

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: Feb. 22, 2016
Item No.: 15.b

Department Approval

City Manager Approval



Item Description: Consider Request to Conduct a Resident Survey

BACKGROUND

The City of Roseville last conducted a survey of residents in April of 2014. The survey was administered by telephone by The Morris Leatherman Company, which presented the final results to the City Council in July of 2014. After receiving the survey results, the City Council indicated its desire to conduct a survey of Roseville residents on a two-year cycle to assess city services and programs and to assist in the city budget process.

WHY SURVEY

Ongoing citizen engagement is vital in order to assess residents' satisfaction with city services. A community survey meets this goal by providing the city with a benchmark for determining how the City's actions, or inactions, effect resident satisfaction. This feedback to the City Council regarding ongoing services can be used to determine whether the city is meeting citizens' expectations and where improvements are required.

DISCUSSION

Survey Questions

In order for a survey to be used as a benchmark of resident satisfaction, it should contain the same questions asked in previous surveys. However, since the 2014 survey was conducted some questions may no longer be applicable. Additionally, the City Council may desire to receive feedback on new topics.

Survey Company

There are many companies that provide community survey services. Following the 2014 survey of Roseville residents the City Council indicated its desire to again utilize the services of The Morris Leatherman Company for the 2016 survey.

Typically, the Morris Leatherman Company utilizes a Telephone Random Sample in its survey. In this type of approach, a random sample of households is selected to be interviewed by telephone. The survey call list includes a mix of cell phone numbers and land line numbers. All households have an equal chance of being selected and the adult respondent in each household is also chosen randomly. Results are based upon a pre-set number of completed interviews.

34 **BUDGET IMPLICATIONS**

35 The 2016 budget includes money for a resident survey. The cost of the 2014 Morris Leatherman
36 survey was \$17,500. It is believed that Morris Leatherman could design and complete an
37 acceptable survey that meets the 2016 budget.
38

39 **STAFF RECOMMENDATION**

40 Staff recommends that the City Council discuss the 2014 survey, recommend questions for
41 elimination from the 2014 survey that may no longer be applicable, and provide feedback
42 regarding new questions for inclusion in a proposed 2016 survey. Staff also recommends that the
43 City Council instruct staff to request a bid proposal from Morris Leatherman to conduct a survey
44 of Roseville residents in 2016.
45

46 **REQUESTED COUNCIL ACTION**

47 A motion to remove questions that are no longer applicable for a proposed 2016 survey of
48 Roseville residents and add a limited number of new questions.
49

50 -and-
51

52 A motion to request a bid proposal from Morris Leatherman to conduct a survey of Roseville
53 residents in 2016.
54

Prepared by: Garry Bowman, Communications Manager
Attachments: A: 2014 City of Roseville Residential Survey, conducted by The Morris Leatherman Company
B: 1998 City of Roseville Residential Survey, conducted by Decision Resources, Ltd.

THE MORRIS LEATHERMAN COMPANY
 3128 Dean Court
 Minneapolis, Minnesota 55416

City of Roseville
 Residential Survey
 FINAL APRIL 2014

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

- | | |
|---|--|
| 1. Approximately how many years have you lived in Roseville? | LESS THAN TWO YEARS.....3%
TWO TO FIVE YEARS.....14%
FIVE TO TEN YEARS.....21%
TEN TO TWENTY YEARS....23%
20 TO 30 YEARS.....20%
OVER THIRTY YEARS.....20%
DON'T KNOW/REFUSED.....0% |
| 2. As things stand now, how long in the future do you expect to live in Roseville? | LESS THAN TWO YEARS.....3%
TWO TO FIVE YEARS.....8%
SIX TO TEN YEARS.....12%
OVER TEN YEARS.....67%
DON'T KNOW/REFUSED.....10% |
| 3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor? | EXCELLENT.....48%
GOOD.....51%
ONLY FAIR.....1%
POOR.....0%
DON'T KNOW/REFUSED.....0% |
| 4. What do you like most, if anything, about living in Roseville? | DON'T KNOW/REFUSED.....0%
NOTHING.....1%
CONVENIENT LOCATION....15%
NEIGHBORHOOD/HOUSING...18%
SAFE.....18%
FRIENDLY PEOPLE.....10%
CLOSE TO FAMILY.....8%
CLOSE TO JOB.....8%
SCHOOLS.....8%
PARKS/TRAILS.....8%
SHOPPING.....3%
QUIET AND PEACEFUL.....2%
SCATTERED.....2% |

5. What do you think is the most serious issue facing Roseville today?
- DON'T KNOW/REFUSED.....5%
 NOTHING.....24%
 HIGH TAXES.....13%
 RISING CRIME.....13%
 POOR CITY SPENDING.....5%
 LACK OF JOBS/BUSINESS...2%
 AGING POPULATION.....11%
 AGING INFRASTRUCTURE....7%
 STREET REPAIR.....12%
 SCATTERED.....8%
6. All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?
- RIGHT DIRECTION.....93%
 WRONG TRACK.....5%
 DON'T KNOW/REFUSED.....3%
- IF "WRONG TRACK," ASK: (n=18)
7. Please tell me why you feel things have gotten off on the wrong track?
- DON'T KNOW/REFUSED.....6%
 HIGH TAXES.....17%
 POOR CITY SPENDING.....11%
 STREET REPAIR.....6%
 RISING CRIME.....22%
 GROWING DIVERSITY.....17%
 CITY PLANNING.....11%
 TOO MUCH RETAIL.....11%
8. How would you rate the sense of community identity among residents in Roseville -- would you say it is very strong, somewhat strong, not too strong, or not at all strong?
- VERY STRONG.....34%
 SOMEWHAT STRONG.....57%
 NOT TOO STRONG.....8%
 NOT AT ALL STRONG.....0%
 DON'T KNOW/REFUSED.....2%
9. Please tell me which of the following do you feel the closest connection to -- the City of Roseville as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be?
- CITY OF ROSEVILLE.....21%
 NEIGHBORHOOD.....51%
 SCHOOL DISTRICT.....9%
 CHURCH.....6%
 WORKPLACE.....4%
 FAMILY/FRIENDS.....9%
 DON'T KNOW/REFUSED.....1%
10. Do you feel accepted in the City of Roseville?
- YES.....98%
 NO.....1%
 DON'T KNOW/REFUSED.....2%

IF "NO," ASK: (n=3)

11. Why do you feel that way?

DON'T KNOW NEIGHBORS, 33%; UNFRIENDLY PEOPLE, 67%.

Let's spend a few minutes discussing the future of the City of Roseville.

- | | |
|--|--|
| 12. When thinking about a city's quality of life, what do you think is the most important aspect of that quality? | DON'T KNOW/REFUSED.....1%
SAFETY.....32%
SENSE OF COMMUNITY.....15%
GOOD SCHOOLS.....17%
UPKEEP OF CITY.....14%
OPEN SPACE/NATURE.....6%
PARKS/RECREATION.....3%
UPKEEP OF HOUSING.....2%
QUIET AND PEACEFUL.....10%
SCATTERED.....1% |
| 13. What aspects, if any, of the community should be fixed or improved in the future? | DON'T KNOW/REFUSED.....5%
NOTHING.....29%
LOWER TAXES.....15%
BETTER ROADS.....26%
MORE JOBS.....5%
MORE PUBLIC TRANSIT.....6%
MORE SENIOR HOUSING.....4%
LESS AFFORDABLE HOUSING.3%
SIDEWALKS.....2%
SCATTERED.....5% |
| 14. What, if anything, is currently missing from the City of Roseville which, if present, would greatly improve the quality of life for residents? | DON'T KNOW/REFUSED.....6%
NOTHING.....53%
MORE PUBLIC TRANSIT....10%
MORE JOBS.....7%
MORE ENTERTAINMENT.....9%
MORE AFFORDABLE
HOUSING.....11%
SIDEWALKS.....2%
SCATTERED.....2% |

I would like to read a list of characteristics others have mentioned that indicate a city has a high quality of life.

15. Please tell me which one you think is most important for a city to have? (ROTATE AND READ LIST)

16. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)
17. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)

	MOST	SEC	LST
HIGH PROPERTY VALUES.....	3%	4%	18%
WELL MAINTAINED PROPERTIES.....	11%	16%	7%
LOW PROPERTY TAXES.....	7%	12%	7%
LOW CRIME RATE.....	32%	19%	5%
GOOD SCHOOL SYSTEM.....	34%	19%	3%
VARIETY OF SHOPPING OPPORTUNITIES.....	2%	5%	15%
VARIETY OF PARK AND RECREATION OPPORTUNITIES.....	1%	6%	3%
JOB OPPORTUNITIES.....	4%	12%	8%
COMMUNITY EVENTS AND FESTIVALS.....	0%	2%	16%
SENSE OF COMMUNITY.....	6%	5%	10%
ELSE.....	1%	1%	3%
DON'T KNOW/REFUSED.....	0%	0%	6%

Let's discuss recreational opportunities in the community....

18. How would you rate park and recreational facilities in Roseville -- excellent, good, only fair, or poor?
- | | |
|-------------------------|-----|
| EXCELLENT..... | 36% |
| GOOD..... | 62% |
| ONLY FAIR..... | 2% |
| POOR..... | 0% |
| DON'T KNOW/REFUSED..... | 1% |
19. Which Roseville recreation facilities, if any, do you or members of your household use most frequently?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 0% |
| NONE..... | 30% |
| TRAILS..... | 36% |
| NEIGHBORHOOD PARKS..... | 25% |
| ATHLETIC FIELDS..... | 9% |
| SCATTERED..... | 1% |
20. How would you rate the upkeep and maintenance of Roseville City Parks -- excellent, good, only fair, or poor?
- | | |
|-------------------------|-----|
| EXCELLENT..... | 35% |
| GOOD..... | 60% |
| ONLY FAIR..... | 3% |
| POOR..... | 0% |
| DON'T KNOW/REFUSED..... | 2% |
21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs?
- | | |
|-------------------------|-----|
| YES..... | 41% |
| NO..... | 59% |
| DON'T KNOW/REFUSED..... | 1% |

22. Are there any park and recreation programs you would like to see offered or expanded?

NO, 95%; SENIOR, 2%; CONCERTS IN THE PARK, 1%; COMMUNITY CENTER, 1%; SCATTERED, 2%

23. How often do you or members of your household use the trail system, weather permitting -- twice or more per week, weekly, two or three times per month, monthly, quarterly, less frequently or not at all?
- | | |
|-------------------------|-----|
| TWICE OR MORE A WEEK... | 14% |
| WEEKLY..... | 25% |
| TWO/THREE PER MONTH.... | 18% |
| MONTHLY..... | 10% |
| QUARTERLY..... | 3% |
| LESS FREQUENTLY..... | 8% |
| NOT AT ALL..... | 23% |
| DON'T KNOW/REFUSED..... | 0% |

24. Are there any areas in the City of Roseville that are lacking trails or pathways? (IF "YES," ASK:) Where would that be?

UNSURE, 4%; NO, 91%; SIDEWALKS ALONG BUSY ROADS, 1%; COUNTRY ROAD B, 1%; NEAR LAKE OWASSO, 1%; RICE STREET, 1%, SCATTERED, 2%.

25. Which of the following would be your top priority for the City's trails and sidewalk system?

CONSTRUCTION OF ADDITIONAL TRAILS FOR EXERCISE WITHIN PARKS.....	14%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND PARKS.....	48%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND SHOPPING AND BUSINESS AREAS.....	22%
ELSE (SIDEWALKS).....	2%
DON'T KNOW/REFUSED.....	15%

26. Are you aware of the Roseville Parks Renewal Program and its projects?
- | | |
|-------------------------|-----|
| YES..... | 20% |
| NO..... | 79% |
| DON'T KNOW/REFUSED..... | 1% |

IF "YES," ASK: (n=81)

27. What project are you most interested in?

UNSURE, 16%; NONE, 24%; CONNECTING TRAILS, 16%; CONSTRUCTION OF NEW TRAILS, 6%; NATURE CENTER, 10%; CENTRAL PARK, 15%; UPDATING OF PARKS, 7%; SCATTERED, 6%.

28. Do you feel the current mix of recreational or sports facilities meet the needs of members of your household?
- | | |
|-------------------------|-----|
| YES..... | 97% |
| NO..... | 0% |
| DON'T KNOW/REFUSED..... | 3% |

IF "NO," ASK: (n=1)

29. What facilities do you feel are missing?

COMMUNITY CENTER, 100%.

There have been on-going discussions in the community about the need for a Community Center that would provide community gathering space for recreation, programs and meetings.

30. Do you support or oppose the construction of a Community Center by the City of Roseville? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY SUPPORT..... | 15% |
| SUPPORT..... | 49% |
| OPPOSE..... | 20% |
| STRONGLY OPPOSE..... | 6% |
| DON'T KNOW/REFUSED..... | 11% |
31. If a Community Center were built, how likely would you or members of your household be to use the facility -- very likely, somewhat likely, not too likely, or not at all likely?
- | | |
|-------------------------|-----|
| VERY LIKELY..... | 20% |
| SOMEWHAT LIKELY..... | 32% |
| NOT TOO LIKELY..... | 19% |
| NOT AT ALL LIKELY..... | 25% |
| DON'T KNOW/REFUSED..... | 5% |

The construction of the Community Center would use property taxes. Suppose the City of Roseville proposed a Community Center development which you considered to be a reasonable approach.

32. How much would you be willing to see your property taxes increase to fund this construction? Let's say, would you be willing to see your monthly property taxes increase by \$____? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month?
- | | |
|-------------------------|-----|
| NOTHING..... | 40% |
| \$3.00..... | 18% |
| \$6.00..... | 16% |
| \$9.00..... | 12% |
| \$12.00..... | 3% |
| \$15.00..... | 2% |
| \$18.00..... | 1% |
| DON'T KNOW/REFUSED..... | 9% |

Moving on....

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor? (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
33. Police protection?	59%	38%	1%	2%	1%
34. Fire protection?	57%	41%	1%	0%	2%
35. Emergency medical services?	56%	37%	0%	0%	7%
36. Sewer and water?	26%	67%	1%	1%	6%
37. Drainage and flood control?	22%	64%	3%	2%	10%
38. Building inspections?	17%	60%	2%	0%	21%
39. Animal control?	25%	58%	5%	1%	11%
40. Code enforcement?	19%	67%	4%	2%	9%

IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR," ASK: (n=69)

41. Why did you rate _____ as (only fair/poor)?	DON'T KNOW/REFUSED.....0%
	COULD IMPROVE.....7%
	FLOODING.....26%
	MORE PATROLLING.....3%
	POOR INSPECTIONS.....4%
	LOOSE ANIMALS.....28%
	RUNDOWN HOMES.....17%
	RUDE/UNFRIENDLY.....10%
	SCATTERED.....4%

Now, for the next four city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 35W, Highway 36, Highway 36, County Road C or Lexington Avenue, should not be considered. How would you rate

	EXCL	GOOD	FAIR	POOR	DK/R
42. Street repair and maintenance?	15%	51%	28%	6%	0%
43. Snow plowing?	34%	54%	10%	1%	0%
44. Trail and pathway plowing in parks?	23%	63%	4%	0%	10%
45. Trail and pathway plowing in neighborhoods?	20%	62%	8%	0%	11%

46.	Do you consider the city portion of your property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?	VERY HIGH.....10% SOMEWHAT HIGH.....28% ABOUT AVERAGE.....44% SOMEWHAT LOW.....1% VERY LOW.....1% DON'T KNOW/REFUSED.....17%
47.	Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?	FAVOR.....40% OPPOSE.....49% DON'T KNOW/REFUSED.....11%
48.	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?	EXCELLENT.....9% GOOD.....73% ONLY FAIR.....7% POOR.....0% DON'T KNOW/REFUSED.....11%

For each of the following long-term infrastructure projects, please tell me if you strongly support the City continuing to invest in it, somewhat support, somewhat oppose or strongly oppose.

	STS	SMS	SMO	STO	DKR
49. Water and sewer pipes?	44%	30%	12%	4%	10%
50. City buildings?	26%	41%	18%	8%	8%
51. Pedestrian pathways?	38%	37%	15%	6%	5%
52. Bikeways?	32%	44%	14%	6%	5%
53. City roads?	64%	26%	5%	2%	3%

Changing topics....

54.	Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Roseville runs things?	YES.....71% NO22% DON'T KNOW/REFUSED.....7%
55.	From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?	STRONGLY APPROVE.....11% APPROVE.....77% DISAPPROVE.....3% STRONGLY DISAPPROVE.....1% DON'T KNOW/REFUSED.....9%

IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK: (n=15)

56. Why do you feel that way?	POOR JOB.....7%
	POOR SPENDING.....20%
	COULD IMPROVE.....20%
	HIGH TAXES.....7%
	DON'T LISTEN.....47%
57. From what you have heard or seen, how would you rate the job performance of the Roseville City staff -- excellent, good, only fair, or poor?	EXCELLENT.....19%
	GOOD.....76%
	ONLY FAIR.....1%
	POOR.....1%
	DON'T KNOW/REFUSED.....3%

IF "ONLY FAIR" OR "POOR," ASK: (n=6)

58. Why do you feel that way?	POOR SPENDING.....17%
	COULD IMPROVE.....33%
	DON'T LISTEN.....33%
	RUDE/UNPROFESSIONAL....17%

Thinking about another topic....

59. How would you rate the general condition and appearance of Roseville -- excellent, good, only fair, or poor?	EXCELLENT.....33%
	GOOD.....63%
	ONLY FAIR.....4%
	POOR.....1%
	DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=17)

60. Why do you feel that way?	DON'T KNOW/REFUSED.....6%
	RUNDOWN HOMES.....24%
	MESSY YARDS.....59%
	RUNDOWN BUSINESSES.....6%
	JUNK CARS.....6%
61. Over the past two years, has the appearance of Roseville improved, declined or remained the same?	IMPROVED.....28%
	DECLINED.....6%
	REMAINED THE SAME.....66%
	DON'T KNOW/REFUSED.....0%
62. How would you rate the job the City does enforcing city codes on nuisances -- excellent, good, only fair or poor?	EXCELLENT.....15%
	GOOD.....72%
	ONLY FAIR.....7%
	POOR.....2%
	DON'T KNOW/REFUSED.....5%

IF "ONLY FAIR" OR "POOR," ASK: (n=32)

63. What nuisances does the City need to do a better job of enforcing?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 0% |
| MESSY YARDS..... | 41% |
| RUNDOWN HOMES..... | 25% |
| JUNK CARS..... | 16% |
| LOOSE ANIMALS..... | 19% |

The City of Roseville offers a housing program for residential home improvements.

64. Prior to this survey, were you aware of this housing program?
- | | |
|-------------------------|-----|
| YES..... | 55% |
| NO..... | 45% |
| DON'T KNOW/REFUSED..... | 0% |

The City also sponsors free home and garden workshops each February and fall.

65. Were you aware of these workshops?
- | | |
|-------------------------|-----|
| YES..... | 56% |
| NO..... | 44% |
| DON'T KNOW/REFUSED..... | 0% |

Turning to the issue of public safety in the community....

I would like to read you a short list of public safety concerns.

66. Please tell me which one you consider to be the greatest concern in Roseville? If you feel that none of these problems are serious in Roseville, just say so.

FIRST

- | | |
|--|-----|
| Violent crime..... | 2% |
| Drugs..... | 13% |
| Youth crimes and vandalism..... | 21% |
| Break-ins and theft from automobiles..... | 11% |
| Business crimes, such as shop-lifting and check fraud..... | 6% |
| Residential crimes, such as burglary, and theft..... | 10% |
| Traffic speeding..... | 12% |
| Identity theft..... | 3% |
| ALL EQUALLY..... | 6% |
| NONE OF THE ABOVE..... | 14% |
| DON'T KNOW/REFUSED..... | 3% |

67. How would you rate the amount of patrolling the Roseville Police Department does in your neighborhood -- would you say they do too much, about the right amount, or not enough?
- | | |
|-------------------------|-----|
| TOO MUCH..... | 3% |
| ABOUT RIGHT AMOUNT..... | 91% |
| NOT ENOUGH..... | 5% |
| DON'T KNOW/REFUSED..... | 1% |

Changing topics...

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Roseville currently has too many or too much, too few or too little, or about the right amount.

- | | MANY
/MCH | FEW/
LITT | ABT
RGHT | DK/
REFD |
|--|-------------------------|--------------|---------------------------|-------------|
| 68. Affordable rental units? | 21% | 24% | 53% | 2% |
| 69. Market rate rental units? | 12% | 17% | 62% | 10% |
| 70. Condominiums and townhomes? | 10% | 8% | 77% | 5% |
| 71. Starter homes for young families? | 3% | 30% | 61% | 6% |
| 72. "Move up" housing? | 11% | 13% | 69% | 7% |
| 73. Higher cost housing? | 16% | 10% | 68% | 7% |
| 74. Assisted living for seniors? | 5% | 28% | 57% | 10% |
| 75. Parks and open spaces? | 9% | 6% | 85% | 1% |
| 76. Trails and bikeways? | 9% | 8% | 82% | 1% |
| 77. Service and retail establishments? | 10% | 13% | 77% | 1% |
| 78. Entertainment and dining opportunities? | 5% | 17% | 78% | 0% |
| 79. If you were going to move from your current home for upgrading, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed or not at all committed? | VERY COMMITTED..... | 46% | SOMEWHAT COMMITTED..... | 42% |
| | NOT TOO COMMITTED..... | 5% | NOT AT ALL COMMITTED..... | 4% |
| | DON'T KNOW/REFUSED..... | 4% | | |
| 80. And, if you were going to move from your current home for downsizing, how committed would you be to stay in Roseville -- very committed, somewhat committed, not too committed, or not at all committed? | VERY COMMITTED..... | 42% | SOMEWHAT COMMITTED..... | 45% |
| | NOT TOO COMMITTED..... | 6% | NOT AT ALL COMMITTED..... | 3% |
| | DON'T KNOW/REFUSED..... | 4% | | |

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED" IN QUESTIONS #79 OR #80, ASK: (n=40)

81. Is there anything missing or that could be improved in Roseville that would make you committed to staying?

NO, 75%; AFFORDABLE HOUSING, 15%; MOVE-UP HOUSING, 3%; PUBLIC TRANSIT, 3%; LESS TRAFFIC CONGESTION, 5%.

Changing topics....

Most communities have one of three systems for garbage collection. In an open collection system, like the City of Roseville currently has, residents choose their hauler from several different companies serving the community. Other cities use an organized collection system, where the City contracts with a hauler for collection throughout the city.

82. Would you favor or oppose the City of Roseville changing from the current system in which residents may choose from several different haulers to a system where the City chooses a specific hauler for the whole community? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY FAVOR..... | 6% |
| FAVOR..... | 30% |
| OPPOSE..... | 33% |
| STRONGLY OPPOSE..... | 13% |
| DON'T KNOW/REFUSED..... | 19% |

IF A RESPONSE IS GIVEN, ASK: (n=325)

83. Could you tell me one or two reasons for your decision?
- | | |
|--------------------------|-----|
| DON'T KNOW/REFUSED..... | 0% |
| WANT CHOICE..... | 52% |
| OPEN/LOWER COST..... | 9% |
| ORGANIZED/LOWER COST... | 13% |
| ORGANIZED/LESS TRAFFIC. | 21% |
| ORGANIZED/SAFER..... | 3% |
| LIKE CURRENT HAULER..... | 1% |
84. How would you rate the City of Roseville's recycling program - excellent, good, only fair or poor?
- | | |
|-------------------------|-----|
| EXCELLENT..... | 26% |
| GOOD..... | 63% |
| ONLY FAIR..... | 4% |
| POOR..... | 0% |
| DON'T KNOW/REFUSED..... | 7% |

Continuing....

85. How would you rate the City's overall performance in communicating key local issues to residents in its publications, website, mailings, and on cable television -- excellent, good, only fair, or poor?
- EXCELLENT.....19%
GOOD.....72%
ONLY FAIR.....9%
POOR.....0%
DON'T KNOW/REFUSED.....1%
86. What is your primary source of information about the City of Roseville?
- DON'T KNOW/REFUSED.....0%
NONE.....2%
CITY NEWSLETTER.....48%
LOCAL NEWSPAPER.....28%
CITY WEBSITE.....11%
CABLE TELEVISION.....5%
WORD OF MOUTH.....5%
SCATTERED.....1%
87. How would you most prefer to receive information about Roseville City Government and its activities -- (ROTATE) e-mail, information on the city's website, city publications and newsletters, mailings to your home, local weekly newspaper coverage, cable television programming, the city's Facebook page or the City's Twitter feed?
- E-MAIL.....6%
CITY WEBSITE.....12%
PUBLICATIONS/NEWSLTRS..43%
MAILINGS TO HOME.....17%
LOCAL WEEKLY PAPERS....17%
CABLE TV.....4%
CITY FACEBOOK PAGE.....0%
TWITTER.....0%
WORD OF MOUTH.....2%
88. Do you recall receiving the City publication -- "Roseville City News" -- during the past year?
- YES.....86%
NO.....14%
DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=342)

89. Do you or any members of your household regularly read it?
- YES.....92%
NO.....8%
DON'T KNOW/REFUSED.....0%
90. How effective is this city publication in keeping you informed about activities in the city -- very effective, somewhat effective, not too effective, or not at all effective?
- VERY EFFECTIVE.....33%
SOMEWHAT EFFECTIVE.....57%
NOT TOO EFFECTIVE.....6%
NOT AT ALL EFFECTIVE....2%
DON'T KNOW/REFUSED.....2%

I would like to ask you about social media sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Roseville.

	NOT USE	USE LIK	USE NLK	DK/ REF
91. Facebook?	56%	19%	25%	0%
92. Twitter?	72%	11%	18%	0%
93. YouTube?	65%	10%	25%	0%
94. Nextdoor?	81%	10%	7%	3%
95. E-mail?	33%	41%	27%	0%
96. City website?	45%	44%	11%	0%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

97. Persons 65 or over?	NONE.....72%
	ONE.....16%
	TWO OR MORE.....12%
98. Adults between the ages of 50 and 64 years of age?	NONE.....72%
	ONE.....15%
	TWO MORE.....13%
99. Adults between the ages of 18 and 49 years of age?	NONE.....37%
	ONE.....28%
	TWO.....31%
	THREE OR MORE.....4%
100. School-aged children and pre- schoolers?	NONE.....77%
	ONE.....10%
	TWO.....8%
	THREE OR MORE.....5%
101. Do you own or rent your present residence?	OWN.....67%
	RENT.....33%
	REFUSED.....0%

102. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....3% 25-34.....14% 35-44.....19% 45-54.....24% 55-64.....18% 65 AND OVER.....23%
103. Which of the following best describes your household: (READ) A. Single, no other family at home. B. Single parent with children at home. C. Married or partnered, with children at home. D. Married or partnered with no children or no children at home. E. Something else.	SINGLE/NO OTHER.....29% SINGLE PARENT.....5% MAR/PARTN/CHILDREN.....24% MAR/PARTN/NO CHILD.....39% SOMETHING ELSE.....4% DON'T KNOW/REFUSED.....0%
104. Which of the following categories represents your ethnicity -- White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	WHITE.....77% AFRICAN-AMERICAN.....8% HISPANIC-LATINO.....4% ASIAN-PACIFIC ISLAND.....8% NATIVE AMERICAN.....1% SOMETHING ELSE.....1% MIXED/BI-RACIAL.....1% DON'T KNOW.....0% REFUSED.....1%
105. Do you live north or south of Highway 36? (WAIT FOR RESPONSE) Do you east or west of Snelling Avenue?	NORTHWEST.....14% NORTHEAST.....49% SOUTHEAST.....23% SOUTHWEST.....14% DON'T KNOW/REFUSED.....0%
106. Gender (DO NOT ASK)	MALE.....48% FEMALE.....52%

ROSEVILLE RESIDENTIAL
QUESTIONNAIRE
FINAL VERSION

Hello, I'm _____ of _____, a polling firm located in _____. We've been retained by the City of Roseville to speak with a random sample of residents about issues facing the city. The survey is being taken because your city representatives and staff are interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

1. Approximately how many years have you lived in the City of Roseville?

LESS THAN ONE YEAR.....	5%
TWO TO FIVE YEARS.....	22%
SIX TO TEN YEARS.....	17%
11 TO 20 YEARS.....	21%
21 TO 30 YEARS.....	15%
OVER THIRTY YEARS.....	20%
DON'T KNOW/REFUSED.....	0%

2. How would you rate the quality of life in Roseville -- excellent, good, only fair, or poor?

EXCELLENT.....	60%
GOOD.....	38%
ONLY FAIR.....	2%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

IF "GOOD," "ONLY FAIR," OR "POOR," ASK: (N=161)

3. What change or improvement would it take for you to raise your rating from _____ to [NEXT HIGHEST]?

NO ANSWER, 9%; LOWER TAXES, 4%; REDUCE CRIME, 2%;
IMPROVE CITY GOVERNMENT, 3%; SLOW DEVELOPMENT, 8%;
LESS TRAFFIC, 3%; MORE PARKS, 4%; IMPROVE BUS
SERVICE, 5%; SCATTERED RESPONSES, 2%.

Many people talk about "quality" these days. They might say something is "high quality" or "low quality." I'd like you to think about the City of Roseville for a moment.

4. When you think about this community, what comes to mind, if anything, as being "high quality?"

NO ANSWER, 3%; EDUCATION, 18%; CITY SERVICES, 16%; PARKS, RECREATION, 26%; SHOPPING, 12%; LOCATION, 10%; NICE NEIGHBORHOODS, 11%; PEOPLE, 3%;

5. And, when you think about this community, what comes to mind, if anything, as being "low quality?"

NO ANSWER, 16%; NOTHING, 32%; CRIME RATE, 8%; CITY GOVERNMENT, 7%; OVER DEVELOPED, 12%; RUN DOWN AREAS, 4%; TRAFFIC, 13%; SCHOOLS, 3%; PEOPLE, 4%.

6. Are there any communities in the Metropolitan Area which you feel are generally "higher quality" than Roseville? (IF "YES," ASK:) Which ONE, specifically, comes to mind?

NO ANSWER, 19%; NO, 44%; SHORVIEW, 7%; EDINA, 7%; MAHTOMEDI, 7%; NORTH OAKS, 5%; MINNETONKA, 4%; FOREST LAKE, 3%; WOODBURY, 2%; SCATTERED, 3%.

IF "YES," ASK: (N=148)

7. Why do you feel that _____ is a higher quality community than Roseville?

NO ANSWER, 1%; BETTER HOUSES/LOTS, 10%; SCHOOLS, 3%; MORE RURAL, 12%; LESS CRIME, 2%; CITY SERVICES, 7%; LAKES, 3%.

Moving on....

8. What do you feel is the most serious issue facing the City of Roseville?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 25% |
| GROWTH..... | 25% |
| TAXES..... | 15% |
| SCHOOLS..... | 6% |
| TRAFFIC..... | 4% |
| CRIME..... | 15% |
| RUN-DOWN AREAS..... | 9% |
| CITY GOVERNMENT..... | 2% |

Here's a little different question for you....

9. Why do you continue to live in Roseville; in other words, what keeps you here?

NO ANSWER, 1%; LOCATION, 45%; NICE CITY, 11%; FAMILY HERE, 14%; LIKE NEIGHBORHOOD, 8%; QUALITY OF LIFE, 6%; SCHOOLS, 4%; HOME HERE, 12%.

Now, I'm going to ask you a few questions about your neighborhood.

10. Thinking about the neighborhood where you live, how satisfied are you with that area as a place to live -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?
- | | |
|-------------------------|-----|
| VERY SATISFIED..... | 72% |
| SOMEWHAT SATISFIED.... | 22% |
| SOMEWHAT DISSATISFIED.. | 5% |
| VERY DISSATISFIED..... | 0% |
| DON'T KNOW/REFUSED..... | 0% |

11. If you were to describe the ONE thing that best makes up the quality of your neighborhood to you, which of the following statements would you choose? (READ AND ROTATE -- ACCEPT ONE ANSWER ONLY)
- STATEMENT A.....22%
STATEMENT B.....44%
STATEMENT C.....28%
NONE OF THE ABOVE.....6%
DON'T KNOW/REFUSED.....1%
- A. The friendships I have with the people who live there.
B. The quality of things such as schools, churches, parks, and other services.
C. The feeling that I'm living among people like myself whether I know them or not.
12. Which of these two statements come closer to your feelings?
- STATEMENT A.....60%
STATEMENT B.....25%
NONE OF ABOVE (VOL.)..13%
DON'T KNOW/REFUSED.....2%
- A. I have real roots in my own neighborhood.
B. It's just a place to live. I'd be just as happy elsewhere.
13. In terms of general lifestyle, do you think that most of your neighbors are pretty much like you, or are they quite different from you?
- LIKE.....70%
DIFFERENT.....24%
DON'T KNOW/REFUSED.....6%
14. In terms of the types of people who live in your neighborhood, would you say your neighborhood has changed for the better in recent years, changed for the worse, or has it not changed very much?
- CHANGED FOR BETTER....19%
CHANGED FOR WORSE.....7%
NOT CHANGED.....65%
DON'T KNOW/REFUSED.....9%

I will name some things that affect neighborhoods. Please tell me how well you think Roseville City Government does in dealing with them. Would you say the City has done an excellent job, good job, only fair job, or poor job for each one: (ROTATE)

	EXC	GOO	FAI	POO	DKR
15. Street maintenance	23%	59%	14%	3%	1%
16. City inspection of homes and yards	4%	38%	8%	4%	47%
17. Cleaning up trash in the neighborhood	19%	54%	11%	2%	14%
18. Responsiveness of City government	8%	45%	20%	5%	22%
19. Recreational programs	30%	42%	12%	2%	14%
20. Snow plowing of streets	37%	52%	7%	3%	1%
21. Snow plowing of sidewalks and trails	14%	40%	12%	3%	32%
22. Having reasonable property taxes	5%	37%	32%	12%	14%
23. Responsiveness of the police force	28%	46%	7%	2%	18%
24. Street traffic	9%	46%	28%	11%	6%

	EXC	GOO	FAI	POO	DKR
25. Problems with businesses in the neighborhood	13%	41%	10%	3%	34%
26. Vandalism	13%	51%	16%	1%	20%
27. Park maintenance	27%	56%	11%	0%	6%
28. Trail and sidewalk maintenance and repair	12%	51%	12%	1%	24%
29. Curb and gutter repair	11%	63%	6%	1%	20%
30. Street light replacement	14%	62%	4%	2%	18%
31. Tree maintenance along the boulevards	13%	62%	8%	1%	17%
32. Do you think in the past few years your neighborhood has become more desirable as a place to live, less desirable, or has there not been much change?	MORE DESIRABLE.....35% LESS DESIRABLE.....11% NOT CHANGE.....50% DON'T KNOW/REFUSED.....4%				

IF A RESPONSE IS GIVEN, ASK: (N=385)

33. Why do you feel that way?	DON'T KNOW/REFUSED.....3% NO PROBLEMS.....7% NO CHANGE SEEN.....32% WORKING TO IMPROVE....14% HIGHER CRIME.....2% LOW INCOME HOUSING.....6% GROWTH.....8% NICE AREA.....25%
-------------------------------	--

How would you rate the area of Roseville where you now live on the following things -- would you say excellent, good, only fair, or poor for each one: (ROTATE)

	EXC	GOO	FAI	POO	DKR
34. General appearance and livability	44%	54%	2%	0%	0%
35. Safety from property crimes, like burglary	24%	58%	14%	2%	2%
36. Safety from violent personal crime, like assault	33%	54%	9%	0%	4%
37. Resale value of homes	38%	49%	3%	1%	9%
38. Street maintenance	20%	67%	11%	1%	1%
39. Bus service	7%	31%	18%	14%	31%
40. Freedom from excessive noise	19%	51%	22%	7%	2%
41. Convenience of shopping areas	58%	38%	2%	0%	2%
42. A place to raise children	40%	54%	4%	1%	2%
43. Convenience to your place of worship	31%	54%	4%	2%	10%
44. Available day care for children	7%	30%	8%	1%	54%
45. Convenience to work	32%	46%	7%	2%	15%
46. A place to retire	30%	49%	12%	3%	7%

	EXC	GOO	FAI	POO	DKR
47. A place to purchase a starter home, that is, a home for first-time buyers	20%	36%	18%	11%	15%
48. A place to purchase "move-up" second housing	20%	53%	15%	2%	11%
49. A place to purchase luxury housing	12%	37%	27%	9%	16%
50. Available health care facilities	13%	51%	22%	3%	10%
51. Available full-time jobs	10%	38%	18%	4%	31%

Moving on....

52. All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?
- | | |
|-------------------------|-----|
| RIGHT DIRECTION..... | 87% |
| WRONG TRACK..... | 6% |
| DON'T KNOW/REFUSED..... | 7% |

IF "WRONG TRACK," ASK: (N=25)

53. Could you tell me why you feel that way?
- | | |
|-------------------------|----|
| DON'T KNOW/REFUSED..... | 0% |
| TOO MUCH GROWTH..... | 3% |
| CRIME..... | 1% |
| SCHOOLS..... | 0% |
| TRAFFIC..... | 0% |
| HIGH TAXES..... | 1% |
| LOW INCOME HOUSING..... | 1% |
54. Would you recommend living in the City of Roseville to others?
- | | |
|-------------------------|-----|
| YES..... | 95% |
| NO..... | 3% |
| DON'T KNOW/REFUSED..... | 2% |
55. Would you favor or oppose the city offering funding and expertise to residential property owners and neighborhoods in deteriorating areas for both housing and neighborhood rehabilitation? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY FAVOR..... | 25% |
| FAVOR..... | 48% |
| OPPOSE..... | 10% |
| STRONGLY OPPOSE..... | 6% |
| DON'T KNOW/REFUSED..... | 11% |
56. Would you favor or oppose the city aggressively aiding in the purchase and redevelopment of deteriorating and blighted neighborhoods as multi-family housing opportunities, retail shopping, and/or commercial office buildings? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY FAVOR..... | 14% |
| FAVOR..... | 30% |
| OPPOSE..... | 26% |
| STRONGLY OPPOSE..... | 14% |
| DON'T KNOW/REFUSED..... | 16% |

57. Would you favor or oppose the City of Roseville acquiring blighted housing for either renovation or removal? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| STRONGLY FAVOR..... | 26% |
| FAVOR..... | 43% |
| OPPOSE..... | 10% |
| STRONGLY OPPOSE..... | 5% |
| DON'T KNOW/REFUSED.... | 16% |

Moving on....

58. Should the TOP priority for development in this city be on increasing the tax base, providing head-of-household jobs, providing housing opportunities for young families and retirees, providing recreational and leisure time offerings, or attracting more retail shopping opportunities?
59. What should be the second priority? (RE-READ ABOVE LIST, IF NECESSARY.)

	TOP	SEC
INCREASE TAX BASE.....	19%	10%
HEAD OF HOUSEHOLD JOBS.....	20%	17%
HOUSING FOR YOUNG FAMILIES AND RETIREES.....	26%	20%
REC AND LEISURE TIME OFFERINGS.....	17%	20%
RETAIL SHOPPING.....	1%	4%
NONE (VOL.).....	9%	15%
MULTIPLE (VOL.).....	2%	2%
DON'T KNOW/REFUSED.....	7%	12%

Changing topics....

60. Other than voting, do you feel that if you wanted to, you could have a say about the way things are run in this community?
- | | |
|------------------------|-----|
| YES..... | 65% |
| NO..... | 23% |
| DON'T KNOW/REFUSED.... | 12% |

IF "NO," ASK: (N=92)

61. Why do you feel you cannot have a say?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 0% |
| DON'T LISTEN..... | 11% |
| RENTER..... | 6% |
| ISSUE IGNORED..... | 6% |

As you may know, property taxes are divided between the City of Roseville, Ramsey County, and your local public school district.

62. From what you have seen or heard, what percentage of your property tax goes to the City of Roseville -- under ten percent, ten to twenty percent, twenty to thirty percent, thirty to forty percent, forty to fifty percent, or over fifty percent?
- | | |
|-------------------------|-----|
| UNDER TEN PERCENT..... | 3% |
| 10 TO 20 PERCENT..... | 28% |
| 21 TO 30 PERCENT..... | 17% |
| 31 TO 40 PERCENT..... | 7% |
| 41 TO 50 PERCENT..... | 3% |
| OVER FIFTY PERCENT..... | 1% |
| DON'T KNOW/REFUSED.... | 41% |

Just for your information, 15 percent is the City's share of your property tax.

63. Would you favor or oppose an increase in city property taxes if it were needed to maintain city services at their current level?

FAVOR.....	58%
OPPOSE.....	27%
DON'T KNOW/REFUSED....	14%

64. In comparison with nearby areas, do you feel that the city property taxes in Roseville are very high, somewhat high, about average, somewhat low, or very low?

VERY HIGH.....	5%
SOMEWHAT HIGH.....	31%
ABOUT AVERAGE.....	47%
SOMEWHAT LOW.....	2%
VERY LOW.....	0%
DON'T KNOW/REFUSED....	16%

65. When you consider the city property taxes you pay and the quality of the city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?

EXCELLENT.....	19%
GOOD.....	68%
ONLY FAIR.....	6%
POOR.....	1%
DON'T KNOW/REFUSED....	6%

IF "ONLY FAIR" OR "POOR," ASK: (N=28)

66. Why do you feel that way?

DON'T KNOW/REFUSED.....	0%
HIGH TAXES.....	4%
POOR SERVICES.....	2%

As you may know, for the past ten years the City of Roseville has had a policy of limiting its increase in city property taxes to less than the rate of inflation. At times, this has required the Mayor and City Council to make difficult choices about continuing, enhancing, and curtailing various services and programs. As a result, city services provided in Roseville may not be as extensive or as complete as in other communities. But, city property tax increases have been minimal.

67. What services, facilities, or programs, if any, do you feel are missing from the City of Roseville?

NO ANSWER, 29%; NONE, 48%; COMMUNITY CENTER, 9%; LEAF PICK-UP, 3%; MORE POLICE, 3%; SIDEWALKS, 4%; YOUTH PROGRAMS, 5%.

68. What city services, facilities, or programs, if any, do you feel should be cut?

NO ANSWER, 39%; NONE, 48%; POOL, 10%; RECYCLING, 2%; SCATTERED, 1%.

69. In making the trade-off between the quality and breadth of public services and their tax costs, should the PRIMARY emphasis be placed on providing excellent services or minimizing taxes costs? (IF RESPONDENT SAYS "BOTH," ASK:) If it were possible to only do one or the other, which should it be?
- | | |
|-------------------------|-----|
| EXC SERVICES/STRONGLY | 18% |
| EXCELLENT SERVICES.... | 29% |
| MINIMIZE TAXES..... | 27% |
| MINI TAXES/STRONGLY.... | 9% |
| DON'T KNOW/REFUSED.... | 18% |

Currently, the City's share of the property tax does not increase higher than the rate of inflation each year. A one percent increase above inflation would cost an owner of the typical \$100,000 home about 20 cents per month in additional property taxes, and would produce an additional \$63,000 in general revenue.

70. If an additional revenue increase were needed beyond the rate of inflation to expand or improve basic city services, how much would you be willing to see your property taxes increase per month for this purpose? Let's say, would you be willing to pay an additional \$_____ per month? (WAIT FOR RESPONSE; MOVE HIGHER OR LOWER) How about \$_____ per month? (REPEAT PROCESS)
- | | |
|-----------------|-----|
| NOTHING..... | 16% |
| \$1.00..... | 8% |
| \$2.00..... | 19% |
| \$3.00..... | 10% |
| \$4.00..... | 6% |
| \$5.00..... | 16% |
| \$6.00..... | 5% |
| \$7.00..... | 6% |
| DON'T KNOW..... | 14% |
| REFUSED..... | 1% |

Moving on....

The City of Roseville provides a number of services to its residents, including police, fire, street repair and maintenance, park and trail maintenance, economic development, recreational facilities, building inspection, and code enforcement.

71. In general, are there any services provided by city government which you think could be just as effectively or more effectively either completely undertaken by the private sector or through public-private partnerships? (IF "YES," ASK:) What comes to mind?

NO ANSWER, 38%; NONE, 47%; BUILDING INSPECTION, 8%; PARK MAINTENANCE, 7%.

72. And, in general, are there any services provided by city government which you think could be just as effectively or more effectively provided by a different level of government, such as Ramsey County, the State of Minnesota, the Federal Government, or another city? (IF "YES," ASK:) What comes to mind?

NO ANSWER, 40%; NONE, 57%; ROAD MAINTENANCE, 2%;

73. How much do you feel you know about the work of the Mayor and City Council -- a great deal, a fair amount, very little, or nothing?
- A GREAT DEAL.....4%
FAIR AMOUNT.....30%
VERY LITTLE.....50%
NOTHING.....15%
DON'T KNOW/REFUSED.....2%
74. From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And, do you feel strongly that way?
- APPROVE/STRONGLY.....12%
APPROVE.....50%
DISAPPROVE.....6%
DISAPPROVE/STRONGLY....3%
DON'T KNOW/REFUSED....29%

IF A JUDGMENT IS GIVEN, ASK: (N=284)

75. Could you tell me one or two reasons why you feel that way?
- DON'T KNOW/REFUSED.....4%
DON'T LISTEN.....4%
LISTEN.....7%
COULD IMPROVE.....5%
WASTE MONEY.....3%
GOOD JOB.....31%
POOR JOB.....2%
NO PROBLEMS.....13%
ISSUES.....2%
76. How much first-hand contact have you had with the Roseville City Staff -- quite a lot, some, very little, or none?
- QUITE A LOT.....5%
SOME.....22%
VERY LITTLE.....48%
NONE.....24%
DON'T KNOW/REFUSED.....1%
77. From what you have seen, heard, or experienced, how would you rate the job of the Roseville City Staff -- excellent, good, only fair, or poor?
- EXCELLENT.....10%
GOOD.....60%
ONLY FAIR.....8%
POOR.....1%
DON'T KNOW/REFUSED....21%
78. During the past year, have you contacted by telephone or in person any Roseville City staff member?
- YES.....44%
NO.....50%
DON'T KNOW/REFUSED.....7%

IF "YES," ASK: (N=176)

79. On your last contact with City staff, which department did you reach -- Police, Fire, Finance, Planning, Building Inspection, Public Works and Engineering, Parks and Recreation, Code enforcement office, the Information Desk, Motor Vehicle Licensing, or Administration?
- POLICE.....7%
FIRE.....1%
FINANCE.....1%
PLANNING.....3%
BUILDING INSPECTION....6%
PUBLIC WORKS.....8%
PARKS AND REC.....8%
CODE ENFORCEMENT.....2%
INFORMATION DESK.....2%
MOTOR VEHICLE LIC.....5%
ADMINISTRATION.....1%
DON'T KNOW/REFUSED.....1%

Thinking about that last contact, for each of the following characteristics, please rate the Roseville City staff as excellent, good, only fair, or poor....

	EXC	GOO	FAI	POO	DKR
80. Courtesy of the Information Desk receptionist?	17%	23%	1%	1%	2%
81. Waiting time for service?	14%	23%	4%	1%	2%
82. Ease of reaching a department staff member who could help you?	15%	23%	4%	1%	0%
83. Efficiency of the department staff?	13%	23%	3%	3%	2%
84. Courtesy of the department staff?	19%	23%	2%	0%	0%

Let's talk about park and recreation opportunities in Roseville....

85. In general, how well informed are you about the Roseville park and recreation system and facilities -- would you say you are very well informed, somewhat informed, not too well informed, or not at all informed?	VERY WELL INFORMED....23%
	SOMEWHAT INFORMED.....51%
	NOT TOO WELL INFORMED.21%
	NOT AT ALL INFORMED....5%
	DON'T KNOW/REFUSED.....1%

Which of these park and recreational facilities have you or members of your household used during the past year?

	YES	NO	DKR
86. Trails?	70%	30%	0%
87. Neighborhood Parks?	78%	22%	0%
88. Central Park?	76%	23%	1%
89. Cedarholm Golf Course?	24%	75%	1%
90. Roseville Skating Center?	26%	73%	1%
91. Harriet Alexander Nature Center?	42%	57%	1%
92. Roseville Activity Center?	35%	64%	2%
93. Gymnastics Center at the Roseville Area High School?	7%	92%	1%
94. Gymnasiums at Brim Hall and Central Elementary Schools?	7%	93%	0%
95. How would you rate park and recreation facilities in Roseville -- excellent, good, only fair, or poor?	EXCELLENT.....37%	GOOD.....51%	ONLY FAIR.....8%
	POOR.....0%	DON'T KNOW/REFUSED.....4%	

Moving on....

As you may know, there has been discussions about the construction of a new Community Center in the City of Roseville to replace the existing Center....

96. If a new Community Center were constructed, what facilities do you feel it is important to include?

NO ANSWER, 34%; POOL, 42%; FITNESS ROOM, 9%; ATHLETIC FIELDS, 5%; COMMUNITY ROOM, 7%; SENIOR CENTER, 4%.

I would like to read you a list of facilities that could be included in a community center. For each one, please tell me if you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose its inclusion in a community center. (ROTATE)

	STF	SMF	SMO	STO	DKR
97. An indoor swimming pool?	46%	33%	8%	8%	4%
98. An aerobics, exercise, and fitness room?	31%	44%	9%	9%	7%
99. A gymnasium?	30%	35%	11%	12%	12%
100. An additional indoor ice sheet?	4%	14%	30%	38%	15%
101. A banquet room for community meeting and rental purposes?	21%	47%	11%	10%	11%
102. An indoor running-walking track?	34%	38%	13%	9%	7%
103. Group meeting rooms?	20%	46%	13%	8%	12%
104. A teen center?	26%	44%	8%	10%	12%
105. A relocated senior citizens center?	25%	39%	11%	10%	15%
106. An indoor playground?	21%	35%	17%	15%	13%
107. An arts and crafts room for instructional programs and classes?	21%	39%	16%	12%	12%
108. Day care and pre-school space?	21%	41%	13%	12%	13%
109. Are there any other facilities, you would like to see included in a Community Center?					
	NO ANSWER, 21%; NONE, 69%; ADULT EDUCATION, 5%; THEATER, 4%; SCATTERED, 2%.				
110. Would you favor or oppose the construction of a new Community Center in the City of Roseville? (WAIT FOR RESPONSE) And do you feel strongly that way?	STRONGLY FAVOR.....	28%			
	FAVOR.....	37%			
	OPPOSE.....	8%			
	STRONGLY OPPOSE.....	12%			
	DON'T KNOW/REFUSED....	15%			

A bond referendum would be required to pay for its construction and partial operating costs, User fees would also underwrite the operation of the community center to some extent.

111. How much would you be willing to pay in additional property taxes to support the construction and partial operation of a new Roseville Community Center? (START WITH A RANDOMLY SELECTED CHOICE) Let's say, would you be willing to pay \$_____ per year? (MOVE TO NEXT CHOICE UP OR DOWN DEPENDING ON ANSWER.) How about \$_____ per year?
- | | |
|---------------|-----|
| NOTHING..... | 25% |
| \$20.00..... | 18% |
| \$40.00..... | 16% |
| \$60.00..... | 9% |
| \$80.00..... | 4% |
| \$100.00..... | 6% |
| \$120.00..... | 2% |
| UNSURE..... | 19% |
| REFUSED..... | 2% |
112. Would you be more likely or less likely to support a Roseville Community Center if it were built in a partnership with private sector businesses to decrease construction costs? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| MORE LIKELY/STRONG.... | 15% |
| MORE LIKELY..... | 41% |
| LESS LIKELY..... | 11% |
| LESS LIKELY/STRONG.... | 10% |
| DON'T KNOW/REFUSED.... | 23% |
113. Would you be more likely or less likely to support a Roseville Community Center if it included other uses on the site, such as a convention center, hotels, and restaurants? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| MORE LIKELY/STRONG.... | 7% |
| MORE LIKELY..... | 22% |
| LESS LIKELY..... | 24% |
| LESS LIKELY/STRONG.... | 28% |
| DON'T KNOW/REFUSED.... | 18% |

City programs and services can be funded in many ways. Some are funded exclusively through general tax revenues and residents using the service pay nothing or only a nominal amount for it. Some are funded totally through user fees, where users pay a charge sufficiently high to cover all the costs associated with the program. And, in some cases, programs and services are partially paid for with general tax revenues and partially through user fees.

I would like to read you a list of several city services. For each one, please tell me if you feel it should be funded totally through general tax revenues, a combination of tax revenues and user fees, or totally through user fees. (IF RESPONDENT CHOOSES "COMBINATION," ASK:) Should general tax revenues cover approximately 25% of the cost of this service, about 50% of the cost, or approximately 75% of the cost? (ROTATE LIST)

	TOT	25%	50%	75%	ALL	DKR
114. Fall leaf pick-up?	34%	7%	20%	5%	26%	9%
115. Youth recreation programs, such as T-Ball?	28%	16%	35%	3%	9%	9%
116. Emergency fire and police calls?	5%	1%	6%	8%	75%	5%
117. Curbside pick-up of recycling?	15%	6%	20%	9%	39%	11%

	TOT	25%	50%	75%	ALL	DKR
118. Operation of the Roseville Skating Center?	35%	18%	28%	5%	5%	10%
119. Nature Center operations and programs?	9%	8%	29%	13%	33%	9%
120. City inspection of residential housing?	13%	5%	15%	12%	45%	10%
121. Senior affordable housing?	15%	16%	30%	10%	13%	17%

Turning to the issue of public safety in the community....

122. Have you or any member of your household needed ambulance or emergency medical service -- EMS -- during the past year?	YES.....8%
	NO.....92%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=30)

123. Did the ambulance or EMS personnel arrive promptly, or not?	YES.....7%
	NO.....0%
	DON'T KNOW/REFUSED.....1%
124. Were the ambulance or EMS personnel professional, or not?	YES.....7%
	NO.....1%
	DON'T KNOW/REFUSED.....0%

In thinking about your neighborhood, how serious are the following problems -- very serious, somewhat serious, not very serious, or not at all serious. If you have no opinion, just say so....
(ROTATE)

	VSR	SSR	NSR	NAA	DKR
125. Burglary	3%	19%	47%	29%	2%
126. Street robbery or assault	0%	3%	50%	45%	2%
127. Auto Theft	1%	12%	43%	40%	5%
128. Bike Theft	3%	13%	41%	33%	9%
129. General theft?	1%	14%	47%	34%	5%
130. Vandalism and grafitti?	1%	14%	46%	36%	3%
131. Drugs?	3%	19%	33%	30%	15%
132. Gang activity?	2%	12%	35%	41%	11%
133. Juvenile delinquency and mischief?	1%	22%	44%	26%	6%
134. Traffic problems, such as speeding and careless driving?	12%	29%	37%	20%	3%
135. Loud parties?	1%	8%	43%	42%	8%
136. Strangers in your neighborhood?	1%	5%	45%	39%	10%
137. Are there places in the City you would not feel safe walking alone at night? (IF "YES, " ASK:) Where would that be?					

DON'T KNOW/NO, 39%; MALLS, 13%; EVERYWHERE, 26%;
TRAILS/PARKS, 12%; RICE STREET, 10%.

- | | |
|---|--|
| 138. Do you think crime in your neighborhood has increased, decreased, or stayed about the same during the past three years? | INCREASED.....13%
DECREASED.....6%
STAYED ABOUT SAME.....74%
DON'T KNOW/REFUSED.....7% |
| 139. And, do you think crime in the City of Roseville has increased, decreased, or stayed about the same during the past three years? | INCREASED.....33%
DECREASED.....5%
STAYED ABOUT SAME.....45%
DON'T KNOW/REFUSED.....18% |
| 140. Based on what you have seen in the past year, do you think City of Roseville Police patrol activity has increased, decreased, or remained about the same in your neighborhood? | INCREASED.....21%
DECREASED.....4%
STAYED ABOUT SAME.....57%
DON'T KNOW/REFUSED.....18% |

Moving on....

- | | |
|--|---|
| 141. Do you have at least one working smoke detector installed in your home? | YES.....99%
NO.....2%
DON'T KNOW/REFUSED.....0% |
| 142. Do you have a working carbon monoxide detector installed in your home? | YES.....51%
NO.....47%
DON'T KNOW/REFUSED.....2% |
| 143. Would you be interested in having a Home Fire Safety Analysis, if it were offered by the Roseville Fire Department for a nominal fee? | YES.....27%
NO.....57%
DON'T KNOW/REFUSED.....17% |

Changing topics....

Several communities conduct regular inspection of the exterior of housing units in their cities. An inspector checks each housing unit for compliance with building codes and requires action to be taken to correct any violations.

- | | |
|--|--|
| 144. Would you favor or oppose the City of Roseville instituting a system of regular inspection of the exterior of all rental units in the community? (WAIT FOR RESPONSE) Do you feel strongly that way? | STRONGLY FAVOR.....29%
FAVOR.....42%
OPPOSE.....12%
STRONGLY OPPOSE.....6%
DON'T KNOW/REFUSED.....12% |
| 145. Would you favor or oppose the City of Roseville instituting a system of regular inspection of the exterior of all single family homes and duplexes in the community? (WAIT FOR RESPONSE) Do you feel strongly that way? | STRONGLY FAVOR.....17%
FAVOR.....35%
OPPOSE.....23%
STRONGLY OPPOSE.....12%
DON'T KNOW/REFUSED.....13% |

The City of Roseville is currently renegotiating its franchise agreements with the cable television company and Northern States Power. A key issue is placing underground all utility lines in the city.

146. Would you favor or oppose the City placing utility lines underground a requirement of any new agreement? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| STRONGLY FAVOR..... | 32% |
| FAVOR..... | 40% |
| OPPOSE..... | 10% |
| STRONGLY OPPOSE..... | 5% |
| DON'T KNOW/REFUSED.... | 13% |

The cost of placing utility lines underground would be reflected in an increase in your monthly utility bill.

147. How much would you be willing to see your utility bill increase to fund placing utility lines underground. Let's say, would you be willing to pay an additional \$____ per month? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$____ per month? (REPEAT PROCESS)
- | | |
|-----------------|-----|
| NOTHING..... | 28% |
| \$2.00..... | 27% |
| \$4.00..... | 16% |
| \$6.00..... | 8% |
| \$8.00..... | 4% |
| \$10.00..... | 2% |
| \$12.00..... | 1% |
| DON'T KNOW..... | 13% |
| REFUSED..... | 1% |

Moving on....

148. What is your principal source of information about city government and its activities?

DON'T KNOW, 2%; MAILINGS, 5%; LOCAL PAPER, 35%; ROSEVILLE REVIEW, 14%; NEWSLETTER, 18%; CABLE, 6%; WORD OF MOUTH, 9%; FOCUS PAPER, 9%; PIONEER PRESS, 4%.

149. Do you feel you have adequate access to information about City programs and services? (IF "NO, ASK:) What more is needed?

DON'T KNOW, 7%; YES, 89%; MORE MAILINGS, 4%.

150. Do you recall receiving the City newsletter, titled the "Roseville Newsletter," during the past year?
- | | |
|------------------------|-----|
| YES..... | 91% |
| NO..... | 8% |
| DON'T KNOW/REFUSED.... | 2% |

IF "YES, ASK: (N=365)

151. Do you or any members of your household regularly read it?
- | | |
|------------------------|-----|
| YES..... | 81% |
| NO..... | 10% |
| DON'T KNOW/REFUSED.... | 1% |

152. How effective is the city newsletter in keeping you informed about activities in the city -- very effective, somewhat effective, not too effective, or not at all effective?
- | | |
|-------------------------|-----|
| VERY EFFECTIVE..... | 33% |
| SOMEWHAT EFFECTIVE.... | 49% |
| NOT TOO EFFECTIVE..... | 2% |
| NOT AT ALL EFFECTIVE... | 2% |
| DON'T KNOW/REFUSED..... | 5% |
153. Does your household currently receive cable television?
- | | |
|-------------------------|-----|
| YES..... | 55% |
| NO..... | 45% |
| DON'T KNOW/REFUSED..... | 0% |

IF "YES," ASK: (N=220)

154. During the past six months, have you watched telecasts of the Roseville City Council Meetings on Channel 16?
- | | |
|-------------------------|-----|
| YES..... | 24% |
| NO..... | 31% |
| DON'T KNOW/REFUSED..... | 0% |
155. During the past six months, have you watched any public access and/or educational programs?
- | | |
|-------------------------|-----|
| YES..... | 31% |
| NO..... | 24% |
| DON'T KNOW/REFUSED..... | 0% |
156. If you could choose the amount of your monthly cable television payment to go to provide Community Television on Channel 15 and Government Access on Channel 16, what would it be? Let's say, would you allot \$_____?
- (SELECT RANDOM STARTING LEVEL) How about \$_____?
- (MOVE UP OR DOWN DEPENDING UPON RESPONSE)
- | | |
|-----------------|-----|
| NOTHING..... | 11% |
| \$1.00..... | 10% |
| \$2.00..... | 14% |
| \$3.00..... | 9% |
| \$4.00..... | 3% |
| \$5.00..... | 3% |
| \$6.00..... | 0% |
| \$7.00..... | 1% |
| DON'T KNOW..... | 5% |
| REFUSED..... | 0% |

Because of advances in technology, it is possible to offer a number of services through the wire providing cable television. In addition to television programming, fire detection systems, emergency assistance systems, and home security systems can also be offered.

157. Of the following services available through cable television, which would you place the highest importance upon -- community television programs produced by residents, government telecasts of meetings and information, educational telecasts of school board meetings and public school events, community bulletin board listing civic information, home security systems, fire detection systems, or emergency assistance systems?
158. And, which would you rank as second most important?

	HIGH	SECD
COMMUNITY TELEVISION PROGRAMS.....	6%	5%
GOVERNMENT TELECASTS.....	13%	9%
EDUCATION TELECASTS.....	14%	11%
COMMUNITY BULLETIN LISTING.....	7%	11%
HOME SECURITY SYSTEMS.....	7%	6%
FIRE DETECTION SYSTEMS.....	10%	12%
EMERGENCY ASSISTANCE SYSTEMS.....	18%	15%
NONE (VOL.).....	9%	11%
MULTIPLE (VOL.).....	2%	2%
DON'T KNOW/REFUSED.....	15%	19%
159. If those services were offered by the cable company, how likely would you be to subscribe or continue to subscribe -- very likely, somewhat likely, not too likely, or not at all likely?	VERY LIKELY..... SOMEWHAT LIKELY..... NOT TOO LIKELY..... NOT AT ALL LIKELY..... DON'T KNOW/REFUSED....	9% 34% 17% 20% 21%
160. Do you currently own a home computer? (IF "YES," ASK:) Do you use a modem on your home computer?	NO..... YES/YES..... YES/NO..... DON'T KNOW/REFUSED....	38% 48% 13% 0%
IF THEY HAVE A MODEM OR "YES/YES," ASK: (N=194) IF THEY DO NOT HAVE A MODEM GO TO QUESTION #166:		
Which of the following computer resources on the Internet have you used through your modem?		
	YES	NO DKR
161. Electronic mail, or e-mail?	41%	7% 1%
162. Subscriber newsgroups?	7%	39% 2%
163. The World Wide Web?	39%	9% 1%
164. Purchasing products or services from a web site?	11%	36% 1%
165. Have you visited the City of Roseville's homepage on the World Wide Web? (IF "YES," ASK:) Are there any changes or improvements you would suggest?	DON'T KNOW, 2%; NO, 38%; VISITED/NO CHANGES NEEDED, 9%.	
166. If the City of Roseville were to operate an internet service provider at competitive prices, how likely would you be to subscribe to the service -- very likely, somewhat likely, not too likely, or not at all likely?	VERY LIKELY..... SOMEWHAT LIKELY..... NOT TOO LIKELY..... NOT AT ALL LIKELY..... DON'T KNOW/REFUSED....	6% 27% 19% 29% 20%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household. Let's start oldest to youngest, and be sure to include yourself....

167. First, persons 65 or over?	NONE.....74%
	ONE.....13%
	TWO OR MORE.....13%
168. Adults under 65?	NONE.....19%
	ONE.....21%
	TWO.....48%
	THREE.....10%
	FOUR OR MORE.....3%
169. School-aged children or pre-schoolers?	NONE.....69%
	ONE.....10%
	TWO.....16%
	THREE.....3%
	FOUR OR MORE.....2%
170. What is your age, please?	18-24.....6%
	25-34.....15%
	35-44.....18%
	45-54.....22%
	55-64.....17%
	65 AND OVER.....24%
	REFUSED.....0%

IF "OVER 65," ASK: (N=96)

171. Which of the following best describes your current residence -- single family home, apartment building, apartment building for seniors only, mobile/manufactured home, or something else?	SINGLE FAMILY.....19%
	APARTMENT BUILDING.....3%
	APT BLDG FOR SENIORS...1%
	MOBILE HOME.....0%
	SOMETHING.....1%
	DON'T KNOW/REFUSED.....0%
172. Do you contemplate moving during the next decade?	YES.....4%
	NO.....16%
	DON'T KNOW/REFUSED.....3%

IF "YES," ASK: (N=19)

173. Will you move to another residence in Roseville or someplace outside of the community?	YES.....2%
	NO.....1%
	DON'T KNOW/REFUSED.....2%

174. Will you most likely	SINGLE FAMILY.....1%
move to a single family	SENIOR HOUSING.....2%
home, senior housing de-	APARTMENT BUILDING.....0%
velopment, apartment	MOBILE HOME.....0%
building, mobile/manu-	SOMETHING ELSE.....1%
factured home, or some-	DON'T KNOW/REFUSED.....1%
thing else?	

IF A RESPONSE IS GIVEN, ASK: (N=15)

175. Do you hope to	OWN.....1%
rent or own	RENT.....3%
your next	DON'T KNOW/REFUSED.....0%
residence?	

IF "45-64 YEARS OLD," ASK: (N=153)

176. Do you have living parents or	YES.....22%
parent in-laws?	NO.....17%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=85)

177. Do they live in or near	NEAR ROSEVILLE.....8%
Roseville, within the	WITHIN METRO.....3%
Metropolitan Area, or	OUTSIDE OF METRO.....11%
outside of the Metropol-	DON'T KNOW/REFUSED.....0%
itan Area?	

IF "WITHIN METRO" OR "OUTSIDE METRO," ASK: (N=55)

178. Have you considered	YES.....6%
having one or more	NO.....8%
of them move to be	DON'T KNOW/REFUSED.....0%
near you, in or	
close to Roseville?	

179. What is the last grade of formal	LESS THAN HIGH SCHOOL..2%
education you completed?	HIGH SCHOOL GRADUATE..20%
	VO-TECH/TECH COLLEGE...9%
	SOME COLLEGE.....16%
	COLLEGE GRADUATE.....35%
	POST-GRADUATE.....19%
	REFUSED.....0%

180. Do you own or rent your present	OWN.....76%
residence?	RENT.....24%
	REFUSED.....0%