

THE MORRIS LEATHERMAN COMPANY  
Valley  
3128 Dean Court  
Minneapolis, Minnesota 55416

City of Golden  
Residential Survey  
FINAL JULY 2016

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, 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.

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| 1. Approximately how many years have you lived in Golden Valley?                                   | LESS THAN TWO YEARS....5% |
|                                                                                                    | TWO TO FIVE YEARS.....11% |
|                                                                                                    | FIVE TO TEN YEARS.....19% |
|                                                                                                    | TEN TO TWENTY YEARS...27% |
|                                                                                                    | 20 TO 30 YEARS.....17%    |
|                                                                                                    | OVER THIRTY YEARS.....21% |
|                                                                                                    | 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....2% |
|                                                                                                    | TWO TO FIVE YEARS.....7%  |
|                                                                                                    | FIVE TO TEN YEARS.....8%  |
|                                                                                                    | OVER TEN YEARS.....21%    |
|                                                                                                    | REST OF LIFE.....58%      |
|                                                                                                    | DON'T KNOW/REFUSED.....5% |
| 3. How would you rate the quality of life in Golden Valley -- excellent, good, only fair, or poor? | EXCELLENT.....48%         |
|                                                                                                    | GOOD.....50%              |
|                                                                                                    | ONLY FAIR.....2%          |
|                                                                                                    | POOR.....0%               |
|                                                                                                    | 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.

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| 4. When you think about this community, what comes to mind, if anything, as being "high quality?" | DON'T KNOW/REFUSED.....0% |
|                                                                                                   | NOTHING.....2%            |
|                                                                                                   | HOUSING/NEIGHBORHOOD..34% |
|                                                                                                   | CITY GOVT/SERVICES....13% |
|                                                                                                   | SCHOOLS.....13%           |
|                                                                                                   | PARKS AND TRAILS.....8%   |
|                                                                                                   | PEOPLE.....17%            |
|                                                                                                   | NATURAL/OPEN SPACES...10% |
|                                                                                                   | SCATTERED.....3%          |

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| 5. And, when you think about this community, what comes to mind, if anything, as being "low quality?"                                              | UNSURE.....8%<br>NOTHING.....39%<br>CITY COUNCIL/GOVT.....2%<br>STREETS.....15%<br>JOB MARKET.....7%<br>ECONOMIC DEVELOPMENT...5%<br>SCHOOLS.....4%<br>LOW INCOME HOUSING....14%<br>LACK PUBLIC TRANSIT....4%<br>SCATTERED.....3%                                                                   |
| 6. What do you think is the most serious issue facing Golden Valley today?                                                                         | UNSURE.....11%<br>NOTHING.....27%<br>HIGH TAXES.....14%<br>POOR CITY SPENDING.....5%<br>RISING CRIME.....7%<br>LACK OF JOBS.....5%<br>LACK OF BUSINESSES.....2%<br>TOO MUCH GROWTH.....7%<br>STREET MAINTENANCE.....6%<br>GROWING DIVERSITY.....8%<br>LIGHT RAIL DEVELOPMENT.6%<br>SCATTERED.....3% |
| 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.....88%<br>WRONG TRACK.....9%<br>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....

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| 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.....17%<br>SOMEWHAT HIGH.....45%<br>ABOUT AVERAGE.....33%<br>SOMEWHAT LOW.....0%<br>VERY LOW.....0%<br>DON'T KNOW/REFUSED....5% |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|

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?	54%	44%	1%	1%	1%
10. Fire protection?	56%	38%	1%	0%	5%
11. Recycling service?	35%	58%	2%	0%	6%
12. Storm drainage and flood control?	37%	59%	0%	0%	4%
13. Park maintenance?	52%	45%	1%	0%	2%
14. City recreation facilities?	39%	58%	0%	0%	3%
15. City-sponsored recreation programs?	41%	52%	0%	0%	7%
16. Neighborhood Watch Programs?	28%	54%	4%	2%	12%
17. Animal control?	27%	64%	4%	1%	4%
18. Communications, such as newsletters, cable television, media coverage and web site?	39%	54%	1%	0%	5%
19. Street lighting?	32%	59%	7%	2%	1%
20. Code enforcement for property maintenance?	36%	58%	3%	0%	4%
21. Quality of city drinking water?	39%	57%	3%	1%	0%
22. Dependability of city drinking water?	47%	52%	1%	0%	0%
23. Quality of sanitary sewer service?	40%	60%	0%	0%	0%
24. Dependability of sanitary sewer service?	40%	60%	0%	0%	0%

Now, for the next three city services, please consider only their job on city-maintained streets and roads. That means excluding interstate highways, state and county roads 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
25. City street repair and maintenance?	23%	61%	10%	7%	0%
26. Snow plowing?	34%	64%	2%	0%	0%

IF ANY SERVICE IS RATED "ONLY FAIR" OR "POOR" IN QUESTIONS #9 TO #26, ASK: (n=139)

27. Why did you rate \_\_\_\_\_ as (only fair/poor)?
- DON'T KNOW/REFUSED.....0%
  - SLOW SERVICE.....6%
  - POOR STREET REPAIR....32%
  - POOR WATER.....10%
  - LOOSE ANIMALS.....9%
  - POOR QUALITY SERVICE...2%
  - MORE LIGHTS.....15%
  - WEEKLY RECYCLING.....2%
  - MORE NEI WATCH.....11%
  - RUDE/UNHELPFUL.....2%
  - MORE PROACTIVE.....11%
28. 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.....12%
  - GOOD.....80%
  - ONLY FAIR.....3%
  - POOR.....1%
  - DON'T KNOW/REFUSED.....4%
29. Would you favor or oppose an increase in city property taxes, if it were needed to maintain city services at their current level?
- FAVOR.....60%
  - OPPOSE.....35%
  - DON'T KNOW/REFUSED.....5%
30. What should be the highest priority for city services?  
(ROTATE AND READ LIST)
- Creating community connections, such as neighborhood associations and community events.....18%
  - Maintaining and improving infrastructure, such as roads, water and sewer.....49%
  - Improving public safety.....15%
  - Economic development.....10%
  - More housing development in high-traffic areas rather than neighborhoods.....5%
  - ELSE (VOL.).....0%
  - DON'T KNOW/REFUSED.....3%

Continuing....

In an effort to improve snowplowing, two years ago the City passed a winter parking ordinance that restricts parking on City streets from midnight to 6 am from November 1 through March 31.

31. Would you favor or oppose changing the ordinance to restrict parking from 2am to 6am? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....7% FAVOR.....57% OPPOSE.....22% STRONGLY OPPOSE.....10% DON'T KNOW/REFUSED.....5%
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Thinking about city infrastructure, such as water and sanitary sewer systems, roads and parks....

32. Are you concerned about the aging of the city's infrastructure? (IF "YES," ASK:) How concerned are you - very concerned, somewhat concerned, not too concerned or not at all concerned?	NO.....39% YES/VERY CONCERNED....10% YES/SOMEWHAT CONCERN..34% YES/NOT TOO CONCERN...15% YES/NOT AT ALL CONCERN.3% DON'T KNOW/REFUSED.....0%
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Studies have shown infrastructure in mature cities across the United States needs major repair and replacement in coming years.

For each of the following infrastructure projects, please tell me if you strongly support the City using property taxes or fees to repair and replace it, somewhat support, somewhat oppose or strongly oppose.

	STS	SMS	SMO	STO	DKR
33. Water and sewer pipes?	26%	54%	14%	6%	1%
34. City buildings and facilities?	26%	42%	18%	15%	0%
35. Sidewalks and trails?	29%	48%	14%	9%	1%
36. City roads?	46%	42%	8%	5%	0%

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
37. affordable rental units?	20%	24%	49%	7%
38. luxury high amenity rental units?	21%	18%	50%	12%
39. Condominiums and townhouses?	13%	12%	69%	7%
40. Starter homes for young families?	8%	30%	57%	5%
41. "Move up" housing for families looking for a larger home?	15%	16%	65%	5%

42.	Executive high-end housing?	20%	12%	59%	10%
		MANY	FEW/	ABT	DK/
		/MCH	LITT	RGHT	REFD
43.	assisted living for seniors?	5%	26%	56%	13%
44.	one level housing for seniors maintained by an association?	5%	25%	57%	13%
45.	affordable housing, defined as a single family home costing less than \$160,250?	8%	31%	54%	7%
46.	Parks and open spaces?	14%	10%	76%	0%
47.	Trails and bikeways?	12%	9%	79%	1%
48.	Light manufacturing businesses and jobs?	7%	17%	72%	5%
49.	Service and retail establish- ments?	11%	21%	68%	1%
50.	Entertainment establishments, such as movie theaters and night clubs?	9%	28%	61%	2%
51.	Restaurants?	9%	18%	73%	1%
52.	How would you rate general econo- mic development in the City of Golden Valley -- excellent, good, only fair, or poor?	EXCELLENT.....	14%	GOOD.....	79%
		ONLY FAIR.....	6%	POOR.....	0%
		DON'T KNOW/REFUSED.....	1%		
53.	How would you rate the city's ef- forts to attract new businesses -- - excellent, good, only fair or poor?	EXCELLENT.....	14%	GOOD.....	76%
		ONLY FAIR.....	5%	POOR.....	1%
		DON'T KNOW/REFUSED.....	5%		

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

54. Are there any types of development you would like to see in the city? (IF "YES," ASK:) What are they?

UNSURE, 2%; NO, 15%; RESTAURANTS, 12%; SERVICES  
BUSINESSES, 3%; STARTER HOMES, 7%; HIGH-END MULTI-HOUSING,  
5%; MOVIE THEATER, 5%; BIG BOX RETAIL, 13%; JOBS, 4%;  
ASSISTED LIVING, 11%; AFFORDABLE HOUSING, 6%; TEEN CENTER,  
3%; WATER PARK, 6%; UPSCALE NIGHTLIFE BARS/CLUBS, 4%;  
SCATTERED, 4%.

55. Are there any types of development you would strongly oppose?

UNSURE, 4%; NO, 26%; APARTMENTS, 15%; PARKS, 2%; TRAILS/BIKEWAYS, 4%; SERVICE BUSINESSES, 3%; BARS/LIQUOR STORES, 8%; LOW INCOME HOUSING, 8%; HIGH-END MULTI-HOUSING, 3%; RESTAURANTS, 8%; HIGH-END SINGLE FAMILY HOMES, 8%; LIGHT RAIL, 3%; BIG BOX RETAIL, 3%; ADULT ESTABLISHMENTS, 3%; SCATTERED, 3%.

Continuing....

56. 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.....18% GOOD.....79% ONLY FAIR.....3% POOR.....1% DON'T KNOW/REFUSED.....0%
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Current market trends have encouraged Golden Valley property owners to significantly remodel their residences, subdivide their lot to accommodate additional houses, and even tear down and reconstruct their current homes. Recent changes in City ordinances still allow property owners to subdivide their lots, but reduce opportunities to do so.

57. Do you support or oppose these recent changes to limit the subdividing of current residential lots? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY YES.....12% YES.....54% NO.....16% STRONGLY NO.....5% DON'T KNOW/REFUSED....13%
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Thinking about another topic....

58. In one or two words, what is your perception of the Golden Valley Police Department?	DON'T KNOW/REFUSED.....0% NOTHING.....1% EXCELLENT.....42% GOOD.....28% HELPFUL.....16% STRICT.....1% RUDE/ARROGANT.....3% LAZY.....1% NICE.....6% AVERAGE.....3%
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59. 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.....	84%
UNAWARE.....	16%
DON'T KNOW/REFUSED.....	1%

60. 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.....	40%
NO.....	60%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=161)

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

EXCELLENT.....	36%
GOOD.....	61%
ONLY FAIR.....	3%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

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

YES.....	26%
NO.....	74%
DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=104)

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

TRAFFIC VIOLATION.....	42%
INVESTIGATION.....	18%
EMERGENCY SERVICES.....	36%
SOMETHING ELSE.....	3%
DON'T KNOW/REFUSED.....	1%

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

EXCELLENT.....	43%
GOOD.....	46%
ONLY FAIR.....	4%
POOR.....	7%
DON'T KNOW/REFUSED.....	0%

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

YES.....	90%
NO.....	7%
DON'T KNOW/REFUSED.....	3%

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

YES.....	89%
NO.....	11%
DON'T KNOW/REFUSED.....	0%



67. If you could choose the best way for you to receive information and updates from the Police Department, what would it be?

UNSURE, 3%; NONE, 3%; MAILING, 33%; E-MAIL, 23%; LOCAL NEWSPAPER, 5%; PHONE/TEXTS, 9%; CITY NEWSLETTER, 19%; CITY WEBSITE, 2%; SOCIAL MEDIA, 2%; SCATTERED, 2%.

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

TOO MUCH.....	2%
ABOUT RIGHT AMOUNT....	94%
NOT ENOUGH.....	5%
DON'T KNOW/REFUSED.....	0%

I would like to read you a short list of current criminal justice issues.

69. Please tell me which one you consider to be the greatest issue in Golden Valley? If you feel that none of these issues are serious in Golden Valley, just say so. (READ LIST)

Juvenile crime, such as vandalism.....	20%
Domestic abuse.....	5%
Violent crime.....	8%
Traffic safety.....	17%
Drugs.....	9%
Business crimes, such as shop-lifting and check fraud.....	8%
Residential crimes, such as burglary, theft and disorderly houses.....	8%
ALL EQUALLY.....	1%
NONE OF THE ABOVE.....	21%
DON'T KNOW/REFUSED.....	4%
OTHER.....	0%

Golden Valley's firefighters are paid on-call, meaning they are residents and corporate citizens of the City who are paid for the hours they spend training and responding to fire calls from work and home.

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

YES.....	32%
NO.....	67%
DON'T KNOW/REFUSED.....	1%

IF "NO," ASK: (n=127)

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

DON'T KNOW/REFUSED.....	1%
NO TIME.....	14%
NO INTEREST.....	45%
AGE/HEALTH ISSUES.....	39%
NOT HIGH PAY.....	2%

Currently Golden Valley's response time to a fire call is around 8 minutes.

72. Is this response time acceptable?

YES.....	79%
NO.....	17%
DON'T KNOW/REFUSED.....	4%

IF "NO," ASK: (n=67)

73. Would you support a property tax increase to reduce the response time?

YES.....	72%
NO.....	25%
DON'T KNOW/REFUSED.....	3%

Moving on.....

74. Have you participated in the City Brush Pick-Up, Leaf Drop or Mighty Tidy Day?

YES.....	55%
NO.....	45%
DON'T KNOW/REFUSED.....	0%

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

75. How would you rate the City Brush Pick-Up, Leaf Drop or Mighty Tidy Day -- excellent, good, only fair or poor?

EXCELLENT.....	43%
GOOD.....	57%
ONLY FAIR.....	1%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

76. How important are the City Brush Pick-up, Leaf Drop or Mighty Tidy Day programs to you and your household - very important, somewhat important, not too important or not at all important?

VERY IMPORTANT.....	29%
SOMEWHAT IMPORTANT....	48%
NOT TOO IMPORTANT.....	15%
NOT AT ALL IMPORTANT...	7%
DON'T KNOW/REFUSED.....	1%

For each of the following waste removal services, please tell if you are currently using the service. For those you are not using, please tell me if you are very interested, somewhat interested or not too interested in that service.

	YES	VRI	SMI	NTI	DKR
77. Curbside pick-up of composting organics?	26%	26%	18%	29%	0%
78. Curbside pick-up of yard waste and small brush?	42%	22%	15%	21%	0%
79. Yard waste drop-off site?	20%	28%	17%	35%	0%
80. Dirt and mulch pick up?	13%	26%	25%	36%	1%

Most communities have one of two systems for garbage collection. In an open collection system, 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 an open collection system, residents have the ability to choose, but many neighborhoods may have numerous trucks collecting garbage on their street at different times. 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.

81. Would you favor or oppose the City of Golden Valley changing from the current open system in which residents may choose from eight different haulers to an organized 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.....	17%
	FAVOR.....	34%
	OPPOSE.....	29%
	STRONGLY OPPOSE.....	9%
	DON'T KNOW/REFUSED....	12%

IF A RESPONSE IS GIVEN, ASK: (n=354)

82. Why do you feel that way?	DON'T KNOW/REFUSED.....	0%
	WANT CHOICE.....	21%
	LIKE CURRENT HAULER...	26%
	CHOICE IS CHEAPER.....	6%
	ORGANIZED CHEAPER.....	14%
	LESS TRUCK TRAFFIC....	23%
	LESS ROAD MAINTENANCE..	11%

I would like to read a list about garbage collection. For each one, please tell me if you think it is better under an open collection system or an organized collection system. (WAIT FOR RESPONSE) Do you feel strongly that way? If you have no opinion, just say so.... (ROTATE)

	STO	OPE	ORG	STO	DKR
83. Cost for street maintenance and upkeep?	5%	40%	31%	16%	9%
84. Cost for garbage collection?	27%	26%	30%	8%	9%
85. Pollution from trucks?	18%	23%	27%	23%	10%
86. Customer service?	17%	33%	26%	10%	15%

Some communities in the metro area have approved ordinances encouraging the reduction of plastic bag use, either by charging fees in stores or a complete plastic bag ban.

87. Would you support or oppose the City of Golden Valley doing something similar? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT.....	17%
	SUPPORT.....	47%
	OPPOSE.....	21%
	STRONGLY OPPOSE.....	9%
	DON'T KNOW/REFUSED.....	7%

Continuing....

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

	YES	NO	DK.
88. Community and/or neighborhood parks?	67%	33%	0%
89. Summer concerts and special events?	39%	61%	0%
90. Community athletic fields?	29%	71%	0%
91. Open spaces and natural areas?	67%	33%	0%
92. Outdoor ice rinks?	14%	86%	0%
93. Brookview Community Center?	23%	75%	2%
94. Davis Community Center at Meadowbrook School?	21%	79%	1%
95. Brookview Park Picnic Shelters?	27%	74%	0%
96. Tennis courts?	13%	87%	0%
97. Brookview Golf Course and lawnbowling?	32%	68%	0%

For each of the following, please tell me if you or members of your household use it.

	YES	NO	DKR
98. City sidewalks and trails?	72%	28%	0%
99. On-street bike routes and shoulders?	28%	72%	0%

IF "YES" TO ANY QUESTIONS #98-#99, ASK: (n=301)

For each of the following activities, please tell me if you use the trails, sidewalks and bicycle routes.

	YES	NO	DKR
100. Walking or running?	95%	5%	0%
101. Recreational biking?	36%	64%	0%
102. Fitness training?	20%	80%	0%
103. Commuting?	18%	82%	0%

104. How would you rate the city's trails and sidewalks - excellent, good, only fair or poor?	EXCELLENT.....	14%
	GOOD.....	81%
	ONLY FAIR.....	5%
	POOR.....	0%
	DON'T KNOW/REFUSED.....	1%

IF "ONLY FAIR" OR "POOR," ASK: (n=20)

105. Why did you rate them as (only fair/poor)?

NOT ENOUGH SIDEWALKS, 70%; NEED MORE LIGHTS, 15%;  
TRAILS DON'T CONNECT, 15%.

106. If trails and sidewalks in your neighborhood were connected, would you be much more likely, somewhat more likely or not any more likely to walk or bicycle to where you needed to go?	VERY LIKELY.....	20%
	SOMEWHAT LIKELY.....	51%
	NOT ANY MORE LIKELY...	29%
	DON'T KNOW/REFUSED.....	1%

For each of the following, please tell me if you would strongly support the use of city funding, support, oppose or strongly oppose the use of city funding. (ROTATE)

	STS	SUP	OPP	STO	DKR
107. On-street bicycle lanes?	9%	36%	34%	20%	2%
108. Off-street trails?	22%	47%	17%	13%	1%
109. Bicycle boulevards on neighborhood streets where pedestrians, bikes and motor vehicles share the road?	27%	27%	32%	14%	1%
110. Central community pedestrian plaza replacing Winnetka Avenue, near the creek and library?	20%	35%	23%	15%	8%
111. Community gardens?	29%	43%	18%	9%	1%
112. Tennis courts?	12%	29%	37%	21%	2%
113. Off-leash dog area?	27%	40%	19%	11%	3%

The City currently maintains and operates significantly more tennis courts than most neighboring communities. Most of these courts were built in the 1970s and 1980s, and can no longer be maintained for safe use and require complete reconstruction.

- |                                                                     |                           |
|---------------------------------------------------------------------|---------------------------|
| 114. Which of the following comes closest to your opinion:          | STATEMENT A.....8%        |
| A) Fund the replacement of all current tennis court facilities;     | STATEMENT B.....32%       |
| B) Reduce the number of tennis courts and reconstruct them;         | STATEMENT C.....36%       |
| C) Reconstruct courts only needed for community tennis programs; OR | STATEMENT D.....19%       |
| D) Do not replace any of the tennis courts?                         | DON'T KNOW/REFUSED.....6% |

During the past two years....

- |                                                                                                                    |                           |
|--------------------------------------------------------------------------------------------------------------------|---------------------------|
| 115. Have you or members of your household participated in any City of Golden Valley park and recreation programs? | YES.....34%               |
|                                                                                                                    | NO.....66%                |
|                                                                                                                    | DON'T KNOW/REFUSED.....0% |

IF "YES," ASK:

- |                  |                           |
|------------------|---------------------------|
| 116. Which ones? | DON'T KNOW/REFUSED.....0% |
|                  | SWIMMING.....6%           |
|                  | BASEBALL/SOFTBALL.....15% |
|                  | HOCKEY.....3%             |
|                  | SUMMER PROGRAMS.....26%   |
|                  | MULTIPLE SPORTS.....18%   |
|                  | ARTS/CRAFTS/HOBBY.....14% |
|                  | FITNESS.....10%           |
|                  | SENIOR PROGRAMS.....7%    |
|                  | COMMUNITY EVENTS.....2%   |

- |                                                               |                           |
|---------------------------------------------------------------|---------------------------|
| 117. Were you satisfied or dissatisfied with your experience? | SATISFIED.....97%         |
|                                                               | DISSATISFIED.....1%       |
|                                                               | DON'T KNOW/REFUSED.....2% |

- |                                                                                                     |                           |
|-----------------------------------------------------------------------------------------------------|---------------------------|
| 118. Does the current mix of City park and recreation programming meet the needs of your household? | YES.....99%               |
|                                                                                                     | NO.....1%                 |
|                                                                                                     | DON'T KNOW/REFUSED.....1% |

IF "NO," ASK: (n=2)

119. What program(s) do you feel are lacking? SENIOR PROGRAMS.....50%  
TEEN PROGRAMS.....50%
120. 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.....1%  
NO.....46%  
LAKES/BOATING.....28%  
COMMUNITY CENTER.....4%  
PARKS.....7%  
TRAILS.....6%  
GOLF COURSES.....6%  
POOL.....3%

Thinking about the environment....

121. What do you think is the most important environmental issue that needs to be addressed in City of Golden Valley?

UNSURE, 9%; NONE, 18%; LITTER, 14%; WATER QUALITY IN LAKES AND PONDS, 9%; AIR POLLUTION, 15%; QUALITY OF DRINKING WATER, 7%; LOSS OF TREES, 2%; PRESEVATION OF NATURAL HABITATS, 4%; HIGH DEER POPULATION, 2%; INVASIVE SPECIES, 3%; LAWN CHEMICAL RUN-OFF, 10%; BACKYARD FIRE PITS, 3%; MOSQUITOS, 2%; SCATTERED, 3%.

122. How would you rate the water quality of lakes, rivers, streams and wetlands in Golden Valley, would you say the water quality is excellent, good, only fair or poor? EXCELLENT.....11%  
GOOD.....75%  
ONLY FAIR.....10%  
POOR.....3%  
DON'T KNOW/REFUSED.....2%
123. How concerned are you about invasive species, such as buckthorn, emerald ash borer and garlic mustard in the City of Golden Valley - very concerned, somewhat concerned, not too concerned or not at all concerned? VERY CONCERNED.....10%  
SOMEWHAT CONCERNED....44%  
NOT TOO CONCERNED.....32%  
NOT AT ALL CONCERNED..15%  
DON'T KNOW/REFUSED.....0%

Moving on...

124. 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.....15%  
GOOD.....78%  
ONLY FAIR.....7%  
POOR.....1%  
DON'T KNOW/REFUSED.....0%
125. Do you leave Golden Valley on a regular or daily basis? YES.....52%  
NO.....27%  
NOT EMPLOYED/RETIRED..22%  
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=208)

126. How do you normally commute to work -- drive alone, ride in a van or car pool, take the bus near home or from a park and ride lot, or walk or bike?	DRIVE ALONE.....87%
	VAN OR CAR POOL.....11%
	BUS.....2%
	WALK/BIKE.....1%

127. Have you used public transportation during the past two years?	YES.....28%
	NO.....72%
	DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=114)

128. How would you rate your experience -- excellent, good, only fair or poor?	EXCELLENT.....15%
	GOOD.....79%
	ONLY FAIR.....5%
	POOR.....1%
	DON'T KNOW/REFUSED.....0%

IF "NO," ASK: (n=286)

129. Why don't you use public transportation?

PREFER TO DRIVE, 79%; NOT CONVENIENT, 5%; ROUTES DON'T GO WHERE NEEDED, 2%; HEALTH ISSUES/DISABLED, 8%; NOT SAFE, 3%; DOESN'T FIT WORK SCHEDULE, 2%.

As you may know, the Metro Blue Line Light Rail line was approved to run from downtown Minneapolis to Brooklyn Park with a stop near Theodore Wirth Park. It is scheduled to open in 2021.

130. How likely will you or members of your household be to use the Metro Blue Line when it is operational - very likely, somewhat likely, not too likely or not at all likely?	VERY LIKELY.....5%
	SOMEWHAT LIKELY.....18%
	NOT TOO LIKELY.....27%
	NOT AT ALL LIKELY.....49%
	DON'T KNOW/REFUSED.....1%

IF "VERY LIKELY" OR "SOMEWHAT LIKELY," ASK: (n=90)

131. How will you get to the light rail station - walk, bike, use a bus, be dropped off or use a park and ride lot?	WALK.....20%
	BIKE.....23%
	USE A BUS.....13%
	DROPPED OFF.....21%
	PARK AND RIDE LOT.....21%
	DON'T KNOW/REFUSED.....1%

If bus rapid transit were available along Highway 55.....



132. How likely would you or members of your household be to use this service - very likely, somewhat likely, not too likely or not at all likely?	VERY LIKELY.....4%
	SOMEWHAT LIKELY.....26%
	NOT TOO LIKELY.....19%
	NOT AT ALL LIKELY.....50%
	DON'T KNOW/REFUSED.....2%

Changing topics....

133. 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.....71%
	NO .....23%
	DON'T KNOW/REFUSED.....7%

134. 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.....50%
	VERY LITTLE.....33%
	NONE AT ALL.....8%
	DON'T KNOW/REFUSED.....0%

135. 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.....8%
	APPROVE.....77%
	DISAPPROVE.....9%
	STRONGLY DISAPPROVE....2%
	DON'T KNOW/REFUSED.....5%

IF A JUDGMENT IS GIVEN, ASK: (n=380)

136. Could you tell me why you feel that way?	DON'T KNOW/REFUSED.....0%
	GOOD JOB.....40%
	LISTEN.....18%
	NO PROBLEMS.....32%
	POOR JOB.....1%
	DON'T LISTEN.....6%
	POOR SPENDING.....2%

137. 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.....4%
	SOME.....48%
	VERY LITTLE.....37%
	NONE.....11%
	DON'T KNOW/REFUSED.....1%

138. 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.....12%
	GOOD.....75%
	ONLY FAIR.....7%
	POOR.....1%
	DON'T KNOW/REFUSED.....6%

IF A JUDGMENT IS GIVEN, ASK: (n=377)

139. Could you tell me why you feel that way?	DON'T KNOW/REFUSED.....0% GOOD JOB.....35% LISTEN.....17% NO PROBLEMS.....28% DON'T LISTEN.....4% POOR SPENDING.....3% HELPFUL.....13%
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Elections for the Mayor and City Council are held in odd-numbered years, to increase the focus on local issues and candidates. The City could change the elections to even-numbered years when voter turnout is higher and as well as providing cost savings to the City.

140. Would you favor or oppose changing to even-numbered years for city elections? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY FAVOR.....14% FAVOR.....53% OPPOSE.....18% STRONGLY OPPOSE.....0% DON'T KNOW/REFUSED....15%
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Moving on.....

141. What is your principal source of information about Golden Valley City Government and its activities?	DON'T KNOW/REFUSED.....0% NOTHING.....5% CITY NEWSLETTER.....56% CITY WEBSITE.....12% LOCAL NEWSPAPER.....13% WORD OF MOUTH.....5% CABLE TELEVISION.....3% STAR TRIBUNE.....6% SCATTERED.....1%
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142. How would you prefer to receive information about Golden Valley City Government and its activities?	DON'T KNOW/REFUSED.....1% NOTHING.....4% CITY NEWSLETTER.....48% CITY WEBSITE.....13% LOCAL NEWSPAPER.....12% WORD OF MOUTH.....1% CABLE TELEVISION.....2% STAR TRIBUNE.....4% E-MAIL.....13% SCATTERED.....1%
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143. During the past year, did you receive the "Golden Valley City News," the City's newsletter?	YES.....82% NO .....18% DON'T KNOW/REFUSED.....0%
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IF "YES," ASK: (n=329)

144. Do you or any members of your household regularly read it?	YES.....84%
	NO .....16%
	DON'T KNOW/REFUSED.....0%
IF "YES," ASK: (n=277)	
145. How would you rate the content of the newsletter -- excellent, good, only fair, or poor?	EXCELLENT.....27%
	GOOD.....68%
	ONLY FAIR.....5%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%
146. How would you rate the format and appearance of the newsletter -- excellent, good, only fair, or poor?	EXCELLENT.....24%
	GOOD.....70%
	ONLY FAIR.....5%
	POOR.....0%
	DON'T KNOW/REFUSED.....0%
147. Are there any changes or improvements you would make to the City's newsletter?	DON'T KNOW/REFUSED.....1%
	NONE.....57%
	MORE DETAILS.....20%
	BUDGET INFORMATION....13%
	PARKS AND REC.....2%
	CITY COUNCIL.....3%
	SCATTERED.....3%
148. Do you receive and read the New Hope/Golden Valley Sun Post newspaper? (IF "YES," ASK:) Do you read the city legal notices?	NO.....24%
	YES/YES.....42%
	YES/NO.....34%
	DON'T KNOW/REFUSED.....0%
149. How would you prefer to receive city legal notices - newspaper, newsletter, website, e-mail or text?	NEWSPAPER.....20%
	NEWSLETTER.....47%
	WEBSITE.....9%
	E-MAIL.....18%
	TEXT.....6%
	DON'T KNOW/REFUSED.....0%
150. Does your household currently subscribe to cable television, satellite television or neither?	CABLE.....49%
	SATELLITE.....37%
	NEITHER.....15%
	DON'T KNOW/REFUSED.....0%

IF "CABLE," ASK: (n=195)

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
151. Bulletin Board listing of meetings, events and information?	3%	30%	67%	0%
152. Live or taped re-broadcasts of City Council meetings?	11%	20%	70%	0%
153. City programming, such as the State of the City, Mayor Minutes and city videos?	8%	26%	66%	0%
154. Do you have access to the Internet at home only, at work only, at both home and work, or at neither place?	HOME ONLY.....	27%	WORK ONLY.....	2%
	BOTH HOME AND WORK....	45%	NEITHER PLACE.....	26%
	DON'T KNOW/REFUSED.....	0%		
IF "HOME," "WORK," OR "BOTH," IN #154, ASK: (n=296)				
155. Have you accessed the City's website?	YES.....	63%	NO.....	37%
	DON'T KNOW/REFUSED.....	0%		
IF "YES," ASK: (n=186)				
156. How would you rate the city's website -- excellent, good, only fair, or poor?	EXCELLENT.....	23%	GOOD.....	68%
	ONLY FAIR.....	9%	POOR.....	1%
	DON'T KNOW/REFUSED.....	0%		
157. Were you able to find what you were looking for?	YES.....	95%	NO.....	5%
	DON'T KNOW/REFUSED.....	1%		
158. 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.....	36%	YES/YES.....	25%
	YES/NO.....	40%	DON'T KNOW/REFUSED.....	0%
159. 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.....	19%	YES/NO.....	46%
	NO.....	36%	DON'T KNOW/REFUSED.....	0%

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 one 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
160. Facebook?	22%	45%	33%	0%
161. Twitter?	62%	18%	20%	0%
162. YouTube?	47%	25%	28%	0%
163. Podcasts?	78%	9%	13%	1%
164. Instagram?	74%	8%	17%	0%
165. Snapchat?	62%	12%	26%	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.

166. Persons 55 or over?	NONE.....	61%
	ONE.....	12%
	TWO OR MORE.....	27%

IF SENIORS ARE PRESENT, ASK: (n=155)

167. Have any household members participated in any senior programs offered by the City of Golden Valley?	YES.....	27%
	NO.....	73%
	DON'T KNOW/REFUSED.....	0%

IF "YES," ASK: (n=42)

168. How would you rate that experience - excellent, good, only fair or poor?	EXCELLENT.....	24%
	GOOD.....	74%
	ONLY FAIR.....	2%
	POOR.....	0%
	DON'T KNOW/REFUSED.....	0%

169. Do you feel there are any programs lacking or missing? (IF "YES," ASK:) What are they?	DON'T KNOW/REFUSED....	12%
	NO.....	76%
	CARD LEAGUES.....	12%

170. Adults under 55?	NONE.....31%
	ONE.....21%
	TWO.....46%
	THREE OR MORE.....3%
171. School-aged children and pre-schoolers?	NONE.....73%
	ONE.....15%
	TWO.....10%
	THREE OR MORE.....2%
172. Do you own or rent your present residence?	OWN.....76%
	RENT.....24%
	REFUSED.....0%
173. What is your age, please?	18-24.....5%
	25-34.....15%
	35-44.....20%
	45-54.....21%
	55-64.....19%
	65 AND OVER.....21%
	REFUSED.....0%
174. Gender.	MALE.....48%
	FEMALE.....52%
175. Precinct	PRECINCT 1.....12%
	PRECINCT 2.....15%
	PRECINCT 3.....11%
	PRECINCT 4.....12%
	PRECINCT 5.....10%
	PRECINCT 6.....15%
	PRECINCT 7.....13%
	PRECINCT 8.....13%