

Agenda
Housing Strategy Task Force
City of Edina, Minnesota
City Hall, Community Room

Tuesday, July 2, 2019
8:30 AM

- I. Call To Order
- II. Attendance
- III. Approval Of Meeting Agenda
- IV. Discussion Items
 - a. Discuss reports and Prevailing Themes
- V. Adjournment

The City of Edina wants all residents to be comfortable being part of the public process. If you need assistance in the way of hearing amplification, an interpreter, large-print documents or something else, please call 952-927-8861 72 hours in advance of the meeting.



CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date: July 2, 2019

Agenda Item #: IV.a.

To: Members

Item Type:

Other

From: Stephanie Hawkinson, Affordable Housing
Development Manager

Item Activity:

Subject: Discuss reports and Prevailing Themes

Discussion

ACTION REQUESTED:

None

INTRODUCTION:

Discuss reports and highlight prevailing themes to determine area of focus.

ATTACHMENTS:

Housing Chapter of the Comprehensive Plan

Housing Succession Plan

Quality of Life Survey

Vision Edina

CHAPTER 4 HOUSING



**COMPREHENSIVE PLAN
CITY OF EDINA**

2018

4. Housing

Chapter Highlights

- Changing needs and preferences in Edina regarding housing type, size, style, and location will have implications both in areas of change and areas of stability citywide.
- Affordability will remain a central issue and challenge for Edina in the coming years, as it seeks to provide a range of housing options to meet the needs of Edina residents at all life stages and income levels.
- There is a need to provide affordable housing to a broad range of people who wish to live, work, and attend school in Edina. The city will preserve, create, and maintain an equitable community that promotes racial, ethnic, and socioeconomic diversity.
- The City of Edina has taken proactive steps regarding affordability via its Housing Succession Plan and the subsequent adoption of its Affordable Housing Policy, but evaluation is needed to determine if this is sufficient.

Chapter Content

This chapter focuses on the following aspects of housing:

- Housing supply and community growth
- Housing affordability
- Housing quality and design
- Housing choice

The chapter provides an overview of existing housing conditions, existing and future needs, goals and policies, and an implementation plan to meet identified goals.

Introduction

Housing and residential neighborhoods provide a core part of the identity of Edina for its residents, in terms of its role in providing basic shelter, community character, livability, a means of wealth creation, and proximity to jobs, services, and amenities. Likewise, housing policy for the city has shaped how housing has grown, what it looks like, how property is valued, and even who lives here.

Although the housing patterns throughout Edina have been largely established for decades, they are not static. The high land values that characterize this community have attracted continued investment in properties – from extensive renovation to teardowns to larger scale infill development. This reflects the changing needs and preferences of residents, as well as the need for thoughtful guidance for change. The housing vision for Edina guides policies related to housing affordability, choice, quality, and community context.

This chapter provides an overview of (1) current housing conditions, (2) trends and challenges related to housing, (3) future housing needs including the need for affordability, (4) goals and policies, and (5) an implementation plan.

Current Conditions

Past and Future Growth

Population and housing growth trends in the City of Edina help define both the current housing stock and future growth opportunities. Forecasts included here were produced by the Metropolitan Council

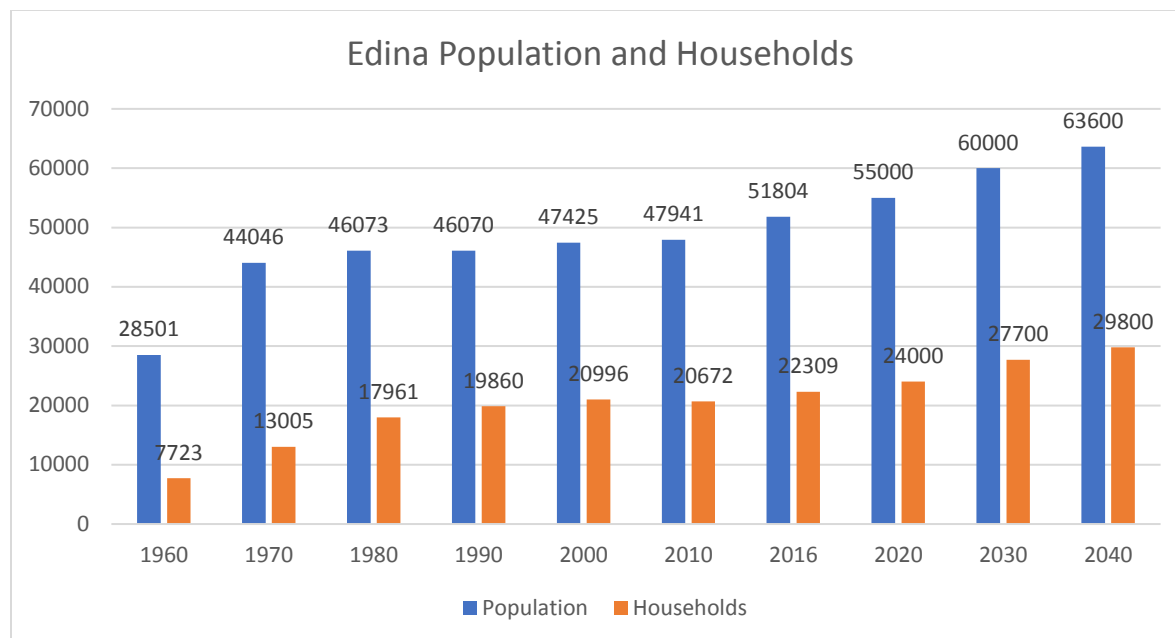


through the regional planning process and with input from the City of Edina Planning Division. Forecasts continue to be revised as needed.

Beginning in the late 1800's, Edina developed east to west. Since the early 1980's, it has been largely built out, with new housing primarily being constructed as infill projects within existing neighborhoods and in redevelopment areas. Population trend data shows this. Over the 50-year period from 1960 to 2010, the population of Edina increased approximately 68%. The vast majority of this growth was within the first two decades. Between 1980 to 2010, it only grew 4%.

The Great Recession (2007-2009) impacted Edina's housing market, as it did in other communities throughout the nation. The rate of adding new housing units slowed, and housing values declined. Due to historically strong demand for its housing, Edina was impacted less severely than many other communities and recovered faster. Since then, there has been a significant increase in growth, responding to both the city's strong market position and pent-up demand. The population is expected to grow by 24% or 5,800 between 2020 and 2040.

In contrast to population, the number of households and housing units have grown much faster. From 1960 to 2010 they increased 168%. They are expected to grow by 24% or 5,800 from 2020 to 2040. Household size declined from 3.69 people per household in 1960 to 2.31 in 2010. This reflects a national trend toward smaller family size and fewer children per household. It now takes more housing units to house the same number of people as it did in the past.



Source: US Census and Metropolitan Council

Factors Contributing to Housing Growth

See Chapter 2 Community Profile for a full overview of demographic and economic factors contributing to growth and change in Edina. Implications for housing are summarized below:

Demographic Changes



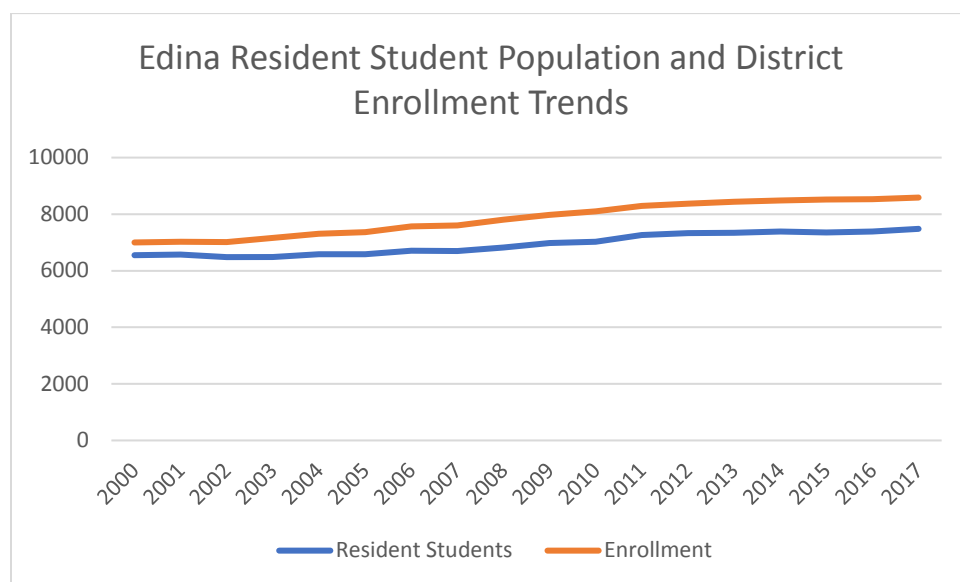
Demographic change in Edina in recent years has been characterized by:

- Aging population
- Families with school-aged children
- Increasing racial and ethnic diversity

The median age in Edina is older than in surrounding communities, and the percentage of residents over 65 has been increasing for decades, particularly relative to the percentage under 20. Currently, the percent of 65+ residents is more than 20% of the population, and the median age is 46.7. With a growing percentage of residents in the 45-64 age cohort, this is only expected to increase over time. However, a limiting factor for the growth of the 65+ population could be the availability of appropriate and affordable options for seniors seeking to transition from single family housing to other housing types.

The appeal of the area to families with school-aged children is tied closely to the strength of the Edina Public Schools which draws its student body not only from residents, but also from the surrounding communities via open enrollment. As a result, while the median age of the population continues to increase, the number of children has as well. The population under 20 has increased since 2000, both in absolute terms and as a percentage of the population, and currently is around 25% of the population. While not above statewide averages, it is notable for Edina, particularly considering the strong growth at the other end of the age range. Compared to other communities, married couples are a large and growing percentage of overall households. A limiting factor in accommodating this demand is the availability of affordable housing options for young families wishing to move to Edina.

Not all growth in enrollment is due to the resident population. Edina has seen an increase in open enrollment as well. The following chart shows the relationship between the resident population of students and overall district enrollment. Steady upward trends have influenced strong growth in home values in the city.



Source: *Star Tribune, Minnesota Department of Education*

Racial and ethnic diversity has increased gradually but steadily for decades. While still a fairly small percentage of the population, it is growing and is likely to continue to grow, given regional forecasts for demographic change. Evidence suggests that the youngest generations are typically more diverse than



older ones. While the overall percentage of people reporting minority status in Edina is 13.5%, it is 24% of Edina Public Schools students, an increase of over 10% in the last ten years. International immigrants moving to Edina are also more likely to be both young and diverse, compared to the native born population.

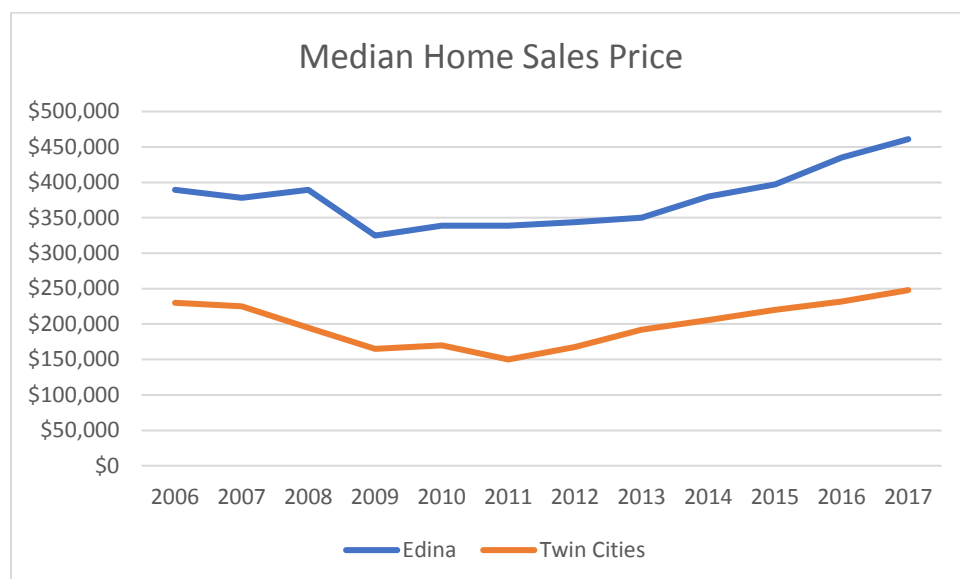
Housing Stock

The city has a diverse housing mix that appeals to a variety of household types. The majority of the housing stock (57%) are single family detached units, with the remainder being single family attached and duplex (7%), multifamily with 3-19 units (6%), and multifamily with 20+ units (31%). The substantial percentage of the multifamily housing stock in larger buildings reflects the fact that most multifamily is concentrated in a few higher density locations, such as the Greater Southdale area, where guidance and land values support larger scale development.

Over half of the housing stock (55%) was built in the 1960s and earlier, so is approaching 50 years old. As housing stock ages, continued investment is needed to address maintenance needs as well as changing tastes and preferences. Housing condition and building permit data suggests that this is happening. The vast majority of housing in the city is of average or better condition, and many properties have been substantially upgraded over the years.

Housing Market

The housing market in Edina has been consistently strong over the years. The housing stock is higher valued compared to the rest of the region, and has retained that value over time. In 2016, the median home value in Edina was over \$424,000, compared to \$220,000 regionally. Like the rest of the regional and national housing market, Edina saw declines in sales prices and volumes during the recent recession (2007-2009). However, median housing sales prices in Edina recovered and exceeded pre-recession levels by 2015, a year earlier than the Twin Cities region. This points to the fact that the impact was less, and the recovery quicker, than the market overall.



Source: Minneapolis Area Association of Realtors



The rental market is similarly strong. Particularly post-recession, there has been pent up demand for new rental properties, resulting in a wave of new construction of multifamily rentals. Median rents in Edina are above regional medians: \$1,280/month compared to \$980/month, based on 2016 numbers. Current rents are significantly higher, as much as \$2,500 or more, and reflect the newest units which tend to be higher priced. Like much of the market, rental vacancy rates are low, in the 1-3% range, though this will likely change as more units are constructed.

Housing Units and Affordability

Housing affordability is one of the most important factors related to the housing stock. Broadly defined, affordability means that the intended residents are able to pay for the cost of housing without expending a disproportionate share of their income (generally greater than 30%). In practice, the City focuses on policies and interventions regarding affordability for low income households, as they typically have the most challenges in finding affordable options. The definition of affordability for low income households can be found in the box on this page.

The main categories focus on rental property, where there is a desire to also include affordable ownership in the plan. Therefore, there are several main categories of affordable housing, detailed below:

- **Subsidized housing.** These units received some sort of subsidy for construction and/or renovation, with the criteria that rents are limited to be affordable to households with incomes at or below 80% of Area Median Income and home mortgages are affordable to households with incomes at or below 120% Area Median Income. Properties meeting these criteria are included in the count of units in **Table 4.1**.
- **Naturally Occurring Affordable Housing (NOAH).** These are units with rents typically below market, but not due to any policy or regulation. They are a substantial percentage of the affordable housing stock in the Twin Cities. However, as they are not protected, their values and rents can rise depending on property and market conditions. There is no official tally of these in the area.
- **Senior housing.** While most affordable housing cannot be restricted based on demographics of residents, senior housing is an exception. This housing has age guidelines for residents, and often features appropriate supporting services – ranging from optional programs to full service.
- **Supportive housing.** Supportive housing integrates services with housing. It is typically targeted at vulnerable groups, such as people with disabilities, people experiencing homelessness, or people dealing with addictions or having other specialized medical needs.

Definition: Affordability

The Metropolitan Council measures affordability using Area Median Income (AMI), the midpoint of the Twin Cities region income distribution. Low income affordability is defined at three levels:

- Extremely low income (30% of AMI)
- Very low income (50% of AMI)
- Low income (80% of AMI)

This is further broken down by household size. The US Department of Housing and Urban Development has calculated levels of affordability based on these criteria. In 2018, a four-person household is considered extremely low income if its household income is below \$28,300 per year.

Edina's median household income is significantly higher than the regional AMI, which compounds issues with the availability of affordable housing.



Table 4.1 summarizes current housing data. As of 2016, Edina had about 23,510 housing units, 60% of which were single family and 40% of which are multifamily. Most homes in the city are owner occupied (72%). The percentage of multifamily and rental units have been increasing gradually, whereas the number of single family homes as remained fairly static.

According to Metropolitan Council housing data, about 32% of housing units in Edina are affordable to households with incomes at or below 80% of area median income (AMI). While this is a substantial number, it is significantly below the countywide average of 63%. Additionally, according to the US Census, around 29% of all households in Edina are cost burdened, meaning they spend more than 30% of their income on housing costs. There are 560 publicly subsidized affordable housing units currently in Edina, most of which are for seniors. **Table 4.2** provides additional detail as to the specific developments which include these units.

Table 4.1: Housing Conditions in 2016		
Housing Units	Number	% of Total Housing Units
Total	23,510	100%
– Owner Occupied	16,880	72%
– Rental	6,630	28%
– Single Family Homes	14,177	60%
– Multifamily Homes	9,333	40%
Publicly Subsidized		
Total Subsidized	560	2.4%
– Senior Housing	393	1.7%
– Housing for People with Disabilities	0	0.0%
– All Other Publicly Subsidized Units	167	0.7%
Affordable Units		
Housing Units affordable to households with incomes at or below 30% Area Median Income (AMI)	1,351	6%
Housing Units affordable to households with incomes between 31 and 50% Area Median Income (AMI)	2,254	10%
Housing Units affordable to households with incomes between 51 and 80% Area Median Income (AMI)	3,920	17%
Total Affordable Housing Units at 80% AMI and below	7,525	32%

Source: Metropolitan Council and Housing Link



Table 4.2: Subsidized Affordable Housing in Edina, 2016

Name and Location	Description	Eligibility	Funding
66 West 3330 W 66 th Street	39 affordable units supportive housing facility – 39 studio apartments	Young adults experiencing homelessness at or below 30% AMI	City, County, MHFA, MEF, FHF
Crossroads of Edina (formerly Oak Glen) 5515 Oak Glen Road	26 affordable units in 64 unit apartment building – 4 1-bedroom and 22 3-bedroom	Families at or below 30% AMI	HUD Section 8 (PBA); MHFA
Edina Lodge 6312 to 6314 France Ave S	6 affordable units in duplexes and triplexes	60% AMI	MHFA
Interlodge 5141 William Ave	6 affordable units in duplexes	30% AMI	County and MHFA
South Haven 3400 Parklawn Ave	100 affordable apartments, 1-bedroom	Seniors at or below 30% AMI	LIHTC, HUD Section 202
Summit Point/Woodhaven 5010 Summit Ave	29 affordable apartments, 1-bedroom	Seniors at or below 30% AMI	LIHTC, HUD Section 202
Yorkdale Townhomes W 76 th St & York Ave S	90 affordable units: 10 1-bedroom, 56 2- bedroom, 20 3- bedroom, 4 4-bedroom	Families at or below 30% AMI	LIHTC, County, MHFA
Yorktown Continental 7151 York Ave S	264 affordable units, 262 1-bedroom, 2 2- bedroom	Seniors at or below 30% AMI	LIHTC, MHFA

Source: Housing Link - <https://www.housinglink.org/>

In addition to the affordable housing developments in **Table 4.2**, some primarily market rate developments contain affordable units. These include Aurora on France (4005 W 65th/6500 France), Aria (3200 Southdale Circle), and Yorktown Gardens (7151 York). The total anticipated units between these projects is around 26.

As shown in **Table 4.3** and the following chart, the percentage of households that are experiencing cost burden has gradually risen since 1990, reaching the greatest proportion in 2010. The trend is mixed: the percentage of renters experiencing cost burden has been slowly decreasing since 1990 while the percentage of owners experiencing cost burden has fluctuated over the past 3 decades. Of all cost burdened households in Edina, about 10% of households spend 50% or more of their household income on housing, which is qualifies as severe housing cost burden.

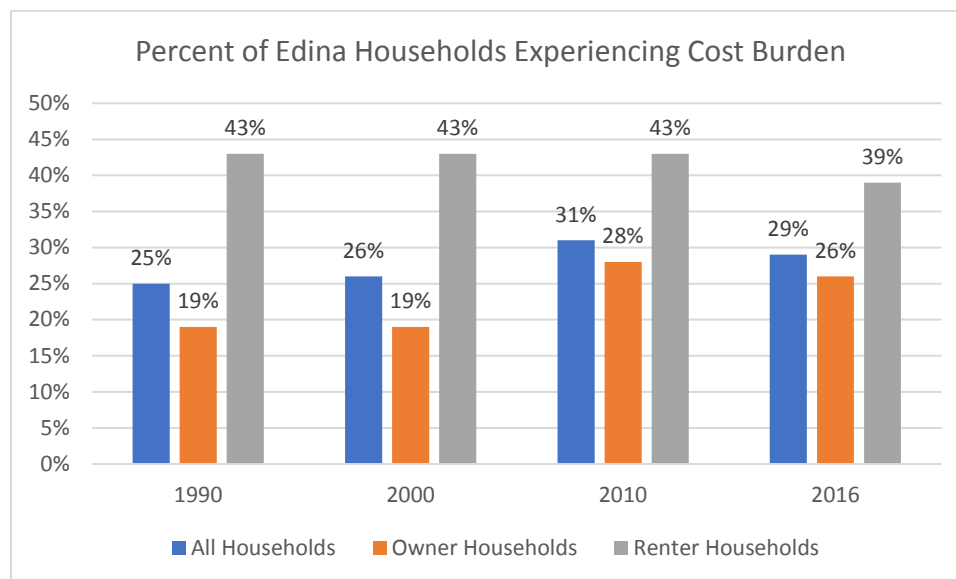
It is important to note that cost burden is also present in households making greater than Area Median Income, which explains the gap between percentages presented in **Table 4.3** (for cost burdened



households making 80% or less of AMI) and the following graph. Roughly 9% of households making at least 80% AMI (\$75,000 or more) experience cost burden.

Table 4.3: Edina Households Experiencing Cost Burden, 2016		
Category	Households in Bracket	Percent of Total Households
Existing households experiencing housing cost burden with incomes below 30% AMI	1,328	6%
Existing households experiencing housing cost burden with incomes between 31 and 50% AMI	1,228	5%
Existing households experiencing housing cost burden with incomes between 51 and 80% AMI	1,341	6%

Source: Metropolitan Council, US Census



Source: Metropolitan Council, US Census

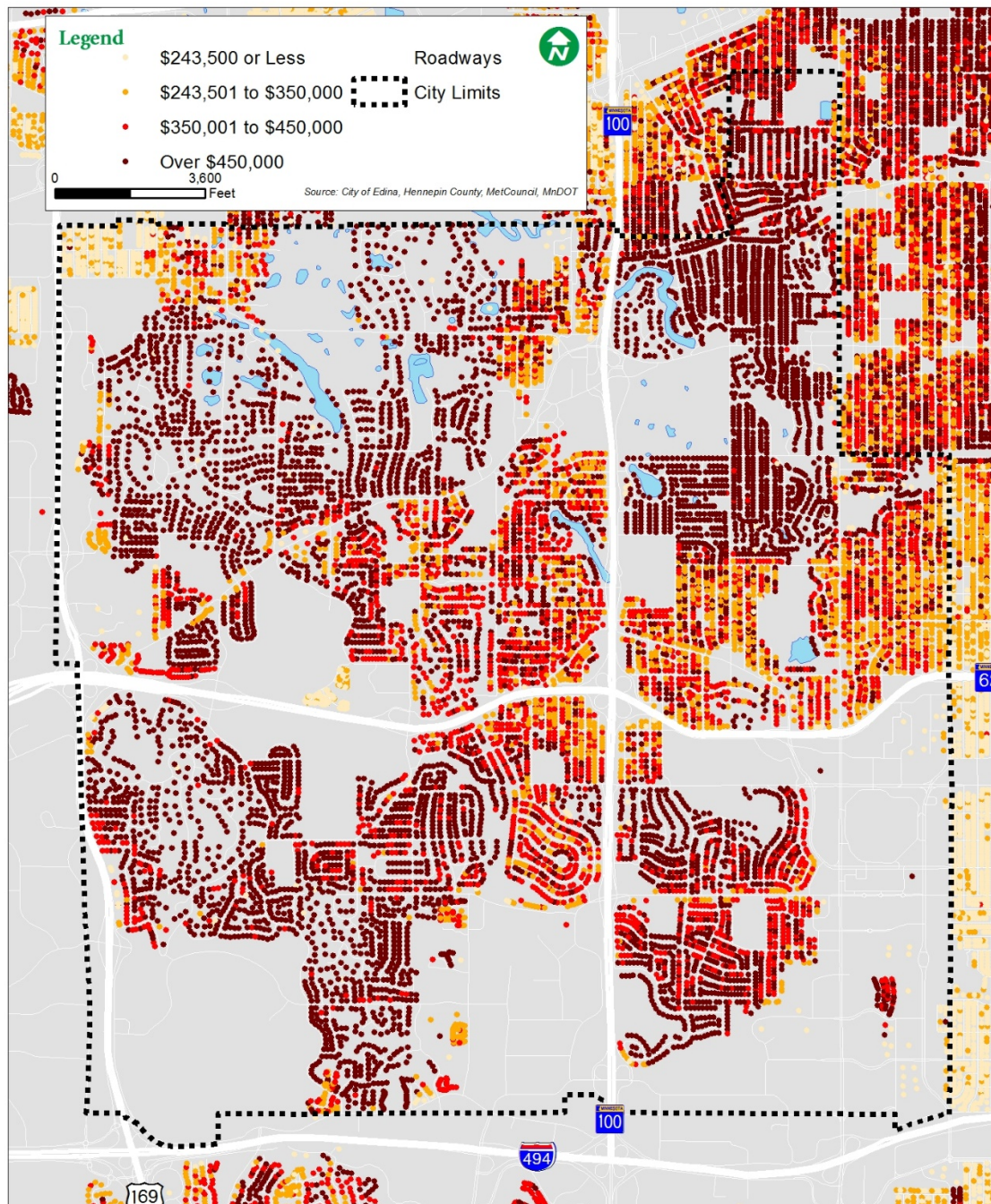


Figure 4.1: Owner Occupied Housing Estimated Market Value

Edina: A Community of Learning. Edina has a prized education system of high-quality public schools. The Housing chapter of the Comprehensive Plan recognizes the importance of extending the benefits of education to the entire community.

Particularly in the case where there are housing projects with public participation, due to partnerships and subsidy, there is an opportunity to educate about the important role of housing to a community, and how they related to other features. The close relationship between education and housing is a unique opportunity to highlight how they reinforce and work together in the community.

Trends and Challenges

- **Affordability across a range of household types.** As a desirable community with high land values, affordability is a challenge for Edina. This includes low income households, first time homeowners, young families, seniors seeking to downsize, and many other groups. Lack of affordable housing prevents new people from moving into the community, and may force existing households to relocate when they face a lifestyle change. This is further emphasized by demographic changes, in particular the aging of the population, and the fact that wages have not kept up with inflation and the rising cost of housing.
- **Designing walkability as part of new development.** Especially in developed communities like Edina, residents are frequently looking for a location where they can easily access what they need on a daily basis. This includes proximity to retail and services, walkable and bikeable routes, connections to parks and community services, access to transit, and other amenities. In Edina in particular, there is an exceptionally strong relationship between housing and the school district, which attracts many residents to the city. Post-recession housing patterns show that particularly in the case of multifamily development, residents are often looking for these amenities within walking distance of their home. Additionally, walkable development patterns can help reduce the traffic impact of denser housing patterns by accommodating at least some trips through walking, biking, or transit rather than automobile.





- **Accommodating affordability in a high property value community.** The high values of land in Edina complicate the provision of affordable housing in several ways. There is limited supply of NOAH, since most unsubsidized housing in Edina does not qualify as affordable. Also, acquiring land to preserve or construct housing is so expensive, that even dedicated resources (such as funds from the inclusionary zoning policy proceeds) are not sufficient to create impact. Additionally, the factors that contribute to the maintenance of high values are not accidental. Edina has worked for decades to protect and grow value, sometimes to the extent of excluding types of development or even people. Now is time to change course, to be more welcoming and inclusive by seeking to provide housing for households with a broader range of incomes.
- **Mitigate impacts of new development on existing neighborhoods.** As a fully developed community, any new development will occur within an area with existing character and context. Particularly when new or different housing types are introduced to meet needs, there is an interest to ensure it is an asset to the community, and any impacts to surrounding properties are adequately mitigated. For instance, there has been increased interest in higher intensity mixed use development in recent years. This has provided residents with easy access to transit, retail, and services, as well as opportunities to live and work in spaces with close proximity. High density developments are already present in Edina (formally and informally), but more are likely to occur. Managing these uses to mitigate any potential conflicts is important.





- **Maintaining community character.** With the changing ways people are living, working, and using spaces, there will be changes in how land uses function – both in new and renovated spaces. Edina is frequently on the forefront of innovative practices, particularly related to sustainability and technology. However, this will require some flexibility in development standards. One of the goals of innovating may be to find ways to accommodate missing housing types or to let housing be produced more affordably.

Examples of housing types may include “missing middle” housing options – a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living. These housing options may include co-housing, duplexes, triplexes, fourplexes, and other smaller scale multifamily types. Ways to reduce housing costs could include modular building styles that take advantage of efficiencies in the construction process.



- **Combatting social isolation.** While not a housing issue per se, the way people live their lives now has become more isolated and disconnected than in the past. This has contributed to any number of societal problems, from political polarization to a rise in the suicide rate. How do we help connect communities back together through shared spaces and functions, including accommodating diversity in various forms? This can be addressed through how residential areas are designed and built, to support social interaction and community connectivity.
- **Planning for housing in strong markets.** Many traditional public sector interventions in the housing market were originally designed to work in areas where the private sector is absent or underperforming. However, these same tools can be effective in a place like Edina, though they may require creative approaches and partnerships. In general, Edina needs approaches that are focused on value capture of current and forecasted growth. The city’s inclusionary housing policy is a key example of this, but will need to be supported by addressing the barriers to creating affordable housing such as zoning restrictions.



- **Accommodating housing needs of a changing population.** The City of Edina is seeing changes in its demographics, particularly in terms of increased racial and ethnic diversity, and overall aging on the population. In particular, there are specific needs related to a growing senior population. This includes options for residents to safely age in place, including receiving in-home medical care and other supportive services. Special housing types that accommodate health and mobility limitations, including congregate housing and memory care, will be needed.



Housing Needs Analysis

Between 2020 and 2040, it is anticipated that around 5,800 new households will be added to the City of Edina. What type of units will be constructed will depend on housing needs, community preferences, and market realities. This section provides an overview of recent housing studies for Edina, and summarizes existing and project housing needs within the city.

Future Housing Needs

Edina's *Cities of the Future* (2015) report described trends that are shaping the demand for housing in the city. It envisions a future where housing is integrated into mixed use neighborhoods, better meeting the needs of smaller households with fewer children, and an aging population. Characteristics of new housing may include:

- New housing options primarily are provided as attached (multifamily) apartments and townhouses and small detached lots, with a variety of sizes, uses, and resident types.
- Low rise, high density buildings with smaller apartments that are adaptable to provide opportunities to work at home, and to meet the needs of people with disabilities.
- Neighborhoods providing walking access to residents, retail, office, culture, entertainment, restaurants, schools, community centers, and green space.
- Smart buildings and sites ensuring wise resource use with low energy and water consumption, and integrated recycling and composting systems.
- Outdoor spaces integrating pedestrians, cyclists, playgrounds and ecology.
- Recognition that cars are guests in the streets and are respectful of other users.

The study notes that mixed use neighborhoods are becoming a better match with current and expected future housing needs than traditional suburban neighborhoods. However, investing in Edina's single family housing stock remains popular, as evidenced by the teardown trend. Demographic changes are driving demand for different housing types, including smaller units which are more affordable, and have lower costs for maintenance, energy and water. As population density increases, and citizens are using their neighborhoods more intensely, there will be a transformation of streets to spaces shared by automobiles and other uses, more areas will become car free, and there will be other initiatives that improve safety on the streets. The shift in desired housing, combined with changes in working modes,



means that more people are self-employed and/or work remotely, this may be from home, a local co-working space or even a coffee shop. People are more often mixing work and leisure time, and therefore want to work within their community, where they also recreate and engage in social activities.

Outside of this report, a couple other housing concepts that have been identified during the planning process include:

- “Missing middle” housing. This encompasses housing between the scale of low and high densities, providing both an option to meet needs, and a built form type that can transition between adjacent districts of different levels of scale and intensity.
- *Lifecycle housing*. Ensuring there is a full range of housing options for all stages of life, from starter homes through continuum of care, so people can live their whole lives in Edina as they choose.

Community Priorities for Housing

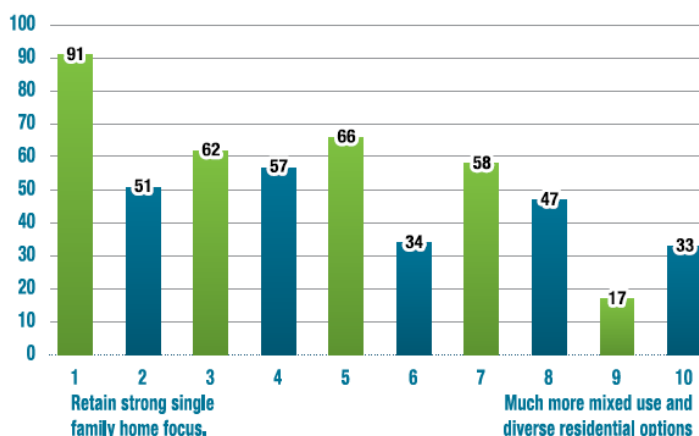
Vision Edina Strategic Vision and Framework and *Vision Edina Community Engagement Report* (both 2015) outlines directions for housing from the City’s community visioning process, reflecting community input. Results are summarized below.

Residential Development Mix

The issue of residential property development was repeatedly raised throughout the Vision Edina process. The City has been faced with a number of redevelopment pressures and challenges across numerous areas. Residents strongly favor a continued focus on the single-family housing nature of the majority of the city neighborhoods, but there is increasing concern about the trend and impact of so-called ‘teardowns’ on the community.

There is also recognition of some need for additional multifamily options to create more diversity in housing affordability. This would provide increased options at all stages of life and attract younger residents.

In terms of residential property type and density, how would you like Edina to be 20 years in the future?



Issues

- Residential neighborhoods continue to serve as the defining characteristic of the city, and there is a high desire to protect and enhance such neighborhoods.
- Residents take a great deal of pride in their homes, and express concern about the escalating redevelopment pressures facing some neighborhood areas.
- Edina continues to face competition from neighboring communities that claim to offer a similar quality of life while also offering more available land for development.
- The community must balance the needs of the families that have defined its character, with an aging population that desires to ‘age in place.’



Strategic Actions

- Further encourage the development of neighborhood associations and the overall neighborhood concept. Define the unique character and brand of each of the well-established neighborhoods, and explore innovative planning guidelines to allow preservation and enhancement of the desired neighborhood visual appeal.
- Pursue further planning and development options that protect and locate key amenities, such as parks and community facilities, within the neighborhood framework to allow neighborhood centers and focus points to further evolve.
- Continue to explore options for new multifamily housing throughout the city in mixed-use areas and near public spaces, including areas such as Southdale, Pentagon Park and Grandview.
- Work to create affordable housing options close to transit, shopping and employment centers.

Big Ideas for Housing

Bridging between the Vision Edina process and the City's comprehensive plan update, the Big Ideas initiative in 2017 looked to draw out some of the major areas of focus that needed to be addressed in the comprehensive plan.

From the major strategic focus areas identified in the Vision Edina process, Residential Development and Live and Work (two of the most housing-related ones) were ranked about in the middle of the pack. Participants were asked to identify Big Ideas associated with each of these focus areas. Those with the most votes for these two focus areas included:

Residential Development Mix

- Affordable housing that is really life cycle housing; supports the values of equity, balance, and diversity
- Neighborhoods all need a node. Nodes should all be different.
- Cooperative housing; separate living space that include communal areas such as gardens, kitchens, gathering spaces
- Affordable single family homes

Live and Work

- Campus grouping jobs and housing with environmental amenities and attention to beauty (low-scale residential and business)
- Enable live and work nodes attractive to emerging technology and medical device companies

Edina Affordable Housing Policy

As of November 2015, the City of Edina has adopted an Affordable Housing Policy. The focus of this policy is on a proactive and inclusionary approach to providing affordable housing in the city. This was in response to the City's recognition of the need to provide affordable housing in order to maintain a diverse population and to provide housing for those who live or work in the city. The policy will be reviewed and adjusted from time to time to better align with the City's affordable housing goals and current housing market conditions. Additionally, the Edina HRA has adopted guidelines for affordable housing development that apply to projects that are supported by tax increment financing.



Existing and Projected Housing Needs

Based on an analysis of existing conditions and the studies summarized above, it is anticipated that the following housing types likely will be the most needed in the coming years:

- **Affordable housing.** As of 2016, around 29% of households in Edina experienced cost burden, paying more than 30% of their incomes on housing costs. The percentage for renters was even higher, at around 39%. With an aging population and an influx of young families with children, it the need for affordable housing will increase. Addressing the affordable housing needs of current and future residents will continue to be a priority.
- **Housing for young families, including first-time homebuyers.** The strength of the school district in Edina attracts families with school aged children. There will be a continued need for housing options that work for families, including affordably priced ones. This may be in the form of maintenance of existing single-family residences, or newer options, including “missing middle” type multifamily housing developments.
- **Lifecycle and senior housing.** With an aging population, Edina will see continued and expanded need for housing options that work at all life stages. This may include senior and assisted living housing options, so that residents are able to stay in Edina throughout their lives.
- **Housing in walkable and livable communities.** In metropolitan areas, there is a growing interest in housing that is located within walking distance of retail, services, parks, and other destinations. Particularly in areas like Greater Southdale, there is the opportunity to add housing into a mixed-use community, which in turn can help reduce dependence on automobile travel.

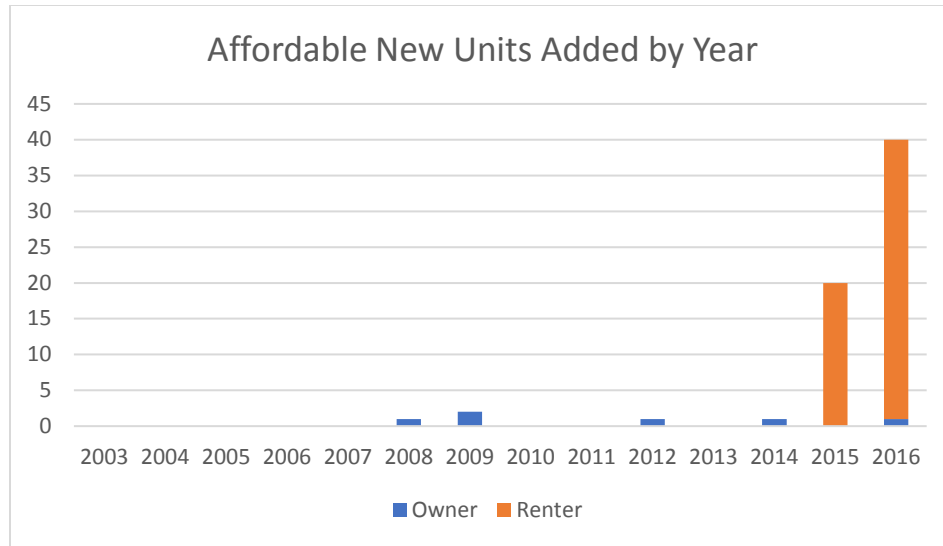
While housing constructed in Edina will largely be driven by market forces, the City of Edina has an opportunity to influence developers through policy, regulatory guidance, partnerships, and strategic investments. The implementation section later in this chapter provides more detail on how these housing needs will be addressed.

Affordable Housing Goals

Affordable housing is a primary concern in Edina, particularly given the high property values that tend to push housing prices out of the reach of many households. The Metropolitan Council has recognized that affordable housing is a regional issue, and has allocated forecasted affordable housing needs to each community. One of the primary factors used in assigning these forecasts was the presence of low wage jobs, a primary source of employment for residents of lower cost affordable housing. Edina’s allocation was influenced by the fact that it has a high ratio of jobs to affordable units currently. This suggests that employers in this area may have trouble finding all the workers they need for these jobs, and workers may have trouble finding housing near where they work.

Being cost burdened is not uniquely associated with low income households. Cost burden can affect households at virtually all income levels, depending on the relative cost of housing. And all housing has been subsidized at some point through public investment in community building, services, and infrastructure – not to mention mortgage programs and terms that making homeownership more accessible.

Edina has had relatively few units affordable to low income households added over the past decade. However, some were added in 2015 and 2016.



Source: Metropolitan Council, US Census

Housing Performance Scores are a measure of how a community is progressing toward its affordable housing goals. It reflects the amount of affordable housing constructed over the previous decade, as well as preservation and rehabilitation of existing affordable housing, housing policies and ordinances, and characteristics of the existing housing stock. Edina's 2017 score is 91 out of 100, reflecting both recent housing development and its affordable housing policy approach.

The Metropolitan Council prioritized housing affordability in Thrive MSP 2040, and the 2021-2030 Allocation of Affordable Housing Need for Edina reflects the city's share of the region's forecasted population that will need affordable housing. Housing is considered "affordable" when no more than 30% of household income goes to housing, so households with different income levels have different thresholds of "affordable."

Edina's share of affordable housing need is 1,220 units by 2030, as shown in **Table 4.4**. This represents a significant increase from the target in the previous comprehensive plan, which, it must be acknowledged, was not achieved. As the total expected housing growth for Edina is around 7,500 units, this represents a substantial share of overall net new housing as well.

The total is further allocated by three tiers of affordability. These are based on how much households at certain percentages of Area Median Income (AMI) can pay for housing without becoming cost burdened by spending more than a third of their income on housing costs. For instance, as of 2018, the income limits for a four-person household were \$28,300 (30% AMI), \$47,150 (50% AMI), and \$71,900 (80% AMI). These amounts will continue to be adjusted over time as median income changes.

Table 4.4: Affordable Housing Allocation Goals

Income Range	New Unit Goal
At or below 30 AMI	508
From 31 to 50 AMI	325
From 51 to 80 AMI	387
Total Number	1,220

Source: Metropolitan Council



The corresponding affordable purchase price for a household at 80% AMI is approximately \$236,000, as of 2018. It is anticipated that new units will be acquired through construction of new subsidized housing units, participation in land trusts, subsidized acquisition of existing units, and other strategies.

To meet Metropolitan Council housing plan requirements, Edina must demonstrate it has sufficient land guided for development at minimum densities (units/acre) high enough to make affordable housing a viable option. The cost to build per unit typically decreases as the number of units per acre increases. Lower per unit costs make development an option for affordable housing developers as well as market-rate developers.

According to the Metropolitan Council, any residential future land use designation that has a minimum density of eight units per acre or more will count towards affordable housing allocation calculations. **Table 4.5** includes the future land use designations for Edina and the minimum units per acre.

Table 4.5: Residential Future Land Use Designations		
Land Use	Minimum Density (units/acre)	Qualify for Affordable Housing
Low Density Residential	1	No
Low Density Attached Residential	4	No
Medium Density Residential	5	No
High Density Residential	20	Yes
Greater Southdale District Residential	50	Yes
Neighborhood Node*	10	Yes
Office Residential*	20	Yes
Mixed-use Center*	20	Yes
Community Activity Center*	90	Yes
Regional Medical Center*	50	Yes

**Mixed use*

Table 4.6 demonstrates that Edina has well beyond the necessary minimum land guided for residential development to meet the affordable housing allocation.

Table 4.6: Development Capacity for Affordable Housing Allocation				
Land Use	Net Acres	Min Units/Acre	Min % Residential	Potential Units
Low Density Residential	0	1	100%	0
Low Density Attached Residential	0	4	100%	0
Medium Density Residential	0	5	100%	0
High Density Residential	86	20	100%	1,720
Greater Southdale District Residential	68	50	100%	3,400
Neighborhood Node*	7	10	50%	105
Office Residential*	116	20	50%	1,160
Mixed-use Center*	21	20	50%	210



Community Activity Center*	114	90	50%	5,130
Regional Medical Center*	22	50	50%	550
Total	435	-	-	12,275

*Mixed use

This does not mean that all the allocated land will be used for affordable housing redevelopment, nor that the market would necessarily support the creation of these units. However, it does demonstrate that Edina may have capacity for development beyond the 2040 forecasts. This may inform future policy decisions if the rate of is faster than anticipated.

Goals and Policies

Housing Supply and Community Growth

Goal 1: Accommodate all planned residential growth in the city based on planned infrastructure investments and other community goals and assets.

1. Seek to accommodate the total new households projected to locate in the city by the year 2040.
2. Acknowledge the interrelationship between land use, transportation, and public school enrollments, and support development of housing in areas accessible to a range of transportation options, including bicycle, pedestrian, and transit.
3. Recognize that successfully reaching affordable housing goals assists the city in achieving related community goals, including:
 - a. Accommodating housing for young families with children in Edina schools;
 - b. Maintaining community character and supporting a strong tax base;
 - c. Fostering diversity by addressing disparities;
 - d. Supporting Edina businesses' ability to remain competitive in regional and global markets and attract quality employees;
 - e. Providing lifecycle housing opportunities for community renewal

Housing Affordability

The City of Edina is committed to aid and secure affordable lifecycle housing for a diverse community. Safe, secure, and affordable housing is essential to the healthy development of individuals, families, businesses, and communities.

Goal 2: Encourage the development and maintenance of a range of housing options affordable to residents at all income levels and life stages.

1. Encourage the production of additional affordable housing units and retention of existing affordable housing units to meet the city's housing needs and its Metropolitan Council affordable housing need allocation of 1,220 units.
2. Encourage the preservation and maintenance of, and improvements to, existing subsidized and naturally occurring affordable housing.
3. Support tenant rights to ensure that renters are treated fairly and equitably by landlords.
4. Revisit height and density zoning requirements if needed to make the development of affordable housing financially feasible in areas guided for redevelopment.



5. Promote the preservation and production of affordable housing through the areas of Edina accessible to transit by addressing financial and zoning barriers.
6. Increase housing stability and security of residents living in affordable housing.
7. Engage Edina residents, through Edina Neighborhood Associations, faith institutions, the Senior Center, and other community organizations, in a dialogue about the city's commitment to affordable housing, with the intention to educate and engage all Edina residents about this issue and public policies to address it.
8. Engage the Planning Commission and the Human Rights and Relations Commission to annually review with staff and report to the City Council the City's progress in meeting affordable housing and diversity goals as set out in this Chapter, in order to measure the success of the Affordable Housing Plan and recommend changes required to better advance those goals.
9. Promote owner-occupied units over rental units when providing affordable housing.
10. Recognize that housing is a long term investment and promote housing policies that offer enduring opportunities for medium and low income residents to house themselves, emphasizing home ownership.

Housing Quality and Design

Goal 3: Continue to support high quality design of residences and residential neighborhoods in a way that furthers sustainability, character, and livability, and maintains long term investment.

1. Provide an attractive living environment and promote housing that is compatible in quality, design, and intensity within neighborhoods in order to ensure the vitality and health of single-family and multifamily/mixed-use neighborhoods.
2. Where appropriate and guided by city policy, encourage the development of walkable neighborhoods that provide a range of daily needs within walking distance, potentially reducing reliance on cars.
3. Housing should support and be supported by surrounding land uses, traffic capacity and patterns, public facilities, and connections to open space and natural resource features.
4. Maintain Edina's lower square footage housing stock in order to attract new residents and retain current residents, including providing affordable options.
5. Encourage the use of green and sustainable building materials and methods, to reduce the environmental impact of residential construction and maintenance.
6. Support healthy housing options through missing middle planning, neighborhood community, and building design and maintenance, as well as walkable and livable neighborhoods that encourage active living.

Housing Choice

Goal 4: Support the development of a wide range of housing options to meet the diverse needs and preferences of the current and future Edina community.

1. Promote increased housing opportunities and a diversity of housing types by promoting the creative and innovative use of land guided for residential/commercial mixed-use while promoting transit use and other mobility alternatives.
2. Promote a vision of community that is inclusive of a range of ages, incomes, abilities, and other demographics, and offers a range of housing options.
3. Promote affordable and workforce housing that includes a range of housing prices and options, based on the principle that those who contribute to the community should have the opportunity



to live here. Also, this housing vision strengthens and reinvigorates community institutions and makes the city an attractive destination for young families.

4. Promote lifecycle housing to support a range of housing options that meet people's preferences and circumstances in all stages of life.
5. Protect and maintain lifecycle housing that is important for attracting young families.
6. Retain and expand housing ownership options, while also supporting a balance between ownership and rental households.
7. Support the development of both mixed income and 100% affordable housing throughout Edina where there is access to transit.

Implementation Plan

Housing Strategies

Housing Supply and Community Growth

1. Assign responsibility for implementing all of the housing plan policies. Provide an annual progress report.
2. Create a financing plan for implementing all of the housing plan policies.
3. Develop a housing implementation strategy to guide future housing priorities and actions.

Housing Affordability

1. Provide active leadership to meet affordable housing needs for residents and workforce through land use and fiscal policies, and to manage funds accordingly.
2. Collaborate with the public, nonprofit, and private sectors in planning and developing housing, especially focused on the provision of mixed income, affordable, and other housing types the marketplace does not sufficiently provide.
3. Encourage long-term management strategies for affordable housing, in cooperation with affordable housing organizations, to ensure the continuation of its affordability features to successive households.
4. Continue to fund and expand financial and technical support of community land trusts that provide affordable housing within the city.
5. Expand educational outreach to the larger metropolitan community about programs that are available in Edina to foster affordability and maintenance.
6. Address any regulatory barriers that unnecessarily decrease housing affordability without a counterbalancing benefit to the community.
7. Continue to implement the City's inclusionary affordable housing policy, and ensure that any accumulated funds are invested appropriately in expanding affordable housing options.
8. Within appropriate areas, support flexibility in official controls to allow densities that are compatible with providing affordable housing options for residents.
9. Investigate the need for, and implement as deemed appropriate and practicable, tenant protections, including rental licensure and tracking, tenant notification requirements, or other approaches.
10. Identify additional creative funding approaches, such as socially oriented investing models, use of tax credits, modified forms of tax increment financing, and other alternative financing structures.
11. Review existing subsidized housing affordability agreements and use of housing vouchers to determine status.



12. Provide a mortgage assistance program to specifically target income-eligible workers employed within the city to enable them to live in the city. The City may choose to collaborate with other organizations to develop this program.

13. Support the use of rental assistance programs for income-eligible households within the city. Ensure race and equity are addressed in the dissemination and publicizing of information on affordable units. Develop marketing plans for subsidized affordable rental and ownership units targeted geographic areas or groups in the metropolitan area who may be unlikely to consider renting or purchasing housing in Edina due to inaccessibility of information or concerns about discrimination. Expand awareness and understanding of affordable housing. Engage the Edina community through neighborhood associations, faith institutions, Early Childhood, Senior Center, and other community resident and business organizations in regularly scheduled dialogues, education, and presentations on the city's need and commitment to provide affordable housing.

Housing Quality and Design

1. Maintain and update a citywide survey of housing conditions, to determine where additional investment may be needed.
2. Encourage repairs and improvements to existing single-family homes that avoid tear-downs, extend their useful life, and ensure that they are designed and maintained in a manner that complements the dwelling's character and is compatible with adjacent homes and the character of the surrounding neighborhood.
3. Consider program of assisting income eligible property owners with rehabilitating their homes to extend their useful life in a manner that also complements the dwelling's character and is compatible with the character of the surrounding neighborhood.

Housing Choice

1. Support the development of a program that will assist workers employed within the city to live in the city and attract new residents to the area.
2. Offer resources to support senior residents seeking to age-in-place.
3. Assist neighborhoods in retaining starter housing stock that can accommodate young families. City programs and policies can promote such features as housing affordability, sidewalks, and proximity to recreational amenities such as parks (including pocket parks), playgrounds and community gardens that act as magnets to encourage young families to settle in the city.
4. Develop and implement fair housing policy.

Partners and Programs

The City has many current and potential partners to collaborate in the effort to create affordable housing in the city. Some of these partners are:

Edina Housing Foundation. Edina Housing Foundation (EHF) is a nonprofit corporation founded in 1984 under the auspices of the Edina City Council. It has five members all residents of Edina and appointed by the Edina City Council. The EHF provides a variety of financial and policy support to promote affordable housing in the city of Edina. Current actions and programs include Come Home 2 Edina; a second mortgage program for home ownership; investments in property to potentially create affordable single and multi-family housing in the city and grants/loans to build new affordable housing. The Foundation supports with yearly grants Home



Senior Services for elderly residents that need help keeping up their homes. The EHF also recommends policy changes on affordable housing to the city council. The full time position in the city of Edina of Affordable Housing Manager is financially supported by the EHF.

- **West Hennepin Affordable Housing Land Trust (WHAHLT)** WHAHLT is a nonprofit community land trust organization originally established by the City of Minnetonka to sustain and preserve affordable homeownership opportunities for working households. This program provides affordable homeownership opportunities using the community land trust model, which removes the market value of the land from the mortgage equation, thereby reducing the cost of a home significantly. Since 2007, the City of Edina provided annual funding to the organization to purchase three properties within the city to create perpetually affordable housing through WHAHLT's Homes Within Reach program. Between 2007 and 2017, 12 homes in Edina have been acquired through this program.

The West Hennepin Affordable Housing Land Trust has a program known as Homes Within Reach (HWR) in the western suburbs of Hennepin County. HWR offers the opportunity for people to live in communities in which they work and or reside, creating stable communities and households, through the advantages of homeownership. By preserving and recycling available resources, the program maximizes the public and private investment being made in workforce housing.

- **Metropolitan Council.** The Metropolitan Council provides access to a number of housing assistance programs, including those using federal funds.

The Metropolitan Council's Livable Communities Act (LCA) is a voluntary, incentive-based approach to help the Twin Cities metropolitan area address affordable and lifecycle housing needs while providing funds to communities to assist them in carrying out their development plans. Through funds provided by the Livable Communities Act (LCA), the Metropolitan Council awards grants to participating communities in the seven-county area to help them remediate polluted sites, promote compact and connected development and redevelopment and increase the supply of affordable housing. Funds are distributed through four LCA accounts: Tax Base Revitalization Account, Livable Communities Demonstration Account, Local Housing Incentives Account, and Transit Oriented Development.

Through the Metro Housing and Redevelopment Authority (HRA), the Metropolitan Council also administers a range of housing assistance programs. Edina participates in several Metro HRA programs, including:

- Housing Choice Voucher Rent Assistance Program, also known as Section 8, which is federally funded and provides rental assistance for low income households through direct payments to landlords.
 - Family Affordable Housing Program (FAHP), which provides scattered site affordable housing in suburban communities.
 - Additional specialized programs are available for people with disabilities and special needs to fund supportive housing options, such as Shelter + Care, Bridges Rental Assistance, Housing Opportunities for People with AIDS (HOPWA) Rental Assistance, and others.
- **Hennepin County.** Hennepin County provides emergency/short-term support for residents "in a financial crisis that poses a direct threat to their physical health or safety." This assistance can provide emergency or temporary shelter; housing costs like rent payments, damage



deposits, home repairs and utility bills; and foreclosure prevention, moving expenses and transportation to relocate, and extra food support for people on special diets.

- **Minnesota Housing.** Minnesota Housing, the state's housing finance agency, provides a range of programs to support affordable housing ownership options. These programs, which typically have income limit eligibility requirements for participants, include:
 - Start Up is a first-time homebuyer program meant to promote affordable interest rates and help homeowners cover their down payments and closing costs.
 - Step Up is a loan program meant to promote affordable interest rates, with assistance for home purchases and rehabilitation.
 - Deferred Payment Loan is meant for first-time homebuyers to help reduce the cost of homeownership.
 - Monthly Payment Loan is a supplementary program to provide additional home purchase assistance, in addition to other Minnesota Housing programs.
 - Mortgage Credit Certificate reduces the cost of mortgages by allowing homeowners to claim a mortgage tax credit.
- **Real Estate Developers.** As addressed in the City's affordable housing policy, affordable units are required to be addressed as part of mixed income developments, or to pay into a fund to pay for the construction of units elsewhere. Examples of this are already in existence in the Greater Southdale area. Nonprofit developers who specialize in affordable housing may be more equipped to navigate the various state and federal funding sources that are used to fund permanently affordable units.
- **Land Bank Twin Cities.** Land Bank Twin Cities works with developers, nonprofit service providers, and local governments to assist with real estate related transactions designed to benefit low income people and other disadvantaged groups. They offer support via brokering and negotiating property purchases, land banking and holding property, and financing/lending for a property or project.
- **Private Foundations and Funds.** Minnesota has a strong tradition of local and regional philanthropy. Opportunities may exist to partner with private foundations and funds to advance mission-driven, innovative approaches to meeting housing needs.
- **Alternative Ownership Structures.** Community land trusts, cohousing communities, cooperative housing, and other alternative ownership models can help control costs and lock in affordability over the long term – in part by separating out the value of the land from that of the housing, and by introducing a structure to manage values over the long term. There are limitations to how much these can be used in high value areas like Edina, but they certainly should be considerations when the city is considering its affordable housing strategy.
- **Housing Justice Center.** Founded in 1999, the Housing Justice Center (HJC, formerly known as the Housing Preservation Project, or HPP) is a nonprofit public interest advocacy and legal organization whose primary mission is to preserve and expand affordable housing for low income individuals and families. HJC seeks to prevent the loss of affordable rental housing by conversion to market rate, demolition, foreclosure, and other causes. HJC also seeks to foster expanded affordable housing opportunities.



Additional housing tools and strategies that may be used by the City of Edina are included in the following Additional Housing Tools section.

Additional Housing Tools

In the following table are a number of additional housing tools and strategies, divided up by the type housing goal or need they may help fulfill. This is meant as a resource to supplement the main ones provided in the Housing chapter.

Table 4.7: Housing Implementation Tools		
Housing Goal/Need	Implementation Opportunity/Available Tool	Circumstance and Sequence of Use
Development of affordable housing (up to 80% AMI)	Planned Unit Development (PUD)	The City may consider a PUD application for project that includes affordable housing at or below 80% AMI, in locations guided at appropriate densities and land use categories as shown on the future land use map.
	Tax Abatement	The City may consider tax abatement for development proposals including housing affordable at or below 80% AMI, in locations guided at appropriate densities and land use categories as shown on the future land use map.
	Tax-Increment Financing (TIF)	The City may consider TIF for proposals for housing affordable at or below 80% AMI, in locations guided at appropriate densities and land use categories as shown on the future land use map.
	Housing Bonds	It is unlikely the City will consider issuing housing bonds to support affordable housing development, as it is not regularly used here. However, this is still a potential tool that may be considered for projects meeting multiple city goals.
	Site Assembly	The City may consider assembling a site for affordable housing at or below 80% AMI. This could include acquiring and holding land as well as sub-allocating such monies to a qualified developer approved by the City Council.
	Consolidated Request for Proposals (RFP)	The City may consider supporting an application to RFP programs for housing affordable at or below 80% AMI in locations guided at appropriate densities and land use categories as shown on the future land use map.
	Community Development Block Grant (CDBG)	The City has supported the use of CDBG funds to develop affordable housing opportunities at or below 60% AMI in the past, and may consider using for future projects which are consistent with city policy and meet program criteria.
	HOME Investment Partnerships Program (HOME)	The City may consider supporting an application to HOME to fund activities to build, buy, or rehabilitate affordable housing at or below 60% AMI for locations guided at appropriate densities and land use categories as shown on the future land use map.
	Livable Communities Demonstration Account (LCDA)	The City has supported the use of LCDA funds to develop affordable housing opportunities in the past, and will consider using it for future projects affordable at or below 80% AMI which are consistent with city policy and meet program criteria.



	Inclusionary Zoning Policy	The City has already adopted an inclusionary zoning policy supporting the construction of affordable housing at or below 60% AMI and will continue to use and modify this tool as needed to support the development of affordable housing.
	Affordable Housing Incentive Fund (AHIF)	The City has supported the use of AHIF to develop very low income affordable housing opportunities at or below 30% AMI, and will consider using it for future housing projects which are consistent with city policy and meet program criteria.
Preserving existing affordable housing stock	4d Tax Program	The City currently has a 4d pilot program with an affordable housing rehabilitation component that will be reviewed and possibly expanded. This program may be used to provide reduced tax rates for properties with housing affordable at or below 60% AMI.
	Landlord Education for Inclusive Housing Policies	Landlord education can provide information for how to maintain and manage affordable housing. The City may partner with other agencies to offer educational resources to landlords of existing affordable rental properties at 80% AMI or lower.
	Land Bank Twin Cities and Community Land Trusts	Land banks and land trusts can be used to maintain existing affordable housing stock at or below 80% AMI, including naturally occurring affordable housing. The City may consider working with the Land Bank Twin Cities or other land trusts on affordable housing preservation.
	Project Based Rental Assistance	The City may consider supporting the use of project based rental assistance programs, such as Section 8, to maintain affordable options at or below 80% AMI in the city.
	Rental Rehabilitation Grants and Loans	The City may partner with other agencies to offer resources to landlords for rehabilitation grants and/or loans for existing affordable rental properties at or below 80% AMI, when consistent with city goals and policies.
	Low Income Housing Tax Credit Properties (LIHTC)	The City has supported the use of LIHTC to develop affordable housing opportunities, and will consider using it for future projects affordable at or below 60% AMI.
	Single Family Rehabilitation Grants and Loans	The City may partner with other agencies to offer resources to homeowners for home rehabilitation grants/loans, when consistent with city goals and policies. Income may be a criterion used to determine eligibility.
Supporting young/first-time homeowners	Start-Up Loan Program	Minnesota Housing provides this program to assist first-time homebuyers with financing a home purchase and down payment through a dedicated loan program. The City may partner to offer education about the availability of this program.
	Single Family Rehabilitation Grants and Loans	The City may partner with other agencies to offer resources to homeowners for home rehabilitation grants/loans when consistent with city goals and policies.
Maintaining homeownership	Foreclosure Prevention Counseling	The City may partner with other agencies to offer foreclosure prevention resources to homeowners and educate homeowners about opportunities for assistance.
	Step-Up Loan Program	Minnesota Housing provides this program to assist non first-time homebuyers to purchase or refinance a home through a dedicated loan program. The City may partner to offer education about this program to potential applicants.



Senior housing	Planned Unit Development (PUD)	The City may consider a PUD application for senior housing in locations guided at appropriate densities and land use categories as shown on the future land use map.
	Expedited Pre-application Process	The City may consider creating a pre-application process to identify ways to minimize unnecessary delay for senior housing and affordable projects prior to formal application process.
	Site Assembly	The City may consider assembling a site for senior housing. This could include acquiring and holding land as well as sub-allocating such monies to a qualified developer approved by the City Council.
	Zoning Ordinance	The City may review the zoning ordinance and identify policies or regulations that may inhibit senior housing development.
	Tax Abatement	The City may consider tax abatement for a senior housing project with units affordable at or below 80% AMI.
	Tax-Increment Financing (TIF)	The City may consider using TIF to finance this housing type, when the project is consistent with other city goals and policies, particularly for affordable housing at or below 80% AMI.
	Housing Bonds	It is unlikely the City will consider issuing housing bonds to support senior housing development. However, this may be an option for projects meeting multiple city goals and policies.
	Consolidated RFP	The City may consider supporting an application to RFP programs for senior housing affordable at or below 80% AMI in locations guided at appropriate densities and land use categories as shown on the future land use map.
	Community Development Block Grant (CDBG)	The City has supported the use of CDBG funds to develop affordable housing opportunities at or below 60% AMI in the past, and may consider using it for future affordable senior housing projects which are consistent with city policy and meet program criteria.
	Livable Communities Demonstration Account	The City may consider supporting or sponsoring an application to Livable Communities Account programs for affordable senior housing at or below 60% AMI to address above housing needs and goals.
Increasing the livability of the city	Home Improvement Loans	Minnesota Housing offers this program to assist homeowners in financing home maintenance projects to accommodating a physical disability or select energy efficiency improvement projects. The City may partner to educate about this program.
	ADU Ordinance	The City may consider developing an ordinance permitting the construction of accessory dwelling units or guest homes in specific zoning districts, if consistent with overall city goals and policies
	Program or Framework	The City may consider working with stakeholders to develop guiding principles, frameworks, and action plans to consider and incorporate the needs of existing and potential residents into development decisions.
	Fair Housing Policy	The City has an adopted Fair Housing Policy and will continue to use it in the future and modify as needed.

Housing Succession Plan for Edina's Future



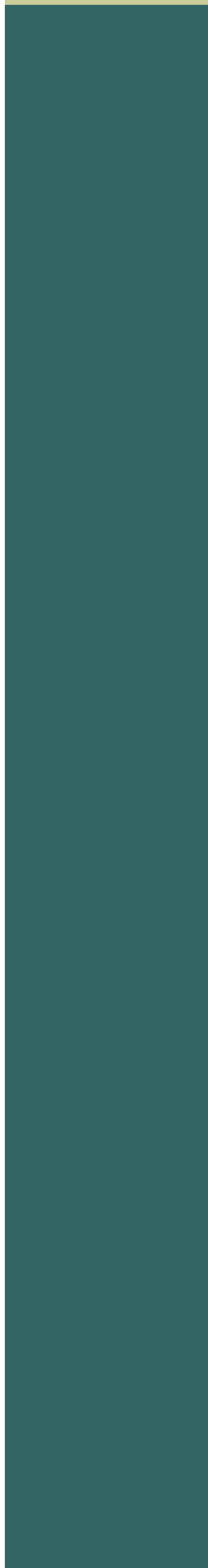
Edina Housing Task Force

A special committee
created by the
Edina City Council

October 2006

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October 2006

Dear Fellow Edina Citizens,

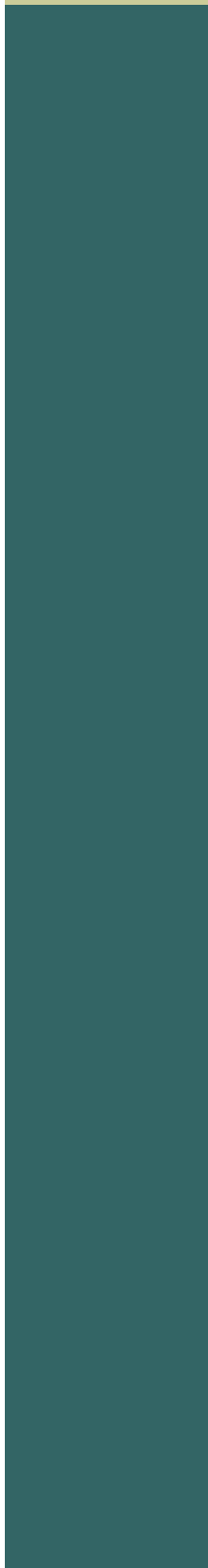
In November 2004 the City of Edina assembled a Task Force to study housing and its affordability in our community. The Task Force is comprised of 19 individuals, most of whom live in Edina.

This report is the result of the Task Force's work and contains a plethora of information. This is not the final word, but we do seek to spur action. The Task Force believes that housing problems exist and will only grow unless some action is taken by the City.

This report represents a consensus of the Task Force members. Most of the recommendations enumerated here are endorsed by a super majority of the group. We ask that you keep an open mind when reading and studying this report. We, like you, are committed to Edina's future. It's our legacy.

Douglas Mayo

Chair, on Behalf of the Edina Housing Task Force



EXECUTIVE SUMMARY

After months of research, intense discussions, and input from around the community, the Edina Housing Task Force (the Task Force) recommends that Edina implement a Housing Succession Plan to help sustain our community and serve as a strong force for our region. The Plan puts forth a goal of making 500 units of housing available to households of lower and moderate income by the year 2020 and suggests five primary strategies to accomplish this goal:

1. Adopt a mandatory inclusionary zoning policy;
2. Update the Comprehensive Plan to convert appropriate areas to mixed use and provide for greater density in appropriate areas;
3. Use the greater Southdale area as a demonstration of a cutting-edge, livable, pedestrian-friendly urban redevelopment;
4. Create long-term opportunities to make a portion of Edina's existing housing stock affordable to more people and families; and
5. Leverage existing housing programs to create more opportunities for moderate- and lower-income families.

Edina's housing market is very healthy. So why does Edina need to bother with a Housing Succession Plan? For most people in Edina, market forces work sufficiently to provide the housing they need and desire. However, some segments of the population are not well served by the market. The Housing Succession Plan focuses on the areas where the market functions less well. Housing options in this context mean that Edina has lifecycle housing opportunities for people of a broad range of incomes and ages who will contribute to making it a great place to live.

The Housing Succession Plan is built on the idea that continuous renewal is essential to vital communities. We are a city with a variety of people across age and economic spectrums: young families, seniors, teachers, professionals, life-long residents and newcomers. Because of rising housing costs, it is likely that this diversity will diminish. With average home sale prices increasing by \$185,000, from about \$215,000 to over \$400,000 between 1997 and 2004, living in Edina is becoming unaffordable for many.

Of the over 21,000 households in Edina, more than 7,700 have incomes of less than \$50,000 per year; nearly 3,300 have incomes of \$25,000 or less. Of these 7,700 households, approximately 3,500 pay 30% or more of their income for housing, a standard measure of affordability. Lower- and moderate-income workers in Edina are often priced out of its housing market. As housing values outpace the incomes of those who have helped create higher property values (such as teachers, police officers, firefighters, retail/service workers, hospital staff, office workers, nurses, etc.), it becomes difficult for Edina to be their home.

This Plan aims to protect and enhance Edina as a community of character, openness, and foresight by creating and maintaining a diversity of housing options. The Task Force believes that deliberate attention to Edina's housing is necessary to:

- Preserve and enhance the strength of our schools;
- Maintain community character;
- Foster diversity;
- Support Edina businesses' ability to remain competitive in regional and global markets and attract quality employees; and
- Provide lifecycle opportunities for community renewal (provide opportunities for people to live and work in Edina throughout their lives, continually renewing Edina's residential base).

Before finalizing this report, the Task Force consulted heavily with people throughout Edina. The primary response was one of tremendous support: Edina must take action to ensure that the type of families who have always lived in Edina can continue to afford to live in Edina. This report also outlines the next steps for each housing strategy. It sets clear lines of accountability for achieving the goal of providing 500 units of affordable housing by 2020.

**“Edina will be the preeminent place
for living, learning, raising families
and doing business...”**

— Edina Vision 20/20 Plan

I. A VISION FOR EDINA’S FUTURE

People choose Edina. Edina is primarily a residential community, but is also home to nearly 50,000 jobs. Edina offers outstanding public schools, beautiful parks and abundant recreational opportunities, civically engaged citizens, quality medical facilities, numerous employment opportunities, and a convenient location. The people of Edina, both its residents and its workforce, contribute to making Edina an outstanding place to live, raise a family, work, and retire.

Successful communities create an environment that allows them to continually renew and reinvigorate themselves despite economic upheavals and demographic changes. They take the long view and rise to challenges. They recognize that in this fast-paced, globally competitive world a successful past does not guarantee a successful future. The imperative to look ahead was the impetus for Edina’s Vision 20/20 plan (20/20 plan) as well as the Edina Housing Task Force (the Task Force).

Edina’s 20/20 plan sees Edina as the “preeminent place for living, learning, raising families and doing business.” This cannot be accomplished without balanced housing options. In particular, Edina must continue to offer housing opportunities to people who have always been a part of Edina – hard-working people, and families and seniors of modest means. Some of the 20/20 plan strategies, such as a high-quality, livable environment and a balance of land uses, speak directly to the importance of housing in Edina. Yet achieving the 20/20 plan’s vision will be complicated and challenging in a fully developed suburb where over 60% of its housing was built before 1970 and more than 80% before 1980.

Edina’s Vision 20/20 plan calls for a balance of land uses, characterized by lifecycle housing, outstanding neighborhoods, and an extensive network of parks, all arranged in pedestrian- and transit-

Edina Public Works Employee, 1972
Edina Millstone relocation to Grange Hall



friendly ways. This will, according to the 20/20 plan, address changing housing and business needs while sustaining Edina's enormous investment in its housing stock and neighborhoods. The first objective in the 20/20 plan is to "maintain strong residential neighborhoods." Not only is affordable housing cited as a key component of this, but the 2003 update of the 20/20 plan calls for Edina to "take a leadership role in encouraging affordable, lifecycle housing opportunities."

Edina's past teaches us that its attention to planning and redevelopment has kept Edina strong. Looking to the future, the Housing Task Force recommends that the City of Edina implement a Housing Succession Plan (the Plan) built on the idea that continuous renewal is an essential quality of successful communities.

The Housing Succession Plan aims to sustain and enhance Edina as a community of character, openness, and foresight by creating and maintaining a diversity of housing options. The Task Force believes that deliberate attention to Edina's housing is necessary to:

- Preserve and enhance the strength of our schools;
- Maintain community character;
- Foster diversity;
- Support Edina businesses' ability to remain competitive in regional and global markets and attract quality employees; and
- Provide lifecycle opportunities for community renewal (provide opportunities for people to live and work in Edina throughout their lives, continually renewing Edina's residential base).

The Edina Housing Task Force was convened by the Research, Planning and Coordination for Human Services Ad Hoc Committee of the Edina Human Rights and Relations Commission (see Appendix A for a list of Task Force members). The Task Force was charged with identifying how and why affordable housing matters to Edina's future and to make practical recommendations that can help Edina meet its 20/20 plan vision of being the "preeminent place for living, learning, raising families and doing business." This report addresses why housing matters and delivers a call to action, including specific housing strategies and a three-point action plan.

Before releasing this final report, the Task Force presented its draft work in various forums throughout Edina. The Task Force wishes to thank the many people who took time to learn about the need for affordable housing and provide their perspective. The Task Force was pleased, and somewhat surprised, at the support it found in the community. Edina residents see that their community is changing and rapidly becoming unaffordable to the type of people who have always called Edina home. They urged the Task Force to put forth specific goals and ideas for making housing more affordable in Edina. A list of these community meetings and a summary of the discussions can be found in Appendix B.

If Edina's past has taught us anything,
it is that Edina's attention to planning
and redevelopment has kept it strong.

II. WHY HOUSING MATTERS

Housing is easy to take for granted. Yet the physical asset becomes *homes* for families and individuals, *opportunities* for those working hard to get ahead, *community* for cities, and *resources* for the economy.

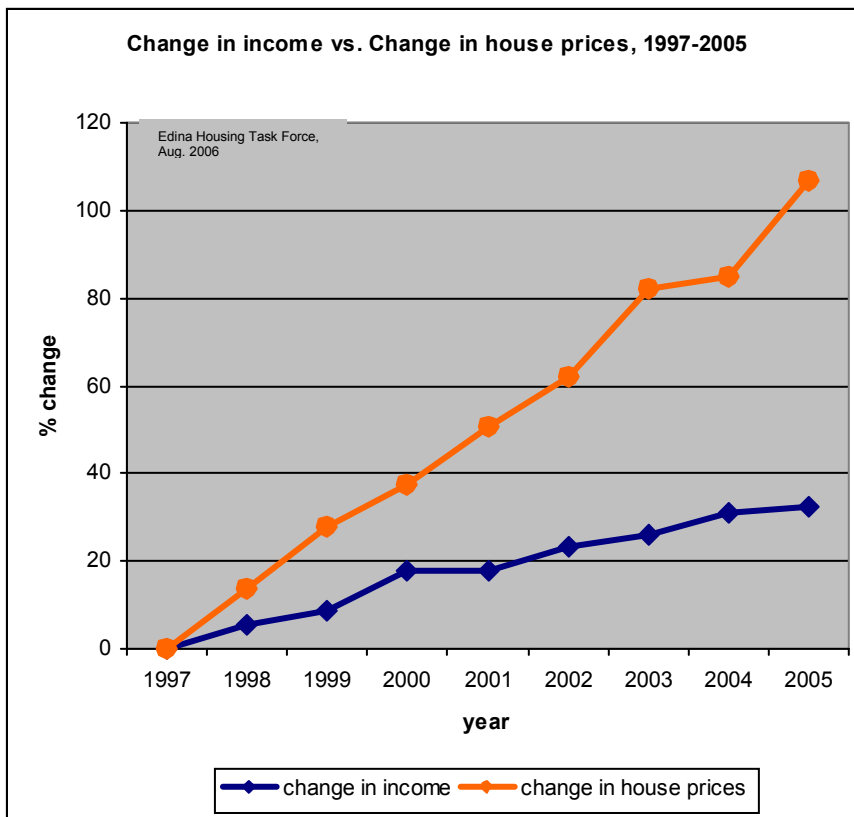
A mix of housing types and values is necessary to ensure that those who contribute to the community can live in the community if they desire. The same mix enables newcomers and young families to join the community, renewing it with fresh talents and ideas. A mix of housing respects the desires of older citizens to remain in the community that is the seat of their life's work and dreams. Housing is increasingly a factor in business' ability to recruit and retain workers.

Economic and land-use pressures are creating strains that threaten Edina's ability to offer a mix of housing opportunities. Housing prices in Edina are escalating well beyond the reach of many who work and even currently live in Edina. Throughout the metropolitan area, workers and young families are "driving to affordability," housing made affordable by relatively inexpensive rural land and accessible by good freeways, but which leaves traffic congestion, air pollution, and water quality problems in its wake. These factors contribute to the increasing land values in Edina.

If housing prices explode beyond the means of all but the wealthy, Edina will not attract young families, it may struggle to attract the workers it needs, and seniors on fixed incomes may be forced to relocate. These scenarios are not farfetched. Indeed, there are signs that these problems are beginning to happen, just as they have emerged in other communities around the country.



Morningside Constable Weber,
Sunnyside Rd. & France Ave, 1956

**Chart A.**

Shows the percentage by which average incomes (blue diamonds) and average house prices (orange circles) increased from 1997. Incomes rose by just over 30% over the period, while house prices rose by more than 100%.

Housing in Edina

Housing is expensive and getting more expensive as land becomes more valuable. Home prices in Edina have typically been among the highest in the Twin Cities metropolitan area. The recent surge in home prices was particularly strong in Edina: between 1997 and 2005, the average sale price of a home in Edina *increased* by \$235,000, from about \$215,000 to over \$450,000 or approximately 15% a year¹. (See Appendix C.) At the same time, the average income for households in Edina has increased much more slowly, rising by 4.4% per year from \$33,000 in 1997 to \$44,000 in 2005². Chart A shows this increase in home prices compared to incomes. **This means that housing in Edina is less affordable today than in 1997.** (See Appendix E for the definition of affordable housing.)

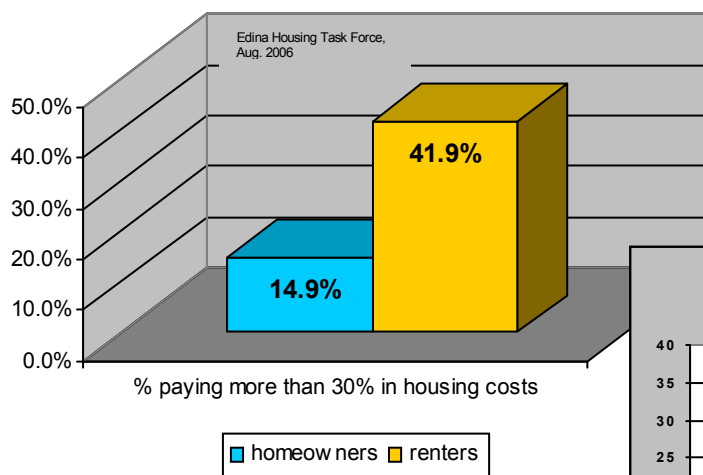
¹ 2000 U.S. Census.

² Minnesota Department of Employment and Economic Development.

Another sign of the market strength and declining affordability of Edina's housing is the growing trend of "tear downs" (buying smaller single-family homes, tearing them down, and building significantly larger homes on those lots). Chart B shows that the number of tear downs jumped sharply from about 8 a year from 2000 to 2003 to 20 in 2004 and 37 in 2005³. The number of major construction projects for renovation and additions rose steeply as well, further contributing to the rise in Edina home values. The estimated value of new construction for remodeling, additions, and tear downs increased by more than 60% between 2000 and 2005.

Edina's residents have a wide range of incomes. Of the more than 21,000 households in Edina, more than 7,700 have incomes of less than \$50,000 per year; nearly 3,300 have incomes of \$25,000 or less. Of these 7,700 households, 3,300 are renters, 60% of whom pay more than 30% of their income for housing, a standard measure of affordability. When looking at single-family homeowners who earn less than \$50,000, approximately 1,300 households, about one in two, pay more than 30% of their income for housing⁴. (Data for condominium and townhome owners are not available.) Chart C shows the proportion of all homeowners and renters who pay more than 30% of their income in housing costs. Teachers, police officers, firefighters, retail/service workers, hospital staff, office workers, nurses, etc. who work in Edina often cannot afford to live in Edina.

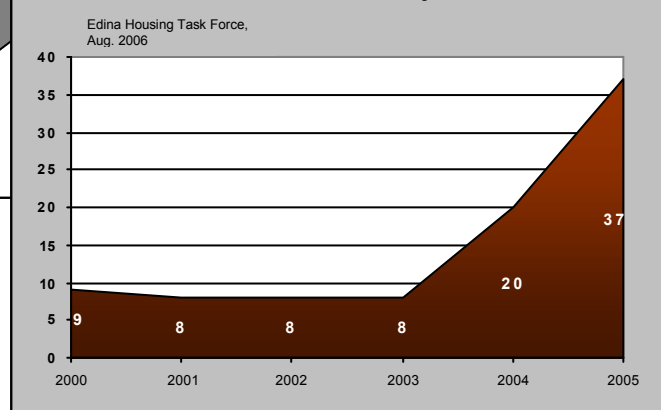
**% All Homeowners & Renters
Paying More Than 30% of Income for Housing**



Below. Chart B. Using permit information for demolitions, this chart shows the number of "tear downs" in Edina per year.

Left. Chart C. While both homeowners and renters often pay more than 30% of their income for housing costs, renters do so much more often. While just more than one in seven homeowners pay 30% or more of income for housing, more than three in seven renters do.

Edina Tear Downs by Year



³ City of Edina, Office of the Assessor.
⁴ 2000 U.S. Census.

Edina Housing Task Force, Aug. 2006		Affordable Monthly Mortgage Payment		% income required for \$200,000 home		% income required for \$350,000 home	
Position	Salary	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners
Teacher, starting	\$32,000	\$800	\$1,600	65%	32%	114%	57%
Teacher, median	\$49,000	\$1,225	\$2,450	42%	21%	74%	37%
Police officer, starting	\$38,000	\$950	\$1,900	55%	27%	96%	48%
Healthcare worker, median	\$54,000	\$1,350	\$2,700	38%	19%	67%	34%
Food Service worker	\$15,000	\$375	\$750	138%	69%	242%	121%
Administrative Assistant	\$29,000	\$725	\$1,450	72%	36%	125%	63%

Chart D. This chart shows an affordable monthly payment for one and two earners in a household. For two earner households, the same income for each household was assumed (i.e. two teachers or two police officers). Using Fannie Mae's mortgage payment calculator, the monthly payment for a \$200,000 and \$350,000 home was calculated assuming a 30-year fixed mortgage with 7.0% interest rate. Assuming no other debts and enough cash to cover closing costs, the chart shows the percentage of income required for a \$200,000 and \$350,000 home at each income level. This figure includes tax and insurance.

Of the approximately 47,500 residents in Edina, nearly 10% work in jobs earning less than \$14.40 per hour⁵. Many of these are our service providers, including retail clerks and day-care workers. It is especially hard for these households to find affordable housing in Edina.

Chart D compares local wages for various jobs with the amount of monthly housing payments these workers can afford^{6,7}. It also shows the percentage of income they would need to spend to buy a \$200,000 or \$350,000 home—homes that are not affordable to them.

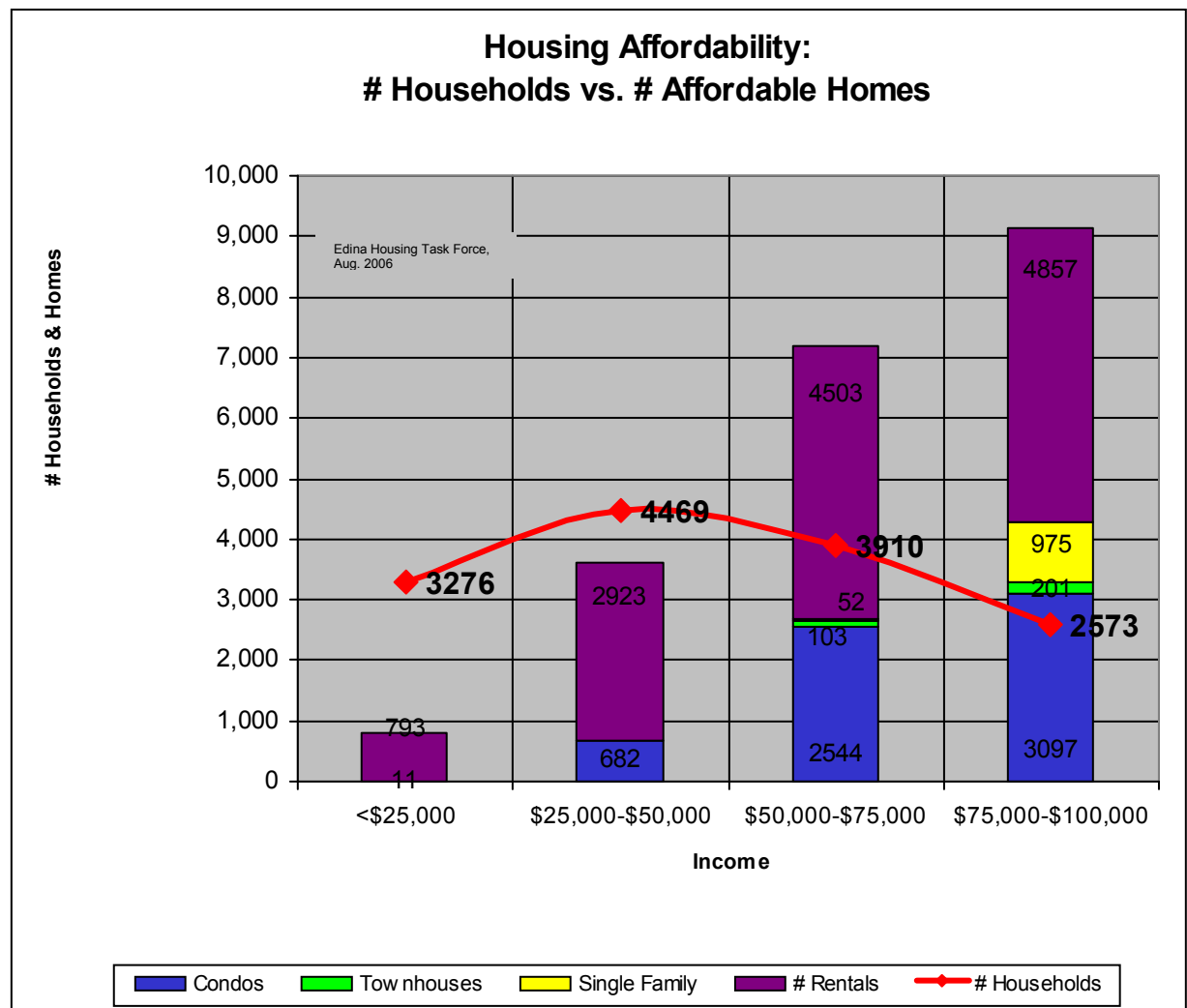


Chart E. The red line on this chart indicates the number of Edina households earning an income within the specified range. The bars show how many homes are affordable for a household* in that income range, color-coded by type (rental, single family home, etc.). The number of available affordable homes is cumulative up the income bands, because if a home is affordable to a household earning \$20,000, it is still affordable to a household earning \$40,000. There is a deficit of homes available for households earning less than \$50,000, and limited homeownership** opportunities for those earning less than \$75,000. Even for those 2,124 households earning \$100,000, there are fewer than 1000 single-family homes affordable for purchase in Edina. The number of homes available by type are listed in the table on the right.

*All households within an income range have been calculated at the average income for that range, because distribution is unknown (e.g. for the income band \$25,000—\$50,000, \$37,500 was used to calculate affordability).

**Assumptions for homeownership include: 30-year mortgage at 7.0% interest and enough cash on hand to cover closing costs.

⁵ 2000 U.S. Census.

⁶ Minnesota Department of Employment and Economic Development.

⁷ Fannie Mae's "How Much Can You Afford with a Specific Monthly Payment" calculator.

Charts E and F show that there is an absolute deficit of affordable housing in Edina for households under \$50,000; the shortage is especially severe for households with incomes of \$25,000 or less. The red line on the chart shows the number of households at each income level. The bars show how many total homes are available to households at that income level (color coded by type of housing). The graph shows very clearly that there is a large deficit of housing for families earning less than \$25,000, and a smaller but still sizable deficit for households earning between \$25,000 and \$50,000.⁸

# Households vs. # Affordable Homes				
	Edina Housing Task Force, Aug. 2006			
Annual Household Income	< \$25,000	\$25,000 - \$50,000	\$50,000 - \$75,000	\$75,000 - \$100,000
Affordable owner-ship price	\$43,000	\$120,000	\$200,000	\$275,000
# Households	3,276	4,469	3,910	2,573
# available homes at each income level				
Annual Household Income	< \$25,000	\$25,000 - \$50,000	\$50,000 - \$75,000	\$75,000 - \$100,000
# Single-Family Homes	0	0	52	975
# Townhomes	0	0	103	201
# Condos	11	682	2544	3097
# Rental	793	2923	4503	4857
Surplus/Deficit	-2,472	-864	3,292	6,557

Chart F. This chart depicts the number and price of units affordable to households earning incomes within each band, as well as how many homes are available within this band. The last row contains the surplus or deficit of affordable homes to each income band. Chart D shows this deficit on a graph.

⁸ 2000 U.S. Census

Housing's Role in Edina's Future

The Task Force talked about why housing matters and especially why affordable housing matters. Members of the Task Force differed about which reasons were most important, but all agreed there are many legitimate reasons. We invite you to think about which of the following reasons resonates most strongly with you.

Preserving Strong Schools. The Edina public schools are among the best in the state and the nation. Real estate agents say the number one reason that people, whether or not they have children, move to Edina is the schools, because strong schools are a significant factor in maintaining strong property values. Between 2000 and 2004, school enrollment fell in 68% of Minnesota's school districts, yet enrollment in Edina's schools grew, due to the largest net gain of open enrollment in the state at more than 800 students⁹. As the school-age population of Edina declines, open enrollment helps maintain funding levels which keeps class sizes low and provides more choices for students.

It is good that the quality of public school education in Edina attracts students from around the metropolitan area. Yet, Edina and its schools would benefit from serving more local families. Parental involvement in the community often occurs through children's activities and children's activities often occur through the schools. If more young families with children lived in Edina, Edina would benefit from their active involvement. The Task Force heard repeatedly in its community meetings that Edina schools are a number one priority.

Edina's recent building trends usually result in high-cost housing developments (such as condominiums starting around \$500,000) that typically do not attract families with school-age children. They may, in fact, attract voters less likely to support school referenda. Facilitating housing opportunities to encourage more young families to move into Edina will help the Edina schools remain strong.

⁹ Edina Public Schools.



Edina schoolchildren.



Left: Edina, Richfield and Airport police.

Right: Officer Rofidal with dog Kodiak upon graduation from training Academy, May 2002.



Maintaining Community Character. Edina's neighborhoods are the pieces of this successful community. Each neighborhood has its own character and charm. Neighborhoods provide the starting point for residents' involvement in the community at large. Edina's citizens are active and engaged in the schools, city government, and parks and recreation programs. Edina is a well-run city, often upheld as a model of leadership within the region. It is a safe community with the fifth lowest crime rate in Hennepin County. Edina's location as a first-tier suburb is a positive asset, with easy access to parks and other recreational activities, neighborhood and regional shopping areas, high-quality medical facilities, and other businesses.

To maintain its strong community character, Edina needs the people who make a community strong and these people need a place to live. Increasingly, the workers who directly support the quality of life in our city—such as school, government, and health workers—cannot afford to live in Edina. According to a recent survey conducted for the Task Force, only 29% of school, city, and hospital employees live in Edina, while an additional 51% would like to live in Edina if housing options were available. The quality of life for all Edina citizens is compromised when these workers must commute, diminishing their opportunities to be part of the broader fabric of our community. When teachers, for example, live further and further away, it becomes difficult for them to assist students after school or attend extracurricular activities.

Foster Diversity. A diverse community makes for a healthy community. It is important to maintain housing that accommodates such diversity. Former Edina leaders have embraced projects that have fostered diversity. Just as early immigrants established roots and became “Edinans”, immigrants today desire the opportunity to do the same. Early frontier settlers in the 1800’s were young, mostly under 40, with varying ethnic backgrounds (Swedes, Germans, Scots and Irish). By 1889, Edina had become a prosperous farm community of diverse origins. A hundred years later a gravel pit was transformed into a cutting-edge, mixed-use development providing affordable housing alternatives for the area. All of these actions were the result of strong leadership and foresight.

Diversity in a community is positive. Diversity should not be achieved at the expense of existing stakeholders, but it can be accomplished through innovative techniques that involve a variety of funding sources, public and private. Minnesota is projected to grow by 1.4 million people by 2030, a million of whom will live in the greater metropolitan area. This growth is greater than any other Midwestern or Northeastern state but New Hampshire. Currently, Minnesota’s minority population totals 12%. A portion of these new community members will be minority and immigrant populations. It is anticipated that minorities may comprise one-quarter of the metropolitan area’s next generation of workers.

Forced Out of Edina

“A parent of four children in the Edina Public Schools lost her Section 8 home when the lease was not renewed in January of last year. Because there is little Section 8 housing in Edina—and what’s available has a two-year waiting list—the family was forced to relocate four school-age children in the middle of the school year. This is not an isolated incident. When an affordable housing option is lost, we do not have other options available, for families in particular.”

— Valerie Burke, Edina Resource Center



Edina public school primary room,
May 15, 1911. The teacher on
the right is Miss Callie Dixon.

Edina Public School Primary Room, May 15, 1911.

Diversity embraces people at all stages of life: youth, young families, hard workers, active retirees, frail elderly, civic employees and the like. Currently, 23% of Edina residents are seniors, 12% are disabled, 6% are foreign born and **one in three live alone**¹⁰. Diversity also embraces people in a broad range of income levels. To facilitate diverse housing options, the City can help redevelop the community in a way that prepares our children and residents for the realities of society's future.

Regional realities also point to the need to facilitate diversity in our community. The Metropolitan Council has defined the current and future need for low- to moderate-income housing. As part of the metropolitan area, Edina can contribute to the region's housing solution while benefiting from both governmental support and a strengthened community. By doing so, Edina will position itself as a responsible and forward-thinking community within the region.

Housing diversity is not only about the current residents of Edina. It is also about meeting the responsibility bequeathed to us by Edina's previous leaders: the responsibility of helping our regional community in a way that reduces housing burdens on other communities. Diversity is about more than just helping Edina; it also involves helping our community neighbors and others who work and travel in our community.

¹⁰ 2000 U.S. Census.

Supporting Edina Businesses. Edina is a strong employment center. Although the city's population remained stable between 1990 and 2000 at approximately 47,000, the number of jobs in Edina increased almost 40%, from around 37,000 to over 51,000¹¹. However, only about one in eight workers now lives in Edina.

The link between housing and economic competitiveness is typically a regional issue. At the regional level, the high cost and limited availability of housing can limit future growth. For example, Massachusetts and California have experienced workers leaving to regions of more affordable housing. Portland, Maine, has found that its lack of moderately priced housing makes it difficult for businesses to attract workers in the \$8 to \$15 an hour range.

Businesses in Minnesota are beginning to experience this phenomenon as well. The Minnesota Chamber of Commerce reports that 18% of businesses involved in their 2004-2005 Grow Minnesota program rated their communities unfavorable with respect to housing availability. Despite Minnesota's growing population, its labor force growth will slow in the years ahead, from 1.5% annually this decade to 0.3% in the 2020s. Workers will be able to be more selective and choose employment closer to home. So in the years ahead, the availability and price of housing could begin to figure as a prominent factor in economic competitiveness.

¹¹ 2000 U.S. Census.

Isn't someone
who works in Edina
good enough to
live in Edina?



Gas station employee, 1950.



Minneapolis Gas Company dinner at Southdale Center, 1957.

Even if economic competitiveness is primarily a metropolitan-wide issue, there are three reasons why Edina should care. First, we are part of the region. Housing is built, zoned and permitted at the city level, not the regional level. If all cities chose to defer to the region on affordable housing, there would simply be no affordable housing. Second, as the price of gasoline soars, it may become more difficult for local businesses to attract workers to lower paying jobs. Finally, businesses provide jobs to local residents, make important contributions to local leadership, and add to the local tax base. It is important to note that a strong commercial/industrial base in Edina helps keep property taxes reasonable. Edina's tax base has 23% more market value per resident than the next highest city, Eden Prairie. Beside Minneapolis and St. Paul, Edina's total market value is surpassed only by Bloomington and slightly edged out by Plymouth and Eden Prairie. One consequence is that Edina's property tax rates are relatively low: 8% less than the metropolitan average for total tax rates and only 67% of the metropolitan average of taxes levied for city services.



Affordable, lifecycle housing is important to Edina's senior population.
Photos courtesy of worldofstock.com and Lutheran Social Services.

Providing Lifecycle Opportunities for Community Renewal. Housing for people at different places in the lifecycle plays an integral role in creating a healthy community. Lifecycle housing creates housing opportunities for all points in the lifecycle: young adults, families (young, mature, or non-traditional), empty nesters, and seniors. Today, Edina residents with unaffordable housing costs are disproportionately seniors. Edina will need to ensure that the community has the social and physical infrastructures that allow seniors to thrive. Edina should assist seniors to find desirable housing, to help first-time home buyers into seniors' homes when they wish to sell, and to ensure that any new housing can be recycled using the emerging principles of universal design. In the future, lack of affordable housing will impact other segments of our community, especially young families. Edina will need affordable housing to better compete with other regional communities for young families seeking affordable housing so that we can maintain our vibrant community, fill schools and jobs with Edina residents, and ensure a diversity of ages within the city.

America and Minnesota are growing older. In roughly ten years, the number of Minnesotans aged 65 or older will surpass the number of school-aged children—an unprecedented reversal of the population-age pyramid. Edina is already at the leading edge of this trend. In 2000 the number of residents 65 or older surpassed the number of school-aged children by nearly 2,000 people. Edina has one of the highest concentrations of senior citizens in the metropolitan area and, conversely, a relatively small population of young families¹². (See Appendix D.)

With such a high population of seniors, Edina can expect a fair amount of turnover in its housing stock in the coming years. Indeed, housing statistics show an Edina in transition. One in three Edina residents was born outside Minnesota, and 6% were foreign born¹³. As of the 2000 census, more than a third of residents lived in a different home five years before. As a community, we have a stake in how our housing transitions.

¹² U.S. Census.

¹³ Ibid.

III. CALL TO ACTION

Edina has a tradition of taking action to meet its community ideals. Edina's population more than doubled in the 1920's, forcing village government to adapt to new conditions. Edina led the way in using zoning ordinances to control growth long before any other suburb and was the first Minnesota city to employ a full-time planner. Consequently, Edina addressed early on what it was and should be and established the political and social tools to facilitate its ideals. When most municipalities struggled in the postwar period, Edina created a structure that allowed it to adapt to rapid changes more efficiently than most suburban communities, laying the groundwork for "successful suburbanization."

Unlike many similar communities during the postwar boom, Edina retained its upper-middle-class residential character. By 1970, Edina held some of the highest median home values (\$38,100) in the metropolitan area. In response, the Edina Housing and Redevelopment Authority (Edina HRA) was established in 1974 to undertake urban redevelopment projects and assist with the development of affordable housing. The Edina HRA served as the driving force behind many development projects, including the 50th and France commercial area renewal, the Edinborough and Centennial Lakes mixed development projects (where the City offered second mortgages), and low- and moderate-income housing at Yorkdale Townhomes, Oak Glen, Summit Point, and South Haven

Who will live in affordable housing?
The answer is the key to Edina's future—
our sons and daughters,
hard-working families, teachers, police officers,
your local bank teller or hospice nurse.

(see Appendix D for map locations). In January 2000 the Metropolitan Council established the Family Affordable Housing Program (FAHP), which provided scattered-site rental units and partnered with Edina and other suburbs to help provide affordable housing. Some of these housing developments and initiatives were originally put in place largely to help attract young families to Edina and serve as an important source of affordable housing in the community. By all accounts, these efforts have been enormously successful and have served as a model for the region.

The City of Edina has a history of creating housing that is affordable to people of various incomes. Edina has thrived for the past 100-plus years because each generation sought to leave a legacy of inclusiveness, opportunity, and hard work based on a calculated vision for the future.

The Housing Task Force believes that it is important for Edina to continue to build its legacy of action in housing. We have developed a Housing Succession Plan based on eight values, four principles and centered on five key strategies. During the course of our research, we looked at best practices around the country (see bibliography in Appendix K) and engaged both experts and community representatives in conversations about housing (see Appendix G).

Mrs. Keobounpheng pulling her two children in a wagon to go grocery shopping near her house at 66th Street and Xerxes Avenue, Edina, 1980.



Housing is the face of a community.
What do we want Edina's face to project to the world?

Values:

Our values served as a litmus test for our work. We required of ourselves that our housing strategies:

- Preserve and enhance the character of the neighborhoods and property values;
- Maintain high-quality neighborhood standards;
- Support and maintain Edina's quality schools;
- Aim for the long-term good of Edina and not rely on temporary fixes;
- Maintain Edina's strength in the region by being a regional leader, seeking unique and innovative approaches;
- Respect market forces;
- Promote lifecycle housing stock that supports a range of housing options that meet people's preferences and circumstances at all life's stages; and
- Make affordability sustainable.

Principles:

Edina's housing efforts will be most successful if it follows these principles for action:

- *Collaboration:* Collaboration allows communities to leverage strengths and resources. Edina collaborates well with other communities and should continue this approach for housing.
- *Communication:* Structured, inclusive communication is central to engaging the community and building support for the Housing Succession Plan.
- *Existing Resources:* To ensure the greatest effectiveness and efficiency, Edina should tap existing resources, both institutional structures as well as funding sources.
- *Accountability:* For the Housing Succession Plan to succeed there must be clear accountability and shared responsibility.

The Housing Succession Plan incorporates these principles.

IV. HOUSING SUCCESSION PLAN

We recommend that Edina implement the Housing Succession Plan. The objective of the Plan is to sustain Edina's character while enhancing housing options. For most people in Edina, market forces¹⁴ provide the housing they need and desire. However, some segments of the population are not well served by the market. The Housing Succession Plan focuses on the areas where the market functions less well. Housing options in this context mean that Edina has lifecycle housing opportunities for people within a broad range of incomes and ages who will contribute to making it a great place to live. The purpose of the Edina Housing Succession Plan is to create and take advantage of opportunities over the next 15 years to ensure that a portion of Edina's housing remains affordable to seniors, young families and working families. The Plan's overall goal is to:

Make 500 units of housing available to lower- and moderate-income families by the year 2020.

There are two ways to make housing more affordable: subsidize the cost of a dwelling unit or offer income assistance to a household. Given the limited opportunity for development in Edina and the large subsidies needed to make certain types of housing affordable, the Plan includes both approaches and suggests a mix of housing opportunities—new construction, preserving existing affordable housing, homebuyer and rental incentives, second mortgages, and accessory apartments.

The Plan uses as its base the Metropolitan Council's affordable housing allocation for Edina. This allocation represents Edina's share of the regional need for affordable housing for households at 60% of area median income or less (approximately \$46,000 in 2005). The regional need has been projected to total 51,000 units. Edina's share of 212 new units represents four-tenths of one percent of the regional need and one percent of the housing stock in Edina.

¹⁴ Market forces refer to where a willing buyer and a willing seller, having all of the facts, determine a price based on the principles of supply and demand. This means that if there is an excess supply (for example, an oversupply of available houses in an area) and low demand (few buyers), the price will be relatively low. Conversely, if there is little supply (only a few houses available for purchase), and high demand (more buyers than available houses), the price will rise. In the case of Edina, buyers who wish to purchase a home may be priced out of the market because there are fewer homes than prospective buyers.



To achieve its vision of a diverse, self-renewing community, the Task Force believes that there is a need to assist higher-income families as well. The Plan calls for making an additional 288 units affordable to families earning 60% to 115% of area median income (\$46,000 to \$88,000). For reference, in 2000, Edina had incomes mirroring the greater Twin Cities, with more than half of its households at 115% or below the Twin Cities median income (\$66,000).

The Plan breaks this allocation into three goals in order to take advantage of existing programs; these are: (1) programs that provide tax credits and other resources to assist families with up to 60% of area median income; (2) home-ownership assistance programs available for families with up to 80% of area median income; and (3) loan assistance for rehabilitation for families with incomes up to 115% of median area income.



Parent helping children with homework.

Goal One: 212 units for families with up to 60% (\$46,200 in 2005) of area median income

The units at this income level will be rental. The cost of housing in Edina is too high to provide ownership opportunities for these families without providing exorbitant subsidies and/or asking families to assume mortgage debt where they risk losing their homes and investments. Edina's greatest need is for affordable rental housing. Approximately 5,500 households in Edina rent their homes and 60% of these spend more than 30% of their income on housing. In other words, about three in five Edina rental households are burdened by high housing costs.

Rental housing could include townhomes for families with children, housing with services for the disabled or elderly, or apartment buildings with elevators. Most proposed rental housing would be privately owned and made affordable through the sale of federal housing tax credits. Federal assistance is also available to make senior rental housing affordable. In addition, Edina should consider permitting existing homeowners to add accessory or “in-law” apartments to their homes, which would provide very reasonably priced rental housing for adult children or parents.

More rental opportunities could be made available in Edina for very limited cost if more landlords were willing to accept Section 8 or other rental incentives. One study estimates that nearly 45% of rental units in suburban Hennepin, Dakota and Anoka counties are off limits to families with Section 8 vouchers because landlords will not accept them. Yet, Lutheran Social Services, for example, offers a highly successful service working with landlords to accept Section 8 tenants and ensure the relationship is mutually beneficial.

Private market rental housing	90 units
Senior federally assisted housing	52 units
Accessory apartments	30 units
Lower-income rental incentives	<u>40 units</u>
 Total at 60% area median income	 212 units

Goal Two: 175 units for families with up to 80% (\$61,600 in 2005) of area median income

In this income range, the Plan focuses on ownership housing and preserving Edina's existing stock of more affordable single-family homes. As mentioned earlier, Edina has the largest concentration of senior citizens in the metropolitan area. The Plan recommends constructing suitable downsized housing for seniors who wish to stay in Edina. The options could include new senior-oriented townhouse developments or providing incentives for accessory units built into existing housing. The homes vacated by seniors can then be made available for sale to young families utilizing a community land trust, second mortgages and/or first-time homebuyer programs.

As Edina considers how to provide housing options so that its seniors can stay in Edina, it has the opportunity to lead on creating new types of senior housing opportunities. Perhaps there are designs that could be adapted to young families once seniors leave. Or packages of economical services could be created, perhaps through homeowners associations, so that seniors can stay in their homes as long as possible.

There are many programs that assist moderate-income home buyers, including down-payment assistance, closing costs assistance, and deferred/forgivable rehabilitation loans. Edina should develop expertise in these programs, package them, and work with realtors and banks to attract moderate-income households to Edina. The East Edina Housing Foundation has been providing some of these programs, but, clearly, these are among the most economical routes for attracting new families into Edina and should be given top priority.

New senior downsized housing	50 units
Land trust	50 units
Second Mortgage	30 units
Existing programs/homebuyer assistance	<u>45 units</u>
Total	175 units



Goal Three: 113 units for families with up to 115% (\$88,500 in 2005) of area median income

At this income level, some of Edina's lower-priced condominiums units and bungalows become affordable. Often, however, the homes are small and/or need rehabilitation. Housing can be made affordable at these income levels with reasonable subsidies. Other new homeowners can be assisted through low-interest rehabilitation loan programs.

New construction – inclusionary zoning	75 units
Existing programs/rehabilitation loans	<u>38 units</u>
Total	113 units

Edina's Housing Succession Plan – 20/20 Goals

	60% ami or below	up to 80% ami	up to 115% ami	total	Edina subsidy per unit*	total cost	strategy
Affordability levels							
2005 income limit	\$46,200	\$61,600	\$88,550				
Aff. Purchase**	\$134,000	\$178,000	\$256,000				
Affordable monthly housing payment	\$1,155	\$1,540	\$2,214				
Unit # goal	212	175	113	500			
Programs/funding	tax credit rental housing; subsidized senior housing; Sect. 8	homebuyer assistance	rehab loans				
Ownership							
<i>New Construction</i>							
family housing			75	75	\$50,000	\$3,750,000	incl. zoning.; comp plan; Southdale
senior downsize housing		50		50	\$75,000	\$3,750,000	incl. zoning.; comp plan; Southdale
<i>Existing Housing</i>							
land trust		50		50	\$90,000	\$4,500,000	land trust
2nd mortgage		30		30	\$40,000	\$1,200,000	2nd mortgage
existing programs		45	38	83			existing programs
subtotal ownership	0	175	113	288		\$12,000,000	
Rental							
<i>New Construction</i>						\$0	
tax credit housing	90			90	\$20,000	\$1,800,000	incl. zoning; low income programs
senior housing	52			52	\$20,000	\$1,040,000	incl. zoning; low income programs
accessory units	30			30	\$5,000	\$150,000	Incl. zoning
<i>Existing programs</i>	40			40	minimal	\$0	existing programs
subtotal rental	212	0	0	212		\$2,990,000	
Total	212	175	113	500		\$14,990,000	

* funds exclusive of federal, MHFA and County programs

**using Fannie Mae calculator with assumptions: 7.0% interest, 30-year mortgage, enough cash to cover closing costs, no points, closing costs = 5% of purchase price, and no other debt obligations. PMI, home insurance, and taxes at 0.2% included in affordability calculation.

Housing Strategies

The Housing Succession Plan proposes five primary strategies for achieving these goals.

Note that these are strategies. They do not produce affordable housing or create stronger schools or attract young families in and of themselves. But they do create a structure for allowing the market, partnerships and existing resources to maximize opportunities as they arise and provide clear direction for the future. The strategies are:

1. Adopt a mandatory inclusionary zoning policy;
2. Update the Comprehensive Plan to convert appropriate areas to mixed-use development and provide for greater density in appropriate areas;
3. Use the greater Southdale area as a demonstration of a cutting-edge, livable, pedestrian-friendly urban redevelopment;
4. Create long-term opportunities to make a portion of Edina's existing housing stock affordable to more people and families; and
5. Leverage existing housing programs to create more opportunities for moderate- and lower- income households.

The Task Force explored a variety of other strategies (See Appendix H). Many of these could prove highly effective, but we believe setting clear priorities creates greater focus and resolve and uses limited resources to maximum effect. Therefore, we offer the strategies we believe will have the biggest payback for Edina.

I. Adopt Mandatory Inclusionary Zoning. Developers often use a general rule that the value of a house must be four times the price of the land it's on for the economics of the development to work. As land prices increase, it becomes ever more difficult to build lower-priced housing. Throughout the country, 135 cities, towns and counties have responded to this market condition with inclusionary zoning policies. Most simply, inclusionary zoning requires any new housing development to include a percentage of affordable units.

Inclusionary zoning relies on private industry to produce housing. Local governments tailor their ordinances to their housing needs and market conditions, including setting income and price limits for the inclusionary units. Developers are provided incentives, such as density bonuses, that offset the cost of developing affordable units. The goal of inclusionary zoning is to ensure a portion of all new housing is affordable and becomes a seamless part of the fabric of the community.

Edina has few new development opportunities. However, there are a number of redevelopment opportunities, and these provide opportunities to create affordable housing through inclusionary zoning. The Task Force believes Edina cannot afford to miss these opportunities. For instance, if Edina had adopted an inclusionary zoning ordinance that required 15% of all multifamily units constructed to be affordable beginning in the year 2000, 72 units of affordable housing would have already been produced. Additionally, had 15% of single-family units been produced as affordable during the same time frame, Edina would have produced another 25 affordable units. Not a single multifamily or single-family home produced since the year 2000 in Edina was affordable to a household at or below 80% of area median income.



Example of an inclusionary zoning development in the state of New York.

The Task Force recognizes that building affordable housing can be very time consuming and costly for developers, often requiring the piecing together of multiple funding sources. Affordable housing may also entail greater political and financial risk than market-rate projects. The Task Force's research suggests that the fairest inclusionary zoning policies provide incentives that offset the cost and serve as carrots, enticing developers to include affordable units in their housing plans. Some possible incentives include density bonuses (used in 95% of all inclusionary zoning ordinances), low-interest loans funded through a housing and re-development authority levy, tax increment financing, building fee waivers, fast-track processing, and even cash subsidies. Any inclusionary zoning policy in Edina should be based on a thorough understanding of Edina's housing market and development finance and should not become a hidden tax. Unless the inclusionary housing policy is designed to elicit developer cooperation, it is unlikely to be effective.

Inclusionary zoning ordinances have been adopted in many cities and counties throughout the country and have worked well in other high demand areas similar to Edina. (See Appendix I). An analysis of data in California showed that the adoption of inclusionary housing programs was not associated with a negative effect on housing production. The City of Cambridge, Massachusetts, adopted an inclusionary zoning program in 1998 that requires the inclusion of low- and moderate-income units in every new residential development of ten or more units. The ordinance offers incentives such as density bonuses and contains provisions to hold the developer harmless from the costs involved in meeting the ordinance's requirements.

10 Examples of Inclusionary Zoning Strategies

1. Provide density bonuses
2. Streamline permitting process
3. Allow accessory dwelling units
4. Allow for affordable unit modifications, like relaxed floor-size minimums
5. Offer fee deferrals or waivers
6. Provide tax increment financing
7. Permit off-site compliance
8. Implement inclusionary housing requirements for affordable housing
9. Create and support affordable housing policy initiatives
10. Make it known that apartments can support single-family housing values.

No city in Minnesota has adopted mandatory inclusionary zoning policies. This is an opportunity for Edina to pioneer a new tool. We believe that to create affordable housing in Edina, inclusionary zoning will need to be mandatory. This is consistent with the experience of other high-demand markets on the east and west coasts where very little affordable housing was built using voluntary programs. The Edina housing market by itself will not create affordable housing. To ensure that affordable housing will be built in our community, we must provide incentives.

Some cities do require developers to provide affordable housing if they are receiving financial assistance from the city for the development. There are ways to craft inclusionary zoning measures under the current law, but many experts believe that statutory authority needs to be broadened to permit Minnesota cities to legally adopt inclusionary zoning ordinances. Thus, any inclusionary zoning policy for Edina must be researched and crafted carefully to conform to Minnesota state law. In addition, any inclusionary zoning ordinance must be crafted to fully respect the marketplace. We must create the right incentives and opportunities for developers to build affordable housing that meets the high expectations Edina residents have for new developments, as well as their expectation that all development will enhance community character.

Density Bonuses: How they work

For example, an inclusionary zoning law may require that 15% of new units be affordable, while providing a 20% density bonus as an incentive to help offset cost. In this case, a developer could then build 120 units on a parcel of land only zoned for 100. Eighteen of these units would need to be affordable (15% of 120 units = 18 units), but 102 would be market rate, granting a “bonus” of 2 market rate units over regular zoning to the developer.

What does affordable housing have to do with economic competitiveness?

Everything.

Accessible, quality, affordable housing is important for businesses to attract and retain workers.

2. Update Edina's Comprehensive Plan to Convert Appropriate Areas to Mixed-use Development and to Provide for Greater Density in Appropriate Areas. Edina is required to update its Comprehensive Plan by 2008. Because Edina's development opportunities are so limited, the land-use portion should aggressively and creatively identify opportunities to rezone underutilized office and industrial parks to mixed-use developments to include housing. These parcels provide a rare opportunity for the City to develop high-quality housing of different types and prices that can adapt to people's needs over time. They also provide a way for Edina to exhibit leadership in how the use of scarce land can be optimized. Edina might consider Portland's efforts, which has been highly successful in making optimal use of its limited land.



Southdale, 1956.

3. Use the Greater Southdale Area as a Demonstration of Cutting-Edge, Livable, Pedestrian-Friendly Redevelopment. Healthy Community Design is a new movement in redevelopment that is attracting considerable funding and attention. Features of healthy community design include mixed use, a variety of housing, pedestrian-friendly environments, innovative public transportation, and environmentally sensitive design (such as surface water management through reduced hardscape and green roofs, water use reduction, indoor environmental quality, efficient use of materials and resources, waste management, renewable energy and energy efficiency).

The plans for redevelopment of the greater Southdale area provide an immediate opportunity for Edina to play a leadership role in both healthy community design and in helping to alleviate the current mismatch among employment, transportation, and housing that troubles the metropolitan area. When Southdale was originally built in the 1950s, Edina received national publicity for this innovative development. The City has invested significant effort into its vision for the greater Southdale area and should use this opportunity to create mixed-income housing. The City should commission a market study of the potential for housing in the Southdale area.



When Centennial Lakes in Edina was constructed, it set a new standard for mixed-use development nationwide.



Brookside train as it passed through Edina, 1953 and 1954.

4. Create Long-Term Opportunities to Make a Portion of Edina’s Existing Housing Stock Affordable to More People and Families. Although it is important to recognize the role of redevelopment and new construction in providing affordable housing, there is limited opportunity for new single-family construction in Edina. Therefore, it is critical to look at how Edina’s existing housing stock might be made affordable to more people and families. The two primary means of doing so are Community Land Trusts and low- or no-interest second mortgages, both of which “buy down” the cost of owning a home through equity sharing.

Community Land Trusts (CLT) are an excellent way to make available a stock of permanently affordable homes in areas where land values are rapidly escalating. The concept of a land trust is very simple. The price of the land is severed from the price of the home, reducing the overall cost to the homeowner. The land is owned by a separate, nonprofit community-based organization and leased to the homeowner at a nominal amount. When the home is sold, any appreciation in total market value is split between the homeowner and the landowner depending on a predetermined formula intended to balance the interests of present homeowners with the long-term goals of the CLT.

CLTs have several advantages. One of the beauties of a land trust is that it can be as limited or expansive as resources allow. Another is that it helps families of modest means own a home and build equity rather than paying rent which never provides a financial return to the renting family. In some communities, land trust homes are completely anonymous, reducing

the stigma of affordable housing. Land trusts allow scarce dollars to be used as a one-time, long-term, sustainable community investment in affordable housing. Although the land is owned by a nonprofit, CLTs can remain on property tax rolls. Research has demonstrated the success of CLTs in maintaining and expanding the stock of affordable housing in an area. A number of communities in the Twin Cities have highly successful CLTs.

While CLTs can be costly to administer, Edina lies within the geographic boundary of the West Hennepin Affordable Housing Land Trust (WHAHLT). A potential limitation of CLTs is that they are nearly always used for single-family housing. The legal complexities of land ownership in multifamily dwellings have hindered the use of CLTs in the past, but a recent application of CLTs to multi-family housing in the Twin Cities suggests these issues can be overcome.

The Community Land Trust program could effectively meet lifecycle goals in a number of ways. If paired with services, such as the Greater Metropolitan Housing Corporation's program that helps senior citizens move from their single-family home to more desirable housing, a CLT could help attract new young families. Employer-based strategies, such as the model developed by Bremer Bank and the United Way, could also be used both to promote land trust opportunities and provide down-payment assistance.

Second mortgages provide zero- or low-interest loans and/or defer repayment to help put monthly mortgage payments within reach of moderate-income buyers. The benefits



Community Land Trust housing in Battelboro, VT, that was organized and incorporated by a group of concerned citizens in August 1987 in response to concerns about available affordable housing.

Community Land Trust

Example of how it works

A community land trust (CLT) in Minnetonka acquires and renovates a home for \$65,000; this includes \$23,000 in land value. The Fisher family buys the home for \$42,000, with a bank mortgage of \$40,000 available through an affordable housing program and \$2,000 sweat equity. At the same time, the Fishers lease the land under the home from the Minnetonka CLT for a nominal amount. After six years, the Fishers decide to sell the house for its appreciated value of \$46,000. Meanwhile, the land has appreciated to \$25,530, bringing the total value of the home to \$71,530. Depending on their agreement with the CLT, the appreciated value is split between the CLT and the Fishers. If it is sold back to the CLT, the Minnetonka community will have a property worth \$71,530 including land value. The next family's price to buy only the house is still well below the fair market value of the total property. The community will continue to have a home affordable to the next family without the need for substantial further subsidy. Moreover, the home will likely grow more affordable relative to the housing market over time because all the increase in value attributable to the land will remain with the Minnetonka Community Land Trust and not be factored into the cost of the house itself.

of second mortgages are numerous. Upon resale, the equity in the home is split between the homeowner and any mortgage holders, depending on a predetermined formula. Second mortgages allow families to have more housing choices available to them. Also, the administrative costs are minimal compared to CLTs. Sometimes second mortgages are tied to a “first right of refusal” so that the home can be repurchased by the second mortgage holder or the community entity and sold to another family needing affordable housing. However, as property values continue to escalate, the size of the second mortgage needed to reach affordability is likely to grow as well.

As these or other options are explored more fully, the Task Force believes that important objectives to keep in mind include making the opportunities: (1) available for the long-term; (2) throughout the community rather than concentrated in a single area; and (3) seamless so that no stigma is attached to a particular piece of real estate.

5. Leverage Existing Housing Programs to Create More Opportunities for Moderate- and Lower-income Households.

Fortunately, Minnesota has a well-developed and committed affordable housing industry and many programs exist to help lower- and moderate-income families, both homeowners and renters. Existing programs and resources can be used to achieve balanced housing in Edina. The Minnesota Housing Finance Agency provides low-interest loans and down payment assistance to first time homebuyers, with a special emphasis on assisting minority homebuyers. Federal programs help make rental housing more affordable. Lutheran Social Services has had great success working with landlords to increase their willingness to accept and manage Section 8 vouchers. Hennepin County provides gap financing for affordable rental and home-ownership housing developments. Community Development Block Grant funds can be used to create zero or low interest, deferred payment loans to residents to update their houses. The Family Housing Fund offers a highly successful program (less than 1% default rate) to move families from publicly-assisted rental housing to home ownership through second mortgages and intensive home-ownership counseling .

Many lower-income households live in Edina now and contribute to our community. People are often concerned that lower-income housing leads to diminished property values or increased crime, but these fears are not substantiated by the evidence. Many studies have been conducted to evaluate the impact of lower-income housing on property values. No link has been found between affordable housing and reduced property values. As for crime, Edina's Police Chief reports that although the number of police calls is higher in subsidized housing properties, these calls are not of a criminal nature. Instead, they are primarily related to medical emergencies and "miscellaneous officer calls" (e.g, an officer visits residents on a scheduled or random basis to stay current on events in the complex).



Working parents.

Photo courtesy of BBC.

Possible Funding Sources

The Plan estimates Edina's cost at roughly \$15 million (exclusive of federal, state and county sources for new construction), or \$1 million per year. While this may sound daunting, it represents only two-tenths of one percent of the value of Edina's housing stock (\$7.4 billion in 2005). Moreover, there are a number of potential funding sources.

- Self-generated property taxes: The 267 units of newly constructed housing anticipated by the plan will generate an estimated \$330,000 a year in taxes (nearly \$5 million over 15 years) for the City of Edina and the school district (exclusive of county taxes and those of other taxing districts).
- Community Development Block Grants: Edina receives roughly \$140,000 per year (more than \$2 million over 15 years), which can be used for affordable housing.
- East Edina Housing Foundation: The East Edina Housing Foundation has assets of \$2 to \$3 million that could possibly be applied toward the Housing Succession Plan.
- Building permit fees: Edina could set aside incremental fees generated over the 2006 base budget of \$1.9 million. Permitted residential construction grew an average of 16% a year from 1996 to 2005. If total permit fees grew by only half this rate for the next fifteen years, more than \$2.7 million would be generated and captured for affordable housing.
- Housing Redevelopment Authority (HRA) Levy: The Edina HRA is authorized to levy as much as \$1.3 million a year, an option it has never chosen to exercise. New taxes are always controversial. However, a very modest contribution of \$12 a year from the average Edina home would raise roughly \$270,000 a year, or \$4 million over 15 years.

Other possible funding sources include:

- Minnesota Housing Finance Agency
- Capital campaign
- Home Funds
- Family Housing Fund
- Foundations

Next Steps

The Housing Succession Plan presents five strategies to achieve Edina's housing goals. The Task Force recommends the following steps to implement these strategies:

1. Inclusionary Zoning. The City Council should approve a resolution requesting the Planning Department develop an inclusionary zoning policy that will enable creation of 270 units of affordable housing and accessory units by the year 2020. The City may wish to review the experience of Baltimore and San Diego, which have recently developed thoughtful and well-researched inclusionary zoning policies.

2. Edina's Comprehensive Plan. The Planning Commission and the City Council should adopt a resolution that: (1) incorporates the Metropolitan Council's goal of 212 new affordable housing units for people at 60% or below the area median income; (2) requests the Planning Commission take a highly critical and creative look at land use in the Comprehensive Plan to identify opportunities for constructing 270 units of affordable housing, including 90 lower-income rental and 52 senior rental.

3. Southdale. The Planning Commission and the City Council should adopt a resolution stating that the plans for the redevelopment of Southdale area represent a prime opportunity for a visionary, high-density development that combines sustainable and "green" development with the best in transportation. The Plan should include at least 100 units of affordable housing. The Task Force recommends that the City conduct a market study to determine the need for housing at all income levels in the Southdale area.

4. Land Trusts and Second Mortgages. The City Council should invite the East Edina Housing Foundation and the West Hennepin Affordable Housing Land Trust to develop proposals to create opportunities for 80 families to purchase existing housing through the use of second mortgages and community land trusts.

5. Package and Market Existing Programs. Edina's Planning Department should work with organizations such as the Greater Metropolitan Housing Corporation to develop plans for assisting low-income seniors to transition to downsized housing. The Planning Department should also work with organizations that educate landlords to encourage them to accept Section 8 vouchers for families. It should package services and loan products for mod-

erate-income and first-time home buyers, while working with real estate agents and banks to aggressively market these products in Edina.

Overall Plan

1. Edina's Vision 20/20 Plan. The Task Force requests that the Edina City Council adopt an additional objective for Edina's Vision 20/20 plan: "Maintain a full mix of housing options in Edina to provide opportunities for people to live here throughout their lives." An outline of the complete suggested language can be found in Appendix J.

2. Assign Responsibility for Implementation of the Plan. The City Council should pass a resolution assigning responsibility for implementing the Housing Succession Plan, including an annual progress report. The annual report should address specific goals of the Plan, but also broader community indicators to determine whether or not the Plan's objectives are being met. The following are examples of indicators that can help in measuring our success:



Centennial Lakes Park & Office Buildings.

Photo courtesy of realestatetwincities.net.



Edina City Hall,
2005.

- Geographical distribution of affordable dwelling units
- Housing price to income ratio by household type (renter and owner occupied)
- Number of affordable units by unit size, type, and family composition
- Number of existing affordable units preserved
- Number of new affordable units produced by unit size, type, and family composition and income
- Numbers of households paying more than 30% of income for shelter by household size, household type (renter and owner occupied), and income
- Ratio of professionals (e.g., teachers, police officers, city workers, and health care workers) employed and living in Edina to total employed in these categories
- Ratio of Edina residents employed in Edina to total employed in Edina
- School enrollment (% living in Edina)
- Trends in economic diversity
- Trends in racial diversity

3. Create a Financing Plan for the Housing Succession Plan. The Task Force realizes that without agreed upon funding sources, the Housing Succession Plan can not be implemented. While there are many competing priorities for funds, the Task Force believes that investment in the Housing Succession Plan is truly an investment in Edina's future. Therefore, it urges the City Council to: (1) direct the appropriate city staff to develop a funding plan for the Housing Succession Plan; and (2) to review, revise and adopt the funding plan.

IV. CONCLUSION

The importance of housing to the vitality of a community cannot be overstated. It is easy to overlook the role of housing when the housing market seems to work automatically. However, rapidly escalating home prices in Edina are putting Edina out of reach for many. A growing segment of current Edina residents would be unable to afford a home in Edina if they had to purchase it today.

Edina is a community of legacy and foresight. Each generation has faced challenges with resolve, innovation, and hard work to make Edina the great community we enjoy today. Now it's our turn.

The Task Force invites you to discuss with your family, neighbors and friends the issues of housing in our community and region. The fundamental question is, "What kind of community do we want to be?" If the answer is one of vision, character, and inclusiveness, then we cannot ignore the role housing plays. We urge you to join us in supporting the adoption and implementation of the Housing Succession Plan.



Edina teachers and school administrators at the Edina Community Center to learn about new K-12 education standards.

Photo courtesy of MPR.org.

Appendix A

Housing Task Force Members

Bob Aderhold, Edina Resident, Wells Fargo Bank

Valerie Burke, Edina Resident, Edina Resource Center

Hal Clapp, retired, formerly with the United Way

Kandace Ellis, Edina Resident, Edina School Psychologist

Michael Fischer, Edina Resident, Architect/Urban designer, Edina Planning Commission, Southdale Area Planning Committee

John Helling, Edina Resident; Senior Advisor, The Griffin Companies.

Mike Huck, former long-term Edina Resident, United Way

Jeff Huggett, Edina Resident; Dominion Development and Acquisition, LLC

Doug Johnson, Edina Resident, Edina Public Schools Administration

Sally Krusell, Edina Resident, Greater Metropolitan Housing Corporation

Scott Massie, Edina Resident, Attorney

Douglas Mayo, Edina Resident, retired, formerly with Common Bond Communities

Barb McFarlane, Edina Resident, Dakota County Human Services

Sharon Ming, Edina Resident, Small Business Owner, Edina Human Rights and Relations Commission

Cappy Moore, Edina Resident, St. Patrick's Church

Carol Mork, Edina Housing Initiative; Mission Developer, Edina Community Lutheran Church

Joan Naymark, Edina Resident, Habitat for Humanity volunteer

Skip Thomas, Edina Resident, Re-Max Realtor, Edina Chamber of Commerce

Janice Williams, Fairview Southdale Hospital

Appendix B

Community Feedback

Members of the Edina Housing Task Force took a draft of the Housing Succession Plan to the community in the spring of 2006 to solicit feedback. The Task Force gave presentations at community group meetings, held its own open house for community residents, and engaged in countless informal conversations with their neighbors and coworkers. Task Force members made presentations to the following Edina organizations:

- Edina City Council
- Edina Chamber of Commerce
- Edina Chamber of Commerce Government Affairs Committee
- Edina Housing Initiative
- Edina League of Women Voters
- Edina Ministerial Association
- Edina Planning Commission
- Edina Realtors
- Fairview Southdale Hospital
- Human Rights and Relations Commission
- St. Patrick's VIP Group

The community open house included a presentation and small group discussions led by Task Force members. More than 100 community residents attended, and their comments, questions and concerns were noted and later used by the Task Force when revising the report.

All in all, the Task Force spoke with nearly 400 Edina residents about the need for affordable housing and the Housing Succession Plan. While some residents expressed skepticism and others requested further information, the majority recognized the need for affordable housing in the community and supported the work of the Task Force.

All community feedback was compiled and incorporated into the final version of the report.

Appendix C

Change in Home Values

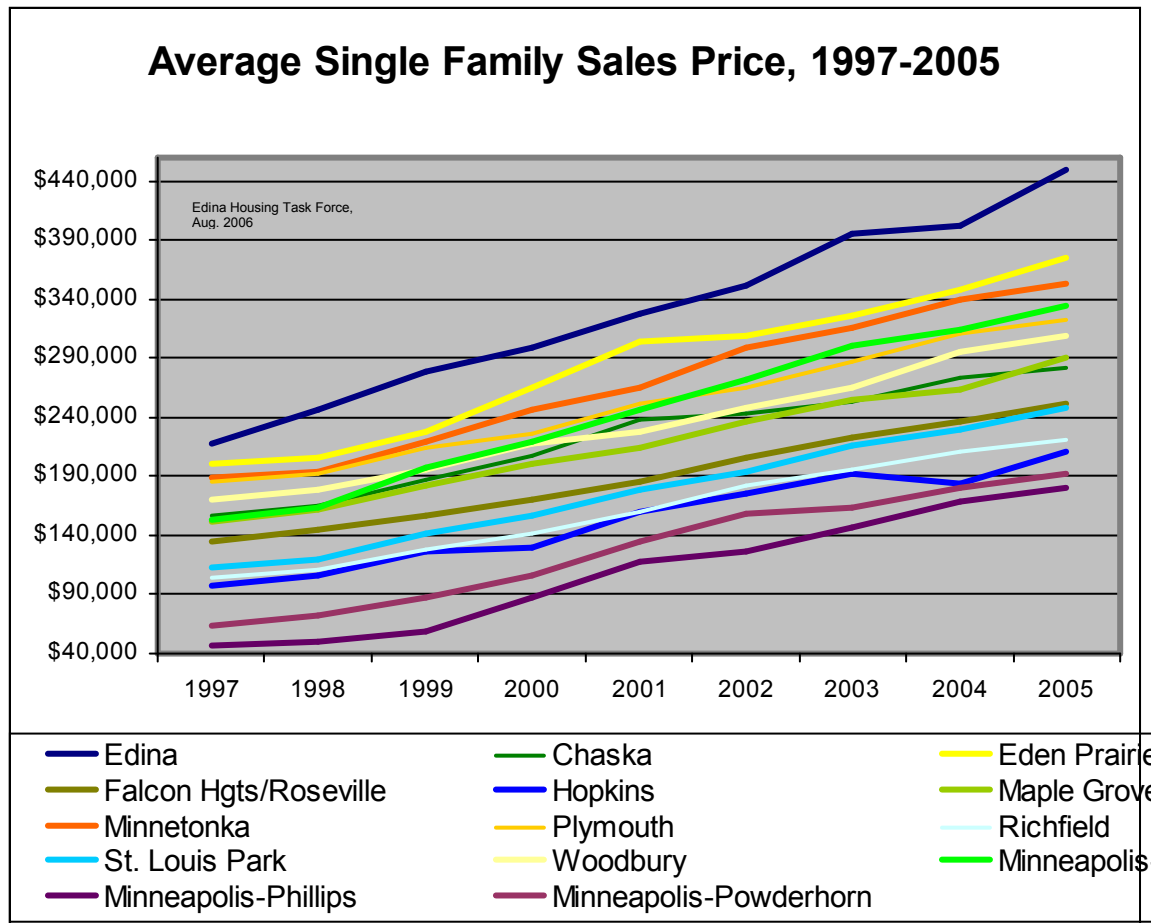


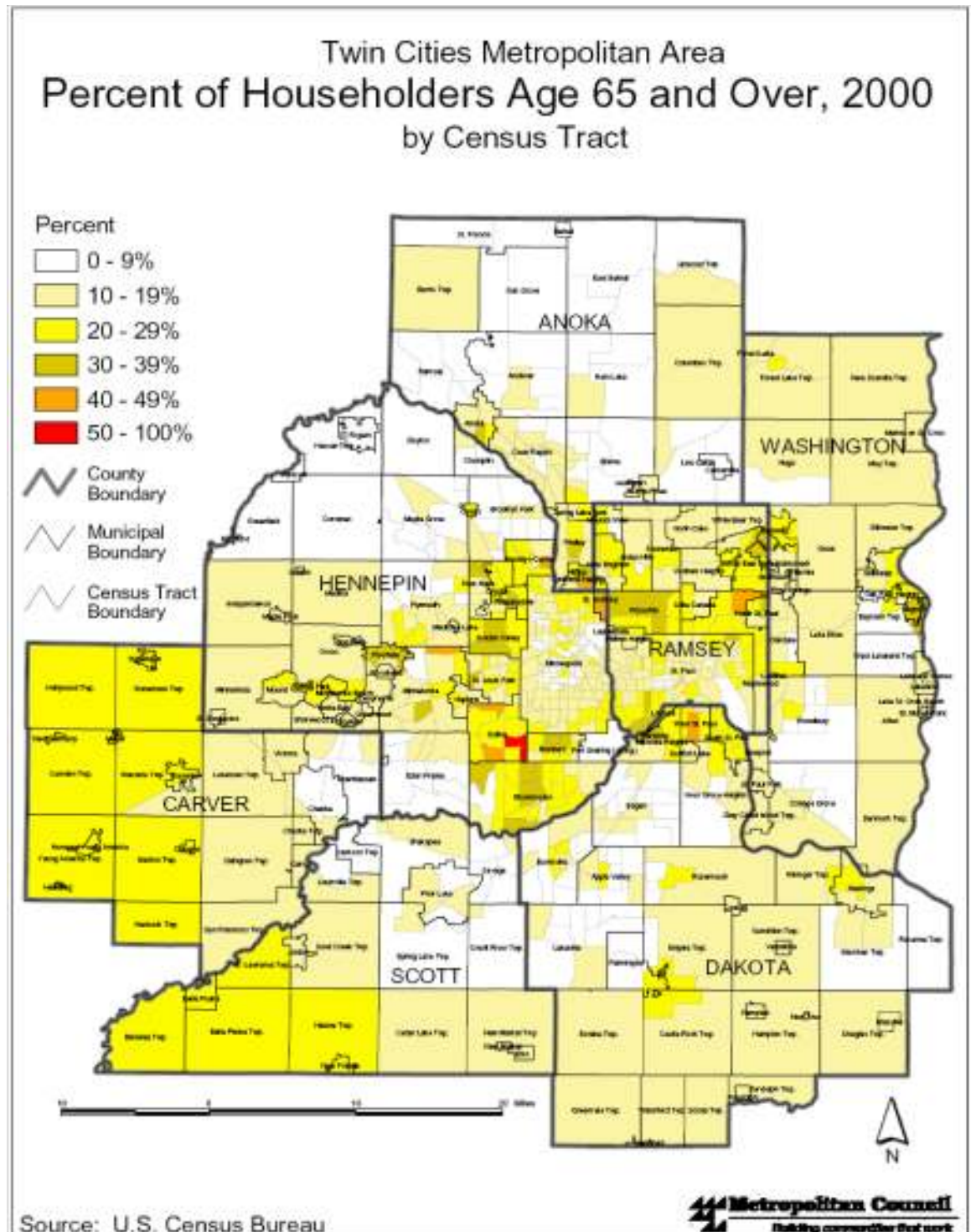
Chart G. This chart shows the change in average sales prices for Edina and other communities throughout the Twin Cities metropolitan area between 1997 and 2004. While prices rose across the board, Edina saw the most significant gains, both in terms of price (\$185,000) and percentage increase (12%). Edina's wages have not been able to keep up, rising at just over 4% per year during the same period. Edina has consistently maintained some of the most expensive housing stock in the metropolitan area. As shown in the body text, a portion of Edina's workers, particularly those central to Edina's livelihood and vitality, have been priced out of the market.

# Single Family Homes Available per Price Range, 1990 and 2000			
Edina Housing Task Force, Aug. 2006	1990	2000	% Change
Total # Single Family Homes	11,718	12,422	6.0%
less than \$50,000	33	11	-66.7%
\$50,000 to \$99,999	1448	153	-89.4%
\$100,000 to \$149,000	3982	1092	-72.6%
\$150,000 to \$199,999	2576	2729	5.9%
\$200,000 to \$299,999	2105	3765	78.9%
\$300,000 to \$499,999	1095	3170	189.5%
\$500,000 or more	479	1502	213.6%
Median Value	\$156,700	\$248,500	58.6%

Chart H. This chart shows the change in the number of single family homes available in each price range from 1990 to 2000. Overall, the amount of low- to moderate-value units decreased significantly (e.g. the number of homes valued between \$100,000 and \$149,999 decreased by 72.6%), while the number of high-value homes dramatically increased (e.g. the number of homes valued over \$500,000 increased by well over 200%).

Appendix D

Concentration of Seniors throughout the Twin Cities



Appendix E

What is “affordable”?

A variety of definitions are used to define “affordable” housing. The definitions refer both to the portion of income spent on housing, as well as income levels and vary by housing program.

Housing Costs

Affordable ownership: Generally, housing is considered affordable to a particular household if it does not cost more than 30% of household income. Banks sometimes will make mortgages where the income to house payment ratio exceeds 30%, especially when the buyer’s income is high.

Affordable rental: The Minnesota Housing Finance Agency (MHFA) considers rental housing affordable if it doesn’t exceed 30% of household income. For Section 8 properties, the tenant pays 30% of household income, and Section 8 subsidizes the difference between that and fair market rents. HUD used to define affordable as 25% of income. Now, some are urging that something more than 30% be considered affordable – in the 40% range.

Income Levels

HUD defines low or lower income as 80% of area median, very low income as 50% of area median income and extremely low income as 30% of area median. These definitions are used in most HUD rental programs. The median family income in the Twin Cities metropolitan area in 2004 was \$76,700.

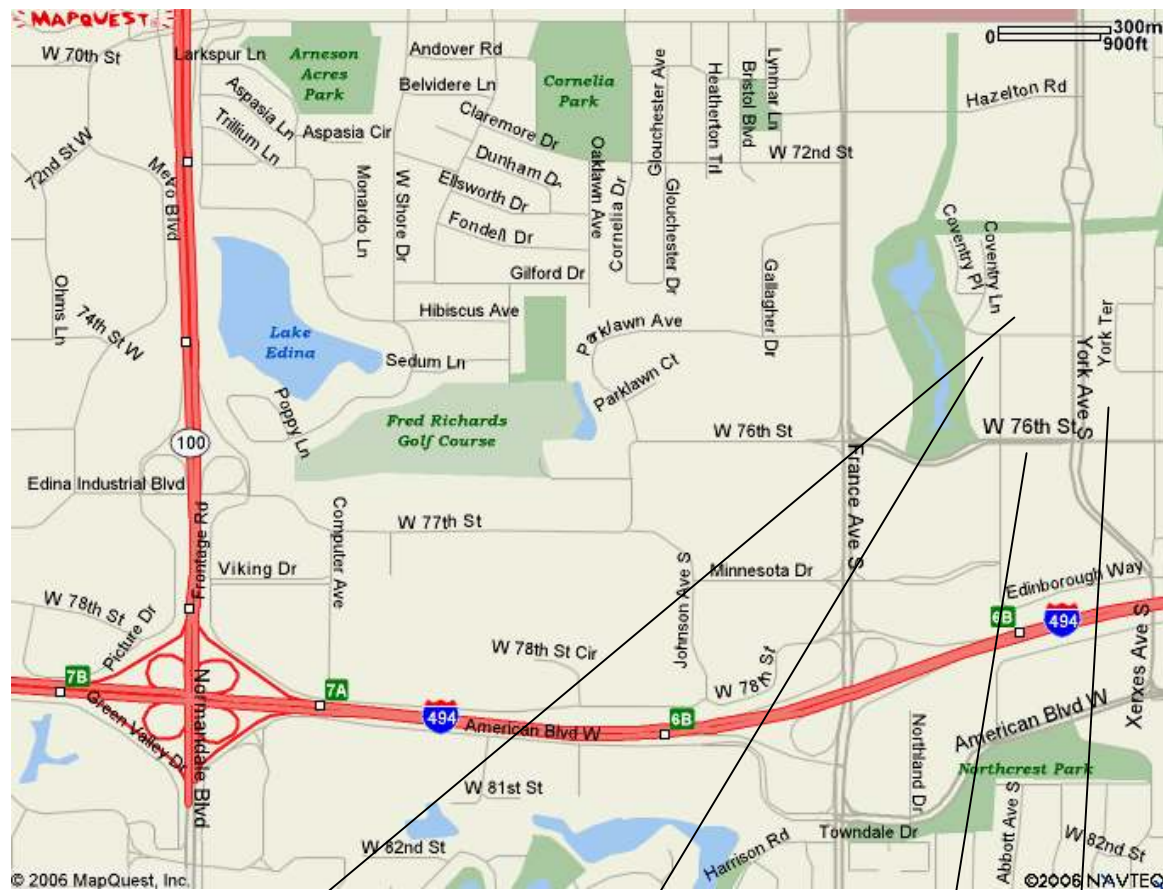
Program Qualifications

The income that qualifies a household for housing assistance varies. For example, 60% of median income is one of the income limits used in the federal tax credit program. It is also used with tax exempt bonds for rental housing. The Metropolitan Council has used 80% of median for affordable homeownership. This means that a home was affordable in 2004 if it was priced at \$193,700 or less (i.e, the price that a household earning 80% of median income could afford). MHFA also uses this income level for its mortgage programs, but one of the largest state appropriated programs – the Challenge program – has an income limit of 115% of median for homeownership projects.

Some cities with affordable housing policies (for example Minneapolis and Saint Paul) require developers who receive city financial assistance to include housing units affordable to households at 50% of median income, and some affordable to those at 30% of median income.

Appendix F

Location Map of Current Large-Scale Affordable Housing



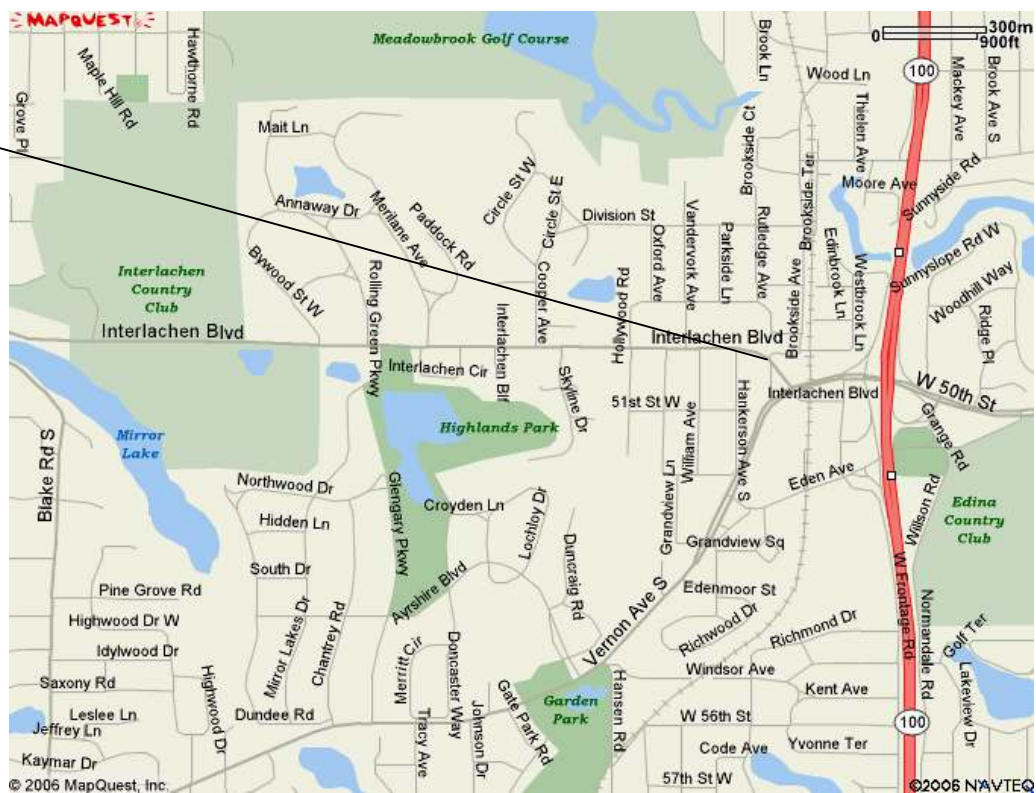
South
Haven

Centennial
Lakes

Edinborough

Yorkdale
Townhomes

Summit
Point



Oak Glen



Appendix G

Community Sources

Daniel Bartus, Real Estate Developer
Stacy Becker, Consultant to the Task Force
Jennifer Bergman, Program Director, Greater Metropolitan Housing Corporation
Phyllis Brevig, Edina Resident
David Byron, Edina Planning Commission Chair
Jan Callison, City of Minnetonka Mayor, original Executive Director of West Hennepin Affordable Housing Land Trust (“WHAHLT”), former City Council member
Cathy Capone Bennet, Redevelopment Specialist for the City of Roseville, Executive Director of the Roseville Housing Redevelopment Authority
Brian Carey, United Properties
Lee Canning, **ex-officio member and note taker for the Task Force**
Polly Dennison, Edina Resident
Tom Dolan, Edina Resident, Our Lady of Grace
Dave Engstrom, Midwest Housing Collaborative, LLC
Ron Erhardt, Minnesota State Representative District 41A, Edina Resident
Kimberly Gartner, Consultant to the Task Force
Judy Gempfer, Edina Resident
Carol Gressett, Edina Resident
Susan Heiberg, City of Edina Human Services
Mark Hendrickson, Principal Planner, Hennepin Co. Housing, Community Works, Transit
Jim Hovland, Mayor of Edina
Gordon Hughes, Edina City Manager
Jack Jenkins, Minnesota Housing Finance Agency
Marty Kirsch, Mayor of Richfield
Linda Koblick, Hennepin County Commissioner, District 6 (includes Edina)
Dorothy Krueger, Edina Resident
Craig Larsen, Edina City Planner
Larry Laukka, Real Estate Developer, Edina Resident
Janet Lindbo, Executive Director, West Hennepin Affordable Housing Land Trust
Tim Marx, MHFA Executive Director
John McDonald, Edina Realty, Edina Resident
Rich McLaughlin, Midwest Housing Collaborative, LLC
Geoff Michel, Minnesota State Senator District 41, Edina Resident
Bruce Nordquist, City of Richfield Housing and Redevelopment Manager
Carolyn Olson, President, Greater Metropolitan Housing Corporation
Shirley Olson, Director, Lutheran Social Services of Minnesota
Deborah Paone, Executive Director of the Normandale Center for Healing and Wholeness and researcher for the Partners in Care project that is being funded by the State of Minnesota
Rick Peterson, Midwest Housing Collaborative, LLC
Matt Podhradsky, City Administrator, City of Chaska
Joyce Repya, Associate Planner, City of Edina
Erin Sapp, Consultant to the Task Force
Helene Shear, Midwest Housing Collaborative, LLC
John Wanninger, Coldwell Banker Burnet
Sue Weigle, Edina Senior Center

Appendix H

Housing Strategies Explored

1. Program targeted to help “hard working” young families with lower incomes by working with the Minnesota Housing Finance Agency (MHFA) 1st time home-buyers program, Section 8, and/or Habitat for Humanity.
2. Explore opportunities with a major employer to develop a mixed-use development, including housing, for lower income workers. For example, a retailer might include housing on an upper level or elsewhere on the property.
3. Mandatory inclusionary zoning with “carrots” such as a. density bonuses; b. TIF or tax abatement for gap funding; c. Fee waivers, building permit fee waivers
4. Update the land use section of Edina’s Comprehensive Plan to include long-term redevelopment of Edina’s office and industrial park into mixed-use development, including housing.
5. Community Land Trust.
6. Employer down payment assistance (or other employer-based program, e.g. United Way/ Bremer Model, closing cost assistance, mortgage assistance).
7. Use Southdale area as a case study for “healthy community design,” including features such as life cycle housing, sustainable design in all new buildings (i.e. green roofs, etc), pedestrian-friendly environment, innovative public transportation (perhaps a personal rapid transit experiment)
8. Remodeling assistance for seniors with incentives (perhaps low interest loans, tax relief, in home care “discounts” or tax credits) and a design center to promote universal design, allowing seniors to safely stay in the home while preserving homes that would be attainable for young families.
9. City of Edina real estate tax policy changes so homes remodeled (either for seniors or to provide affordable rental properties) have taxes waived on the increased market value (either until sale of the home or for 30 years). For example, properties of seniors who remodel homes would increase in value but their taxes on that increased value would not.
10. Education and communication efforts encouraging baby boomers to financially plan for their own long-term care needs.
11. Housing resource center for anyone wishing to remodel/rehab homes. The Center would promote universal design (and could include incentives such as low interest loans, etc).
12. Association fee relief for condominium buyers.
13. Transit-oriented development at location of bus garage and public works facility.
14. Further Edina efforts to obtain state grants to develop semi-formal city/neighborhood partnerships that support seniors and their families with the goal of preventing crises that lead to hospitalization/nursing home placement.
15. Zoning that would allow granny flats, etc.

Appendix I
Inclusionary Housing Programs Nationwide

	Affordable Units Produced	Threshold # of Units	Affordable Set-aside Requirement
Boston, MA; 2000	-	Developments exceeding 10 units	10% of on-site units
Boulder, CO; 1999	-	No threshold # - applicable to all residential developments	20% in for-sale and rental developments (depending on project size)
Davis, CA; 1990	1,474	Developments exceeding 5 units	25% in for-sale developments; 25% in rental developments (depending on project size)
Fairfax County, Virginia; 1991	1,723	Developments exceeding 50 units (fee charged on projects with fewer than 50)	12.5% in single-family home developments; 6.5% in multifamily developments
Irvine, CA; 1978	More than 3,400	No threshold # - applicable to all residential developments	Voluntary goal: 15% of all units
Longmont, CO; 1995	104 or 352 anticipated	No threshold # - applicable on all annexed land	10% of all units in annexation areas
Montgomery County, MD; 1974	More than 10,000	Developments exceeding 50 units	12.5 - 15% of all units, of these, local housing authority may purchase 33%; qualified non-profit organizations
Santa Fe, NM; 1998	1	No threshold number - applicable to developments with any unit targeted to over 120% of area median income (sale price over \$240,000)	may purchase 7%. 11% in developments with homes priced \$240,000 - \$400,000; 16% in development with homes prices over \$400,000

From Paul Fisher and Jo Patton (June 2001) "Expanding Housing Options Through Inclusionary Zoning" Ideas @ Work Volume 3.

Control Period	In-Lieu-of Payment Off-site Development	Density Bonus	Other Developer Incentives
Maximum allowable by law	May build off-site if 15% of all units affordable; in-lieu-of payment permitted	None	Tax break for developer
Permanent affordability by deed restriction	Half of for-sale units may be built off-site. Developers have flexibility with on/off-site mix of rental units	None	Waiver of development excise taxes
Permanent affordability for rental units; no control period for for-sale units	In-lieu-of payment permitted for developments under 30 units or demonstration of "unique hardship"	25%	None
15 years for for-sale housing; 20 years for rental housing; local housing authority may purchase 33% of all units to keep affordable	Not permitted	20% for single-family units; 10% for multifamily units	None
20 - 30 years; determined case-by-case depending on financing	In-lieu-of payments and other alternatives to on-site units permissible	25%	None currently offered (parking, fees, and permitting incentives may be reintroduced)
No control period for for-sale units; 5 years for rental units	May make in-lieu-of payment to affordable housing fund; case-by-case consideration of off-site construction	Yes	Relaxed regulatory requirements on parking, setbacks, landscaping, etc.
10 years for for-sale units; 20 years for rental units	In-lieu-of payments not permitted; may request approval to build affordable units off-site in contiguous planning area	Up to 22%	Waiver of water/sewer development charge and development impact fees; 10% compatibility allowance and other incentives
30 years for all units; 30 year period starts over with each new occupant	Not permitted, except in case of economic hardship	Bonus equivalent to set-aside percentage, 16% in developments targeting under 80% of AMI (sale price	Waiver of building fees

Appendix J

Vision 20/20 Proposed Language

Objective: Maintain a full mix of housing options in Edina to provide opportunities for people to live here throughout their lives.

Issues:

- Housing prices in Edina are escalating well beyond the means of many Edina residents and workers.
- Life-cycle housing is an essential asset for a community's ability to renew itself. If young families cannot afford to live in Edina, we put the quality of our schools at risk.
- A mix of housing opportunities enables those who contribute to Edina's well-being, such as teachers and police officers, to live in Edina.
- Accessible, affordable housing is increasingly a factor in businesses' ability to recruit and retain workers.

Strategies:

1. Adopt a mandatory inclusionary zoning policy;
2. Update the Comprehensive Plan to convert appropriate areas to mixed-use and to provide for greater density in appropriate areas;
3. Use the greater Southdale area as a demonstration of a cutting-edge livable, pedestrian-friendly urban redevelopment;
4. Create long-term opportunities to make a portion of Edina's existing housing stock affordable to more people and families; and
5. Leverage existing housing programs to create more opportunities for moderate- and lower-income households.

Appendix K

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EDINA, MINNESOTA

2019 Quality of Life Survey
--DRAFT--
May 2019



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Executive Summary

Survey Background and Methods

The 2019 Edina 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. Residents also shared their priorities for community planning and resource allocation.

Surveys were mailed to 1,500 randomly selected resident households in February and March, 2019. A total of 427 surveys were completed (96 of which were submitted online), yielding a response rate of 30%. The margin of error is plus or minus 5% around any given percentage point reported for all respondents (427).

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

Because Edina has administered quality of life surveys before, comparisons could be made between 2019 responses and those from prior survey years. Edina also elected to have its results compared to those of other jurisdictions around the nation and 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 resident surveys from over 600 communities across the United States.

Key Findings

Edina is a highly desirable place to live.

- Virtually all Edina residents (98%) rated their overall quality of life as excellent or good, which was a higher rating than seen in other communities in Minnesota and across the nation. This rating has remained stable since Edina first surveyed in 2011.
- About 9 in 10 residents indicated they were very or somewhat likely to remain in Edina for the next five years and would recommend living in Edina to someone who asks; these evaluations were similar to the benchmark comparisons and to ratings given in previous years.
- Residents are pleased with the sense of community in Edina, with about three-quarters of residents giving excellent or good marks and another 2 in 10 rating it as fair. Ratings of the sense of community have remained stable since 2015 and were similar to the Minnesota comparison, but higher than the national benchmark.
- When evaluating the quality of several broad characteristics of community livability, overall opportunities for education and enrichment, Edina's overall economic health, health and wellness opportunities, the quality of the overall natural environment and the overall image or reputation of Edina topped the list, with about 9 in 10 providing excellent or good marks to each. These ratings were higher than or similar to the national and Minnesota averages.

Survey respondents value diversity and inclusion in Edina.

- A series of new questions were included on the 2019 survey to gauge resident opinion about how important inclusivity and diversity is in Edina and how welcoming the community was toward different groups of people. About three-quarters of respondents felt it was essential, very important or somewhat important that local government focus on creating a diverse and inclusive city for the people of Edina.
- About 7 in 10 residents or more said the City does an excellent or good job providing a safe and secure environment for residents of all backgrounds and making all residents feel welcome and that they belong.
- When evaluating how welcoming the community was toward various groups of people, at least 8 in 10 respondents felt the Edina community was very welcoming or welcoming for people who are of Jewish (82%) and Christian (91%) faith and for people who are white (92%). Respondents who had an opinion were least likely to rate Edina as welcoming toward people who have a lower income (38%) or people of Muslim faith (45%).

Residents note improvements with the ease of alternative modes of travel and connectivity in Edina.

- About two-thirds of survey respondents gave positive scores to the ease of walking in Edina and the ease of travel by bicycle. While ratings for the ease of walking in Edina were stable between 2017 and 2019, residents noted improvements to the ease of travel by bicycle over this two year period.
- The availability of paths and walking trails and ease of travel by car were each positively rated by about three-quarters of respondents. The rating for the availability of paths and walking trails increased from 2017 to 2019 and was higher than the national average.
- When evaluating various services provided by the City of Edina, ratings of the condition of trails and sidewalks and bus or transit services increased from 2017 to 2019 (from 84% excellent or good in 2017 to 91% in 2019, and from 54% to 62%, respectively).
- When asked to write in their own words what they liked most about living in Edina. Of the respondents who chose to write in a response, 40% wrote comments related to the convenience, accessibility and walkability of Edina and this was the most commonly mentioned topic.

Growth-related issues continue to be concerns in Edina and associated ratings have declined over time.

- About 6 in 10 residents felt positively about the overall quality of residential and commercial redevelopment in Edina. However, ratings for the quality of commercial redevelopment decreased from 2017 to 2019 and ratings for the quality of residential redevelopment have been trending down since 2015. Further, when asked how well, if at all, they felt the City does managing tensions in the community related to residential redevelopment in Edina, only about half of residents felt the City manages tensions very or somewhat well. This was a decline from 2017 and 2015.
- Ratings for the availability of affordable quality housing, at 32% excellent or good, was similar to the national average, but lower when compared to other communities in Minnesota.

- Residents shared what they felt was the most serious issue facing Edina. Of the respondents who wrote in a response, 36% wrote in comments related to housing concerns such as teardowns, overdevelopment or affordability and 17% mentioned issues related to traffic and infrastructure.
- About two-thirds of respondents felt things in the City were headed in the right direction, a rating that was lower compared to 2017 and was the lowest rating to date. The one-third of respondents who indicated that things were on the wrong track could write in a reason for giving the rating they did. Of the respondents who wrote in a response, 49% wrote comments related to poor development, overbuilding and density of the city (about 17% of all respondents). About 13% wrote in comments related to affordable housing and cost of living.

Residents remain pleased with the quality of services in Edina as well as their interactions with City employees.

- About 9 in 10 survey participants gave positive scores to the overall quality of City services, which has remained stable since this question was first asked in 2015. Edina's rating for overall quality of services was similar when compared to other communities in Minnesota and higher than the national comparison.
- Survey respondents had the opportunity to evaluate a number of individual services provided by the City. Overall, 31 of the 33 services were rated as excellent or good by at least 60% of survey respondents. Public safety services and parks and recreation services received the highest praise by respondents, with at least 9 in 10 giving excellent or good evaluations to most of these services.
- When compared to 2017, most service ratings were similar in 2019. However, improvements were seen from 2017 to 2019 for crime prevention and street lighting, as well as the condition of trails and sidewalks and bus or transit services as previously mentioned. Overall, Edina residents' ratings of City services tended to be higher than or similar to the benchmark comparisons.
- Thinking about the value of services for the taxes they pay to Edina, about three-quarters of survey respondents felt they get excellent or good value for the taxes paid. This high rating was similar to past survey years and higher than both the national and Minnesota comparison groups (#6 in the national group and #1 in the Minnesota group).
- The 60% of survey respondents who reported having contacted a City department or office rated 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 9 in 10 residents gave excellent or good reviews to the employee's knowledge, courtesy, responsiveness and to the overall customer service received (this rating was higher than the national comparison).

Edina residents voice some concerns about the direction of City government.

- In addition to fewer respondents in 2019 compared to 2017 feeling that the City is heading in the right direction, evaluations of the overall confidence in City government and the government generally acting in the best interest of the community have been declining since 2015. However, about 6 in 10 residents still gave excellent or good

reviews to these two aspects of the Edina government performance; ratings that were on par with the national and Minnesota averages.

- About two-thirds of survey participants felt that they could have a say about the way things are run in the community other than by voting, which was similar to previous years. The 32% of residents who felt that they could not have a say in the community could write in a response as to why; of those, 33% wrote general comments related to the public voice not being heard or listened to (about 11% of all respondents) and 23% said decisions are predetermined (about 7% of all respondents).

Environmental sustainability and addressing climate change are priorities for Edina residents.

- The overall quality of the natural environment in Edina was rated as excellent or good by 91% of respondents; a rating that was similar to prior survey years and on par with both benchmark groups.
- When considering a series of new questions that measured resident perspectives on climate change in Edina, about three-quarters of survey respondents agreed that the City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency, require higher green building standards, invest in renewable energy to get to net zero emissions and invest in programs and create policies to address climate change.
- Survey respondents evaluated the quality of eight sustainability services provided by the City; relatively higher quality ratings were awarded to energy conservation and efficiency programs (74% excellent or good) and fostering natural habitats in public spaces (73%), while relatively lower ratings were given to composting collection services (52%).
- Residents also rated the importance of the same eight sustainability services. All services were viewed as at least somewhat important by at least 8 in 10 respondents. The most important services were water conservation programs (78% essential or very important), fostering natural habitats in public spaces (73%) and energy conservation and efficiency programs (71%).

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 and
- benchmarking results over time.

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 satisfaction with local government. Residents also provide feedback on what is working well and what is not, and communicate 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 fifth iteration of the Edina Quality of Life Survey since the baseline study conducted in 2011. All surveys since 2015 were conducted by mail; the 2013 and 2011 surveys 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. Both letters contained a URL where respondents could go online to complete the survey, if preferred. There were 427 respondents to the mailed questionnaire (96 of which were completed online), yielding a response rate of 30%.

Survey results were weighted so that respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own) and geographic location of the respondent's residence were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix E: 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 A: Responses to Survey Questions* and is noted 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 5% around any given percent reported for all respondents (427). 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 fifth iteration of the survey, the 2011, 2013, 2015 and 2017 results are presented when comparisons to 2019 were available. Where differences in ratings from 2017 to 2019 are seven percentage points or greater, they can be considered significantly higher or lower.

When reviewing comparisons to data prior to 2015, differences that surfaced may or may not be meaningful, as wording changes between survey versions and the switch in methodology from a telephone to a mail survey may account, at least in part, for any shift in ratings. NRC adjusted the findings from 2013 and prior in order to maximize the comparability of results over time. This way the reported trendline data are less likely to be influenced by the decline that is attributable to the change in data collection mode from telephone to mail. Changes between the mailed and phone surveys can be regarded as significant if the difference in ratings between the survey years is greater than 10 percentage points. For more information on comparing results over time, see *Appendix E: 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 C: Survey Results by Respondent Characteristics*. Where differences between subgroups are statistically significant, they are noted in the tables.

Comparing Survey Results to Other Communities

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in resident surveys from over 600 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 D: 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, "lower" than 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.

Quality of Life and Community

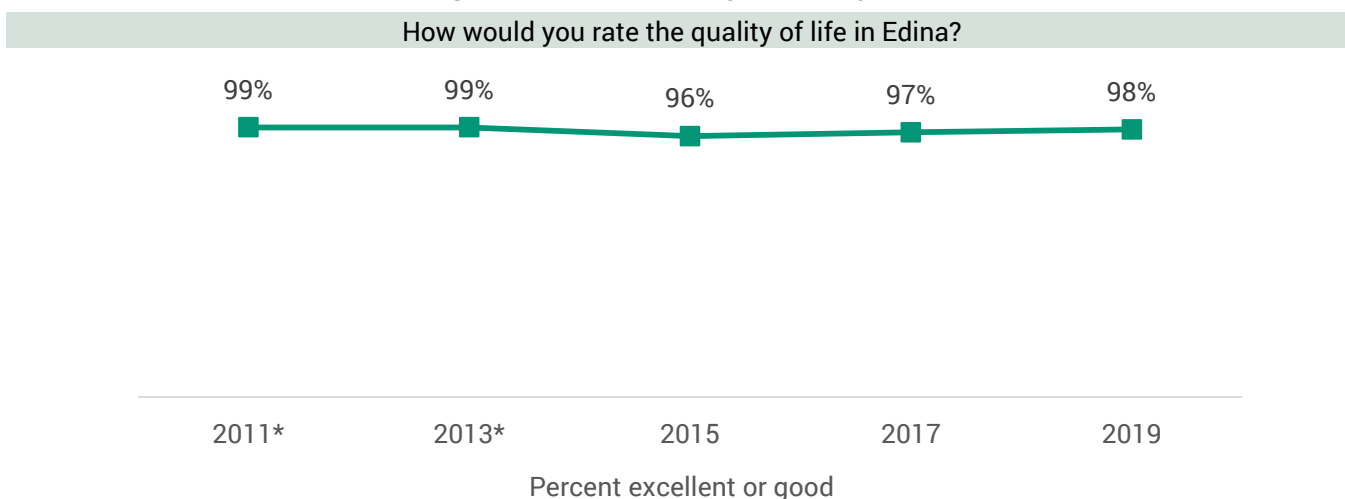
The City of Edina 2019 Quality of Life Survey measured resident perceptions about various aspects of community life in the city, how likely residents would be to recommend living in the community to others and the likelihood of retiring in Edina. Residents were also asked about Edina's sense of community, feelings of safety and ease of travel in the city.

Quality of Life

Nearly all Edina residents felt the overall quality of life in Edina was excellent or good, only 2% felt it was fair and no respondents felt that the quality of life was poor. These exceptionally high marks have remained stable since this question was first asked in 2011.

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

Figure 1: Overall Quality of Life by Year

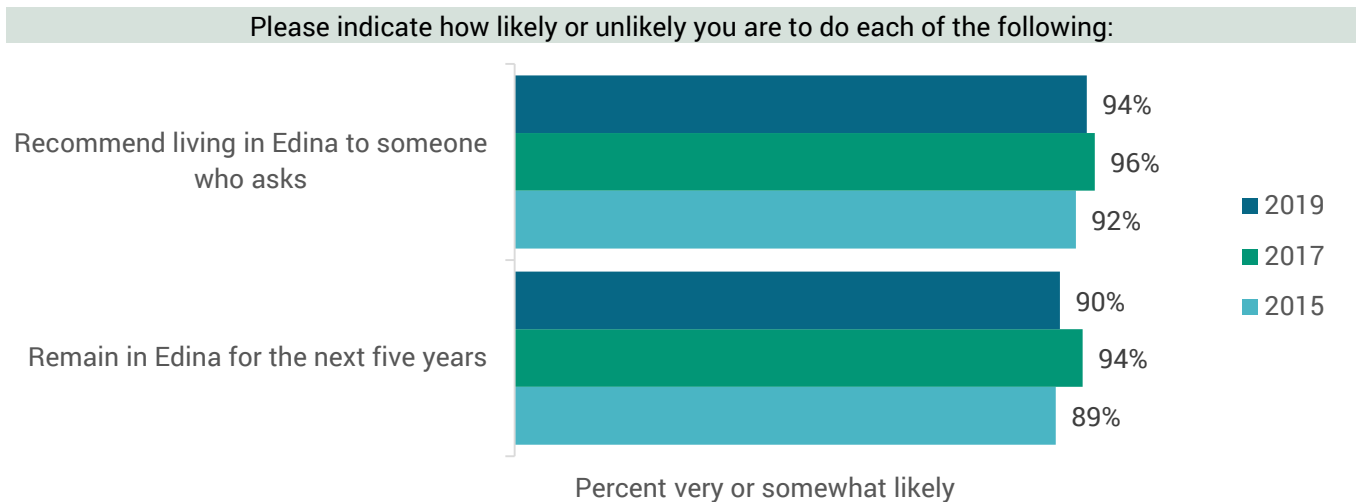


* In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

In addition to rating the overall quality of life, residents' feelings about their community can be measured in their loyalty to the community. About 9 in 10 residents indicated they were very or somewhat likely to remain in Edina for the next five years and a similar proportion would recommend living in Edina to someone who asks (94%). These high ratings have remained stable over time.

Edina residents gave similar reviews to their likelihood to remain and recommend living in Edina as did residents in communities in Minnesota and across the U.S.

Figure 2: Likelihood of Remaining in Community and Recommending Community by Year



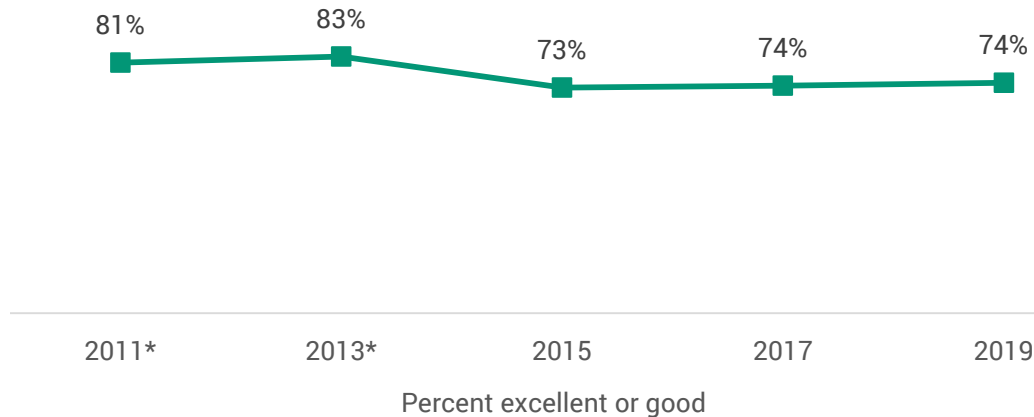
Sense of Community

The sense of community in Edina is strong, with about three-quarters of residents giving excellent or good marks; about 2 in 10 felt that the sense of community was fair and only 4% said it was poor. Ratings of the sense of community have remained stable since 2015.

Edina residents' gave higher ratings to their sense of community than did residents in other communities across the nation. When compared to ratings given by residents in other Minnesota communities, Edina residents' sense of community scored similarly.

Figure 3: Sense of Community by Year

Please rate the sense of community as it relates to Edina.



** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

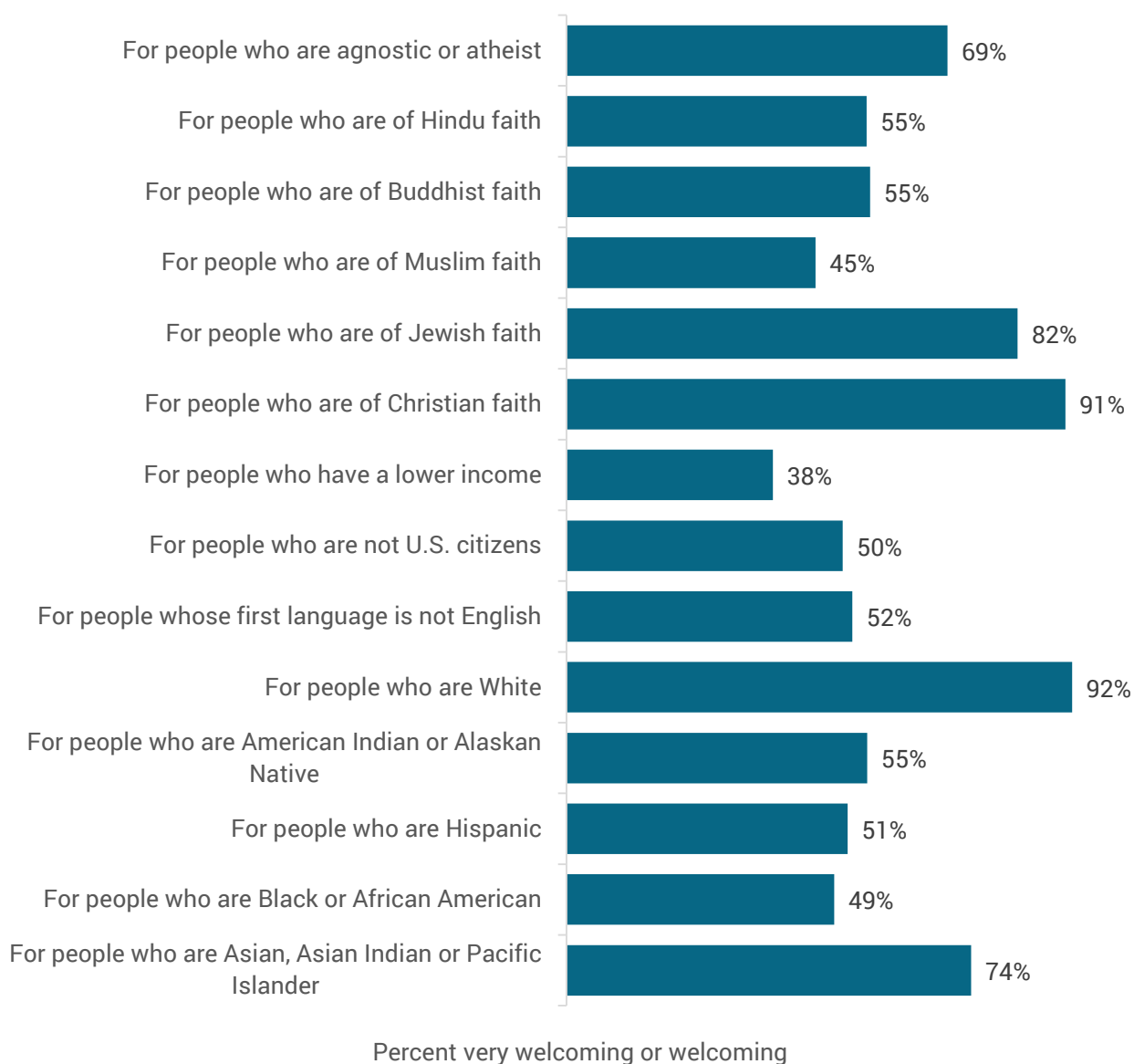
Inclusivity and Diversity

Several new questions were included on the 2019 survey to gauge resident opinion about how welcoming the community was toward different groups of people and how important inclusivity and diversity is in Edina.

At least 8 in 10 respondents felt the Edina community was very welcoming or welcoming for people who are of Jewish (82%) and Christian (91%) faith and for people who are white (92%, see Figure 4 on the following page). Three-quarters of respondents felt the community was very welcoming or welcoming for people who are Asian, Asian Indian or Pacific Islander and two-thirds gave these same favorable evaluations to people who are agnostic or atheist. About half or fewer respondents felt the Edina community was very welcoming or welcoming for the other groups of people. It is noteworthy that 31% of respondents who had an opinion felt that the community was not welcoming for people who have a lower income and 21% said that Edina was not welcoming for people of Muslim faith (see *Appendix A: Responses to Survey Questions* for a full set of responses).

Figure 4: Edina as a Welcoming Community, 2019

Please rate how welcoming Edina is as a community:

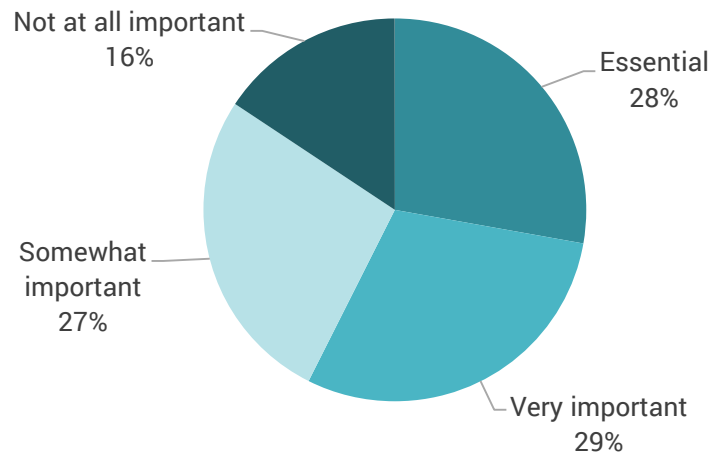


Note: between 25% and 51% of respondents selected “don’t know” when evaluating how welcoming the community was for all but one (people who are white) group of people (see Appendix A: Responses to Survey Questions for a full set of responses, including “don’t know”).

The majority of residents believed that it was at least somewhat important that the local government focus on creating a diverse and inclusive city for the people of Edina; about one-quarter each rated this initiative as essential, very important or somewhat important. About one in six respondents felt it was not at all important for the City government to focus on creating a diverse and inclusive city.

Figure 5: Importance of Edina Creating a Diverse and Inclusive City, 2019

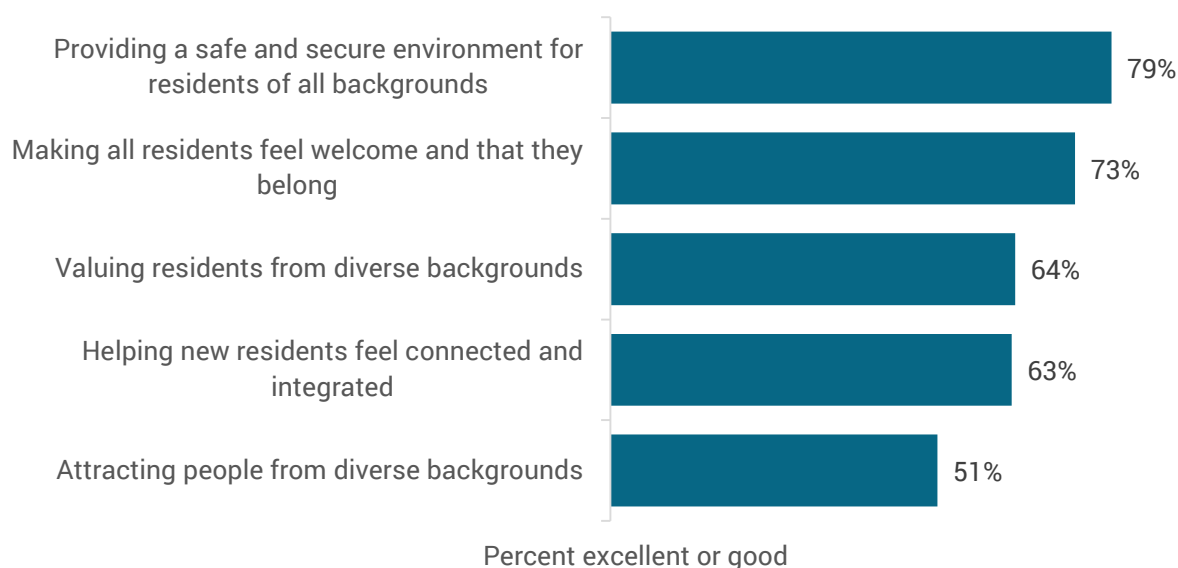
How important for the people of Edina is it that local government focuses on creating a diverse and inclusive city?



Survey participants also were asked how well the City does at creating an inclusive and diverse community. About 7 in 10 residents or more said the City does an excellent or good job providing a safe and secure environment for residents of all backgrounds and making all residents feel welcome and that they belong. More than 6 in 10 respondents felt the City does good job or better at valuing residents from diverse backgrounds and helping new residents feel connected and integrated. Only half of residents awarded excellent or good scores to the job the City does attracting people from diverse backgrounds; 17% felt the City does a poor job at this.

Figure 6: Job the City Does at Creating an Inclusive and Diverse Community, 2019

Please rate the job you feel the City does at each of the following:



Note: at least 34% of respondents selected “don’t know” when rating the job the City does at helping new residents feel connected and integrated, attracting people from diverse backgrounds, and valuing residents from diverse backgrounds (see Appendix A: Responses to Survey Questions for a full set of responses, including “don’t know”).

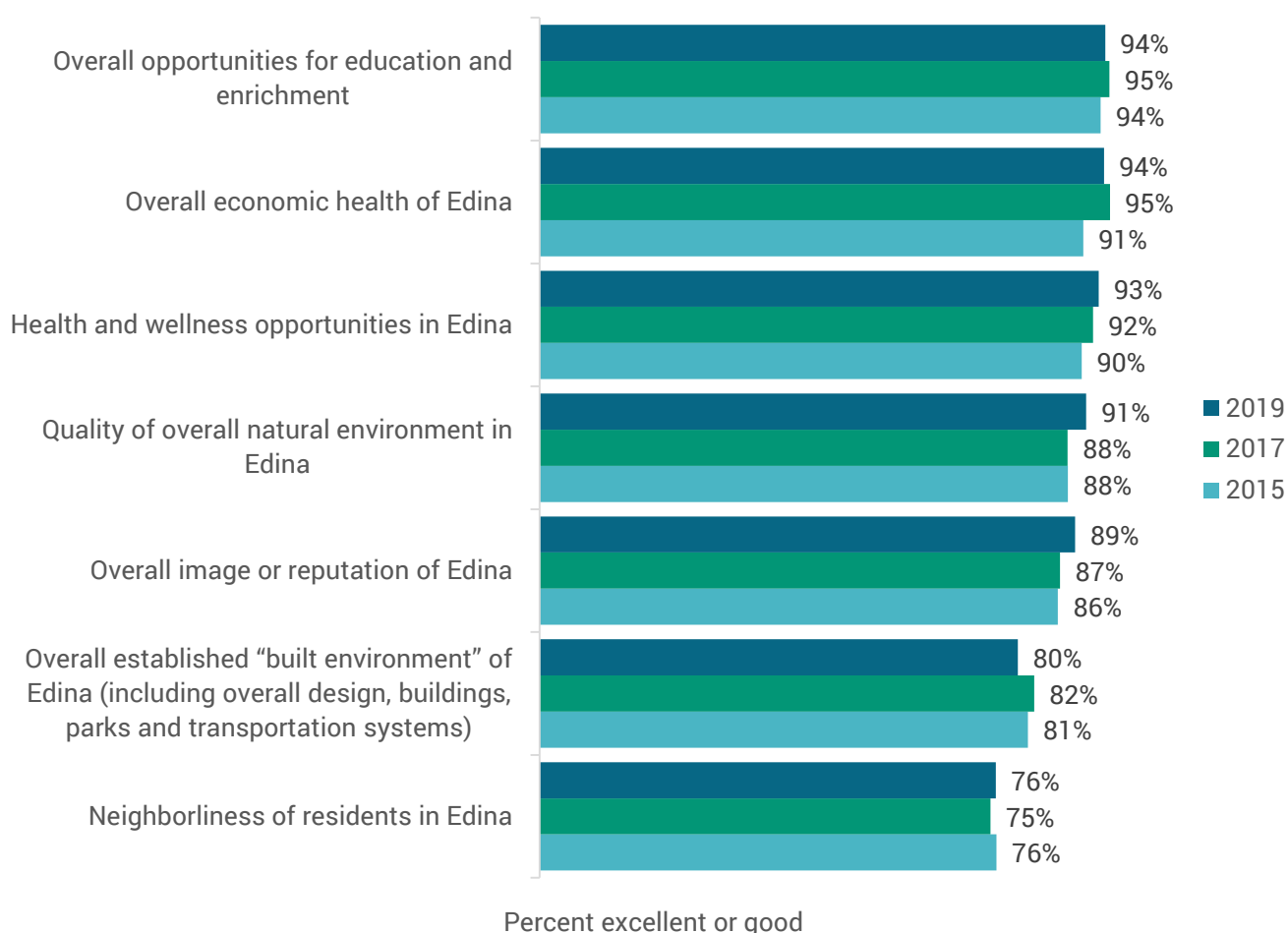
Community Characteristics

The quality of several broad characteristics of community livability were evaluated on the survey. As in prior years, at least three-quarters of residents gave excellent or good scores to each of the seven characteristics of Edina. Overall opportunities for education and enrichment, Edina's overall economic health, health and wellness opportunities, the quality of the overall natural environment and the overall image or reputation of Edina topped the list, with about 9 in 10 providing excellent or good marks to each. About 8 in 10 survey respondents awarded favorable reviews to the overall established "built environment". Evaluations given in 2019 were similar to past survey years.

Overall, Edina residents gave ratings to the overall community characteristics that were higher than or similar to the national and Minnesota averages.

Figure 7: Overall Community Characteristics by Year

Please rate each of the following characteristics as they relate to Edina as a community:



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. The cleanliness of Edina (95% excellent or good), shopping opportunities (93%), the overall quality of business and service establishments (92%) and K-12 education were awarded the most positive ratings. Survey respondents gave less favorable reviews to the variety of housing options (51%), the cost of living (51%) and the availability of affordable quality housing (32%).

When compared to 2017, assessments of all individual community characteristics but one were rated similar in 2019; ratings for fitness opportunities increased from 75% excellent or good in 2017 to 84% in 2019.

When compared to other communities across the nation and in Minnesota, Edina residents' assessments of the individual community characteristics were higher or similar, except for the rating of the availability of affordable quality housing which was lower when compared to other communities in Minnesota (similar to the national average).

Figure 8: Individual Community Characteristics by Year

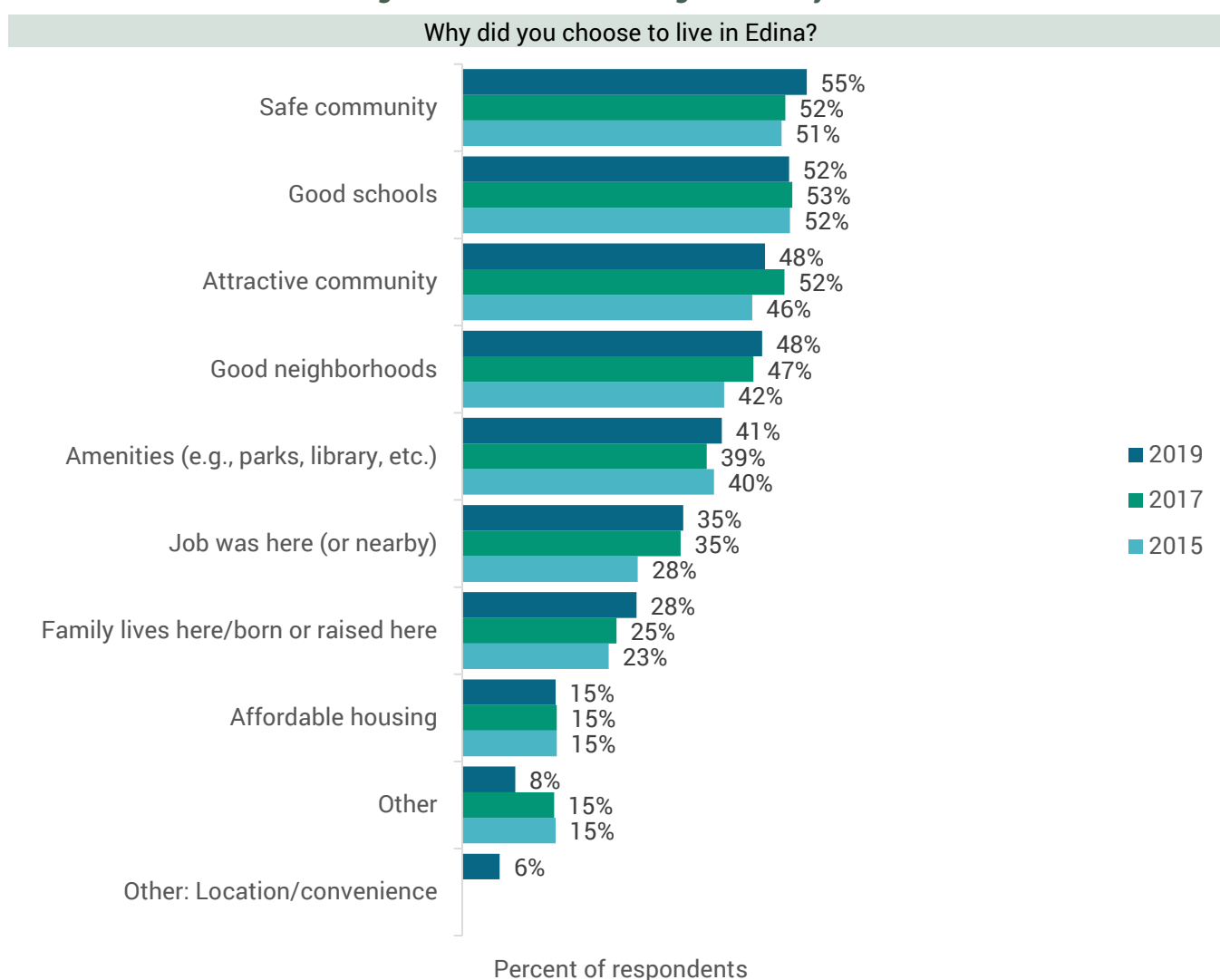
Please rate each of the following characteristics as they relate to Edina as a whole: Percent excellent or good	2019	2017	2015
Cleanliness of Edina	95%	91%	95%
Shopping opportunities	93%	91%	90%
Overall quality of business and service establishments in Edina	92%	90%	86%
K-12 education	90%	96%	94%
Air quality	89%	88%	92%
Adult educational opportunities	89%	89%	85%
Recreational opportunities	87%	82%	76%
Public places where people want to spend time	86%	82%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	75%	71%
Opportunities to volunteer	81%	79%	70%
Opportunities to participate in social events and activities	78%	73%	70%
Opportunities to attend cultural/arts/music activities	77%	80%	74%
Opportunities to participate in community matters	76%	75%	62%
Employment opportunities	70%	69%	63%
Variety of housing options	51%	55%	59%
Cost of living in Edina	51%	47%	46%
Availability of affordable quality housing	32%	37%	36%

Note: about 38% 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.

Survey participants were provided a list of eight potential reasons for choosing to live in Edina; they could select more than one response and also could write in an “other” response note included in the list. A safe community (55%), good schools (52%), an attractive community (48%) and good neighborhoods (48%) were the most frequently selected reasons for choosing to live in Edina. About 4 in 10 indicated the amenities in Edina as their reason for living in the community and about one-third said that their job was in Edina or nearby. About one-quarter said that their family lived in Edina or they were born or raised in the community (28%) and 15% said that affordable housing was the reason they chose to live in Edina. Eight percent of respondents wrote in an “other” response and 6% wrote that the location or convenience of the city as their reason for living there.

The proportion of respondents selecting the various reasons for living in Edina in 2019 was similar to 2017.

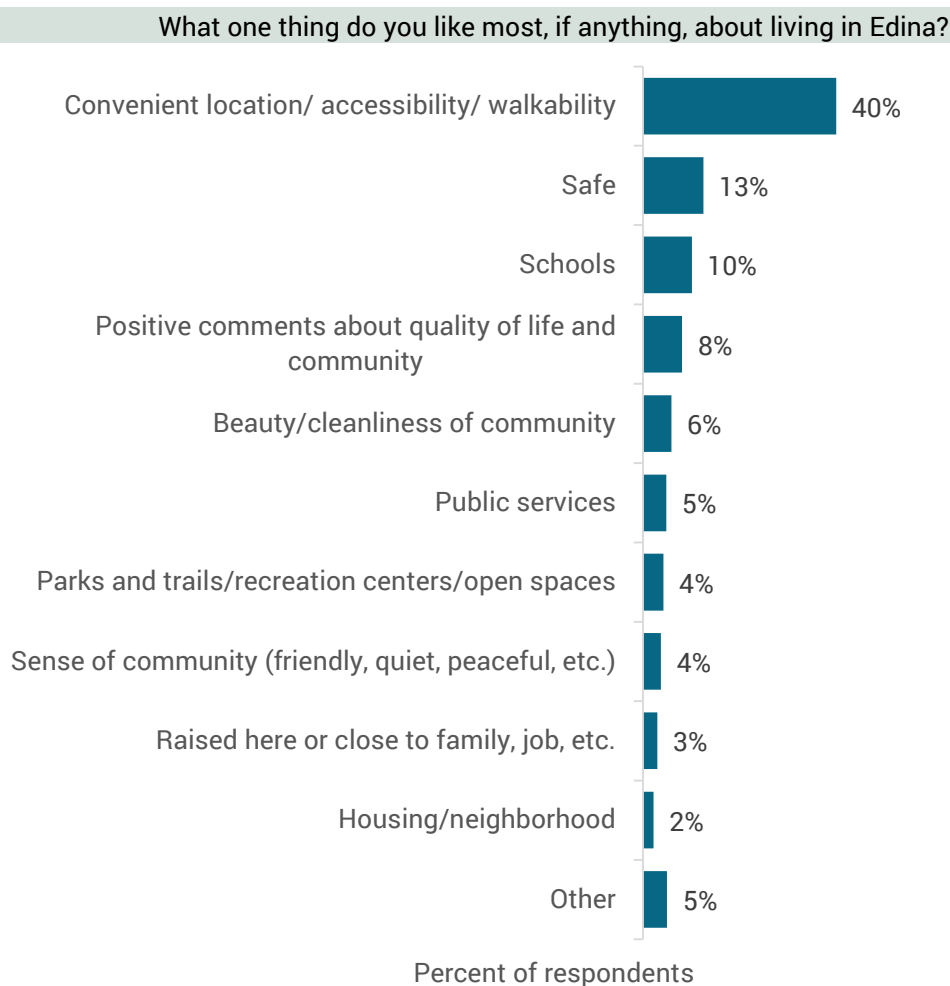
Figure 9: Reasons for Living in Edina by Year



Total may exceed 100% as respondents could select more than one answer. Respondents had the opportunity to write-in a response for “other;” “Other: Location/convenience” was a new category created from the “other” responses written. Responses to “other” can be found in Appendix B: Verbatim Responses to Survey Questions.

Survey respondents were given the opportunity to write in their own words what they liked most about living in Edina. The written responses were reviewed and grouped into categories by theme. Of the 351 respondents who chose to write in a response, 40% wrote comments related to the convenience, accessibility and walkability of Edina. About 1 in 10 mentioned the safety of the community and the schools as the thing they liked most about living in Edina. Fewer than 10% wrote in comments about the remaining categories. Due to the varied responses, not all written comments could be grouped into a theme or category so an “other” category was created; 5% of the written comments fell into “other.”

Figure 10: Most Liked Attribute of Living in Edina, 2019



Respondents were given an opportunity to write in a response; 351 chose to write in a response. The responses were reviewed and grouped into the above categories. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

Safety in Edina

Nearly all Edina residents said that the overall feeling of safety in Edina was excellent or good (96%), a rating that was similar to 2017 and 2015. Evaluations of the overall feeling of safety in Edina were higher when compared to communities across the country and other communities in Minnesota.

Figure 11: Overall Feeling of Safety by Year

Please rate the overall feeling of safety in Edina.

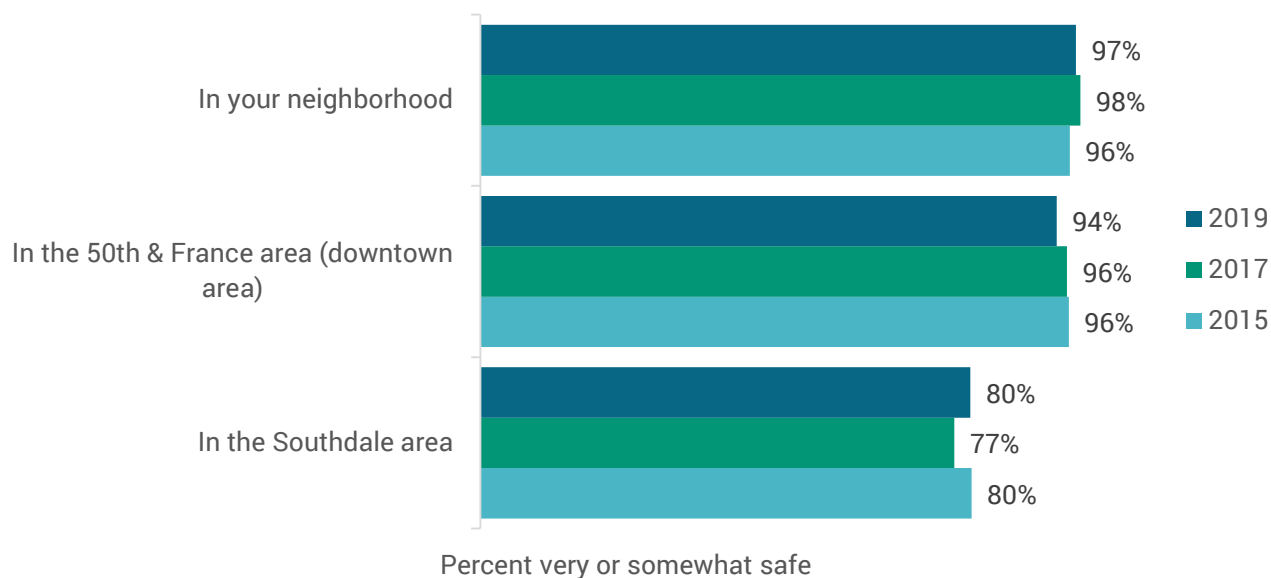


Residents also rated how safe they felt in three different areas of the community. Almost all residents (97%) said they felt very or somewhat safe in their neighborhood and 94% felt safe in the 50th & France area (downtown area). About 8 in 10 felt safe in the Southdale area.

Assessments of feelings of safety in neighborhoods and in the downtown area (50th & France) could be compared to communities across the nation and in Minnesota; both ratings were on par with the national and Minnesota averages.

Figure 12: Feelings of Safety by Year

Please rate how safe or unsafe you feel:



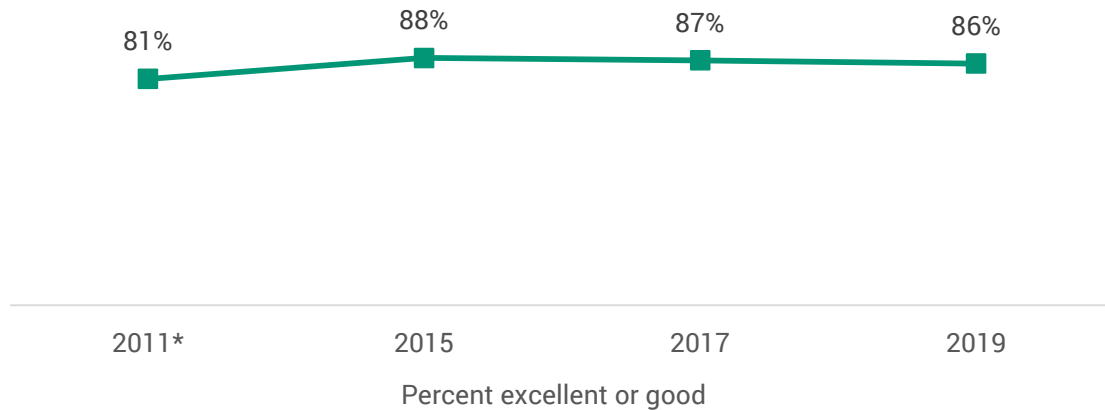
Ease of Travel

Most respondents felt that the overall ease of travel in Edina was excellent or good, with 86% awarding favorable ratings. These evaluations have remained stable since 2015.

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.

Figure 13: Overall Ease of Travel by Year

Please rate the overall ease of getting to the places you usually have to visit.



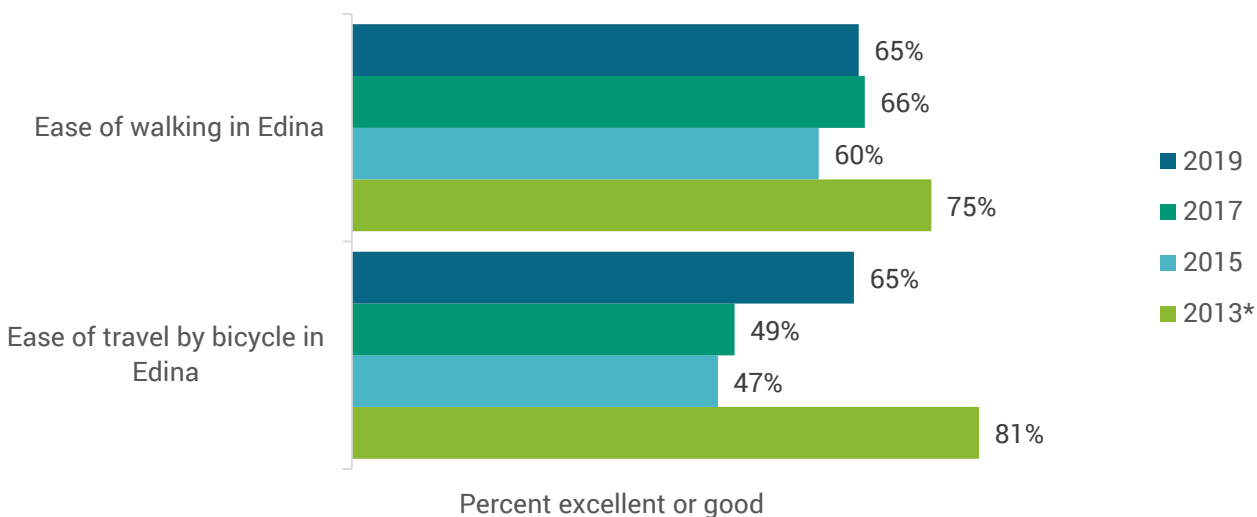
** In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

In addition to assessing the overall ease of travel, residents provided feedback on the ease of travel by walking and by bicycle in Edina. Close to two-thirds of survey respondents gave positive scores to the ease of walking in Edina and the same proportion gave excellent or good ratings to the ease of travel by bicycle. While ratings for the ease of walking in Edina were stable between 2017 and 2019, residents noted improvements to the ease of travel by bicycle over this two-year period (49% in 2017 versus 65% in 2019).

Compared to the national and Minnesota averages, Edina residents gave ratings that were similar for both ease of walking and biking.

Figure 14: Ease of Walking and Biking in Edina by Year

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



* Differences in ratings between the 2015 administration and newer compared to those prior to 2015 may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

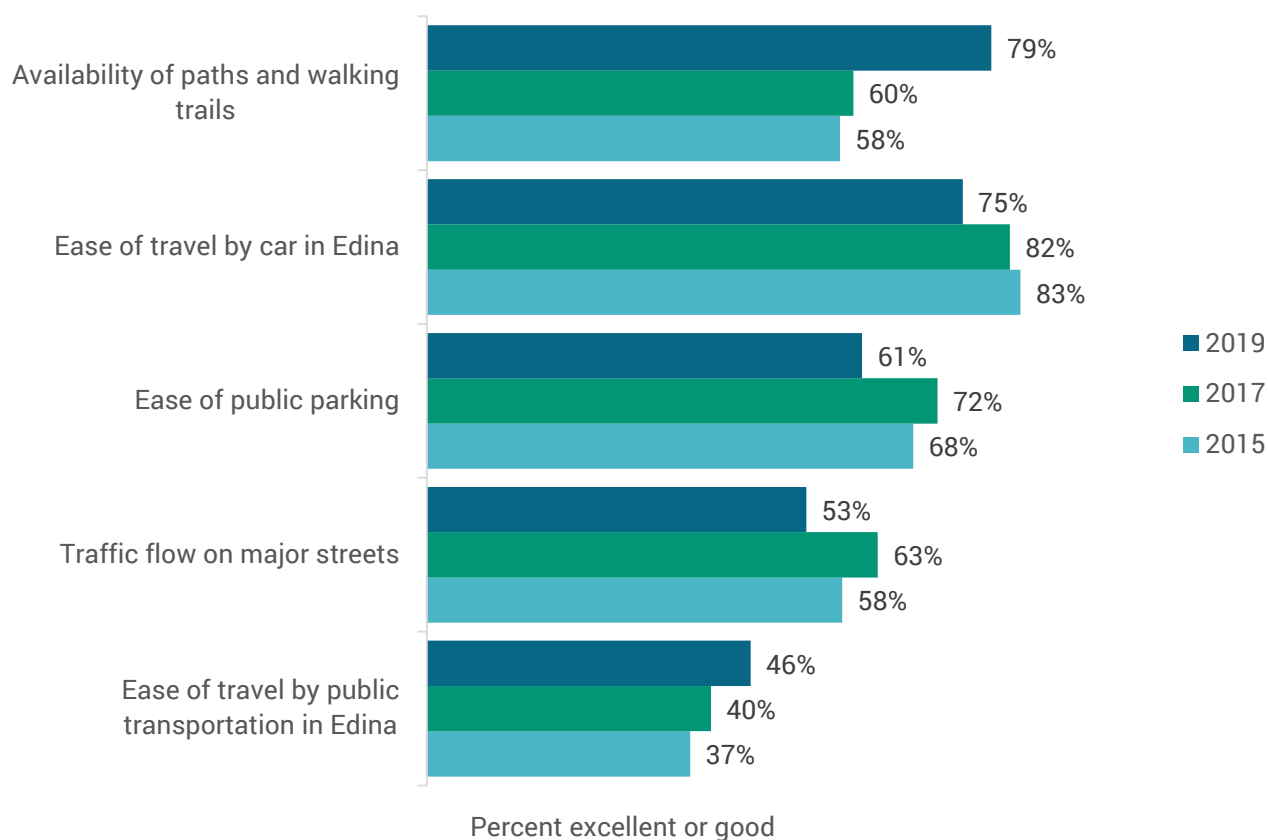
Survey respondents evaluated an additional five travel-related aspects of the community. The availability of paths and walking trails and ease of travel by car were positively rated by about three-quarters of respondents (79% excellent or good and 75%, respectively). About 6 in 10 respondents gave high marks to the ease of public parking and about half felt traffic flow on major streets was excellent or good. Ease of travel by public transportation received excellent or good evaluations from 46% of residents.

Ratings for the availability of paths and walking trails increased from 2017 to 2019 while evaluations of the ease of public parking and traffic flow on major streets declined. All other ratings of travel-related characteristics remained stable over the two year period.

When compared to other communities across the nation and in Minnesota, Edina residents' ratings of the travel-related characteristics tended to be similar, except for ratings of the availability of paths and walking trails which was higher than the national average.

Figure 15: Travel-related Characteristics by Year

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



Note: about 43% of respondents said "don't know" when rating the ease of travel by public transportation in Edina (see Appendix A: Responses to Survey Questions).

Issues Facing Edina

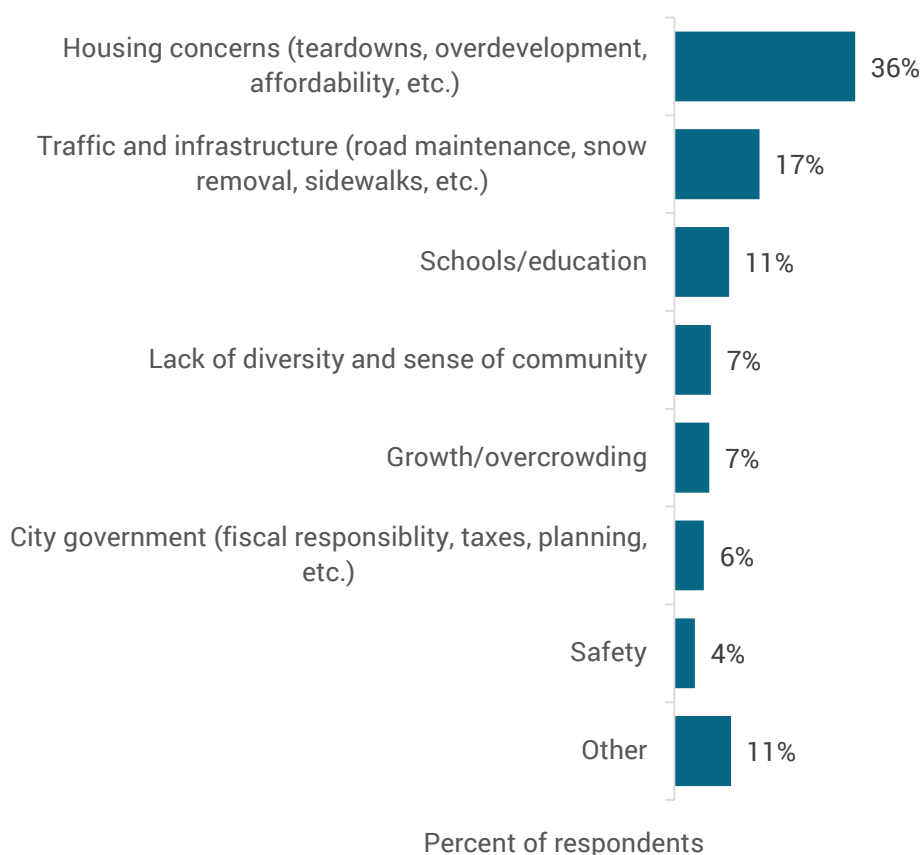
Several questions on the survey gauged resident perceptions about potential issues, problems or concerns in the Edina community.

Most Serious Issue

In addition to considering what they like most about living in Edina, residents shared what they felt was the most serious issue facing Edina. Respondents' written responses were reviewed and grouped into categories by theme. Of the 353 respondents who wrote in a response, 36% wrote in comments related to housing concerns while 17% wrote comments related to traffic and transportation infrastructure. Schools and education were a concern for about 11% of those who responded to the question. Less than 1 in 10 wrote comments about the remaining categories. Due to the varied responses, not all written comments could be grouped into a theme or category so an "other" category was created; 11% of the written comments fell into "other."

Figure 16: Most Serious Issues Facing Edina, 2019

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



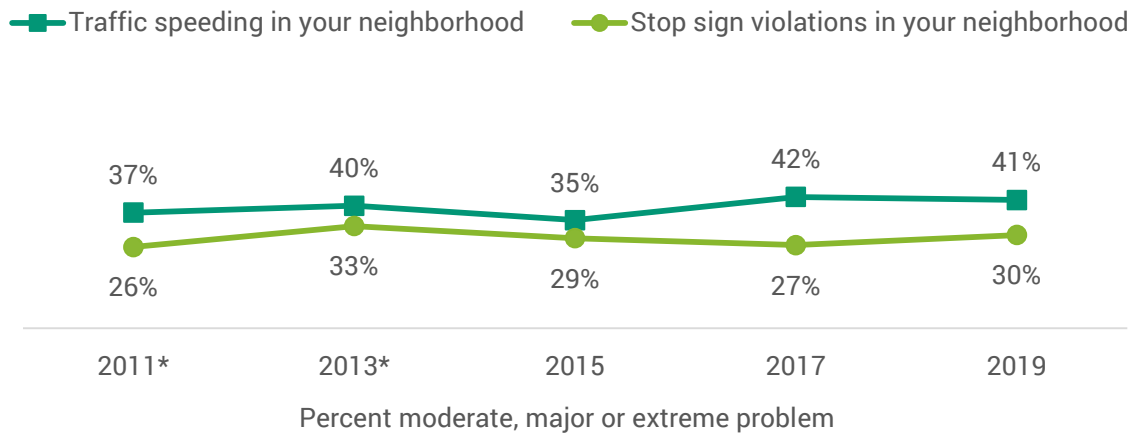
Respondents were given an opportunity to write in a response; 353 chose to write in a response and 13 wrote in "don't know." The responses were reviewed and grouped into the above categories. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

Traffic Concerns

Survey respondents assessed a number of potential problems in Edina including traffic speeding and stop sign violations in neighborhoods. About 4 in 10 residents felt that traffic speeding in their neighborhood was at least a moderate problem and about 3 in 10 said that stop sign violations in their neighborhood were at least a moderate problem. These evaluations were stable from 2017 to 2019.

Figure 17: Traffic Problems by Year

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



In 2013 and 2011, the scale was not at all serious, not too serious, somewhat serious and very serious. For comparison purposes, the 2017 and 2015 ratings for moderate, major or extreme problem were compared to 2013 and 2011 ratings for somewhat or very serious.

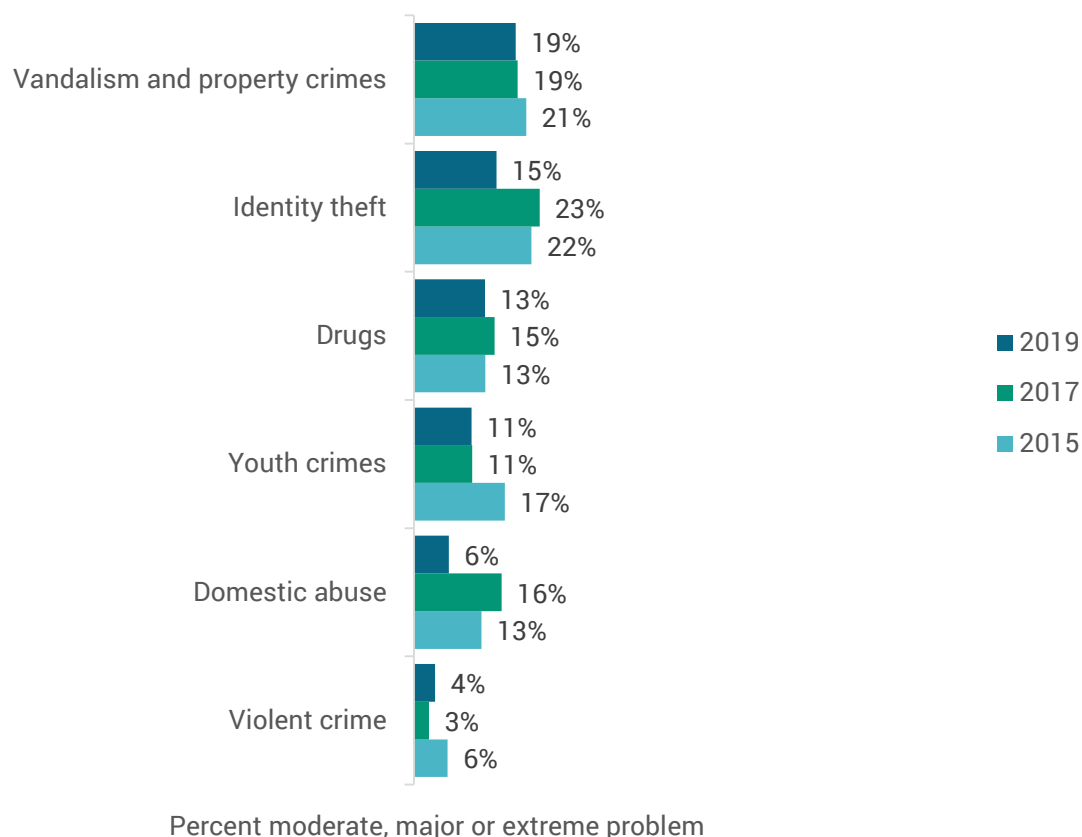
** In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Other Concerns

Edina residents also rated six additional potential problems related to crime. About 2 in 10 residents felt vandalism and property crimes were a moderate, major or extreme problem and slightly fewer felt identify theft (15%) and drugs were problematic (13%). Eleven percent or fewer felt each of the remaining three potential problems were of concern. When compared to 2017, most ratings in 2019 were similar; however, identity theft and domestic abuse were believed to be less of a problem in 2019 compared to 2017.

Figure 18: Crime-related Problems in Community by Year

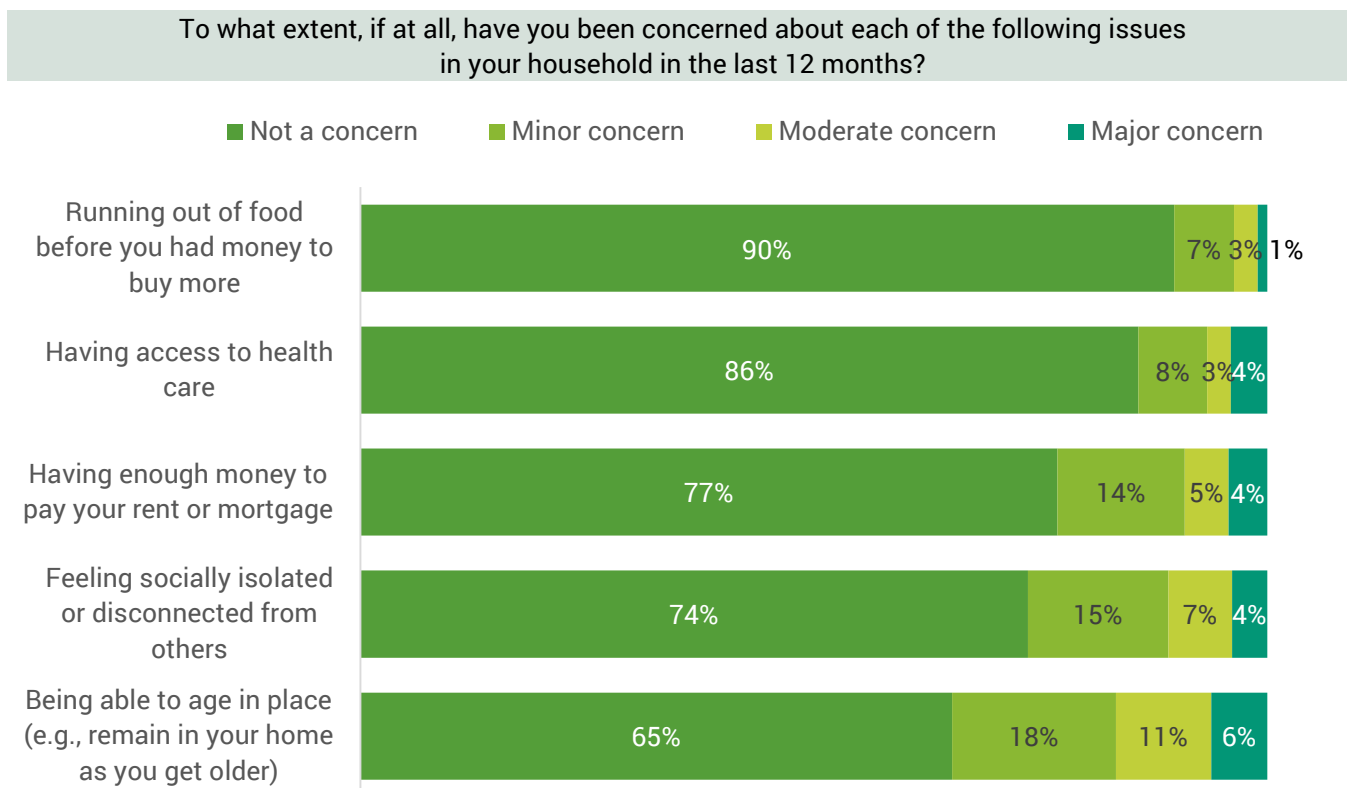
Please rate how much of a problem, if at all, you feel each of the following is in Edina.



Note: more than 40% of respondents said “don’t know” when rating how much of a problem identity theft and domestic abuse were in Edina. The full set of responses, including “don’t know” can be found in Appendix A: Responses to Survey Questions.

For the first time in 2019, respondents evaluated how concerned they were about a number of potential issues their household could have experienced in the 12 months prior to the survey. Overall, the majority of respondents were not concerned with each of the five household issues. Residents were least concerned about running out of food before having money to buy more (90% said this was not a concern) and having access to health care (86%). About 3 in 10 respondents had at least minor concerns about being able to age in place.

Figure 19: Concerns about Household Issues, 2019



City Services

Edina residents evaluated a number of services provided by the City, as well as the overall quality of City services, aspects of drinking water and parks and recreation amenities.

Quality of City Services

Survey participants gave positive scores to the overall quality of City services, with about 9 in 10 providing excellent or good ratings, which has remained stable since this question was first asked in 2015.

When compared to other communities across the nation, Edina residents gave higher marks to the overall quality of City services. Edina's rating for overall quality of services was similar when compared to other communities in Minnesota.

Figure 20: Overall Quality of City Services by Year



Survey respondents had the opportunity to evaluate a number of individual services provided by the City (see Figure 21 on the following page). Overall, 31 of the 33 services were rated as excellent or good by at least 60% of survey respondents.

Public safety services (e.g., fire, ambulance and police) and parks and recreation services (e.g., city parks and recreation programs) received the highest praise by respondents, with at least 9 in 10 giving excellent or good evaluations to most of these services. Services felt to be of lower quality included street repair (60% excellent or good), cable television (Comcast/Xfinity, 55%) and land use, planning and zoning (53%).

When compared to 2017, most service ratings were similar in 2019. However, improvements were seen from 2017 to 2019 for crime prevention, street lighting, the condition of trails and sidewalks and bus or transit services. Although the difference between 2017 and 2019 was not significant, ratings for street repair have been trending up since 2011 and received the highest ratings yet in 2019.

Most City services could be compared to ratings from other communities across the nation and in Minnesota. Overall, Edina residents' ratings of City services tended to be higher than or similar to the benchmark comparisons. Police services, crime prevention, snow removal and recreation programs and centers were higher than both benchmarks, among others, while bus and transit services, land use planning and zoning, and Edina open space were similar to both comparison groups.

Figure 21: Quality of City Services by Year

Please rate the quality of each of the following services in Edina: Percent excellent or good	2019	2017	2015	2013*	2011*
Fire services	98%	99%	98%	100%	99%
Ambulance or emergency medical services	98%	99%	98%	99%	100%
Fire prevention and education	96%	91%	85%	NA	NA
Crime prevention	94%	86%	87%	NA	NA
City parks	94%	91%	93%	NA	NA
Recreation programs or classes	93%	87%	85%	87%	88%
Police services	92%	89%	90%	98%	98%
Park maintenance	92%	90%	90%	99%	99%
Condition of trails and sidewalks	91%	84%	83%	84%	82%
Sewer services	89%	88%	83%	86%	86%
Recreation centers or facilities	89%	86%	84%	NA	NA
Public health services	88%	86%	84%	NA	NA
Snow removal	87%	92%	87%	83%	83%
Recycling	84%	86%	88%	84%	85%
Yard waste pickup	84%	83%	85%	NA	NA
Utility billing	83%	79%	77%	NA	NA
Animal control	82%	84%	77%	NA	NA
Public information services/communication from the City	82%	78%	82%	NA	NA
Traffic enforcement	81%	77%	75%	NA	NA
Street cleaning	81%	80%	72%	NA	NA
Storm drainage	81%	80%	78%	NA	NA
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	81%	80%	72%	NA	NA
Sidewalk maintenance	79%	75%	69%	NA	NA
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	78%	77%	77%	NA	NA
Street lighting	77%	70%	69%	80%	84%
Economic development	74%	79%	76%	NA	NA
Code enforcement (weeds, abandoned buildings, etc.)	72%	67%	63%	NA	NA
Edina open space	70%	68%	70%	NA	NA
Traffic signal timing	69%	70%	58%	NA	NA
Bus or transit services	62%	54%	57%	NA	NA
Street repair	60%	54%	49%	47%	38%
Cable television (Comcast/Xfinity)	55%	60%	49%	NA	NA
Land use, planning and zoning	53%	60%	57%	NA	NA

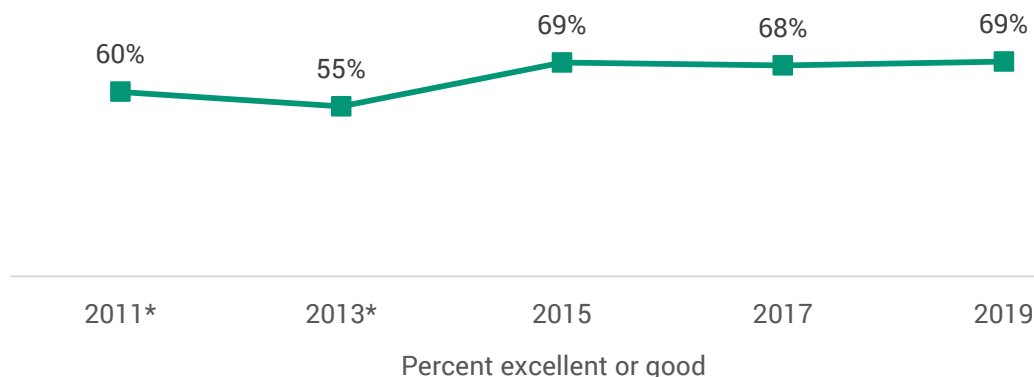
Note: between 34% and 48% of respondents selected "don't know" when rating the quality of the following services: fire prevention, bus or transit services, code enforcement, animal control, public health services, emergency preparedness and City-sponsored special events (see Appendix A: Responses to Survey Questions for a complete set of responses including "don't know"). Prior to 2017, "public information services/communication from the City" was "public information services."

** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Drinking Water

About 7 in 10 residents gave excellent or good reviews to the overall quality of drinking water; this rating has remained stable since 2015 and was similar to both the national and Minnesota averages.

Figure 22: Quality of Drinking Water by Year



* Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

Survey respondents also evaluated different aspects of drinking water. The appearance, reliability and safety of drinking water in Edina were rated as excellent or good by at least 8 in 10 respondents. About two-thirds of residents provided a positive evaluation to the water's odor (67%) and 59% said the taste was good or better. Only about one-third gave favorable reviews to the water's hardness. Assessments given in 2019 were similar to those in 2017.

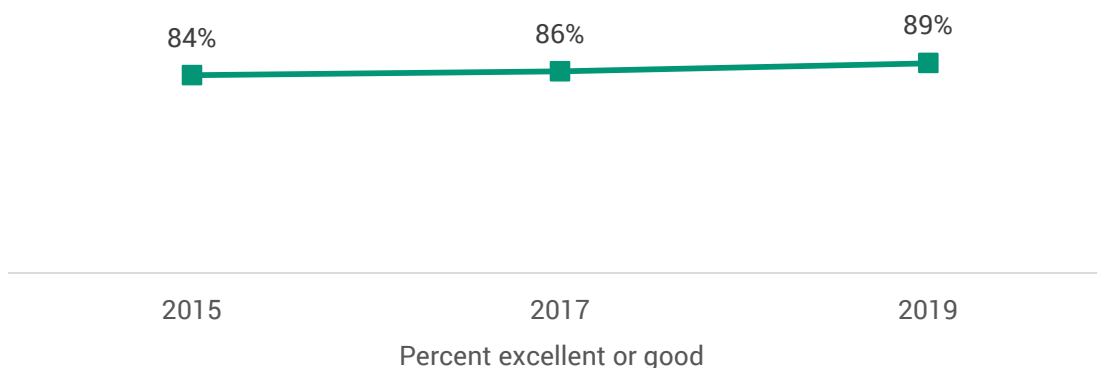
Figure 23: Aspects of Drinking Water by Year

Please rate the following aspects of drinking water in Edina Percent excellent or good	2019	2017	2015
Appearance	84%	85%	77%
Reliability	83%	87%	84%
Safety	83%	83%	84%
Odor	67%	72%	66%
Taste	59%	63%	58%
Hardness	35%	36%	33%

Garbage Collection

Close to 9 in 10 respondents gave excellent or good ratings to the quality of garbage collection in Edina; a rating that was similar to 2017 and 2015. This rating also was on par with both the national and Minnesota averages.

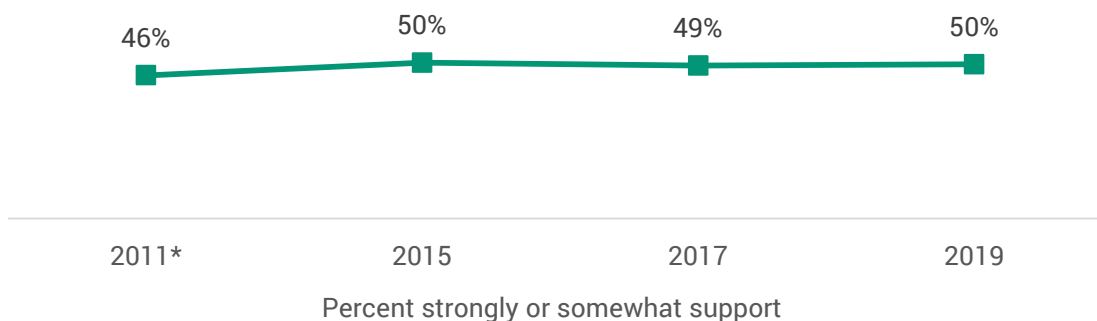
Figure 24: Quality of Garbage Collection by Year



In addition to rating the overall quality of garbage collection, residents also rated their level of support for the City changing from the current multiple hauler garbage collection system to a single hauler (chosen by the City) system. As in previous years, residents were divided in 2019, with about half indicating that they somewhat or strongly supported a single hauler and the other half in opposition. Similar proportions indicated strong support for or opposition to this measure (27% and 31%, respectively, see *Appendix A: Responses to Survey Questions*).

Figure 25: Support for Change in Garbage Collection System by Year

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?



* In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see *Appendix E: Survey Methodology* for more information on how to interpret changes over time.

Parks and Recreation

Survey respondents reviewed a list of 13 Parks and Recreation Department amenities and indicated how frequently they used each. About 8 in 10 residents said they had used trails and Centennial Lakes Park at least once in the 12 months prior to the survey. About 7 in 10 reported visiting neighborhood parks at least once in the last 12 months. About half of survey respondents had used Edinborough Park at least once. About 40% or fewer of respondents reported having used each of the remaining amenities at least once in the 12 months prior to the survey.

In general, usage of most Parks and Recreation Department amenities in 2019 was on par with 2017. However, the Braemar Arena, Edina Aquatic Center, and Edina Senior Center saw increases in use over the two-year period. Fewer respondents in 2019 compared to 2017 reported using neighborhood parks, large community athletic fields and the Braemar Golf Course.

Figure 26: Use of Parks and Recreation Facilities 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? Percent at least once	2019	2017	2015	2013*	2011*
Trails	81%	80%	71%	79%	69%
Centennial Lakes Park	81%	75%	76%	64%	69%
Neighborhood parks	71%	89%	80%	83%	73%
Edinborough Park	48%	48%	50%	47%	48%
Large community athletic fields	40%	49%	40%	48%	45%
Braemar Arena (ice arena)	40%	24%	25%	32%	30%
Edina Aquatic Center	34%	28%	24%	38%	39%
Edina Senior Center	29%	20%	18%	33%	35%
Edina Art Center	25%	28%	24%	45%	33%
Braemar Golf Dome	25%	20%	21%	NA	NA
Dog parks/off-leash areas	21%	NA	NA	NA	NA
Braemar Golf Course	20%	32%	34%	42%	36%
Braemar Field (sports dome)	18%	24%	15%	NA	NA

Prior to 2015, "Edina Aquatic Center" and "Edina Senior Center" were "The Aquatic Center" and "The Senior Center."

* Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

After indicating their use of park and recreation amenities, residents rated the quality of each amenities regardless of use. Overall, of those who had an opinion, all parks and recreation amenities were highly rated by at least three-quarters of respondents. Nearly all residents felt that Centennial Lakes Park, Braemar Field, trails and Braemar Arena were excellent or good. Dog parks and off-leash areas received the lowest quality ratings (78%).

Quality ratings for most amenities remained stable from 2017 to 2019. However, the quality of trails and the Braemar Golf Course have been on the upswing since 2015. The Edina Aquatic Center also saw notable gains from 2017 to 2019.

Figure 27: Quality of Parks and Recreation Facilities by Year

Please rate the quality of each of the following Edina Parks and Recreation Department amenities, regardless of your household's use.					
Percent excellent or good	2019	2017	2015	2013*	2011*
Centennial Lakes Park	99%	95%	95%	100%	99%
Braemar Field (sports dome)	97%	93%	88%	NA	NA
Trails	96%	81%	77%	84%	85%
Braemar Arena (ice arena)	96%	90%	89%	78%	84%
Large community athletic fields	95%	92%	92%	98%	98%
Edina Aquatic Center	95%	88%	91%	95%	97%
Braemar Golf Course	94%	85%	77%	88%	85%
Braemar Golf Dome	94%	92%	88%	NA	NA
Neighborhood parks	93%	88%	89%	85%	85%
Edina Senior Center	89%	89%	89%	88%	81%
Edinborough Park	88%	91%	87%	81%	86%
Edina Art Center	88%	86%	79%	86%	88%
Dog parks/off-leash areas	78%	NA	NA	NA	NA

Note: between 35% and 68% of respondents selected "don't know" when evaluating the quality of most parks and recreation amenities (see Appendix A: Responses to Survey Questions for a full set of responses including "don't know").

Prior to 2015, "Edina Aquatic Center" and "Edina Senior Center" were "The Aquatic Center" and "The Senior Center."

** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

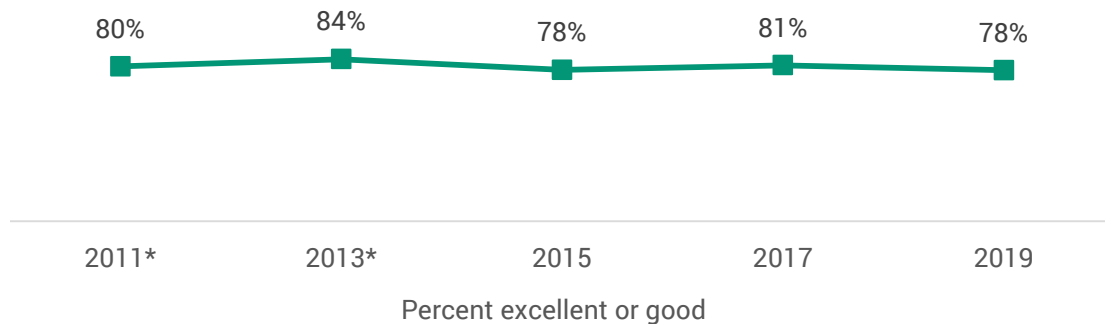
Government Performance

The Quality of Life survey measured aspects of the City government of government performance as well as contact with and evaluations of City staff.

Value of Taxes Paid

When thinking about the value of services for the taxes they pay to Edina, about three-quarters of survey respondents felt they get excellent or good value for the taxes paid. This high rating was similar to past survey years and higher than both the national and Minnesota comparison groups.

Figure 28: Value of City Services by Year



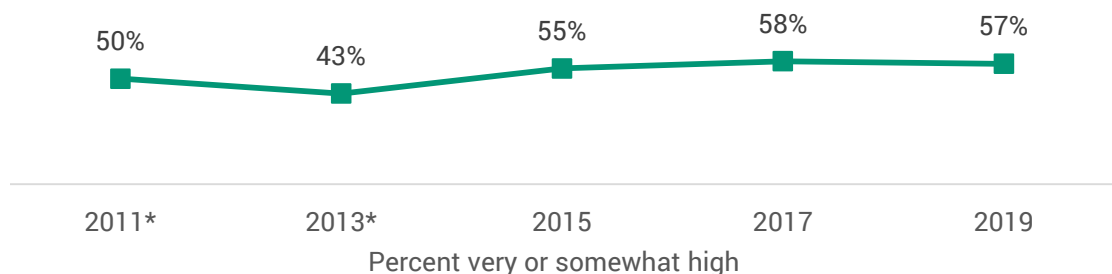
In 2013 and 2011 this question was worded "When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?"

** In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Residents also indicated if they felt property taxes in Edina were high, about average or low. About 57% felt they were very or somewhat high. This rating was similar to 2017 and 2015.

Figure 29: Property Tax Level by Year

Considering your property taxes in comparison to neighboring cities, property taxes in Edina are...



Responses not shown include "about average," "somewhat low" and "very low." See Appendix A: Responses to Survey Questions for all responses.

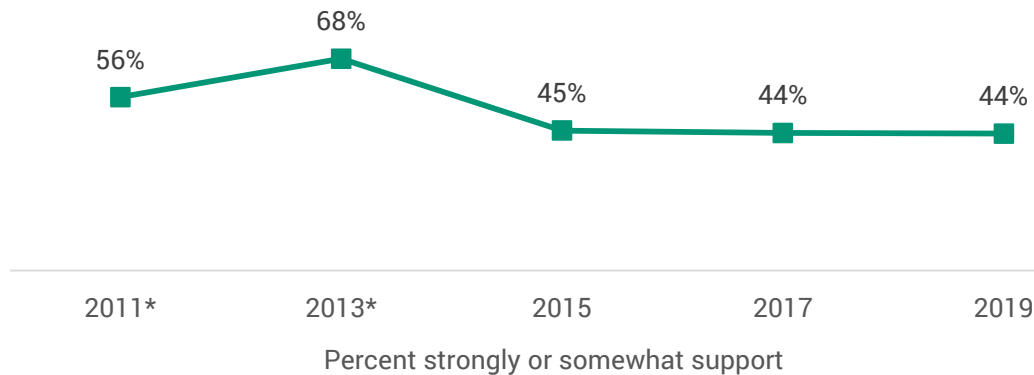
In 2017 and 2015, the question was worded "Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...?". In 2013 and 2011 this question was worded "When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?"

** When comparing to ratings prior to 2015, differences may be in part due to the switch in methodology from a telephone to a mail survey (see Appendix E: Survey Methodology for more information on how to interpret changes over time).*

Survey respondents shared their level of support or opposition for a property tax increase to maintain City services at their current level. About 4 in 10 strongly or somewhat supported a tax increase to maintain service levels. This rating was similar compared to 2017 and 2015.

Figure 30: Support for Property Tax Increase by Year

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



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

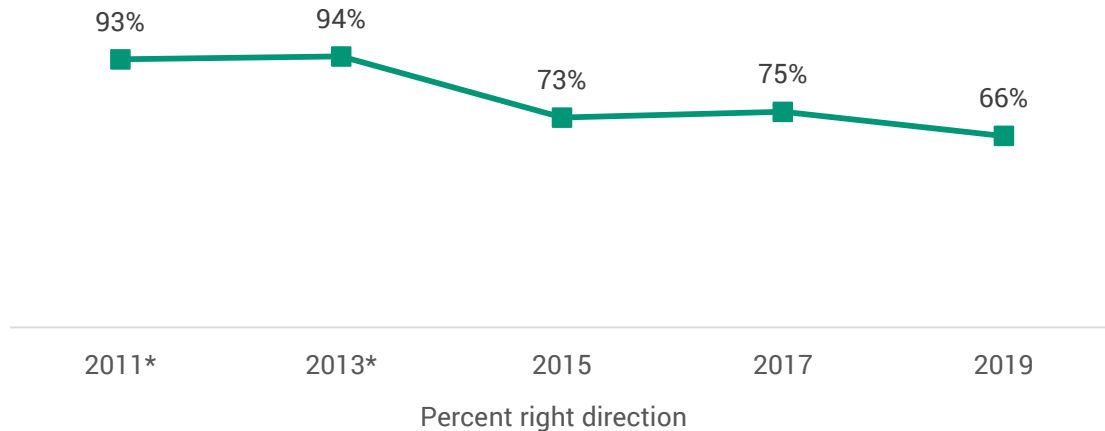
** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Trust in City Government

Residents were asked if they thought things in Edina were generally headed in the right direction or if things are off track. About two-thirds of respondents felt things in the City were headed in the right direction; this rating was lower compared to 2017 and was the lowest rating to date.

Figure 31: City Headed in Right Direction or on Wrong Track by Year

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



** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

The 34% of residents who indicated that things are on the wrong track could write in a reason for giving the rating they did. Of the 126 respondents who wrote in a response, 49% wrote comments related to poor development, overbuilding and density of the city (which is 17% of all respondents: 34% x 49%). About 13% wrote in comments related to affordable housing and cost of living and another 13% said the reason for their “wrong track” rating related to schools and education. Ten percent said they felt the City was on the wrong track due to the City government operations. Due to the varied responses, an “other” category was created (see *Appendix B: Verbatim Responses to Survey Questions* for a set of all written responses).

Figure 32: City Headed in Right Direction or on Wrong Track, 2019

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

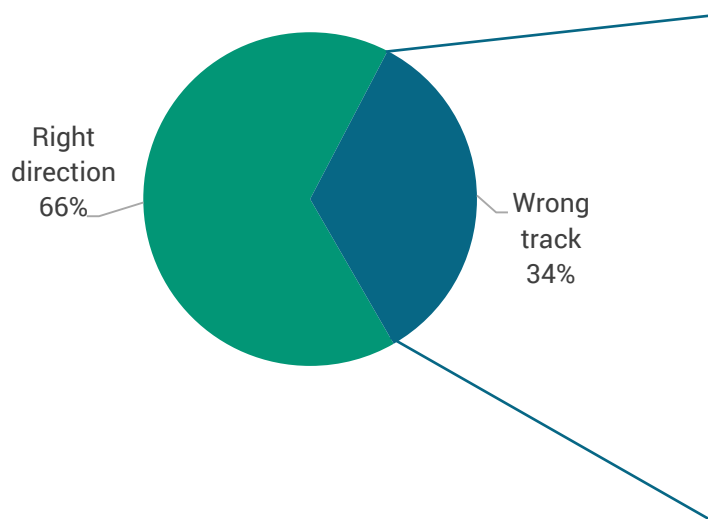
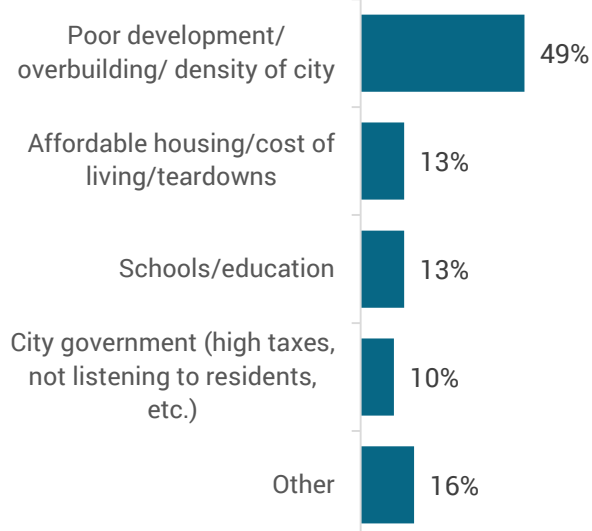


Figure 33: Reasons for Wrong Track, 2019

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



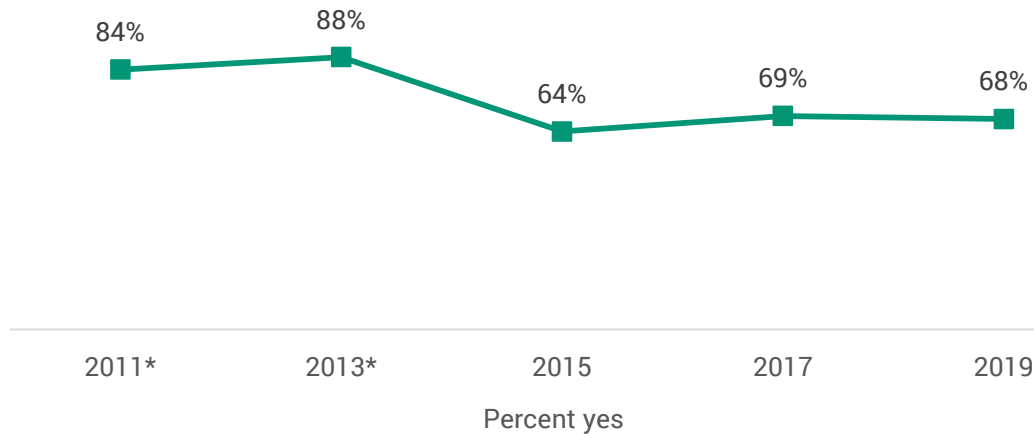
Percent of respondents who selected “wrong track”

If a respondent selected “wrong track,” they were given an opportunity to write in a response for why they feel the City is on the wrong track; 126 chose to write in a response. The responses were reviewed and grouped into the above categories. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

About two-thirds of survey participants felt that they could have a say about the way things are run in the community other than by voting. This assessment was similar to those provided in 2017 and 2015.

Figure 34: Opportunity for Residents to be Involved in How Edina is Run by Year

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?



* Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

The 32% of residents who felt that they could not have a say in the community could write in a response as to why. Of the 82 respondents who opted to write in a response, 33% wrote general comments related to the public voice not being heard or listened to (which is 11% of all respondents: 32% x 33%). One-quarter said that decisions are predetermined. Slightly fewer wrote in comments related biases toward commercial and wealthy or special interest groups (17%) and less than 1 in 10 wrote comments about communication issues. Due to the varied responses, an “other” category was created (see *Appendix B: Verbatim Responses to Survey Questions*.)

Figure 35: Opportunity for Residents to be Involved in How Edina is Run, 2019

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?

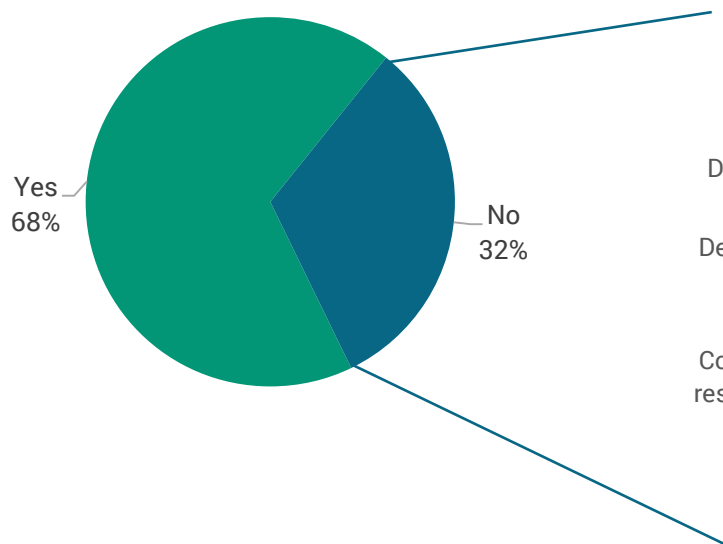
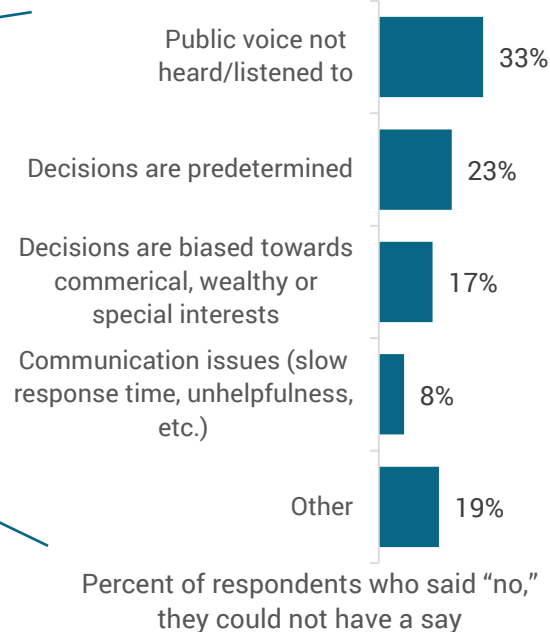


Figure 36: Reasons for Feeling Residents Don't Have a Say in How Edina is Run, 2019

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?



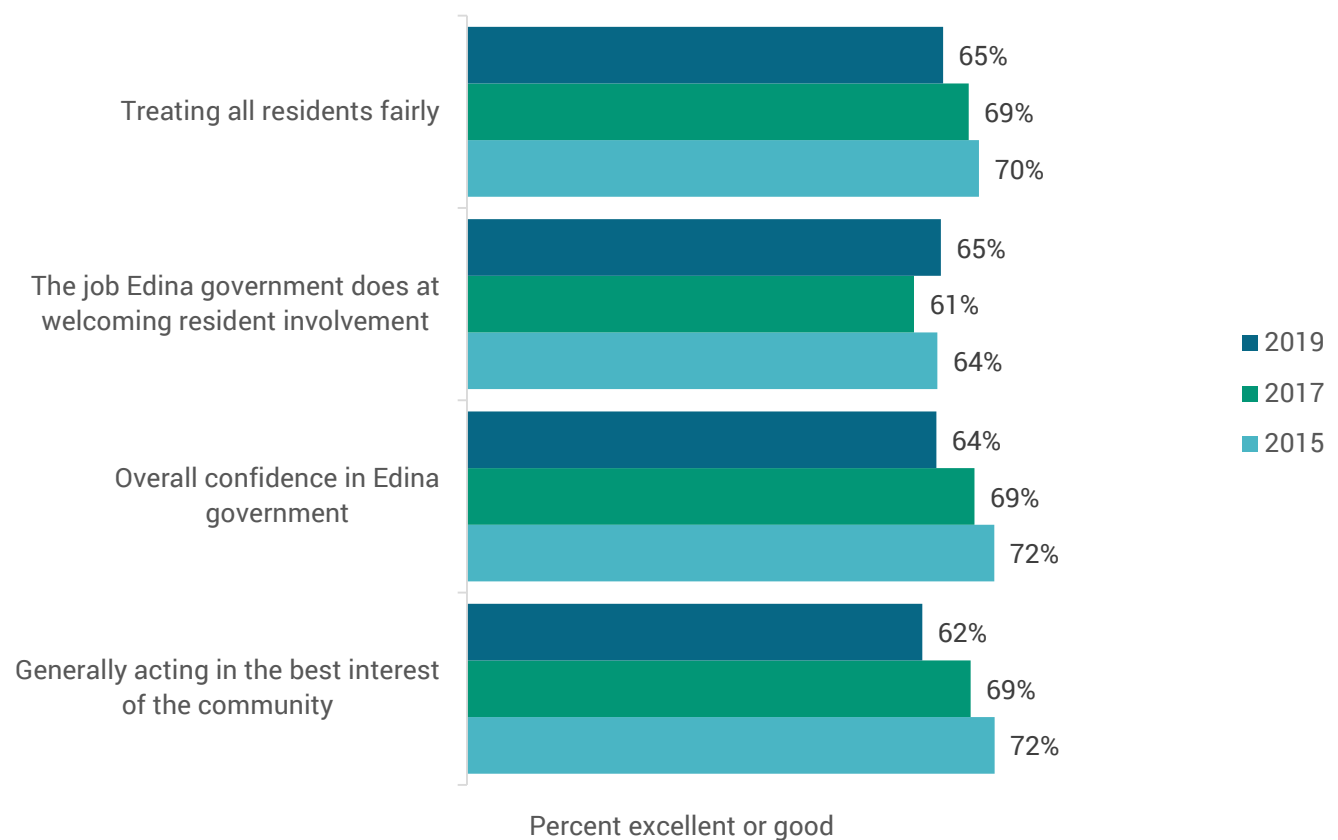
If a respondent said “no” to being able to have a say in how things are run in the community, they were given an opportunity to write in a reason why; 82 chose to write in a response. The responses were reviewed and grouped into the above categories. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

When rating four additional aspects of government performance, about 6 in 10 gave excellent or good reviews to each, including the City government generally acting in the best interest of the community, overall confidence in Edina government, Edina treating all residents fairly and the job the City does welcoming resident involvement. Generally, ratings have remained stable over time. However, evaluations of the overall confidence in the Edina government and the government generally acting in the best interest of the community have been declining since 2015.

When compared to other communities across the nation and those in Minnesota, Edina residents' ratings of aspects of public trust in the local government were similar to those of its peers.

Figure 37: Aspects of Public Trust by Year

Please rate each of the following categories of Edina government performance:



Contact with City Departments

In the 12 months prior to the survey, 60% of survey respondents reported having had contact with a City department. Of those who had contact, about one-quarter contacted the Police (25%) and 2 in 10 reported contacting General Information (22%) and Parks & Recreation (21%). Between 10% and 20% of those who had contacted a City department reached out to Building Inspections, Public Works, Street Maintenance, Utility Billing and Utilities. Less than 1 in 10 had contact with the remaining departments.

Overall, rates of contact in 2019 were on par with those reported in 2017 and 2015.

Table 1: Contact with City Departments by Year

Which of the following departments have you had contact with in the past 12 months by email, phone or in person? (Please select all that apply.)	2019	2017	2015	2013*	2011*
I have not contacted the City	40%	41%	43%	60%	68%
Police	25%	23%	21%	14%	9%
General information	22%	20%	15%	12%	7%
Parks & Recreation	21%	25%	17%	13%	13%
Public Works	14%	10%	12%	21%	27%
Building Inspections	13%	12%	10%	10%	15%
Street Maintenance	12%	7%	8%	0%	0%
Utility Billing	12%	9%	7%	8%	0%
Utilities	10%	8%	7%	0%	0%
City Manager/Administration	9%	5%	3%	6%	5%
City Clerk	8%	9%	7%	0%	1%
Planning/Economic Development	7%	6%	5%	10%	8%
Engineering	6%	6%	5%	1%	2%
Assessing	5%	7%	5%	1%	6%
Communications	5%	2%	2%	1%	0%
Fire	5%	5%	5%	1%	1%
Health	5%	4%	2%	2%	2%
Human Resources	2%	1%	1%	0%	0%
Finance	1%	0%	0%	NA	NA
I.T./Technology services	0%	0%	0%	0%	3%
Other	2%	3%	6%	0%	3%

Total may exceed 100% as respondents could select more than one answer. In 2019, "Administration" was added to the "City Manager" response option. Respondents had the opportunity to write-in a response for "other;" these verbatim responses can be found in Appendix B: Verbatim Responses to Survey Questions.

** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

The 60% of survey respondents who reported having contacted a City department or office rated 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 9 in 10 residents gave excellent or good reviews to the employee's knowledge, courtesy, responsiveness and to the overall customer service received. Eighty-five percent gave favorable reviews to the follow-up provided by the City employee. Employee evaluations in 2019 were similar to 2017 and most have remained relatively stable since 2015.

Where comparisons to other communities across the nation and those in Minnesota were available, Edina residents' ratings of their impressions of employee(s) were similar, except for the overall customer service which was higher when compared to the nation.

Figure 38: Impression of Employee(s) by Year



Asked only of those who reported having contact with a City department in the last 12 months.

** In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Public Information and Communication

Respondents to the 2019 survey provided information about the sources they use to get information about the Edina government and its activities. Residents also evaluated various aspects of the City's website.

Information Sources

When evaluating their use of various information sources about Edina government and its activities, the largest proportion of respondents said that word of mouth from friends, family or neighbors (85%) was a minor or major source of information. About three-quarters said that the About Town City magazine and the Parks & Recreation Activities Directory were at least a minor source of information (79% and 75%, respectively). The City website and direct mail updates were used by about two-thirds of residents as sources of information about the City. Respondents were less likely to use the City's email subscription service, Edina TV and online web stream videos to get information about the City and its activities.

Use of most sources to gain information about the City was similar in 2019 as in 2017. However, increases in use were observed for NextDoor, *Edition: Edina* monthly newsletter, social media, City employees, City Council members and the City's email subscription service.

Table 2: Information Sources 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. Percent major or minor source	2019	2017	2015	2013*	2011*
Word of mouth from friends, family or neighbors	85%	89%	90%	77%	75%
About Town City magazine	79%	82%	84%	91%	86%
Parks & Recreation Activities Directory	75%	71%	68%	52%	41%
City's website (www.EdinaMN.gov)	67%	61%	63%	51%	44%
Direct mail updates	66%	62%	69%	54%	57%
Edina Sun-Current newspaper	63%	64%	69%	92%	82%
Star-Tribune newspaper	63%	63%	68%	71%	59%
NextDoor	57%	49%	35%	NA	NA
Edition: Edina monthly newsletter	56%	48%	57%	NA	NA
Social media (e.g., Facebook, Twitter)	47%	40%	32%	14%	5%
City employees	42%	31%	32%	41%	27%
City Council Members	38%	26%	19%	NA	NA
City's e-mail subscription service (City Extra)	29%	21%	20%	25%	16%
Edina TV	25%	21%	20%	35%	34%
Online web stream videos on YouTube or Granicus	12%	11%	9%	7%	6%

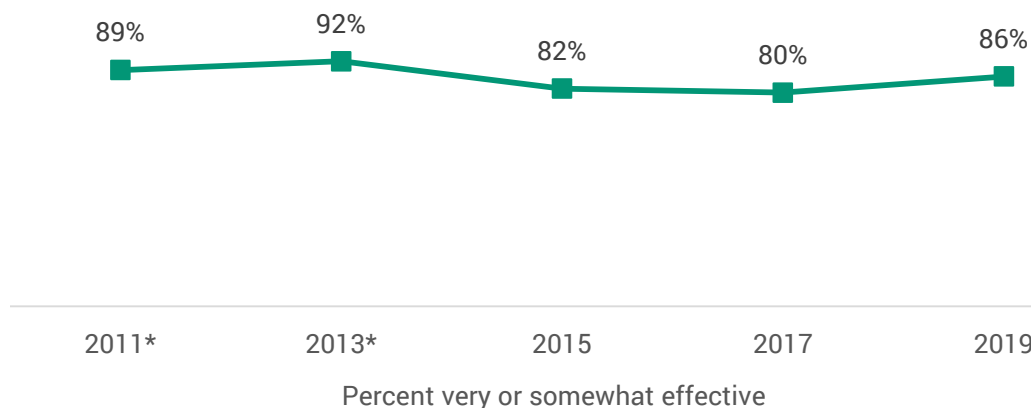
Prior to 2019, "Edition: Edina monthly newsletter" was "Edition: Edina monthly insert in Edina Sun-Current newspaper" and "City's e-mail subscription service (City Extra)" was "City Extra e-mail subscription service." Prior to 2017, "Edina TV" was "Edina Channels 16 or 813."

* Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

Survey respondents assessed the effectiveness of *About Town* and *Edition: Edina* as communication tools for keeping informed of City activities. About 86% of residents felt *About Town* was at least somewhat effective, a rating that has remained stable since 2015.

Figure 39: Effectiveness of the Magazine, *About Town*, by Year

How effective, if at all, is *About Town* for keeping informed of City activities?



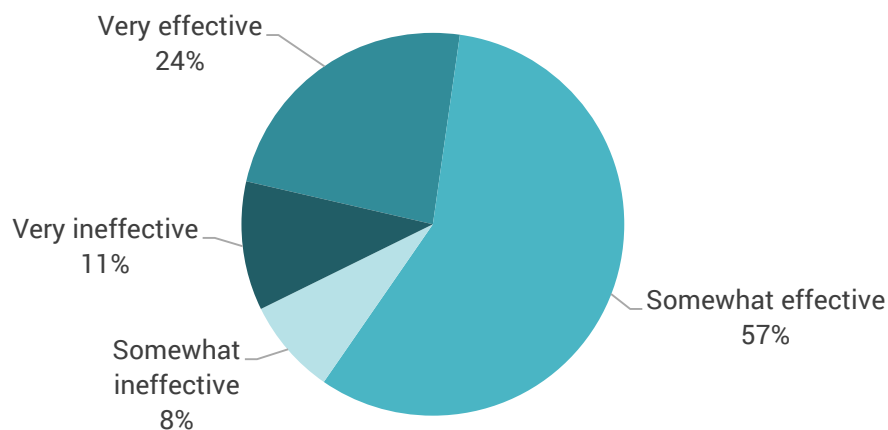
Prior to 2019, this was a stand-alone question, whereas in 2019 it was in a question grid along with the *Edition: Edina*. In 2013 and 2011, the scale was very effective, somewhat effective, not too effective and not at all effective.

* Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

The 2019 survey was the first time residents evaluated the effectiveness of *Edition: Edina*. About 8 in 10 respondents felt it was a very or somewhat effective tool for keeping informed of City activities. About 1 in 10 felt it was somewhat ineffective and a similar proportion felt it was very ineffective.

Figure 40: Effectiveness of the Newsletter, *Edition: Edina*, 2019

How effective, if at all, is *Edition: Edina* for keeping informed of City activities?



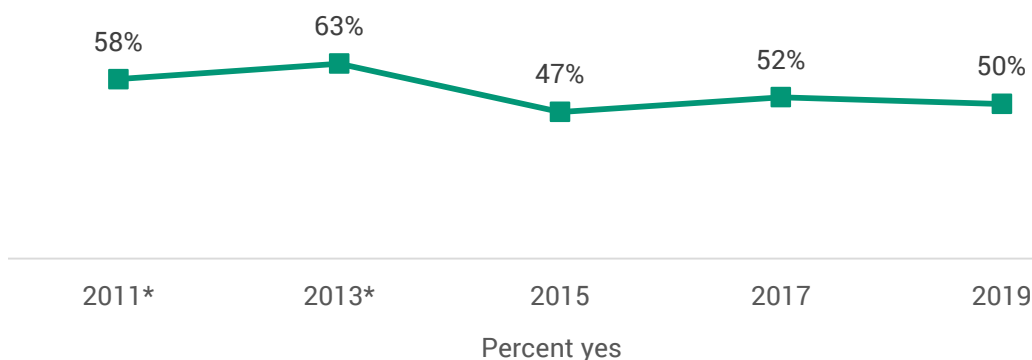
Note: 43% of respondents selected "don't know" when rating the effectiveness of *Edition: Edina* (see Appendix A: Responses to Survey Questions for a complete list of all responses including "don't know").

City Website

When asked if they had accessed the City's website in the 12 months prior to the survey, half of survey respondents indicated they had done so; this rating was similar to 2017 and 2015.

Figure 41: Accessed City Website by Year

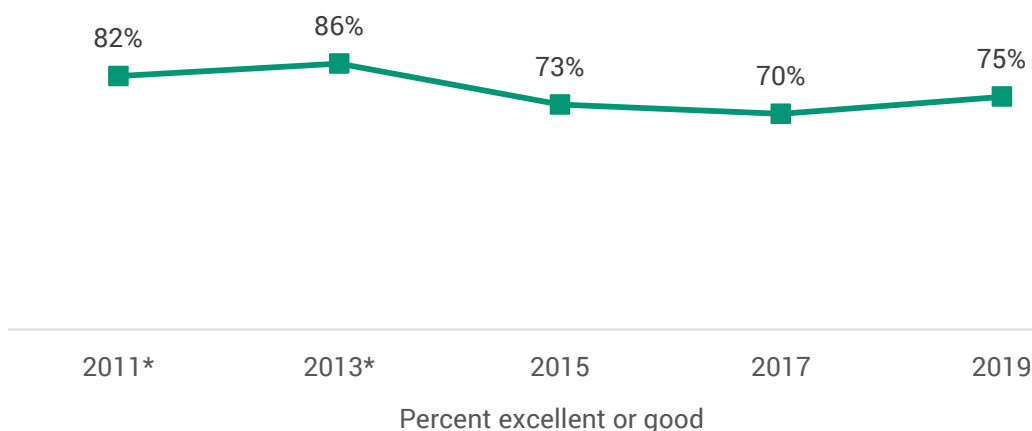
Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?



** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Of those who reported accessing the City's website, three-quarters of residents felt that the overall quality of the website was excellent or good. This rating has remained stable since 2015 and was on par with the national and Minnesota benchmarks.

Figure 42: Quality of City Website by Year



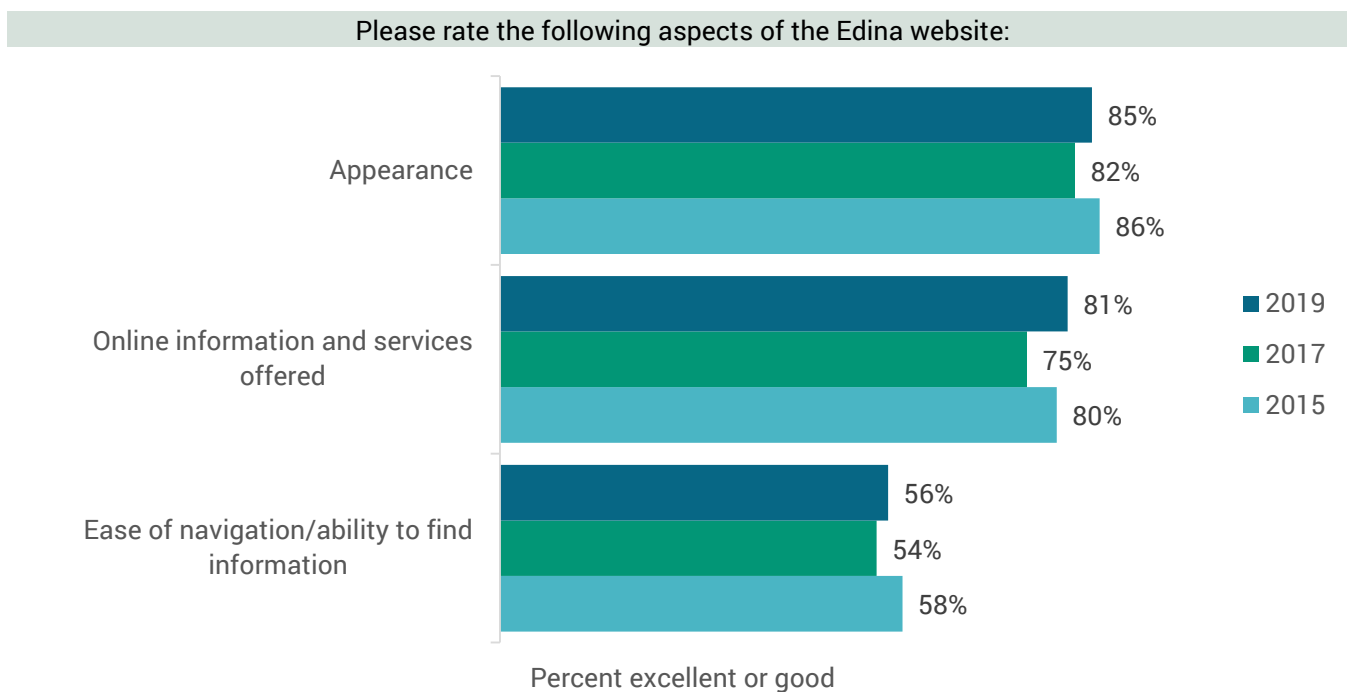
Responses to this question are only from those who reported that they had accessed the City website.

** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Those who had accessed the website in the last 12 months also assessed the quality of three specific aspects of the website. About 85% gave top marks to the appearance of the website and about another 8 in 10 felt the information and services offered were excellent or good. About half gave positive ratings to the ease of navigation and their ability to find information. Evaluations in 2019 were similar to 2017.

Comparisons for these aspects of the City's website were available to other communities across the nation but not to those in Minnesota; Edina residents' ratings of aspects of the City's website were similar to those of its national peers.

Figure 43: Aspects of City Website by Year



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

Planning and Priorities

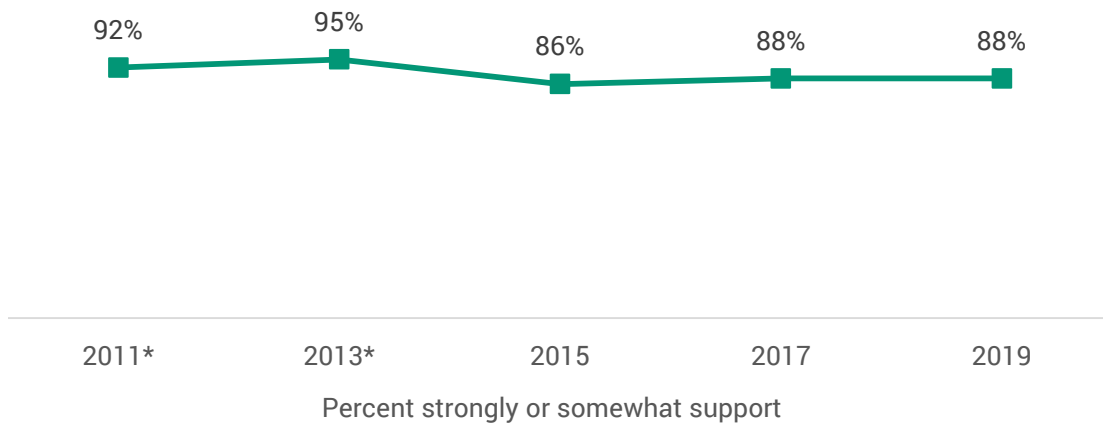
The 2019 survey included several questions that gauged resident opinion on a number of issues facing the City, including City-run liquor stores, redevelopment and sustainability.

Municipal Liquor Stores

As in prior survey years, residents in 2019 rated their level of support for the City to continue to operate its municipal liquor stores. About 8 in 10 strongly or somewhat supported this proposal. Compared over time, the level of support has remained steady.

Figure 44: Level of Support for Municipal Owned Liquor Stores by Year

The City of Edina owns and operates three municipal liquor stores. Profits from Edina Liquor are used to offset operating costs and for capital expenses at recreational facilities. To what extent do you support the City continuing to operate its municipal liquor stores?



Prior to 2017, the question wording was "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?" In 2013 and 2011, this question was asked on a scale of favor or oppose. For comparison purposes, the 2015 and 2017 ratings for strongly support and somewhat support were compared to 2013 and 2011 ratings for favor.

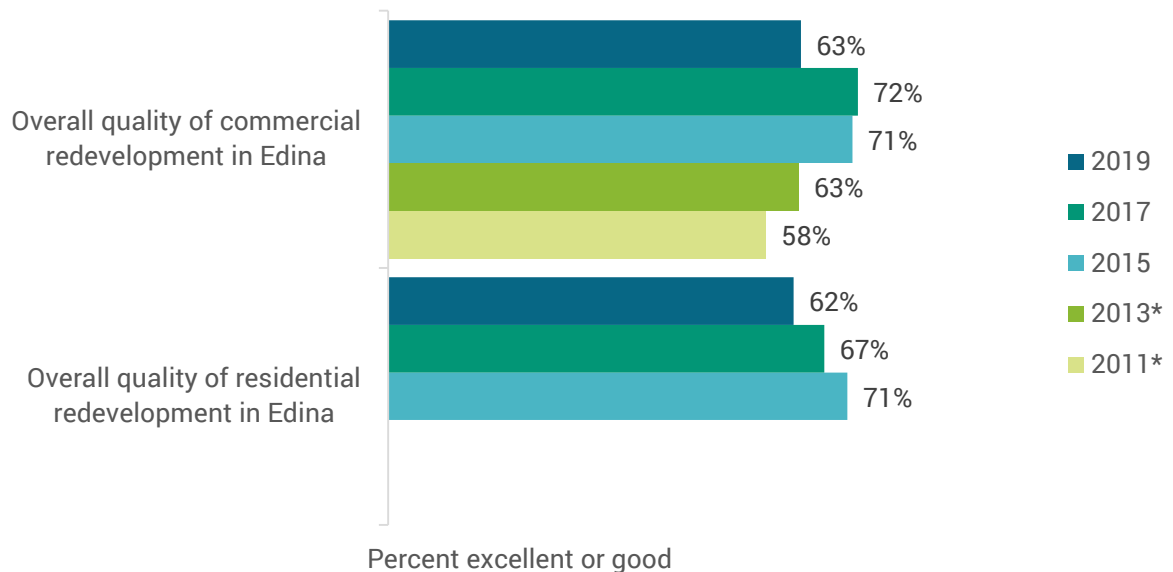
** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Redevelopment in Edina

About 6 in 10 residents felt positively about the overall quality of residential and commercial redevelopment in Edina. However, ratings for the quality of commercial redevelopment decreased from 2017 to 2019 and ratings for the quality of residential redevelopment have been trending down since 2015.

Figure 45: Quality of Redevelopment in Edina by Year

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



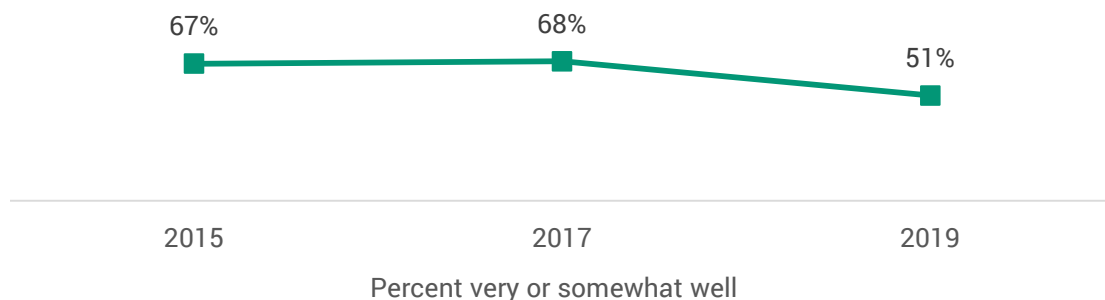
In 2013 and 2011, survey respondents were only asked to rate the quality of redevelopment in Edina while 2017 and 2015 survey respondents were asked to consider residential and commercial redevelopment separately.

** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

When asked how well, if at all, they felt the City does managing tensions in the community related to residential redevelopment in Edina, only about half of residents felt the City manages tensions very or somewhat well. This was a decline from 2017 and 2015.

Figure 46: How Well the City Manages Redevelopment Tensions by Year

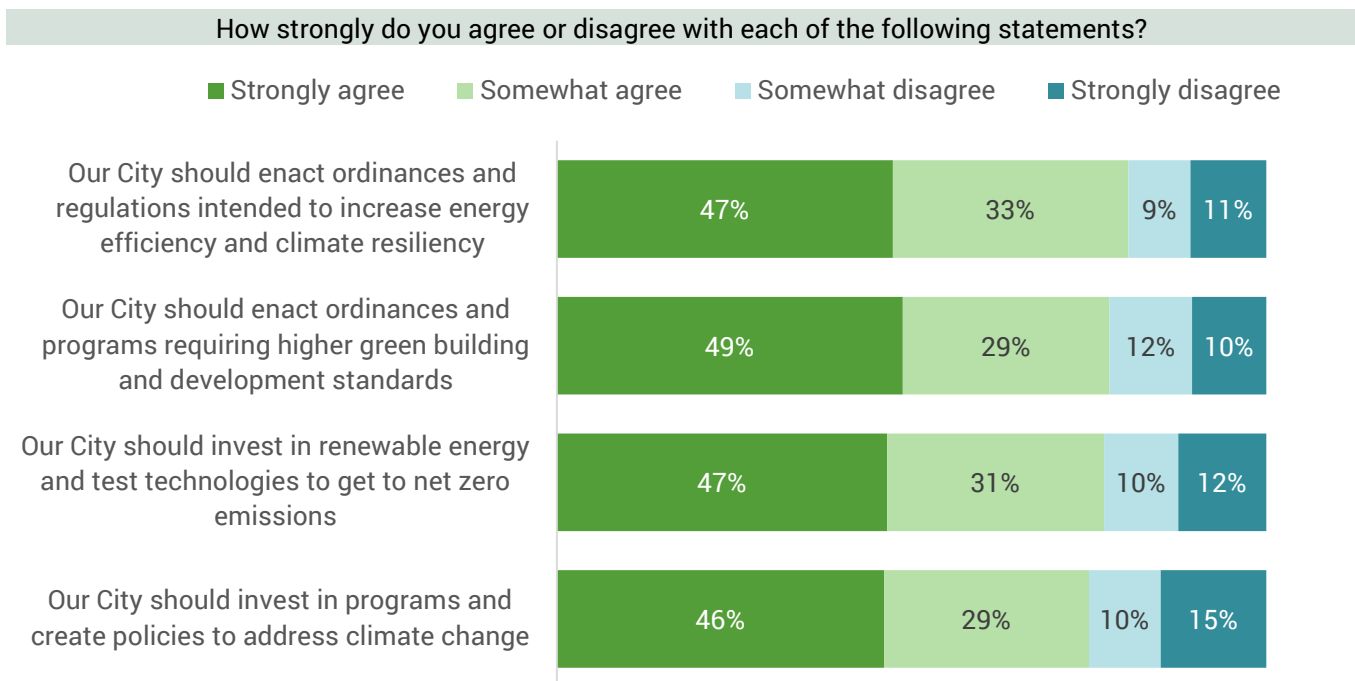
How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?



Sustainability and Climate Change

Three new questions were included on the 2019 survey to measure resident perspectives on climate change in Edina. Residents were provided four statements about actions the City could take related to climate change and rated their level of agreement with each. Overall, at least three-quarters of respondents agreed with each statement and close to half strongly agreed with each. Most survey respondents agreed that the City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency, require higher green building standards, invest in renewable energy to get to net zero emissions and invest in programs and create policies to address climate change.

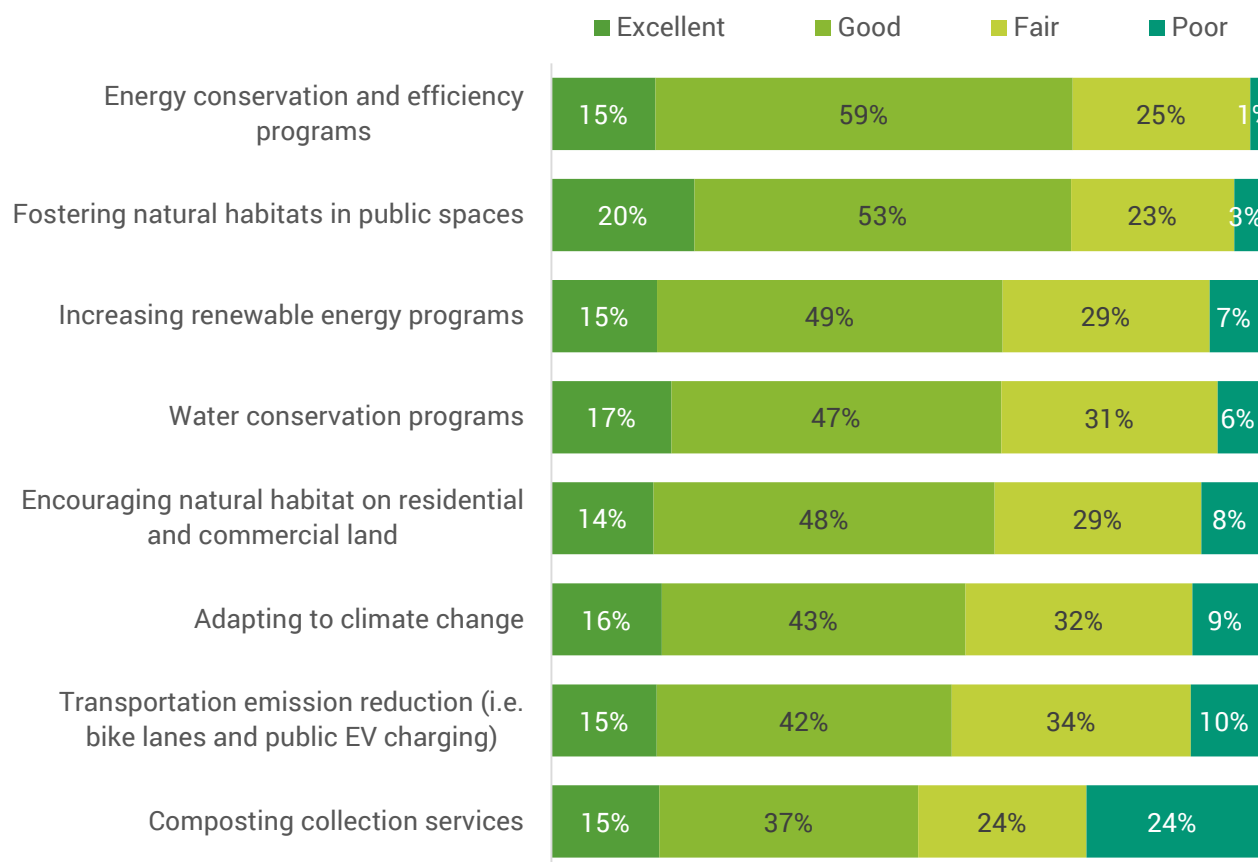
Figure 47: Level of Agreement with Statements about Climate Change, 2019



Survey respondents evaluated the quality of eight sustainability services provided by the City. Most received excellent or good reviews from about 6 in 10 or more respondents. The most positively rated programs or services included energy conservation and efficiency programs (74% excellent or good) and fostering natural habitats in public spaces (73%). Residents gave lower quality ratings to composting collection services (52%).

Figure 48: Quality of Sustainability Services Provided by the City, 2019

Rate the quality of each of the following services provided by the City of Edina.

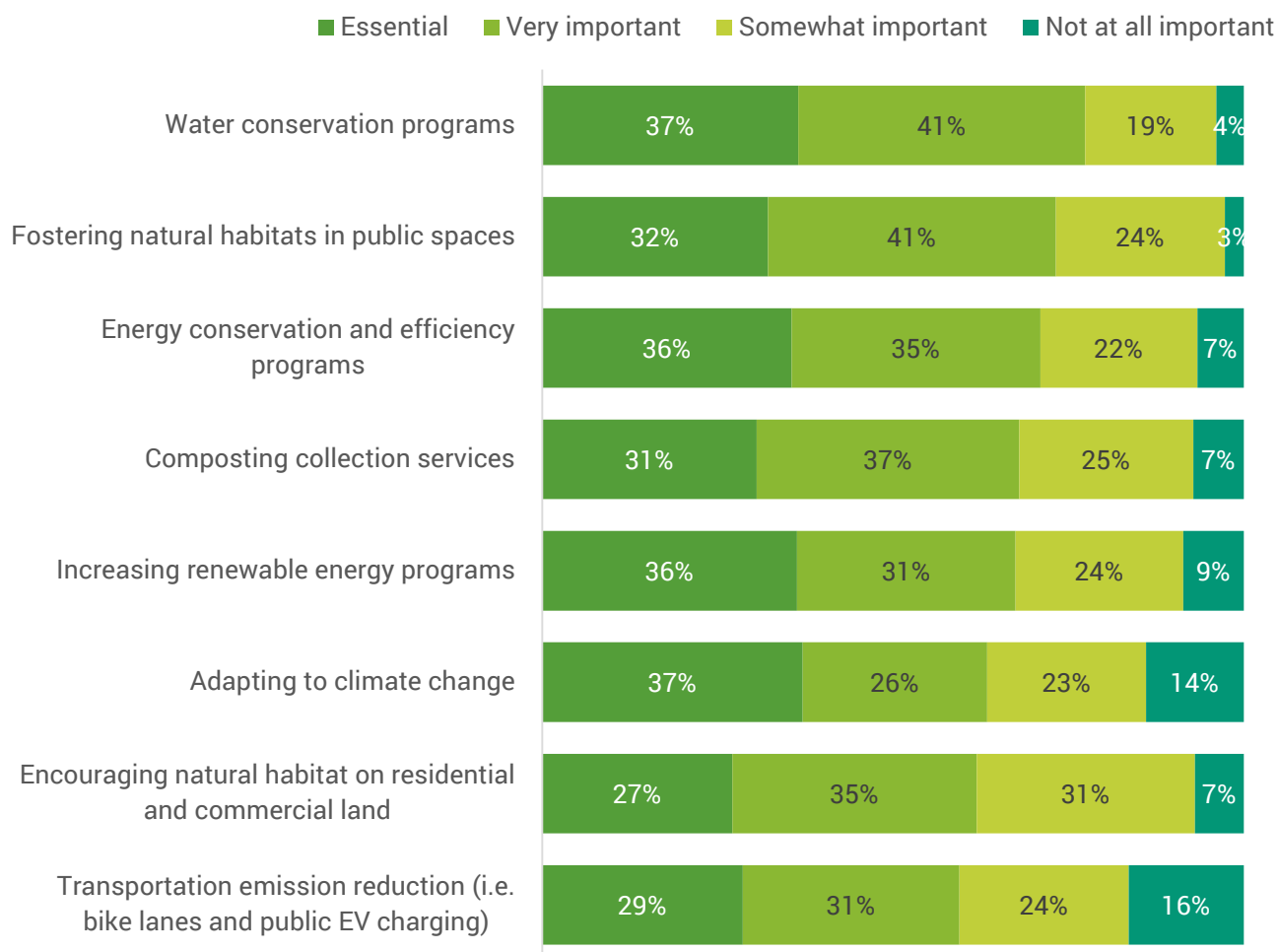


Note: at least 33% of respondents selected “don’t know” when rating the quality of most of the sustainability services provided by Edina (see Appendix A: Responses to Survey Questions for a complete list of all responses including “don’t know”).

Residents also rated the importance of the same eight sustainability services. The most important services were water conservation programs (78% essential or very important), fostering natural habitats in public spaces (73%) and energy conservation and efficiency programs (71%). Encouraging natural habitat on residential and commercial land (62%) and transportation emission reduction (60%) were of relatively lower importance.

Figure 49: Importance of Sustainability Services Provided by the City, 2019

Rate how important, if at all, each service is to the Edina community.



Appendix A: Responses to Survey Questions

The full set of responses to each survey question are displayed in the tables in this appendix. Many survey questions included a “don’t know” response option. Most of the analyses in the body of the report were for respondents who had an opinion as eliminating “don’t know” responses allows for easier comparison between evaluative responses. For questions that included a don’t know response, two sets of tables are provided in this appendix; the first with the “don’t know” responses excluded, to show the proportion of respondents with an opinion giving a response; and the second with the “don’t know” responses included, to allow examination of the magnitude of unfamiliarity with certain items.

Table 3: Question 1 - Excluding Don't Know Responses

How would you rate the quality of life in Edina?	Percent	Number
Excellent	50%	N=204
Good	48%	N=197
Fair	2%	N=7
Poor	0%	N=0
Total	100%	N=408

Table 4: Question 1 - Including Don't Know Responses

How would you rate the quality of life in Edina?	Percent	Number
Excellent	50%	N=204
Good	48%	N=197
Fair	2%	N=7
Poor	0%	N=0
Don't know	0%	N=0
Total	100%	N=408

Table 5: Question 2 - Excluding Don't Know Responses

Please rate each of the following characteristics as they relate to Edina as a community:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Edina	60%	N=253	36%	N=151	4%	N=19	0%	N=0	100%	N=423
Overall ease of getting to the places you usually have to visit	41%	N=172	45%	N=190	12%	N=52	1%	N=6	100%	N=420
Quality of overall natural environment in Edina	40%	N=165	52%	N=214	8%	N=34	1%	N=2	100%	N=416
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	26%	N=109	54%	N=224	17%	N=72	3%	N=13	100%	N=418
Health and wellness opportunities in Edina	45%	N=180	49%	N=196	7%	N=27	0%	N=0	100%	N=404
Overall opportunities for education and enrichment	47%	N=184	47%	N=186	6%	N=22	0%	N=0	100%	N=393
Overall economic health of Edina	46%	N=181	48%	N=192	5%	N=21	0%	N=2	100%	N=396
Sense of community	32%	N=130	43%	N=175	21%	N=88	4%	N=17	100%	N=410
Overall image or reputation of Edina	46%	N=192	43%	N=182	9%	N=38	2%	N=6	100%	N=418
Neighborliness of residents in Edina	33%	N=138	43%	N=176	20%	N=81	4%	N=17	100%	N=413

Table 6: Question 2 - Including Don't Know Responses

Please rate each of the following characteristics as they relate to Edina as a community:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Edina	60%	N=253	36%	N=151	4%	N=19	0%	N=0	0%	N=0	100%	N=423
Overall ease of getting to the places you usually have to visit	41%	N=172	45%	N=190	12%	N=52	1%	N=6	0%	N=0	100%	N=420
Quality of overall natural environment in Edina	39%	N=165	51%	N=214	8%	N=34	1%	N=2	1%	N=5	100%	N=421
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	26%	N=109	53%	N=224	17%	N=72	3%	N=13	1%	N=3	100%	N=420
Health and wellness opportunities in Edina	43%	N=180	46%	N=196	6%	N=27	0%	N=0	4%	N=19	100%	N=423
Overall opportunities for education and enrichment	44%	N=184	44%	N=186	5%	N=22	0%	N=0	6%	N=27	100%	N=420
Overall economic health of Edina	43%	N=181	46%	N=192	5%	N=21	0%	N=2	5%	N=22	100%	N=418
Sense of community	31%	N=130	42%	N=175	21%	N=88	4%	N=17	2%	N=9	100%	N=419
Overall image or reputation of Edina	46%	N=192	43%	N=182	9%	N=38	2%	N=6	1%	N=3	100%	N=421
Neighborliness of residents in Edina	33%	N=138	42%	N=176	19%	N=81	4%	N=17	1%	N=5	100%	N=417

Table 7: Question 3 - Excluding Don't Know Responses

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Edina to someone who asks	65%	N=270	29%	N=121	4%	N=18	2%	N=6	100%	N=415
Remain in Edina for the next five years	64%	N=254	25%	N=100	6%	N=23	4%	N=18	100%	N=394

Table 8: Question 3 - Including Don't Know Responses

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	
Recommend living in Edina to someone who asks	65%	N=270	29%	N=121	4%	N=18	2%	N=6	0%	N=1	100%	N=416
Remain in Edina for the next five years	62%	N=254	24%	N=100	6%	N=23	4%	N=18	4%	N=16	100%	N=411

Table 9: Question 4

Why did you choose to live in Edina?	Percent	Number
Safe community	55%	N=232
Good schools	52%	N=220
Attractive community	48%	N=204
Good neighborhoods	48%	N=202
Amenities (e.g., parks, library, etc.)	41%	N=175
Job was here (or nearby)	35%	N=149
Family lives here/born or raised here	28%	N=118
Affordable housing	15%	N=63
Other	8%	N=36
Other: Location/convenience	6%	N=25

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

Respondents were given an opportunity to write-in an "other" response. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

Table 10: Question 5

What one thing do you like most, if anything, about living in Edina?	Percent	Number
Convenient location/ accessibility/ walkability	40%	N=144
Raised here or close to family, job, etc.	3%	N=11
Housing/neighborhood	2%	N=8
Schools	10%	N=36
Safe	13%	N=45
Parks and trails/recreation centers/open spaces	4%	N=15
Sense of community (friendly, quiet, peaceful, etc.)	4%	N=13
Beauty/cleanliness of community	6%	N=21
Public services	5%	N=17
Positive comments about quality of life and community	8%	N=29
Other	5%	N=18
Don't know/NA	0%	N=0
Total	100%	N=358

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

Table 11: Question 6

What would you say is the most serious issue facing Edina at this time?	Percent	Number
Growth/overcrowding	7%	N=24
City government (fiscal responsibility, taxes, planning, etc.)	6%	N=20
Traffic and infrastructure (road maintenance, snow removal, sidewalks, etc.)	16%	N=58
Lack of diversity and sense of community	7%	N=25
Schools/education	10%	N=37
Housing concerns (teardowns, overdevelopment, affordability, etc.)	35%	N=123
Safety	4%	N=14
Other	11%	N=38
Don't know/unsure	5%	N=17
Total	100%	N=357

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

Table 12: Question 7 - Excluding Don't Know Responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood	78%	N=328	19%	N=81	2%	N=9	1%	N=3	0%	N=0	100%	N=420
In the 50th & France area (downtown area)	68%	N=266	26%	N=103	4%	N=15	2%	N=8	0%	N=0	100%	N=393
In the Southdale area	41%	N=169	39%	N=162	12%	N=49	7%	N=29	1%	N=6	100%	N=414

Table 13: Question 7 - Including Don't Know Responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood	78%	N=328	19%	N=81	2%	N=9	1%	N=3	0%	N=0	0%	N=0	100%	N=420
In the 50th & France area (downtown area)	65%	N=266	25%	N=103	4%	N=15	2%	N=8	0%	N=0	5%	N=19	100%	N=412
In the Southdale area	40%	N=169	39%	N=162	12%	N=49	7%	N=29	1%	N=6	1%	N=4	100%	N=418

Table 14: Question 8 - Excluding Don't Know Responses

Please rate how welcoming Edina is as a community:	Very welcoming		Welcoming		Somewhat welcoming		Not welcoming		Total	
For people who are Asian, Asian Indian or Pacific Islander	29%	N=68	45%	N=107	24%	N=58	2%	N=5	100%	N=238
For people who are Black or African American	23%	N=57	26%	N=64	33%	N=83	18%	N=45	100%	N=250
For people who are Hispanic	22%	N=52	29%	N=69	34%	N=80	15%	N=35	100%	N=236
For people who are American Indian or Alaskan Native	25%	N=52	30%	N=61	29%	N=58	17%	N=34	100%	N=205
For people who are White	62%	N=230	30%	N=111	6%	N=23	2%	N=6	100%	N=371
For people whose first language is not English	23%	N=58	29%	N=70	36%	N=88	12%	N=30	100%	N=246
For people who are not U.S. citizens	25%	N=57	25%	N=56	31%	N=71	18%	N=42	100%	N=226
For people who have a lower income	18%	N=49	19%	N=52	31%	N=85	31%	N=84	100%	N=270
For people who are of Christian faith	49%	N=147	42%	N=127	9%	N=27	0%	N=1	100%	N=302
For people who are of Jewish faith	36%	N=90	46%	N=112	16%	N=39	2%	N=5	100%	N=246
For people who are of Muslim faith	22%	N=49	24%	N=53	34%	N=76	21%	N=46	100%	N=224
For people who are of Buddhist faith	24%	N=47	31%	N=60	34%	N=66	10%	N=20	100%	N=193
For people who are of Hindu faith	26%	N=53	28%	N=57	33%	N=67	12%	N=25	100%	N=202
For people who are agnostic or atheist	30%	N=65	39%	N=83	23%	N=49	8%	N=17	100%	N=213

Table 15: Question 8 - Including Don't Know Responses

Please rate how welcoming Edina is as a community:	Very welcoming		Welcoming		Somewhat welcoming		Not welcoming		Don't know		Total	
For people who are Asian, Asian Indian or Pacific Islander	17%	N=68	27%	N=107	15%	N=58	1%	N=5	39%	N=154	100%	N=392
For people who are Black or African American	15%	N=57	16%	N=64	21%	N=83	11%	N=45	37%	N=146	100%	N=396
For people who are Hispanic	13%	N=52	18%	N=69	21%	N=80	9%	N=35	39%	N=154	100%	N=390
For people who are American Indian or Alaskan Native	13%	N=52	16%	N=61	15%	N=58	9%	N=34	47%	N=183	100%	N=388
For people who are White	57%	N=230	27%	N=111	6%	N=23	2%	N=6	9%	N=35	100%	N=407
For people whose first language is not English	15%	N=58	18%	N=70	23%	N=88	8%	N=30	37%	N=145	100%	N=391
For people who are not U.S. citizens	14%	N=57	14%	N=56	18%	N=71	10%	N=42	43%	N=170	100%	N=396
For people who have a lower income	12%	N=49	13%	N=52	21%	N=85	21%	N=84	32%	N=126	100%	N=396
For people who are of Christian faith	37%	N=147	32%	N=127	7%	N=27	0%	N=1	25%	N=100	100%	N=402
For people who are of Jewish faith	23%	N=90	29%	N=112	10%	N=39	1%	N=5	37%	N=147	100%	N=393
For people who are of Muslim faith	12%	N=49	13%	N=53	19%	N=76	12%	N=46	43%	N=169	100%	N=394
For people who are of Buddhist faith	12%	N=47	15%	N=60	17%	N=66	5%	N=20	51%	N=199	100%	N=392
For people who are of Hindu faith	14%	N=53	15%	N=57	17%	N=67	6%	N=25	48%	N=189	100%	N=391
For people who are agnostic or atheist	17%	N=65	21%	N=83	12%	N=49	4%	N=17	46%	N=179	100%	N=392

Table 16: Question 9 - Excluding Don't Know Responses

Please rate each of the following characteristics as they relate to Edina as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	9%	N=39	44%	N=182	33%	N=138	13%	N=56	100%	N=415
Ease of public parking	13%	N=52	49%	N=200	33%	N=134	6%	N=26	100%	N=411
Ease of travel by car in Edina	25%	N=102	51%	N=208	19%	N=78	6%	N=23	100%	N=411
Ease of travel by public transportation in Edina	12%	N=28	33%	N=78	26%	N=61	28%	N=67	100%	N=234
Ease of travel by bicycle in Edina	22%	N=72	43%	N=139	25%	N=80	11%	N=35	100%	N=326
Ease of walking in Edina	27%	N=110	38%	N=154	26%	N=104	9%	N=35	100%	N=404
Availability of paths and walking trails	36%	N=146	43%	N=171	17%	N=70	3%	N=13	100%	N=400
Air quality	38%	N=151	51%	N=202	9%	N=36	2%	N=7	100%	N=396
Cleanliness of Edina	50%	N=207	45%	N=186	5%	N=22	0%	N=1	100%	N=416
Public places where people want to spend time	39%	N=158	47%	N=188	12%	N=48	2%	N=7	100%	N=401
Variety of housing options	17%	N=63	34%	N=126	36%	N=135	13%	N=49	100%	N=373
Availability of affordable quality housing	12%	N=41	20%	N=67	37%	N=122	31%	N=104	100%	N=334
Fitness opportunities (including exercise classes and paths or trails, etc.)	41%	N=165	43%	N=174	14%	N=56	2%	N=8	100%	N=403
Recreational opportunities	42%	N=163	45%	N=176	13%	N=50	1%	N=2	100%	N=391
K-12 education	57%	N=203	33%	N=116	7%	N=26	3%	N=9	100%	N=354
Adult educational opportunities	43%	N=150	46%	N=161	10%	N=36	1%	N=5	100%	N=352
Opportunities to attend cultural/arts/music activities	32%	N=120	45%	N=168	20%	N=76	3%	N=12	100%	N=376
Employment opportunities	30%	N=77	40%	N=102	27%	N=69	2%	N=6	100%	N=254
Shopping opportunities	56%	N=228	37%	N=153	7%	N=27	0%	N=2	100%	N=410
Cost of living in Edina	11%	N=44	40%	N=161	38%	N=152	12%	N=47	100%	N=404
Overall quality of business and service establishments in Edina	36%	N=145	57%	N=229	8%	N=31	0%	N=0	100%	N=404
Overall quality of commercial redevelopment in Edina	21%	N=75	43%	N=155	28%	N=100	9%	N=32	100%	N=363
Overall quality of residential redevelopment in Edina	18%	N=67	45%	N=169	25%	N=95	13%	N=48	100%	N=378
Opportunities to participate in social events and activities	27%	N=100	51%	N=191	20%	N=74	3%	N=10	100%	N=375
Opportunities to volunteer	34%	N=115	47%	N=158	16%	N=55	3%	N=10	100%	N=339
Opportunities to participate in community matters	33%	N=113	44%	N=151	19%	N=67	4%	N=15	100%	N=346

Table 17: Question 9 - Including Don't Know Responses

Please rate each of the following characteristics as they relate to Edina as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	9%	N=39	44%	N=182	33%	N=138	13%	N=56	0%	N=0	100%	N=415
Ease of public parking	12%	N=52	48%	N=200	32%	N=134	6%	N=26	1%	N=4	100%	N=415
Ease of travel by car in Edina	25%	N=102	50%	N=208	19%	N=78	6%	N=23	1%	N=2	100%	N=413
Ease of travel by public transportation in Edina	7%	N=28	19%	N=78	15%	N=61	16%	N=67	43%	N=176	100%	N=410
Ease of travel by bicycle in Edina	18%	N=72	34%	N=139	19%	N=80	8%	N=35	21%	N=85	100%	N=411
Ease of walking in Edina	27%	N=110	37%	N=154	25%	N=104	9%	N=35	2%	N=8	100%	N=413
Availability of paths and walking trails	35%	N=146	42%	N=171	17%	N=70	3%	N=13	3%	N=12	100%	N=411
Air quality	37%	N=151	49%	N=202	9%	N=36	2%	N=7	4%	N=15	100%	N=411
Cleanliness of Edina	50%	N=207	45%	N=186	5%	N=22	0%	N=1	0%	N=2	100%	N=418
Public places where people want to spend time	38%	N=158	46%	N=188	12%	N=48	2%	N=7	2%	N=9	100%	N=411
Variety of housing options	15%	N=63	31%	N=126	33%	N=135	12%	N=49	10%	N=40	100%	N=412
Availability of affordable quality housing	10%	N=41	17%	N=67	30%	N=122	25%	N=104	18%	N=73	100%	N=407
Fitness opportunities (including exercise classes and paths or trails, etc.)	40%	N=165	42%	N=174	14%	N=56	2%	N=8	2%	N=8	100%	N=410
Recreational opportunities	40%	N=163	43%	N=176	12%	N=50	1%	N=2	5%	N=19	100%	N=410
K-12 education	49%	N=203	28%	N=116	6%	N=26	2%	N=9	14%	N=58	100%	N=412
Adult educational opportunities	37%	N=150	40%	N=161	9%	N=36	1%	N=5	14%	N=55	100%	N=408
Opportunities to attend cultural/arts/music activities	29%	N=120	41%	N=168	19%	N=76	3%	N=12	8%	N=34	100%	N=410
Employment opportunities	19%	N=77	25%	N=102	17%	N=69	1%	N=6	38%	N=155	100%	N=409
Shopping opportunities	56%	N=228	37%	N=153	7%	N=27	0%	N=2	0%	N=0	100%	N=410
Cost of living in Edina	11%	N=44	39%	N=161	37%	N=152	11%	N=47	2%	N=9	100%	N=412
Overall quality of business and service establishments in Edina	35%	N=145	56%	N=229	7%	N=31	0%	N=0	2%	N=7	100%	N=411
Overall quality of commercial redevelopment in Edina	18%	N=75	38%	N=155	25%	N=100	8%	N=32	11%	N=44	100%	N=407
Overall quality of residential redevelopment in Edina	16%	N=67	41%	N=169	23%	N=95	12%	N=48	7%	N=31	100%	N=408

Please rate each of the following characteristics as they relate to Edina as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in social events and activities	24%	N=100	47%	N=191	18%	N=74	2%	N=10	9%	N=36	100%	N=411
Opportunities to volunteer	28%	N=115	39%	N=158	13%	N=55	2%	N=10	18%	N=73	100%	N=411
Opportunities to participate in community matters	27%	N=113	37%	N=151	16%	N=67	4%	N=15	16%	N=64	100%	N=410

Table 18: Question 10 - Excluding Don't Know Responses

Please rate the following aspects of drinking water in Edina:	Excellent		Good		Fair		Poor		Total	
Appearance	36%	N=147	48%	N=197	10%	N=39	6%	N=25	100%	N=409
Taste	23%	N=95	36%	N=147	24%	N=96	17%	N=71	100%	N=410
Odor	29%	N=116	38%	N=153	22%	N=90	10%	N=41	100%	N=401
Hardness	13%	N=51	22%	N=84	24%	N=92	41%	N=155	100%	N=381
Reliability	40%	N=160	43%	N=170	11%	N=44	6%	N=22	100%	N=395
Safety	40%	N=142	43%	N=155	11%	N=39	6%	N=22	100%	N=357

Table 19: Question 10 - Including Don't Know Responses

Please rate the following aspects of drinking water in Edina:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance	35%	N=147	47%	N=197	9%	N=39	6%	N=25	2%	N=8	100%	N=417
Taste	23%	N=95	35%	N=147	23%	N=96	17%	N=71	2%	N=8	100%	N=418
Odor	28%	N=116	37%	N=153	22%	N=90	10%	N=41	3%	N=13	100%	N=414
Hardness	12%	N=51	20%	N=84	22%	N=92	37%	N=155	8%	N=34	100%	N=414
Reliability	39%	N=160	41%	N=170	11%	N=44	5%	N=22	5%	N=19	100%	N=415
Safety	34%	N=142	37%	N=155	9%	N=39	5%	N=22	14%	N=59	100%	N=416

Table 20: Question 11 - Excluding Don't Know Responses

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	27%	N=110	32%	N=130	27%	N=113	9%	N=37	5%	N=21	100%	N=411
Stop sign violations in your neighborhood	38%	N=147	32%	N=125	19%	N=75	6%	N=23	5%	N=20	100%	N=389
Violent crime	77%	N=284	19%	N=72	4%	N=14	0%	N=0	0%	N=0	100%	N=370
Drugs	65%	N=193	22%	N=67	11%	N=33	2%	N=5	0%	N=1	100%	N=300
Youth crimes	56%	N=178	33%	N=105	9%	N=28	2%	N=6	0%	N=0	100%	N=318
Vandalism and property crimes	43%	N=152	38%	N=135	15%	N=54	3%	N=12	0%	N=1	100%	N=353
Identity theft	54%	N=128	30%	N=72	13%	N=31	1%	N=1	2%	N=4	100%	N=236
Domestic abuse	66%	N=128	27%	N=53	6%	N=12	0%	N=0	0%	N=0	100%	N=193

Table 21: Question 11 - Including Don't Know Responses

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	
Traffic speeding in your neighborhood	26%	N=110	31%	N=130	27%	N=113	9%	N=37	5%	N=21	2%	N=7	100%	N=418
Stop sign violations in your neighborhood	35%	N=147	30%	N=125	18%	N=75	5%	N=23	5%	N=20	6%	N=26	100%	N=415
Violent crime	68%	N=284	17%	N=72	3%	N=14	0%	N=0	0%	N=0	11%	N=46	100%	N=417
Drugs	46%	N=193	16%	N=67	8%	N=33	1%	N=5	0%	N=1	28%	N=117	100%	N=416
Youth crimes	43%	N=178	25%	N=105	7%	N=28	1%	N=6	0%	N=0	23%	N=97	100%	N=414
Vandalism and property crimes	37%	N=152	32%	N=135	13%	N=54	3%	N=12	0%	N=1	15%	N=62	100%	N=415
Identity theft	31%	N=128	17%	N=72	7%	N=31	0%	N=1	1%	N=4	43%	N=179	100%	N=415
Domestic abuse	31%	N=128	13%	N=53	3%	N=12	0%	N=0	0%	N=0	53%	N=221	100%	N=414

Table 22: Question 12 (Use)

First, tell us about how many times in the last 12 months, if ever, you or other household members used any of the following Edina Parks & Recreation Department amenities.	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Trails	19%	N=77	15%	N=59	28%	N=113	13%	N=52	24%	N=96	100%	N=398
Dog parks/off-leash areas	79%	N=313	7%	N=27	7%	N=29	3%	N=12	4%	N=16	100%	N=397
Neighborhood parks	29%	N=116	15%	N=60	28%	N=110	11%	N=46	17%	N=68	100%	N=400
Large community athletic fields	60%	N=238	14%	N=54	12%	N=49	6%	N=23	8%	N=33	100%	N=396
Edinborough Park	52%	N=207	27%	N=106	11%	N=42	5%	N=19	6%	N=25	100%	N=399
Centennial Lakes Park	19%	N=76	22%	N=89	25%	N=101	15%	N=60	18%	N=72	100%	N=398
Edina Aquatic Center	66%	N=265	13%	N=50	11%	N=46	6%	N=26	4%	N=15	100%	N=401
Edina Senior Center	71%	N=285	12%	N=48	12%	N=47	3%	N=12	2%	N=8	100%	N=399
Braemar Arena (ice arena)	60%	N=239	17%	N=67	13%	N=53	4%	N=17	6%	N=25	100%	N=401
Edina Art Center	75%	N=301	16%	N=63	5%	N=20	2%	N=9	1%	N=6	100%	N=399
Braemar Golf Course	80%	N=319	8%	N=32	7%	N=28	1%	N=6	4%	N=14	100%	N=398
Braemar Golf Dome	75%	N=301	11%	N=43	6%	N=25	3%	N=12	5%	N=19	100%	N=400
Braemar Field (sports dome)	82%	N=331	8%	N=33	4%	N=18	2%	N=7	3%	N=13	100%	N=401

Table 23: Question 12 (Quality) - Excluding Don't Know Responses

Then please rate the quality of each, regardless of your household's use of the amenities.	Excellent		Good		Fair		Poor		Total	
Trails	50%	N=151	46%	N=141	4%	N=13	0%	N=0	100%	N=304
Dog parks/off-leash areas	19%	N=19	59%	N=59	14%	N=14	8%	N=8	100%	N=100
Neighborhood parks	45%	N=120	48%	N=130	7%	N=18	0%	N=0	100%	N=268
Large community athletic fields	46%	N=81	49%	N=87	5%	N=8	0%	N=0	100%	N=175
Edinborough Park	45%	N=92	43%	N=89	11%	N=22	1%	N=2	100%	N=205
Centennial Lakes Park	60%	N=183	40%	N=122	1%	N=2	0%	N=0	100%	N=307
Edina Aquatic Center	45%	N=76	49%	N=83	5%	N=9	0%	N=0	100%	N=169
Edina Senior Center	39%	N=54	50%	N=71	10%	N=14	1%	N=2	100%	N=141
Braemar Arena (ice arena)	56%	N=98	40%	N=71	2%	N=4	1%	N=2	100%	N=176
Edina Art Center	38%	N=44	50%	N=58	11%	N=13	2%	N=2	100%	N=117
Braemar Golf Course	44%	N=42	50%	N=48	5%	N=5	1%	N=1	100%	N=96
Braemar Golf Dome	51%	N=61	42%	N=50	4%	N=5	3%	N=3	100%	N=118
Braemar Field (sports dome)	43%	N=38	54%	N=47	2%	N=2	1%	N=1	100%	N=87

Table 24: Question 12 (Quality) - Including Don't Know Responses

Then please rate the quality of each, regardless of your household's use of the amenities.	Excellent		Good		Fair		Poor		Don't know		Total	
Trails	44%	N=151	41%	N=141	4%	N=13	0%	N=0	11%	N=36	100%	N=340
Dog parks/off-leash areas	7%	N=19	21%	N=59	5%	N=14	3%	N=8	65%	N=182	100%	N=282
Neighborhood parks	36%	N=120	39%	N=130	5%	N=18	0%	N=0	20%	N=66	100%	N=334
Large community athletic fields	27%	N=81	29%	N=87	3%	N=8	0%	N=0	42%	N=125	100%	N=301
Edinborough Park	29%	N=92	28%	N=89	7%	N=22	1%	N=2	35%	N=109	100%	N=314
Centennial Lakes Park	54%	N=183	36%	N=122	1%	N=2	0%	N=0	10%	N=34	100%	N=342
Edina Aquatic Center	25%	N=76	27%	N=83	3%	N=9	0%	N=0	44%	N=134	100%	N=303
Edina Senior Center	18%	N=54	24%	N=71	5%	N=14	1%	N=2	53%	N=158	100%	N=299
Braemar Arena (ice arena)	32%	N=98	23%	N=71	1%	N=4	1%	N=2	42%	N=127	100%	N=303
Edina Art Center	15%	N=44	20%	N=58	4%	N=13	1%	N=2	60%	N=175	100%	N=292
Braemar Golf Course	15%	N=42	17%	N=48	2%	N=5	0%	N=1	66%	N=191	100%	N=287
Braemar Golf Dome	21%	N=61	17%	N=50	2%	N=5	1%	N=3	60%	N=176	100%	N=294
Braemar Field (sports dome)	14%	N=38	17%	N=47	1%	N=2	0%	N=1	68%	N=190	100%	N=277

Table 25: Question 13 - Excluding Don't Know Responses

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Total	
Police services	62%	N=227	30%	N=110	7%	N=26	1%	N=3	100%	N=366
Fire services	69%	N=227	29%	N=95	1%	N=4	0%	N=1	100%	N=328
Ambulance or emergency medical services	69%	N=206	29%	N=85	2%	N=6	0%	N=1	100%	N=297
Crime prevention	45%	N=140	49%	N=154	4%	N=13	2%	N=5	100%	N=312
Fire prevention and education	49%	N=129	47%	N=123	3%	N=8	1%	N=2	100%	N=263
Traffic enforcement	34%	N=124	47%	N=172	14%	N=52	5%	N=17	100%	N=364
Street repair	17%	N=68	42%	N=165	33%	N=130	7%	N=27	100%	N=390
Street cleaning	34%	N=131	47%	N=185	18%	N=70	1%	N=5	100%	N=391
Street lighting	30%	N=118	47%	N=186	18%	N=70	6%	N=22	100%	N=396
Snow removal	57%	N=230	30%	N=121	10%	N=41	3%	N=12	100%	N=404
Sidewalk maintenance	30%	N=100	49%	N=166	17%	N=58	4%	N=13	100%	N=337

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Total	
Traffic signal timing	21%	N=80	48%	N=184	24%	N=91	7%	N=28	100%	N=383
Bus or transit services	24%	N=51	38%	N=81	21%	N=44	17%	N=36	100%	N=212
Garbage collection	44%	N=164	45%	N=168	9%	N=32	2%	N=7	100%	N=372
Recycling	41%	N=153	42%	N=158	12%	N=45	4%	N=15	100%	N=372
Yard waste pickup	40%	N=114	45%	N=129	10%	N=28	6%	N=17	100%	N=288
Storm drainage	28%	N=92	54%	N=177	15%	N=50	3%	N=11	100%	N=330
Drinking water	29%	N=114	41%	N=160	17%	N=67	14%	N=55	100%	N=395
Sewer services	36%	N=123	53%	N=182	10%	N=33	2%	N=6	100%	N=344
Utility billing	29%	N=107	54%	N=196	15%	N=55	1%	N=5	100%	N=363
City parks	49%	N=188	45%	N=175	5%	N=20	0%	N=2	100%	N=384
Park maintenance	46%	N=173	46%	N=172	7%	N=27	1%	N=2	100%	N=374
Condition of trails and sidewalks	42%	N=158	49%	N=184	8%	N=31	0%	N=1	100%	N=374
Recreation programs or classes	43%	N=130	50%	N=153	7%	N=20	1%	N=2	100%	N=304
Recreation centers or facilities	38%	N=116	51%	N=154	9%	N=27	2%	N=5	100%	N=303
Land use, planning and zoning	12%	N=40	41%	N=132	31%	N=101	16%	N=53	100%	N=326
Code enforcement (weeds, abandoned buildings, etc.)	23%	N=62	48%	N=128	20%	N=53	9%	N=23	100%	N=264
Animal control	30%	N=77	52%	N=133	13%	N=32	5%	N=13	100%	N=254
Economic development	21%	N=65	53%	N=162	22%	N=67	4%	N=12	100%	N=306
Public health services	32%	N=74	56%	N=133	11%	N=26	1%	N=3	100%	N=235
Public information services/communication from the City	33%	N=120	49%	N=181	13%	N=47	5%	N=18	100%	N=366
Cable television (Comcast/Xfinity)	18%	N=58	37%	N=121	29%	N=94	17%	N=55	100%	N=328
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	28%	N=73	53%	N=136	16%	N=41	3%	N=8	100%	N=258
Edina open space	22%	N=66	48%	N=147	26%	N=81	4%	N=12	100%	N=306
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	23%	N=47	55%	N=113	18%	N=37	4%	N=8	100%	N=205
Overall quality of services provided by the City of Edina	35%	N=134	54%	N=207	11%	N=41	0%	N=0	100%	N=382

Table 26: Question 13 - Including Don't Know Responses

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	56%	N=227	27%	N=110	6%	N=26	1%	N=3	10%	N=39	100%	N=405
Fire services	56%	N=227	23%	N=95	1%	N=4	0%	N=1	19%	N=79	100%	N=406
Ambulance or emergency medical services	51%	N=206	21%	N=85	1%	N=6	0%	N=1	26%	N=107	100%	N=404
Crime prevention	35%	N=140	38%	N=154	3%	N=13	1%	N=5	23%	N=91	100%	N=403
Fire prevention and education	32%	N=129	31%	N=123	2%	N=8	1%	N=2	34%	N=138	100%	N=401
Traffic enforcement	31%	N=124	43%	N=172	13%	N=52	4%	N=17	9%	N=37	100%	N=401
Street repair	17%	N=68	41%	N=165	32%	N=130	7%	N=27	3%	N=13	100%	N=403
Street cleaning	33%	N=131	46%	N=185	17%	N=70	1%	N=5	3%	N=13	100%	N=403
Street lighting	29%	N=118	46%	N=186	17%	N=70	6%	N=22	2%	N=7	100%	N=403
Snow removal	57%	N=230	30%	N=121	10%	N=41	3%	N=12	1%	N=2	100%	N=406
Sidewalk maintenance	25%	N=100	42%	N=166	14%	N=58	3%	N=13	16%	N=62	100%	N=399
Traffic signal timing	20%	N=80	46%	N=184	23%	N=91	7%	N=28	4%	N=17	100%	N=400
Bus or transit services	13%	N=51	20%	N=81	11%	N=44	9%	N=36	47%	N=189	100%	N=401
Garbage collection	40%	N=164	41%	N=168	8%	N=32	2%	N=7	9%	N=37	100%	N=409
Recycling	38%	N=153	39%	N=158	11%	N=45	4%	N=15	9%	N=35	100%	N=407
Yard waste pickup	29%	N=114	32%	N=129	7%	N=28	4%	N=17	28%	N=112	100%	N=400
Storm drainage	23%	N=92	44%	N=177	12%	N=50	3%	N=11	18%	N=71	100%	N=401
Drinking water	28%	N=114	40%	N=160	16%	N=67	13%	N=55	3%	N=11	100%	N=406
Sewer services	31%	N=123	45%	N=182	8%	N=33	1%	N=6	15%	N=59	100%	N=402
Utility billing	27%	N=107	49%	N=196	14%	N=55	1%	N=5	10%	N=39	100%	N=402
City parks	47%	N=188	44%	N=175	5%	N=20	0%	N=2	4%	N=17	100%	N=401
Park maintenance	43%	N=173	43%	N=172	7%	N=27	1%	N=2	7%	N=28	100%	N=402
Condition of trails and sidewalks	39%	N=158	45%	N=184	8%	N=31	0%	N=1	7%	N=30	100%	N=404
Recreation programs or classes	33%	N=130	38%	N=153	5%	N=20	0%	N=2	24%	N=95	100%	N=400
Recreation centers or facilities	29%	N=116	39%	N=154	7%	N=27	1%	N=5	23%	N=92	100%	N=395
Land use, planning and zoning	10%	N=40	33%	N=132	25%	N=101	13%	N=53	18%	N=72	100%	N=398
Code enforcement (weeds, abandoned buildings, etc.)	15%	N=62	32%	N=128	13%	N=53	6%	N=23	34%	N=137	100%	N=402
Animal control	19%	N=77	33%	N=133	8%	N=32	3%	N=13	38%	N=153	100%	N=407

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Don't know		Total	
Economic development	16%	N=65	41%	N=162	17%	N=67	3%	N=12	23%	N=91	100%	N=397
Public health services	19%	N=74	33%	N=133	6%	N=26	1%	N=3	41%	N=165	100%	N=400
Public information services/communication from the City	30%	N=120	46%	N=181	12%	N=47	5%	N=18	7%	N=28	100%	N=394
Cable television (Comcast/Xfinity)	14%	N=58	30%	N=121	23%	N=94	14%	N=55	18%	N=73	100%	N=401
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=73	34%	N=136	10%	N=41	2%	N=8	35%	N=139	100%	N=397
Edina open space	17%	N=66	38%	N=147	21%	N=81	3%	N=12	21%	N=82	100%	N=388
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	12%	N=47	29%	N=113	9%	N=37	2%	N=8	48%	N=189	100%	N=394
Overall quality of services provided by the City of Edina	34%	N=134	52%	N=207	10%	N=41	0%	N=0	4%	N=17	100%	N=399

Table 27: Question 14 - Excluding Don't Know Responses

Please rate the following categories of Edina government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Edina	25%	N=92	53%	N=191	17%	N=63	5%	N=17	100%	N=362
The job Edina government does at welcoming resident involvement	21%	N=66	44%	N=139	24%	N=74	12%	N=36	100%	N=315
Overall confidence in Edina government	18%	N=68	46%	N=171	26%	N=97	10%	N=36	100%	N=372
Generally acting in the best interest of the community	19%	N=72	43%	N=159	28%	N=103	10%	N=37	100%	N=371
Treating all residents fairly	22%	N=73	43%	N=144	23%	N=78	11%	N=38	100%	N=334

Table 28: Question 14 - Including Don't Know Responses

Please rate the following categories of Edina government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Edina	23%	N=92	48%	N=191	16%	N=63	4%	N=17	9%	N=35	100%	N=397
The job Edina government does at welcoming resident involvement	17%	N=66	35%	N=139	19%	N=74	9%	N=36	21%	N=82	100%	N=398
Overall confidence in Edina government	17%	N=68	43%	N=171	24%	N=97	9%	N=36	7%	N=27	100%	N=399
Generally acting in the best interest of the community	18%	N=72	40%	N=159	26%	N=103	9%	N=37	7%	N=28	100%	N=400
Treating all residents fairly	18%	N=73	36%	N=144	20%	N=78	9%	N=38	16%	N=66	100%	N=399

Table 29: Question 15

Which of the following departments have you had contact with in the past 12 months by email, phone or in person?	Percent	Number
Police	41%	N=96
General information	36%	N=84
Parks & Recreation	36%	N=83
Public Works	23%	N=53
Building Inspections	22%	N=51
Street Maintenance	20%	N=45
Utility Billing	20%	N=45
Utilities	17%	N=38
City Manager/Administration	15%	N=35
City Clerk	13%	N=30
Planning/Economic Development	12%	N=27
Engineering	10%	N=23
Assessing	9%	N=21
Fire	9%	N=21
Health	9%	N=20
Communications	8%	N=18
Human Resources	3%	N=7
Other	3%	N=6
Finance	2%	N=6
I.T./Technology services	1%	N=2

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

Respondents were given an opportunity to write-in an "other" response. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

Table 30: Question 16 - Excluding Don't Know Responses

Please rate your impression of City employees:	Excellent		Good		Fair		Poor		Total	
Knowledge	50%	N=115	42%	N=95	7%	N=16	1%	N=2	100%	N=227
Courtesy	58%	N=133	34%	N=78	7%	N=15	1%	N=3	100%	N=229
Responsiveness	51%	N=116	38%	N=86	9%	N=20	3%	N=7	100%	N=228
Follow-up (got back to you or took action if needed)	49%	N=102	36%	N=75	10%	N=21	5%	N=10	100%	N=207
Overall customer service	51%	N=115	38%	N=85	11%	N=24	1%	N=2	100%	N=227

Table 31: Question 16 - Including Don't Know Responses

Please rate your impression of City employees:	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	47%	N=115	39%	N=95	7%	N=16	1%	N=2	6%	N=15	100%	N=242
Courtesy	55%	N=133	32%	N=78	6%	N=15	1%	N=3	6%	N=14	100%	N=243
Responsiveness	48%	N=116	35%	N=86	8%	N=20	3%	N=7	6%	N=15	100%	N=243
Follow-up (got back to you or took action if needed)	42%	N=102	31%	N=75	9%	N=21	4%	N=10	14%	N=34	100%	N=241
Overall customer service	48%	N=115	35%	N=85	10%	N=24	1%	N=2	6%	N=14	100%	N=241

Table 32: Question 17 - Excluding Don't Know Responses

Considering your property taxes in comparison to neighboring cities, property taxes in Edina are...	Percent	Number
Very high	16%	N=54
Somewhat high	41%	N=140
About average	36%	N=122
Somewhat low	5%	N=17
Very low	2%	N=7
Total	100%	N=340

Table 33: Question 17 - Including Don't Know Responses

Considering your property taxes in comparison to neighboring cities, property taxes in Edina are...	Percent	Number
Very high	13%	N=54
Somewhat high	34%	N=140
About average	30%	N=122
Somewhat low	4%	N=17
Very low	2%	N=7
Don't know	17%	N=68
Total	100%	N=408

Table 34: Question 18 - Excluding Don't Know Responses

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=20
Somewhat support	39%	N=136
Somewhat oppose	34%	N=119
Strongly oppose	22%	N=78
Total	100%	N=353

Table 35: Question 18 - Including Don't Know Responses

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	5%	N=20
Somewhat support	34%	N=136
Somewhat oppose	30%	N=119
Strongly oppose	20%	N=78
Don't know	12%	N=46
Total	100%	N=399

Table 36: Question 19 - Excluding Don't Know Responses

All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are on the wrong track?	Percent	Number
Right direction	66%	N=226
Wrong track	34%	N=114
Total	100%	N=339

Table 37: Question 19 - Including Don't Know Responses

All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are on the wrong track?	Percent	Number
Right direction	57%	N=226
Wrong track	29%	N=114
Don't know	15%	N=59
Total	100%	N=399

Table 38: Question 19 - 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 on the wrong track? If wrong track, Why?	Percent	Number
City government (high taxes, not listening to residents, etc.)	10%	N=12
Poor development/overbuilding/density of city	49%	N=60
Affordable housing/cost of living/teardowns	13%	N=15
Schools/education	13%	N=15
Other	16%	N=19
Total	100%	N=122

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 B: Verbatim Responses to Survey Questions for the verbatim responses.

Table 39: Question 20 - Excluding Don't Know Responses

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	68%	N=203
No	32%	N=94
Total	100%	N=296

Table 40: Question 20 - Including Don't Know Responses

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	50%	N=203
No	23%	N=94
Don't know	27%	N=108
Total	100%	N=404

Table 41: Question 20 - 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	33%	N=27
Decisions are predetermined	23%	N=19
Decisions are biased towards commercial, wealthy or special interests	17%	N=14
Communication issues (slow response time, unhelpfulness, etc.)	8%	N=6
Other	19%	N=16
Total	100%	N=82

Respondents were given an opportunity to write-in a response for why they responded "No" to question 20. The responses were reviewed and grouped into the above categories. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

Table 42: Question 21 - Excluding Don't Know Responses

How important for the people of Edina is it that local government focuses on creating a diverse and inclusive city?	Percent	Number
Essential	28%	N=109
Very important	30%	N=117
Somewhat important	27%	N=106
Not at all important	16%	N=62
Total	100%	N=394

Table 43: Question 21 - Including Don't Know Responses

How important for the people of Edina is it that local government focuses on creating a diverse and inclusive city?	Percent	Number
Essential	27%	N=109
Very important	29%	N=117
Somewhat important	26%	N=106
Not at all important	15%	N=62
Don't know	3%	N=14
Total	100%	N=407

Table 44: Question 22 - Excluding Don't Know Responses

Please rate the job you feel the City does at each of the following:	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome and that they belong	21%	N=64	52%	N=156	22%	N=67	5%	N=14	100%	N=302
Helping new residents feel connected and integrated	20%	N=53	43%	N=117	27%	N=73	10%	N=26	100%	N=270
Attracting people from diverse backgrounds	17%	N=44	34%	N=89	31%	N=81	17%	N=45	100%	N=258
Valuing residents from diverse backgrounds	20%	N=50	44%	N=110	26%	N=66	10%	N=26	100%	N=252
Providing a safe and secure environment for residents of all backgrounds	30%	N=96	48%	N=152	18%	N=56	4%	N=11	100%	N=315

Table 45: Question 22 - Including Don't Know Responses

Please rate the job you feel the City does at each of the following:	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome and that they belong	16%	N=64	39%	N=156	17%	N=67	4%	N=14	24%	N=95	100%	N=397
Helping new residents feel connected and integrated	13%	N=53	29%	N=117	19%	N=73	7%	N=26	32%	N=127	100%	N=397
Attracting people from diverse backgrounds	11%	N=44	23%	N=89	20%	N=81	11%	N=45	35%	N=137	100%	N=395
Valuing residents from diverse backgrounds	13%	N=50	28%	N=110	17%	N=66	7%	N=26	36%	N=141	100%	N=393
Providing a safe and secure environment for residents of all backgrounds	24%	N=96	39%	N=152	14%	N=56	3%	N=11	20%	N=79	100%	N=394

Table 46: Question 23 - Excluding Don't Know Responses

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	10%	N=30
Somewhat well	41%	N=119
Somewhat poorly	28%	N=82
Very poorly	20%	N=60
Total	100%	N=291

Table 47: Question 23 - Including Don't Know Responses

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	8%	N=30
Somewhat well	30%	N=119
Somewhat poorly	21%	N=82
Very poorly	15%	N=60
Don't know	27%	N=108
Total	100%	N=399

Table 48: Question 24 - Excluding Don't Know Responses

The City of Edina owns and operates three municipal liquor stores. Profits from Edina Liquor are used to offset operating costs and for capital expenses at recreational facilities. To what extent do you support the City continuing to operate its municipal liquor stores?	Percent	Number
Strongly support	54%	N=206
Somewhat support	34%	N=129
Somewhat oppose	7%	N=27
Strongly oppose	5%	N=17
Total	100%	N=379

Table 49: Question 24 - Including Don't Know Responses

The City of Edina owns and operates three municipal liquor stores. Profits from Edina Liquor are used to offset operating costs and for capital expenses at recreational facilities. To what extent do you support the City continuing to operate its municipal liquor stores?	Percent	Number
Strongly support	51%	N=206
Somewhat support	32%	N=129
Somewhat oppose	7%	N=27
Strongly oppose	4%	N=17
Don't know	7%	N=27
Total	100%	N=406

Table 50: Question 25 - Excluding Don't Know Responses

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=88
Somewhat support	23%	N=76
Somewhat oppose	19%	N=62
Strongly oppose	31%	N=104
Total	100%	N=330

Table 51: Question 25 - Including Don't Know Responses

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=88
Somewhat support	19%	N=76
Somewhat oppose	15%	N=62
Strongly oppose	26%	N=104
Don't know	18%	N=74
Total	100%	N=403

Table 52: Question 26 - Excluding Don't Know Responses

How strongly do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
Our City should invest in programs and create policies to address climate change	46%	N=180	29%	N=112	10%	N=39	15%	N=58	100%	N=389
Our City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency	47%	N=185	33%	N=130	9%	N=34	11%	N=42	100%	N=392
Our City should enact ordinances and programs requiring higher green building and development standards	49%	N=187	29%	N=112	12%	N=45	10%	N=40	100%	N=384
Our City should invest in renewable energy and test technologies to get to net zero emissions	47%	N=181	31%	N=119	10%	N=41	12%	N=48	100%	N=389

Table 53: Question 26 - Including Don't Know Responses

How strongly do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
Our City should invest in programs and create policies to address climate change	44%	N=180	28%	N=112	10%	N=39	14%	N=58	4%	N=16	100%	N=405
Our City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency	46%	N=185	32%	N=130	8%	N=34	10%	N=42	4%	N=14	100%	N=406
Our City should enact ordinances and programs requiring higher green building and development standards	46%	N=187	28%	N=112	11%	N=45	10%	N=40	6%	N=22	100%	N=406
Our City should invest in renewable energy and test technologies to get to net zero emissions	45%	N=181	29%	N=119	10%	N=41	12%	N=48	4%	N=15	100%	N=404

Table 54: Question 27 (Quality) - Excluding Don't Know Responses

First, rate the quality of each of the following services provided by the City of Edina.	Excellent		Good		Fair		Poor		Total	
Energy conservation and efficiency programs	15%	N=27	59%	N=108	25%	N=46	1%	N=2	100%	N=183
Fostering natural habitats in public spaces	20%	N=57	53%	N=151	23%	N=66	3%	N=10	100%	N=284
Encouraging natural habitat on residential and commercial land	14%	N=37	48%	N=124	29%	N=75	8%	N=21	100%	N=257
Increasing renewable energy programs	15%	N=29	49%	N=96	29%	N=57	7%	N=14	100%	N=196
Adapting to climate change	16%	N=27	43%	N=74	32%	N=55	9%	N=16	100%	N=173
Composting collection services	15%	N=31	37%	N=74	24%	N=48	24%	N=49	100%	N=203
Water conservation programs	17%	N=35	47%	N=95	31%	N=62	6%	N=12	100%	N=204
Transportation emission reduction (i.e. bike lanes and public EV charging)	15%	N=38	42%	N=106	34%	N=86	10%	N=24	100%	N=254

Table 55: Question 27 (Quality) - Including Don't Know Responses

First, rate the quality of each of the following services provided by the City of Edina.	Excellent		Good		Fair		Poor		Don't know		Total	
Energy conservation and efficiency programs	7%	N=27	28%	N=108	12%	N=46	1%	N=2	52%	N=198	100%	N=381
Fostering natural habitats in public spaces	15%	N=57	39%	N=151	17%	N=66	3%	N=10	26%	N=101	100%	N=385
Encouraging natural habitat on residential and commercial land	10%	N=37	32%	N=124	20%	N=75	5%	N=21	33%	N=126	100%	N=383
Increasing renewable energy programs	8%	N=29	25%	N=96	15%	N=57	4%	N=14	49%	N=185	100%	N=381
Adapting to climate change	7%	N=27	20%	N=74	15%	N=55	4%	N=16	54%	N=206	100%	N=379
Composting collection services	8%	N=31	19%	N=74	13%	N=48	13%	N=49	47%	N=179	100%	N=382
Water conservation programs	9%	N=35	25%	N=95	16%	N=62	3%	N=12	46%	N=176	100%	N=379
Transportation emission reduction (i.e. bike lanes and public EV charging)	10%	N=38	28%	N=106	22%	N=86	6%	N=24	34%	N=128	100%	N=382

Table 56: Question 27 (Importance) - Excluding Don't Know Responses

Then rate how important, if at all, each service is to the Edina community.	Essential		Very important		Somewhat important		Not at all important		Total	
Energy conservation and efficiency programs	36%	N=108	35%	N=108	22%	N=68	7%	N=20	100%	N=303
Fostering natural habitats in public spaces	32%	N=103	41%	N=132	24%	N=77	3%	N=9	100%	N=321
Encouraging natural habitat on residential and commercial land	27%	N=86	35%	N=111	31%	N=99	7%	N=22	100%	N=318
Increasing renewable energy programs	36%	N=114	31%	N=97	24%	N=75	9%	N=27	100%	N=313
Adapting to climate change	37%	N=115	26%	N=82	23%	N=70	14%	N=43	100%	N=311
Composting collection services	31%	N=93	37%	N=114	25%	N=75	7%	N=22	100%	N=304
Water conservation programs	37%	N=113	41%	N=127	19%	N=58	4%	N=12	100%	N=311
Transportation emission reduction (i.e. bike lanes and public EV charging)	29%	N=91	31%	N=99	24%	N=77	16%	N=52	100%	N=319

Table 57: Question 27 (Importance) - Including Don't Know Responses

Then rate how important, if at all, each service is to the Edina community.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Energy conservation and efficiency programs	32%	N=108	31%	N=108	20%	N=68	6%	N=20	11%	N=38	100%	N=342
Fostering natural habitats in public spaces	29%	N=103	38%	N=132	22%	N=77	2%	N=9	8%	N=29	100%	N=350
Encouraging natural habitat on residential and commercial land	25%	N=86	32%	N=111	28%	N=99	6%	N=22	9%	N=30	100%	N=348
Increasing renewable energy programs	33%	N=114	28%	N=97	22%	N=75	8%	N=27	10%	N=34	100%	N=347
Adapting to climate change	33%	N=115	23%	N=82	20%	N=70	12%	N=43	11%	N=37	100%	N=348
Composting collection services	27%	N=93	33%	N=114	22%	N=75	6%	N=22	13%	N=44	100%	N=348
Water conservation programs	33%	N=113	37%	N=127	17%	N=58	4%	N=12	10%	N=36	100%	N=347
Transportation emission reduction (i.e. bike lanes and public EV charging)	26%	N=91	28%	N=99	22%	N=77	15%	N=52	9%	N=30	100%	N=349

Table 58: Question 28 - Excluding Don't Know Responses

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	21%	N=76	40%	N=146	39%	N=144	100%	N=367
Parks & Recreation Activities Directory	25%	N=90	42%	N=151	33%	N=120	100%	N=361
Edina Sun-Current newspaper	37%	N=135	26%	N=94	37%	N=132	100%	N=361
Edition: Edina monthly newsletter	44%	N=143	33%	N=109	23%	N=75	100%	N=327
Star-Tribune newspaper	37%	N=138	28%	N=106	35%	N=133	100%	N=376
City's website (www.EdinaMN.gov)	33%	N=118	47%	N=166	20%	N=73	100%	N=356
Edina TV	75%	N=257	22%	N=74	3%	N=10	100%	N=341
City employees	58%	N=195	34%	N=114	8%	N=27	100%	N=336
City Council Members	62%	N=213	31%	N=108	7%	N=25	100%	N=346
Direct mail updates	34%	N=123	41%	N=151	25%	N=90	100%	N=364
Social media (e.g., Facebook, Twitter)	53%	N=186	30%	N=106	16%	N=58	100%	N=350
NextDoor	43%	N=145	27%	N=90	30%	N=98	100%	N=333
Online web stream videos on YouTube or Granicus	88%	N=288	10%	N=31	2%	N=6	100%	N=326
City's e-mail subscription service (City Extra)	71%	N=229	16%	N=52	13%	N=40	100%	N=321
Word of mouth from friends, family or neighbors	15%	N=56	42%	N=162	43%	N=165	100%	N=382

Table 59: Question 28 - Including Don't Know Responses

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	
About Town City magazine	19%	N=76	37%	N=146	36%	N=144	7%	N=29	100%	N=395
Parks & Recreation Activities Directory	23%	N=90	38%	N=151	30%	N=120	8%	N=33	100%	N=395
Edina Sun-Current newspaper	34%	N=135	24%	N=94	33%	N=132	9%	N=35	100%	N=395
Edition: Edina monthly newsletter	37%	N=143	28%	N=109	19%	N=75	16%	N=62	100%	N=390
Star-Tribune newspaper	35%	N=138	27%	N=106	33%	N=133	6%	N=22	100%	N=399
City's website (www.EdinaMN.gov)	30%	N=118	42%	N=166	19%	N=73	9%	N=34	100%	N=390
Edina TV	66%	N=257	19%	N=74	3%	N=10	13%	N=50	100%	N=391
City employees	50%	N=195	29%	N=114	7%	N=27	13%	N=52	100%	N=388
City Council Members	54%	N=213	28%	N=108	6%	N=25	12%	N=46	100%	N=392
Direct mail updates	31%	N=123	38%	N=151	23%	N=90	8%	N=33	100%	N=396
Social media (e.g., Facebook, Twitter)	47%	N=186	27%	N=106	15%	N=58	11%	N=42	100%	N=392
NextDoor	37%	N=145	23%	N=90	25%	N=98	14%	N=56	100%	N=389
Online web stream videos on YouTube or Granicus	74%	N=288	8%	N=31	2%	N=6	16%	N=63	100%	N=389
City's e-mail subscription service (City Extra)	59%	N=229	13%	N=52	10%	N=40	17%	N=66	100%	N=387
Word of mouth from friends, family or neighbors	14%	N=56	41%	N=162	42%	N=165	4%	N=14	100%	N=397

Table 60: Question 29 - Excluding Don't Know Responses

How effective, if at all, are each of the following communication tools for keeping informed of City activities?	Very effective		Somewhat effective		Somewhat ineffective		Very ineffective		Total	
The magazine About Town	31%	N=103	55%	N=180	5%	N=18	9%	N=28	100%	N=329
The newsletter Edition: Edina	24%	N=53	57%	N=128	8%	N=18	11%	N=24	100%	N=223

Table 61: Question 29 - Including Don't Know Responses

How effective, if at all, are each of the following communication tools for keeping informed of City activities?	Very effective		Somewhat effective		Somewhat ineffective		Very ineffective		Don't know		Total	
The magazine About Town	26%	N=103	45%	N=180	4%	N=18	7%	N=28	18%	N=70	100%	N=399
The newsletter Edition: Edina	13%	N=53	33%	N=128	5%	N=18	6%	N=24	43%	N=168	100%	N=391

Table 62: Question 30

Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?	Percent	Number
No	50%	N=200
Yes	50%	N=199
Total	100%	N=399

Table 63: Question 31 - Excluding Don't Know Responses

Please rate the following aspects of the Edina website:	Excellent		Good		Fair		Poor		Total	
Appearance	27%	N=55	58%	N=117	13%	N=27	2%	N=4	100%	N=203
Online information and services offered	22%	N=45	59%	N=120	17%	N=34	2%	N=4	100%	N=203
Ease of navigation/ability to find information	17%	N=34	39%	N=79	35%	N=71	10%	N=20	100%	N=203
Overall quality of the City of Edina website	19%	N=38	57%	N=115	22%	N=45	3%	N=6	100%	N=203

Table 64: Question 31 - Including Don't Know Responses

Please rate the following aspects of the Edina website:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance	27%	N=55	57%	N=117	13%	N=27	2%	N=4	1%	N=3	100%	N=206
Online information and services offered	22%	N=45	58%	N=120	16%	N=34	2%	N=4	1%	N=3	100%	N=205
Ease of navigation/ability to find information	16%	N=34	39%	N=79	34%	N=71	10%	N=20	1%	N=3	100%	N=206
Overall quality of the City of Edina website	18%	N=38	56%	N=115	22%	N=45	3%	N=6	2%	N=3	100%	N=206

Table 65: Question 32 - Excluding Don't Know Responses

Please rate your impression of City employees:	Not a concern		Minor concern		Moderate concern		Major concern		Total	
Feeling socially isolated or disconnected from others	74%	N=296	15%	N=62	7%	N=28	4%	N=16	100%	N=403
Having access to health care	86%	N=347	8%	N=31	3%	N=10	4%	N=16	100%	N=404
Being able to age in place (e.g., remain in your home as you get older)	65%	N=260	18%	N=72	11%	N=42	6%	N=25	100%	N=398
Running out of food before you had money to buy more	90%	N=362	7%	N=27	3%	N=11	1%	N=4	100%	N=403
Having enough money to pay your rent or mortgage	77%	N=307	14%	N=56	5%	N=19	4%	N=17	100%	N=399

Table 66: Question 32 - Including Don't Know Responses

Please rate your impression of City employees:	Not a concern		Minor concern		Moderate concern		Major concern		Don't know		Total	
Feeling socially isolated or disconnected from others	73%	N=296	15%	N=62	7%	N=28	4%	N=16	1%	N=3	100%	N=405
Having access to health care	85%	N=347	8%	N=31	3%	N=10	4%	N=16	0%	N=2	100%	N=406
Being able to age in place (e.g., remain in your home as you get older)	64%	N=260	18%	N=72	10%	N=42	6%	N=25	2%	N=8	100%	N=406
Running out of food before you had money to buy more	89%	N=362	7%	N=27	3%	N=11	1%	N=4	0%	N=2	100%	N=405
Having enough money to pay your rent or mortgage	76%	N=307	14%	N=56	5%	N=19	4%	N=17	1%	N=5	100%	N=404

Table 67: 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	11%	N=45
Somewhat positive	16%	N=65
Neutral	57%	N=230
Somewhat negative	15%	N=59
Very negative	1%	N=5
Total	100%	N=404

Table 68: Question D2

What is your employment status?	Percent	Number
Working full time for pay	56%	N=232
Working part time for pay	11%	N=45
Unemployed, looking for paid work	1%	N=5
Unemployed, not looking for paid work	3%	N=12
Fully retired	28%	N=117
Total	100%	N=411

Table 69: Question D3

Do you work inside the boundaries of Edina?	Percent	Number
Yes, outside the home	25%	N=97
No	51%	N=201
Yes, from home	24%	N=93
Total	100%	N=391

Table 70: Question D4

How many years have you lived in Edina?	Percent	Number
Less than 2 years	14%	N=56
2-5 years	17%	N=70
6-10 years	15%	N=61
11-20 years	20%	N=81
More than 20 years	35%	N=146
Total	100%	N=414

Table 71: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	56%	N=233
Building with two or more homes (duplex, townhome, apartment or condominium)	41%	N=171
Other	2%	N=9
Total	100%	N=413

Table 72: Question D6

Is this house or apartment...	Percent	Number
Rented	25%	N=101
Owned	75%	N=309
Total	100%	N=410

Table 73: 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 \$600 per month	4%	N=17
\$600 - \$999 per month	9%	N=35
\$1,000 - \$1,499 per month	21%	N=81
\$1,500 - \$2,499 per month	33%	N=130
\$2,500 or more per month	33%	N=130
Total	100%	N=394

Table 74: Question D8

How much do you anticipate your household's total income before taxes will be for the current year? (Please include money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	5%	N=20
\$25,000 to \$49,999	16%	N=60
\$50,000 to \$99,999	23%	N=86
\$100,000 to \$149,999	15%	N=55
\$150,000 or more	42%	N=157
Total	100%	N=378

Table 75: Question D9

Do any children 17 or under live in your household?	Percent	Number
No	62%	N=257
Yes	38%	N=155
Total	100%	N=412

Table 76: Question D10

Are you or any other members of your household aged 65 or older?	Percent	Number
No	63%	N=259
Yes	37%	N=151
Total	100%	N=410

Table 77: Question D11

Do you speak a language other than English at home?	Percent	Number
No, English only	88%	N=360
Yes	12%	N=50
Total	100%	N=410

Table 78: Question D11 - Yes, Which Language?

Yes, which language?	Percent	Number
Persian/Farsi	0%	N=0
Vietnamese	0%	N=0
Hmong	0%	N=0
Spanish	24%	N=12
Russian	10%	N=5
Chinese	4%	N=2
Korean	8%	N=4
Other	53%	N=26
Total	100%	N=49

Respondents were given an opportunity to write-in an "other" response. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

Table 79: Question D12

Is English your first language?	Percent	Number
No	8%	N=35
Yes	92%	N=377
Total	100%	N=411

Table 80: Question D13

What is your religious or spiritual identity?	Percent	Number
Christian	75%	N=301
Spiritual, but no religious affiliation	9%	N=35
No affiliation	7%	N=26
Agnostic	4%	N=17
Atheist	4%	N=17
Jewish	3%	N=11
Hindu	2%	N=8
Muslim	1%	N=3
Other (please specify)	0%	N=2
Buddhist	0%	N=1

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

Table 81: Question D14

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=388
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=12
Total	100%	N=400

Table 82: Question D15

What is your race?	Percent	Number
American Indian or Alaskan Native	1%	N=2
Asian, Asian Indian or Pacific Islander	5%	N=20
Black or African American	4%	N=15
White	91%	N=361
Other	1%	N=5

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

Table 83: Question D16

What other races, if any, are represented in your home?	Percent	Number
American Indian or Alaskan Native	1%	N=2
Asian, Asian Indian or Pacific Islander	10%	N=28
Black or African American	4%	N=11
White	86%	N=229
Other	9%	N=25

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

Table 84: Question D17

In which category is your age?	Percent	Number
18-24 years	4%	N=15
25-34 years	14%	N=57
35-44 years	17%	N=71
45-54 years	20%	N=81
55-64 years	13%	N=54
65-74 years	14%	N=56
75 years or older	19%	N=77
Total	100%	N=410

Table 85: Question D18

What is your gender/gender identity?	Percent	Number
Female	54%	N=216
Male	46%	N=185
Prefer to identify another way	1%	N=3
Total	100%	N=404

Appendix B: Verbatim Responses to Survey Questions

Following are verbatim responses to open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

Question 4 (other): Why did you choose to live in Edina?

- 1st house.
- 1st Ring.
- A relief from living in downtown Minneapolis.
- Ability to walk everywhere.
- Apt. had amenities.
- Bus services.
- Condo availability.
- Edina is "head & shoulders superior" over other [?].
- EHA Hockey program
- Found house that met our needs.
- Found house we liked.
- Found house we liked.
- Friend lives here.
- Good services like snow plowing
- Good summer sports for kids to engage in.
- House available.
- liked the house
- Love interest lived here.
- Lower tax than Mpls. & excellent snow removal.
- Many friends live here.
- Moved from house & apt.
- Preferred condo.
- Property values.
- Quality to life access to all pts. city.
- Recommended.
- Reputation.
- Retirement home/ family.
- stumbled across a house I liked
- The condo, in which I live, is located in Edina.
- walkability and charming old houses
- Walkability to 50th & France.
- Walkability to grocery store, drugs store, library.
- Was easy to get around car, bus; bike walk.
- Youth sports.

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

- A great place to live and raise your kids.
- Access to all major roads.
- Access to health care and convenience to retail.
- Access to highways

- Access to Mpls.
- Access to trails, bike paths, and sidewalks
- Accessibility to hospitals, airport, shopping and entertainment. Not too far from downtown Mpls and St. Paul.
- Accessibility.
- Accessibility.
- All of about in #4.
- All the parks excellent shopping.
- Amenities.
- Amount of nearby parks.
- As soon as I tell people I live in Edina, they automatically think I'm rich. (Not sure that it's always a good thing.)
- Attractive community and great amenities.
- Attractive community.
- Attractive housing agent location with accessibility to major roads & freeways.
- Beautiful closely suburb.
- Beautiful neighborhood.
- Being proud to live here.
- Big yards, big trees, my house.
- Caring neighbors convenient location.
- Centennial lakes and Edinborough parks.
- Central location relative to Minneapolis/St. Paul
- Central location.
- Centrally located in the Metro; a great happy muddle between urban & suburban setting.
- City officials came about residents.
- City services are very good (e.g. plowing).
- City services, convenience to doctors, shopping, schools.
- Clean streets. Very good snow plowing.
- Clean, friendly & safe.
- Clean, great walking/ parks.
- Clean, quiet.
- Clean.
- Cleanest environment and very safest community.
- Cleanliness.
- Close access to services - shopping, theatre, medical
- Close proximity to "everything"!
- Close proximity to 494 as well as Minneapolis and good schools. It's comparable to the east coast where I'm originally from and reputable area
- Close proximity to everything I like to do.
- Close to bus.
- Close to everything.
- Close to family.
- Close to medical facilities.
- Close to Mpls.
- Close to my family, airport, grocery shopping.
- Close to relatives.
- Close to shopping & doctors.
- Close to work.
- Comfortable.

- Commitment to schools.
- Connection to everything.
- Convenience & Safety.
- Convenience .
- Convenience and number of amenities.
- Convenience close to mpls., easy to get to shopping, entertainment, etc.
- Convenience of all location let suburbs & downtown.
- Convenience of shopping and business and entertainment resources.
- Convenience of variety of activities - parks, trails, schools, shopping, dining.
- Convenience to everything.
- Convenience to Mpls. & St. Paul.
- Convenience to Mpls., St. Paul and suburbs.
- Convenience to other area i.e. uptown, downtown, lakes.
- Convenience to shopping & good reputation.
- Convenience to work.
- Convenience, proximity to services.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenient
- Convenient access to entire metro area.
- Convenient for transportation shopping.
- Convenient in shopping/ medical help.
- Convenient location, well maintained homes, shopping areas.
- Convenient location.
- Convenient location.
- Convenient to a lot of things/ hospitals/ shipping/ yards/ schools.
- Convenient to everything I need.
- Convenient to everything needed.
- Convenient to freeways, shopping other amenities.
- Convenient.
- Diversity and affordable housing.
- Ease of access to multiple stores, services and other attractions in Twin Cities
- Ease of access to stores. Including good parking at stores.
- Ease of getting around.
- Ease of going to library, senior centers, stores.
- Ease of proximity to everything.
- Ease of shopping.
- Ease of transportation.
- Easy access to "whenever".
- Easy access to other areas.
- Easy access to shops/ restaurants/ recreation.
- Easy access to so many great resources.
- Easy to get around.
- Eating establishments.

- Edina residents are proud of their community and are actively involved in keeping it a place they are proud of.
- Edina, traditionally, has had good schools, neighborhoods, low taxes and efficient government. This is why I chose to live in Edina. I fear that is about to change.
- Edina's excellent reputation.
- Education.
- Established community land locked with easy access to to any highway.
- Everything I need is here.
- Everything is nearby.
- Everything nearby.
- Excellent city services
- Excellent schools & the population which support them families, amenities etc.
- Family have lived here.
- Family nearby.
- Fast snow removal.
- Feel safe shopping close.
- Feeling that most functions in city are organized well run.
- First tier suburb - quick access to downtown Minneapolis.
- Friends.
- Going to the parks.
- Good environment so far!
- Good neighborhood great neighbors many close grocery stores Southdale & Galleria.
- Good reputation as a quality suburb & great schools, good access to highways & keeps taxes down with innovative developments; like the industrial park.
- Good Reputation.
- Good schools
- Good schools with strong school/ community spirit.
- Good schools, close to everything, clean.
- good schools, safe, proximity to Mpls, Close to lakes
- Good schools.
- Good snow plowing.
- Great community.
- Great location and great public services.
- Great location easy access to many things (airport, health, shopping).
- Great location within Twin Cities.
- Great place to raise a family
- great schools
- Great schools & athletic teams but hearing reports of socialistic teaching.
- Great schools that are proximal to downtown Minneapolis
- Great schools.
- Great schools.
- Having grown up living in St. Paul, I regularly appreciate that my street is plowed when I wake up in the morning.
- High quality community, safe, strong property values, good amenities.
- Homogeneity successful family people! High value housing!
- How centrally located it is?
- How easy it is to get to places & shopping options.
- how nice it is and how close I am to 90 % of what I need
- I am close to all things I need.

- I feel safe.
- I grew up here and love the familiarity
- I haven't ever called 911 in the 11.5 years I have lived here and the streets are plowed instantly.
- I like how close we are to downtown and the airport.
- I like the convince of Edina to the airport and also downtown Minneapolis.
- I like the walkability of Edina. We live near 50th and France and I enjoy being able to walk to the grocery store, the movie theater, local restaurants, and the coffee shop.
- I love how safe of a community it is. I can go for a run and feel very safe.
- I love the excellent schools, but I fear they are starting to slip. I love the strong school and community pride. I love the historical homes near 50th and France and how walkable northeast Edina is.
- If is a safe place to learn
- In 1959 it was a different place.
- It has been HOME for over 60 yr.
- It is a very comfortable and safe suburb.
- It is easy to get to every place I want.
- It is my home +8yrs.
- It is oriented toward high achieving families with children.
- It's a close/ exit community.
- Its central to our needs.
- It's good opportunity for many.
- It's proximity to everything
- It's village atmosphere that is ideal for raising children.
- Just be here.
- Location
- Location
- Location Appreciation
- Location and access and upkeep of community.
- Location and beautiful outdoor spaces-parks, walking trails
- Location and things to do.
- Location close to everything
- Location close to highways & amenities.
- Location great snow removal.
- Location handy to grocery, church, pharmacy, hwys.
- Location in proximity to downtown, social activities.
- Location in the metro area.
- Location of what I need, within walking or very little driving distance.
- Location to downtown Mpls
- Location to Mpls.
- Location to rest of MPLS./ St. Paul.
- Location within the metro area
- Location within the metro area.
- Location, safety, maintenance of roads, parks etc.
- Location.
- Location.
- Location.
- Location.
- Location.

- Location.
- Location.
- Location.
- Location.
- Many want to maintain class lines status quo.
- my neighborhood
- My neighbors are lovely lots of fun.
- My neighbors.
- My own condo.
- Nearness to downtown yet very safe
- neighbor and community
- Neighborhoods.
- Neighborliness.
- Neighbors keep their houses & yards in great repair & good.
- Nice city, good schools.
- Nice home that was affordable when we purchased it in 1995.
- No sidewalks and larger lot sizes.
- Not Mpls.
- Not much any more. To over built with Condos and Apartments. Hard to get around, all the traffic calming jams up traffic. Edina hockey is good!
- Not much.
- Opportunities for children education, community, extra curricular activities, sports.
- Our location being able to walk to grocery store, Dry store, library, senior center, bank.
- Outstanding city services.
- Overall feeling of safe environment.
- Overall safety and quietness.
- Park systems.
- Parks trails hiking.
- Parks.
- Parks.
- Peaceful.
- People need their yards upgrade.
- People.
- People.
- Professional services offered.
- Proximity to activities/ entertainment.
- Proximity to airport and downtown
- Proximity to airport, shopping, and friends
- Proximity to city, airport, work
- Proximity to city, lakes w/ congestion and other problems of Mpls.
- Proximity to downtown, sand schools nice neighborhoods.
- Proximity to everything in the twin cities
- Proximity to freeways, shopping
- Proximity to many cities (downtown, EP, Bloomington)/ parks in summer.
- Proximity to Metro.
- Proximity to Minneapolis and St. Paul without the recurring problems of living in either of those cities.
- Proximity to resources.
- Proximity to shopping, recreation, job opportunities.

- Proximity to things of importance to us.
- Proximity to work, grocery stores, shopping, etc.
- Proximity to work, school.
- Proximity.
- Proximity.
- Public parks, investment in preserving the environment & its benefits.
- Public services and availability of private business.
- Public transportation clean & friendly community.
- Public transportation/ public parks (indoor & outdoor).
- Quality of environments.
- Quality of life.
- Quality of neighborhoods
- Quality of Public Schools.
- Quality of residents.
- Quality of schools. Our kids attend Highlands, attended and will attend Southview and EHS. Highlands has been an exceptional school for teaching experience and commitment our kids and the administration there is excellent as well.
- Quality of schools. Location. Safety. Stability.
- Respectable people and community.
- Response police, school, safety.
- Responsive snow plows & the trail for walking/ biking.
- Safe
- Safe and clean. Stay focuses on police, fire, water, streets. Keep taxes low.
- Safe city.
- safe community
- Safe community stores good schools.
- Safe community.
- Safe, good reads, good schools.
- Safe, low crime, clean.
- Safe.
- Safe.
- safety
- Safety
- Safety
- Safety & sense of community.
- Safety and good police department
- Safety and quality of living
- Safety and security of this community.
- Safety messing up the 54th/ Arden Pk. Area makes me really angry!!
- Safety of/from pesticides & herbicides at local park.
- Safety, snow plowing, bredesen park
- Safety.
- Safety.
- Safety.
- Safety.
- Safety.
- Safety.
- schools
- Schools

- Schools
- Schools
- Schools, city services.
- Schools, community.
- Schools.
- Schools.
- Se center, library, Jerry's grocery & hardware, Wells Fays because are all within a mile of my house.
- Sense of community
- Sense of community.
- Sense of excellent community & opportunity,
- Services.
- Shopping.
- Short commute.
- Short travel to other parts of the twin cities.
- Sidewalks, ease getting around.
- Small community feel.
- Small town feel everyone connected.
- Solid residential neighborhood with good services.
- Some of safety. Kids can run 6 blocks in any direction, wrongful.
- Stable property values
- Strong city government/civil support for schools and infrastructure
- Taxes real estate.
- The access to walking trails, & that plans to have more trail are moving forward.
- The best things about Edina are the schools and proximity to the metro area in general.
- The city is well run at responsive to residents.
- The city is well taken care of, clean, well plowed in the winter, well maintained parks, etc.
- The cleanliness of the communities.
- The convenience of getting around, France Ave, parks, cleanliness.
- The convenience of many options for different things we need (ex. doctors, schools, service stations).
- The ease of getting to most places in the Twin Cities within 30 mins.
- The ease of life: space, services, drive ability.
- The education system.
- The excellent restaurants.
- The green space- minnehaha creek, big trees, partnership with the Minnehaha Creek watershed for sustainable environmental planning.
- The growth of the city.
- The location - close to downtown, the airport, and the lakes.
- The location and attractiveness of neighborhood. Ease of access to everything.
- The location. Easily access to downtown Minneapolis, shopping, and local restaurants
- The neighbors on my street
- The parks.
- the prestige that comes with living here
- The pride I feel when I tell people I live in Edina.
- The proximity of everything.
- The proximity to Minneapolis and the park system in the surrounding area. Ease of access to downtown, airport, St. Paul. Centrally located.

- The thing I like most is it is very central in location so to get anywhere in the twin's cities it is not a far drive at all.
- The up best quality. Top notch schools. Educated populace.
- The upkeep of the city safety.
- The variety of trees here, so diverse.
- Too many high density buildings.
- Unique community.
- Upkeep of infrastructure.
- Upscale environment
- Very cleanest environmental.
- Very efficient city services.
- Very good first very Suburb of Minneapolis.
- Very hard to choose...neighborhood
- Very nice looking Love Centennial Lakes.
- Waking neighborhood walk to 50th & France.
- Walkability
- walkability
- Walkability. Lands just steps to my home.
- Walking paths & centennial lakes.
- Well plowed streets in winter!
- Well run city efficient glowing.
- Well thought out community living with great schools and excellent city services (snow plowing, for example).
- When I first moved from Minneapolis I was thrilled that the streets We have an amazing streets crew! I love our neighborhood.
- Wonderful community with a terrific reputation
- Wonderful location close to airport, shopping, restaurants and medical facilities staffed with great doctors.
- Wonderful medical care in one location (near Southdale).

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

- ?
- [?] of affordable housing & overcrowding.
- 1. The building of too many apartments in one condensed area, causing France ave to be a complete mess and overcrowded. 2. Edina housing is not affordable.
- A city government that wants to over develop! Density. High taxes, subsidies for housing.
- A growing problem of development and traffic issues.
- Activist City Government and declining schools due to weak super intended & activism.
- Affordability for aging seniors & low mid income citizens.
- Affordable housing (and putting small business out of business for luxury housing).
- Affordable housing and tax rates--too many referenda.
- Affordable housing for all.
- Affordable housing for disadvantages.
- Affordable housing for retirees w/ pets (non rental).
- Affordable housing for young families that allow for a more diverse population.
- Affordable housing,
- Affordable housing.
- Affordable housing.
- Affordable housing.

- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing. People who work in Edina cannot afford to live in Edina.
- Aging population resistant to change
- Air Plane Noise.
- Apartments going up be nice to see condos being built.
- Approp. Zoning of increased housing.
- Becoming overbuilt, e.g., 50/ france.
- Becoming too much like Minneapolis (taxes, socialism, crime).
- Being on top of role of development & keeping schools top mottos.
- Bikes do not follow traffic laws!
- Building & expanding within a long range plan & affordable, retaining of excellence.
- Building decisions.
- Building heights/ Mayor & City Manager who don't care about employees & average resident only look @ people with \$\$\$\$.
- Building too may apartments.
- Busy streets France & Xerxes.
- Changing from the peacefulness of a village to an urban setting.
- Changing neighborhoods with costly housing.
- Changing the orientation to low achieving people .Over building/ over population.
- City council making decisions without resident input. (Ex: Water treatment plant on 70th/Antrim area.)
- City government spending and staff growth
- City planning need addressing. Ex southdale area.
- City planning.
- Climate change.
- Closing or facing Southale Mall if closes Edina goes down from excellent suburb. Losing Southdale. Need S.dale Mall. A mall makes an attractive or excellent suburb.
- Condo/ apt. buildings.
- Congestion during rush hour, streets being used as alternative to highway (McCauley Trail)
Lack of sidewalks in SW Edina
- Congestion.
- Congestion.
- Congestion.
- Congestion.
- Congestion.
- Congestion.
- Congestion.
- Continue construction.
- Cost of living rent prices have shot up astronomically.
- Crime and high cost of living
- Crime around Southdale area.

- Crime is increasing.
- Crowded roads.
- Dangerous conditions for pedestrians. Cars seem to think they have right of way even through France Ave's crosswalks. Traffic police are letting us down.
- Dangerous traffic at 50th and France and intersection at 65th and France (always an accident or near miss!)
- Declining schools & jobs leaving Minnesota.
- Degradation of public school curriculum.
- Density of housing units being built.
- Density overbuilt. Character change.
- Developers.
- Developers/ development and the indignation to give them what they want.
- Development (housing) and transit.
- development balance - We are not as diverse as I believe we should be
- Development finding the right balance.
- Development for sake of development. There has been loss of providing community opportunities as everything must pay for its self. Bigger is not always better. The mayor and city council continue to push for development to increase the tax base. Why does the tax base need to be increased when you keep cutting programs if they can't pay for themselves. The community keeps trying to vote in members of the city council that are cautious to development only to have their voices minimized and they leave council in frustration. Another frustration is if you were not raised in Edina your voice is not heard or counted.
- Diversity and inclusion
- Diversity need for it it's getting better.
- Diversity.
- Diversity.
- Divided constituencies on the very issues addressed so far in this questionnaire, specifically pros and cons of density development.
- Don't know.
- Edina high school decline!!
- Edina needs to improve its urban environments and walk-ability. Investments should be made in 50th and France and the Southdale area to make them more pedestrian friendly. We cannot compete with communities like Wayzata without improving these areas and getting some quality restaurant/retail to move in.
- Edina Schools are becoming a laughing stock
- Education budget for additional families of multi-housing complexes
- Education sensing a decline in quality.
- Education system is in decline due to liberal agendas. Also, over building of multi-family housing.
- Escalation of fanciness and impact on property taxes.
- Excessive density including traffic and housing.
- Exclusivity.
- Expansion of apartments condos etc
- Expansion of undeveloped land; teardowns.
- Expense.
- Expensive not affordable.
- Expensive to live here with high taxes, especially with all the big houses coming into make it unaffordable place to live for non wealthy folks.

- Expensive.
- Families/home owners keeping their homes in a good shape.
- Fast paced Southdale area construction.
- Fear of change, some are unwilling to learn and open their hearts to see others as equal human beings.
- France Ave Traffic.
- From what I have heard, the Edina school system isn't doing as well as it once was and has fallen to a lot of politics, which I don't think there should be a political agenda in schools. I did not attend Edina Public schools so I do not have first hand experience.
- Further growth of apts. & multi family living quarters horrible.
- Future development especially commercial.
- Great neighborhoods, schools, community, police etc.
- Green space is being swallowed by apartments & losing community living.
- Growing petty crime in the Chowen Park neighborhood, and the weak response by police.
- Growing too fast too much development.
- Growth & redevelopment.
- Growth of large condos and taller buildings and the traffic and congestion associated with the growth.
- growth of the community- are the schools built to accommodate all of the people?
- Growth/ analysis to that issue.
- Growth/ declining school system.
- Growth: I'm hoping the traffic does not become a problem.
- Have more diversity and more unique restaurants
- Heavy traffic transportation.
- Heavy traffic.
- High density building= increasing transportation issues.
- High priced housing for seniors, too many humongous houses on small lots.
- High rent prices for apartment living.
- High rents option for housing animals without lease.
- High taxes and traffic on streets.
- Home tear downs, multiple apt. complexes, affordable housing.
- Horrible city government working w/ builders to overbuild ugly building by Southdale, 50th/ France.
- Horrible traffic on hwy. 62.
- House/ car break ins. Schools issues close 2nd.
- Housing affordability
- Housing is not affordable to seniors.
- housing prices are out of control east of hwy 100; people divided on mass housing and construction;
- Housing too many ugly apartments being built. Too much section 8
- Housing.
- How much building density and height to allow.
- Hwy. 62 @ just how.
- I am concerned about the future of Southdale.
- I can't say any serious issue but the usual -high cost of living in a middle class neighborhood with reputable school district
- I can't think of anything.
- I don't know.
- I don't see any serious issue. The city is well run. The property values are increasing.

- I see city government straying from its traditional responsibilities: fire, police, roads, etc. and drifting toward a social agenda. It will require strong leadership to stay focused on the responsibilities of city government. I do not want to be lectured to by city officials as they pay obiesance to big city social agendas. I see Edina schools losing its focus on traditional education and drifting in the same direction. The ultimate consequence if this trend continues will be a community with all of the problems of Minneapolis. I am watching these trends closely. My goal is to stay ahead of the trend and sell my home if Edina is lead off the rails by city government.
- I think Edina is very snobbish.
- I think the development of the Southdale area. It's transitioning from a strip mall retail mecca into it's own little mini 'downtown' vibe. I think it has the potential to be it's own 50th and France, and I hope it achieves that goal. I don't want it to remain just a strip mall area.
- I think the Edina education system is in serious trouble. The school administration, with support from the school board and the city council, appears to care more about righting perceived racial wrongs than educating our children. The English department at the high school makes white children (especially males) feel like they are bad people based on the color of their skin. This is terrible. I know there is a mass exodus of kids from Edina schools, which will make the problem worse. The city of Edina must return to a focus on educating our children. No child should know the political viewpoint of their teacher. And no child should be made to feel bad about their skin color.
- i wish my neighborhood (PResidents) was part of the school district
- Image of wealthy snobs.
- In our sector, too many high rise buildings and the accompanying infrastructure costs
- Inclusiveness.
- Income inequality.
- Increase in high rises, unaffordable rent.
- Increased density/ traffic.
- Increasing crime, doesn't feel as safe as it used to.
- Increasing taxes & traffic (steadily increasing).
- Infrastructure.
- Keeping quality of schools up, keeping green space.
- lack of affordable housing, not just for poorer people, which is a serious issue, but increasingly for upper middle income folks too.
- Lack of comprehensive plannings for new developments especially on France Avenue.
- Lack of condominiums in the \$400,000 to \$500,000 range.
- Lack of consideration for others by residents and visitors in terms of personal appearance. They make themselves ugly instead of trying to improve their overall appearance.
- Lack of diversity
- lack of diversity
- Lack of diversity.
- Lack of diversity.
- Lack of public transit options
- Lack of public transportation.
- Learning how to share this community with those who need affordable housing.
- Learning to embrace increase in diversity.
- Lot of development, maybe too much too fast
- Low income housing.
- Maintaining good schools should be top priority, quality is declining.

- Maintaining High education K 12 standards.
- Maintaining high standards for school district.
- Maintaining retail shopping opportunities.
- Managing all the rapidly growing new residential and commercial development.
- Managing growth and maintaining excellence in schools
- More trees please!!! More green natural spaces.
- Multi-Tenant Housing development. Too much, too soon. Driving tremendous traffic congestion.
- n/a
- N/A.
- Need for affordable housing, ethnic diversity.
- Need more diversity.
- No city center and general lack of vision/cohesiveness on civic planning
- NONE.
- Not good planning too many bldgs.
- Not sure.
- nothing I can think of
- Nothing stands out
- Nothing.
- Number of apartments going up
- Our greatest threat is our slipping public schools. People are starting to pick places like Orono, Wayzata, and Minnetonka over Edina because they think the schools are better. We also lack a large indoor aquatic/community center, which makes other towns more appealing. Lastly, the threat to Edina is the same threat facing all of Minnesota- well paying corporate jobs are leaving the state because of our horrendous tax burden here.
- Over building increased traffic congestion overall destruction of what made Edina so [?].
- Over building
- Over building apartments.
- Over building apts. 50th and France, Southdale.
- Over building condos/ apartment.
- Over building development.
- Over building large pt. building not considering traffic & parking & roads.
- Over building of apartment & transportation congesting.
- Over building of cheap apartment complexes/fleeting trend for 'mixed-use'
- Over building of homes/ apartments/ condos.
- Over building of major travel corridors.
- Over building too many buildings.
- Over building!! Too many multi family units! Not enough infrastructure and road system cannot handle more traffic especially with emphasis on bikes! Roads should be for those who pay license & gas taxes.
- Over building, traffic from all the new condos/ apt.
- Over building.
- Over building.
- Over building.
- Over building.
- Over building.
- Over built with apartments, condos, disruption of businesses.
- Over crowding.
- Over crowding.

- Over developing 50th France area & LID.
- Over developing multi family housing
- over development
- over development
- Over development & loss of "small town" feel.
- Over development creating traffic and density issues.
- Over development! Density!
- Over development, density.
- Over development, too many new high rises.
- Over development.
- Over development.
- Over development.
- over development. Particularly rentals.
- Over populated!! Traffic is becoming a problem!!
- Overbuilding by far, difficult commuting due to traffic.
- Overbuilding for lot size, buildings with horrible parking.
- Overbuilding in several key areas of the city, with resulting traffic congestion and potential other problems.
- Overbuilding of apartments complexes.
- Overbuilding of million dollar plus homes if we hit economic downturn, our tax base in increasingly only younger middle class people can no longer afford to buy here
- Overbuilding.
- Overcrowding in schools.
- Overcrowding potential from current multi unit development.
- Overdevelopment
- Overly construction.
- Physical safety near highways. In many places there must be guard rails, if a car hits i.e. there is little protection.
- Police & residents relations could be better. Peace officers are better.
- police harassing high school kids they think are bad. They pulled my son out of school and came to our house thinking he would tell on other kids..... Give them something of value to do. Otherwise the divide at schools racial, democratic vs republican....
- Population density.
- Population density/ new apartment buildings.
- Potential increased density.
- Potential paucity of schools given the marked expansion of multi unit housing.
- Property taxes on homes, lack of enforcement of driving laws.
- Property Taxes; Traffic on local roads to circumvent highways (66th street)
- Proposed high density large complexes.
- Providing life cycle housing that is affordable.
- Quality of roads.
- Race and diversity
- Racial and economic equity. I'm a new resident and have been very turned off by the community attitude of thinly veiled racism. If we leave Edina, it will be in a big part to the unwelcome attitude towards racial, ethnic and economic diversity.
- Racism dealing with change in Edina.
- Racism.
- Rants may get too high.

- Rapid over growth of area.
- Re building infrastructure.
- Really need to decrease % of tax.
- Recent crime such as Walgreens robbery and Target sexual offender arrest.
- Redevelopment.
- Reputation as unwelcoming due to elitism.
- Rising taxes, education funding gap pushed onto residents.
- Rising Taxes.
- Roads after winter.
- Roads can't support all the new multifamily housing units.
- Runaway construction too much of it.
- Safely neighborhood.
- School boundaries if I live in Edina, my kids should go to Edina schools, not Hopkins, etc.
- School reputation
- School school board & overcrowding City Council!
- School system seems to be morning away from solid basic education.
- Schools are going downhill based on the liberal agenda that has allowed to permeate our community
- Schools.
- Shortage of affordable housing and lack of overall diversity
- Should increse more security
- Sidewalks on York too close to traffic lanes scary and unsafe.
- Snow birds getting them to return to MN.
- Snow plow only in main roads & drivers not stopping at roundabouts.
- Some roads in Edina are not in good shape.
- Street congestion.
- Taxes too high!
- Tear downs and building homes too large for lot and surrounding neighborhood - little available affordable housing
- Tear downs/ overbuilding w/out concern for future traffic patterns.
- The change in housing.
- The city won't listen to residents and is over building.
- The Council's desire to overbuild and overdevelop while linking that desire to the affordable housing fallacy. There is plenty of affordable housing in nearby suburbs.
- The debacle known as the "lid".
- The development of affordable housing for low-income people
- The direction of Edina public schools & the activist agenda.
- The Edina Council does not listen to residents.
- The increase in large apartment/condo buildings. Our concern is about the strain on infrastructure and quality of life due to increase population density.
- The influx of non resident students into the school system along w/ the drug use increase in schools.
- The Mayor, over development, traffic, safety.
- The public schools and Arden park
- The road and highway need to redesign for merge. Not too shortest merge.
- The transformation of southeastern Edina into a big box, strip mall paradise.
- The water seems hard/ only at my place off 169 & my mains place off York.
- Time to change road to adjust to traffic.
- Too liberal schools.

- Too many apartment buildings being built resulting in heavy traffic and congestion.
- Too many apartments low income housing.
- Too many apartments out of control spending York France 66th 76th!!! Need affordable condos.
- Too many big tall building being built no parking at 50th & France.
- too many condo/apartment high rises; Southdale?
- Too many condos being built road overcrowded.
- Too many 'feel good' initiatives by the City Council. Bike lanes when roads need repair, Hwy. 100 Lid initiative, emphasis on apt. and multi-family vs. single family homes.
- Too many high rises, so many bike lanes there isn't room for cars (Vernon Ave). Things like the lid= bad idea!
- Too many high rises.
- Too many new apartment projects.
- Too many projects that are focused on things other than the community and the benefit of all families in Edina. Cost of living is increasing too rapidly.
- Too many rental properties. Not enough affordable (< \$400K) one level housing for elderly residents that allow pets.
- Too many taxes.
- too much building and expansion. Stop putting housing developments everywhere!
- Too much building of large house or small lots.
- Too much building! I can't stand all these high rises going up. The traffic will cause us to move. I can't believe we are letting this happen. You have not asked the community. The schools are getting really sketchy too. I'm lucky to have kids that are good students but I see a lot of people leaving the school district for private schools that meet their kids' needs. Stop making the schools so fancy and start making them better within.
- Too much building? Also: ultra conservatives denigrating high school.
- Too much construction going on/ too many buildings going up.
- Too much impact on longtime residents with talk of Dan Patch Passenger Rail Development, sidewalks being added that older residents will have to keep clean daily the winter etc.
- Traffic
- Traffic (cars) congestion.
- Traffic call MSP, not just Edina.
- Traffic congestion and excessive densification.
- Traffic from overbuilding apartments/ condos.
- Traffic in shaping areas Southdale, Galleria, target etc.
- Traffic on 169.
- Traffic on France Ave.
- Traffic over building.
- Traffic problems relative to over development in greater Southdale area.
- Traffic where I live.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.

- Traffic.
- Traffic.
- Traffic. Traffic on 50th is ridiculous and there are too many cars that cut through Country Club neighborhood to get around. 50th and France traffic needs to be dealt with.
- transient crime
- Transit & openness.
- Ultra rich & the rest of us.
- unknown
- Unknown.
- Unsafe walking many cars and no sidewalks on most streets.
- Upgrading & repairing streets, distracted driving.
- Upgrading existing infrastructure
- Upscale neighborhood proximity to everything.
- Urbanization along France Ave neighborhood's school. District roads can't support all the additional residents.
- Very many people (mostly foreign) moving into Edina. Edina has very many apts. here.
- Walkability.
- Want more community feel for adults.
- Water quality.
- Way to much large high density living construction. Bikes lanes instead of more car lanes. Trying to spend tax payer money on sustainable green buildings. I don't think our city managers get it, it's not their money!
- Wish there were curb & gutter on many streets.

Question 15 (other): Which of the following departments have you had contact with in the past 12 months by email, phone or in person?

- Ambulance.
- Early voting.
- Election Judge.
- Elections
- Mayor is great!
- Tax filing.
- Voting trees.
- Voting.

Question 19: If you feel things are on the wrong track, why?

- 1. As mentioned above, I think the Edina public schools are on the wrong track. See above for details. 2. The Edina City Council does not appear to listen to its residents about the development issues in the city. There has been extreme opposition on the 'Lid' project by the community, but the city council appears to ignore its constituents. I know this issue has been tabled for now. But with the level of opposition, I don't understand why it got so far (including the amount of funds expended on plans). 3. The traffic in east Edina is horrible. There is literally stopped traffic every day when you head down 50th street during rush hour. And yet the city council approved a HUGE development at 50th and France. I believe the building required a deviation from the city's master plan and may have needed a variance from the zoning code. And I live about 3-4 blocks away and I never heard of this development until after it was approved. This will create a material increase in traffic, which is already horrible. The city council needs to involve the affected neighborhoods when it considers these projects. The elected representatives of the city need to LISTEN to

their constituents and STOP attempting to implement their own PERSONAL agenda that is inconsistent with the will of the residents of the city.

- Activist govt and school bears.
- Character of neighborhoods decline with tear downs.
- City government is trying to fundamentally change. Edina from prosperous families to subsidized apartment dwellers.
- City has very little concern for long time residents push seems to be for you have residents before the long time loyal residents are reason to leave.
- City leadership listens to residents extensively, but they don't seem to hear anything that is inconsistent with their views. Many are concerned that city leadership and staff are unresponsive to residents on broader issues, and specific issues that a resident may need addressed. Staff don't consistently seem to view the residents as a customer.
- City srvc. are great. Please no need to increase taxes!
- City trying to do much. Let the housing market work. No subsidized housing! Support police not racial activists! Focus on families to high quality of life!
- Condo/ Apartment development. Edina Schools
- Congestion are over. Over building apts.
- Continued failure to truly address resident concerns; failure to evenly enforce ordinances; racial bias continues.
- Convene regarding density i.e. Hwy. 100 & Vernon France Ave 70 78th.
- Declining school quality.
- Density housing is wrong for Edina. Loss of set backs on new commercial & apartments developments is wrong. Reduced Parking requirements for new commercial development is wrong.
- Development commercial & residential.
- Don't focus on low income housing. Just build and allow market to control.
- Don't increase tax % too much.
- Don't like to listen to average citizen only listen to big \$\$\$\$ or golf buddies.
- Don't put the new water treatment & coat on Dublin Road Not FAIR TO THE NEIGHBORHOOD.
- Don't want additional development on 50th/ Vernon.
- Don't want to face reality of more people. Need more density but not just in form of rental property. No sense of ownership/ community.
- Dropping task force that sought to address police relations; no district bus system for the Que Tal language program. Little action to improve racial equality.
- Edina is too congested with far too many apartment buildings, etc. Creating heavy traffic in the Southdale area and 50th and France.
- Edina residents understand that they must pay a premium for the extraordinary services offered. Residents want amazing police/fire/ems with the best equipment, so we pay a premium. We want prompt, reliable plowing, so we pay accordingly. We want the best public schools, so we pay the cost. I worked very hard so that I could afford to live in this great community. It didn't happen overnight and nobody gave it to me. The city needs to stop with the idea that everyone is equal and that everyone has the right to be an Edina resident. Everyone is not equal and being an Edina resident is not a right. The city does not need to provide access to everyone in the world, they just need to provide equal opportunity for that access. Stop manufacturing issues by obsessing over resident skin color, income, ethnicity, sexual orientation, and religion. Serve taxpaying residents, provide services to taxpaying residents, cater to taxpaying residents. Take the social justice issues to Minneapolis instead so that city can continue to be driven into the ground.

- Edina schools are not where they should be.
- Education is in decline and too much development
- Excessive development.
- France Ave & York/ [?] are being overbuilt. The roadways haven't been bettered to cope with 1000's more residents living in the new apts. & condos plus additional commercial areas being developed. BUILD UP WEST EDINA!!
- High density is being pushed down our throats do not listen to our needs or wants
- Homes torn down and huge excessive homes built.
- I am concerned about S'dale. I do not know what plans the city has for S'dale's future.
- I am very concerned about the development/ tear downs and adverse effects on innocent neighbor who then have their hands tied or have to spend lots of money for a fix.
- I feel there is too much over building.
- I think we are over building apartments: condos. Edina is starting to look like uptown. Not the town I fell in love with.
- Increased cost of living.
- Insatiable desire to ramp development with little apparent focus on limiting staff and spending growth in spite of the higher tax revenues from the very development the city embraces. The old line of comparing our taxes on a rate of property value basis to other cities doesn't hold, because our property values are so much higher. I'd like to see staffing and spend comparisons to other cities on a per capita basis. I'm guessing that would show a different story than the one touted by city leaders.
- Issues with increased density.
- It seems the Edina City Council is heading in a 'politically correct' direction instead of 'in Edina's best interest' direction. There is too much emphasis on adding multi-family dwellings and allowing contractors to 'buy their way' out of current zoning laws. Look at the Parklawn Avenue area to see how multi family housing is failing our city. We do not have enough law enforcement personnel to continue adding these problem areas to our city.
- Keep Edina as a suburb not a increasing density city.
- Lack of affordable housing too much density at 50th & France.
- Lid, affordable housing, bike lanes, traffic & congestion.
- Little confidence in decision makers.
- Losing "small town" atmosphere with big tall building no parks.
- Losing green/ trees! Please replace more lost green/ trees!!
- Loving to develop city to unsustainable levels.
- Need affordable housing options for downsizing seniors.
- Need more affordable housing too many forever
- Need to expand be more welcoming to diverse cultures.
- No proper planning in development, not listening to local residents.
- Not enough affordable housing, over building large apt. complexes.
- Over building density, style and materials allowed on new structures.
- Over building in already high density areas.
- Over building of apartments and condos.
- Over building too many condos neighborhoods destroyed no regard for longtime residents.
- Over building, creating traffic.
- Over building.
- Over building.
- Over building/ programming/ density.
- Over commercial building with no regard to residents. STREET/ TRAFFIC congestion.
- Over development & building. Poor job of preserving neighborhoods.

- Over development & residential zoning.
- Over development an France, Constant 'rebuilt' of older homes are "pricing out" the middle class.
- Over development causing traffic problems; no neighborhood traffic enforcement.
- Over development of housing in Southdale and 50th and France area without adding parking/road changes. Also Valley View and Wooddale area seems to be stitched together without consistency--what is it residential/retail/single family neighborhood/office space--not a destination one goes to but passes by and might stop.
- Overbuilding lack of integrity on expansion future to consider parking/ congestion problems etc.
- Overbuilding of condos & apts. Increase traffic around scottsdale area.
- Overbuilding with very poor parking.
- Overcrowding will change Edina significantly..
- Plans for development negatively effect the current neighborhoods. Not enough input. City just plowing.
- Please see my comments above. Edina government has become bore with providing traditional city services and now wants to experiment with its social agenda.
- Question zoning & development process.
- Race relations need to improve
- Roads congestion needs work.
- Schools are crowded, student to teacher ratio is high, spending on school athletic facilities, people making decisions about public education don't have kids using public ed.
- Schools are going downhill. Liberal agenda is going to allow for overcrowding
- Schools are in rapid decline, proposed development over Hwy 100 without including citizen feedback are just two of many examples of how City leaders are acting for themselves rather than the community.
- Schools!
- Some of the changes being considered negatively impact the quality of life for me.
- Support of over development i.e. high rise.
- Terrible communication w/ residents regarding development 50th France, Southdale. The worst City Mgr. & City Council in TC area.
- The building of mass housing is out of control. That building next to Jerry's is hideous and will cause horrible traffic. Now your going to overbuild at Cahill. I can't believe the city is doing this and doing it so quickly and recklessly.
- The building of more residences brings more traffic to main thorough fates... 50th St, France Ave, York.
- The city. is geared to apartment living & losing community.
- The LID project is unnecessary & over development of 50th France.
- The love affair with high rise apartments with "multi vsc retail" needs to be resigned in.
- The more money you have the more say you have.
- The way are tax money is being spent is frivolous and not well communicated until projects are already underway. The reputation of the school system has gone down drematically since we moved here.
- To many cannot (residential) project's feels like you are taking away all the land.
- Too many apartments being built.
- Too many apartments being built. Need medium priced condos. York France 66th 76th. This area is over built & ugly (apts.)
- Too many apartments going up. Poor water minerals.
- Too many apartments.

- Too many apts. not enough condo's allowing pets.
- Too many building (apartment etc.) concentrated in Southdale/ York area. Traffic & parking unit tolerate it. Public Transportation is inadequate.
- Too many condos. Intro structure not built for this.
- Too many large bldgs.
- Too many large condo/ apts.
- Too many luxury rentals; not enough affordable housing.
- Too many new apts.
- Too many ugly high density apt. Bldgs. York & France 66th 76th need affordable condos.
- Too much apartment building.
- Too much apt., hotels.
- Too much bldg., no affordable housing, more traffic.
- too much building & traffic congestion. Losing our community feel.
- Too much building increasing density congestion.
- Too much condo & apt. building hurting small business and residential.
- Too much construction with a lot of new buildings invading Edina.
- Too much construction.
- Too much construction.
- Too much development (high density).
- Too much development streets cannot handle more residents!
- Too much high density development.
- Too much high rise development on borders of Greater Southdale area.
- Too much improving too big an impact on property taxes.
- Too much increase in density for already crowded roads.
- Too much new construction too high taxes.
- Too much over building!
- Too much push to develop.
- TRAFFIC - TOO MANY BIKE LANES, lack of traffic enforcement OVER DEVELOPMENT - ruining the 'suburban feel' Lack of property ordinance enforcement - RV's commercial vehicles, and boats in driveways
- Using city funds TIF for commercial development decreasing exclusivity.
- Way to much high density Condo building. Too many bike lanes and not enough two lane roads. To concerned that everyone has a right to live in Edina, no one gave me a house in Edina when I moved here 18 years ago. Spending too many tax payer dollars on sustainable buildings and park developments. Growing city government at to fast a pace.
- Way too many fancy housing not affordable at all. very difficult to rent or buy. Good open spaces are covered up.
- We are not listened to with concerns.
- While change is typically good the current level of change is changing the fell of community. We replacing middle class families with the very wealthy. This only reenforcing the cake eater stereotype. In our view things started to go wrong when the current city manager was hired. He needs to be replaced. The city is not a for profit company.
- Worried our schools are slipping schools are the main reason to live in Edina.
- Worried that our schools are slipping and we are losing the academic excellence we were once known for. We are also so focused on packing more and more people into Edina, and this will further hurt the schools.

Question 20: If you don't think you could have a say about the way things are run in this community, why?

- All the new buildings, high rises, etc.
- As mentioned above, the 'Lid' project and the huge building development at 50th and France, plus the opposition that parents with children in the Edina Public Schools have faced when trying to raise concerns about the politics in our classrooms, leads me to believe that our elected representatives are not interested in listening to the community.
- Because I'm not a left-leaning liberal democrat. These days, anyone who criticizes social welfare programs is labeled as a racist.
- Big money buys the votes.
- Can't be heard I have tried.
- City Council & City Mgr. have ruined the look of the city. The City Govt. Continually failed to apprise citizenry of upcoming developments. Citizens do not want 50th/ France/ Southdale developed.
- City council doesn't listen to residents' concerns and follow their own agenda
- City council members don't make efforts to get input.
- City Council seems unresponsive to residents and too pro development
- City government has a predetermined agenda to subsidize high density development and bring in 1200+ & units subsidized apartments.
- City has not been transparent and has not listened to its residents. Do as they want.
- City has not done a good job of getting answers back to me.
- City leaders do what they want and citizens have no say.
- decisions seem to be made without public input. Fred Richards golf course for example. And all the building of housing, way too much.
- Developers are listened to.
- Do not feel City Council listens to residents.
- Don't think Gov./City Council listens, except to their own agenda.
- Even when community surveys are taken, they are overruled by the City Council.
- Forum date/times are not provided in advance to plan on attendance.
- Friends go to county meetings give input no response.
- Goes in one ear & out the other too often.
- Ha! I don't think anyone listens to one resident
- Have already been shot down by city council.
- Have signed numerous petitions and city government repeatedly hides and will not face the issues head on.
- Have tried & it is very hard to get the City Council & Mayor to see a point of view different than theirs.
- Have tried with no success.
- Have tried, deaf ears.
- Have tried, voice goes unheard.
- Hell bent on growth at cost of quality of life.
- I am not aware of the forums for collecting community feedback and input
- I am way too old.
- I believe that Edina is "clique" driven, if you aren't part of the "old" or "traditional". Edina crowd, it's tough to break through.
- I can speak but many at the city have an agenda, to turn Edina into Richfield cheaper, denser, busier. Keep Edina on top!
- I could have a say but it would not matter it's a statistical fact.

- I don't think the city really listens to its residents. They proceed with their own agenda.
- I feel that in order to have a motion passed, you need to have someone who is currently part of the government. I feel that even if I had a group ready to go, it would still be very difficult to pass anything, as I feel that those in government positions have already made up their mind on most items.
- I feel the home builders run this city. Homes built too large for the size of lot. It's all.
- I have attended meetings where the city officials seem to have made up their minds already. Also strong resident groups who oppose services as public transportation and affordable housing.
- I have tried on at least 3 occasions and have not received the courtesy of consideration.
- I have witnessed residents attempting to have a say and being given "lip service" (at City forums).
- I know of neighborhoods who have opposed building changes & voices were ignored.
- I'm not given the chance to participate
- It is clear the city does what it wants.
- It seems that the City Council has pretty much made up their minds about projects before they seek input from residents.
- I've tried & city staff/ council don't respond.
- Mayor & city council do their own thing.
- Mayor & City Council do what they want regardless of what town residents think.
- Mayor has his own agenda...
- Most decision are already made before reaching out for input from residents.
- Most people in office (including schools) are more concerned with pushing their agenda than supporting health of whole community.
- No aren't listened to planning commission does not have regard for the resident only commercial progress.
- No one really listens.
- Not welcomed, decisions predetermined before many city council meetings.
- Only option I'm aware of is City Council & they seem to be closed to new ideas.
- People say things and the city planners don't care and don't listen. We need a new city planner. This isn't Eden Prairie
- People trying to make change are not heard or needed.
- Processes are obscure to ordinary residents; very poor info. below from city; citizen input not taken seriously.
- Read estate development are occurring rapidly.
- Road construction/ re build. Projects were poorly managed.
- See #19, also major start time change was opposed by most people w/ kids in public school. Favoritism shown toward Normandale & OLG.
- See above.
- See q 21 below, it is not city city govt job to "create". City gov't is developing an activist agenda
- Staff seems to have predetermined course, rarely respond to public input, few loud residents vs. surveying most when I see cars pulled over, it seems to mostly be minority drivers, a family was pulled over and treated very disrespectfully.
- The big developers (apts.) Get whatever they want in variances. The mayor & council do not represent the average person.
- The city manager and the mayor really want to change Edina, they don't care what anyone says.

- The city will do what is in their financial best interest, including adding more housing for property taxes.
- The community has been quite vocal they do not want 'lids' over highways but we noticed that a 'lid' is being proposed again in the Southdale area plan.
- The Council decides.
- The major & board won't listen.
- The Mayor has built all these apts. & hotels and we don't know that he does w/ all the money from the taxes he's pulling in. My property taxes up \$25000 this year!
- They don't listen to those who did not want so much urbanization.
- Things seem geared toward development above all. Big money seems to rule.
- Too inclusive a group that make decisions.
- Too many cooks in the kitchen in Edina.
- Tried that city doesn't listen.
- Unless a large, very vocal group opposes a project, the city approves it, often in spite of zoning ordinances.
- We and many others try but City Planner, Mayor & City Manager do what they want to.
- We have tried and not been heard re: narrowing street.
- We select ADM to make decisions.
- We tried to stop our streets from getting repaved. We learned we were a 'FILLER' job to keep your employees busy. The streets didn't need done. THEY WERE DONE.
- We try to state our opinions & feel that we are not heard Council has already made up their minds.
- Why have zoning rules if every blg. Apt developer gets a variance.

Question d11: (If respondent speaks a language(s) other than English at home) – Which language?

- American Sign Language (ASL).
- ASL (American Sign Language).
- Dutch.
- French
- French & Lingala.
- French german.
- French.
- German (sporadically).
- German.
- Greek.
- Hindi.
- Hindi.
- Hindi.
- Italian Turkish.
- Sardinian.

Question d13: What is your religious or spiritual identity? (other)

- Interfaith.
- Theist.

Appendix C: Survey Results by Respondent Characteristics

Understanding the Tables

For most of the questions in the tables that follow, one number appears for each question. Responses have been summarized to 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.

The subgroup comparison tables contain the crosstabulations of survey questions by precinct as well as various demographic characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of 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. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 87 on page 117, respondents who living in the Northwest (B) and Southwest (D) quadrants of the City gave statistically significantly higher ratings to the overall quality of the natural environment in Edina than did respondents who lived in the Northeast quadrant (A). This is denoted by the “A” listed under the rating for those who had lived in the Northeast quadrant. However, respondents living in the Northwest, Southeast and Southwest quadrants gave statistically similar ratings to the overall natural environment since there is not a “B,” “C” or “D” in any of those cells. In another example in the same table, those living in the Southwest quadrant (D) tended to give statistically higher ratings to the overall economic health of Edina compared to those living in the Northeast (A) and Southeast (C) quadrants, as indicated by the “A C” under the rating for this item in the Southwest quadrant.

Survey Results by Quadrant

- Residents who lived in the Southwest Quadrant tended to rate Edina as less welcoming toward people who have a lower income than residents who lived in other quadrants.
- Survey respondents who lived in the Southeast Quadrant tended to give higher ratings to ease of travel by public transportation, but lower ratings to adult educational opportunities and opportunities to volunteer, than those who lived elsewhere.
- Those who lived in the Northeast Quadrant were more likely to rate stop sign violations as a problem in their neighborhood than residents who lived in other quadrants.
- When reporting their use of various Edina Parks and Recreation Department amenities in the past 12 months, residents who lived in the Southeast Quadrant were less likely than those who lived in other quadrants to have used dog parks and off-leash areas, large community athletic fields, and the Braemar Golf Dome, while those that lived in the Southwest Quadrant were more likely to use the Edina Art Center.
- Survey participants who lived in the Southwest Quadrant were less likely than others to give favorable marks to fire and ambulance/EMS services, but more likely to award high scores to drinking water. Northeast Quadrant residents tended to give lower ratings to sewer services than their counterparts.
- When rating their impression of City employees, respondents who lived in the Northeast Quadrant tended to give lower ratings to the responsiveness and follow-up from City employees than residents who lived in other quadrants.
- When asked how well, if at all, they felt the City is managing tensions in the community related to residential redevelopment in Edina, residents in the Northeast Quadrant tended to rate this less positively than those who lived elsewhere.
- Survey respondents who lived in the Northeast Quadrant were less likely than their counterparts to agree that the City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency.
- Northeast Quadrant residents were less likely than others to give excellent or good ratings to the job the City does at fostering natural habitats in public spaces; however, these residents were also less likely than their counterparts to rate encouraging natural habitat on residential and commercial land, adapting to climate change and water conservation programs as essential or very important.
- Respondents who lived in the Southeast Quadrant were more likely to rate Edina TV as a major or minor source of information about the City than those who lived in other quadrants, but less likely to utilize NextDoor or the City's e-mail subscription service than others. Southwest Quadrant respondents were more likely to use *About Town* City magazine as an information source than others.

Table 86: Quality of Life by Quadrant

Percent excellent or good	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
How would you rate the quality of life in Edina?	98%	96%	100% B	100% B	98%

Table 87: General Community Characteristics by Quadrant

Please rate each of the following characteristics as they relate to Edina as a community: (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Overall feeling of safety in Edina	97%	95%	93%	100% C	96%
Overall ease of getting to the places you usually have to visit	84%	88%	87%	85%	86%
Quality of overall natural environment in Edina	84%	95% A	91%	95% A	91%
Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems)	79%	77%	80%	85%	80%
Health and wellness opportunities in Edina	87%	96% A	95% A	94%	93%
Overall opportunities for education and enrichment	88%	97% A	94%	99% A	94%
Overall economic health of Edina	91%	95%	92%	100% A C	94%
Sense of community	75%	77%	74%	70%	74%
Overall image or reputation of Edina	84%	89%	91%	94%	89%
Neighborliness of residents in Edina	74%	74%	81%	72%	76%

Table 88: 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	(A)
	(A)	(B)	(C)	(D)	
Recommend living in Edina to someone who asks	87%	94%	96% A	100% A	94%
Remain in Edina for the next five years	92%	88%	89%	91%	90%

Table 89: 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	(A)
	(A)	(B)	(C)	(D)	
In your neighborhood	95%	98%	98%	99%	97%
In the 50th & France area (downtown area)	92%	91%	97%	97%	94%
In the Southdale area	75%	73%	89% A B	79%	80%

Table 90: Sense of Community Welcoming by Quadrant

Please rate how welcoming Edina is as a community: (Percent very welcoming or welcoming)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
For people who are Asian, Asian Indian or Pacific Islander	76%	79% D	74%	59%	74%
For people who are Black or African American	52%	48%	53%	35%	49%
For people who are Hispanic	56%	53%	52%	36%	51%
For people who are American Indian or Alaskan Native	64%	54%	53%	43%	55%
For people who are White	96%	93%	90%	90%	92%
For people whose first language is not English	53% D	51%	62% D	31%	52%
For people who are not U.S. citizens	48%	49%	59% D	38%	50%
For people who have a lower income	40% D	40% D	43% D	20%	38%
For people who are of Christian faith	95%	90%	89%	91%	91%
For people who are of Jewish faith	79%	83%	82%	85%	82%
For people who are of Muslim faith	47%	44%	47%	44%	45%
For people who are of Buddhist faith	55%	61%	52%	52%	55%
For people who are of Hindu faith	55%	57%	55%	50%	55%
For people who are agnostic or atheist	70%	70%	69%	68%	69%

Table 91: 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	(A)
	(A)	(B)	(C)	(D)	
Traffic flow on major streets	44%	53%	56%	61% A	53%
Ease of public parking	53%	53%	66% A B	78% A B	61%
Ease of travel by car in Edina	67%	77%	75%	86% A	75%
Ease of travel by public transportation in Edina	37%	43%	65% A B D	25%	46%
Ease of travel by bicycle in Edina	64%	67%	67%	60%	65%
Ease of walking in Edina	62%	75% A D	66% D	52%	65%
Availability of paths and walking trails	73%	88% A D	80%	73%	79%
Air quality	85%	93%	87%	93%	89%
Cleanliness of Edina	95%	96%	93%	95%	95%
Public places where people want to spend time	84%	88%	85%	88%	86%
Variety of housing options	53%	52%	51%	44%	51%
Availability of affordable quality housing	34%	36%	33%	23%	32%
Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	88% A	87% A	81%	84%
Recreational opportunities	85%	92%	85%	84%	87%
K-12 education	83%	97% A C	88%	94% A	90%
Adult educational opportunities	92% C	91% C	81%	92% C	89%
Opportunities to attend cultural/arts/music activities	72%	80%	72%	87% A C	77%
Employment opportunities	63%	83% A D	70%	63%	70%

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	(A)
	(A)	(B)	(C)	(D)	
Shopping opportunities	88%	94%	93%	98% A	93%
Cost of living in Edina	50%	61% C D	46%	44%	51%
Overall quality of business and service establishments in Edina	89%	92%	93%	96%	92%
Overall quality of commercial redevelopment in Edina	55%	65%	68%	64%	63%
Overall quality of residential redevelopment in Edina	56%	62%	68%	61%	62%
Opportunities to participate in social events and activities	80%	82%	75%	73%	78%
Opportunities to volunteer	82% C	90% C	69%	85% C	81%
Opportunities to participate in community matters	76%	81%	71%	79%	76%

Table 92: Aspects of Drinking Water by Quadrant

Please rate the following aspects of drinking water in Edina: (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Appearance	78%	80%	89% A	91% A	84%
Taste	46%	63% A	59%	70% A	59%
Odor	58%	72% A	71%	65%	67%
Hardness	23%	32%	47% A B	36%	35%
Reliability	76%	85%	83%	92% A	83%
Safety	76%	85%	84%	86%	83%

Table 93: 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	(A)
	(A)	(B)	(C)	(D)	
Traffic speeding in your neighborhood	57% C D	48% C D	33%	26%	41%
Stop sign violations in your neighborhood	46% B C D	34% C D	20%	20%	30%
Violent crime	5%	4%	6%	0%	4%
Drugs	10%	18% D	17% D	4%	13%
Youth crimes	13%	10%	15% D	2%	11%
Vandalism and property crimes	22%	21%	19%	11%	19%
Identity theft	13%	21% D	21% D	0%	15%
Domestic abuse	3%	7%	11%	2%	6%

Table 94: Use of Parks and Recreation Amenities by Quadrant

Tell us about how many times in the last 12 months, if ever, you or other household members used any of the following Edina Parks & Recreation Department amenities. (Percent at least once)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Trails	85% C	83%	74%	84%	81%
Dog parks/off-leash areas	31% C	27% C	9%	25% C	21%
Neighborhood parks	75% C	77% C	62%	74%	71%
Large community athletic fields	51% C	41% C	26%	51% C	40%
Edinborough Park	49%	48%	50%	46%	48%
Centennial Lakes Park	77%	83%	83%	79%	81%
Edina Aquatic Center	47% B C	32%	24%	39% C	34%
Edina Senior Center	27%	29%	26%	35%	29%
Braemar Arena (ice arena)	52% B C	36%	34%	43%	40%
Edina Art Center	26%	19%	19%	42% A B C	25%
Braemar Golf Course	23%	21%	14%	25%	20%
Braemar Golf Dome	32% C	25% C	11%	42% B C	25%
Braemar Field (sports dome)	25% C	17%	10%	22% C	18%

Table 95: Quality of Parks and Recreation Amenities by Quadrant

Please rate the quality of each, regardless of your household's use of the amenities. (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Trails	93%	97%	96%	99%	96%
Dog parks/off-leash areas	79%	76%	75%	85%	78%
Neighborhood parks	91%	89%	96%	99% B	93%
Large community athletic fields	96%	96%	89%	100% C	95%
Edinborough Park	93% B	80%	87%	95% B	88%
Centennial Lakes Park	100%	99%	99%	100%	99%
Edina Aquatic Center	93%	92%	97%	97%	95%
Edina Senior Center	87%	87%	91%	91%	89%
Braemar Arena (ice arena)	92%	95%	99%	100%	96%
Edina Art Center	81%	93%	84%	94%	88%
Braemar Golf Course	98%	88%	92%	100%	94%
Braemar Golf Dome	93%	92%	98%	94%	94%
Braemar Field (sports dome)	100%	97%	91%	100%	97%

Table 96: 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	(A)
	(A)	(B)	(C)	(D)	
Police services	91%	96%	90%	91%	92%
Fire services	99% D	100% D	99% D	94%	98%
Ambulance or emergency medical services	100% D	100% D	98% D	93%	98%
Crime prevention	91%	93%	98%	95%	94%
Fire prevention and education	94%	95%	96%	100%	96%
Traffic enforcement	79%	85%	81%	77%	81%
Street repair	59%	58%	62%	60%	60%
Street cleaning	84%	79%	78%	84%	81%
Street lighting	64%	74%	82% A	88% A B	77%
Snow removal	90%	88%	81%	93% C	87%
Sidewalk maintenance	76%	79%	75%	91% A C	79%
Traffic signal timing	74% C	68%	60%	80% C	69%
Bus or transit services	56%	67% D	72% D	44%	62%
Garbage collection	87%	90%	90%	91%	89%
Recycling	76%	86%	87% A	83%	84%
Yard waste pickup	88%	84%	81%	86%	84%
Storm drainage	72%	86% A	81%	87% A	81%
Drinking water	63%	67%	68%	83% A B C	69%

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	(A)
	(A)	(B)	(C)	(D)	
Sewer services	80%	91% A	89% A	97% A	89%
Utility billing	81%	85%	82%	88%	83%
City parks	95%	92%	94%	100% B	94%
Park maintenance	89%	92%	92%	97% A	92%
Condition of trails and sidewalks	84%	95% A	92%	93%	91%
Recreation programs or classes	89%	93%	94%	97%	93%
Recreation centers or facilities	84%	93%	88%	92%	89%
Land use, planning and zoning	39%	52%	60% A	64% A	53%
Code enforcement (weeds, abandoned buildings, etc.)	70%	65%	79%	73%	72%
Animal control	78%	77%	92% A B	83%	82%
Economic development	67%	74%	80%	75%	74%
Public health services	86%	89%	87%	90%	88%
Public information services/communication from the City	81%	87%	77%	84%	82%
Cable television (Comcast/Xfinity)	39%	61% A	58% A	56%	55%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	84%	80%	84%	75%	81%
Edina open space	60%	68%	73%	80% A	70%
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	74%	76%	85%	74%	78%
Overall quality of services provided by the City of Edina	87%	91%	87%	94%	89%

Table 97: 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	(A)
	(A)	(B)	(C)	(D)	
The value of services for the taxes paid to Edina	70%	85% A	77%	80%	78%
The job Edina government does at welcoming resident involvement	52%	73% A	69% A	59%	65%
Overall confidence in Edina government	51%	72% A	69% A	60%	64%
Generally acting in the best interest of the community	49%	68% A	67% A	62%	62%
Treating all residents fairly	55%	72% A	70% A	59%	65%

Table 98: Impression of City Employees by Quadrant

Please rate your impression of City employees: (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Knowledge	90%	91%	92%	100%	92%
Courtesy	86%	94%	93%	100% A	92%
Responsiveness	78%	91% A	93% A	94% A	88%
Follow-up (got back to you or took action if needed)	71%	89% A	90% A	98% A	85%
Overall customer service	79%	91% A	94% A	91%	88%

Table 99: Opinion of Property Taxes by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent very or somewhat high					
Considering your property taxes in comparison to neighboring cities, property taxes in Edina are...	63% B	45%	64% B	56%	57%

Table 100: Level of Support for Increasing Property Taxes by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent strongly or somewhat support					
To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?	33%	54% A	43%	47%	44%

Table 101: Direction of Edina by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent right direction					
All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are on the wrong track?	52%	72% A	72% A	68%	66%

Table 102: Perception of Own Influence by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent yes					
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?	55%	75% A	70%	75% A	68%

Table 103: Importance of Diversity and Inclusivity by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent essential or very important					
How important for the people of Edina is it that local government focuses on creating a diverse and inclusive city?	47%	53%	62% A	68% A	57%

Table 104: Ratings of Inclusivity of City by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Please rate the job you feel the City does at each of the following: (Percent excellent or good)					
Making all residents feel welcome and that they belong	62%	78% A	75%	76%	73%
Helping new residents feel connected and integrated	57%	67%	60%	73%	63%
Attracting people from diverse backgrounds	43%	44%	57%	64% A B	51%
Valuing residents from diverse backgrounds	54%	65%	61%	80% A C	64%
Providing a safe and secure environment for residents of all backgrounds	72%	83%	77%	83%	79%

Table 105: Managing Community Tensions by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent very or somewhat well					
How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?	33%	62% A	54% A	54% A	51%

Table 106: Support for Continued Operation of Municipal Liquor Store by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent strongly or somewhat support					
The City of Edina owns and operates three municipal liquor stores. Profits from Edina Liquor are used to offset operating costs and for capital expenses at recreational facilities. To what extent do you support the City continuing to operate its municipal liquor stores?	87%	91%	86%	90%	88%

Table 107: Support for Single-Hauler Garbage Collection by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent strongly or somewhat support					
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?	49%	53%	43%	57%	50%

Table 108: Attitudes Toward Environmental Sustainability by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
How strongly do you agree or disagree with each of the following statements? (Percent strongly or somewhat agree)					
Our City should invest in programs and create policies to address climate change	65%	72%	81% A	84% A	75%
Our City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency	68%	79% A	87% A	88% A	81%
Our City should enact ordinances and programs requiring higher green building and development standards	67%	76%	84% A	85% A	78%
Our City should invest in renewable energy and test technologies to get to net zero emissions	65%	73%	84% A B	87% A B	77%

Table 109: Quality of Environmental Services by Quadrant

Rate the quality of each of the following services provided by the City of Edina. (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Energy conservation and efficiency programs	67%	85% C	68%	77%	74%
Fostering natural habitats in public spaces	55%	80% A	74% A	84% A	73%
Encouraging natural habitat on residential and commercial land	54%	67%	57%	75% A C	63%
Increasing renewable energy programs	61%	66%	58%	76%	64%
Adapting to climate change	49%	56%	59%	70%	59%
Composting collection services	46%	55%	45%	66%	52%
Water conservation programs	60%	71%	56%	71%	64%
Transportation emission reduction (i.e. bike lanes and public EV charging)	48%	59%	57%	61%	57%

Table 110: Importance of Environmental Services by Quadrant

Rate how important, if at all, each service is to the Edina community. (Percent essential or very important)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Energy conservation and efficiency programs	59%	70%	73% A	82% A	71%
Fostering natural habitats in public spaces	63%	66%	79% A B	87% A B	73%
Encouraging natural habitat on residential and commercial land	46%	62% A	63% A	78% A	62%
Increasing renewable energy programs	54%	65%	72% A	77% A	67%
Adapting to climate change	48%	65% A	68% A	72% A	63%
Composting collection services	62%	68%	69%	75%	68%
Water conservation programs	63%	81% A	76% A	92% A C	77%
Transportation emission reduction (i.e. bike lanes and public EV charging)	47%	61%	59%	73% A	59%

Table 111: City Information Sources by Quadrant

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. (Percent minor or major source)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
About Town City magazine	81%	77%	70%	97% A B C	79%
Parks & Recreation Activities Directory	68%	77%	78%	75%	75%
Edina Sun-Current newspaper	71% C	60%	57%	65%	63%
Edition: Edina monthly newsletter	54%	53%	58%	61%	56%
Star-Tribune newspaper	69%	64%	62%	57%	63%
City's website (www.EdinaMN.gov)	72% B	57%	62%	86% B C	67%
Edina TV	16%	21%	39% A B D	17%	25%
City employees	51% C	40%	35%	47%	42%
City Council Members	50% B C	32%	33%	43%	38%
Direct mail updates	71%	59%	61%	80% B C	66%
Social media (e.g., Facebook, Twitter)	45%	56% C	42%	42%	47%
NextDoor	67% C	60% C	40%	63% C	57%
Online web stream videos on YouTube or Granicus	15%	10%	14%	6%	12%
City's e-mail subscription service (City Extra)	39% C	31% C	14%	37% C	29%
Word of mouth from friends, family or neighbors	92% C	85%	80%	87%	85%

Table 112: Effectiveness of City Communication Tools by Quadrant

How effective, if at all, are each of the following communication tools for keeping informed of City activities? (Percent very or somewhat effective)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
The magazine About Town	70%	90% A	88% A	95% A	86%
The newsletter Edition: Edina	70%	80%	84%	95% A	81%

Table 113: City Website Access by Quadrant

Percent yes	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?	63% B C	44%	43%	58% C	50%

Table 114: Aspects of City Website by Quadrant

Please rate the following aspects of the Edina website: (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Appearance	87%	82%	81%	92%	85%
Online information and services offered	81%	84%	78%	83%	81%
Ease of navigation/ability to find information	62%	58%	44%	61%	56%
Overall quality of the City of Edina website	72%	73%	75%	84%	75%

Table 115: Concern About Household Issues by Quadrant

To what extent, if at all, have you been concerned about each of the following issues in your household in the last 12 months? (Percent minor, moderate or major concern)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Feeling socially isolated or disconnected from others	16%	29% A	29% A	30%	26%
Having access to health care	18% B	7%	18% B	15%	14%
Being able to age in place (e.g., remain in your home as you get older)	41%	36%	28%	39%	35%
Running out of food before you had money to buy more	9%	13%	10%	7%	10%
Having enough money to pay your rent or mortgage	21%	25%	27%	15%	23%

Table 116: Economic Impact on Family Income by Quadrant

Percent very or somewhat positive	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
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:	34% B	22%	30%	22%	27%

Survey Results by Demographic Characteristics

- Residents who were age 18-34 gave lower ratings to the sense of community in Edina and the neighborliness of residents in the city than those who were age 35 or older. Renters gave higher ratings than homeowners to health and wellness opportunities in Edina and overall opportunities for education and enrichment.
- When asked to rate how welcoming Edina is as a community toward people of various differing characteristics, respondents who were male or younger than age 55 tended to give more positive ratings to the city than others.
- Residents living in attached housing were more likely to give high scores to transportation-related aspects, such as ease of public parking, ease of travel by public transportation in Edina and ease of travel by bicycle, than those who lived in detached housing. Respondents age 18-34 tended to give more positive marks to ease of travel by car and the overall quality of commercial and residential redevelopment in Edina than older residents.
- Respondents age 55 or older gave more favorable marks to the taste, odor and hardness of City drinking water than those who were younger than age 55.
- Residents who had lived in Edina for 6-20 years, were age 35-54 or who lived in detached housing were more likely than their counterparts to have used various Edina Parks & Recreation Department amenities in the past 12 months.
- Respondents who had lived in the city for more than five years, owned their homes or lived in detached housing gave higher ratings to police, fire and ambulance/EMS services than other respondents.
- Residents who were age 18-34 were more likely to give high marks to the knowledge, courtesy, responsiveness, follow-up and overall customer service of City employees than those who were age 35 or older.
- Those living in Edina for less than five years, females, renters or living in attached housing thought it was more important that local government focus on creating a diverse and inclusive city than other residents. However, male residents tended to give higher ratings than women to various indicators of inclusivity, such as the job the City does at helping new residents feel connected and integrated and attracting people from diverse backgrounds.
- Women, renters and residents living in attached housing were more likely to agree with a variety of statements related to improved environmental sustainability (such as the City investing in programs and create policies to address climate change or enacting ordinances and regulations intended to increase energy efficiency and climate resiliency) than other residents. These respondents were also more likely than their counterparts to rate City services related to environmental sustainability as essential or very important.

Table 117: Quality of Life by Respondent Characteristics

Percent excellent or good	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
How would you rate the quality of life in Edina?	100%	98%	97%	98%	98%	100%	99%	97%	100%	98%	98%	99%	98%

Table 118: General Community Characteristics by Respondent Characteristics

Please rate each of the following characteristics as they relate to Edina as a community: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Edina	94%	96%	96%	95%	96%	97%	95%	95%	94%	96%	96%	95%	96%
Overall ease of getting to the places you usually have to visit	91% C	87%	82%	92% B	81%	92%	87%	83%	89%	85%	87%	85%	86%
Quality of overall natural environment in Edina	92%	92%	89%	91%	91%	89%	91%	92%	95%	90%	89%	93%	91%
Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems)	85%	79%	75%	79%	82%	82%	77%	80%	83%	78%	76%	83%	80%
Health and wellness opportunities in Edina	96%	92%	92%	95%	92%	94%	92%	94%	99% B	92%	91%	97% A	93%
Overall opportunities for education and enrichment	95%	93%	96%	94%	95%	88%	96% A	95%	99% B	93%	95%	94%	94%
Overall economic health of Edina	95%	94%	94%	93%	97%	95%	95%	94%	97%	94%	95%	94%	94%
Sense of community	69%	73%	81% A	72%	81% A	54%	80% A	79% A	79%	74%	78%	71%	74%
Overall image or reputation of Edina	92%	89%	88%	86%	94% A	91%	90%	89%	90%	89%	90%	90%	89%
Neighborliness of residents in Edina	74%	79%	74%	73%	80%	63%	82% A	76% A	80%	75%	78%	72%	76%

Table 119: Likelihood of Recommending or Remaining in Edina by Respondent 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 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Recommend living in Edina to someone who asks	96%	92%	94%	93%	95%	97%	92%	94%	98% B	93%	93%	95%	94%
Remain in Edina for the next five years	85%	91%	93% A	92%	86%	77%	93% A	91% A	80%	93% A	90%	90%	90%

Table 120: Feelings of Safety by Respondent Characteristics

Please rate how safe or unsafe you feel: (Percent very or somewhat safe)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
In your neighborhood	96%	98%	97%	97%	98%	97%	98%	96%	98%	97%	97%	97%	97%
In the 50th & France area (downtown area)	92%	97%	93%	94%	94%	97%	94%	93%	98%	93%	94%	95%	94%
In the Southdale area	86% B	76%	79%	78%	84%	81%	76%	83%	88% B	78%	75%	87% A	80%

Table 121: Sense of Community Welcoming by Respondent Characteristics

Please rate how welcoming Edina is as a community: (Percent very welcoming or welcoming)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
For people who are Asian, Asian Indian or Pacific Islander	79%	75%	68%	68%	78%	75%	77%	69%	84% B	70%	73%	73%	74%
For people who are Black or African American	60% C	45%	42%	40%	54% A	58%	49%	42%	57%	45%	47%	49%	49%
For people who are Hispanic	57%	45%	51%	42%	58% A	59%	51%	46%	63% B	47%	50%	52%	51%
For people who are American Indian or Alaskan Native	58%	50%	55%	45%	61% A	55%	56%	52%	67% B	50%	54%	55%	55%
For people who are White	95% B	85%	96% B	94%	92%	97% B	87%	94% B	93%	92%	91%	93%	92%
For people whose first language is not English	65% B C	48%	46%	46%	56%	61% C	58% C	42%	66% B	47%	52%	51%	52%
For people who are not U.S. citizens	64% C	50%	39%	41%	55% A	63% C	55% C	39%	60%	46%	48%	52%	50%
For people who have a lower income	38%	45%	31%	27%	47% A	47% C	42%	30%	42%	36%	41%	32%	38%
For people who are of Christian faith	92%	89%	92%	92%	91%	93%	91%	91%	92%	91%	91%	92%	91%
For people who are of Jewish faith	83%	84%	81%	79%	87%	96% C	82%	78%	82%	83%	82%	83%	82%
For people who are of Muslim faith	56% C	47%	35%	32%	55% A	57% C	50%	36%	56%	42%	44%	46%	45%
For people who are of Buddhist faith	75% C	61% C	38%	45%	64% A	62% C	67% C	42%	60%	54%	56%	54%	55%
For people who are of Hindu faith	74% C	58% C	38%	44%	63% A	60%	66% C	41%	62%	52%	54%	55%	55%
For people who are agnostic or atheist	87% B C	72% C	55%	65%	76%	89% C	79% C	52%	77%	68%	70%	70%	69%

Table 122: Community Characteristics by Respondent 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 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Traffic flow on major streets	57%	53%	51%	58%	49%	63% B	48%	55%	59%	52%	50%	59%	53%
Ease of public parking	73% B C	56%	56%	61%	61%	70% B	55%	62%	66%	60%	55%	69% A	61%
Ease of travel by car in Edina	84% B C	72%	71%	80% B	69%	90% B C	67%	75%	80%	74%	72%	80%	75%
Ease of travel by public transportation in Edina	57% C	44%	35%	40%	48%	54%	47%	38%	64% B	38%	36%	57% A	46%
Ease of travel by bicycle in Edina	63%	67%	63%	58%	71% A	64%	69%	61%	70%	63%	60%	72% A	65%
Ease of walking in Edina	71% B	59%	68%	62%	71%	69%	61%	69%	72%	65%	65%	67%	65%
Availability of paths and walking trails	78%	77%	83%	78%	82%	76%	77%	83%	87% B	77%	78%	82%	79%
Air quality	91%	89%	87%	88%	89%	90%	90%	87%	89%	89%	91%	86%	89%
Cleanliness of Edina	96%	94%	93%	96%	92%	91%	97%	93%	93%	95%	97% B	90%	95%
Public places where people want to spend time	94% B C	82%	83%	87%	86%	87%	86%	85%	87%	86%	87%	84%	86%
Variety of housing options	48%	58%	46%	43%	58% A	41%	57% A	49%	41%	54% A	54%	45%	51%
Availability of affordable quality housing	27%	38%	34%	27%	37%	25%	40% A	29%	27%	34%	37% B	26%	32%
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	83%	84%	89% B	79%	85%	80%	88%	86%	84%	84%	85%	84%
Recreational opportunities	83%	86%	90%	87%	86%	78%	88% A	89% A	82%	88%	89%	83%	87%

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 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
K-12 education	93%	86%	92%	91%	90%	84%	89%	94% A	93%	90%	90%	90%	90%
Adult educational opportunities	87%	85%	92%	84%	94% A	84%	92%	87%	83%	90%	93% B	80%	89%
Opportunities to attend cultural/arts/music activities	76%	74%	80%	71%	83% A	72%	75%	80%	72%	78%	79%	73%	77%
Employment opportunities	78%	64%	72%	62%	79% A	71%	70%	71%	69%	72%	78% B	62%	70%
Shopping opportunities	95%	92%	92%	93%	94%	95%	94%	92%	91%	94%	94%	92%	93%
Cost of living in Edina	47%	51%	54%	48%	53%	38%	54% A	53% A	45%	53%	55% B	44%	51%
Overall quality of business and service establishments in Edina	92%	94%	91%	93%	92%	92%	94%	91%	95%	92%	92%	93%	92%
Overall quality of commercial redevelopment in Edina	72% C	63%	56%	65%	62%	84% B C	58%	59%	71%	61%	61%	66%	63%
Overall quality of residential redevelopment in Edina	72% B C	59%	57%	59%	65%	85% B C	57%	58%	65%	62%	64%	60%	62%
Opportunities to participate in social events and activities	79%	76%	79%	75%	81%	74%	79%	79%	73%	79%	82% B	71%	78%
Opportunities to volunteer	72%	86% A	84% A	78%	84%	70%	82%	84% A	78%	82%	86% B	74%	81%
Opportunities to participate in community matters	79%	73%	79%	76%	80%	80%	75%	77%	78%	77%	78%	74%	76%

Table 123: Aspects of Drinking Water by Respondent Characteristics

Please rate the following aspects of drinking water in Edina: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Appearance	86%	80%	87%	84%	85%	88%	81%	85%	80%	86%	86%	82%	84%
Taste	55%	59%	62%	55%	63%	63%	50%	64% B	57%	60%	60%	57%	59%
Odor	64%	65%	73%	69%	66%	67%	59%	74% B	62%	69%	69%	65%	67%
Hardness	41%	35%	30%	36%	36%	45% B	27%	39% B	39%	34%	29%	45% A	35%
Reliability	85%	81%	84%	82%	84%	87%	79%	86%	78%	85%	84%	82%	83%
Safety	86%	78%	85%	82%	84%	86%	77%	86%	84%	83%	84%	81%	83%

Table 124: Problems in Edina by Respondent 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 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Traffic speeding in your neighborhood	31%	52% A C	40%	49% B	32%	30%	53% A C	37%	28%	46% A	49% B	30%	41%
Stop sign violations in your neighborhood	19%	37% A	34% A	31%	30%	27%	34%	29%	15%	35% A	37% B	20%	30%
Violent crime	1%	4%	5%	4%	3%	0%	2%	6% A	4%	3%	3%	4%	4%
Drugs	4%	14%	19% A	17% B	8%	8%	11%	19% A	11%	13%	14%	11%	13%
Youth crimes	5%	15% A	11%	12%	9%	8%	10%	14%	8%	11%	12%	9%	11%
Vandalism and property crimes	11%	20%	23% A	23% B	14%	8%	20%	22% A	18%	19%	20%	18%	19%
Identity theft	12%	16%	18%	19%	12%	4%	12%	24% A B	17%	15%	13%	19%	15%
Domestic abuse	2%	3%	13% A B	10% B	3%	0%	5%	11% A	7%	6%	5%	8%	6%

Table 125: Use of Parks and Recreation Amenities by Respondent Characteristics

Tell us about how many times in the last 12 months, if ever, you or other household members used any of the following Edina Parks & Recreation Department amenities. (Percent at least once)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Trails	77%	86%	78%	78%	83%	78%	91% A C	73%	76%	82%	87% B	71%	81%
Dog parks/off-leash areas	17%	28% A C	17%	20%	23%	29% C	23%	16%	13%	23% A	26% B	13%	21%
Neighborhood parks	65%	79% A	70%	69%	74%	61%	74% A	74% A	66%	73%	76% B	66%	71%
Large community athletic fields	30%	54% A C	37%	36%	44%	29%	59% A C	29%	24%	45% A	51% B	24%	40%
Edinborough Park	43%	62% A C	41%	51%	47%	50%	52%	46%	54%	46%	47%	51%	48%
Centennial Lakes Park	79%	84%	81%	82%	80%	73%	91% A C	77%	84%	80%	85% B	75%	81%
Edina Aquatic Center	32%	47% A C	24%	30%	37%	29%	56% A C	17%	21%	38% A	45% B	17%	34%
Edina Senior Center	24%	26%	36% A	30%	27%	12%	26% A	37% A B	23%	30%	30%	26%	29%
Braemar Arena (ice arena)	37%	48% C	36%	37%	44%	36%	60% A C	26%	30%	44% A	49% B	27%	40%
Edina Art Center	18%	29% A	26%	28%	21%	6%	33% A	26% A	17%	27%	29% B	18%	25%
Braemar Golf Course	6%	28% A	25% A	19%	21%	11%	24% A	20%	10%	23% A	24% B	13%	20%
Braemar Golf Dome	13%	37% A C	23%	18%	31% A	14%	40% A C	16%	10%	29% A	33% B	12%	25%
Braemar Field (sports dome)	9%	27% A C	15%	15%	21%	9%	32% A C	9%	1%	22% A	24% B	7%	18%

Table 126: Quality of Parks and Recreation Amenities by Respondent Characteristics

Please rate the quality of each, regardless of your household's use of the amenities. (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Trails	96%	94%	97%	98%	93%	96%	96%	95%	100%	95%	95%	97%	96%
Dog parks/off-leash areas	74%	77%	82%	76%	80%	65%	76%	87%	82%	77%	72%	93% A	78%
Neighborhood parks	94%	90%	95%	94%	92%	96%	90%	95%	98%	92%	90%	99% A	93%
Large community athletic fields	100%	94%	94%	96%	94%	100%	91%	99% B	100%	95%	94%	100%	95%
Edinborough Park	78%	89%	95% A	88%	88%	68%	90% A	94% A	69%	93% A	88%	88%	88%
Centennial Lakes Park	100%	99%	99%	99%	100%	100%	100%	98%	100%	99%	99%	99%	99%
Edina Aquatic Center	96%	92%	97%	91%	98%	93%	92%	99%	96%	94%	94%	97%	95%
Edina Senior Center	94%	87%	88%	90%	88%	90%	89%	89%	87%	90%	91%	85%	89%
Braemar Arena (ice arena)	100%	93%	97%	96%	95%	93%	96%	97%	100%	95%	95%	98%	96%
Edina Art Center	80%	81%	96% B	86%	87%	100%	82%	90%	85%	88%	87%	88%	88%
Braemar Golf Course	100%	89%	96%	99%	90%	100%	97%	90%	100%	92%	93%	94%	94%
Braemar Golf Dome	100%	90%	95%	99%	90%	100%	90%	96%	100%	92%	93%	96%	94%
Braemar Field (sports dome)	94%	97%	98%	98%	96%	100%	100% C	92%	100%	96%	98%	91%	97%

Table 127: Quality of Services by Respondent Characteristics

Please rate the quality of each of the following services in Edina: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Police services	85%	93% A	95% A	92%	92%	87%	89%	96% A B	84%	94% A	95% B	87%	92%
Fire services	95%	100% A	100% A	100% B	97%	100%	97%	99%	95%	100% A	100% B	96%	98%
Ambulance or emergency medical services	93%	100% A	99% A	99%	97%	96%	96%	100%	95%	99% A	100% B	95%	98%
Crime prevention	95%	91%	96%	96%	93%	96%	92%	96%	100% B	93%	92%	99% A	94%
Fire prevention and education	93%	97%	98%	97%	95%	96%	97%	96%	98%	96%	96%	97%	96%
Traffic enforcement	80%	83%	82%	82%	81%	84%	80%	82%	83%	81%	84%	77%	81%
Street repair	55%	63%	61%	56%	63%	49%	64% A	60%	51%	63%	64% B	53%	60%
Street cleaning	78%	83%	82%	80%	82%	76%	81%	83%	74%	83%	85% B	74%	81%
Street lighting	80%	72%	79%	77%	76%	82%	71%	79%	86% B	74%	74%	81%	77%
Snow removal	82%	89%	89%	85%	89%	70%	91% A	90% A	80%	89% A	91% B	81%	87%
Sidewalk maintenance	75%	80%	81%	80%	78%	68%	84% A	79%	77%	79%	82%	75%	79%
Traffic signal timing	66%	68%	72%	72%	66%	50%	74% A	72% A	60%	71% A	70%	66%	69%
Bus or transit services	83% B C	50%	59%	56%	67%	72%	62%	59%	77% B	56%	58%	67%	62%
Garbage collection	95% C	88%	86%	87%	94% A	93%	88%	90%	94%	88%	89%	90%	89%

Please rate the quality of each of the following services in Edina: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Recycling	87%	81%	84%	82%	86%	83%	77%	89% B	88%	83%	82%	86%	84%
Yard waste pickup	89%	82%	83%	84%	84%	80%	81%	89%	89%	83%	84%	85%	84%
Storm drainage	89% C	80%	77%	82%	82%	89%	80%	80%	89%	80%	79%	85%	81%
Drinking water	65%	69%	74%	66%	74%	70%	66%	72%	63%	71%	73%	64%	69%
Sewer services	93%	88%	86%	90%	89%	89%	88%	89%	90%	88%	89%	89%	89%
Utility billing	85%	88% C	78%	84%	83%	81%	86%	82%	78%	85%	86%	78%	83%
City parks	93%	93%	97%	93%	96%	89%	96% A	95%	90%	95%	96%	92%	94%
Park maintenance	95%	89%	93%	92%	93%	88%	92%	94%	91%	92%	93%	90%	92%
Condition of trails and sidewalks	96% B	85%	93% B	92%	91%	93%	90%	91%	93%	91%	91%	91%	91%
Recreation programs or classes	96%	90%	93%	93%	93%	88%	96%	92%	93%	93%	94%	91%	93%
Recreation centers or facilities	95% B	85%	88%	89%	91%	91%	88%	90%	88%	89%	90%	87%	89%
Land use, planning and zoning	69% B C	52%	42%	54%	55%	83% B C	48%	47%	70% B	49%	47%	64% A	53%
Code enforcement (weeds, abandoned buildings, etc.)	82% C	72%	62%	75%	68%	75%	71%	69%	93% B	66%	65%	84% A	72%
Animal control	94% B C	76%	80%	84%	81%	96% B C	80%	80%	95% B	78%	77%	92% A	82%
Economic development	78%	74%	71%	77%	74%	90% B C	68%	73%	85% B	71%	71%	80%	74%
Public health services	90%	89%	85%	84%	93% A	93%	91%	83%	89%	88%	90%	84%	88%

Please rate the quality of each of the following services in Edina: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Public information services/communication from the City	83%	81%	82%	84%	81%	82%	82%	82%	79%	83%	86% B	75%	82%
Cable television (Comcast/Xfinity)	57%	59%	49%	51%	60%	63%	49%	57%	60%	54%	50%	61% A	55%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	93% B	70%	82% B	78%	87%	86%	77%	83%	85%	80%	83%	79%	81%
Edina open space	74%	70%	67%	77% B	63%	78%	71%	65%	78%	68%	67%	74%	70%
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	85%	76%	76%	82%	76%	84%	76%	78%	82%	77%	76%	82%	78%
Overall quality of services provided by the City of Edina	91%	85%	91%	91%	90%	85%	89%	91%	90%	89%	90%	87%	89%

Table 128: Government Performance by Respondent Characteristics

Please rate the following categories of Edina government performance: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The value of services for the taxes paid to Edina	74%	78%	80%	82%	76%	65%	79% A	80% A	70%	79%	79%	74%	78%
The job Edina government does at welcoming resident involvement	66%	61%	68%	66%	67%	54%	62%	72% A	70%	64%	65%	65%	65%
Overall confidence in Edina government	70%	65%	60%	68%	64%	59%	60%	71% B	68%	64%	62%	68%	64%
Generally acting in the best interest of the community	69% C	64%	56%	67%	61%	64%	57%	67%	63%	63%	60%	66%	62%
Treating all residents fairly	67%	68%	60%	67%	65%	65%	63%	67%	70%	64%	64%	67%	65%

Table 129: Impression of City Employees by Respondent Characteristics

Please rate your impression of City employees: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Knowledge	95%	92%	90%	94%	91%	100% B	88%	94%	98%	92%	91%	95%	92%
Courtesy	95%	92%	90%	94%	90%	100% B	86%	95% B	94%	92%	91%	95%	92%
Responsiveness	92%	86%	88%	91%	84%	100% B	84%	88%	98%	87%	86%	95%	88%
Follow-up (got back to you or took action if needed)	91%	84%	83%	90%	80%	100% B	81%	85%	94%	84%	83%	92%	85%
Overall customer service	93%	87%	86%	91%	85%	100% B	83%	89%	94%	87%	86%	94%	88%

Table 130: Opinion of Property Taxes by Respondent Characteristics

	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Percent very or somewhat high													
Considering your property taxes in comparison to neighboring cities, property taxes in Edina are...	60%	61%	51%	59%	54%	79% B C	60% C	48%	68%	55%	58%	55%	57%

Table 131: Level of Support for Increasing Property Taxes by Respondent Characteristics

	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Percent strongly or somewhat support													
To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?	38%	46%	47%	48%	41%	22%	44% A	52% A	35%	46%	43%	46%	44%

Table 132: Direction of Edina by Respondent Characteristics

	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Percent right direction													(A)
All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are on the wrong track?	82% B C	63%	58%	69%	69%	80% B	60%	68%	71%	66%	63%	73%	66%

Table 133: Perception of Own Influence by Respondent Characteristics

	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Percent yes													(A)
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?	83% B C	67%	61%	68%	72%	82% B	58%	75% B	78%	67%	63%	79% A	68%

Table 134: Importance of Diversity and Inclusivity by Respondent Characteristics

	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Percent essential or very important													(A)
How important for the people of Edina is it that local government focuses on creating a diverse and inclusive city?	68% B C	55%	50%	66% B	48%	66% B	48%	62% B	72% B	53%	49%	70% A	57%

Table 135: Ratings of Inclusivity of City by Respondent Characteristics

Please rate the job you feel the City does at each of the following: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Making all residents feel welcome and that they belong	81% C	73%	65%	70%	78%	82%	74%	68%	79%	71%	73%	73%	73%
Helping new residents feel connected and integrated	58%	69%	62%	56%	70% A	60%	61%	65%	60%	64%	64%	60%	63%
Attracting people from diverse backgrounds	57%	52%	45%	44%	57% A	62%	49%	47%	64% B	48%	46%	60% A	51%
Valuing residents from diverse backgrounds	70% C	70% C	50%	55%	71% A	69%	69% C	56%	57%	65%	64%	62%	64%
Providing a safe and secure environment for residents of all backgrounds	84%	77%	76%	72%	87% A	79%	79%	78%	76%	80%	82%	73%	79%

Table 136: Managing Community Tensions by Respondent Characteristics

Percent very or somewhat well	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?	71% B C	44%	48%	53%	53%	65%	47%	53%	56%	51%	50%	55%	51%

Table 137: Support for Continued Operation of Municipal Liquor Store by Respondent Characteristics

Percent strongly or somewhat support	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The City of Edina owns and operates three municipal liquor stores. Profits from Edina Liquor are used to offset operating costs and for capital expenses at recreational facilities. To what extent do you support the City continuing to operate its municipal liquor stores?	88%	83%	93% B	93% B	85%	89%	89%	88%	89%	88%	88%	89%	88%

Table 138: Support for Single-Hauler Garbage Collection by Respondent Characteristics

Percent strongly or somewhat support	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
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?	54%	44%	52%	47%	54%	38%	60% A C	45%	52%	49%	52%	46%	50%

Table 139: Attitudes Toward Environmental Sustainability by Respondent Characteristics

How strongly do you agree or disagree with each of the following statements? (Percent strongly or somewhat agree)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Our City should invest in programs and create policies to address climate change	81% C	75%	69%	82% B	69%	81% B	66%	81% B	83%	72%	70%	83% A	75%
Our City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency	90% B C	80%	73%	88% B	76%	97% B C	72%	83% B	92% B	77%	75%	89% A	81%
Our City should enact ordinances and programs requiring higher green building and development standards	83% C	81% C	70%	85% B	71%	84% B	71%	81% B	89% B	74%	72%	86% A	78%
Our City should invest in renewable energy and test technologies to get to net zero emissions	83% C	77%	72%	84% B	72%	87% B	67%	83% B	85% B	75%	72%	84% A	77%

Table 140: Quality of Environmental Services by Respondent Characteristics

Rate the quality of each of the following services provided by the City of Edina. (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Energy conservation and efficiency programs	73%	71%	77%	80%	68%	61%	77%	76%	69%	76%	81% B	64%	74%
Fostering natural habitats in public spaces	78%	74%	70%	76%	74%	77%	72%	74%	74%	73%	72%	75%	73%
Encouraging natural habitat on residential and commercial land	78% B C	60%	54%	67%	61%	64%	61%	65%	71%	60%	60%	67%	63%
Increasing renewable energy programs	66%	67%	58%	63%	65%	54%	68%	66%	69%	62%	65%	62%	64%
Adapting to climate change	73% B C	51%	54%	58%	59%	64%	56%	60%	69%	54%	58%	58%	59%
Composting collection services	57%	51%	49%	48%	57%	61%	46%	55%	58%	50%	52%	52%	52%
Water conservation programs	74% B	54%	67%	60%	67%	60%	64%	66%	65%	63%	67%	56%	64%
Transportation emission reduction (i.e. bike lanes and public EV charging)	67%	54%	54%	58%	58%	56%	55%	60%	67%	54%	56%	58%	57%

Table 141: Importance of Environmental Services by Respondent Characteristics

Rate how important, if at all, each service is to the Edina community. (Percent essential or very important)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Energy conservation and efficiency programs	77%	68%	69%	81% B	60%	81% B	61%	75% B	85% B	67%	66%	79% A	71%
Fostering natural habitats in public spaces	84% B C	70%	67%	83% B	60%	80%	76%	68%	86% B	70%	69%	80% A	73%
Encouraging natural habitat on residential and commercial land	74% B C	58%	56%	72% B	49%	63%	60%	64%	69%	60%	60%	66%	62%
Increasing renewable energy programs	73%	66%	64%	77% B	59%	74%	59%	72% B	86% B	63%	62%	76% A	67%
Adapting to climate change	70%	58%	63%	75% B	51%	61%	54%	73% B	83% B	58%	58%	73% A	63%
Composting collection services	73%	67%	64%	77% B	58%	68%	66%	70%	78%	66%	67%	71%	68%
Water conservation programs	79%	74%	79%	83% B	70%	78%	71%	82% B	87% B	75%	75%	82%	77%
Transportation emission reduction (i.e. bike lanes and public EV charging)	67%	57%	55%	70% B	48%	70% B	53%	61%	75% B	55%	56%	65%	59%

Table 142: City Information Sources by Respondent Characteristics

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. (Percent minor or major source)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
About Town City magazine	67%	87% A	81% A	80%	77%	54%	89% A C	79% A	64%	83% A	84% B	71%	79%
Parks & Recreation Activities Directory	76%	76%	74%	80%	71%	63%	83% A	74%	80%	74%	77%	72%	75%
Edina Sun-Current newspaper	38%	65% A	79% A B	64%	60%	45%	62% A	68% A	50%	66% A	67% B	55%	63%
Edition: Edina monthly newsletter	45%	58%	64% A	55%	58%	33%	58% A	64% A	52%	58%	57%	55%	56%
Star-Tribune newspaper	51%	64% A	73% A	64%	63%	46%	55%	75% A B	43%	68% A	63%	63%	63%
City's website (www.EdinaMN.gov)	64%	69%	67%	66%	67%	63%	77% A C	59%	51%	71% A	72% B	57%	67%
Edina TV	14%	26% A	32% A	30% B	17%	18%	16%	34% A B	28%	23%	19%	35% A	25%
City employees	28%	51% A	46% A	41%	45%	20%	56% A C	39% A	23%	47% A	49% B	29%	42%
City Council Members	27%	45% A	43% A	38%	39%	20%	46% A	39% A	29%	41%	42%	32%	38%
Direct mail updates	61%	72%	65%	64%	71%	57%	74% A	64%	59%	68%	71% B	59%	66%
Social media (e.g., Facebook, Twitter)	49%	50%	42%	53%	42%	63% C	58% C	32%	43%	47%	52% B	37%	47%
NextDoor	53%	62%	54%	59%	57%	45%	68% A C	52%	22%	64% A	69% B	31%	57%
Online web stream videos on YouTube or Granicus	9%	15%	10%	12%	12%	4%	15% A	12%	5%	13%	13%	9%	12%

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. (Percent minor or major source)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
City's e-mail subscription service (City Extra)	20%	33% A	31%	31%	27%	8%	43% A C	24% A	11%	33% A	37% B	13%	29%
Word of mouth from friends, family or neighbors	82%	82%	91%	83%	88%	72%	91% A	85% A	75%	88% A	91% B	75%	85%

Table 143: Effectiveness of City Communication Tools by Respondent Characteristics

How effective, if at all, are each of the following communication tools for keeping informed of City activities? (Percent very or somewhat effective)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The magazine About Town	92% B	82%	86%	84%	88%	92%	81%	89%	92%	84%	84%	89%	86%
The newsletter Edition: Edina	88%	79%	78%	78%	84%	90%	80%	80%	94% B	78%	80%	83%	81%

Table 144: City Website Access by Respondent Characteristics

Percent yes	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?	43%	62% A C	45%	49%	51%	42%	69% A C	38%	30%	57% A	59% B	37%	50%

Table 145: Aspects of City Website by Respondent Characteristics

Please rate the following aspects of the Edina website: (Percent excellent or good)	Length of residency			Gender		Age			Housing 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	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Appearance	77%	92% A	83%	88%	82%	83%	82%	90%	79%	86%	85%	84%	85%
Online information and services offered	73%	87% A	82%	87% B	76%	70%	82%	87% A	75%	82%	84%	75%	81%
Ease of navigation/ability to find information	52%	55%	60%	63%	50%	36%	54%	68% A	35%	59% A	58%	50%	56%
Overall quality of the City of Edina website	73%	75%	77%	82% B	70%	64%	73%	83% A	79%	74%	73%	80%	75%

Table 146: Concern About Household Issues by Respondent Characteristics

To what extent, if at all, have you been concerned about each of the following issues in your household in the last 12 months? (Percent minor, moderate or major concern)	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Feeling socially isolated or disconnected from others	44% B C	22%	14%	30%	22%	45% B C	27%	19%	40% B	22%	22%	32% A	26%
Having access to health care	16%	10%	16%	12%	16%	13%	12%	17%	17%	13%	9%	21% A	14%
Being able to age in place (e.g., remain in your home as you get older)	27%	30%	46% A B	39% B	28%	12%	32% A	46% A B	35%	34%	33%	37%	35%
Running out of food before you had money to buy more	19% B C	6%	7%	9%	12%	13%	11%	8%	27% B	4%	6%	16% A	10%
Having enough money to pay your rent or mortgage	33% B C	17%	20%	22%	26%	38% B C	23%	18%	45% B	16%	18%	31% A	23%

Table 147: Economic Impact on Family Income by Respondent Characteristics

Percent very or somewhat positive	Length of residency			Gender		Age			Housing 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	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
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:	30%	30%	22%	21%	33% A	34%	29%	23%	33%	25%	27%	28%	27%

Appendix D: Benchmark Comparisons

Understanding the Benchmark Comparisons

Communities use the comparative information provided by benchmarks to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government or organizational performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” resident evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a community is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than libraries. More illuminating is how residents’ ratings of sheriff services compare to opinions about sheriff services in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the county rate police services lower than ratings given by residents in other counties with objectively “worse” departments. Benchmark data can help that police department – or any City department – to understand how well residents think it is doing.

While benchmarks help set the basis for evaluation, resident opinion should be used in conjunction with other sources of data about budget, population demographics, personnel and politics to help administrators know how to respond to comparative results.

Comparison Data

NRC has designed a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using resident surveys, *Citizen Surveys: How to Do Them, How to Use Them, What They Mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of resident surveys regularly have relied on NRC’s work. The method described in those publications is refined regularly and statistically tested on a growing number of resident surveys in NRC’s proprietary databases.

Communities in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all jurisdictions in the database or to subsets of jurisdictions (within a given region or population category or that meet select criteria outlined by the community).

Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely,

tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in resident surveys from over 600 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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. Edina's survey results were compared to all other communities in NRC's benchmark database as well as to a subset of all Minnesota communities in the database.

Interpreting the Results

Average ratings were compared when questions similar to those asked in Edina's survey were included in NRC's database, and there were at least five peer jurisdictions in which the question was asked. Where comparisons were available, three numbers are provided in the tables starting on the next page. 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 jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth column shows the comparison of Edina's average rating to the benchmark.

Where comparisons for quality ratings were available, Edina's results were noted as being "higher" than, "lower" than or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Edina's rating to the benchmark where a rating is considered "similar" if it is within 10 points of the average; "higher" or "lower" if the difference between Edina's rating and the benchmark is greater than 10 points; and "much higher" or "much lower" if the difference between Edina's rating and the benchmark is more than 20 points.

Comparisons for a number of items on the survey were not available in the benchmark database (e.g., some of the city services or aspects of government performance). These items are excluded from the benchmark tables.

National Benchmark Comparisons

Table 148: Question 1

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
How would you rate the quality of life in Edina?	98%	22	456	Higher

Table 149: Question 2

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Overall feeling of safety in Edina	96%	28	351	Higher
Overall ease of getting to the places you usually have to visit	86%	29	267	Higher
Quality of overall natural environment in Edina	91%	53	280	Similar
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	80%	29	257	Higher
Health and wellness opportunities in Edina	93%	9	258	Higher
Overall opportunities for education and enrichment	94%	12	260	Higher
Overall economic health of Edina	94%	5	264	Much higher
Sense of community	74%	43	314	Higher
Overall image or reputation of Edina	89%	43	351	Higher
Neighborliness of residents in Edina	76%	11	252	Higher

Table 150: Question 3

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Recommend living in Edina to someone who asks	94%	56	290	Similar
Remain in Edina for the next five years	90%	37	283	Similar

Table 151: Question 7

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
In your neighborhood	97%	93	359	Similar
In the 50th & France area (downtown area)	94%	112	320	Similar

Table 152: Question 9

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Traffic flow on major streets	53%	127	343	Similar
Ease of public parking	61%	78	226	Similar
Ease of travel by car in Edina	75%	76	307	Similar
Ease of travel by public transportation in Edina	46%	15	22	Similar
Ease of travel by bicycle in Edina	65%	78	308	Similar
Ease of walking in Edina	65%	126	308	Similar
Availability of paths and walking trails	79%	67	320	Higher
Air quality	89%	54	249	Similar
Cleanliness of Edina	95%	19	287	Higher
Public places where people want to spend time	86%	18	250	Higher
Variety of housing options	51%	129	282	Similar
Availability of affordable quality housing	32%	180	305	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	26	248	Higher
Recreational opportunities	87%	21	300	Higher
K-12 education	90%	25	276	Higher
Adult educational opportunities	89%	2	237	Much higher
Opportunities to attend cultural/arts/music activities	77%	42	298	Higher
Employment opportunities	70%	5	313	Much higher
Shopping opportunities	93%	4	299	Much higher
Cost of living in Edina	51%	87	260	Similar
Overall quality of business and service establishments in Edina	92%	1	276	Higher
Opportunities to participate in social events and activities	78%	36	267	Higher

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Opportunities to volunteer	81%	39	268	Similar
Opportunities to participate in community matters	76%	22	278	Higher

Table 153: Question 13

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Police services	92%	12	464	Higher
Fire services	98%	6	390	Higher
Ambulance or emergency medical services	98%	8	350	Higher
Crime prevention	94%	8	365	Higher
Fire prevention and education	96%	4	287	Higher
Traffic enforcement	81%	7	373	Higher
Street repair	60%	71	390	Higher
Street cleaning	81%	13	325	Higher
Street lighting	77%	21	329	Higher
Snow removal	87%	1	288	Much higher
Sidewalk maintenance	79%	8	325	Higher
Traffic signal timing	69%	15	267	Higher
Bus or transit services	62%	66	233	Similar
Garbage collection	89%	65	358	Similar
Recycling	84%	91	362	Similar
Yard waste pickup	84%	63	272	Similar
Storm drainage	81%	24	355	Higher
Drinking water	69%	170	317	Similar
Sewer services	89%	24	323	Similar
Utility billing	83%	15	229	Similar
City parks	94%	30	328	Higher
Recreation programs or classes	93%	10	329	Higher
Recreation centers or facilities	89%	23	281	Higher
Land use, planning and zoning	53%	108	304	Similar
Code enforcement (weeds, abandoned buildings, etc.)	72%	17	393	Higher
Animal control	82%	16	344	Higher
Economic development	74%	25	288	Higher
Public health services	88%	14	223	Higher
Public information services/communication from the City	82%	25	290	Higher
Cable television (Comcast/Xfinity)	55%	79	206	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	81%	13	281	Higher
Edina open space	70%	50	237	Similar
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	78%	65	280	Similar
Overall quality of services provided by the City of Edina	89%	29	431	Higher

Table 154: Question 14

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
The value of services for the taxes paid to Edina	78%	6	406	Higher
The job Edina government does at welcoming resident involvement	65%	48	325	Similar
Overall confidence in Edina government	64%	55	264	Similar
Generally acting in the best interest of the community	62%	70	263	Similar
Treating all residents fairly	65%	68	261	Similar

Table 155: Question 16

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Knowledge	92%	7	45	Similar
Courtesy	92%	3	37	Similar
Responsiveness	88%	9	46	Similar
Overall customer service	88%	8	382	Higher

Table 156: Question 31

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Appearance	85%	2	7	Similar
Online information and services offered	81%	2	5	Similar
Ease of navigation/ability to find information	56%	5	7	Similar
Overall quality of the City of Edina website	75%	4	19	Similar

Table 157: Question D1

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
What impact, if any, do you think the economy will have on your family income in the next 6 months?	27%	193	262	Similar

National Benchmark Comparison Communities

The communities included in the national benchmark comparisons are listed below along with their population according to the 2010 Census.

Adams County, CO	441,603	Avon town, CO	6,447
Airway Heights city, WA.....	6,114	Avon town, IN.....	12,446
Albany city, OR	50,158	Avondale city, AZ.....	76,238
Albemarle County, VA	98,970	Azusa city, CA.....	46,361
Albert Lea city, MN.....	18,016	Bainbridge Island city, WA	23,025
Alexandria city, VA	139,966	Baltimore city, MD	620,961
Algonquin village, IL.....	30,046	Baltimore County, MD	805,029
Aliso Viejo city, CA	47,823	Bartonville town, TX	1,469
American Canyon city, CA	19,454	Battle Creek city, MI	52,347
Ames city, IA.....	58,965	Bay City city, MI	34,932
Ankeny city, IA.....	45,582	Bay Village city, OH	15,651
Ann Arbor city, MI.....	113,934	Baytown city, TX.....	71,802
Apache Junction city, AZ.....	35,840	Bedford city, TX	46,979
Arapahoe County, CO.....	572,003	Bedford town, MA.....	13,320
Arkansas City city, AR.....	366	Bellevue city, WA	122,363
Arlington city, TX.....	365,438	Bellingham city, WA.....	80,885
Arvada city, CO	106,433	Benbrook city, TX	21,234
Asheville city, NC.....	83,393	Bend city, OR	76,639
Ashland city, OR	20,078	Bethlehem township, PA.....	23,730
Ashland town, MA	16,593	Bettendorf city, IA.....	33,217
Ashland town, VA.....	7,225	Billings city, MT	104,170
Aspen city, CO	6,658	Bloomington city, IN.....	80,405
Athens-Clarke County, GA.....	115,452	Bloomington city, MN.....	82,893
Auburn city, AL.....	53,380	Blue Springs city, MO	52,575
Augusta CCD, GA.....	134,777	Boise City city, ID.....	205,671
Aurora city, CO.....	325,078	Bonner Springs city, KS.....	7,314
Austin city, TX	790,390	Boone County, KY.....	118,811

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Boulder city, CO.....	97,385	Conshohocken borough, PA	7,833
Bowling Green city, KY.....	58,067	Coolidge city, AZ.....	11,825
Bozeman city, MT.....	37,280	Coon Rapids city, MN.....	61,476
Brentwood city, MO.....	8,055	Copperas Cove city, TX.....	32,032
Brentwood city, TN.....	37,060	Coral Springs city, FL.....	121,096
Brighton city, CO.....	33,352	Coronado city, CA.....	18,912
Brighton city, MI.....	7,444	Corvallis city, OR.....	54,462
Bristol city, TN.....	26,702	Cottonwood Heights city, UT.....	33,433
Broken Arrow city, OK.....	98,850	Coventry Lake CDP, CT.....	2,990
Brookline CDP, MA.....	58,732	Creve Coeur city, MO.....	17,833
Brooklyn Center city, MN.....	30,104	Cupertino city, CA.....	58,302
Brooklyn city, OH.....	11,169	Dacono city, CO.....	4,152
Broomfield city, CO.....	55,889	Dakota County, MN.....	398,552
Brownsburg town, IN.....	21,285	Dallas city, OR.....	14,583
Buffalo Grove village, IL.....	41,496	Dallas city, TX.....	1,197,816
Burlingame city, CA.....	28,806	Danville city, KY.....	16,218
Cabarrus County, NC.....	178,011	Dardenne Prairie city, MO.....	11,494
Cambridge city, MA.....	105,162	Darien city, IL.....	22,086
Canandaigua city, NY.....	10,545	Davenport city, FL.....	2,888
Cannon Beach city, OR.....	1,690	Davidson town, NC.....	10,944
Cañon City city, CO.....	16,400	Dayton city, OH.....	141,527
Canton city, SD.....	3,057	Dayton town, WY.....	757
Cape Coral city, FL.....	154,305	Dearborn city, MI.....	98,153
Carlisle borough, PA.....	18,682	Decatur city, GA.....	19,335
Carlsbad city, CA.....	105,328	Del Mar city, CA.....	4,161
Carroll city, IA.....	10,103	DeLand city, FL.....	27,031
Cartersville city, GA.....	19,731	Delaware city, OH.....	34,753
Cary town, NC.....	135,234	Denison city, TX.....	22,682
Castine town, ME.....	1,366	Denton city, TX.....	113,383
Castle Rock town, CO.....	48,231	Denver city, CO.....	600,158
Cedar Hill city, TX.....	45,028	Des Moines city, IA.....	203,433
Cedar Rapids city, IA.....	126,326	Des Peres city, MO.....	8,373
Celina city, TX.....	6,028	Destin city, FL.....	12,305
Centennial city, CO.....	100,377	Dover city, NH.....	29,987
Chandler city, AZ.....	236,123	Dublin city, CA.....	46,036
Chandler city, TX.....	2,734	Dublin city, OH.....	41,751
Chanhassen city, MN.....	22,952	Duluth city, MN.....	86,265
Chapel Hill town, NC.....	57,233	Durham city, NC.....	228,330
Chardon city, OH.....	5,148	Durham County, NC.....	267,587
Charles County, MD.....	146,551	Dyer town, IN.....	16,390
Charlotte city, NC.....	731,424	Eagan city, MN.....	64,206
Charlotte County, FL.....	159,978	Eagle Mountain city, UT.....	21,415
Charlottesville city, VA.....	43,475	Eagle town, CO.....	6,508
Chattanooga city, TN.....	167,674	Eau Claire city, WI.....	65,883
Chautauqua town, NY.....	4,464	Eden Prairie city, MN.....	60,797
Chesterfield County, VA.....	316,236	Eden town, VT.....	1,323
Clackamas County, OR.....	375,992	Edgerton city, KS.....	1,671
Clarendon Hills village, IL.....	8,427	Edgewater city, CO.....	5,170
Clayton city, MO.....	15,939	Edina city, MN.....	47,941
Clearwater city, FL.....	107,685	Edmond city, OK.....	81,405
Cleveland Heights city, OH.....	46,121	Edmonds city, WA.....	39,709
Clinton city, SC.....	8,490	El Cerrito city, CA.....	23,549
Clive city, IA.....	15,447	El Dorado County, CA.....	181,058
Clovis city, CA.....	95,631	El Paso de Robles (Paso Robles) city, CA.....	29,793
College Park city, MD.....	30,413	Elk Grove city, CA.....	153,015
College Station city, TX.....	93,857	Elko New Market city, MN.....	4,110
Colleyville city, TX.....	22,807	Elmhurst city, IL.....	44,121
Collinsville city, IL.....	25,579	Englewood city, CO.....	30,255
Columbia city, MO.....	108,500	Erie town, CO.....	18,135
Columbia city, SC.....	129,272	Escambia County, FL.....	297,619
Columbia Falls city, MT.....	4,688	Estes Park town, CO.....	5,858
Commerce City city, CO.....	45,913	Euclid city, OH.....	48,920
Concord city, CA.....	122,067	Fairview town, TX.....	7,248
Concord town, MA.....	17,668	Farmers Branch city, TX.....	28,616

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Farmersville city, TX.....	3,301	Huntsville city, TX.....	38,548
Farmington Hills city, MI.....	79,740	Hurst city, TX.....	37,337
Farmington town, CT.....	25,340	Hutchinson city, MN.....	14,178
Fayetteville city, GA.....	15,945	Hutto city, TX.....	14,698
Fayetteville city, NC.....	200,564	Independence city, MO.....	116,830
Fernandina Beach city, FL.....	11,487	Indianola city, IA.....	14,782
Flagstaff city, AZ.....	65,870	Indio city, CA.....	76,036
Flower Mound town, TX.....	64,669	Iowa City city, IA.....	67,862
Forest Grove city, OR.....	21,083	Irving city, TX.....	216,290
Fort Collins city, CO.....	143,986	Issaquah city, WA.....	30,434
Franklin city, TN.....	62,487	Jackson city, MO.....	13,758
Frederick town, CO.....	8,679	Jackson County, MI.....	160,248
Fremont city, CA.....	214,089	James City County, VA.....	67,009
Friendswood city, TX.....	35,805	Jefferson County, NY.....	116,229
Fruita city, CO.....	12,646	Jefferson Parish, LA.....	432,552
Gahanna city, OH.....	33,248	Johnson City city, TN.....	63,152
Gaithersburg city, MD.....	59,933	Johnston city, IA.....	17,278
Galveston city, TX.....	47,743	Jupiter town, FL.....	55,156
Gardner city, KS.....	19,123	Kalamazoo city, MI.....	74,262
Georgetown city, TX.....	47,400	Kansas City city, KS.....	145,786
Germantown city, TN.....	38,844	Kansas City city, MO.....	459,787
Gilbert town, AZ.....	208,453	Keizer city, OR.....	36,478
Gillette city, WY.....	29,087	Kenmore city, WA.....	20,460
Glen Ellyn village, IL.....	27,450	Kennedale city, TX.....	6,763
Glendora city, CA.....	50,073	Kent city, WA.....	92,411
Glenview village, IL.....	44,692	Kerrville city, TX.....	22,347
Golden city, CO.....	18,867	Kettering city, OH.....	56,163
Golden Valley city, MN.....	20,371	Key West city, FL.....	24,649
Goodyear city, AZ.....	65,275	King City city, CA.....	12,874
Grafton village, WI.....	11,459	Kingman city, AZ.....	28,068
Grand Blanc city, MI.....	8,276	Kirkland city, WA.....	48,787
Grants Pass city, OR.....	34,533	Kirkwood city, MO.....	27,540
Grass Valley city, CA.....	12,860	Knoxville city, IA.....	7,313
Greeley city, CO.....	92,889	La Plata town, MD.....	8,753
Greenville city, NC.....	84,554	La Vista city, NE.....	15,758
Greenwich town, CT.....	61,171	Laguna Niguel city, CA.....	62,979
Greenwood Village city, CO.....	13,925	Lake Forest city, IL.....	19,375
Greer city, SC.....	25,515	Lake in the Hills village, IL.....	28,965
Gunnison County, CO.....	15,324	Lake Stevens city, WA.....	28,069
Haltom City city, TX.....	42,409	Lake Worth city, FL.....	34,910
Hamilton city, OH.....	62,477	Lake Zurich village, IL.....	19,631
Hamilton town, MA.....	7,764	Lakeville city, MN.....	55,954
Hampton city, VA.....	137,436	Lakewood city, CO.....	142,980
Hanover County, VA.....	99,863	Lakewood city, WA.....	58,163
Harrisburg city, SD.....	4,089	Lancaster County, SC.....	76,652
Harrisonburg city, VA.....	48,914	Lane County, OR.....	351,715
Harrisonville city, MO.....	10,019	Lansing city, MI.....	114,297
Hastings city, MN.....	22,172	Laramie city, WY.....	30,816
Hayward city, CA.....	144,186	Larimer County, CO.....	299,630
Henderson city, NV.....	257,729	Las Cruces city, NM.....	97,618
Herndon town, VA.....	23,292	Las Vegas city, NM.....	13,753
High Point city, NC.....	104,371	Lawrence city, KS.....	87,643
Highland Park city, IL.....	29,763	Lawrenceville city, GA.....	28,546
Highlands Ranch CDP, CO.....	96,713	Lee's Summit city, MO.....	91,364
Homer Glen village, IL.....	24,220	Lehi city, UT.....	47,407
Honolulu County, HI.....	953,207	Lenexa city, KS.....	48,190
Hooksett town, NH.....	13,451	Lewisville city, TX.....	95,290
Hopkins city, MN.....	17,591	Lewisville town, NC.....	12,639
Hopkinton town, MA.....	14,925	Libertyville village, IL.....	20,315
Hoquiam city, WA.....	8,726	Lincolnwood village, IL.....	12,590
Horry County, SC.....	269,291	Lindsborg city, KS.....	3,458
Howard village, WI.....	17,399	Little Chute village, WI.....	10,449
Hudson town, CO.....	2,356	Littleton city, CO.....	41,737
Huntley village, IL.....	24,291	Livermore city, CA.....	80,968

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Lombard village, IL.....	43,165	Mountlake Terrace city, WA.....	19,909
Lone Tree city, CO.....	10,218	Murphy city, TX.....	17,708
Long Grove village, IL.....	8,043	Naperville city, IL.....	141,853
Longmont city, CO.....	86,270	Napoleon city, OH.....	8,749
Longview city, TX.....	80,455	Nederland city, TX.....	17,547
Lonsdale city, MN.....	3,674	Needham CDP, MA.....	28,886
Los Alamos County, NM.....	17,950	Nevada City city, CA.....	3,068
Los Altos Hills town, CA.....	7,922	Nevada County, CA.....	98,764
Loudoun County, VA.....	312,311	New Braunfels city, TX.....	57,740
Louisville city, CO.....	18,376	New Brighton city, MN.....	21,456
Lower Merion township, PA.....	57,825	New Concord village, OH.....	2,491
Lynchburg city, VA.....	75,568	New Hope city, MN.....	20,339
Lynnwood city, WA.....	35,836	New Orleans city, LA.....	343,829
Macomb County, MI.....	840,978	New Smyrna Beach city, FL.....	22,464
Manassas city, VA.....	37,821	New Ulm city, MN.....	13,522
Manhattan Beach city, CA.....	35,135	Newberg city, OR.....	22,068
Manhattan city, KS.....	52,281	Newport city, RI.....	24,672
Mankato city, MN.....	39,309	Newport News city, VA.....	180,719
Maple Grove city, MN.....	61,567	Newton city, IA.....	15,254
Maplewood city, MN.....	38,018	Noblesville city, IN.....	51,969
Maricopa County, AZ.....	3,817,117	Norcross city, GA.....	9,116
Marin County, CA.....	252,409	Norfolk city, NE.....	24,210
Marion city, IA.....	34,768	Norfolk city, VA.....	242,803
Mariposa County, CA.....	18,251	North Mankato city, MN.....	13,394
Marshfield city, WI.....	19,118	North Port city, FL.....	57,357
Martinez city, CA.....	35,824	North Richland Hills city, TX.....	63,343
Marysville city, WA.....	60,020	North Yarmouth town, ME.....	3,565
Matthews town, NC.....	27,198	Novato city, CA.....	51,904
Maui County, HI.....	154,834	Novi city, MI.....	55,224
McAllen city, TX.....	129,877	O'Fallon city, IL.....	28,281
McKinney city, TX.....	131,117	O'Fallon city, MO.....	79,329
McMinnville city, OR.....	32,187	Oak Park village, IL.....	51,878
Mecklenburg County, NC.....	919,628	Oakland city, CA.....	390,724
Menlo Park city, CA.....	32,026	Oakley city, CA.....	35,432
Menomonee Falls village, WI.....	35,626	Oklaoma City city, OK.....	579,999
Mercer Island city, WA.....	22,699	Olathe city, KS.....	125,872
Meridian charter township, MI.....	39,688	Old Town city, ME.....	7,840
Meridian city, ID.....	75,092	Olmsted County, MN.....	144,248
Merriam city, KS.....	11,003	Olympia city, WA.....	46,478
Mesa city, AZ.....	439,041	Orange village, OH.....	3,323
Mesa County, CO.....	146,723	Orland Park village, IL.....	56,767
Miami Beach city, FL.....	87,779	Orleans Parish, LA.....	343,829
Miami city, FL.....	399,457	Oshkosh city, WI.....	66,083
Middleton city, WI.....	17,442	Oshtemo charter township, MI.....	21,705
Midland city, MI.....	41,863	Oswego village, IL.....	30,355
Milford city, DE.....	9,559	Ottawa County, MI.....	263,801
Milton city, GA.....	32,661	Overland Park city, KS.....	173,372
Minneapolis city, MN.....	382,578	Paducah city, KY.....	25,024
Minnetrista city, MN.....	6,384	Palm Beach Gardens city, FL.....	48,452
Missouri City city, TX.....	67,358	Palm Coast city, FL.....	75,180
Modesto city, CA.....	201,165	Palo Alto city, CA.....	64,403
Moline city, IL.....	43,483	Palos Verdes Estates city, CA.....	13,438
Monroe city, MI.....	20,733	Papillion city, NE.....	18,894
Monterey city, CA.....	27,810	Paradise Valley town, AZ.....	12,820
Montgomery city, MN.....	2,956	Park City city, UT.....	7,558
Montgomery County, MD.....	971,777	Parker town, CO.....	45,297
Monticello city, UT.....	1,972	Parkland city, FL.....	23,962
Montrose city, CO.....	19,132	Pasco city, WA.....	59,781
Monument town, CO.....	5,530	Pasco County, FL.....	464,697
Moraga town, CA.....	16,016	Payette city, ID.....	7,433
Morristown city, TN.....	29,137	Pearland city, TX.....	91,252
Morrisville town, NC.....	18,576	Peoria city, AZ.....	154,065
Morro Bay city, CA.....	10,234	Peoria city, IL.....	115,007
Mountain Village town, CO.....	1,320	Pflugerville city, TX.....	46,936

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Pinehurst village, NC.....	13,124	Santa Monica city, CA.....	89,736
Piqua city, OH.....	20,522	Sarasota County, FL.....	379,448
Pitkin County, CO.....	17,148	Savage city, MN.....	26,911
Plano city, TX.....	259,841	Schaumburg village, IL.....	74,227
Platte City city, MO.....	4,691	Schertz city, TX.....	31,465
Pleasant Hill city, IA.....	8,785	Scott County, MN.....	129,928
Pleasanton city, CA.....	70,285	Scottsdale city, AZ.....	217,385
Polk County, IA.....	430,640	Sedona city, AZ.....	10,031
Pompano Beach city, FL.....	99,845	Sevierville city, TN.....	14,807
Port Orange city, FL.....	56,048	Shakopee city, MN.....	37,076
Port St. Lucie city, FL.....	164,603	Sharonville city, OH.....	13,560
Portland city, OR.....	583,776	Shawnee city, KS.....	62,209
Powell city, OH.....	11,500	Shawnee city, OK.....	29,857
Powhatan County, VA.....	28,046	Sherborn town, MA.....	4,119
Prince William County, VA.....	402,002	Shoreline city, WA.....	53,007
Prior Lake city, MN.....	22,796	Shoreview city, MN.....	25,043
Pueblo city, CO.....	106,595	Shorewood village, IL.....	15,615
Purcellville town, VA.....	7,727	Shorewood village, WI.....	13,162
Queen Creek town, AZ.....	26,361	Sierra Vista city, AZ.....	43,888
Raleigh city, NC.....	403,892	Silverton city, OR.....	9,222
Ramsey city, MN.....	23,668	Sioux Center city, IA.....	7,048
Raymond town, ME.....	4,436	Sioux Falls city, SD.....	153,888
Raymore city, MO.....	19,206	Skokie village, IL.....	64,784
Redmond city, OR.....	26,215	Snoqualmie city, WA.....	10,670
Redmond city, WA.....	54,144	Snowmass Village town, CO.....	2,826
Redwood City city, CA.....	76,815	Somerset town, MA.....	18,165
Reno city, NV.....	225,221	South Jordan city, UT.....	50,418
Reston CDP, VA.....	58,404	South Lake Tahoe city, CA.....	21,403
Richland city, WA.....	48,058	Southlake city, TX.....	26,575
Richmond city, CA.....	103,701	Spearfish city, SD.....	10,494
Richmond Heights city, MO.....	8,603	Spring Hill city, KS.....	5,437
Rio Rancho city, NM.....	87,521	Springfield city, MO.....	159,498
River Falls city, WI.....	15,000	Springville city, UT.....	29,466
Riverside city, CA.....	303,871	St. Augustine city, FL.....	12,975
Roanoke city, VA.....	97,032	St. Charles city, IL.....	32,974
Roanoke County, VA.....	92,376	St. Cloud city, FL.....	35,183
Rochester city, NY.....	210,565	St. Joseph city, MO.....	76,780
Rochester Hills city, MI.....	70,995	St. Joseph town, WI.....	3,842
Rock Hill city, SC.....	66,154	St. Louis County, MN.....	200,226
Rockville city, MD.....	61,209	State College borough, PA.....	42,034
Roeland Park city, KS.....	6,731	Steamboat Springs city, CO.....	12,088
Rogers city, MN.....	8,597	Sugar Grove village, IL.....	8,997
Rohnert Park city, CA.....	40,971	Sugar Land city, TX.....	78,817
Rolla city, MO.....	19,559	Suisun City city, CA.....	28,111
Roselle village, IL.....	22,763	Summit County, UT.....	36,324
Rosemount city, MN.....	21,874	Summit village, IL.....	11,054
Rosenberg city, TX.....	30,618	Sunnyvale city, CA.....	140,081
Roseville city, MN.....	33,660	Surprise city, AZ.....	117,517
Round Rock city, TX.....	99,887	Suwanee city, GA.....	15,355
Royal Oak city, MI.....	57,236	Tacoma city, WA.....	198,397
Royal Palm Beach village, FL.....	34,140	Takoma Park city, MD.....	16,715
Sacramento city, CA.....	466,488	Tamarac city, FL.....	60,427
Sahuarita town, AZ.....	25,259	Temecula city, CA.....	100,097
Sammamish city, WA.....	45,780	Tempe city, AZ.....	161,719
San Anselmo town, CA.....	12,336	Temple city, TX.....	66,102
San Diego city, CA.....	1,307,402	Texarkana city, TX.....	36,411
San Francisco city, CA.....	805,235	The Woodlands CDP, TX.....	93,847
San Jose city, CA.....	945,942	Thousand Oaks city, CA.....	126,683
San Marcos city, CA.....	83,781	Tigard city, OR.....	48,035
San Marcos city, TX.....	44,894	Tracy city, CA.....	82,922
San Rafael city, CA.....	57,713	Trinidad CCD, CO.....	12,017
Sangamon County, IL.....	197,465	Tualatin city, OR.....	26,054
Santa Fe city, NM.....	67,947	Tulsa city, OK.....	391,906
Santa Fe County, NM.....	144,170	Tustin city, CA.....	75,540

Twin Falls city, ID.....	44,125
Unalaska city, AK.....	4,376
University Heights city, OH.....	13,539
University Park city, TX.....	23,068
Upper Arlington city, OH.....	33,771
Urbandale city, IA.....	39,463
Vail town, CO.....	5,305
Ventura CCD, CA.....	111,889
Vernon Hills village, IL.....	25,113
Vestavia Hills city, AL.....	34,033
Victoria city, MN.....	7,345
Vienna town, VA.....	15,687
Virginia Beach city, VA.....	437,994
Walnut Creek city, CA.....	64,173
Warrensburg city, MO.....	18,838
Washington County, MN.....	238,136
Washington town, NH.....	1,123
Washoe County, NV.....	421,407
Washougal city, WA.....	14,095
Wauwatosa city, WI.....	46,396
Waverly city, IA.....	9,874
Wentzville city, MO.....	29,070
West Carrollton city, OH.....	13,143
Western Springs village, IL.....	12,975
Westerville city, OH.....	36,120
Westlake town, TX.....	992
Westminster city, CO.....	106,114
Weston town, MA.....	11,261
Wheat Ridge city, CO.....	30,166
White House city, TN.....	10,255
Wichita city, KS.....	382,368
Williamsburg city, VA.....	14,068
Willowbrook village, IL.....	8,540
Wilmington city, NC.....	106,476
Wilsonville city, OR.....	19,509
Windsor town, CO.....	18,644
Windsor town, CT.....	29,044
Winnetka village, IL.....	12,187
Winter Garden city, FL.....	34,568
Woodbury city, MN.....	61,961
Woodinville city, WA.....	10,938
Woodland city, CA.....	55,468
Wyandotte County, KS.....	157,505
Yakima city, WA.....	91,067
York County, VA.....	65,464
Yorktown town, IN.....	9,405
Yorkville city, IL.....	16,921
Yountville city, CA.....	2,933

Minnesota Benchmark Comparisons

Table 158: Question 1

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
How would you rate the quality of life in Edina?	98%	3	34	Higher

Table 159: Question 2

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Overall feeling of safety in Edina	96%	5	26	Higher
Overall ease of getting to the places you usually have to visit	86%	5	21	Similar
Quality of overall natural environment in Edina	91%	7	21	Similar
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	80%	4	19	Similar
Health and wellness opportunities in Edina	93%	3	20	Higher
Overall opportunities for education and enrichment	94%	1	20	Higher
Overall economic health of Edina	94%	1	20	Higher
Sense of community	74%	2	24	Similar
Overall image or reputation of Edina	89%	5	25	Higher
Neighborliness of residents in Edina	76%	2	17	Higher

Table 160: Question 3

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Recommend living in Edina to someone who asks	94%	7	20	Similar
Remain in Edina for the next five years	90%	8	20	Similar

Table 161: Question 7

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
In your neighborhood	97%	8	20	Similar
In the 50th & France area (downtown area)	94%	12	21	Similar

Table 162: Question 9

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Traffic flow on major streets	53%	19	20	Similar
Ease of public parking	61%	9	12	Similar
Ease of travel by car in Edina	75%	15	22	Similar
Ease of travel by public transportation in Edina	46%	NA	NA	NA
Ease of travel by bicycle in Edina	65%	12	20	Similar
Ease of walking in Edina	65%	16	21	Similar
Availability of paths and walking trails	79%	11	21	Similar
Air quality	89%	7	17	Similar
Cleanliness of Edina	95%	4	21	Higher
Public places where people want to spend time	86%	2	18	Higher
Variety of housing options	51%	18	22	Similar
Availability of affordable quality housing	32%	23	26	Lower
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	5	20	Similar
Recreational opportunities	87%	2	24	Higher
K-12 education	90%	3	20	Higher
Adult educational opportunities	89%	1	18	Much higher
Opportunities to attend cultural/arts/music activities	77%	1	19	Higher
Employment opportunities	70%	1	25	Higher
Shopping opportunities	93%	1	21	Much higher
Cost of living in Edina	51%	9	19	Similar
Overall quality of business and service establishments in Edina	92%	1	21	Higher
Opportunities to participate in social events and activities	78%	1	17	Higher
Opportunities to volunteer	81%	1	19	Higher
Opportunities to participate in community matters	76%	1	18	Higher

Table 163: Question 13

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Police services	92%	2	33	Higher
Fire services	98%	1	27	Similar
Ambulance or emergency medical services	98%	1	19	Higher
Crime prevention	94%	1	21	Higher
Fire prevention and education	96%	1	21	Similar
Traffic enforcement	81%	1	20	Similar
Street repair	60%	8	28	Similar
Street cleaning	81%	2	21	Higher
Street lighting	77%	2	24	Similar
Snow removal	87%	1	35	Higher
Sidewalk maintenance	79%	1	21	Higher
Traffic signal timing	69%	2	20	Similar
Bus or transit services	62%	6	17	Similar
Garbage collection	89%	2	16	Similar
Recycling	84%	9	23	Similar
Yard waste pickup	84%	1	12	Similar
Storm drainage	81%	5	25	Similar
Drinking water	69%	18	25	Similar
Sewer services	89%	6	24	Similar
Utility billing	83%	3	18	Similar
City parks	94%	5	24	Similar
Recreation programs or classes	93%	1	21	Higher
Recreation centers or facilities	89%	2	20	Higher
Land use, planning and zoning	53%	18	24	Similar
Code enforcement (weeds, abandoned buildings, etc.)	72%	3	25	Similar
Animal control	82%	2	27	Similar
Economic development	74%	6	22	Similar
Public health services	88%	2	15	Higher
Public information services/communication from the City	82%	2	18	Similar
Cable television (Comcast/Xfinity)	55%	3	16	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	81%	3	21	Similar
Edina open space	70%	6	18	Similar
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	78%	3	16	Similar
Overall quality of services provided by the City of Edina	89%	2	32	Similar

Table 164: Question 14

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
The value of services for the taxes paid to Edina	78%	1	33	Higher
The job Edina government does at welcoming resident involvement	65%	5	21	Similar
Overall confidence in Edina government	64%	7	20	Similar
Generally acting in the best interest of the community	62%	10	20	Similar
Treating all residents fairly	65%	7	19	Similar

Table 165: Question 16

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Knowledge	92%	4	11	Similar
Courtesy	92%	2	5	Similar
Responsiveness	88%	5	11	Similar
Overall customer service	88%	2	31	Similar

Table 166: Question 31

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Appearance	85%	NA	NA	NA
Online information and services offered	81%	NA	NA	NA
Ease of navigation/ability to find information	56%	NA	NA	NA
Overall quality of the City of Edina website	75%	2	7	Similar

Table 167: Question D1

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
What impact, if any, do you think the economy will have on your family income in the next 6 months?	27%	15	18	Similar

Minnesota Benchmark Comparison Communities

The communities included in the Minnesota comparisons are listed below along with their population according to the 2010 Census.

Albert Lea city, MN	18,016
Bloomington city, MN.....	82,893
Brooklyn Center city, MN.....	30,104
Chanhassen city, MN	22,952
Coon Rapids city, MN.....	61,476
Dakota County, MN	398,552
Duluth city, MN.....	86,265
Eagan city, MN.....	64,206
Eden Prairie city, MN.....	60,797
Edina city, MN.....	47,941
Elko New Market city, MN.....	4,110
Golden Valley city, MN	20,371
Hastings city, MN.....	22,172
Hopkins city, MN	17,591
Hutchinson city, MN.....	14,178
Lakeville city, MN.....	55,954
Lonsdale city, MN.....	3,674
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Maplewood city, MN.....	38,018
Minneapolis city, MN.....	382,578
Minnetrissa city, MN.....	6,384
Montgomery city, MN.....	2,956
New Brighton city, MN	21,456
New Hope city, MN.....	20,339
New Ulm city, MN	13,522
North Mankato city, MN	13,394
Olmsted County, MN	144,248
Prior Lake city, MN	22,796
Ramsey city, MN.....	23,668
Rogers city, MN	8,597
Rosemount city, MN.....	21,874
Roseville city, MN.....	33,660
Savage city, MN.....	26,911
Scott County, MN	129,928
Shakopee city, MN.....	37,076
Shoreview city, MN.....	25,043
St. Louis County, MN.....	200,226
Victoria city, MN	7,345
Washington County, MN	238,136
Woodbury city, MN	61,961

Appendix E: Survey Methodology

Developing the Questionnaire

The City of Edina 2019 Quality of Life Survey was first administered in 2011. General resident surveys, such as this one, ask recipients their perspectives about the quality of life in the city, use of city amenities, opinions on policy issues facing the city and assessments of city service delivery. The 2019 survey instrument was developed by starting with the version from the previous implementation in 2017. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2019 questionnaire. The City elected to add a page of questions to the 2019 survey so, through an iterative process between City staff and NRC staff, a final six-page questionnaire was created. The City of Edina funded this research. Please contact Jennifer Bennerotte of the City of Edina at JBennerotte@EdinaMN.gov if you have any questions about the survey.

Selecting Survey Recipients

“Sampling” refers to the method by which households were chosen to receive the survey. All households within the City of Edina were eligible to participate in the survey. A list of all households within the zip codes serving Edina was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Edina households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Edina boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within the northeast, northwest, southeast or southwest quadrant of the city.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every Nth one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected 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 starting on February 15, 2019. 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 survey was available only in English.

The mailings were sent in February and March of 2019. Completed surveys were collected over the following six weeks. About 7% 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 1,401 households presumed to have received a survey, 427 completed the survey (96 of which were completed online), providing a response rate of 30%. Response rates by geographic quadrant ranged from a low of 25% in the southeast quadrant to a high of 41% in the northwest quadrant of the city. The response rates were calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons.

Table 168: Response Rate by Quadrant

Quadrant	Number Mailed	Number Undeliverable	Number Received	Number Returned	Response Rate
Northeast	267	13	254	105	41%
Northwest	406	25	381	118	31%
Southeast	616	50	566	143	25%
Southwest	211	11	200	61	31%
Overall	1,500	99	1,401	427	30%

Confidence Intervals and 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 5% 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 5% around any given percent reported for all respondents, 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.

¹ See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

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.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Weighting the Data

The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. This is done by: 1) reviewing the respondent 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. Several different weighting “schemes” are tested to ensure the best fit for the data. The variables used for weighting were respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own) and geographic location of the respondent’s residence. No adjustments were made for design effects. The results of the weighting scheme are presented in the table on the following page.

Table 169: 2019 City of Edina Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	25%	16%	25%
Own home	75%	84%	75%
Detached unit	58%	61%	59%
Attached unit	42%	39%	41%
Race and Ethnicity			
White	90%	93%	89%
Not white	10%	7%	11%
Not Hispanic	98%	99%	97%
Hispanic	2%	1%	3%
Sex and Age			
Female	54%	59%	54%
Male	46%	41%	46%
18-34 years of age	18%	8%	17%
35-54 years of age	37%	22%	37%
55+ years of age	45%	70%	46%
Females 18-34	9%	4%	9%
Females 35-54	19%	11%	18%
Females 55+	26%	43%	26%
Males 18-34	9%	3%	8%
Males 35-54	18%	9%	18%
Males 55+	19%	28%	19%
Geographic Quadrant*			
Northeast	22%	25%	22%
Northwest	28%	28%	28%
Southeast	34%	33%	34%
Southwest	16%	14%	16%

¹Source: 5-year estimates from the 2015 American Community Survey

*Source: Sample list purchased from Go-Dog Direct

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 A: Responses to Survey Questions*.

Also included are results by respondent characteristics (*Appendix C: Survey Results 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 in the appendices.

Comparing to Prior 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 and later survey 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 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 and 2011. Differences that do not reach this threshold should not be considered changes worthy of further interpretation.

Appendix F: 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,

A handwritten signature in black ink, appearing to read "Scott H. Neal". The signature is fluid and cursive, with the first name "Scott" being more prominent.

Scott H. Neal
City Manager

Dear Edina Resident,

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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



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Edina, Minnesota 55424

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



February 2019

Dear Edina Resident:

Please help us shape the future of Edina! You have been randomly selected to participate in the 2019 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:**

Please do not share your survey link. This survey is for randomly selected households only.

If you have any questions about the survey, please call the Communications & Technology Services Department at 952-826-0359.

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



March 2019

Dear Edina Resident:

Here's a second chance if you haven't already responded to the 2019 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 2019 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:**

Please do not share your survey link. This survey is for randomly selected households only.

If you have any questions about the survey, please call the Communications & Technology Services Department at 952-826-0359.

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 2019 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. 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 community:

	<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.)

- ☐ Family lives here/born or raised here ☐ Affordable housing ☐ Amenities (e.g., parks, library, etc.)
☐ Job was here (or nearby) ☐ Attractive community ☐ Good neighborhoods
☐ Good schools ☐ Safe community ☐ 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 & France area (downtown area)	1	2	3	4	5	6
In the Southdale area.....	1	2	3	4	5	6

8. Please rate how welcoming Edina is as a community:

	<i>Very welcoming</i>	<i>Welcoming</i>	<i>Somewhat welcoming</i>	<i>Not welcoming</i>	<i>Don't know</i>
For people who are Asian, Asian Indian or Pacific Islander.....	1	2	3	4	5
For people who are Black or African American	1	2	3	4	5
For people who are Hispanic.....	1	2	3	4	5
For people who are American Indian or Alaskan Native	1	2	3	4	5
For people who are White	1	2	3	4	5
For people whose first language is not English	1	2	3	4	5
For people who are not U.S. citizens.....	1	2	3	4	5
For people who have a lower income	1	2	3	4	5
For people who are of Christian faith	1	2	3	4	5
For people who are of Jewish faith.....	1	2	3	4	5
For people who are of Muslim faith.....	1	2	3	4	5
For people who are of Buddhist faith.....	1	2	3	4	5
For people who are of Hindu faith	1	2	3	4	5
For people who are agnostic or atheist	1	2	3	4	5

The City of Edina 2019 Quality of Life Survey

9. 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

10. 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

11. 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

12. First, tell us about how many times in the last 12 months, if ever, you or other household members used any of the following Edina Parks & Recreation Department amenities. Then please rate the quality of each, regardless of your household's use of the 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>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Trails.....	1	2	3	4	5	1	2	3	4	5
Dog parks/off-leash areas	1	2	3	4	5	1	2	3	4	5
Neighborhood parks	1	2	3	4	5	1	2	3	4	5
Large community athletic fields.....	1	2	3	4	5	1	2	3	4	5
Edinborough Park.....	1	2	3	4	5	1	2	3	4	5
Centennial Lakes Park	1	2	3	4	5	1	2	3	4	5
Edina Aquatic Center	1	2	3	4	5	1	2	3	4	5
Edina Senior Center	1	2	3	4	5	1	2	3	4	5
Braemar Arena (ice arena).....	1	2	3	4	5	1	2	3	4	5
Edina Art Center	1	2	3	4	5	1	2	3	4	5
Braemar Golf Course.....	1	2	3	4	5	1	2	3	4	5
Braemar Golf Dome	1	2	3	4	5	1	2	3	4	5
Braemar Field (sports dome).....	1	2	3	4	5	1	2	3	4	5

The City of Edina 2019 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 pickup.....	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 information services/communication from the City.....	1	2	3	4	5
Cable television (Comcast/Xfinity).....	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 (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.).....	1	2	3	4	5
Overall quality of services provided by the City of Edina.....	1	2	3	4	5

14. 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 resident 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

15. Which of the following departments have you had contact with in the past 12 months by email, phone or in person? (Please select all that apply.)

- | | | |
|---|--|---|
| <input type="radio"/> I have not contacted the City → go to question 17 | <input type="radio"/> Engineering | <input type="radio"/> Planning/Economic Development |
| <input type="radio"/> General information | <input type="radio"/> Finance | <input type="radio"/> Police |
| <input type="radio"/> Assessing | <input type="radio"/> Fire | <input type="radio"/> Public Works |
| <input type="radio"/> Building Inspections | <input type="radio"/> Health | <input type="radio"/> Street Maintenance |
| <input type="radio"/> City Clerk | <input type="radio"/> Human Resources | <input type="radio"/> Utilities |
| <input type="radio"/> City Manager/Administration | <input type="radio"/> I.T./Technology services | <input type="radio"/> Utility Billing |
| <input type="radio"/> Communications | <input type="radio"/> Parks & Recreation | <input type="radio"/> Other: _____ |

16. 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

The City of Edina 2019 Quality of Life Survey

17. Considering your property taxes in comparison to neighboring cities, property taxes in Edina are...

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

18. 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

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

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

20. 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

21. How important for the people of Edina is it that local government focuses on creating a diverse and inclusive city?

- ☐ Essential
 ☐ Very important
 ☐ Somewhat important
 ☐ Not at all important
 ☐ Don't know

22. Please rate the job you feel the City does at each of the following:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Making all residents feel welcome and that they belong.....	1	2	3	4	5
Helping new residents feel connected and integrated.....	1	2	3	4	5
Attracting people from diverse backgrounds	1	2	3	4	5
Valuing residents from diverse backgrounds	1	2	3	4	5
Providing a safe and secure environment for residents of all backgrounds.....	1	2	3	4	5

23. 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

24. The City of Edina owns and operates three municipal liquor stores. Profits from Edina Liquor are used to offset operating costs and for capital expenses at recreational 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

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. How strongly do you agree or disagree with each of the following statements?

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
Our City should invest in programs and create policies to address climate change	1	2	3	4	5
Our City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency	1	2	3	4	5
Our City should enact ordinances and programs requiring higher green building and development standards.....	1	2	3	4	5
Our City should invest in renewable energy and test technologies to get to net zero emissions.....	1	2	3	4	5

The City of Edina 2019 Quality of Life Survey

27. First, rate the quality of each of the following services provided by the City of Edina. Then rate how important, if at all, each service is to the Edina community.

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Energy conservation and efficiency programs.....	1	2	3	4	5	1	2	3	4	5
Fostering natural habitats in public spaces	1	2	3	4	5	1	2	3	4	5
Encouraging natural habitat on residential and commercial land.....	1	2	3	4	5	1	2	3	4	5
Increasing renewable energy programs	1	2	3	4	5	1	2	3	4	5
Adapting to climate change	1	2	3	4	5	1	2	3	4	5
Composting collection services	1	2	3	4	5	1	2	3	4	5
Water conservation programs	1	2	3	4	5	1	2	3	4	5
Transportation emission reduction (i.e. bike lanes and public EV charging)	1	2	3	4	5	1	2	3	4	5

28. 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>
<i>About Town</i> City magazine.....	1	2	3	4
<i>Parks & Recreation Activities Directory</i>	1	2	3	4
<i>Edina Sun-Current</i> newspaper.....	1	2	3	4
<i>Edition: Edina</i> monthly newsletter	1	2	3	4
<i>Star-Tribune</i> newspaper	1	2	3	4
City's website (www.EdinaMN.gov).....	1	2	3	4
Edina TV	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
NextDoor	1	2	3	4
Online web stream videos on YouTube or Granicus	1	2	3	4
City's e-mail subscription service (<i>City Extra</i>)	1	2	3	4
Word of mouth from friends, family or neighbors	1	2	3	4

29. How effective, if at all, are each of the following communication tools for keeping informed of City activities?

	<i>Very effective</i>	<i>Somewhat effective</i>	<i>Somewhat ineffective</i>	<i>Very ineffective</i>	<i>Don't know</i>
The magazine <i>About Town</i>	1	2	3	4	5
The newsletter <i>Edition: Edina</i>	1	2	3	4	5

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

- ☐ No → go to question 32
☐ Yes → go to question 31

31. 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

The City of Edina 2019 Quality of Life Survey

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.

32. To what extent, if at all, have you been concerned about each of the following issues in your household in the last 12 months?

	<i>Not a concern</i>	<i>Minor concern</i>	<i>Moderate concern</i>	<i>Major concern</i>	<i>Don't know</i>
Feeling socially isolated or disconnected from others	1	2	3	4	5
Having access to health care	1	2	3	4	5
Being able to age in place (e.g., remain in your home as you get older)	1	2	3	4	5
Running out of food before you had money to buy more	1	2	3	4	5
Having enough money to pay your rent or mortgage	1	2	3	4	5

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 \$600 per month
 ☐ \$1,500 - \$2,499 per month
☐ \$600 - \$999 per month
 ☐ \$2,500 or more per month
☐ \$1,000 - \$1,499 per month

D8. How much do you anticipate your household's total income before taxes will be for the current year? (Please include 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

D9. Do any children 17 or under live in your household?

- ☐ No
 ☐ Yes

D10. Are you or any other members of your household aged 65 or older?

- ☐ No
 ☐ Yes

D11. Do you speak a language(s) other than English at home?

- ☐ No, English only → go to question D12
☐ Yes → **which language?**
☐ Persian/Farsi
 ☐ Spanish
 ☐ Chinese
 ☐ Korean
☐ Vietnamese
 ☐ Russian
 ☐ Other: _____
☐ Hmong

D12. Is English your first language?

- ☐ No
☐ Yes

D13. What is your religious or spiritual identity? (Check all that apply.)

- ☐ Agnostic
 ☐ Jewish
☐ Atheist
 ☐ Muslim
☐ Buddhist
 ☐ Spiritual, but no religious affiliation
☐ Christian
 ☐ No affiliation
☐ Hindu
 ☐ Other (please specify) _____

Please respond to both questions D14 and D15:

D14. Are you Spanish, Hispanic or Latino?

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

D15. 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

D16. What other races, if any, are represented in your home? (Check all that apply).

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

D17. In which category is your age?

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

D18. What is your gender/gender identity?

- ☐ Female
☐ Male
☐ Prefer to identify another way

**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**

A photograph of a park scene. In the foreground, a blue paddleboat with two people inside is on a calm pond. The water reflects the surrounding greenery and the bridge. In the background, a dark metal arched bridge spans the pond. People are walking on the bridge. The area is surrounded by lush green trees and bushes. In the distance, a multi-story building is visible.

VISION EDINA CITY OF EDINA STRATEGIC VISION and FRAMEWORK

This vision and framework is an outcome of the broad-based community engagement and visioning process, conducted between September and December 2014

May 2015

CITY OF EDINA STRATEGIC VISION AND FRAMEWORK VISION EDINA

This vision and framework is an outcome of the broad-based community engagement and visioning process, conducted between September and December 2014.

May 2015





VISION EDINA

Vision Edina represents a fresh look at the future for the City of Edina. This work builds on the previous Edina Vision 20/20 planning work that was undertaken 15 years ago. Since that time, the world has changed. We are subject to stronger external trends and forces, and we face renewed pressures with increasing population and developmental pressure. The future we face is one filled with greater uncertainty, more rapid pace of change and emerging new opportunities. Vision Edina allows us to step back and look again at the big picture, and decide how we continue to evolve to remain a relevant, competitive and progressive city.

Vision Edina is a long-term strategic framework that helps our community understand and guide the important decision-making that will impact Edina's future. This framework lays out the key issues identified by our community, which we need to be focusing our attention and resources on, over the coming years. The Vision Edina work and publications have been developed through a broad-based and inclusive community visioning process conducted in 2014.

It is proposed that the current City of Edina mission statement remain largely unchanged. This is a potent and relevant mission statement that has, and continues to, serve the City well.

“Our mission is to provide effective and valued public services, maintain a sound public infrastructure, offer premier public facilities and guide the development and redevelopment of lands, all in a manner that sustains and improves the health and uncommonly high quality of life enjoyed by our residents and businesses.”



EDINA'S VISION STATEMENT

Edina holds a well-earned reputation as a city of choice. It is the model of a successful, mature, and progressive urban community, that strives to lead in a modern and evolving world. We maintain our heritage and attractiveness, and afford our residents the highest quality of life, while actively embracing the future.

The features that define our future community include:

Inclusive and Connected

- Our community embraces diversity and cherishes the contributions of all residents and stakeholders.
- Our community offers an enticing mix of residential development that retains and builds upon our strong foundation of single-family housing, but also includes a dimension of higher density multi-family options, especially for the young and the old.
- We strive to promote a healthy demographic mix that builds on the tradition of multi-generational families, and also provides entry opportunities for new people seeking to raise families, start businesses, and join our quality community.
- Our residents enjoy a wide range of transportation options that foster mobility and interconnectedness.
- Our cohesive neighborhoods are able to retain their unique individual character, while being linked seamlessly together into the broader fabric of our city.
- Our residents benefit from close access to parks and other gathering spaces where they can regenerate, connect with community members and enjoy nature.

Built-to-Scale Development

- Our community has worked hard to create an innovative and long-term comprehensive development policy that strikes the right balance between renewal and progress, and protection and preservation.
- Our development policy promotes partnerships between developers and community members and encourages innovative ideas.
- Our community's commercial and retail base has been significantly enhanced through the creation of more mixed-use locations, carefully woven throughout our neighborhoods.
- We have proactively developed planning procedures and policies that allow the character of our neighborhoods to be preserved and enhanced. Local development reflects the aspirations of both neighborhood residents and the community as a whole.

Sustainable Environment

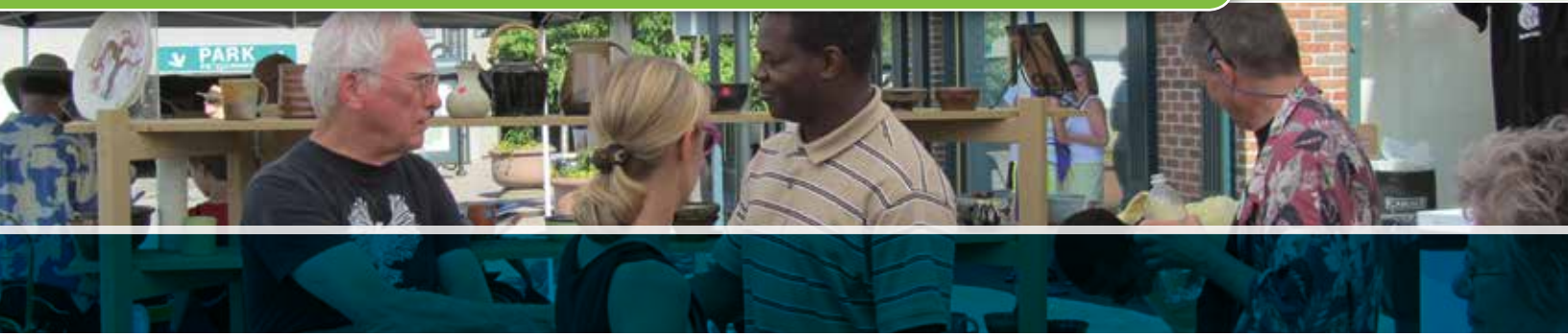
- Edina has focused and invested in world-class citywide resource management systems, built around the leading principles of environmental sustainability.
- We have substantially reduced our overall environmental impact and significantly increased our resource use efficiency.
- Our planning has integrated the best-proven standards of sustainable building and environmental stewardship into all aspects of our city planning and building codes.
- Our community continues to treasure and protect our public spaces and parks. We have enhanced our biodiversity and natural ecosystems, which in turn support and purify our natural environment.

A Community of Learning

- Edina has continued to evolve as a highly engaged community, where residents share the responsibility for decision making and working collectively toward the common vision.
- We recognize and appreciate the significant value of our education system, and we continue to work and invest to strengthen and grow this key community asset.
- As technology and society have evolved, so has our prized education system. We have a high quality, future-oriented education system, which undeniably prepares our students to thrive in an increasingly competitive and globalized world.
- As residents, we never tire in our pursuit of knowledge and understanding. We collectively promote the value of engagement and education, and we ensure that we have the capacity as a community to understand and remain agile in a fast changing and complex world.

Future-Oriented

- As a community, we continually look forward and are always working to remain competitive, relevant and innovative. We stand on the foundation of our traditions, but are not afraid to adapt and change as the city evolves.
- Our city leaders and organizations are actively engaged in regional leadership and in ensuring the interests of Edina are represented at the level of the Twin Cities metropolis, but also beyond.
- Edina is willing to use its resources and expertise to apply new ideas and technology, and we actively invest ourselves in finding and creating innovative solutions to the emerging challenges of living in a major city.



STRATEGIC FOCUS AREA, ISSUES AND ACTIONS

Eight key strategic focus areas have emerged through the Vision Edina process. These areas are built from the key drivers and issues identified early in the Vision Edina process, and have carried through the extensive community and stakeholder engagement process. These focus areas, and the attendant issues and actions, represent emerging priority areas that can both leverage and guide the future evolution of our city. This is not intended to be an exhaustive list, and in no way displaces the underlying foundational work that continues on our key areas of infrastructure, community services, governance and fiscal management. Rather, these strategic focus areas represent key emerging priorities, and reflect the core drivers of our future that can be summarized in the categories of ***Balancing Edina's Redevelopment***, and ***Enhancing Our Community Fabric and Character***.





1. RESIDENTIAL DEVELOPMENT MIX

The issue of residential property development has been repeatedly raised throughout the Vision Edina process. The City has been faced with a number of redevelopment pressures and challenges across numerous areas. Residents strongly favor a continued focus on the single-family housing nature of the majority of the city neighborhoods, but there is increasing concern about the trend and impact of so-called 'teardowns' on the community. There is also recognition of some need for additional multi-family options to create more diversity in housing affordability. This would provide increased options at all stages of life and attract younger residents.

ISSUES

- Residential neighborhoods continue to serve as the defining characteristic of the city, and there is a high desire to protect and enhance such neighborhoods.
- Residents take a great deal of pride in their homes, and express concern about the escalating redevelopment pressures facing some neighborhood areas.
- Edina continues to face competition from neighboring communities that claim to offer a similar quality of life while also offering more available land for development.
- The community must balance the needs of the families that have defined its character, with an aging population that desires to 'age in place.'

STRATEGIC ACTIONS

- Further encourage the development of neighborhood associations and the overall neighborhood concept. Define the unique character and brand of each of the well-established neighborhoods, and explore innovative planning guidelines to allow preservation and enhancement of the desired neighborhood visual appeal.
- Pursue further planning and development options that protect and locate key amenities, such as parks and community facilities, within the neighborhood framework to allow neighborhood centers and focus points to further evolve.
- Continue to explore options for new multi-family housing throughout the city in mixed-use areas and near public spaces, including areas such as Southdale, Pentagon Park and Grandview.
- Work to create affordable housing options close to transit, shopping and employment centers.



2. TRANSPORTATION OPTIONS

Participants in the Vision Edina process expressed a strong desire to continue to expand a variety of transportation options to both reduce dependency on automobiles and enhance the community's work and life balance, and ease of connectivity. Walking, biking, and transit options represent key amenities that help residents feel connected to their community, and improve the overall quality of life. A diversity of transportation options is also highly preferred among younger residents. However, such options have met resistance in some areas, largely a reflection of a 'not in my back yard' reaction. The larger community sentiment of support should be highlighted to advance policies and developments deemed to be in the larger public good.

ISSUES

- The community's infrastructure continues to age and be stressed by increasing traffic volume.
- The majority of Edina's employed population works outside of the city and is therefore reliant on the connectivity and maintenance of the roadway system for their livelihood.
- The community overall is highly supportive of increased diversity and integration of transportation and local access options.

STRATEGIC ACTIONS

- Undertake community education and promotion to highlight the broad support and benefits of more diverse transportation options, and particularly to highlight the support expressed across multiple age demographics.
- Work to expand transit options to Edina, and ensure that Edina residents do not become further isolated from the larger transit infrastructure.
- Develop an integrated long-term plan that lays out a future-oriented and ambitious transportation network that covers multiple modes of transportation, and takes into account potential impacts of future technology on transportation modes and corridors.
- Continue to promote and develop the sidewalk, trail and bike networks to improve accessibility and connectivity throughout the city and beyond.



3. COMMERCIAL DEVELOPMENT MIX

Edina has traditionally embraced commercial development along a relatively narrow corridor along France Avenue, and originally anchored by Southdale Center. While this practice has been successful and has led to additional growth along France Avenue, Vision Edina participants have expressed a desire for easier and more proximal access to small retail options and other amenities. Many participants of the engagement process highlighted the unique and appealing experience of the 50th & France district. New development opportunities can build upon this example and model to develop neighborhood nodes of an appropriate scale in other locations across the city.

ISSUES

- Edina has historically favored large-scale commercial development. Best practice and community desire has moved toward also including smaller-scale models.
- Residents currently feel somewhat disconnected from common amenities, including banking, dry cleaning, groceries and pharmacies – and this is an issue likely to be exacerbated with an aging population.
- The community has significant redevelopment opportunities in the Pentagon Park, Grandview, and Southdale areas, but as of yet, there appears to be no clear consensus as to the best and most appropriate uses and ultimate outcomes.

STRATEGIC ACTIONS

- In light of the escalating developmental pressures facing the Council and City, the City should as a priority renew its broader land use plan. This plan should examine and consider the future broad fabric of the community, and begin to define key nodes of higher-density mixed use, and potential nodes of small-scale commercial opportunity, embedded in more of a neighborhood context.
- More consideration of scale and appropriate mixed use could be used in the review of new commercial development proposals, especially to take into account the compounding impact of numerous developments in close proximity and the concerns about this overall impact on streetscape, environmental aspects, transportation and utilities and services.
- The community should further examine and consider the development of small neighborhood-based business nodes to provide a range of local amenities and services.
- Edina should continue to explore strategies that promote the continued vitality of existing core retail zones around Southdale Center, and also actively pursue economic development strategies targeting specific professional services clusters. These approaches could enhance the core economic underpinning of the local economy.



4. LIVE AND WORK

Edina's community has a large number of high-wage earners, most of whom commute to areas outside the city for work. Therefore, Edina is highly dependent on the vitality of the regional economy to maintain prosperity. At the same time, the community also recognizes a growing desire, especially among young professionals, to both live and work in the same location. There is evidence to suggest this represents part of a larger societal trend, and could have important implications to the future location appeal of Edina. The city currently offers limited opportunities to do so, as a mismatch exists between the wage-earning potential of many of the employment opportunities in the community and the relatively high cost of quality housing. However, the city is very well endowed with recreation facilities, which offers excellent outdoor and sporting amenities.

ISSUES

- Many of the city's residents commute outside of the city for work. This creates a disincentive to young professionals who may aspire to live and work in Edina.
- The community does not possess significant spaces for collaborating, start-ups or telecommuting.
- Many people who work in Edina cannot afford to live in the community.

STRATEGIC ACTIONS

- Edina should support the development of a start-up or entrepreneurial climate in the city, and bring together key stakeholders to develop an integrated economic development strategy.
- The community should consider the inclusion of incubators or co-working spaces in any new redevelopment projects and in mixed-use proposals.
- The City should promote the development of a mix of commercial amenities, including restaurants and cultural amenities, which are attractive to young families and professionals and can further act as connection points or hubs within the fabric of neighborhoods and development areas.



5. EDUCATIONAL FOCUS

Edina Public Schools are recognized as one of the principal assets of the community. The school district and its institutions are routinely recognized as among the best in the state and nation. Participants in the Vision Edina process routinely singled out quality education as one of the defining characteristics of their preferred future. However, respondents also expressed a desire for the greater use of technology in the classroom, expansion of cultural and ‘globally-focused’ learning opportunities and the promotion of lifelong learning.

ISSUES

- Education policy and funding are largely a state matter, placing the City in an advocacy and partnership role.
- Respondents desire an educational system that maintains high quality while also embracing new techniques and technologies. A balance needs to be struck.
- While Edina Public Schools and other local institutions adeptly provide K-12 education, lifelong learning and other cultural education opportunities requires leadership from a variety of community institutions.

STRATEGIC ACTIONS

- The community should promote a culture of learning among all of its residents, and continue to find ways to explore, understand and present best practices across a range of topics. In particular, it is important to expand the scope beyond regional expertise and explore best practices and emerging trends on a global scale.
- The City should continue to foster its productive working partnership with Edina Public Schools. These two entities represent some of the key leverage points in the city, and combining their influence could accelerate the progress on key initiatives. Similar partnerships should be established with the Richfield and Hopkins school districts.
- The City and school district should continue to explore future opportunities for expanded partnerships between the schools and existing employment opportunities within the community, thereby helping develop career paths and local workforce development.



6. POPULATION MIX

The demographics of the Twin Cities are constantly changing as new residents are attracted by strong regional employment prospects, economic tailwinds and quality cultural and public amenities. Edina is well positioned to attract many of these new residents because of its high quality of life. Edina's population is also undergoing a generational transformation as its population continues to age, creating a new group of active senior citizens with different housing and amenity needs. Developing an effective balance in each of these areas is critical to ensuring future sustainable growth.

ISSUES

- The perception of an 'Edina Bubble' carries with it the stigma of being an exclusive and exclusionary community.
- The relatively high cost of housing is a barrier to entry into the community, especially for younger families.
- The needs of an aging population are often in conflict with the preferences of the younger residents the community seeks to attract.

STRATEGIC ACTIONS

- The City should expand its work with local school districts to expose students and parents to a variety of cultural experiences. This will serve to foster a global mindset while also cementing the education system as a key population draw.
- Edina's civic organizations should promote a welcoming image of the city. These efforts should be equally directed toward new residents and businesses. These organizations should also take a lead role in publicizing the city's cultural amenities.
- The City should continue to prioritize amenities that meet the needs of residents of all ages. The City should continue discussions about the effects of an aging population, as referenced in the Vision 20/20 process. Similar efforts should be used to engage young adults, including high school students.



7. ENVIRONMENTAL STEWARDSHIP

Participants in the Vision Edina process were more supportive of environmentally responsible policies and practices than any other issue area. There is a growing awareness of the impact that the built environment has on the natural environment, and the individual and collective responsibility we all have toward good environmental stewardship. Community residents and stakeholders believe that Edina can take an active and ambitious internal and regional leadership role in embedding environmental stewardship principles through actions such as promoting more comprehensive recycling, smart building and energy efficiency practices. These themes couple well with the parallel benefits in smarter urban planning, increased transportation options and application of technology.

ISSUES

- Residential and commercial developers have little incentive to balance environmentally friendly building practices with market pressures, or in fact to provide leading-edge examples of energy efficient and environmentally sensitive construction.
- Currently, residential waste removal and other environmental services are poorly coordinated, and in some cases multiple providers are serving the same streets, contributing to noise, environmental impact and inefficiencies.
- The need for green spaces is well recognized, but the use of these areas currently follows more traditional 'green lawn' approaches rather than integrated habitat zones.
- Developmental pressures are likely to continue to place increased demands on the City's infrastructure and contribute to concerns about decline in environmental quality in the community.

STRATEGIC ACTIONS

- Develop a comprehensive city-wide environmental management plan that explores and includes best practices in water management, biodiversity, green space management, street scape enhancement and waste management.
- Partner with energy and utility service providers to educate residents on the importance of energy efficiency in their daily living and promote energy efficiency and smart building practices at all City-owned properties. This could include well-established practices such as publishing data on the carbon emission, waste levels and recycling levels.
- Identify a series of environmental flagship pilot projects to bring stakeholders together and begin exploring creative solutions. Examples could include: waste collection and management across the city; recycling and green waste management; environmental overlays on development projects such as Pentagon Park; and utilization of available areas such as Fred Richards Park as community gardens and biodiversity spaces.
- Develop incentives for individual households to take an active role in the overall city responsibility for environmental management, including reducing nutrient loads in run-off, local recycling and efficient resource usage.



8. REGIONAL LEADERSHIP

Edina has long been recognized as one of the premier communities in the Twin Cities. The City has been historically viewed as somewhat progressive in its development policies and practices. The existing phase of redevelopment and the expanding pressures from the surrounding metropolitan area highlights the need and opportunity for Edina to continue as an innovator, seeking and implementing creative solutions to local and regional issues.

ISSUES

- City leadership has rightfully focused on many local issues, in large part driven by changing community needs and expectations. In recent years, City officials have also been playing an important role in some significant regional discussions.
- Edina's size may limit its influence when compared to larger neighboring communities, its popularity with respect to redevelopment has presented a unique set of challenges and the opportunity to lead on some issues previously not encountered in the larger metropolitan area.
- The community has regional economic importance, but its cultural importance has been somewhat more limited. However, there is potential for Edina to have some destination value as a regional cultural center.

STRATEGIC ACTIONS

- City leaders should actively advocate for Edina's interests in the Met Council and other regional bodies. In addition, the City should form particularly close functional connections with the immediately neighboring cities, as they share many aspects and challenges.
- City leaders should continue to inform residents on the impact of issues of regional importance and work to better integrate an understanding of the importance of being an active participant, and leader, in the larger regional system
- City leaders and residents should collaborate to discover, develop and apply new best practices in environmental sustainability, aging in place, educational quality and other broad areas of consensus. These efforts will ensure that Edina builds the future intelligence capacity to retain a future-focused worldview, and act as an example and role model to other cities in North America.



CONCLUSION

The Vision Edina process has presented an opportunity for the community to come together and explore the longer-term future. The current period of intense redevelopment, which is occurring within Edina, represents an important juncture in the community's history and evolution. This is coupled with a more gradual generational shift, as the predominant Baby Boom generation moves through the demographic system. The resultant situation is where Edina stands poised before some significant choices about future trajectory and outcomes. This has been well articulated in the Vision Edina process.

The community has chosen a path forward that represents some significant change and reinvention, but without losing touch with the important family values and rationale that has always defined Edina as a community. The path ahead is not without its challenges and will require careful balancing of differing priorities, aspirations and desires. The collective decision-making process required to move forward will set Edina apart as an intelligent, engaged, thoughtful and forward-looking city. It will require maturity and patience on behalf of the citizens and leadership, and recognition that the complex resident mix, which makes Edina interesting, also brings with it differing opinions and perspectives. Understanding the importance of the common good over personal self-interests will be critical to build alignment around important future shaping decisions and actions.

The population and leadership of Edina possess and exhibit more than sufficient knowledge and experience to guide the City toward the vibrant and balanced future desired by the residents and stakeholders.



FOR MORE INFORMATION

VISION EDINA

The Vision Edina initiative has aimed to define a shared vision for the City of Edina. The vision and strategic framework is the outcome of a broad-based and inclusive community visioning process. The engagement portion of this important planning process ran from September to December 2014, and gathered significant community input.

From a strategic planning perspective, Vision Edina examines the issues that have been identified as having the highest priority within the community. The initiative examined future trends in cities across North America and the world, and how generational values are changing. This was also linked to local aspirations, values and desires for the future. This process provides a clearer understanding of what people might be looking for in Edina in 2030 and beyond. Vision Edina has represented an opportunity for all residents to have a say and contribute to creating the shared future vision. Vision Edina is part of the overall community process to update the long-term vision for the City of Edina. Vision Edina will also serve as an important foundation for other strategic efforts, such as the City's Comprehensive Plan and Capital Improvement Plans.

The City of Edina partnered with Future iQ Partners, an international consultancy company, to design and facilitate the process.

For more information on the Vision Edina project and the City of Edina, please contact:



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