Agenda
City Council Work Session
City of Edina, Minnesota
Edina City Hall Community Room

Tuesday, July 18, 2017
5:30 PM

I.   Call To Order

II. Roll Call

III. 2017 Quality of Life Survey

IV. Joint Meeting With Energy & Environment Commission

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

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Date:	July 18, 2017	**Agenda Item #**: III.	
To:	Mayor and City Council	**Item Type:**	
From:	Jennifer Bennerotte, Communications & Technology Services Director	**Item Activity:**	
Subject:	2017 Quality of Life Survey		

ACTION REQUESTED:
None.

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

The 2017 Quality of Life Survey provided residents the opportunity to rate the quality of life in the City of Edina, as well as the quality of service delivery and overall workings of local government. The survey also permitted residents to share their priorities for community planning and resource allocation.

Surveys were mailed to 1,500 randomly selected resident households in March and April. A total of 477 surveys were completed, yielding a response rate of 34 percent. The margin of error is plus or minus 4.5 percentage points around any given percentage point reported for the entire sample (477 completed surveys).

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

Because Edina has administered quality of life surveys before, some comparisons could be made between 2017 responses and those from 2015, 2013 and 2011. Edina also elected to have its results compared to those of other jurisdictions around the nation and those in Minnesota, comparisons made possible through a national benchmark database created and maintained by National Research Center, Inc. (NRC). NRC's database contains resident perspectives gathered in citizen surveys from over 500 communities across the United States.

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

ATTACHMENTS:

2017 Quality of Life Report

Quality of Live 2017 Presentation

EDINA 2017 QUALITY OF LIFE SURVEY

REPORT OF RESULTS
JUNE 2017

Prepared by:

NRC
National Research Center Inc

Contents

FIGURES

Executive Summary

Survey Background

The 2017 Quality of Life Survey provided residents the opportunity to rate the quality of life in the City of Edina, as well as the quality of service delivery and overall workings of local government. The survey also permitted residents to share their priorities for community planning and resource allocation.

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Key findings

Nearly all residents think highly of their quality of life in Edina and are loyal to the community.

▸ In 2017, nearly all residents awarded "excellent" or "good" ratings to the quality of life in Edina; no respondents felt that the quality of life was "poor." When compared to 2015, ratings remained stable.

▸ Edina residents' opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina's rating for overall quality of life was higher when compared to communities in both sets of comparisons.

▸ About 94% of 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 (96%). Ratings remained stable from 2015 to 2017 and were similar when compared to communities in Minnesota but higher when compared to communities across the nation.

Edina residents enjoy a strong sense of safety and consider safety a factor in why they call Edina home.

▸ Nearly all residents awarding "excellent" or "good" ratings to their overall feeling of safety in 2017 which was similar to the rating given in 2015. Edina's rating for overall feeling of safety was higher when compared to communities across the country and other communities in Minnesota.

▸ When asked to indicate how safe they felt in three different areas of the community, nearly all residents felt "very" or "somewhat" safe in their neighborhood (98%) and in the 50th and France area (downtown area, 96%). About three-quarters felt safe in the Southdale area. When compared to communities across the nation, feelings of safety were much higher for the 50th and France area (downtown area) and higher for resident neighborhoods. When compared to other Minnesota communities feelings of safety were higher for resident neighborhoods.

▸ Respondents were asked to indicate why they chose to live in Edina from a list of potential reasons. Second on the list was safe community, with 52% of residents selecting this as a reason they chose to live in Edina.

▸ When assessing problems in the community, traffic-related problems were seen as most problematic, but when it came to crime, few residents felt each listed problem as a concern. At the top of six potential crime-related problems was identity theft with only 23% of residents indicating this as a "moderate," "major" or "extreme" problem; 19% gave similar ratings to vandalism and property crimes and only 3% felt violent crimes were a problem.

While sense of community, neighborliness and acceptance of others is similar to peer communities, Edina residents feel expanding programs to advance cultural awareness and acceptance of diversity is a priority.

▸ As in 2015, about three-quarters of residents awarded favorable evaluations to sense of community and to neighborliness of residents in 2017; these ratings were similar to communities in both sets of comparisons. Although fewer residents gave "excellent" or "good" ratings to the openness and acceptance of the community toward people of diverse backgrounds, this rating was similar to 2015 and to peer communities.

▸ When rating the importance of the City implementing various programs and initiatives aimed at advancing cultural awareness and acceptance of diversity in the community, each of the four items listed were thought of as at least "somewhat important" by a majority of residents. At the top of the list, with about one in five residents indicating "essential," was to promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles and an additional one-third felt this was "very important." About half of respondents felt that expanding cultural events, enhancing promotion and awareness of cultural events and providing educational opportunities about different cultures and customs locally and around the world were "essential" or "very important."

Development, affordable housing and cost of living continue to be important issues for residents.

▸ Residents were given a list of 18 community characteristics and asked to rate the quality of each. Three of the four lowest rated items, with 37% to 55% of residents giving a positive rating, were variety of housing options, cost of living and the availability of affordable quality housing. When compared to communities across the nation, each was rated similar. Compared to other Minnesota communities, variety of housing options and cost of living was rated similar while the availability of affordable quality housing was rated lower in Edina.

▸ When given a list of eight potential reasons for choosing to live in Edina, residents were least likely to select affordable housing with only 15% stating this as a reason for living in the community.

▸ Residents were asked to write in their own words what they felt was the most serious issue facing Edina. About 32% of comments were related to housing concerns (teardowns, overdevelopment, affordability, etc.). Traffic and infrastructure was mentioned by 17% of respondents, which are challenges communities often face related to growth and development.

▸ Residents who felt things in Edina were on the wrong track were given the opportunity to write in a reason for why they felt this way. Of the 101 respondents who chose to write in a comment, poor development, overbuilding and density of city made up about one-quarter of the comments and an additional one-tenth of comments were about affordable housing, cost of living and teardowns. Traffic and infrastructure also was mentioned as a reason the city is on the wrong track by 10% of respondents.

▸ Residents were asked to consider how well, if at all, they felt the City was managing tensions in the community related to residential redevelopment in Edina. About two-thirds of residents felt the City manages tensions at least somewhat well; this rating was similar to what was reported in 2015.

Residents think highly of the quality of services in Edina and their interactions with City employees.

▸ As in 2015, residents gave exceptionally high marks to the overall quality of City services, with about 9 in 10 awarding "excellent" or "good" ratings. This rating was higher when compared to communities across the nation and similar when compared to other communities in Minnesota.

▸ When evaluating the value of services for the taxes they pay to Edina, about 8 in 10 residents gave "excellent" or "good" ratings in 2017. Ratings were similar to 2015 and higher than those of its peers.

▸ Thirty-one of the 33 individual services listed on the survey were rated as "excellent" or "good" by at least 60% of residents. Generally, these ratings remained stable between 2015 and 2017; however, five services received higher quality ratings in 2017 (animal control, street cleaning, emergency preparedness, cable television and traffic signal timing). When compared to other communities across the nation and those in Minnesota, Edina residents' ratings of City services tended to be higher or similar.

▸ The 60% of survey respondents who reported having contacted a City department or office rated their impressions of the City employee(s). At least 83% of residents gave "excellent" or "good" evaluations to each aspect on the list including overall customer service. When compared over time, ratings generally remained stable; however, more residents reported positive assessments for courtesy in 2017 compared to 2015. Where comparisons to other communities, Edina residents' ratings of their impression of employee(s) tended to be similar with the exception of overall customer service which was higher when compared to the nation.

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 fourth iteration of the Edina Quality of Life Survey since the baseline study conducted in 2011. The 2017 and 2015 surveys 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. There were 477 respondents to the mailed questionnaire (36 of which were completed online), yielding a response rate of 34%.

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

HOW THE RESULTS ARE REPORTED

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

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

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

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 4.5% around any given percent reported for the entire sample (N=477). 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 fourth iteration of the survey, the 2011, 2013 and 2015 results are presented when comparisons to 2017 were available. Where differences in ratings from 2015 to 2017 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 F: Survey Methodology*.

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

COMPARING SURVEY RESULTS TO OTHER COMMUNITIES

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

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

Where comparisons for quality ratings were available, Edina's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by city residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower." Comparisons for a number of items on the survey were not available in the benchmark database and have been excluded from the benchmark tables that appear throughout the body of the report. More information on benchmark comparisons can be found in *Appendix F: Survey Methodology*. The detailed tables as well as lists of communities included in each set of comparisons appear in *Appendix E: Detailed Benchmark Comparisons*.

Quality of Life and Community

The City of Edina 2017 Quality of Life Survey contained a set of questions related to the quality of community life in the city, ranging from the overall quality of life in Edina to how likely residents would be to recommend living in the community to others. Residents were also asked about Edina's sense of community, use of recreation facilities, their feelings of safety and ease of travel in the community.

Quality of Life

Residents gave exceptionally high marks to the overall quality of life in Edina, with nearly all residents awarding "excellent" or "good" ratings in 2017; no respondents felt that the quality of life was "poor." When compared to 2015, ratings remained stable.

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

Figure 1: Quality of Life Compared by Year

How would you rate the quality of life in Edina?

2017: 97%
2015: 96%
2013: 99%
2011: 99%

Percent "excellent" or "good"
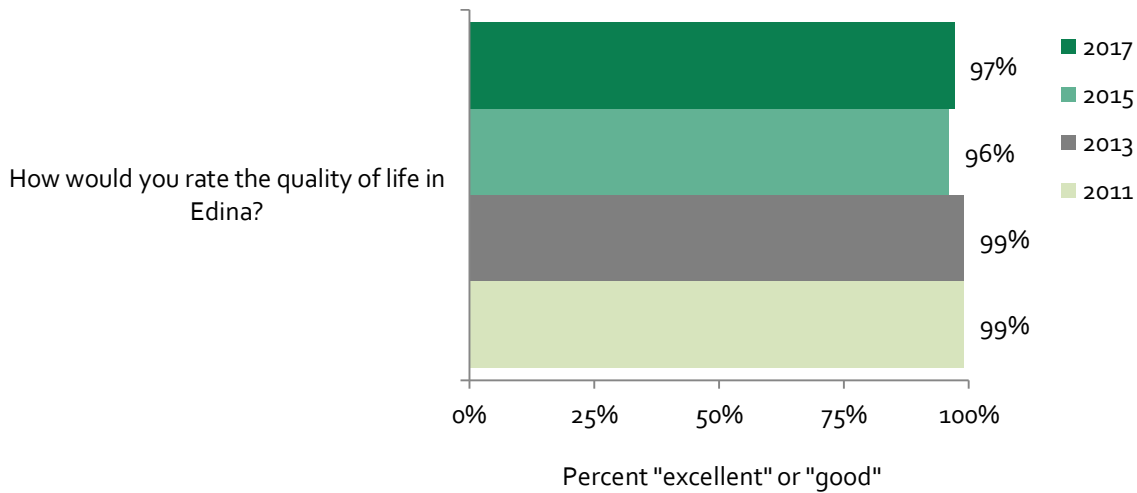
In addition to rating the overall quality of life, residents' perceptions of their community can be measured in their loyalty to the community. About 94% of residents indicated they were "very" or "somewhat" likely to remain in Edina for the next five years and a similar proportion would recommend living in Edina to someone who asks (96%). When compared to 2015, ratings remained stable.

When compared to communities across the nation, Edina residents were more likely to report that they planned to remain in Edina and recommend living in Edina and when compared to communities in Minnesota, ratings were similar (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

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

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

Recommend living in Edina to someone who asks — 96% (2017), 92% (2015)

Remain in Edina for the next five years — 94% (2017), 89% (2015)

Percent "somewhat" or "very" likely
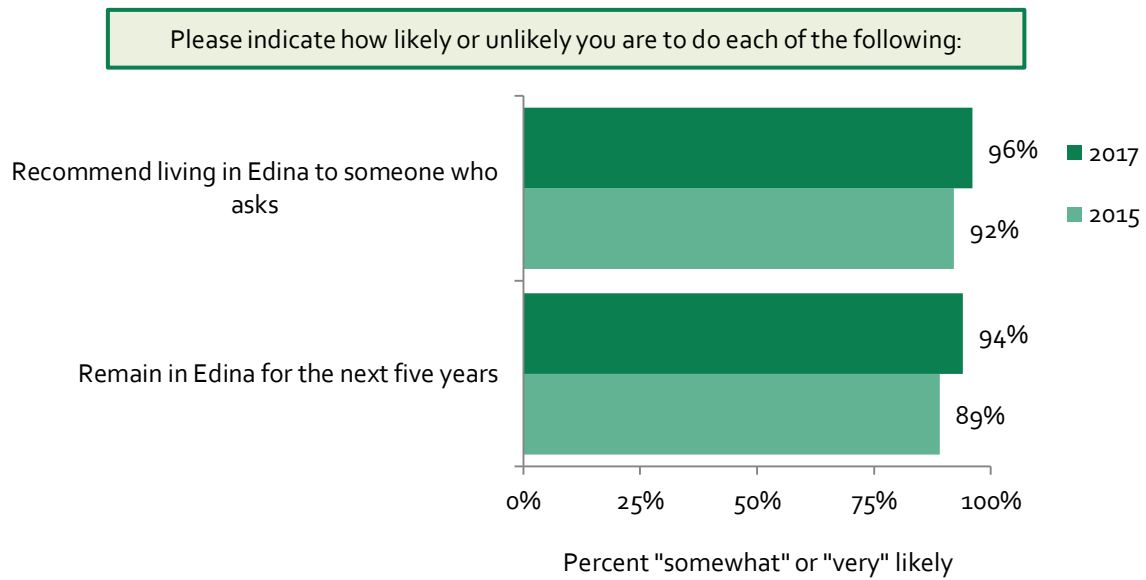
Quality of Community

Sense of Community

When considering the sense of community in Edina, about three-quarters of residents awarded "excellent" or "good" evaluations in 2017; about 2 in 10 felt that the sense of community was "fair" and 4% of respondents felt that the sense of community was "poor." The full set of responses can be found in *Appendix B: Complete Survey Frequencies*.

These ratings in 2017 were similar to those given in 2015. When comparing 2015 and 2017 to 2013 and prior, differences in ratings may be in part due to the switch in methodology from a telephone to a mail survey. Changes in ratings between years prior to 2015 are regarded as meaningful if the difference in is greater than 10 percentage points. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

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

Figure 3: Sense of Community Compared by Year

Percent "excellent" or "good"
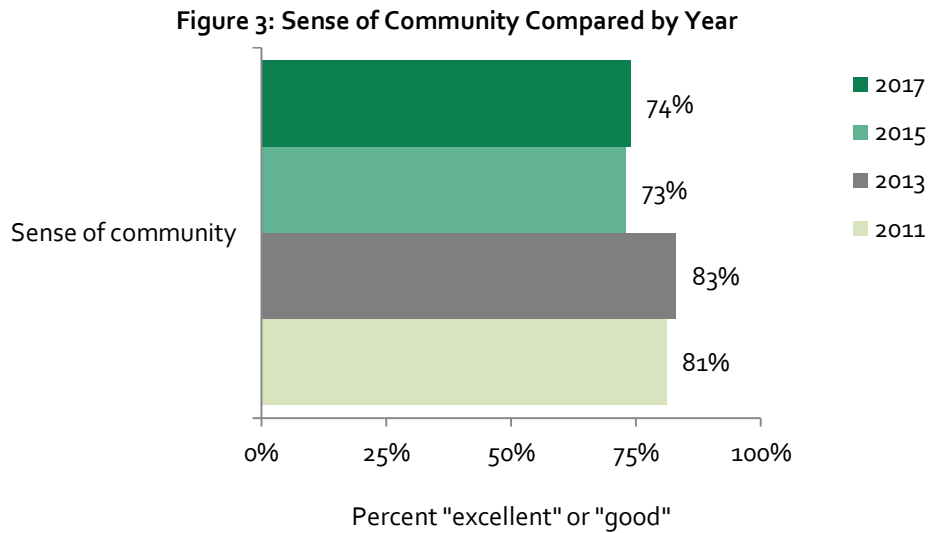
Characteristics

As in 2015, those completing the 2017 questionnaire were asked to rate the quality of several broad community characteristics. At least three-quarters of residents evaluated all seven characteristics of Edina's community positively. Overall opportunities for education and enrichment, Edina's overall economic health and health and wellness opportunities received the highest ratings, with at least 92% indicating each as "excellent" or "good." About 88% of residents rated the quality of the city's overall natural environment positively and a similar proportion gave positive assessments to the overall image or reputation of Edina (87%). When compared to 2015, ratings remained stable.

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

Figure 4: Overall Community Characteristics Compared by Year

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

Characteristic	2017	2015
Overall opportunities for education and enrichment	95%	94%
Overall economic health of Edina	95%	91%
Health and wellness opportunities in Edina	92%	90%
Quality of overall natural environment in Edina	88%	88%
Overall image or reputation of Edina	87%	86%
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	82%	81%
Neighborliness of residents in Edina	75%	76%

Percent "excellent" or "good"

In addition to rating overall community characteristics, residents were given a more extensive list of individual community characteristics and asked to rate the quality of each (see Figure 5 on the following page). K-12 education received the most favorable reviews, with 96% indicating this as "excellent" or "good" followed closely by the cleanliness of Edina (91%), shopping opportunities (91%) and the overall quality of business and service establishments (90%). Aspects rated less positively were the cost of living (47% "excellent" or "good"), openness and acceptance of the community toward people of diverse backgrounds (46%) and availability of affordable quality housing (37%).

When compared to 2015, most ratings remained stable; however, ratings for opportunities to volunteer and opportunities to participate in community matters increased in 2017.

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

It is important to note that about 40% of respondents said "don't know" when rating the quality of employment opportunities. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in *Appendix B: Complete Survey Frequencies*.

Figure 5: Individual Community Characteristics Compared by Year

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

Characteristic	2017	2015
K-12 education	96%	94%
Cleanliness of Edina	91%	95%
Shopping opportunities	91%	90%
Overall quality of business and service establishments in Edina	90%	86%
Adult educational opportunities	89%	85%
Air quality	88%	92%
Public places where people want to spend time	82%	84%
Recreational opportunities	82%	76%
Opportunities to attend cultural/arts/music activities	80%	74%
Opportunities to volunteer	79%	70%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	71%
Opportunities to participate in community matters	75%	62%
Opportunities to participate in social events and activities	73%	70%
Employment opportunities	69%	63%
Variety of housing options	55%	59%
Cost of living in Edina	47%	46%
Openness and acceptance of the community toward people of diverse backgrounds	46%	51%
Availability of affordable quality housing	37%	36%

Percent "excellent" or "good"

For the first time in 2017, survey respondents were asked to rate the importance of the City implementing various programs and initiatives aimed at advancing cultural awareness and acceptance of diversity in the community. Generally, each of the four items listed were thought of as at least "somewhat important" by at least 8 in 10 residents. About one in five residents felt it was "essential" to promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles and an additional one-third felt this was "very important." About half of respondents felt that the three other programs were "essential" or "very important" priorities for the City.

Figure 6: Importance of Diversity-Related Programs, 2017

How important, if at all, do you think it is for the City to implement each of the following?

Legend: ■ Essential ■ Very important ■ Somewhat important ■ Not at all important

Program	Essential	Very important	Somewhat important	Not at all important
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	22%	35%	30%	13%
Enhance the promotion and awareness of cultural events that take place in the community	14%	39%	38%	10%
Provide educational opportunities to learn about different cultures and customs locally and around the world	14%	34%	37%	15%
Expand the types of cultural events that are offered within the community	12%	34%	42%	12%

Percent of respondents

As in 2015, survey respondents in 2017 were given a list of potential reasons they may have had when choosing to live in Edina and asked to indicate which reasons impacted their decision to live in the community; they could select more than one response. About half of survey respondents indicated the good schools, safe community, attractive community and good neighborhoods. About 4 in 10 indicated the amenities in Edina as reasons for living in the community, while about one-third said that their job was in Edina or nearby. About one-quarter indicated that their family lived here or they were born or raised here and 15% indicated affordable housing or other reasons.

When compared to 2015, most ratings remained stable; however, more residents in 2017 cited their job as a reason for living in Edina.

Figure 7: Reasons for Living in Edina Compared by Year
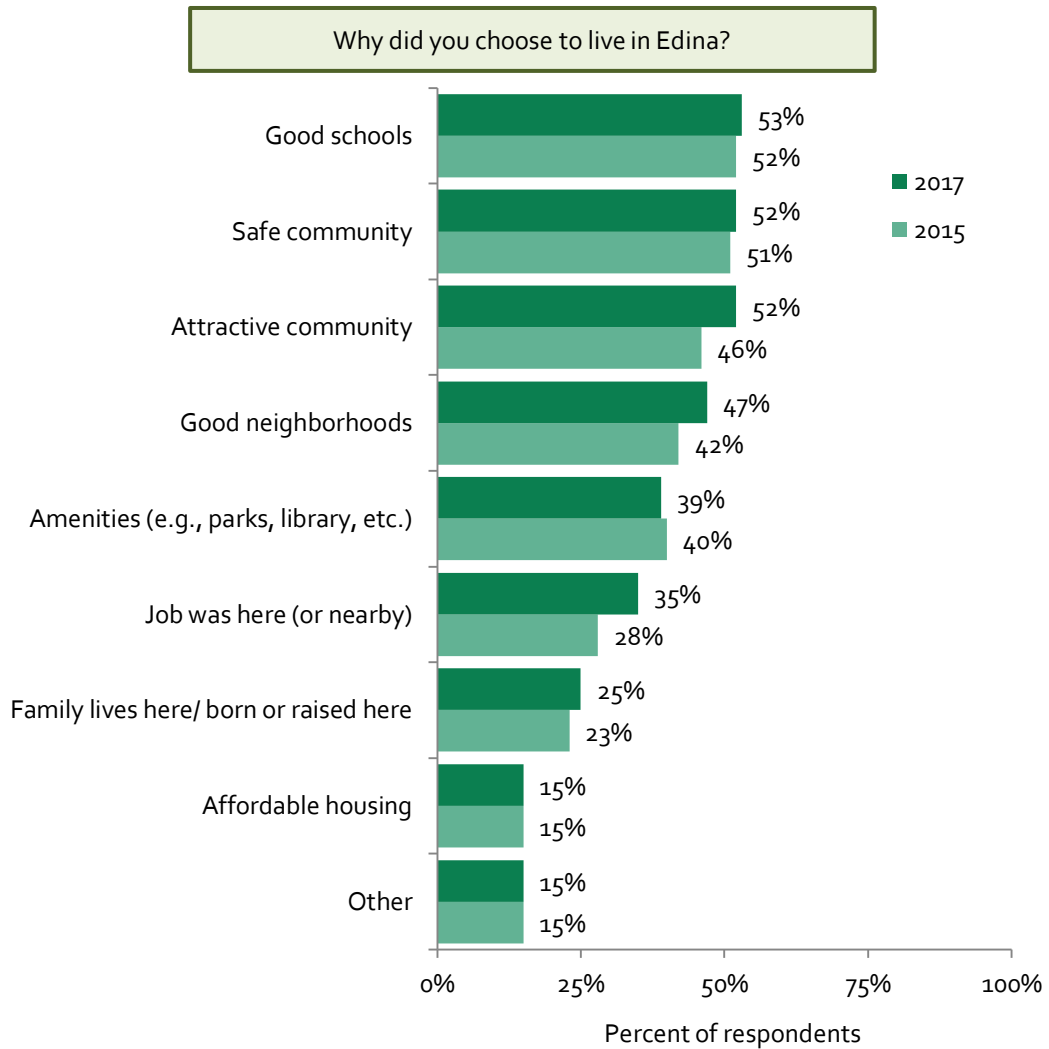
Total may exceed 100% as respondents could select more than one answer. Respondents had the opportunity to write-in a response for "other;" these verbatim responses can be found in Appendix C: Verbatim Responses to Open-ended Survey Question. A similar question about reasons for living in Edina was asked in prior years; however, the format, structure and response categories of the questions were too different to provide comparisons.

Survey respondents were given the opportunity to 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 390 respondents who had an opinion, 31% wrote comments related to Edina being a convenient location while 15% wrote comments about the schools. Fewer than 10% wrote in comments about the remaining 11 categories. Due to the number of varied responses, an "other" category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question*.)

Figure 8: Most Liked Attribute of Living in Edina, 2017

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

Category	Percent
Convenient location/accessibility	31%
Schools	15%
Sense of community (friendly, quiet, peaceful, etc.)	9%
Safe	7%
Parks and trails/recreation centers/open spaces	7%
Housing/neighborhood	6%
Beauty/cleanliness of community	4%
Reputation of community (well-run government, economic health, etc.)	4%
Shopping/restaurants	4%
Raised here or close to family, job, etc.	3%
Positive comments about overall quality of life and community	2%
Walkability	2%
Public services	1%
Other	2%

Percent of respondents

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

Parks and Recreation

Survey respondents were asked to review a list of 12 Parks and Recreation Department amenities and asked to indicate how frequently they have used each of them (Figure 9 on the following page). About 9 in 10 residents indicted they had used neighborhood parks at least once in the 12 months prior to the survey and about 8 in 10 had used trails. About three-quarters had used Centennial Lakes Park in the last 12 months. About half of survey respondents had used large community athletic fields and Edinborough Park at least once. Less than one-third of respondents indicated using each of the remaining amenities at least once in the 12 months prior to the survey.

Each of the 12 amenities had usage ratings that could be compared over time. While residents reported similar amounts of use for most amenities in 2017 compared to 2015, four showed higher rates of usage including neighborhood parks, trails, large community athletic fields and Braemar Field.

Figure 9: Use of Parks and Recreation Facilities Compared by Year

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

Neighborhood parks
- 89% (2017)
- 80% (2015)
- 83% (2013)
- 73% (2011)

Trails
- 80%
- 71%
- 79%
- 69%

Centennial Lakes Park
- 75%
- 76%
- 64%
- 69%

Large community athletic fields
- 49%
- 40%
- 48%
- 45%

Edinborough Park
- 48%
- 50%
- 47%
- 48%

Braemar Golf Course
- 32%
- 34%
- 42%
- 36%

Edina Art Center
- 28%
- 24%
- 45%
- 33%

Edina Aquatic Center
- 28%
- 24%
- 38%
- 39%

Braemar Arena (ice arena)
- 24%
- 25%
- 32%
- 30%

Braemar Field (sports dome)
- 24%
- 15%

Braemar Golf Dome
- 20%
- 21%

Edina Senior Center
- 20%
- 18%
- 33%
- 35%

Legend: ■ 2017 ■ 2015 ■ 2013 ■ 2011

Percent at least once
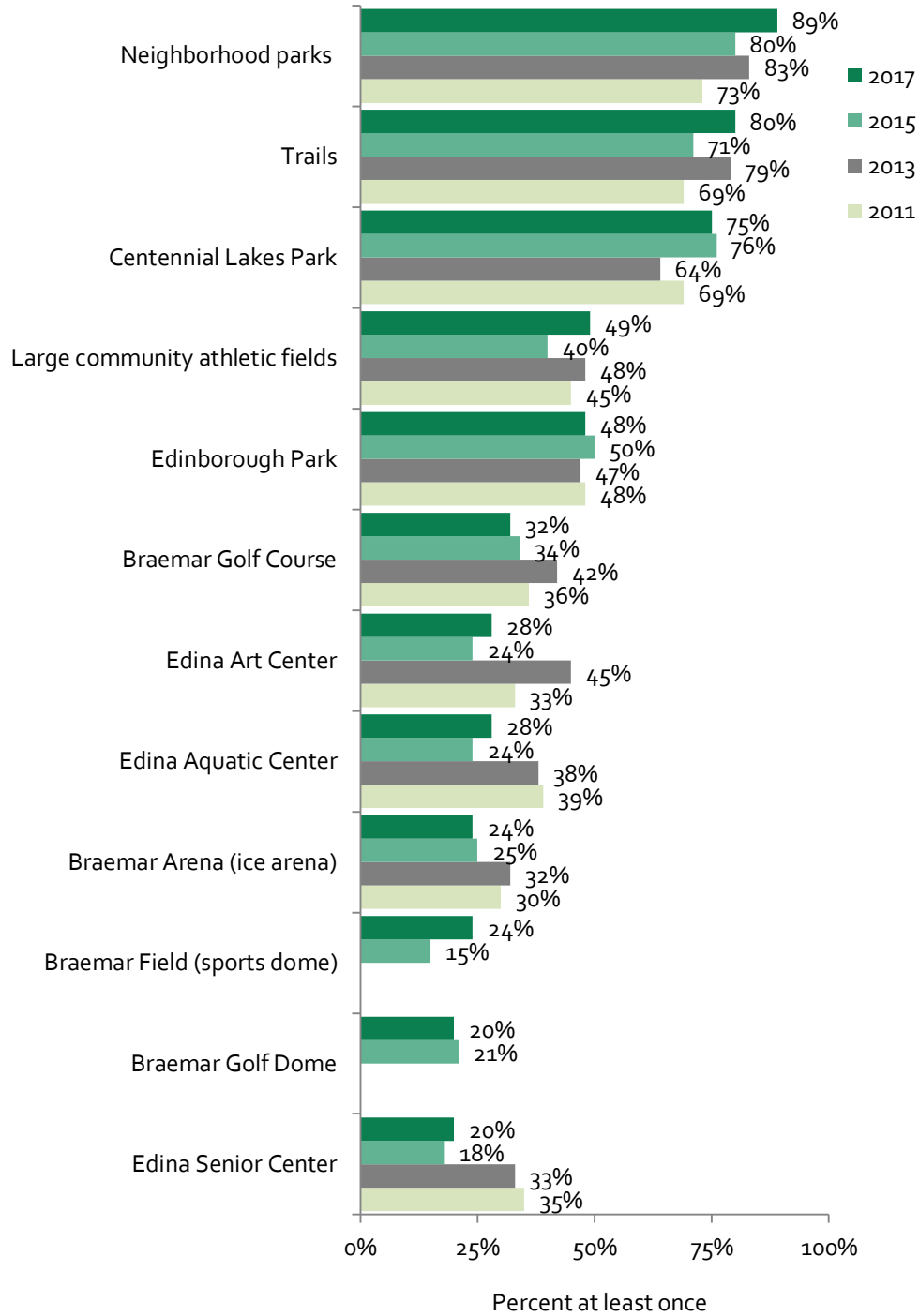
In 2015, "Edina Aquatic Center" and "Edina Senior Center" were "The Aquatic Center" and "The Senior Center."

In addition to indicating how frequently they had used each of a list of 12 Parks and Recreation Department amenities, residents were also asked to rate the quality of each of the amenities regardless of use (Figure 10 on the following page). At least 90% of residents felt that Centennial Lakes Park, Braemar Field, large community athletic fields, Braemar Golf Dome, Edinborough Park and Braemar Arena were "excellent" or "good." Trails were viewed of slightly lower quality, with about 81% of residents giving a positive rating.

Each of the 12 amenities had quality ratings that could be compared over time. Of these, two showed a higher quality rating in 2017 compared to 2015: Edina Art Center and Braemar Golf Course. The quality for all other amenities remained stable from 2015 to 2017.

Between 33% and 67% of respondents said "don't know" when rating the following amenities: Edina Senior Center, Braemar Field, Braemar Golf Dome, Braemar Golf Course, Braemar Arena, Edina Aquatic Center, Edina Art Center, large community athletic fields and Edinborough Park. The full set of responses, including "don't know" can be found in *Appendix B: Complete Survey Frequencies.*

Figure 10: Quality of Parks and Recreation Facilities Compared by Year

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

Percent "excellent" or "good"

Facility	2017	2015	2013	2011
Centennial Lakes Park	95%	95%	100%	99%
Braemar Field (sports dome)	93%	88%		
Large community athletic fields	92%	92%	98%	98%
Braemar Golf Dome	92%	88%		
Edinborough Park	91%	87%	81%	86%
Braemar Arena (ice arena)	90%	89%	78%	84%
Edina Senior Center	89%	89%	88%	81%
Edina Aquatic Center	88%	91%	95%	97%
Neighborhood parks	88%	89%	85%	85%
Edina Art Center	86%	79%	86%	88%
Braemar Golf Course	85%	77%	88%	85%
Trails	81%	77%	84%	85%

Prior to 2017, "Edina Aquatic Center" and "Edina Senior Center" were "The Aquatic Center" and "The Senior Center."

Safety in Edina

Residents gave exceptionally high marks to their overall feeling of safety in Edina, with nearly all residents awarding "excellent" or "good" reviews in 2017, which was similar to 2015.

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

Figure 11: Overall Feeling of Safety Compared by Year
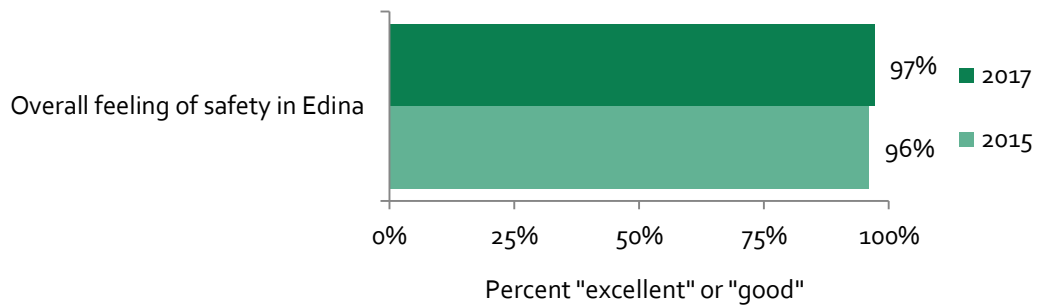
Percent "excellent" or "good"

Residents were asked to indicate how safe they felt in three different areas of the community. About 98% of residents indicated they felt "very" or "somewhat" safe in their neighborhood and 96% felt safe in the 50th and France area (downtown area). About three-quarters felt safe in the Southdale area.

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

Figure 12: Feelings of Safety Compared by Year

Percent "very" or "somewhat" safe
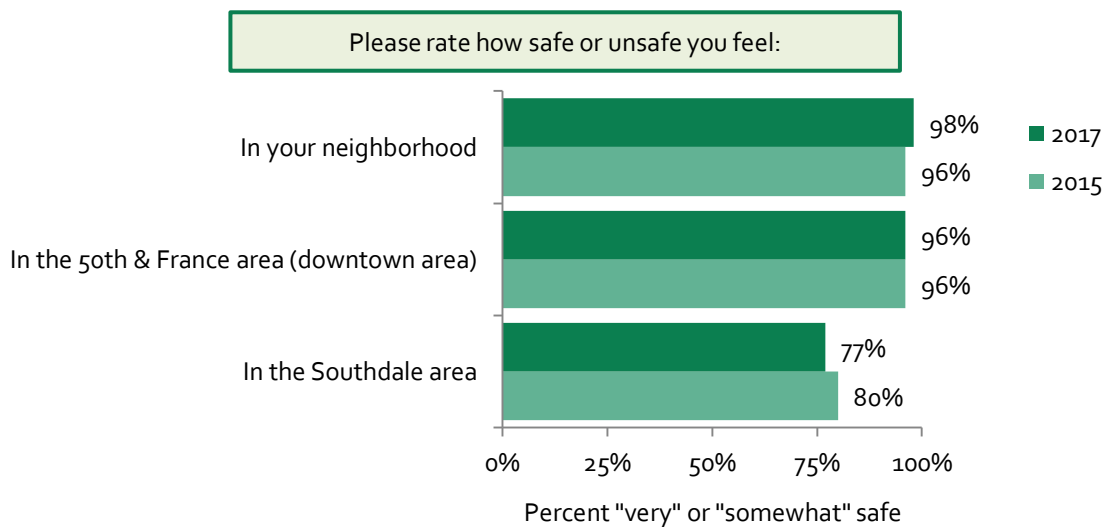
Ease of Travel in Edina

Residents gave high marks to the overall ease of travel in Edina, with nearly 9 in 10 residents awarding "excellent" or "good" ratings in 2017. When compared to 2015, ratings remained stable.

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

Figure 13: Overall Ease of Travel Compared by Year
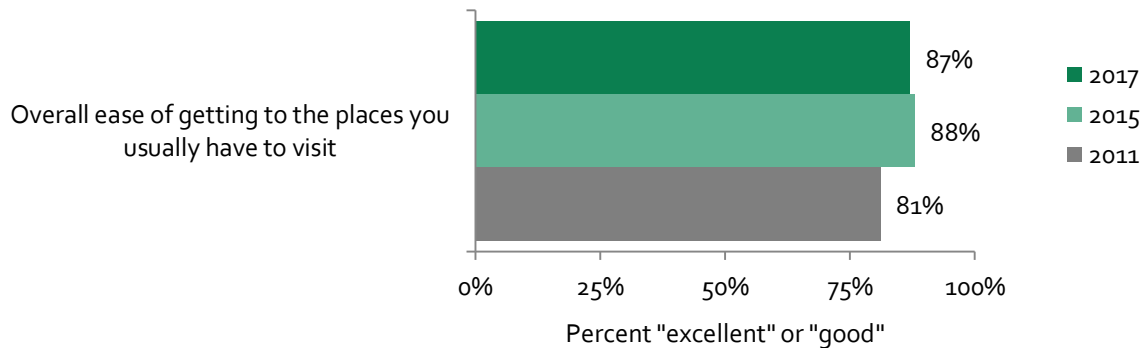
Along with rating the overall ease of travel, residents were also asked to assess the ease of travel by walking and by bicycle in Edina. About two-thirds of residents gave favorable evaluations to the ease of walking in Edina while just under half of residents gave positive ratings to the ease of travel by bicycle. When compared to 2015, quality ratings remained stable.

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

Figure 14: Ease of Walking and Biking in Edina Compared by Year
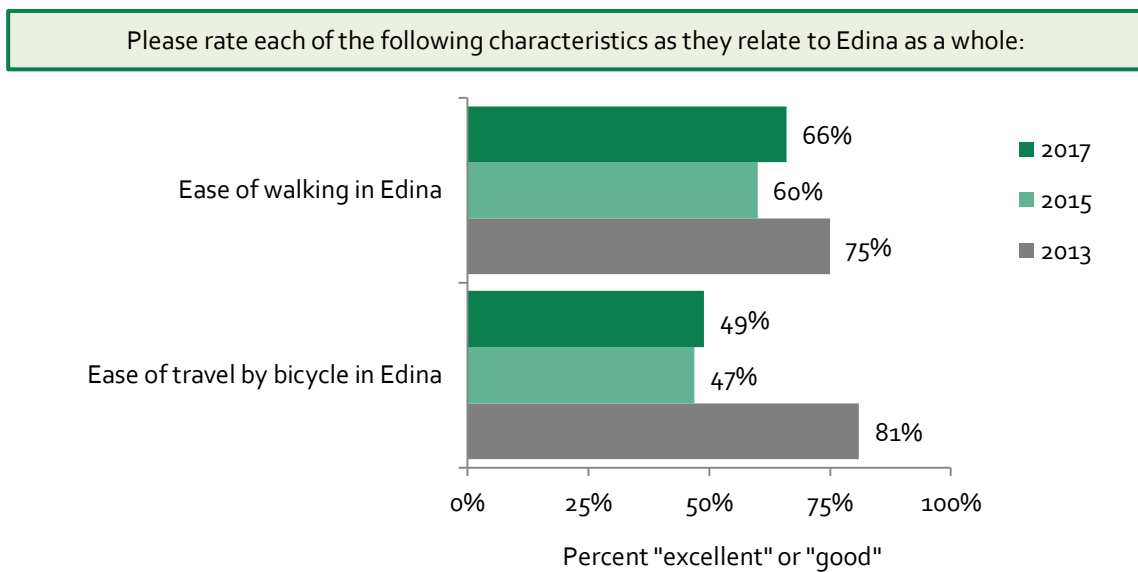
Survey respondents were asked to consider a variety of travel aspects that might make them more likely to ride a bicycle in Edina and were asked to select all reasons that applied. About 6 in 10 residents indicated they would be more likely to ride a bicycle in Edina if there were more well-marked trails and off-road paths. About 4 in 10 were more likely to ride a bicycle if motorists drove slower and respected cyclists, if there were more on-road facilities such as bike lanes and if there were wider roads for riding or roads had paved shoulders. Safety from crime did not impact residents' likelihood of riding a bicycle in Edina; likely because residents reported strong feelings of safety in the community.

When compared to 2015, most ratings remained stable; however, more residents in 2017 indicated they'd be more likely to ride a bicycle if motorists drove slower and respected cyclists and if there were wider roads for riding or roads had paved shoulders.

Figure 15: Likelihood of Riding a Bicycle Compared by Year

Which of the following, if any, would make you more likely to ride a bicycle in Edina?
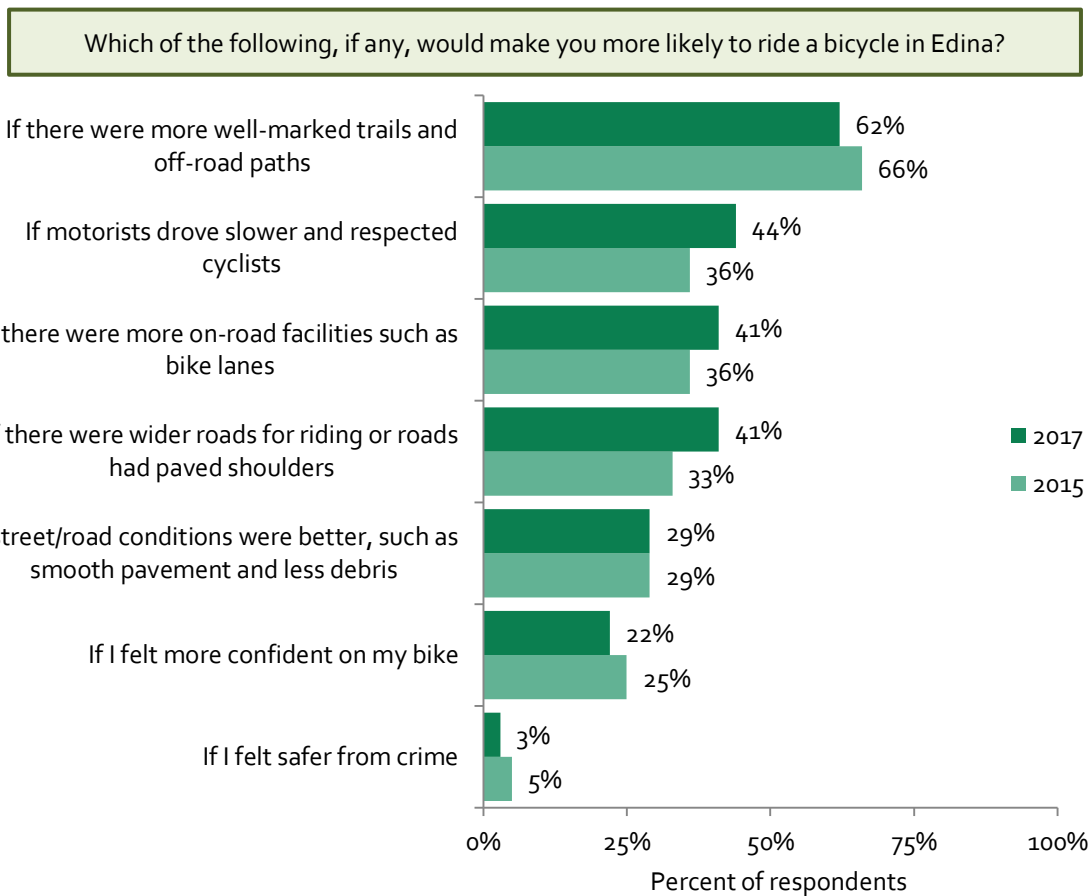
Total may exceed 100% as respondents could select more than one answer.
Ii 2015, "if there were more well-marked trails and off-road paths" was "if there were more well-marked greenways and off-road paths." A similar question about likelihood of riding a bicycle was asked in prior years; however, the response categories were too different to provide comparisons.

Survey respondents were then asked to consider a variety of pedestrian travel aspects that might make them more likely to walk in Edina; respondents could indicate more than one response. About 6 in 10 residents indicated they would be more likely to walk in Edina if there were more sidewalks along streets and if there were more paths and trails designated for walking. About 3 in 10 would be more likely if there were more crosswalks and if street lighting was better and 2 in 10 indicated that they would be more likely to walk in Edina if condition of existing sidewalks was better and if motorists drove slower. These ratings remained similar from 2015 to 2017.

Figure 16: Likelihood of Walking Compared by Year

Which of the following, if any, would make you more likely to walk in Edina?

	2017	2015
If there were more sidewalks along streets	61%	62%
If there were more paths and trails designated for walking	57%	55%
If there were more crosswalks	29%	24%
If street lighting was better	28%	30%
If condition of existing sidewalks were better	19%	18%
If motorists drove slower	18%	23%
If I felt safer from crime	6%	4%

Percent of respondents
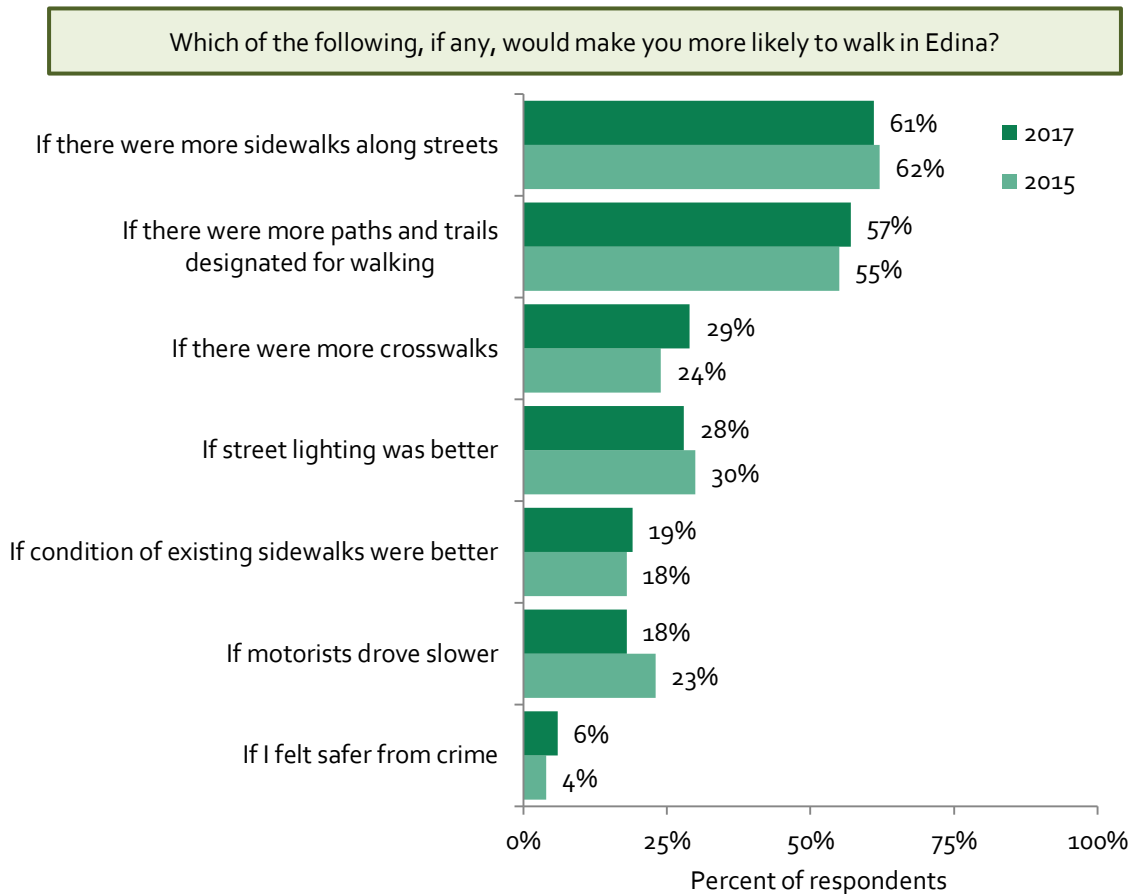
Total may exceed 100% as respondents could select more than one answer.
A similar question about likelihood of walking in Edina was asked in prior years; however, the response categories were too different to provide comparisons.

Survey respondents were asked about an additional five characteristics of the community related to travel. About 8 in 10 gave "excellent" or "good" ratings to the ease of travel by car in Edina while 7 in 10 gave positive ratings to the ease of public parking. About 6 in 10 gave positive ratings to both the availability of paths and walking trails and traffic flow on major streets. About 4 in 10 gave positive ratings to the ease of travel by public transportation. Overall, ratings from 2015 to 2017 remained stable.

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

It is important to note that about 44% of respondents said "don't know" when rating ease of travel by public transportation. The full set of responses, including "don't know" can be found in *Appendix B: Complete Survey Frequencies*.

Figure 17: Travel-related Characteristics Compared by Year

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

Characteristic	2017	2015
Ease of travel by car in Edina	82%	83%
Ease of public parking	72%	68%
Traffic flow on major streets	63%	58%
Availability of paths and walking trails	60%	58%
Ease of travel by public transportation in Edina	40%	37%

Percent "excellent" or "good"
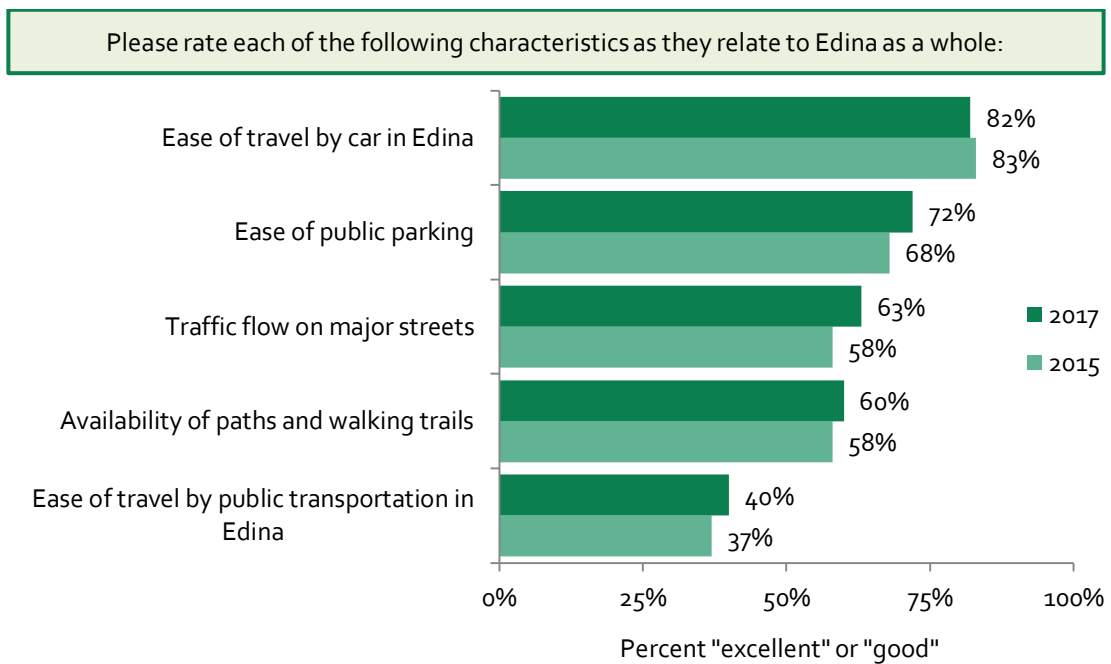
Concerns and Issues Facing Edina

Most Serious Issue

In addition to considering what they like most about living in Edina, residents were asked what they felt was the most serious issue facing Edina. Respondents' written responses were reviewed and grouped into categories by theme. Of the 348 respondents who had an opinion, 32% wrote in comments related to housing concerns while 17% wrote comments related to traffic and infrastructure. About 10% commented on City government operations being the most serious issue facing the city. Less than 1 in 10 wrote comments about the remaining eight categories. Due to the number of varied responses, an "other" category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question*.)

Figure 18: Most Serious Issues Facing Edina, 2017

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

Category	Percent
Housing concerns (teardowns, overdevelopment, affordability, etc.)	32%
Traffic and infrastructure (road maintenance, snow removal, etc.)	17%
City government operations (fiscal responsibility, taxes, etc.)	10%
Lack of diversity and sense of community	9%
Bike paths/sidewalks/pedestrian travel	5%
Schools/education	5%
Cost of living	4%
Safety	3%
Aging population	3%
No issue/positive comments	2%
Parks/recreation/community activities	2%
Other	9%

Percent of respondents

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

Traffic Concerns

When assessing problems in the community, about 4 in 10 residents felt that traffic speeding in their neighborhood was at least a moderate problem while about 3 in 10 residents felt that stop sign violations in their neighborhood were at least a moderate problem. When compared over time, the rating for stop sign violations remained stable; however, traffic speeding was seen as more problematic in 2017 compared to 2015.

Figure 19: Traffic Problems Compared by Year

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

Traffic speeding in your neighborhood
- 42% (2017)
- 35% (2015)
- 40% (2013)
- 37% (2011)

Stop sign violations in your neighborhood
- 27% (2017)
- 29% (2015)
- 33% (2013)
- 26% (2011)

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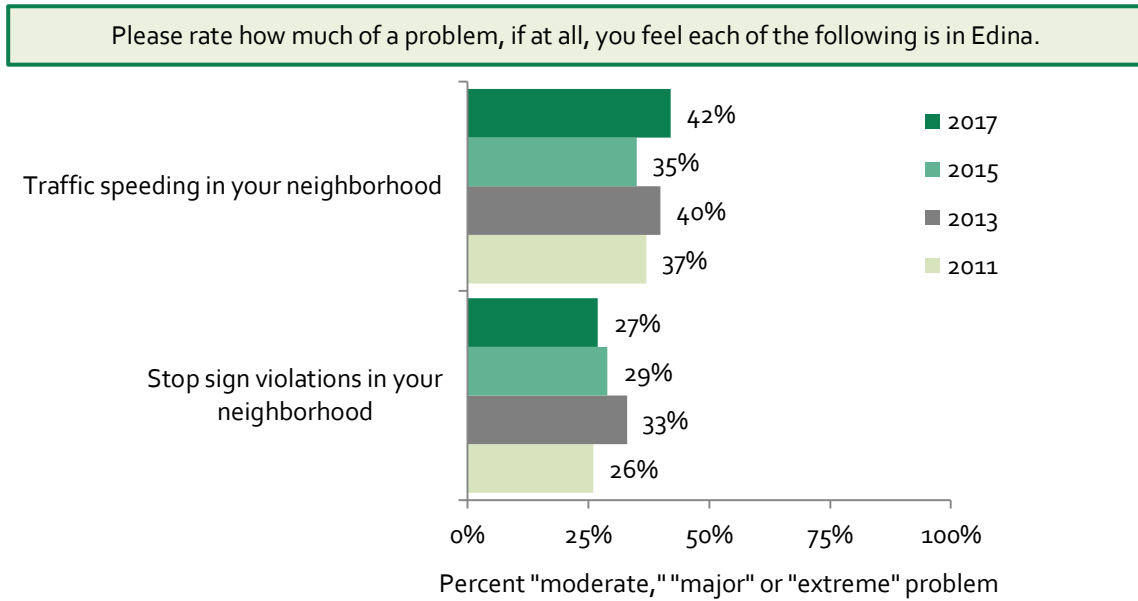
In 2013 and 2011, the scale was not at all serious, not too serious, somewhat serious and very serious. For comparison purposes, the 2017 and 2015 ratings for moderate, major or extreme problem were compared to 2013 and 2011 ratings for somewhat or very serious.

Other Concerns

In addition to rating traffic-related problems in Edina, respondents were asked to rate six additional potential problems. About one-quarter of residents felt identity theft was a "moderate," "major" or "extreme" problem and slightly fewer felt vandalism and property crimes were problematic (19%). Sixteen percent or fewer felt each of the remaining four listed potential problems were of concern. When compared to 2015, ratings remained stable.

Please note that at least 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 B: Complete Survey Frequencies.*

Figure 20: Crime-related Problems in Community Compared by Year

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
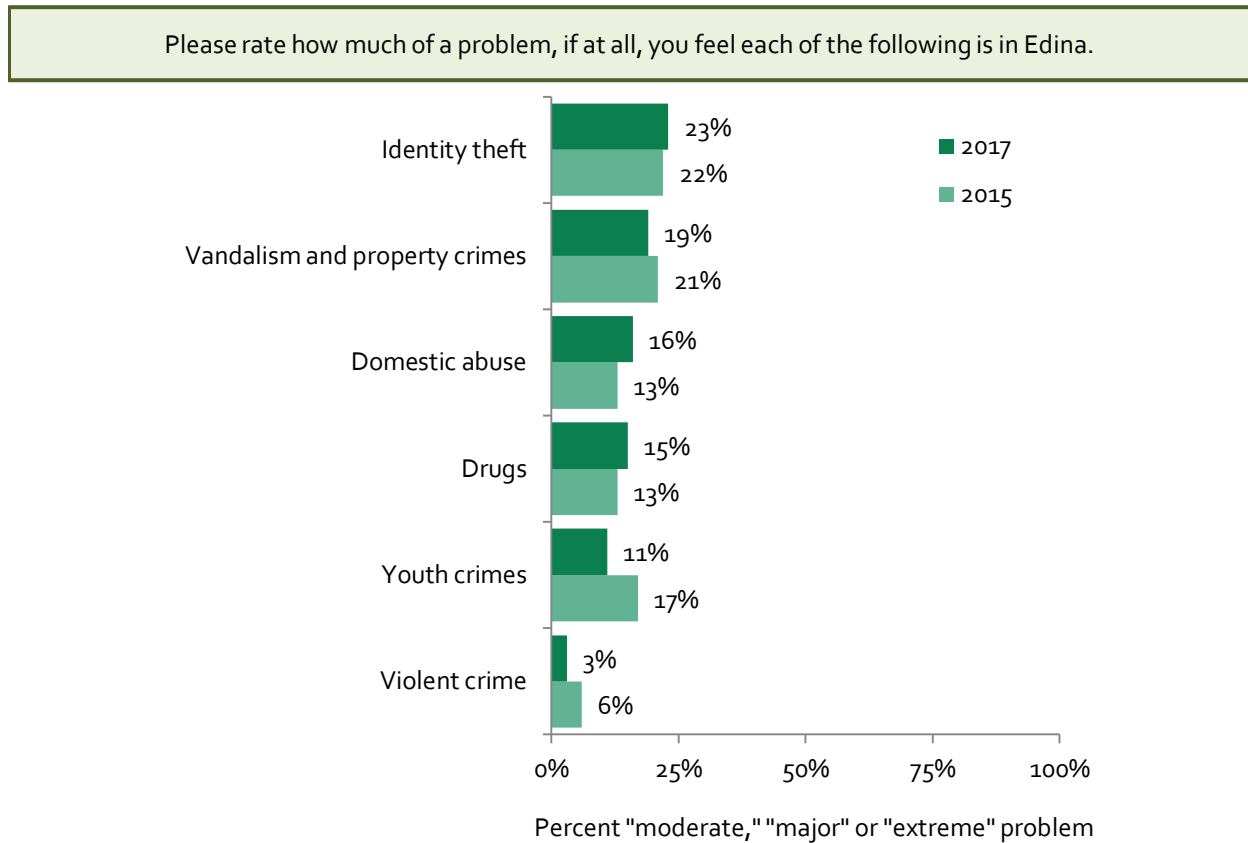
GOVERNMENT PERFORMANCE

The 2017 Edina Quality of Life Survey contained a variety of questions related to City government ranging from the quality of City services and aspects of government performance to contact with City Departments and use of information sources.

Quality of City Services

As in 2015, respondents to the 2017 survey had the opportunity to rate the overall quality of City services. Residents gave high marks to the overall quality of City services, with about 9 in 10 awarding "excellent" or "good" ratings, which was similar compared to 2015.

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

Figure 21: Overall Quality of City Services Compared by Year

Percent "excellent" or "good"
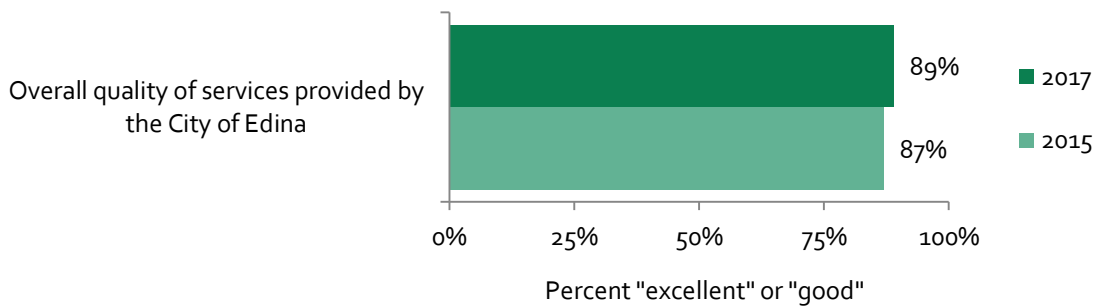
In addition to rating the overall quality of City services, residents were given a more extensive list of 33 individual services and asked to rate the quality of each (see Figure 22 on the following page). Thirty-one of the 33 services were rated as "excellent" or "good" by at least 60% of survey respondents.

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

Each of the 33 individual services rated in 2017 could be compared over time. Generally, these ratings remained stable between 2015 and 2017; however, five services received higher quality ratings in 2017 (animal control, street cleaning, emergency preparedness, cable television and traffic signal timing).

Between 32% and 47% of respondents said "don't know" when rating the following services: bus or transit services; public health services; emergency preparedness; animal control; code enforcement; fire prevention and education; cable television; and ambulance or emergency medical services. The full set of responses, including "don't know" can be found in *Appendix B: Complete Survey Frequencies*.

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

Figure 22: Quality of City Services Compared by Year

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

Percent "excellent" or "good."

Prior to 2017, "public information services/communication from the City" was "public information services."

Drinking Water

About 7 in 10 residents gave high marks to the overall quality of drinking water in Edina in 2017. When compared to 2015, this rating remained stable.

Edina's rating for drinking water was similar to communities in both sets of benchmark comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

Figure 23: Quality of Drinking Water Compared by Year

Drinking water

- 2017: 68%
- 2015: 69%
- 2013: 55%
- 2011: 60%

Percent "excellent" or "good"
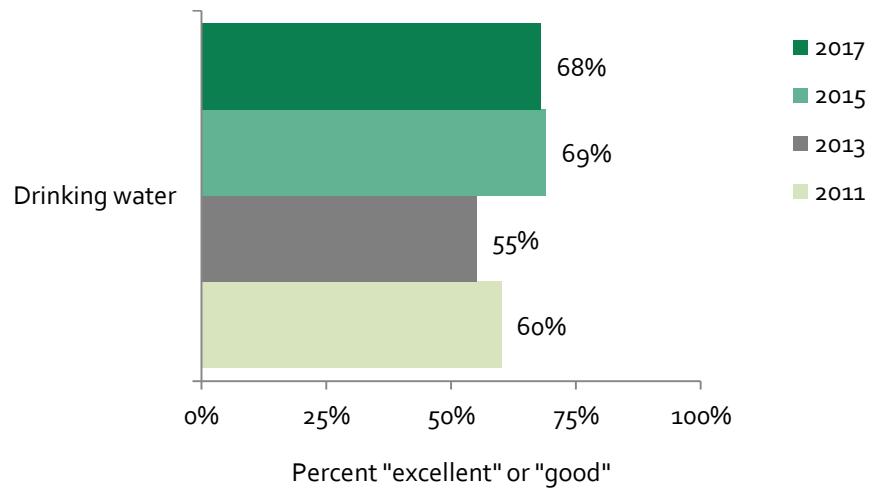
As in 2015, survey respondents in 2017 were asked to rate the quality of six aspects of drinking water. At the top of the list with at least 8 in 10 residents giving an "excellent" or "good" rating were reliability (87% "excellent" or "good"), appearance with (85%) and safety (83%). Slightly fewer gave a positive evaluation to odor (72%) and two-thirds said the taste of drinking water was "excellent" or "good." Only one-third felt positively about the water's hardness.

When compared over time, ratings were generally stable; however, the quality rating for the appearance of drinking water increased in 2017 compared to 2015.

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

Figure 24: Aspects of Drinking Water Compared by Year

Please rate the following aspects of drinking water in Edina:

	2017	2015
Reliability	87%	84%
Appearance	85%	78%
Safety	83%	84%
Odor	72%	66%
Taste	63%	58%
Hardness	36%	33%

Percent "excellent" or "good"
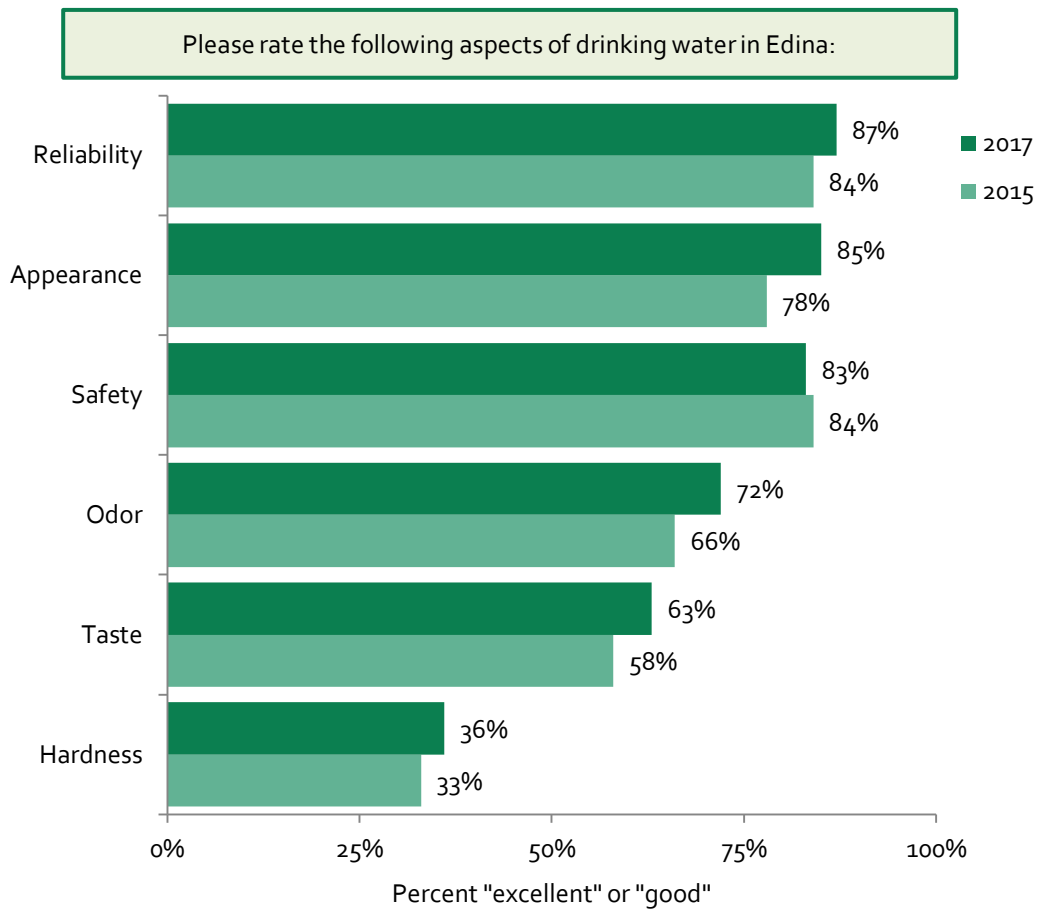
Garbage Collection

About 86% of residents gave high marks to the overall quality of garbage collection in Edina; a rating similar to 2015.

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

Figure 25: Garbage Collection Compared by Year

Percent "excellent" or "good"
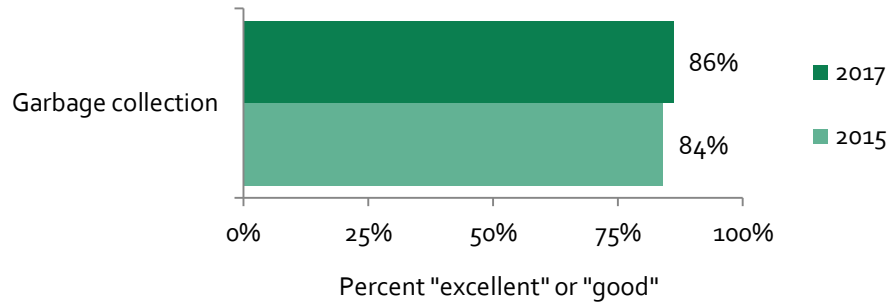
In additional to rating the overall quality of garbage collection, residents were asked to indicate their level of support for the City changing from the current garbage collection system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community. Responses were split with about half indicating that they somewhat or strongly supported this and the other half indicating opposition. Similar proportions indicated that they "strongly" supported or "strongly" opposed this measure (26% and 28%, respectively, see *Appendix B: Complete Survey Frequencies*). When compared to 2015, this rating of support has remained stable (this question was not asked on the 2013 survey).

Figure 26: Support for Change in Garbage Collection System Compared by Year

Percent "strongly" or "somewhat" support
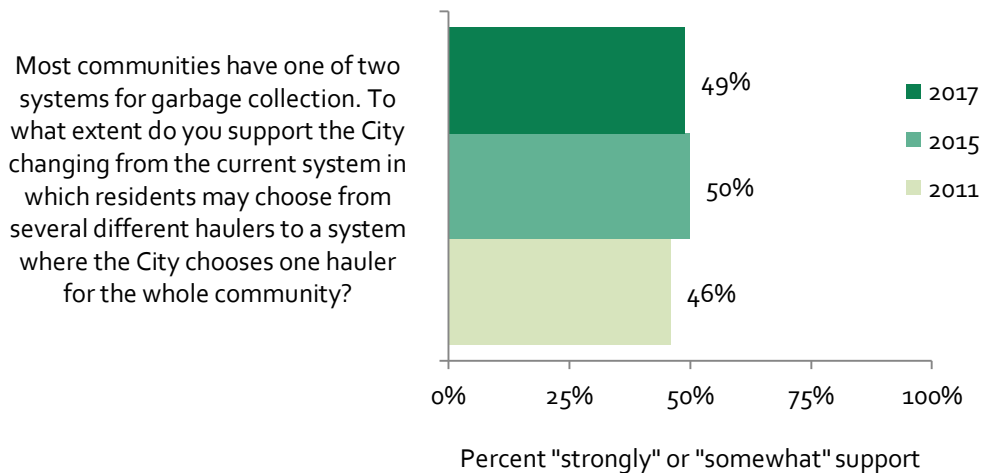
Value of Taxes

Along with assessing the quality of City services, residents were also asked to evaluate the value of services for the taxes they pay to Edina. About 8 in 10 residents gave "excellent" or "good" ratings to the value of City services in 2017, which was similar to 2015.

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

Figure 27: Value of City Services Compared by Year

The value of services for the taxes paid to Edina

- 2017: 81%
- 2015: 78%
- 2013: 84%
- 2011: 80%

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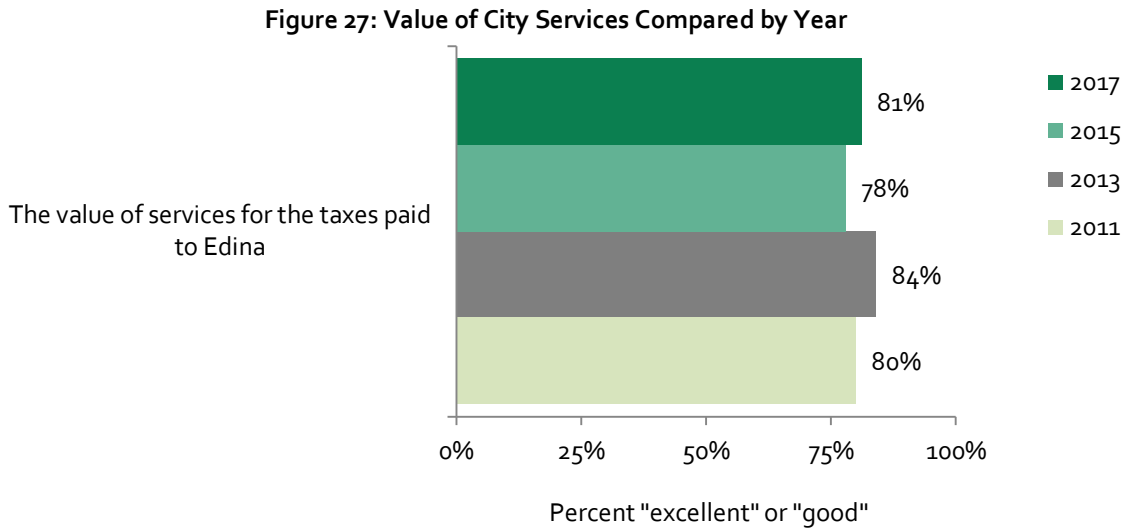
In 2013 and 2011 this question was worded "When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?"

Residents were also asked if they felt property taxes in Edina were high, about average or low. About 58% felt they were "very high" or "somewhat high."

This rating was similar to the 2015 rating. Please note that when comparing to ratings prior to 2015, the difference may be in part due to the switch in methodology from a telephone to a mail survey. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 28: Property Tax Level Compared by Year
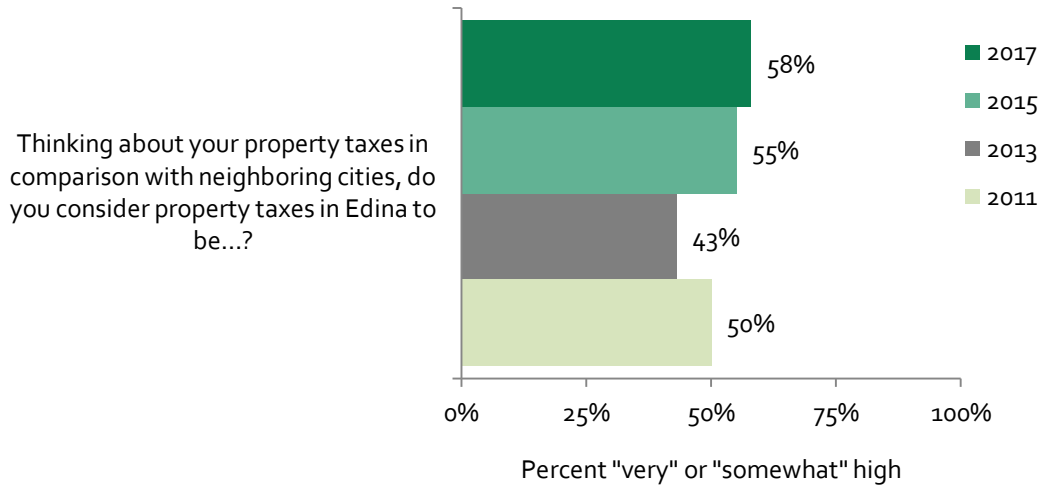
When asked to what extent they would support or oppose an increase in their property taxes to maintain City services at their current level, less than half indicated somewhat or strongly supporting a tax increase. When compared to 2015, this level of support was similar but has decreased when compared to 2013 and 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 29: Support for Property Tax Increase Compared by Year
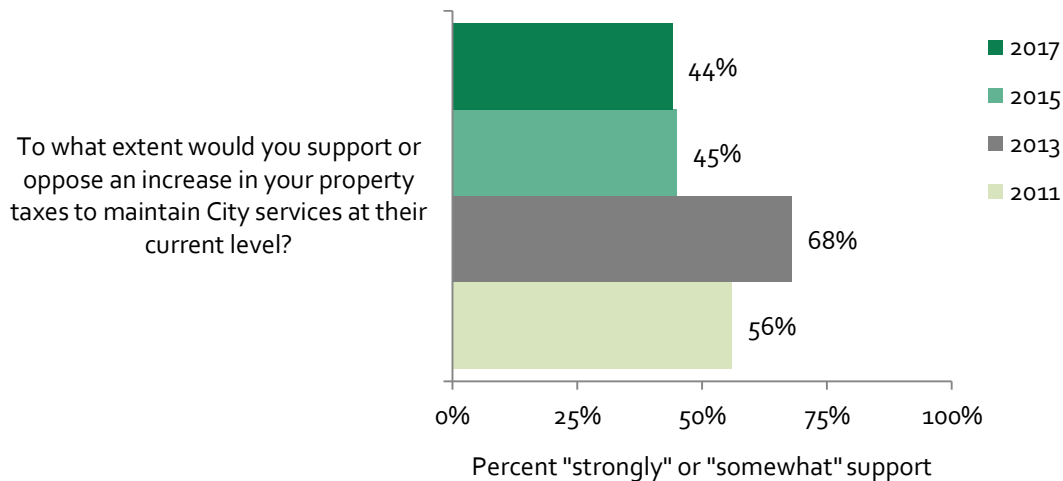
In 2013 and 2011, this question was asked on a scale of favor or oppose. For comparison purposes, the 2017 and 2015 ratings for strongly support and somewhat support were compared to 2013 and 2011 ratings for favor while somewhat and strongly oppose were compared to oppose.

Public Trust

Residents were asked if they thought things in Edina were generally headed in the right direction or if things are off track. About three-quarters of respondents to the 2017 survey indicated that things in the City were headed in the right direction; this rating was similar to 2015 but has decreased when compared to 2013 and 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 30: City Headed in Right Direction or on Wrong Track Compared by Year

Percent "right direction"
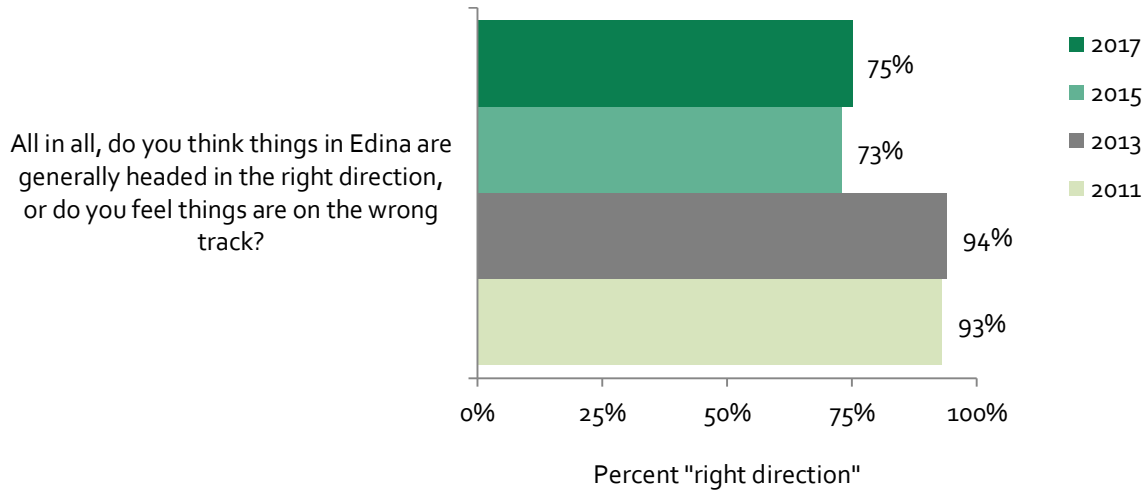
Residents who indicated that they think things are on the wrong track had the opportunity to write in a response as to why. Respondents' written responses were reviewed and grouped into categories by theme. Of the 101 respondents who opted to write in a response, 26% wrote comments related to poor development, overbuilding and density of the city. About 22% wrote in comments related to City government operations and 10% wrote in comments related to traffic and infrastructure. Fewer than 1 in 10 wrote comments about the remaining four categories. Due to the number of varied responses, an "other" category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question*.)

Figure 31: Reasons for Wrong Track, 2017

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?

Category	Percent
Poor development/overbuilding/density of city	26%
City government operations (fiscal responsibility, taxes, etc.)	22%
Traffic and infrastructure (road and sidewalk maintenance, bike paths, snow removal, etc.)	10%
Affordable housing/cost of living/teardowns	8%
Schools/education	8%
Lack of sense of community and natural beauty (open space, parks, etc.)	6%
Resident opinions not valued	2%
Other	17%

Percent of respondents

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

As in past survey years, residents were asked if they thought they could have a say about the way things are run in the community other than by voting. About 7 in 10 indicated that they did think they could have a say.

When compared to 2015, this rating remained stable but has decreased when compared to 2013 and 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 32: Opportunity for Residents to be Involved in How Edina is Run Compared by Year
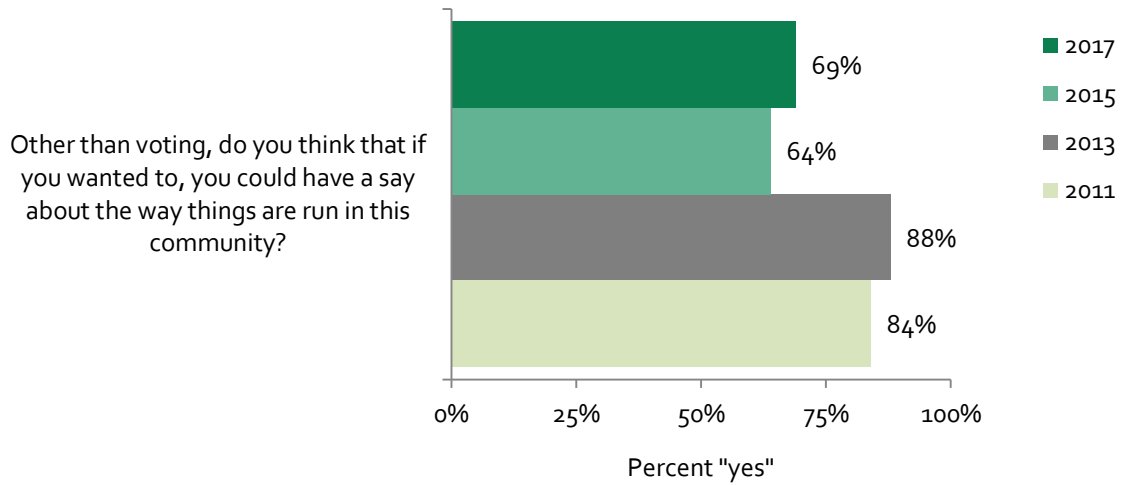
Residents who indicated that they did not think they had a say in the community had the opportunity to write in a response as to why. Written responses were reviewed and grouped into categories by theme. Of the 88 respondents who opted to write in a response, 23% wrote general comments related to decisions being predetermined and slightly fewer wrote in comments related to there being no opportunities to participate or it generally being difficult to participate (19%). About 15% wrote comments related to the public voice not being heard or listened to and 13% felt decisions were biased towards commercial and wealthy or special interest groups. Less than 1 in 10 wrote comments about communication issues. Due to the number of varied responses, an "other" category was also created. (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question*.)

Figure 33: Reasons for Having No Say in How Edina is Run, 2017

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?

- Decisions are predetermined — 23%
- No opportunities/difficult to participate — 19%
- Public voice not heard/listened to — 15%
- Decisions are biased towards commercial/wealthy or special interests — 13%
- Communication issues (slow response time, unhelpfulness, etc.) — 4%
- Other — 26%

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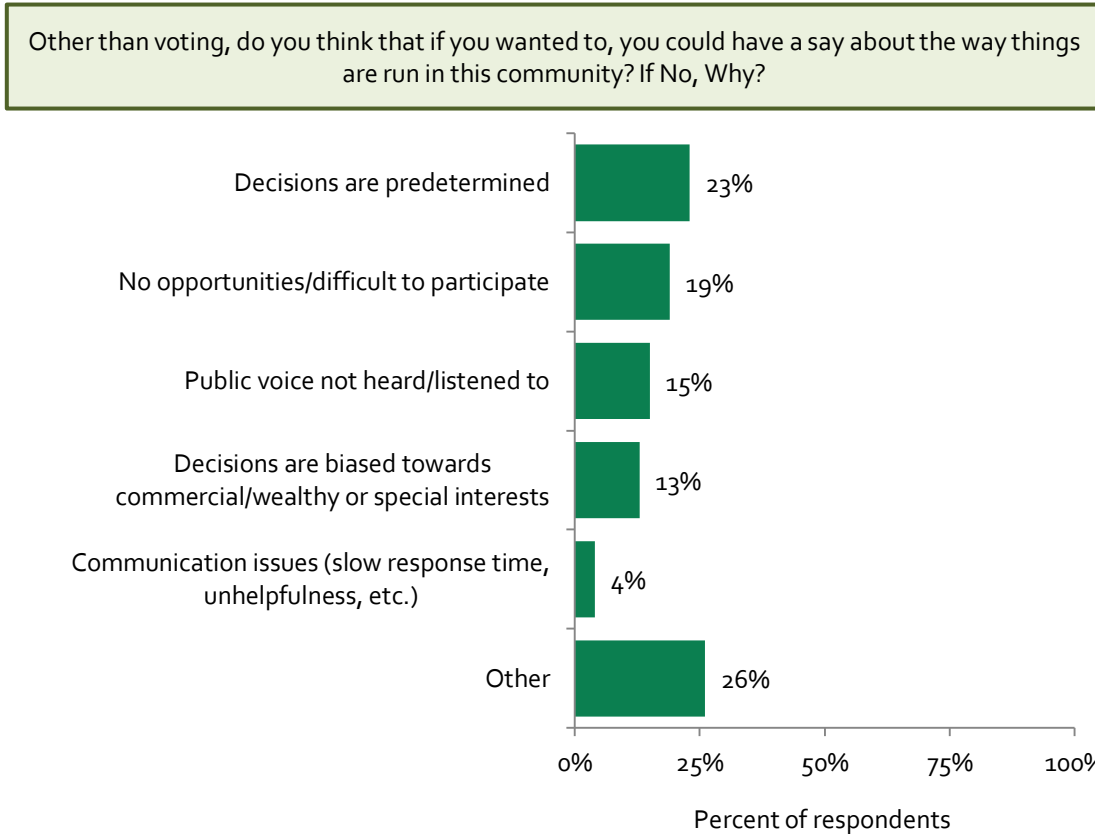
A similar question about reasons for why residents indicated they do not have a say in how things are run in Edina were asked in prior years; however, the response categories were too different to provide comparisons.

As in 2015, those completing the 2017 questionnaire rated four aspects of public trust, 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 citizen involvement. Between 61% and 69% of survey respondents evaluated all four aspects positively. When compared to 2015, ratings remained stable.

When compared to other communities across the nation and those in Minnesota, Edina residents' ratings of aspects of public trust tended to be similar to or higher than those of its peers (please see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

**Figure 34: Aspects of Public Trust Compared by Year**

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

Generally acting in the best interest of the community
- 2017: 69%
- 2015: 72%

Overall confidence in Edina government
- 2017: 69%
- 2015: 72%

Treating all residents fairly
- 2017: 69%
- 2015: 70%

The job Edina government does at welcoming resident involvement
- 2017: 61%
- 2015: 64%

Percent "excellent" or "good"
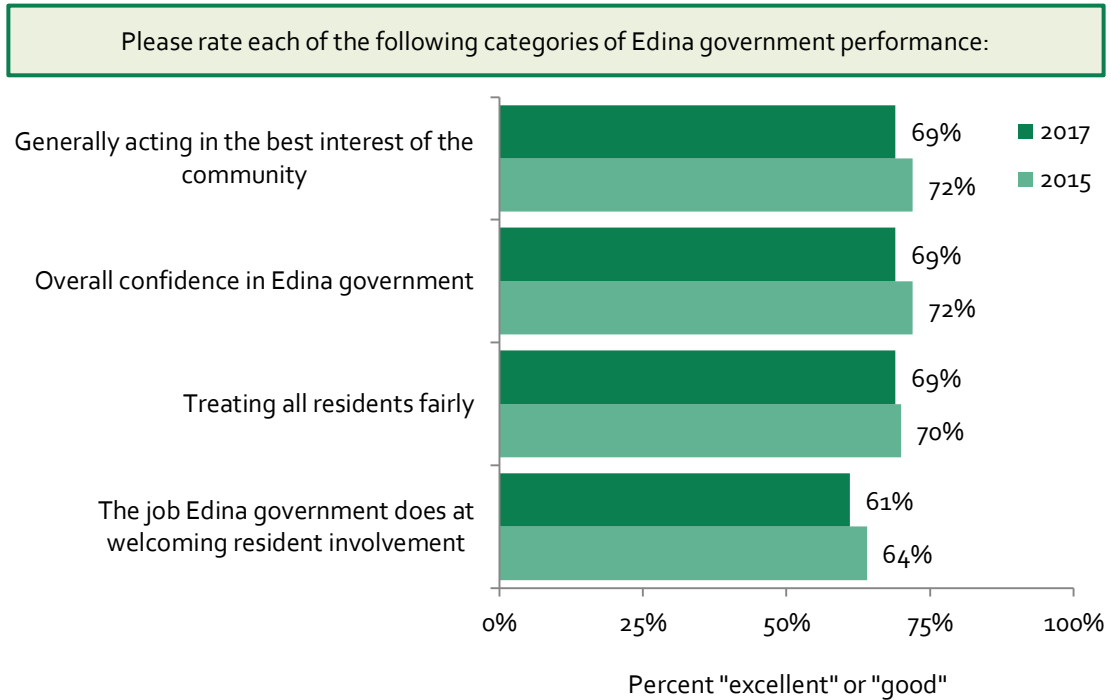
Contact with City Departments

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 Parks and Recreation (25%) and the Police (23%). Between 10% and 20% had contact with General information, Building Inspections and Public Works. Less than 1 in 10 had contact with the remaining departments.

When compared to 2015, a similar percentage of residents had contact with most City departments in 2017; however, more residents reported having contacted Parks and Recreation in 2017. Please see *Appendix F: Survey Methodology* for more information on how to interpret changes in ratings compared to years prior to 2015.

Figure 35: Contact with City Departments Compared by Year

With which of the following departments have you had contact (email, in-person or phone) in the last 12 months?	2017	2015	2013	2011
I have not contacted the City	40%	43%	60%	68%
Parks and Recreation	25%	17%	13%	13%
Police	23%	21%	14%	9%
General information	20%	15%	12%	7%
Building Inspections	12%	10%	10%	15%
Public Works	10%	12%	21%	27%
City Clerk	9%	7%	0%	1%
Utility Billing	9%	7%	8%	0%
Utilities	8%	7%	0%	0%
Street Maintenance	7%	8%	0%	0%
Assessing	7%	5%	1%	6%
Engineering	6%	5%	1%	2%
Planning/Economic Development	6%	5%	10%	8%
Fire	5%	5%	1%	1%
City Manager	5%	3%	6%	5%
Health	4%	2%	2%	2%
Communications	2%	2%	1%	0%
Environmental Services	2%	2%	0%	0%
Human Resources	1%	1%	0%	0%
I.T./Technology services	0%	0%	0%	3%
Other	3%	6%	0%	3%

Percent of respondents.

Total may exceed 100% as respondents could select more than one answer. Respondents had the opportunity to write-in a response for "other;" these verbatim responses can be found in Appendix C: Verbatim Responses to Open-ended Survey Question.

The 60% of survey respondents who reported having contacted a City department or office were then asked to rate the overall customer service they received as well as their impression of the courtesy, knowledge, responsiveness and follow-up of the City employee(s). At least 9 in 10 gave "excellent" or "good" ratings to the knowledge of City employees, courtesy and to the overall customer service received. About 83% and 85%, respectively, gave positive ratings to follow-up and responsiveness.

When compared over time, ratings generally remained stable; however, more residents reported positive ratings for courtesy in 2017 compared to 2015.

Where comparisons to other communities across the nation and those in Minnesota were available, Edina residents' ratings of their impressions of employee(s) tended to be similar with the exception of overall customer service which was higher when compared to the nation (please see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons).

Figure 36: Impression of Employee(s) Compared by Year

Please rate your impression of City employees:

Knowledge
- 2017: 94%
- 2015: 93%

Courtesy
- 2017: 94%
- 2015: 86%
- 2013: 83%
- 2011: 84%

Overall customer service
- 2017: 91%
- 2015: 87%

Responsiveness
- 2017: 85%
- 2015: 84%

Follow-up (got back to you or took action if needed)
- 2017: 83%
- 2015: 83%

Legend: 2017, 2015, 2013, 2011

Percent "excellent" or "good"
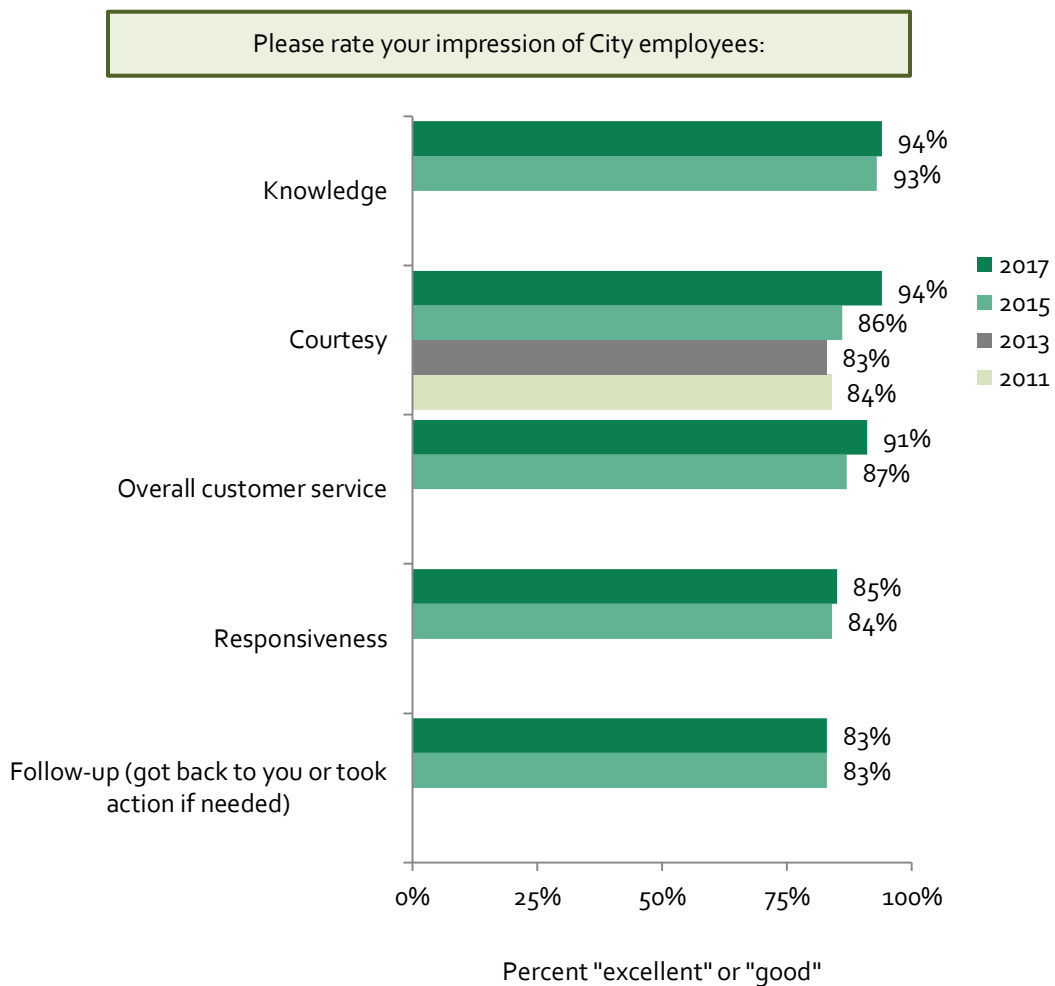
Information Sources and City Communications

Respondents were asked to indicate the extent to which they used 15 information sources about Edina government and its activities, if at all. About 9 in 10 residents indicated that word of mouth from friends, family or neighbors was at least a minor source of information while slightly fewer felt the *About Town* City magazine was at least a minor source of information (82% "major" or "minor" source).

About 7 in 10 indicated that the *Parks & Recreation Activities Directory* was a source of information and slightly fewer felt that the *Edina Sun-Current* newspaper (64%), *Star-Tribune* newspaper (63%), direct mail updates (62%) and the City's website (61%) were all at least minor sources of information. Least relied upon were the *City Extra* e-mail subscription service, Edina TV and online web stream videos on YouTube or Granicus with 21% or fewer residents indicating each as a "major" or "minor" source (see Figure 37 on the following page).

Each of the 15 information sources could be compared over time and use of most sources remained stable from 2015 to 2017. Two showed lower ratings in 2017 compared to 2015 and three showed higher ratings. In 2017, more residents felt that social media, NextDoor and City Council Members were sources of information about the City while fewer felt that direct mail updates and *Edition: Edina* monthly insert in *Edina Sun-Current* newspaper were sources of information. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes in ratings compared to years prior to 2015.)

Figure 37: Information Sources Compared by Year

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

Legend:
- 2017
- 2015
- 2013
- 2011

Word of mouth from friends, family or neighbors
- 89%
- 90%
- 77%
- 75%

About Town City magazine
- 82%
- 84%
- 91%
- 86%

Parks & Recreation Activities Directory
- 71%
- 68%
- 52%
- 41%

Edina Sun-Current newspaper
- 64%
- 70%
- 92%
- 82%

Star-Tribune newspaper
- 63%
- 68%
- 71%
- 59%

Direct mail updates
- 62%
- 69%
- 54%
- 57%

City's website (www.EdinaMN.gov)
- 61%
- 63%
- 51%
- 44%

NextDoor
- 49%
- 35%

Edition: Edina monthly insert in Edina Sun-Current newspaper
- 48%
- 57%

Social media (e.g., Facebook, Twitter)
- 40%
- 32%
- 14%
- 5%

City employees
- 31%
- 32%
- 41%
- 27%

City Council Members
- 26%
- 19%

City Extra e-mail subscription service
- 21%
- 20%
- 25%
- 16%

Edina TV
- 21%
- 20%
- 35%
- 34%

Online web stream videos on YouTube or Granicus
- 11%
- 9%
- 7%
- 6%

Percent "major" or "minor" source
(0% 25% 50% 75% 100%)

Prior to 2017, "Edina TV" was "Edina Channels 16 or 813."

About Town

As in prior years, survey respondents were asked to rate the effectiveness of *About Town* as a communication tool for keeping informed of City activities. About 8 in 10 residents felt it was at least somewhat effective. When compared over time, ratings remained stable. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes in ratings compared to years prior to 2015.)

Figure 38: Effectiveness of About Town Compared by Year
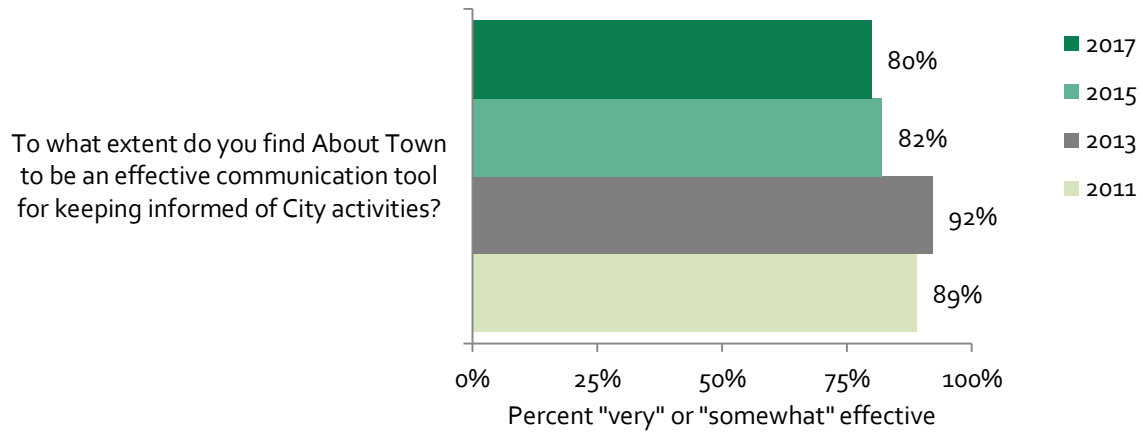
In 2013 and 2011, the scale was very effective, somewhat effective, not too effective and not at all effective.

City Website

When asked if they had accessed the City's website in the 12 months prior to the survey, 52% of survey respondents indicated they had done so; this rating was similar to 2015 but has decreased when compared to 2013 and 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 39: Accessed City Website Compared by Year
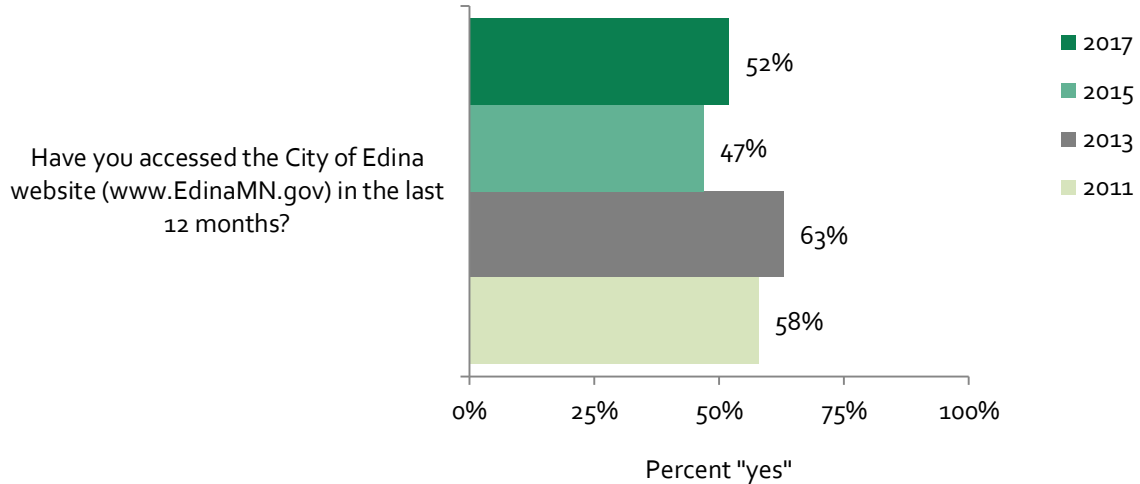
Of those who reported they had accessed the City's website, 7 in 10 residents felt that the overall quality of the website was "excellent" or "good." When compared over time, this rating was similar to 2015 but has decreased when compared to 2013 and 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Edina's rating for the overall quality of the website was similar to those of residents in other communities across the nation and those in Minnesota. (See *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons.)

Figure 40: Quality of City Website Compared by Year
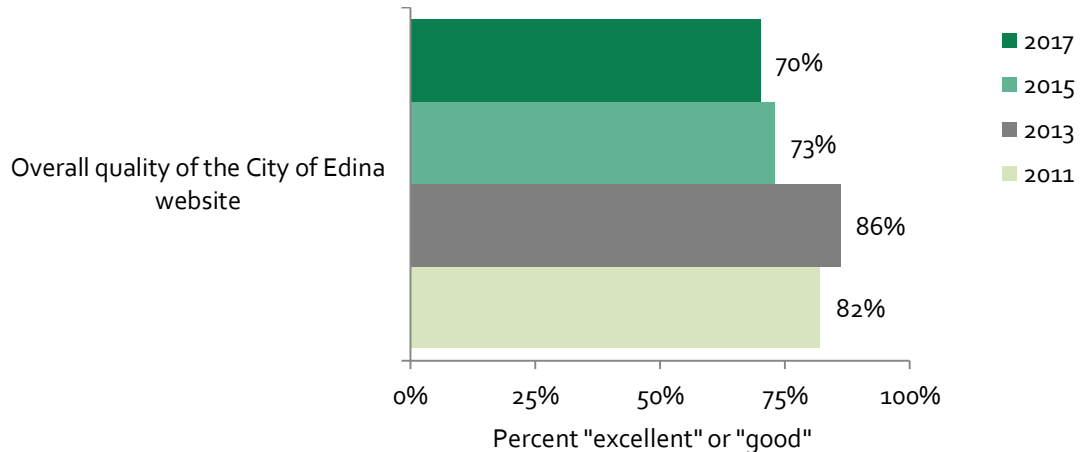
Responses to this question are only from those who reported that they had accessed the City website.

Those who had accessed the website in the last 12 months were also asked to rate the quality of three specific aspects of the website. About 82% felt the appearance of the website was "excellent" or "good" and about three-quarters 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 were similar in 2017 compared to 2015.

Comparisons 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. (Please see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark comparisons.)

Figure 41: Aspects of City Website Compared by Year
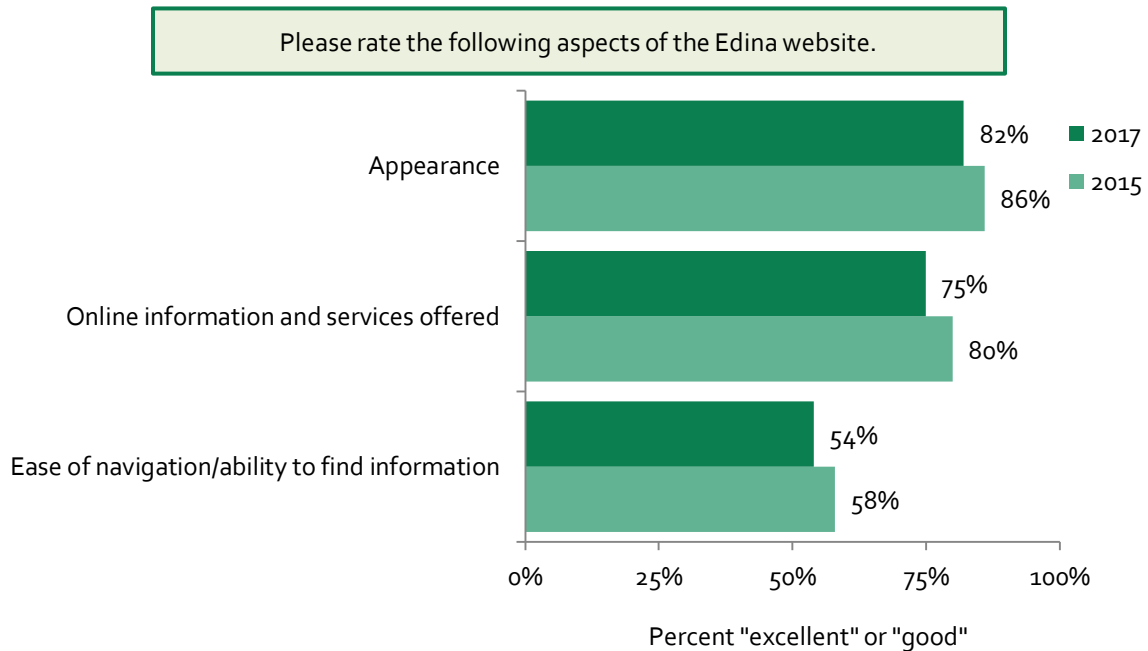
Please rate the following aspects of the Edina website.

Appearance — 2017: 82%, 2015: 86%
Online information and services offered — 2017: 75%, 2015: 80%
Ease of navigation/ability to find information — 2017: 54%, 2015: 58%

Percent "excellent" or "good"

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

Municipal Liquor Stores

Since 2011, residents have been asked about their level of support for the City to continue to operate its municipal liquor stores. About 88% indicated at least "somewhat" supporting this proposal. Compared over time, this level of support has remained stable. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 42: Level of Support for Municipal Owned Liquor Stores Compared 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?

- 2017: 88%
- 2015: 86%
- 2013: 95%
- 2011: 92%

Percent "strongly" or "somewhat" support
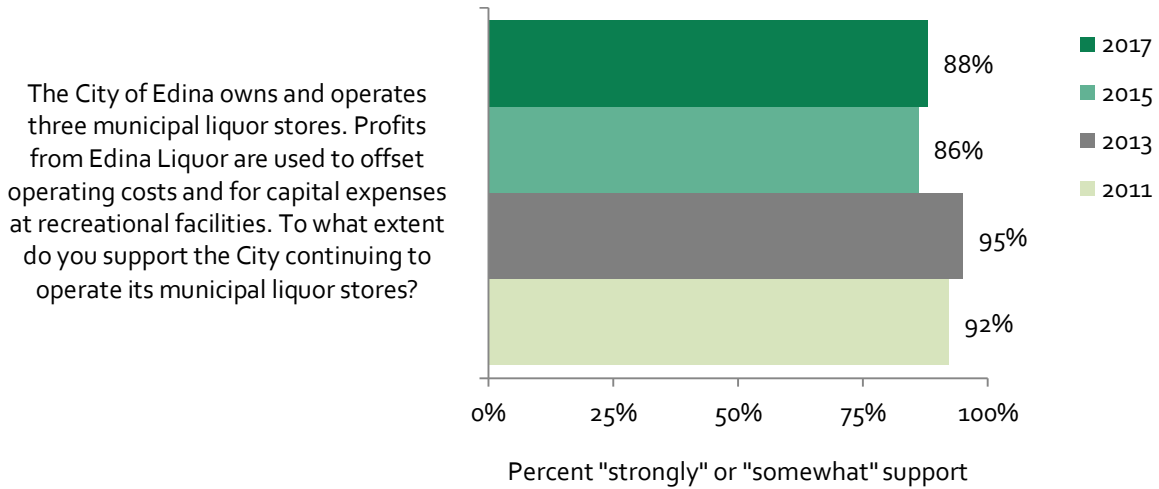
Prior to 2017, the question wording was "The City of Edina owns and operates three municipal liquor stores. Profits from the liquor operations are used for capital and public improvements and to offset operating costs of some recreation facilities. To what extent do you support the City continuing to 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.

Residents were asked a follow-up question about how much of their business goes to any one of the three municipal liquor stores. About half indicated all or most of their business goes to any one of the three municipal liquor stores, while an additional 4 in 10 indicated only some of their business. Only 1 in 10 reported that none of their business goes to any of the municipal liquor stores. When compared to 2015, this rating has remained stable.

Figure 43: Portion of Business Going to Edina Municipal Liquor Stores Compared by Year

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

- All of my business
- Most of my business
- Some of my business
- None of my business

Year	All of my business	Most of my business	Some of my business	None of my business
2017	17%	29%	40%	13%
2015	16%	33%	41%	10%
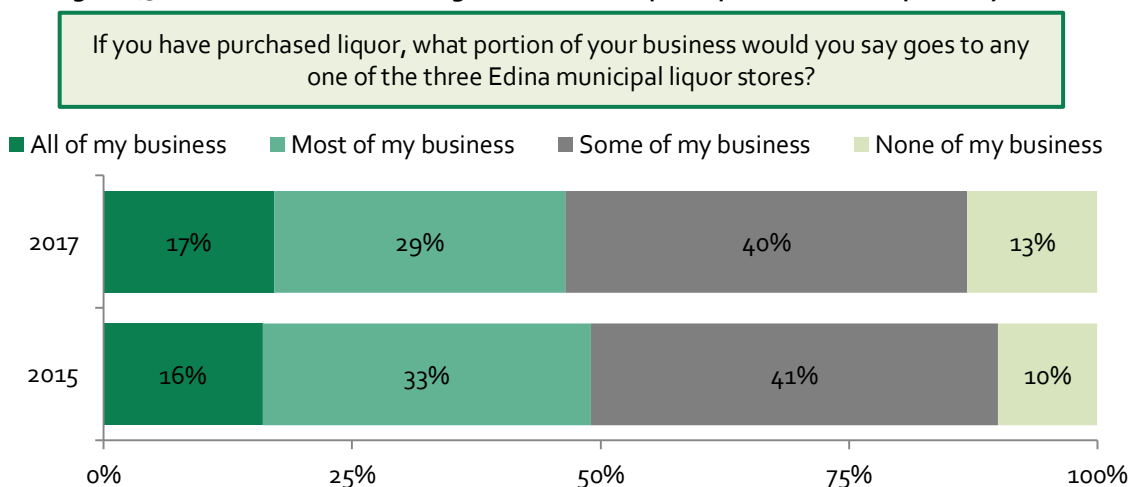
The impression of five different aspects of the Edina liquor stores also was measured, regardless of how much residents used the stores. About 9 in 10 gave "excellent" or good" ratings to the knowledge, courtesy and friendliness of the staff while slightly fewer gave "excellent" or "good" marks to the product selection (88%) and layout, organization and presentation of the store (84%). About 66% gave positive marks to the prices of products.

When compared over time, ratings were generally stable; however, more residents gave positive marks to the prices of products in 2017 compared to 2015.

Figure 44: Impression of Municipal Liquor Stores Compared by Year

Please rate your impression of each of the following at Edina Liquor stores:

Knowledge of staff
- 2017: 93%
- 2015: 93%

Courtesy and friendliness of staff
- 2017: 93%
- 2015: 92%
- 2013: 99%
- 2011: 98%

Product selection
- 2017: 88%
- 2015: 84%
- 2013: 86%
- 2011: 82%

Layout, organization and presentation of the store
- 2017: 84%
- 2015: 86%
- 2013: 87%
- 2011: 83%

Prices of products
- 2017: 66%
- 2015: 54%
- 2013: 69%
- 2011: 74%

Percent "excellent" or "good"
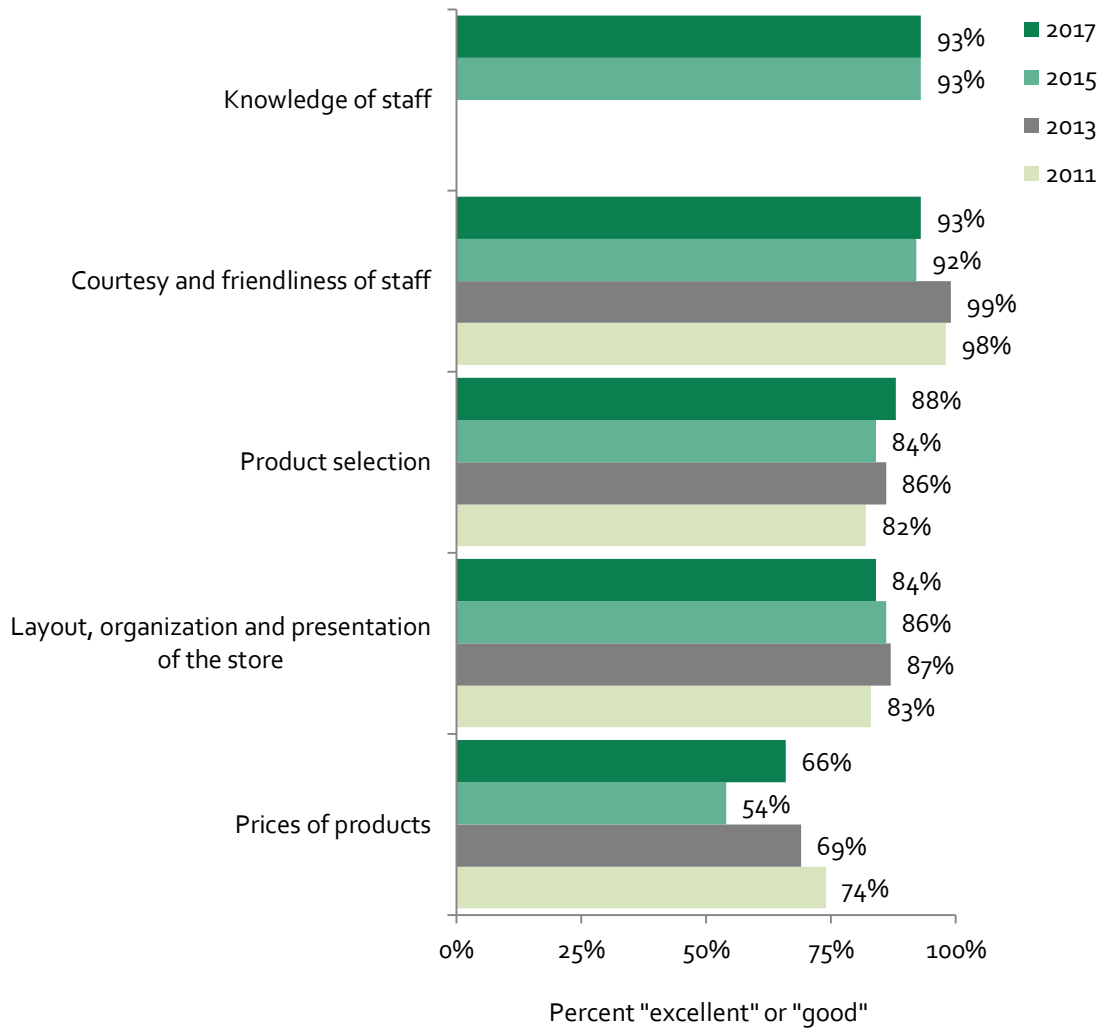
Redevelopment in Edina

About 7 in 10 residents felt positively about the overall quality of residential and commercial redevelopment in Edina; ratings that remained stable from 2015 to 2017. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

Figure 45: Quality of Redevelopment in Edina Compared by Year
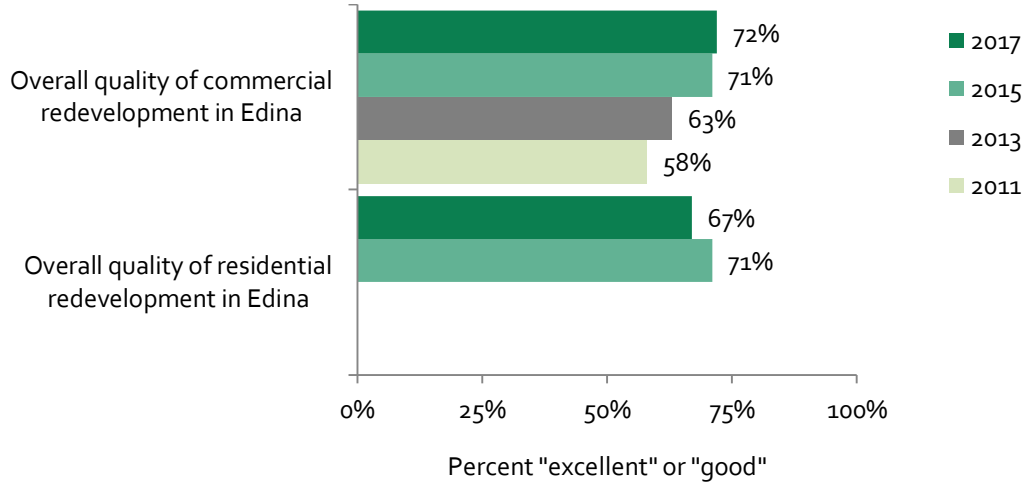
In 2013 and 2011, survey respondents were only asked to rate the quality of redevelopment in Edina while 2017 and 2015 survey respondents were asked to consider residential and commercial redevelopment separately.

Residents were asked to consider how well, if at all, they felt the City was managing tensions in the community related to residential redevelopment in Edina. About two-thirds of residents felt the City manages tensions at least somewhat well; this rating was similar to what was reported in 2015.

Figure 46: How Well the City Manages Redevelopment Tensions Compared by Year
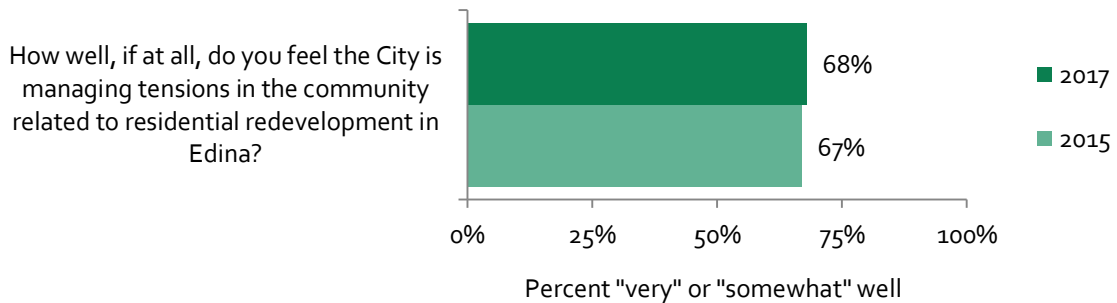
APPENDIX A: RESPONDENT CHARACTERISTICS

The following tables summarize the demographic characteristics of Edina's survey respondents in 2017.

Table 1: Economic Impact on Household Income

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	8%	N=37
Somewhat positive	27%	N=124
Neutral	54%	N=251
Somewhat negative	10%	N=48
Very negative	2%	N=8
Total	100%	N=468

Table 2: Employment Status

What is your employment status?	Percent	Number
Working full time for pay	52%	N=242
Working part time for pay	14%	N=63
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	3%	N=14
Fully retired	29%	N=135
Total	100%	N=465

Table 3: Work Inside Edina Boundaries

Do you work inside the boundaries of Edina?	Percent	Number
Yes, outside the home	22%	N=94
No	64%	N=278
Yes, from home	14%	N=61
Total	100%	N=433

Table 4: Length of Residency

How many years have you lived in Edina?	Percent	Number
Less than 2 years	15%	N=70
2-5 years	17%	N=78
6-10 years	13%	N=63
11-20 years	19%	N=89
More than 20 years	36%	N=170
Total	100%	N=470

Table 5: Housing Unit Type

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	57%	N=269
Building with two or more homes (duplex, townhome, apartment or condominium)	40%	N=188
Other	3%	N=12
Total	100%	N=469

Table 6: Housing Tenure

Is this house or apartment…	Percent	Number
Rented	24%	N=115
Owned	76%	N=354
Total	100%	N=469

Table 7: Housing Costs

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association [HOA] fees)?	Percent	Number
Less than $600 per month	8%	N=32
$600 - $999 per month	12%	N=53
$1,000 - $1,499 per month	22%	N=94
$1,500 - $2,499 per month	31%	N=134
$2,500 or more per month	27%	N=114
Total	100%	N=428

Table 8: Presence of Children

Do any children 17 or under live in your household?	Percent	Number
No	66%	N=311
Yes	34%	N=158
Total	100%	N=469

Table 9: Presence of Older Adults

Are you or any other members of your household aged 65 or older?	Percent	Number
No	62%	N=290
Yes	38%	N=179
Total	100%	N=470

Table 10: Household Income

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	8%	N=34
$25,000 to $49,999	13%	N=56
$50,000 to $99,999	25%	N=110
$100,000 to $149,999	16%	N=71
$150,000 or more	38%	N=163
Total	100%	N=433

Table 11: Language Spoken at Home

Do you speak a language other than English at home?	Percent	Number
No, English only	89%	N=409
Yes	11%	N=51
Total	100%	N=461

Table 12: Language Spoken at Home Other Than English

Yes, which language?	Percent	Number
Persian/Farsi	16%	N=7
Vietnamese	0%	N=0
Spanish	28%	N=12
Russian	5%	N=2
Chinese	7%	N=3
Korean	0%	N=0
Other	45%	N=19
Total	100%	N=42

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

Table 13: Ethnicity

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=424
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=9
Total	100%	N=433

Table 14: Race

What is your race?	Percent	Number
White	92%	N=419
Asian, Asian Indian or Pacific Islander	7%	N=31
Black or African American	1%	N=4
American Indian or Alaskan Native	1%	N=4
Other	2%	N=7

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

Table 15: Age

In which category is your age?	Percent	Number
18-24 years	2%	N=12
25-34 years	14%	N=63
35-44 years	14%	N=66
45-54 years	21%	N=99
55-64 years	13%	N=60
65-74 years	18%	N=83
75 years or older	18%	N=85
Total	100%	N=467

Table 16: Gender

What is your gender?	Percent	Number
Female	55%	N=245
Male	45%	N=203
Total	100%	N=448

APPENDIX B: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

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

Table 17: Question 1

How would you rate the quality of life in Edina?	Percent	Number
Excellent	58%	N=266
Good	39%	N=179
Fair	3%	N=12
Poor	0%	N=1
Total	100%	N=458

Table 18: Question 2

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	58%	N=273	39%	N=181	3%	N=15	0%	N=1	100%	N=470
Overall ease of getting to the places you usually have to visit	43%	N=203	44%	N=206	8%	N=39	4%	N=20	100%	N=469
Quality of overall natural environment in Edina	39%	N=183	49%	N=230	11%	N=53	1%	N=3	100%	N=469
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	29%	N=135	53%	N=246	14%	N=67	3%	N=14	100%	N=462
Health and wellness opportunities in Edina	49%	N=214	44%	N=192	7%	N=29	1%	N=4	100%	N=440
Overall opportunities for education and enrichment	58%	N=257	37%	N=164	5%	N=20	0%	N=2	100%	N=443
Overall economic health of Edina	54%	N=238	41%	N=183	4%	N=17	1%	N=5	100%	N=443
Sense of community	27%	N=126	46%	N=212	23%	N=105	4%	N=16	100%	N=459
Overall image or reputation of Edina	47%	N=216	40%	N=187	13%	N=58	1%	N=3	100%	N=463
Neighborliness of residents in Edina	26%	N=119	49%	N=228	21%	N=95	4%	N=19	100%	N=461

Table 19: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Edina to someone who asks	70%	N=326	26%	N=119	3%	N=12	2%	N=9	100%	N=465
Remain in Edina for the next five years	76%	N=339	18%	N=80	3%	N=13	4%	N=16	100%	N=448

Table 20: Question 4

Why did you choose to live in Edina?	Percent	Number
Good schools	53%	N=250
Safe community	52%	N=245
Attractive community	52%	N=244
Good neighborhoods	47%	N=221
Amenities (e.g., parks, library, etc.)	39%	N=185
Job was here (or nearby)	35%	N=166
Family lives here/born or raised here	25%	N=117
Affordable housing	15%	N=72
Other	15%	N=70

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 C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

Table 21: Question 5

What one thing do you like most, if anything, about living in Edina?	Percent	Number
Convenient location/accessibility	31%	N=122
Raised here or close to family, job, etc.	3%	N=10
Housing/neighborhood	6%	N=25
Schools	15%	N=58
Safe	7%	N=29
Shopping/restaurants	4%	N=17
Parks and trails/recreation centers/open spaces	7%	N=28
Sense of community (friendly, quiet, peaceful, etc.)	9%	N=33
Beauty/cleanliness of community	4%	N=17
Public services	1%	N=5
Walkability	2%	N=9
Reputation of community (well-run government, economic health, etc.)	4%	N=17
Positive comments about overall quality of life and community	2%	N=9
Other	2%	N=10
Total	100%	N=390

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

Table 22: Question 6

What would you say is the most serious issue facing Edina at this time?	Percent	Number
City government operations (fiscal responsibility, taxes, etc.)	10%	N=36
Traffic and infrastructure (road maintenance, snow removal, etc.)	17%	N=58
Lack of diversity and sense of community	9%	N=30
Schools/education	5%	N=18
Housing concerns (teardowns, overdevelopment, affordability, etc.)	32%	N=113
Cost of living	4%	N=13
Bike paths/sidewalks/pedestrian travel	5%	N=16
Safety	3%	N=12
Aging population	3%	N=9
No issue/positive comments	2%	N=5
Parks/recreation/community activities	2%	N=7
Other	9%	N=30
Total	100%	N=348

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

Table 23: Question 7

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood	78%	N=366	20%	N=94	1%	N=3	1%	N=5	0%	N=1	100%	N=470
In the 50th & France area (downtown area)	70%	N=312	26%	N=115	4%	N=17	0%	N=1	0%	N=1	100%	N=446
In the Southdale area	35%	N=161	43%	N=198	15%	N=68	8%	N=35	0%	N=2	100%	N=463

Table 24: Question 8

Which of the following, if any, would make you more likely to ride a bicycle in Edina?	Percent	Number
If there were more well-marked trails and off-road paths	62%	N=236
If motorists drove slower and respected cyclists	44%	N=166
If there were more on-road facilities such as bike lanes	41%	N=157
If there were wider roads for riding or roads had paved shoulders	41%	N=157
If street/road conditions were better, such as smooth pavement and less debris	29%	N=109
If I felt more confident on my bike	22%	N=85
If I felt safer from crime	3%	N=11

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

Table 25: Question 9

Which of the following, if any, would make you more likely to walk in Edina?	Percent	Number
If there were more sidewalks along streets	61%	N=225
If there were more paths and trails designated for walking	57%	N=210
If there were more crosswalks	29%	N=106
If street lighting was better	28%	N=102
If condition of existing sidewalks were better	19%	N=69
If motorists drove slower	18%	N=68
If I felt safer from crime	6%	N=22

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

Table 26: Question 10

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	12%	N=56	51%	N=237	29%	N=133	8%	N=36	100%	N=462
Ease of public parking	20%	N=88	52%	N=234	25%	N=112	3%	N=15	100%	N=448
Ease of travel by car in Edina	28%	N=127	54%	N=245	16%	N=72	2%	N=10	100%	N=454
Ease of travel by public transportation in Edina	8%	N=19	32%	N=80	30%	N=76	30%	N=74	100%	N=250
Ease of travel by bicycle in Edina	9%	N=32	40%	N=135	36%	N=122	15%	N=49	100%	N=339
Ease of walking in Edina	19%	N=82	47%	N=208	26%	N=114	8%	N=35	100%	N=440
Availability of paths and walking trails	19%	N=81	41%	N=177	31%	N=136	9%	N=37	100%	N=431
Air quality	34%	N=151	53%	N=234	10%	N=45	2%	N=9	100%	N=439
Cleanliness of Edina	44%	N=203	47%	N=218	7%	N=34	1%	N=6	100%	N=461
Public places where people want to spend time	30%	N=134	52%	N=229	14%	N=64	3%	N=15	100%	N=442
Variety of housing options	14%	N=59	41%	N=171	31%	N=130	14%	N=58	100%	N=417
Availability of affordable quality housing	8%	N=31	28%	N=106	31%	N=118	32%	N=120	100%	N=375
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=109	50%	N=212	20%	N=88	4%	N=18	100%	N=428
Recreational opportunities	28%	N=122	54%	N=231	16%	N=68	2%	N=9	100%	N=430
K-12 education	69%	N=261	28%	N=105	3%	N=10	1%	N=4	100%	N=380
Adult educational opportunities	40%	N=158	49%	N=193	9%	N=36	1%	N=5	100%	N=392
Opportunities to attend cultural/arts/music activities	25%	N=103	55%	N=223	16%	N=65	4%	N=15	100%	N=406
Employment opportunities	21%	N=54	48%	N=127	27%	N=72	4%	N=12	100%	N=265
Shopping opportunities	54%	N=247	37%	N=169	8%	N=35	1%	N=5	100%	N=456
Cost of living in Edina	7%	N=32	40%	N=182	41%	N=186	12%	N=57	100%	N=457
Overall quality of business and service establishments in Edina	30%	N=134	61%	N=275	8%	N=38	1%	N=7	100%	N=454
Overall quality of commercial redevelopment in Edina	19%	N=73	54%	N=209	22%	N=84	6%	N=24	100%	N=390
Overall quality of residential redevelopment in Edina	17%	N=69	50%	N=209	23%	N=94	10%	N=43	100%	N=414
Opportunities to participate in social events and activities	22%	N=91	51%	N=212	21%	N=86	6%	N=24	100%	N=413
Opportunities to volunteer	25%	N=91	54%	N=200	17%	N=62	4%	N=16	100%	N=368
Opportunities to participate in community matters	23%	N=86	53%	N=201	19%	N=72	6%	N=22	100%	N=382
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=47	34%	N=131	37%	N=144	16%	N=63	100%	N=386

Table 27: Question 11

How important, if at all, do you think it is for the City to implement each of the following?	Essential		Very important		Somewhat important		Not at all important		Total	
Expand the types of cultural events that are offered within the community	12%	N=51	34%	N=148	42%	N=182	12%	N=54	100%	N=434
Enhance the promotion and awareness of cultural events that take place in the community	14%	N=60	39%	N=170	38%	N=164	10%	N=42	100%	N=436
Provide educational opportunities to learn about different cultures and customs locally and around the world	14%	N=63	34%	N=148	37%	N=160	15%	N=66	100%	N=437
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	22%	N=93	35%	N=151	30%	N=129	13%	N=56	100%	N=429

Table 28: Question 12

In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Trails	20%	N=89	18%	N=79	27%	N=122	14%	N=63	21%	N=91	100%	N=443
Neighborhood parks	11%	N=50	17%	N=78	24%	N=108	23%	N=106	24%	N=110	100%	N=452
Large community athletic fields	51%	N=225	17%	N=75	14%	N=64	7%	N=29	11%	N=49	100%	N=442
Edinborough Park	52%	N=231	20%	N=90	19%	N=85	5%	N=23	4%	N=18	100%	N=447
Centennial Lakes Park	25%	N=112	23%	N=106	29%	N=130	14%	N=62	10%	N=45	100%	N=455
Edina Aquatic Center	72%	N=322	13%	N=60	8%	N=34	5%	N=23	2%	N=11	100%	N=449
Edina Senior Center	80%	N=363	11%	N=50	5%	N=21	2%	N=9	2%	N=9	100%	N=453
Braemar Arena (ice arena)	76%	N=343	7%	N=32	8%	N=36	4%	N=18	5%	N=22	100%	N=451
Edina Art Center	72%	N=326	18%	N=81	7%	N=30	2%	N=8	1%	N=4	100%	N=450
Braemar Golf Course	68%	N=307	12%	N=54	12%	N=56	4%	N=17	4%	N=20	100%	N=454
Braemar Golf Dome	80%	N=362	9%	N=41	6%	N=27	3%	N=11	3%	N=13	100%	N=454
Braemar Field (sports dome)	76%	N=346	10%	N=47	4%	N=19	3%	N=15	6%	N=26	100%	N=453

Table 29: Question 13

Please rate each of the following Edina Parks and Recreation Department amenities:	Excellent		Good		Fair		Poor		Total	
Trails	25%	N=94	56%	N=211	16%	N=61	3%	N=10	100%	N=377
Neighborhood parks	35%	N=143	53%	N=219	9%	N=37	3%	N=12	100%	N=411
Large community athletic fields	36%	N=95	55%	N=145	8%	N=21	0%	N=1	100%	N=262
Edinborough Park	39%	N=115	52%	N=157	8%	N=25	1%	N=2	100%	N=299
Centennial Lakes Park	56%	N=217	39%	N=149	5%	N=18	0%	N=0	100%	N=384
Edina Aquatic Center	41%	N=77	47%	N=90	12%	N=22	1%	N=1	100%	N=190
Edina Senior Center	33%	N=47	57%	N=82	10%	N=15	1%	N=1	100%	N=145
Braemar Arena (ice arena)	47%	N=86	43%	N=79	10%	N=18	0%	N=1	100%	N=183
Edina Art Center	30%	N=62	56%	N=117	13%	N=27	1%	N=1	100%	N=207
Braemar Golf Course	34%	N=64	51%	N=94	13%	N=25	2%	N=3	100%	N=185
Braemar Golf Dome	41%	N=63	52%	N=80	7%	N=11	0%	N=1	100%	N=155
Braemar Field (sports dome)	51%	N=76	42%	N=62	7%	N=11	0%	N=0	100%	N=149

Table 30: Question 14

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Total	
Police services	56%	N=234	33%	N=139	9%	N=39	1%	N=6	100%	N=418
Fire services	69%	N=232	30%	N=102	1%	N=4	0%	N=0	100%	N=337
Ambulance or emergency medical services	70%	N=214	29%	N=89	1%	N=2	1%	N=2	100%	N=306
Crime prevention	38%	N=136	48%	N=173	12%	N=44	2%	N=6	100%	N=360
Fire prevention and education	39%	N=113	52%	N=150	9%	N=26	0%	N=1	100%	N=289
Traffic enforcement	29%	N=116	47%	N=186	19%	N=74	4%	N=18	100%	N=393
Street repair	14%	N=62	40%	N=178	33%	N=149	13%	N=58	100%	N=446
Street cleaning	24%	N=105	56%	N=248	16%	N=69	5%	N=20	100%	N=443
Street lighting	20%	N=88	50%	N=226	25%	N=111	5%	N=24	100%	N=449
Snow removal	50%	N=224	41%	N=184	8%	N=34	1%	N=4	100%	N=446
Sidewalk maintenance	26%	N=104	49%	N=192	19%	N=76	5%	N=21	100%	N=393
Traffic signal timing	17%	N=75	52%	N=227	23%	N=100	7%	N=31	100%	N=434
Bus or transit services	13%	N=32	40%	N=95	30%	N=72	16%	N=38	100%	N=237

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Total	
Garbage collection	36%	N=147	50%	N=203	11%	N=45	3%	N=13	100%	N=408
Recycling	37%	N=152	49%	N=199	11%	N=46	3%	N=12	100%	N=408
Yard waste pick-up	37%	N=122	46%	N=154	13%	N=42	4%	N=14	100%	N=333
Storm drainage	27%	N=97	53%	N=196	16%	N=59	4%	N=14	100%	N=366
Drinking water	28%	N=122	41%	N=180	18%	N=78	14%	N=63	100%	N=443
Sewer services	31%	N=113	57%	N=211	11%	N=42	1%	N=2	100%	N=368
Utility billing	24%	N=94	55%	N=212	18%	N=68	3%	N=12	100%	N=386
City parks	41%	N=176	50%	N=216	8%	N=33	1%	N=6	100%	N=431
Park maintenance	39%	N=168	51%	N=216	9%	N=37	2%	N=6	100%	N=428
Condition of trails and sidewalks	26%	N=108	58%	N=238	13%	N=55	2%	N=9	100%	N=410
Recreation programs or classes	32%	N=102	54%	N=170	11%	N=36	2%	N=6	100%	N=313
Recreation centers or facilities	33%	N=109	53%	N=177	10%	N=34	4%	N=12	100%	N=332
Land use, planning and zoning	18%	N=59	43%	N=141	28%	N=91	12%	N=39	100%	N=330
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=54	48%	N=138	23%	N=68	10%	N=27	100%	N=288
Animal control	28%	N=76	56%	N=153	15%	N=40	1%	N=3	100%	N=272
Economic development	23%	N=79	56%	N=191	18%	N=60	3%	N=10	100%	N=340
Public health services	32%	N=76	55%	N=131	12%	N=29	2%	N=4	100%	N=240
Public information services/communication from the City	23%	N=93	55%	N=216	18%	N=71	4%	N=15	100%	N=396
Cable television	14%	N=43	45%	N=138	28%	N=85	12%	N=37	100%	N=302
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	N=65	55%	N=142	16%	N=40	4%	N=10	100%	N=258
Edina open space	22%	N=77	47%	N=168	25%	N=91	6%	N=22	100%	N=358
City-sponsored special events	22%	N=71	55%	N=178	21%	N=69	2%	N=7	100%	N=324
Overall quality of services provided by the City of Edina	29%	N=129	59%	N=261	11%	N=49	0%	N=1	100%	N=440

Table 31: Question 15

Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be…?	Percent	Number
Very high	20%	N=75
Somewhat high	39%	N=149
About average	31%	N=119
Somewhat low	8%	N=31
Very low	3%	N=10
Total	100%	N=385

Table 32: Question 16

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=25
Somewhat support	38%	N=151
Somewhat oppose	34%	N=134
Strongly oppose	22%	N=86
Total	100%	N=397

Table 33: Question 17

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	75%	N=302
Wrong track	25%	N=102
Total	100%	N=404

Table 34: Question 17 - 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 operations (fiscal responsibility, taxes, etc.)	22%	N=22
Poor development/overbuilding/density of city	26%	N=26
Affordable housing/cost of living/teardowns	8%	N=8
Schools/education	8%	N=8
Lack of sense of community and natural beauty (open space, parks, etc.)	6%	N=6
Resident opinions not valued	2%	N=2
Traffic and infrastructure (road and sidewalk maintenance, bike paths, snow removal, etc.)	10%	N=10
Other	17%	N=17
Total	100%	N=101

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

Table 35: Question 18

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	69%	N=226
No	31%	N=101
Total	100%	N=327

Table 36: Question 18 - 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	15%	N=13
Decisions are predetermined	23%	N=20
Decisions are biased towards commercial/wealthy or special interests	13%	N=12
No opportunities/difficult to participate	19%	N=17
Communication issues (slow response time, unhelpfulness, etc.)	4%	N=3
Other	26%	N=23
Total	100%	N=88

Respondents were given an opportunity to write-in a response for why they responded with no to question 18. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

Table 37: Question 19

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=104	56%	N=233	15%	N=64	4%	N=18	100%	N=419
The job Edina government does at welcoming resident involvement	16%	N=54	46%	N=159	28%	N=96	11%	N=39	100%	N=348
Overall confidence in Edina government	20%	N=83	49%	N=203	24%	N=99	6%	N=26	100%	N=411
Generally acting in the best interest of the community	21%	N=85	48%	N=200	24%	N=99	7%	N=28	100%	N=412
Treating all residents fairly	20%	N=73	49%	N=182	23%	N=84	9%	N=33	100%	N=372

Table 38: Question 20

Please rate the following aspects of drinking water in Edina:	Excellent		Good		Fair		Poor		Total	
Appearance	39%	N=177	46%	N=210	11%	N=49	4%	N=18	100%	N=454
Taste	25%	N=116	37%	N=168	19%	N=88	18%	N=82	100%	N=454
Odor	30%	N=134	42%	N=186	18%	N=79	10%	N=43	100%	N=441
Hardness	14%	N=59	23%	N=97	27%	N=115	37%	N=161	100%	N=433
Reliability	40%	N=175	47%	N=205	8%	N=36	5%	N=21	100%	N=437
Safety	37%	N=144	46%	N=181	12%	N=47	5%	N=21	100%	N=393

Table 39: Question 21

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	15%	N=47
Somewhat well	53%	N=167
Somewhat poorly	24%	N=75
Very poorly	8%	N=26
Total	100%	N=315

Table 40: Question 22

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	55%	N=239
Somewhat support	33%	N=144
Somewhat oppose	6%	N=26
Strongly oppose	7%	N=29
Total	100%	N=438

Table 41: Question 23

If you have purchased liquor, what portion of your business would you say goes to any one of the three Edina municipal liquor stores?	Percent	Number
All of my business	17%	N=67
Most of my business	29%	N=112
Some of my business	40%	N=156
None of my business	13%	N=52
Total	100%	N=387

Table 42: Question 24

Please rate your impression of each of the following at Edina Liquor stores:	Excellent		Good		Fair		Poor		Total	
Product selection	34%	N=116	54%	N=187	12%	N=41	0%	N=1	100%	N=346
Prices of products	19%	N=66	47%	N=161	27%	N=93	7%	N=26	100%	N=345
Layout, organization and presentation of the store	28%	N=98	56%	N=193	15%	N=51	2%	N=6	100%	N=348
Courtesy and friendliness of staff	55%	N=193	38%	N=133	5%	N=18	1%	N=4	100%	N=348
Knowledge of staff	49%	N=160	44%	N=143	6%	N=18	2%	N=5	100%	N=326

Table 43: Question 25

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	21%	N=97	36%	N=164	27%	N=121	11%	N=48	5%	N=23	100%	N=454
Stop sign violations in your neighborhood	37%	N=162	36%	N=157	16%	N=69	5%	N=23	6%	N=25	100%	N=436
Violent crime	76%	N=316	21%	N=89	2%	N=8	1%	N=3	0%	N=1	100%	N=417
Drugs	60%	N=213	25%	N=91	11%	N=39	3%	N=11	1%	N=3	100%	N=356
Youth crimes	54%	N=203	36%	N=136	9%	N=33	2%	N=7	0%	N=1	100%	N=380
Vandalism and property crimes	42%	N=167	39%	N=157	16%	N=64	2%	N=9	1%	N=4	100%	N=401
Identity theft	55%	N=154	22%	N=61	14%	N=38	6%	N=18	3%	N=9	100%	N=280
Domestic abuse	61%	N=142	23%	N=53	15%	N=36	1%	N=2	0%	N=1	100%	N=234

Table 44: Question 26

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	26%	N=94
Somewhat support	23%	N=83
Somewhat oppose	23%	N=82
Strongly oppose	28%	N=100
Total	100%	N=359

Table 45: Question 27

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	18%	N=76	46%	N=196	36%	N=153	100%	N=424
Parks & Recreation Activities Directory	29%	N=114	42%	N=168	29%	N=115	100%	N=398
Edina Sun-Current newspaper	36%	N=144	33%	N=132	31%	N=124	100%	N=400
Edition: Edina monthly insert in Edina Sun-Current newspaper	52%	N=195	29%	N=110	18%	N=69	100%	N=374
Star-Tribune newspaper	37%	N=156	36%	N=152	27%	N=115	100%	N=423
City's website (www.EdinaMN.gov)	39%	N=156	41%	N=165	20%	N=79	100%	N=400
Edina TV	79%	N=301	15%	N=57	6%	N=21	100%	N=379
City employees	69%	N=273	23%	N=91	8%	N=31	100%	N=395
City Council Members	74%	N=291	19%	N=75	6%	N=25	100%	N=390
Direct mail updates	38%	N=153	41%	N=163	21%	N=85	100%	N=402
Social media (e.g., Facebook, Twitter)	60%	N=237	24%	N=95	16%	N=63	100%	N=395
NextDoor	51%	N=194	24%	N=90	25%	N=94	100%	N=379
Online web stream videos on YouTube or Granicus	89%	N=335	8%	N=29	4%	N=14	100%	N=379
City Extra e-mail subscription service	79%	N=293	13%	N=49	8%	N=28	100%	N=370
Word of mouth from friends, family or neighbors	11%	N=49	47%	N=204	42%	N=182	100%	N=434

Table 46: Question 28

To what extent do you find About Town to be an effective communication tool for keeping informed of City activities?	Percent	Number
Very effective	26%	N=98
Somewhat effective	54%	N=203
Somewhat ineffective	14%	N=51
Very ineffective	6%	N=24
Total	100%	N=376

Table 47: Question 29

Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?	Percent	Number
No	48%	N=220
Yes	52%	N=239
Total	100%	N=459

Table 48: Question 30

Please rate the following aspects of the Edina website:	Excellent		Good		Fair		Poor		Total	
Appearance	22%	N=50	61%	N=142	15%	N=34	3%	N=7	100%	N=234
Online information and services offered	19%	N=44	57%	N=134	18%	N=43	6%	N=15	100%	N=236
Ease of navigation/ability to find information	14%	N=33	40%	N=95	34%	N=79	12%	N=29	100%	N=236
Overall quality of the City of Edina website	17%	N=40	53%	N=124	23%	N=54	7%	N=17	100%	N=234

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

Table 49: Question 31

With which of the following departments have you had contact (email, in-person or phone) in the last 12 months?	Percent	Number
I have not contacted the City	40%	N=179
Parks and Recreation	25%	N=112
Police	23%	N=100
General information	20%	N=86
Building Inspections	12%	N=54
Public Works	10%	N=43
Utility Billing	9%	N=40
City Clerk	9%	N=39
Utilities	8%	N=33
Assessing	7%	N=32
Street Maintenance	7%	N=30
Planning/Economic Development	6%	N=26
Engineering	6%	N=24
Fire	5%	N=24
City Manager	5%	N=24

With which of the following departments have you had contact (email, in-person or phone) in the last 12 months?	Percent	Number
Health	4%	N=16
Other	3%	N=15
Communications	2%	N=9
Environmental Services	2%	N=8
Human Resources	1%	N=5
I.T./Technology services	0%	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 C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

Table 50: Question 32

Please rate your impression of City employees:	Excellent		Good		Fair		Poor		Total	
Knowledge	46%	N=119	48%	N=124	5%	N=12	2%	N=4	100%	N=259
Courtesy	52%	N=135	42%	N=111	5%	N=13	1%	N=3	100%	N=262
Responsiveness	48%	N=125	38%	N=99	12%	N=31	3%	N=8	100%	N=262
Follow-up (got back to you or took action if needed)	44%	N=108	39%	N=95	13%	N=32	4%	N=9	100%	N=245
Overall customer service	46%	N=121	45%	N=117	7%	N=19	1%	N=3	100%	N=261

Table 51: 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	8%	N=37
Somewhat positive	27%	N=124
Neutral	54%	N=251
Somewhat negative	10%	N=48
Very negative	2%	N=8
Total	100%	N=468

Table 52: Question D2

What is your employment status?	Percent	Number
Working full time for pay	52%	N=242
Working part time for pay	14%	N=63
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	3%	N=14
Fully retired	29%	N=135
Total	100%	N=465

Table 53: Question D3

Do you work inside the boundaries of Edina?	Percent	Number
Yes, outside the home	22%	N=94
No	64%	N=278
Yes, from home	14%	N=61
Total	100%	N=433

Table 54: Question D4

How many years have you lived in Edina?	Percent	Number
Less than 2 years	15%	N=70
2-5 years	17%	N=78
6-10 years	13%	N=63
11-20 years	19%	N=89
More than 20 years	36%	N=170
Total	100%	N=470

Table 55: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	57%	N=269
Building with two or more homes (duplex, townhome, apartment or condominium)	40%	N=188
Other	3%	N=12
Total	100%	N=469

Table 56: Question D6

Is this house or apartment…	Percent	Number
Rented	24%	N=115
Owned	76%	N=354
Total	100%	N=469

Table 57: 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	8%	N=32
$600 - $999 per month	12%	N=53
$1,000 - $1,499 per month	22%	N=94
$1,500 - $2,499 per month	31%	N=134
$2,500 or more per month	27%	N=114
Total	100%	N=428

Table 58: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	66%	N=311
Yes	34%	N=158
Total	100%	N=469

Table 59: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	62%	N=290
Yes	38%	N=179
Total	100%	N=470

Table 60: Question D10

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	8%	N=34
$25,000 to $49,999	13%	N=56
$50,000 to $99,999	25%	N=110
$100,000 to $149,999	16%	N=71
$150,000 or more	38%	N=163
Total	100%	N=433

Table 61: Question D11

Do you speak a language other than English at home?	Percent	Number
No, English only	89%	N=409
Yes	11%	N=51
Total	100%	N=461

Table 62: Question D11 - Yes, Which Language?

Yes, which language?	Percent	Number
Persian/Farsi	16%	N=7
Vietnamese	0%	N=0
Spanish	28%	N=12
Russian	5%	N=2
Chinese	7%	N=3
Korean	0%	N=0
Other	45%	N=19
Total	100%	N=42

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

Table 63: Question D12

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=424
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=9
Total	100%	N=433

Table 64: Question D13

What is your race?	Percent	Number
White	92%	N=419
Asian, Asian Indian or Pacific Islander	7%	N=31
Black or African American	1%	N=4
American Indian or Alaskan Native	1%	N=4
Other	2%	N=7

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

Table 65: Question D14

In which category is your age?	Percent	Number
18-24 years	2%	N=12
25-34 years	14%	N=63
35-44 years	14%	N=66
45-54 years	21%	N=99
55-64 years	13%	N=60
65-74 years	18%	N=83
75 years or older	18%	N=85
Total	100%	N=467

Table 66: Question D15

What is your gender?	Percent	Number
Female	55%	N=245
Male	45%	N=203
Total	100%	N=448

FREQUENCIES INCLUDING "DON'T KNOW" RESPONSES

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

Table 67: Question 1

How would you rate the quality of life in Edina?	Percent	Number
Excellent	58%	N=266
Good	39%	N=179
Fair	3%	N=12
Poor	0%	N=1
Don't know	0%	N=1
Total	100%	N=459

Table 68: Question 2

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	58%	N=273	39%	N=181	3%	N=15	0%	N=1	0%	N=1	100%	N=471
Overall ease of getting to the places you usually have to visit	43%	N=203	44%	N=206	8%	N=39	4%	N=20	0%	N=2	100%	N=471
Quality of overall natural environment in Edina	39%	N=183	49%	N=230	11%	N=53	1%	N=3	0%	N=1	100%	N=470
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	29%	N=135	53%	N=246	14%	N=67	3%	N=14	1%	N=6	100%	N=469
Health and wellness opportunities in Edina	46%	N=214	41%	N=192	6%	N=29	1%	N=4	6%	N=29	100%	N=469
Overall opportunities for education and enrichment	55%	N=257	35%	N=164	4%	N=20	0%	N=2	5%	N=25	100%	N=468
Overall economic health of Edina	51%	N=238	39%	N=183	4%	N=17	1%	N=5	5%	N=25	100%	N=468
Sense of community	27%	N=126	45%	N=212	22%	N=105	4%	N=16	2%	N=10	100%	N=469
Overall image or reputation of Edina	46%	N=216	40%	N=187	12%	N=58	1%	N=3	1%	N=3	100%	N=466
Neighborliness of residents in Edina	25%	N=119	48%	N=228	20%	N=95	4%	N=19	2%	N=10	100%	N=471

Table 69: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Edina to someone who asks	70%	N=326	25%	N=119	3%	N=12	2%	N=9	1%	N=3	100%	N=468
Remain in Edina for the next five years	73%	N=339	17%	N=80	3%	N=13	3%	N=16	4%	N=20	100%	N=468

Table 70: Question 4

Why did you choose to live in Edina?	Percent	Number
Good schools	53%	N=250
Safe community	52%	N=245
Attractive community	52%	N=244
Good neighborhoods	47%	N=221
Amenities (e.g., parks, library, etc.)	39%	N=185
Job was here (or nearby)	35%	N=166
Family lives here/born or raised here	25%	N=117
Affordable housing	15%	N=72
Other	15%	N=70

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 C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

Table 71: Question 5

What one thing do you like most, if anything, about living in Edina?	Percent	Number
Convenient location/accessibility	31%	N=122
Raised here or close to family, job, etc.	3%	N=10
Housing/neighborhood	6%	N=25
Schools	15%	N=58
Safe	7%	N=29
Shopping/restaurants	4%	N=17
Parks and trails/recreation centers/open spaces	7%	N=28
Sense of community (friendly, quiet, peaceful, etc.)	9%	N=33
Beauty/cleanliness of community	4%	N=17
Public services	1%	N=5
Walkability	2%	N=9
Reputation of community (well-run government, economic health, etc.)	4%	N=17
Positive comments about overall quality of life and community	2%	N=9
Other	2%	N=10
Don't know	0%	N=0
Total	100%	N=390

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

Table 72: Question 6

What would you say is the most serious issue facing Edina at this time?	Percent	Number
City government operations (fiscal responsibility, taxes, etc.)	10%	N=36
Traffic and infrastructure (road maintenance, snow removal, etc.)	16%	N=58
Lack of diversity and sense of community	8%	N=30
Schools/education	5%	N=18
Housing concerns (teardowns, overdevelopment, affordability, etc.)	31%	N=113
Cost of living	4%	N=13
Bike paths/sidewalks/pedestrian travel	5%	N=16
Safety	3%	N=12
Aging population	2%	N=9
No issue/positive comments	1%	N=5
Parks/recreation/community activities	2%	N=7
Other	8%	N=30
Don't know	4%	N=14
Total	100%	N=362

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

Table 73: Question 7

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood	78%	N=366	20%	N=94	1%	N=3	1%	N=5	0%	N=1	1%	N=3	100%	N=472
In the 50th & France area (downtown area)	67%	N=312	25%	N=115	4%	N=17	0%	N=1	0%	N=1	5%	N=22	100%	N=468
In the Southdale area	34%	N=161	42%	N=198	14%	N=68	7%	N=35	0%	N=2	2%	N=8	100%	N=471

Table 74: Question 8

Which of the following, if any, would make you more likely to ride a bicycle in Edina?	Percent	Number
If there were more well-marked trails and off-road paths	62%	N=236
If motorists drove slower and respected cyclists	44%	N=166
If there were more on-road facilities such as bike lanes	41%	N=157
If there were wider roads for riding or roads had paved shoulders	41%	N=157
If street/road conditions were better, such as smooth pavement and less debris	29%	N=109
If I felt more confident on my bike	22%	N=85
If I felt safer from crime	3%	N=11

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

Table 75: Question 9

Which of the following, if any, would make you more likely to walk in Edina?	Percent	Number
If there were more sidewalks along streets	61%	N=225
If there were more paths and trails designated for walking	57%	N=210
If there were more crosswalks	29%	N=106
If street lighting was better	28%	N=102
If condition of existing sidewalks were better	19%	N=69
If motorists drove slower	18%	N=68
If I felt safer from crime	6%	N=22

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

Table 76: Question 10

Please rate each of the following characteristics as they relate to Edina as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	12%	N=56	51%	N=237	29%	N=133	8%	N=36	1%	N=2	100%	N=464
Ease of public parking	19%	N=88	51%	N=234	24%	N=112	3%	N=15	2%	N=11	100%	N=459
Ease of travel by car in Edina	28%	N=127	53%	N=245	16%	N=72	2%	N=10	1%	N=6	100%	N=459
Ease of travel by public transportation in Edina	4%	N=19	18%	N=80	17%	N=76	17%	N=74	44%	N=198	100%	N=448
Ease of travel by bicycle in Edina	7%	N=32	31%	N=135	28%	N=122	11%	N=49	23%	N=99	100%	N=438
Ease of walking in Edina	18%	N=82	46%	N=208	25%	N=114	8%	N=35	4%	N=16	100%	N=456
Availability of paths and walking trails	18%	N=81	39%	N=177	30%	N=136	8%	N=37	5%	N=23	100%	N=453
Air quality	33%	N=151	51%	N=234	10%	N=45	2%	N=9	4%	N=16	100%	N=455
Cleanliness of Edina	44%	N=203	47%	N=218	7%	N=34	1%	N=6	1%	N=2	100%	N=463
Public places where people want to spend time	29%	N=134	50%	N=229	14%	N=64	3%	N=15	4%	N=16	100%	N=458
Variety of housing options	13%	N=59	37%	N=171	28%	N=130	13%	N=58	10%	N=44	100%	N=462
Availability of affordable quality housing	7%	N=31	23%	N=106	26%	N=118	26%	N=120	18%	N=82	100%	N=457
Fitness opportunities (including exercise classes and paths or trails, etc.)	24%	N=109	46%	N=212	19%	N=88	4%	N=18	7%	N=31	100%	N=459
Recreational opportunities	26%	N=122	50%	N=231	15%	N=68	2%	N=9	7%	N=31	100%	N=461
K-12 education	57%	N=261	23%	N=105	2%	N=10	1%	N=4	17%	N=76	100%	N=455
Adult educational opportunities	34%	N=158	42%	N=193	8%	N=36	1%	N=5	14%	N=66	100%	N=458
Opportunities to attend cultural/arts/music activities	23%	N=103	49%	N=223	14%	N=65	3%	N=15	12%	N=53	100%	N=459
Employment opportunities	12%	N=54	29%	N=127	16%	N=72	3%	N=12	40%	N=179	100%	N=444
Shopping opportunities	53%	N=247	37%	N=169	8%	N=35	1%	N=5	1%	N=6	100%	N=462
Cost of living in Edina	7%	N=32	39%	N=182	40%	N=186	12%	N=57	2%	N=9	100%	N=466
Overall quality of business and service establishments in Edina	29%	N=134	59%	N=275	8%	N=38	1%	N=7	2%	N=10	100%	N=464
Overall quality of commercial redevelopment in Edina	16%	N=73	46%	N=209	19%	N=84	5%	N=24	14%	N=66	100%	N=456
Overall quality of residential redevelopment in Edina	15%	N=69	45%	N=209	20%	N=94	9%	N=43	10%	N=46	100%	N=461
Opportunities to participate in social events and activities	20%	N=91	46%	N=212	19%	N=86	5%	N=24	10%	N=46	100%	N=459
Opportunities to volunteer	20%	N=91	44%	N=200	13%	N=62	3%	N=16	20%	N=91	100%	N=459
Opportunities to participate in community matters	19%	N=86	44%	N=201	16%	N=72	5%	N=22	16%	N=75	100%	N=457
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=47	29%	N=131	31%	N=144	14%	N=63	16%	N=72	100%	N=458

Table 77: Question 11

How important, if at all, do you think it is for the City to implement each of the following?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Expand the types of cultural events that are offered within the community	11%	N=51	32%	N=148	40%	N=182	12%	N=54	6%	N=26	100%	N=460
Enhance the promotion and awareness of cultural events that take place in the community	13%	N=60	37%	N=170	36%	N=164	9%	N=42	5%	N=24	100%	N=460
Provide educational opportunities to learn about different cultures and customs locally and around the world	14%	N=63	32%	N=148	35%	N=160	14%	N=66	5%	N=25	100%	N=462
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	20%	N=93	33%	N=151	28%	N=129	12%	N=56	6%	N=29	100%	N=458

Table 78: Question 12

In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Trails	20%	N=89	18%	N=79	27%	N=122	14%	N=63	21%	N=91	100%	N=443
Neighborhood parks	11%	N=50	17%	N=78	24%	N=108	23%	N=106	24%	N=110	100%	N=452
Large community athletic fields	51%	N=225	17%	N=75	14%	N=64	7%	N=29	11%	N=49	100%	N=442
Edinborough Park	52%	N=231	20%	N=90	19%	N=85	5%	N=23	4%	N=18	100%	N=447
Centennial Lakes Park	25%	N=112	23%	N=106	29%	N=130	14%	N=62	10%	N=45	100%	N=455
Edina Aquatic Center	72%	N=322	13%	N=60	8%	N=34	5%	N=23	2%	N=11	100%	N=449
Edina Senior Center	80%	N=363	11%	N=50	5%	N=21	2%	N=9	2%	N=9	100%	N=453
Braemar Arena (ice arena)	76%	N=343	7%	N=32	8%	N=36	4%	N=18	5%	N=22	100%	N=451
Edina Art Center	72%	N=326	18%	N=81	7%	N=30	2%	N=8	1%	N=4	100%	N=450
Braemar Golf Course	68%	N=307	12%	N=54	12%	N=56	4%	N=17	4%	N=20	100%	N=454
Braemar Golf Dome	80%	N=362	9%	N=41	6%	N=27	3%	N=11	3%	N=13	100%	N=454
Braemar Field (sports dome)	76%	N=346	10%	N=47	4%	N=19	3%	N=15	6%	N=26	100%	N=453

Table 79: Question 13

Please rate each of the following Edina Parks and Recreation Department amenities:	Excellent		Good		Fair		Poor		Don't know		Total	
Trails	21%	N=94	47%	N=211	14%	N=61	2%	N=10	17%	N=75	100%	N=452
Neighborhood parks	32%	N=143	49%	N=219	8%	N=37	3%	N=12	9%	N=40	100%	N=452
Large community athletic fields	22%	N=95	33%	N=145	5%	N=21	0%	N=1	41%	N=179	100%	N=441
Edinborough Park	26%	N=115	35%	N=157	6%	N=25	1%	N=2	33%	N=145	100%	N=444
Centennial Lakes Park	48%	N=217	33%	N=149	4%	N=18	0%	N=0	15%	N=70	100%	N=454
Edina Aquatic Center	17%	N=77	20%	N=90	5%	N=22	0%	N=1	57%	N=255	100%	N=446
Edina Senior Center	11%	N=47	18%	N=82	3%	N=15	0%	N=1	68%	N=302	100%	N=447
Braemar Arena (ice arena)	19%	N=86	18%	N=79	4%	N=18	0%	N=1	59%	N=262	100%	N=445
Edina Art Center	14%	N=62	26%	N=117	6%	N=27	0%	N=1	54%	N=241	100%	N=448
Braemar Golf Course	14%	N=64	21%	N=94	6%	N=25	1%	N=3	59%	N=265	100%	N=450
Braemar Golf Dome	14%	N=63	18%	N=80	2%	N=11	0%	N=1	65%	N=289	100%	N=444
Braemar Field (sports dome)	17%	N=76	14%	N=62	2%	N=11	0%	N=0	67%	N=296	100%	N=445

Table 80: Question 14

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	51%	N=234	31%	N=139	9%	N=39	1%	N=6	8%	N=37	100%	N=455
Fire services	51%	N=232	23%	N=102	1%	N=4	0%	N=0	25%	N=114	100%	N=451
Ambulance or emergency medical services	47%	N=214	20%	N=89	0%	N=2	0%	N=2	32%	N=146	100%	N=452
Crime prevention	31%	N=136	39%	N=173	10%	N=44	1%	N=6	19%	N=84	100%	N=444
Fire prevention and education	25%	N=113	34%	N=150	6%	N=26	0%	N=1	35%	N=155	100%	N=443
Traffic enforcement	26%	N=116	42%	N=186	17%	N=74	4%	N=18	10%	N=46	100%	N=438
Street repair	14%	N=62	39%	N=178	33%	N=149	13%	N=58	2%	N=7	100%	N=454
Street cleaning	23%	N=105	55%	N=248	15%	N=69	5%	N=20	2%	N=10	100%	N=452
Street lighting	19%	N=88	50%	N=226	25%	N=111	5%	N=24	1%	N=5	100%	N=454
Snow removal	49%	N=224	40%	N=184	7%	N=34	1%	N=4	2%	N=9	100%	N=455
Sidewalk maintenance	23%	N=104	43%	N=192	17%	N=76	5%	N=21	13%	N=58	100%	N=452
Traffic signal timing	17%	N=75	50%	N=227	22%	N=100	7%	N=31	4%	N=18	100%	N=451

Please rate the quality of each of the following services in Edina:	Excellent		Good		Fair		Poor		Don't know		Total	
Bus or transit services	7%	N=32	21%	N=95	16%	N=72	9%	N=38	47%	N=211	100%	N=449
Garbage collection	33%	N=147	45%	N=203	10%	N=45	3%	N=13	10%	N=45	100%	N=453
Recycling	34%	N=152	44%	N=199	10%	N=46	3%	N=12	10%	N=43	100%	N=451
Yard waste pick-up	27%	N=122	34%	N=154	9%	N=42	3%	N=14	26%	N=114	100%	N=447
Storm drainage	22%	N=97	44%	N=196	13%	N=59	3%	N=14	17%	N=77	100%	N=443
Drinking water	27%	N=122	39%	N=180	17%	N=78	14%	N=63	3%	N=15	100%	N=458
Sewer services	25%	N=113	47%	N=211	9%	N=42	0%	N=2	17%	N=78	100%	N=446
Utility billing	21%	N=94	48%	N=212	15%	N=68	3%	N=12	13%	N=59	100%	N=446
City parks	39%	N=176	48%	N=216	7%	N=33	1%	N=6	4%	N=20	100%	N=451
Park maintenance	37%	N=168	48%	N=216	8%	N=37	1%	N=6	5%	N=23	100%	N=451
Condition of trails and sidewalks	24%	N=108	53%	N=238	12%	N=55	2%	N=9	8%	N=36	100%	N=447
Recreation programs or classes	23%	N=102	38%	N=170	8%	N=36	1%	N=6	29%	N=130	100%	N=444
Recreation centers or facilities	25%	N=109	40%	N=177	8%	N=34	3%	N=12	25%	N=110	100%	N=442
Land use, planning and zoning	13%	N=59	32%	N=141	21%	N=91	9%	N=39	25%	N=111	100%	N=441
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=54	31%	N=138	15%	N=68	6%	N=27	35%	N=157	100%	N=444
Animal control	17%	N=76	34%	N=153	9%	N=40	1%	N=3	39%	N=173	100%	N=446
Economic development	18%	N=79	43%	N=191	13%	N=60	2%	N=10	24%	N=109	100%	N=448
Public health services	17%	N=76	30%	N=131	7%	N=29	1%	N=4	45%	N=199	100%	N=439
Public information services/communication from the City	21%	N=93	48%	N=216	16%	N=71	3%	N=15	12%	N=52	100%	N=448
Cable television	10%	N=43	31%	N=138	19%	N=85	8%	N=37	32%	N=142	100%	N=445
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	N=65	32%	N=142	9%	N=40	2%	N=10	42%	N=185	100%	N=443
Edina open space	17%	N=77	38%	N=168	20%	N=91	5%	N=22	20%	N=87	100%	N=445
City-sponsored special events	16%	N=71	40%	N=178	15%	N=69	2%	N=7	27%	N=121	100%	N=445
Overall quality of services provided by the City of Edina	29%	N=129	58%	N=261	11%	N=49	0%	N=1	2%	N=10	100%	N=450

Table 81: Question 15

Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...?	Percent	Number
Very high	16%	N=75
Somewhat high	32%	N=149
About average	26%	N=119
Somewhat low	7%	N=31
Very low	2%	N=10
Don't know	17%	N=76
Total	100%	N=461

Table 82: Question 16

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=25
Somewhat support	33%	N=151
Somewhat oppose	29%	N=134
Strongly oppose	19%	N=86
Don't know	14%	N=64
Total	100%	N=461

Table 83: Question 17

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=302
Wrong track	22%	N=102
Don't know	12%	N=53
Total	100%	N=456

Table 84: Question 17 - 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 operations (fiscal responsibility, taxes, etc.)	22%	N=22
Poor development/overbuilding/density of city	26%	N=26
Affordable housing/cost of living/teardowns	8%	N=8
Schools/education	8%	N=8
Lack of sense of community and natural beauty (open space, parks, etc.)	6%	N=6
Resident opinions not valued	2%	N=2
Traffic and infrastructure (road and sidewalk maintenance, bike paths, snow removal, etc.)	10%	N=10
Other	17%	N=17
Total	100%	N=101

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

Table 85: Question 18

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=226
No	22%	N=101
Don't know	28%	N=129
Total	100%	N=455

Table 86: Question 18 - 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	15%	N=13
Decisions are predetermined	23%	N=20
Decisions are biased towards commercial/wealthy or special interests	13%	N=12
No opportunities/difficult to participate	19%	N=17
Communication issues (slow response time, unhelpfulness, etc.)	4%	N=3
Other	26%	N=23
Total	100%	N=88

Respondents were given an opportunity to write-in a response for why they responded with no to question 18. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

Table 87: Question 19

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=104	51%	N=233	14%	N=64	4%	N=18	9%	N=40	100%	N=459
The job Edina government does at welcoming resident involvement	12%	N=54	35%	N=159	21%	N=96	9%	N=39	23%	N=104	100%	N=452
Overall confidence in Edina government	18%	N=83	45%	N=203	22%	N=99	6%	N=26	10%	N=44	100%	N=455
Generally acting in the best interest of the community	19%	N=85	44%	N=200	22%	N=99	6%	N=28	10%	N=45	100%	N=457
Treating all residents fairly	16%	N=73	40%	N=182	18%	N=84	7%	N=33	18%	N=84	100%	N=455

Table 88: Question 20

Please rate the following aspects of drinking water in Edina:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance	38%	N=177	45%	N=210	11%	N=49	4%	N=18	2%	N=8	100%	N=462
Taste	25%	N=116	36%	N=168	19%	N=88	18%	N=82	2%	N=11	100%	N=464
Odor	29%	N=134	41%	N=186	17%	N=79	9%	N=43	4%	N=16	100%	N=457
Hardness	13%	N=59	21%	N=97	25%	N=115	35%	N=161	6%	N=28	100%	N=461
Reliability	38%	N=175	45%	N=205	8%	N=36	5%	N=21	4%	N=20	100%	N=458
Safety	31%	N=144	39%	N=181	10%	N=47	4%	N=21	14%	N=66	100%	N=460

Table 89: Question 21

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=47
Somewhat well	36%	N=167
Somewhat poorly	16%	N=75
Very poorly	6%	N=26
Don't know	31%	N=142
Total	100%	N=457

Table 90: Question 22

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	52%	N=239
Somewhat support	31%	N=144
Somewhat oppose	6%	N=26
Strongly oppose	6%	N=29
Don't know	6%	N=27
Total	100%	N=465

Table 91: Question 23

If you have purchased liquor, what portion of your business would you say goes to any one of the three Edina municipal liquor stores?	Percent	Number
All of my business	15%	N=67
Most of my business	24%	N=112
Some of my business	34%	N=156
None of my business	11%	N=52
Not applicable	16%	N=72
Total	100%	N=459

Table 92: Question 24

Please rate your impression of each of the following at Edina Liquor stores:	Excellent		Good		Fair		Poor		Don't know		Total	
Product selection	26%	N=116	42%	N=187	9%	N=41	0%	N=1	23%	N=104	100%	N=449
Prices of products	15%	N=66	36%	N=161	21%	N=93	6%	N=26	23%	N=104	100%	N=449
Layout, organization and presentation of the store	22%	N=98	43%	N=193	11%	N=51	1%	N=6	22%	N=101	100%	N=449
Courtesy and friendliness of staff	43%	N=193	30%	N=133	4%	N=18	1%	N=4	22%	N=100	100%	N=449
Knowledge of staff	36%	N=160	32%	N=143	4%	N=18	1%	N=5	27%	N=120	100%	N=446

Table 93: Question 25

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	21%	N=97	35%	N=164	26%	N=121	10%	N=48	5%	N=23	2%	N=11	100%	N=464
Stop sign violations in your neighborhood	35%	N=162	34%	N=157	15%	N=69	5%	N=23	5%	N=25	6%	N=27	100%	N=463
Violent crime	68%	N=316	19%	N=89	2%	N=8	1%	N=3	0%	N=1	10%	N=48	100%	N=465
Drugs	46%	N=213	19%	N=91	8%	N=39	2%	N=11	1%	N=3	23%	N=109	100%	N=465
Youth crimes	44%	N=203	29%	N=136	7%	N=33	2%	N=7	0%	N=1	18%	N=83	100%	N=463
Vandalism and property crimes	36%	N=167	34%	N=157	14%	N=64	2%	N=9	1%	N=4	13%	N=60	100%	N=461
Identity theft	33%	N=154	13%	N=61	8%	N=38	4%	N=18	2%	N=9	40%	N=184	100%	N=464
Domestic abuse	31%	N=142	12%	N=53	8%	N=36	0%	N=2	0%	N=1	49%	N=228	100%	N=462

Table 94: Question 26

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	21%	N=94
Somewhat support	19%	N=83
Somewhat oppose	18%	N=82
Strongly oppose	22%	N=100
Don't know	20%	N=92
Total	100%	N=451

Table 95: Question 27

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	17%	N=76	43%	N=196	34%	N=153	6%	N=28	100%	N=452
Parks & Recreation Activities Directory	25%	N=114	38%	N=168	26%	N=115	11%	N=51	100%	N=448
Edina Sun-Current newspaper	32%	N=144	29%	N=132	28%	N=124	11%	N=49	100%	N=450
Edition: Edina monthly insert in Edina Sun-Current newspaper	44%	N=195	25%	N=110	16%	N=69	15%	N=66	100%	N=440
Star-Tribune newspaper	34%	N=156	34%	N=152	25%	N=115	7%	N=30	100%	N=453
City's website (www.EdinaMN.gov)	35%	N=156	37%	N=165	18%	N=79	11%	N=51	100%	N=451
Edina TV	67%	N=301	13%	N=57	5%	N=21	15%	N=69	100%	N=448
City employees	61%	N=273	20%	N=91	7%	N=31	12%	N=53	100%	N=448
City Council Members	65%	N=291	17%	N=75	6%	N=25	13%	N=57	100%	N=447
Direct mail updates	34%	N=153	37%	N=163	19%	N=85	10%	N=45	100%	N=447
Social media (e.g., Facebook, Twitter)	53%	N=237	21%	N=95	14%	N=63	12%	N=53	100%	N=448
NextDoor	44%	N=194	20%	N=90	21%	N=94	15%	N=64	100%	N=443
Online web stream videos on YouTube or Granicus	75%	N=335	7%	N=29	3%	N=14	15%	N=66	100%	N=445
City Extra e-mail subscription service	67%	N=293	11%	N=49	6%	N=28	15%	N=68	100%	N=437
Word of mouth from friends, family or neighbors	11%	N=49	45%	N=204	40%	N=182	4%	N=18	100%	N=453

Table 96: Question 28

To what extent do you find About Town to be an effective communication tool for keeping informed of City activities?	Percent	Number
Very effective	22%	N=98
Somewhat effective	45%	N=203
Somewhat ineffective	11%	N=51
Very ineffective	5%	N=24
Don't know	17%	N=77
Total	100%	N=454

Table 97: Question 29

Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?	Percent	Number
No	48%	N=220
Yes	52%	N=239
Total	100%	N=459

Table 98: Question 30

Please rate the following aspects of the Edina website:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance	21%	N=50	59%	N=142	14%	N=34	3%	N=7	3%	N=8	100%	N=241
Online information and services offered	18%	N=44	55%	N=134	18%	N=43	6%	N=15	3%	N=6	100%	N=242
Ease of navigation/ability to find information	13%	N=33	39%	N=95	33%	N=79	12%	N=29	3%	N=7	100%	N=243
Overall quality of the City of Edina website	16%	N=40	52%	N=124	23%	N=54	7%	N=17	2%	N=6	100%	N=240

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

Table 99: Question 31

With which of the following departments have you had contact (email, in-person or phone) in the last 12 months?	Percent	Number
I have not contacted the City	40%	N=179
Parks and Recreation	25%	N=112
Police	23%	N=100
General information	20%	N=86
Building Inspections	12%	N=54
Public Works	10%	N=43
Utility Billing	9%	N=40
City Clerk	9%	N=39
Utilities	8%	N=33
Assessing	7%	N=32
Street Maintenance	7%	N=30
Planning/Economic Development	6%	N=26
Engineering	6%	N=24
Fire	5%	N=24
City Manager	5%	N=24
Health	4%	N=16
Other	3%	N=15
Communications	2%	N=9
Environmental Services	2%	N=8
Human Resources	1%	N=5
I.T./Technology services	0%	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 C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

Table 100: Question 32

Please rate your impression of City employees:	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	42%	N=119	45%	N=124	4%	N=12	1%	N=4	7%	N=20	100%	N=280
Courtesy	48%	N=135	39%	N=111	5%	N=13	1%	N=3	7%	N=19	100%	N=281
Responsiveness	45%	N=125	35%	N=99	11%	N=31	3%	N=8	7%	N=19	100%	N=281
Follow-up (got back to you or took action if needed)	39%	N=108	34%	N=95	12%	N=32	3%	N=9	12%	N=33	100%	N=278
Overall customer service	43%	N=121	42%	N=117	7%	N=19	1%	N=3	6%	N=17	100%	N=278

Table 101: 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	8%	N=37
Somewhat positive	27%	N=124
Neutral	54%	N=251
Somewhat negative	10%	N=48
Very negative	2%	N=8
Total	100%	N=468

Table 102: Question D2

What is your employment status?	Percent	Number
Working full time for pay	52%	N=242
Working part time for pay	14%	N=63
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	3%	N=14
Fully retired	29%	N=135
Total	100%	N=465

Table 103: Question D3

Do you work inside the boundaries of Edina?	Percent	Number
Yes, outside the home	22%	N=94
No	64%	N=278
Yes, from home	14%	N=61
Total	100%	N=433

Table 104: Question D4

How many years have you lived in Edina?	Percent	Number
Less than 2 years	15%	N=70
2-5 years	17%	N=78
6-10 years	13%	N=63
11-20 years	19%	N=89
More than 20 years	36%	N=170
Total	100%	N=470

Table 105: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	57%	N=269
Building with two or more homes (duplex, townhome, apartment or condominium)	40%	N=188
Other	3%	N=12
Total	100%	N=469

Table 106: Question D6

Is this house or apartment...	Percent	Number
Rented	24%	N=115
Owned	76%	N=354
Total	100%	N=469

Table 107: 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	8%	N=32
$600 - $999 per month	12%	N=53
$1,000 - $1,499 per month	22%	N=94
$1,500 - $2,499 per month	31%	N=134
$2,500 or more per month	27%	N=114
Total	100%	N=428

Table 108: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	66%	N=311
Yes	34%	N=158
Total	100%	N=469

Table 109: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	62%	N=290
Yes	38%	N=179
Total	100%	N=470

Table 110: Question D10

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	8%	N=34
$25,000 to $49,999	13%	N=56
$50,000 to $99,999	25%	N=110
$100,000 to $149,999	16%	N=71
$150,000 or more	38%	N=163
Total	100%	N=433

Table 111: Question D11

Do you speak a language other than English at home?	Percent	Number
No, English only	89%	N=409
Yes	11%	N=51
Total	100%	N=461

Table 112: Question D11 - Yes, Which Language?

Yes, which language?	Percent	Number
Persian/Farsi	16%	N=7
Vietnamese	0%	N=0
Spanish	28%	N=12
Russian	5%	N=2
Chinese	7%	N=3
Korean	0%	N=0
Other	45%	N=19
Total	100%	N=42

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

Table 113: Question D12

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=424
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=9
Total	100%	N=433

Table 114: Question D13

What is your race?	Percent	Number
White	92%	N=419
Asian, Asian Indian or Pacific Islander	7%	N=31
Other	2%	N=7
Black or African American	1%	N=4
American Indian or Alaskan Native	1%	N=4

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

Table 115: Question D14

In which category is your age?	Percent	Number
18-24 years	2%	N=12
25-34 years	14%	N=63
35-44 years	14%	N=66
45-54 years	21%	N=99
55-64 years	13%	N=60
65-74 years	18%	N=83
75 years or older	18%	N=85
Total	100%	N=467

Table 116: Question D15

What is your gender?	Percent	Number
Female	55%	N=245
Male	45%	N=203
Total	100%	N=448

APPENDIX C: VERBATIM RESPONSES TO OPEN-ENDED SURVEY QUESTION

Following are verbatim responses to the open-ended questions on the survey, including the "other specify" 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. Responses are grouped based on the first mentioned item in a response. The responses are in alphabetical order.

QUESTION 4: WHY DID YOU CHOOSE TO LIVE IN EDINA? (OTHER)

- 50th and France area
- 55 older community.
- 7500 Cooperation
- accessibility to church, doctors, etc.
- Bot house from a friend.
- Church.
- Close to downtown Minneapolis.
- Close to everything.
- Condo amenities.
- Condo I bought was in Edina.
- Convenience to Downtowns.
- Convenience to highways, commuting.
- Convenient location for entire metro area.
- Daycare here.
- Death of a relative who left me his condo.
- Did not realize our house was in Edina. Thought moving side was part of Mpls.
- Don't know.
- Easy commute to downtown
- Excellent civic services- police, fire, plowing, street sweep etc.
- Excellent Reputation
- Excellent reputation
- Excellent shopping & restaurants.
- found home we liked
- Good Churches.
- Good community
- Good real estate value & access to downtown.
- Good real-estate investment.
- good reputation.
- Good transportation buses.
- Good walk score
- Got fed up w/ MPLS
- great city services!
- grew up in nearby south minneapolis
- Health facilities / our doctors are in this area.
- Home Purchase.
- House available on the Creek.
- House for sale.
- House on creek
- In 1987 Taxes property were good.
- Inner ring suburb vs exurb.
- Lived here before-daughter bought this condo
- Location
- Location of condo desired.
- Location to the city, airport, etc.
- Location! takes me 10-15 mins. to get anywhere I need to !
- Location.
- Lots of lane noise
- loved our home
- Low taxes compared to Minneapolis
- Married Edina resident.
- Midway between family- Mt Ka- Bloomington Medical services.
- My wife.
- New health facility for seniors
- Nice address
- our condo
- Owned at point of France. 1992 after retirement and health issue in 1992 forced us to condo life after 28 years in Tyroll hills.
- Perfect apartment.
- Plowing snow quickly-police patrols
- Property taxes lower than most in area. Made it affordable.
- Proximity to downtown.
- Proximity to Mpls/ St. Paul.
- proximity, within MSP
- Public transportation where i live.
- Rambler with fenced back yd.
- Real values hold.
- Resale Value Of property.
- Safe, concrete building.
- Senior living.
- Snow removal.
- Subsidized senior housing "safe" because Goldman Sachs took my properties.
- Taxes.
- the house we wanted to be in Richfield for diversity.
- Walkability
- Wife's resided.

QUESTION 5: WHAT ONE THING DO YOU LIKE MOST, IF ANYTHING, ABOUT LIVING IN EDINA?
Convenient location/accessibility

- 20 minutes to most everything.
- Access to highways and variety of businesses.
- Access to highways.
- Access to places of work, entertainment, schools, neighborhoods, shops.
- Access to what I want.
- Accessible to much of the culture of the twin cities.
- Being central to all other cities, safety.
- Being close to major highways & shopping & restaurants, airport, parks.
- Central location.
- Central location.
- close to a lot of things
- close to and easy to access cultural/social/amenities in mpls & st. Paul.
- Close to city of Minneapolis.
- Close to city, Rural Areas & MSP.
- Close to downtown, Edina pool, Trees.
- Close to everything in metro area. Have most of what we need within/5-min drive.
- Close to everything we need!
- close to everything we need.
- Close to everything we need.
- Close to everything.
- Close to everything.
- Close to everything.
- Close to good things and people
- close to Minneapolis w/good schools.
- Close to mpls lakes, ease in driving to city events.
- Close to the city and green space.
- Close to things.
- Close to what I need.
- closeness to st. Louis Park and Bloomington.
- Connectivity to all important places, safe, walk score & good neighborhoods.
- Convenience
- Convenience
- Convenience
- convenience
- convenience
- Convenience - Close to a lot. Schools
- convenience & location of amenities.
- Convenience (Access)
- Convenience (Proximity to work and good shopping).
- Convenience for medical, dental, etc. care.
- Convenience for shopping and health services.
- Convenience good location.
- Convenience to everything.
- Convenience to getting around in twin city area.
- convenience to most everything
- Convenience to Mpls.
- Convenience to road systems: Airport; Downtown.
- Convenience to shopping & downtown mpls.
- Convenience to shopping, airport, so central.
- Convenience via location
- Convenience, great amenities, attractive.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Conveniences
- convenient
- Convenient
- Convenient
- Convenient location to most places in metro area.
- Convenient location.
- Convenient.
- Convince to every area around me.
- Ease of access in/out
- Ease of getting to places in & out of Edina.
- Easy access to everything, Bike, paths, creek.
- Easy access to main highways.
- Easy access to Mpls & St. Paul-small town feel on 50th & France.
- Everything is close by, can get to amenities on back roads.
- Everything is close by.
- Everything is within driving distance.
- Everything is within driving/walking distance(entertainment,groceries,restaurants)
- Everything we need is close- by.
- Everything we need is close- by.
- Free ways.
- Great living with close proximity to airport and downtown
- Great location to get to the Minneapolis, the airport.
- Handy to everything- Lakes, downtown, airport etc.
- I am central to everything. Good shopping and restaurants as well as parks.
- I enjoy the location & proximity to my needs.
- I like the location.
- I like the proximity to freeways.
- I live in East Edina and like access to 50th and France and the Minneapolis Lakes.
- It's away from downtown rabble in Minneapolis!
- It's close to everything: downtown mpls, Ep, Mtka, Ridgedale, Airport, MOA.
- It's close to route to get to MPLS, St. Paul & others suburbs.

- It's my location to my Dr. & grocery store.
- Let Ring suburb and I can easily get to most place I want to go to.
- Location
- Location
- Location
- location
- Location
- location
- Location in metro area
- Location in the TC
- Location- shopping- Library.
- Location To Everything
- Location to mpls & st paul.
- location within their cities - close to businesses, airports, lakes.
- Location.
- Location: convenient to airport and downtown & quality of city services.
- my location & convenience to everything & my neighborhood.
- Near the depot for bike riding.
- Near to downtown Minneapolis.
- Near to M.O.A, Airport downtown.
- Near to the city and it's cultural and park amenities.
- Nearness to Airport.
- Perfectly located.
- Proximity to areas in to the twin cities.
- Proximity to cities: Minneapolis/ and parks having a yard.
- Proximity to downtown, malls, lakes, airport
- Proximity to Key requirements! groceries, medial, entertainment.
- Proximity to Minneapolis.
- Proximity to mpls & activities.
- Proximity to places within twin cities, schools/ education.
- The ease of getting places, i.e. freeways, shopping, dining.
- The location - ease of getting almost anywhere.
- The location.
- The proximity to all necessary amenities.
- We are close to medical and care.
- Where I live, convenience to everything I need.

Schools

- Combination of great schools and access to city, airport, lakes etc.
- Education benefits for my kids.
- Education opportunities
- Education quality & high standards.
- Education/ Schools.
- Excellent education system, community opportunities (Halloween at 50th & France, 4th of July Parade, etc.)

- Good school (highlands) & teaches so far.
- Good Schools
- Good schools- clean- safe.
- Good Schools- good people.
- Good schools.
- Good schools.
- Good schools--i.e., excellent teachers, committed leaders, good infrastructure!
- Goods schools opportunities for my kids.
- Great schools
- Great schools, continuous community investment, well run city government.
- Great schools. Access to trails and green space.
- High quality of public education
- Normandale Elementary School.
- Peoples schools, churches, neighborhoods.
- Proximity to educational, ([?] incl.) health, civic.
- Quality of schools
- Quality of schools
- Quality of schools, park & over all facilities.
- School district
- School districts and location relative to downtown and other access points across the city
- School system
- School system
- School system.
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools
- Schools close to Minneapolis.
- Schools convenient.
- Schools, convenience to other cities
- Schools.
- Schools.
- Schools.
- Schools/Education
- The educational system is excellent.
- The schools
- The schools system.
- The schools.

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

- Close in community.
- Cohesiveness
- Comfort.
- Communiry
- community
- Community
- Community.

101

- Edina is a quiet location to live, with moderately low traffic, but allows great access to the city lakes and downtown areas of Minneapolis.
- Edina is a welcoming community with good neighborhoods.
- Friendly community.
- I like the sense of community. I've lived here all my life.
- Most people are friendly.
- Neighborhoods friendly.
- One community one school district.
- Peace & quite a good feeling of safety.
- Quietness
- Seems peaceful.
- Sense of community & respect for our neighbors.
- sense of community and cleanliness
- Sense of Community so close to the "big city"
- Sense of community, Close to airport & Down town.
- Sense of community.
- Sense of community.
- Sense of community.
- Size of population
- size.
- Small town "Feel", But easy access to downtown mpls.
- Small town feel
- Small town feel yet close proximity to MSP & Downtown.
- The people who live in Edina.
- The sense of community.
- Wonderful neighbors

Safe

- Being safe.
- Feeling safe and secure
- Feeling safe- can walk to work.
- It's safe- friendly- hardy to get around for shopping etc.
- It's safe.
- keep all of the crime out of edina!
- Limited crime
- low crime rate
- Low crime rate
- Police
- pretty safe
- Relatively safe/friendly.
- safe
- Safe and close to almost everything (including work)
- Safe bicycle riding/ Community help for connecting neighbors.
- safe city
- Safe Good Schools
- Safe, beautiful, convenient to downtown.
- Safety

- Safety
- Safety
- Safety - Nice neighbors.
- Safety & people around.
- Safety /stability
- Safety- police presence.
- Safety, health opportunities, parks.
- Safety.
- Safety.
- Security - Police; Fire; Em. Response.

Parks and trails/recreation centers/open spaces

- Centennial Lake and promenade.
- Centennial lakes park
- Centennial Lakes Park & its activities.
- Centennial lakes park.
- Centennial Lakes.
- Centennial Parks
- Convenience- near a park.
- Edinborough park !
- Green space
- I like Cent. Lakes area & close to stores etc.
- Living near centennial lakes.
- Many outdoor walking areas.
- Mature neighborhoods trees.
- Natural environment.
- Parks
- Parks and recreations, closeness to the city.
- Parks proximity to freeways.
- Parks, Conway, y, grocery stores all in walking distance.
- Parks, walk paths
- Parks.
- Parks.
- The new bike path that runs along 9 mile creek! Yeah!
- The open environment and ease of access including walking to various activities through scenery.
- Walking my dog in Edinborough park.
- Where I live close to centennial lakes, shopping etc within walking distance.

Housing/neighborhood

- 1st ring suburb.
- City and country living combined.
- community in morningside.
- Consistent high quality of homes in neighborhoods & quality of neighborly environment
- Friendly neighborhoods
- Good clean safe neighborhood with excellent shopping and near health clinics.
- Good Neighborhood.
- Good neighborhoods.

- Great neighborhood and having Minnehaha Creek in our backyard.
- Great neighborhood, close in, wonderful private golf clubs.
- Great neighbors- Ease in getting to shopping- airport etc.
- I like that people maintain their homes, yards, and are good neighbors.
- Like the suburban setting.
- Living at the Edina Highland Villa.
- neighborhood
- Neighborhood school community
- Nice homes that are well maintained and great neighbors.
- Nice housing and close in the metropolitan area.
- Our condo.
- Our house location.
- People take care of their homes- Protects our investment.
- Quality neighborhoods in proximity to entertainment venues.
- Quiet neighborhood.
- The value of our homes.
- Urban and Suburban Feel of Edina.
- Very nice neighborhoods, close to amenities.
- Very quiet neighborhood.
- Wonderful neighbor in my building, safety.

Beauty/cleanliness of community

- A clean, safe place to live but is still convenient to getting downtown & other cities.
- Attractive community.
- Beautiful and safe community with a great reputation.
- Beautiful community.
- Clean, safe community.
- Clean, safe neighborhood.
- Clean, safe, up-to date neighborhood.
- It's clean and residents are decent people.
- It's very clear and quiet.
- Lots of walking areas- clean- well taken care of.
- Modern & clean
- Nice area, close to shopping, services, etc.
- Overall appearance of the city (residential, downtown, parks).
- Quiet, clean, attractive community.
- The cleanliness of the neighborhood, easy access to other suburbs and being centrally located.

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

- commitment to kids (parks, schools).
- Edina doesn't stand still. They seek ways up to grow and improve.
- Established community with all basic needs.
- Established Infrastructure
- Everything Seems to work.

- Forward thinking community.
- Good reputation.
- Good Reputation.
- Good running.
- Having confidence in the way the city is administered.
- High standards on all levels.
- It's reputation as a great place to live.
- Orderliness.
- Overall good planning- Re parks, recreation, appart, beautification (plantings).
- People look up to you.
- Prestige of city/ overall management by city staff.
- Reputation
- Stability of area, economically and education standards.
- Stable community.
- The city is well managed.
- The reputation of Edina.
- Well-developed, 1st ring suburb, good school, relatively low taxes.

Shopping/restaurants

- access to shopping, city, airports.
- Access to shopping.
- being close to good food, wine, movies etc.
- Close to shopping.
- Closeness of amenities, shopping.
- Convenience to shopping, health activities.
- Easy access to amenities & shopping.
- Excellent restaurants & shopping.
- Facilities nearby like stores, mall, airport, hospital, library etc.
- Good local businesses in walking distance.
- I'm close to a lot of shopping/ restaurants (50th & France exercises).
- my proximity to shopping and other amenities.
- Proximity to shopping- airport- downtown- highways.
- Proximity to shopping choices.
- Restaurants.

Raised here or close to family, job, etc.

- Born and raised here, raising my family in childhood home.
- Close to family.
- Close to work ! I don't have to drive far to get errands done.
- Commute easy to work.
- Edina native.
- Familiarity i grew up here.
- Friends.
- Friends.
- It's my home!
- Near my sons.
- Raised/ born here.

Positive comments about overall quality of life and community

- A very comfortable, quality place to live good stores!
- Ease of living.
- Easy living.
- Everything quality.
- It's a nice community.
- Its special
- Overall commitment to and quality of life in our community.
- Quality Of life
- Quality of life.
- Quality of life.
- The quality of life is excellent.
- The quality of life.
- Well- being.

Walkability

- Being able to walk to 50th & France.
- Everything is walkable distance southdale mall, target, centenneial lakes, restaurants..etc..
- I feel safe walking throughout neighborhood.
- Walk.
- Walkability

- We can walk to everything we need.
- We live within walking distance to 50th & france.

Public services

- Amenities, easy access to highways, safety.
- City services.
- Good roads - easy to get around - good shopping.
- I wake up in the morning after a snowstorm... and my street is plowed. After growing up in St. Paul and waiting 2-3 days for them to plow the streets, this is an enormous upgrade.
- Service & maintenance.
- Snow plowing.
- The city is prompt with snow plowing, city cares about residents, trouble w/ utilities, etc.

Other

- Landmark movie theatre.
- Not much anymore.
- Nothing
- Our church, FCLC.
- Return On Investment (ROI)
- view out my/ our backyard.
- YMCA.
  you get what you pay for.

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

Housing concerns (teardowns, overdevelopment, affordability, etc.)

- #1 Over developing - Residential & Commercial #2 - Awful, Horrible, Terrible new street lights.
- Affordability of the new construction.
- Affordable homes being demolished.
- Affordable housing
- Affordable housing & Diversity of population.
- Affordable housing, 6955 York our building was bought and rent increase 500 $!! Turning it into "Luxury" and most have to move! Seniors!
- Affordable housing, sensitivity to diversity.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable Housing.
- allowing too much low income!! Go live somewhere else!
- Being too built up. Too many high rises. Cutting too many trees.
- building too many apartments in southdale area
- Building too many expensive apartments.
- Commercial infringement of Residential Neighborhoods.
- Concentration of large condos with increased traffic.
- Congestion and overbuilding- lack of concern for environment and use of $$.
- Constant change- construction/ deconstruction is everywhere.
- construction
- Continuing to monitor the amount & type of new building in the Southdale area.
- Cost of housing
- Demolition of existing homes & construction of very poor quality homes that substantially after the character of Edina.
- Destruction of affordable dwellings, changing the neighborhood environments.
- Deteriorating homes in some neighborhoods.
- Developments replacing forests in Edina & Eden prairie. Fox & coyote trapping which has increased rodent problem.
- Developments/ Apartments - lack of innovation in development, Businesses.
- Effect teardowns are having on existing neighbors.
- enough affordable housing for young families
- Erosion of our mid century neighborhoods- Hideous Mc Mansions.

- Excessive focus on additional high density housing.
- Getting overcrowded with buildings.
- homes for sale below $400k
- Housing affordability.
- housing is becoming unaffordable, too many teardowns
- Housing is too expensive to attract younger families.
- Housing prices getting out of reach of middle Americans.
- Increase low income housing - increase crime.
- Increasing Density W/ too many apts, & condos.
- Keeping/expanding entry-level housing, like an affordable first home Truly incorporating our diversity into more aspects of city life/celebrations/programming...
- Lack of affordable housing- converting $200,00 houses to $1,000,000 houses.
- Lack of affordable housing for first time home buyers.
- Lack of affordable housing for middle class people who work here & would like to live here. Young people who would like to move back.
- Lack of affordable housing within ISD #2734 tear downs.
- Lack of affordable housing.
- Lack of affordable housing.
- Lack of land resources forcing high density housing overcrowding.
- Large unaffordable homes being constructed.
- losing the charm of old houses & business bldgs.
- loss of existing neighborhood homes for larger, contemporary homes.
- McMansions
- More suburbs.
- New construction homes vs. the older homes look new ones look out of place because of size.
- not enough middle class housing.
- Number of excessively huge rebuilds and congestion around Southdale area. Becoming over built.
- Open to diversity in housing. More "affordable" housing & services.
- Over Building
- Over building
- Over building (of big houses in smaller lots of France Ave area).
- Over building in Southdale area.
- Over building multiple housing units near Southdale area.
- Over building of apartments near southdale.
- Over building of homes-Tearing down of older housing.

- Over building of ugly boxy apartments. Over Commercialization.
- Over buildings of rental apartments - Many are quite ugly.
- Over built at Southdale area.
- Over development of residential and business areas.
- Over development, Affordable housing.
- Over population/Traffic/Build
- Overbuilding
- Overbuilding in Southdale area.
- Overbuilding of large single family homes this is cyclical and will eventually be a problem.
- Over-building.
- Overbuilding. Starter homes are purchased by builders and torn down.
- Overcrowdedness- no more building (commercial).
- Overcrowding of shopping areas. I now go to EP and Hopkins.
- Overcrowding with condos/ 66th & France we should look at Bloomington's garbage pick up changes.
- Over-development/lack of affordable housing.
- Overgrowth
- Possibly overbuilding of apts. in my neighborhood.
- Price of housing hard for young people to get in.
- Putting in low income housing- Want to keep our community w/high standards.
- Rebuild.
- Redevelopment of grandview district.
- Redo southdale area
- Remodels/tear downs of housing.
- Rent.
- Residential & commercial redevelopment.
- Residential congestion between Southdale & 494 & France Ave.
- Shortage of apartments and expensive
- Smart development (housing & business).
- Tear down of homes and replacing with ugly houses - too many ugly apartments need of street repair.
- Tear downs of houses.
- Tear downs- rebuilding.
- Tear downs.
- Tear-Down contractors who don't respect existing neighbors.
- Teardowns making it not affordable for many families to move to Edina.
- The giant homes being built on tiny Lots (proof quality).
- The high number of homes torn down and replaced with homes that are too big for the lots.
- The rapid pace of development (Commercial & Residential)

- the teardown mentality of existing home stock. Also airplane noise.
- The Wrong development.
- Too many "unattractive" apt buildings: traffic Congestion.
- Too many apartments and changing face of small town feel.
- Too many apartments being built more congestion.
- Too many apartments being built, erroding why we moved here.
- Too many new apartment buildings also lack of parking business near.
- Too much building. We are losing our green space. This is increasing crime also.
- Too much buildup- seem to be building too many buildings causing way too many parking and driving issues. We now usually drive to surrounding cities for purchases because it's easier to get to and to park
- Too much development.
- Too much growth - bldg construction, etc
- Unrestricted/ poorly enforced development ruining character of Neighborhoods.
- Urban renewal- one large house at a time.
- Zoning issues and enforcement of new houses built in old neighborhoods!!!

Traffic and infrastructure (road maintenance, snow removal, etc.)

- All the abandon infrastructure.
- Although the infrastructure is improving, bridges, roads and sidewalks still need lots of work.
- Challenging to keep up infrastructure/ facilities, esp. as compared to newer communities.
- Congestion on roads
- Crowding in Southdale area - big traffic increase on France ave; Crosstown.
- Deterioration of basic city services, streets. Petty Crime.
- Diluting our quality of life because of our aging infrastructure.
- Fix roads, Pot holes.
- Heavy traffic at intersections, disrespectful drivers.
- Heavy traffic on residential roads not yielding to pedestrians.
- Infrastructure
- Infrastructure (Roads, Parks etc.)
- Infrastructure, Redevelopment (tearing down existing buildings), growth (How?).
- Managing traffic residents face, especially working with neighboring power of cities encroaching.
- Old infrastructure
- Repair roads

- road conditions
- road conditions due to construction vehicles for new builds.
- Road conditions.
- Road quality, lands over more than home.
- Roads
- Roads need repairing and updating.
- Roads.
- Street repair.
- Street safety need more deterrents for east Edina cut through traffic.
- The frequent "fuddling" around with the roads.
- The ramp to Crosstown from France going E. too short.
- Timely management of infrastructure upgrades.
- Traffic
- traffic
- Traffic
- Traffic
- Traffic
- Traffic
- Traffic
- TRAFFIC
- Traffic
- Traffic
- Traffic & Density Issues & Airplane Noise Where we live is loud.
- Traffic & density.
- Traffic & taxes.
- Traffic & too many new apt buildings - high rent.
- Traffic and then having bikes allowed to take control of traffic.
- Traffic congestion around France avenue.
- traffic due to construction! LOL!
- Traffic- East side- France taxes less area.
- Traffic gets worse every year.
- Traffic growth
- Traffic high density areas esp on France Ave. I rarely shop on 50th V France, Southdale & Centennial Lakes because of traffic and congestion.
- Traffic in southdale area
- Traffic mgmt flow/stopping in crosswalks speeding running lights.
- Traffic on main freeways and avenues.
- Traffic on roads through neighborhoods.
- Traffic!!
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic/ taxes.
- Water & transportation street conditions.

City government operations (fiscal responsibility, taxes, etc.)

- Balancing open space (parks, etc) with density (tax base).
- Budget
- Budget / How to manage wants with actual needs for citizen.
- Can taxation keep up with city improvements plans.
- City changes w/o enough weight put on citizen concerns(eg. Golf courses, TCF turned into teen living, tall buildings in southdale area).
- City Council's Blatant disregard to residents.
- City government i.e. out of touch.
- City manager- closing Golf Course.
- City manager spends too much money & city council is weak.
- Government unrest
- High property taxes due to school bonds.
- High property taxes.
- High taxes
- High taxes for fixed income people.
- Keeping Taxes Reasonable.
- lack of police support by our mayor & city council - we need a new mayor.
- Making sure city changes are agreed upon by majority of the community
- National political climate makes the entire country unstable.
- Need to replace mayor and council members- get new people.
- Over development by too much city state, & federal government and metropolitan council.
- overly zealous spending to create in appropriate services i.e bike/parking/lanes/valley view on wood dale which include driving lanes.
- Pell-Mell, out-of-control LATE STAGE CAPITALISM and financial growth at the expense of HUMAN LIVES.
- Political division at high school- needs to be addressed.
- Political Issues
- Property tax increases
- Property taxes drivers Using Cell Phone.
- Property taxes.
- Rising cost of taxes & housing.
- Rising property taxes. Rate of rising more than needed to maintain existing quality of Edina.
- Socialism, govt. regulations.
- Takes keep increasing.
- Taxes
- Taxes- Getting way too high.
- Taxes too high
- Taxes.

- The city government changing the established ideals and city planing for good safe homes.
- The city spends way too much money. Stop rationalizing the expenditures based on comparing to other cities. Per person (see state reports), Edina spends more than nearly any other city in Minnesota. Focus on core services and ditch the golf course and ll the other crap that private enterprise should own.
- The City/School District has purchased large tracts of land (Public Works facility and new school bus garage) without selling the former locations to the private sector to place them back into the pool of Property Taxes to help pay for the increased costscreated and or the taxes that were lost when taking the properties off the tax roles.
- The determination of city council to change the nature of & "grow" the city.
- too many liberals on the city council

Lack of diversity and sense of community

- Communication between police and increasingly diverse community; police need to adapt the sensitive to cultural diversity.
- Community relations between economic & social ranges of opportunities
- Deal with changing society and maintain community culture.
- Diversity & environment (i.e lake Cornelia).
- Diversity and affordability
- Diversity and inclusiveness.
- Diversity of ethnicities, acceptance of minorities.
- Diversity of population.
- Diversity.
- Inclusiveness/ Racism.
- Inclusiveness/sense of community and construction the last 4 yrs we have lived here
- Increasing diversity.
- Infiltration of immigrants.
- Lack of diversity
- Lack of diversity.
- Lack of diversity.
- Lack of diversity.
- Police racism, driving while brown/black, privacy violations by police (google inquiries) search histories, Issue of 'crumb rubber' fields mishandled.
- Poor Diversity.
- Racism- My AfAm friends don't feel safe coming to Edina. They have been stopped unnecessarily.
- Sense of community - wish this was stronger.
- Stereotypes of residents
- Sustainable growth while encouraging more diversity.

Bike paths/sidewalks/pedestrian travel

- Adequate transportation other than auto.

- Better conditions for walking.
- bicycle trails not cleaned regularly.
- Bike lanes wish the Edina library was not going to be town down better way to cross the street to the YMCA.
- Edina is not bike-friendly. We don't have decent ways for most folks to commute to work or run errands on a bike. We will become less attractive to future generations if we don't fix this. Also, we do not connect to the bike trail- (and emerging publictransport-) related infrastructure in Minneapolis which is a huge missed opportunity.
- Expanding "livability"- more bike paths, trails, transit (bus/ light or passenger rail).
- Greenway bike Trails, But it looks like this is getting added thanks!
- Need Sidewalks!
- No sidewalks.
- Quality of walk able area & density around Southdale.
- Sidewalks not easy to maneuver with walk.
- Stop with the bike paths. Stop.
- The Progressive agenda on transportation. Bike lanes, traffic circles, traffic calming ALL make it harder to get from Point A to Point B. Progressive stupidity detracting from the quality of life.
- Transportation, poor sidewalk upkeep, unkept brush along sidewalks that are there, poor sidewalk plowing, sanding.
- Trying to be more "city" with all the sidewalks. I appreciate sidewalks & safety but to the planned extent is way overboard & unattractive.

Schools/education

- Class size in school is way too large.
- Edina public school administration has a lack of transparency & therefore lack of trust with public.
- Education for all-Including city employees, fire, police & everyone regarding diversity.
- Education.
- Excess spending by schools.
- future of schools & New families coming here.
- I have 3 school-age children and I am concerned about the ability of the school district to handle the amount of change (changing curriculum, moving 9th grade, changing building structure) that is being attempted simultaneously. On the curriculum side, Iworry that the school district administration is aggressively pushing "personalized learning" without building buy-in from teachers and families. I do not want the quality of education to deteriorate.
- Maintaining investment in schools as population ages.

- maintaining the schools excellence with increasing class sizes and more news of discipline issues.
- Open enrollment w/schools
- Overstretching school amenities, local Politicians looking to "make their mark" at residents expense.
- Retaining school quality.
- School district leadership (both board and Superintendent).
- Schools over paying the top executive (w/ bonuses even) and cutting jobs of the "little guy".
- Schools vs City. Crumb rubber turning our turn into a trash heap.
- Successfully managing education in the public school system.
- The school system is hyped-up to be so great, yet children are not adequately challenged if they are smart. Schools cater to help less smart kids.

Cost of living

- cost of living
- Cost of living in Edina.
- Cost of living, virtually no worries on safety.
- Cost of living.
- Cost of living: taxes, fees, assessments.
- Cost.
- Even though it's minor living expenses are generally a little too high
- Expensive
- High living cost (housing).
- Less accessible for people of all economic walks of life

Safety

- Crime encroaching from East side, moving in homeless Harbor community buildings. Beautiful walk areas always seem to attract visitor/ people who feel menacing to me.
- Crime in general, racial intolerance.
- Crime.
- Crime/gangs.
- Drugs, Guns
- Gang crime/ pressure@ Southdale.
- Keeping city safe.
- More crime than I thought based on police clips Facebook page audio clips.
- My husband was hit by a car when he was in a crosswalk on Vernon Ave. Unsafe areas for riding.
- Safe place to live. Great police.
- Safety
- Safety in Edina.
- Safety.
- The police and the African- American walker incident was terrible!

Aging population

- Affordable housing for seniors - I Will move out of edina upon retirement .

- ageing population
- Aging population
- Aging population
- Aging population
- Aging population
- Edina hasn't realize all the older people & more coming, e.g sidewalks both sides of street.
- I feel like there are few more senior citizen than young families. I enter to but will effect the city in the long- run.
- Lack of public transportation for aging populace.

No issue/positive comments

- No issues
- No issues.
- Not aware of any issues.
- Nothing to serious.

Parks/recreation/community activities

- Lack of activities for youth and younger generations i.e bar scene, music scene.
- Maintenance of the woods across the street is unacceptable.
- Need to update Arden Park, other parks and add trees, sculptures.
- Parks and roads could use improvement car break-ins.

Other

- "Snootiness" reputation- I don't feel this but others do.
- 62 Crosstown noise/pollution.
- Airplane noise.
- Attitude of entitlement.
- Bad Water our neighbor, Richfield, has very good water.
- Better public transportation.
- City code needed refinement a few years ago- still address??
- Clean.
- convenience
- Defense from terrorism, i.e. elect backup, water etc.
- Drifting away from faith in Jesus Christ always remember to honor the Lord Jesus Christ and study of his word and obeying his word.
- Hard water.
- If the MAC reroutes planes over Edina. This is a BIG DEAL. Own house won't be worth a premium of they route planes over one city.
- Lack of affordable transportation.
- Lack of good, frequent, well connected public transport
- Lowering Standards to make everyone feel equal. We are not all Equal. We all have Equal Rights.
- Narrow highway 62 & no train line to downtown/UofM/St Paul.
- Nimby attitude towards progress.

- Perception of being a white-bubble, snobby- rich-selfish suburb.
- public image
- Reputation
- speeding and not stopping at stop signs.
- Staying competitive... so people want to live here
- To muck emphasis in race, equity etc - new task force unnecessary.
- Transportation.

- Trying to hard to jump on the "economic prosperity" wagon.
- Typo positions and they are assets & censorious. They all want to make a difference & we don't need new things ,now pleasures, Edina has been a great place to life for 50 years. Density to "fix" it.
- Uptight residents.
- vacant properties with no ordinances for owners eye sore.
- Water quality
- yuppy image

QUESTION 17: 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?)

- Affordable housing.
- Airport noise, pollution, low airplane take off.
- always room for improvement.
- Bicycle trails from Edina that connect with mpls. Lakes and trails are very much needed and better connections for public transportation.
- Building out of control- traffic is a disaster on France Ave.
- Business development is good, too much is effecting residential areas.
- But, schools falling behind and we just hired a supt. from another district in decline. Growth, quickly, too fast.
- Catering to elderly & more homeowners.
- Catering to minorities.
- Change from single family community to apartment community
- City Council Seems More responsive to developers than residents, Pamela park neighborhood is changing for the worse.
- City manager.
- City spends way to much money. Focus on CORE services and reduce costs. Reduce tax burden.
- concerned about multiple dwelling on France & how it will affect traffic.
- Deeply worried about 'tear downs' being replaced by houses that destroy the character of neighborhoods.
- Diversity nonsense. Too much bureaucracy athletic fields too expensive.
- Do not agree with sidewalks on every street. It's over spending attractive; not needed.
- Don't do more; do what you're doing and don't take more taxes.
- Dysfunction with current school board.
- Edina is kind of an elitist "gated community" but the upside is it's a safe fun place to live.
- Edina is quickly making it impossible to become a diverse neighborhood by demolishing the last remaining affordable housing and allowing only $1 million plus homes to be built. Edina in this way is inadequately magnifying income inequality and creating a neighborhood where the non white cultures feel excluded.
- Edina seems to be managed well. We don't need a bigger Government with more expenses to pay for please.
- Edina used to be the place to live, Other cities seem to have surpassed us in the metro area.
- Except traffic flow from new buildings.
- Fred Richards Fiasco!! Scott is a moron!!
- Generally such heavy development at Southdale. Tear-downs replaced by over-sized house area.
- Good overall, but want to see more racial cage diversity.
- Govt should stick with what it does best keep us safe and protect our infrastructure. All this other stuff should be created/pushed/provided by charitable organization/church groups/clubs. They do a better job.
- Headed for overcrowding it will change Edina forever.
- Heading toward over-population.
- However we need more townhouses in Edina.
- I am unimpressed by school board and Superintendent.
- I am unsure about the new Superintendent of schools.
- I do question density of new building and traffic that comes with that, i.e. France are.
- I don't think the 'powers that be' at city hall are in tune with community. A lot of wasted time.

- I don't want to put $ into home because land is worth more than home. Almost is condo development (at least not affordable). Not taking advantage of food scene advances & micro-comp developmentise Minneapolis has very little "life" in Edina that is workable from most of the area. No interesting development of Cahill same reason as politics. No interest in building long term community to live through old age. Just want a certain age, income & race for a certain time in this town culture very little support for diversity affordable housing .
- I think the city has to much staff and feels they need to justify more (staff and taxes) with surveys like this.
- I Would like homes w/ Alley's to have city code changed requiring garbage cans to be store bin garages- there is so much redevelopment.
- I'm concerned that homes are being replaced by large expensive ones- someday we would like to downsize but where?
- In last 5 yrs- look how city budget & number for manager & supervision positions have increased. City increased budget last year about 6%.
- Inconsistency of property tax increase. Crime is up. Roads in disrepair. Neighbors unfriendly. City does not communicate services/benefits.
- increase in affordable housing - New build is a huge issue for volume of students. Class sizes too big now. I strongly oppose.
- Increasing affordable housing and services is good. Building bigger houses in all neighborhood is not good.
- Lack of affordable housing; Over development of apartments in high traffic areas. (France ave) Lack of superior design aesthetic in new high rises; too much density for 50th France.
- Lack of insight into the future of maintaining Quality and what is planned by trying to be cultural equal.
- Liquor stores- Too expensive.
- Money is spent on unnecessary things. Then there is the dumb "should we raise the age to purchase cigarettes?" There goes more tax income and #2. if you are an adult you should be able to make your own decisions this is a free country -a city should not babysit.
- Mostly southdale area - too much development. Too much traffic.
- Need a new mayor / new ideas.
- Need bike trails.
- Need to plan for many more elderly residents.
- Needs to focus more on quality of life in neighborhoods. Repair aging infrastructure neighborhoods.
- Never hear of details, no local paper to read, no info.
- No but needs to be "Spruced up".
- No Management! City Manager not experienced in development in an older community!
- No reason to raise taxes! More $$ doesn't mean more services!
- Not welcoming to diverse members my friend group.
- Only lived here one year.
- Our parks are underfunded. Too many buildings not enough preservation of space.
- Over building in some areas.
- Over building multi housing units.
- over building somewhat/ not happy re plans for space at 69th 66 and France to Valley View.
- over commercial building is losing character of small town.
- Over developing/ Spending out of control
- Overcrowding of shopping centers- never use Southdale anymore.
- Over-development & public input to planning and city council is ignored.
- Pell-mell, relentless LATE STAGE CAPITALISM and excessive financial growth at the expense of HUMAN LIVES
- Priorities and how to manage an aging population.
- Public transportation, sidewalks and plowing and maintenance of those sidewalks are poor to nonexistent.
- Reacting to issues that may not be an issue at all.
- Repair infrastructure; need new mayor w/fresh ideas.
- Resident input not listen to.
- School board stinks! Pric Dressen is only looking out for himself.
- Schools in decline. We like to believe our "Edina is the best" hype and not focus on fixing real problems.
- See traffic mgmt
- Some areas favoured over others.
- Stop tear downs of houses & Building ugly homes - stop bike loans repair street. Stop painting utility boxes.

- Support for biking and walking is insufficient, given how much we spend on property taxes. We will not be able to continue to command a premium (with respect to housing prices and property taxes) if we remain so remarkably car-dependent.
- Taxes are getting higher every year (more than expected)
- Taxes are too high- going up way too fast!
- Teardowns- changing appearance, demographic of city, upsetting present neighbors.
- the charm of 50th & France gone/ Charm of many neighborhoods gone- removing too many trees city does not stay on top of home builders.
- The city is not holding down costs, school bonds keep escalating.
- The Progressive idiocy displayed on our roads. 70th Street was destroyed as a traffic conduit with the roundabouts. Gallagher Drive's utility was negatively impacted with the redo - getting rid of traffic lanes (and a bus stop) to add bicycle lanes thatare rarely used.
- There needs to be affordable entry level housing- in the school district.
- There should be more condos put up instead of the apartments.
- Too expensive, city seems to believe any and all tax warehouses are acceptable.
- Too liberal -too much overbuilding (although that should keep my property tax lover)
- Too many apartment buildings on precious open space i.e around Southdale and Byerly's.
- Too many apartments - Hate the proposal for 50th France.
- Too many apartments! Also rebuilding 49 1/2 St would ruin 50th & France. No longer handicap accessible.
- Too many apt bldgs on East Side.
- Too many large beautiful trees cut down on the golf course.
- Too many older affordable building being bought by big corporations and remodeled than made not affordable.
- Too many plans for new apartment buildings & hotels.
- Too much commercial development & re-mansions.
- Too much focus by city council on the few (Walkers and bikers) at the expense of the many (drivers).
- Too much government city, state, federal & met council. Edina used to be a very nice city, but now is just more traffic, more noise, more people and more politicians.
- Too much low housing.
- Too much spending on so called "improvements" & "needs" that are keeping up with the Joneses in other cities.
- Too Much Traffic, Too much Density, New Building To High!
- Traffic & density (too many big building being built & squeezing in too many people).
- Trying to be a big city - too many apt buildings. Pushing out middle class by removing affordable homes.
- unhappy with many of the school district's changes & decisions. Incessant new home construction without benefit of tax relief.
- Way to many apartments going up. Way to many cars on the streets.
- Zoning and neighborhood building out of control.

QUESTION 18: 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?)

- A few people control whats going on in Edina!
- Allowing garbage cans to stay out is an eyesore.
- Are the citizens actually listened to- 3 parks bike trails- voted for- not listened to.
- Area. No investment is updating electrical infrastructure ever in supplying municipal WiFi or broadband.
- As if city council /city mgmt have made their decisions no mater what may have to say.
- Attended city council meetings regarding roads. Not a good experience.
- Because city council does not listen, they give opportunities for input but they do not listen to the input.
- Because the insiders wouldn't want to hear what I have to say.
- City already has an agenda before any input by Residents.
- City council doesn't listen to community, school board & city government only concern is Edina schools. 27% of Edina is not in Edina school district. Communication issued from all sources. Never talks about any schools other than Edina.
- City council has their agenda. Their view only but they do let us speak.
- City council, etc. Does what it wants to most of the time.
- City Council, Mayor and City Administrator have their own agenda.
- City does not listen to regular tax payers.

- City listens and then does what it wants to do- i.e. golf course fiasco.
- City manager.
- Clear agenda by city mgr & council.
- Community meetings over tough issues are very full. I think the issue is at state level - feeling like Paulsen isn't listening.
- Current govt. will do what they want irregardless of citizen's desires.
- Doubt it, very clear what the agenda is and who is pushing it.
- Elected officials (especially school board) "listen" to check a box then do what they want to regardless of community.
- Even if taxes came down a little, they'd be too high.
- Exception question of Fred Richards golf course. Decision seems to made by city of Edina without/ prior to citizen input. This issue was handled poorly by city and a black mark for city PR.
- Feel like run by special groups.
- Feels about like residents are not listened to as much as they could be.
- Good old boys club city council.
- Government has been captured by leftist fringe.
- Have not had a lot of time, city was good on 54th st build.
- How?
- I am not a property owner now and I don't think my voice would be heard.
- I am on the DX flight path- low flying & all 5:30- 11:00 pm noise.
- I could have a say, but i Would not expect it would be taken seriously.
- I don't think our opinion matters, the decision is made ahead of the public meeting.
- I doubt that's true wherever one lives.
- I have attempted to prevent new developments to preserve forest & green space but the city council & planning commission are very pro development.
- I tried contacting the paper and mayor's office about my building: no response who can I go to? Powerless!
- I tried to voice my opinion about the multiple unnecessary garbage services and I get a dumb response- "people want a choice" ugh its garbage.
- I was on one of the commissions which was a waste of time- the city does what it wants to do.
- I watched the school board decision making process.
- I wouldn't know who to contact.
- If I feel comfortable I still don't know the forums available to express myself.
- If you're not a citizen you have no say. I volunteer a lot in the community, yet I can't even vote on my kid's school board.
- I'm an unimportant person.
- I'm generally not around during regular business hours.
- In other cities city council meetings. I have found they have already made decisions and the council may listen to you- but they don't care. Their minds are already made up.
- It seems like there is already a plan that wouldn't change.
- It seems resident input has no influence.
- It would be nicer to see you take polls before implementing large changes.
- I've seen it first hand tremendous support & outrage about school issues just ignored by school board.
- I've tried it doesn't seem to make a difference. Feels like a power hungry secret network.
- I've watched too many city council meetings.
- just recent situation with school start times.
- Low income people.
- Mayor & City council are just "Yes Men" they don't care about us.
- Mayor and council seem to have their own agendas.
- Mayor is closed minded.
- MAYOR/ ADMINISTRATION (CITY MGR / PLANNERS) DO WHAT THEY WANT & ONLY PAY LIP SERVICE TO PUBLIC.
- Most things are decided by elected persons.
- My experience with asst. planner has been less than positive.
- old boys in-crowd network prevails.
- Opinions are not sought & ideas given are usually ignored.
- Over-development & public input to planning and city council is ignored.
- Political machine is in place. When voicing concerns at city hall, feels like it falls on deaf ears.

- Politics - politicians.
- Running for an office won't work (our friend tried).
- School board has their own agenda. They don't listen and don't act on input.
- The bigger the government voice, the smaller the individual person.
- The opportunities to weigh in on community budget spending does not exist. This needs to be better. Citizens need a forum to participate.
- The political groups are too strong and demean anyone that has a different point of view. That is why govt should get out of doing a lot of these things you are questioning.
- There isn't an easy way to voice opinion- such as online and be recognized that out complaint &/ or suggestion was received.
- There seem to be hidden agendas in Edina City council & government. Residents can say what they want in mtg but it doesn't appear to change outcomes.
- To much money and connections needed to run for city offices.
- To much politics, City run by few elite officials.
- Too many "pet" projects such as Grand view, the "Lid" etc. Too much commercial development.
- Too many close door meetings & decisions made without open meetings with residence. City council & city mgr do as they wish at major costs and wasteful expense. They are making Edina look/feel like Mpls.
- Too old
- Traffic.
- Tried with Airport rerouting over Edina & Effective action was weak. This is a BIG DEAL! Houses won't be worth a premium with planes overhead.
- Trouble getting to right person.
- Very limited opportunities- our city council seems very insulated.
- We are aged seniors, limited mobility.
- Went to meetings. Few were interested in listening.
- You can speak up but the city officials have their own agenda.

QUESTION 31: WITH WHICH OF THE FOLLOWING DEPARTMENTS HAVE YOU HAD CONTACT (EMAIL, IN-PERSON, OR PHONE) IN THE LAST 12 MONTHS? (OTHER)

- Ambulance
- animal control
- Animal control.
- City council.
- Dog License
- Dog license rules.
- Election & meetings.
- Forestry.
- Homestead feeling with housing clerk?
- Mayor Awards
- Mayor.
- new construction homes.
- Own a condo.
- Recycling out.
- This was in St. Louis park.
- Traffic.
- Volunteer
- Voting
- Voting

QUESTION D11: DO YOU SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME? (IF YES, WHICH LANGUAGE?)

- France, French.
- French
- French, Spanish
- German
- German
- German
- German
- Greek
- Hindi
- Hindi
- Italian
- Italian.
- Kannada,Telugu,Hindi
- Konkani
- Kutchi
- Marathi
- Marathi.
- Polish/ Chinese.
- Romanian
- Swedish
- Tamil
- Tamil.
- Telugu.
- Turkish

APPENDIX D: RESPONSES TO SELECTED SURVEY QUESTIONS BY RESPONDENT CHARACTERISTICS

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

HIGHLIGHTS OF COMPARISONS BY GEOGRAPHIC AREAS

▸ Residents living in the southeast quadrant of Edina tended to give higher quality ratings to health and wellness opportunities, the availability of paths and walking trails, fitness opportunities and recreational opportunities compared to those residing in other areas of Edina.

▸ Overall ease of getting to the places they usually have to visit tended to receive higher quality ratings from residents living in the northeast quadrant of Edina compared to their counterparts, while residents living in the southeast quadrant of Edina gave higher quality ratings to the ease of travel by public transportation compared to others.

▸ While differences by geographic location of residency did not emerge for ratings of sense of community, residents living in the southeast quadrant of Edina compared to other quadrants gave higher quality ratings to the openness and acceptance of the community toward people of diverse backgrounds and higher importance ratings for the City to expand the types of cultural events that are offered within the community.

▸ Usage of Parks and Recreation Department amenities varied by geographic location of residency: those living in the northeast quadrant were more likely to have used neighborhood parks, large community athletic fields, the Edina Aquatic Center and the Braemar Arena; those living in the southeast quadrant were more likely to have used Centennial Lakes Park; and those living in the southwest quadrant were more likely to have used the Braemar Golf Course and Golf Dome.

▸ The quality of garbage collection generally saw lower ratings from residents living in the northeast quadrant of Edina and these residents were among those who were more likely to support 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; the lowest level of support generally came from residents living in the northwest quadrant of the community (who generally gave high quality ratings to garbage collection).

Table 117: Quality of Life by Quadrant

How would you rate the quality of life in Edina? (Percent "excellent" or "good")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
How would you rate the quality of life in Edina?	99%	98%	95%	97%	97%

Table 118: 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	
Overall feeling of safety in Edina	95%	96%	98%	98%	97%
Overall ease of getting to the places you usually have to visit	95%	84%	88%	82%	87%
Quality of overall natural environment in Edina	81%	90%	92%	88%	88%
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	84%	83%	86%	72%	82%
Health and wellness opportunities in Edina	91%	88%	98%	89%	92%
Overall opportunities for education and enrichment	98%	93%	95%	95%	95%
Overall economic health of Edina	91%	98%	97%	93%	95%
Sense of community	76%	70%	73%	76%	74%
Overall image or reputation of Edina	84%	83%	90%	91%	87%
Neighborliness of residents in Edina	77%	76%	72%	77%	75%

Table 119: Likelihood of Recommending or Remaining in Edina by Quadrant

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat" likely)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Recommend living in Edina to someone who asks	96%	96%	94%	96%	96%
Remain in Edina for the next five years	95%	95%	89%	98%	94%

Table 120: Feelings of Safety by Quadrant

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat" safe)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
In your neighborhood	98%	97%	98%	99%	98%
In the 50th & France area (downtown area)	98%	98%	91%	96%	96%
In the Southdale area	72%	72%	90%	70%	77%

Table 121: Specific Community Characteristics by Quadrant

Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Traffic flow on major streets	58%	62%	66%	68%	63%
Ease of public parking	69%	67%	75%	76%	72%
Ease of travel by car in Edina	87%	80%	81%	79%	82%
Ease of travel by public transportation in Edina	40%	25%	55%	39%	40%
Ease of travel by bicycle in Edina	52%	39%	55%	54%	49%
Ease of walking in Edina	70%	60%	72%	62%	66%
Availability of paths and walking trails	49%	58%	68%	63%	60%
Air quality	80%	92%	87%	93%	88%
Cleanliness of Edina	88%	91%	91%	96%	91%
Public places where people want to spend time	74%	80%	88%	85%	82%
Variety of housing options	47%	58%	58%	55%	55%
Availability of affordable quality housing	28%	33%	44%	43%	37%
Fitness opportunities (including exercise classes and paths or trails, etc.)	66%	68%	85%	81%	75%
Recreational opportunities	78%	76%	89%	84%	82%
K-12 education	93%	97%	97%	100%	96%
Adult educational opportunities	89%	90%	91%	87%	89%
Opportunities to attend cultural/arts/music activities	84%	79%	81%	77%	80%
Employment opportunities	74%	70%	69%	57%	69%
Shopping opportunities	92%	89%	92%	94%	91%

Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Cost of living in Edina	46%	43%	51%	48%	47%
Overall quality of business and service establishments in Edina	95%	88%	89%	89%	90%
Overall quality of commercial redevelopment in Edina	81%	71%	68%	72%	72%
Overall quality of residential redevelopment in Edina	56%	70%	71%	70%	67%
Opportunities to participate in social events and activities	72%	72%	72%	80%	73%
Opportunities to volunteer	76%	83%	74%	84%	79%
Opportunities to participate in community matters	77%	76%	72%	77%	75%
Openness and acceptance of the community toward people of diverse backgrounds	37%	41%	56%	50%	46%

Table 122: Importance of Diversity-Inclusive Programs by Quadrant

How important, if at all, do you think it is for the City to implement each of the following? (Percent "essential" or "very important")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Expand the types of cultural events that are offered within the community	44%	37%	57%	43%	46%
Enhance the promotion and awareness of cultural events that take place in the community	50%	49%	59%	50%	53%
Provide educational opportunities to learn about different cultures and customs locally and around the world	51%	46%	49%	49%	48%
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	52%	54%	64%	56%	57%

Table 123: Use of Parks and Recreation Amenities by Quadrant

In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks & Recreation Department amenities? (Percent at least once)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Trails	82%	79%	77%	84%	80%
Neighborhood parks	99%	86%	87%	85%	89%
Large community athletic fields	68%	53%	38%	37%	49%
Edinborough Park	46%	41%	57%	47%	48%
Centennial Lakes Park	77%	69%	86%	63%	75%
Edina Aquatic Center	38%	27%	21%	32%	28%
Edina Senior Center	17%	18%	20%	26%	20%
Braemar Arena (ice arena)	35%	23%	18%	24%	24%
Edina Art Center	30%	27%	29%	22%	28%
Braemar Golf Course	37%	35%	21%	45%	32%
Braemar Golf Dome	21%	20%	14%	30%	20%
Braemar Field (sports dome)	31%	22%	21%	22%	24%

Table 124: Quality of Parks and Recreation Amenities by Quadrant

Please rate each of the following Edina Parks & Recreation Department amenities: (Percent "excellent" or "good")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Trails	67%	81%	90%	83%	81%
Neighborhood parks	84%	88%	91%	89%	88%
Large community athletic fields	88%	91%	92%	98%	92%
Edinborough Park	90%	89%	95%	86%	91%
Centennial Lakes Park	96%	93%	97%	94%	95%
Edina Aquatic Center	87%	84%	89%	94%	88%
Edina Senior Center	86%	84%	92%	95%	89%
Braemar Arena (ice arena)	89%	87%	90%	98%	90%
Edina Art Center	83%	83%	92%	86%	86%
Braemar Golf Course	85%	82%	87%	87%	85%
Braemar Golf Dome	89%	91%	98%	94%	92%
Braemar Field (sports dome)	90%	89%	93%	100%	93%

Table 125: Quality of Services by Quadrant

Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Police services	87%	89%	94%	84%	89%
Fire services	98%	99%	99%	100%	99%
Ambulance or emergency medical services	100%	99%	100%	95%	99%
Crime prevention	84%	87%	86%	88%	86%
Fire prevention and education	90%	91%	87%	97%	91%
Traffic enforcement	65%	79%	82%	80%	77%
Street repair	47%	52%	59%	55%	54%
Street cleaning	79%	71%	80%	95%	80%
Street lighting	64%	69%	78%	65%	70%
Snow removal	89%	92%	89%	100%	92%

Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Sidewalk maintenance	69%	77%	73%	87%	75%
Traffic signal timing	65%	77%	65%	74%	70%
Bus or transit services	52%	47%	63%	46%	54%
Garbage collection	76%	91%	89%	85%	86%
Recycling	78%	89%	87%	90%	86%
Yard waste pick-up	77%	87%	89%	78%	83%
Storm drainage	75%	80%	79%	88%	80%
Drinking water	72%	72%	63%	66%	68%
Sewer services	84%	90%	89%	90%	88%
Utility billing	80%	79%	75%	84%	79%
City parks	89%	88%	95%	93%	91%
Park maintenance	88%	88%	92%	92%	90%
Condition of trails and sidewalks	78%	85%	87%	87%	84%
Recreation programs or classes	86%	88%	87%	85%	87%
Recreation centers or facilities	90%	82%	85%	89%	86%
Land use, planning and zoning	55%	61%	62%	64%	60%
Code enforcement (weeds, abandoned buildings, etc.)	57%	59%	78%	78%	67%
Animal control	77%	84%	88%	89%	84%
Economic development	81%	80%	79%	78%	79%
Public health services	85%	88%	84%	88%	86%
Public information services/communication from the City	78%	76%	76%	85%	78%
Cable television	49%	56%	65%	69%	60%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	75%	80%	80%	90%	80%
Edina open space	60%	73%	68%	74%	68%
City-sponsored special events	76%	67%	81%	86%	77%
Overall quality of services provided by the City of Edina	86%	89%	89%	92%	89%

Table 126: Opinions of Property Taxes by Quadrant

(Percent "very" or "somewhat" high)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...?	62%	59%	52%	62%	58%

Table 127: Level of Support for Increasing Property Taxes by Quadrant

(Percent "strongly" or "somewhat" support)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?	42%	36%	52%	50%	44%

Table 128: Government Performance by Quadrant

Please rate the following categories of Edina government performance: (Percent "excellent" or "good")	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
The value of services for the taxes paid to Edina	76%	76%	82%	91%	81%
The job Edina government does at welcoming resident involvement	64%	58%	59%	66%	61%
Overall confidence in Edina government	72%	69%	73%	63%	69%
Generally acting in the best interest of the community	69%	70%	70%	65%	69%
Treating all residents fairly	74%	68%	68%	64%	69%

Table 129: Managing Community Tensions by Quadrant

(Percent "very" or "somewhat" well)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?	62%	69%	69%	73%	68%

Table 130: Problems in Edina by Quadrant

Please rate how much of a problem, if at all, you feel each of the following is in Edina. (Percent "moderate," "major" or "extreme" problem)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Traffic speeding in your neighborhood	46%	48%	34%	43%	42%
Stop sign violations in your neighborhood	32%	30%	22%	23%	27%
Violent crime	4%	0%	6%	0%	3%
Drugs	22%	8%	20%	9%	15%
Youth crimes	18%	5%	17%	1%	11%
Vandalism and property crimes	23%	14%	21%	18%	19%
Identity theft	23%	22%	23%	26%	23%
Domestic abuse	8%	10%	33%	10%	16%

Table 131: Methods of Garbage Collection by Quadrant

(Percent "strongly" or "somewhat" support)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community?	58%	38%	54%	51%	49%

HIGHLIGHTS OF COMPARISONS BY DEMOGRAPHIC CHARACTERISTICS

▸ Those ages 55 or older were more likely than younger residents to positively rate the quality of various broader community characteristics including the quality of the overall natural environment, health and wellness opportunities, sense of community and the overall image or reputation of Edina. Those who had lived in the community for more than 20 years tended to give higher quality ratings to health and wellness opportunities and overall opportunities for education and enrichment compared to their counterparts.

▸ Where differences emerged for characteristics related to housing and affordability, residents ages 35 to 54 tended to offer lower quality ratings than their counterparts (i.e., cost of living, variety of housing options, availability of affordable quality housing, etc.)

▸ When asked about the likelihood of remaining in the community for the next five years, residents who were ages 18 to 34, had lived in the community for less than five years, who rented their home or who lived in an attached housing unit were less likely to remain in Edina compared to their counterparts.

▸ Female residents tended to feel various programs related to diversity-inclusion were more important than males. Residents who had lived in the community for less than five years compared to longer term residents felt that it was more important for the City to provide educational opportunities to learn about different cultures and customs locally and around the world.

▸ Where differences emerged, residents living in detached housing units and those ages 35 to 54 were generally more likely to use various Parks and Recreation Department amenities compared to their counterparts.

▸ The quality of City parks and park maintenance were given higher ratings from residents ages 55 or older; older residents were also more likely to offer positive ratings for garbage collection and recycling services.

▸ Residents ages 35 to 54, those who rented their home or those living in attached housing units were more likely than their counterparts to support an increase in their property taxes to maintain City services at their current level.

▸ When asked about various aspects of government performance, residents ages 35 to 54 generally provided lower quality ratings compared to their counterparts. Residents who had lived in the community for less than five years were more positive than their counterparts about their overall confidence in Edina government and were more likely to feel that the Edina government generally acts in the best interest of the community.

Table 132: Quality of Life by Respondent Characteristics

How would you rate the quality of life in Edina? (Percent "excellent" or "good")	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
How would you rate the quality of life in Edina?	95%	99%	98%	96%	99%	95%	98%	97%	95%	98%	98%	96%	97%

Table 133: 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 unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Overall feeling of safety in Edina	94%	98%	98%	97%	96%	93%	96%	98%	99%	96%	96%	98%	97%
Overall ease of getting to the places you usually have to visit	83%	92%	87%	88%	86%	81%	88%	89%	88%	87%	86%	89%	87%
Quality of overall natural environment in Edina	87%	89%	88%	90%	85%	88%	83%	91%	87%	88%	87%	89%	88%
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	77%	84%	85%	81%	84%	80%	79%	86%	80%	83%	83%	81%	82%
Health and wellness opportunities in Edina	87%	91%	97%	95%	89%	89%	88%	96%	93%	92%	90%	95%	92%
Overall opportunities for education and enrichment	93%	92%	100%	97%	93%	93%	93%	97%	94%	95%	95%	95%	95%
Overall economic health of Edina	96%	94%	96%	94%	95%	97%	91%	98%	96%	95%	94%	96%	95%
Sense of community	70%	75%	75%	75%	72%	63%	70%	80%	67%	75%	75%	71%	74%
Overall image or reputation of Edina	87%	84%	89%	87%	86%	83%	81%	92%	83%	88%	85%	88%	87%
Neighborliness of residents in Edina	81%	74%	71%	71%	80%	74%	74%	77%	67%	78%	78%	71%	75%

Table 134: 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 unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Recommend living in Edina to someone who asks	93%	97%	96%	94%	96%	92%	95%	97%	94%	96%	95%	95%	96%
Remain in Edina for the next five years	89%	96%	95%	93%	94%	80%	95%	97%	82%	97%	98%	88%	94%

Table 135: 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 unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
In your neighborhood	98%	99%	97%	99%	97%	96%	98%	98%	98%	98%	98%	98%	98%
In the 50th & France area (downtown area)	97%	95%	95%	96%	97%	97%	97%	95%	93%	96%	98%	92%	96%
In the Southdale area	76%	81%	75%	78%	78%	79%	74%	79%	88%	74%	71%	86%	77%

Table 136: Specific 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 unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Traffic flow on major streets	65%	65%	60%	62%	64%	59%	59%	68%	69%	62%	60%	67%	63%
Ease of public parking	72%	76%	68%	70%	72%	73%	72%	71%	74%	71%	74%	69%	72%
Ease of travel by car in Edina	87%	86%	75%	84%	81%	83%	84%	81%	87%	81%	84%	79%	82%
Ease of travel by public transportation in Edina	48%	34%	38%	38%	42%	44%	31%	45%	62%	33%	31%	50%	40%
Ease of travel by bicycle in Edina	47%	48%	53%	41%	58%	50%	47%	52%	65%	45%	44%	58%	49%
Ease of walking in Edina	61%	62%	74%	62%	71%	60%	60%	74%	75%	64%	64%	70%	66%
Availability of paths and walking trails	58%	55%	66%	59%	61%	69%	44%	70%	67%	58%	56%	66%	60%
Air quality	88%	87%	89%	89%	87%	84%	85%	91%	86%	88%	88%	87%	88%
Cleanliness of Edina	89%	93%	91%	92%	90%	90%	90%	93%	91%	92%	92%	90%	91%
Public places where people want to spend time	79%	81%	85%	83%	81%	84%	75%	87%	83%	82%	80%	85%	82%
Variety of housing options	62%	45%	58%	52%	59%	58%	45%	62%	55%	55%	52%	59%	55%
Availability of affordable quality housing	44%	28%	38%	34%	42%	41%	25%	43%	41%	36%	31%	44%	37%
Fitness opportunities (including exercise classes and paths or trails, etc.)	71%	74%	80%	78%	74%	80%	63%	83%	77%	74%	72%	79%	75%
Recreational opportunities	80%	79%	87%	84%	81%	82%	76%	86%	84%	81%	80%	85%	82%
K-12 education	98%	95%	97%	97%	96%	95%	94%	99%	99%	96%	96%	98%	96%
Adult educational opportunities	85%	89%	93%	88%	92%	90%	88%	90%	91%	89%	90%	88%	89%
Opportunities to attend cultural/arts/music activities	81%	79%	81%	79%	85%	89%	79%	79%	78%	81%	83%	76%	80%
Employment opportunities	64%	74%	69%	69%	69%	54%	73%	73%	56%	73%	72%	64%	69%
Shopping opportunities	92%	91%	91%	88%	96%	87%	93%	91%	93%	91%	91%	91%	91%
Cost of living in Edina	47%	42%	52%	46%	48%	46%	35%	57%	43%	49%	47%	48%	47%

Please rate each of the following characteristics as they relate to Edina as a whole: (Percent "excellent" or "good")	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Overall quality of business and service establishments in Edina	94%	90%	87%	89%	93%	94%	88%	91%	94%	89%	91%	89%	90%
Overall quality of commercial redevelopment in Edina	77%	75%	65%	67%	79%	76%	74%	70%	70%	73%	75%	68%	72%
Overall quality of residential redevelopment in Edina	78%	63%	61%	63%	74%	83%	61%	66%	74%	65%	67%	67%	67%
Opportunities to participate in social events and activities	69%	74%	77%	72%	75%	67%	73%	76%	63%	76%	77%	68%	73%
Opportunities to volunteer	74%	79%	83%	80%	79%	65%	78%	84%	73%	80%	81%	76%	79%
Opportunities to participate in community matters	77%	73%	76%	73%	79%	75%	72%	77%	80%	74%	75%	75%	75%
Openness and acceptance of the community toward people of diverse backgrounds	56%	39%	45%	41%	53%	53%	35%	52%	55%	44%	41%	55%	46%

Table 137: Importance of Diversity-Inclusive Programs by Respondent Characteristics

How important, if at all, do you think it is for the City to implement each of the following? (Percent "essential" or "very important")	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Expand the types of cultural events that are offered within the community	52%	46%	40%	51%	38%	49%	44%	46%	49%	45%	43%	50%	46%
Enhance the promotion and awareness of cultural events that take place in the community	61%	51%	47%	59%	46%	55%	49%	55%	54%	52%	51%	56%	53%
Provide educational opportunities to learn about different cultures and customs locally and around the world	58%	48%	40%	53%	43%	57%	48%	46%	51%	47%	47%	50%	48%
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	64%	57%	51%	61%	50%	63%	57%	55%	60%	56%	55%	59%	57%

Table 138: Use of Parks and Recreation Amenities by Respondent Characteristics

In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks & Recreation Department amenities? (Percent at least once)	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Trails	80%	85%	76%	77%	82%	83%	87%	73%	72%	82%	86%	72%	80%
Neighborhood parks	90%	92%	85%	86%	92%	94%	96%	82%	84%	90%	94%	82%	89%
Large community athletic fields	47%	59%	42%	43%	55%	49%	74%	30%	39%	52%	62%	31%	49%
Edinborough Park	48%	43%	53%	46%	50%	39%	49%	51%	51%	48%	44%	54%	48%
Centennial Lakes Park	70%	77%	79%	76%	73%	69%	80%	74%	78%	75%	75%	76%	75%
Edina Aquatic Center	25%	37%	24%	28%	28%	19%	47%	17%	17%	32%	37%	16%	28%
Edina Senior Center	10%	15%	31%	22%	15%	6%	9%	32%	17%	20%	18%	22%	20%
Braemar Arena (ice arena)	28%	21%	24%	22%	26%	25%	38%	14%	20%	25%	31%	14%	24%
Edina Art Center	22%	30%	30%	28%	25%	22%	31%	28%	21%	30%	33%	20%	28%
Braemar Golf Course	28%	31%	38%	27%	38%	28%	36%	31%	16%	38%	42%	19%	32%
Braemar Golf Dome	18%	16%	26%	16%	24%	20%	18%	22%	11%	23%	26%	12%	20%
Braemar Field (sports dome)	19%	30%	22%	24%	23%	19%	39%	14%	17%	26%	32%	13%	24%

Table 139: Quality of Parks and Recreation Amenities by Respondent Characteristics

Please rate each of the following Edina Parks & Recreation Department amenities: (Percent "excellent" or "good")	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Trails	78%	74%	90%	82%	80%	87%	69%	90%	85%	80%	78%	86%	81%
Neighborhood parks	86%	85%	92%	88%	87%	87%	83%	92%	86%	88%	87%	89%	88%
Large community athletic fields	95%	85%	95%	92%	93%	87%	89%	97%	95%	91%	92%	91%	92%
Edinborough Park	92%	89%	91%	91%	92%	92%	89%	92%	99%	89%	88%	95%	91%
Centennial Lakes Park	96%	94%	96%	96%	96%	95%	94%	96%	98%	94%	94%	97%	95%
Edina Aquatic Center	87%	85%	91%	89%	85%	80%	85%	93%	96%	86%	87%	90%	88%
Edina Senior Center	91%	88%	90%	88%	90%	84%	86%	91%	95%	88%	88%	92%	89%
Braemar Arena (ice arena)	90%	87%	92%	91%	89%	88%	88%	93%	97%	88%	89%	93%	90%
Edina Art Center	89%	82%	90%	88%	84%	89%	84%	87%	93%	85%	85%	90%	86%
Braemar Golf Course	88%	76%	89%	85%	85%	88%	78%	91%	92%	84%	84%	86%	85%
Braemar Golf Dome	90%	93%	94%	91%	92%	88%	89%	96%	100%	91%	90%	97%	92%
Braemar Field (sports dome)	88%	95%	94%	95%	89%	86%	95%	92%	82%	94%	94%	87%	93%

Table 140: 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 unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Police services	86%	88%	93%	93%	84%	82%	84%	95%	89%	89%	88%	91%	89%
Fire services	99%	99%	99%	99%	98%	100%	99%	99%	100%	99%	99%	99%	99%
Ambulance or emergency medical services	100%	98%	99%	98%	100%	100%	98%	99%	100%	99%	98%	100%	99%
Crime prevention	80%	84%	92%	87%	85%	77%	83%	92%	78%	88%	87%	84%	86%
Fire prevention and education	87%	94%	91%	90%	94%	89%	92%	91%	91%	91%	92%	90%	91%
Traffic enforcement	77%	74%	78%	76%	76%	77%	72%	80%	82%	75%	74%	81%	77%
Street repair	59%	54%	49%	50%	59%	59%	49%	55%	58%	52%	53%	54%	54%
Street cleaning	78%	82%	79%	80%	79%	78%	77%	82%	78%	80%	81%	78%	80%
Street lighting	68%	67%	74%	68%	71%	70%	63%	75%	79%	67%	65%	76%	70%
Snow removal	87%	94%	92%	91%	92%	84%	92%	93%	86%	93%	94%	88%	92%
Sidewalk maintenance	74%	74%	78%	73%	78%	71%	76%	77%	76%	75%	77%	73%	75%
Traffic signal timing	71%	73%	66%	68%	72%	67%	68%	72%	71%	69%	70%	69%	70%
Bus or transit services	51%	56%	54%	51%	54%	42%	54%	58%	61%	51%	49%	59%	54%
Garbage collection	87%	82%	88%	85%	86%	82%	82%	91%	92%	84%	83%	91%	86%
Recycling	87%	79%	91%	82%	90%	85%	81%	90%	90%	85%	84%	90%	86%
Yard waste pick-up	87%	81%	81%	82%	83%	84%	81%	85%	94%	81%	81%	88%	83%
Storm drainage	83%	78%	79%	78%	84%	81%	78%	82%	79%	80%	80%	79%	80%
Drinking water	68%	63%	72%	68%	70%	64%	69%	69%	64%	69%	71%	64%	68%
Sewer services	90%	87%	87%	86%	91%	89%	88%	89%	89%	88%	86%	91%	88%
Utility billing	77%	83%	78%	80%	79%	65%	80%	84%	77%	80%	78%	80%	79%
City parks	90%	89%	94%	90%	92%	89%	86%	95%	97%	89%	88%	95%	91%
Park maintenance	87%	91%	91%	90%	89%	90%	82%	95%	91%	90%	89%	91%	90%
Condition of trails and sidewalks	84%	84%	84%	85%	83%	86%	80%	87%	87%	83%	83%	86%	84%
Recreation programs or classes	83%	84%	92%	86%	88%	87%	86%	87%	88%	86%	88%	84%	87%
Recreation centers or facilities	87%	85%	86%	87%	86%	91%	88%	83%	90%	85%	86%	86%	86%

Please rate the quality of each of the following services in Edina: (Percent "excellent" or "good")	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Land use, planning and zoning	69%	57%	56%	56%	64%	68%	54%	63%	63%	59%	59%	62%	60%
Code enforcement (weeds, abandoned buildings, etc.)	74%	63%	66%	67%	67%	76%	57%	74%	83%	63%	60%	81%	67%
Animal control	87%	82%	84%	86%	81%	93%	79%	86%	92%	82%	82%	89%	84%
Economic development	81%	76%	80%	74%	83%	77%	77%	83%	80%	79%	79%	79%	79%
Public health services	86%	86%	87%	85%	87%	84%	89%	85%	90%	85%	84%	88%	86%
Public information services/communication from the City	83%	76%	76%	77%	80%	84%	74%	79%	83%	76%	77%	79%	78%
Cable television	69%	60%	52%	61%	58%	76%	51%	63%	70%	57%	55%	65%	60%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	80%	83%	81%	80%	73%	82%	81%	82%	80%	79%	83%	80%
Edina open space	71%	66%	68%	65%	73%	71%	64%	71%	72%	67%	67%	70%	68%
City-sponsored special events	77%	78%	75%	79%	74%	75%	78%	76%	80%	76%	77%	76%	77%
Overall quality of services provided by the City of Edina	86%	88%	92%	89%	89%	88%	85%	92%	91%	88%	89%	89%	89%

Table 141: Opinions of Property Taxes by Respondent Characteristics

(Percent "very" or "somewhat" high)	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...?	66%	61%	50%	53%	64%	69%	69%	47%	65%	57%	61%	52%	58%

Table 142: Level of Support for Increasing Property Taxes by Respondent Characteristics

(Percent "strongly" or "somewhat" support)	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?	48%	42%	42%	43%	45%	55%	34%	49%	63%	40%	37%	57%	44%

Table 143: Government Performance by Respondent Characteristics

Please rate the following categories of Edina government performance: (Percent "excellent" or "good")	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
The value of services for the taxes paid to Edina	76%	80%	85%	81%	81%	78%	70%	89%	76%	82%	80%	81%	81%
The job Edina government does at welcoming resident involvement	62%	62%	60%	60%	62%	58%	52%	71%	54%	63%	62%	60%	61%
Overall confidence in Edina government	78%	60%	71%	70%	69%	75%	58%	77%	70%	70%	65%	76%	69%
Generally acting in the best interest of the community	79%	64%	66%	69%	69%	79%	59%	74%	73%	68%	66%	73%	69%
Treating all residents fairly	72%	63%	71%	69%	69%	66%	62%	75%	72%	68%	66%	73%	69%

Table 144: Managing Community Tensions by Respondent Characteristics

(Percent "very" or "somewhat" well)	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?	82%	60%	67%	66%	69%	78%	59%	72%	74%	67%	65%	72%	68%

Table 145: Problems in Edina by Respondent Characteristics

(Percent "moderate," "major" or "extreme" problem)	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Traffic speeding in your neighborhood	37%	46%	44%	43%	42%	29%	52%	40%	28%	47%	49%	34%	42%
Stop sign violations in your neighborhood	18%	31%	32%	24%	30%	23%	24%	31%	19%	29%	30%	22%	27%
Violent crime	3%	1%	4%	4%	1%	4%	1%	4%	2%	3%	2%	4%	3%
Drugs	13%	11%	21%	19%	9%	4%	13%	22%	19%	14%	13%	18%	15%
Youth crimes	8%	11%	14%	11%	10%	6%	8%	16%	9%	12%	10%	13%	11%
Vandalism and property crimes	18%	19%	20%	18%	19%	13%	16%	25%	16%	20%	18%	21%	19%
Identity theft	16%	22%	33%	24%	22%	12%	22%	30%	19%	25%	23%	25%	23%
Domestic abuse	15%	8%	25%	20%	13%	23%	8%	20%	34%	10%	7%	31%	16%

Table 146: Methods of Garbage Collection by Respondent Characteristics

(Percent "strongly" or "somewhat" support)	Length of residency			Gender		Age			Housing unit tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community?	63%	42%	45%	50%	47%	73%	43%	48%	68%	46%	46%	56%	49%

APPENDIX E: DETAILED BENCHMARK COMPARISONS

Comparison Data

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

Interpreting the Results

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

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

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

NATIONAL BENCHMARK COMPARISONS

Table 147: Question 1

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
How would you rate the quality of life in Edina?	97%	12	423	Higher

Table 148: Question 2

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Edina	97%	24	300	Higher
Overall ease of getting to the places you usually have to visit	87%	23	214	Higher
Quality of overall natural environment in Edina	88%	58	252	Similar
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	82%	18	204	Higher
Health and wellness opportunities in Edina	92%	5	206	Higher
Overall opportunities for education and enrichment	95%	2	206	Much higher
Overall economic health of Edina	95%	1	210	Much higher
Sense of community	74%	60	288	Similar
Overall image or reputation of Edina	87%	43	321	Higher
Neighborliness of residents in Edina	75%	16	200	Similar

Table 149: Question 3

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recommend living in Edina to someone who asks	96%	34	258	Higher
Remain in Edina for the next five years	94%	11	252	Higher

Table 150: Question 7

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
In your neighborhood	98%	1	15	Higher
In the 50th & France area (downtown area)	96%	1	5	Much higher

Table 151: Question 10

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Traffic flow on major streets	63%	76	324	Similar
Ease of public parking	72%	25	178	Higher
Ease of travel by car in Edina	82%	36	277	Higher
Ease of travel by public transportation in Edina	40%	32	43	Similar
Ease of travel by bicycle in Edina	49%	164	275	Similar
Ease of walking in Edina	66%	138	273	Similar
Availability of paths and walking trails	60%	162	288	Similar
Air quality	88%	64	223	Similar
Cleanliness of Edina	91%	38	260	Higher
Public places where people want to spend time	82%	39	197	Higher
Variety of housing options	55%	130	255	Similar
Availability of affordable quality housing	37%	188	280	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	73	198	Similar
Recreational opportunities	82%	59	277	Similar
K-12 education	96%	3	247	Much higher
Adult educational opportunities	89%	2	186	Much higher
Opportunities to attend cultural/arts/music activities	80%	50	273	Higher
Employment opportunities	69%	11	288	Much higher
Shopping opportunities	91%	7	271	Much higher
Cost of living in Edina	47%	98	208	Similar
Overall quality of business and service establishments in Edina	90%	6	250	Higher
Opportunities to participate in social events and activities	73%	58	236	Similar
Opportunities to volunteer	79%	75	243	Similar
Opportunities to participate in community matters	75%	46	249	Similar
Openness and acceptance of the community toward people of diverse backgrounds	46%	227	269	Similar

Table 152: Question 14

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Police services	89%	21	426	Higher
Fire services	99%	6	355	Higher
Ambulance or emergency medical services	99%	5	325	Higher
Crime prevention	86%	36	330	Higher
Fire prevention and education	91%	26	261	Similar
Traffic enforcement	77%	29	347	Higher
Street repair	54%	139	381	Similar
Street cleaning	80%	43	300	Higher
Street lighting	70%	60	298	Similar
Snow removal	92%	1	273	Much higher
Sidewalk maintenance	75%	14	303	Higher
Traffic signal timing	70%	11	240	Higher
Bus or transit services	54%	99	203	Similar
Garbage collection	86%	144	331	Similar
Recycling	86%	92	331	Similar
Yard waste pick-up	83%	58	249	Similar
Storm drainage	80%	26	328	Higher
Drinking water	68%	176	300	Similar
Sewer services	88%	37	298	Similar
Utility billing	79%	34	181	Similar
City parks	91%	73	306	Similar
Recreation programs or classes	87%	41	309	Higher
Recreation centers or facilities	86%	45	260	Higher
Land use, planning and zoning	60%	54	280	Similar
Code enforcement (weeds, abandoned buildings, etc.)	67%	51	356	Higher
Animal control	84%	8	318	Higher
Economic development	79%	12	264	Higher
Public health services	86%	18	194	Higher
Public information services/communication from the City	78%	61	263	Similar
Cable television	60%	50	182	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	20	257	Higher
Edina open space	68%	52	189	Similar
City-sponsored special events	77%	58	223	Similar
Overall quality of services provided by the City of Edina	89%	38	403	Higher

Table 153: Question 19

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The value of services for the taxes paid to Edina	81%	6	368	Higher
The job Edina government does at welcoming resident involvement	61%	71	294	Similar
Overall confidence in Edina government	69%	15	208	Higher
Generally acting in the best interest of the community	69%	25	208	Higher
Treating all residents fairly	69%	35	206	Similar

Table 154: Question 20

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Taste	63%	3	5	Similar

Table 155: Question 30

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Appearance	82%	2	8	Similar
Online information and services offered	75%	3	5	Similar
Ease of navigation/ability to find information	54%	7	9	Similar
Overall quality of the City of Edina website	70%	13	29	Similar

Table 156: Question 32

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	94%	14	72	Similar
Courtesy	94%	9	62	Similar
Responsiveness	85%	18	72	Similar
Overall customer service	91%	11	344	Higher

Table 157: Question D1

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
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%	47	233	Similar

COMMUNITIES INCLUDED IN NATIONAL COMPARISONS

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

Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA 98,970
Albert Lea city, MN 18,016
Alexandria city, VA 139,966
Algonquin village, IL 30,046
Aliso Viejo city, CA 47,823
Altoona city, IA 14,541
American Canyon city, CA 19,454
Ames city, IA 58,965
Andover CDP, MA 8,762
Ankeny city, IA 45,582
Ann Arbor city, MI 113,934
Annapolis city, MD 38,394
Apache Junction city, AZ 35,840
Arapahoe County, CO 572,003
Arkansas City city, AR 366
Arlington County, VA 207,627
Arvada city, CO 106,433
Asheville city, NC 83,393
Ashland city, OR 20,078
Ashland town, MA 16,593
Ashland town, VA 7,225
Aspen city, CO 6,658
Athens-Clarke County, GA 115,452
Auburn city, AL 53,380
Augusta CCD, GA 134,777
Aurora city, CO 325,078
Austin city, TX 790,390
Avon town, CO 6,447
Avon town, IN 12,446
Avondale city, AZ 76,238
Azusa city, CA 46,361
Bainbridge Island city, WA 23,025
Baltimore city, MD 620,961
Bartonville town, TX 1,469
Battle Creek city, MI 52,347
Bay City city, MI 34,932
Baytown city, TX 71,802
Bedford city, TX 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Benbrook city, TX 21,234
Bend city, OR 76,639
Bettendorf city, IA 33,217
Billings city, MT 104,170
Blaine city, MN 57,186
Bloomfield Hills city, MI 3,869
Bloomington city, IN 80,405
Bloomington city, MN 82,893
Blue Springs city, MO 52,575
Boise City city, ID 205,671
Bonner Springs city, KS 7,314
Boone County, KY 118,811
Boulder city, CO 97,385
Bowling Green city, KY 58,067
Bozeman city, MT 37,280
Brentwood city, MO 8,055
Brentwood city, TN 37,060

Brighton city, CO 33,352
Brighton city, MI 7,444
Bristol city, TN 26,702
Broken Arrow city, OK 98,850
Brookfield city, WI 37,920
Brookline CDP, MA 58,732
Brooklyn Center city, MN 30,104
Broomfield city, CO 55,889
Brownsburg town, IN 21,285
Burien city, WA 33,313
Burleson city, TX 36,690
Burlingame city, CA 28,806
Cabarrus County, NC 178,011
Cambridge city, MA 105,162
Cannon Beach city, OR 1,690
Cañon City city, CO 16,400
Canton city, SD 3,057
Cape Coral city, FL 154,305
Cape Girardeau city, MO 37,941
Carlisle borough, PA 18,682
Carlsbad city, CA 105,328
Carroll city, IA 10,103
Cartersville city, GA 19,731
Cary town, NC 135,234
Castine town, ME 1,366
Castle Pines North city, CO 10,360
Castle Rock town, CO 48,231
Cedar Hill city, TX 45,028
Cedar Rapids city, IA 126,326
Celina city, TX 6,028
Centennial city, CO 100,377
Chandler city, AZ 236,123
Chandler city, TX 2,734
Chanhassen city, MN 22,952
Chapel Hill town, NC 57,233
Charles County, MD 146,551
Charlotte city, NC 731,424
Charlotte County, FL 159,978
Charlottesville city, VA 43,475
Chattanooga city, TN 167,674
Chesterfield County, VA 316,236
Citrus Heights city, CA 83,301
Clackamas County, OR 375,992
Clarendon Hills village, IL 8,427
Clayton city, MO 15,939
Clearwater city, FL 107,685
Cleveland Heights city, OH 46,121
Clinton city, SC 8,490
Clive city, IA 15,447
Clovis city, CA 95,631
College Park city, MD 30,413
College Station city, TX 93,857
Colleyville city, TX 22,807
Columbia city, SC 129,272
Columbia Falls city, MT 4,688
Concord city, CA 122,067
Concord town, MA 17,668
Coon Rapids city, MN 61,476
Copperas Cove city, TX 32,032
Coral Springs city, FL 121,096
Coronado city, CA 18,912

Corvallis city, OR 54,462
Cottonwood Heights city, UT 33,433
Creve Coeur city, MO 17,833
Cross Roads town, TX 1,563
Dacono city, CO 4,152
Dakota County, MN 398,552
Dallas city, OR 14,583
Dallas city, TX 1,197,816
Danville city, KY 16,218
Dardenne Prairie city, MO 11,494
Darien city, IL 22,086
Davenport city, FL 2,888
Davenport city, IA 99,685
Davidson town, NC 10,944
Dayton city, OH 141,527
Dayton town, WY 757
Decatur city, GA 19,335
Del Mar city, CA 4,161
DeLand city, FL 27,031
Delaware city, OH 34,753
Delray Beach city, FL 60,522
Denison city, TX 22,682
Denton city, TX 113,383
Denver city, CO 600,158
Derby city, KS 22,158
Des Moines city, IA 203,433
Des Peres city, MO 8,373
Destin city, FL 12,305
Dothan city, AL 65,496
Douglas County, CO 285,465
Dover city, NH 29,987
Dublin city, CA 46,036
Dublin city, OH 41,751
Duluth city, MN 86,265
Durham city, NC 228,330
Durham County, NC 267,587
Eagan city, MN 64,206
Eagle Mountain city, UT 21,415
Eagle town, CO 6,508
East Grand Forks city, MN 8,601
East Lansing city, MI 48,579
Eau Claire city, WI 65,883
Eden Prairie city, MN 60,797
Edgerton city, KS 1,671
Edgewater city, CO 5,170
Edmond city, OK 81,405
Edmonds city, WA 39,709
El Cerrito city, CA 23,549
El Dorado County, CA 181,058
Elk Grove city, CA 153,015
Elko New Market city, MN 4,110
Elmhurst city, IL 44,121
Encinitas city, CA 59,518
Englewood city, CO 30,255
Erie town, CO 18,135
Escambia County, FL 297,619
Estes Park town, CO 5,858
Euclid city, OH 48,920
Fairview town, TX 7,248
Farmersville city, TX 3,301

Fayetteville city, NC 200,564	Irving city, TX 216,290	Longview city, TX.....................80,455
Fishers town, IN 76,794	Issaquah city, WA 30,434	Lonsdale city, MN 3,674
Flower Mound town, TX 64,669	Jackson County, MI 160,248	Los Alamos County, NM 17,950
Forest Grove city, OR 21,083	James City County, VA...............67,009	Los Altos Hills town, CA..............7,922
Fort Collins city, CO 143,986	Jefferson County, CO...............534,543	Louisville city, CO 18,376
Fort Lauderdale city, FL 165,521	Jefferson County, NY 116,229	Lower Merion township, PA........57,825
Fort Smith city, AR..................86,209	Jefferson Parish, LA 432,552	Lynchburg city, VA 75,568
Franklin city, TN......................62,487	Johnson City city, TN 63,152	Lynnwood city, WA 35,836
Fremont city, CA....................214,089	Johnston city, IA 17,278	Macomb County, MI 840,978
Friendswood city, TX................35,805	Jupiter town, FL.......................55,156	Manassas city, VA 37,821
Fruita city, CO...........................12,646	Kalamazoo city, MI 74,262	Manhattan Beach city, CA 35,135
Gahanna city, OH.....................33,248	Kansas City city, KS 145,786	Manhattan city, KS....................52,281
Gaithersburg city, MD 59,933	Kansas City city, MO................459,787	Mankato city, MN.....................39,309
Galveston city, TX.....................47,743	Keizer city, OR.........................36,478	Maple Grove city, MN................61,567
Gardner city, KS.......................19,123	Kenmore city, WA 20,460	Maricopa County, AZ 3,817,117
Georgetown city, TX 47,400	Kennedale city, TX.....................6,763	Marion County, IA 33,309
Germantown city, TN................38,844	Kennett Square borough, PA 6,072	Marshfield city, WI 19,118
Gilbert town, AZ 208,453	Kent city, WA 92,411	Martinez city, CA......................35,824
Gillette city, WY 29,087	Kerrville city, TX 22,347	Marysville city, WA 60,020
Glendora city, CA 50,073	Kettering city, OH....................56,163	Matthews town, NC..................27,198
Glenview village, IL 44,692	Key West city, FL 24,649	McAllen city, TX 129,877
Globe city, AZ 7,532	King City city, CA 12,874	McKinney city, TX 131,117
Golden city, CO.......................18,867	King County, WA 1,931,249	McMinnville city, OR 32,187
Golden Valley city, MN..............20,371	Kirkland city, WA 48,787	Menlo Park city, CA 32,026
Goodyear city, AZ 65,275	Kirkwood city, MO....................27,540	Mercer Island city, WA..............22,699
Grafton village, WI 11,459	Knoxville city, IA 7,313	Meridian charter township, MI ... 39,688
Grand Blanc city, MI 8,276	La Mesa city, CA 57,065	Meridian city, ID 75,092
Grants Pass city, OR.................34,533	La Plata town, MD 8,753	Merriam city, KS 11,003
Grass Valley city, CA 12,860	La Porte city, TX 33,800	Mesa city, AZ 439,041
Greenville city, NC 84,554	La Vista city, NE 15,758	Mesa County, CO 146,723
Greenwich town, CT..................61,171	Lafayette city, CO 24,453	Miami Beach city, FL 87,779
Greenwood Village city, CO........13,925	Laguna Beach city, CA 22,723	Miami city, FL 399,457
Greer city, SC...........................25,515	Laguna Niguel city, CA...............62,979	Middleton city, WI 17,442
Gunnison County, CO................15,324	Lake Forest city, IL...................19,375	Midland city, MI 41,863
Hailey city, ID.............................7,960	Lake Oswego city, OR...............36,619	Milford city, DE 9,559
Haines Borough, AK 2,508	Lake Stevens city, WA 28,069	Milton city, GA 32,661
Hamilton city, OH 62,477	Lake Worth city, FL...................34,910	Minneapolis city, MN...............382,578
Hamilton town, MA.....................7,764	Lake Zurich village, IL 19,631	Missouri City city, TX.................67,358
Hanover County, VA 99,863	Lakeville city, MN 55,954	Modesto city, CA 201,165
Harrisburg city, SD......................4,089	Lakewood city, CO 142,980	Monterey city, CA 27,810
Harrisonburg city, VA................48,914	Lakewood city, WA...................58,163	Monticello city, UT 1,972
Harrisonville city, MO................10,019	Lane County, OR 351,715	Montrose city, CO 19,132
Hayward city, CA 144,186	Lansing city, MI 114,297	Monument town, CO...................5,530
Henderson city, NV 257,729	Laramie city, WY 30,816	Mooresville town, NC 32,711
Herndon town, VA 23,292	Larimer County, CO 299,630	Moraga town, CA 16,016
High Point city, NC...................104,371	Las Cruces city, NM 97,618	Morristown city, TN..................29,137
Highland Park city, IL 29,763	Las Vegas city, NV 583,756	Morrisville town, NC..................18,576
Highlands Ranch CDP, CO 96,713	Lawrence city, KS 87,643	Morro Bay city, CA 10,234
Holland city, MI........................33,051	Lawrenceville city, GA 28,546	Mountain Village town, CO...........1,320
Honolulu County, HI 953,207	Lee's Summit city, MO..............91,364	Mountlake Terrace city, WA 19,909
Hooksett town, NH 13,451	Lehi city, UT 47,407	Murphy city, TX.........................17,708
Hopkins city, MN 17,591	Lenexa city, KS 48,190	Naperville city, IL 141,853
Hopkinton town, MA.................14,925	Lewis County, NY 27,087	Napoleon city, OH......................8,749
Hoquiam city, WA 8,726	Lewiston city, ID 31,894	Needham CDP, MA 28,886
Horry County, SC 269,291	Lewisville city, TX 95,290	Nevada City city, CA...................3,068
Howard village, WI....................17,399	Lewisville town, NC 12,639	New Braunfels city, TX 57,740
Hudson city, OH........................22,262	Libertyville village, IL 20,315	New Brighton city, MN 21,456
Hudson town, CO.......................2,356	Lincoln city, NE 258,379	New Hanover County, NC.........202,667
Huntley village, IL 24,291	Lindsborg city, KS......................3,458	New Orleans city, LA 343,829
Hurst city, TX...........................37,337	Little Chute village, WI..............10,449	New Port Richey city, FL............14,911
Hutchinson city, MN 14,178	Littleton city, CO 41,737	New Smyrna Beach city, FL 22,464
Hutto city, TX 14,698	Livermore city, CA 80,968	New Ulm city, MN 13,522
Independence city, MO 116,830	Lombard village, IL 43,165	Newberg city, OR 22,068
Indianola city, IA 14,782	Lone Tree city, CO 10,218	Newport city, RI 24,672
Indio city, CA 76,036	Long Grove village, IL 8,043	Newport News city, VA 180,719
Iowa City city, IA 67,862	Longmont city, CO 86,270	Newton city, IA 15,254

Noblesville city, IN 51,969	Reno city, NV 225,221	St. Augustine city, FL 12,975
Nogales city, AZ........................ 20,837	Reston CDP, VA........................ 58,404	St. Charles city, IL......................32,974
Norcross city, GA 9,116	Richmond city, CA 103,701	St. Cloud city, FL 35,183
Norfolk city, VA 242,803	Richmond Heights city, MO 8,603	St. Cloud city, MN 65,842
North Mankato city, MN 13,394	Rio Rancho city, NM 87,521	St. Joseph city, MO 76,780
North Port city, FL 57,357	River Falls city, WI..................... 15,000	St. Louis County, MN 200,226
North Richland Hills city, TX 63,343	Riverside city, CA 303,871	State College borough, PA 42,034
Novato city, CA........................51,904	Riverside city, MO 2,937	Steamboat Springs city, CO....... 12,088
Novi city, MI 55,224	Roanoke County, VA..................92,376	Sterling Heights city, MI 129,699
O'Fallon city, IL 28,281	Rochester Hills city, MI...............70,995	Sugar Grove village, IL................ 8,997
O'Fallon city, MO 79,329	Rock Hill city, SC.......................66,154	Sugar Land city, TX 78,817
Oak Park village, IL 51,878	Rockville city, MD 61,209	Suisun City city, CA 28,111
Oakland city, CA 390,724	Roeland Park city, KS.................. 6,731	Summit city, NJ.........................21,457
Oakley city, CA 35,432	Rogers city, MN 8,597	Summit County, UT....................36,324
Oklahoma City city, OK 579,999	Rohnert Park city, CA.................40,971	Summit village, IL 11,054
Olathe city, KS 125,872	Rolla city, MO...........................19,559	Sunnyvale city, CA 140,081
Old Town city, ME.......................7,840	Roselle village, IL 22,763	Surprise city, AZ......................117,517
Olmsted County, MN 144,248	Rosemount city, MN 21,874	Suwanee city, GA 15,355
Olympia city, WA.......................46,478	Rosenberg city, TX.....................30,618	Tacoma city, WA 198,397
Orland Park village, IL 56,767	Roseville city, MN 33,660	Takoma Park city, MD 16,715
Oshkosh city, WI.......................66,083	Round Rock city, TX...................99,887	Tamarac city, FL 60,427
Oshtemo charter township, MI ... 21,705	Royal Oak city, MI.....................57,236	Temecula city, CA 100,097
Oswego village, IL 30,355	Saco city, ME...........................18,482	Tempe city, AZ........................161,719
Otsego County, MI 24,164	Sahuarita town, AZ....................25,259	Texarkana city, TX.....................36,411
Ottawa County, MI...................263,801	Salida city, CO 5,236	The Woodlands CDP, TX............93,847
Paducah city, KY 25,024	Sammamish city, WA 45,780	Thousand Oaks city, CA............126,683
Palm Beach Gardens city, FL 48,452	San Anselmo town, CA 12,336	Tigard city, OR 48,035
Palm Coast city, FL 75,180	San Antonio city, TX 1,327,407	Tracy city, CA 82,922
Palo Alto city, CA 64,403	San Carlos city, CA....................28,406	Trinidad CCD, CO 12,017
Palos Verdes Estates city, CA 13,438	San Diego city, CA 1,307,402	Tualatin city, OR 26,054
Papillion city, NE......................18,894	San Francisco city, CA............. 805,235	Tulsa city, OK 391,906
Paradise Valley town, AZ 12,820	San Jose city, CA 945,942	Twin Falls city, ID 44,125
Park City city, UT 7,558	San Juan County, NM 130,044	Tyler city, TX............................ 96,900
Parker town, CO 45,297	San Marcos city, CA...................83,781	University Heights city, OH........13,539
Parkland city, FL 23,962	San Marcos city, TX 44,894	University Park city, TX 23,068
Pasco city, WA..........................59,781	Sanford city, FL 53,570	Upper Arlington city, OH 33,771
Pasco County, FL 464,697	Sangamon County, IL 197,465	Urbandale city, IA......................39,463
Payette city, ID 7,433	Santa Clarita city, CA 176,320	Vail town, CO 5,305
Pearland city, TX.......................91,252	Santa Fe city, NM 67,947	Vancouver city, WA 161,791
Peoria city, AZ 154,065	Santa Fe County, NM...............144,170	Ventura CCD, CA 111,889
Peoria city, IL 115,007	Santa Monica city, CA...............89,736	Vernon Hills village, IL 25,113
Pflugerville city, TX 46,936	Sarasota County, FL 379,448	Vestavia Hills city, AL 34,033
Phoenix city, AZ................... 1,445,632	Savage city, MN 26,911	Victoria city, MN 7,345
Pinehurst village, NC................ 13,124	Schaumburg village, IL 74,227	Vienna town, VA 15,687
Piqua city, OH...........................20,522	Scott County, MN 129,928	Virginia Beach city, VA 437,994
Pitkin County, CO 17,148	Scottsdale city, AZ 217,385	Walnut Creek city, CA................64,173
Plano city, TX..........................259,841	Seaside city, CA........................33,025	Washington County, MN 238,136
Platte City city, MO 4,691	Sevierville city, TN 14,807	Washington town, NH 1,123
Pleasanton city, CA 70,285	Shakopee city, MN 37,076	Washougal city, WA 14,095
Plymouth city, MN 70,576	Sharonville city, OH 13,560	Wauwatosa city, WI 46,396
Polk County, IA 430,640	Shawnee city, KS......................62,209	Waverly city, IA 9,874
Pompano Beach city, FL.............99,845	Shawnee city, OK 29,857	Weddington town, NC................ 9,459
Port Orange city, FL 56,048	Sherborn town, MA 4,119	Wentzville city, MO 29,070
Portland city, OR 583,776	Shoreview city, MN 25,043	West Carrollton city, OH............ 13,143
Post Falls city, ID....................... 27,574	Shorewood village, IL 15,615	West Chester borough, PA 18,461
Powell city, OH 11,500	Shorewood village, WI...............13,162	West Des Moines city, IA 56,609
Prince William County, VA 402,002	Sierra Vista city, AZ 43,888	Western Springs village, IL 12,975
Prior Lake city, MN 22,796	Sioux Center city, IA 7,048	Westerville city, OH....................36,120
Pueblo city, CO 106,595	Sioux Falls city, SD...................153,888	Westlake town, TX 992
Purcellville town, VA 7,727	Skokie village, IL.......................64,784	Westminster city, CO 106,114
Queen Creek town, AZ..............26,361	Snellville city, GA 18,242	Weston town, MA 11,261
Ramsey city, MN.......................23,668	South Lake Tahoe city, CA 21,403	Wheat Ridge city, CO 30,166
Raymond town, ME 4,436	Southlake city, TX 26,575	White House city, TN.................10,255
Raymore city, MO 19,206	Spring Hill city, KS 5,437	Wichita city, KS 382,368
Redmond city, OR.....................26,215	Springboro city, OH...................17,409	Williamsburg city, VA 14,068
Redmond city, WA 54,144	Springfield city, MO.................159,498	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
Woodland city, CA 55,468
Wrentham town, MA 10,955
Wyandotte County, KS 157,505
Yakima city, WA 91,067
York County, VA 65,464
Yorktown town, IN 9,405
Yountville city, CA 2,933

MINNESOTA COMMUNITIES BENCHMARK COMPARISONS

Table 158: Question 1

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
How would you rate the quality of life in Edina?	97%	2	31	Higher

Table 159: Question 2

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Edina	97%	4	21	Higher
Overall ease of getting to the places you usually have to visit	87%	4	17	Similar
Quality of overall natural environment in Edina	88%	6	19	Similar
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	82%	4	15	Similar
Health and wellness opportunities in Edina	92%	2	16	Higher
Overall opportunities for education and enrichment	95%	1	16	Higher
Overall economic health of Edina	95%	1	16	Much higher
Sense of community	74%	2	22	Similar
Overall image or reputation of Edina	87%	5	23	Higher
Neighborliness of residents in Edina	75%	2	13	Similar

Table 160: Question 3

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recommend living in Edina to someone who asks	96%	5	17	Similar
Remain in Edina for the next five years	94%	2	17	Similar

Table 161: Question 7

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
In your neighborhood	98%	1	7	Higher

Table 162: Question 10

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Traffic flow on major streets	63%	13	18	Similar
Ease of public parking	72%	3	10	Similar
Ease of travel by car in Edina	82%	9	20	Similar
Ease of travel by bicycle in Edina	49%	18	18	Lower
Ease of walking in Edina	66%	17	19	Similar
Availability of paths and walking trails	60%	19	19	Lower
Air quality	88%	8	14	Similar
Cleanliness of Edina	91%	6	19	Similar
Public places where people want to spend time	82%	3	14	Similar
Variety of housing options	55%	17	20	Similar
Availability of affordable quality housing	37%	24	25	Lower
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	11	16	Similar
Recreational opportunities	82%	8	23	Similar
K-12 education	96%	1	17	Much higher
Adult educational opportunities	89%	1	14	Much higher
Opportunities to attend cultural/arts/music activities	80%	1	17	Higher
Employment opportunities	69%	3	22	Higher
Shopping opportunities	91%	1	19	Much higher
Cost of living in Edina	47%	10	15	Similar
Overall quality of business and service establishments in Edina	90%	3	19	Higher
Opportunities to participate in social events and activities	73%	3	14	Similar
Opportunities to volunteer	79%	4	17	Similar
Opportunities to participate in community matters	75%	2	15	Similar
Openness and acceptance of the community toward people of diverse backgrounds	46%	17	21	Similar

Table 163: Question 14

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Police services	89%	3	31	Similar
Fire services	99%	1	26	Similar
Ambulance or emergency medical services	99%	1	16	Higher
Crime prevention	86%	5	19	Similar
Fire prevention and education	91%	2	18	Similar
Traffic enforcement	77%	2	18	Similar
Street repair	54%	14	28	Similar
Street cleaning	80%	4	20	Similar
Street lighting	70%	8	24	Similar
Snow removal	92%	1	36	Higher
Sidewalk maintenance	75%	2	19	Similar
Traffic signal timing	70%	3	18	Similar
Bus or transit services	54%	8	14	Similar
Garbage collection	86%	8	14	Similar
Recycling	86%	10	22	Similar
Yard waste pick-up	83%	2	10	Similar
Storm drainage	80%	5	22	Similar
Drinking water	68%	19	24	Similar
Sewer services	88%	6	24	Similar
Utility billing	79%	4	13	Similar
City parks	91%	7	22	Similar
Recreation programs or classes	87%	4	20	Similar
Recreation centers or facilities	86%	4	17	Similar
Land use, planning and zoning	60%	8	21	Similar
Code enforcement (weeds, abandoned buildings, etc.)	67%	6	22	Similar
Animal control	84%	2	25	Similar
Economic development	79%	3	20	Higher
Public health services	86%	2	13	Higher
Public information services/communication from the City	78%	6	17	Similar
Cable television	60%	1	13	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	3	18	Similar
Edina open space	68%	7	14	Similar
City-sponsored special events	77%	3	12	Similar
Overall quality of services provided by the City of Edina	89%	4	30	Similar

Table 164: Question 19

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The value of services for the taxes paid to Edina	81%	1	32	Higher
The job Edina government does at welcoming resident involvement	61%	6	20	Similar
Overall confidence in Edina government	69%	3	15	Similar
Generally acting in the best interest of the community	69%	2	16	Similar
Treating all residents fairly	69%	3	14	Similar

Table 165: Question 30

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the City of Edina website	70%	5	8	Similar

Table 166: Question 32

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	94%	5	12	Similar
Responsiveness	85%	4	12	Similar
Overall customer service	91%	4	29	Similar

Table 167: Question D1

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
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%	3	15	Similar

COMMUNITIES INCLUDED IN MINNESOTA COMPARISONS

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

Albert Lea city, MN	18,016
Blaine city, MN	57,186
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
East Grand Forks city, MN	8,601
Eden Prairie city, MN	60,797
Elko New Market city, MN	4,110
Golden Valley city, MN	20,371
Hopkins city, MN	17,591
Hutchinson city, MN	14,178
Lakeville city, MN	55,954
Lonsdale city, MN	3,674
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Minneapolis city, MN	382,578
New Brighton city, MN	21,456
New Ulm city, MN	13,522
North Mankato city, MN	13,394
Olmsted County, MN	144,248
Plymouth city, MN	70,576
Prior Lake city, MN	22,796
Ramsey city, MN	23,668
Rogers city, MN	8,597
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. Cloud city, MN	65,842
St. Louis County, MN	200,226
Victoria city, MN	7,345
Washington County, MN	238,136
Woodbury city, MN	61,961

APPENDIX F: SURVEY METHODOLOGY

DEVELOPING THE QUESTIONNAIRE

The City of Edina 2017 Quality of Life Survey was first administered in 2011. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, use of city amenities, opinions on policy issues facing the city and assessments of city service delivery. The 2017 survey instrument was developed by starting with the version from the previous implementation in 2015. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2017 questionnaire. In an iterative process between City staff and NRC staff, a final five-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. 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 March and April, 2017. Completed surveys were collected over the following six weeks. About 5% 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 1,418 households presumed to have received a survey, 477

completed the survey (36 of which were completed online), providing a response rate of 34%. Response rates by geographic quadrant ranged from a low of 29% in the southeast quadrant to a high of 38% in the northwest quadrant of the city. The response rates were calculated using AAPOR's response rate #2[1] for mailed surveys of unnamed persons.

Response Rate by Quadrant

	Northeast	Northwest	Southeast	Southwest	Overall
Total sample used	284	408	589	219	1500
I=Complete Interviews	93	144	146	75	458
P=Partial Interviews	3	2	13	1	19
R=Refusal and break off	0	0	0	0	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	179	240	394	128	941
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	35%	38%	29%	37%	34%

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 4.5% 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 4.5% 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.

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 Qualtrics, 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.

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[1] See AAPOR's Standard Definitions here: http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx for more information

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 sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A special software program using mathematical algorithms is used to calculate the appropriate weights. Several different weighting "schemes" are tested to ensure the best fit for the data. The variables used for weighting were respondent gender, age, race, ethnicity, housing unit type (attached or detached), housing tenure (rent or own) and geographic location of respondents residency. The results of the weighting scheme are presented in the table on the following page.

2017 Edina Quality of Life Survey Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	25%	19%	24%
Own home	75%	81%	76%
Detached unit[1]	58%	56%	57%
Attached unit[1]	42%	44%	43%
Race and Ethnicity			
White	90%	92%	90%
Not white	10%	8%	10%
Not Hispanic	98%	98%	98%
Hispanic	2%	2%	2%
Sex and Age			
Female	54%	59%	55%
Male	46%	41%	45%
18-34 years of age	18%	6%	16%
35-54 years of age	37%	25%	35%
55+ years of age	45%	69%	49%
Females 18-34	9%	3%	6%
Females 35-54	19%	14%	20%
Females 55+	26%	42%	29%
Males 18-34	9%	4%	10%
Males 35-54	18%	11%	16%
Males 55+	19%	26%	19%
Geographic Quadrant			
Northeast	22%	20%	22%
Northwest	29%	31%	29%
Southeast	33%	33%	33%
Southwest	16%	16%	16%

[1] American Community Survey 2011

ANALYZING THE DATA

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

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

COMPARING TO SURVEY RESULTS PRIOR TO 2015

For reporting comparability, the "don't know" responses from past years data were removed in order to match the reporting of the 2015 and 2017 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 G: SURVEY MATERIALS

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

Dear Edina Resident,

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

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

Thank you for helping create a better community!

Sincerely,

Scott H. Neal
City Manager

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

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

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

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

Dear Edina Resident:

Please help us shape the future of Edina! You have been randomly selected to participate in the 2017 Quality of Life Survey.

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

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

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

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

Thank you for your time and participation!

Sincerely,

Scott H. Neal
City Manager

ENC

Dear Edina Resident:

Here's a second chance if you haven't already responded to the 2017 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 2017 Quality of Life Survey.

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

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

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

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

Thank you for your time and participation!

Sincerely,

Scott H. Neal
City Manager

ENC

The City of Edina 2017 Quality of Life Survey

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

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

○ Excellent   ○ Good   ○ Fair   ○ Poor   ○ Don't know

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

	Excellent	Good	Fair	Poor	Don't know
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:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
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:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood	1	2	3	4	5	6
In the 50th & France area (downtown area)	1	2	3	4	5	6
In the Southdale area	1	2	3	4	5	6

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

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

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

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

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

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

11. How important, if at all, do you think it is for the City to implement each of the following?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Expand the types of cultural events that are offered within the community	1	2	3	4	5
Enhance the promotion and awareness of cultural events that take place in the community	1	2	3	4	5
Provide educational opportunities to learn about different cultures and customs locally and around the world	1	2	3	4	5
Promote and provide opportunities for diverse representation in local leadership, advisory and policy-making roles	1	2	3	4	5

12. In the last 12 months, about how many times, if ever, have 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
Trails	1	2	3	4	5
Neighborhood parks	1	2	3	4	5
Large community athletic fields	1	2	3	4	5
Edinborough Park	1	2	3	4	5
Centennial Lakes Park	1	2	3	4	5
Edina Aquatic Center	1	2	3	4	5
Edina Senior Center	1	2	3	4	5
Braemar Arena (ice arena)	1	2	3	4	5
Edina Art Center	1	2	3	4	5
Braemar Golf Course	1	2	3	4	5
Braemar Golf Dome	1	2	3	4	5
Braemar Field (sports dome)	1	2	3	4	5

13. Please rate each of the following Edina Parks & Recreation Department amenities:

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

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

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

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

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

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

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

17. 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?

O Right direction
O Wrong track ➝ **Why?** _____
O Don't know

18. 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?

O Yes
O No ➝ **Why?** _____
O Don't know

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

	Excellent	Good	Fair	Poor	Don't know
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

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

	Excellent	Good	Fair	Poor	Don't know
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

21. 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

22. 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

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

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

24. Please rate your impression of each of the following at Edina Liquor stores:

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

25. 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
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

26. 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

27. 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
About Town City magazine	1	2	3	4
Parks & Recreation Activities Directory	1	2	3	4
Edina Sun-Current newspaper	1	2	3	4
Edition: Edina monthly insert in *Edina Sun-Current* newspaper	1	2	3	4
Star-Tribune newspaper	1	2	3	4
City's website (www.EdinaMN.gov)	1	2	3	4
Edina 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 Extra e-mail subscription service	1	2	3	4
Word of mouth from friends, family or neighbors	1	2	3	4

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

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

The City of Edina 2017 Quality of Life Survey

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

○ No → go to question #31   ○ Yes → go to question #30

30. Please rate the following aspects of the Edina website:

	Excellent	Good	Fair	Poor	Don't know
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

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

○ I have not contacted the City → go to question D1
○ General information
○ City Manager
○ Police
○ Fire
○ Health
○ Human Resources

○ Parks and Recreation
○ I.T./Technology services
○ Planning/Economic Development
○ Building Inspections
○ Assessing
○ City Clerk
○ Communications

○ Public Works
○ Utilities
○ Utility Billing
○ Street Maintenance
○ Engineering
○ Environmental Services
○ Other: _____

32. Please rate your impression of City employees:

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

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

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

○ Very positive   ○ Somewhat positive   ○ Neutral   ○ Somewhat negative   ○ Very negative

D2. What is your employment status?
○ Working full time for pay
○ Working part time for pay
○ Unemployed, looking for paid work
○ Unemployed, not looking for paid work
○ Fully retired

D3. Do you work inside the boundaries of Edina?
○ Yes, outside the home   ○ Yes, from home
○ No

D4. How many years have you lived in Edina?
○ Less than 2 years   ○ 11-20 years
○ 2-5 years   ○ More than 20 years
○ 6-10 years

D5. Which best describes the building you live in?
○ One-family house detached from any other houses
○ Building with two or more homes (duplex, townhome, apartment or condominium)
○ Other

D6. Is this house or apartment…
○ Rented   ○ Owned

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association [HOA] fees)?
○ Less than $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. Do any children 17 or under live in your household?
○ No   ○ Yes

D9. Are you or any other members of your household aged 65 or older?
○ No   ○ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include 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

D11. Do you speak a language other than English at home?
○ No, English only → go to question D12
○ Yes → **which language?**
  ○ Persian/Farsi ○ Spanish ○ Chinese ○ Korean
  ○ Vietnamese ○ Russian ○ Other: _____

Please respond to both questions D12 and D13:

D12. Are you Spanish, Hispanic or Latino?
○ No, not Spanish, Hispanic or Latino
○ Yes, I consider myself to be Spanish, Hispanic or Latino

D13. 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

D14. 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

D15. What is your gender?   ○ Female   ○ Male

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

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

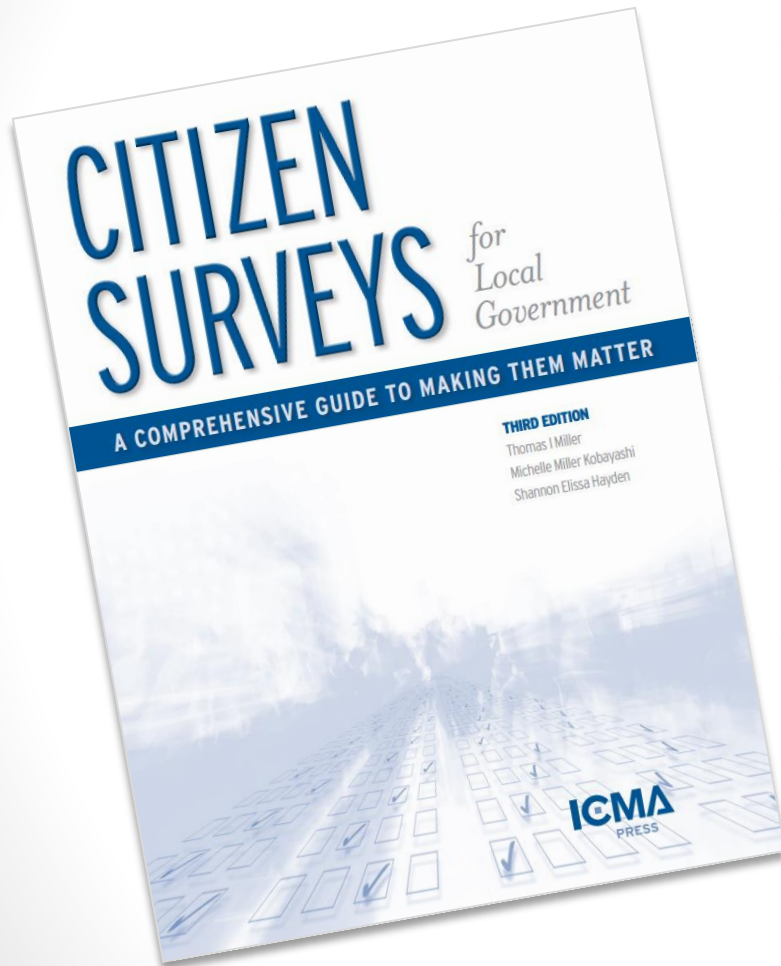# 2017 Quality of Life Survey Presentation of Results

About NRC

- 21 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

2

Survey Background

- Second administration of community survey with NRC
- Report card of community quality, City services and public opinion
- Results compared by:
  - Geographic Areas
    (NE, NW, SE, SW)
  - Socio-demographic characteristics

Survey Methods

Surveys mailed to 1,500 households
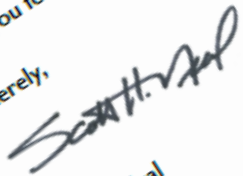
477 completed surveys

34% response rate

Results weighted to reflect community

National and Minnesota communities benchmarks

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 ...

about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,

Scott H. Neal

Scott H. Neal
City Manager

4

Using Survey Results
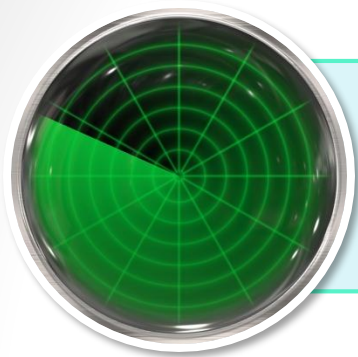
Monitor trends in resident opinion

Measure government performance

Inform budget, land use, strategic planning decisions

Benchmark service ratings

Key Finding #1

Nearly all residents think highly of their **quality of life** in Edina and are loyal to the community

Overall Quality of Life

99% 2011

99% 2013

96% 2015

97% ⭐ *2017*
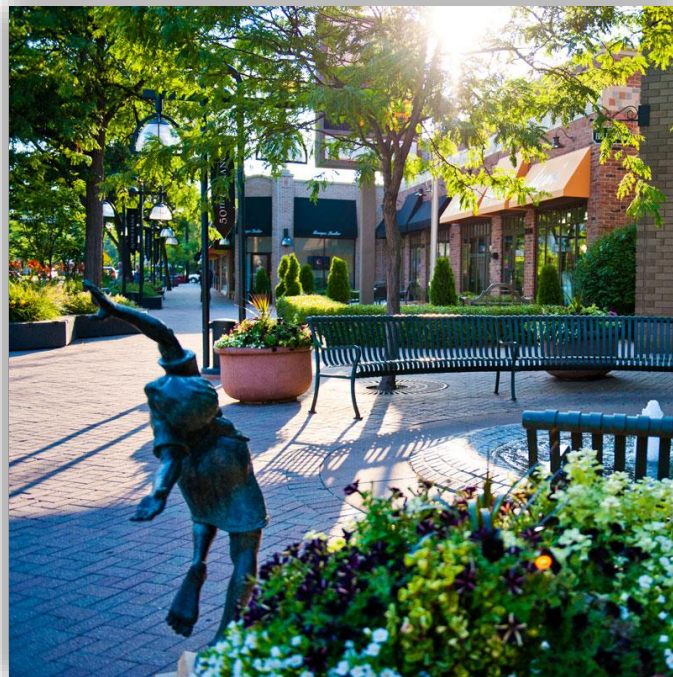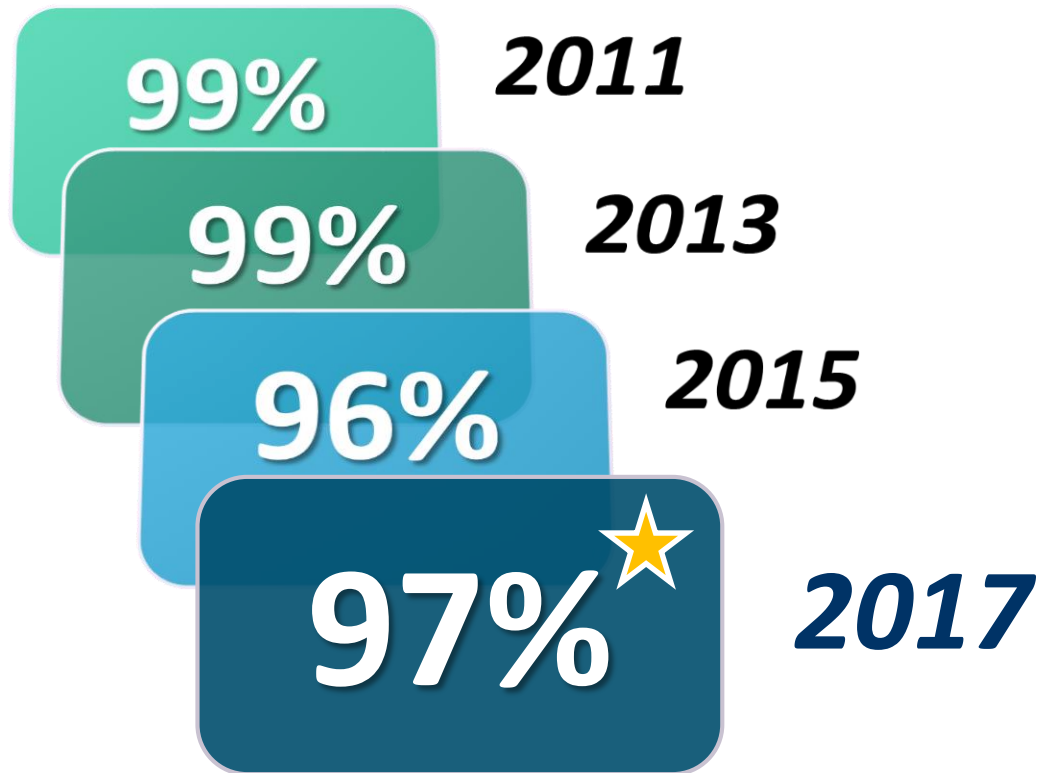
Percent "excellent" or "good"

⭐ Higher than National benchmark

Recommend and Remain in Edina

9 *out of* **10**

Edina residents would ***recommend*** ⭐ living in Edina and ***plan to remain*** ⭐ in the community for the next 5 years
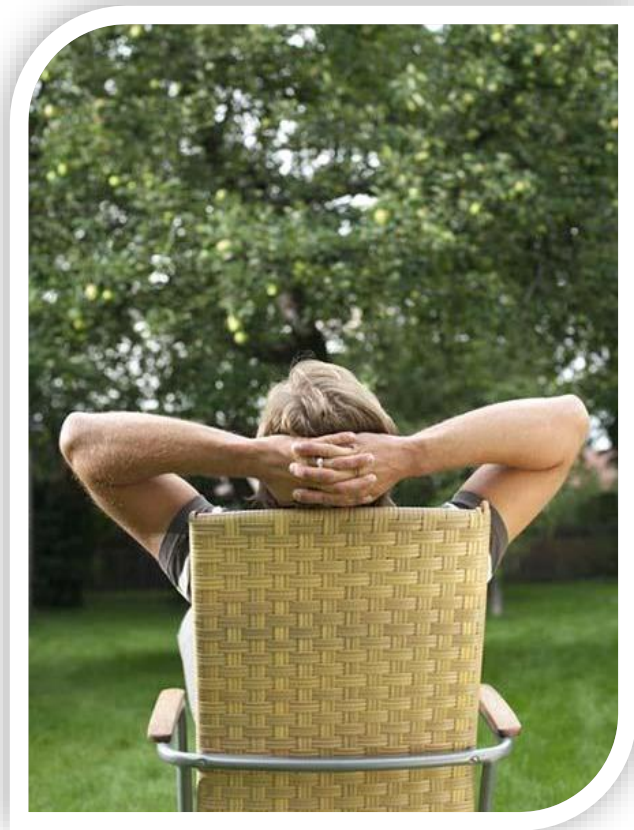
⭐ Higher than National benchmark

Key Finding #2

Edina residents enjoy a strong sense of safety and consider safety a factor in why they call Edina home

Overall Feeling of Safety

★ 2017   97%

2015   96%

Percent "excellent" or "good"

★ Higher than National benchmark

10

Feeling of Safety in…

Percent "very" or "somewhat" safe

★ Higher than National benchmark

11

Reasons for living in Edina

Reason	Percentage
Good schools	53%
Safe community	52%
Attractive community	52%
Good neighborhoods	47%
Amenities (e.g., parks, library, etc.)	39%
Job was here (or nearby)	35%
Family lives here/raised here	25%
Affordable housing	15%
Other	15%

12
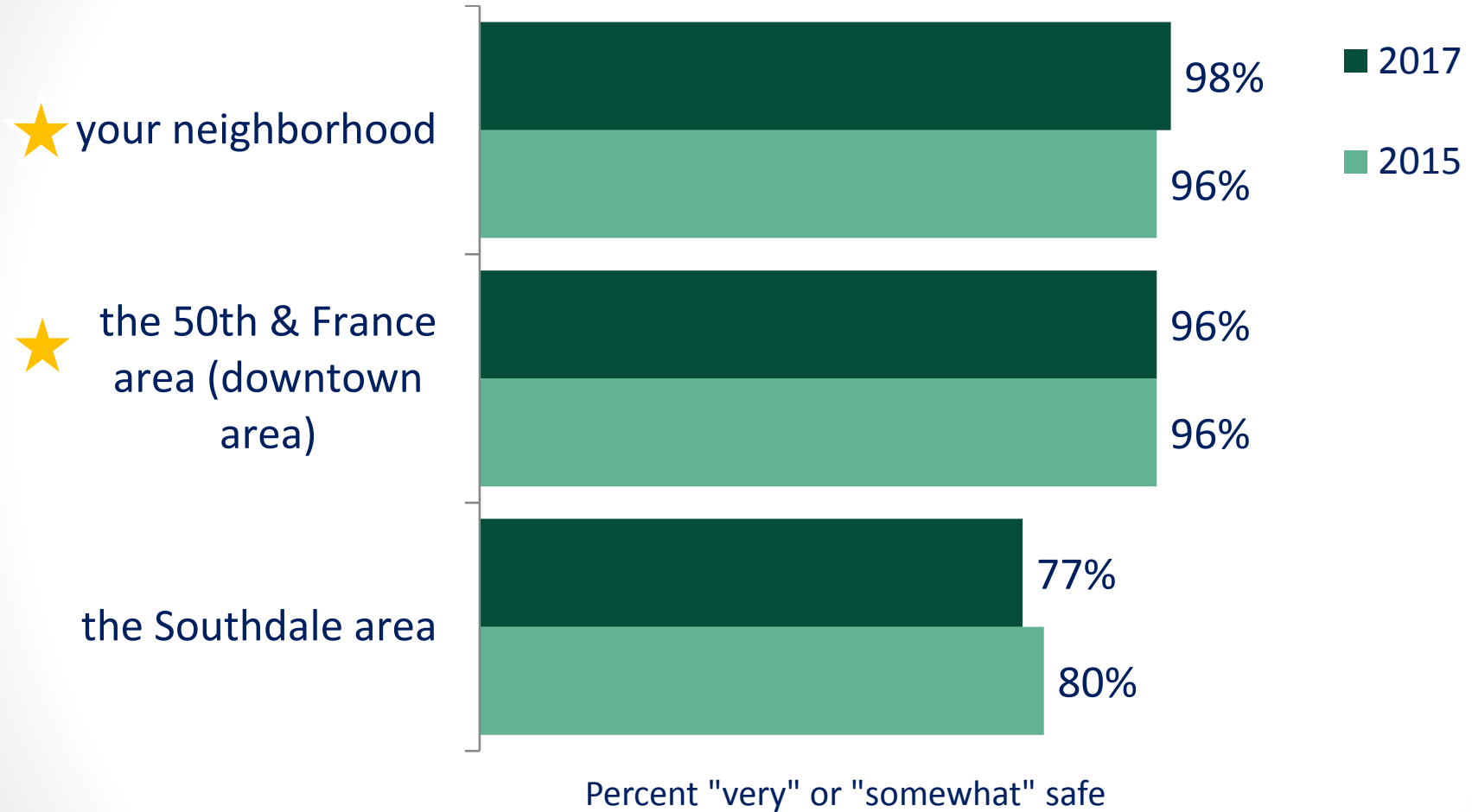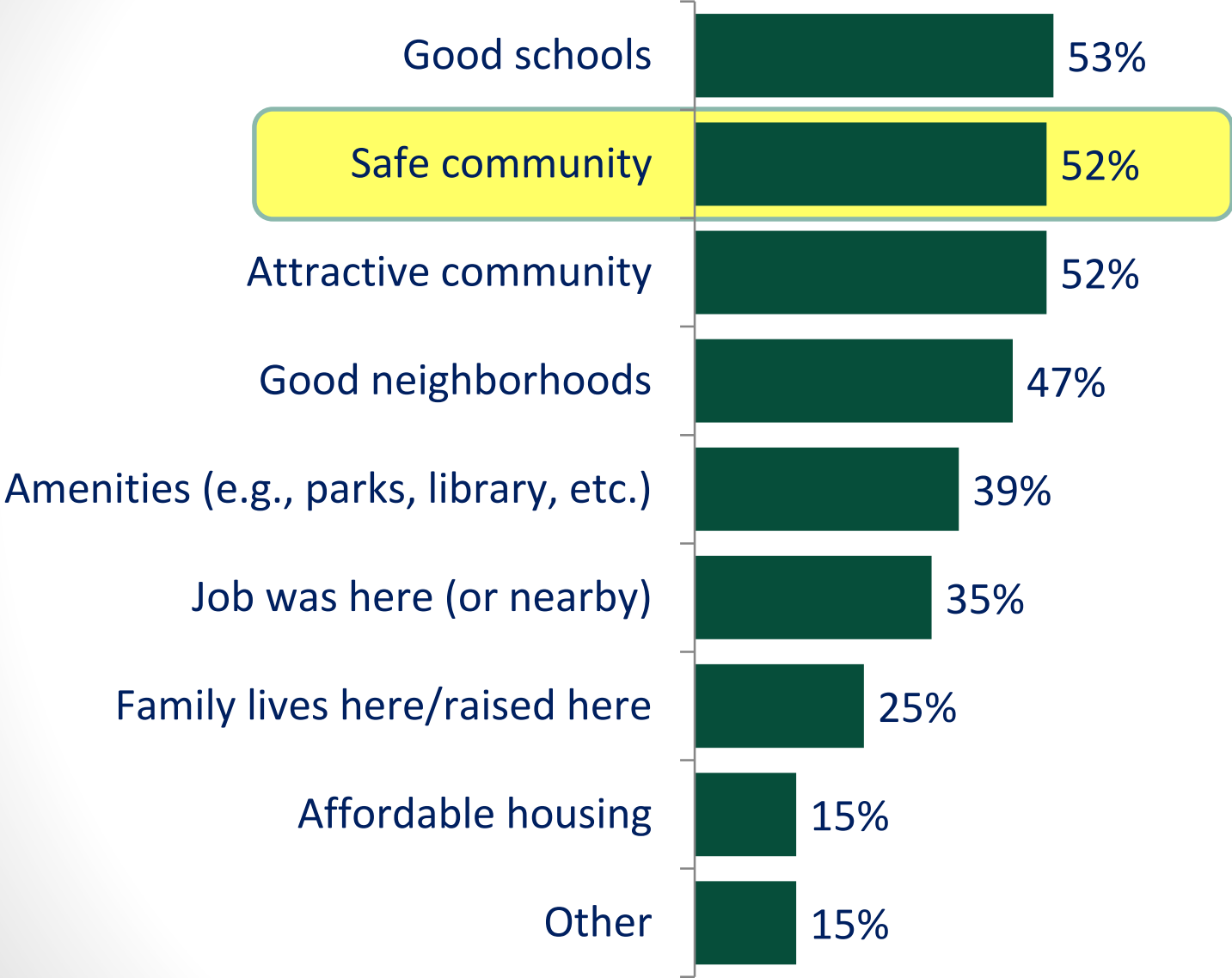
Problems in Edina

Less problematic ↓

- **Traffic speeding in your neighborhood**
- **Stop sign violations in your neighborhood**
- Identity theft
- Vandalism and property crimes
- Domestic abuse
- Drugs
- Youth crimes
- Violent crimes

Key Finding #3

While sense of community, neighborliness and acceptance of others is similar to peer communities, residents prioritize expanding programs to advance acceptance of diversity

Sense of Community

81% 2011

83% 2013

73% 2015

74% 2017
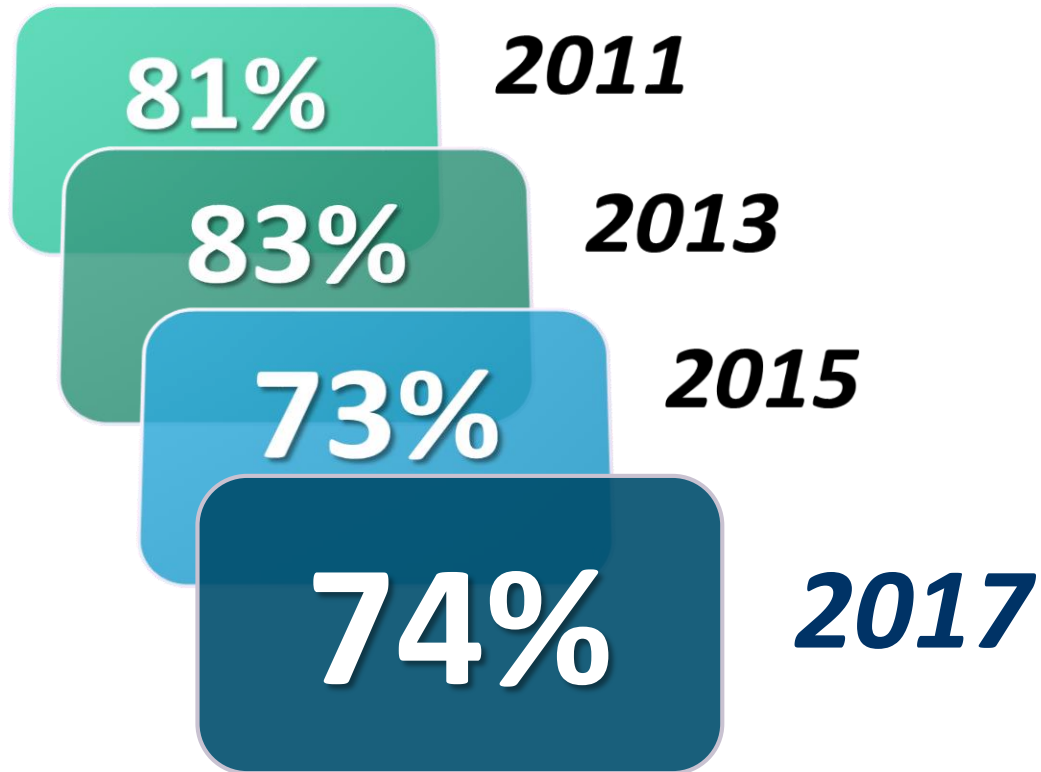
Percent "excellent" or "good"

Neighborliness & Acceptance of Others

Neighborliness of residents in Edina

75%

76%

Openness and acceptance of the community toward people of diverse backgrounds

46%

2017

51%

2015

Percent "excellent" or "good"

16
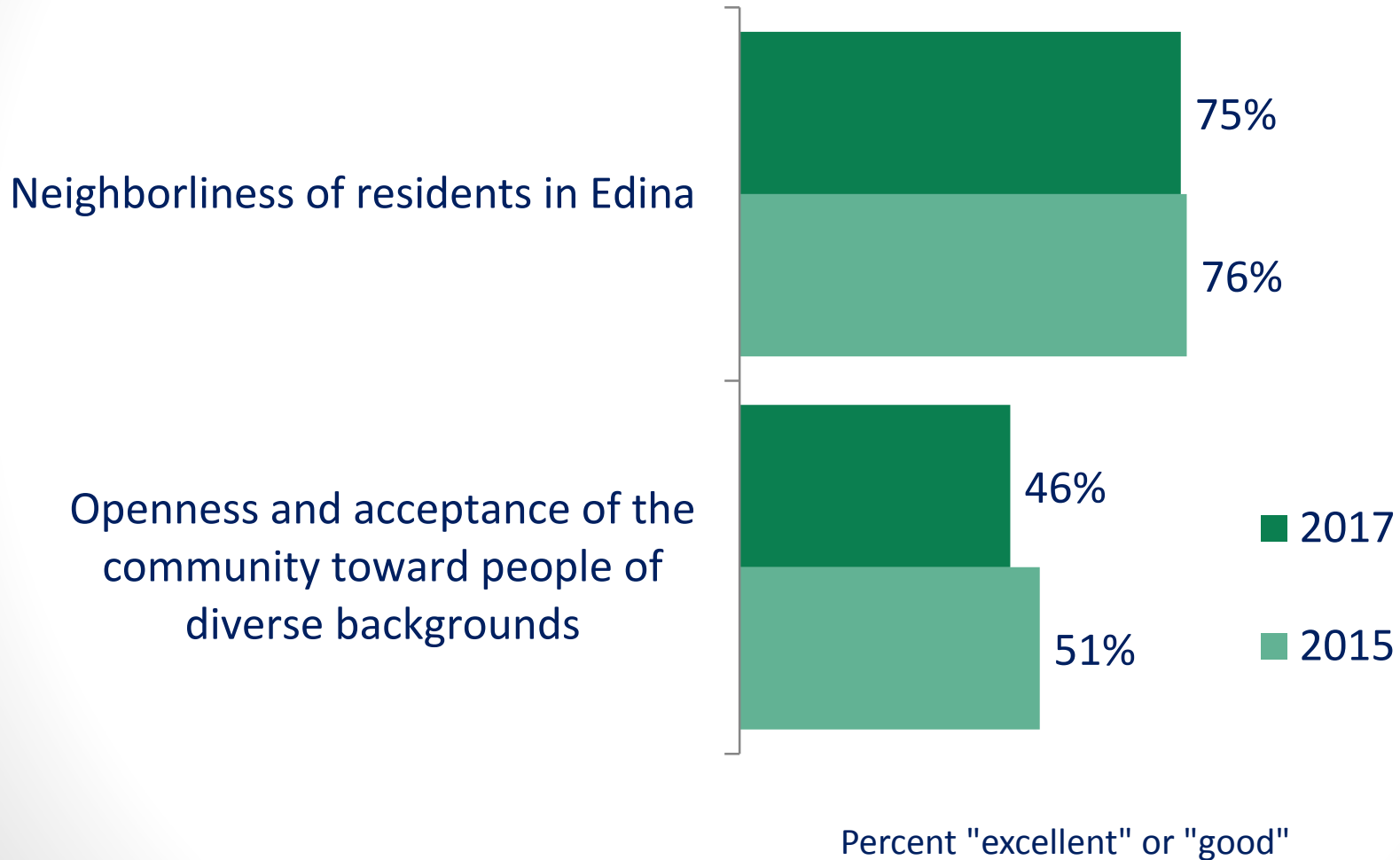
Expanding Diversity Programs

Legend: ■ Essential ■ Very important ■ Somewhat important ■ Not at all important

Promote/provide opportunities for diverse representation in local leadership
22% | 35% | 30% | 13%

Enhance promotion/awareness of cultural events in Edina
14% | 39% | 38% | 10%

Provide educational opportunities about different cultures/customs
14% | 34% | 37% | 15%

Expand types of cultural events that are offered
12% | 34% | 42% | 12%

17
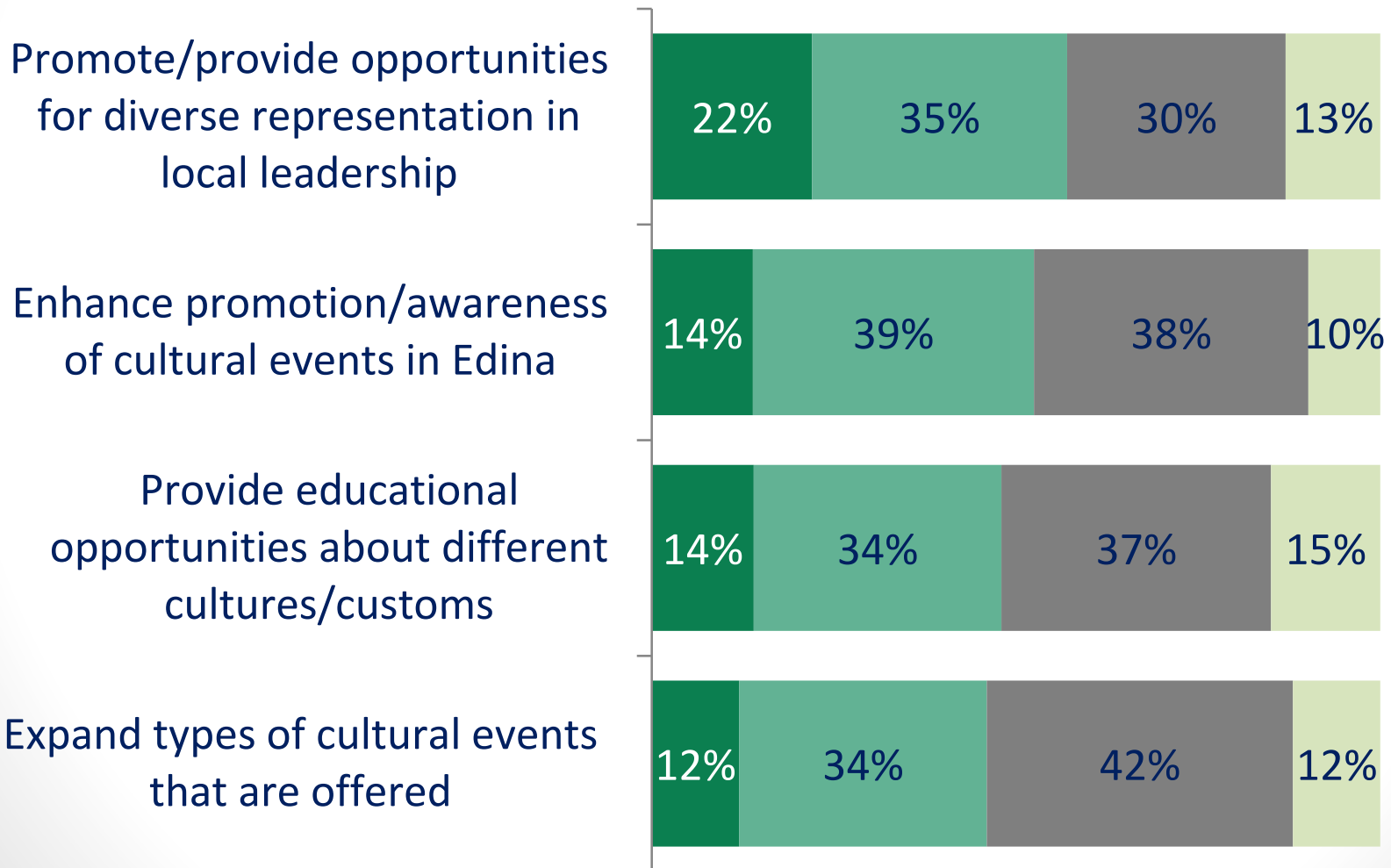
Key Finding #4

Development, affordable housing and cost of living continue to be important issues for residents

Community Characteristics

Percent "excellent" or "good"

19

Reasons for living in Edina

Reason	Percentage
Good schools	53%
Safe community	52%
Attractive community	52%
Good neighborhoods	47%
Amenities (e.g., parks, library, etc.)	39%
Job was here (or nearby)	35%
Family lives here/raised here	25%
Affordable housing	**15%**
Other	15%

20
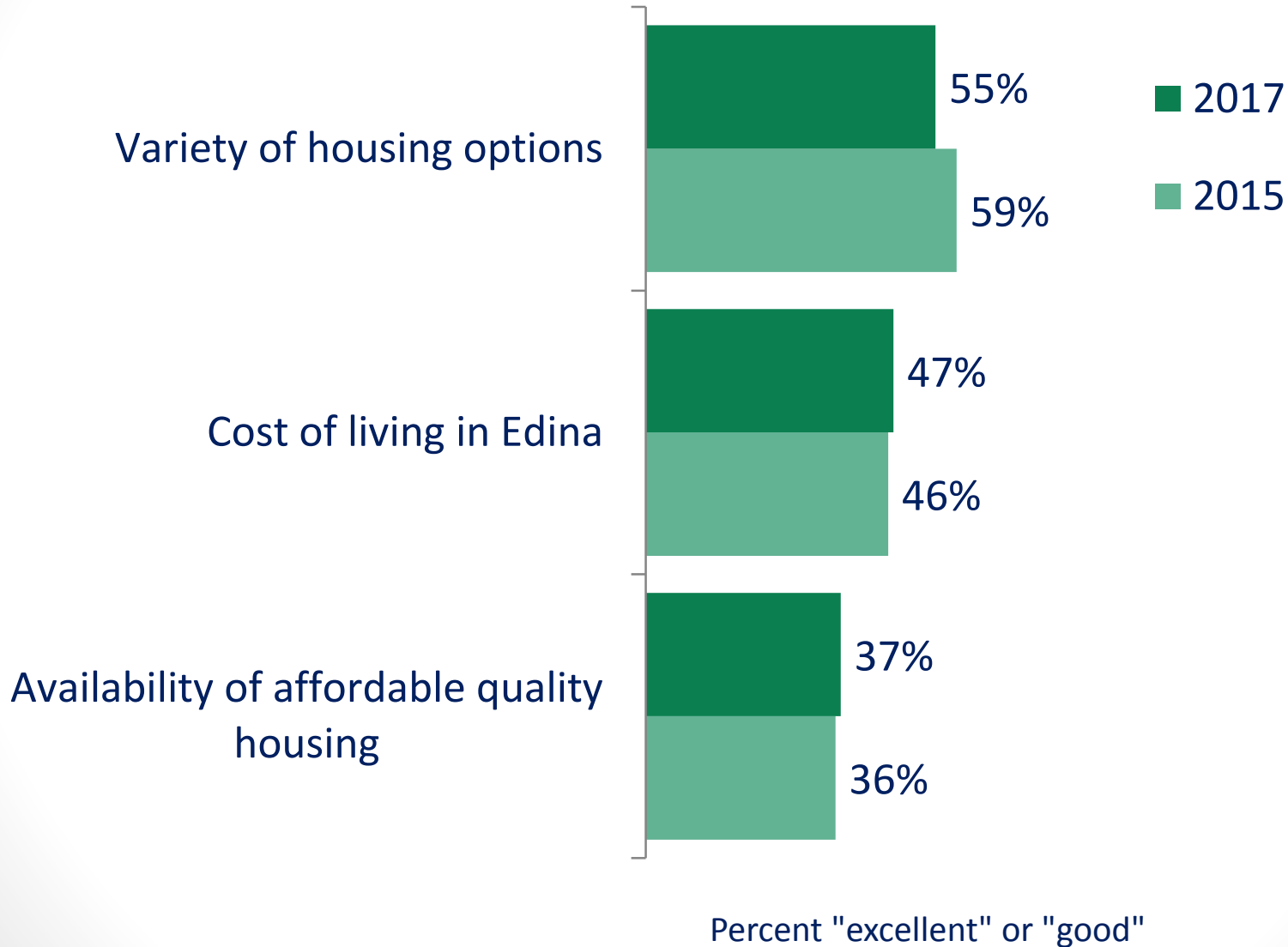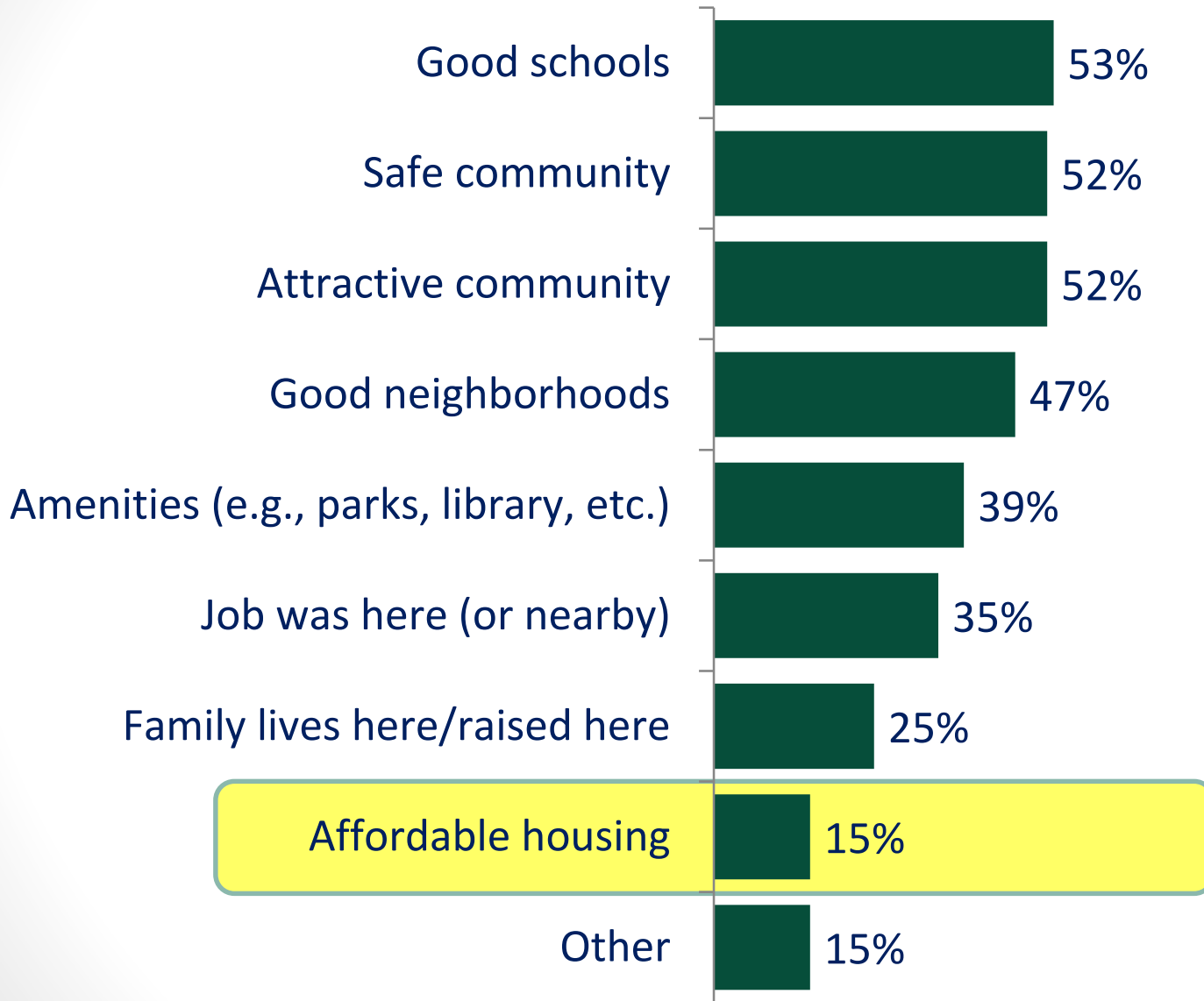
Most Serious Issues Facing Edina

Housing concerns (teardowns, overdevelopment, affordability, etc.)

"Affordability of the new construction."

"Housing prices getting out of reach of middle Americans."

"The high number of homes torn down and replaced with homes that are too big for the lots."

Reasons for Wrong Track

"Over-development & public input to planning and city council is ignored."

Poor development/ overbuilding/ density of city

"Over building in some areas."

"Deeply worried about 'tear downs' being replaced by houses that destroy the character of neighborhoods."

22

Residential Redevelopment Tensions

67% *2015*

68% *2017*

Percent "very well" or "somewhat well"

Key Finding #5

Residents think highly of the quality of services in Edina and their interactions with City employees

Overall Quality of City Services

89% *2015*

87% *2017*
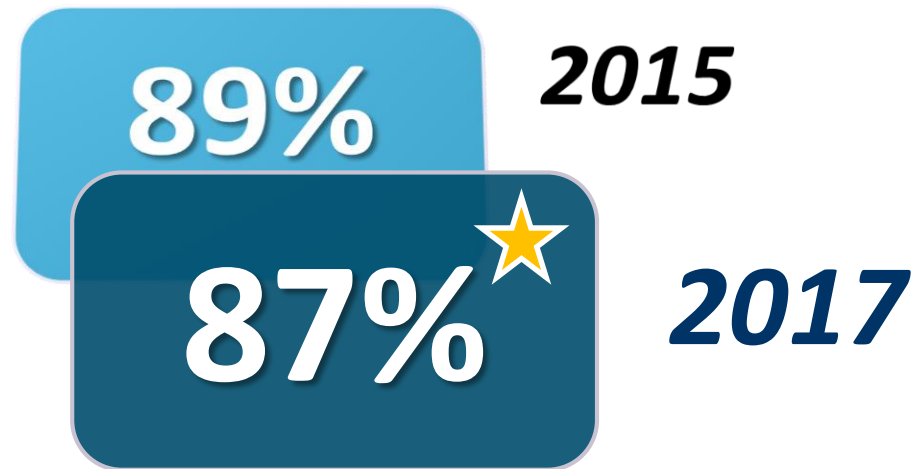
Percent "excellent" or "good"

★ Higher than National benchmark

Value of City Services

80% *2011*

84% *2013*

78% *2015*

81% ⭐ **2017**
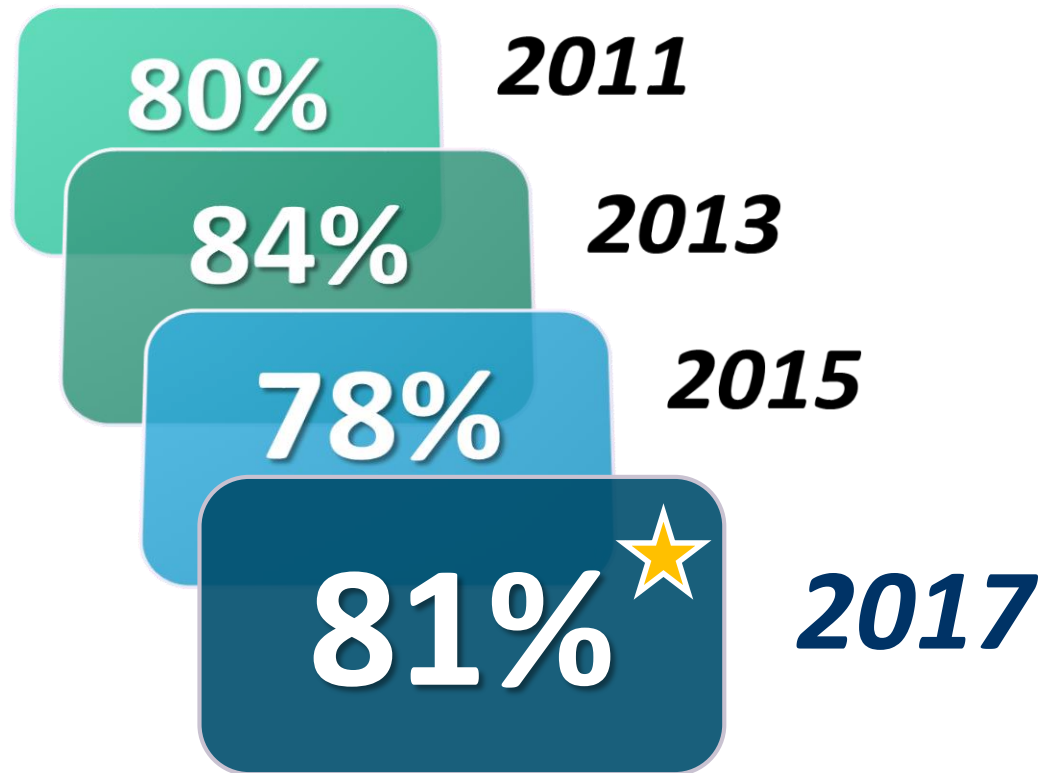
Percent "excellent" or "good"

⭐ Higher than National benchmark

Trends over Time

Increased from 2015 to 2017 →

Animal control ⭐

Street cleaning ⭐

Emergency preparedness ⭐

Cable television

Traffic signal timing ⭐

⭐ Higher than National benchmark

27

Impression of City Employees
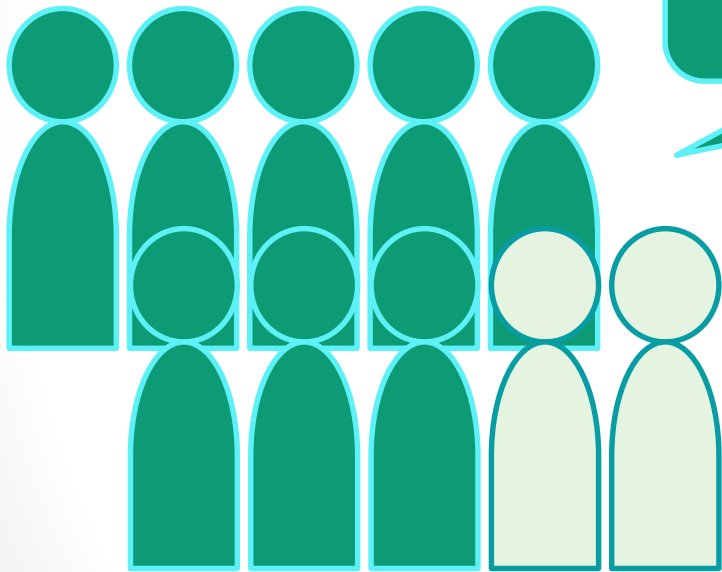
Positive ratings to each aspect of interactions with a City employee

- Knowledge
- Courtesy
- Overall customer service ★
- Responsiveness
- Follow-up

★ Higher than National benchmark

28

Summary of Key Findings

1 Quality of life ratings are high and residents are loyal to Edina

2 Residents have a strong sense of safety

3 Residents support efforts to advance cultural awareness and acceptance of diversity

4 Development, affordable housing and cost of living continue to be important issues for residents

5 Residents think highly of the quality of services in Edina and their interactions with City employees

Questions?

Thank you!

Damema Mann
Senior Survey Associate
Damema@n-r-c.com

CITY OF EDINA

4801 West 50th Street

Edina, MN 55424

www.edinamn.gov

Date:	July 18, 2017	**Agenda Item #**: IV.	
To:	Mayor and City Council	**Item Type:**	
		Other	
From:	Tara Brown, Sustainability Coordinator		
		Item Activity:	
Subject:	Joint Meeting With Energy & Environment Commission	Discussion	

ACTION REQUESTED:

INTRODUCTION:
2017 EEC Work Plan Progress is attached.

ATTACHMENTS:

2017 EEC Work Plan Progress Report

Development Questionnaire EEC Work Session

Board/Commission: Energy and Environment Commission
2017 Annual Work Plan

Initiative 1	Council Charge ☒ 1 ☐ 2 ☐ 3 ☐ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☐ New Initiative ☒ Continued Initiative ☐ Ongoing Responsibility			December 2017	None	Sustainability Coordinator (10 hrs)
Study and Report on proposal to ban Styrofoam food packaging materials in Edina.					
Progress Report: Commission report provided to City staff 11/07/16; City staff preparing report for Council consolidated with other solid waste initiatives (Initiative 1,2 and 7).					

Initiative 2	Council Charge ☒ 1 ☐ 2 ☐ 3 ☐ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☐ New Initiative ☒ Continued Initiative ☐ Ongoing Responsibility			December 2017	None	Sustainability Coordinator (10 hrs) Recycling Coordinator
Study and report on the advisability of implementing a ban on the use of plastic bags, similar in scope the ban recently adopted in the City of Minneapolis, in the City of Edina					
Progress Report: Commission report provided to City staff 4/13/17; City staff preparing report for Council consolidated with other solid waste initiatives (Initiative 1,2 and 7).					

Initiative 3	Council Charge ☐ 1 ☒ 2 ☐ 3 ☐ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☐ New Initiative ☒ Continued Initiative ☐ Ongoing Responsibility			January 2018	None	Sustainability Coordinator (10 hrs) Center for Energy & Environment (CEE) (10 hrs)
Review staff implementation of Partners in Energy's Electricity Action Plan City Facilities' Strategy.					
Progress Report: Goal: Data from CR-BPS completed in February. incorporating sustainability and energy efficiency into facility budget considerations.					

Initiative 4	Council Charge ☐ 1 ☒ 2 ☐ 3 ☐ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☐ New Initiative ☒ Continued Initiative ☐ Ongoing Responsibility			January 2018	$500 from CEE for a tablet for onsite Windsource sign-up	Sustainability Coordinator will create and provide materials for outreach events. (75 hrs) CEE support (60 hrs)
Assist staff in the implementation of PiE Residential Energy Focus Area.					

Approved by Council 12/6/16

			$1,000 for printing materials from CEE	Communications Staff (40 hrs)

Initiative 5	Council Charge ☐ 1 ☒ 2 ☐ 3 ☐ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☐ New Initiative ☒ Continued Initiative ☐ Ongoing Responsibility			January 2018	$1,000 for printing materials from CEE	Sustainability Coordinator is planning events with key leaders and will create and provide materials to working group. (50 hrs) CEE support (60 hrs) Communications Staff (30 hrs)
Assist staff in the implementation of PiE's Business Energy Focus Area.					

Progress Report: Business outreach attempted through survey and personal contact. Outreach materials complete. Two events scheduled including the Office Tenant Challenge (Centennial Lakes). Begin draft Bench Marking ordnance. Consider business recognition opportunities.

Initiative 6	Council Charge ☐ 1 ☒ 2 ☐ 3 ☐ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☒ New Initiative ☐ Continued Initiative ☐ Ongoing Responsibility			December 2017	None	Sustainability Coordinator (10 hrs)
Assist as requested with the development of the City's new Comprehensive Guide Plan.					

Progress Report: Participated in the scheduled preliminary planning meetings. Continue to actively engage and provide input. Looking for opportunities and how to integrate environmental, sustainability and resiliency into sections of the plan. Considering integrating circular economy concept into small area plans.

Initiative 7	Council Charge ☐ 1 ☐ 2 ☒ 3 ☐ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☐ New Initiative ☒ Continued Initiative ☐ Ongoing Responsibility			June 30th, 2017	None	Sustainability Coordinator (40 hrs for residential) Recycling Coordinator (30 hrs for residential)
Review and make a recommendation regarding staff's action plan to attain Hennepin County waste reduction goal for residential.					

Progress Report: City staff preparing report for Council consolidated with other solid waste initiatives (Initiative 1,2 and 7).

Initiative 8	Council Charge ☐ 1 ☐ 2 ☐ 3 ☒ 4		Target Completion Date	Budget Required (Staff Liaison)	Staff Support Required (Staff Liaison)
☐ New Initiative ☒ Continued Initiative ☐ Ongoing Responsibility			One event in Spring	$1,500	Communications Staff (40 hrs)

Plan and execute an annual event with Energy Working Groups. This event will include an environmental film series leading up to an education event.			

Progress Report: Annual event is scheduled for 10/7/17 at Braemar Clubhouse. Film series started 4/20/17 and followed up with 4 additional film viewing events at the Edina Senior Center.

Parking Lot: (These items have been considered by the BC, but not proposed as part of this year's work plan. If the BC decides they would like to work on them in the current year, it would need to be approved by Council.)
Potential for a City Fleet Study and Report from the Subcommittee but resources have not been verified. **[update: Green Core member identified to assist with this starting fall 2017]**
Review and comment on surface and ground water quality report.
Review and comment on opportunities that arise to reduce the City's greenhouse gas emissions (ex. Natural gas efficiency projects).

Proposed Month for Joint Work Session (one time per year, up to 60 minutes)**:**	March

What this is: A brief questionnaire to help community decision makers understand how this development aligns with key focus area of sustainability that ensures both developers and the community long-term value.

Why? Through the 2014 Visioning process, environmental stewardship is one of seven strategic focus areas. Vision Edina's Environmental Stewardship states:

> **"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 towards good environmental stewardship. Community residents and stakeholders believe that Edina can take an active and ambitious internal and regional leadership role in 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."**

Questions	Answers
Sustainable Design & Energy	
Have you utilized Xcel Energy's Energy Design Assistance and/or Centerpoint Energy's Builder and Developer programs for this development?	
Will the buildings meet SB2030 energy goals and/or will they be Energy Star certified? If not, please share the steps you are taking to support energy conservation.	
Will affordable housing be a part of this development and if so, have you connected with Xcel Energy and Centerpoint Energy for the additional rebates they give to affordable housing?	
Will you optimizing the roof by installing a green roof?	
Will there be any renewable energy generation on site?	
Will there be purchase of renewable energy credits (RECs)?	
Comments:	
Managing Water	
What percent of the property is pervious surface before the redevelopment? What is the percent post development?	
What new services will be pervious? (i.e. Sidewalks, driveways, overflow parking)	
How will the landscaping support the natural ecosystem? (i.e. Rain gardens, % native plants, pollinator friendly plants)	
Comments:	
Managing Tree Canopy	
What percent of the property is covered by tree canopy before redevelopment? What is the percent post development?	
Will you be replanting/replacing trees at least four to five inches in diameter to positively impact the tree canopy (ordinance requirement is only 2.5 inches in diameter)?	
Comments:	

Development Questionnaire

Managing Waste	
Will demolition of current structures meet LEED Green Building Demolition and/or B3 State of Minnesota Sustainable Building Guidelines?	
Will a recycling service be provided to those in the multifamily complex? To any businesses on site?	
Will an organic recycling service be provided to those in the multifamily complex? To all businesses on site?	
Comments:	
Sustainable Transportation	
Bike parking near main entrance for guests? Space in parking structure (e.g. bike corral, bike lockers) for residents' bikes?	
Do you have EV Charging Stations for owners or guests to use?	
Will there be parking spaces provided for car-sharing vehicles to reduce the overall number of cars?	
Comments:	