate how safe or unsafe you feel:

| | <i>Very safe</i> | <i>Somewhat safe</i> | <i>Neither safe nor unsafe</i> | <i>Somewhat unsafe</i> | <i>Very unsafe</i> | <i>Don't know</i> |
|--|------------------|----------------------|--------------------------------|------------------------|--------------------|-------------------|
| In your neighborhood..... | 1 | 2 | 3 | 4 | 5 | 6 |
| In the 50 th and France area (downtown area)..... | 1 | 2 | 3 | 4 | 5 | 6 |
| In the Southdale area..... | 1 | 2 | 3 | 4 | 5 | 6 |

8. Which of the following, if any, would make you more likely to ride a bicycle in Edina? (Please check all that apply.)

- If I felt more confident on my bike
- If I felt safer from crime
- If motorists drove slower and respected cyclists
- If there were more well-marked greenways and off-road paths
- If there were more on-road facilities such as bike lanes
- If street/road conditions were better, such as smooth pavement and less debris
- If there were wider roads for riding or roads had paved shoulders

9. Which of the following, if any, would make you more likely to walk in Edina? (Please check all that apply.)

- If I felt safer from crime
- If motorists drove slower
- If there were more sidewalks along streets
- If there were more paths and trails designated for walking
- If street lighting was better
- If there were more crosswalks
- If condition of existing sidewalks were better

10. Please rate each of the following characteristics as they relate to Edina as a whole:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| Traffic flow on major streets | 1 | 2 | 3 | 4 | 5 |
| Ease of public parking | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by car in Edina | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by public transportation in Edina | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by bicycle in Edina | 1 | 2 | 3 | 4 | 5 |
| Ease of walking in Edina | 1 | 2 | 3 | 4 | 5 |
| Availability of paths and walking trails | 1 | 2 | 3 | 4 | 5 |
| Air quality | 1 | 2 | 3 | 4 | 5 |
| Cleanliness of Edina | 1 | 2 | 3 | 4 | 5 |
| Public places where people want to spend time | 1 | 2 | 3 | 4 | 5 |
| Variety of housing options | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality housing | 1 | 2 | 3 | 4 | 5 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 1 | 2 | 3 | 4 | 5 |
| Recreational opportunities | 1 | 2 | 3 | 4 | 5 |
| K-12 education | 1 | 2 | 3 | 4 | 5 |
| Adult educational opportunities | 1 | 2 | 3 | 4 | 5 |
| Opportunities to attend cultural/arts/music activities | 1 | 2 | 3 | 4 | 5 |
| Employment opportunities | 1 | 2 | 3 | 4 | 5 |
| Shopping opportunities | 1 | 2 | 3 | 4 | 5 |
| Cost of living in Edina | 1 | 2 | 3 | 4 | 5 |
| Overall quality of business and service establishments in Edina | 1 | 2 | 3 | 4 | 5 |
| Overall quality of commercial redevelopment in Edina | 1 | 2 | 3 | 4 | 5 |
| Overall quality of residential redevelopment in Edina | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in social events and activities | 1 | 2 | 3 | 4 | 5 |
| Opportunities to volunteer | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in community matters | 1 | 2 | 3 | 4 | 5 |
| Openness and acceptance of the community toward people of diverse backgrounds | 1 | 2 | 3 | 4 | 5 |

11. In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities?

| | <i>Never</i> | <i>Once or twice</i> | <i>3 to 12 times</i> | <i>13 to 26 times</i> | <i>More than 26 times</i> |
|---------------------------------------|--------------|----------------------|----------------------|-----------------------|---------------------------|
| Trails | 1 | 2 | 3 | 4 | 5 |
| Neighborhood parks | 1 | 2 | 3 | 4 | 5 |
| Large community athletic fields | 1 | 2 | 3 | 4 | 5 |
| Edinborough Park | 1 | 2 | 3 | 4 | 5 |
| Centennial Lakes Park | 1 | 2 | 3 | 4 | 5 |
| The Aquatic Center | 1 | 2 | 3 | 4 | 5 |
| The Senior Center | 1 | 2 | 3 | 4 | 5 |
| Braemar Arena (Ice arena) | 1 | 2 | 3 | 4 | 5 |
| The Edina Art Center | 1 | 2 | 3 | 4 | 5 |
| Braemar Golf Course | 1 | 2 | 3 | 4 | 5 |
| Braemar Golf Dome | 1 | 2 | 3 | 4 | 5 |
| Braemar Field (sports dome) | 1 | 2 | 3 | 4 | 5 |

12. Please rate each of the following Edina Parks and Recreation Department amenities:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---------------------------------------|------------------|-------------|-------------|-------------|-------------------|
| Trails | 1 | 2 | 3 | 4 | 5 |
| Neighborhood parks | 1 | 2 | 3 | 4 | 5 |
| Large community athletic fields | 1 | 2 | 3 | 4 | 5 |
| Edinborough Park | 1 | 2 | 3 | 4 | 5 |
| Centennial Lakes Park | 1 | 2 | 3 | 4 | 5 |
| The Aquatic Center | 1 | 2 | 3 | 4 | 5 |
| The Senior Center | 1 | 2 | 3 | 4 | 5 |
| Braemar Arena (Ice arena) | 1 | 2 | 3 | 4 | 5 |
| The Edina Art Center | 1 | 2 | 3 | 4 | 5 |
| Braemar Golf Course | 1 | 2 | 3 | 4 | 5 |
| Braemar Golf Dome | 1 | 2 | 3 | 4 | 5 |
| Braemar Field (sports dome) | 1 | 2 | 3 | 4 | 5 |

The City of Edina 2015 Quality of Life Survey

13. Please rate the quality of each of the following services in Edina:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| Police services | 1 | 2 | 3 | 4 | 5 |
| Fire services..... | 1 | 2 | 3 | 4 | 5 |
| Ambulance or emergency medical services | 1 | 2 | 3 | 4 | 5 |
| Crime prevention..... | 1 | 2 | 3 | 4 | 5 |
| Fire prevention and education | 1 | 2 | 3 | 4 | 5 |
| Traffic enforcement | 1 | 2 | 3 | 4 | 5 |
| Street repair | 1 | 2 | 3 | 4 | 5 |
| Street cleaning | 1 | 2 | 3 | 4 | 5 |
| Street lighting..... | 1 | 2 | 3 | 4 | 5 |
| Snow removal | 1 | 2 | 3 | 4 | 5 |
| Sidewalk maintenance | 1 | 2 | 3 | 4 | 5 |
| Traffic signal timing..... | 1 | 2 | 3 | 4 | 5 |
| Bus or transit services..... | 1 | 2 | 3 | 4 | 5 |
| Garbage collection..... | 1 | 2 | 3 | 4 | 5 |
| Recycling | 1 | 2 | 3 | 4 | 5 |
| Yard waste pick-up | 1 | 2 | 3 | 4 | 5 |
| Storm drainage | 1 | 2 | 3 | 4 | 5 |
| Drinking water..... | 1 | 2 | 3 | 4 | 5 |
| Sewer services | 1 | 2 | 3 | 4 | 5 |
| Utility billing..... | 1 | 2 | 3 | 4 | 5 |
| City parks..... | 1 | 2 | 3 | 4 | 5 |
| Park maintenance | 1 | 2 | 3 | 4 | 5 |
| Condition of trails and sidewalks | 1 | 2 | 3 | 4 | 5 |
| Recreation programs or classes..... | 1 | 2 | 3 | 4 | 5 |
| Recreation centers or facilities | 1 | 2 | 3 | 4 | 5 |
| Land use, planning and zoning..... | 1 | 2 | 3 | 4 | 5 |
| Code enforcement (weeds, abandoned buildings, etc.) | 1 | 2 | 3 | 4 | 5 |
| Animal control..... | 1 | 2 | 3 | 4 | 5 |
| Economic development | 1 | 2 | 3 | 4 | 5 |
| Public health services | 1 | 2 | 3 | 4 | 5 |
| Public library services | 1 | 2 | 3 | 4 | 5 |
| Public information services | 1 | 2 | 3 | 4 | 5 |
| Cable television..... | 1 | 2 | 3 | 4 | 5 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)..... | 1 | 2 | 3 | 4 | 5 |
| Edina open space | 1 | 2 | 3 | 4 | 5 |
| City-sponsored special events | 1 | 2 | 3 | 4 | 5 |
| Overall quality of services provided by the City of Edina..... | 1 | 2 | 3 | 4 | 5 |

14. Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...?

- Very high
 Somewhat high
 About average
 Somewhat low
 Very low
 Don't know

15. To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

16. All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are off on the wrong track?

- Right direction
 Wrong track → **Why?** _____
 Don't know

17. Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?

- Yes
 No → **Why?** _____
 Don't know

18. Please rate the following categories of Edina government performance:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| The value of services for the taxes paid to Edina..... | 1 | 2 | 3 | 4 | 5 |
| The job Edina government does at welcoming citizen involvement..... | 1 | 2 | 3 | 4 | 5 |
| Overall confidence in Edina government | 1 | 2 | 3 | 4 | 5 |
| Generally acting in the best interest of the community | 1 | 2 | 3 | 4 | 5 |
| Treating all residents fairly | 1 | 2 | 3 | 4 | 5 |

19. Please rate the following aspects of drinking water in Edina:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|------------------|------------------|-------------|-------------|-------------|-------------------|
| Appearance..... | 1 | 2 | 3 | 4 | 5 |
| Taste..... | 1 | 2 | 3 | 4 | 5 |
| Odor..... | 1 | 2 | 3 | 4 | 5 |
| Hardness..... | 1 | 2 | 3 | 4 | 5 |
| Reliability..... | 1 | 2 | 3 | 4 | 5 |
| Safety..... | 1 | 2 | 3 | 4 | 5 |

20. How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?

- Very well Somewhat well Somewhat poorly Very poorly Don't know

21. The City of Edina owns and operates three municipal liquor stores. Profits from the liquor operations are used for capital and public improvements and to offset operating costs of some recreation facilities. To what extent do you support the City continuing to operate its municipal liquor stores?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

22. If you have purchased liquor, what portion of your business would you say goes to any one of the three Edina municipal liquor stores?

- All of my business Most of my business Some of my business None of my business Not applicable

23. Please rate your impression of each of the following:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Product selection..... | 1 | 2 | 3 | 4 | 5 |
| Prices of products..... | 1 | 2 | 3 | 4 | 5 |
| Layout, organization and presentation of the store..... | 1 | 2 | 3 | 4 | 5 |
| Courtesy and friendliness of staff..... | 1 | 2 | 3 | 4 | 5 |
| Knowledge of staff..... | 1 | 2 | 3 | 4 | 5 |

24. Please rate how much of a problem, if at all, you feel each of the following is in Edina.

| | <i>Not a problem</i> | <i>Minor problem</i> | <i>Moderate problem</i> | <i>Major problem</i> | <i>Extreme problem</i> | <i>Don't know</i> |
|--|----------------------|----------------------|-------------------------|----------------------|------------------------|-------------------|
| Traffic speeding in your neighborhood..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Stop sign violations in your neighborhood..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Violent crime..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Drugs..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Youth crimes..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Vandalism and property crimes..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Identity theft..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Domestic abuse..... | 1 | 2 | 3 | 4 | 5 | 6 |

25. Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

26. Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all.

| | <i>Not a source</i> | <i>Minor source</i> | <i>Major source</i> | <i>Don't know</i> |
|---|---------------------|---------------------|---------------------|-------------------|
| About Town City magazine..... | 1 | 2 | 3 | 4 |
| Parks & Recreation Activities Directory..... | 1 | 2 | 3 | 4 |
| Edina Sun-Current newspaper..... | 1 | 2 | 3 | 4 |
| Edition: Edina monthly insert in Edina Sun-Current newspaper..... | 1 | 2 | 3 | 4 |
| Star-Tribune newspaper..... | 1 | 2 | 3 | 4 |
| City's website (www.EdinaMN.gov)..... | 1 | 2 | 3 | 4 |
| Edina Channels 16 or 813..... | 1 | 2 | 3 | 4 |
| City employees..... | 1 | 2 | 3 | 4 |
| City Council members..... | 1 | 2 | 3 | 4 |
| Direct mail updates..... | 1 | 2 | 3 | 4 |
| Social media (e.g., Facebook, Twitter)..... | 1 | 2 | 3 | 4 |
| Blogs..... | 1 | 2 | 3 | 4 |
| NextDoor..... | 1 | 2 | 3 | 4 |
| Online web stream videos on YouTube or Granicus..... | 1 | 2 | 3 | 4 |
| City Extra e-mail subscription service..... | 1 | 2 | 3 | 4 |
| Word of mouth from friends, family or neighbors..... | 1 | 2 | 3 | 4 |

27. To what extent do you find About Town to be an effective communication tool for keeping informed of City activities?

- Very effective Somewhat effective Somewhat ineffective Very ineffective Don't know

The City of Edina 2015 Quality of Life Survey

28. Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?

- No → go to question #30 Yes → go to question #29

29. Please rate the following aspects of the Edina website.

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Appearance..... | 1 | 2 | 3 | 4 | 5 |
| Online information and services offered..... | 1 | 2 | 3 | 4 | 5 |
| Ease of navigation/ability to find information..... | 1 | 2 | 3 | 4 | 5 |
| Overall quality of the City of Edina website..... | 1 | 2 | 3 | 4 | 5 |

30. With which of the following departments have you had contact (email, in-person or phone) in the last 12 months? (Please select all that apply.)

- | | | |
|--|---|--|
| <input type="radio"/> I have not contacted the City → go to question #D1 | <input type="radio"/> Parks and Recreation | <input type="radio"/> Public Works |
| <input type="radio"/> General information | <input type="radio"/> I.T./Technology services | <input type="radio"/> Utilities |
| <input type="radio"/> City Manager | <input type="radio"/> Planning/Economic Development | <input type="radio"/> Utility Billing |
| <input type="radio"/> Police | <input type="radio"/> Building Inspections | <input type="radio"/> Street Maintenance |
| <input type="radio"/> Fire | <input type="radio"/> Assessing | <input type="radio"/> Engineering |
| <input type="radio"/> Health | <input type="radio"/> City Clerk | <input type="radio"/> Environmental Services |
| <input type="radio"/> Human Resources | <input type="radio"/> Communications | <input type="radio"/> Other |

31. Please rate your impression of City employees:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Knowledge..... | 1 | 2 | 3 | 4 | 5 |
| Courtesy..... | 1 | 2 | 3 | 4 | 5 |
| Responsiveness..... | 1 | 2 | 3 | 4 | 5 |
| Follow-up (got back to you or took action if needed)..... | 1 | 2 | 3 | 4 | 5 |
| Overall customer service..... | 1 | 2 | 3 | 4 | 5 |

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D2. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D3. Do you work inside the boundaries of Edina?

- Yes, outside the home Yes, from home
 No

D4. How many years have you lived in Edina?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Other

D6. Is this house or apartment...

- Rented Owned

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month \$1,000 - \$1,499 per month
 \$300 - \$599 per month \$1,500 - \$2,499 per month
 \$600 - \$999 per month \$2,500 or more per month

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 or more
 \$50,000 to \$99,999

Please respond to both questions D11 and D12:

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your sex?

- Female Male

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



CITY OF EDINA

4801 West 50th Street
Edina, Minnesota 55424

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