



EDINA, MINNESOTA

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



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Executive Summary

Survey Background and Methods

The 2019 Edina Quality of Life Survey provided residents the opportunity to rate the quality of life in the City of Edina, as well as the quality of service delivery and overall workings of local government. Residents also shared their priorities for community planning and resource allocation.

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

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

Because Edina has administered quality of life surveys before, comparisons could be made between 2019 responses and those from prior survey years. Edina also elected to have its results compared to those of other jurisdictions around the nation and in Minnesota, comparisons made possible through a national benchmark database created and maintained by National Research Center, Inc. (NRC). This database contains resident perspectives gathered in resident surveys from over 600 communities across the United States.

Key Findings

Edina is a highly desirable place to live.

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

Survey respondents value diversity and inclusion in Edina.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Survey Background

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

- evaluating City programs and services,
- determining general perceptions of the quality of life in the city,
- identifying issues facing the city and
- benchmarking results over time.

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

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

This is the fifth iteration of the Edina Quality of Life Survey since the baseline study conducted in 2011. All surveys since 2015 were conducted by mail; the 2013 and 2011 surveys were conducted by phone.

Survey Administration

Each selected household was contacted three times over the course of about three weeks. First, a postcard was mailed to 1,500 Edina households, selected at random, notifying residents that they had been chosen to participate in the survey. A survey packet followed in the mail about one week after the postcard and a second survey packet was sent about one week after the first packet. Both letters contained a URL where respondents could go online to complete the survey, if preferred. There were 427 respondents to the mailed questionnaire (96 of which were completed online), yielding a response rate of 30%.

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

How the Results are Reported

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

On many of the questions in the survey, respondents could give an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Responses to Survey Questions* and is noted in the body of this report if it is 30%

or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the results from respondents who had an opinion about a specific item.

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

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 5% around any given percent reported for all respondents (427). Where estimates are given for subgroups, they are less precise. Generally the 95% confidence interval ranges from plus or minus five percentage points for samples of about 400 to plus or minus 10 percentage points for samples as small as 100. For smaller sample sizes (i.e., 50), the margin of error rises to 14%.

Comparison of Results over Time and by Respondent Subgroups

Because this survey was the fifth iteration of the survey, the 2011, 2013, 2015 and 2017 results are presented when comparisons to 2019 were available. Where differences in ratings from 2017 to 2019 are seven percentage points or greater, they can be considered significantly higher or lower.

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

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

Comparing Survey Results to Other Communities

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in resident surveys from over 600 communities whose residents evaluated their services. Conducted with typically no fewer than 400 residents in each community, opinions are intended to represent over 30 million Americans.

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

Where comparisons for quality ratings were available, Edina's results were generally noted as being "higher" than, "lower" than or "similar" to the benchmark, meaning that the average rating given by city residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower." Comparisons for a number of items on the survey were not available in the benchmark database and have been excluded from the benchmark tables that appear throughout the body of the report.

Quality of Life and Community

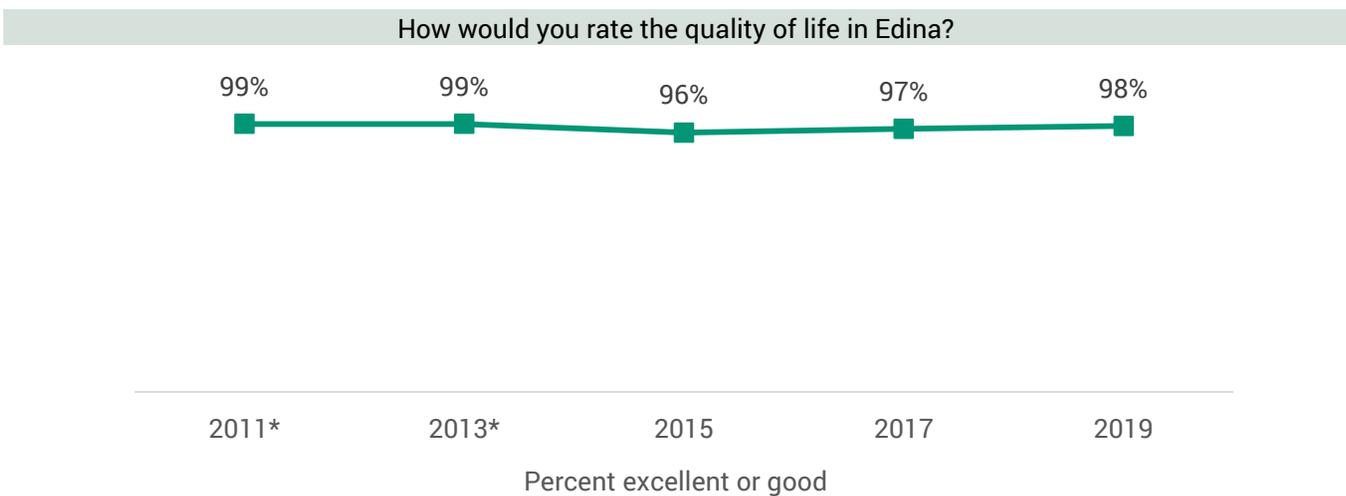
The City of Edina 2019 Quality of Life Survey measured resident perceptions about various aspects of community life in the city, how likely residents would be to recommend living in the community to others and the likelihood of retiring in Edina. Residents were also asked about Edina's sense of community,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

Quality of Life

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

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

Figure 1: Overall Quality of Life by Year

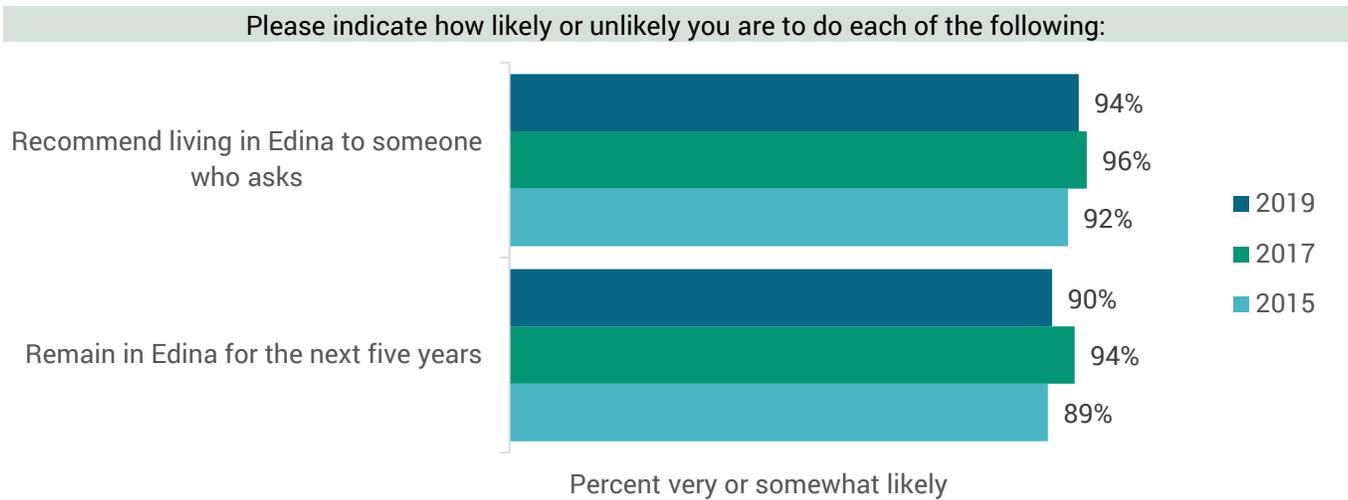


* In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

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

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

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



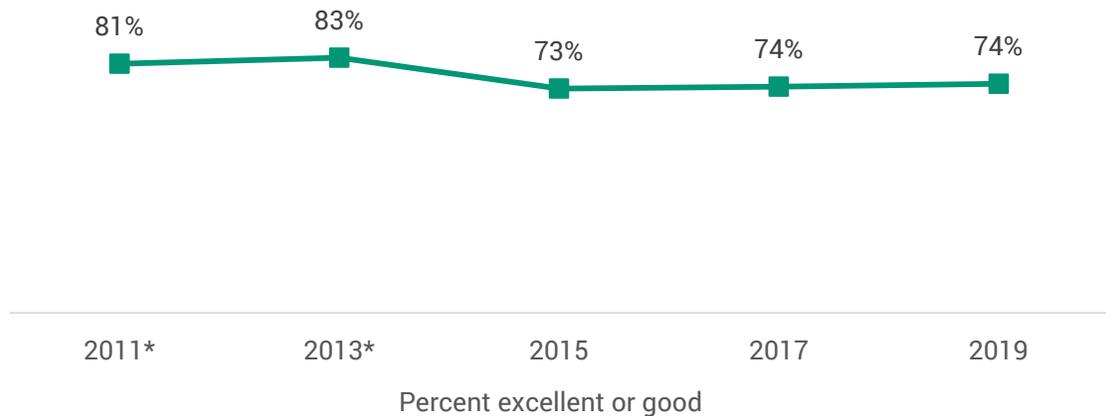
Sense of Community

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

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

Figure 3: Sense of Community by Year

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



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

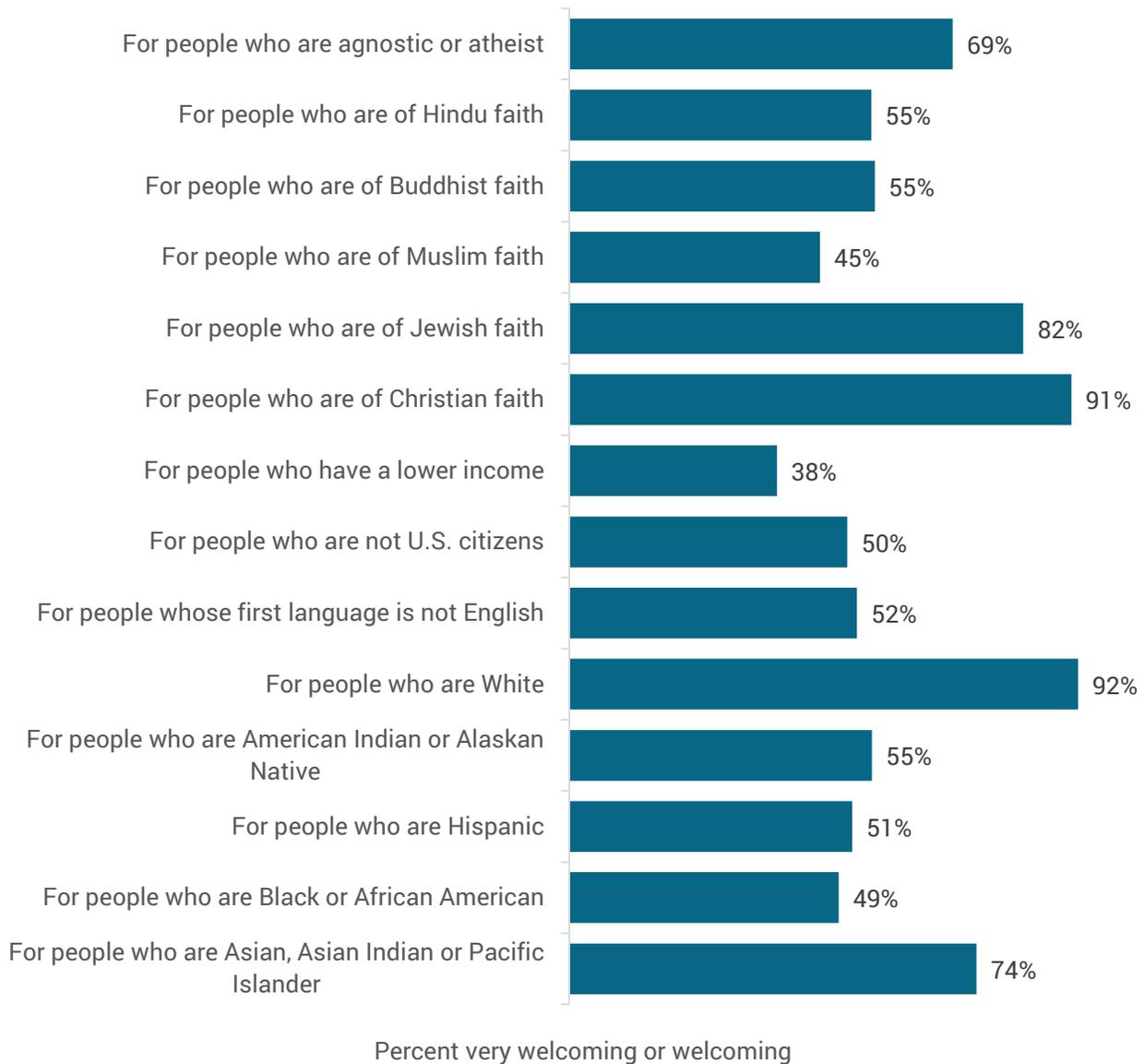
Inclusivity and Diversity

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

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

Figure 4: Edina as a Welcoming Community, 2019

Please rate how welcoming Edina is as a community:

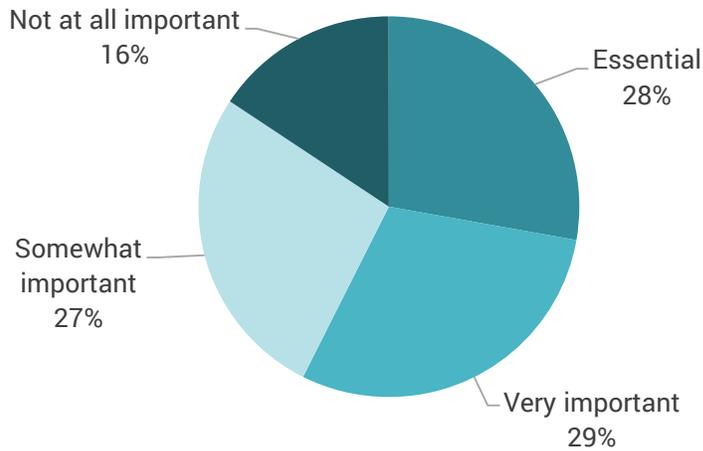


Note: between 25% and 51% of respondents selected “don’t know” when evaluating how welcoming the community was for all but one (people who are white) group of people (see Appendix A: Responses to Survey Questions for a full set of responses, including “don’t know”).

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

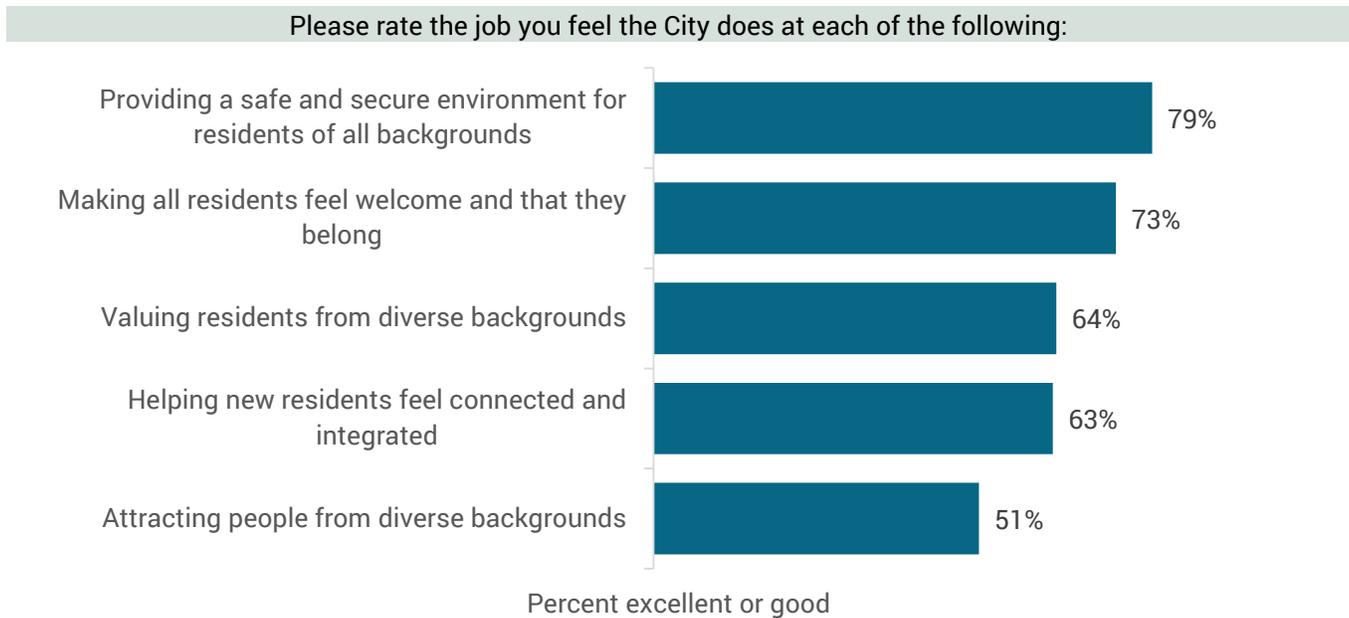
Figure 5: Importance of Edina Creating a Diverse and Inclusive City, 2019

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



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

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



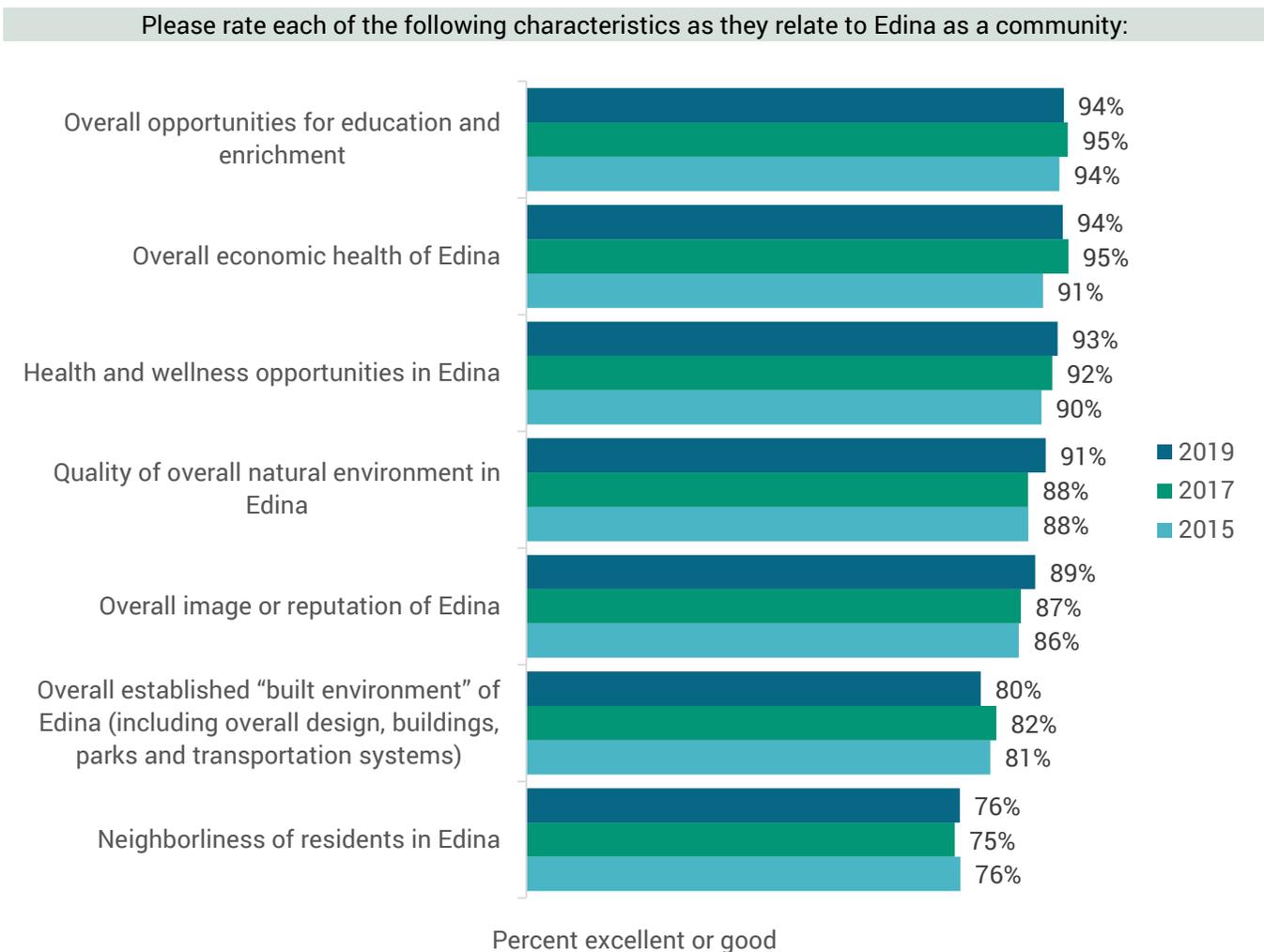
Note: at least 34% of respondents selected “don’t know” when rating the job the City does at helping new residents feel connected and integrated, attracting people from diverse backgrounds, and valuing residents from diverse backgrounds (see Appendix A: Responses to Survey Questions for a full set of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

Community Characteristics

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

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

Figure 7: Overall Community Characteristics by Year



In addition to rating overall community characteristics, residents were given a more extensive list of individual community characteristics and asked to rate the quality of each. The cleanliness of Edina (95% excellent or good), shopping opportunities (93%), the overall quality of business and service establishments (92%) and K-12 education were awarded the most positive ratings. Survey respondents gave less favorable reviews to the variety of housing options (51%), the cost of living (51%) and the availability of affordable quality housing (32%).

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

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

Figure 8: Individual Community Characteristics by Year

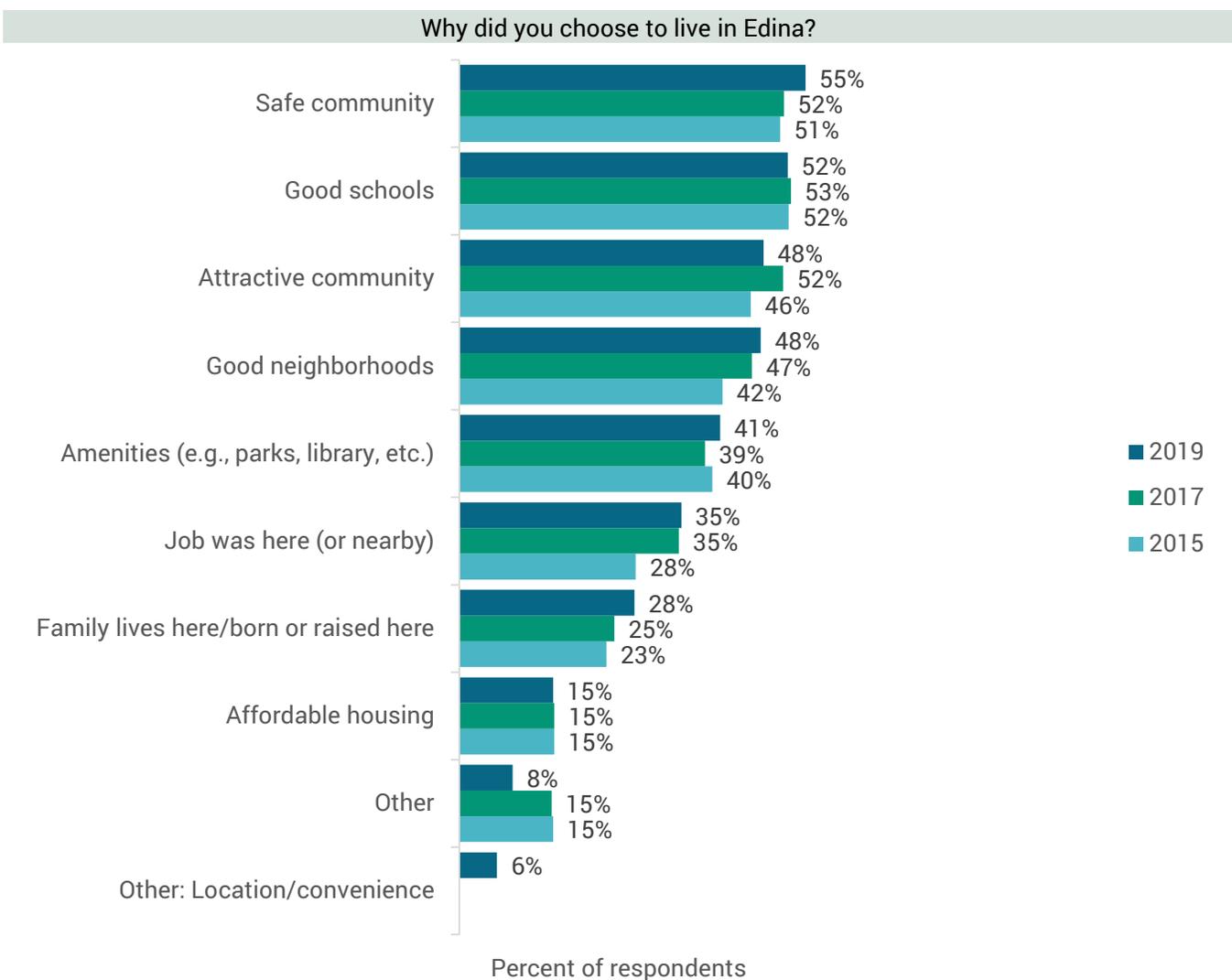
Please rate each of the following characteristics as they relate to Edina as a whole: Percent excellent or good	2019	2017	2015
Cleanliness of Edina	95%	91%	95%
Shopping opportunities	93%	91%	90%
Overall quality of business and service establishments in Edina	92%	90%	86%
K-12 education	90%	96%	94%
Air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

Note: about 38% of respondents said "don't know" when rating the quality of employment opportunities. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including "don't know" can be found in Appendix B: Complete Survey Frequencies.

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

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

Figure 9: Reasons for Living in Edina by Year

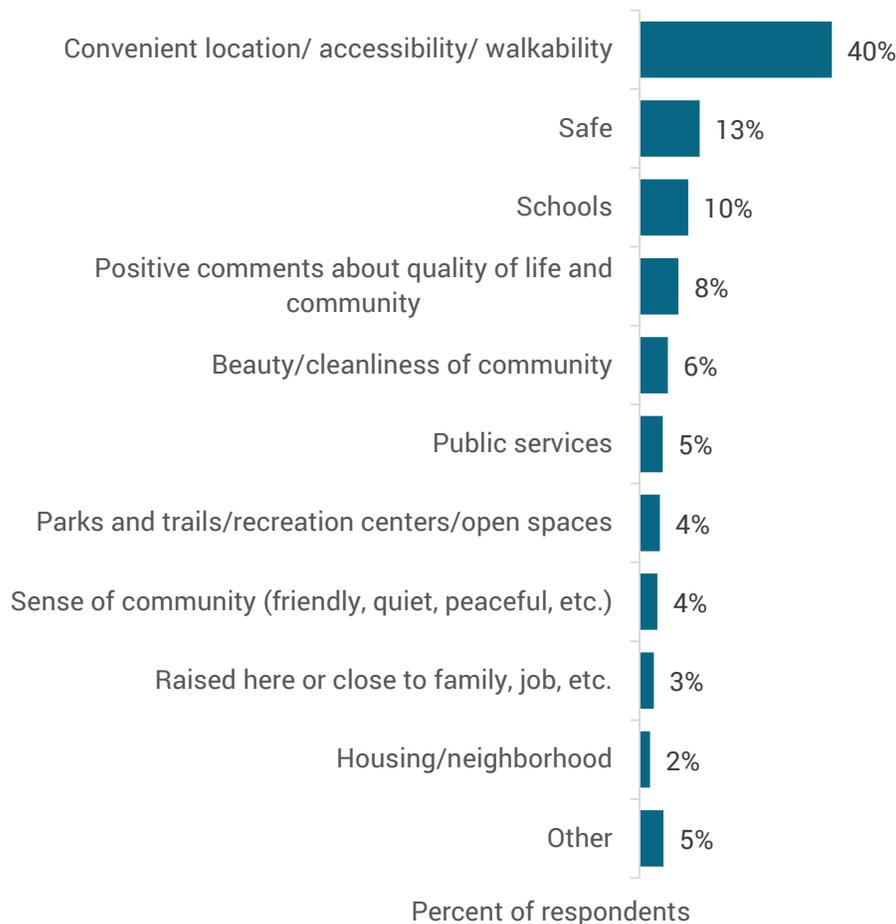


Total may exceed 100% as respondents could select more than one answer. Respondents had the opportunity to write-in a response for “other;” “Other: Location/convenience” was a new category created from the “other” responses written. Responses to “other” can be found in Appendix B: Verbatim Responses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

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

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

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



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

Safety in Edina

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

Figure 11: Overall Feeling of Safety by Year

Please rate the overall feeling of safety in Edina.

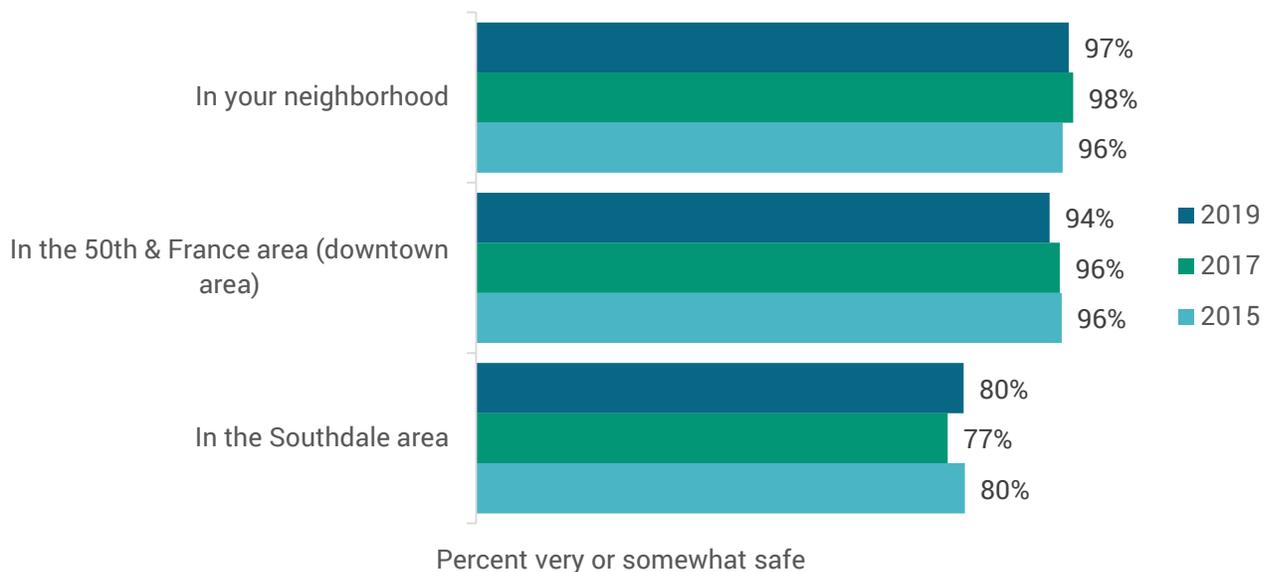


Residents also rated how safe they felt in three different areas of the community. Almost all residents (97%) said they felt very or somewhat safe in their neighborhood and 94% felt safe in the 50th & France area (downtown area). About 8 in 10 felt safe in the Southdale area.

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

Figure 12: Feelings of Safety by Year

Please rate how safe or unsafe you feel:



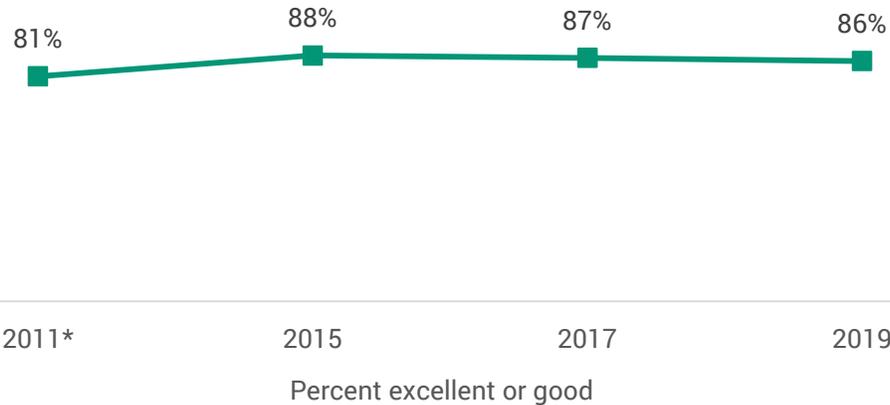
Ease of Travel

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

Edina's rating for overall ease of travel was higher when compared to communities across the country and similar when compared to other communities in Minnesota.

Figure 13: Overall Ease of Travel by Year

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

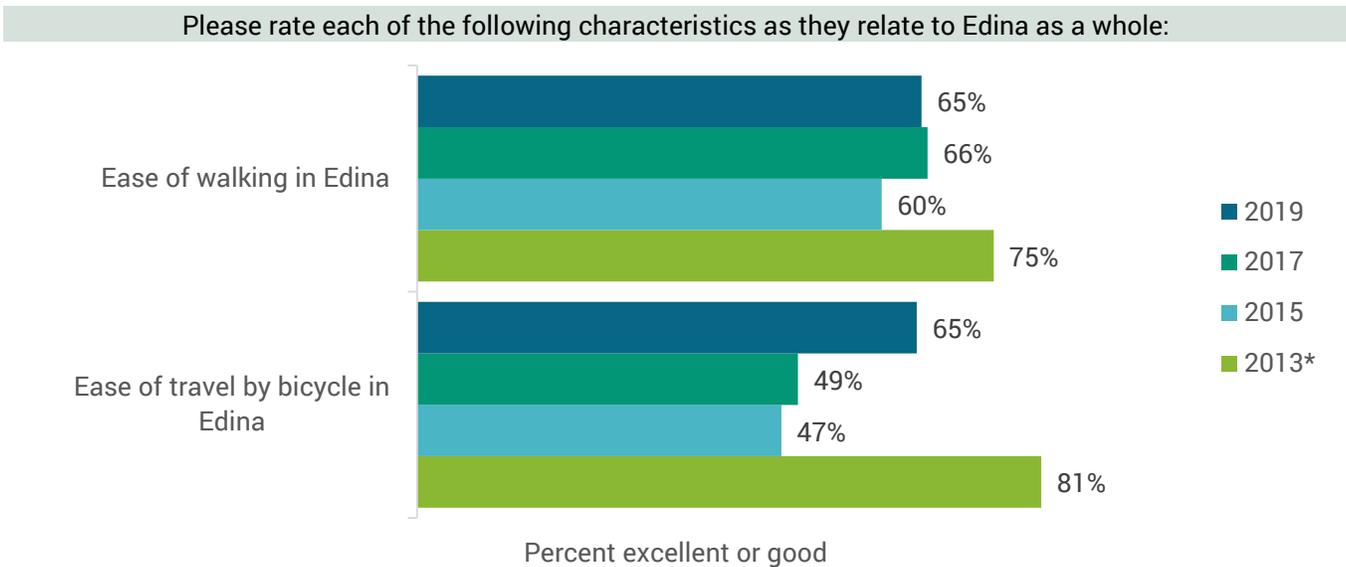


* In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

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

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

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



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

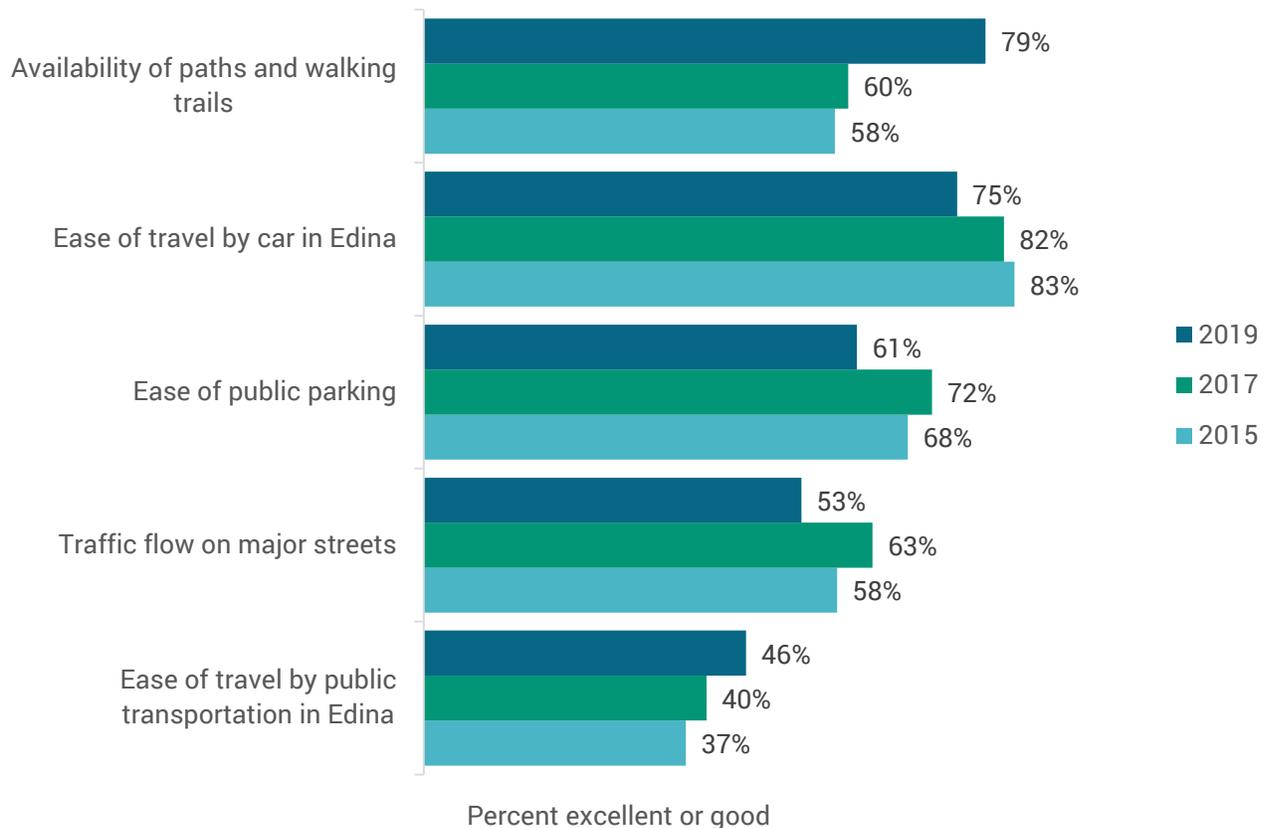
Survey respondents evaluated an additional five travel-related aspects of the community. The availability of paths and walking trails and ease of travel by car were positively rated by about three-quarters of respondents (79% excellent or good and 75%, respectively). About 6 in 10 respondents gave high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

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

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

Figure 15: Travel-related Characteristics by Year

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



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

Issues Facing Edina

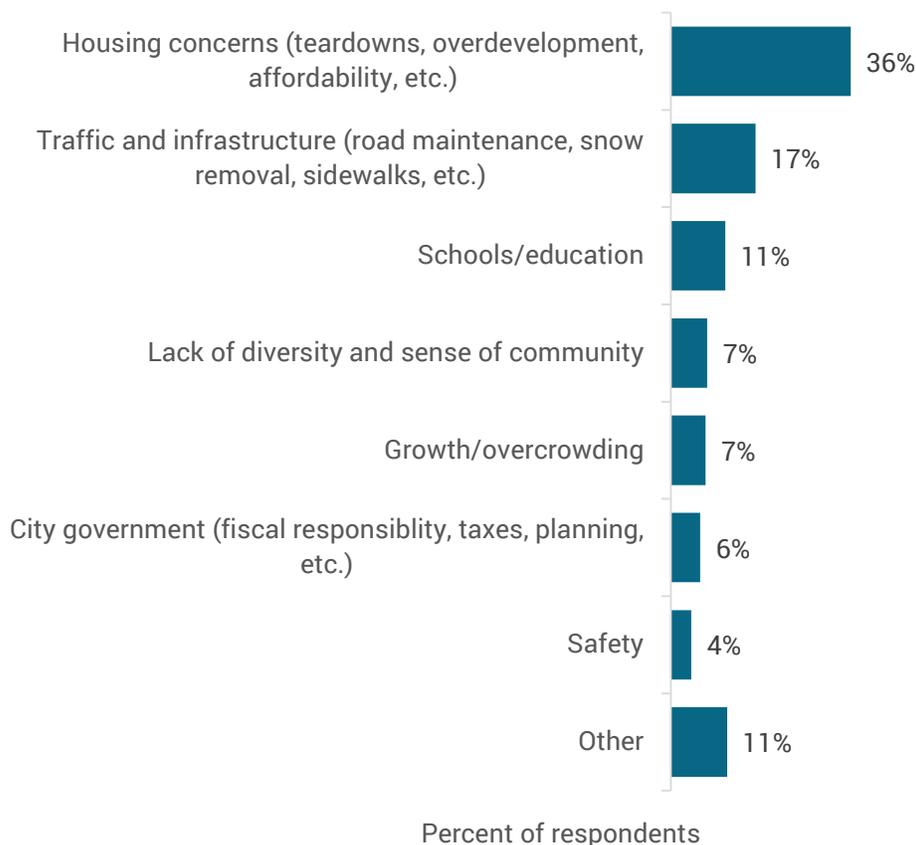
Several questions on the survey gauged resident perceptions about potential issues, problems or concerns in the Edina community.

Most Serious Issue

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

Figure 16: Most Serious Issues Facing Edina, 2019

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



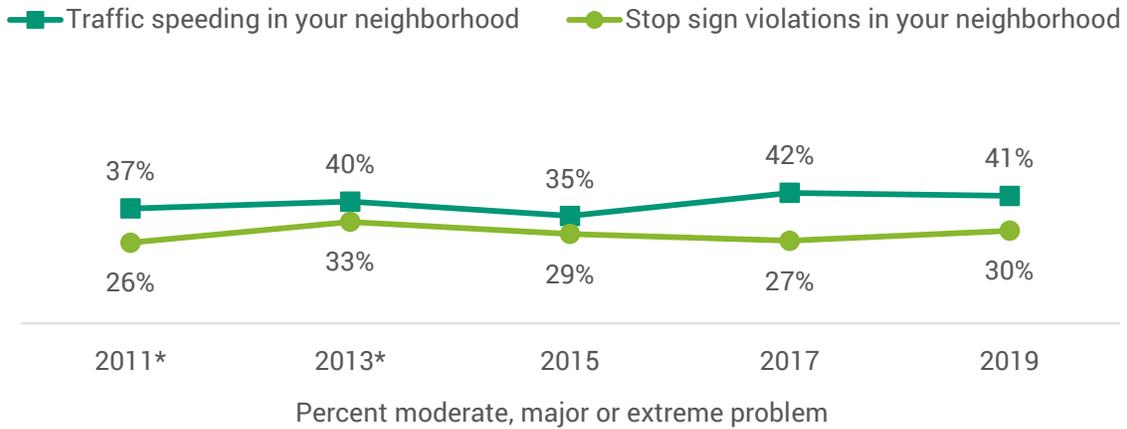
Respondents were given an opportunity to write in a response; 353 chose to write in a response and 13 wrote in "don't know." The responses were reviewed and grouped into the above categories. Please see Appendix B: Verbatim Responses to Survey Questions for the verbatim responses.

Traffic Concerns

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

Figure 17: Traffic Problems by Year

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



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

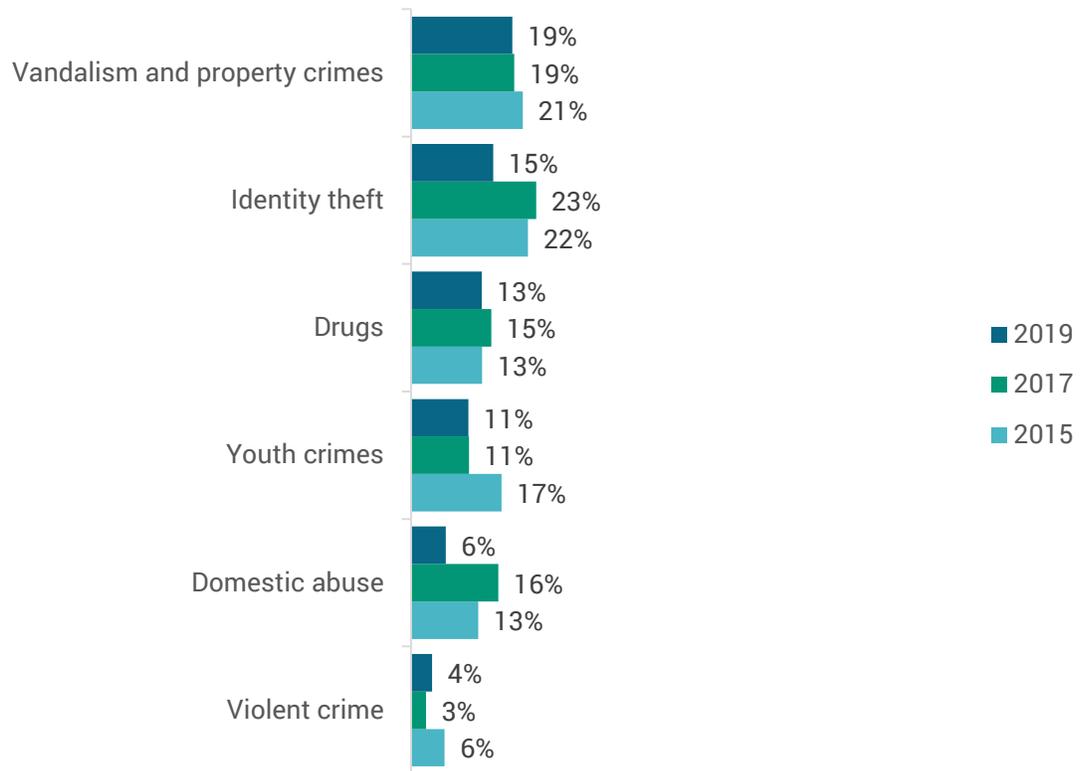
** In 2011 and 2013, the survey was administered by telephone. Starting in 2015, the survey was administered via mail. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

Other Concerns

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

Figure 18: Crime-related Problems in Community by Year

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

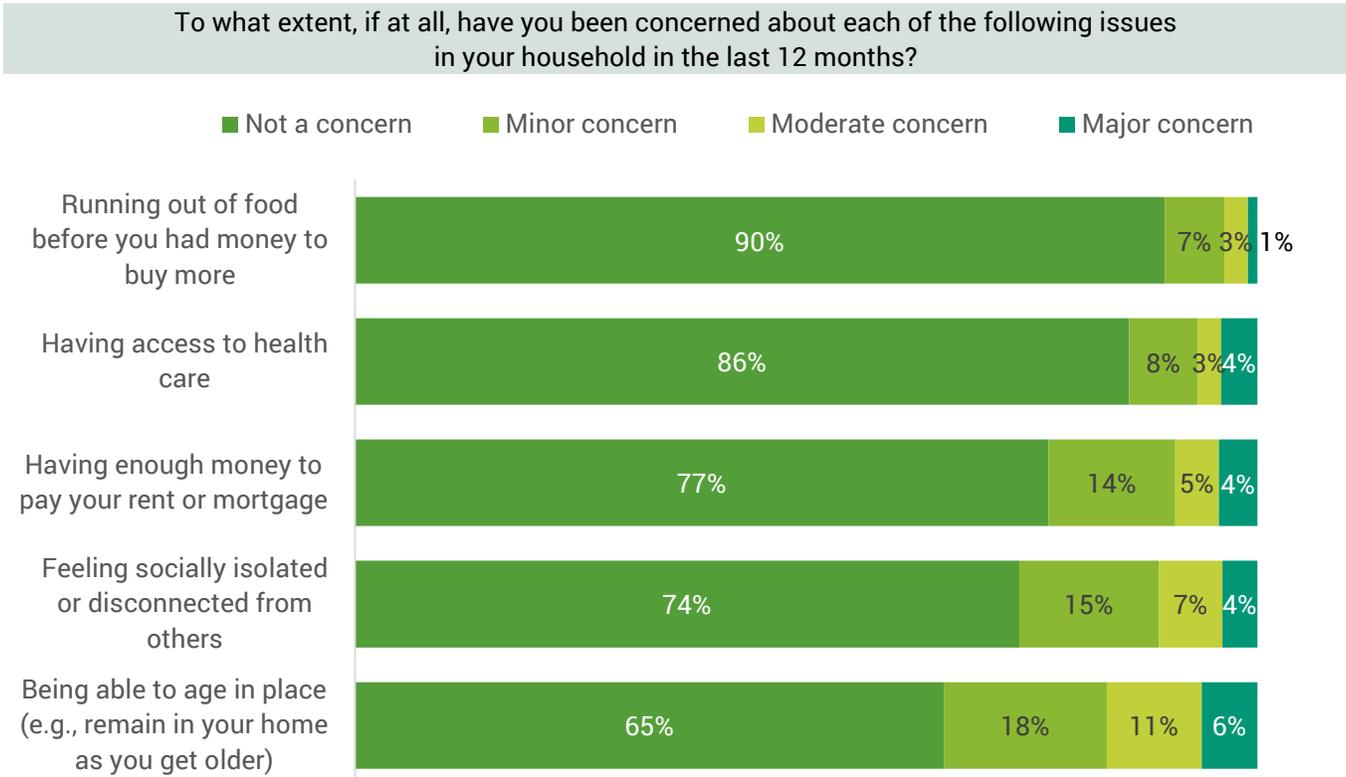


Percent moderate, major or extreme problem

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

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

Figure 19: Concerns about Household Issues, 2019



City Services

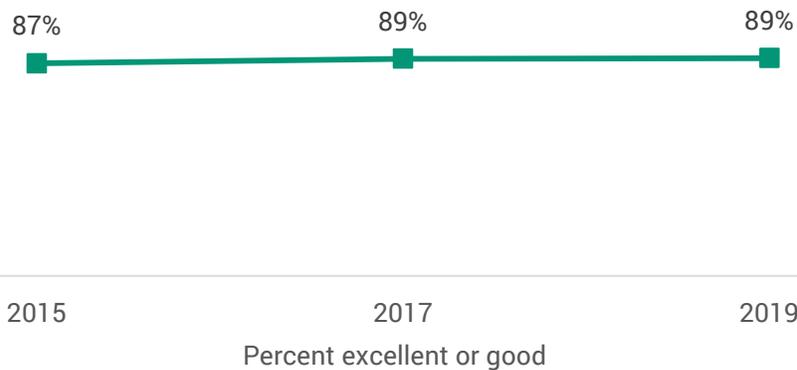
Edina residents evaluated a number of services provided by the City, as well as the overall quality of City services, aspects of drinking water and parks and recreation amenities.

Quality of City Services

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

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

Figure 20: Overall Quality of City Services by Year



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

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

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

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

Figure 21: Quality of City Services by Year

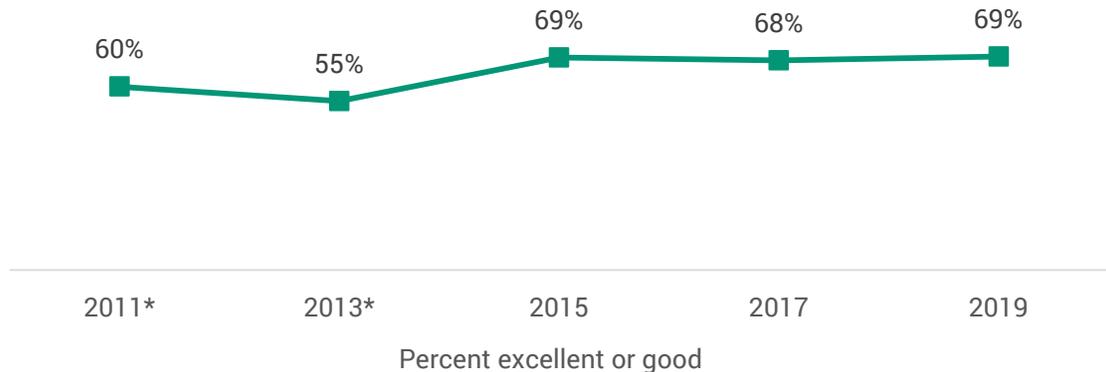
Please rate the quality of each of the following services in Edina: Percent excellent or good	2019	2017	2015	2013*	2011*
Fire services	98%	99%	98%	100%	99%
Ambulance or emergency medical services	98%	99%	98%	99%	100%
Fire prevention and education	96%	91%	85%	NA	NA
Crime prevention	94%	86%	87%	NA	NA
City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

Note: between 34% and 48% of respondents selected "don't know" when rating the quality of the following services: fire prevention, bus or transit services, code enforcement, animal control, public health services, emergency preparedness and City-sponsored special events (see Appendix A: Responses to Survey Questions for a complete set of responses including "don't know"). Prior to 2017, "public information services/communication from the City" was "public information services."
 * Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.

Drinking Water

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

Figure 22: Quality of Drinking Water by Year



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

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

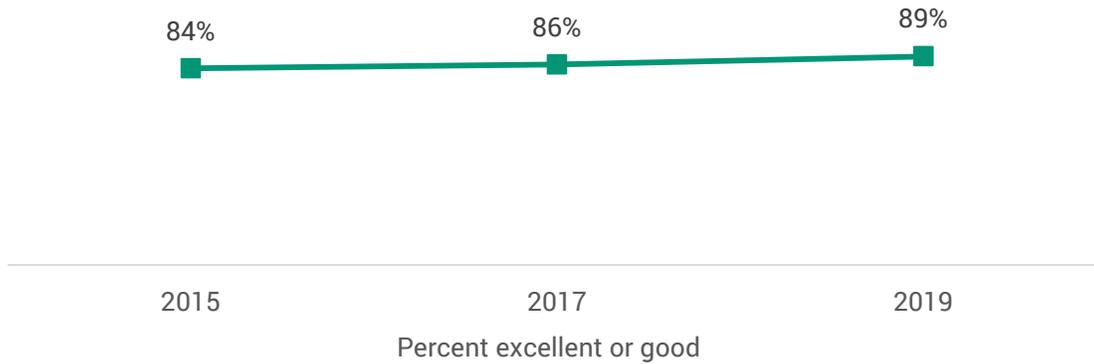
Figure 23: Aspects of Drinking Water by Year

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

Garbage Collection

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

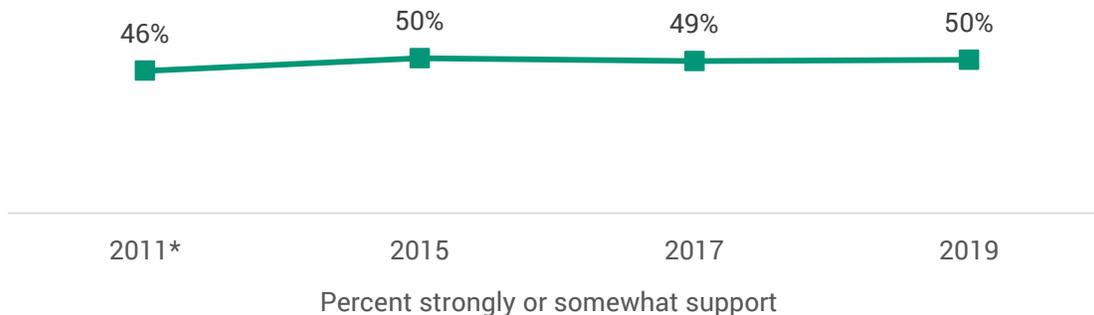
Figure 24: Quality of Garbage Collection by Year



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

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

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



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

Parks and Recreation

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

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

Figure 26: Use of Parks and Recreation Facilities by Year

In the last 12 months, about how many times, if ever, have you or other household members used any of the following Edina Parks and Recreation Department amenities? Percent at least once	2019	2017	2015	2013*	2011*
Trails	81%	80%	71%	79%	69%
Centennial Lakes Park	81%	75%	76%	64%	69%
Neighborhood parks	71%	89%	80%	83%	73%
Edinborough Park	48%	48%	50%	47%	48%
Large community athletic fields	40%	49%	40%	48%	45%
Braemar Arena (ice arena)	40%	24%	25%	32%	30%
Edina Aquatic Center	34%	28%	24%	38%	39%
Edina Senior Center	29%	20%	18%	33%	35%
Edina Art Center	25%	28%	24%	45%	33%
Braemar Golf Dome	25%	20%	21%	NA	NA
Dog parks/off-leash areas	21%	NA	NA	NA	NA
Braemar Golf Course	20%	32%	34%	42%	36%
Braemar Field (sports dome)	18%	24%	15%	NA	NA

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

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

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

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

Figure 27: Quality of Parks and Recreation Facilities by Year

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

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

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

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

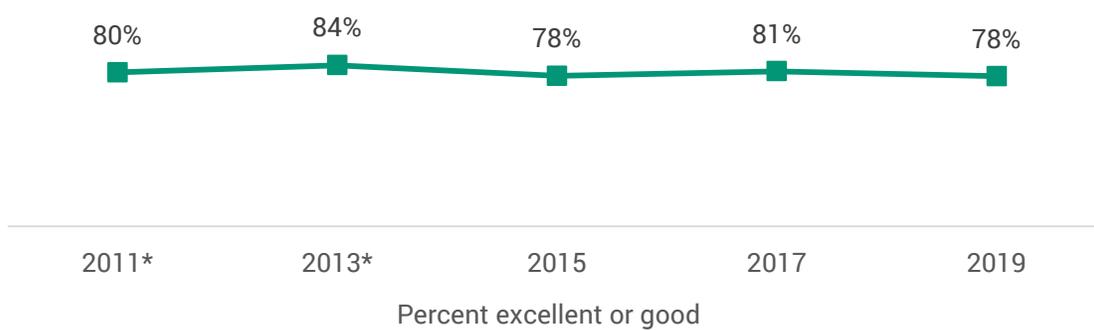
Government Performance

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

Value of Taxes Paid

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

Figure 28: Value of City Services by Year



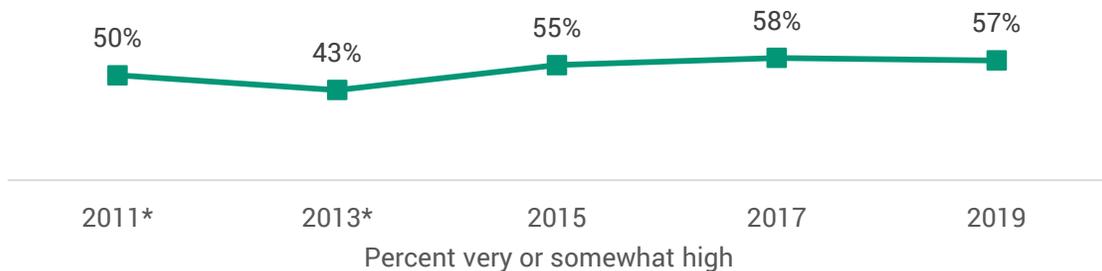
In 2013 and 2011 this question was worded "When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?"

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

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

Figure 29: Property Tax Level by Year

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



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

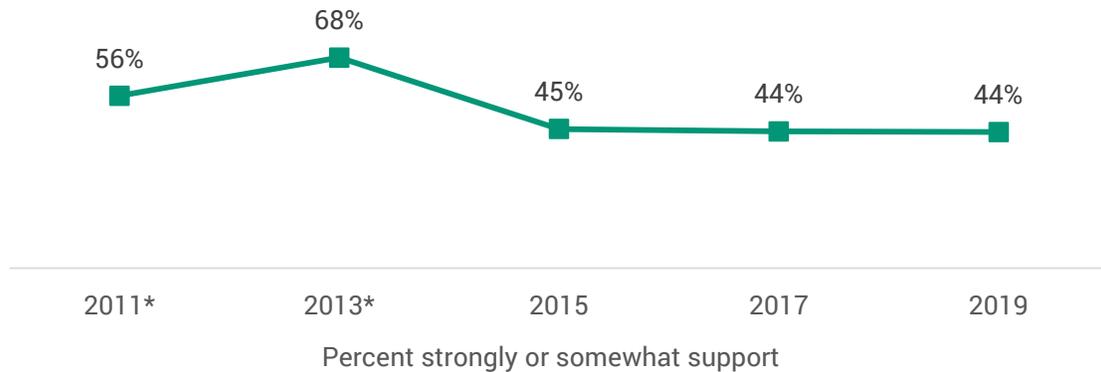
In 2017 and 2015, the question was worded "Thinking about your property taxes in comparison with neighboring cities, do you consider property taxes in Edina to be...?". In 2013 and 2011 this question was worded "When you consider the property taxes you pay and the quality of city services you receive,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

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

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

Figure 30: Support for Property Tax Increase by Year

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



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

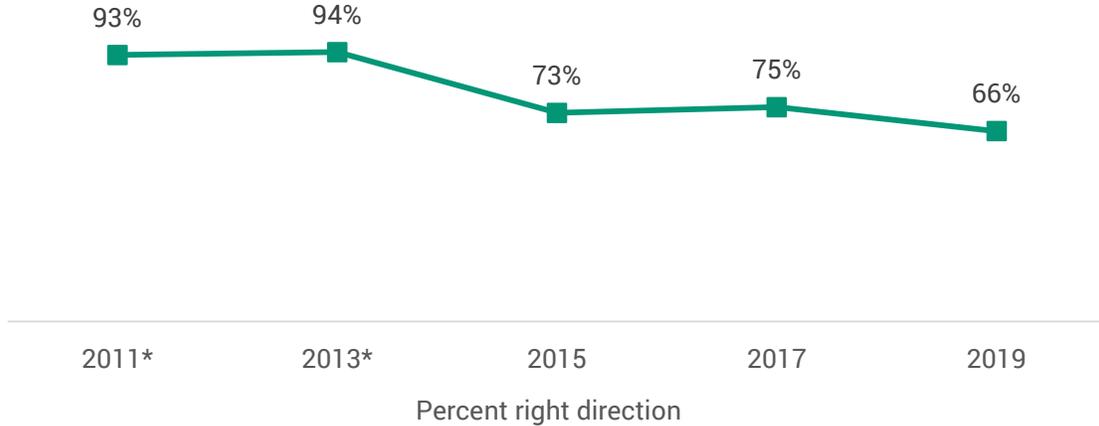
** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference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

Trust in City Government

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

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

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



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

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

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

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

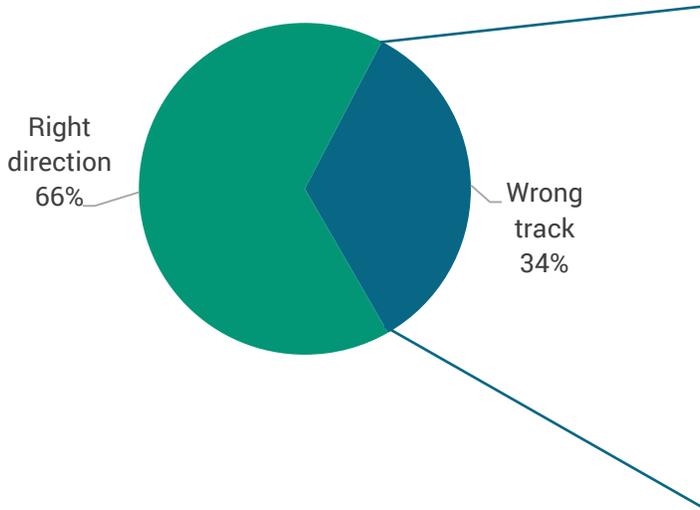
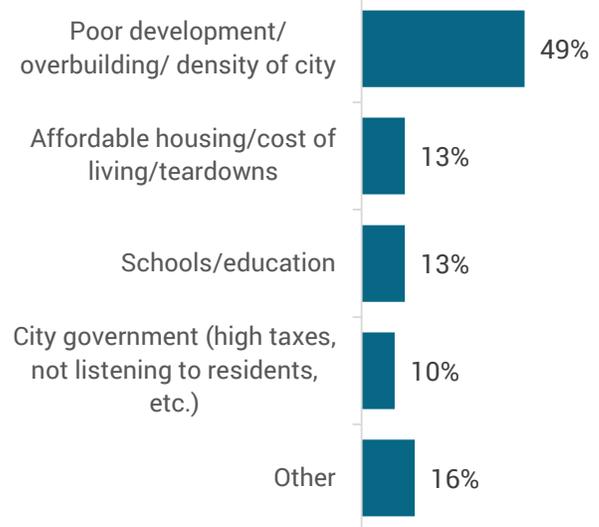


Figure 33: Reasons for Wrong Track, 2019

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

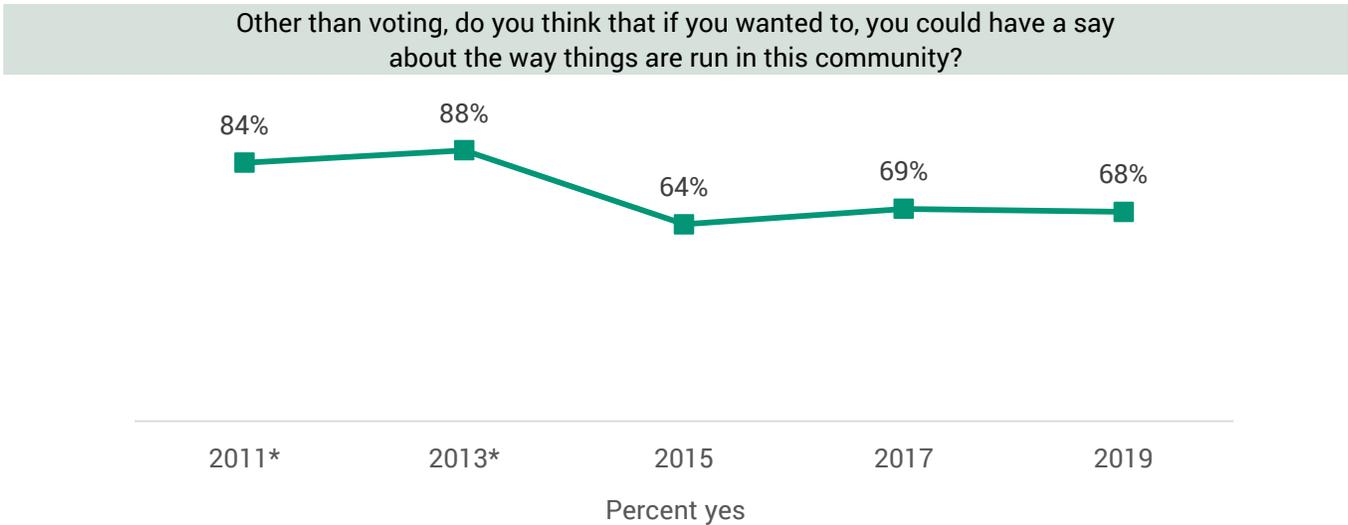


Percent of respondents who selected “wrong track”

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

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

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



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

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

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

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

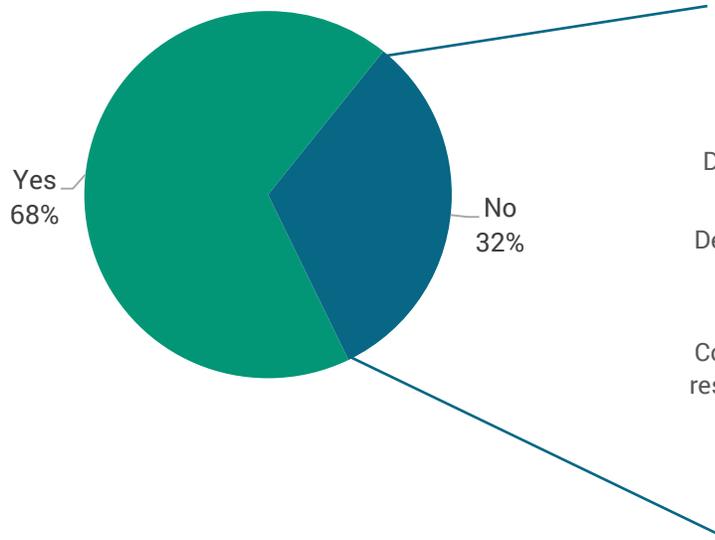
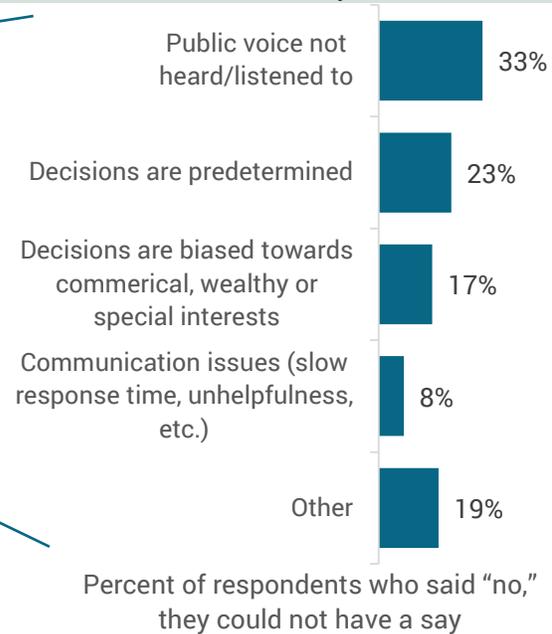


Figure 36: Reasons for Feeling Residents Don't Have a Say in How Edina is Run, 2019

Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community? If no, Why?

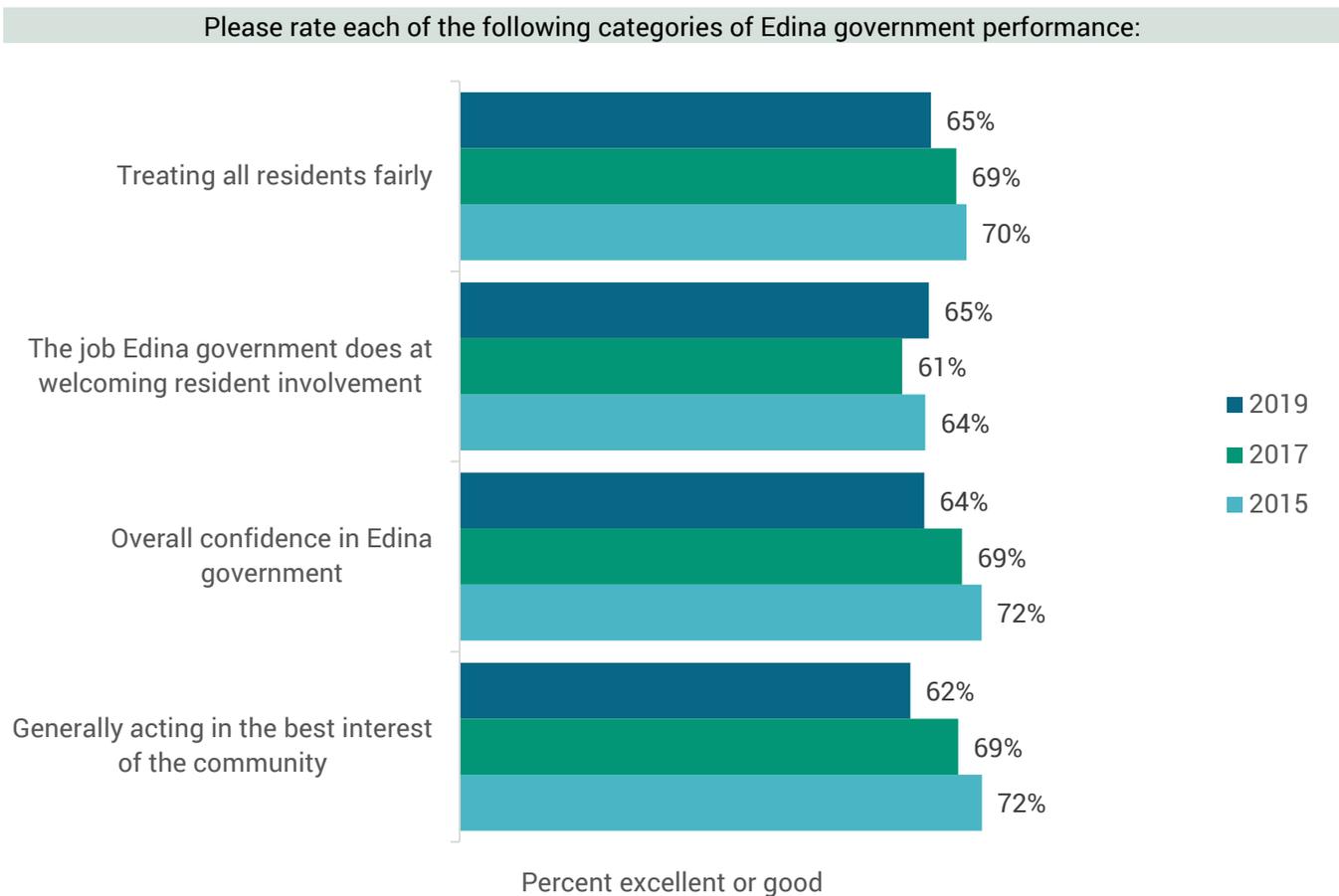


If a respondent said “no” to being able to have a say in how things are run in the community, they were given an opportunity to write in a reason why; 82 chose to write in a response. The responses were reviewed and grouped into the above categories. Please see Appendix B: Verbatim Responses to Survey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

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

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

Figure 37: Aspects of Public Trust by Year



Contact with City Departments

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

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

Table 1: Contact with City Departments by Year

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

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

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

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

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

Figure 38: Impression of Employee(s) by Year



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

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

Public Information and Communication

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

Information Sources

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

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

Table 2: Information Sources by Year

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

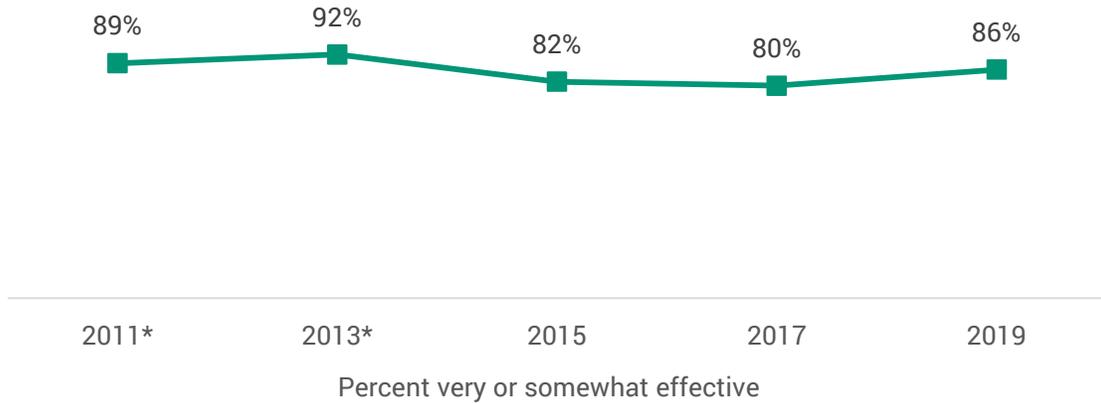
Prior to 2019, "Edition: Edina monthly newsletter" was "Edition: Edina monthly insert in Edina Sun-Current newspaper" and "City's e-mail subscription service (City Extra)" was "City Extra e-mail subscription service." Prior to 2017, "Edina TV" was "Edina Channels 16 or 813."

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

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

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

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



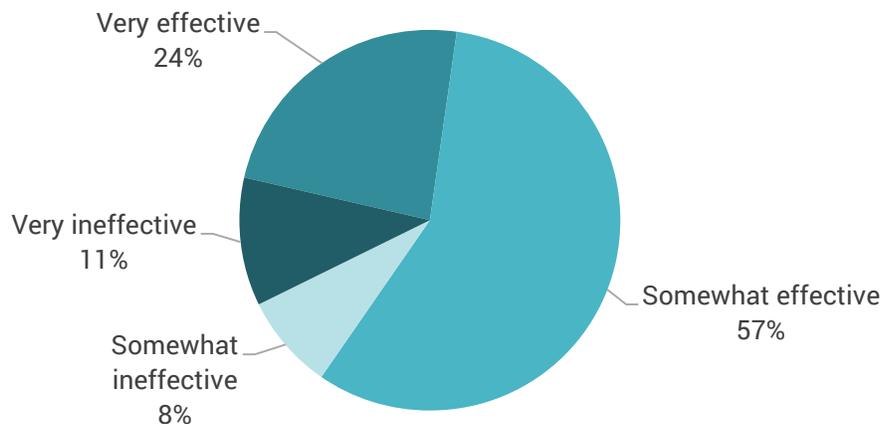
Prior to 2019, this was a stand-alone question, whereas in 2019 it was in a question grid along with the *Edition: Edina*. In 2013 and 2011, the scale was very effective, somewhat effective, not too effective and not at all effective.

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

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

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

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



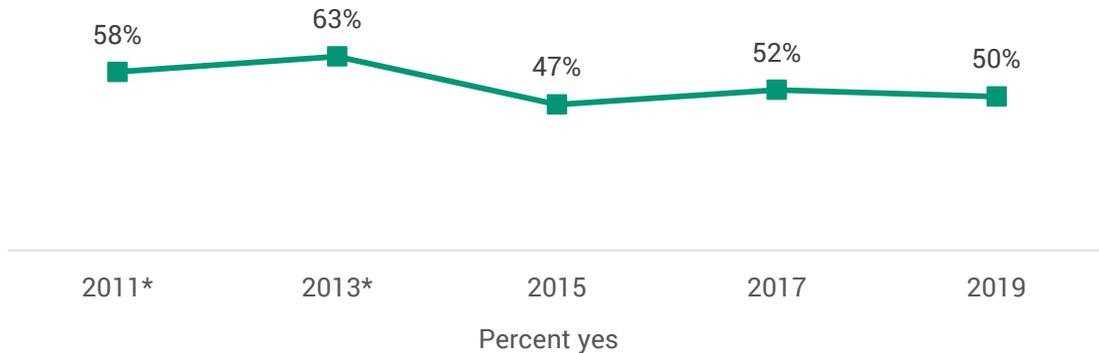
Note: 43% of respondents selected “don’t know” when rating the effectiveness of *Edition: Edina* (see Appendix A: Responses to Survey Questions for a complete list of all responses including “don’t know”).

City Website

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

Figure 41: Accessed City Website by Year

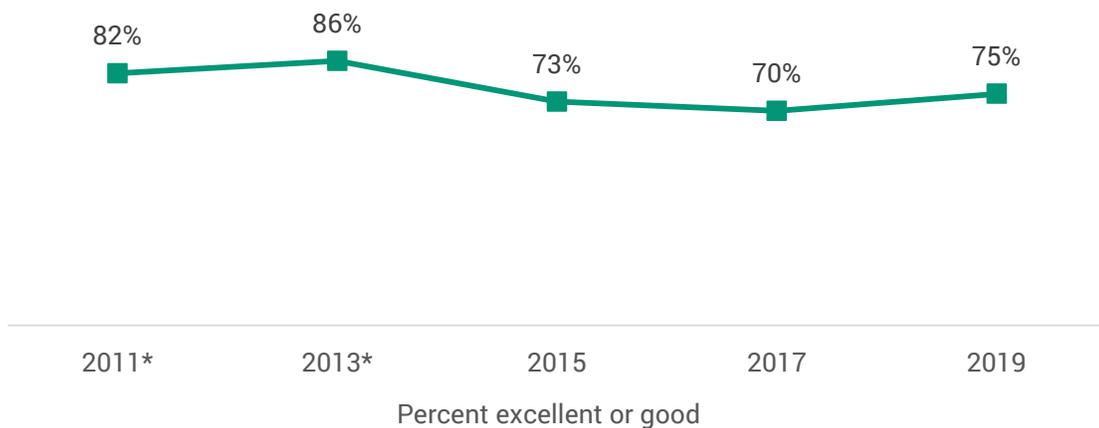
Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?



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

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

Figure 42: Quality of City Website by Year

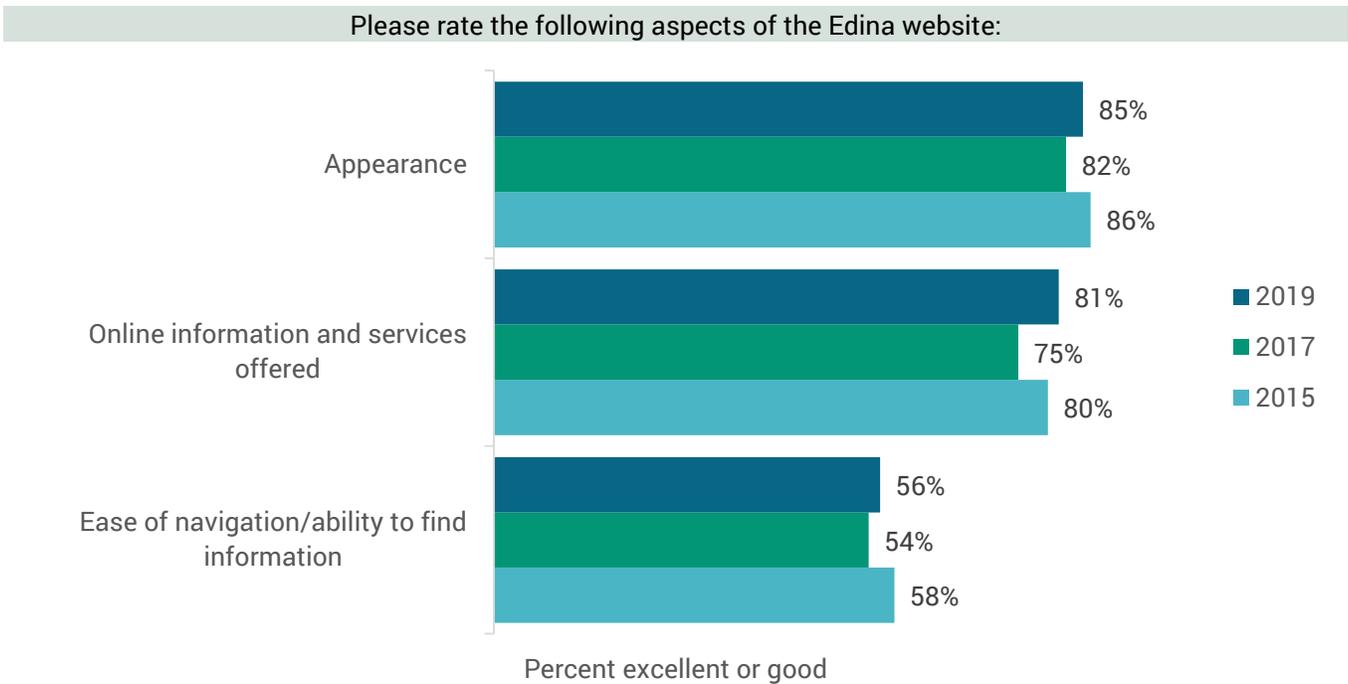


Responses to this question are only from those who reported that they had accessed the City website.
** Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between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

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

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

Figure 43: Aspects of City Website by Year



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

Planning and Priorities

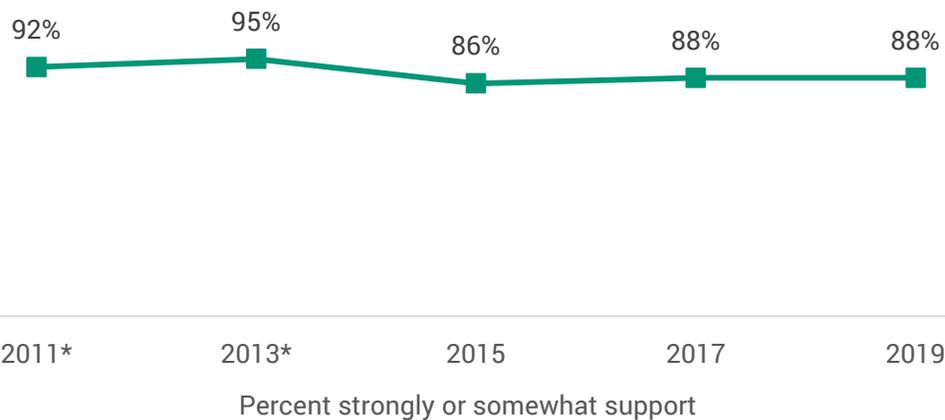
The 2019 survey included several questions that gauged resident opinion on a number of issues facing the City, including City-run liquor stores, redevelopment and sustainability.

Municipal Liquor Stores

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

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

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



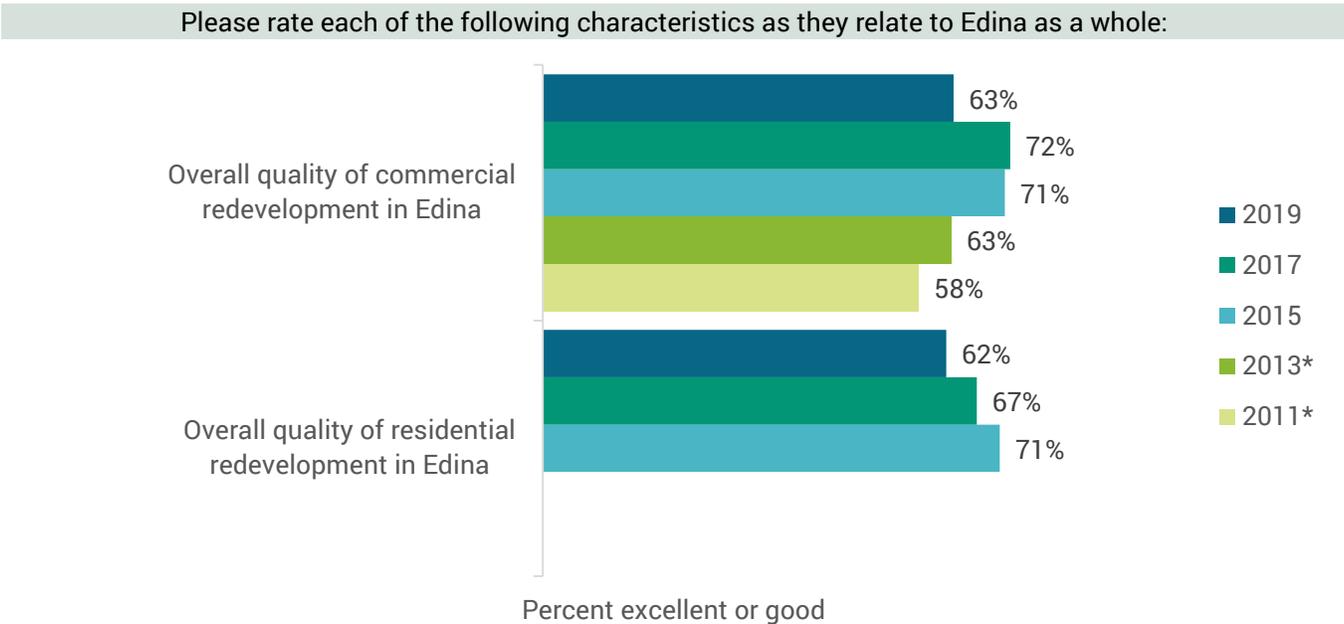
Prior to 2017, the question wording was "The City of Edina owns and operates three municipal liquor stores. Profits from the liquor operations are used for capital and public improvements and to offset operating costs of some recreation facilities. To what extent do you support the City continuing to operate its municipal liquor stores?" In 2013 and 2011, this question was asked on a scale of favor or oppose. For comparison purposes, the 2015 and 2017 ratings for strongly support and somewhat support were compared to 2013 and 2011 ratings for favor.

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

Redevelopment in Edina

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

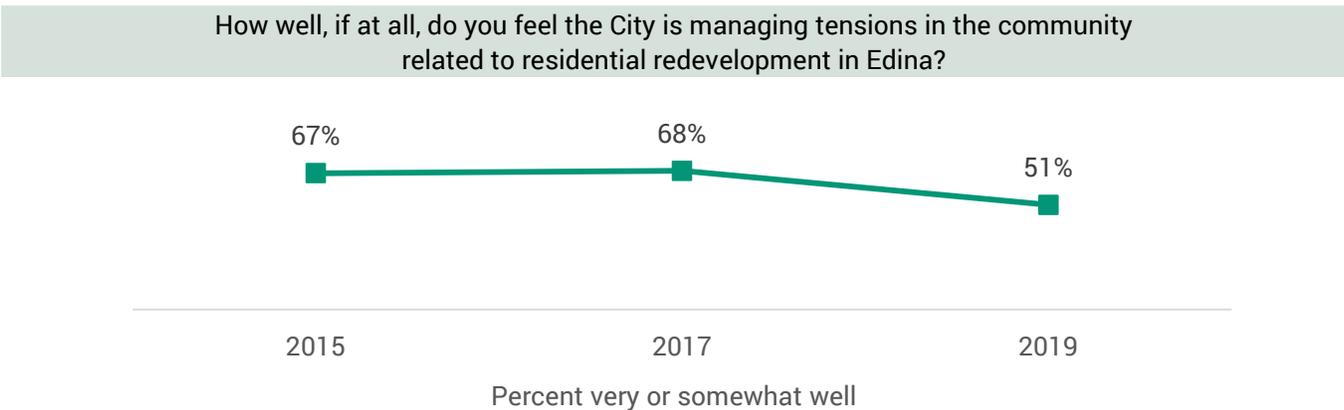
Figure 45: Quality of Redevelopment in Edina by Year



*In 2013 and 2011, survey respondents were only asked to rate the quality of redevelopment in Edina while 2017 and 2015 survey respondents were asked to consider residential and commercial redevelopment separately. * Differences in ratings between the 2011/2013 administrations and ratings from 2015 and onward may be due in part to the switch in methodology from a telephone to a mail survey. Changes in ratings between the 2011/2013 surveys and those from 2015 and onward are regarded as meaningful if the difference in is greater than 10 percentage points. Please see Appendix E: Survey Methodology for more information on how to interpret changes over time.*

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

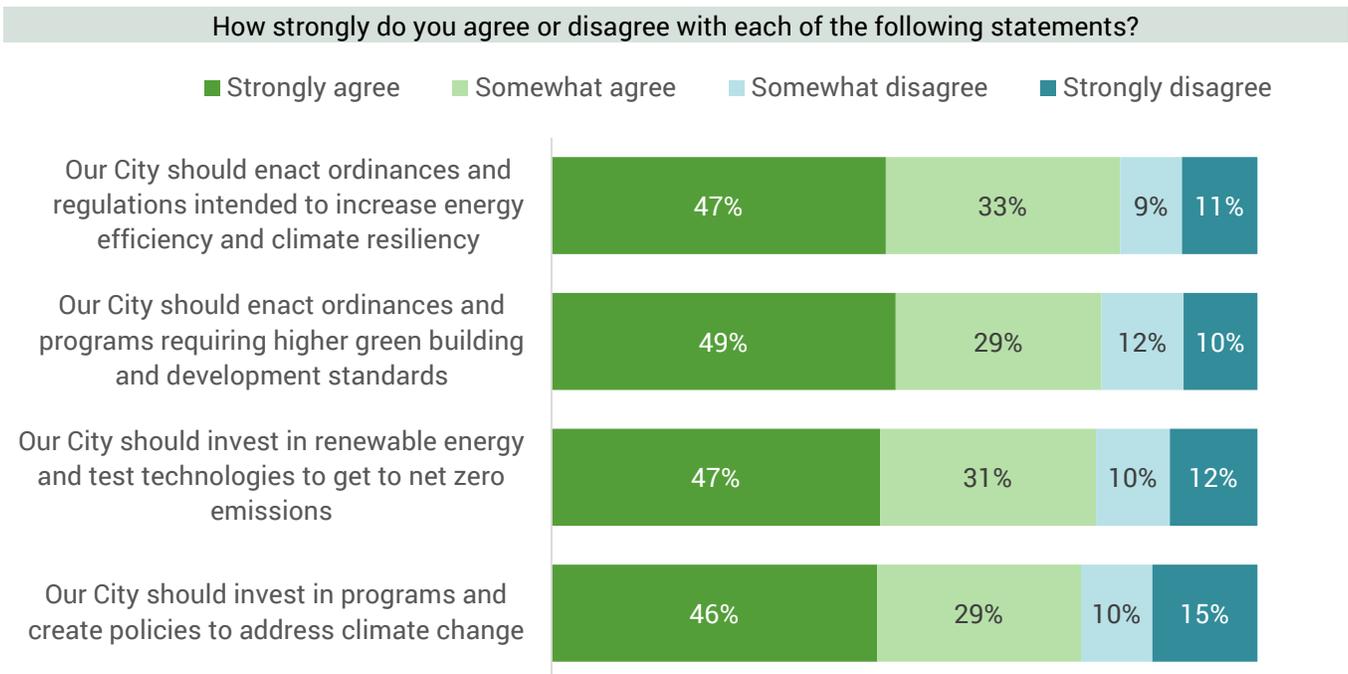
Figure 46: How Well the City Manages Redevelopment Tensions by Year



Sustainability and Climate Change

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

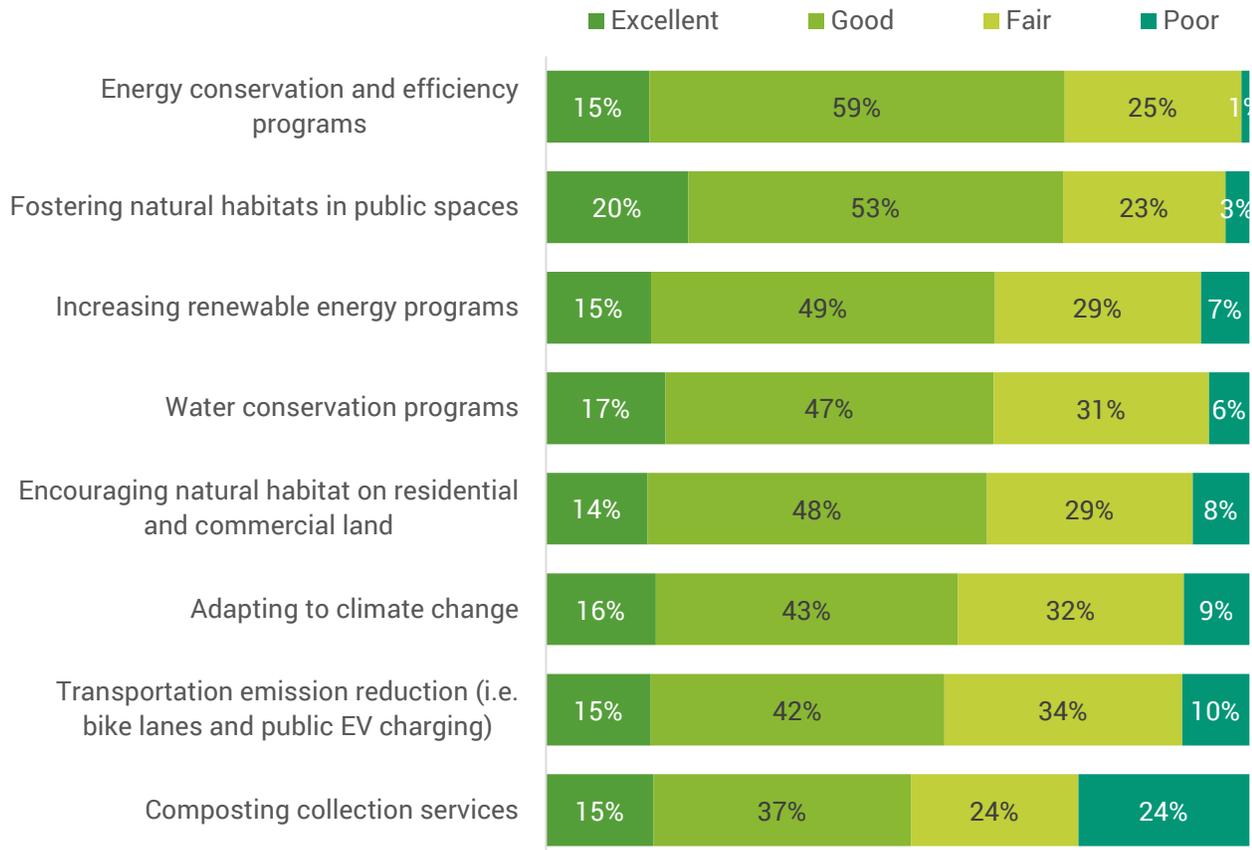
Figure 47: Level of Agreement with Statements about Climate Change, 2019



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

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

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

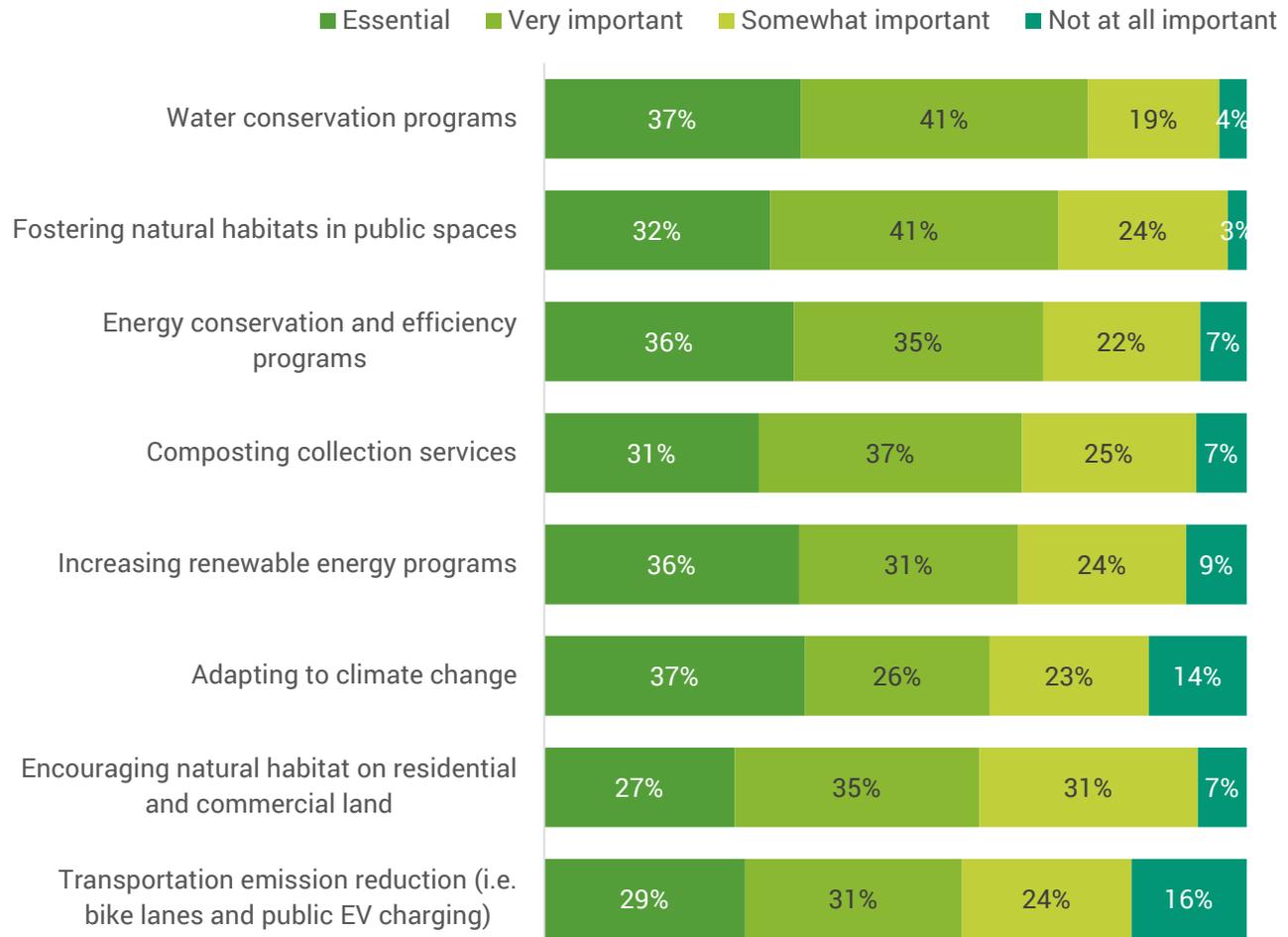


Note: at least 33% of respondents selected “don’t know” when rating the quality of most of the sustainability services provided by Edina (see Appendix A: Responses to Survey Questions for a complete list of all responses including “don’t know”).

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

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

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



Appendix A: Responses to Survey Questions

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

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

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

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

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

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

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

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

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

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

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

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

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Edina to someone who asks	65%	N=270	29%	N=121	4%	N=18	2%	N=6	0%	N=1	100%	N=416
Remain in Edina for the next five years	62%	N=254	24%	N=100	6%	N=23	4%	N=18	4%	N=16	100%	N=411

Table 9: Question 4

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

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

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

Table 10: Question 5

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

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

Table 11: Question 6

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Please rate how much of a problem, if at all, you feel each of the following is in Edina.	Not a problem		Minor problem		Moderate problem		Major problem		Extreme problem		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic speeding in your neighborhood	27%	N=110	32%	N=130	27%	N=113	9%	N=37	5%	N=21	100%	N=411
Stop sign violations in your neighborhood	38%	N=147	32%	N=125	19%	N=75	6%	N=23	5%	N=20	100%	N=389
Violent crime	77%	N=284	19%	N=72	4%	N=14	0%	N=0	0%	N=0	100%	N=370
Drugs	65%	N=193	22%	N=67	11%	N=33	2%	N=5	0%	N=1	100%	N=300
Youth crimes	56%	N=178	33%	N=105	9%	N=28	2%	N=6	0%	N=0	100%	N=318
Vandalism and property crimes	43%	N=152	38%	N=135	15%	N=54	3%	N=12	0%	N=1	100%	N=353
Identity theft	54%	N=128	30%	N=72	13%	N=31	1%	N=1	2%	N=4	100%	N=236
Domestic abuse	66%	N=128	27%	N=53	6%	N=12	0%	N=0	0%	N=0	100%	N=193

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

Please rate how much of a problem, if at all, you feel each of the following is in Edina.	Not a problem		Minor problem		Moderate problem		Major problem		Extreme problem		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Traffic speeding in your neighborhood	26%	N=110	31%	N=130	27%	N=113	9%	N=37	5%	N=21	2%	N=7	100%	N=418
Stop sign violations in your neighborhood	35%	N=147	30%	N=125	18%	N=75	5%	N=23	5%	N=20	6%	N=26	100%	N=415
Violent crime	68%	N=284	17%	N=72	3%	N=14	0%	N=0	0%	N=0	11%	N=46	100%	N=417
Drugs	46%	N=193	16%	N=67	8%	N=33	1%	N=5	0%	N=1	28%	N=117	100%	N=416
Youth crimes	43%	N=178	25%	N=105	7%	N=28	1%	N=6	0%	N=0	23%	N=97	100%	N=414
Vandalism and property crimes	37%	N=152	32%	N=135	13%	N=54	3%	N=12	0%	N=1	15%	N=62	100%	N=415
Identity theft	31%	N=128	17%	N=72	7%	N=31	0%	N=1	1%	N=4	43%	N=179	100%	N=415
Domestic abuse	31%	N=128	13%	N=53	3%	N=12	0%	N=0	0%	N=0	53%	N=221	100%	N=414

Table 22: Question 12 (Use)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 29: Question 15

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

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

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

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

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

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

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

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

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

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

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

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

To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?	Percent	Number
Strongly support	6%	N=20
Somewhat support	39%	N=136
Somewhat oppose	34%	N=119
Strongly oppose	22%	N=78
Total	100%	N=353

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

To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?	Percent	Number
Strongly support	5%	N=20
Somewhat support	34%	N=136
Somewhat oppose	30%	N=119
Strongly oppose	20%	N=78
Don't know	12%	N=46
Total	100%	N=399

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

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

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

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

Table 38: Question 19 - Wrong Track, Why?

All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are on the wrong track? If wrong track, Why?	Percent	Number
City government (high taxes, not listening to residents, etc.)	10%	N=12
Poor development/overbuilding/density of city	49%	N=60
Affordable housing/cost of living/teardowns	13%	N=15
Schools/education	13%	N=15
Other	16%	N=19
Total	100%	N=122

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

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

Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?	Percent	Number
Yes	68%	N=203
No	32%	N=94
Total	100%	N=296

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

Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?	Percent	Number
Yes	50%	N=203
No	23%	N=94
Don't know	27%	N=108
Total	100%	N=404

Table 41: Question 20 - No, Why?

Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community? If no, Why?	Percent	Number
Public voice not heard/listened to	33%	N=27
Decisions are predetermined	23%	N=19
Decisions are biased towards commercial, wealthy or special interests	17%	N=14
Communication issues (slow response time, unhelpfulness, etc.)	8%	N=6
Other	19%	N=16
Total	100%	N=82

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

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

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

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

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

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

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

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

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

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

How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?	Percent	Number
Very well	10%	N=30
Somewhat well	41%	N=119
Somewhat poorly	28%	N=82
Very poorly	20%	N=60
Total	100%	N=291

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

How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?	Percent	Number
Very well	8%	N=30
Somewhat well	30%	N=119
Somewhat poorly	21%	N=82
Very poorly	15%	N=60
Don't know	27%	N=108
Total	100%	N=399

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

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

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

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

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

Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community?	Percent	Number
Strongly support	27%	N=88
Somewhat support	23%	N=76
Somewhat oppose	19%	N=62
Strongly oppose	31%	N=104
Total	100%	N=330

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

Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community?	Percent	Number
Strongly support	22%	N=88
Somewhat support	19%	N=76
Somewhat oppose	15%	N=62
Strongly oppose	26%	N=104
Don't know	18%	N=74
Total	100%	N=403

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

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

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

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

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

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

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

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

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

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

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

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

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

Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all.	Not a source		Minor source		Major source		Total	
	%	N	%	N	%	N	%	N
About Town City magazine	21%	N=76	40%	N=146	39%	N=144	100%	N=367
Parks & Recreation Activities Directory	25%	N=90	42%	N=151	33%	N=120	100%	N=361
Edina Sun-Current newspaper	37%	N=135	26%	N=94	37%	N=132	100%	N=361
Edition: Edina monthly newsletter	44%	N=143	33%	N=109	23%	N=75	100%	N=327
Star-Tribune newspaper	37%	N=138	28%	N=106	35%	N=133	100%	N=376
City's website (www.EdinaMN.gov)	33%	N=118	47%	N=166	20%	N=73	100%	N=356
Edina TV	75%	N=257	22%	N=74	3%	N=10	100%	N=341
City employees	58%	N=195	34%	N=114	8%	N=27	100%	N=336
City Council Members	62%	N=213	31%	N=108	7%	N=25	100%	N=346
Direct mail updates	34%	N=123	41%	N=151	25%	N=90	100%	N=364
Social media (e.g., Facebook, Twitter)	53%	N=186	30%	N=106	16%	N=58	100%	N=350
NextDoor	43%	N=145	27%	N=90	30%	N=98	100%	N=333
Online web stream videos on YouTube or Granicus	88%	N=288	10%	N=31	2%	N=6	100%	N=326
City's e-mail subscription service (City Extra)	71%	N=229	16%	N=52	13%	N=40	100%	N=321
Word of mouth from friends, family or neighbors	15%	N=56	42%	N=162	43%	N=165	100%	N=382

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

Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all.	Not a source		Minor source		Major source		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N
About Town City magazine	19%	N=76	37%	N=146	36%	N=144	7%	N=29	100%	N=395
Parks & Recreation Activities Directory	23%	N=90	38%	N=151	30%	N=120	8%	N=33	100%	N=395
Edina Sun-Current newspaper	34%	N=135	24%	N=94	33%	N=132	9%	N=35	100%	N=395
Edition: Edina monthly newsletter	37%	N=143	28%	N=109	19%	N=75	16%	N=62	100%	N=390
Star-Tribune newspaper	35%	N=138	27%	N=106	33%	N=133	6%	N=22	100%	N=399
City's website (www.EdinaMN.gov)	30%	N=118	42%	N=166	19%	N=73	9%	N=34	100%	N=390
Edina TV	66%	N=257	19%	N=74	3%	N=10	13%	N=50	100%	N=391
City employees	50%	N=195	29%	N=114	7%	N=27	13%	N=52	100%	N=388
City Council Members	54%	N=213	28%	N=108	6%	N=25	12%	N=46	100%	N=392
Direct mail updates	31%	N=123	38%	N=151	23%	N=90	8%	N=33	100%	N=396
Social media (e.g., Facebook, Twitter)	47%	N=186	27%	N=106	15%	N=58	11%	N=42	100%	N=392
NextDoor	37%	N=145	23%	N=90	25%	N=98	14%	N=56	100%	N=389
Online web stream videos on YouTube or Granicus	74%	N=288	8%	N=31	2%	N=6	16%	N=63	100%	N=389
City's e-mail subscription service (City Extra)	59%	N=229	13%	N=52	10%	N=40	17%	N=66	100%	N=387
Word of mouth from friends, family or neighbors	14%	N=56	41%	N=162	42%	N=165	4%	N=14	100%	N=397

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

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

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

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

Table 62: Question 30

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

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

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

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

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

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

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

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

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

Table 67: Question D1

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	11%	N=45
Somewhat positive	16%	N=65
Neutral	57%	N=230
Somewhat negative	15%	N=59
Very negative	1%	N=5
Total	100%	N=404

Table 68: Question D2

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

Table 69: Question D3

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

Table 70: Question D4

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

Table 71: Question D5

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

Table 72: Question D6

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

Table 73: Question D7

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association [HOA] fees)?	Percent	Number
Less than \$600 per month	4%	N=17
\$600 - \$999 per month	9%	N=35
\$1,000 - \$1,499 per month	21%	N=81
\$1,500 - \$2,499 per month	33%	N=130
\$2,500 or more per month	33%	N=130
Total	100%	N=394

Table 74: Question D8

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

Table 75: Question D9

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

Table 76: Question D10

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

Table 77: Question D11

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

Table 78: Question D11 - Yes, Which Language?

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

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

Table 79: Question D12

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

Table 80: Question D13

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

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

Table 81: Question D14

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

Table 82: Question D15

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

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

Table 83: Question D16

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

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

Table 84: Question D17

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

Table 85: Question D18

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

Appendix B: Verbatim Responses to Survey Questions

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Interfaith.
- Theist.

Appendix C: Survey Results by Respondent Characteristics

Understanding the Tables

For most of the questions in the tables that follow, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as excellent or good.

The subgroup comparison tables contain the crosstabulations of survey questions by precinct as well as various demographic characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

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

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

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

Survey Results by Quadrant

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

Table 86: Quality of Life by Quadrant

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

Table 87: General Community Characteristics by Quadrant

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

Table 88: Likelihood of Recommending or Remaining in Edina by Quadrant

Please indicate how likely or unlikely you are to do each of the following: (Percent very or somewhat likely)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Recommend living in Edina to someone who asks	87%	94%	96% A	100% A	94%
Remain in Edina for the next five years	92%	88%	89%	91%	90%

Table 89: Feelings of Safety by Quadrant

Please rate how safe or unsafe you feel: (Percent very or somewhat safe)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
In your neighborhood	95%	98%	98%	99%	97%
In the 50th & France area (downtown area)	92%	91%	97%	97%	94%
In the Southdale area	75%	73%	89% A B	79%	80%

Table 90: Sense of Community Welcoming by Quadrant

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

Table 91: Community Characteristics by Quadrant

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

Please rate each of the following characteristics as they relate to Edina as a whole: (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Shopping opportunities	88%	94%	93%	98% A	93%
Cost of living in Edina	50%	61% C D	46%	44%	51%
Overall quality of business and service establishments in Edina	89%	92%	93%	96%	92%
Overall quality of commercial redevelopment in Edina	55%	65%	68%	64%	63%
Overall quality of residential redevelopment in Edina	56%	62%	68%	61%	62%
Opportunities to participate in social events and activities	80%	82%	75%	73%	78%
Opportunities to volunteer	82% C	90% C	69%	85% C	81%
Opportunities to participate in community matters	76%	81%	71%	79%	76%

Table 92: Aspects of Drinking Water by Quadrant

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

Table 93: Problems in Edina by Quadrant

Please rate how much of a problem, if at all, you feel each of the following is in Edina. (Percent moderate, major or extreme problem)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
	(A)	(B)	(C)	(D)	(A)
Traffic speeding in your neighborhood	57% C D	48% C D	33%	26%	41%
Stop sign violations in your neighborhood	46% B C D	34% C D	20%	20%	30%
Violent crime	5%	4%	6%	0%	4%
Drugs	10%	18% D	17% D	4%	13%
Youth crimes	13%	10%	15% D	2%	11%
Vandalism and property crimes	22%	21%	19%	11%	19%
Identity theft	13%	21% D	21% D	0%	15%
Domestic abuse	3%	7%	11%	2%	6%

Table 94: Use of Parks and Recreation Amenities by Quadrant

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

Table 95: Quality of Parks and Recreation Amenities by Quadrant

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

Table 96: Quality of Services by Quadrant

Please rate the quality of each of the following services in Edina: (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
	(A)	(B)	(C)	(D)	(A)
Police services	91%	96%	90%	91%	92%
Fire services	99% D	100% D	99% D	94%	98%
Ambulance or emergency medical services	100% D	100% D	98% D	93%	98%
Crime prevention	91%	93%	98%	95%	94%
Fire prevention and education	94%	95%	96%	100%	96%
Traffic enforcement	79%	85%	81%	77%	81%
Street repair	59%	58%	62%	60%	60%
Street cleaning	84%	79%	78%	84%	81%
Street lighting	64%	74%	82% A	88% A B	77%
Snow removal	90%	88%	81%	93% C	87%
Sidewalk maintenance	76%	79%	75%	91% A C	79%
Traffic signal timing	74% C	68%	60%	80% C	69%
Bus or transit services	56%	67% D	72% D	44%	62%
Garbage collection	87%	90%	90%	91%	89%
Recycling	76%	86%	87% A	83%	84%
Yard waste pickup	88%	84%	81%	86%	84%
Storm drainage	72%	86% A	81%	87% A	81%
Drinking water	63%	67%	68%	83% A B C	69%

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

Table 97: Government Performance by Quadrant

Please rate the following categories of Edina government performance: (Percent excellent or good)	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
The value of services for the taxes paid to Edina	70%	85% A	77%	80%	78%
The job Edina government does at welcoming resident involvement	52%	73% A	69% A	59%	65%
Overall confidence in Edina government	51%	72% A	69% A	60%	64%
Generally acting in the best interest of the community	49%	68% A	67% A	62%	62%
Treating all residents fairly	55%	72% A	70% A	59%	65%

Table 98: Impression of City Employees by Quadrant

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

Table 99: Opinion of Property Taxes by Quadrant

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

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

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

Table 101: Direction of Edina by Quadrant

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

Table 102: Perception of Own Influence by Quadrant

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	
	(A)	(B)	(C)	(D)	(A)
Percent yes					
Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?	55%	75% A	70%	75% A	68%

Table 103: Importance of Diversity and Inclusivity by Quadrant

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

Table 104: Ratings of Inclusivity of City by Quadrant

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

Table 105: Managing Community Tensions by Quadrant

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

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

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

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

	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
Percent strongly or somewhat support					
Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community?	49%	53%	43%	57%	50%

Table 108: Attitudes Toward Environmental Sustainability by Quadrant

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

Table 109: Quality of Environmental Services by Quadrant

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

Table 110: Importance of Environmental Services by Quadrant

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

Table 111: City Information Sources by Quadrant

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

Table 112: Effectiveness of City Communication Tools by Quadrant

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

Table 113: City Website Access by Quadrant

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

Table 114: Aspects of City Website by Quadrant

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

Table 115: Concern About Household Issues by Quadrant

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

Table 116: Economic Impact on Family Income by Quadrant

Percent very or somewhat positive	Geographic Area				Overall
	Northeast Quadrant	Northwest Quadrant	Southeast Quadrant	Southwest Quadrant	(A)
	(A)	(B)	(C)	(D)	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	34% B	22%	30%	22%	27%

Survey Results by Demographic Characteristics

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

Table 117: Quality of Life by Respondent Characteristics

Percent excellent or good	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
How would you rate the quality of life in Edina?	100%	98%	97%	98%	98%	100%	99%	97%	100%	98%	98%	99%	98%

Table 118: General Community Characteristics by Respondent Characteristics

Please rate each of the following characteristics as they relate to Edina as a community: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Edina	94%	96%	96%	95%	96%	97%	95%	95%	94%	96%	96%	95%	96%
Overall ease of getting to the places you usually have to visit	91%	87%	82%	92%	81%	92%	87%	83%	89%	85%	87%	85%	86%
Quality of overall natural environment in Edina	92%	92%	89%	91%	91%	89%	91%	92%	95%	90%	89%	93%	91%
Overall established “built environment” of Edina (including overall design, buildings, parks and transportation systems)	85%	79%	75%	79%	82%	82%	77%	80%	83%	78%	76%	83%	80%
Health and wellness opportunities in Edina	96%	92%	92%	95%	92%	94%	92%	94%	99% B	92%	91%	97% A	93%
Overall opportunities for education and enrichment	95%	93%	96%	94%	95%	88%	96% A	95%	99% B	93%	95%	94%	94%
Overall economic health of Edina	95%	94%	94%	93%	97%	95%	95%	94%	97%	94%	95%	94%	94%
Sense of community	69%	73%	81% A	72%	81% A	54%	80% A	79% A	79%	74%	78%	71%	74%
Overall image or reputation of Edina	92%	89%	88%	86%	94% A	91%	90%	89%	90%	89%	90%	90%	89%
Neighborliness of residents in Edina	74%	79%	74%	73%	80%	63%	82% A	76% A	80%	75%	78%	72%	76%

Table 119: Likelihood of Recommending or Remaining in Edina by Respondent Characteristics

Please indicate how likely or unlikely you are to do each of the following: (Percent very or somewhat likely)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Recommend living in Edina to someone who asks	96%	92%	94%	93%	95%	97%	92%	94%	98% B	93%	93%	95%	94%
Remain in Edina for the next five years	85%	91%	93% A	92%	86%	77%	93% A	91% A	80%	93% A	90%	90%	90%

Table 120: Feelings of Safety by Respondent Characteristics

Please rate how safe or unsafe you feel: (Percent very or somewhat safe)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
In your neighborhood	96%	98%	97%	97%	98%	97%	98%	96%	98%	97%	97%	97%	97%
In the 50th & France area (downtown area)	92%	97%	93%	94%	94%	97%	94%	93%	98%	93%	94%	95%	94%
In the Southdale area	86% B	76%	79%	78%	84%	81%	76%	83%	88% B	78%	75%	87% A	80%

Table 121: Sense of Community Welcoming by Respondent Characteristics

Please rate how welcoming Edina is as a community: (Percent very welcoming or welcoming)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
For people who are Asian, Asian Indian or Pacific Islander	79%	75%	68%	68%	78%	75%	77%	69%	84% B	70%	73%	73%	74%
For people who are Black or African American	60% C	45%	42%	40%	54% A	58%	49%	42%	57%	45%	47%	49%	49%
For people who are Hispanic	57%	45%	51%	42%	58% A	59%	51%	46%	63% B	47%	50%	52%	51%
For people who are American Indian or Alaskan Native	58%	50%	55%	45%	61% A	55%	56%	52%	67% B	50%	54%	55%	55%
For people who are White	95% B	85%	96% B	94%	92%	97% B	87% B	94% B	93%	92%	91%	93%	92%
For people whose first language is not English	65% B C	48%	46%	46%	56%	61% C	58% C	42%	66% B	47%	52%	51%	52%
For people who are not U.S. citizens	64% C	50%	39%	41%	55% A	63% C	55% C	39%	60%	46%	48%	52%	50%
For people who have a lower income	38%	45%	31%	27%	47% A	47% C	42%	30%	42%	36%	41%	32%	38%
For people who are of Christian faith	92%	89%	92%	92%	91%	93%	91%	91%	92%	91%	91%	92%	91%
For people who are of Jewish faith	83%	84%	81%	79%	87%	96% C	82%	78%	82%	83%	82%	83%	82%
For people who are of Muslim faith	56% C	47%	35%	32%	55% A	57% C	50%	36%	56%	42%	44%	46%	45%
For people who are of Buddhist faith	75% C	61% C	38%	45%	64% A	62% C	67% C	42%	60%	54%	56%	54%	55%
For people who are of Hindu faith	74% C	58% C	38%	44%	63% A	60%	66% C	41%	62%	52%	54%	55%	55%
For people who are agnostic or atheist	87% B C	72% C	55%	65%	76%	89% C	79% C	52%	77%	68%	70%	70%	69%

Table 122: Community Characteristics by Respondent Characteristics

Please rate each of the following characteristics as they relate to Edina as a whole: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Traffic flow on major streets	57%	53%	51%	58%	49%	63% B	48%	55%	59%	52%	50%	59%	53%
Ease of public parking	73% B C	56%	56%	61%	61%	70% B	55%	62%	66%	60%	55%	69% A	61%
Ease of travel by car in Edina	84% B C	72%	71%	80% B	69%	90% B C	67%	75%	80%	74%	72%	80%	75%
Ease of travel by public transportation in Edina	57% C	44%	35%	40%	48%	54%	47%	38%	64% B	38%	36%	57% A	46%
Ease of travel by bicycle in Edina	63%	67%	63%	58%	71% A	64%	69%	61%	70%	63%	60%	72% A	65%
Ease of walking in Edina	71% B	59%	68%	62%	71%	69%	61%	69%	72%	65%	65%	67%	65%
Availability of paths and walking trails	78%	77%	83%	78%	82%	76%	77%	83%	87% B	77%	78%	82%	79%
Air quality	91%	89%	87%	88%	89%	90%	90%	87%	89%	89%	91%	86%	89%
Cleanliness of Edina	96%	94%	93%	96%	92%	91%	97%	93%	93%	95%	97% B	90%	95%
Public places where people want to spend time	94% B C	82%	83%	87%	86%	87%	86%	85%	87%	86%	87%	84%	86%
Variety of housing options	48%	58%	46%	43%	58% A	41%	57% A	49%	41%	54% A	54%	45%	51%
Availability of affordable quality housing	27%	38%	34%	27%	37%	25%	40% A	29%	27%	34%	37% B	26%	32%
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	83%	84%	89% B	79%	85%	80%	88%	86%	84%	84%	85%	84%
Recreational opportunities	83%	86%	90%	87%	86%	78%	88% A	89% A	82%	88%	89%	83%	87%

Please rate each of the following characteristics as they relate to Edina as a whole: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
K-12 education	93%	86%	92%	91%	90%	84%	89%	94% A	93%	90%	90%	90%	90%
Adult educational opportunities	87%	85%	92%	84%	94% A	84%	92%	87%	83%	90%	93% B	80%	89%
Opportunities to attend cultural/arts/music activities	76%	74%	80%	71%	83% A	72%	75%	80%	72%	78%	79%	73%	77%
Employment opportunities	78%	64%	72%	62%	79% A	71%	70%	71%	69%	72%	78% B	62%	70%
Shopping opportunities	95%	92%	92%	93%	94%	95%	94%	92%	91%	94%	94%	92%	93%
Cost of living in Edina	47%	51%	54%	48%	53%	38%	54% A	53% A	45%	53%	55% B	44%	51%
Overall quality of business and service establishments in Edina	92%	94%	91%	93%	92%	92%	94%	91%	95%	92%	92%	93%	92%
Overall quality of commercial redevelopment in Edina	72% C	63%	56%	65%	62%	84% B C	58%	59%	71%	61%	61%	66%	63%
Overall quality of residential redevelopment in Edina	72% B C	59%	57%	59%	65%	85% B C	57%	58%	65%	62%	64%	60%	62%
Opportunities to participate in social events and activities	79%	76%	79%	75%	81%	74%	79%	79%	73%	79%	82% B	71%	78%
Opportunities to volunteer	72%	86% A	84% A	78%	84%	70%	82%	84% A	78%	82%	86% B	74%	81%
Opportunities to participate in community matters	79%	73%	79%	76%	80%	80%	75%	77%	78%	77%	78%	74%	76%

Table 123: Aspects of Drinking Water by Respondent Characteristics

Please rate the following aspects of drinking water in Edina: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Appearance	86%	80%	87%	84%	85%	88%	81%	85%	80%	86%	86%	82%	84%
Taste	55%	59%	62%	55%	63%	63%	50%	64% B	57%	60%	60%	57%	59%
Odor	64%	65%	73%	69%	66%	67%	59%	74% B	62%	69%	69%	65%	67%
Hardness	41%	35%	30%	36%	36%	45% B	27%	39% B	39%	34%	29%	45% A	35%
Reliability	85%	81%	84%	82%	84%	87%	79%	86%	78%	85%	84%	82%	83%
Safety	86%	78%	85%	82%	84%	86%	77%	86%	84%	83%	84%	81%	83%

Table 124: Problems in Edina by Respondent Characteristics

Please rate how much of a problem, if at all, you feel each of the following is in Edina. (Percent moderate, major or extreme problem)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Traffic speeding in your neighborhood	31%	52% A C	40%	49% B	32%	30%	53% A C	37%	28%	46% A	49% B	30%	41%
Stop sign violations in your neighborhood	19%	37% A	34% A	31%	30%	27%	34%	29%	15%	35% A	37% B	20%	30%
Violent crime	1%	4%	5%	4%	3%	0%	2%	6% A	4%	3%	3%	4%	4%
Drugs	4%	14%	19% A	17% B	8%	8%	11%	19% A	11%	13%	14%	11%	13%
Youth crimes	5%	15% A	11%	12%	9%	8%	10%	14%	8%	11%	12%	9%	11%
Vandalism and property crimes	11%	20%	23% A	23% B	14%	8%	20%	22% A	18%	19%	20%	18%	19%
Identity theft	12%	16%	18%	19%	12%	4%	12%	24% A B	17%	15%	13%	19%	15%
Domestic abuse	2%	3%	13% A B	10% B	3%	0%	5%	11% A	7%	6%	5%	8%	6%

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

Tell us about how many times in the last 12 months, if ever, you or other household members used any of the following Edina Parks & Recreation Department amenities. (Percent at least once)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Trails	77%	86%	78%	78%	83%	78%	91% A C	73%	76%	82%	87% B	71%	81%
Dog parks/off-leash areas	17%	28% A C	17%	20%	23%	29% C	23%	16%	13%	23% A	26% B	13%	21%
Neighborhood parks	65%	79% A	70%	69%	74%	61%	74% A	74% A	66%	73%	76% B	66%	71%
Large community athletic fields	30%	54% A C	37%	36%	44%	29%	59% A C	29%	24%	45% A	51% B	24%	40%
Edinborough Park	43%	62% A C	41%	51%	47%	50%	52%	46%	54%	46%	47%	51%	48%
Centennial Lakes Park	79%	84%	81%	82%	80%	73%	91% A C	77%	84%	80%	85% B	75%	81%
Edina Aquatic Center	32%	47% A C	24%	30%	37%	29%	56% A C	17%	21%	38% A	45% B	17%	34%
Edina Senior Center	24%	26%	36% A	30%	27%	12%	26% A	37% A B	23%	30%	30%	26%	29%
Braemar Arena (ice arena)	37%	48% C	36%	37%	44%	36%	60% A C	26%	30%	44% A	49% B	27%	40%
Edina Art Center	18%	29% A	26%	28%	21%	6%	33% A	26% A	17%	27%	29% B	18%	25%
Braemar Golf Course	6%	28% A	25% A	19%	21%	11%	24% A	20%	10%	23% A	24% B	13%	20%
Braemar Golf Dome	13%	37% A C	23%	18%	31% A	14%	40% A C	16%	10%	29% A	33% B	12%	25%
Braemar Field (sports dome)	9%	27% A C	15%	15%	21%	9%	32% A C	9%	1%	22% A	24% B	7%	18%

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

Please rate the quality of each, regardless of your household's use of the amenities. (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Trails	96%	94%	97%	98%	93%	96%	96%	95%	100%	95%	95%	97%	96%
Dog parks/off-leash areas	74%	77%	82%	76%	80%	65%	76%	87%	82%	77%	72%	93% A	78%
Neighborhood parks	94%	90%	95%	94%	92%	96%	90%	95%	98%	92%	90%	99% A	93%
Large community athletic fields	100%	94%	94%	96%	94%	100%	91%	99% B	100%	95%	94%	100%	95%
Edinborough Park	78%	89%	95% A	88%	88%	68%	90% A	94% A	69%	93% A	88%	88%	88%
Centennial Lakes Park	100%	99%	99%	99%	100%	100%	100%	98%	100%	99%	99%	99%	99%
Edina Aquatic Center	96%	92%	97%	91%	98%	93%	92%	99%	96%	94%	94%	97%	95%
Edina Senior Center	94%	87%	88%	90%	88%	90%	89%	89%	87%	90%	91%	85%	89%
Braemar Arena (ice arena)	100%	93%	97%	96%	95%	93%	96%	97%	100%	95%	95%	98%	96%
Edina Art Center	80%	81%	96% B	86%	87%	100%	82%	90%	85%	88%	87%	88%	88%
Braemar Golf Course	100%	89%	96%	99%	90%	100%	97%	90%	100%	92%	93%	94%	94%
Braemar Golf Dome	100%	90%	95%	99%	90%	100%	90%	96%	100%	92%	93%	96%	94%
Braemar Field (sports dome)	94%	97%	98%	98%	96%	100%	100% C	92%	100%	96%	98%	91%	97%

Table 127: Quality of Services by Respondent Characteristics

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

Please rate the quality of each of the following services in Edina: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Recycling	87%	81%	84%	82%	86%	83%	77%	89% B	88%	83%	82%	86%	84%
Yard waste pickup	89%	82%	83%	84%	84%	80%	81%	89%	89%	83%	84%	85%	84%
Storm drainage	89% C	80%	77%	82%	82%	89%	80%	80%	89%	80%	79%	85%	81%
Drinking water	65%	69%	74%	66%	74%	70%	66%	72%	63%	71%	73%	64%	69%
Sewer services	93%	88%	86%	90%	89%	89%	88%	89%	90%	88%	89%	89%	89%
Utility billing	85%	88% C	78%	84%	83%	81%	86%	82%	78%	85%	86%	78%	83%
City parks	93%	93%	97%	93%	96%	89%	96% A	95%	90%	95%	96%	92%	94%
Park maintenance	95%	89%	93%	92%	93%	88%	92%	94%	91%	92%	93%	90%	92%
Condition of trails and sidewalks	96% B	85%	93% B	92%	91%	93%	90%	91%	93%	91%	91%	91%	91%
Recreation programs or classes	96%	90%	93%	93%	93%	88%	96%	92%	93%	93%	94%	91%	93%
Recreation centers or facilities	95% B	85%	88%	89%	91%	91%	88%	90%	88%	89%	90%	87%	89%
Land use, planning and zoning	69% B C	52%	42%	54%	55%	83% B C	48%	47%	70% B	49%	47%	64% A	53%
Code enforcement (weeds, abandoned buildings, etc.)	82% C	72%	62%	75%	68%	75%	71%	69%	93% B	66%	65%	84% A	72%
Animal control	94% B C	76%	80%	84%	81%	96% B C	80%	80%	95% B	78%	77%	92% A	82%
Economic development	78%	74%	71%	77%	74%	90% B C	68%	73%	85% B	71%	71%	80%	74%
Public health services	90%	89%	85%	84%	93% A	93%	91%	83%	89%	88%	90%	84%	88%

Please rate the quality of each of the following services in Edina: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Public information services/communication from the City	83%	81%	82%	84%	81%	82%	82%	82%	79%	83%	86% B	75%	82%
Cable television (Comcast/Xfinity)	57%	59%	49%	51%	60%	63%	49%	57%	60%	54%	50%	61% A	55%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	93% B	70%	82% B	78%	87%	86%	77%	83%	85%	80%	83%	79%	81%
Edina open space	74%	70%	67%	77% B	63%	78%	71%	65%	78%	68%	67%	74%	70%
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	85%	76%	76%	82%	76%	84%	76%	78%	82%	77%	76%	82%	78%
Overall quality of services provided by the City of Edina	91%	85%	91%	91%	90%	85%	89%	91%	90%	89%	90%	87%	89%

Table 128: Government Performance by Respondent Characteristics

Please rate the following categories of Edina government performance: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The value of services for the taxes paid to Edina	74%	78%	80%	82%	76%	65%	79% A	80% A	70%	79%	79%	74%	78%
The job Edina government does at welcoming resident involvement	66%	61%	68%	66%	67%	54%	62%	72% A	70%	64%	65%	65%	65%
Overall confidence in Edina government	70%	65%	60%	68%	64%	59%	60%	71% B	68%	64%	62%	68%	64%
Generally acting in the best interest of the community	69% C	64%	56%	67%	61%	64%	57%	67%	63%	63%	60%	66%	62%
Treating all residents fairly	67%	68%	60%	67%	65%	65%	63%	67%	70%	64%	64%	67%	65%

Table 129: Impression of City Employees by Respondent Characteristics

Please rate your impression of City employees: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Knowledge	95%	92%	90%	94%	91%	100% B	88%	94%	98%	92%	91%	95%	92%
Courtesy	95%	92%	90%	94%	90%	100% B	86%	95% B	94%	92%	91%	95%	92%
Responsiveness	92%	86%	88%	91%	84%	100% B	84%	88%	98%	87%	86%	95%	88%
Follow-up (got back to you or took action if needed)	91%	84%	83%	90%	80%	100% B	81%	85%	94%	84%	83%	92%	85%
Overall customer service	93%	87%	86%	91%	85%	100% B	83%	89%	94%	87%	86%	94%	88%

Table 130: Opinion of Property Taxes by Respondent Characteristics

Percent very or somewhat high	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Considering your property taxes in comparison to neighboring cities, property taxes in Edina are...	60%	61%	51%	59%	54%	79% B C	60% C	48%	68%	55%	58%	55%	57%

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

Percent strongly or somewhat support	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
To what extent would you support or oppose an increase in your property taxes to maintain City services at their current level?	38%	46%	47%	48%	41%	22%	44% A	52% A	35%	46%	43%	46%	44%

Table 132: Direction of Edina by Respondent Characteristics

Percent right direction	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
All in all, do you think things in Edina are generally headed in the right direction, or do you feel things are on the wrong track?	82% B C	63%	58%	69%	69%	80% B	60%	68%	71%	66%	63%	73%	66%

Table 133: Perception of Own Influence by Respondent Characteristics

Percent yes	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Other than voting, do you think that if you wanted to, you could have a say about the way things are run in this community?	83% B C	67%	61%	68%	72%	82% B	58%	75% B	78%	67%	63%	79% A	68%

Table 134: Importance of Diversity and Inclusivity by Respondent Characteristics

Percent essential or very important	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
How important for the people of Edina is it that local government focuses on creating a diverse and inclusive city?	68% B C	55%	50%	66% B	48%	66% B	48%	62% B	72% B	53%	49%	70% A	57%

Table 135: Ratings of Inclusivity of City by Respondent Characteristics

Please rate the job you feel the City does at each of the following: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Making all residents feel welcome and that they belong	81% C	73%	65%	70%	78%	82%	74%	68%	79%	71%	73%	73%	73%
Helping new residents feel connected and integrated	58%	69%	62%	56%	70% A	60%	61%	65%	60%	64%	64%	60%	63%
Attracting people from diverse backgrounds	57%	52%	45%	44%	57% A	62%	49%	47%	64% B	48%	46%	60% A	51%
Valuing residents from diverse backgrounds	70% C	70% C	50%	55%	71% A	69%	69% C	56%	57%	65%	64%	62%	64%
Providing a safe and secure environment for residents of all backgrounds	84%	77%	76%	72%	87% A	79%	79%	78%	76%	80%	82%	73%	79%

Table 136: Managing Community Tensions by Respondent Characteristics

Percent very or somewhat well	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
How well, if at all, do you feel the City is managing tensions in the community related to residential redevelopment in Edina?	71% B C	44%	48%	53%	53%	65%	47%	53%	56%	51%	50%	55%	51%

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

Percent strongly or somewhat support	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The City of Edina owns and operates three municipal liquor stores. Profits from Edina Liquor are used to offset operating costs and for capital expenses at recreational facilities. To what extent do you support the City continuing to operate its municipal liquor stores?	88%	83%	93% B	93% B	85%	89%	89%	88%	89%	88%	88%	89%	88%

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

Percent strongly or somewhat support	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Most communities have one of two systems for garbage collection. To what extent do you support the City changing from the current system in which residents may choose from several different haulers to a system where the City chooses one hauler for the whole community?	54%	44%	52%	47%	54%	38%	60% A C	45%	52%	49%	52%	46%	50%

Table 139: Attitudes Toward Environmental Sustainability by Respondent Characteristics

How strongly do you agree or disagree with each of the following statements? (Percent strongly or somewhat agree)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Our City should invest in programs and create policies to address climate change	81% C	75%	69%	82% B	69%	81% B	66%	81% B	83%	72%	70%	83% A	75%
Our City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency	90% B C	80%	73%	88% B	76%	97% B C	72%	83% B	92% B	77%	75%	89% A	81%
Our City should enact ordinances and programs requiring higher green building and development standards	83% C	81% C	70%	85% B	71%	84% B	71%	81% B	89% B	74%	72%	86% A	78%
Our City should invest in renewable energy and test technologies to get to net zero emissions	83% C	77%	72%	84% B	72%	87% B	67%	83% B	85% B	75%	72%	84% A	77%

Table 140: Quality of Environmental Services by Respondent Characteristics

Rate the quality of each of the following services provided by the City of Edina. (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Energy conservation and efficiency programs	73%	71%	77%	80%	68%	61%	77%	76%	69%	76%	81% B	64%	74%
Fostering natural habitats in public spaces	78%	74%	70%	76%	74%	77%	72%	74%	74%	73%	72%	75%	73%
Encouraging natural habitat on residential and commercial land	78% B C	60%	54%	67%	61%	64%	61%	65%	71%	60%	60%	67%	63%
Increasing renewable energy programs	66%	67%	58%	63%	65%	54%	68%	66%	69%	62%	65%	62%	64%
Adapting to climate change	73% B C	51%	54%	58%	59%	64%	56%	60%	69%	54%	58%	58%	59%
Composting collection services	57%	51%	49%	48%	57%	61%	46%	55%	58%	50%	52%	52%	52%
Water conservation programs	74% B	54%	67%	60%	67%	60%	64%	66%	65%	63%	67%	56%	64%
Transportation emission reduction (i.e. bike lanes and public EV charging)	67%	54%	54%	58%	58%	56%	55%	60%	67%	54%	56%	58%	57%

Table 141: Importance of Environmental Services by Respondent Characteristics

Rate how important, if at all, each service is to the Edina community. (Percent essential or very important)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Energy conservation and efficiency programs	77%	68%	69%	81% B	60%	81% B	61%	75% B	85% B	67%	66%	79% A	71%
Fostering natural habitats in public spaces	84% B C	70%	67%	83% B	60%	80%	76%	68%	86% B	70%	69%	80% A	73%
Encouraging natural habitat on residential and commercial land	74% B C	58%	56%	72% B	49%	63%	60%	64%	69%	60%	60%	66%	62%
Increasing renewable energy programs	73%	66%	64%	77% B	59%	74%	59%	72% B	86% B	63%	62%	76% A	67%
Adapting to climate change	70%	58%	63%	75% B	51%	61%	54%	73% B	83% B	58%	58%	73% A	63%
Composting collection services	73%	67%	64%	77% B	58%	68%	66%	70%	78%	66%	67%	71%	68%
Water conservation programs	79%	74%	79%	83% B	70%	78%	71%	82% B	87% B	75%	75%	82%	77%
Transportation emission reduction (i.e. bike lanes and public EV charging)	67%	57%	55%	70% B	48%	70% B	53%	61%	75% B	55%	56%	65%	59%

Table 142: City Information Sources by Respondent Characteristics

Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all. (Percent minor or major source)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
About Town City magazine	67%	87% A	81% A	80%	77%	54%	89% A C	79% A	64%	83% A	84% B	71%	79%
Parks & Recreation Activities Directory	76%	76%	74%	80%	71%	63%	83% A	74%	80%	74%	77%	72%	75%
Edina Sun-Current newspaper	38%	65% A	79% A B	64%	60%	45%	62% A	68% A	50%	66% A	67% B	55%	63%
Edition: Edina monthly newsletter	45%	58%	64% A	55%	58%	33%	58% A	64% A	52%	58%	57%	55%	56%
Star-Tribune newspaper	51%	64% A	73% A	64%	63%	46%	55% A B	75% A B	43%	68% A	63%	63%	63%
City's website (www.EdinaMN.gov)	64%	69%	67%	66%	67%	63%	77% A C	59%	51%	71% A	72% B	57%	67%
Edina TV	14%	26% A	32% A	30% B	17%	18%	16%	34% A B	28%	23%	19%	35% A	25%
City employees	28%	51% A	46% A	41%	45%	20%	56% A C	39% A	23%	47% A	49% B	29%	42%
City Council Members	27%	45% A	43% A	38%	39%	20%	46% A	39% A	29%	41%	42%	32%	38%
Direct mail updates	61%	72%	65%	64%	71%	57%	74% A	64%	59%	68%	71% B	59%	66%
Social media (e.g., Facebook, Twitter)	49%	50%	42%	53%	42%	63% C	58% C	32%	43%	47%	52% B	37%	47%
NextDoor	53%	62%	54%	59%	57%	45%	68% A C	52%	22%	64% A	69% B	31%	57%
Online web stream videos on YouTube or Granicus	9%	15%	10%	12%	12%	4%	15% A	12%	5%	13%	13%	9%	12%

Please rate the extent to which you use each of the following as sources of information about Edina government and its activities, if at all. (Percent minor or major source)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
City's e-mail subscription service (City Extra)	20%	33% A	31%	31%	27%	8%	43% A C	24% A	11%	33% A	37% B	13%	29%
Word of mouth from friends, family or neighbors	82%	82%	91%	83%	88%	72%	91% A	85% A	75%	88% A	91% B	75%	85%

Table 143: Effectiveness of City Communication Tools by Respondent Characteristics

How effective, if at all, are each of the following communication tools for keeping informed of City activities? (Percent very or somewhat effective)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
The magazine About Town	92% B	82%	86%	84%	88%	92%	81%	89%	92%	84%	84%	89%	86%
The newsletter Edition: Edina	88%	79%	78%	78%	84%	90%	80%	80%	94% B	78%	80%	83%	81%

Table 144: City Website Access by Respondent Characteristics

Percent yes	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Have you accessed the City of Edina website (www.EdinaMN.gov) in the last 12 months?	43%	62% A C	45%	49%	51%	42%	69% A C	38%	30%	57% A	59% B	37%	50%

Table 145: Aspects of City Website by Respondent Characteristics

Please rate the following aspects of the Edina website: (Percent excellent or good)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Appearance	77%	92% A	83%	88%	82%	83%	82%	90%	79%	86%	85%	84%	85%
Online information and services offered	73%	87% A	82%	87% B	76%	70%	82%	87% A	75%	82%	84%	75%	81%
Ease of navigation/ability to find information	52%	55%	60%	63%	50%	36%	54%	68% A	35%	59% A	58%	50%	56%
Overall quality of the City of Edina website	73%	75%	77%	82% B	70%	64%	73%	83% A	79%	74%	73%	80%	75%

Table 146: Concern About Household Issues by Respondent Characteristics

To what extent, if at all, have you been concerned about each of the following issues in your household in the last 12 months? (Percent minor, moderate or major concern)	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
Feeling socially isolated or disconnected from others	44% B C	22%	14%	30%	22%	45% B C	27%	19%	40% B	22%	22%	32% A	26%
Having access to health care	16%	10%	16%	12%	16%	13%	12%	17%	17%	13%	9%	21% A	14%
Being able to age in place (e.g., remain in your home as you get older)	27%	30%	46% A B	39% B	28%	12%	32% A	46% A B	35%	34%	33%	37%	35%
Running out of food before you had money to buy more	19% B C	6%	7%	9%	12%	13%	11%	8%	27% B	4%	6%	16% A	10%
Having enough money to pay your rent or mortgage	33% B C	17%	20%	22%	26%	38% B C	23%	18%	45% B	16%	18%	31% A	23%

Table 147: Economic Impact on Family Income by Respondent Characteristics

Percent very or somewhat positive	Length of residency			Gender		Age			Housing tenure		Housing unit type		Overall (A)
	Less than 5 years	6 to 20 years	More than 20 years	Female	Male	18-34	35-54	55+	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	30%	30%	22%	21%	33% A	34%	29%	23%	33%	25%	27%	28%	27%

Appendix D: Benchmark Comparisons

Understanding the Benchmark Comparisons

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

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

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

Comparison Data

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

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

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

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

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in resident surveys from over 600 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. Edina's survey results were compared to all other communities in NRC's benchmark database as well as to a subset of all Minnesota communities in the database.

Interpreting the Results

Average ratings were compared when questions similar to those asked in Edina's survey were included in NRC's database, and there were at least five peer jurisdictions in which the question was asked. Where comparisons were available, three numbers are provided in the tables starting on the next page. The first column is Edina's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "very likely" and "somewhat likely," etc.). The second column is the rank assigned to Edina's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth column shows the comparison of Edina's average rating to the benchmark.

Where comparisons for quality ratings were available, Edina's results were noted as being "higher" than, "lower" than or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Edina's rating to the benchmark where a rating is considered "similar" if it is within 10 points of the average; "higher" or "lower" if the difference between Edina's rating and the benchmark is greater than 10 points; and "much higher" or "much lower" if the difference between Edina's rating and the benchmark is more than 20 points.

Comparisons for a number of items on the survey were not available in the benchmark database (e.g., some of the city services or aspects of government performance). These items are excluded from the benchmark tables.

National Benchmark Comparisons

Table 148: Question 1

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
How would you rate the quality of life in Edina?	98%	22	456	Higher

Table 149: Question 2

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Overall feeling of safety in Edina	96%	28	351	Higher
Overall ease of getting to the places you usually have to visit	86%	29	267	Higher
Quality of overall natural environment in Edina	91%	53	280	Similar
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	80%	29	257	Higher
Health and wellness opportunities in Edina	93%	9	258	Higher
Overall opportunities for education and enrichment	94%	12	260	Higher
Overall economic health of Edina	94%	5	264	Much higher
Sense of community	74%	43	314	Higher
Overall image or reputation of Edina	89%	43	351	Higher
Neighborliness of residents in Edina	76%	11	252	Higher

Table 150: Question 3

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Recommend living in Edina to someone who asks	94%	56	290	Similar
Remain in Edina for the next five years	90%	37	283	Similar

Table 151: Question 7

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
In your neighborhood	97%	93	359	Similar
In the 50th & France area (downtown area)	94%	112	320	Similar

Table 152: Question 9

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Traffic flow on major streets	53%	127	343	Similar
Ease of public parking	61%	78	226	Similar
Ease of travel by car in Edina	75%	76	307	Similar
Ease of travel by public transportation in Edina	46%	15	22	Similar
Ease of travel by bicycle in Edina	65%	78	308	Similar
Ease of walking in Edina	65%	126	308	Similar
Availability of paths and walking trails	79%	67	320	Higher
Air quality	89%	54	249	Similar
Cleanliness of Edina	95%	19	287	Higher
Public places where people want to spend time	86%	18	250	Higher
Variety of housing options	51%	129	282	Similar
Availability of affordable quality housing	32%	180	305	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	26	248	Higher
Recreational opportunities	87%	21	300	Higher
K-12 education	90%	25	276	Higher
Adult educational opportunities	89%	2	237	Much higher
Opportunities to attend cultural/arts/music activities	77%	42	298	Higher
Employment opportunities	70%	5	313	Much higher
Shopping opportunities	93%	4	299	Much higher
Cost of living in Edina	51%	87	260	Similar
Overall quality of business and service establishments in Edina	92%	1	276	Higher
Opportunities to participate in social events and activities	78%	36	267	Higher

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Opportunities to volunteer	81%	39	268	Similar
Opportunities to participate in community matters	76%	22	278	Higher

Table 153: Question 13

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Police services	92%	12	464	Higher
Fire services	98%	6	390	Higher
Ambulance or emergency medical services	98%	8	350	Higher
Crime prevention	94%	8	365	Higher
Fire prevention and education	96%	4	287	Higher
Traffic enforcement	81%	7	373	Higher
Street repair	60%	71	390	Higher
Street cleaning	81%	13	325	Higher
Street lighting	77%	21	329	Higher
Snow removal	87%	1	288	Much higher
Sidewalk maintenance	79%	8	325	Higher
Traffic signal timing	69%	15	267	Higher
Bus or transit services	62%	66	233	Similar
Garbage collection	89%	65	358	Similar
Recycling	84%	91	362	Similar
Yard waste pickup	84%	63	272	Similar
Storm drainage	81%	24	355	Higher
Drinking water	69%	170	317	Similar
Sewer services	89%	24	323	Similar
Utility billing	83%	15	229	Similar
City parks	94%	30	328	Higher
Recreation programs or classes	93%	10	329	Higher
Recreation centers or facilities	89%	23	281	Higher
Land use, planning and zoning	53%	108	304	Similar
Code enforcement (weeds, abandoned buildings, etc.)	72%	17	393	Higher
Animal control	82%	16	344	Higher
Economic development	74%	25	288	Higher
Public health services	88%	14	223	Higher
Public information services/communication from the City	82%	25	290	Higher
Cable television (Comcast/Xfinity)	55%	79	206	Similar

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	81%	13	281	Higher
Edina open space	70%	50	237	Similar
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	78%	65	280	Similar
Overall quality of services provided by the City of Edina	89%	29	431	Higher

Table 154: Question 14

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
The value of services for the taxes paid to Edina	78%	6	406	Higher
The job Edina government does at welcoming resident involvement	65%	48	325	Similar
Overall confidence in Edina government	64%	55	264	Similar
Generally acting in the best interest of the community	62%	70	263	Similar
Treating all residents fairly	65%	68	261	Similar

Table 155: Question 16

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Knowledge	92%	7	45	Similar
Courtesy	92%	3	37	Similar
Responsiveness	88%	9	46	Similar
Overall customer service	88%	8	382	Higher

Table 156: Question 31

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Appearance	85%	2	7	Similar
Online information and services offered	81%	2	5	Similar
Ease of navigation/ability to find information	56%	5	7	Similar
Overall quality of the City of Edina website	75%	4	19	Similar

Table 157: Question D1

	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
What impact, if any, do you think the economy will have on your family income in the next 6 months?	27%	193	262	Similar

National Benchmark Comparison Communities

The communities included in the national benchmark comparisons are listed below along with their population according to the 2010 Census.

Adams County, CO	441,603	Avon town, CO	6,447
Airway Heights city, WA.....	6,114	Avon town, IN.....	12,446
Albany city, OR	50,158	Avondale city, AZ.....	76,238
Albemarle County, VA	98,970	Azusa city, CA.....	46,361
Albert Lea city, MN.....	18,016	Bainbridge Island city, WA	23,025
Alexandria city, VA	139,966	Baltimore city, MD	620,961
Algonquin village, IL.....	30,046	Baltimore County, MD	805,029
Aliso Viejo city, CA	47,823	Bartonville town, TX	1,469
American Canyon city, CA	19,454	Battle Creek city, MI	52,347
Ames city, IA.....	58,965	Bay City city, MI	34,932
Ankeny city, IA.....	45,582	Bay Village city, OH	15,651
Ann Arbor city, MI.....	113,934	Baytown city, TX.....	71,802
Apache Junction city, AZ.....	35,840	Bedford city, TX	46,979
Arapahoe County, CO.....	572,003	Bedford town, MA.....	13,320
Arkansas City city, AR.....	366	Belleveue city, WA	122,363
Arlington city, TX.....	365,438	Bellingham city, WA.....	80,885
Arvada city, CO	106,433	Benbrook city, TX	21,234
Asheville city, NC.....	83,393	Bend city, OR	76,639
Ashland city, OR.....	20,078	Bethlehem township, PA.....	23,730
Ashland town, MA	16,593	Bettendorf city, IA.....	33,217
Ashland town, VA.....	7,225	Billings city, MT	104,170
Aspen city, CO	6,658	Bloomington city, IN.....	80,405
Athens-Clarke County, GA.....	115,452	Bloomington city, MN.....	82,893
Auburn city, AL.....	53,380	Blue Springs city, MO	52,575
Augusta CCD, GA.....	134,777	Boise City city, ID.....	205,671
Aurora city, CO.....	325,078	Bonner Springs city, KS.....	7,314
Austin city, TX	790,390	Boone County, KY.....	118,811

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Boulder city, CO.....	97,385	Conshohocken borough, PA.....	7,833
Bowling Green city, KY.....	58,067	Coolidge city, AZ.....	11,825
Bozeman city, MT.....	37,280	Coon Rapids city, MN.....	61,476
Brentwood city, MO.....	8,055	Copperas Cove city, TX.....	32,032
Brentwood city, TN.....	37,060	Coral Springs city, FL.....	121,096
Brighton city, CO.....	33,352	Coronado city, CA.....	18,912
Brighton city, MI.....	7,444	Corvallis city, OR.....	54,462
Bristol city, TN.....	26,702	Cottonwood Heights city, UT.....	33,433
Broken Arrow city, OK.....	98,850	Coventry Lake CDP, CT.....	2,990
Brookline CDP, MA.....	58,732	Creve Coeur city, MO.....	17,833
Brooklyn Center city, MN.....	30,104	Cupertino city, CA.....	58,302
Brooklyn city, OH.....	11,169	Dacono city, CO.....	4,152
Broomfield city, CO.....	55,889	Dakota County, MN.....	398,552
Brownsburg town, IN.....	21,285	Dallas city, OR.....	14,583
Buffalo Grove village, IL.....	41,496	Dallas city, TX.....	1,197,816
Burlingame city, CA.....	28,806	Danville city, KY.....	16,218
Cabarrus County, NC.....	178,011	Dardenne Prairie city, MO.....	11,494
Cambridge city, MA.....	105,162	Darien city, IL.....	22,086
Canandaigua city, NY.....	10,545	Davenport city, FL.....	2,888
Cannon Beach city, OR.....	1,690	Davidson town, NC.....	10,944
Cañon City city, CO.....	16,400	Dayton city, OH.....	141,527
Canton city, SD.....	3,057	Dayton town, WY.....	757
Cape Coral city, FL.....	154,305	Dearborn city, MI.....	98,153
Carlisle borough, PA.....	18,682	Decatur city, GA.....	19,335
Carlsbad city, CA.....	105,328	Del Mar city, CA.....	4,161
Carroll city, IA.....	10,103	DeLand city, FL.....	27,031
Cartersville city, GA.....	19,731	Delaware city, OH.....	34,753
Cary town, NC.....	135,234	Denison city, TX.....	22,682
Castine town, ME.....	1,366	Denton city, TX.....	113,383
Castle Rock town, CO.....	48,231	Denver city, CO.....	600,158
Cedar Hill city, TX.....	45,028	Des Moines city, IA.....	203,433
Cedar Rapids city, IA.....	126,326	Des Peres city, MO.....	8,373
Celina city, TX.....	6,028	Destin city, FL.....	12,305
Centennial city, CO.....	100,377	Dover city, NH.....	29,987
Chandler city, AZ.....	236,123	Dublin city, CA.....	46,036
Chandler city, TX.....	2,734	Dublin city, OH.....	41,751
Chanhassen city, MN.....	22,952	Duluth city, MN.....	86,265
Chapel Hill town, NC.....	57,233	Durham city, NC.....	228,330
Chardon city, OH.....	5,148	Durham County, NC.....	267,587
Charles County, MD.....	146,551	Dyer town, IN.....	16,390
Charlotte city, NC.....	731,424	Eagan city, MN.....	64,206
Charlotte County, FL.....	159,978	Eagle Mountain city, UT.....	21,415
Charlottesville city, VA.....	43,475	Eagle town, CO.....	6,508
Chattanooga city, TN.....	167,674	Eau Claire city, WI.....	65,883
Chautauqua town, NY.....	4,464	Eden Prairie city, MN.....	60,797
Chesterfield County, VA.....	316,236	Eden town, VT.....	1,323
Clackamas County, OR.....	375,992	Edgerton city, KS.....	1,671
Clarendon Hills village, IL.....	8,427	Edgewater city, CO.....	5,170
Clayton city, MO.....	15,939	Edina city, MN.....	47,941
Clearwater city, FL.....	107,685	Edmond city, OK.....	81,405
Cleveland Heights city, OH.....	46,121	Edmonds city, WA.....	39,709
Clinton city, SC.....	8,490	El Cerrito city, CA.....	23,549
Clive city, IA.....	15,447	El Dorado County, CA.....	181,058
Clovis city, CA.....	95,631	El Paso de Robles (Paso Robles) city, CA.....	29,793
College Park city, MD.....	30,413	Elk Grove city, CA.....	153,015
College Station city, TX.....	93,857	Elko New Market city, MN.....	4,110
Colleyville city, TX.....	22,807	Elmhurst city, IL.....	44,121
Collinsville city, IL.....	25,579	Englewood city, CO.....	30,255
Columbia city, MO.....	108,500	Erie town, CO.....	18,135
Columbia city, SC.....	129,272	Escambia County, FL.....	297,619
Columbia Falls city, MT.....	4,688	Estes Park town, CO.....	5,858
Commerce City city, CO.....	45,913	Euclid city, OH.....	48,920
Concord city, CA.....	122,067	Fairview town, TX.....	7,248
Concord town, MA.....	17,668	Farmers Branch city, TX.....	28,616

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Farmersville city, TX.....	3,301	Huntsville city, TX.....	38,548
Farmington Hills city, MI.....	79,740	Hurst city, TX.....	37,337
Farmington town, CT.....	25,340	Hutchinson city, MN.....	14,178
Fayetteville city, GA.....	15,945	Hutto city, TX.....	14,698
Fayetteville city, NC.....	200,564	Independence city, MO.....	116,830
Fernandina Beach city, FL.....	11,487	Indianola city, IA.....	14,782
Flagstaff city, AZ.....	65,870	Indio city, CA.....	76,036
Flower Mound town, TX.....	64,669	Iowa City city, IA.....	67,862
Forest Grove city, OR.....	21,083	Irving city, TX.....	216,290
Fort Collins city, CO.....	143,986	Issaquah city, WA.....	30,434
Franklin city, TN.....	62,487	Jackson city, MO.....	13,758
Frederick town, CO.....	8,679	Jackson County, MI.....	160,248
Fremont city, CA.....	214,089	James City County, VA.....	67,009
Friendswood city, TX.....	35,805	Jefferson County, NY.....	116,229
Fruita city, CO.....	12,646	Jefferson Parish, LA.....	432,552
Gahanna city, OH.....	33,248	Johnson City city, TN.....	63,152
Gaithersburg city, MD.....	59,933	Johnston city, IA.....	17,278
Galveston city, TX.....	47,743	Jupiter town, FL.....	55,156
Gardner city, KS.....	19,123	Kalamazoo city, MI.....	74,262
Georgetown city, TX.....	47,400	Kansas City city, KS.....	145,786
Germantown city, TN.....	38,844	Kansas City city, MO.....	459,787
Gilbert town, AZ.....	208,453	Keizer city, OR.....	36,478
Gillette city, WY.....	29,087	Kenmore city, WA.....	20,460
Glen Ellyn village, IL.....	27,450	Kennedale city, TX.....	6,763
Glendora city, CA.....	50,073	Kent city, WA.....	92,411
Glenview village, IL.....	44,692	Kerrville city, TX.....	22,347
Golden city, CO.....	18,867	Kettering city, OH.....	56,163
Golden Valley city, MN.....	20,371	Key West city, FL.....	24,649
Goodyear city, AZ.....	65,275	King City city, CA.....	12,874
Grafton village, WI.....	11,459	Kingman city, AZ.....	28,068
Grand Blanc city, MI.....	8,276	Kirkland city, WA.....	48,787
Grants Pass city, OR.....	34,533	Kirkwood city, MO.....	27,540
Grass Valley city, CA.....	12,860	Knoxville city, IA.....	7,313
Greeley city, CO.....	92,889	La Plata town, MD.....	8,753
Greenville city, NC.....	84,554	La Vista city, NE.....	15,758
Greenwich town, CT.....	61,171	Laguna Niguel city, CA.....	62,979
Greenwood Village city, CO.....	13,925	Lake Forest city, IL.....	19,375
Greer city, SC.....	25,515	Lake in the Hills village, IL.....	28,965
Gunnison County, CO.....	15,324	Lake Stevens city, WA.....	28,069
Haltom City city, TX.....	42,409	Lake Worth city, FL.....	34,910
Hamilton city, OH.....	62,477	Lake Zurich village, IL.....	19,631
Hamilton town, MA.....	7,764	Lakeville city, MN.....	55,954
Hampton city, VA.....	137,436	Lakewood city, CO.....	142,980
Hanover County, VA.....	99,863	Lakewood city, WA.....	58,163
Harrisburg city, SD.....	4,089	Lancaster County, SC.....	76,652
Harrisonburg city, VA.....	48,914	Lane County, OR.....	351,715
Harrisonville city, MO.....	10,019	Lansing city, MI.....	114,297
Hastings city, MN.....	22,172	Laramie city, WY.....	30,816
Hayward city, CA.....	144,186	Larimer County, CO.....	299,630
Henderson city, NV.....	257,729	Las Cruces city, NM.....	97,618
Herndon town, VA.....	23,292	Las Vegas city, NM.....	13,753
High Point city, NC.....	104,371	Lawrence city, KS.....	87,643
Highland Park city, IL.....	29,763	Lawrenceville city, GA.....	28,546
Highlands Ranch CDP, CO.....	96,713	Lee's Summit city, MO.....	91,364
Homer Glen village, IL.....	24,220	Lehi city, UT.....	47,407
Honolulu County, HI.....	953,207	Lenexa city, KS.....	48,190
Hooksett town, NH.....	13,451	Lewisville city, TX.....	95,290
Hopkins city, MN.....	17,591	Lewisville town, NC.....	12,639
Hopkinton town, MA.....	14,925	Libertyville village, IL.....	20,315
Hoquiam city, WA.....	8,726	Lincolnwood village, IL.....	12,590
Horry County, SC.....	269,291	Lindsborg city, KS.....	3,458
Howard village, WI.....	17,399	Little Chute village, WI.....	10,449
Hudson town, CO.....	2,356	Littleton city, CO.....	41,737
Huntley village, IL.....	24,291	Livermore city, CA.....	80,968

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Lombard village, IL	43,165	Mountlake Terrace city, WA	19,909
Lone Tree city, CO	10,218	Murphy city, TX	17,708
Long Grove village, IL	8,043	Naperville city, IL	141,853
Longmont city, CO	86,270	Napoleon city, OH	8,749
Longview city, TX	80,455	Nederland city, TX	17,547
Lonsdale city, MN	3,674	Needham CDP, MA	28,886
Los Alamos County, NM	17,950	Nevada City city, CA	3,068
Los Altos Hills town, CA	7,922	Nevada County, CA	98,764
Loudoun County, VA	312,311	New Braunfels city, TX	57,740
Louisville city, CO	18,376	New Brighton city, MN	21,456
Lower Merion township, PA	57,825	New Concord village, OH	2,491
Lynchburg city, VA	75,568	New Hope city, MN	20,339
Lynnwood city, WA	35,836	New Orleans city, LA	343,829
Macomb County, MI	840,978	New Smyrna Beach city, FL	22,464
Manassas city, VA	37,821	New Ulm city, MN	13,522
Manhattan Beach city, CA	35,135	Newberg city, OR	22,068
Manhattan city, KS	52,281	Newport city, RI	24,672
Mankato city, MN	39,309	Newport News city, VA	180,719
Maple Grove city, MN	61,567	Newton city, IA	15,254
Maplewood city, MN	38,018	Noblesville city, IN	51,969
Maricopa County, AZ	3,817,117	Norcross city, GA	9,116
Marin County, CA	252,409	Norfolk city, NE	24,210
Marion city, IA	34,768	Norfolk city, VA	242,803
Mariposa County, CA	18,251	North Mankato city, MN	13,394
Marshfield city, WI	19,118	North Port city, FL	57,357
Martinez city, CA	35,824	North Richland Hills city, TX	63,343
Marysville city, WA	60,020	North Yarmouth town, ME	3,565
Matthews town, NC	27,198	Novato city, CA	51,904
Maui County, HI	154,834	Novi city, MI	55,224
McAllen city, TX	129,877	O'Fallon city, IL	28,281
McKinney city, TX	131,117	O'Fallon city, MO	79,329
McMinnville city, OR	32,187	Oak Park village, IL	51,878
Mecklenburg County, NC	919,628	Oakland city, CA	390,724
Menlo Park city, CA	32,026	Oakley city, CA	35,432
Menomonee Falls village, WI	35,626	Oklahoma City city, OK	579,999
Mercer Island city, WA	22,699	Olathe city, KS	125,872
Meridian charter township, MI	39,688	Old Town city, ME	7,840
Meridian city, ID	75,092	Olmsted County, MN	144,248
Merriam city, KS	11,003	Olympia city, WA	46,478
Mesa city, AZ	439,041	Orange village, OH	3,323
Mesa County, CO	146,723	Orland Park village, IL	56,767
Miami Beach city, FL	87,779	Orleans Parish, LA	343,829
Miami city, FL	399,457	Oshkosh city, WI	66,083
Middleton city, WI	17,442	Oshtemo charter township, MI	21,705
Midland city, MI	41,863	Oswego village, IL	30,355
Milford city, DE	9,559	Ottawa County, MI	263,801
Milton city, GA	32,661	Overland Park city, KS	173,372
Minneapolis city, MN	382,578	Paducah city, KY	25,024
Minnetrista city, MN	6,384	Palm Beach Gardens city, FL	48,452
Missouri City city, TX	67,358	Palm Coast city, FL	75,180
Modesto city, CA	201,165	Palo Alto city, CA	64,403
Moline city, IL	43,483	Palos Verdes Estates city, CA	13,438
Monroe city, MI	20,733	Papillion city, NE	18,894
Monterey city, CA	27,810	Paradise Valley town, AZ	12,820
Montgomery city, MN	2,956	Park City city, UT	7,558
Montgomery County, MD	971,777	Parker town, CO	45,297
Monticello city, UT	1,972	Parkland city, FL	23,962
Montrose city, CO	19,132	Pasco city, WA	59,781
Monument town, CO	5,530	Pasco County, FL	464,697
Moraga town, CA	16,016	Payette city, ID	7,433
Morristown city, TN	29,137	Pearland city, TX	91,252
Morrisville town, NC	18,576	Peoria city, AZ	154,065
Morro Bay city, CA	10,234	Peoria city, IL	115,007
Mountain Village town, CO	1,320	Pflugerville city, TX	46,936

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Pinehurst village, NC.....	13,124	Santa Monica city, CA.....	89,736
Piqua city, OH.....	20,522	Sarasota County, FL.....	379,448
Pitkin County, CO.....	17,148	Savage city, MN.....	26,911
Plano city, TX.....	259,841	Schaumburg village, IL.....	74,227
Platte City city, MO.....	4,691	Schertz city, TX.....	31,465
Pleasant Hill city, IA.....	8,785	Scott County, MN.....	129,928
Pleasanton city, CA.....	70,285	Scottsdale city, AZ.....	217,385
Polk County, IA.....	430,640	Sedona city, AZ.....	10,031
Pompano Beach city, FL.....	99,845	Sevierville city, TN.....	14,807
Port Orange city, FL.....	56,048	Shakopee city, MN.....	37,076
Port St. Lucie city, FL.....	164,603	Sharonville city, OH.....	13,560
Portland city, OR.....	583,776	Shawnee city, KS.....	62,209
Powell city, OH.....	11,500	Shawnee city, OK.....	29,857
Powhatan County, VA.....	28,046	Sherborn town, MA.....	4,119
Prince William County, VA.....	402,002	Shoreline city, WA.....	53,007
Prior Lake city, MN.....	22,796	Shoreview city, MN.....	25,043
Pueblo city, CO.....	106,595	Shorewood village, IL.....	15,615
Purcellville town, VA.....	7,727	Shorewood village, WI.....	13,162
Queen Creek town, AZ.....	26,361	Sierra Vista city, AZ.....	43,888
Raleigh city, NC.....	403,892	Silverton city, OR.....	9,222
Ramsey city, MN.....	23,668	Sioux Center city, IA.....	7,048
Raymond town, ME.....	4,436	Sioux Falls city, SD.....	153,888
Raymore city, MO.....	19,206	Skokie village, IL.....	64,784
Redmond city, OR.....	26,215	Snoqualmie city, WA.....	10,670
Redmond city, WA.....	54,144	Snowmass Village town, CO.....	2,826
Redwood City city, CA.....	76,815	Somerset town, MA.....	18,165
Reno city, NV.....	225,221	South Jordan city, UT.....	50,418
Reston CDP, VA.....	58,404	South Lake Tahoe city, CA.....	21,403
Richland city, WA.....	48,058	Southlake city, TX.....	26,575
Richmond city, CA.....	103,701	Spearfish city, SD.....	10,494
Richmond Heights city, MO.....	8,603	Spring Hill city, KS.....	5,437
Rio Rancho city, NM.....	87,521	Springfield city, MO.....	159,498
River Falls city, WI.....	15,000	Springville city, UT.....	29,466
Riverside city, CA.....	303,871	St. Augustine city, FL.....	12,975
Roanoke city, VA.....	97,032	St. Charles city, IL.....	32,974
Roanoke County, VA.....	92,376	St. Cloud city, FL.....	35,183
Rochester city, NY.....	210,565	St. Joseph city, MO.....	76,780
Rochester Hills city, MI.....	70,995	St. Joseph town, WI.....	3,842
Rock Hill city, SC.....	66,154	St. Louis County, MN.....	200,226
Rockville city, MD.....	61,209	State College borough, PA.....	42,034
Roeland Park city, KS.....	6,731	Steamboat Springs city, CO.....	12,088
Rogers city, MN.....	8,597	Sugar Grove village, IL.....	8,997
Rohnert Park city, CA.....	40,971	Sugar Land city, TX.....	78,817
Rolla city, MO.....	19,559	Suisun City city, CA.....	28,111
Roselle village, IL.....	22,763	Summit County, UT.....	36,324
Rosemount city, MN.....	21,874	Summit village, IL.....	11,054
Rosenberg city, TX.....	30,618	Sunnyvale city, CA.....	140,081
Roseville city, MN.....	33,660	Surprise city, AZ.....	117,517
Round Rock city, TX.....	99,887	Suwanee city, GA.....	15,355
Royal Oak city, MI.....	57,236	Tacoma city, WA.....	198,397
Royal Palm Beach village, FL.....	34,140	Takoma Park city, MD.....	16,715
Sacramento city, CA.....	466,488	Tamarac city, FL.....	60,427
Sahuarita town, AZ.....	25,259	Temecula city, CA.....	100,097
Sammamish city, WA.....	45,780	Tempe city, AZ.....	161,719
San Anselmo town, CA.....	12,336	Temple city, TX.....	66,102
San Diego city, CA.....	1,307,402	Texarkana city, TX.....	36,411
San Francisco city, CA.....	805,235	The Woodlands CDP, TX.....	93,847
San Jose city, CA.....	945,942	Thousand Oaks city, CA.....	126,683
San Marcos city, CA.....	83,781	Tigard city, OR.....	48,035
San Marcos city, TX.....	44,894	Tracy city, CA.....	82,922
San Rafael city, CA.....	57,713	Trinidad CCD, CO.....	12,017
Sangamon County, IL.....	197,465	Tualatin city, OR.....	26,054
Santa Fe city, NM.....	67,947	Tulsa city, OK.....	391,906
Santa Fe County, NM.....	144,170	Tustin city, CA.....	75,540

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Twin Falls city, ID	44,125
Unalaska city, AK	4,376
University Heights city, OH	13,539
University Park city, TX	23,068
Upper Arlington city, OH	33,771
Urbandale city, IA	39,463
Vail town, CO	5,305
Ventura CCD, CA	111,889
Vernon Hills village, IL	25,113
Vestavia Hills city, AL	34,033
Victoria city, MN	7,345
Vienna town, VA	15,687
Virginia Beach city, VA	437,994
Walnut Creek city, CA	64,173
Warrensburg city, MO	18,838
Washington County, MN	238,136
Washington town, NH	1,123
Washoe County, NV	421,407
Washougal city, WA	14,095
Wauwatosa city, WI	46,396
Waverly city, IA	9,874
Wentzville city, MO	29,070
West Carrollton city, OH	13,143
Western Springs village, IL	12,975
Westerville city, OH	36,120
Westlake town, TX	992
Westminster city, CO	106,114
Weston town, MA	11,261
Wheat Ridge city, CO	30,166
White House city, TN	10,255
Wichita city, KS	382,368
Williamsburg city, VA	14,068
Willowbrook village, IL	8,540
Wilmington city, NC	106,476
Wilsonville city, OR	19,509
Windsor town, CO	18,644
Windsor town, CT	29,044
Winnetka village, IL	12,187
Winter Garden city, FL	34,568
Woodbury city, MN	61,961
Woodinville city, WA	10,938
Woodland city, CA	55,468
Wyandotte County, KS	157,505
Yakima city, WA	91,067
York County, VA	65,464
Yorktown town, IN	9,405
Yorkville city, IL	16,921
Yountville city, CA	2,933

Minnesota Benchmark Comparisons

Table 158: Question 1

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
How would you rate the quality of life in Edina?	98%	3	34	Higher

Table 159: Question 2

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Overall feeling of safety in Edina	96%	5	26	Higher
Overall ease of getting to the places you usually have to visit	86%	5	21	Similar
Quality of overall natural environment in Edina	91%	7	21	Similar
Overall established "built environment" of Edina (including overall design, buildings, parks and transportation systems)	80%	4	19	Similar
Health and wellness opportunities in Edina	93%	3	20	Higher
Overall opportunities for education and enrichment	94%	1	20	Higher
Overall economic health of Edina	94%	1	20	Higher
Sense of community	74%	2	24	Similar
Overall image or reputation of Edina	89%	5	25	Higher
Neighborliness of residents in Edina	76%	2	17	Higher

Table 160: Question 3

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Recommend living in Edina to someone who asks	94%	7	20	Similar
Remain in Edina for the next five years	90%	8	20	Similar

Table 161: Question 7

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
In your neighborhood	97%	8	20	Similar
In the 50th & France area (downtown area)	94%	12	21	Similar

Table 162: Question 9

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Traffic flow on major streets	53%	19	20	Similar
Ease of public parking	61%	9	12	Similar
Ease of travel by car in Edina	75%	15	22	Similar
Ease of travel by public transportation in Edina	46%	NA	NA	NA
Ease of travel by bicycle in Edina	65%	12	20	Similar
Ease of walking in Edina	65%	16	21	Similar
Availability of paths and walking trails	79%	11	21	Similar
Air quality	89%	7	17	Similar
Cleanliness of Edina	95%	4	21	Higher
Public places where people want to spend time	86%	2	18	Higher
Variety of housing options	51%	18	22	Similar
Availability of affordable quality housing	32%	23	26	Lower
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	5	20	Similar
Recreational opportunities	87%	2	24	Higher
K-12 education	90%	3	20	Higher
Adult educational opportunities	89%	1	18	Much higher
Opportunities to attend cultural/arts/music activities	77%	1	19	Higher
Employment opportunities	70%	1	25	Higher
Shopping opportunities	93%	1	21	Much higher
Cost of living in Edina	51%	9	19	Similar
Overall quality of business and service establishments in Edina	92%	1	21	Higher
Opportunities to participate in social events and activities	78%	1	17	Higher
Opportunities to volunteer	81%	1	19	Higher
Opportunities to participate in community matters	76%	1	18	Higher

Table 163: Question 13

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Police services	92%	2	33	Higher
Fire services	98%	1	27	Similar
Ambulance or emergency medical services	98%	1	19	Higher
Crime prevention	94%	1	21	Higher
Fire prevention and education	96%	1	21	Similar
Traffic enforcement	81%	1	20	Similar
Street repair	60%	8	28	Similar
Street cleaning	81%	2	21	Higher
Street lighting	77%	2	24	Similar
Snow removal	87%	1	35	Higher
Sidewalk maintenance	79%	1	21	Higher
Traffic signal timing	69%	2	20	Similar
Bus or transit services	62%	6	17	Similar
Garbage collection	89%	2	16	Similar
Recycling	84%	9	23	Similar
Yard waste pickup	84%	1	12	Similar
Storm drainage	81%	5	25	Similar
Drinking water	69%	18	25	Similar
Sewer services	89%	6	24	Similar
Utility billing	83%	3	18	Similar
City parks	94%	5	24	Similar
Recreation programs or classes	93%	1	21	Higher
Recreation centers or facilities	89%	2	20	Higher
Land use, planning and zoning	53%	18	24	Similar
Code enforcement (weeds, abandoned buildings, etc.)	72%	3	25	Similar
Animal control	82%	2	27	Similar
Economic development	74%	6	22	Similar
Public health services	88%	2	15	Higher
Public information services/communication from the City	82%	2	18	Similar
Cable television (Comcast/Xfinity)	55%	3	16	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	81%	3	21	Similar
Edina open space	70%	6	18	Similar
City-sponsored special events (Night to Unite, Winter Ice Festival, New Year's Eve Party, etc.)	78%	3	16	Similar
Overall quality of services provided by the City of Edina	89%	2	32	Similar

Table 164: Question 14

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
The value of services for the taxes paid to Edina	78%	1	33	Higher
The job Edina government does at welcoming resident involvement	65%	5	21	Similar
Overall confidence in Edina government	64%	7	20	Similar
Generally acting in the best interest of the community	62%	10	20	Similar
Treating all residents fairly	65%	7	19	Similar

Table 165: Question 16

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Knowledge	92%	4	11	Similar
Courtesy	92%	2	5	Similar
Responsiveness	88%	5	11	Similar
Overall customer service	88%	2	31	Similar

Table 166: Question 31

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
Appearance	85%	NA	NA	NA
Online information and services offered	81%	NA	NA	NA
Ease of navigation/ability to find information	56%	NA	NA	NA
Overall quality of the City of Edina website	75%	2	7	Similar

Table 167: Question D1

	Percent positive	Rank	Number of communities in comparison	Comparison to Minnesota benchmark
What impact, if any, do you think the economy will have on your family income in the next 6 months?	27%	15	18	Similar

Minnesota Benchmark Comparison Communities

The communities included in the Minnesota comparisons are listed below along with their population according to the 2010 Census.

Albert Lea city, MN	18,016
Bloomington city, MN.....	82,893
Brooklyn Center city, MN.....	30,104
Chanhassen city, MN	22,952
Coon Rapids city, MN.....	61,476
Dakota County, MN	398,552
Duluth city, MN	86,265
Eagan city, MN.....	64,206
Eden Prairie city, MN	60,797
Edina city, MN.....	47,941
Elko New Market city, MN.....	4,110
Golden Valley city, MN	20,371
Hastings city, MN.....	22,172
Hopkins city, MN	17,591
Hutchinson city, MN.....	14,178
Lakeville city, MN.....	55,954
Lonsdale city, MN.....	3,674
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Maplewood city, MN.....	38,018
Minneapolis city, MN.....	382,578
Minnetrissa city, MN.....	6,384
Montgomery city, MN.....	2,956
New Brighton city, MN	21,456
New Hope city, MN	20,339
New Ulm city, MN.....	13,522
North Mankato city, MN	13,394
Olmsted County, MN	144,248
Prior Lake city, MN	22,796
Ramsey city, MN.....	23,668
Rogers city, MN.....	8,597
Rosemount city, MN.....	21,874
Roseville city, MN.....	33,660
Savage city, MN.....	26,911
Scott County, MN	129,928
Shakopee city, MN.....	37,076
Shoreview city, MN.....	25,043
St. Louis County, MN.....	200,226
Victoria city, MN	7,345
Washington County, MN	238,136
Woodbury city, MN	61,961

Appendix E: Survey Methodology

Developing the Questionnaire

The City of Edina 2019 Quality of Life Survey was first administered in 2011. General resident surveys, such as this one, ask recipients their perspectives about the quality of life in the city, use of city amenities, opinions on policy issues facing the city and assessments of city service delivery. The 2019 survey instrument was developed by starting with the version from the previous implementation in 2017. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2019 questionnaire. The City elected to add a page of questions to the 2019 survey so, through an iterative process between City staff and NRC staff, a final six-page questionnaire was created. The City of Edina funded this research. Please contact Jennifer Bennerotte of the City of Edina at JBennerotte@EdinaMN.gov if you have any questions about the survey.

Selecting Survey Recipients

“Sampling” refers to the method by which households were chosen to receive the survey. All households within the City of Edina were eligible to participate in the survey. A list of all households within the zip codes serving Edina was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Edina households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Edina boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within the northeast, northwest, southeast or southwest quadrant of the city.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every Nth one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

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

Survey Administration and Response Rate

Each selected household was contacted three times starting on February 15, 2019. First, a prenotification announcement was sent, informing the household members that they had been selected to participate in the City of Edina Quality of Life Survey. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the City Manager enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire

directly to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey, was the final contact. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Each wave of the cover letter accompanying the survey included a web link for residents to visit if they preferred to take the survey online. The survey was available only in English.

The mailings were sent in February and March of 2019. Completed surveys were collected over the following six weeks. About 7% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,401 households presumed to have received a survey, 427 completed the survey (96 of which were completed online), providing a response rate of 30%. Response rates by geographic quadrant ranged from a low of 25% in the southeast quadrant to a high of 41% in the northwest quadrant of the city. The response rates were calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons.

Table 168: Response Rate by Quadrant

Quadrant	Number Mailed	Number Undeliverable	Number Received	Number Returned	Response Rate
Northeast	267	13	254	105	41%
Northwest	406	25	381	118	31%
Southeast	616	50	566	143	25%
Southwest	211	11	200	61	31%
Overall	1,500	99	1,401	427	30%

Confidence Intervals and Margin of Error

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within 5% of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus 5% around any given percent reported for all respondents, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise. For each subgroup from the survey, the margin of error rises to as much as plus or minus 10% for a sample size of 100 completed surveys.

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

Survey Processing (Data Entry)

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

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

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Weighting the Data

The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. This is done by: 1) reviewing the respondent demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. Several different weighting “schemes” are tested to ensure the best fit for the data. The variables used for weighting were respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own) and geographic location of the respondent’s residence. No adjustments were made for design effects. The results of the weighting scheme are presented in the table on the following page.

Table 169: 2019 City of Edina Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	25%	16%	25%
Own home	75%	84%	75%
Detached unit	58%	61%	59%
Attached unit	42%	39%	41%
Race and Ethnicity			
White	90%	93%	89%
Not white	10%	7%	11%
Not Hispanic	98%	99%	97%
Hispanic	2%	1%	3%
Sex and Age			
Female	54%	59%	54%
Male	46%	41%	46%
18-34 years of age	18%	8%	17%
35-54 years of age	37%	22%	37%
55+ years of age	45%	70%	46%
Females 18-34	9%	4%	9%
Females 35-54	19%	11%	18%
Females 55+	26%	43%	26%
Males 18-34	9%	3%	8%
Males 35-54	18%	9%	18%
Males 55+	19%	28%	19%
Geographic Quadrant*			
Northeast	22%	25%	22%
Northwest	28%	28%	28%
Southeast	34%	33%	34%
Southwest	16%	14%	16%

¹Source: 5-year estimates from the 2015 American Community Survey

*Source: Sample list purchased from Go-Dog Direct

Analyzing The Data

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

Also included are results by respondent characteristics (*Appendix C: Survey Results by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other

words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked in the appendices.

Comparing to Prior Survey Results

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

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

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

While the adjusted findings for data prior to 2015 reasonably control for the expected change from phone to mail data collection, the comparability of data over time does have some limitations. Not only is there sampling error in each survey administration, but also, the methods change occurred after a two-year gap in survey administrations and some question wording was inconsistent among survey years.

Because of the overall shift in the methodology and related survey changes, NRC recommends that any change in ratings or reported behaviors be viewed with caution and that Edina consider differences of more than 10 percentage points from previous years to be large enough to signal a genuine change in opinion from 2013 and 2011. Differences that do not reach this threshold should not be considered changes worthy of further interpretation.

Appendix F: Survey Materials

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

Dear Edina Resident,

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

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

Thank you for helping create a better community!

Sincerely,



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

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



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

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First Class Mail
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Boulder, CO
Permit NO. 94



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

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Boulder, CO
Permit NO. 94



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

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



February 2019

Dear Edina Resident:

Please help us shape the future of Edina! You have been randomly selected to participate in the 2019 Quality of Life Survey.

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

A few things to remember:

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

Please do not share your survey link. This survey is for randomly selected households only.

If you have any questions about the survey, please call the Communications & Technology Services Department at 952-826-0359.

Thank you for your time and participation!

Sincerely,

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

Scott H. Neal
City Manager

ENC

CITY OF EDINA

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



March 2019

Dear Edina Resident:

Here's a second chance if you haven't already responded to the 2019 Quality of Life Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Edina! You have been randomly selected to participate in the 2019 Quality of Life Survey.

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

A few things to remember:

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

Please do not share your survey link. This survey is for randomly selected households only.

If you have any questions about the survey, please call the Communications & Technology Services Department at 952-826-0359.

Thank you for your time and participation!

Sincerely,

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

Scott H. Neal
City Manager

ENC

CITY OF EDINA

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

The City of Edina 2019 Quality of Life Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only.

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

- Excellent
 Good
 Fair
 Poor
 Don't know

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

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

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

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

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

- Family lives here/born or raised here
 Affordable housing
 Amenities (e.g., parks, library, etc.)
 Job was here (or nearby)
 Attractive community
 Good neighborhoods
 Good schools
 Safe community
 Other: _____

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

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

7. Please rate how safe or unsafe you feel:

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

8. Please rate how welcoming Edina is as a community:

	<i>Very welcoming</i>	<i>Welcoming</i>	<i>Somewhat welcoming</i>	<i>Not welcoming</i>	<i>Don't know</i>
For people who are Asian, Asian Indian or Pacific Islander.....	1	2	3	4	5
For people who are Black or African American.....	1	2	3	4	5
For people who are Hispanic.....	1	2	3	4	5
For people who are American Indian or Alaskan Native.....	1	2	3	4	5
For people who are White.....	1	2	3	4	5
For people whose first language is not English.....	1	2	3	4	5
For people who are not U.S. citizens.....	1	2	3	4	5
For people who have a lower income.....	1	2	3	4	5
For people who are of Christian faith.....	1	2	3	4	5
For people who are of Jewish faith.....	1	2	3	4	5
For people who are of Muslim faith.....	1	2	3	4	5
For people who are of Buddhist faith.....	1	2	3	4	5
For people who are of Hindu faith.....	1	2	3	4	5
For people who are agnostic or atheist.....	1	2	3	4	5

The City of Edina 2019 Quality of Life Survey

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

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

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

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

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

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

12. First, tell us about how many times in the last 12 months, if ever, you or other household members used any of the following Edina Parks & Recreation Department amenities. Then please rate the quality of each, regardless of your household's use of the amenities.

						<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
	<i>Never</i>	<i>Once or twice</i>	<i>3 to 12 times</i>	<i>13 to 26 times</i>	<i>More than 26 times</i>					
Trails.....	1	2	3	4	5	1	2	3	4	5
Dog parks/off-leash areas.....	1	2	3	4	5	1	2	3	4	5
Neighborhood parks.....	1	2	3	4	5	1	2	3	4	5
Large community athletic fields.....	1	2	3	4	5	1	2	3	4	5
Edinborough Park.....	1	2	3	4	5	1	2	3	4	5
Centennial Lakes Park.....	1	2	3	4	5	1	2	3	4	5
Edina Aquatic Center.....	1	2	3	4	5	1	2	3	4	5
Edina Senior Center.....	1	2	3	4	5	1	2	3	4	5
Braemar Arena (ice arena).....	1	2	3	4	5	1	2	3	4	5
Edina Art Center.....	1	2	3	4	5	1	2	3	4	5
Braemar Golf Course.....	1	2	3	4	5	1	2	3	4	5
Braemar Golf Dome.....	1	2	3	4	5	1	2	3	4	5
Braemar Field (sports dome).....	1	2	3	4	5	1	2	3	4	5

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

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

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

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

15. Which of the following departments have you had contact with in the past 12 months by email, phone or in person? (Please select all that apply.)

- | | | |
|---|--|---|
| <input type="radio"/> I have not contacted the City → go to question 17 | <input type="radio"/> Engineering | <input type="radio"/> Planning/Economic Development |
| <input type="radio"/> General information | <input type="radio"/> Finance | <input type="radio"/> Police |
| <input type="radio"/> Assessing | <input type="radio"/> Fire | <input type="radio"/> Public Works |
| <input type="radio"/> Building Inspections | <input type="radio"/> Health | <input type="radio"/> Street Maintenance |
| <input type="radio"/> City Clerk | <input type="radio"/> Human Resources | <input type="radio"/> Utilities |
| <input type="radio"/> City Manager/Administration | <input type="radio"/> I.T./Technology services | <input type="radio"/> Utility Billing |
| <input type="radio"/> Communications | <input type="radio"/> Parks & Recreation | <input type="radio"/> Other: _____ |

16. Please rate your impression of City employees:

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

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

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

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

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

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

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

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

- Yes
 No → Why? _____
 Don't know

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

- Essential
 Very important
 Somewhat important
 Not at all important
 Don't know

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Making all residents feel welcome and that they belong.....	1	2	3	4	5
Helping new residents feel connected and integrated.....	1	2	3	4	5
Attracting people from diverse backgrounds	1	2	3	4	5
Valuing residents from diverse backgrounds	1	2	3	4	5
Providing a safe and secure environment for residents of all backgrounds.....	1	2	3	4	5

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

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

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

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

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

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

26. How strongly do you agree or disagree with each of the following statements?

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
Our City should invest in programs and create policies to address climate change	1	2	3	4	5
Our City should enact ordinances and regulations intended to increase energy efficiency and climate resiliency	1	2	3	4	5
Our City should enact ordinances and programs requiring higher green building and development standards.....	1	2	3	4	5
Our City should invest in renewable energy and test technologies to get to net zero emissions.....	1	2	3	4	5

The City of Edina 2019 Quality of Life Survey

27. First, rate the quality of each of the following services provided by the City of Edina. Then rate how important, if at all, each service is to the Edina community.

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Energy conservation and efficiency programs.....	1	2	3	4	5	1	2	3	4	5
Fostering natural habitats in public spaces	1	2	3	4	5	1	2	3	4	5
Encouraging natural habitat on residential and commercial land.....	1	2	3	4	5	1	2	3	4	5
Increasing renewable energy programs	1	2	3	4	5	1	2	3	4	5
Adapting to climate change	1	2	3	4	5	1	2	3	4	5
Composting collection services	1	2	3	4	5	1	2	3	4	5
Water conservation programs	1	2	3	4	5	1	2	3	4	5
Transportation emission reduction (i.e. bike lanes and public EV charging)	1	2	3	4	5	1	2	3	4	5

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

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

29. How effective, if at all, are each of the following communication tools for keeping informed of City activities?

	<i>Very effective</i>	<i>Somewhat effective</i>	<i>Somewhat ineffective</i>	<i>Very ineffective</i>	<i>Don't know</i>
The magazine <i>About Town</i>	1	2	3	4	5
The newsletter <i>Edition: Edina</i>	1	2	3	4	5

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

- No → go to question 32
- Yes → go to question 31

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

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

The City of Edina 2019 Quality of Life Survey

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

32. To what extent, if at all, have you been concerned about each of the following issues in your household in the last 12 months?

	<i>Not a concern</i>	<i>Minor concern</i>	<i>Moderate concern</i>	<i>Major concern</i>	<i>Don't know</i>
Feeling socially isolated or disconnected from others	1	2	3	4	5
Having access to health care.....	1	2	3	4	5
Being able to age in place (e.g., remain in your home as you get older)	1	2	3	4	5
Running out of food before you had money to buy more	1	2	3	4	5
Having enough money to pay your rent or mortgage	1	2	3	4	5

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

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D2. What is your employment status?

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

D3. Do you work inside the boundaries of Edina?

- Yes, outside the home
 Yes, from home
 No

D4. How many years have you lived in Edina?

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

D5. Which best describes the building you live in?

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

D6. Is this house or apartment...

- Rented
 Owned

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

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

D8. How much do you anticipate your household's total income before taxes will be for the current year? (Please include money from all sources for all persons living in your household.)

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

D9. Do any children 17 or under live in your household?

- No
 Yes

D10. Are you or any other members of your household aged 65 or older?

- No
 Yes

D11. Do you speak a language(s) other than English at home?

- No, English only → go to question D12
 Yes → **which language?**
 Persian/Farsi
 Spanish
 Chinese
 Korean
 Vietnamese
 Russian
 Other: _____
 Hmong

D12. Is English your first language?

- No
 Yes

D13. What is your religious or spiritual identity? (Check all that apply.)

- Agnostic
 Jewish
 Atheist
 Muslim
 Buddhist
 Spiritual, but no religious affiliation
 Christian
 No affiliation
 Hindu
 Other (please specify) _____

Please respond to both questions D14 and D15:

D14. Are you Spanish, Hispanic or Latino?

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

D15. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

D16. What other races, if any, are represented in your home? (Check all that apply).

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

D17. In which category is your age?

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

D18. What is your gender/gender identity?

- Female
 Male
 Prefer to identify another way

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:

**National Research Center, Inc.,
PO Box 549, Belle Mead, NJ 08502**