

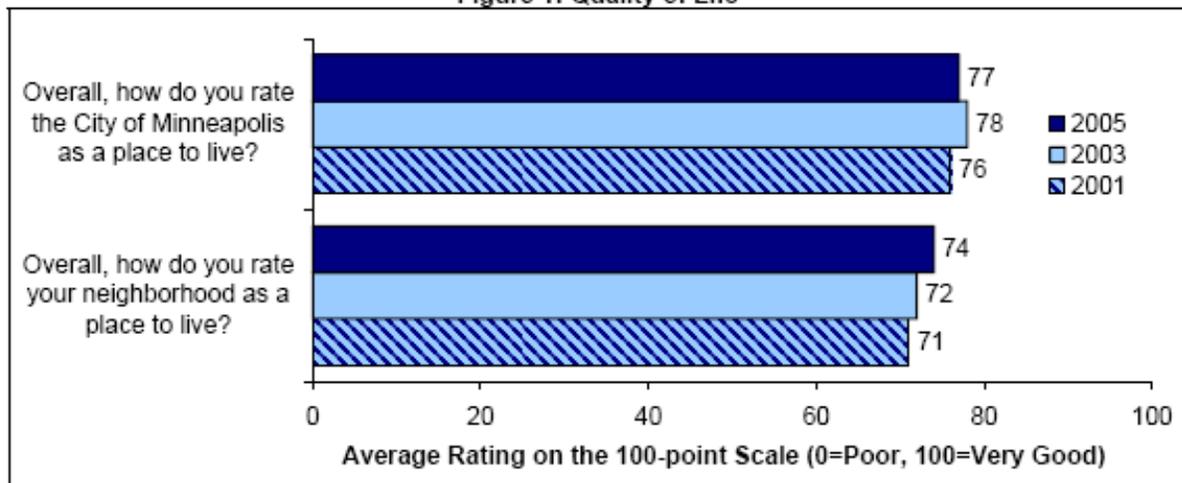
## EXECUTIVE SUMMARY

The City of Minneapolis contracted with National Research Center, Inc. to conduct a community wide resident survey. This survey is the third time the City has undertaken a random sample telephone survey. Respondents were asked their opinions on major challenges facing the City, importance of City services, satisfaction with City services and other general perceptions of the City.

### Overall how did the respondents perceive the Quality of Life in Minneapolis?

When respondents were asked to rate Minneapolis and their neighborhood as places to live, more than 80% reported each was good and two in five respondents rated each as “very good.” This result has been relatively consistent over time.

Figure 1: Quality of Life



### According to the respondents, what are the three big challenges the City faces in the next five years? What are the three challenges that received less attention?

Top three challenges**	Percent of respondents*	Bottom three challenges	Percent of respondents
Public Safety	50%	City Government	11%
Education	44%	Growth	12%
Transportation	40%	Job Opportunities	20%

\* Total may exceed 100% as respondents were able to choose more than one response.

\*\* 65% of respondents reported items that could not be coded to a specific category

**With what three services were respondents most satisfied? Least satisfied?**

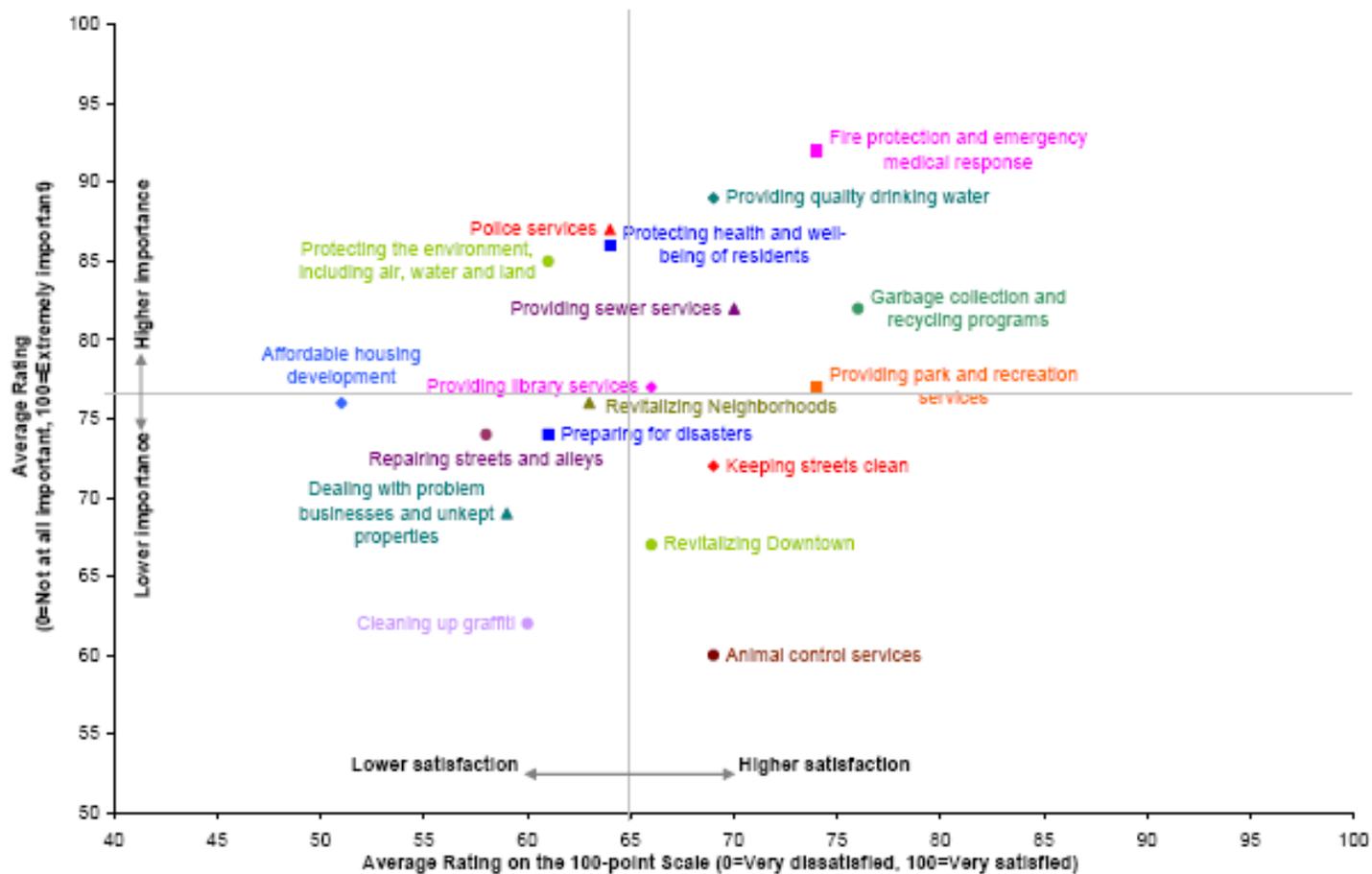
<i>Three most satisfied</i>	<i>Percent of respondents with very satisfied or satisfied ratings</i>	<i>Three least satisfied</i>	<i>Percent of respondents rating very satisfied or satisfied</i>
Garbage collection and recycling programs	93% (36% very satisfied, 57% satisfied)	Affordable housing development	54% (6% very satisfied, 48% satisfied)
Fire protection and emergency medical response	98% (28% satisfied, 70% satisfied)	Repairing Streets and alleys	70% (8% very satisfied, 62% satisfied)
Providing park and recreation services	91% (32% very satisfied, 59% satisfied)	Dealing with problem businesses and unkempt properties	73% (8% very satisfied, 65% satisfied)

**What three services did the respondents rate as important? Least important?**

<i>Three most important</i>	<i>Percent of respondents with extremely important ratings</i>	<i>Three least important</i>	<i>Percent of respondents with extremely important ratings</i>
Fire protection and emergency medical response	77%	Animal control services	21%
Providing quality drinking water	69%	Cleaning up graffiti	27%
Police services	69%	Revitalizing Downtown	29%

How did respondents view the balance between satisfaction and priorities? What services did they view as highly important and with high satisfaction? What services were high in importance, but lower in satisfaction?

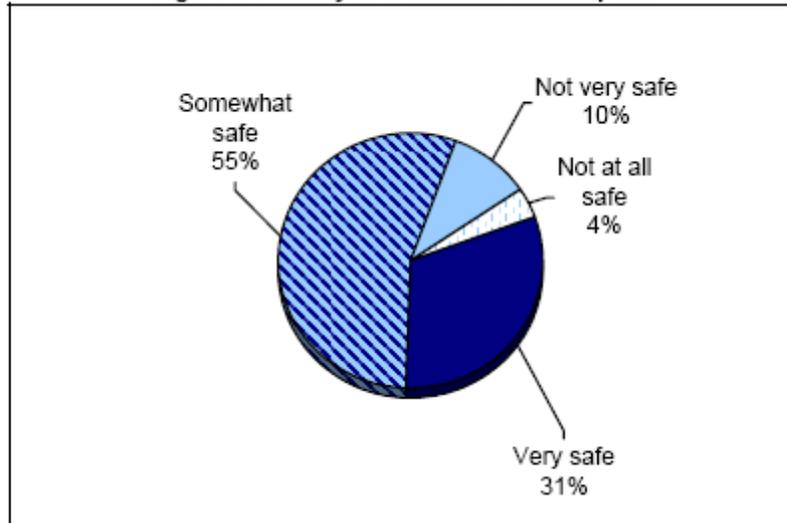
Figure 33: Balancing Satisfaction and Priorities



## What positive trends are seen in the report?

*Perception of Safety in Downtown has increased since 2001:* 86% of respondents report feeling “very safe” or “somewhat safe” in downtown. In 2001, 81% of respondents reported feeling “very safe” or “somewhat safe.”

Figure 14: Safety of Downtown Minneapolis



*Despite significant financial challenges, satisfaction ratings with City services remained similar to past surveys:* Almost all services maintained relatively consistent rating compared to prior survey results.

Four services showed statistically significant improvement in perceptions: providing quality drinking water, keeping streets clean, dealing with problem businesses and unkempt properties, and affordable housing development.

Only one service – repairing streets and alleys – showed a statistically significant decline in perceived satisfaction.

*Perceptions of City Government on specific areas have improved:* Statistically significant improvement was seen in the City’s efforts to:

- Provide meaningful opportunities for citizens to give in input on important issues
- Inform residents on major issues in the City of Minneapolis
- Effectively plan for the future

## What opportunities for improvement does the report highlight?

*Perceptions vary based upon what community planning district the respondent identified as where they live:* On most all of the questions, variability in responses is clear between the City’s eleven community planning districts.

*Perception of Police services:* Overall, perceptions of police services were towards the middle of the list of services the City provides: 81% of the respondents rated their satisfaction as “very satisfied” or “satisfied.” The highest of all services on the list was rated 93% of respondents stating “satisfied” or “very satisfied,” while the lowest service was rated 54% of respondents stating “satisfied” or “very satisfied”

When respondents who had contact with the Police department staff were asked to rate their satisfaction with the professionalism of the staff, 79% reported being “satisfied” or “very satisfied”. This result was similar to prior surveys. Responses of “satisfied” or “very satisfied” for fire department professionalism were at 97% for those who had contact with fire department staff

When respondents who experienced discrimination dealing with the City were asked what department was involved, the Police department was the leading department cited (61%).

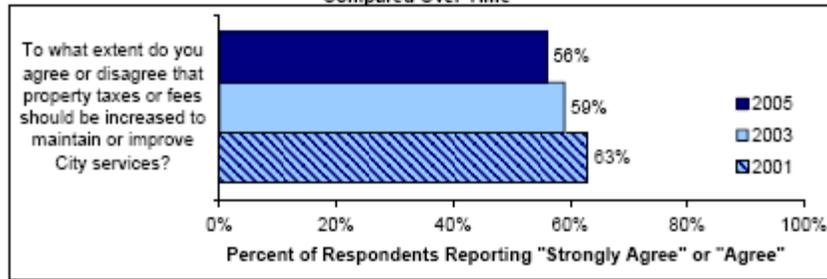
*The ease of getting in touch with employees and the timely ness of response were the lowest rated characteristics in interactions with City employees:* The ease of getting in touch with employees was rated “good” or “very good” by 65% of respondents. Timely response was rated “good” or “very good” by 70% of respondents. In contrast, employee respectfulness, employee courteousness, and willingness to seek foreign language or sign language interpreting were rated “good” or “very good” by 83%, 81% and 78% of respondents respectively.

### Where there any surprising findings?

In general, responses to the survey were relatively consistent to responses in prior surveys. Several interesting findings drew notice from early reviewers of the report:

- *Response on property tax increases to maintain or improve City services:* Although 56% of the respondents agreed with the statement on increasing property taxes, this amount has declined overtime.

Figure 35: Agreement with Property Tax Increases to Maintain or Improve City Services Compared Over Time\*\*



- *The low importance of cleaning up graffiti:* In the service importance rankings, cleaning up graffiti was second to last on the list of City services.

### What are the City's next steps?

The timing of the survey was constructed to correspond with City-wide strategic planning by elected leadership. The City will use these results as important performance measures in department business plans.

### For Further Information:

The full resident's survey can be found on the City's web site ([www.ci.minneapolis.mn.us](http://www.ci.minneapolis.mn.us)). Briefings on specific policy areas will also be available on the web.