



2013 Residential Survey

Survey Overview

Decision Resources, Ltd., is pleased to present the results of this study to the City of Golden Valley. This section provides a brief introduction to the specifications of the survey and a guide to the organization of the written analysis.

While the most statistically sound procedures have been used to collect and analyze the information presented herein, it must always be kept in mind that surveys are not predictions. They are designed to measure public opinion within identifiable limits of accuracy at *specific points in time*. This survey is in no way a prediction of opinions, perceptions, or actions at any future point in time. After all, in public policy analysis, the major task is to impact these revealed opinions in a constructive fashion.

The Principal Investigator for this study was Dr. William D. Morris; the Project Director overseeing all phases of the research and analysis was Ms. Diane Traxler.

Research Design

This study contains the results of a telephone survey of 400 randomly selected residents of the City of Golden Valley. Survey responses were gathered by professional interviewers across the community between May 21st and June 12th, 2013.

The average interview took 25 minutes.

All respondents interviewed in this study were part of a randomly generated sample of the City of Golden Valley. In general, random samples such as this yield results projectable to their respective universe within ± 5.0 percent in 95 out of 100 cases.

Interviews were conducted by **Decision Resources, Ltd.**, trained personnel from telephone banks in St. Paul, Minnesota. Approximately twenty percent of all interviews were independently validated for procedure and content by a Decision Resources, Ltd., supervisor. Completed interviews were edited and coded at the company's headquarters in Minneapolis, Minnesota. Statistical analysis and cross-tabulations were produced by the company's CfMC Mentor Analysis System and SPSS 19.0 for Windows Statistical Package.

Organization of the Study

The results of this study are presented in the following order:

The *Analysis* consists of a written report of the major findings. The results contained herein were also presented verbally to the client.

The *Questionnaire* reproduces the survey instrument as it was used in the interviewing process. This section also includes a response frequency distribution for each question.

Any further questions the reader may have about this study which are not answered in this report should be directed to either Dr. Morris or Ms. Traxler.

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Analysis

Chapter One: Residential Demographics

Residential Demographics

City of Golden Valley residents were asked a series of questions about their demographic backgrounds. These questions were asked for two reasons: first, to validate this sample against updated 2000 U.S. Census findings; and, second, to track any differences between subgroups and the rest of the population. There were no statistically significant differences between the findings of this survey and the census data. And, throughout the course of this study, subgroup differences will be discussed.

Residential Longevity

Respondents were asked:

Approximately how many years have you lived in Golden Valley?

The typical adult resident lived in the community for 14.8 years, an increase of 4.2 years in the seven years between surveys:

	2006	2013
LESS THAN FIVE YEARS.	20%..	10%
FIVE TO TEN YEARS.	21%..	15%
TEN TO TWENTY YEARS.	22%..	28%
20 TO 30 YEARS.	12%..	21%
OVER THIRTY YEARS.	15%..	26%
DON'T KNOW/REFUSED.	0%..	0%

While 10% moved to Golden Valley during the past five years, 26% resided there for over thirty years.

“Five to ten years” is cited more often by:

- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- those with low knowledge levels about city government
- renters
- Precincts One and Two residents

“Ten to twenty years” is mentioned more frequently by:

- those expecting to move in the next five years
- households with children

- eighteen to forty-four year olds

“Twenty-one to thirty years” is mentioned most frequently by:

- households with seniors
- empty nesters
- forty-five to sixty-four year olds
- homeowners
- Precincts Five and Six residents

“Over thirty years” is indicated at a higher rate by:

- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds
- those with high knowledge levels about city government
- homeowners

Residential Expectations

Respondents were queried:

As things now stand, how long in the future do you expect to live in Golden Valley?

Eighty-five percent of the residents have no plans to move from the community during the next ten years:

	2006	2013
LESS THAN TWO YEARS.	2% . . .	1%
TWO TO FIVE YEARS.	5% . . .	3%
FIVE TO TEN YEARS.	10% . . .	7%
OVER TEN YEARS.	26% . .	22%
REST OF LIFE.	48% . .	63%
DON'T KNOW/REFUSED.	9% . . .	5%

One percent plan to move during the next two years, while another three percent expect to move during the next two-to-five years.

“Over ten years” is mentioned most frequently by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds
- Precincts Three and Four residents

“Rest of life” is stated more frequently by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over forty-four year olds
- homeowners
- Precincts Five and Six residents

Household Composition

Respondents were told:

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

A list of three age groups was then read:

Persons 55 or over?

Forty-five percent of the households in the community contain adults over 55 years old:

NONE.	55%
ONE	23%
TWO OR MORE.....	22%

Adults under 55?

Thirty-eight percent of the households are composed exclusively of adults over 55 years old:

NONE.	38%
ONE	16%
TWO	43%
THREE OR MORE.....	4%

Single couples are far more numerous than single seniors in the community.

School-aged children and pre-schoolers?

Twenty-seven percent of the households in the city contain school-aged children and pre-schoolers:

NONE.	73%
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ONE	10%
TWO	12%
THREE OR MORE.....	5%

This percentage is much higher than other first-ring suburban communities.

Home Ownership

Residents were queried:

Do you own or rent your present residence?

Seventy-six percent report owning their current residence:

OWN	76%
RENT	24%
REFUSED.....	0%

Twenty-four percent are renters.

Age of Respondent

Residents were queried:

What is your age, please?

The typical adult resident of Golden Valley was 51.7 years old:

18-24	3%
25-34	11%
35-44	19%
45-54	25%
55-64	18%
65 AND OVER.....	25%
REFUSED.....	0%

While 14% are under thirty-five years old, 25% post ages of sixty-five years old and above.

Gender of Respondent

The gender of each respondent was noted:

MALE.	48%
FEMALE.	52%

Women outnumber men by four percent in the sample.

Location of Residence

The precinct of each respondent’s residence was also noted:

PRECINCT 1.....	12%
PRECINCT 2.....	16%
PRECINCT 3.....	11%
PRECINCT 4.....	12%
PRECINCT 5.....	10%
PRECINCT 6.....	14%
PRECINCT 7.....	13%
PRECINCT 8.....	13%

For reporting location differences in opinions and attitudes, precincts were paired numerically – Precincts 1 & 2, Precincts 3 & 4, Precincts 5 & 6, and Precincts 7 & 8.

Summary and Conclusions

Golden Valley still retains the characteristics of both a mature, generally stable community combined with a significant element of transience, particularly among a segment of younger renters. The median longevity of adult residents is 19.1 years. Twenty-five percent of the sample report moving to the city during the past ten years, while 26% have lived there for over three decades. In looking toward the future, the typical resident expects to remain in the community for at least another ten years, while only four percent envision leaving within the next five years.

Forty-five percent of the households have individuals at least 55 years old; in fact, 38% of the households are composed entirely of over 55 year olds. Twenty-seven percent of the households with seniors in residence report participation in senior programs offered by the City of Golden Valley. Virtually all of the participants rate their experiences positively and see no specific offerings missing from the current array.

Twenty-seven percent of the households possess school-aged children and/or pre-schoolers. Seventy-six percent own their current residences, whereas 24% rent.

The average age of respondents is 51.7 years old. Fourteen percent of the sample fall into the 18-34 year age range, with 25%, 65 years old or older.

Residents are classified according to the precinct in which they live. Twenty-eight percent reside in Precincts 1 or 2; twenty-three percent in Precincts 3 or 4; twenty-four percent in Precincts 5 or 6; and, 26% in Precincts 7 and 8. Women outnumber men by four percent in the sample.

Chapter Two: General Perceptions of the Community

General Perceptions of the Community

Golden Valley residents were asked a series of questions about their general perceptions of the city. First, they were asked for a rating of their quality of life. Then, residents were requested to point to aspects of “high quality” as well as “low quality,” and discuss issues they saw facing the community. Next, a summary judgment on the direction of the city was obtained.

General Quality of Life

Respondents were asked:

*How would you rate the quality of life in Golden Valley
-- excellent, good, only fair, or poor?*

Ninety-seven percent rate the quality of their life as either “excellent” or “good:”

	1994	1999	2001	2006	2013
EXCELLENT.....	55%..	50%..	50%..	36%..	52%
GOOD.....	43%..	46%..	47%..	61%..	45%
ONLY FAIR.....	2%..	4%..	3%..	3%..	3%
POOR.....	0%..	0%..	1%..	0%..	1%
DON'T KNOW/REFUSED.....	0%..	0%..	0%..	0%..	0%

Positive ratings have returned to the levels encountered during the 1990s, while “excellent” ratings increased 16% between the 2006 and 2013 surveys.

Ratings peak among:

- households with children
- women

High Quality and Low Quality Aspects of the Community

Residents were told:

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 Golden Valley for a moment.

They were then asked:

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

Thirty-three percent point to “nice housing/strong neighborhoods,” while 25% cite “parks and trails:”

DON'T KNOW/REFUSED.....	0%
NOTHING.....	8%
HOUSING/NEIGHBORHOOD.....	33%
CITY GOVERNMENT AND SERVICES.....	12%
SCHOOLS.....	10%
PARKS AND TRAILS.....	25%
PEOPLE.....	5%
NATURAL/OPEN SPACES.....	2%
SCATTERED.....	5%

Twelve percent think “City government and services” are high quality, and 10% feel the same about “schools.”

“City services” is posted at a higher rate by:

- residents for more than thirty years
- empty nesters
- over sixty-four year olds

“Schools” is indicated more frequently by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds

“Parks and trails” is posted more often by:

- men
- forty-five to sixty-four year olds

Next, respondents were asked:

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

A strikingly solid majority of 54% reports “nothing” comes to mind as being “low quality” in the community:

UNSURE.....	8%
NOTHING.....	54%
CITY COUNCIL AND GOVERNMENT.....	3%
STREETS.....	13%
JOB MARKET.....	4%
ECONOMIC DEVELOPMENT.....	5%
SCHOOLS.....	2%
LOW INCOME HOUSING.....	3%
LACK OF PUBLIC TRANSIT.....	2%
SCATTERED.....	6%

Thirteen percent point to “streets.”

“Nothing” is reported most frequently by:

- residents for more than thirty years
- renters

“Streets” concerned:

- households with children
- eighteen to forty-four year olds
- those with low knowledge levels about city government

Most Serious Issue facing the City

Respondents were queried:

What do you think is the most serious issue facing Golden Valley today?

“Taxes,” at 15%, leads the list of concerns:

	1994	1999	2001	2006	2013
UNSURE/NOTHING.....	21%..	23%..	20%..	15%..	38%
TAXES.....	10%..	13%..	12%..	25%..	15%
CRIME.....	12%..	20%..	4%..	9%..	4%
SCHOOL FUNDING.....	6%..	6%..	9%..	9%..	0%
GROWTH.....	10%..	15%..	15%..	7%..	4%
CITY GOVERNMENT.....	5%..	3%..	3%..	0%..	0%
TOO MUCH LOW INCOME.....	3%..	2%..	4%..	0%..	0%
LACK OF DEVELOPMENT.....	0%..	4%..	11%..	2%..	0%
TRAFFIC.....	0%..	4%..	8%..	2%..	0%
HOUSING.....	0%..	4%..	0%..	0%..	0%

STREETS.....	26%..	3%..	0%..	2%..	8%
MAINTAINING HIGH QUALITY..	3%..	2%..	0%..	0%..	0%
NOTHING.....	0%..	0%..	3%..	15%..	0%
CITY SPENDING.....	0%..	0%..	6%..	2%..	4%
LACK OF AFFORDABLE					
HOUSING.....	0%..	0%..	0%..	4%..	0%
RUNDOWN AREAS.....	0%..	0%..	0%..	4%..	0%
DEER POPULATION.....	0%..	0%..	0%..	2%..	0%
ENVIRONMENT.....	0%..	0%..	2%..	0%..	0%
LACK OF JOBS.....	0%..	0%..	0%..	2%..	5%
LACK OF BUSINESSES.....	0%..	0%..	0%..	0%..	5%
GROWING DIVERSITY.....	0%..	0%..	0%..	0%..	8%
LIGHT RAIL DEVELOPMENT....	0%..	0%..	0%..	0%..	3%
SCATTERED.....	3%..	4%..	5%..	2%..	6%

There are no statistically significant sub-group differences. “Boosters” – resident who report “no serious issues” – are at a suburban high of 38%. This level of boosterism is over six times the suburban norm.

General Direction of the City

Residents were asked:

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

While 92% think the City of Golden Valley is headed in the “right direction,” 6% see it “off on the wrong track:”

	1994	1999	2001	2006	2013
RIGHT DIRECTION.....	80%..	77%..	85%..	86%..	92%
WRONG TRACK.....	13%..	14%..	8%..	12%..	6%
DON'T KNOW/REFUSED.....	7%..	9%..	7%..	3%..	3%

There are no statistically significant sub-group differences.

Summary and Conclusions

A solid 97% again rate the quality of life as either “excellent” or “good;” fifty-two percent rating it as “excellent.” A small four percent post “only fair” or “poor” ratings. Positive ratings, then,

held relatively constant during the seven-year period, with steady increases in the “excellent” ratings..

In thinking about “high quality” aspects of Golden Valley, 33% point to “housing/neighborhoods,” while 25% cite its “parks and trails.” “City government and services” is critical to 13%, “safe” is key to 12%, while “location” is mentioned by nine percent. Ten percent consider “schools” as a high quality aspect of Golden Valley.

In discussing “low quality” aspects of the city, eight percent are unable to respond to the query. Fifty-four percent are “enthusiasts” — residents who see no “low quality” aspects of the community. “Streets” tops the list at 13%.

In thinking about serious issues facing the city, 15% point to “high taxes,” down 10% from the 2006 level. “Street maintenance” and “growing diversity” follow at eight percent each. Thirty-two percent see no serious issues facing the community. This “booster” level is almost five times higher than the Metropolitan Area suburban norm, and almost triples the 2006 study results. Ninety-two percent feel the city is moving in the “right direction,” a six percent since the 2006 study. Six percent think it is going “off on the wrong track.” In general, residents endorse the direction of the city and its recent policies.

Chapter Three: Development and Redevelopment Issues

Development and Redevelopment Issues

Golden Valley residents were asked a series of questions about development and redevelopment issues facing the community. First, they were asked to evaluate the City on a number of dimensions, both demographic and developmental. Next, economic development policies and their results were considered. Then, commuter patterns were assessed to measure one aspect of city growth, and intra-city traffic congestion was highlighted. Finally, the use, both actual and potential, of public transportation was examined in some detail.

Community Characteristics

Respondents were told:

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

A list of fifteen community characteristics was then read:

Affordable rental units?

A 52% majority thinks the number of affordable rental units is “about right.”

TOO MANY/MUCH.....	24%
TOO FEW/LITTLE.....	19%
ABOUT RIGHT AMOUNT.....	52%
DON'T KNOW/REFUSED.....	6%

“Too many” is cited more often by::

- empty nesters
- those with high knowledge levels about city government

“Too few” is indicated at a higher rate by:

- those with low knowledge levels about city government
- renters

Luxury high amenity rental units?

A 55% majority thinks the number of luxury high amenity rental units is “about right:”

TOO MANY/MUCH.....	22%
TOO FEW/LITTLE.....	15%
ABOUT RIGHT AMOUNT.....	55%
DON’T KNOW/REFUSED.....	9%

“Too many” is cited more often by:

- eighteen to forty-four year olds
- Precincts Seven and Eight residents

“About the right amount” is mentioned most frequently by::

- households with seniors
- forty-five to sixty-four year olds

Condominiums and townhouses?

A 67% super-majority views the number of condominiums and townhouses as “about right:”

TOO MANY/MUCH.....	20%
TOO FEW/LITTLE.....	11%
ABOUT RIGHT AMOUNT.....	67%
DON’T KNOW/REFUSED.....	2%

“Too many” is cited more often by::

- residents for less ten years or less
- eighteen to forty-four year olds
- Precincts Three and Four residents

Starter homes for young families?

A 57% majority finds the number of starter homes for young families to be “about right:”

TOO MANY/MUCH.....	2%
TOO FEW/LITTLE.....	39%
ABOUT RIGHT AMOUNT.....	57%
DON’T KNOW/REFUSED.....	2%

But, 39% think there are “too few.”

“Too few” is indicated at a higher rate by:

- those with low knowledge levels about city government
- renters

“About the right amount” is mentioned most frequently by::

- households with seniors
- those with high knowledge levels about city government
- homeowners
- Precincts Five and Six residents

“Move up” housing for families looking for a larger home?

A 69% super-majority thinks the amount of “move-up” housing for families looking for larger homes is “about right:”

TOO MANY/MUCH.....	4%
TOO FEW/LITTLE.....	25%
ABOUT RIGHT AMOUNT.....	69%
DON’T KNOW/REFUSED.....	3%

“About the right amount” is mentioned most frequently by::

- forty-five to sixty-four year olds

Executive high-end housing?

Sixty-two percent sees the amount of executive high-end housing to be “about right:”

TOO MANY/MUCH.....	13%
TOO FEW/LITTLE.....	18%
ABOUT RIGHT AMOUNT.....	62%
DON’T KNOW/REFUSED.....	8%

“Too much” is cited more often by::

- residents for less ten years or less
- men
- eighteen to forty-four year olds

“Too little” is indicated at a higher rate by:

- those with no plans to move in the next ten years
- empty nesters
- homeowners
- Precincts Five and Six residents

“About the right amount” is mentioned most frequently by::

- women
- forty-five to sixty-four year olds
- Precincts One and Two residents

Assisted living for seniors?

Fifty percent think the number of facilities providing assisted living for seniors is “about right:”

TOO MANY/MUCH.....	3%
TOO FEW/LITTLE.....	37%
ABOUT RIGHT AMOUNT.....	50%
DON’T KNOW/REFUSED.....	10%

But, 37% thinks there are “too few” of these facilities.

“Too little” is indicated at a higher rate by:

- over sixty-four year olds
- those with high knowledge levels about city government
- Precincts Seven and Eight residents

“About the right amount” is mentioned most frequently by::

- Precincts Five and Six residents

One level housing for seniors maintained by an association?

While 46% think these is “about the right amount” of one level housing for seniors maintained by an association, forty percent see “too few:”

TOO MANY/MUCH.....	2%
TOO FEW/LITTLE.....	40%
ABOUT RIGHT AMOUNT.....	46%
DON’T KNOW/REFUSED.....	12%

“Too little” is indicated at a higher rate by:

- households with seniors
- empty nesters
- men
- over sixty-four year olds
- those with high knowledge levels about city government
- Precincts Seven and Eight residents

“About the right amount” is mentioned most frequently by::

- those expecting to move in six to ten years
- eighteen to forty-four year olds

Affordable housing, defined as a single family home costing less than \$160,250?

Fifty-eight percent thinks the amount of affordable housing in Golden Valley is “about right:”

TOO MANY/MUCH.....	3%
TOO FEW/LITTLE.....	35%
ABOUT RIGHT AMOUNT.....	58%
DON'T KNOW/REFUSED.....	4%

But, 35% see it as “too little.”

“Too little” is indicated at a higher rate by:

- renters
- Precincts One, Two, Seven and Eight residents

“About the right amount” is mentioned most frequently by::

- homeowners
- Precincts Three, Four, Five and Six residents

Parks and open spaces?

Eighty-five percent think they city’s parks and open spaces are “about the right amount:”

TOO MANY/MUCH.....	5%
TOO FEW/LITTLE.....	10%
ABOUT RIGHT AMOUNT.....	85%
DON'T KNOW/REFUSED.....	1%

“Too few” is indicated at a higher rate by:

- those expecting to move in six to ten years
- empty nesters

“About the right amount” is mentioned most frequently by::

- residents for eleven to thirty years
- Precincts One and Two residents

Trails and bikeways?

Eighty-four percent think the amount of trails and bikeways in the community is “about right:”

TOO MANY/MUCH.....	5%
TOO FEW/LITTLE.	11%
ABOUT RIGHT AMOUNT.	84%
DON’T KNOW/REFUSED.....	0%

“About the right amount” is mentioned most frequently by::

- residents for eleven to thirty years

Light manufacturing businesses and jobs?

Fifty-eight percent feel the number of light manufacturing businesses and jobs is “about right:”

TOO MANY/MUCH.....	6%
TOO FEW/LITTLE.	32%
ABOUT RIGHT AMOUNT.	58%
DON’T KNOW/REFUSED.....	5%

Thirty-two percent disagree, and feel there are “too few.”

“Too few” is indicated at a higher rate by:

- residents for less ten years or less
- those expecting to move in the next ten years

“About the right amount” is mentioned most frequently by::

- those with no plans to move in the next ten years

Service and retail establishments?

Sixty-two percent think the number of service and retail establishments in the city is “about right:”

TOO MANY/MUCH.....	5%
TOO FEW/LITTLE.	33%
ABOUT RIGHT AMOUNT.	62%
DON’T KNOW/REFUSED.....	1%

Thirty-three percent, though, think it is “too few.”

“Too few” is indicated at a higher rate by:

- Precincts Five and Six residents

Entertainment establishments, such as movie theaters and night clubs?

Fifty-six percent think the number of entertainment establishments is “about right:”

TOO MANY/MUCH.....	6%
TOO FEW/LITTLE.....	38%
ABOUT RIGHT AMOUNT.....	56%
DON’T KNOW/REFUSED.....	0%

Thirty-eight percent think there are “too few.”

“Too few” is indicated at a higher rate by:

- Precincts Five and Six residents

“About the right amount” is mentioned most frequently by::

- residents for more than thirty years

Restaurants?

Fifty-five percent judge the number of city restaurants as “about right:”

TOO MANY/MUCH.....	9%
TOO FEW/LITTLE.....	36%
ABOUT RIGHT AMOUNT.....	55%
DON’T KNOW/REFUSED.....	1%

However, 36% think there are “too few.”

“Too few” is indicated at a higher rate by:

- those expecting to move in six to ten years

“About the right amount” is mentioned most frequently by::

- those with no plans to move in the next ten years
- Precincts One and Two residents

Economic Development

Golden Valley residents were next asked:

How would you rate general economic development in the City of Golden Valley – excellent, good, only fair or poor?

A solid 81% rate general economic development favorably:

EXCELLENT.....	8%
GOOD.	73%
ONLY FAIR.....	16%
POOR	3%
DON'T KNOW/REFUSED.....	1%

Nineteen percent are more critical in their evaluations.

Ratings increase among:

- those expecting to move in six to ten years
- households with children
- women
- those with high knowledge levels about city government

They decrease among:

- empty nesters

Next, the city's efforts to attract new businesses was considered:

How would you rate the city's efforts to attract new businesses – excellent, good, only fair or poor?

Eighty-two percent rate the city's efforts as either "excellent" or "good:"

EXCELLENT.....	6%
GOOD.	76%
ONLY FAIR.....	14%
POOR	2%
DON'T KNOW/REFUSED.....	3%

Sixteen percent rate the efforts lower.

Unfavorable ratings are posted at a higher rate by:

- empty nesters

Financial incentives to attract development were discussed:

As the City of Golden Valley continues economic development.....

Do you support or oppose the City providing financial incentives to attract specific types of development? Do you feel strongly that way?

By a solid 71%-27% margin, residents support the City providing financial incentives to attract specific types of development:

STRONGLY SUPPORT.	7%
SUPPORT.	64%
OPPOSE.	22%
STRONGLY OPPOSE.	5%
DON'T KNOW/REFUSED.	3%

Supporters tend to be:

- residents for less ten years or less
- households with children
- those with low knowledge levels about city government
- Precincts One, Two, Three and Four residents

Opponents are typically:

- residents for eleven to thirty years
- empty nesters
- those with high knowledge levels about city government
- Precincts Seven and Eight residents

Remodeling

Respondents were first asked:

Have you made significant improvements or remodeling at your current residence during the past five years?

Thirty-four percent made significant changes in their residence during the past five years:

YES	34%
NO	65%
DON'T KNOW/REFUSED.	1%

“Yes” is stated more often by:

- women
- homeowners
- Precincts Five and Six residents

“No” is reported more frequently by:

- residents for less ten years or less
- men
- renters

Residents who made significant changes to their residences during the past five years were asked a follow-up query:

What improvements or remodeling have you done?

Three changes are mentioned most often: “remodel/update,” at 37%; “new windows,” at 24%; and, “new roof,” at 20%:

REMODEL/UPDATE.	37%
NEW WINDOWS.	24%
NEW ROOF.	20%
ADDITION.	7%
FINISHED BASEMENT.	7%
SIDING.	2%
SCATTERED.	2%

“Remodel/update” is cited more frequently by:

- those expecting to move in the next five years
- those with low knowledge levels about city government

“New roof” is posted at a higher rate by:

- women

Reconstruction of Homes

Residents were asked:

Recent trends have encouraged significant remodeling, additional property subdivisions and even the tearing down and reconstruction of homes in Golden Valley.

Do you think this is a good idea or bad idea in the City of Golden Valley? Do you feel strongly that way?

A solid 84% see this as a “good idea,” while only 13% hold the opposite perception:

STRONGLY YES.	11%
YES	73%
NO	11%
STRONGLY NO.	2%
DON'T KNOW/REFUSED.....	3%

“No” is indicated more frequently by:

- Precincts Seven and Eight residents

Mother In Law Living Spaces

Respondents were queried:

Some residents want to create “mother-in-law” living spaces in their homes with separate access from the outside.

Do you think this is a good idea or bad idea in the City of Golden Valley? Do you feel strongly that way?

By an 80%-16% margin, residents think permitting “mother-in-law” spaces in homes is a “good idea:”

STRONGLY YES.	12%
YES	68%
NO	12%
STRONGLY NO.	4%
DON'T KNOW/REFUSED.....	3%

Agreement is higher among:

- Precincts Three and Four residents

It is lower among:

- residents for eleven to thirty years
- Precincts One and Two residents

Douglas Drive

Respondents were asked:

Let's talk specifically about development on Douglas Drive....

Are there any types of development or redevelopment you would like to see on Douglas Drive? What are they?

Forty-two percent can think of “nothing” they would like to see on Douglas Drive:

UNSURE.	3%
NOTHING.	42%
ANY RETAIL.	12%
BIG BOX RETAIL.	4%
RESTAURANTS.....	15%
SENIOR HOUSING.	6%
SINGLE FAMILY HOMES.	7%
JOB PRODUCING BUSINESSES.	7%
SCATTERED.	5%

Fifteen percent want “restaurants,” and 12% would like “any retail development.”

“Nothing” is reported more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- homeowners
- Precincts Five and Six residents

“Restaurants” is cited more often by:

- those expecting to move in six to ten years
- men
- Precincts Three and Four residents

Condition of Properties

Respondents were asked:

How would you rate the general condition and appearance of industrial, commercial and residential properties – excellent, good, only fair, or poor?

Ninety-four percent rate the general condition and appearance of industrial and commercial property highly, while five percent are more critical:

EXCELLENT.....	12%
GOOD.....	82%
ONLY FAIR.....	5%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

Ratings are higher among:

- forty-five to sixty-four year olds
- those with high knowledge levels about city government

Commuter Patterns

Residents were initially asked:

Do you leave the City of Golden Valley on a regular or daily basis to go to work?

Forty-four percent regularly leave the City of Golden Valley to go to work:

	1999	2001	2006	2013
YES	60%..	55%..	50%..	44%
NO	15%..	20%..	17%..	27%
NOT EMPLOYED/RETIRED.....	25%..	26%..	34%..	29%
DON'T KNOW/REFUSED.....	0%..	0%..	0%..	0%

Twenty-nine percent, though, are either unemployed or retired, while the remainder work in the community.

“Yes” is stated more often by:

- residents for less than thirty years
- those expecting to move in the next ten years
- households with children
- eighteen to forty-four year olds

“No” is posted most frequently by:

- forty-five to sixty-four year olds
- Precincts Five and Six residents

“Not employed/retired” is cited more often by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds

Those leaving the City regularly for work were then asked:

How would you rate the ease of getting to and from work -- excellent, good, only fair or poor?

Ninety-five percent consider the ease of getting to and from work to be either “excellent” or “good.”

	1999	2001	2006	2013
EXCELLENT.....	42%..	51%..	20%..	25%
GOOD.....	38%..	27%..	65%..	70%
ONLY FAIR.....	9%..	16%..	15%..	5%
POOR.....	8%..	6%..	1%..	1%
DON'T KNOW/REFUSED.....	3%..	1%..	0%..	0%

Six percent are more negative in their judgments. But, these results show a ten percent decrease in negative ratings during the intervening seven years between studies.

Ratings peak among:

- those with high knowledge levels about city government

Job commuters were next asked:

In what city is your job located?

Forty-two percent commute to work in Minneapolis:

DON'T KNOW/REFUSED.....	1%
GOLDEN VALLEY.....	1%
MINNEAPOLIS.....	42%
SAINT PAUL.....	10%
PLYMOUTH.....	7%
MINNETONKA.....	7%
BLOOMINGTON.....	17%
EDEN PRAIRIE.....	5%
VARIES.....	2%
SAINT LOUIS PARK.....	2%

MAPLE GROVE.....	2%
SCATTERED.	5%

Seventeen percent work in Bloomington, and ten percent commute to Saint Paul.

“Bloomington” is stated more often by:

- those expecting to move in the next five years
- Precincts Seven and Eight residents

“Saint Paul” is cited most frequently by:

- women
- homeowners

Next, commuters were asked:

How do you normally commute to work – drive alone, ride in a van or car pool, take the bus near home, use a park and ride lot, use Commuter Rail, walk or bike, or something else?

Eighty-eight percent “drive alone” to work:

DRIVE ALONE.....	88%
VAN OR CAR POOL.	7%
TAKE BUS.	2%
PARK AND RIDE LOT.	1%
COMMUTER RAIL.	1%
WALK OR BIKE.....	1%
SOMETHING ELSE.	1%
DON’T KNOW/REFUSED.....	0%

Seven percent “van or car pool,” and two percent “take the bus.”

“Drive alone” is posted at a higher rate by:

- those with no plans to move in the next ten years
- empty nesters
- women

Intra-City Travel

Respondents were asked:

How would you rate the ease of getting from place to

place within the City of Golden Valley -- excellent, good, only fair or poor?

Ninety-four percent think the ease of getting from place to place within the city was either “excellent” or “good:”

	1999	2001	2006	2013
EXCELLENT.....	35%..	44%..	15%..	23%
GOOD.....	57%..	47%..	76%..	71%
ONLY FAIR.....	6%..	6%..	8%..	5%
POOR.....	2%..	2%..	0%..	1%
DON'T KNOW/REFUSED.....	1%..	1%..	1%..	1%

Only six percent rate it as “only fair” or “poor.”

Favorable ratings are encountered more often among:

- those with high knowledge levels about city government
- Precincts Seven and Eight residents

Public Transportation

Residents were initially asked:

Have you used public transportation during the past two years?

Eighteen percent, almost twice the suburban norm, report using public transportation during the past two years:

	2001	2006	2013
YES.....	18%..	14%..	18%
NO.....	82%..	86%..	82%
DON'T KNOW/REFUSED.....	0%..	0%..	0%

Users tend to be:

- residents for less ten years or less

Non-users are typically:

- residents for more than thirty years

Respondents who used public transportation were asked the follow-up question:

How would you rate your experience — excellent, good, only fair or poor?

While 93% rate the experience either “excellent” or “good,” seven percent rate it lower:

	2001	2006	2013
EXCELLENT.....	27%..	16%..	20%
GOOD.....	46%..	67%..	73%
ONLY FAIR.....	20%..	12%..	6%
POOR.....	7%..	4%..	1%
DON'T KNOW/REFUSED.....	0%..	2%..	0%

Positive evaluations increased ten percent during the past seven years.

There are no statistically significant sub-group differences.

Respondents who did not use public transportation were asked the follow-up query:

Why don't you use public transportation?

Forty percent report “no need,” and 41% “prefer or need to use their car;”

DON'T KNOW/REFUSED.....	0%
NOT CONVENIENT.....	12%
PREFER/NEED CAR.....	41%
NO NEED.....	40%
NO ROUTES AVAILABLE.....	6%
SCATTERED.....	1%

“Prefer/need car” is indicated more often by:

- households with children
- Precincts One and Two residents

Bottineau Light Rail Line

Respondents were told:

As you may know, the Bottineau Light Rail Line is proposed to run from downtown Minneapolis to Brooklyn Park with a stop near Theodore Wirth Park. It is scheduled to open in 2020.

They were then asked:

Prior to this survey, were you aware of Bottineau Light Rail Line?

An unusually high 87% report awareness of the Bottineau Light Rail Line:

YES	87%
NO	13%
DON'T KNOW/REFUSED.....	0%

Awareness is higher among:

- men
- those with high knowledge levels about city government

It is lower among:

- women
- over sixty-four year olds
- those with low knowledge levels about city government
- renters

Summary and Conclusions

When considering a list of 15 characteristics of a community, majorities think the City of Golden Valley has “about the right number or amount” of fourteen. “One-level housing for seniors maintained by an association” is the only one where “about right dropped to 46%. Five characteristics are viewed by 35% or more respondents as “too few or little” in the city. These five characteristics include: “one-level housing for seniors maintained by an association,” at 40%; “starter homes for young families,” at 39%; “entertainment establishments,” at 39%; “restaurants,” at 36%; and, “affordable housing,” at 35%.

Eighty-one percent rate general economic development in the community as either “excellent” or “good.” Nineteen percent are more critical in their evaluations. Eighty-two percent favorably rate the city’s efforts to attract new businesses; but, 16% post negative ratings. And, by a 71%-27% margin, residents support the use of financial incentives to attract specific types of development.

Focusing on Douglas Drive, residents have two suggestions for specific redevelopment: “restaurants,” at 15%, and “any retail,” at 12%. Forty-two percent preferred “nothing.”

Ninety-four percent rate the general condition and appearance of industrial and commercial properties as either “excellent” or “good;” only five percent rate them as “only fair” or “poor.” The positive rating jumped 22% in seven years.

Thirty-four percent report they have made significant improvements or remodeling at their current residences during the past five years. Recent projects include: “remodel or update,” at 37%; “new windows,” at 24%; and, “new roofs,” at 20%. Eighty-four percent, up 14% in seven years, view the significant remodeling, additional property subdivisions, and the tearing down and reconstruction of homes in Golden Valley as a “good idea.” Thirteen percent, though, label this trend as a “bad idea.” Eighty percent also think the creation of “mother-in-law” living spaces is a “good idea;” sixteen percent disagree.

A solid 72% would support licensing single and two-family residential properties when used for rental purposes, to assure the homes are well-maintained and safe. Only 15% oppose this proposal.

Forty-four percent leave Golden Valley on a regular or daily basis to go to work, a decrease of six percent in seven years. Twenty-seven percent do not leave the community to go to work, while 29% are currently unemployed or retired. Ninety-five percent of residents leaving the city rate the ease of getting to and from work as either “excellent” or “good;” only six percent are more negative in their evaluations. Similarly, 94% rate the ease of getting from place to place within the City of Golden Valley favorably; only six percent are more critical.

Forty-two percent report their job is located in “Minneapolis.” “Bloomington” follows at 17%, and “Saint Paul” draws ten percent. Two cities, “Plymouth” and “Minnetonka,” each at seven percent, round out the top of the list.

Eighteen percent of the sample report using public transportation during the past two years. Among public transit users, 93% rate their experience favorably, while seven percent are more negative in their evaluations. Favorable ratings increased by ten percent in seven years. Non-users of public transit cite two key reasons: “prefer or need care for job,” at 41%, and “no need,” at 40%. Eighty-seven percent of the sample report awareness of the Bottineau Light Rail Line.

Chapter Four: City Taxes and City Services

City Taxes and City Services

Residents of the City of Golden Valley were asked a series of questions about city taxes and services. Knowledge of city property tax levels and their comparison with other nearby areas was ascertained. Citizens were asked to rate an array of current city services, and provide comparisons with nearby communities. Finally, the value of city services was examined and willingness to bear increased taxes to maintain services was also measured.

City Property Tax Levels

Residents were asked:

As you may know, property taxes are divided between the City of Golden Valley and various other units of local government. Thinking about the amount going to the City....

Do you think the city portion of your property taxes, which funds City services in Golden Valley is very high, somewhat high, about average, somewhat low, or very low in comparison with nearby suburban communities?

Forty-four percent consider Golden Valley property taxes to be “about average.”

	1994	1999	2001	2006	2013
VERY HIGH.	8% . . .	6% . .	10% . .	18% . .	11%
SOMEWHAT HIGH.	21% . .	20% . .	21% . .	39% . .	37%
ABOUT AVERAGE.	44% . .	47% . .	46% . .	23% . .	44%
SOMEWHAT LOW.	5% . . .	4% . . .	4% . . .	0% . . .	1%
VERY LOW.	0% . . .	1% . . .	0% . . .	0% . . .	0%
DON'T KNOW/REFUSED.	22% . .	23% . .	20% . .	20% . .	8%

Forty-eight percent see them as “high,” while one percent think they are “low.”

“High” is posted at a higher rate by:

- residents for eleven to thirty years
- those with high knowledge levels about city government
- homeowners

Rating of City Services

Residents were instructed:

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?

A list of seventeen city services was then read:

Police protection?

Ninety-nine percent rate police protection either “excellent” or “good:”

	1994	1999	2001	2006	2013
EXCELLENT.....	37%..	39%..	47%..	34%..	60%
GOOD.	54%..	53%..	48%..	60%..	39%
ONLY FAIR.....	6%..	5%..	4%..	3%..	0%
POOR	0%..	1%..	1%..	1%..	1%
DON'T KNOW/REFUSED.....	3%..	3%..	1%..	2%..	0%

Only one percent rate it lower. “Excellent” ratings increased by 26% since the 2006 study.

Ratings peak among:

- those with high knowledge levels about city government

Fire protection?

Ninety-nine percent rate fire protection highly, while no one was critical:

	1994	1999	2001	2006	2013
EXCELLENT.....	36%..	33%..	43%..	30%..	64%
GOOD.	52%..	52%..	51%..	65%..	35%
ONLY FAIR.....	5%..	2%..	1%..	0%..	0%
POOR	0%..	0%..	1%..	1%..	0%
DON'T KNOW/REFUSED.....	8%..	13%..	5%..	5%..	1%

“Excellent” ratings soared by 34% in seven years.

Favorable ratings are given more often by:

- those with no plans to move in the next ten years
- those with high knowledge levels about city government

Recycling?

Ninety-six percent rate recycling as either “excellent” or “good:”

EXCELLENT.....	44%
GOOD.	51%
ONLY FAIR.....	3%
POOR	1%
DON'T KNOW/REFUSED.....	2%

Only four percent disagree.

Favorable ratings are posted at a higher rate by:

- Precincts Five and Six residents

Storm drainage and flood control?

Ninety-six percent rate storm drainage and flood control positively, while four percent are more negative in their judgments:

	1994	1999	2001	2006	2013
EXCELLENT.....	21%..	14%..	14%..	13%..	14%
GOOD.	52%..	57%..	56%..	71%..	82%
ONLY FAIR.....	12%..	11%..	13%..	2%..	3%
POOR	3%..	3%..	5%..	2%..	1%
DON'T KNOW/REFUSED.....	13%..	15%..	12%..	12%..	1%

Favorable ratings are cited more often by:

- men

Park maintenance?

Ninety-eight percent rate park maintenance highly, while two percent are more negative in their evaluations:

	1994	1999	2001	2006	2013
EXCELLENT.....	33%..	26%..	30%..	24%..	55%
GOOD.	53%..	61%..	60%..	69%..	43%
ONLY FAIR.....	9%..	5%..	5%..	1%..	2%
POOR	1%..	0%..	1%..	0%..	0%
DON'T KNOW/REFUSED.....	4%..	8%..	4%..	7%..	1%

There are no statistically significant sub-group differences.

City recreation facilities?

Ninety-seven percent rate city recreation services highly:

EXCELLENT.....	41%
GOOD.	56%
ONLY FAIR.....	1%
POOR	0%
DON'T KNOW/REFUSED.....	2%

Only one percent is more critical.

Favorable ratings are encountered more often among:

- Precincts Three and Four residents

City-sponsored recreation programs?

Ninety-six percent rate city-sponsored recreation programs as either “excellent” or “good:”

	1994	1999	2001	2006	2013
EXCELLENT.....	23%..	19%..	21%..	14%..	40%
GOOD.	44%..	51%..	47%..	59%..	56%
ONLY FAIR.....	15%..	9%..	12%..	3%..	1%
POOR	2%..	2%..	3%..	0%..	0%
DON'T KNOW/REFUSED.....	16%..	20%..	17%..	25%..	4%

One percent rate them as “only fair” or “poor.”

Favorable ratings are cited more frequently by:

- Precincts Five and Six residents

Neighborhood Watch Programs?

Ninety-two percent rate Neighborhood Watch Programs as either “excellent” or “good:”

	1994	1999	2001	2006	2013
EXCELLENT.....	26%..	19%..	26%..	14%..	35%
GOOD.	43%..	53%..	47%..	65%..	57%
ONLY FAIR.....	17%..	10%..	10%..	3%..	1%
POOR	4%..	3%..	4%..	1%..	1%

DON'T KNOW/REFUSED. 11%. . 15%. . 13%. . 19%. . . 6%

Two percent rated them lower.

Favorable ratings are indicated at a higher rate by:

- residents for more than thirty years
- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners
- Precincts Three, Four, Five and Six residents

Animal control?

Ninety percent rate animal control favorably, while seven percent are unfavorable:

	1994	1999	2001	2006	2013
EXCELLENT.....	15%. .	11%. .	15%. .	8%. .	17%
GOOD.	51%. .	52%. .	54%. .	72%. .	73%
ONLY FAIR..	17%. .	10%. .	10%. .	7%. .	6%
POOR	4%. .	6%. .	5%. .	2%. .	1%
DON'T KNOW/REFUSED.	12%. .	22%. .	17%. .	11%. .	4%

Positive ratings improved by 10% over the past seven years.

There are no statistically significant sub-group differences.

Communications, such as newsletters, cable television, media coverage and web site?

Communications is rated highly by 98% and more negatively by one percent:

	1994	1999	2001	2006	2013
EXCELLENT.....	24%. .	21%. .	25%. .	19%. .	32%
GOOD.	54%. .	59%. .	55%. .	77%. .	66%
ONLY FAIR..	15%. .	9%. .	12%. .	2%. .	1%
POOR	3%. .	4%. .	4%. .	1%. .	0%
DON'T KNOW/REFUSED.	5%. .	7%. .	4%. .	2%. .	1%

There are no statistically significant sub-group differences.

Street lighting?

Ninety-four percent rate street lighting as either “excellent” or “good,” while six percent see it as “only fair” or “poor.”

	1994	1999	2001	2006	2013
EXCELLENT.....	16%..	14%..	13%..	10%..	13%
GOOD.	48%..	55%..	46%..	76%..	81%
ONLY FAIR.....	23%..	19%..	27%..	11%..	5%
POOR	10%..	9%..	14%..	3%..	1%
DON'T KNOW/REFUSED.....	4%..	3%..	1%..	1%..	0%

There are no statistically significant sub-group differences.

Quality of city drinking water?

Ninety-three percent rate the quality of drinking water favorably:

EXCELLENT.....	33%
GOOD.	60%
ONLY FAIR.....	5%
POOR	2%
DON'T KNOW/REFUSED.....	0%

Seven percent post unfavorable ratings.

Ratings are higher among:

- women
- eighteen to forty-four year olds
- Precincts One and Two residents

Dependability of city drinking water?

Ninety-nine percent rate the dependability of drinking water as either “excellent” or “good.”

EXCELLENT.....	37%
GOOD.	62%
ONLY FAIR.....	1%
POOR	0%
DON'T KNOW/REFUSED.....	0%

Only one percent rates the dependability lower.

There are no statistically significant sub-group differences.

Quality of sanitary sewer service?

Ninety-seven percent rate the quality of sanitary sewer service highly:

EXCELLENT.....	25%
GOOD.....	72%
ONLY FAIR.....	1%
POOR.....	0%
DON'T KNOW/REFUSED.....	2%

Only one percent is more critical.

Favorable ratings are given more often by:

- those with high knowledge levels about city government
- homeowners
- Precincts Seven and Eight residents

Dependability of sanitary sewer service?

Ninety-seven percent also rate the dependability of sanitary sewer service highly:

EXCELLENT.....	25%
GOOD.....	72%
ONLY FAIR.....	2%
POOR.....	0%
DON'T KNOW/REFUSED.....	2%

This time, two percent are more critical.

Ratings increase among:

- those with high knowledge levels about city government
- homeowners
- Precincts Three and Four residents
- Precincts Seven and Eight residents

Residents were next instructed:

Now, for the next two city services, please consider only their job on city-maintained street and roads. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 394, Highway 55, Highway 100, County Road 156 or Winnetka Avenue, should not be considered. How would you rate

Two more city services were listed:

City street repair and maintenance?

Eighty percent rate city street repair and maintenance as either “excellent” or “good:”

	1994	1999	2001	2006	2013
EXCELLENT.....	18%..	12%..	24%..	16%..	14%
GOOD.	62%..	62%..	54%..	75%..	66%
ONLY FAIR.....	15%..	20%..	17%..	7%..	13%
POOR	3%..	5%..	4%..	2%..	7%
DON'T KNOW/REFUSED.....	3%..	1%..	1%..	1%..	0%

Twenty percent are more critical in their judgments.

Favorable ratings are cited most frequently by:

- empty nesters
- Precincts Five and Six residents

Unfavorable ratings are posted at a higher rate by:

- households with children

Snow plowing?

Ninety-five percent rate snow plowing highly, while five percent are more critical in their evaluations:

	1994	1999	2001	2006	2013
EXCELLENT.....	38%..	27%..	37%..	22%..	32%
GOOD.	50%..	61%..	51%..	74%..	63%
ONLY FAIR.....	7%..	10%..	8%..	3%..	3%
POOR	1%..	1%..	3%..	0%..	2%
DON'T KNOW/REFUSED.....	5%..	2%..	1%..	1%..	0%

Favorable ratings are mentioned most frequently by:

- Precincts Five and Six residents

Respondents awarding any city service a negative rating were asked a follow-up question:

Why did you rate _____ as only fair/poor?

Thirty-five percent point to “poor street repair:”

DON'T KNOW/REFUSED.....	1%
SLOW SERVICE.....	10%
POOR STREET REPAIR.	35%
POOR WATER.	12%
FLOODING.....	5%
LOOSE ANIMALS.	9%
POOR QUALITY SERVICE.....	5%
MORE LIGHTS.....	8%
MORE RECREATION FACILITIES.	3%
WEEKLY RECYCLING.....	3%
MORE NEIGHBORHOOD WATCH.....	3%
SCATTERED.	5%

Twelve percent point to “poor water,” while 10% cite “slow services.”

“Poor water” is stated most frequently by:

- residents for more than thirty years
- Precincts Seven and Eight residents

“Slow service” is indicated more frequently by:

- men
- those with low knowledge levels about city government

Value of City Services

Residents were queried:

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?

Eighty-four percent rate the general value of city services as either “excellent” or “good:”

	1994	1999	2001	2006	2013
EXCELLENT.....	21%..	22%..	20%..	8%..	15%
GOOD.	59%..	59%..	61%..	65%..	69%
ONLY FAIR.....	14%..	15%..	13%..	13%..	9%
POOR	3%..	2%..	2%..	1%..	1%
DON'T KNOW/REFUSED.....	4%..	3%..	5%..	14%..	6%

Ten percent rate the value as either “only fair” or “poor.” “Excellent” ratings increased by seven percent over the seven year interim period.

Ratings are higher among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- empty nesters
- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners
- Precincts Five, Six, Seven and Eight residents

They are lower among:

- Precincts One and Two residents

Tax Increase to Maintain City Services

Respondents were asked:

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

By a 53%-39% majority, residents support a property tax increase to maintain city services at their current level:

	1994	1999	2001	2006	2013
FAVOR.	50%.	36%.	47%.	36%.	53%
OPPOSE..	38%.	46%.	43%.	43%.	39%
DON'T KNOW/REFUSED.	12%.	18%.	10%.	21%.	9%

Support increased by 17% in the seven years between studies.

“Favor” is cited most often by:

- Precincts Three and Four residents

“Oppose” is mentioned more frequently by:

- households with seniors
- homeowners
- Precincts One and Two residents

Opponents of a property tax increase were asked a follow-up query:

What services would you be willing to see cut?

Almost a majority of residents would cut no services, instead relying upon “cutting waste:”

	2006	2013
UNSURE.....	10%..	3%
NONE/CUT WASTE.....	67%..	49%
PARKS AND RECREATION.....	15%..	6%
ADMINISTRATION.....	2%..	18%
RECYCLING.....	2%..	0%
STREET MAINTENANCE.....	3%..	0%
PUBLIC WORKS.....	0%..	6%
ACROSS THE BOARD.....	0%..	17%
SCATTERED.....	1%..	2%

“None/Cut waste” is stated more often by:

- those with high knowledge levels about city government

Sidewalk System

Golden Valley residents were asked:

How would you rate the city’s sidewalk system – excellent, good, only fair or poor?

Seventy percent rate the city’s sidewalk system as either “excellent” or “good.”

EXCELLENT.....	7%
GOOD.....	63%
ONLY FAIR.....	22%
POOR.....	8%
DON’T KNOW/REFUSED.....	1%

Thirty percent, though, see it as “only fair” or “poor.”

Unfavorable ratings are posted more often by:

- Precincts Five and Six residents

Next, respondents were queried:

Would you favor or oppose the construction of additional sidewalks throughout the city? Do you feel strongly that way?

By a 55%-41% margin, residents oppose the construction of additional sidewalks throughout the community:

STRONGLY FAVOR.	9%
FAVOR.	32%
OPPOSE..	50%
STRONGLY OPPOSE.	5%
DON'T KNOW/REFUSED..	4%

Support is higher among:

- those with low knowledge levels about city government

It is lower among:

- residents for more than thirty years
- women
- those with high knowledge levels about city government
- homeowners
- Precincts Five and Six residents

Respondents supporting the construction of additional sidewalks were asked a follow-up question:

If more sidewalks were constructed, the City would be facing additional maintenance costs. In order, to keep these costs down....

Would you or members of your household be willing to shovel and maintain sidewalks on your property?

Seventy-one percent report they would be willing to shovel and maintain sidewalks on their property:

YES	71%
NO	28%
DON'T KNOW/REFUSED.....	1%

Twenty-eight percent would not do so.

“Yes” is cited more often by:

- households with children

“No” is mentioned more frequently by:

- empty nesters

Fire Department

Respondents were initially asked:

Are you aware that fire protection in the City of Golden Valley is provided by paid on-call firefighters consisting of residents and corporate employees in the city?

Seventy-seven percent report awareness of the way in which fire services are provided in Golden Valley:

	2006	2013
YES	84%..	77%
NO	15%..	23%
DON'T KNOW/REFUSED.....	1%...	0%

“Yes” is cited at a higher rate by:

- residents for more than thirty years
- those with high knowledge levels about city government
- homeowners

“No” is mentioned most frequently by:

- residents for less ten years or less
- those with low knowledge levels about city government
- renters

Residents were next asked:

Would you or any members of your household ever consider becoming a firefighter in the city?

Twelve percent report members would consider becoming a firefighter in the city:

	2006	2013
YES	8%..	12%
NO	89%..	85%
DON'T KNOW/REFUSED.....	3%...	4%

“Yes” is stated most frequently by:

- those expecting to move in the next five years

-

“No” is posted more often by:

- households with seniors
- over sixty-four year olds
- Precincts Three and Four residents

Residents who reported members would not consider becoming a firefighter were asked a follow-up question:

What are the greatest barriers for you or members of your household to consider becoming a firefighter in the city?

Forty-six percent have “no interest,” while 49% have “age or health issues,” and 13% simply have “no time:”

DON'T KNOW/REFUSED.....	0%
NO TIME.....	13%
NO INTEREST.	46%
AGE/HEALTH ISSUES.	40%
NOT HIGH PAY.....	1%

“No interest” is cited more frequently by:

- residents for less than thirty years
- households with seniors
- eighteen to forty-four year olds
- those with low knowledge levels about city government
- renters

“Age and health issues” is mentioned more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds
- those with high knowledge levels about city government

“No time” is indicated more frequently by:

- households with children
 - eighteen to forty-four year olds
- 0

Summary and Conclusions

On the issues of property taxes and city services, residents take a very cautious approach. They split — 53% to 39% — in support of an increase in their property taxes if it were needed to maintain city services at their current levels; in 2006, residents split against a property tax increase by a 43% to 36% margin. Opponents suggest cutting waste and/or Administration in lieu of a tax increase. Eighty-four percent, an increase of 11% in seven years, think they receive either an “excellent” or a “good” value for the property taxes they pay. Forty-eight percent think the city portion of their property taxes is “very high” or “somewhat high” in comparison with nearby suburban communities; forty-four percent regard the city portion as “about average.”

City services evaluations are very positive. Police protection, fire protection, recycling service, storm drainage and flood control, park maintenance, city recreation facilities, city-sponsored recreation programs, Neighborhood Watch programs, animal control, communications, street lighting, quality of city drinking water, dependability of city drinking water, quality of sanitary sewer service, dependability of sanitary sewer service, and snow plowing receive approval ratings of ninety percent or higher. Only city street repair and maintenance posts a positive rating under 90% – its positive rating is 80%, which is still 35% higher than the Metropolitan Area suburban norm. The consistency and magnitude of the positive ratings of Golden Valley city services is at the top of the Metropolitan Area.

Seventy percent rate the city’s sidewalk system favorably; however, 30% are more critical in their evaluations. By a 55%-41% majority, residents oppose the construction of additional sidewalks throughout the city. Among the minority in support of sidewalk additions, 71% would be willing to shovel and maintain sidewalks on their property.

A high 77% know the Golden Valley Fire Department operates as a paid on-call organization. Twelve percent report there are members of their households who would consider becoming a firefighter in the city; no enticement, though, would change the mind of households who would not consider this opportunity.

Chapter Five: Neighborhood and Residential Issues

Neighborhood and Residential Issues

Golden Valley residents were asked a series of questions about neighborhood and residential issues. First, “I and I” was considered. Then, public safety was discussed, including the feeling of safety when walking alone at night. The adequacy of police patrolling was considered next. Participation in the curbside recycling system, as well as the City Leaf Drop and Mighty Tidy Day were ascertained. Organized hauling was considered. And, finally, City-sponsored senior programs were explored with members of households containing senior citizens.

“I and I”

Residents were asked:

Inflow and Infiltration, called I and I, is the flow of clear water into the sanitary sewer system, causing unnecessary treatment costs and increased utility rates.

Are you aware that it is the homeowner’s responsibility to fix this problem?

Seventy-one percent are aware of this responsibility:

YES	71%
NO	28%
DON’T KNOW/REFUSED.....	1%

Awareness is higher among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- empty nesters
- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners

It is lower among:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- those with low knowledge levels about city government
- renters
- Precincts Three and Four residents

Next, residents were asked:

Are you aware of the city’s progress with the I and I program?

Forty-eight percent are aware of the city’s progress with the I and I program:

YES	48%
NO	49%
DON’T KNOW/REFUSED.....	3%

Awareness increases among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- men
- those with high knowledge levels about city government
- homeowners

It decreases among:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- those with low knowledge levels about city government
- renters

Finally, residents were queried:

Has your home been through the I and I program?

Twenty-nine percent report their homes have been through the I and I program:

YES	29%
NO	65%
DON’T KNOW/REFUSED.....	6%

“Yes” is selected more frequently by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over sixty-four year olds

- those with high knowledge levels about city government
- homeowners

“No” is mentioned more often by:

- households with children
- renters

Perception of Police Department

Residents were asked:

In one or two words, what is your perception of the Golden Valley Police Department?

Forty percent offer “excellent,” and 34% say “good:”

DON’T KNOW/REFUSED.....	1%
NOTHING.....	2%
EXCELLENT.....	40%
GOOD.....	34%
HELPFUL.....	15%
STRICT.....	1%
RUDE/ARROGANT.....	1%
LAZY.....	1%
NICE.....	1%
AVERAGE.....	2%
SCATTERED.....	3%

Fifteen percent offer “helpful” as their one or two word perception.

“Excellent” is posted more often by:

- households with seniors
- empty nesters
- over sixty-four year olds
- those with high knowledge levels about city government

“Good” is mentioned more frequently by:

- residents for less ten years or less
- eighteen to forty-four year olds
- Precincts Seven and Eight residents

“Helpful” is stated at a higher rate by:

- residents for more than thirty years
- Precincts Three and Four residents

Contact with Police Department

Respondents were asked:

Prior to this survey, were you aware of Golden Valley Police Department community programs, such as Night to Unite, Police in the Park, the Citizen’s Academy, GVPD University, and open houses?

A very high 86% are aware of these community programs:

AWARE.....	86%
UNAWARE.....	14%
DON’T KNOW/REFUSED.....	1%

Awareness is higher among:

- those with high knowledge levels about city government
- renters

It is lower among:

- households with seniors
- empty nesters
- those with low knowledge levels about city government
- homeowners

Residents were next queried about contacts through the community programs:

During the past year, have you or any member of your household had any contact with the Golden Valley Police Department through these community programs?

A comparatively large 39% report their households had contact with the Police Department through these community programs:

YES	39%
NO	61%
DON’T KNOW/REFUSED.....	0%

“Yes” is stated more often by:

- those expecting to move in the next five years
- households with children
- those with high knowledge levels about city government

“No” is selected most often by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds
- those with low knowledge levels about city government

Residents reporting contact through the community programs were asked a follow-up question:

How would you rate your experience with these community programs – excellent, good, only fair or poor?

An almost unanimous 99% rate the experience favorably:

EXCELLENT.....	39%
GOOD.	60%
ONLY FAIR.....	0%
POOR	1%
DON'T KNOW/REFUSED.....	0%

Ratings peak among:

- those with high knowledge levels about city government

Other Police Department contacts were examined by the question:

In the past two years, have you had any other contact with the Golden Valley Police Department?

Twenty-nine percent report other types of contact with the city police:

YES	29%
NO	71%
DON'T KNOW/REFUSED.....	0%

“Yes” is cited more often by:

- those expecting to move in six to ten years
- households with seniors
- Precincts One and Two residents

“No” is mentioned at a higher rate by:

- those with no plans to move in the next ten years
- Precincts Three and Four residents

Respondents reporting other types of contact were asked:

Was the situation one involving traffic violations, investigation of a crime, providing emergency services or something else?

“Emergency services” was mentioned most often, by 45% of the sample:

TRAFFIC VIOLATION.....	20%
INVESTIGATION.....	21%
EMERGENCY SERVICES.....	45%
SOMETHING ELSE.....	14%
DON'T KNOW/REFUSED.....	0%

“Traffic violation” and “investigation” followed, at 21% and 20%, respectively.

“Traffic violation” is posted most frequently by:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- renters

“Emergency services” is indicated more often by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- over sixty-four year olds

The situation was evaluated by the question:

Would you say the way the Police Department handled the situation was excellent, good, only fair or poor?

Ninety percent rate the handling of the situation as either “excellent” or “good:”

EXCELLENT.....	52%
GOOD.....	38%
ONLY FAIR.....	5%

POOR 3%
 DON'T KNOW/REFUSED..... 2%

Eight percent rate the handling lower.

Favorable ratings are posted at a higher rate by:

- Precincts Seven and Eight residents

Next, the promptness of the police was ascertained:

Would you say the time it took the Police Department to respond was prompt?

Ninety-five percent think the time it took police to respond was “prompt:”

YES 95%
 NO 3%
 DON'T KNOW/REFUSED..... 3%

There are no statistically significant sub-group differences.

Finally, the professionalism of the responding police was discussed:

Would you say the Police Department personnel were courteous and acted in a professional manner?

Ninety-three percent think the personnel were “courteous and acted in a professional manner:”

YES 93%
 NO 7%
 DON'T KNOW/REFUSED..... 0%

“Yes” is stated more often by:

- those with high knowledge levels about city government

Unsafe Areas in the City

City residents were asked:

Are there areas in Golden Valley where you do not feel safe?

Twelve percent report there are areas within the community where they would not feel safe:

	1994	1999	2001	2006	2013
YES	56%..	54%..	53%..	49%..	12%
NO	42%..	39%..	43%..	50%..	88%
DON'T KNOW/REFUSED.....	3%..	8%..	5%..	1%..	0%

“Yes” is selected most frequently by:

- households with seniors
- women
- over sixty-four year olds

“No” is posted at a higher rate by:

- residents for less ten years or less
- men
- eighteen to forty-four year olds

The relatively small sample reporting feelings of fear in the community were asked a follow-up question:

In which areas do you not feel safe?

Forty-six percent point to “low income areas” and 22% cite the “Minneapolis border:”

DON'T KNOW/REFUSED.....	0%
EVERYWHERE.	15%
MINNEAPOLIS BORDER.....	22%
PARKS AND TRAILS.	9%
LOW INCOME AREAS.....	46%
APARTMENTS.....	4%
SCATTERED AREAS.	4%

Fifteen percent say “everywhere.”

“Everywhere” is cited more often by:

- those with low knowledge levels about city government
- Precincts One and Two residents

“Minneapolis border” is stated at a higher rate by:

- forty-five to sixty-four year olds
- Precincts Three and Four residents

Next, residents were queried:

What makes you feel unsafe?

Fifty-four percent attributed the feeling to “too much diversity in the area:”

DON'T KNOW/REFUSED.....	0%
LACK OF LIGHTS.....	15%
LACK OF POLICE.....	17%
TOO MUCH DIVERSITY.....	54%
CRIME.....	7%
LOW INCOME AREA.....	2%
SCATTERED.....	4%

Seventeen percent point to the “lack of police” and 15% report the “lack of lighting.”

“Lack of police” is mentioned most frequently by:

- residents for less ten years or less
- those expecting to move in six to ten years
- those with low knowledge levels about city government

Police Patrolling

Respondents were asked:

How would you rate the amount of traffic enforcement, such as speeding and stop sign violations, by the police — too much, about right amount or not enough?

Ninety percent think there is “about the right amount” of traffic enforcement:

TOO MUCH.....	3%
ABOUT RIGHT AMOUNT.....	90%
NOT ENOUGH.....	7%
DON'T KNOW/REFUSED.....	0%

There are no statistically significant sub-group differences.

Next, interviewees were asked:

How would you rate the amount of police patrolling in your residential neighborhood – too much, about right, or not enough?

Ninety-two percent rate the amount of neighborhood police patrolling is “about right:”

TOO MUCH.	1%
ABOUT RIGHT AMOUNT.	92%
NOT ENOUGH.	7%
DON'T KNOW/REFUSED.	1%

Only seven percent report “not enough.”

“About the right amount” is stated more often by:

- those with no plans to move in the next ten years
- homeowners

Greatest Concern

Golden Valley residents were asked:

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

Twenty-three percent point to “juvenile crime, such as vandalism,” and 19% cite “residential crimes, such as burglary, theft and disorderly houses:”

JUVENILE CRIME, SUCH AS VANDALISM.	23%
DOMESTIC ABUSE.	3%
VIOLENT CRIME.	1%
TRAFFIC SAFETY.	14%
DRUGS.	8%
BUSINESS CRIMES, SUCH AS SHOPLIFTING AND CHECK FRAUD.	9%
RESIDENTIAL CRIMES, SUCH AS BURGLARY, THEFT AND DISORDERLY HOUSES.	19%
ALL EQUALLY.	3%
NONE OF THE ABOVE.	20%
DON'T KNOW/REFUSED.	1%

Fourteen percent indicate “traffic safety.” However, 20% report “none of the above” are serious community problems.

“Juvenile crime” is a concern among:

- those with low knowledge levels about city government
- Precincts Three and Four residents

“Traffic safety” troubled:

- those with high knowledge levels about city government

“Residential crimes” is stated more often by:

- Precincts Five and Six residents

“None of the above” is cited more frequently by:

- Precincts One and Two residents

Curbside Pick-Up of Recyclables

Residents were asked:

The City of Golden Valley switched to a single-sort curbside recycling program in 2012.

Since this change, is your household recycling more, about the same amount or less?

Sixty-two percent are recycling “about the same” amount:

MORE.	31%
ABOUT THE SAME.....	62%
LESS	3%
DON'T KNOW/REFUSED.....	3%

Thirty-one percent are recycling “more.”

“More” is reported more often by:

- households with seniors

Next, residents were asked about their preference for the new program:

Do you like or dislike the single-sort curbside recycling program? Do you feel strongly that way?

Ninety-one percent “like” the single-sort curbside recycling program:

STRONGLY LIKE.	25%
LIKE	66%
DISLIKE.	4%
STRONGLY DISLIKE.	1%
DON'T KNOW/REFUSED.....	5%

Only five percent “dislike” it

“Like”is indicated more frequently by:

- residents for eleven to thirty years
- those with high knowledge levels about city government
- homeowners
- Precincts Five and Six residents

Finally, residents were asked:

Are there any changes or improvements you would make to the single-sort recycling program?

Seventy-three percent have no suggestions:

DON'T KNOW/REFUSED.....	2%
NO	71%
TAKE MORE ITEMS.....	12%
LARGER BINS.	12%
WEEKLY PICKUP.....	3%
SCATTERED.	1%

“Larger bins” and “take more items” are each posted by 12%.

“No” is stated more often by:

- households with seniors
- empty nesters

“Larger bins” is posted at a higher rate by:

- households with children
- eighteen to forty-four year olds

City Leaf Drop or Mighty Tidy Day

Interviewees were asked:

Have you participated in the City Leaf Drop or Mighty Tidy Day?

Sixty-five percent report participation in the City Leaf Drop or Mighty Tidy Day:

YES	65%
NO	35%
DON'T KNOW/REFUSED	0%

“Yes” is cited more often by:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners

“No” is mentioned most frequently by:

- residents for less ten years or less
- those expecting to move in six to ten years
- over sixty-four year olds
- those with low knowledge levels about city government
- renters

Next, participants were queried:

How would you rate the City Leaf Drop or Mighty Tidy Day – excellent, good, only fair or poor?

Ninety-six percent rate the programs highly, while five percent are more critical:

EXCELLENT	32%
GOOD	64%
ONLY FAIR	5%
POOR	0%
DON'T KNOW/REFUSED	0%

There are no statistically significant sub-group differences.

The very small sub-sample of critics were asked a follow-up question:

What changes or improvements would you make to these programs?

Forty-six percent would like to these days held more often:

DON'T KNOW/REFUSED.....	0%
NO	8%
TAKE MORE ITEMS.....	8%
MORE OFTEN.	46%
MORE DROP-OFF AREAS.....	15%
CURBSIDE PICKUP.....	15%
LOWER FEES.....	8%

Fifteen percent each suggest “more drop-off areas” or “curbside pickup.”

There are no statistically significant sub-group differences.

Refuse Collection

Golden Valley residents were asked:

Most communities have one of two systems for refuse collection. In a multiple collection system, like the City of Golden Valley, residents choose their hauler from several different companies serving the community. Other cities use an organized collection system, where the City contracts with one hauler for the entire community. In a multiple collection system, residents have the ability to choose, but many neighborhoods may have numerous trucks collecting garbage on their street at different times throughout the day. In an organized collection system, all residents are assigned a specific hauler, but only that company's truck appears in the neighborhood on a specific .day.

Would you favor or oppose the City of Golden Valley changing from the current system in which residents may choose from several different haulers to a system where the City chooses a hauler for all or part of the City? Do you feel strongly that way?

By a 54%-39% margin, residents oppose changing from the current system to a system where the City chooses a hauler:

STRONGLY FAVOR.	6%...	5%
FAVOR.	13%..	34%
OPPOSE.....	52%..	34%
STRONGLY OPPOSE.	12%..	20%
DON'T KNOW/REFUSED.....	18%...	7%

Support increases among:

- those expecting to move in the next five years
- those with high knowledge levels about city government

It decreases among:

- those with no plans to move in the next ten years
- homeowners

Respondents stating an opinion were asked a follow-up question:

Why do you feel that way?

Supporters of the current hauling system indicate “want choice,” “like current hauler,” and “choice system is cheaper.” Opponents say “organized collection is cheaper,” “less truck traffic,” and “less road maintenance:”

DON'T KNOW/REFUSED.....	1%
WANT CHOICE.	36%
LIKE CURRENT HAULER.	18%
CHOICE IS CHEAPER.....	9%
ORGANIZED CHEAPER.....	12%
LESS TRUCK TRAFFIC.	20%
LESS ROAD MAINTENANCE.	4%
SCATTERED.	1%

“Want choice” is posted more often by:

- men

“Less truck traffic” is indicated more frequently by:

- Precincts Seven and Eight residents

“Like current hauler” is stated at a higher rate by:

- over sixty-four year olds
- homeowners

Next, residents were queried:

In another option, the City could continue to give residents the option of choosing their own hauler, but require all haulers to pick-up garbage on the same day in a neighborhood.

Would you favor or oppose the City of Golden Valley continuing to allow residents to choose their own hauler, but require all haulers to pick-up garbage on the same day in a neighborhood? Do you feel strongly that way?

By a 63%-28% majority, residents favor requiring all haulers to pick-up garbage on the same day in a neighborhood:

	2006	2013
STRONGLY FAVOR.	18%..	12%
FAVOR.	47%..	51%
OPPOSE..	18%..	21%
STRONGLY OPPOSE.	2%...	7%
DON'T KNOW/REFUSED.....	16%..	10%

Support is higher among:

- those with high knowledge levels about city government
- Precincts Seven and Eight residents

It is lower among:

- Precincts Three and Four residents

Senior Programs

Respondents reporting the presence of seniors in their household were asked:

Have any household members participated in any senior programs offered by the City of Golden Valley?

Twenty-seven percent report senior household members participated in City-sponsored programs:

	2001	2006	2013
YES	24%..	19%..	27%
NO	76%..	81%..	74%
DON'T KNOW/REFUSED.....	0%...	1%...	0%

There are no statistically significant sub-group differences.

Respondents reporting participation in City-sponsored programs were asked a follow-up question:

How would you rate your experience — excellent, good, only fair or poor?

Ratings were almost entirely positive:

	2001	2006	2013
EXCELLENT.....	57%..	26%..	31%
GOOD.	43%..	71%..	60%
ONLY FAIR.....	0%...	3%...	4%
POOR	0%...	0%...	0%
DON'T KNOW/REFUSED.....	0%...	0%...	4%

There are no statistically significant sub-group differences.

Next, they were asked:

Do you feel there are any programs lacking or missing? What are they?

Ninety-six percent feel there are no programs lacking or missing:

	2001	2006	2013
UNSURE.....	21%...	3%...	2%
NO	79%..	97%..	96%
CARD LEAGUES.....	0%...	0%...	2%

There are no statistically significant sub-group differences.

Summary and Conclusion

Seventy-one percent are aware of the issue of “Inflow and Infiltration.” But, only 48% are aware of the city’s progress with the I and I program. Also, 29% report their homes have been through the I and I program.

The three most-often offered one-word perceptions of the Golden Valley Police Department are “excellent,” “good” and “helpful.” Eighty-six percent report awareness of Golden Valley Police Department community programs. In fact, 39% of the sample had contact with the Department through these programs during the past year, and 99% rate the experience favorably. Twenty-nine percent report other contacts with the Police Department in the past two years. Among these contacts, 45% were for emergency services, 21% were for the investigation of a crime, and 20%

were for traffic violations. Ninety percent rate the way the Police Department handled these situations as either “excellent” or “good;” only eight percent were more critical. Ninety-five percent say the time it took the Police Department to respond was “prompt.” And, 93% say the Police Department personnel were courteous and acted in a professional manner.

Twelve percent report there are areas in the community where they feel unsafe. Forty-six percent of the residents feeling there are unsafe areas specifically point to “low income areas,” while 22% feel the same way about the “Minneapolis Border.” The main concerns in these areas are “too much diversity,” “lack of police” and “lack of streetlights.”

Ninety percent think there is “about the right amount” of traffic enforcement by the police in their neighborhood, while seven percent say there is “not enough.” Ninety-two percent also think the amount of police patrolling in their residential neighborhood is “about right.” Again, seven percent see it as “not enough.”

There are three public safety problems which residents feel concerned about: “juvenile crime,” at 23%; “residential crime,” cited by 19%; and, “traffic safety,” at 14%. But, at the same time, 20% do not see any public safety problems as critical in the community.

Sixty-two percent report they are recycling “about the same amount,” since the switch to a single-sort curbside program. However, 31% report they are recycling “more.” Ninety-one percent like the new recycling program, while five percent dislike it. Moderate percentages would like to see the program “take more items” and also “provide larger bins.” Sixty-five percent report participation in the City Leaf Drop or Mighty Tidy Day programs. The major suggestion for change is these days should be “more often.”

By a 54%-39% margin, residents oppose changing from the current garbage collection system, in which residents may choose from several different haulers, to a system where the City chooses a hauler for the whole community; support for a change increased twenty percent since the 2006 study. Opponents base their position on “wanting choice” and “liking current hauler;” supporters believe organized hauling “will be cheaper” and will generate “less truck traffic.” However, by a 63%-28% margin, residents favor continuing to allow individual choices, but requiring all haulers to pick-up garbage on the same day in a neighborhood.

Twenty-seven percent of the households containing seniors report members participated in senior programs offered by the City of Golden Valley. Ninety-one percent rated the experience highly, while four percent were more critical.

Chapter Six: Parks and Recreation Issues

Parks and Recreation Issues

Golden Valley residents were asked a short series of questions about their parks and recreation system. First, general household usage of each component was estimated. Then, the adequacy of existing recreational facilities and recreational programs were discussed. Finally, interest in and support for a Golden Valley Community Center was examined.

Park System Usage

Residents were instructed:

The Golden Valley park system is composed of larger community parks, and smaller neighborhood parks, trails and community ballfields. Of these facilities, which have you or members of your household used during the past year?

A list of eight park system components was then read:

Community parks and/or neighborhood parks?

Seventy-five percent report household members had used the community parks and/or neighborhood parks during the past year:

	1994	1999	2001	2006	2013
YES	81%..	83%..	76%..	65%..	75%
NO	18%..	16%..	24%..	35%..	25%
DON'T KNOW/REFUSED.....	1%...	1%...	0%...	0%...	0%

Usage increased by 10% since the 2006 study.

“Yes” is stated more often by:

- residents for eleven to thirty years
- households with children
- eighteen to forty-four year olds

“No” is selected at a higher rate by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over sixty-four year olds

Trails?

Seventy-three percent report household members used the city’s trails during the past year:

	1994	1999	2001	2006	2013
YES	64%..	65%..	62%..	61%..	73%
NO	35%..	35%..	38%..	39%..	27%
DON'T KNOW/REFUSED.....	1%...	1%...	0%...	0%...	0%

Users tend to be:

- residents for less than thirty years
- those expecting to move in the next five years
- households with children
- eighteen to forty-four year olds

Non-users are typically:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds

Community ballfields?

Thirty-four percent report household members used community ballfields during the past year, up ten percent from the 2006 study:

	1994	1999	2001	2006	2013
YES	37%..	35%..	33%..	24%..	34%
NO	61%..	64%..	67%..	76%..	66%
DON'T KNOW/REFUSED.....	1%...	1%...	1%...	0%...	0%

Use is higher among:

- residents for less ten years or less
- those expecting to move in the next five years
- those expecting to move in six to ten years
- households with children
- women
- eighteen to forty-four year olds
- renters

It is lower among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- men
- over forty-four year olds
- homeowners

Open spaces and natural areas?

Sixty-seven percent report household members visited open spaces and natural areas in the city:

	2006	2013
YES	51%..	67%
NO	49%..	33%
DON'T KNOW/REFUSED.....	0%...	0%

Use increases among:

- residents for eleven to thirty years
- households with children

It decreases among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds

Brookview Golf Course?

Thirty-five percent report household members used the Brookview Golf Course during the past year:

	2006	2013
YES	26%..	35%
NO	74%..	65%
DON'T KNOW/REFUSED.....	0%...	0%

“Yes” is stated at a higher rate by:

- those with high knowledge levels about city government

- homeowners

“No” is mentioned more often by:

- residents for less ten years or less
- those with low knowledge levels about city government
- renters

Brookview Community Center?

Twenty-nine percent also report household members visited the Brookview Community Center during the past year:

	2006	2013
YES	26%..	29%
NO	74%..	71%
DON'T KNOW/REFUSED.....	0%...	0%

Users are more apt to be:

- those expecting to move in the next five years
- households with children

Non-users tend to be:

- residents for more than thirty years
- those with no plans to move in the next ten years
- empty nesters

Davis Community Center at Meadowbrook School?

Fifteen percent report visiting the Davis Community Center during the past year:

	2006	2013
YES	13%..	15%
NO	87%..	85%
DON'T KNOW/REFUSED.....	0%...	0%

Use increases among:

- residents for eleven to thirty years
- those expecting to move in the next five years
- households with children

- eighteen to forty-four year olds

It decreases among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds

Brookview Picnic Shelters?

Thirty-one percent report household members used the Brookview Picnic Shelters during the past year:

	2006	2013
YES	33%..	31%
NO	67%..	70%
DON'T KNOW/REFUSED.....	1%...	0%

“Yes” is stated more often by:

- residents for eleven to thirty years
- those expecting to move in the next five years
- households with children
- those with high knowledge levels about city government

“No” is posted at a higher rate by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds
- those with low knowledge levels about city government

Concerts in the Park

Golden Valley residents were asked:

Have you or members of your household attended a concert in the park during the past few years?

Thirty-six percent report members of their household attended a concert in the park during the

past year:

YES	36%
NO	64%
DON'T KNOW/REFUSED.....	0%

Attendance increases among:

- residents for eleven to thirty years
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds

It decreases among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds

Attendees were then asked:

How would you rate your experience – excellent, good, only fair or poor?

All attendees give the experience an “excellent” or “good” rating:

EXCELLENT.....	46%
GOOD.	54%
ONLY FAIR.....	0%
POOR	0%
DON'T KNOW/REFUSED.....	0%

There are no statistically significant sub-group differences.

Adequacy of Recreational Facilities

Residents were asked:

In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?

Ninety-eight percent, slightly up from earlier studies, regard existing recreational facilities to be adequate in meeting the needs of their households:

	1994	1999	2001	2006	2013
YES	87%..	88%..	89%..	94%..	98%
NO	11%...	7%...	8%...	4%...	1%
DON'T KNOW/REFUSED.....	1%...	5%...	4%...	3%...	1%

“Yes” is cited more often by:

- residents for eleven to thirty years
- men

The small number of respondents feeling their households’ needs were “unmet” were asked a follow-up query:

What additional recreational facilities would you like to see the City offer its residents?

An “indoor swimming pool” and a “teen center” are the only facilities this small group of residents would like to see offered:

INDOOR POOL.....	75%
TEEN CENTER.....	25%

There are no statistically significant sub-group differences.

City Recreation Programming

Golden Valley residents were initially asked:

Have you or members of your household participated in any City park and recreation programs?

Twenty-nine percent report participating in City park and recreation programs, up nine percent from the 2006 level:

	2001	2006	2013
YES	40%..	20%..	29%
NO	59%..	80%..	71%
DON'T KNOW/REFUSED.....	2%...	0%...	0%

Participants tend to be:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- women
- eighteen to forty-four year olds
- Precincts One and Two residents

Non-participants are typically:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- men
- over forty-four year olds

Members of participating households were asked two follow-up questions. First, the type of program was ascertained:

Which ones?

SWIMMING.	12%
BASEBALL/SOFTBALL.	33%
HOCKEY.....	3%
SUMMER PROGRAMS.....	15%
MULTIPLE SPORTS.	28%
ARTS/CRAFTS/HOBBY.	2%
FITNESS.	3%
SENIOR PROGRAMS.	2%
SCATTERED.	2%

“Multiple sports” is reported at a higher rate by:

- eighteen to forty-four year olds

“Summer programs” is cited at a higher rate by:

- residents for less ten years or less

“Swimming” is indicated more frequently by:

- residents for eleven to thirty years
- those with high knowledge levels about city government

Then, participants were queried:

Were you satisfied or dissatisfied with your experience?

Satisfaction is again virtually unanimous:

	2001	2006	2013
SATISFIED.	99%	99%	98%
DISSATISFIED.	0%	0%	2%
DON'T KNOW/REFUSED.	1%	1%	0%

There are no statistically significant sub-group differences.

Next, residents were questions about the adequacy of current programming:

Does the current mix of City park and recreation programming meet the needs of your household?

Ninety-six percent report their household needs were being met:

	2001	2006	2013
YES	87%	94%	96%
NO	7%	3%	2%
DON'T KNOW/REFUSED.	7%	4%	2%

Only two percent reported their needs are unmet.

There are no statistically significant sub-group differences.

Dissidents were asked the follow-up question:

What programs do you feel are lacking?

“Senior programs” and “teen programs” are two missing elements cited by this small sub-group:

DON'T KNOW/REFUSED.	22%
SENIOR PROGRAMS.	44%
TEEN PROGRAMS.	22%
CHILDREN'S PROGRAMS.	11%

There are no statistically significant sub-group differences.

Next, respondents were asked about regularly leaving the city in order to recreate:

Do you or members of your household currently leave the city for park and recreation facilities or activities?

What would that be?

Thirty-four percent report household members currently leave the city for park and recreation facilities or activities elsewhere, down 12% since the last study:

	2006	2013
NO	78%..	66%
LAKES.....	5%..	19%
WALKING TRAILS.....	4%..	3%
ICE ARENA.....	1%..	0%
SWIMMING POOL.....	6%..	2%
GOLF	2%..	2%
FITNESS CENTER.....	1%..	4%
PARKS.....	0%..	2%
SCATTERED.....	3%..	2%

“No” is indicated more often by:

- residents for more than thirty years
- households with seniors
- over sixty-four year olds
- renters

“Lakes” is cited most frequently by:

- men

Community Center

Residents were told:

The City has had on-going discussions in the community about the need for a Community Center that would provide community gathering space for recreation, programs and meetings.

They were then asked:

Do you support or oppose the construction of a Community Center by the City of Golden Valley? Do you feel strongly that way?

By a solid 65%-31% margin, residents support the idea of a Community Center; But, since the tax costs of the project were not mentioned, this level of support will be inflated:

STRONGLY SUPPORT. 12%

SUPPORT.	53%
OPPOSE..	24%
STRONGLY OPPOSE.	7%
DON'T KNOW/REFUSED.....	4%

Supporters tend to be:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- renters

Opponents are typically:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over forty-four year olds
- homeowners
- Precincts Three and Four residents

A similar question was posed about memberships:

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?

Fifty percent of the households in the community are at least “somewhat likely” to use the facility:

VERY LIKELY.	17%
SOMEWHAT LIKELY.....	33%
NOT TOO LIKELY.....	20%
NOT AT ALL LIKELY.....	28%
DON'T KNOW/REFUSED.....	2%

Using standard market projection techniques, about 17% the community’s households would be expected to use this facility:

Likelihood increases among:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- renters

It decreases among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over forty-four year olds
- homeowners

Next, funding mechanisms for the construction of a Community Center were considered:

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

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 \$__? How about \$__ per month?

The typical resident would be willing to see his/her taxes increase by \$3.36 pe month; if the percentage of residents who would support “nothing” are scaled to reflect their turnout in a referendum election, the new average becomes \$5.00 per month:

NOTHING.....	39%
\$3	17%
\$6	18%
\$9	13%
\$12	7%
\$15	1%
\$18	3%
DON'T KNOW/REFUSED.....	2%

“Nothing” is stated more often by:

- residents for more than thirty years
- households with seniors
- empty nesters
- forty-five to sixty-four year olds

“\$3.00” is stated more often by:

- women

“\$6.00” is posted at a higher rate by:

- residents for eleven to thirty years
- those with no plans to move in the next ten years

“\$9.00” is indicated more often by:

- those expecting to move in six to ten years
- households with children

Next, residents were asked to consider Community Center facilities:

I would like to read you a list of offerings which could be included in a Community Center. For each one, please tell me if you would strongly support the use of city funding for that offering, somewhat support, somewhat oppose, or strongly oppose the use of city funding for that offering.

A list of seventeen possible offerings was then read:

Gymnasiums?

By a 54%-47% majority favors the inclusion of gymnasiums:

STRONGLY SUPPORT.	18%
SOMEWHAT SUPPORT.	36%
SOMEWHAT OPPOSE.	28%
STRONGLY OPPOSE.	19%
DON'T KNOW/REFUSED.....	0%

“Support” is cited more often by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- empty nesters
- forty-five to sixty-four year olds

A Fitness Center?

A 65%-35% majority would like to see a fitness center as part of the facility:

STRONGLY SUPPORT.	30%
SOMEWHAT SUPPORT.	35%
SOMEWHAT OPPOSE.	20%
STRONGLY OPPOSE.	15%

DON'T KNOW/REFUSED..... 0%

“Support” is cited more often by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- empty nesters
- forty-five to sixty-four year olds
- Precincts Three and Four residents

An indoor swimming pool?

A 62%-39% majority favors the inclusion of an indoor swimming pool:

STRONGLY SUPPORT.	24%
SOMEWHAT SUPPORT.	38%
SOMEWHAT OPPOSE.	20%
STRONGLY OPPOSE.	19%
DON'T KNOW/REFUSED.....	0%

“Support” is cited more often by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- forty-five to sixty-four year olds

An indoor water park?

A 62%-38% majority opposes the inclusion of an indoor water park:

STRONGLY SUPPORT.	10%
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SOMEWHAT SUPPORT.	28%
SOMEWHAT OPPOSE.	37%
STRONGLY OPPOSE.	25%
DON'T KNOW/REFUSED.....	1%

“Support” is cited more often by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over forty-four year olds

An outdoor swimming pool?

By a 55%-45% margin, residents oppose the inclusion of an outdoor swimming pool:

STRONGLY SUPPORT.	14%
SOMEWHAT SUPPORT.	31%
SOMEWHAT OPPOSE.	29%
STRONGLY OPPOSE.	26%
DON'T KNOW/REFUSED.....	1%

“Support” is cited more often by:

- those with low knowledge levels about city government
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- those with high knowledge levels about city government
- Precincts Seven and Eight residents

An outdoor water park?

A 63%-37% majority opposes the offering of an outdoor water park:

STRONGLY SUPPORT.	12%
SOMEWHAT SUPPORT.	25%
SOMEWHAT OPPOSE.	31%

STRONGLY OPPOSE. 32%
 DON'T KNOW/REFUSED..... 0%

“Support” is cited more often by:

- residents for less ten years or less
- those expecting to move in the next ten years
- households with children
- eighteen to forty-four year olds
- those with low knowledge levels about city government

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- forty-five to sixty-four year olds
- those with high knowledge levels about city government

An ice arena?

A 65%-35% majority opposes the inclusion of an ice arena:

STRONGLY SUPPORT. 6%
 SOMEWHAT SUPPORT. 28%
 SOMEWHAT OPPOSE. 38%
 STRONGLY OPPOSE. 27%
 DON'T KNOW/REFUSED..... 0%

“Support” is cited more often by:

- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over sixty-four year olds
- Precincts Seven and Eight residents

An indoor fieldhouse?

A 65%-35% majority opposes offering of an indoor fieldhouse:

STRONGLY SUPPORT.	10%
SOMEWHAT SUPPORT.	25%
SOMEWHAT OPPOSE.	40%
STRONGLY OPPOSE.	25%
DON'T KNOW/REFUSED.	1%

“Support” is cited more often by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over forty-four year olds
- Precincts One, Two, Seven and Eight residents

Banquet rooms with kitchen facilities for wedding and large gatherings?

By a 62%-38% margin, residents would support the inclusion of banquet rooms with kitchen facilities for weddings and large gatherings:

STRONGLY SUPPORT.	25%
SOMEWHAT SUPPORT.	37%
SOMEWHAT OPPOSE.	24%
STRONGLY OPPOSE.	14%
DON'T KNOW/REFUSED.	0%

“Support” is cited more often by:

- eighteen to forty-four year olds

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- forty-five to sixty-four year olds

Meeting rooms?

By a 59%-41% majority, residents also favor the inclusion of meeting rooms:

STRONGLY SUPPORT.	23%
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SOMEWHAT SUPPORT.	36%
SOMEWHAT OPPOSE.	25%
STRONGLY OPPOSE.	16%
DON'T KNOW/REFUSED.....	1%

“Support” is cited more often by:

- Precincts Five and Six residents

Child care center?

By a 62%-36% majority, residents favor the inclusion of a child care center:

STRONGLY SUPPORT.	28%
SOMEWHAT SUPPORT.	34%
SOMEWHAT OPPOSE.	21%
STRONGLY OPPOSE.	15%
DON'T KNOW/REFUSED.....	2%

“Support” is cited more often by:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- forty-five to sixty-four year olds

Space for senior programs?

A 70%-30% majority supports space for senior programs in the Community Center:

STRONGLY SUPPORT.	38%
SOMEWHAT SUPPORT.	32%
SOMEWHAT OPPOSE.	17%
STRONGLY OPPOSE.	13%
DON'T KNOW/REFUSED.....	0%

There are no statistically significant sub-group differences.

Space for teen programs?

A 66%-35% majority supports space for teen programs in the Center:

STRONGLY SUPPORT.	37%
SOMEWHAT SUPPORT.	29%
SOMEWHAT OPPOSE.	21%
STRONGLY OPPOSE.	14%
DON'T KNOW/REFUSED.....	0%

“Support” is cited more often by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- empty nesters
- forty-five to sixty-four year olds

An indoor children’s playground?

A 59%-40% margin supports the inclusion of an indoor children’s playground:

STRONGLY SUPPORT.	27%
SOMEWHAT SUPPORT.	32%
SOMEWHAT OPPOSE.	23%
STRONGLY OPPOSE.	17%
DON'T KNOW/REFUSED.....	1%

“Support” is cited more often by:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- empty nesters
- forty-five to sixty-four year olds

An indoor walking and running track?

A 65%-35% majority favors an indoor walking and running track at the Community Center:

STRONGLY SUPPORT.	29%
SOMEWHAT SUPPORT.	36%
SOMEWHAT OPPOSE.	19%
STRONGLY OPPOSE.	16%
DON'T KNOW/REFUSED.....	1%

“Support” is cited more often by:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- forty-five to sixty-four year olds
- Precincts Three and Four residents

A climbing wall?

By a 58%-42% margin, residents oppose a climbing wall in the Community Center:

STRONGLY SUPPORT.	16%
SOMEWHAT SUPPORT.	26%
SOMEWHAT OPPOSE.	36%
STRONGLY OPPOSE.	22%
DON'T KNOW/REFUSED.....	1%

“Support” is cited more often by:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years

- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds

Indoor soccer fields?

By a solid 70%-30% margin, residents oppose indoor soccer fields at the Community Center:

STRONGLY SUPPORT.	9%
SOMEWHAT SUPPORT.	21%
SOMEWHAT OPPOSE.	41%
STRONGLY OPPOSE.	29%
DON'T KNOW/REFUSED.....	1%

“Support” is cited more often by:

- residents for less ten years or less
- those expecting to move in six to ten years
- households with children
- eighteen to forty-four year olds
- Precincts Five and Six residents

“Oppose” is mentioned more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds
- Precincts Seven and Eight residents

Finally, residents were asked a “catch-all” concluding query:

Are there any facilities we have not discussed that you would like to see included in a Community Center? What would that be?

No one suggested another facility for inclusion:

DON'T KNOW/REFUSED.....	7%
NO	93%

“No” is indicated more often by:

- Precincts Seven and Eight residents

Summary and Conclusion

Usage of the various components of the park system vary markedly. During the past year, 75% of the households used community parks and/or neighborhood parks, up 10% in seven years. Seventy-three percent used the city's trails, while 67% visit open spaces and natural areas. Thirty-one percent report using the Brookview Picnic Shelters. Thirty-five percent visited the Brookview Golf Course, and 29% used the Brookview Community Center. Only 15% report household members went to the Davis Community Center, also known as the Meadowbrook Community Center. Ninety-eight percent feel the existing recreational facilities offered by the City meet the needs of their household, while a very small two percent feel they do not.

Thirty-six percent of the households in the community report attending a concert in the park during the past few years. All attendees rate the experience favorably.

Twenty-nine percent of the sample, nine percent higher than the 2006 study, report household members participated in City park and recreation programs. The most popular programs are "softball/baseball," "summer programs," and "swimming." Satisfaction with the offerings remains virtually unanimous. Ninety-six percent view the current mix of City park and recreation programming as meeting the needs of their households; only two percent disagree.

Thirty-four percent say household members currently leave the city for park and recreational facilities and activities elsewhere; this level is 12% higher than the 2006 level. The most popular were "lakes/boating," "community center," and "walking trails." This level of recreational "leakage" to other communities is about ten percent lower than the suburban norm.

By a 65%-31% majority, residents support the construction of a Community Center. Fifty percent report they would be at least "somewhat likely" to use the facility. If a property tax increase were required to raise funding for the construction, the typical resident would support a \$3.36 per month increase in their taxes.

Residents have a strong preference ordering on what facilities should be included in a Golden Valley Community Center. Leading the list, with support levels over 60% for city funding are: space for senior programs, space for teen programs, a fitness center, an indoor walking and running track, an indoor swimming pool, banquet rooms, and a child care center. This type of facility would mirror the New Brighton Community Center instead of the Shoreview Community Center.

Chapter Seven: City Government and City Staff

City Government and City Staff

Citizens of Golden Valley were asked a short series of questions about the Mayor and City Council and the City Staff. First, feelings of empowerment were measured. Next, residents were asked about their knowledge of the work of the Mayor and City Council and their evaluation of it. Similarly, they were asked about first-hand contact with the City Staff and their evaluation of their jobs.

Empowerment

Respondents were asked:

Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Golden Valley runs things?

Eighty-two percent think they could have a say, if they wanted, about the way things run:

	1994	1999	2001	2006	2013
YES	64%..	62%..	59%..	61%..	82%
NO	32%..	31%..	35%..	32%..	17%
DON'T KNOW/REFUSED.....	5%...	7%...	6%...	8%...	1%

Seventeen percent did not think so. The shift of 21% into the empowered category is unique for a positive change in seven years.

“Yes” is posted more often by:

- those with high knowledge levels about city government

“No” is stated more frequently by:

- those with low knowledge levels about city government
- Precincts One and Two residents

Mayor and City Council

Residents were initially asked:

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 none at all?

Sixty-three percent feel they know either “a great deal” or “a fair amount” about the work of the Mayor and City Council, an increase of 26% in seven years:

	1994	1999	2001	2006	2013
A GREAT DEAL.....	7%...	5%..	12%...	2%...	9%
A FAIR AMOUNT.	34%..	40%..	38%..	35%..	54%
VERY LITTLE.	50%..	46%..	42%..	48%..	31%
NONE AT ALL.	8%...	9%...	8%..	14%...	7%
DON'T KNOW/REFUSED.....	2%...	1%...	1%...	2%...	0%

Thirty-eight percent judge their knowledge levels to be lower. Knowledge levels increased by 26% during the past seven years.

“A lot” is posted more frequently by:

- residents for more than thirty years
- forty-five to sixty-four year olds
- homeowners
- Precincts Five and Six residents

“Not a lot” is mentioned more often by:

- residents for less ten years or less
- eighteen to forty-four year olds
- renters

Next, residents were asked:

From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? And do you feel strongly that way?

Eighty-nine percent approve of the job of the Mayor and City Council, up 32% from the 2006 study:

	1994	1999	2001	2006	2013
STRONGLY APPROVE.....	6%...	8%..	17%...	3%...	7%
APPROVE.....	44%..	53%..	48%..	54%..	82%
DISAPPROVE.....	15%..	12%...	9%..	11%...	5%
STRONGLY DISAPPROVE.....	5%...	5%...	6%...	1%...	2%
DON'T KNOW/REFUSED.....	30%..	23%..	21%..	32%...	4%

Seven percent report disapproval.

Approval is higher among:

- Precincts Seven and Eight residents

Respondents indicating approval or disapproval were asked a follow-up question:

Could you tell me why you feel that way?

Twenty-nine percent cite “no problems,” while 55% point to “good job” as their reasons for their approval:

	2006	2013
UNSURE.	2% . . .	0%
NO PROBLEMS.	31% . .	29%
GOOD JOB.	26% . .	55%
SPECIFIC ISSUE.. . . .	6% . . .	0%
DON'T LISTEN.. . . .	6% . . .	2%
NICE CITY.	4% . . .	0%
GOOD CITY SERVICES.	2% . . .	0%
GOOD COMMUNICATIONS.	7% . . .	0%
HELPFUL.	2% . . .	0%
COULD IMPROVE.. . . .	5% . . .	0%
POOR JOB.. . . .	0% . . .	3%
LISTEN.	5% . . .	9%
POOR SPENDING.	4% . . .	3%

“No problems” is posted at a higher rate by:

- residents for less ten years or less
- eighteen to forty-four year olds
- those with low knowledge levels about city government

“Good job” is cited at a higher rate by:

- forty-five to sixty-four year olds
- those with high knowledge levels about city government

City Staff

Residents were initially asked:

How much first hand contact have you had with the Golden Valley City staff -- quite a lot, some, very little, or none?

Forty-six percent report either “quite a lot” or “some” first hand contact with the Golden Valley City Staff, an 11% increase in seven years

	1994	1999	2001	2006	2013
QUITE A LOT.....	10%..	5%..	8%..	4%..	5%
SOME.	25%..	28%..	27%..	31%..	41%
VERY LITTLE.	43%..	47%..	45%..	36%..	34%
NONE.	20%..	19%..	22%..	28%..	21%
DON'T KNOW/REFUSED.....	2%..	1%..	0%..	1%..	0%

“Little or no contact” is indicated by 55% of the sample.

“A lot” is stated at a higher rate by:

- men
- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners

“Not a lot” is posted more frequently by:

- residents for less ten years or less
- women
- eighteen to forty-four year olds
- those with low knowledge levels about city government
- renters

Next, citizens were asked:

From what you have heard or seen, how would you rate the job performance of the Golden Valley City Staff -- excellent, good, only fair, or poor?

Eighty-nine percent rate the job performance of the Golden Valley City Staff as either “excellent” or “good,” up 31% from the 2006 level:

	1994	1999	2001	2006	2013
EXCELLENT.....	10%..	13%..	17%..	9%..	10%
GOOD.	50%..	56%..	55%..	49%..	79%
ONLY FAIR.....	10%..	10%..	10%..	5%..	6%
POOR.	4%..	2%..	2%..	1%..	2%
DON'T KNOW/REFUSED.....	26%..	20%..	16%..	36%..	3%

Eight percent rate them lower.

Ratings peak among:

- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners
- Precincts Seven and Eight residents

Residents providing a rating were asked a follow-up question:

Could you tell me why you feel that way?

Forty-five percent report they do a “good job,” while 31% feel they are “no problems.”

	2006	2013
UNSURE.	2% . . .	0%
NO PROBLEMS.	5% . .	31%
GOOD JOB.	8% . .	45%
SPECIFIC ISSUE.. . . .	2% . . .	0%
POOR JOB.. . . .	4% . . .	1%
GOOD CITY SERVICES.	6% . . .	0%
GOOD COMMUNICATIONS.	6% . .	16%
HELPFUL.	48% . . .	4%
FRIENDLY.	18% . . .	0%
COULD IMPROVE.. . . .	3% . . .	0%
DON’T LISTEN.. . . .	0% . . .	2%
POOR SPENDING.	0% . . .	1%

Sixteen percent point to “good communications.”

“Good job” is key to:

- women
- over sixty-four year olds

“No problems” is stated at a higher rate by:

- residents for less ten years or less
- eighteen to forty-four year olds
- those with low knowledge levels about city government

Summary and Conclusion

Eighty-two percent feel they could have an impact on the way things are run in Golden Valley; seventeen percent think they could not. Overall, this level of empowerment is well above the suburban area norm and the result reflects an increase of 21% from the 2006 level. Golden Valley

residents, then, feel very connected to their local decision-makers.

Sixty-three percent report having a “great deal” or “fair amount” of knowledge about the work of the Mayor and City Council, up 26% from the 2006 level. Eighty-nine percent either “strongly approve” or “approve” of their job, while only seven percent register disapproval. The 32% increase in approval ratings reflects an increase in knowledge about City government. Positive ratings are based upon the perception of a “good job” and “lack of city problems;” critics point to an “unwillingness to listen” and “disagreement with City Council decisions.”

Forty-six percent report having contact with the Golden Valley City Staff; this level of contact is 11% higher than the 2006 study. Eighty-nine percent rate the staff as “excellent” or “good,” up 31% from the 2006 level, while only seven percent rate them critically, relatively unchanged from the 2006 level. Positive evaluations are based on the perception of a “good job,” “helpfulness,” “good listeners,” and “lack of problems in the community;” negative judgments are based upon “poor listeners” and perceptions of a “poor job.”

Chapter Eight: Communications Issues

Communications Issues

Golden Valley residents were asked an extensive series of questions about the ways in which they obtain information about City Government and its activities. Current communications channels were identified, and preferences were ascertained. The City Newsletter was measured for both effectiveness and reach. Similarly, cable television programming was examined. Finally, the use of the Internet was explored.

Principal Source of Information

Residents were asked:

What is your principal source of information about Golden Valley City Government and its activities?

A 59% majority points to the “City Newsletter:”

	2006	2013
NOTHING.....	2%...	0%
LOCAL NEWSPAPER.....	23%...	8%
CITY NEWSLETTER.....	58%..	59%
WORD OF MOUTH.....	6%...	4%
WEBSITE.....	3%...	9%
MEETINGS.....	2%...	0%
CABLE TV.....	5%...	7%
STAR TRIBUNE.....	0%..	12%
SCATTERED.....	2%...	2%

Twelve percent cite the “Star Tribune.”

“City newsletter” is stated more often by:

- empty nesters
- over sixty-four year olds
- homeowners
- Precincts Five and Six residents

“Local newspaper” is selected more frequently by:

- residents for less ten years or less
- those expecting to move in six to ten years
- eighteen to forty-four year olds

- renters

Preferred Source of Information

Residents were asked a related question:

How would you prefer to receive information about Golden Valley City government and its activities?

Fifty-seven percent prefer to receive information in a “City Newsletter,” while 11% prefer to read it in the “Star Tribune,” and ten percent, the “city website:”

	2006	2013
NONE.	2%...	2%
LOCAL NEWSPAPER.	20%...	9%
CITY NEWSLETTER.	58%..	57%
WORD OF MOUTH.	5%...	2%
WEBSITE.	4%..	10%
CABLE TV.	5%...	5%
STAR TRIBUNE.	0%..	11%
MAILINGS.	3%...	0%
E-MAIL.	2%...	2%
SCATTERED.	2%...	2%

“City newsletter” is stated more often by:

- residents for eleven to thirty years
- empty nesters
- over sixty-four year olds
- homeowners
- Precincts Five and Six residents

“Star Tribune” is indicated more frequently by:

- residents for less ten years or less
- those expecting to move in six to ten years
- eighteen to forty-four year olds
- renters

“Website” is posted more often by:

- households with children
- Precincts One and Two residents

The “Golden Valley City News”

Golden Valley residents were asked:

During the past year, did you receive the "Golden Valley City News," the City's newsletter which comes out every other month?

Ninety percent report receiving the “Golden Valley City News:”

	1994	1999	2001	2006	2013
YES	87%..	85%..	91%..	95%..	90%
NO	9%..	10%..	7%..	5%..	10%
DON'T KNOW/REFUSED.....	4%..	5%..	2%..	0%..	1%

Receipt peaks among:

- residents for more than thirty years
- households with seniors
- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners

It decreases among:

- residents for less ten years or less
- eighteen to forty-four year olds
- those with low knowledge levels about city government
- renters

Next, regular readership was established:

Do you or any members of your household regularly read it?

Ninety-five percent of those receiving the newsletter report household members regularly read it:

	1994	1999	2001	2006	2013
YES	92%..	95%..	95%..	90%..	95%
NO	8%..	6%..	5%..	10%..	5%
DON'T KNOW/REFUSED.....	0%..	1%..	0%..	0%..	0%

The overall reach of the newsletter is 86% of the city’s households.

Readers tend to be:

- residents for eleven to thirty years
- women
- those with high knowledge levels about city government
- homeowners

Those reading the newsletter were next asked:

How would you rate the content of the newsletter – excellent, good, only fair, or poor?

A very impressive 97% rate the content of the newsletter favorably:

	2006	2013
EXCELLENT.....	14%..	31%
GOOD.	80%..	66%
ONLY FAIR.....	6%..	2%
POOR	0%..	0%
DON'T KNOW/REFUSED.....	0%..	1%

Only two percent are more critical.

Favorable ratings are encountered more often among:

- women

Next, readers were asked:

How would you rate the format and appearance of the newsletter – excellent, good, only fair, or poor?

Ninety-eight percent rate the format and appearance of the newsletter as either “excellent” or “good:”

	2006	2013
EXCELLENT.....	15%..	27%
GOOD.	76%..	71%
ONLY FAIR.....	9%..	2%
POOR	0%..	0%
DON'T KNOW/REFUSED.....	1%..	1%

Two percent rate them negatively.

Favorable ratings are posted at a higher rate by:

- women
- those with high knowledge levels about city government

Finally readers were asked:

Are there any changes or improvements you would make to the City's newsletter?

Eighty-three percent offered no suggestions:

DON'T KNOW/REFUSED.....	2%
NONE.	81%
MORE DETAILS.	7%
BUDGET INFORMATION.....	5%
PARKS AND RECREATION.....	2%
CITY COUNCIL.	2%
SCATTERED.	2%

Two suggestions posted by a modest percentage of residents are “more details,” at seven percent, and “more budget information,” at five percent.

“None” is cited at a higher rate by:

- empty nesters

Cable Television

Residents were initially asked:

Does your household currently subscribe to cable television, satellite television or neither?

Sixty-one percent of the households currently subscribe to cable television:

CABLE.....	61%
SATELLITE.....	25%
NEITHER.....	13%
DON'T KNOW/REFUSED.....	1%

Twenty-five percent have “satellite services,” while 13% report they have “neither.”

“Satellite” is posted at a higher rate by:

- those expecting to move in six to ten years
- eighteen to forty-four year olds

“Neither” is indicated more frequently by:

- households with seniors

Cable television subscribers were next asked:

I would like to read a short list of programs shown on Golden Valley Government Channels. For each one, please tell me if you frequently watch it, occasionally watch it, or do not watch it.

A list of three programs was then read:

Bulletin Board listing of meetings, events and information?

Forty-seven percent at least “occasionally” watch the Bulletin Board listing of meetings, events and information:

	2006	2013
FREQUENTLY.....	6%..	10%
OCCASIONALLY.....	37%..	37%
DO NOT WATCH IT.	57%..	53%
DON'T KNOW/REFUSED.....	0%...	0%

“Frequently” is reported more often by:

- residents for more than thirty years
- women
- those with high knowledge levels about city government
- Precincts Five and Six residents

“Do not watch at all” is posted at a higher rate by:

- residents for less ten years or less
- eighteen to forty-four year olds
- those with low knowledge levels about city government

Live or taped re-broadcasts of City Council meetings?

Forty-five percent either “frequently” or “occasionally” watch live or taped re-broadcasts of City Council meetings:

	2006	2013
FREQUENTLY.....	10%...	9%

OCCASIONALLY.....	38%..	36%
DO NOT WATCH IT.	52%..	55%
DON'T KNOW/REFUSED.....	0%...	0%

“Occasionally” is stated more frequently by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over sixty-four year olds

“Do not watch it” is selected at a higher rate by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds
- those with low knowledge levels about city government

City programming, such as the State of the City, Mayor Minutes and city videos?

Thirty-eight percent at least “occasionally” watch City programming, such as city updates and special meetings:

	2006	2013
FREQUENTLY.....	3%...	7%
OCCASIONALLY.....	30%..	31%
DO NOT WATCH IT.	67%..	63%
DON'T KNOW/REFUSED.....	1%...	0%

“Occasionally” is reported more often by:

- residents for more than thirty years
- households with seniors
- empty nesters

“Do not watch it” is stated most frequently by:

- eighteen to forty-four year olds

The Internet

Golden Valley residents were initially asked:

Do you have access to the Internet at home only, at work

only, at both home and work, or at neither place?

Seventy-nine percent of the respondents have access to the Internet:

	1999	2001	2006	2013
HOME ONLY.	24%..	26%..	36%..	40%
WORK ONLY.....	12%...	8%...	2%...	2%
BOTH	30%..	42%..	34%..	37%
NEITHER.....	34%..	25%..	28%..	21%
DON'T KNOW/REFUSED.....	1%...	0%...	0%...	1%

Seventy-seven percent could access the Internet from home, while only two percent could do so from work.

“Both” is cited more often by:

- residents for less ten years or less
- those expecting to move in the next ten years
- households with children
- men
- eighteen to forty-four year olds

“Neither” is mentioned most frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds

Residents with Internet access possibilities were asked ten follow-up questions.

First, the type of connection was discussed:

*How do you connect to the internet at home – on a dial-up modem at 28K, on a dial-up modem at 56K, DSL, T-1 line, Comcast High Speed Internet, or some other way?
How?*

Fifty-three percent have Comcast High Speed Internet Service:

YES/DIAL-UP.....	5%
YES/DSL.....	20%
YES/T-1.....	0%
YES/COMCAST HIGH SPEED.....	53%
YES/WIRELESS.....	21%
YES/OTHER.....	1%

DON'T KNOW/REFUSED..... 0%

Twenty percent have a DSL line, while 21% use “wireless.”

“Wireless” is selected at a higher rate by:

- those with low knowledge levels about city government

“DSL” is posted at a higher rate by:

- households with children
- Precincts Three and Four residents

Next, Internet-capable residents were queried:

Have you accessed the City’s web site?

Sixty-five percent actually access the web site:

	2001	2006	2013
YES	47%..	46%..	65%
NO	52%..	53%..	35%
DON'T KNOW/REFUSED.....	1%...	1%...	1%

Overall, 51% of ALL respondents access the website.

“Yes” is cited most often by:

- households with children
- homeowners
- Precincts One and Two residents

“No” is mentioned more frequently by:

- households with seniors
- empty nesters
- over sixty-four year olds
- renters
- Precincts Three and Four residents

Web site visitors were next asked:

How would you rate the city’s website – excellent, good, only fair, or poor?

Ninety-three percent rate the city’s website as either “excellent” or “good:”

2006 2013

EXCELLENT.....	2%..	21%
GOOD.	84%..	72%
ONLY FAIR.....	12%...	7%
POOR	1%...	0%
DON'T KNOW/REFUSED.....	1%...	0%

Seven percent are more critical in their evaluations.

There are no statistically significant sub-group differences.

Website visitors were then asked:

Were you able to find what you were looking for?

An impressive 99% report they are able to find what they are looking for:

	2001	2006	2013
YES	88%..	92%..	99%
NO	7%...	5%...	1%
DON'T KNOW/REFUSED.....	5%...	2%...	1%

There are no statistically significant sub-group differences.

They were next asked:

What information were you looking for?

Forty-seven percent were “just looking around the website,” while 19% sought “parks and recreation information,” 12% wanted information on “city events,” and 10% sought information about the “City Council.”

JUST LOOKING.....	47%
COUNCIL.	10%
BUDGET.....	5%
PARKS AND RECREATION.....	19%
DEVELOPMENT.	4%
COMMUNITY EVENTS.	12%
SCATTERED.	2%

“Parks and recreation” is cited more often by:

- residents for less ten years or less
- households with children
- eighteen to forty-four year olds

- renters

“Just looking” is mentioned most frequently by:

- those with low knowledge levels about city government

All city residents with internet access were then asked:

Are you aware the City is webstreaming city meetings and programs on the city’s website? Have you viewed a city meeting or program on the website?

Fifty-five percent report awareness of this webstreaming; only 15% actually viewed a city meeting or program on the website:

YES/YES.....	15%
YES/NO.....	40%
NO	45%
DON’T KNOW/REFUSED.....	0%

“No” is posted more often by:

- residents for less ten years or less
- over sixty-four year olds

“Yes/yes” is cited more often by:

- those with high knowledge levels about city government

“Yes/no” is mentioned more often by:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- Precincts One and Two residents

Next, Internet-equipped residents were queried:

Are you aware the City provides e-mail updates to residents who subscribe for the service called “GV Direct Connect?” Do you currently subscribe to this service?

Fifty-four percent are aware the City provides e-mail updates to residents who subscribe to “GV Direct Connect:”

YES/YES.....	18%
YES/NO.....	36%

NO	46%
DON'T KNOW/REFUSED.....	0%

Eighteen percent of these residents actually subscribe to this service.

“No” is indicated more frequently by:

- households with children
- those with high knowledge levels about city government

“Yes/yes” is posted more frequently by:

- residents for more than thirty years
- Precincts One and Two residents

“Yes/no” is cited more often by:

- empty nesters

Next, Internet-equipped residents were asked:

What information would you like to see on the City of Golden Valley’s web site?

Almost seventy percent think the web site is “fine as it:”

DON'T KNOW/REFUSED.....	14%
FINE AS IS.	68%
BUDGET INFORMATION.....	7%
COUNCIL DECISIONS.	4%
PARKS AND RECREATION.....	4%
SCATTERED.	3%

“Fine as is” is stated more often by:

- forty-five to sixty-four year olds
- those with high knowledge levels about city government
- homeowners

Social Media

Respondents were told:

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 Golden Valley.

Five social media were then read:

Facebook?

Fifty-five percent report using Facebook:

NOT USED.	45%
USED/LIKELY.	31%
USED/NOT LIKELY.	24%
DON'T KNOW/REFUSED.	0%

Thirty-one percent are likely to use Facebook to obtain city information.

“Not used” is posted more often by:

- residents for more than thirty years
- households with seniors
- empty nesters
- men
- over sixty-four year olds
- those with high knowledge levels about city government
- homeowners

“Used/likely” is indicated more frequently by:

- those expecting to move in six to ten years
- those with low knowledge levels about city government
- renters

Twitter?

Forty-three percent currently use Twitter:

NOT USED.	57%
USED/LIKELY.	26%
USED/NOT LIKELY.	17%
DON'T KNOW/REFUSED.	0%

Twenty-six percent are likely to use Twitter to obtain information about the City of Golden Valley.

“Not used” is posted more often by:

- residents for more than ten years

- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over forty-four year olds
- over sixty-four year olds
- homeowners

“Used/likely” is indicated more frequently by:

- those expecting to move in the next ten years
- renters
- Precincts Seven and Eight residents

YouTube?

Thirty-seven percent use YouTube:

NOT USED.	63%
USED/LIKELY.	20%
USED/NOT LIKELY.	17%
DON'T KNOW/REFUSED.	0%

Twenty percent are likely to use YouTube to obtain information about the city.

“Not used” is posted more often by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- households with seniors
- empty nesters
- over sixty-four year olds
- homeowners

“Used/likely” is indicated more frequently by:

- those expecting to move in the next five years
- those expecting to move in six to ten years
- renters

Blogs?

Twenty-two percent read blogs:

NOT USED.	78%
USED/LIKELY.	13%
USED/NOT LIKELY.	9%

DON'T KNOW/REFUSED..... 0%

Thirteen percent are likely to use blogs for city information.

“Not used” is posted more often by:

- residents for more than thirty years
- households with seniors
- empty nesters

“Used/not likely” is reported more often by:

- eighteen to forty-four year olds

Podcasts?

Seventeen percent listen to podcasts:

NOT USED.	83%
USED/LIKELY.	10%
USED/NOT LIKELY.....	7%
DON'T KNOW/REFUSED.....	0%

Ten percent would use podcasts to obtain city information.

“Not used” is posted more often by:

- residents for more than thirty years
- households with seniors
- empty nesters
- over sixty-four year olds

“Used/likely” is indicated more frequently by:

- Precincts One and Two residents

“Used/not likely” is reported more often by:

- those expecting to move in the next five years
- eighteen to forty-four year olds
- Precincts Three and Four residents

Summary and Conclusion

The City Newsletter is regarded as the principal source of information about Golden Valley City Government and its activities by 59%. Local newspapers are regarded as the principal source of

information about city government and activities by 20%.

Fifty-seven percent prefer to receive information about City Government and its activities through the city's newsletter. Twenty percent prefer newspaper coverage. Five percent or less point to the "grapevine," "city's website," "cable television," "mailings," and "e-mail."

In assessing the reach of various communications channels, the "Golden Valley City News" newsletter registers a very high reach of 90%. Ninety-five percent of those receiving the city newsletter report regularly reading it. Ninety-seven percent rate the content of the newsletter highly, while 98% rate the format and appearance of the newsletter favorably.

Sixty-one percent of the surveyed households currently receive cable television. Among cable television subscribers, a comparatively high 45% "frequently" or "occasionally" watch Golden Valley City Council Meeting live or taped telecasts during the past year. Forty-seven percent report watching the Community Bulletin Board during the past year. Thirty-eight percent at least "occasionally" tune in to city programming, such as the State of the City, Mayor Minutes and city videos.

Seventy-nine percent report having access to the Internet from home or at work. In fact, 77% have access from their homes. Among those having access to the Internet, 53% connect through Comcast High-Speed Internet, 20% use DSL, and 21% use wireless. Sixty-five percent report accessing the City's website – translating to 51% of the households across the community. The typical website visitor rates it as either "excellent" or "good," is able to find what he/she is looking for, and tends to be concerned with information about park and recreational offerings, community events, and general city information.

While 55% of Internet-equipped residents are aware the City is webstreaming city meetings and programs on the city's web site, only 15% have actually viewed a city meeting or program there. Similarly, while 54% are aware the city provides e-mail updates to residents who subscribe to the "GV Direct Connect" service, only 18% have subscribed to that service.

Both Twitter and Facebook already have large user pools, at 43% and 55%, respectively. In both cases, moderately large pools of residents would be likely to use them for obtaining information about the community. YouTube is a secondary social medium for this purpose.

Chapter Nine: Final Thoughts

Final Thoughts

Once again, Golden Valley citizens remain very pleased with their community — city services, City Staff and City Council. In almost every case, ratings markedly improved from seven years ago. In several cases, positive ratings increased by 20% or more, a very uncommon finding. Community identity and neighborliness remain at remarkably high levels for an inner-ring suburban community. Residents express great satisfaction with their current park and recreation system. And, “boosterism,” already extraordinarily strong, remains at just under one-third of the sample. Residential views of City government and staff have set a new high point and rank among the top four or five cities in the Metropolitan Area. Confidence, which was very shaky in the 2006 study, has stabilized and grown.

Through sound policies, and a well-defined plan for the future, residents of the City of Golden Valley have transformed from contented citizens to enthusiastic citizens. They feel informed and empowered. In fact, they feel confident. This will prove to be critical in the coming years, particularly as the City confronts issues of a more Metropolitan nature. The level of trust among the citizenry will allow decision-makers to make possibly tougher judgments based upon a solid foundation of popular consent.

Survey

DECISION RESOURCES, LTD.
3128 Dean Court
Minneapolis, Minnesota 55416

City of Golden Valley
Residential Survey
FINAL MAY 2013

Hello, I'm _____ of Decision Resources, Ltd., a polling firm located in Minneapolis. We have been retained by the City of Golden Valley 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 Golden Valley? | LESS THAN TWO YEARS....2% |
| | TWO TO FIVE YEARS.....8% |
| | FIVE TO TEN YEARS.....15% |
| | TEN TO TWENTY YEARS...28% |
| | 20 TO 30 YEARS.....21% |
| | OVER THIRTY YEARS.....26% |
| | DON'T KNOW/REFUSED.....0% |
| 2. As things now stand, how long in the future do you expect to live in Golden Valley? | LESS THAN TWO YEARS....1% |
| | TWO TO FIVE YEARS.....3% |
| | FIVE TO TEN YEARS.....7% |
| | OVER TEN YEARS.....17% |
| | REST OF LIFE.....63% |
| | OVER THIRTY YEARS.....5% |
| | DON'T KNOW/REFUSED.....5% |
| 3. How would you rate the quality of life in Golden Valley -- excellent, good, only fair, or poor? | EXCELLENT.....52% |
| | GOOD.....45% |
| | ONLY FAIR.....3% |
| | POOR.....1% |
| | DON'T KNOW/REFUSED.....0% |

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 Golden Valley for a moment.

- | | |
|---|---------------------------|
| 4. When you think about this community, what comes to mind, if anything, as being "high quality?" | DON'T KNOW/REFUSED.....0% |
| | NOTHING.....8% |
| | HOUSING/NEIGHBORHOOD..33% |
| | CITY GOVT/SERVICES....12% |
| | SCHOOLS.....10% |
| | PARKS AND TRAILS.....25% |
| | PEOPLE.....5% |
| | NATURAL/OPEN SPACES...2% |
| | SCATTERED.....5% |

- | | |
|--|---|
| 5. And, when you think about this community, what comes to mind, if anything, as being "low quality?" | UNSURE.....8%
NOTHING.....54%
CITY COUNCIL/GOVT.....3%
STREETS.....13%
JOB MARKET.....4%
ECONOMIC DEVELOPMENT...5%
SCHOOLS.....2%
LOW INCOME HOUSING....3%
LACK PUBLIC TRANSIT....2%
SCATTERED.....6% |
| 6. What do you think is the most serious issue facing Golden Valley today? | UNSURE.....6%
NOTHING.....32%
HIGH TAXES.....15%
POOR CITY SPENDING....4%
RISING CRIME.....4%
LACK OF JOBS.....5%
LACK OF BUSINESSES....5%
TOO MUCH GROWTH.....4%
STREET MAINTENANCE....8%
GROWING DIVERSITY.....8%
LIGHT RAIL DEVELOPMENT.3%
SCATTERED.....6% |
| 7. All in all, do you think things in Golden Valley are generally headed in the right direction, or do you feel things are off on the wrong track? | RIGHT DIRECTION.....92%
WRONG TRACK.....6%
DON'T KNOW/REFUSED....3% |

Moving on....

As you may know, property taxes are divided between the City of Golden Valley and various other units of local government. Thinking about the amount going to the City....

- | | |
|--|---|
| 8. Do you think the city portion of your property taxes, which funds City services in Golden Valley is very high, somewhat high, about average, somewhat low or very low in comparison with nearby suburban communities? | VERY HIGH.....11%
SOMEWHAT HIGH.....37%
ABOUT AVERAGE.....44%
SOMEWHAT LOW.....1%
VERY LOW.....0%
DON'T KNOW/REFUSED....8% |
|--|---|

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
9. Police protection?	60%	39%	0%	1%	0%
10. Fire protection?	64%	35%	0%	0%	1%
11. Recycling service?	44%	51%	3%	1%	2%
12. Storm drainage and flood control?	14%	82%	3%	1%	1%
13. Park maintenance?	55%	43%	2%	0%	1%
14. City recreation facilities?	41%	56%	1%	0%	2%
15. City-sponsored recreation programs?	40%	56%	1%	0%	4%
16. Neighborhood Watch Programs?	35%	57%	1%	1%	6%
17. Animal control?	17%	73%	6%	1%	4%
18. Communications, such as newsletters, cable television, media coverage and web site?	32%	66%	1%	0%	1%
19. Street lighting?	13%	81%	5%	1%	0%
20. Quality of city drinking water?	33%	60%	5%	2%	0%
21. Dependability of city drinking water?	37%	62%	1%	0%	0%
22. Quality of sanitary sewer service?	25%	72%	1%	0%	2%
23. Dependability of sanitary sewer service?	25%	72%	2%	0%	2%

Now, for the next three city services, please consider only their job on city-maintained street and roads. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 394, Highway 55, Highway 100, County Road 156 or Winnetka Avenue, should not be considered. How would you rate

	EXCL	GOOD	FAIR	POOR	DK/R
24. City street repair and maintenance?	14%	66%	13%	7%	0%
25. Snow plowing?	32%	63%	3%	2%	0%

IF ANY SERVICE IS RATED "ONLY FAIR" OR "POOR" IN QUESTIONS #9 TO #25, ASK: (n=147)

26. Why did you rate _____ as (only fair/poor)?	DON'T KNOW/REFUSED.....1%
	SLOW SERVICE.....10%
	POOR STREET REPAIR....35%
	POOR WATER.....12%
	FLOODING.....5%
	LOOSE ANIMALS.....9%
	POOR QUALITY SERVICE...5%
	MORE LIGHTS.....8%

	MORE REC FACILITIES....3%
	WEEKLY RECYCLING.....3%
	MORE NEI WATCH.....3%
	SCATTERED.....5%
27. 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.....15%
	GOOD.....69%
	ONLY FAIR.....9%
	POOR.....1%
	DON'T KNOW/REFUSED.....6%
28. Would you favor or oppose an increase in city property taxes, if it were needed to maintain city services at their current level?	FAVOR.....53%
	OPPOSE.....39%
	DON'T KNOW/REFUSED.....9%
IF "OPPOSE," ASK: (n=154)	
29. What services would you be willing to see cut?	DON'T KNOW/REFUSED.....3%
	NOTHING/CUT WASTE.....49%
	ADMINISTRATION.....18%
	PARKS AND TRAILS.....6%
	PUBLIC WORKS.....6%
	ACROSS THE BOARD.....17%
	SCATTERED.....2%
30. How would you rate the city's sidewalk system - excellent, good, only fair or poor?	EXCELLENT.....7%
	GOOD.....63%
	ONLY FAIR.....22%
	POOR.....8%
	DON'T KNOW/REFUSED.....1%
31. Would you favor or oppose the construction of additional sidewalks throughout the city? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....9%
	FAVOR.....32%
	OPPOSE.....50%
	STRONGLY OPPOSE.....5%
	DON'T KNOW/REFUSED.....4%

IF "STRONGLY FAVOR" OR "FAVOR," ASK: (n=166)

If more sidewalks were constructed, the City would be facing additional maintenance costs. In order to keep these costs down....

32. Would you or members of your households be willing to shovel and maintain sidewalks on your property? YES.....71%
NO.....28%
DON'T KNOW/REFUSED.....1%

Inflow and Infiltration, called I and I, is the flow of clear water into the sanitary sewer system, causing unnecessary treatment costs and increased utility rates.

33. Are you aware that it is the homeowner's responsibility to fix this problem? YES.....71%
NO.....28%
DON'T KNOW/REFUSED.....1%
34. Are you aware of the city's progress with the I and I program? YES.....48%
NO.....49%
DON'T KNOW/REFUSED.....3%
35. Has your home been through the I and I program? YES.....29%
NO.....65%
DON'T KNOW/REFUSED.....6%

Moving on.....

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Golden Valley 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
36. affordable rental units?	24%	19%	52%	6%
37. luxury high amenity rental units?	22%	15%	55%	9%
38. Condominiums and townhouses?	20%	11%	67%	2%
39. Starter homes for young families?	2%	39%	57%	2%
40. "Move up" housing for families looking for a larger home?	4%	25%	69%	3%
41. Executive high-end housing?	13%	18%	62%	8%
42. assisted living for seniors?	3%	37%	50%	10%
43. one level housing for seniors maintained by an association?	2%	40%	46%	12%
44. affordable housing, defined as a single family home costing less than \$160,250?	3%	35%	58%	4%
45. Parks and open spaces?	5%	10%	85%	1%
46. Trails and bikeways?	5%	11%	84%	0%

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REFD
47. Light manufacturing businesses and jobs?	6%	32%	58%	5%
48. Service and retail establishments?	5%	33%	62%	1%
49. Entertainment establishments, such as movie theaters and night clubs?	6%	38%	56%	0%
50. Restaurants?	9%	36%	55%	1%
51. How would you rate general economic development in the City of Golden Valley -- excellent, good, only fair, or poor?				
			EXCELLENT.....	8%
			GOOD.....	73%
			ONLY FAIR.....	16%
			POOR.....	3%
			DON'T KNOW/REFUSED.....	1%
52. How would you rate the city's efforts to attract new businesses -- excellent, good, only fair or poor?				
			EXCELLENT.....	6%
			GOOD.....	76%
			ONLY FAIR.....	14%
			POOR.....	2%
			DON'T KNOW/REFUSED.....	3%

As the City of Golden Valley continues economic development....

53. Do you support or oppose the City providing financial incentives to attract specific types of development? (WAIT FOR RESPONSE) Do you feel strongly that way?				
			STRONGLY SUPPORT.....	7%
			SUPPORT.....	64%
			OPPOSE.....	22%
			STRONGLY OPPOSE.....	5%
			DON'T KNOW/REFUSED.....	3%

Let's talk specifically about development on Douglas Drive.....

54. Are there any types of development or redevelopment you would like to see on Douglas Drive? (IF "YES," ASK:) What are they?

UNSURE, 3%; NOTHING, 42%; ANY RETAIL, 12%; BIG BOX RETAIL, 4%; RESTAURANTS, 15%; SENIOR HOUSING, 6%; SINGLE FAMILY HOMES, 7%; JOB PRODUCING BUSINESSES, 7%; SCATTERED, 5%.

Continuing....

55. How would you rate the general condition and appearance of industrial, commercial and residential properties in Golden Valley - excellent, good, only fair or poor?				
			EXCELLENT.....	12%
			GOOD.....	82%
			ONLY FAIR.....	5%
			POOR.....	0%
			DON'T KNOW/REFUSED.....	0%

56. Have you made significant improvements or remodeling at your current residence during the past five years? YES.....34% NO.....65% DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=137)

57. What improvements or remodeling have you done? DON'T KNOW/REFUSED.....0% REMODEL/UPDATE.....37% NEW WINDOWS.....24% NEW ROOF.....20% ADDITION.....7% FINISHED BASEMENT.....7% SIDING.....2% SCATTERED.....2%

Recent trends have encouraged significant remodeling, additional property subdivisions and even the tearing down and reconstruction of homes in Golden Valley.

58. Do you think this is a good idea or bad idea in the City of Golden Valley? (WAIT FOR RESPONSE) Do you feel strongly that way? STRONGLY YES.....11% YES.....73% NO.....11% STRONGLY NO.....2% DON'T KNOW/REFUSED.....3%

Some residents want to create "mother-in-law" living spaces in their homes with separate access from the outside.

59. Do you think this is a good idea or bad idea in the City of Golden Valley? (WAIT FOR RESPONSE) Do you feel strongly that way? STRONGLY YES.....12% YES.....68% NO.....12% STRONGLY NO.....4% DON'T KNOW/REFUSED.....3%

Thinking about another topic....

60. In one or two words, what is your perception of the Golden Valley Police Department? DON'T KNOW/REFUSED.....1% NOTHING.....2% EXCELLENT.....40% GOOD.....34% HELPFUL.....15% STRICT.....1% RUDE/ARROGANT.....1% LAZY.....1% NICE.....1% AVERAGE.....2% SCATTERED.....3%

61. Prior to this survey, were you aware of Golden Valley Police Department community programs, such as Night to Unite, Police in the Park, the Citizen's Academy, GVPD University, and open houses?

AWARE.....86%
 UNAWARE.....14%
 DON'T KNOW/REFUSED.....1%

62. During the past year, have you or any member of your household had any contact with the Golden Valley Police Department through these community programs?

YES.....39%
 NO.....61%
 DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=155)

63. How would you rate your experience with these community programs - excellent, good, only fair or poor?

EXCELLENT.....39%
 GOOD.....60%
 ONLY FAIR.....0%
 POOR.....1%
 DON'T KNOW/REFUSED.....0%

64. In the past two years, have you had any other contact with the Golden Valley Police Department?

YES.....29%
 NO.....71%
 DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=115)

65. Was the situation one involving traffic violations, investigation of a crime, providing emergency services, or something else?

TRAFFIC VIOLATION.....20%
 INVESTIGATION.....21%
 EMERGENCY SERVICES....45%
 SOMETHING ELSE.....14%
 DON'T KNOW/REFUSED.....0%

66. Would you say the way the Police Department handled the situation was excellent, good, only fair, or poor?

EXCELLENT.....52%
 GOOD.....38%
 ONLY FAIR.....5%
 POOR.....3%
 DON'T KNOW/REFUSED.....2%

67. Would you say the time it took the Police Department to respond was prompt?

YES.....95%
 NO.....3%
 DON'T KNOW/REFUSED.....3%

68. Would you say the Police Department personnel were courteous and acted in a professional manner?

YES.....93%
 NO.....7%
 DON'T KNOW/REFUSED.....0%

69.	Are there areas in Golden Valley where you do not feel safe?	YES.....12% NO.....88% DON'T KNOW/REFUSED.....0%
-----	--	--

IF "YES," ASK: (n=46)

70.	In which areas do you not feel safe?	DON'T KNOW/REFUSED.....0% EVERYWHERE.....15% MINNEAPOLIS BORDER....22% PARKS/TRAILS.....9% LOW INCOME AREAS.....46% APARTMENTS.....4% SCATTERED AREAS.....4%
-----	--------------------------------------	--

71.	What makes you feel unsafe?	DON'T KNOW/REFUSED.....0% LACK OF LIGHTS.....15% LACK OF POLICE.....17% TOO MUCH DIVERSITY....54% CRIME.....7% LOW INCOME AREA.....2% SCATTERED.....4%
-----	-----------------------------	--

72.	How would you rate the amount of traffic enforcement, such as speeding and stop sign violations, by the police - too much, about right or not enough?	TOO MUCH.....3% ABOUT RIGHT AMOUNT....90% NOT ENOUGH.....7% DON'T KNOW/REFUSED.....0%
-----	---	--

73.	How would you rate the amount of police patrolling in your residential neighborhood -- too much, about right, or not enough?	TOO MUCH.....1% ABOUT RIGHT AMOUNT....92% NOT ENOUGH.....7% DON'T KNOW/REFUSED.....1%
-----	--	--

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

74. Please tell me which one you consider to be the greatest problem in Golden Valley? If you feel that none of these problems are serious in Golden Valley, just say so. (READ LIST)

Juvenile crime, such as vandalism.....	23%
Domestic abuse.....	3%
Violent crime.....	1%
Traffic safety.....	14%
Drugs.....	8%
Business crimes, such as shop- lifting and check fraud.....	9%
Residential crimes, such as burglary, theft and disorderly houses.....	19%
ALL EQUALLY.....	3%
NONE OF THE ABOVE.....	20%
DON'T KNOW/REFUSED.....	1%

75. Are you aware that fire protection in the City of Golden Valley is provided by paid on-call firefighters consisting of residents and corporate employees in the city?	YES.....	77%
	NO.....	23%
	DON'T KNOW/REFUSED.....	0%

76. Would you or any members of household ever consider becoming a firefighter in the city?	YES.....	12%
	NO.....	85%
	DON'T KNOW/REFUSED.....	4%

IF "NO," ASK: (n=339)

77. What are the greatest barriers for you or members of your household to consider becoming a firefighter in the city?	DON'T KNOW/REFUSED.....	0%
	NO TIME.....	13%
	NO INTEREST.....	46%
	AGE/HEALTH ISSUES.....	40%
	NOT HIGH PAY.....	1%

Moving on.....

The City of Golden Valley switched to a single-sort curbside recycling program in 2012.

78. Since this change, is your household recycling more, about the same amount or less?	MORE.....	31%
	ABOUT THE SAME.....	62%
	LESS.....	3%
	DON'T KNOW/REFUSED.....	3%

79. Do you like or dislike the single-sort curbside recycling program? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY LIKE.....	25%
	LIKE.....	66%
	DISLIKE.....	4%
	STRONGLY DISLIKE.....	1%
	DON'T KNOW/REFUSED.....	5%

80.	Are there any changes or improvements you would make to the single-sort recycling program?)	DON'T KNOW/REFUSED.....2% NO.....71% TAKE MORE ITEMS.....12% LARGER BINS.....12% WEEKLY PICKUP.....3% SCATTERED.....1%
-----	---	---

81.	Have you participated in the City Leaf Drop or Mighty Tidy Day?	YES.....65% NO.....35% DON'T KNOW/REFUSED.....0%
-----	---	--

IF "YES," ASK: (n=260)

82.	How would you rate the City Leaf Drop or Mighty Tidy Day - Excellent, good, only fair, or poor?	EXCELLENT.....32% GOOD.....64% ONLY FAIR.....5% POOR.....0% DON'T KNOW/REFUSED.....0%
-----	---	---

IF "ONLY FAIR" OR "POOR," ASK: (n=13)

83.	What changes or improvements would you make to these programs?	DON'T KNOW/REFUSED.....0% NO.....8% TAKE MORE ITEMS.....8% MORE OFTEN.....46% MORE DROP-OFF AREAS...15% CURBSIDE PICKUP.....15% LOWER FEES.....8%
-----	--	---

Most communities have one of two systems for garbage collection. In a multiple collection system, like the City of Golden Valley, residents choose their hauler from several different companies serving the community. Other cities use an organized collection system, where the City contracts with one hauler for all or part of the city. In a multiple collection system, residents have the ability to choose, but many neighborhoods may have numerous trucks collecting garbage on their street at different times throughout the day. In an organized collection system, all residents are assigned a specific hauler, but only that company's truck appears in the neighborhood on a specific day.

84.	Would you favor or oppose the City of Golden Valley changing from the current system in which residents may choose from several different haulers to a system where the City chooses a hauler for all or part of the City? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....5% FAVOR.....34% OPPOSE.....34% STRONGLY OPPOSE.....20% DON'T KNOW/REFUSED.....7%
-----	--	--

IF A RESPONSE IS GIVEN, ASK: (n=372)

- | | |
|-------------------------------|---------------------------|
| 85. Why do you feel that way? | DON'T KNOW/REFUSED.....1% |
| | WANT CHOICE.....36% |
| | LIKE CURRENT HAULER...18% |
| | CHOICE IS CHEAPER.....9% |
| | ORGANIZED CHEAPER.....12% |
| | LESS TRUCK TRAFFIC....20% |
| | LESS ROAD MAINTENANCE..4% |
| | SCATTERED.....1% |

In another option, the City could continue to give residents the option of choosing their own hauler, but require all haulers to pick-up garbage on the same day in a neighborhood.

- | | |
|--|---------------------------|
| 86. Would you favor or oppose the City of Golden Valley continuing to allow residents to choose their own hauler, but require all haulers to pick-up garbage on the same day in a neighborhood? (WAIT FOR RESPONSE) Do you feel Strongly that way? | STRONGLY FAVOR.....12% |
| | FAVOR.....51% |
| | OPPOSE.....21% |
| | STRONGLY OPPOSE.....7% |
| | DON'T KNOW/REFUSED....10% |

Continuing....

The Golden Valley park system is composed of larger community parks and smaller neighborhood parks, trails, and community ballfields. Of these facilities, which have you or members of your household used during the past year?

- | | YES | NO | DK. |
|---|-------------|------------|---------------------------|
| 87. Community and/or neighborhood parks? | 75% | 25% | 0% |
| 88. Trails? | 73% | 27% | 0% |
| 89. Community ballfields? | 34% | 66% | 0% |
| 90. Open spaces and natural areas? | 67% | 33% | 0% |
| 91. Brookview Golf Course? | 35% | 65% | 0% |
| 92. Brookview Community Center? | 29% | 71% | 0% |
| 93. Davis Community Center at Meadowbrook School? | 15% | 85% | 0% |
| 94. Brookview Park Shelters? | 31% | 70% | 0% |
| 95. Have you or members of your household attended a concert in the park during the past few years? | YES.....36% | NO.....64% | DON'T KNOW/REFUSED.....0% |

IF "YES," ASK: (n=144)

96.	How would you rate your experience - excellent, good, only fair or poor?	EXCELLENT.....46% GOOD.....54% ONLY FAIR.....0% POOR.....0% DON'T KNOW/REFUSED.....0%
97.	In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?	YES.....98% NO1% DON'T KNOW/REFUSED.....1%
	IF "NO," ASK: (n=4)	
98.	What additional recreational facilities would you like to see the City offer its residents?	INDOOR POOL.....75% TEEN CENTER.....25%
During the past two years....		
99.	Have you or members of your households participated in any City park and recreation programs?	YES.....29% NO.....71% DON'T KNOW/REFUSED.....0%
	IF "YES," ASK: (n=117)	
100.	Which ones?	DON'T KNOW/REFUSED.....0% SWIMMING.....12% BASEBALL/SOFTBALL.....33% HOCKEY.....3% SUMMER PROGRAMS.....15% MULTIPLE SPORTS.....28% ARTS/CRAFTS/HOBBY.....2% FITNESS.....3% SENIOR PROGRAMS.....2% SCATTERED.....2%
101.	Were you satisfied or dissatisfied with your experience?	SATISFIED.....98% DISSATISFIED.....2% DON'T KNOW/REFUSED.....0%
102.	Does the current mix of City park and recreation programming meet the needs of your household?	YES.....96% NO.....2% DON'T KNOW/REFUSED.....2%
	IF "NO," ASK: (n=9)	

103. What program(s) do you feel are lacking?	DON'T KNOW/REFUSED....22% SENIOR PROGRAMS.....44% TEEN PROGRAMS.....22% CHILDREN'S PROGRAMS...11%
104. Do you or members of your household currently leave the city for park and recreation facilities or activities? (IF "YES," ASK:) What would that be?	DON'T KNOW/REFUSED.....0% NO.....66% LAKES/BOATING.....19% COMMUNITY CENTER.....4% PARKS.....2% TRAILS.....3% GOLF COURSES.....2% POOL.....2% SCATTERED.....2%

Moving on...

The City has had on-going discussions in the community about the need for a Community Center that would provide community gathering space for recreation, programs and meetings.

105. Do you support or oppose the construction of a Community Center by the City of Golden Valley? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....12% SUPPORT.....53% OPPOSE.....24% STRONGLY OPPOSE.....7% DON'T KNOW/REFUSED.....4%
106. 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.....17% SOMEWHAT LIKELY.....33% NOT TOO LIKELY.....20% NOT AT ALL LIKELY.....28% DON'T KNOW/REFUSED.....2%

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

107. 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.....39% \$3.00.....17% \$6.00.....18% \$9.00.....13% \$12.00.....7% \$15.00.....1% \$18.00.....3% DON'T KNOW/REFUSED.....2%
--	--

I would like to read you a list of offerings which could be included in a Community Center. For each one, please tell me if you would strongly support the use of city funding for that offering, somewhat support, somewhat oppose, or strongly oppose the use of city funding for that offering. (ROTATE)

	STS	SMS	SMO	STO	DKR
108. Gymnasiums?	18%	36%	28%	19%	0%
109. A Fitness center?	30%	35%	20%	15%	0%
110. An indoor swimming pool?	24%	38%	20%	19%	0%
111. An indoor water park?	10%	28%	37%	25%	1%
112. An outdoor swimming pool?	14%	31%	29%	26%	1%
113. An outdoor waterpark?	12%	25%	31%	32%	0%
114. An ice arena?	6%	28%	38%	27%	0%
115. An indoor fieldhouse?	10%	25%	40%	25%	1%
116. Banquet rooms with kitchen facilities for wedding and large gatherings?	25%	37%	24%	14%	0%
117. Meeting rooms?	23%	36%	25%	16%	1%
118. Child care center?	28%	34%	21%	15%	2%
119. Space for senior programs?	38%	32%	17%	13%	0%
120. Space for teen programs?	37%	29%	21%	14%	0%
121. An indoor children's playground?	27%	32%	23%	17%	1%
122. An indoor walking and running track?	29%	36%	19%	16%	1%
123. A climbing wall?	16%	26%	36%	22%	1%
124. Indoor soccer fields?	9%	21%	41%	29%	1%

125. Are there any facilities we have not discussed that you would like to see included in a Community Center? (IF "YES," ASK:) What would that be?
 DON'T KNOW/REFUSED.....7%
 NO.....93%

Changing topics....

126. Do you leave the City of Golden Valley on a regular or daily basis to go to work?
 YES.....44%
 NO.....27%
 NOT EMPLOYED/RETIRED..29%
 DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=175)

127. How would you rate the ease of getting to and from work -- excellent, good, only fair or poor?
 EXCELLENT.....25%
 GOOD.....70%
 ONLY FAIR.....5%
 POOR.....1%
 DON'T KNOW/REFUSED.....0%

128. In what city is your job located?	DON'T KNOW/REFUSED.....1%
	GOLDEN VALLEY.....1%
	MINNEAPOLIS.....42%
	SAINT PAUL.....10%
	PLYMOUTH.....7%
	MINNETONKA.....7%
	BLOOMINGTON.....17%
	EDEN PRAIRIE.....5%
	VARIES.....2%
	SAINT LOUIS PARK.....2%
	MAPLE GROVE.....2%
	SCATTERED.....5%
129. How do you normally commute to work -- drive alone, ride in a van or car pool, take the bus near home, use a park and ride lot, use Commuter Rail, walk or bike, or something else?	DRIVE ALONE.....88%
	VAN OR CAR POOL.....7%
	TAKE BUS.....2%
	PARK AND RIDE LOT.....1%
	COMMUTER RAIL.....1%
	WALK OR BIKE.....1%
	SOMETHING ELSE.....1%
	DON'T KNOW/REFUSED.....0%
130. How would you rate the ease of getting from place to place within the City of Golden Valley -- excellent, good, only fair or poor?	EXCELLENT.....23%
	GOOD.....71%
	ONLY FAIR.....5%
	POOR.....1%
	DON'T KNOW/REFUSED.....1%
131. Have you used public transportation during the past two years?	YES.....18%
	NO.....82%
	DON'T KNOW/REFUSED.....0%
IF "YES," ASK: (n=71)	
132. How would you rate your experience -- excellent, good, only fair or poor?	EXCELLENT.....20%
	GOOD.....73%
	ONLY FAIR.....6%
	POOR.....1%
	DON'T KNOW/REFUSED.....0%
IF "NO," ASK: (n=329)	
133. Why don't you use public transportation?	DON'T KNOW/REFUSED.....0%
	NOT CONVENIENT.....12%
	PREFER/NEED CAR.....41%
	NO NEED.....40%
	NO ROUTES AVAILABLE....6%
	SCATTERED.....1%

As you may know, the Bottineau Light Rail line is proposed to run from downtown Minneapolis to Brooklyn Park with a stop near Theodore Wirth Park. It is scheduled to open in 2020.

134. Prior to this survey, were you aware of Bottineau Light Rail line?
 YES.....87%
 NO.....13%
 DON'T KNOW/REFUSED.....0%

Changing topics....

135. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Golden Valley runs things?
 YES.....82%
 NO17%
 DON'T KNOW/REFUSED.....1%

136. 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 none at all?
 A GREAT DEAL.....9%
 A FAIR AMOUNT.....54%
 VERY LITTLE.....31%
 NONE AT ALL.....7%
 DON'T KNOW/REFUSED.....0%

137. 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.....7%
 APPROVE.....82%
 DISAPPROVE.....5%
 STRONGLY DISAPPROVE....2%
 DON'T KNOW/REFUSED.....4%

IF A JUDGMENT IS GIVEN, ASK: (n=384)

138. Could you tell me why you feel that way?
 DON'T KNOW/REFUSED.....0%
 GOOD JOB.....55%
 LISTEN.....9%
 NO PROBLEMS.....29%
 POOR JOB.....3%
 DON'T LISTEN.....2%
 POOR SPENDING.....3%

139. How much first hand contact have you had with the Golden Valley City staff -- quite a lot, some, very little, or none?
 QUITE A LOT.....5%
 SOME.....41%
 VERY LITTLE.....34%
 NONE.....21%
 DON'T KNOW/REFUSED.....0%

140. From what you have heard or seen, how would you rate the job performance of the Golden Valley City staff -- excellent, good, only fair, or poor?
 EXCELLENT.....10%
 GOOD.....79%
 ONLY FAIR.....6%
 POOR.....2%
 DON'T KNOW/REFUSED.....3%

IF A JUDGMENT IS GIVEN, ASK: (n=387)

141. Could you tell me why you feel that way?	DON'T KNOW/REFUSED.....0%
	GOOD JOB.....45%
	LISTEN.....16%
	NO PROBLEMS.....31%
	POOR JOB.....1%
	DON'T LISTEN.....2%
	POOR SPENDING.....1%
	HELPFUL.....4%

Moving on.....

142. What is your principal source of information about Golden Valley City Government and its activities?	DON'T KNOW/REFUSED.....0%
	NOTHING.....0%
	CITY NEWSLETTER.....59%
	CITY WEBSITE.....9%
	LOCAL NEWSPAPER.....8%
	WORD OF MOUTH.....4%
	CABLE TELEVISION.....7%
	STAR TRIBUNE.....12%
	SCATTERED.....2%

143. How would you prefer to receive information about Golden Valley City Government and its activities?	DON'T KNOW/REFUSED.....0%
	NOTHING.....2%
	CITY NEWSLETTER.....57%
	CITY WEBSITE.....10%
	LOCAL NEWSPAPER.....9%
	WORD OF MOUTH.....2%
	CABLE TELEVISION.....5%
	STAR TRIBUNE.....11%
	E-MAIL.....2%
	SCATTERED.....2%

144. During the past year, did you receive the "Golden Valley City News," the City's newsletter which comes out every other month?	YES.....90%
	NO10%
	DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=360)

145. Do you or any members of your household regularly read it?	YES.....95%
	NO5%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=341)

146. How would you rate the content of the newsletter -- excellent, good, only fair, or poor?	EXCELLENT.....31% GOOD.....66% ONLY FAIR.....2% POOR.....0% DON'T KNOW/REFUSED.....1%
147. How would you rate the format and appearance of the newsletter -- excellent, good, only fair, or poor?	EXCELLENT.....27% GOOD.....71% ONLY FAIR.....2% POOR.....0% DON'T KNOW/REFUSED.....1%
148. Are there any changes or improvements you would make to the City's newsletter?	DON'T KNOW/REFUSED.....2% NONE.....81% MORE DETAILS.....7% BUDGET INFORMATION.....5% PARKS AND REC.....2% CITY COUNCIL.....2% SCATTERED.....2%
149. Does your household currently subscribe to cable television, satellite television or neither?	CABLE.....61% SATELLITE.....25% NEITHER.....13% DON'T KNOW/REFUSED.....1%

IF "CABLE," ASK:

I would like to read you a short list of programs shown on Golden Valley Government Channels. For each one, please tell me if you frequently watch it, occasionally watch it, or do not watch it.

	FRQ	OCC	DNT	DKR
150. Bulletin Board listing of meetings, events and information?	10%	37%	53%	0%
151. Live or taped re-broadcasts of City Council meetings?	9%	36%	55%	0%
152. City programming, such as the State of the City, Mayor Minutes and city videos?	7%	31%	63%	0%
153. Do you have access to the Internet at home only, at work only, at both home and work, or at neither place?	HOME ONLY.....40% WORK ONLY.....2% BOTH HOME AND WORK....37% NEITHER PLACE.....21% DON'T KNOW/REFUSED.....1%			

IF INTERNET ACCESS AT HOME, ASK: (n=309)

154. How do you connect to the internet at home--on a dial-up modem, DSL, T-1 line, Comcast High Speed Internet, wireless, or some other way? (IF "OTHER," ASK:) How?	YES/DIAL-UP.....5%
	YES/DSL.....20%
	YES/T-1.....0%
	YES/COMCAST HIGH SPD..53%
	YES/WIRELESS.....21%
	YES/OTHER.....1%
	DON'T KNOW/REFUSED.....0%

IF "HOME," "WORK," OR "BOTH," IN #153, ASK: (n=316)

155. Have you accessed the City's website?	YES.....65%
	NO.....35%
	DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=204)

156. How would you rate the city's website -- excellent, good, only fair, or poor?	EXCELLENT.....21%
	GOOD.....72%
	ONLY FAIR.....7%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%

157. Were you able to find what you were looking for?	YES.....99%
	NO.....1%
	DON'T KNOW/REFUSED.....1%

158. What information were you looking for?	DON'T KNOW/REFUSED.....0%
	JUST LOOKING.....47%
	COUNCIL.....10%
	BUDGET.....5%
	PARKS AND REC.....19%
	DEVELOPMENT.....4%
	COMMUNITY EVENTS.....12%
	SCATTERED.....2%

159. Are you aware the City is web-streaming city meetings and programs on the city's website? (IF "YES," ASK:) Have you viewed a city meeting or program on the website?	NO.....45%
	YES/YES.....15%
	YES/NO.....40%
	DON'T KNOW/REFUSED.....0%

160. Are you aware the city provides e-mail updates to residents who subscribe for the service called "GV Direct Connect?" (IF "YES," ASK:) Do you currently subscribe to this service?	YES/YES.....18%
	YES/NO.....36%
	NO.....46%
	DON'T KNOW/REFUSED.....0%

161. What information would you like to see on the City of Golden Valley's web site?

DON'T KNOW/REFUSED.....	14%
FINE AS IS.....	68%
BUDGET INFORMATION.....	7%
COUNCIL DECISIONS.....	4%
PARKS AND RECREATION...	4%
SCATTERED.....	3%

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 Golden Valley.

	NOT USE	USE LIK	USE NLK	DK/ REF
162. Facebook?	45%	31%	24%	0%
163. Twitter?	57%	26%	17%	0%
164. YouTube?	63%	20%	17%	0%
165. Blogs?	78%	13%	9%	0%
166. Podcasts?	83%	10%	7%	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.

167. Persons 55 or over?

NONE.....	55%
ONE.....	23%
TWO OR MORE.....	22%

IF SENIORS ARE PRESENT, ASK: (n=181)

168. Have any household members participated in any senior programs offered by the City of Golden Valley?

YES.....	27%
NO.....	74%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=48)

169. How would you rate that experience - excellent, good, only fair or poor?

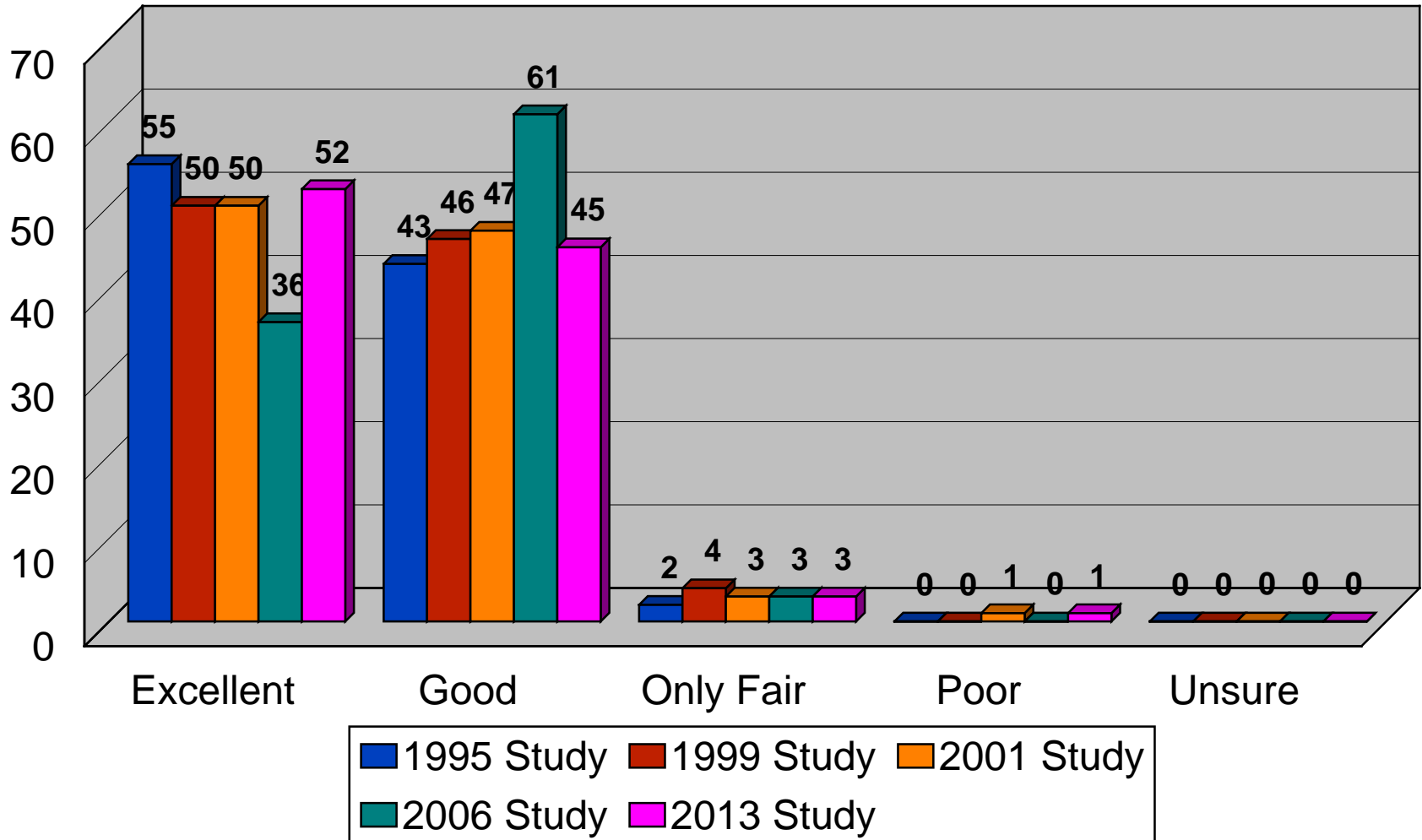
EXCELLENT.....	31%
GOOD.....	60%
ONLY FAIR.....	4%
POOR.....	0%
DON'T KNOW/REFUSED.....	4%

170. Do you feel there are any programs lacking or missing? (IF "YES," ASK:) What are they?	DON'T KNOW/REFUSED.....2%
	NO.....96%
	CARD LEAGUES.....2%
171. Adults under 55?	NONE.....38%
	ONE.....16%
	TWO.....43%
	THREE OR MORE.....4%
172. School-aged children and pre-schoolers?	NONE.....73%
	ONE.....10%
	TWO.....12%
	THREE OR MORE.....5%
173. Do you own or rent your present residence?	OWN.....76%
	RENT.....24%
	REFUSED.....0%
174. What is your age, please?	18-24.....3%
	25-34.....11%
	35-44.....19%
	45-54.....25%
	55-64.....18%
	65 AND OVER.....25%
	REFUSED.....0%
175. Gender.	MALE.....48%
	FEMALE.....52%
176. Precinct	PRECINCT 1.....12%
	PRECINCT 2.....16%
	PRECINCT 3.....11%
	PRECINCT 4.....12%
	PRECINCT 5.....10%
	PRECINCT 6.....14%
	PRECINCT 7.....13%
	PRECINCT 8.....13%

Graphics

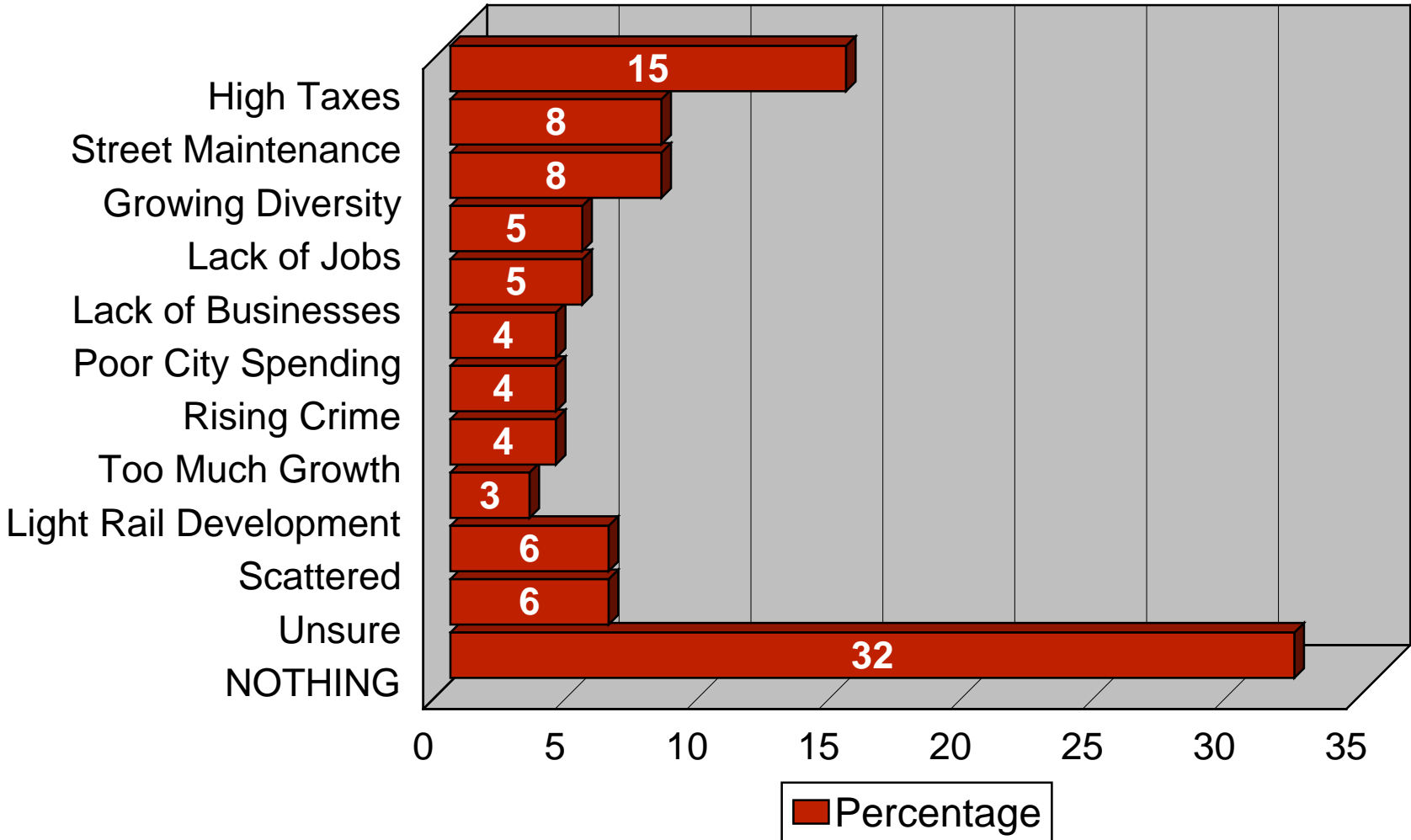
Quality of Life Rating

2013 City of Golden Valley Study



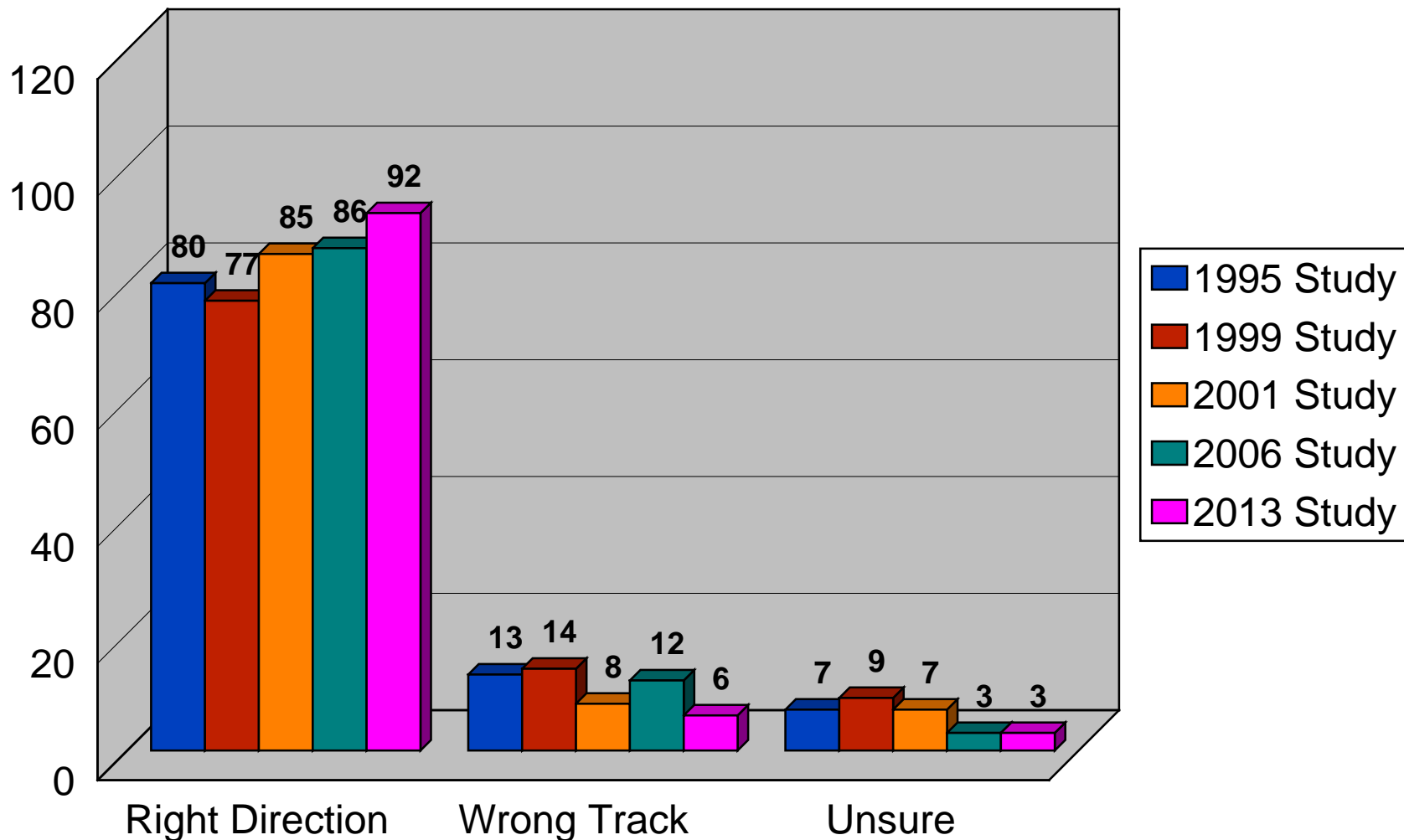
Most Serious Issue

2013 City of Golden Valley Study



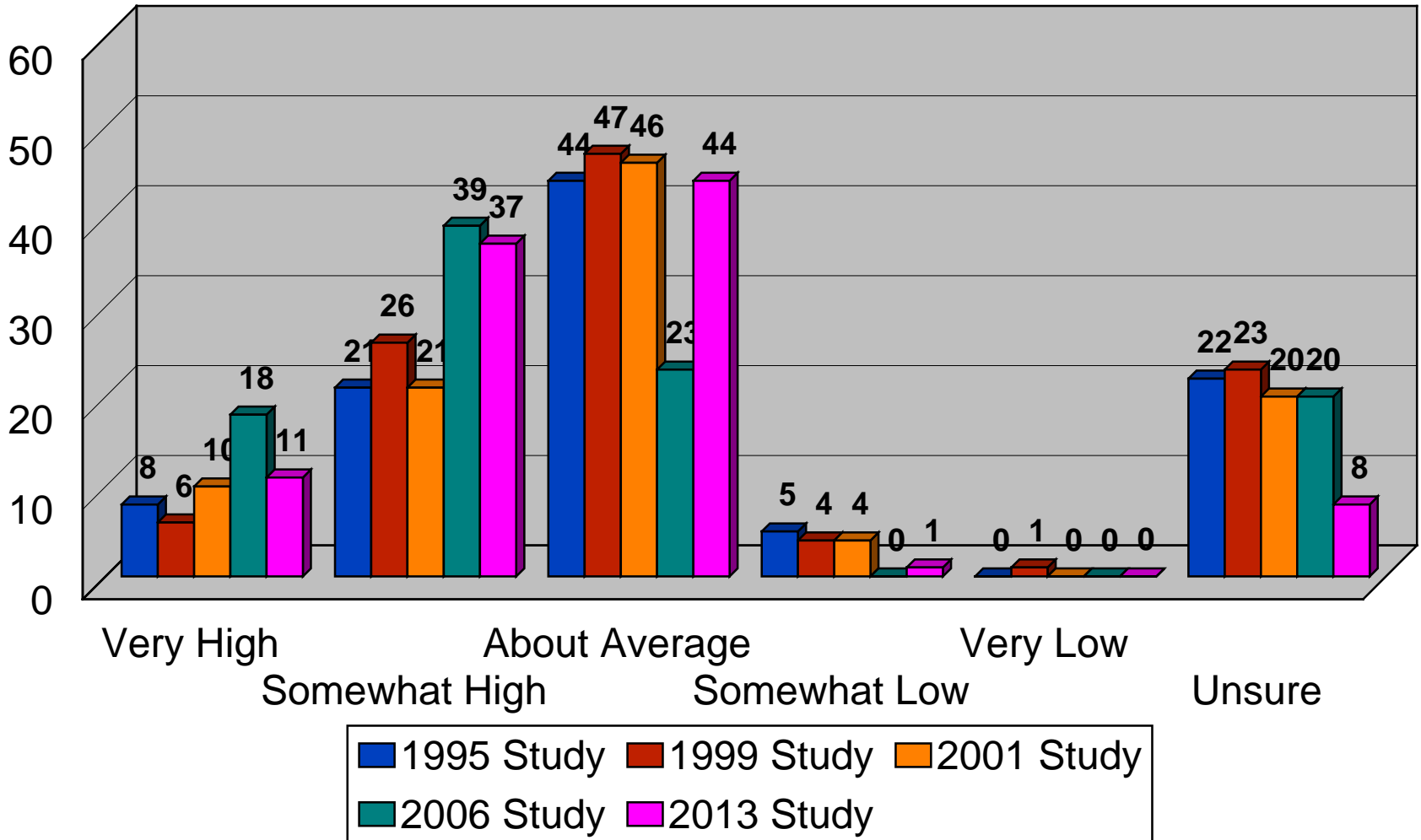
Direction of Community

2013 City of Golden Valley Study



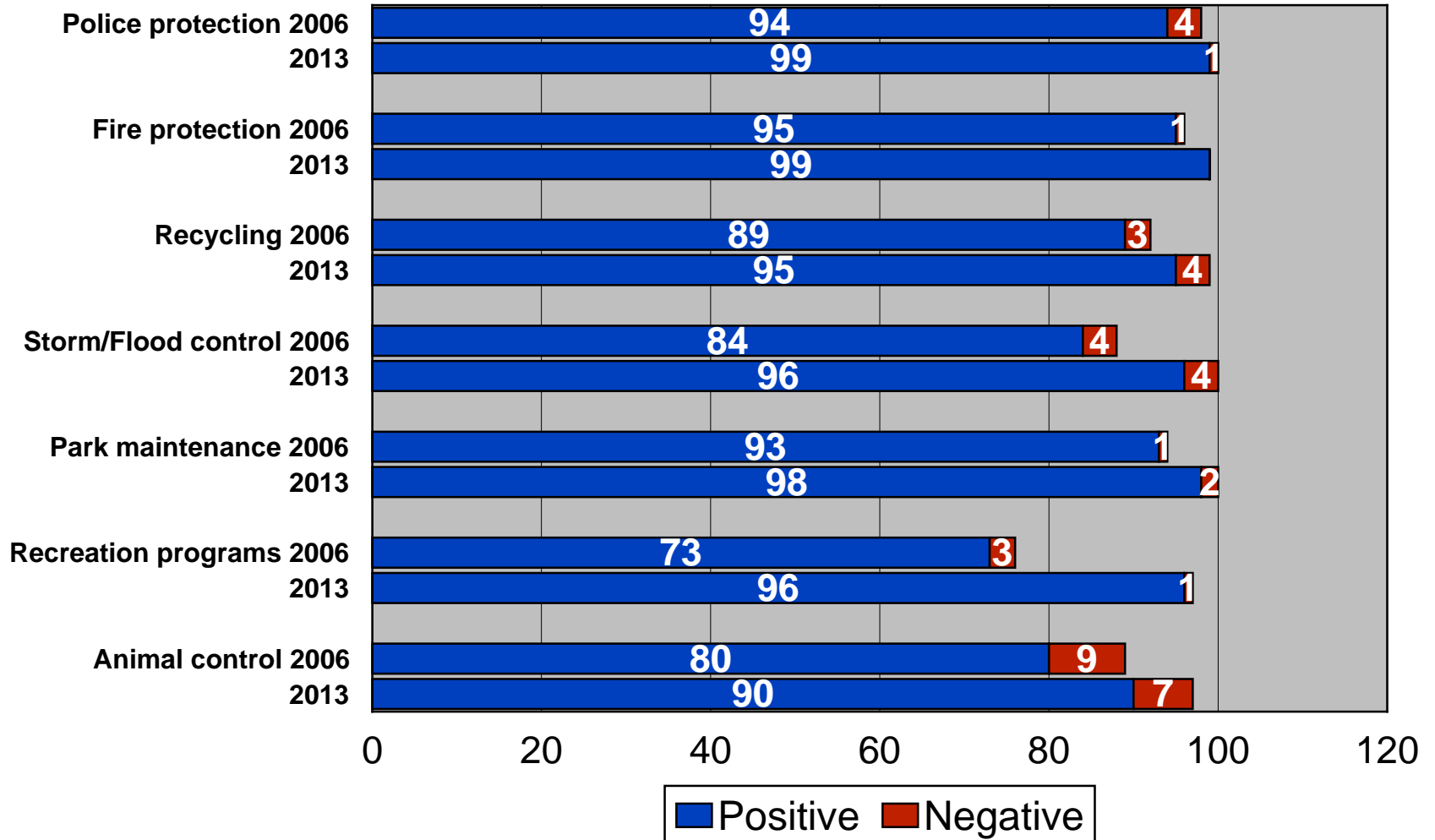
Comparative Tax Rating

2013 City of Golden Valley Study



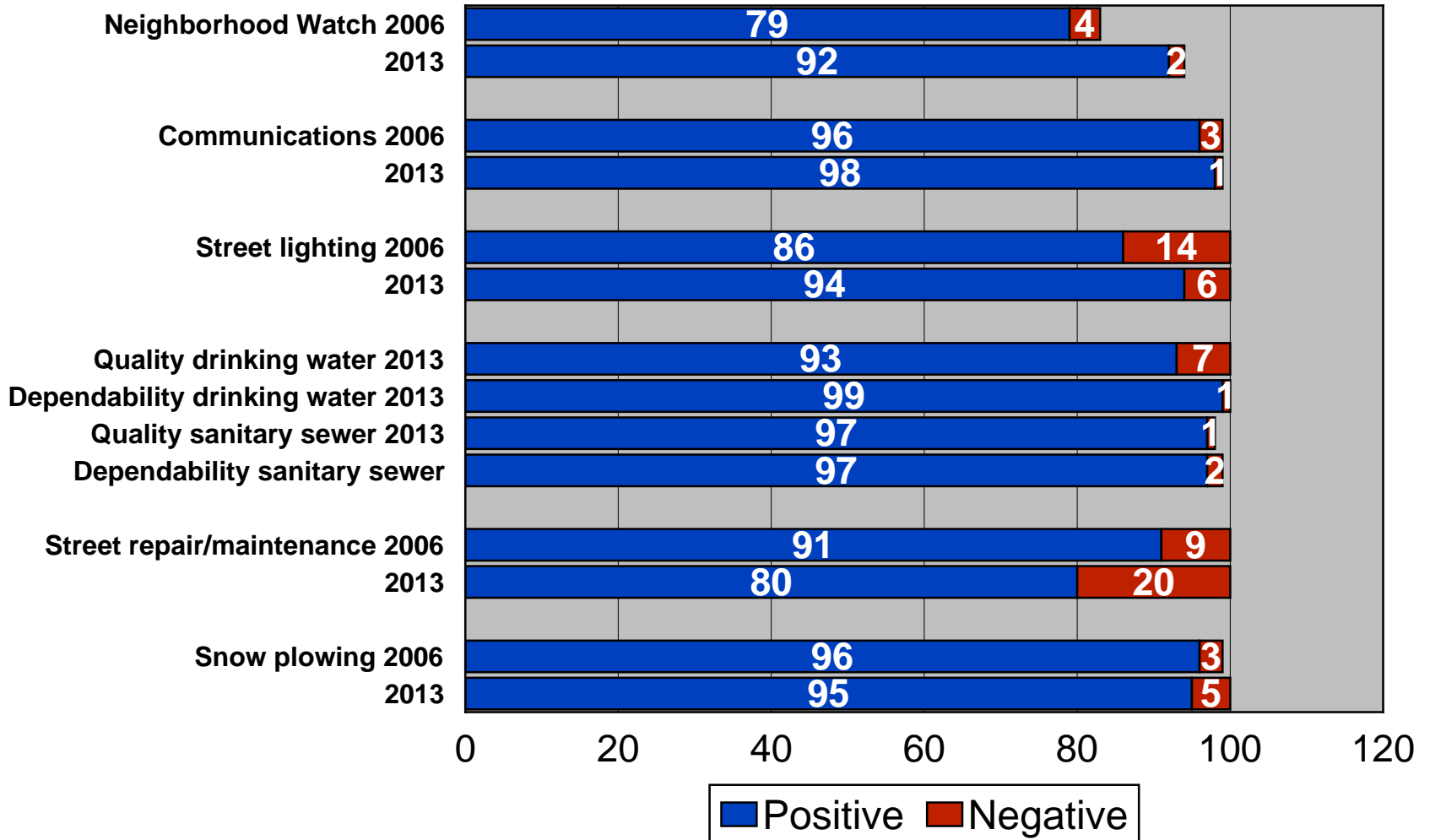
City Services I

2013 City of Golden Valley Study



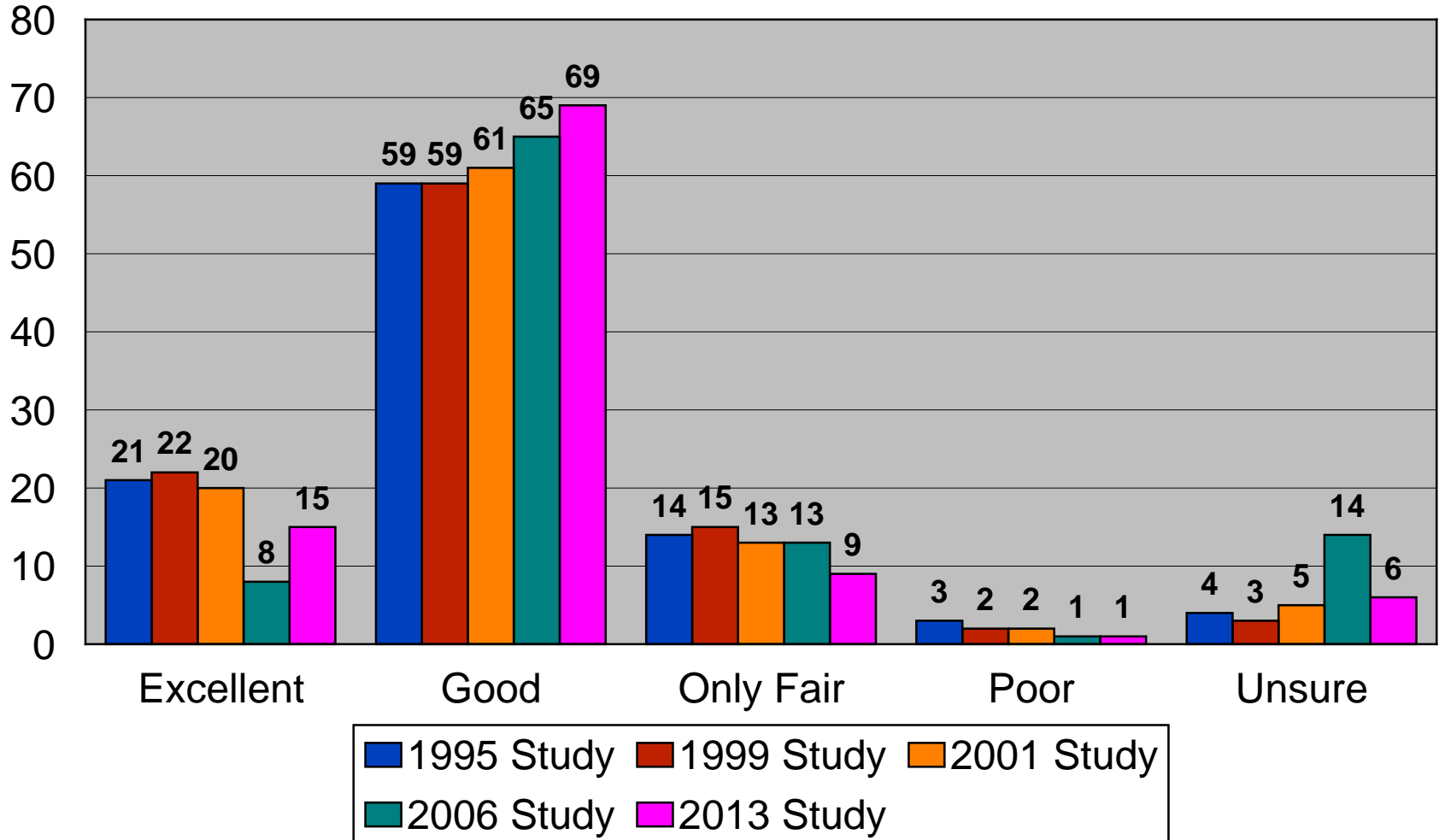
City Services II

2013 City of Golden Valley Study



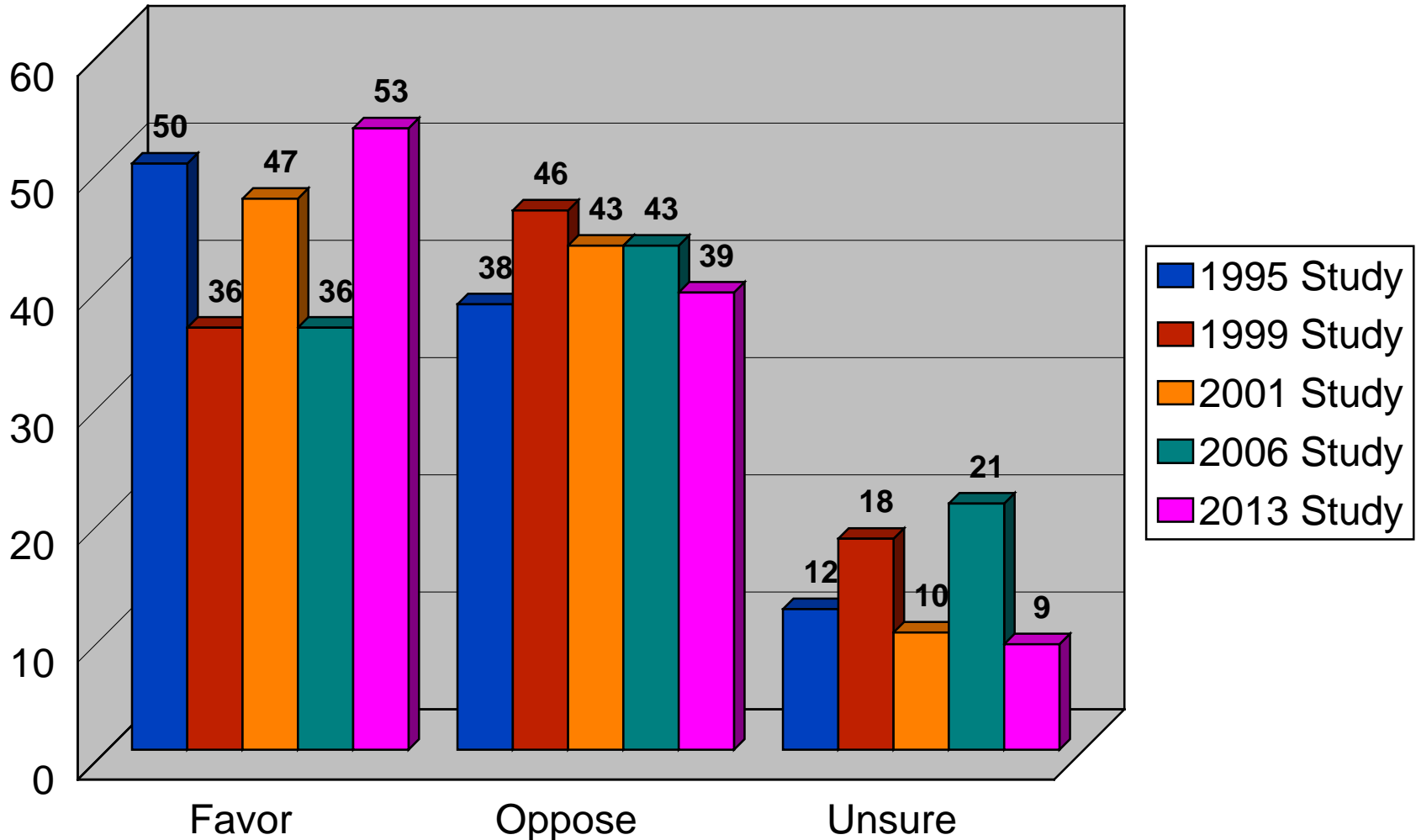
Value of City Services

2013 City of Golden Valley Study



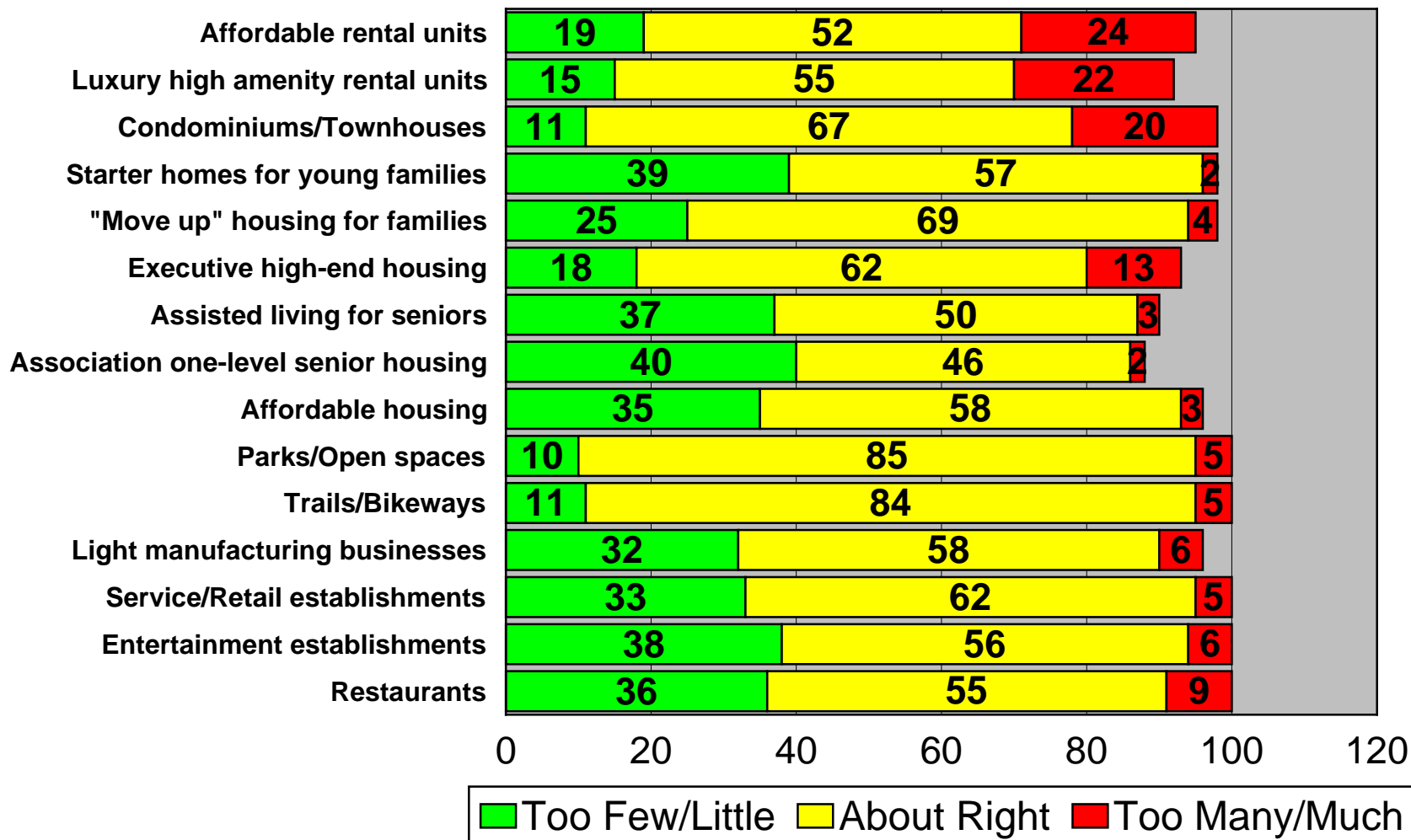
Tax Increase to Maintain Services

2013 City of Golden Valley Study



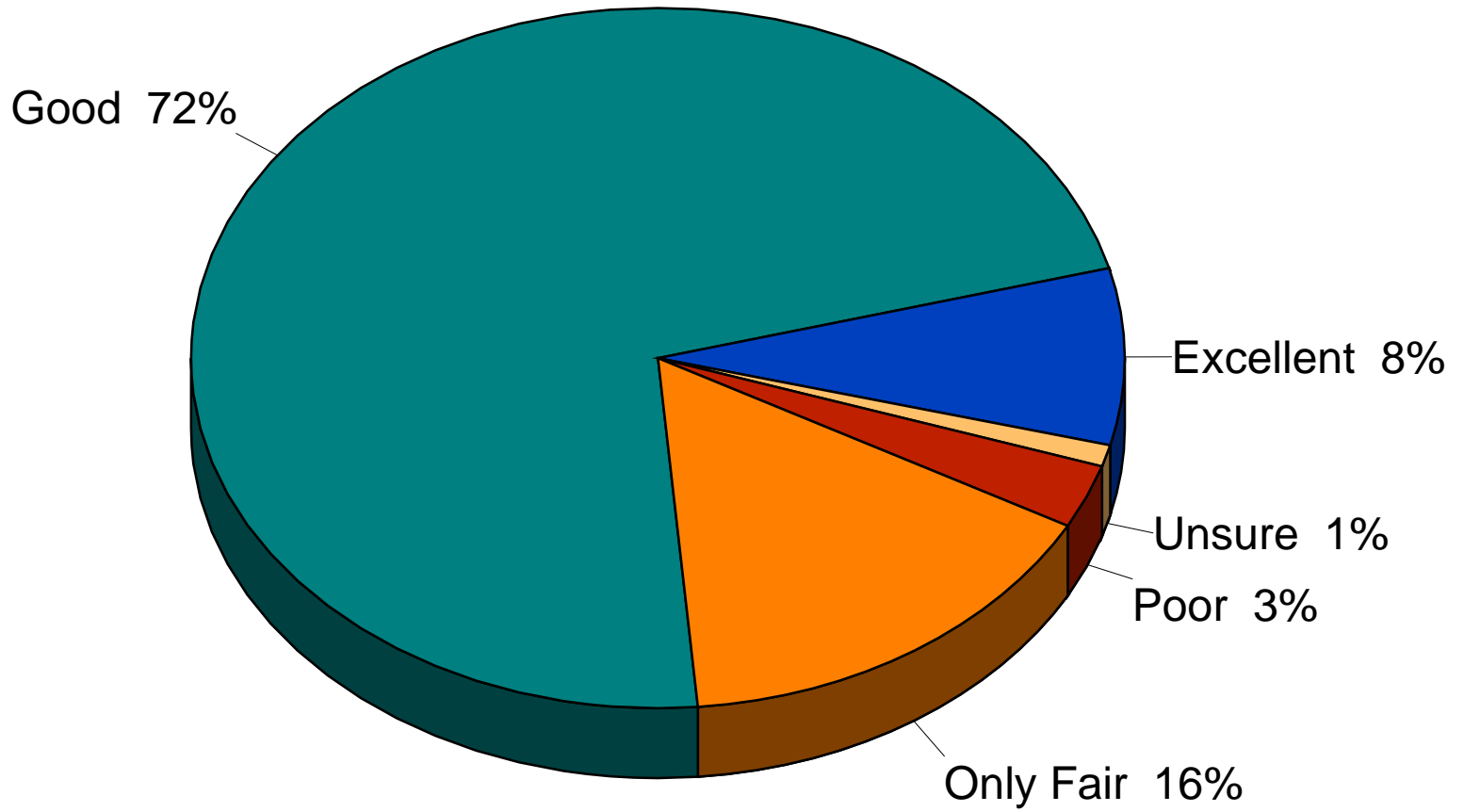
Community Characteristics

2013 City of Golden Valley Study



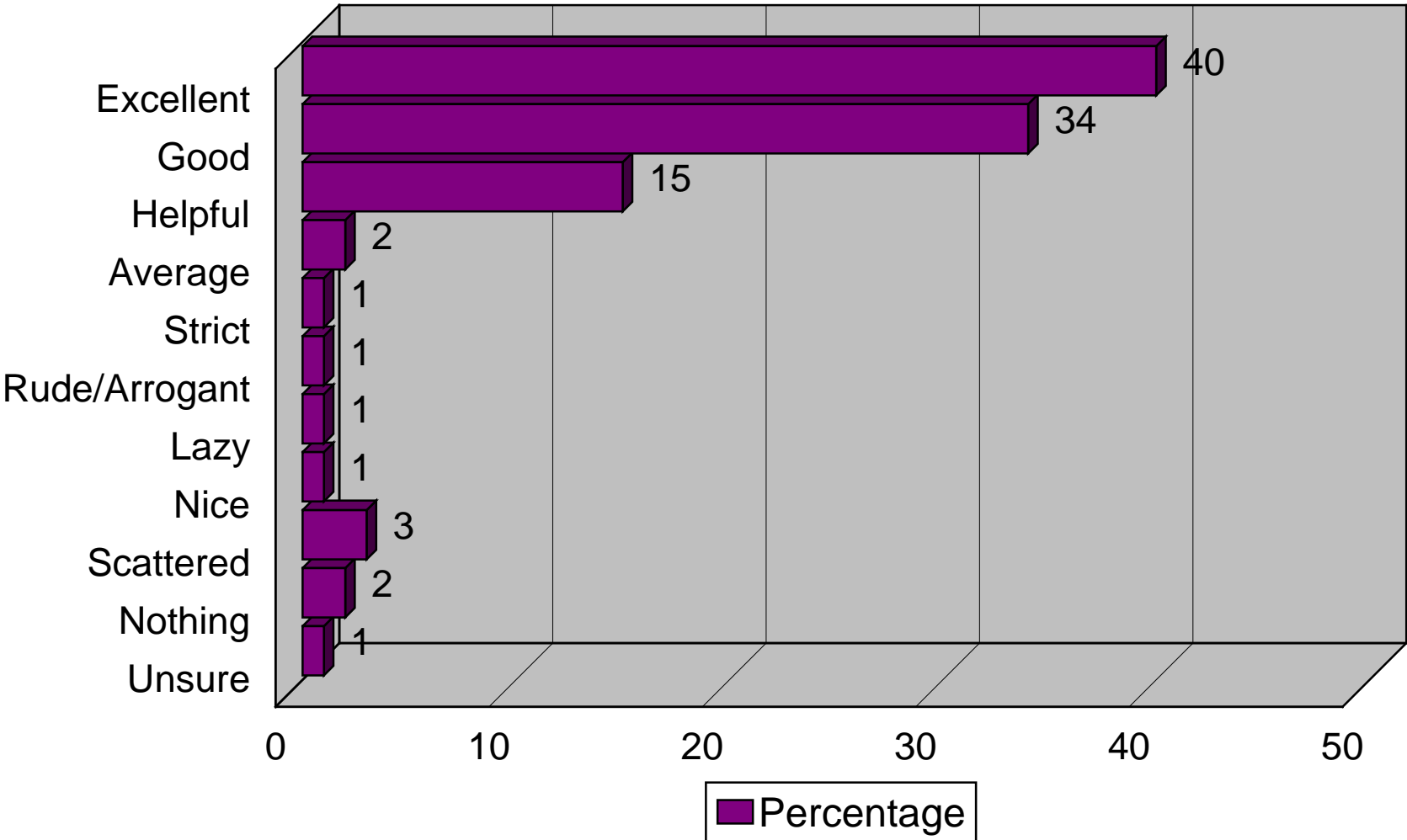
General Economic Development

2013 City of Golden Valley Study



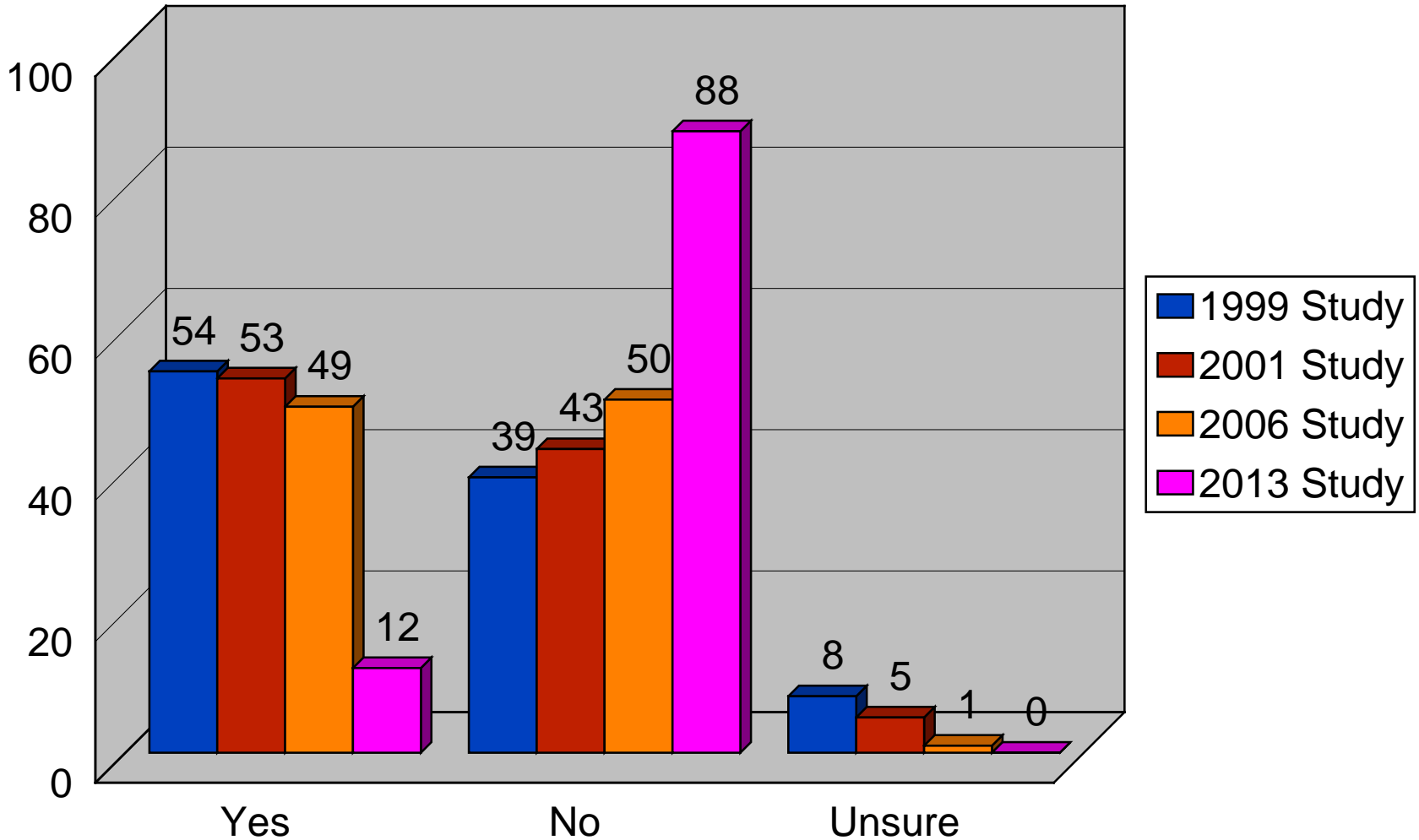
Perception of Local Police

2013 City of Golden Valley Study



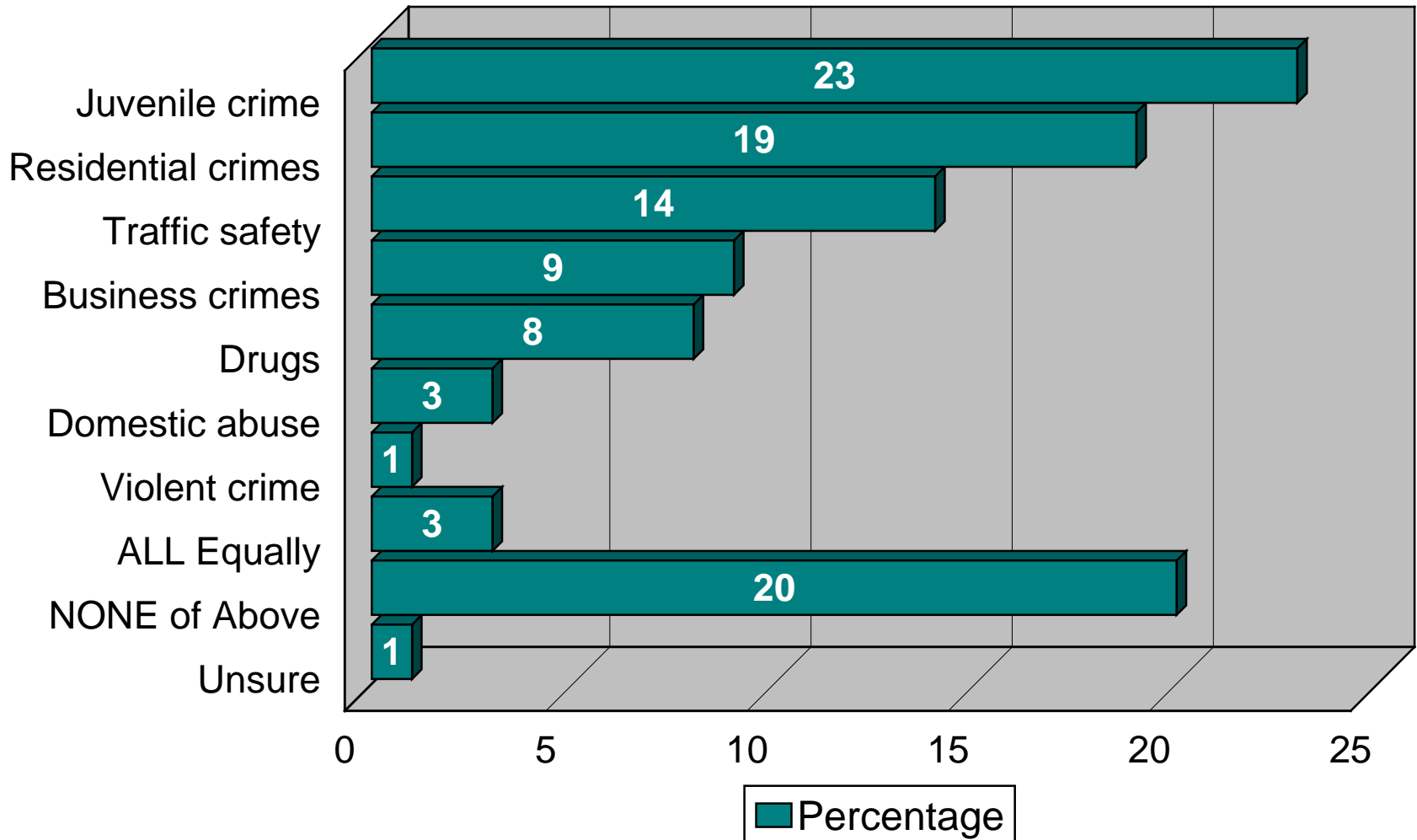
Unsafe Areas

2013 City of Golden Valley Study



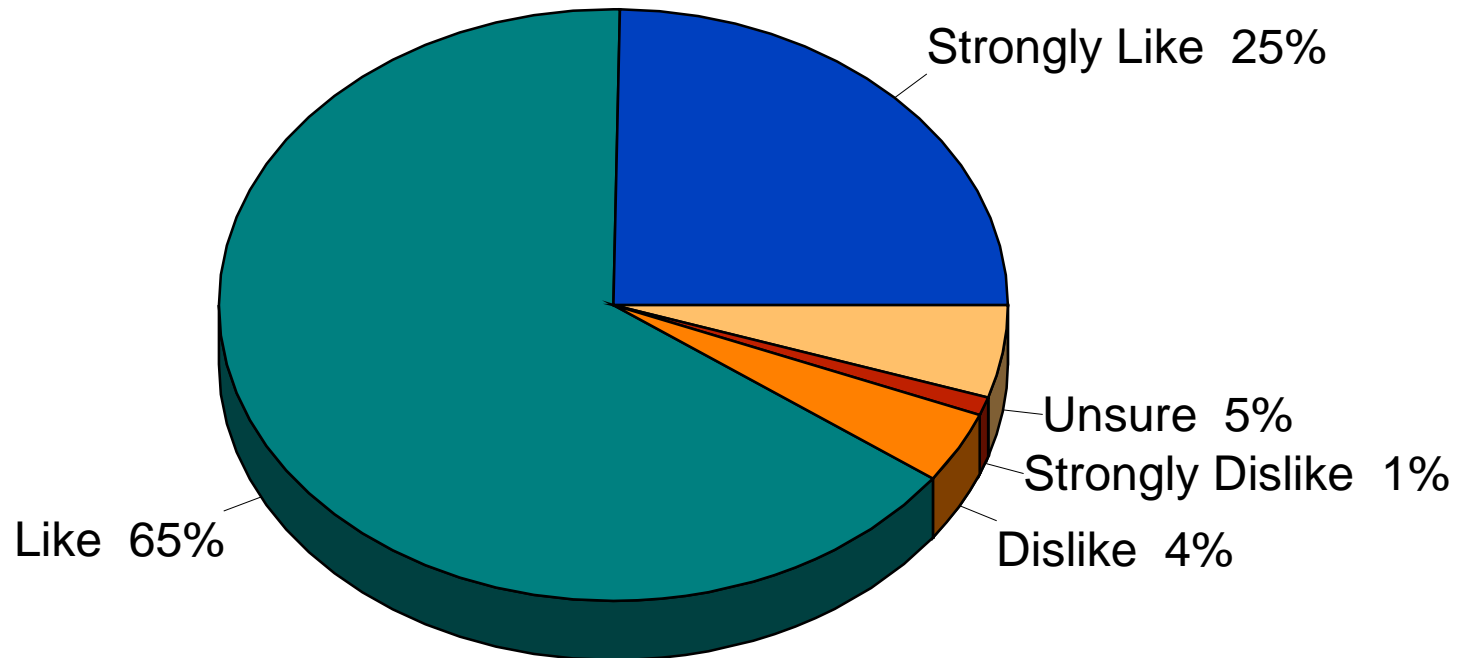
Greatest Public Safety Problem

2013 City of Golden Valley Study



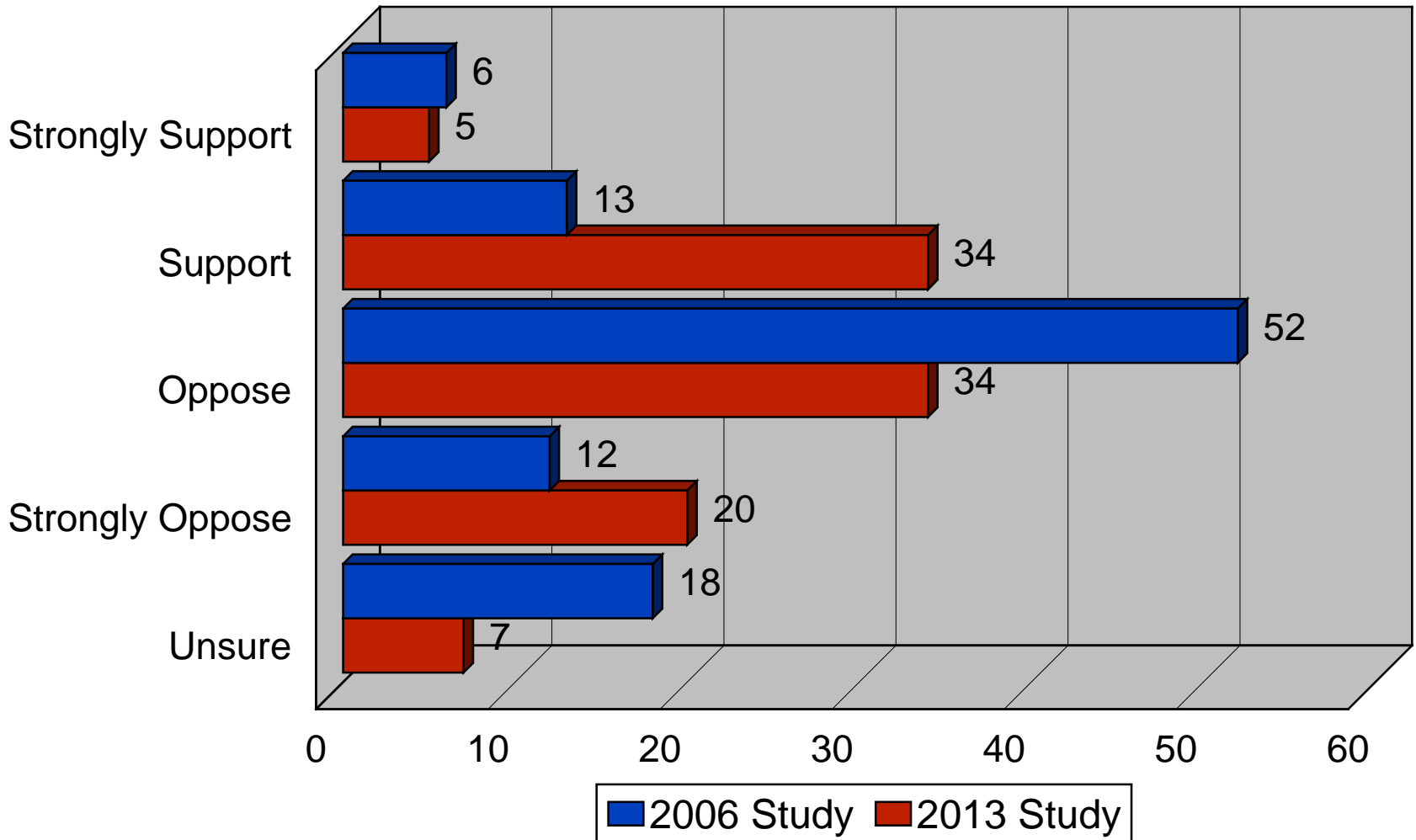
Single-Sort Curbside Recycling Program

2013 City of Golden Valley Study



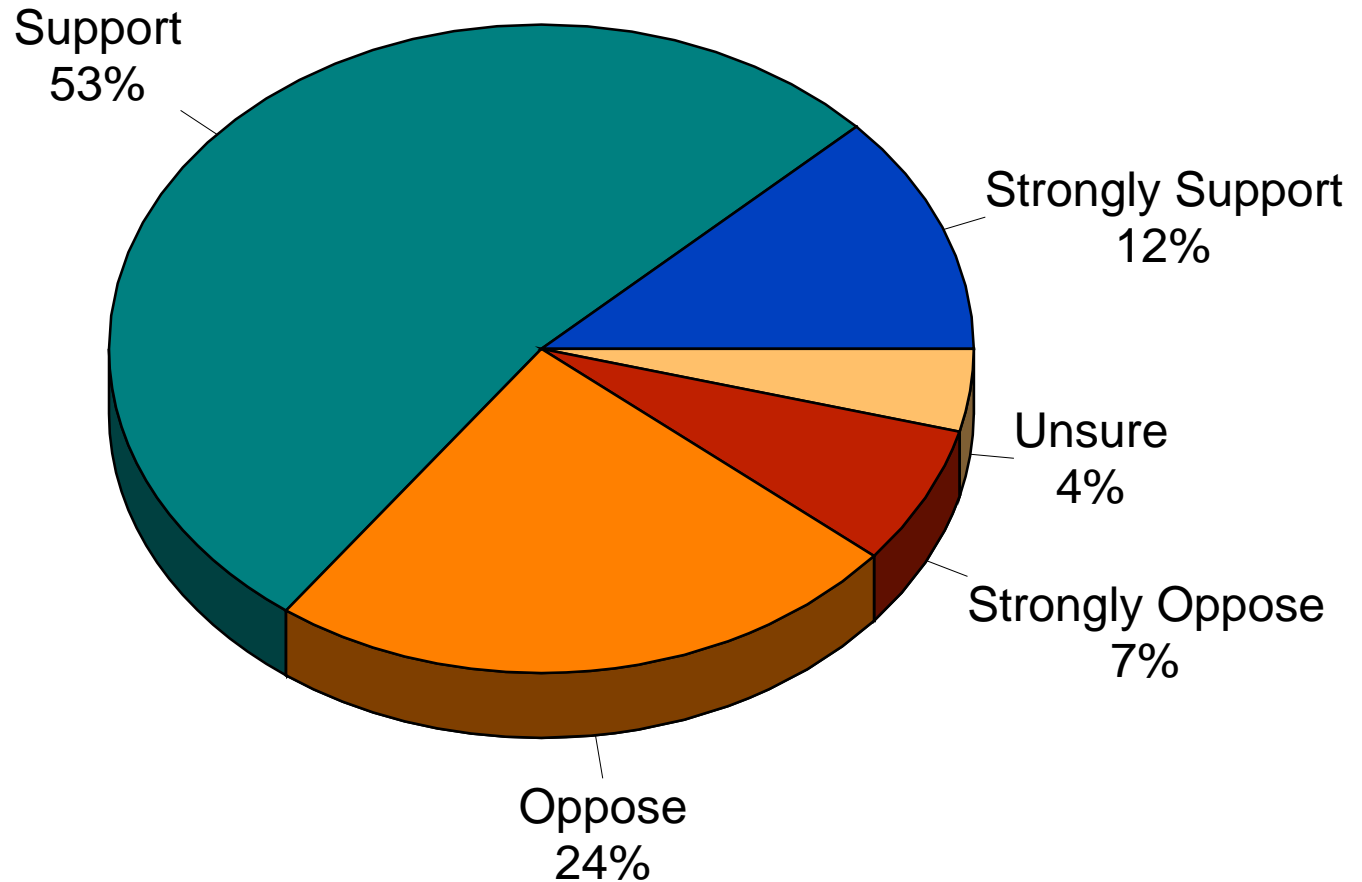
City Designation of Haulers

2013 City of Golden Valley Study



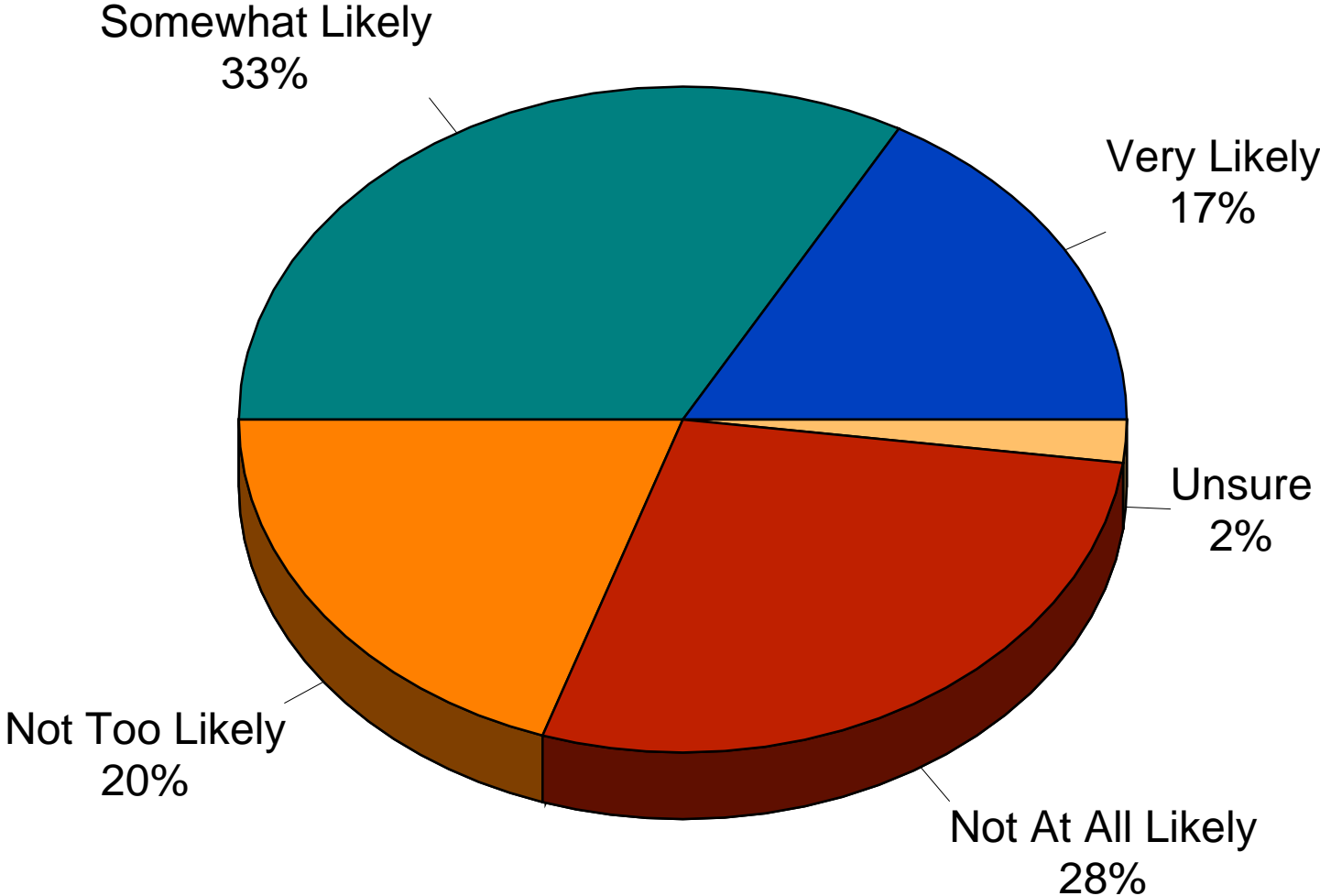
Construction of Community Center

2013 City of Golden Valley Study



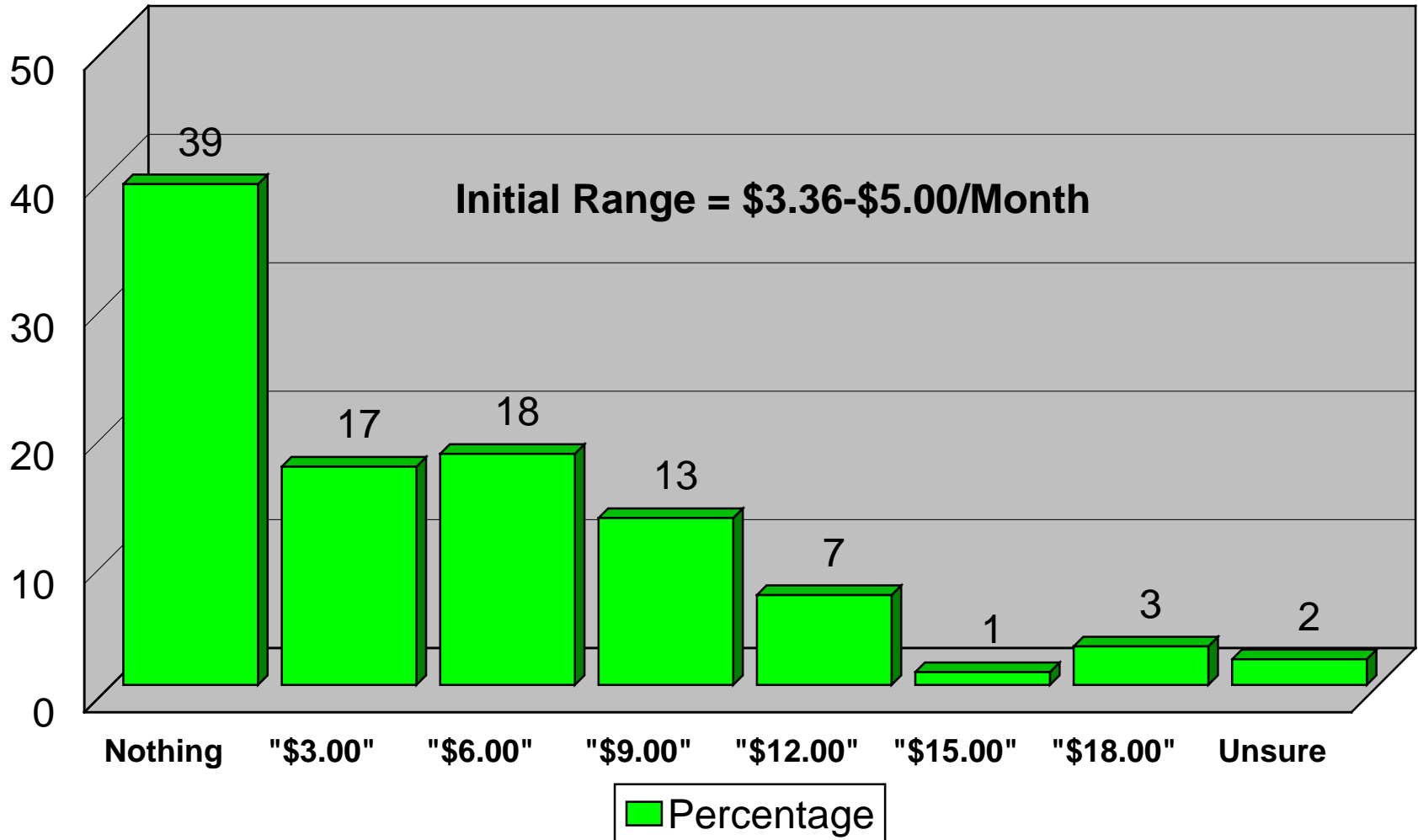
Likelihood of Center Use

2013 City of Golden Valley Study



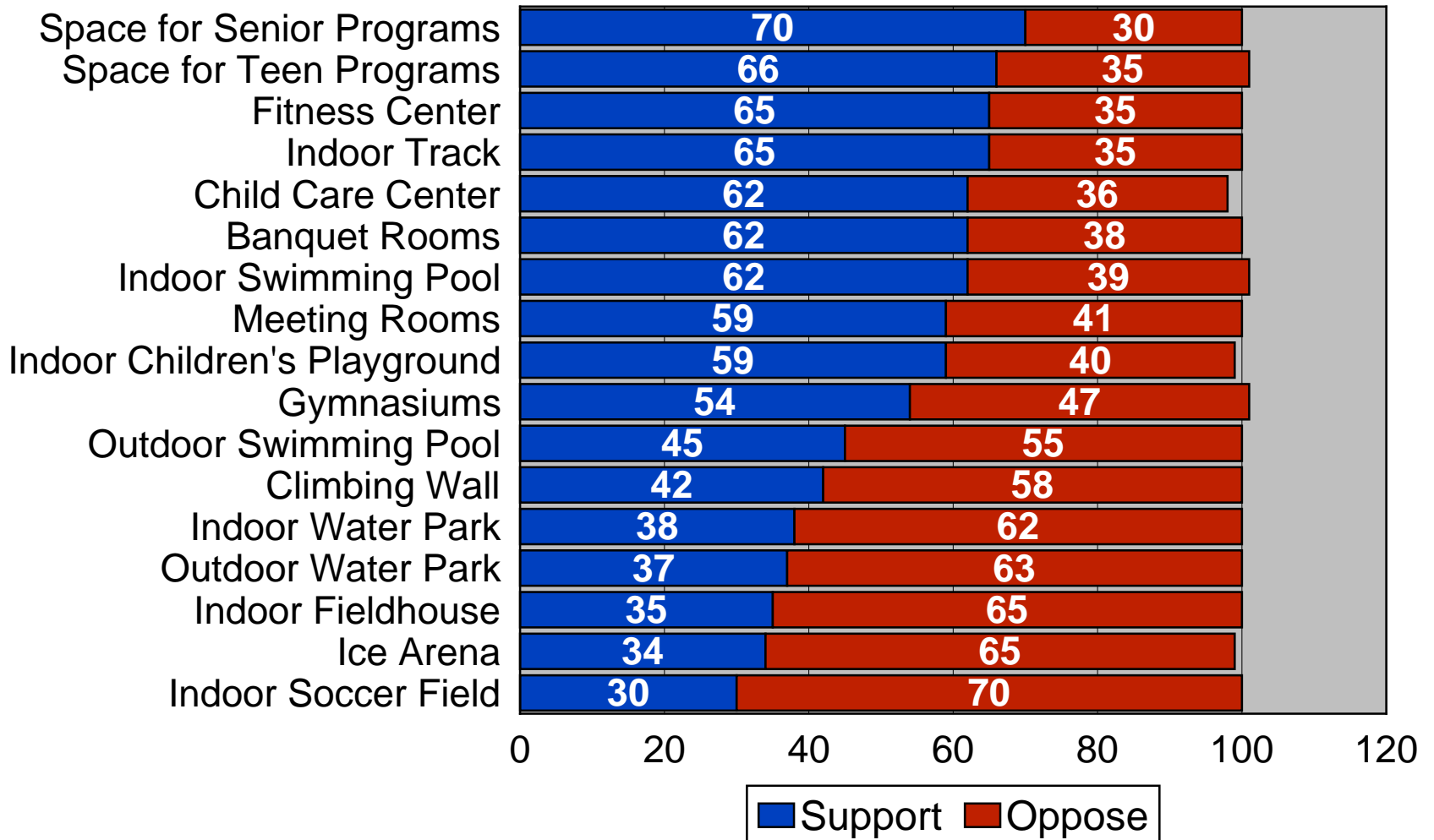
Property Tax Increase

2013 City of Golden Valley Study



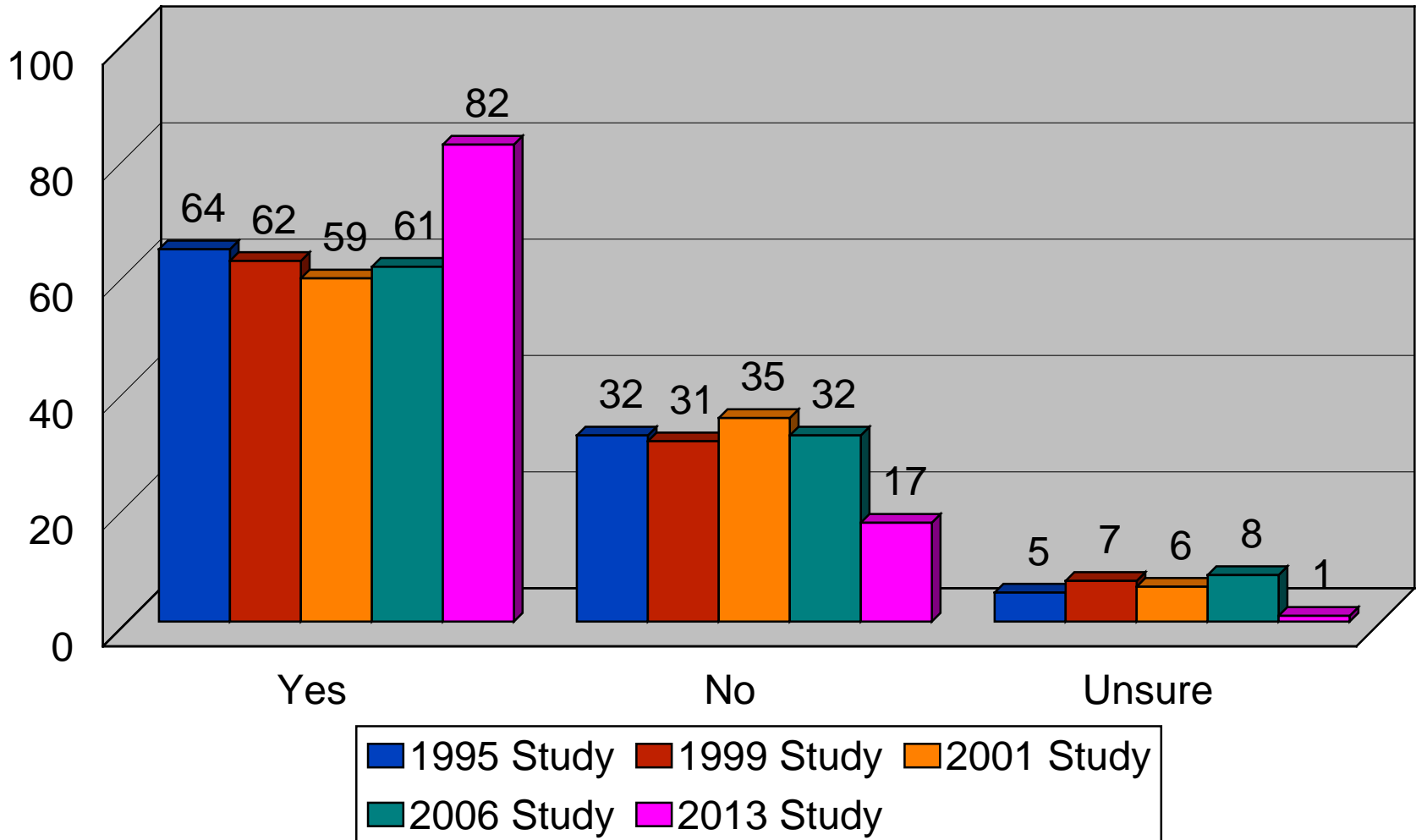
Community Center Offerings

2013 City of Golden Valley Study



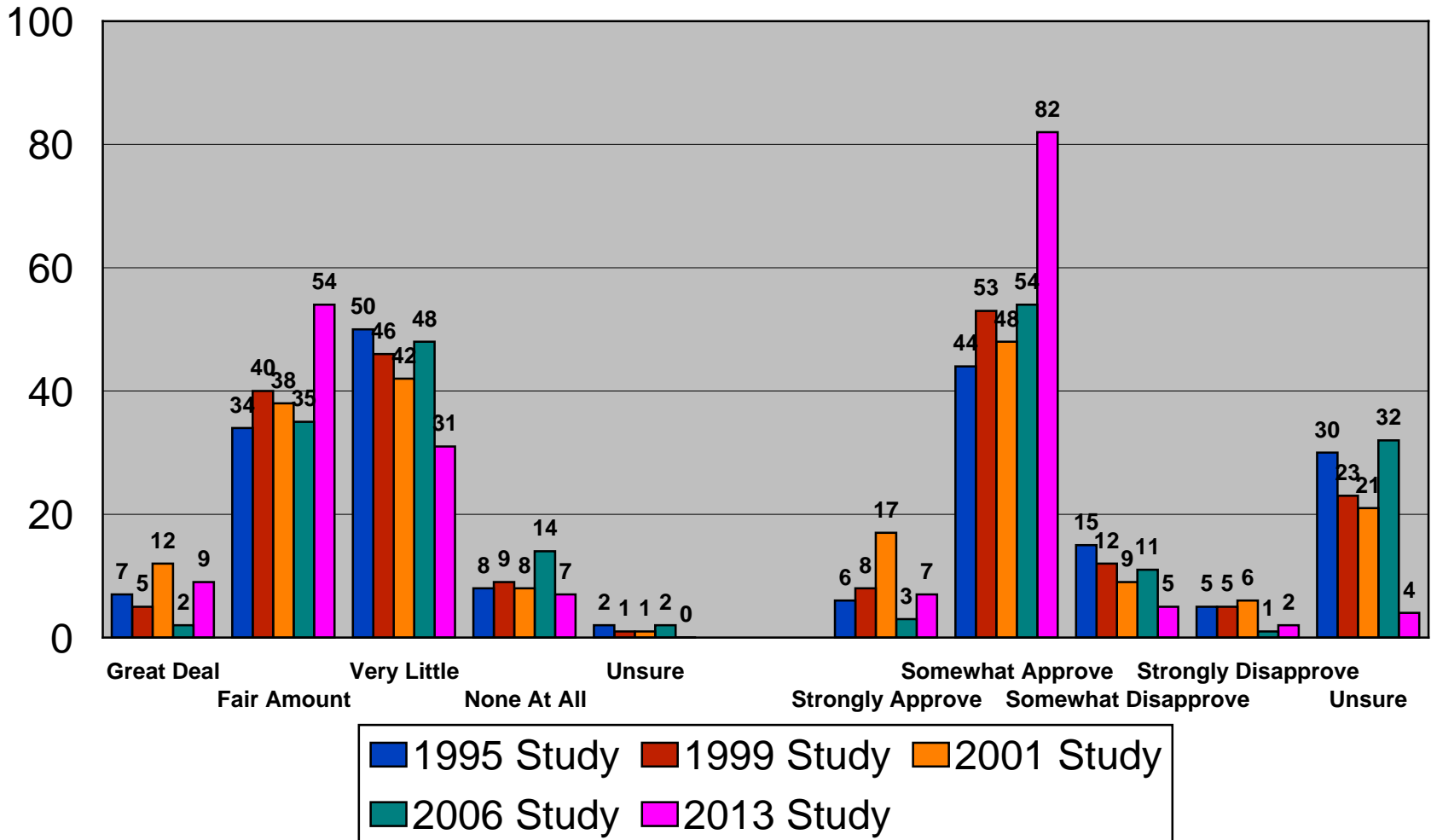
Sense of Empowerment

2013 City of Golden Valley Study



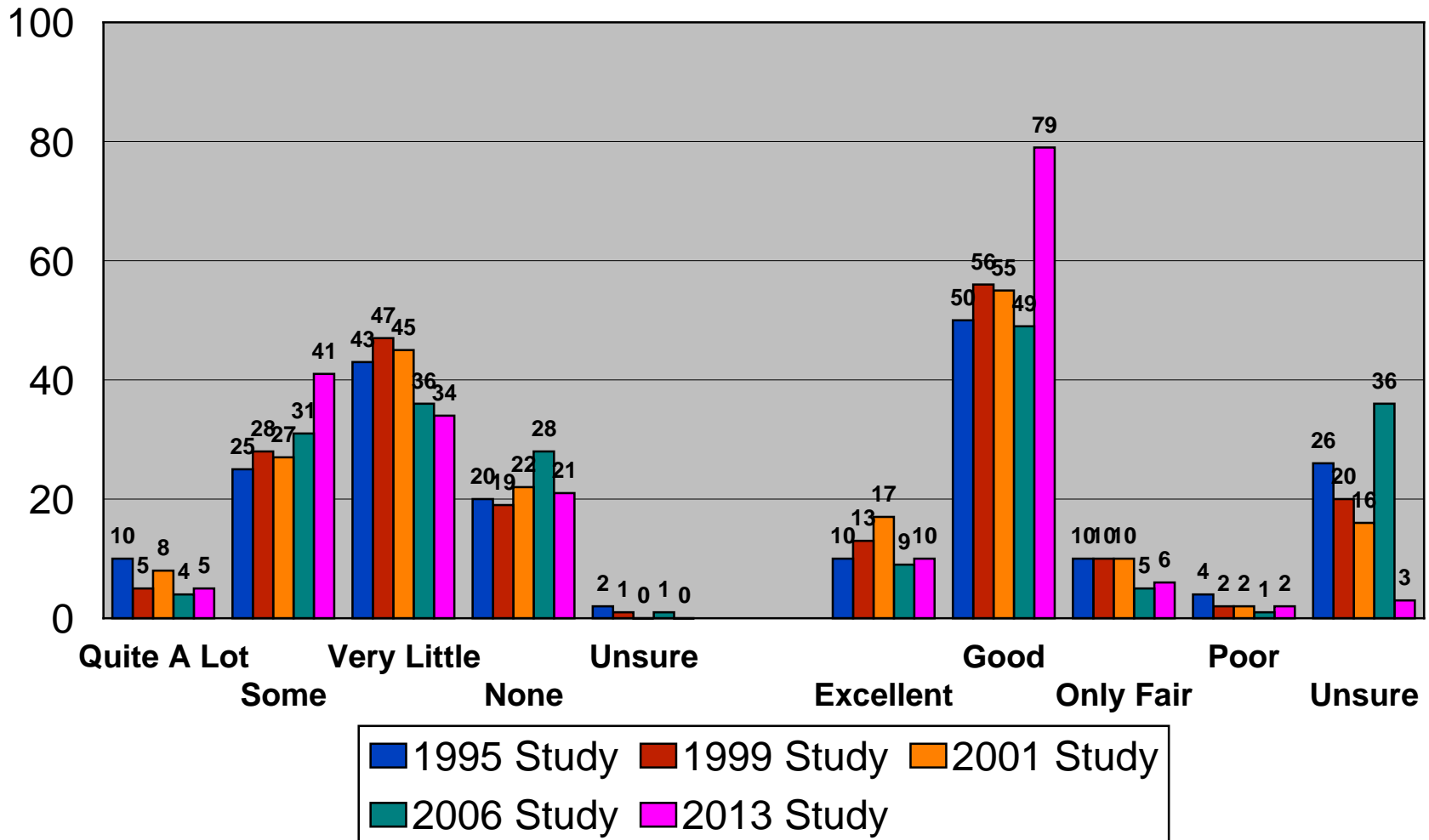
Mayor and City Council

2013 City of Golden Valley Study



City Staff

2013 City of Golden Valley Study



Sources of Information

2013 City of Golden Valley Study

