EDINA 2015 QUALITY OF LIFE SURVEY

REPORT OF RESULTS
JULY 2015

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Executive Summary

Survey Background

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

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

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

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

Key findings

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

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

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

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

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

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

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

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

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

Survey Background

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

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

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

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

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

Survey Administration

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

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

How the Results Are Reported

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

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

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

Precision of Estimates

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

Comparison of Results Over Time and by Respondent Subgroups

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

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

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

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

Comparing Survey Results to Other Communities

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

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

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

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

Quality of Life and Community

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

Quality of Life

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

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

FIGURE 1: QUALITY OF LIFE, 2015

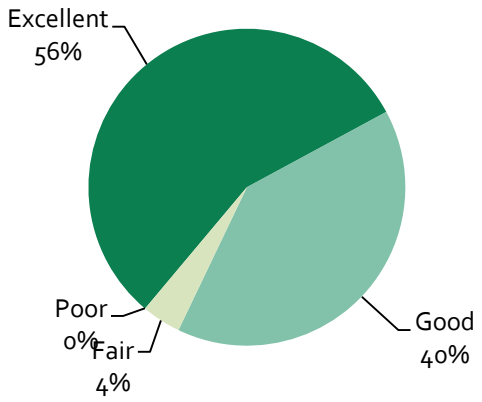
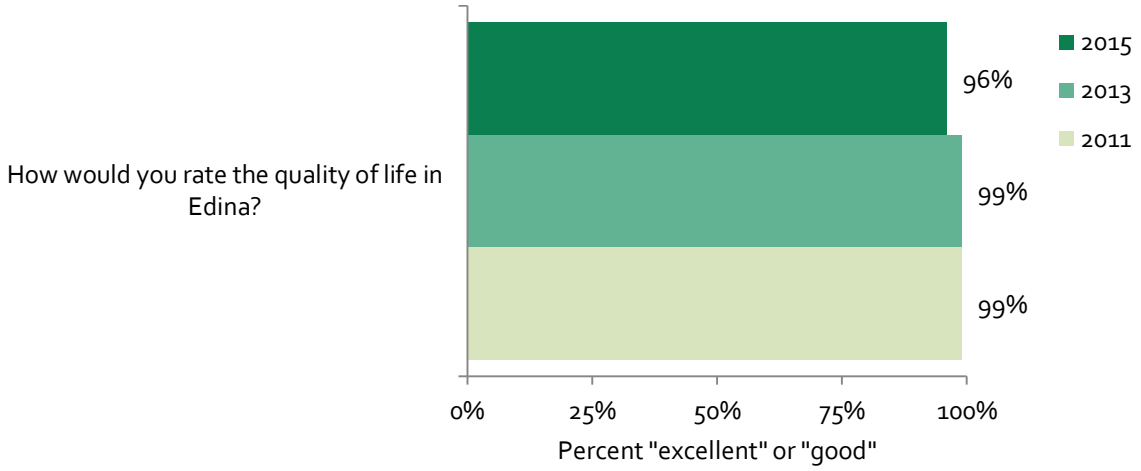


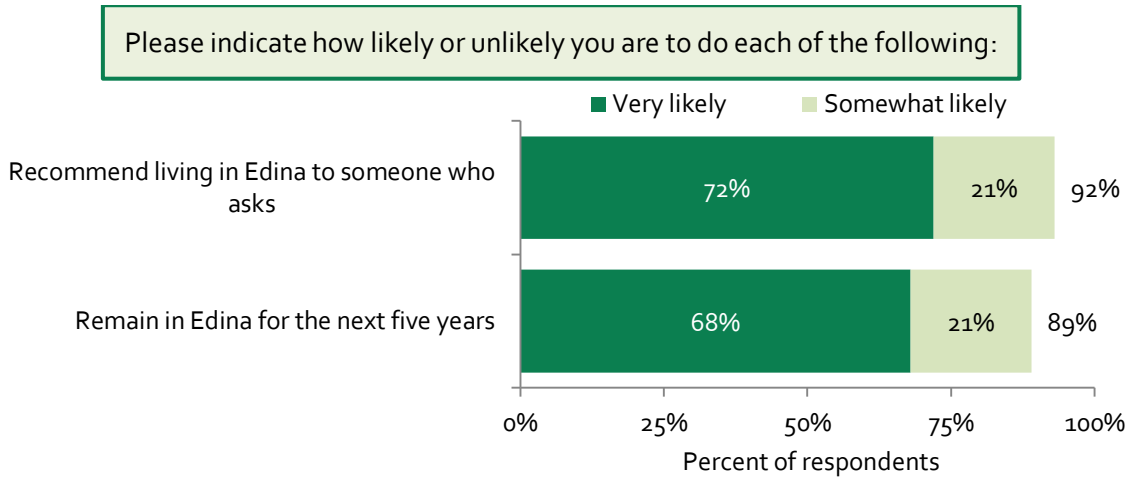
FIGURE 2: QUALITY OF LIFE COMPARED BY YEAR



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

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

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



Quality of Community

Sense of Community

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

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

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

FIGURE 4: SENSE OF COMMUNITY, 2015

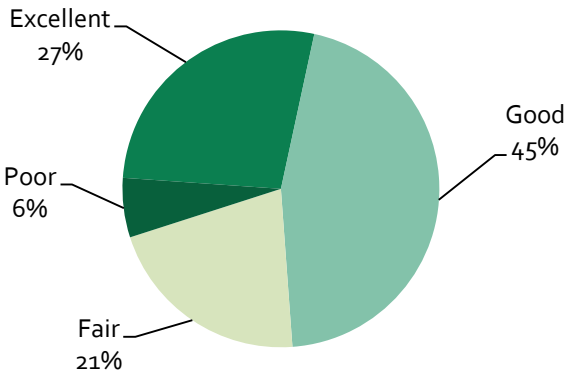
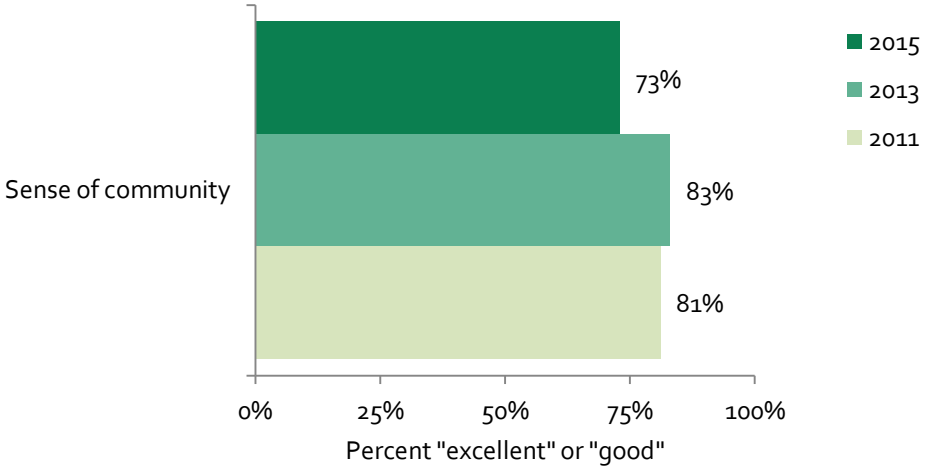


FIGURE 5: SENSE OF COMMUNITY COMPARED BY YEAR



Community Characteristics

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

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

FIGURE 6: OVERALL COMMUNITY CHARACTERISTICS, 2015

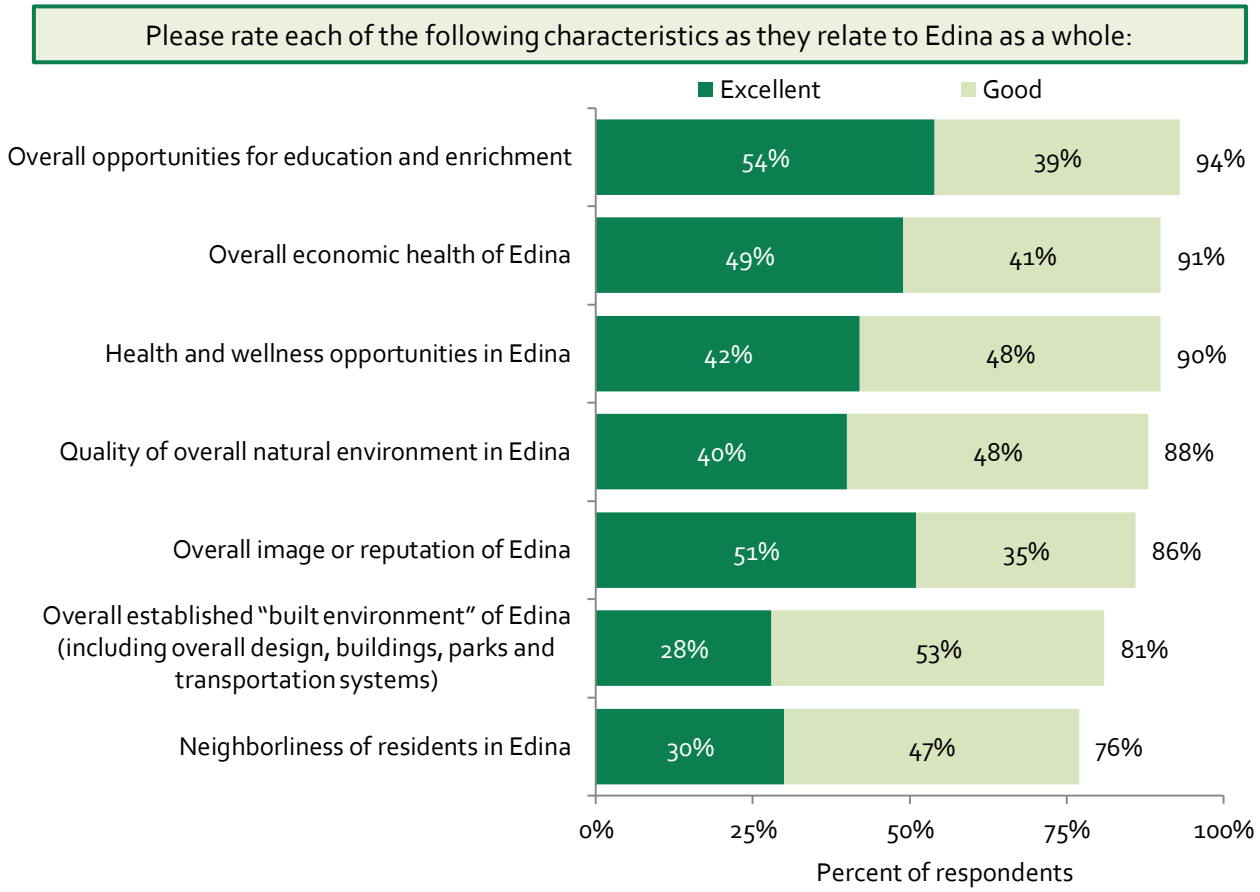


FIGURE 7: OVERALL COMMUNITY CHARACTERISTICS BENCHMARKS

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

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

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

It is important to note that about 37% of respondents said "don't know" when rating the quality of employment opportunities. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in

Table 1: Length of Residency

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

TABLE 2: HOUSING UNIT TYPE

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

TABLE 3: HOUSING TENURE

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

TABLE 4: HOUSING COSTS

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	3%	N=13
$300 - $599 per month	8%	N=38

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
$600 - $999 per month	13%	N=60
$1,000 - $1,499 per month	25%	N=119
$1,500 - $2,499 per month	29%	N=139
$2,500 or more per month	23%	N=110
Total	100%	N=479

TABLE 5: PRESENCE OF CHILDREN

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

TABLE 6: PRESENCE OF OLDER ADULTS

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

TABLE 7: HOUSEHOLD INCOME

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

TABLE 8: ETHNICITY

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

TABLE 9: RACE

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

What is your race?	Percent	Number
American Indian or Alaskan Native	2%	N=8

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

TABLE 10: AGE

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

TABLE 11: GENDER

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

Appendix B: Complete Survey Frequencies.

FIGURE 8: INDIVIDUAL COMMUNITY CHARACTERISTICS, 2015

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

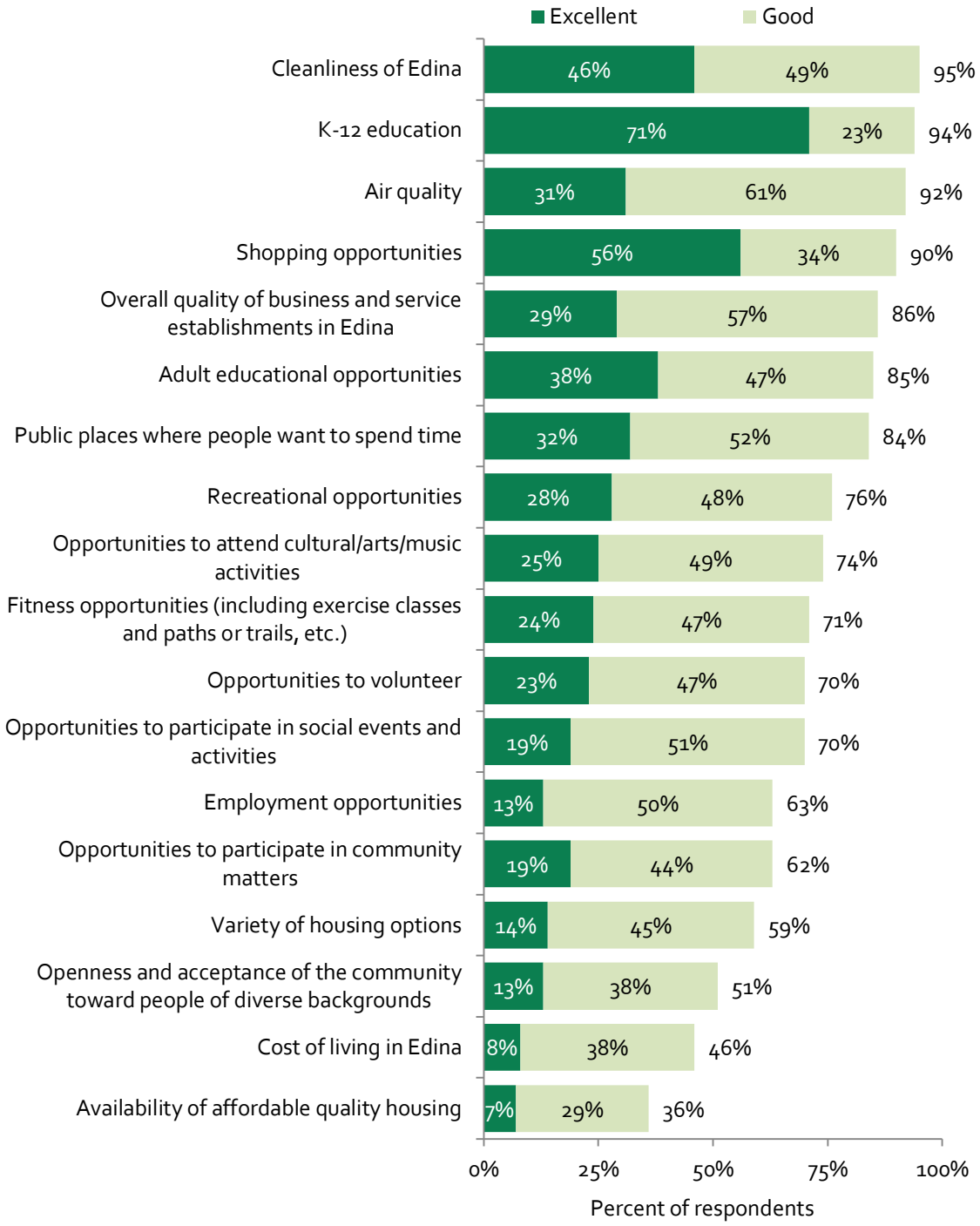
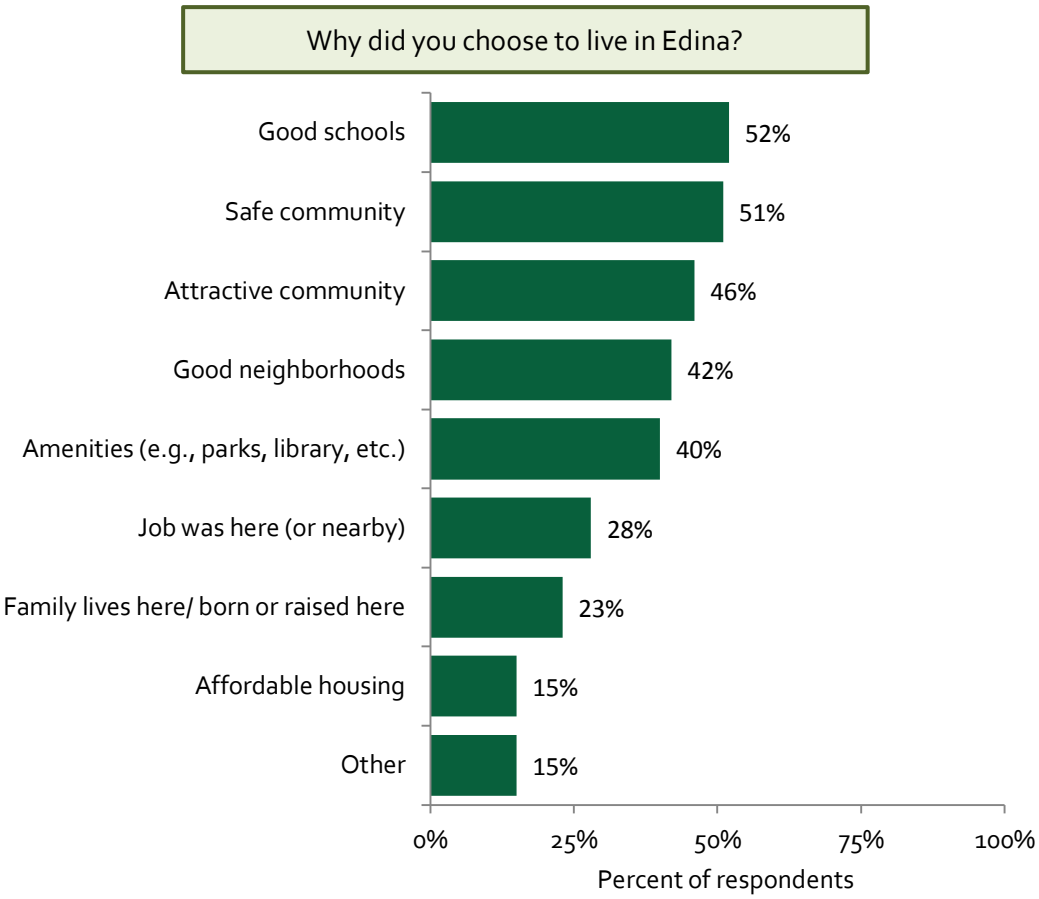


FIGURE 9: INDIVIDUAL COMMUNITY CHARACTERISTICS BENCHMARKS

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

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

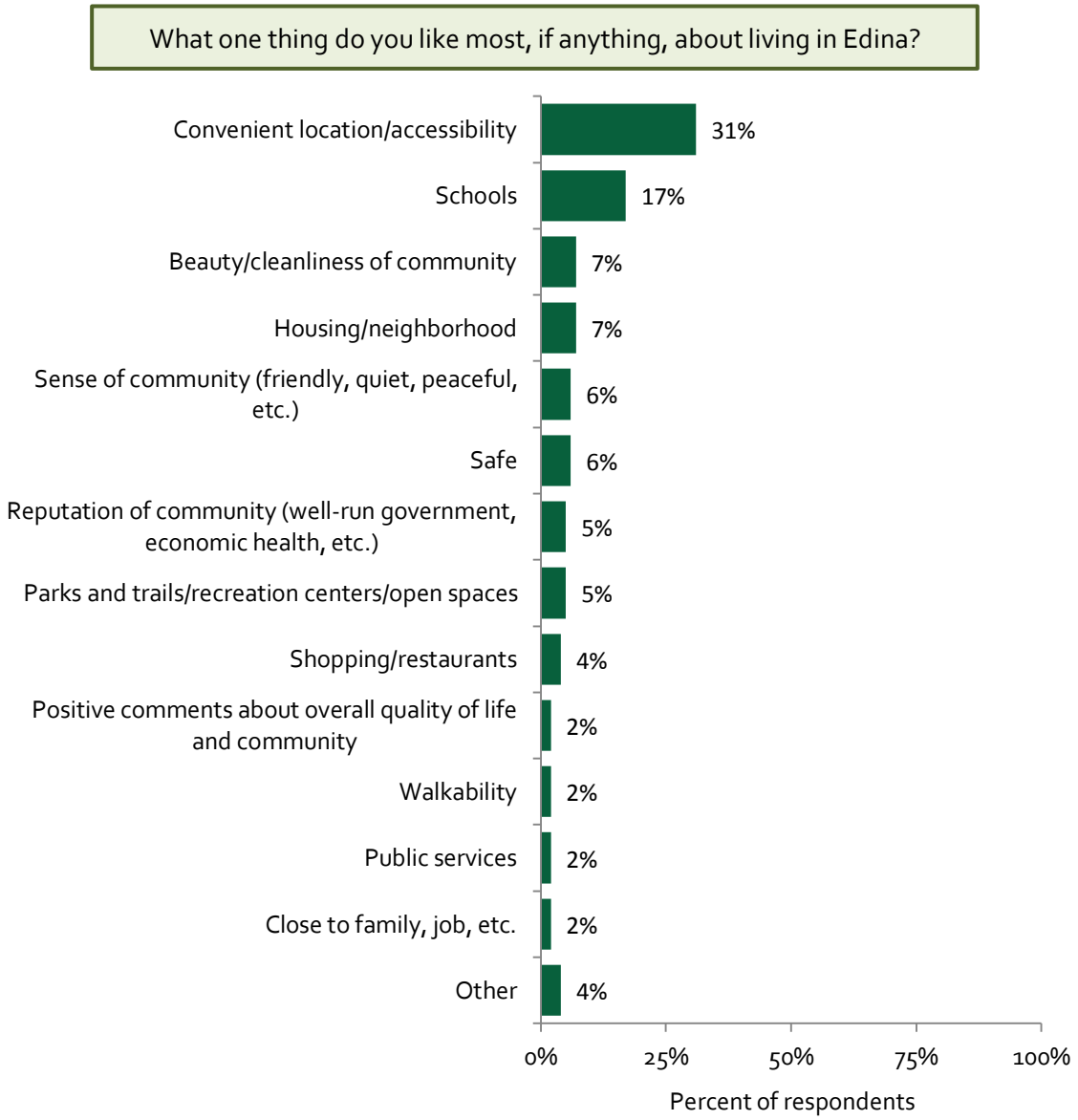
FIGURE 10: REASONS FOR LIVING IN EDINA, 2015



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

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

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



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

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

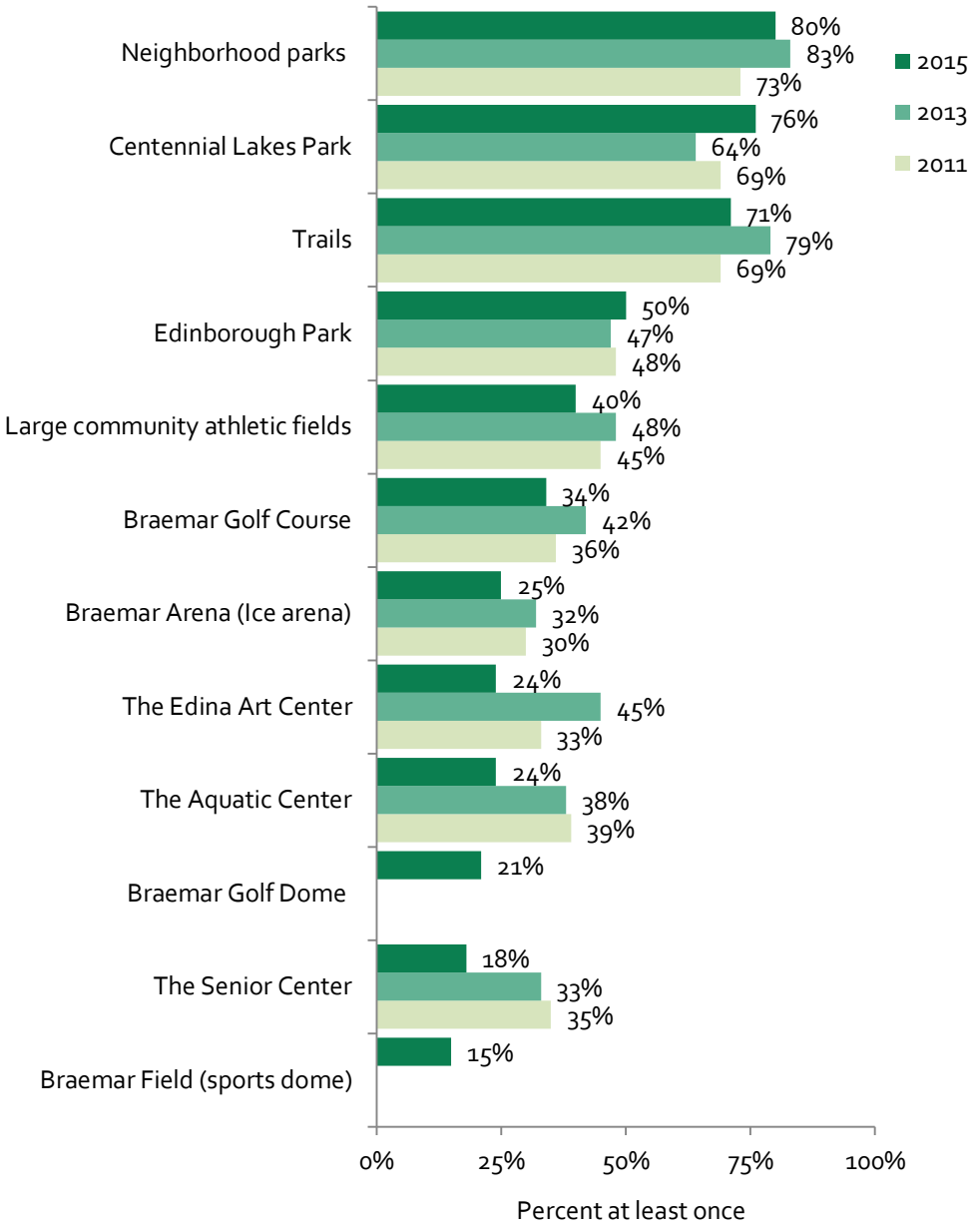
Parks and Recreation

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

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

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

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



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

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

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

Table 1: Length of Residency

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

TABLE 2: HOUSING UNIT TYPE

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

TABLE 3: HOUSING TENURE

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

TABLE 4: HOUSING COSTS

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	3%	N=13
$300 - $599 per month	8%	N=38
$600 - $999 per month	13%	N=60

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
$1,000 - $1,499 per month	25%	N=119
$1,500 - $2,499 per month	29%	N=139
$2,500 or more per month	23%	N=110
Total	100%	N=479

TABLE 5: PRESENCE OF CHILDREN

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

TABLE 6: PRESENCE OF OLDER ADULTS

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

TABLE 7: HOUSEHOLD INCOME

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

TABLE 8: ETHNICITY

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

TABLE 9: RACE

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

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

TABLE 10: AGE

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

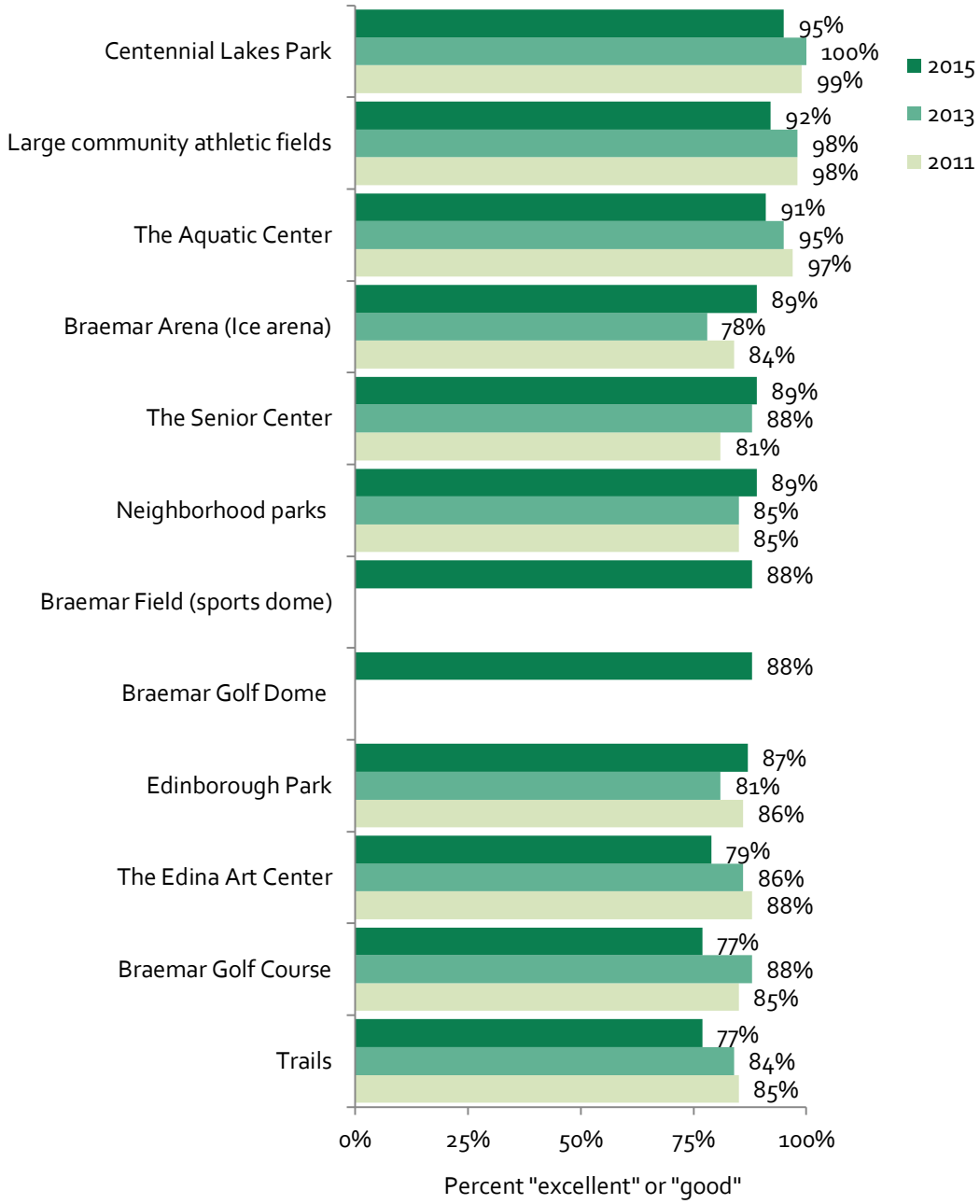
TABLE 11: GENDER

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

Appendix B: Complete Survey Frequencies.

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

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

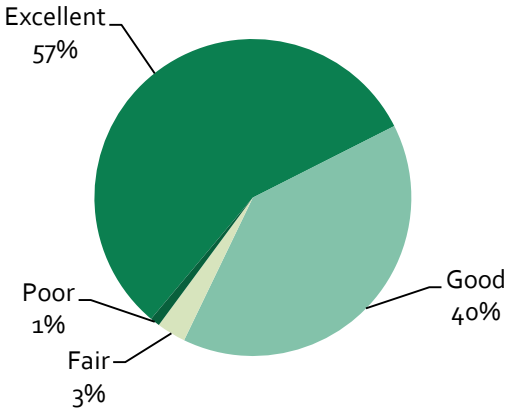


Safety in Edina

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

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

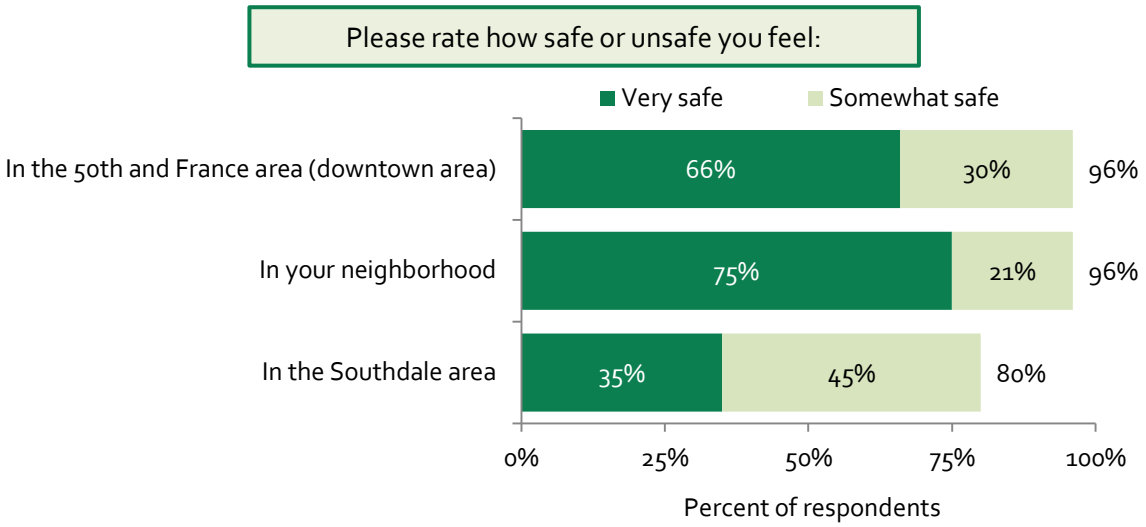
FIGURE 14: OVERALL FEELING OF SAFETY, 2015



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

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

FIGURE 15: FEELINGS OF SAFETY, 2015



Ease of Travel in Edina

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

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

FIGURE 16: OVERALL EASE OF TRAVEL, 2015

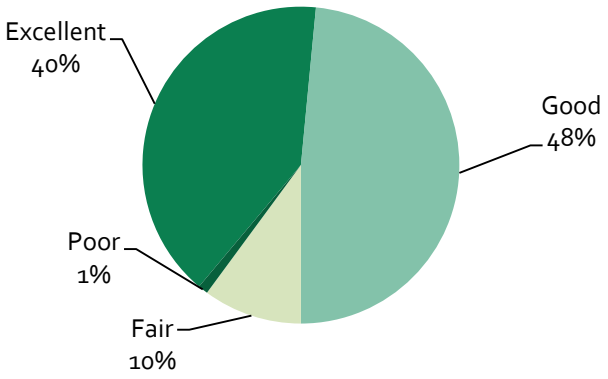
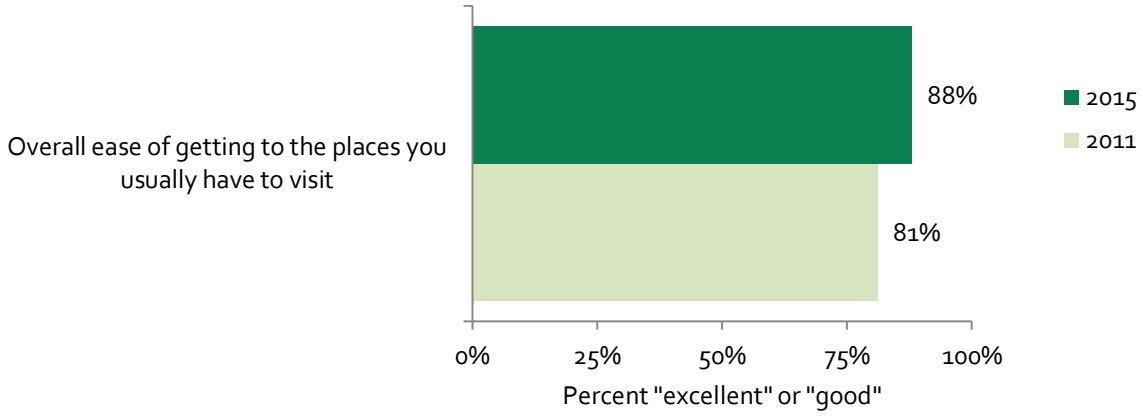


FIGURE 17: OVERALL EASE OF TRAVEL COMPARED BY YEAR

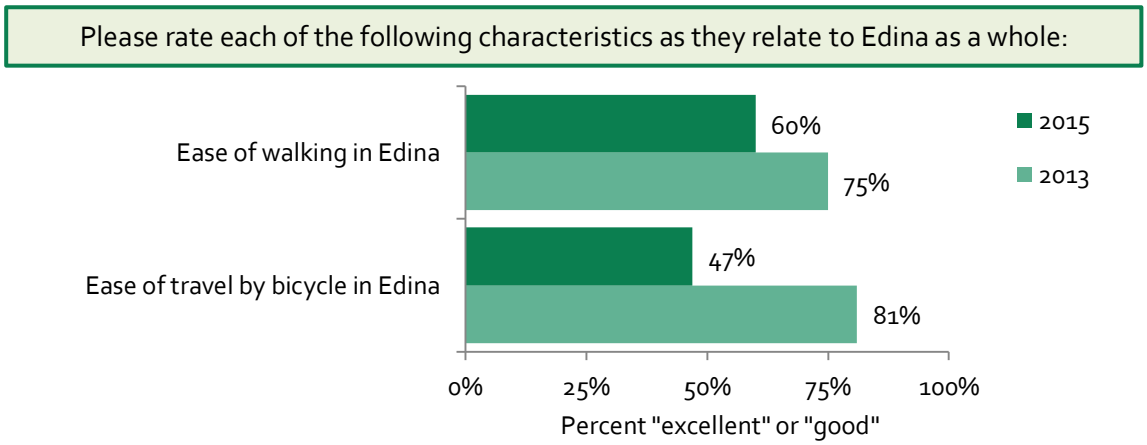


Along with rating the overall ease of travel, residents were also asked to assess the ease of travel by walking and by bicycle in Edina. About 6 in 10 residents gave favorable ratings to the ease of walking in Edina while just under half of residents gave positive ratings to the ease of travel by bicycle.

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

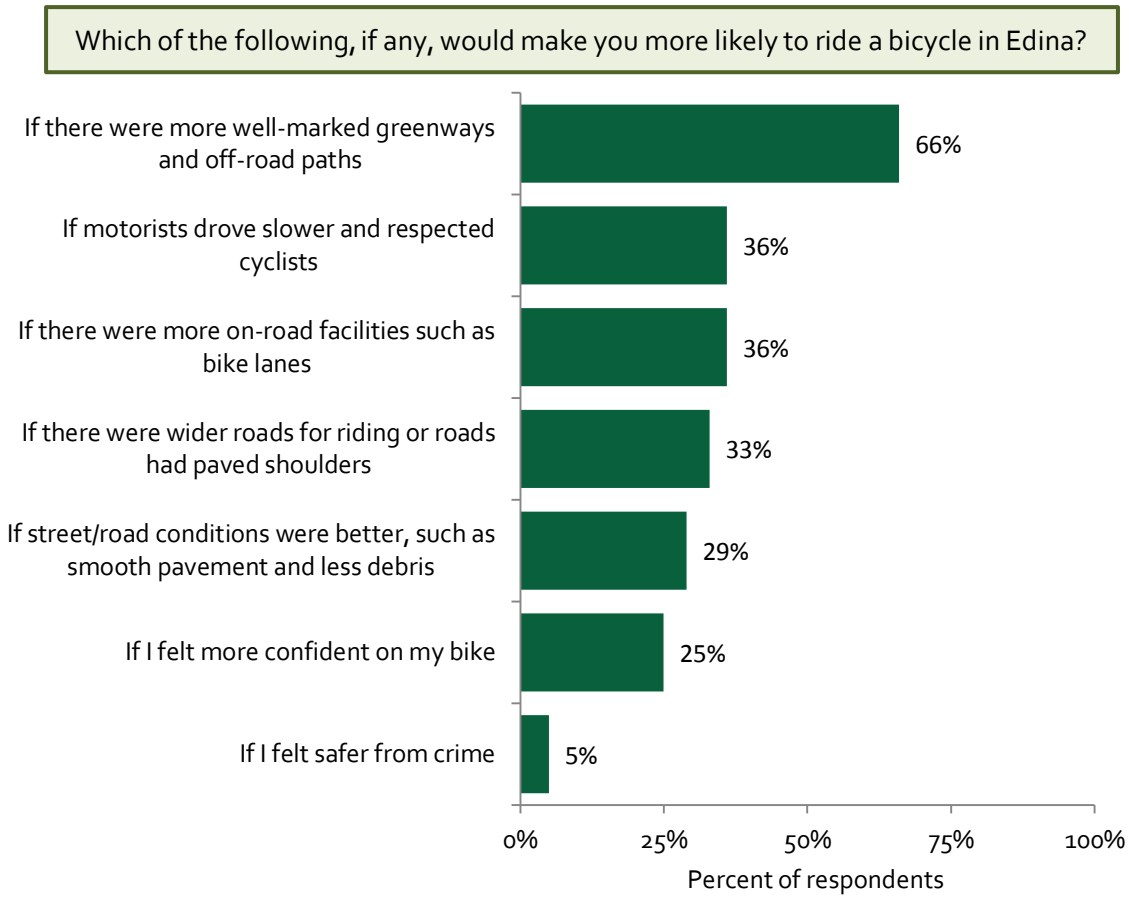
When compared to communities across the nation, ease of walking and travel by bicycle were both rated as similar. When compared to other Minnesota communities, ease of walking was rated similar while ease of travel by bicycle was rated lower in Edina. (Please see *Appendix E: Detailed Benchmark Comparisons*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

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



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

FIGURE 19: LIKELIHOOD OF RIDING A BICYCLE, 2015

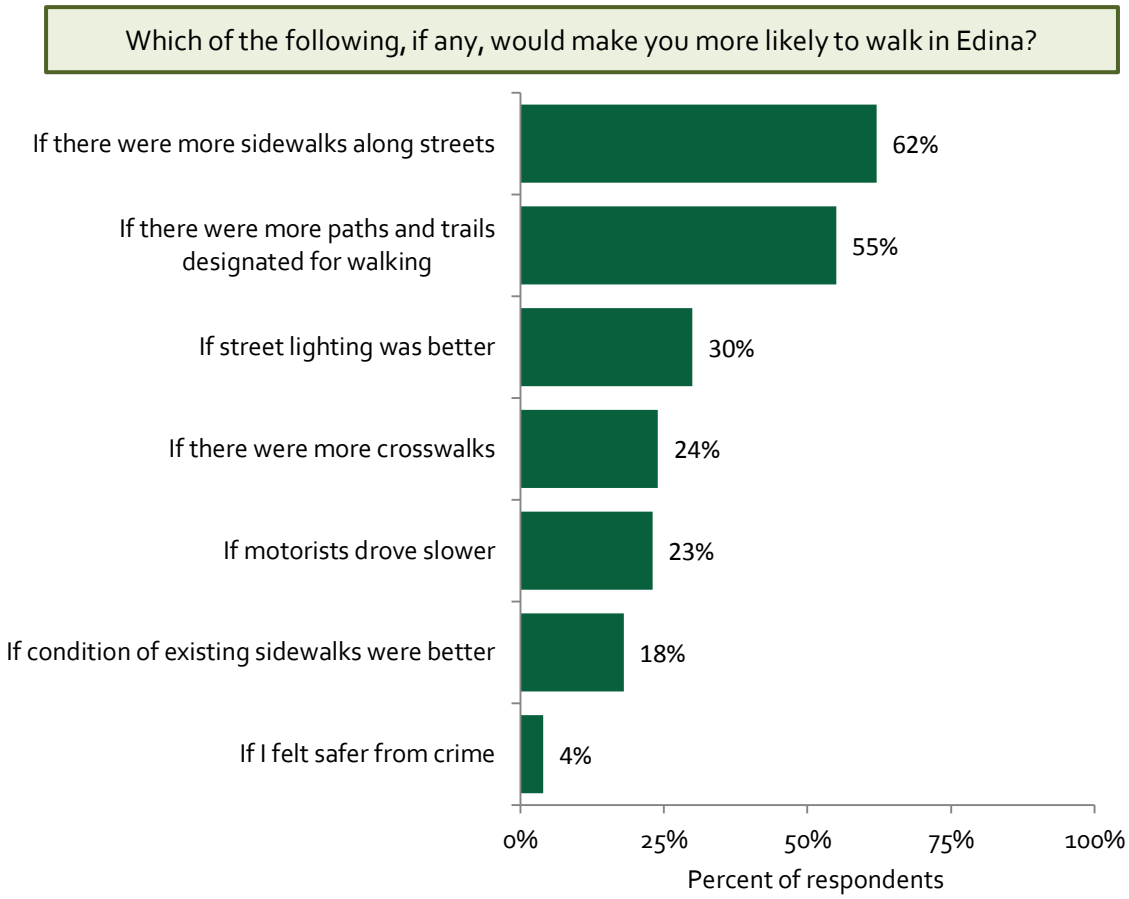


Total may exceed 100% as respondents could select more than one answer.

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

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

FIGURE 20: LIKELIHOOD OF WALKING, 2015



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

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

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

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

It is important to note that about 44% of respondents said "don't know" when rating ease of travel by public transportation. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in

Table 1: Length of Residency

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

TABLE 2: HOUSING UNIT TYPE

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

TABLE 3: HOUSING TENURE

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

TABLE 4: HOUSING COSTS

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

TABLE 5: PRESENCE OF CHILDREN

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

TABLE 6: PRESENCE OF OLDER ADULTS

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

TABLE 7: HOUSEHOLD INCOME

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

TABLE 8: ETHNICITY

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

TABLE 9: RACE

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

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

TABLE 10: AGE

In which category is your age?	Percent	Number
18 to 24 years	3%	N=18
25 to 34 years	12%	N=60
35 to 44 years	13%	N=65

In which category is your age?	Percent	Number
45 to 54 years	24%	N=121
55 to 64 years	14%	N=74
65 to 74 years	14%	N=70
75 years or older	20%	N=101
Total	100%	N=509

TABLE 11: GENDER

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

Appendix B: Complete Survey Frequencies.

FIGURE 21: TRAVEL-RELATED CHARACTERISTICS, 2015

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

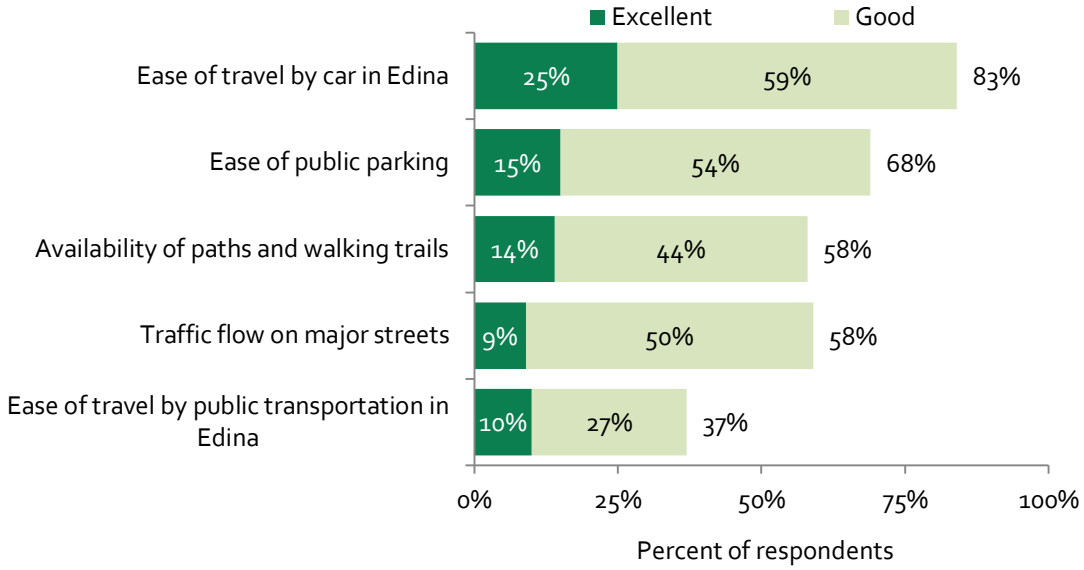


FIGURE 22: TRAVEL-RELATED CHARACTERISTICS BENCHMARKS

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

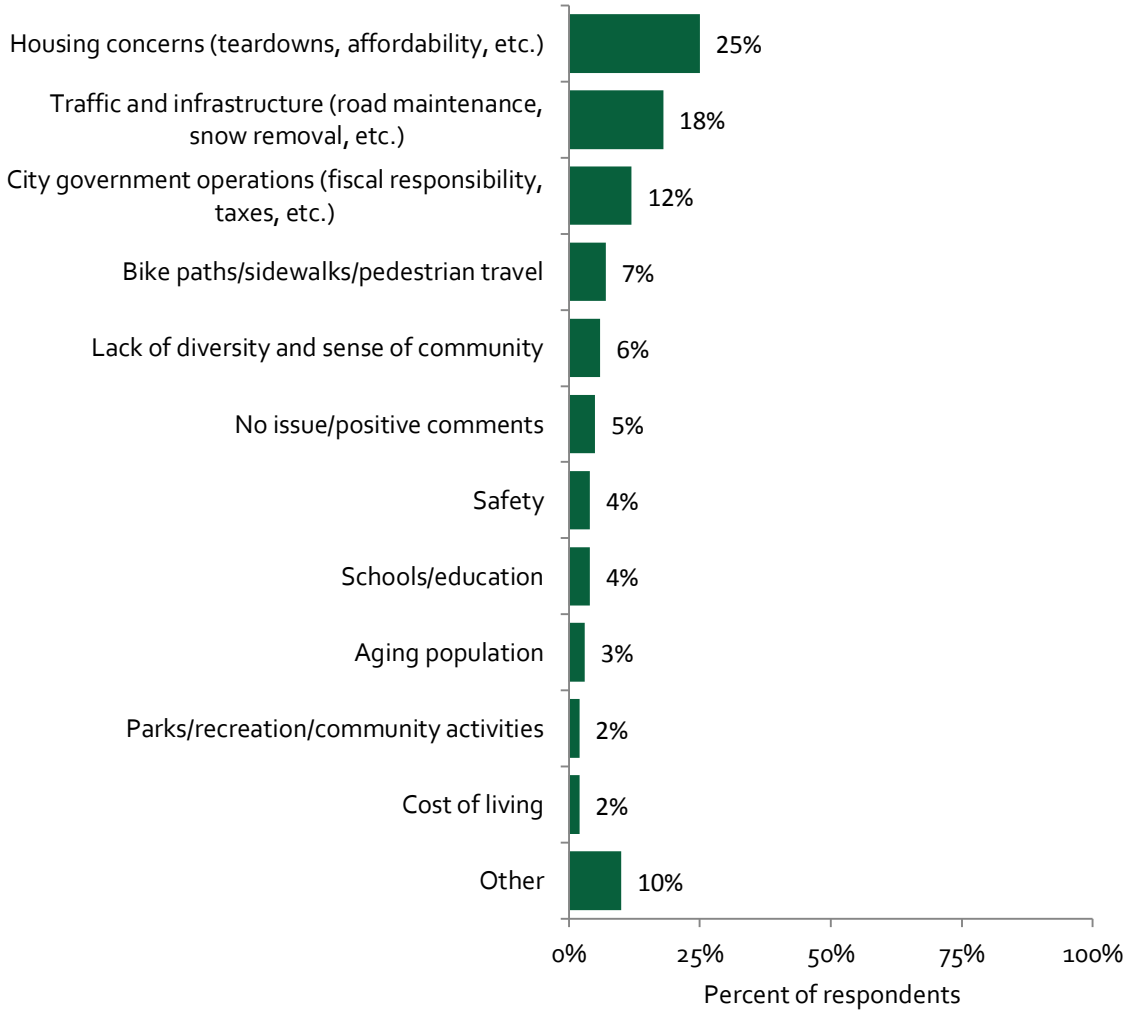
Concerns and Issues Facing Edina

Most Serious Issue

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

FIGURE 23: MOST SERIOUS ISSUES FACING EDINA, 2015

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



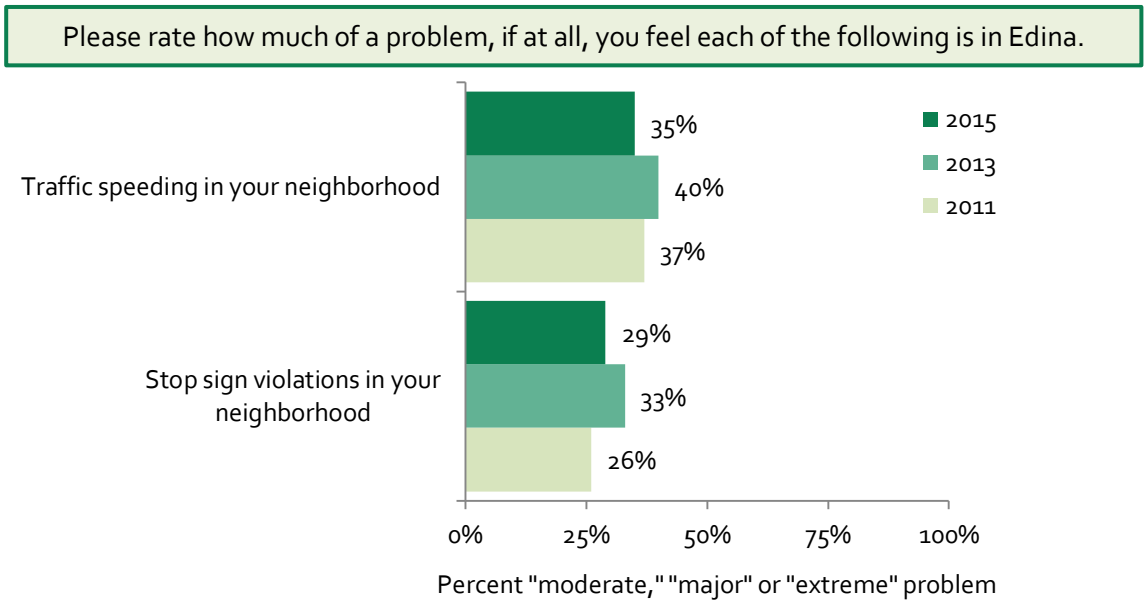
Respondents were given an opportunity to write-in a response. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

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

Traffic Concerns

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

FIGURE 24: TRAFFIC PROBLEMS COMPARED BY YEAR



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

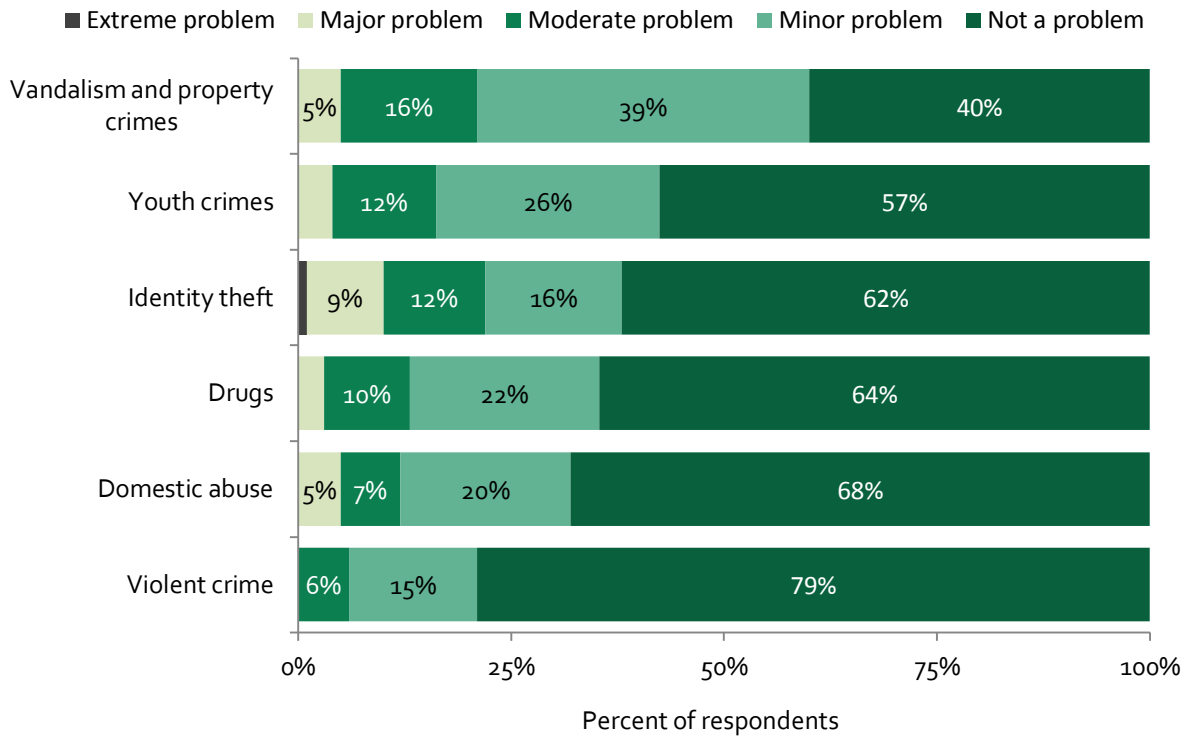
Other Concerns

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

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

FIGURE 25: CRIME-RELATED PROBLEMS IN COMMUNITY, 2015

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



Government Performance

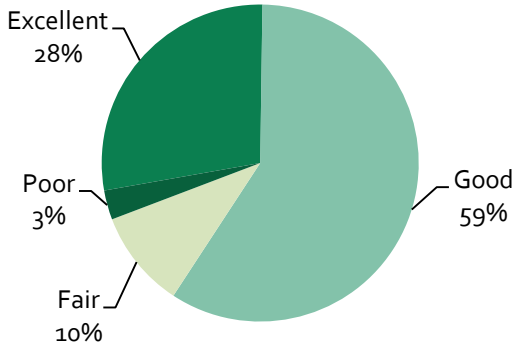
The 2015 Edina Quality of Life Survey contained a variety of questions related to City government ranging from the quality of City services and aspects of government performance to contact with City Departments and use of information sources.

Quality of City Services

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

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

FIGURE 26: OVERALL QUALITY OF CITY SERVICES, 2015



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

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

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

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

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

FIGURE 27: QUALITY OF CITY SERVICES COMPARED BY YEAR

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

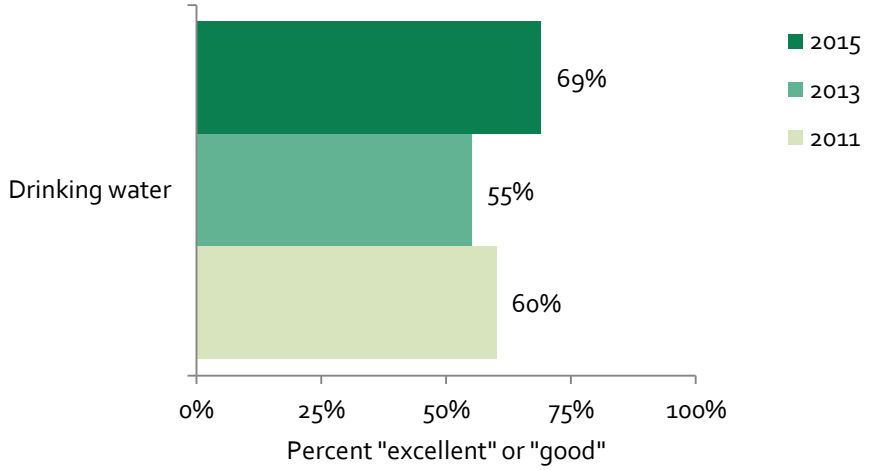
Percent "excellent" or "good."

Drinking Water

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

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

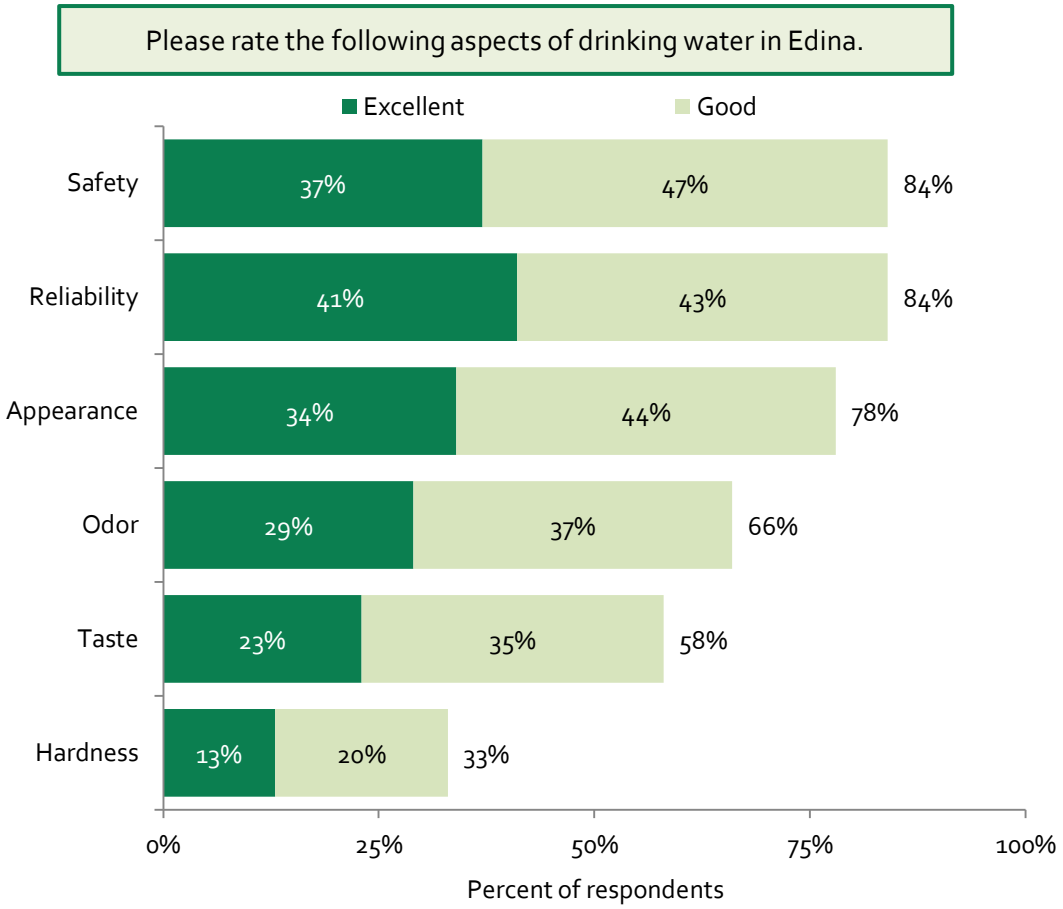
FIGURE 28: QUALITY OF DRINKING WATER COMPARED BY YEAR



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

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

FIGURE 29: ASPECTS OF DRINKING WATER, 2015

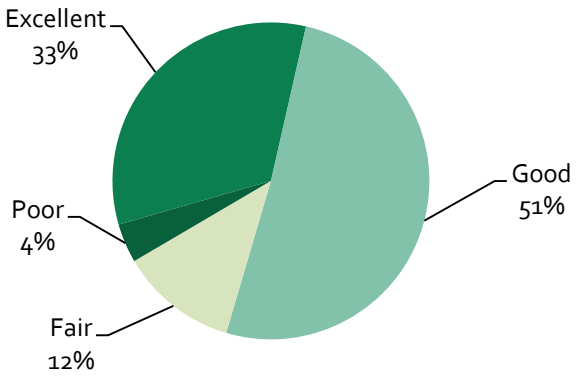


Garbage Collection

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

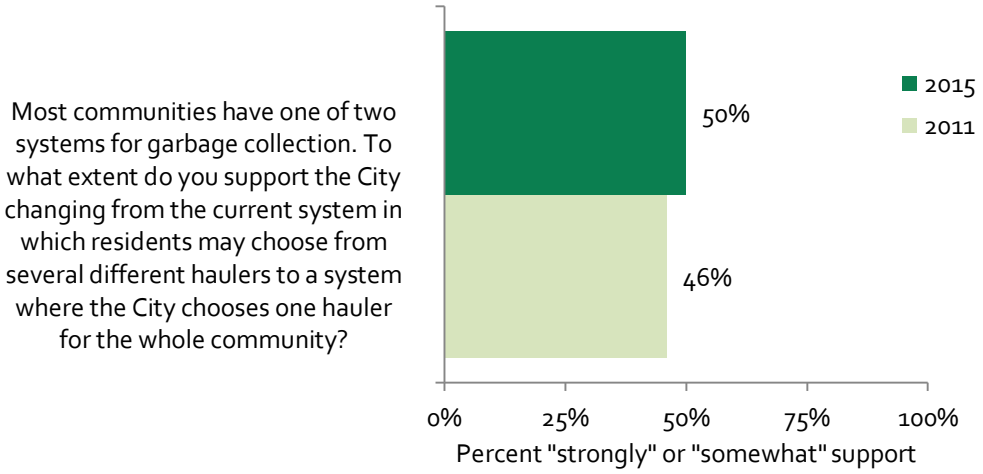
Edina residents' opinions were compared to those of residents in other communities across the nation and those in Minnesota. Edina's rating for garbage collection was similar to communities in both sets of comparisons (see *Appendix E: Detailed Benchmark Comparisons* for detailed information on the benchmark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

FIGURE 30: GARBAGE COLLECTION, 2015



In 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. When compared to 2011, this rating of support has remained stable (this question was not asked on the 2013 survey). (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

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

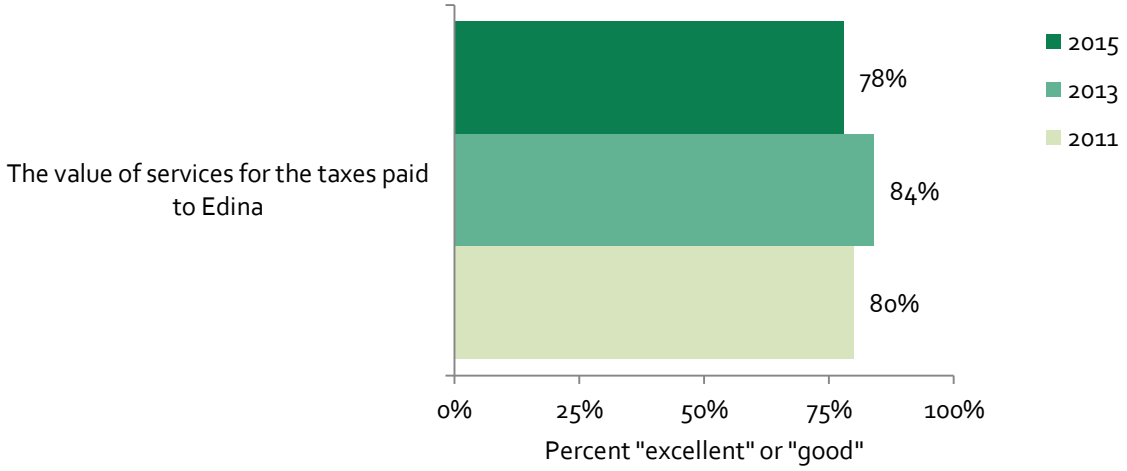


Value of Taxes

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

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

FIGURE 32: VALUE OF CITY SERVICES COMPARED BY YEAR

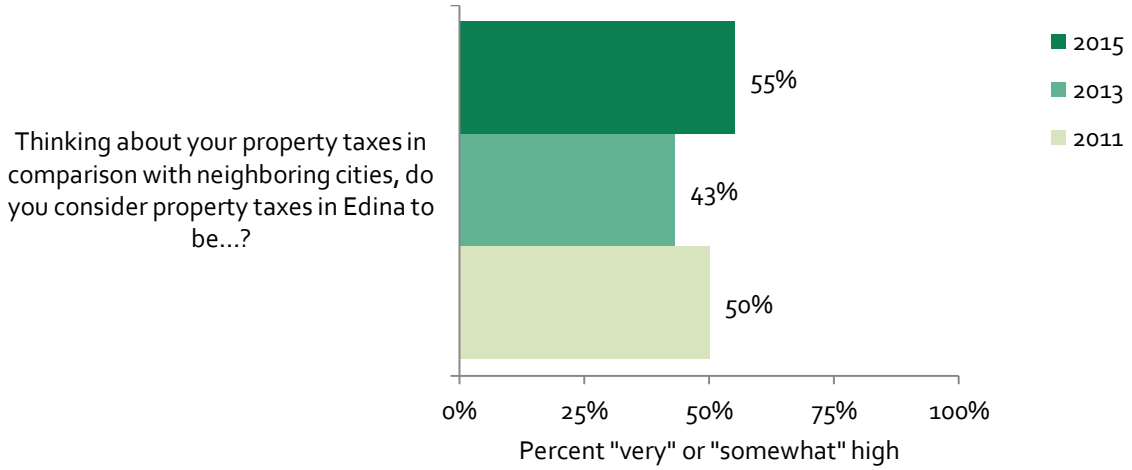


In 2013 and 2011 this question was worded "When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?"

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

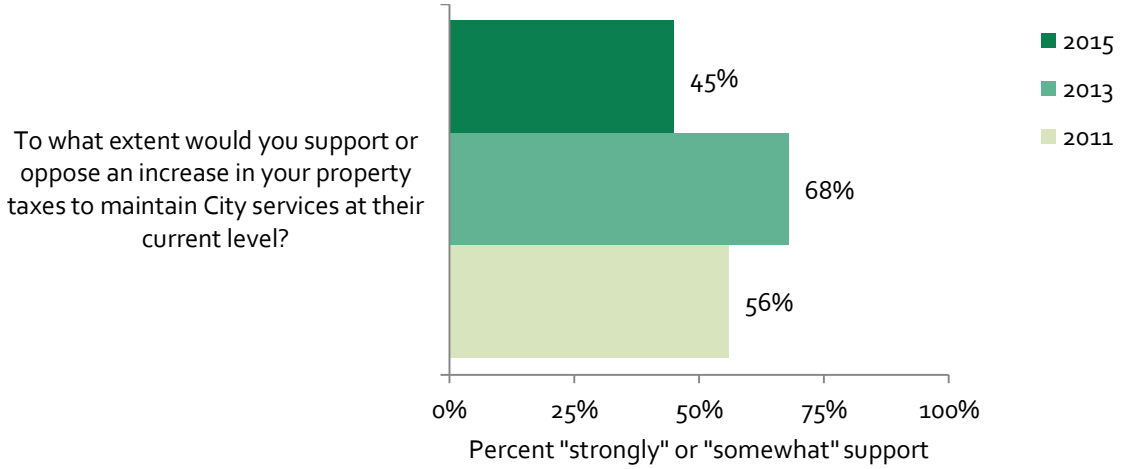
When compared over time, more residents in 2015 compared to 2013 felt property taxes were high, but similar to ratings reported in 2011. Please note that when ratings differ over time, the difference may be in part due to the switch in methodology from a mail to a telephone survey. Changes over time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

FIGURE 33: PROPERTY TAX LEVEL COMPARED BY YEAR



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

FIGURE 34: SUPPORT FOR PROPERTY TAX INCREASE COMPARED BY YEAR



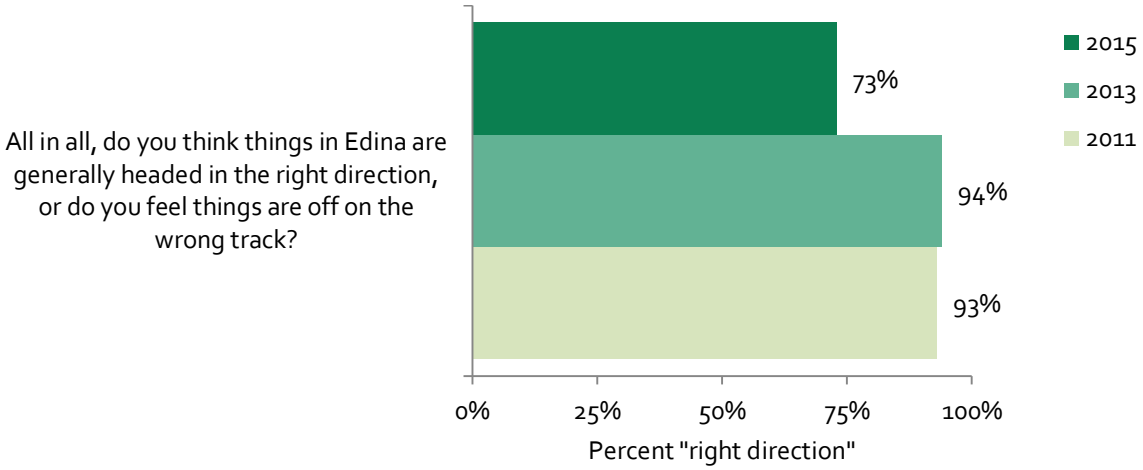
In 2013 and 2011, this question was asked on a scale of favor or oppose. For comparison purposes, the 2015 ratings for strongly support and somewhat support were compared to 2013 and 2011 ratings for favor while somewhat and strongly oppose were compared to oppose.

Public Trust

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

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

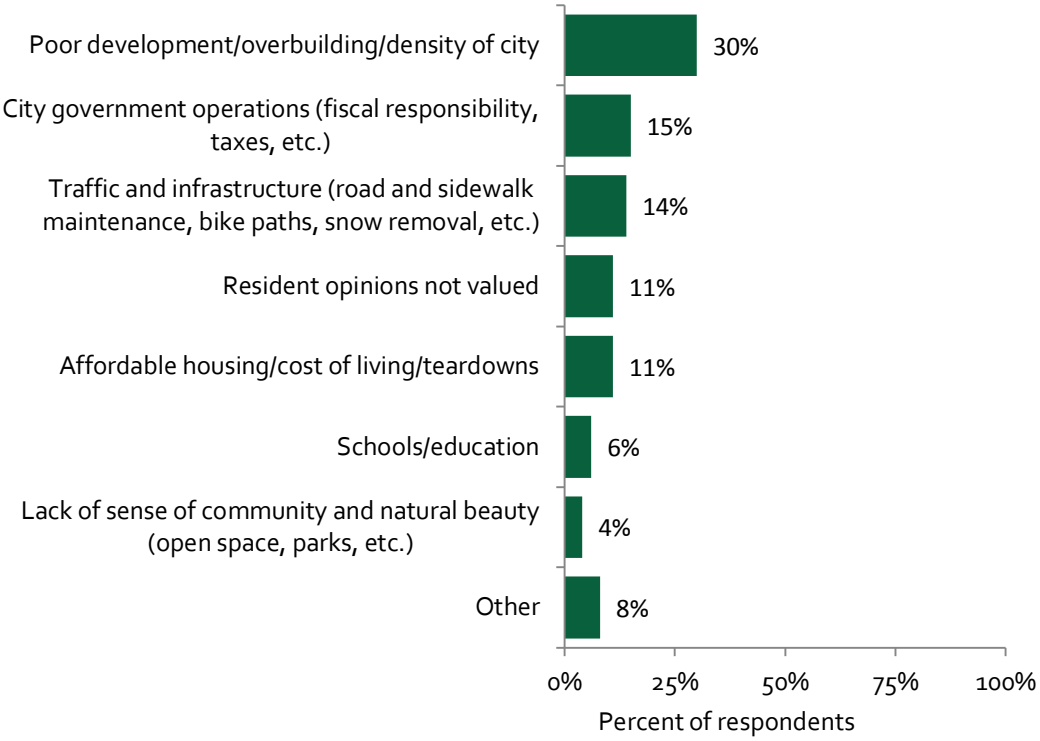
FIGURE 35: CITY HEADED IN RIGHT DIRECTION OR ON WRONG TRACK COMPARED BY YEAR



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

FIGURE 36: REASONS FOR WRONG TRACK, 2015

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



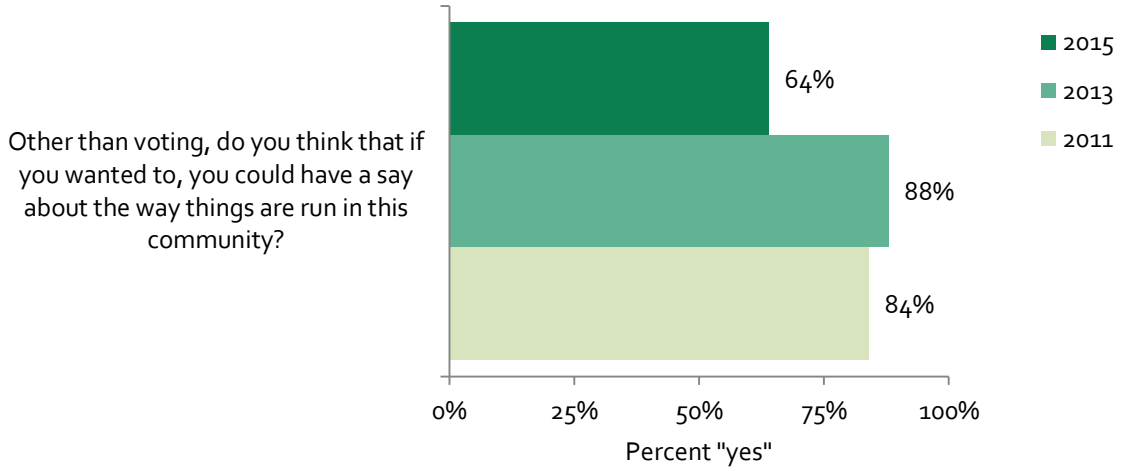
Respondents were given an opportunity to write-in a response for why they feel the City is on the wrong track. The responses were reviewed and grouped into the above categories. Please see Appendix C: Verbatim Responses to Open-ended Survey Questions for the verbatim responses.

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

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

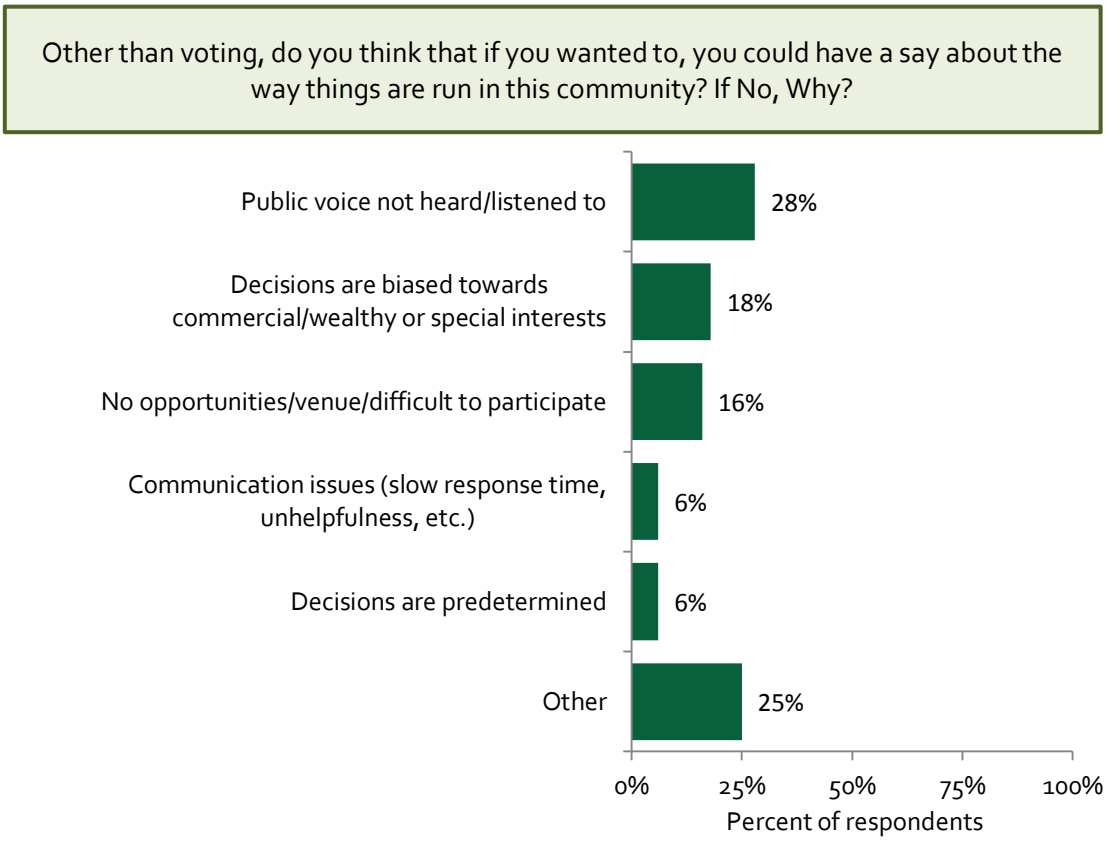
When compared over time, this rating has decreased since this question was first asked in 2011. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

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



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

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



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

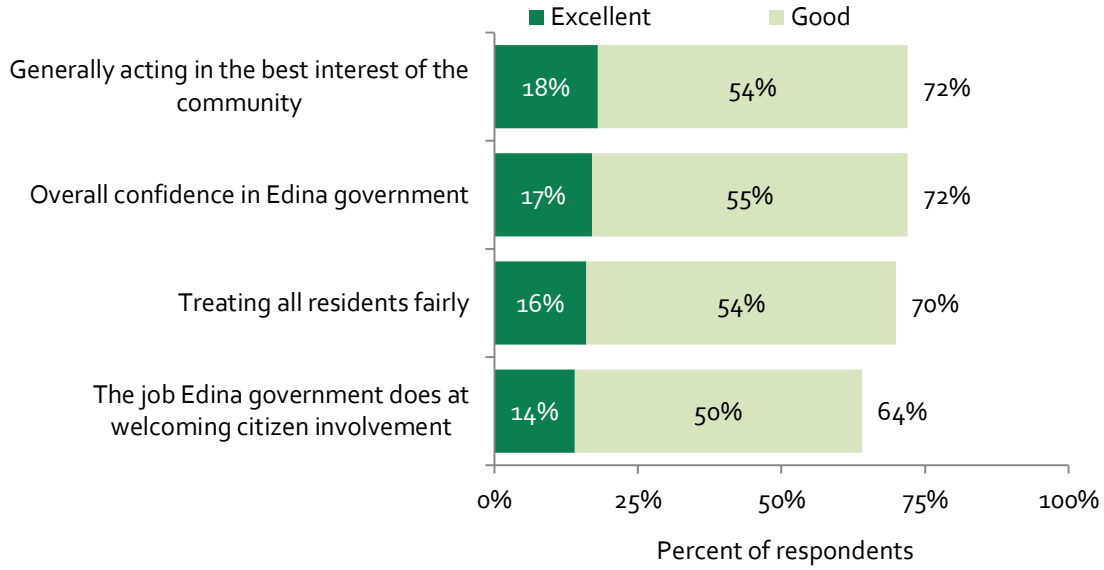
A similar question about reasons for why residents indicated they do not have a say in how things are run in Edina were asked in prior years; however, the response categories were too different to provide comparisons.

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

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

FIGURE 39: ASPECTS OF PUBLIC TRUST, 2015

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



Contact with City Departments

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

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

FIGURE 40: CONTACT WITH CITY DEPARTMENTS COMPARED BY YEAR

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

Percent of respondents.

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

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

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

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

FIGURE 41: OVERALL CUSTOMER SERVICE, 2015

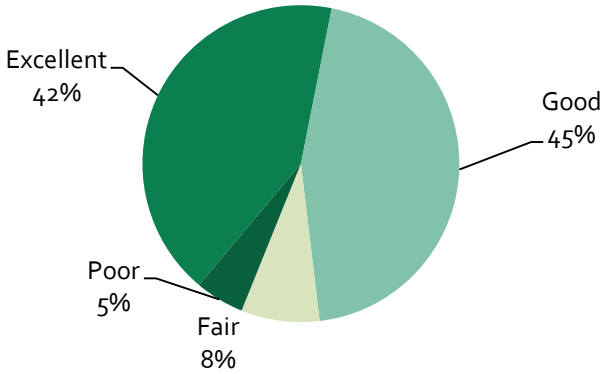
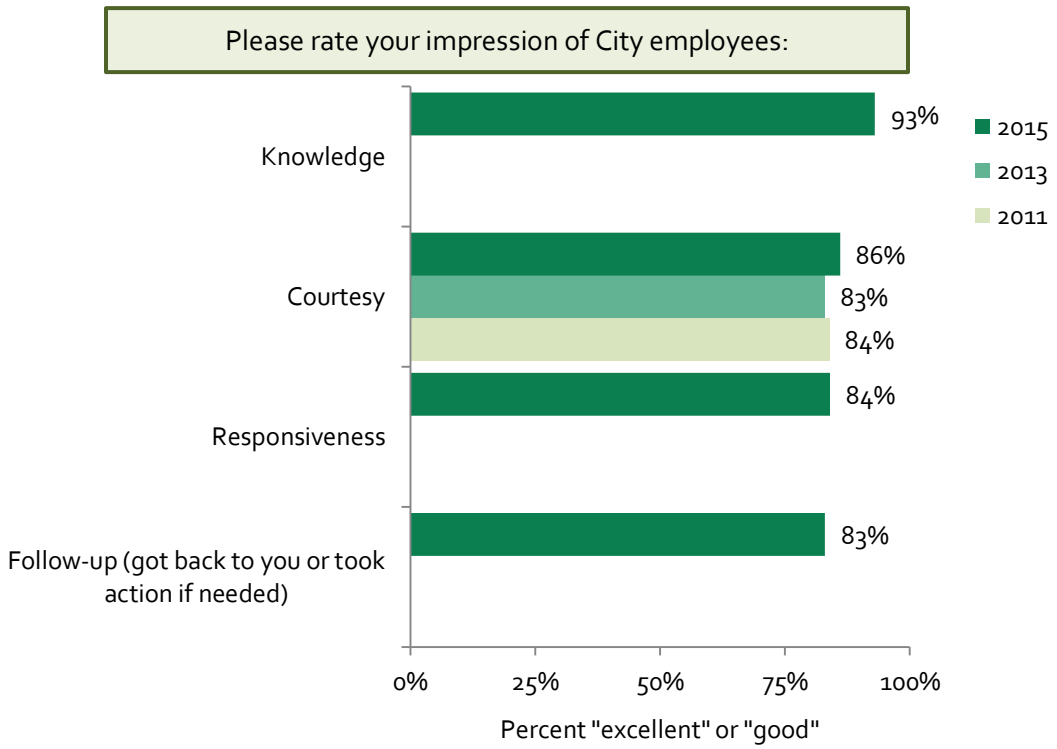


FIGURE 42: IMPRESSION OF EMPLOYEE(S) COMPARED BY YEAR



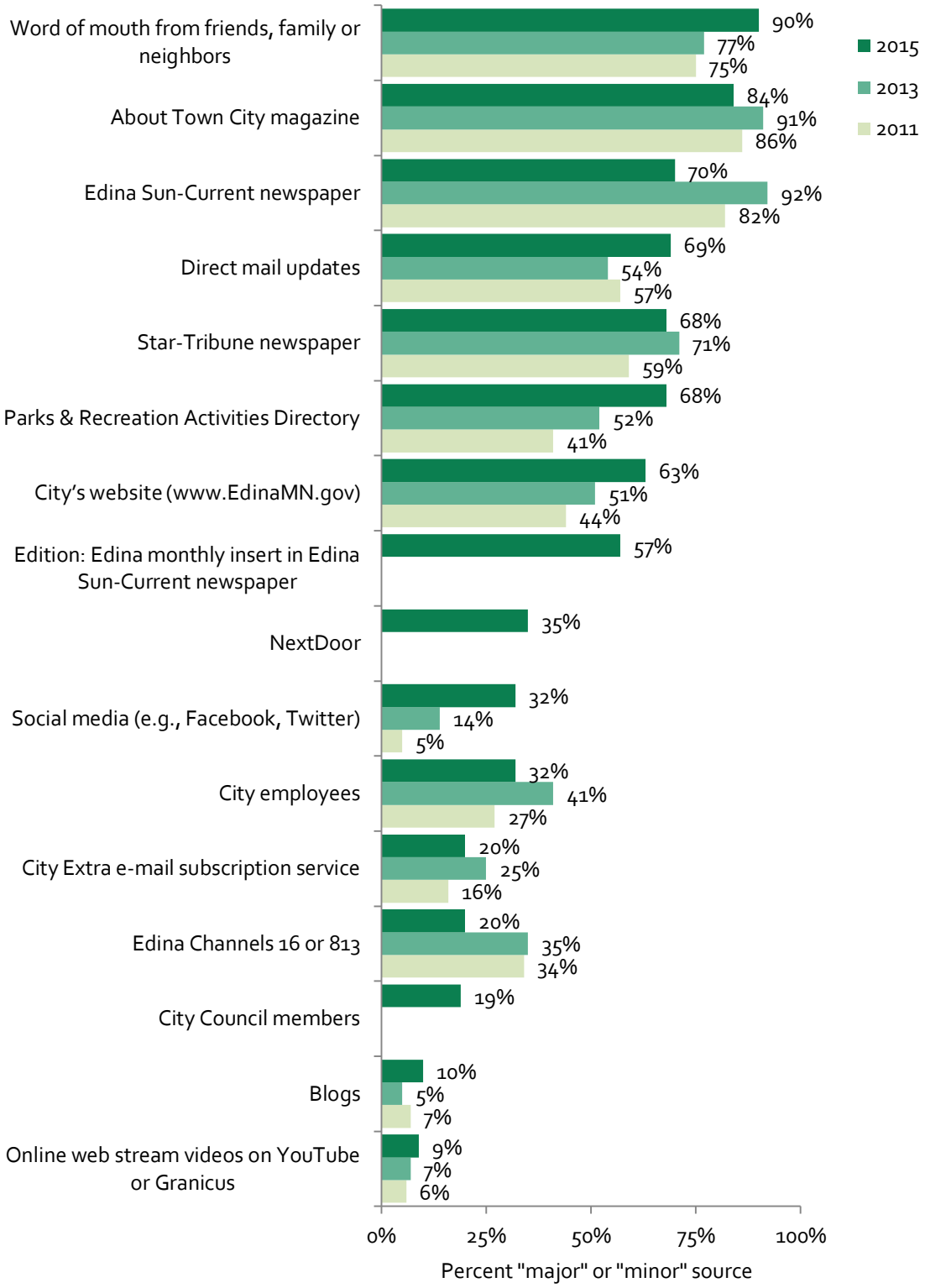
Information Sources and City Communications

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

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

FIGURE 43: INFORMATION SOURCES COMPARED BY YEAR

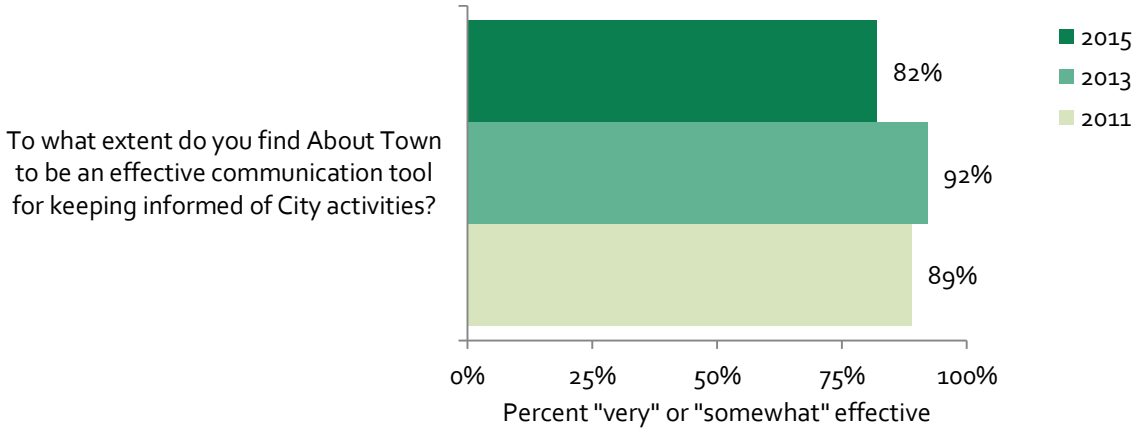
Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all.



About Town

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

FIGURE 44: EFFECTIVENESS OF ABOUT TOWN COMPARED BY YEAR

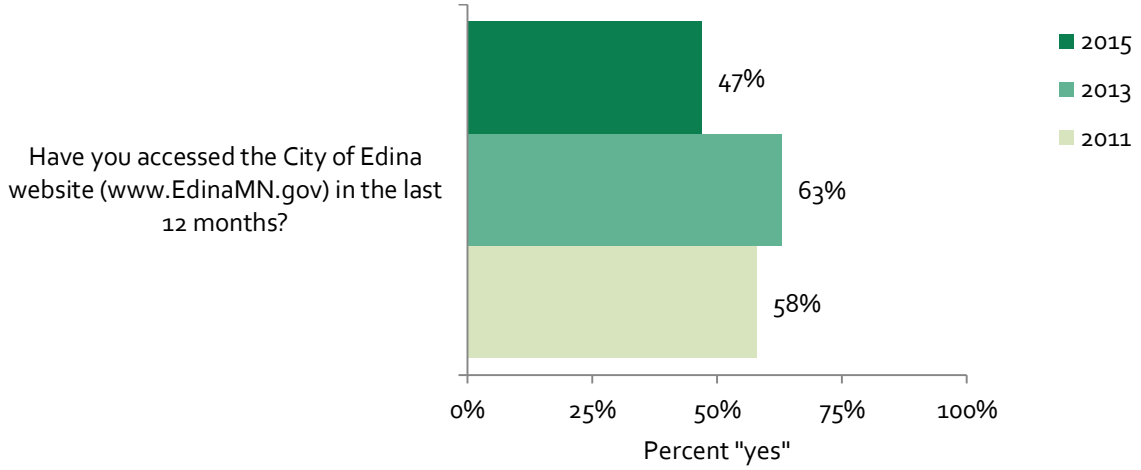


In 2013 and 2011, the scale was very effective, somewhat effective, not too effective and not at all effective.

City Website

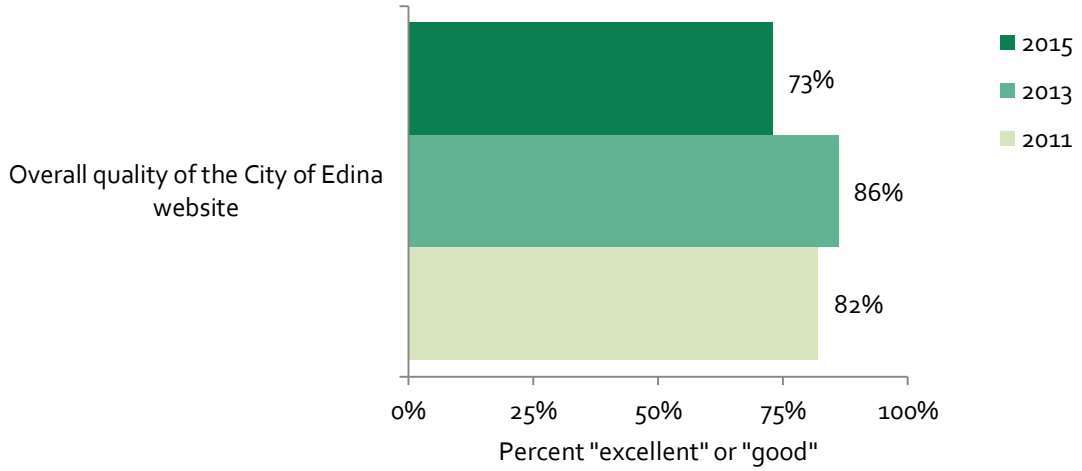
When asked if they had accessed the City's website in the 12 months prior to the survey, 47% of survey respondents indicated they had done so. When compared over time, this rating decreased. (Please see *Appendix F: Survey Methodology* for more information on how to interpret changes over time.)

FIGURE 45: ACCESSED CITY WEBSITE COMPARED BY YEAR



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

FIGURE 46: QUALITY OF CITY WEBSITE COMPARED BY YEAR

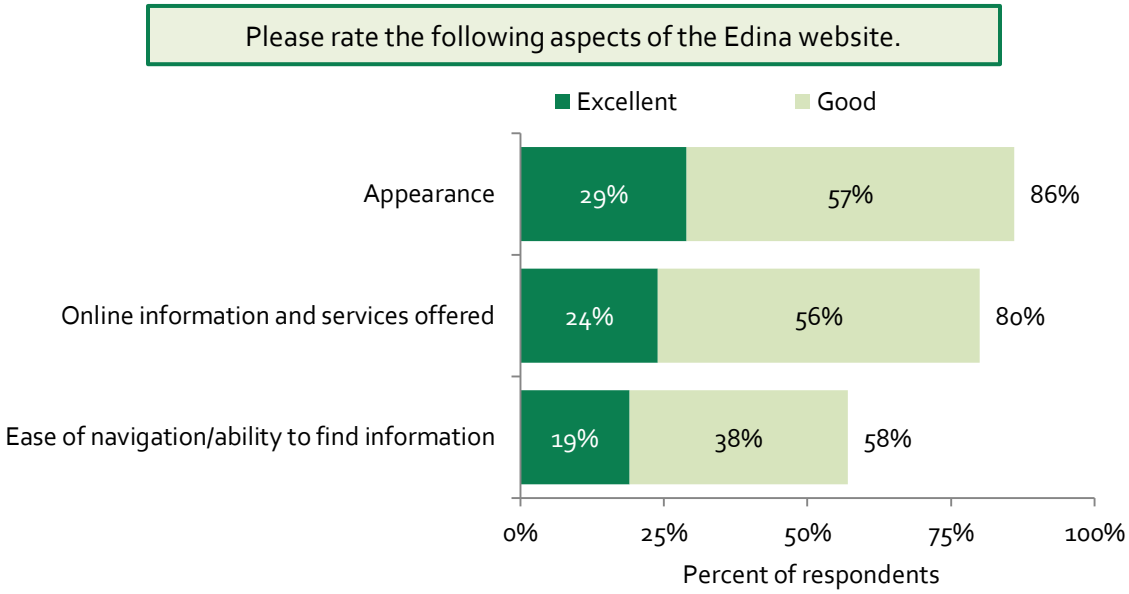


Responses to this question are only from those who reported that they had accessed the City website.

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

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

FIGURE 47: ASPECTS OF CITY WEBSITE, 2015

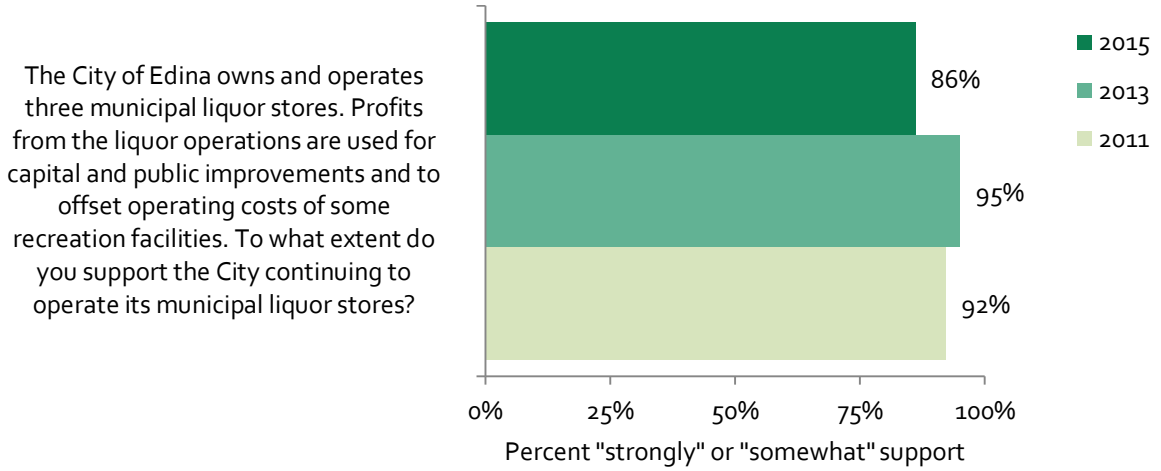


Responses to this question are only from those who reported that they had accessed the City website.

Municipal Liquor Stores

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

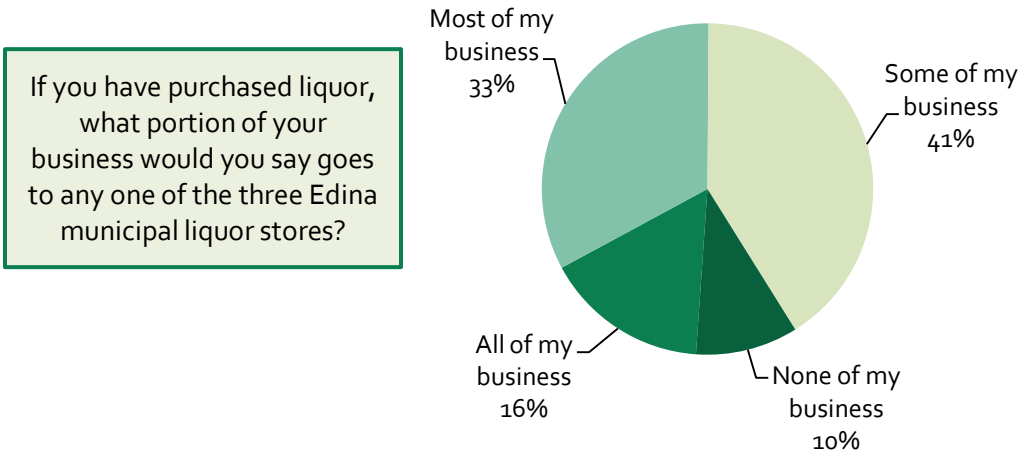
FIGURE 48: LEVEL OF SUPPORT FOR MUNICIPAL OWNED LIQUOR STORES COMPARED BY YEAR



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

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

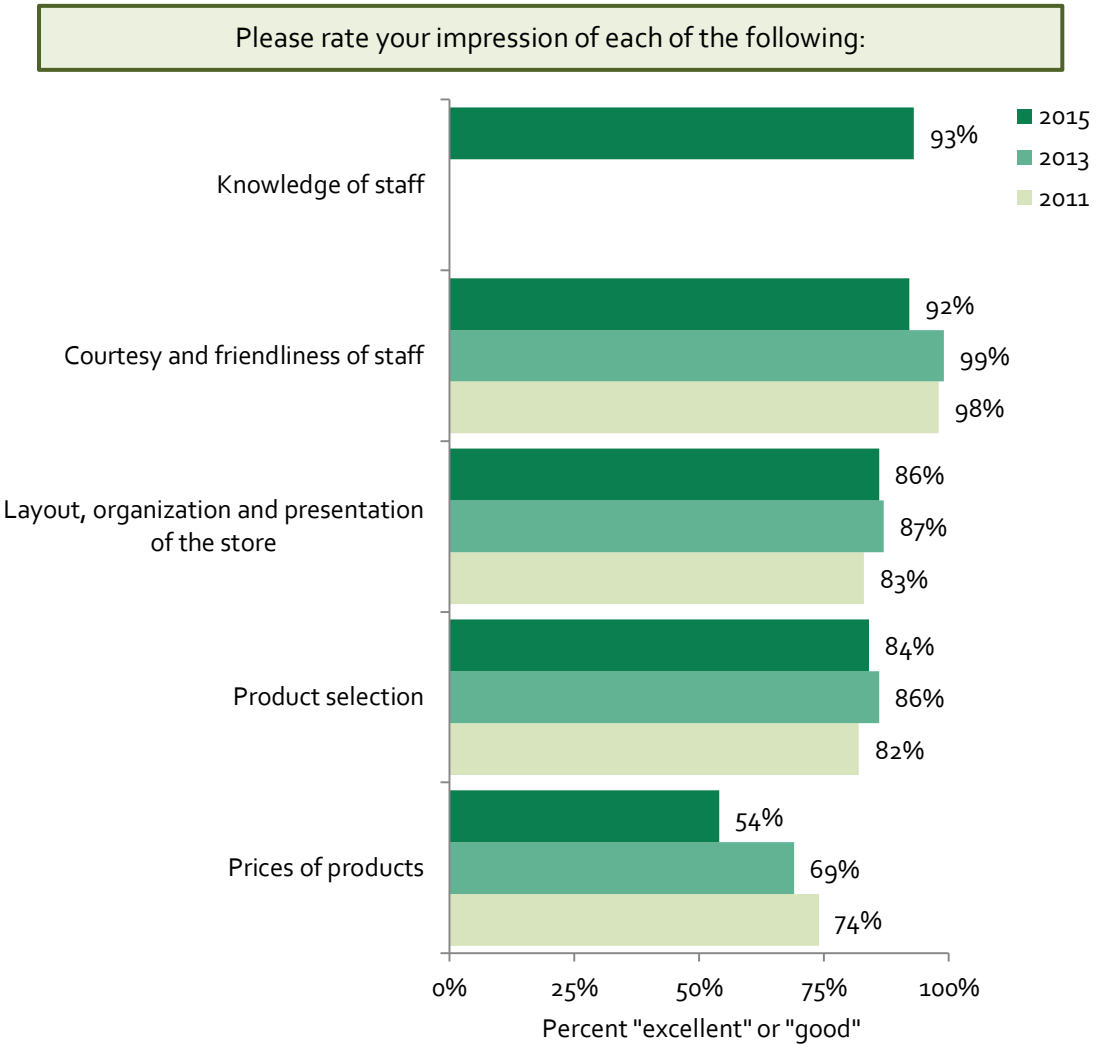
FIGURE 49: PORTION OF BUSINESS GOING TO EDINA MUNICIPAL LIQUOR STORES, 2015



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

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

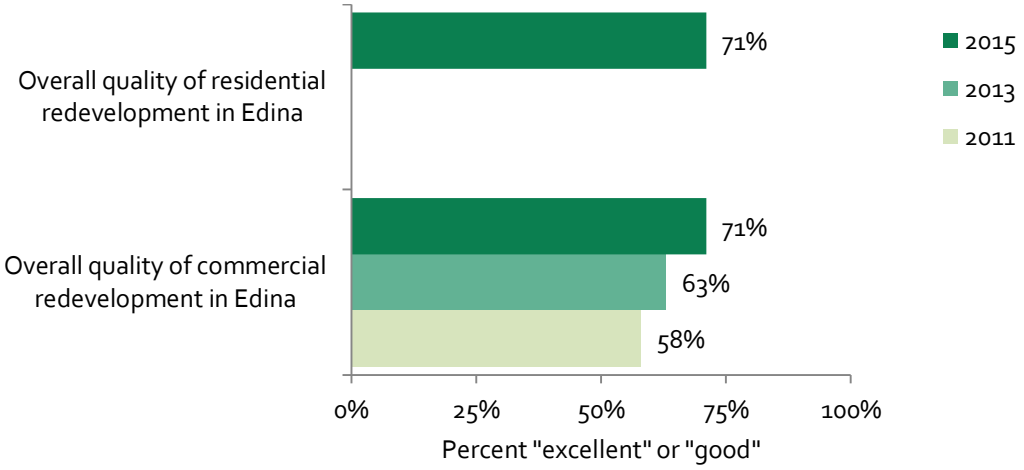
FIGURE 50: IMPRESSION OF MUNICIPAL LIQUOR STORES COMPARED BY YEAR



Redevelopment in Edina

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

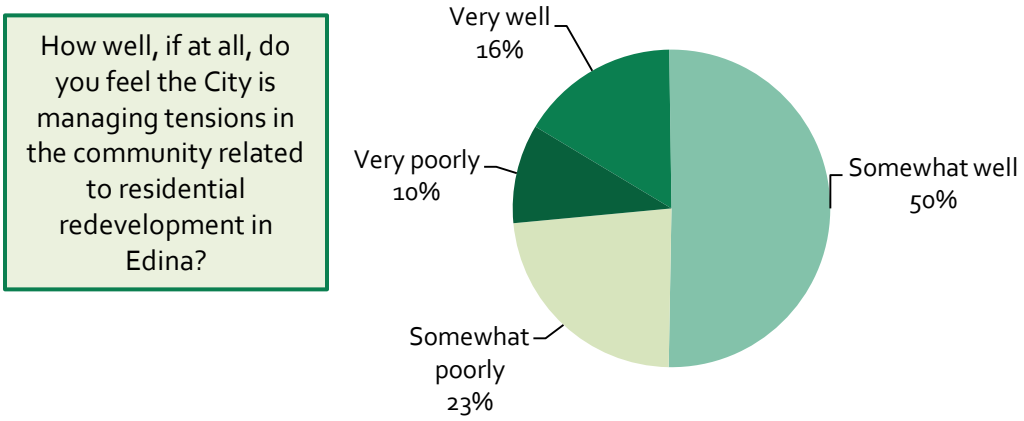
FIGURE 51: QUALITY OF REDEVELOPMENT IN EDINA COMPARED BY YEAR



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

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

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



Appendix A: Respondent Characteristics

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

TABLE 1: LENGTH OF RESIDENCY

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

TABLE 2: HOUSING UNIT TYPE

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

TABLE 3: HOUSING TENURE

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

TABLE 4: HOUSING COSTS

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

TABLE 5: PRESENCE OF CHILDREN

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

TABLE 6: PRESENCE OF OLDER ADULTS

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

TABLE 7: HOUSEHOLD INCOME

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

TABLE 8: ETHNICITY

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

TABLE 9: RACE

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

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

TABLE 10: AGE

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

TABLE 11: GENDER

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

Appendix B: Complete Survey Frequencies

Frequencies Excluding "Don't Know" Responses

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

TABLE 12: QUESTION 1

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

TABLE 13: QUESTION 2

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

TABLE 14: QUESTION 3

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

TABLE 15: QUESTION 4

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

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

TABLE 16: QUESTION 5

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

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

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

TABLE 17: QUESTION 6

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

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

TABLE 18: QUESTION 7

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

TABLE 19: QUESTION 8

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

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

TABLE 20: QUESTION 9

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

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

TABLE 21: QUESTION 10

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

TABLE 22: QUESTION 11

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

TABLE 23: QUESTION 12

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

TABLE 24: QUESTION 13

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

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

TABLE 25: QUESTION 14

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

TABLE 26: QUESTION 15

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

TABLE 27: QUESTION 16

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

TABLE 28: QUESTION 16 - WRONG TRACK, WHY?

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

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

TABLE 29: QUESTION 17

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

TABLE 30: QUESTION 17 - NO, WHY?

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

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

TABLE 31: QUESTION 18

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

TABLE 32: QUESTION 19

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

TABLE 33: QUESTION 20

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

TABLE 34: QUESTION 21

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

TABLE 35: QUESTION 22

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

TABLE 36: QUESTION 23

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

TABLE 37: QUESTION 24

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

TABLE 38: QUESTION 25

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

TABLE 39: QUESTION 26

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

TABLE 40: QUESTION 27

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

TABLE 41: QUESTION 28

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

TABLE 42: QUESTION 29

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

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

TABLE 43: QUESTION 30

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

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

TABLE 44: QUESTION 31

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

TABLE 45: QUESTION D1

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

TABLE 46: QUESTION D2

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

TABLE 47: QUESTION D3

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

TABLE 48: QUESTION D4

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

TABLE 49: QUESTION D5

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

TABLE 50: QUESTION D6

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

TABLE 51: QUESTION D7

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

TABLE 52: QUESTION D8

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

TABLE 53: QUESTION D9

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

TABLE 54: QUESTION D10

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

TABLE 55: QUESTION D11

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

TABLE 56: QUESTION D12

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

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

TABLE 57: QUESTION D13

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

TABLE 58: QUESTION D14

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

Frequencies Including "Don't Know" Responses

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

TABLE 59: QUESTION 1

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

TABLE 60: QUESTION 2

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

TABLE 61: QUESTION 3

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

TABLE 62: QUESTION 4

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

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

TABLE 63: QUESTION 5

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

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

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

TABLE 64: QUESTION 6

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

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

TABLE 65: QUESTION 7

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

TABLE 66: QUESTION 8

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

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

TABLE 67: QUESTION 9

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

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

TABLE 68: QUESTION 10

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

TABLE 69: QUESTION 11

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

TABLE 70: QUESTION 12

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

TABLE 71: QUESTION 13

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

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

TABLE 72: QUESTION 14

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

TABLE 73: QUESTION 15

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

TABLE 74: QUESTION 16

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

TABLE 75: QUESTION 16 - WRONG TRACK, WHY?

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

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

TABLE 76: QUESTION 17

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

TABLE 77: QUESTION 17 - NO, WHY?

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

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

TABLE 78: QUESTION 18

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

TABLE 79: QUESTION 19

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

TABLE 80: QUESTION 20

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

TABLE 81: QUESTION 21

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

TABLE 82: QUESTION 22

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

TABLE 83: QUESTION 23

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

TABLE 84: QUESTION 24

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

TABLE 85: QUESTION 25

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

TABLE 86: QUESTION 26

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

TABLE 87: QUESTION 27

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

TABLE 88: QUESTION 28

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

TABLE 89: QUESTION 29

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

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

TABLE 90: QUESTION 30

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

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

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

TABLE 91: QUESTION 31

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

TABLE 92: QUESTION D1

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

TABLE 93: QUESTION D2

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

TABLE 94: QUESTION D3

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

TABLE 95: QUESTION D4

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

TABLE 96: QUESTION D5

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

TABLE 97: QUESTION D6

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

TABLE 98: QUESTION D7

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

TABLE 99: QUESTION D8

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

TABLE 100: QUESTION D9

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

TABLE 101: QUESTION D10

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

TABLE 102: QUESTION D11

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

TABLE 103: QUESTION D12

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

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

TABLE 104: QUESTION D13

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

TABLE 105: QUESTION D14

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

Appendix C: Verbatim Responses to Open-ended Survey Question

Following are verbatim responses to 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. The responses are in alphabetical order.

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

Convenient location/accessibility

- 1)Proximity to things I use 2) Easy to start and continue relationships with other residents.
- Access to local amenities such as highways, shopping and parks.
- Access to so many things near our home.
- Accessibility to most things.
- Accessibility.
- Be centrally located-short commutes to all metro areas.
- Can get access to places conveniently ex: shopping, grocery, library, community & more.
- Central location.
- Central location.
- Central location.
- Central location.
- Central location.
- Central location.
- Centrally located in the metro area with great amenities all around, yet feels more quiet than living in the city proper.
- Centrally located to other parts of the Twin City.
- Centrally located, great access to major roads.
- Centrally located.
- Close enough to the city but not in the city.
- Close in to Minneapolis, 50th & France downtown feel.
- Close proximity to downtown, airport, etc. Location.
- Close proximity to downtown, parks, activities.
- Close proximity to Mpls with great physical setting (creek, etc).
- Close to all my doctors.
- Close to downtown Mpls. Everything we need in a reasonable distance.
- Close to downtown.
- Close to everything (highway ect).
- Close to everything.
- close to freeways
- Close to lakes, shopping, dining. Good schools.
- Close to metro amenities.
- Close to mpls- urban/suburban feel.
- Close to places I want to use/purchase from.
- Close to Southdale.
- Close to work, school, and church.
- Close to YMCA and shopping.
- Closeness to [?], Y, Target other stores.
- Closeness to shopping of large variety of goods.
- Convenience of groceries, shopping, library.
- Convenience of location for shopping, freeways other locations.
- Convenience of location in metro area to downtown, airport, etc.
- Convenience of location.
- Convenience of quality stores, hospital.
- Convenience to all parts of the city.
- Convenience to apts 7 St. Paul for cultural amenities: museums, opera, mu orchestra.
- Convenience to doctors- shopping.
- Convenience to everything we need.
- Convenience to everything.
- Convenience to everything.
- Convenience to freeway, Southdale.
- Convenience to location of all areas important to life.
- Convenience to medical & dental; stores, restaurants.
- Convenience to most of metro area.
- Convenience to most things.
- Convenience to other parts of the city.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience.
- Convenience-hospital-bus line,-shopping.
- Convenient location to most areas of Twin Cities.
- Convenient location, close to shopping and job location.
- Convenient location.
- Convenient location.
- Convenient to all areas.
- Convenient to downtown Mpls, the lakes, the airport.
- Convenient to the rest of the twin cities.
- Convenient.

- Conveniently located/urban.
- Ease of access to everything in Twin Cities. Strong sense of community. Reliable services (e.g. plowing).
- Ease of access to freeways and other communities.
- Easy access to bus transportation.
- Easy access to highways.
- Easy to get every were.
- Everything is available yet we feel like we live in a quiet area.
- Good location.
- Great location to things important to me.
- Great location.
- Great location.
- Having easy access to highways, when traveling to other cities.
- I use MetroTransit, and can get to almost any place I really need, especially to the airport.
- In my age I can live in an area where its close to everything I need.
- It is very convenient.
- Its accessibility- close to downtown.
- Its handy to get to places for walk, biking & bus.
- Its location for my activities, and retail.
- Like close to store, banks, church.
- Location
- Location - central.
- Location - close to DTS up town.
- Location & ease of visiting/traveling throughout twin cities. Hwy 494,35,62.
- Location & nostalgia.
- Location- access to freeways, access to parks.
- Location and schools.
- Location in relation to Mpls/St Paul.
- Location is great, seems safe, schools great.
- Location is proximate to everything.
- Location to city.
- Location to medical, business, etc places.
- Location within larger twin cities.
- Location! Easy to get to downtown Mpls/airport/Lake Minnetonka.
- Location.
- Location.
- Location.
- Location.
- Location.
- Location.
- Location.
- Location.
- Location.
- Location.
- Location-close to Mpls, airport.
- Love the Wetland in our backyard, yet only 20 min from down town.
- Metro central.
- Near the church, doctors.
- Near working place/location.
- Overall ease of getting to places.
- Proximity to area entertainment incl. but not limited to movies, theatre, dance, live music events and venues, sports and etc.
- Proximity to downtown while not being in Minneapolis proper.
- Proximity to downtown, airport.
- Proximity to downtown. Safety.
- Proximity to everything.
- Proximity to most locations.
- Proximity to pretty much everything.
- Reasonable distance to airport & Mpls.
- The convenience of getting to other cities.
- The convenience of shops.
- The convenience to many areas- Mpls, airport, up north etc.
- The location.
- The proximity to just about anywhere in the Twin Cities.
- Very central location.

Schools

- education and recreational facilities are some of the bests weve seen and visited
- Education.
- Educational system, youth sports.
- Education-quality of neighborhoods.
- Good schools
- Good schools & parks.
- Good schools, good public works-snow removal, street maintenance, safe.
- Good schools.
- Good schools.
- Good schools.
- Great education- best school district.
- Great schools for my child
- Great schools for my two kids.
- great schools, great parks, proximity to Minneapolis
- Great schools.
- Great schools. Nice central location. Abundance of mature neighborhoods.
- Great schools/sense of community.
- My children attend the Edina Family Center for their schooling, and everything at that the school is top-notch.
- Overall reputation of schools.
- Proximity to good schools, shopping, medical parks, and closeness to all of the cities.
- Quality of education.
- Quality of schools
- Quality of schools and well known by everyone in the twin cities.
- Quality of schools.
- Quality schools.

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

Beauty/cleanliness of community

- [?] dont, clean
- Attractive area.
- Attractive area.
- Attractive community, convenience, proximity to Mpls.
- Attractive community.
- Beauty, convenience.
- Clean city.
- Cleanliness.
- Cleanliness.
- Cleanliness/safety.
- Everything is well maintained, location is central to everything.
- Great snow removal, beautiful.
- Greenery/environment.
- How well everything is maintained.
- It is a clean city.
- Its neat & clean.
- Its pretty.
- Its very clean, safe, beautiful area to live in.
- Many amenities, lots of grass, flowers & other landscaping.
- Physical condition of community.
- Pond in the backyard.
- Snow plows are awesome.
- Streets are clean and well maintained.
- The beauty.
- The streets get plowed in a timely manner.
- Upkeep of community.
- We maintained, good schools, good reputation.
- Well maintained.

Housing/neighborhood

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

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

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

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

Safe

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

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

- 1st ring suburb yet quiet, safe, upper middle class.
- A well-run community.
- City government (mayor, city council) relationship w/community is not good! Too much spending on wrong things.
- City reputation.
- Community commitment to excellence.
- Economic health of Edina.
- Economic health, well thought out development, high standards.
- Economically stable, solid infrastructure.
- Edina is a well managed city-great place to raise family.
- Edinas spirit.
- Good governance.
- Good reputation.
- It is a superior place to live that not everyone can afford so it feels like a special place.
- Most people take pride in their residences.
- Overall the city is well run and has foresight to look at and plan for the future.
- People had to work to live here-and appreciate it.
- People know about it.
- Property owners care about their homes at their own time and expense.
- Status-housing-restaurants.
- Tries to keep up with latest trends.
- Upscale feel of the area no run down neighborhoods.
- Well run well managed city.

Parks and trails/recreation centers/open spaces

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

Shopping/restaurants

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

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

Positive comments about overall quality of life and community

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

Walkability

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

Public services

- Amenities.
- Best snowing clearing early.
- City services are amazing- snow removal etc.
- City services.
- Excellent snow plowing.
- Great public services.
- Health care law enforcement fire/EMT.
- Library, Centennial lakes parks, shopping, Ymca.
- Library, senior center.
- More amenities.
- New services, attractions.
- Senior center.
- Snow removal.

Close to family, job, etc.

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

Other

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

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

Housing concerns (teardowns, affordability, etc.)

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

- Overgrowth.
- Personally I'm unable to sustain economically; affordable housing.
- Pricing of houses is not allowing diverse communities to move in.
- Property values, city council does not listen to residents.
- Public housing.
- Push for apt density and tear down of affordable housing.
- Redevelopment of housing.
- Redevelopment, staying fresh.
- Re-development; over development and traffic.
- Replacing small homes that fit the lot size and neighborhood with large not so attractive ones.
- Seeing the housing needs of baby boomers. Pedestrian safety.
- Smart growth.
- Tear down/over building monstrous homes on small lots.
- Tear downs!
- The housing is very expensive.
- The neighborhoods appear to be losing some character with each new tear-down and rebuild. I'd like to see that slowed down. I like the charm of the original houses.
- The number of tear downs and McMansions being built.
- The tear-down craze.
- To many big house going up.
- Too many apartments & road congestion.
- Too many high rises.
- Too many homes being torn down! Running the character of neighborhoods.
- Too many new condos being built will effect traffic flow already stressed on France ave.
- Too many tear downs of houses.
- Too many teardowns -- housing costs are getting too high.
- Too much development little open space left.
- Too much expansion.
- Too much low income housing.
- Too much multiple housing & Southdale is terrible.
- Unaffordable housing.
- Urban sprawl- how to either welcome it or [?] it so does not become a major problem.
- Very expensive housing.

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

- Ability to walk at winter-clearing and snow around walk ways, especially by bus.
- Ageing of housing & redevelopment.
- Aging transportation.
- Bad drivers.
- Car traffic.
- City is not special anymore city roads, medians are no longer well kept.
- Clutter & mess along freeways, salt kill along streets.
- Congestion.
- corner of wooddale and valley view needs an update.
- Crosstown traffic and airplane noise.
- Crumbling streets.
- Dated/low quality neighborhood business districts. Would like revitalized restaurant/retail in places other the 50th/France. (70th Cahill, Normandale, Grandviee, etc.)
- Density-traffic congestion too many apts.
- Fixing the roads-potholes really bad.
- France ave and the cross town ramps- heavy traffic.
- France Ave. is never easy to get through.
- Good roads- but better than surrounding areas.
- Heavy traffic not ample parking at med bldgs, libraries, restaurant, don't feel safe walking against drivers.
- Heavy traffic, highways, medical complexes.
- Highways.
- Individual homes being accessed for street rebuild.
- Infrastructure (roads, etc), too may apartments & high rises, water taste.
- Infrastructure- bad streets.
- Infrastructure is showing its age and, in places, downright crumbling.
- Maintaining infrastructure.
- Outside commuter traffic thru neighborhoods/construction parking.
- Poor street conditions -pot holes etc.
- Poorly built near new construction homes, old community center.
- Pot holes.
- Road conditions.
- Road/street repairs- neighborhood assessments to steep.
- Roads & traffic.
- Roads conditions, bad!
- Roads need to be fixed-too many potholes.
- Roads.
- Roads.
- Some streets and highways are very heavily loaded with traffic.
- Speeding traffic & too many commercial trucks on streets.
- Street assessments.
- Streets & paving.
- Streets need repair.
- Streets not repaired way too much traffic- too many apartment buildings.

- The convoluted roundabouts & slow down of traffic b/c of the non used bike lanes.
- The cost of re-doing the city infrastructure, i.e. street, sewer, water etc.
- The crumbling infrastructure is very apparent. The streets seem to be deteriorating at a fast pace. It also appears more difficult to achieve consensus among Council members. There seems to be less unanimity in pursuing community investments and policis. Please continue to support redevelopment efforts to grow the tax base and encourage reinvestment in properties.
- The wall on Hwy 100 that residents are paying for.
- traffic
- Traffic caused by population density.
- Traffic congestion in & around grand view.
- Traffic issues on Eastbound 62 and elsewhere making it difficult to more around time-quality of life, don't make me sit in traffic.
- Traffic issues on France & York due to numerous apartments being built in Southdale area.
- Traffic issues throughout our community.
- Traffic with too many people rent new apartment.
- Traffic, but its hard to think of something serious.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic.
- Traffic-on the highway.
- Transportation/traffic near Southdale with new construction of multi family dwellings.
- What to do w/grand view empty space/former public works.

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

- A city council that ignores Edina residents.
- Bloated government-taxes, police.
- City council is not responsive to resident requests.
- Controlling costs of management.
- Driving out young families because of increasing taxes & forced proposals.
- Excessive spending-city & schools.
- Financial - restoring old schools and roads
- Financial condition of the city and low credit rating.
- Fiscal responsibility-pushing bike lanes.
- Fiscal risk over building.
- Frivolous spending by city.
- Gov. wanting to spend too much money.
- Government willing to spend spend spend.
- High property taxes.
- High property taxes.
- High real estate taxes.
- High taxation.
- High taxes for seniors.
- High taxes.
- High taxes.
- High taxes.
- I assume property taxes.
- Keep in real estate taxes lower.
- Lack of fiscal responsibilities & lack of road care & repair.
- Large amount of foreign students using the public schools causes too much of a tax payer burden.
- Leaders that run the council like their own kingdom, instead of democracy.
- Local govt tendency towards left wing liberal ideas.
- Maintaining economic health.
- Mayor & city council chasing ideological fads & trends regardless of cost.
- Misuse of referendum money.
- One of us says maintaining as tax revenues get higher, the other says affordable housing for young families.
- Outrageous taxes - mismanagement of city goals.
- Over control.
- Over spending resulting in higher real estate taxes.
- Over taxation.
- Paying the new school tax.
- Poor city administration (very unresponsive and petulant when contacted).
- Property tax level is too high.
- Property taxes are very high considering city special assessed for street reconstruction.
- Property taxes.
- Real estate taxes continue to increase. We need to be mindful of the future affordable for our residents.
- Sense of community "as a whole"- staff accountability - fiscal responsibility.
- Taxes too high.
- Taxes- will people be able to keep up in retirement/housing development building McMansions.
- Taxes.
- Taxes.
- Taxes.
- The leadership has destroyed the fabric of what made this city so great. The direction the leadership is taking this city is deplorable.

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

Bike paths/sidewalks/pedestrian travel

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

Lack of diversity and sense of community

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

No issue/positive comments

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

Safety

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

Schools/education

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

Aging population

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

Parks/recreation/community activities

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

Cost of living

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

Other

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

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

Question 16: All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are off on the wrong track? (If wrong track, why?)

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

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

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

Question 17: Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community? (If no, why?)

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

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

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

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

Appendix D: Responses to Selected Survey Questions by Respondent Characteristics

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

Highlights of Comparisons by Geographic Areas

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

TABLE 106: QUALITY OF LIFE BY QUADRANT

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

TABLE 107: GENERAL COMMUNITY CHARACTERISTICS BY QUADRANT

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

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

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

TABLE 109: FEELINGS OF SAFETY BY QUADRANT

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

TABLE 110: SPECIFIC COMMUNITY CHARACTERISTICS BY QUADRANT

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

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

TABLE 111: USE OF PARKS AND RECREATION AMENITIES BY QUADRANT

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

TABLE 112: QUALITY OF PARKS AND RECREATION AMENITIES BY QUADRANT

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

TABLE 113: QUALITY OF SERVICES BY QUADRANT

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

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

TABLE 114: OPINIONS OF PROPERTY TAXES BY QUADRANT

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

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

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

TABLE 116: GOVERNMENT PERFORMANCE BY QUADRANT

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

TABLE 117: MANAGING COMMUNITY TENSIONS BY QUADRANT

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

TABLE 118: PROBLEMS IN EDINA BY QUADRANT

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

TABLE 119: METHODS OF GARBAGE COLLECTION BY QUADRANT

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

Highlights of Comparisons by Demographic Characteristics

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

TABLE 120: QUALITY OF LIFE BY DEMOGRAPHIC CHARACTERISTICS

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

TABLE 121: GENERAL COMMUNITY CHARACTERISTICS BY DEMOGRAPHIC CHARACTERISTICS

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

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

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

TABLE 123: FEELINGS OF SAFETY BY DEMOGRAPHIC CHARACTERISTICS

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

TABLE 124: SPECIFIC COMMUNITY CHARACTERISTICS BY DEMOGRAPHIC CHARACTERISTICS

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

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

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

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

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

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

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

TABLE 127: QUALITY OF SERVICES BY DEMOGRAPHIC CHARACTERISTICS

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

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

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

TABLE 128: OPINIONS OF PROPERTY TAXES BY DEMOGRAPHIC CHARACTERISTICS

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

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

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

TABLE 130: GOVERNMENT PERFORMANCE BY DEMOGRAPHIC CHARACTERISTICS

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

TABLE 131: MANAGING COMMUNITY TENSIONS BY DEMOGRAPHIC CHARACTERISTICS

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

TABLE 132: PROBLEMS IN EDINA BY DEMOGRAPHIC CHARACTERISTICS

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

TABLE 133: METHODS OF GARBAGE COLLECTION BY DEMOGRAPHIC CHARACTERISTICS

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

Appendix E: Detailed Benchmark Comparisons

Comparison Data

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

Interpreting the Results

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

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

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

National Benchmark Comparisons

TABLE 134: QUESTION 1

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

TABLE 135: QUESTION 2

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

TABLE 136: QUESTION 3

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

TABLE 137: QUESTION 7

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

TABLE 138: QUESTION 10

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

TABLE 139: QUESTION 13

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

TABLE 140: QUESTION 18

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

TABLE 141: QUESTION 19

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

TABLE 142: QUESTION 29

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

TABLE 143: QUESTION 31

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

COMMUNITIES INCLUDED IN NATIONAL COMPARISONS

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

Adams County, CO 441,603
Airway Heights city, WA..... 6,114
Albany city, OR 50,158
Albemarle County, VA..... 98,970
Albert Lea city, MN 18,016
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
Apple Valley town, CA..... 69,135
Arapahoe County, CO 572,003
Arkansas City city, AR 366
Arlington city, TX 365,438
Arlington County, VA 207,627
Arvada city, CO 106,433
Asheville city, NC 83,393
Ashland city, OR 20,078
Ashland town, VA 7,225
Auburn city, AL 53,380
Auburn city, WA..... 70,180
Augusta CCD, GA..... 134,777
Aurora city, CO 325,078
Austin city, TX 790,390
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
Beltrami County, MN 44,442
Benbrook city, TX 21,234
Bend city, OR..... 76,639
Benicia city, CA 26,997
Bettendorf city, IA..... 33,217
Billings city, MT 104,170
Blaine city, MN 57,186
Bloomfield Hills city, MI..... 3,869
Bloomington city, MN 82,893
Blue Springs city, MO 52,575
Boise City city, ID 205,671
Boone County, KY..... 118,811
Boulder city, CO 97,385
Bowling Green city, KY..... 58,067
Brentwood city, MO..... 8,055
Brentwood city, TN 37,060
Brighton city, CO 33,352
Bristol city, TN 26,702
Broken Arrow city, OK 98,850
Brookfield city, WI 37,920
Brookline CDP, MA 58,732
Brownsburg town, IN 21,285
Bryan city, TX 76,201
Burien city, WA..... 33,313
Burleson city, TX..... 36,690
Cabarrus County, NC 178,011
Cambridge city, MA 105,162
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
Casa Grande city, AZ 48,571
Casper city, WY 55,316
Castine town, ME 1,366
Castle Pines North city, CO 10,360
Castle Rock town, CO 48,231
Centennial city, CO 100,377
Centralia city, IL..... 13,032
Chambersburg borough, PA..... 20,268
Chandler city, AZ 236,123
Chanhassen city, MN 22,952
Chapel Hill town, NC..... 57,233
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
Chippewa Falls city, WI 13,661
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
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
Collinsville city, IL 25,579
Columbia city, MO 108,500
Columbia city, SC 129,272
Columbus city, WI..... 4,991
Commerce City city, CO..... 45,913
Concord city, CA..... 122,067
Concord town, MA..... 17,668
Cookeville city, TN..... 30,435
Coon Rapids city, MN 61,476
Copperas Cove city, TX 32,032
Coronado city, CA..... 18,912
Corvallis city, OR 54,462
Creve Coeur city, MO 17,833
Cross Roads town, TX 1,563
Crystal Lake city, IL..... 40,743
Dade City city, FL 6,437
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
Davenport city, IA 99,685
Davidson town, NC..... 10,944
Decatur city, GA 19,335
Del Mar city, CA 4,161
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 Peres city, MO 8,373
Destin city, FL 12,305
Dorchester County, MD 32,618
Dothan city, AL 65,496
Douglas County, CO 285,465
Dover city, NH..... 29,987
Dublin city, CA 46,036
Duluth city, MN 86,265
Duncanville city, TX..... 38,524
Durham city, NC..... 228,330
Eagle town, CO 6,508
East Baton Rouge Parish, LA 440,171
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
El Paso city, TX..... 649,121
Elk Grove city, CA..... 153,015
Elk River city, MN 22,974
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
Fairview town, TX..... 7,248
Farmington Hills city, MI..... 79,740
Fayetteville city, NC 200,564
Fishers town, IN 76,794
Flower Mound town, TX 64,669
Forest Grove city, OR 21,083
Fort Collins city, CO..... 143,986
Fort Smith city, AR 86,209
Fort Worth city, TX..... 741,206
Fountain Hills town, AZ 22,489
Franklin city, TN 62,487
Fredericksburg city, VA 24,286
Fremont city, CA 214,089
Friendswood city, TX..... 35,805
Fruita city, CO 12,646
Gahanna city, OH 33,248
Gaithersburg city, MD 59,933
Galveston city, TX 47,743
Gardner city, KS 19,123
Geneva city, NY 13,261

Georgetown city, TX 47,400
Gilbert town, AZ 208,453
Gillette city, WY 29,087
Glendora city, CA 50,073
Globe city, AZ 7,532
Golden Valley city, MN 20,371
Goodyear city, AZ 65,275
Grafton village, WI 11,459
Grand Blanc city, MI 8,276
Grand Island city, NE 48,520
Grass Valley city, CA 12,860
Greeley city, CO 92,889
Green Valley CDP, AZ 21,391
Greenville city, NC 84,554
Greenwich town, CT 61,171
Greenwood Village city, CO 13,925
Greer city, SC 25,515
Guilford County, NC 488,406
Gunnison County, CO 15,324
Hailey city, ID 7,960
Haines Borough, AK 2,508
Hallandale Beach city, FL 37,113
Hamilton city, OH 62,477
Hanover County, VA 99,863
Harrisonburg city, VA 48,914
Harrisonville city, MO 10,019
Hayward city, CA 144,186
Henderson city, NV 257,729
Herndon town, VA 23,292
High Point city, NC 104,371
Highland Park city, IL 29,763
Highlands Ranch CDP, CO 96,713
Hillsborough town, NC 6,087
Holland city, MI 33,051
Honolulu County, HI 953,207
Hooksett town, NH 13,451
Hopkins city, MN 17,591
Hopkinton town, MA 14,925
Hoquiam city, WA 8,726
Hudson city, OH 22,262
Hudson town, CO 2,356
Hudsonville city, MI 7,116
Huntersville town, NC 46,773
Hurst city, TX 37,337
Hutchinson city, MN 14,178
Hutto city, TX 14,698
Hyattsville city, MD 17,557
Independence city, MO 116,830
Indian Trail town, NC 33,518
Indianola city, IA 14,782
Iowa City city, IA 67,862
Issaquah city, WA 30,434
Jackson County, MI 160,248
James City County, VA 67,009
Jefferson City city, MO 43,079
Jefferson County, CO 534,543
Jefferson County, NY 116,229
Jerome city, ID 10,890
Johnson City city, TN 63,152
Johnston city, IA 17,278
Jupiter town, FL 55,156
Kalamazoo city, MI 74,262
Kansas City city, KS 145,786
Kansas City city, MO 459,787
Keizer city, OR 36,478
Kenmore city, WA 20,460
Kennedale city, TX 6,763
Kennett Square borough, PA 6,072
Kettering city, OH 56,163
Key West city, FL 24,649
King County, WA 1,931,249
Kirkland city, WA 48,787
Kirkwood city, MO 27,540
Knoxville city, IA 7,313
La Mesa city, CA 57,065
La Plata town, MD 8,753
La Porte city, TX 33,800
La Vista city, NE 15,758
Lafayette city, CO 24,453
Laguna Beach city, CA 22,723
Laguna Hills city, CA 30,344
Laguna Niguel city, CA 62,979
Lake Oswego city, OR 36,619
Lake Stevens city, WA 28,069
Lake Worth city, FL 34,910
Lake Zurich village, IL 19,631
Lakeville city, MN 55,954
Lakewood city, CO 142,980
Lane County, OR 351,715
Larimer County, CO 299,630
Las Cruces city, NM 97,618
Las Vegas city, NV 583,756
Lawrence city, KS 87,643
League City city, TX 83,560
Lee's Summit city, MO 91,364
Lehi city, UT 47,407
Lenexa city, KS 48,190
Lewis County, NY 27,087
Lewisville city, TX 95,290
Lincoln city, NE 258,379
Lindsborg city, KS 3,458
Littleton city, CO 41,737
Livermore city, CA 80,968
Lombard village, IL 43,165
Lone Tree city, CO 10,218
Longmont city, CO 86,270
Longview city, TX 80,455
Los Alamos County, NM 17,950
Louisville city, CO 18,376
Lynchburg city, VA 75,568
Lynnwood city, WA 35,836
Macomb County, MI 840,978
Madison city, WI 233,209
Manhattan Beach city, CA 35,135
Mankato city, MN 39,309
Maple Grove city, MN 61,567
Maple Valley city, WA 22,684
Maricopa County, AZ 3,817,117
Maryland Heights city, MO 27,472
Matthews town, NC 27,198
McAllen city, TX 129,877
McDonough city, GA 22,084
McKinney city, TX 131,117
McMinnville city, OR 32,187
Medford city, OR 74,907
Menlo Park city, CA 32,026
Mercer Island city, WA 22,699
Meridian charter township, MI 39,688
Meridian city, ID 75,092
Merriam city, KS 11,003
Mesa County, CO 146,723
Miami Beach city, FL 87,779
Miami city, FL 399,457
Middleton city, WI 17,442
Midland city, MI 41,863
Milford city, DE 9,559
Milton city, GA 32,661
Minneapolis city, MN 382,578
Mission Viejo city, CA 93,305
Modesto city, CA 201,165
Monterey city, CA 27,810
Montgomery County, VA 94,392
Monument town, CO 5,530
Mooresville town, NC 32,711
Morristown city, TN 29,137
Morrisville town, NC 18,576
Moscow city, ID 23,800
Mountain Village town, CO 1,320
Mountlake Terrace city, WA 19,909
Muscatine city, IA 22,886
Naperville city, IL 141,853
Needham CDP, MA 28,886
New Braunfels city, TX 57,740
New Brighton city, MN 21,456
New Hanover County, NC 202,667
New Orleans city, LA 343,829
New Smyrna Beach city, FL 22,464
Newberg city, OR 22,068
Newport Beach city, CA 85,186
Newport News city, VA 180,719
Newton city, IA 15,254
Noblesville city, IN 51,969
Nogales city, AZ 20,837
Norfolk city, VA 242,803
Northglenn city, CO 35,789
Novato city, CA 51,904
Novi city, MI 55,224
O'Fallon city, IL 28,281
O'Fallon city, MO 79,329
Oak Park village, IL 51,878
Oakland Park city, FL 41,363
Oakley city, CA 35,432
Ogdensburg city, NY 11,128
Oklahoma City city, OK 579,999
Olathe city, KS 125,872
Old Town city, ME 7,840
Olmsted County, MN 144,248
Olympia city, WA 46,478
Orland Park village, IL 56,767
Oshkosh city, WI 66,083
Otsego County, MI 24,164
Overland Park city, KS 173,372
Oviedo city, FL 33,342
Paducah city, KY 25,024
Palm Coast city, FL 75,180
Palo Alto city, CA 64,403
Papillion city, NE 18,894
Park City city, UT 7,558
Parker town, CO 45,297
Parkland city, FL 23,962
Pasadena city, CA 137,122
Pasco city, WA 59,781
Pasco County, FL 464,697
Pearland city, TX 91,252
Peoria city, AZ 154,065
Peoria city, IL 115,007
Peoria County, IL 186,494
Petoskey city, MI 5,670

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

Minnesota Communities Benchmark Comparisons

TABLE 144: QUESTION 1

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

TABLE 145: QUESTION 2

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

TABLE 146: QUESTION 3

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

TABLE 147: QUESTION 7

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

TABLE 148: QUESTION 10

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

TABLE 149: QUESTION 13

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

TABLE 150: QUESTION 18

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

TABLE 151: QUESTION 29

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

TABLE 152: QUESTION 31

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

Communities included in Minnesota comparisons

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

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

Appendix F: Survey Methodology

Developing the Questionnaire

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

Selecting Survey Recipients

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

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

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

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

Survey Administration and Response Rate

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

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

RESPONSE RATE BY QUADRANT

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

Margin of Error

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

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

Survey Processing (Data Entry)

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

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

Weighting the Data

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

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

2015 EDINA QUALITY OF LIFE SURVEY WEIGHTING TABLE

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

Analyzing the Data

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

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

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

Comparing to Previous Survey Results

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

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

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

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

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

Appendix G: Survey Materials

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

Dear Edina Resident,

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

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

Thank you for helping create a better community!

Sincerely,

Scott H. Neal
City Manager

Dear Edina Resident,

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

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

Thank you for helping create a better community!

Sincerely,

Scott H. Neal
City Manager

Dear Edina Resident,

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

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Thank you for helping create a better community!

Sincerely,

Scott H. Neal
City Manager

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

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May 2015

Dear Edina Resident:

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

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

A few things to remember:

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

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

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

Thank you for your time and participation!

Sincerely,

Scott H. Neal
City Manager

ENC

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

May 2015

Dear Edina Resident:

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

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

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

A few things to remember:

- **Your responses are completely anonymous.**
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The City of Edina 2015 Quality of Life Survey

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

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

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

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

	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
- ❑ Job was here (or nearby)
- ❑ Good schools
- ❑ Affordable housing
- ❑ Attractive community
- ❑ Safe community
- ❑ Amenities (e.g., parks, library, etc.)
- ❑ Good neighborhoods
- ❑ 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 and France area (downtown area)	1	2	3	4	5	6
In the Southdale area	1	2	3	4	5	6

8. Which of the following, if any, would make you more likely to <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 greenways and off-road paths
- ❑ If there were more on-road facilities such as bike lanes
- ❑ If street/road conditions were better, such as smooth pavement and less debris
- ❑ If there were wider roads for riding or roads had paved shoulders

9. Which of the following, if any, would make you more likely to <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. 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*
Trails	1	2	3	4	5
Neighborhood parks	1	2	3	4	5
Large community athletic fields	1	2	3	4	5
Edinborough Park	1	2	3	4	5
Centennial Lakes Park	1	2	3	4	5
The Aquatic Center	1	2	3	4	5
The Senior Center	1	2	3	4	5
Braemar Arena (Ice arena)	1	2	3	4	5
The Edina Art Center	1	2	3	4	5
Braemar Golf Course	1	2	3	4	5
Braemar Golf Dome	1	2	3	4	5
Braemar Field (sports dome)	1	2	3	4	5

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

	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
The Aquatic Center	1	2	3	4	5
The Senior Center	1	2	3	4	5
Braemar Arena (Ice arena)	1	2	3	4	5
The Edina Art Center	1	2	3	4	5
Braemar Golf Course	1	2	3	4	5
Braemar Golf Dome	1	2	3	4	5
Braemar Field (sports dome)	1	2	3	4	5

The City of Edina 2015 Quality of Life Survey

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

	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 library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Edina open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall quality of services provided by the City of Edina	1	2	3	4	5

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

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

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

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

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

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

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

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

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

	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 citizen involvement	1	2	3	4	5
Overall confidence in Edina government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

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

	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

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

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

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

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

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

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

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

	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

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

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

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

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

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

	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 Channels 16 or 813	1	2	3	4
City employees	1	2	3	4
City Council members	1	2	3	4
Direct mail updates	1	2	3	4
Social media (e.g., Facebook, Twitter)	1	2	3	4
Blogs	1	2	3	4
NextDoor	1	2	3	4
Online web stream videos on YouTube or Granicus	1	2	3	4
City Extra e-mail subscription service	1	2	3	4
Word of mouth from friends, family or neighbors	1	2	3	4

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

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

The City of Edina 2015 Quality of Life Survey

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

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

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

	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

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

❍ 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

31. 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 $300 per month ❍ $1,000 - $1,499 per month
❍ $300 - $599 per month ❍ $1,500 - $2,499 per month
❍ $600 - $999 per month ❍ $2,500 or more per month

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

❍ No ❍ Yes

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

❍ No ❍ Yes

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

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

Please respond to both questions D11 and D12:

D11. Are you Spanish, Hispanic or Latino?

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

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

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

D13. In which category is your age?

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

D14. What is your sex?

❍ Female ❍ Male

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

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