

DECISION RESOURCES, LTD.  
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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.

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|--|---------------------------|
| 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%<br>NOTHING.....54%<br>CITY COUNCIL/GOVT.....3%<br>STREETS.....13%<br>JOB MARKET.....4%<br>ECONOMIC DEVELOPMENT...5%<br>SCHOOLS.....2%<br>LOW INCOME HOUSING....3%<br>LACK PUBLIC TRANSIT....2%<br>SCATTERED.....6%  |
| 6. What do you think is the most serious issue facing Golden Valley today?   | UNSURE.....6%<br>NOTHING.....32%<br>HIGH TAXES.....15%<br>POOR CITY SPENDING....4%<br>RISING CRIME.....4%<br>LACK OF JOBS.....5%<br>LACK OF BUSINESSES....5%<br>TOO MUCH GROWTH.....4%<br>STREET MAINTENANCE....8%<br>GROWING DIVERSITY.....8%<br>LIGHT RAIL DEVELOPMENT.3%<br>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%<br>WRONG TRACK.....6%<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....

- |  |   |
|--|---|
| 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%<br>SOMEWHAT HIGH.....37%<br>ABOUT AVERAGE.....44%<br>SOMEWHAT LOW.....1%<br>VERY LOW.....0%<br>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 YES.....77%  
 in the City of Golden Valley is pro- NO.....23%  
 vided by paid on-call firefighters DON'T KNOW/REFUSED.....0%  
 consisting of residents and cor-  
 porate employees in the city?

76. Would you or any members of house- YES.....12%  
 hold ever consider becoming a fire- NO.....85%  
 fighter in the city? DON'T KNOW/REFUSED.....4%

IF "NO," ASK: (n=339)

77. What are the greatest barriers DON'T KNOW/REFUSED.....0%  
 for you or members of your NO TIME.....13%  
 household to consider becoming NO INTEREST.....46%  
 a firefighter in the city? 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 house- MORE.....31%  
 hold recycling more, about the ABOUT THE SAME.....62%  
 same amount or less? LESS.....3%  
 DON'T KNOW/REFUSED.....3%

79. Do you like or dislike the single- STRONGLY LIKE.....25%  
 sort curbside recycling program? LIKE.....66%  
 (WAIT FOR RESPONSE) Do you feel DISLIKE.....4%  
 strongly that way? 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%
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81.	Have you participated in the City Leaf Drop or Mighty Tidy Day?	YES.....65% NO.....35% DON'T KNOW/REFUSED.....0%
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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%
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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%
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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%
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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.

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|--|---------------------------|
| 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% NO .....1% 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)	

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|--|--|
| 103. What program(s) do you feel are lacking?  | DON'T KNOW/REFUSED....22%<br>SENIOR PROGRAMS.....44%<br>TEEN PROGRAMS.....22%<br>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%<br>NO.....66%<br>LAKES/BOATING.....19%<br>COMMUNITY CENTER.....4%<br>PARKS.....2%<br>TRAILS.....3%<br>GOLF COURSES.....2%<br>POOL.....2%<br>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.

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|--|--|
| 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%<br>SUPPORT.....53%<br>OPPOSE.....24%<br>STRONGLY OPPOSE.....7%<br>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%<br>SOMEWHAT LIKELY.....33%<br>NOT TOO LIKELY.....20%<br>NOT AT ALL LIKELY.....28%<br>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.

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|--|--|
| 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%<br>\$3.00.....17%<br>\$6.00.....18%<br>\$9.00.....13%<br>\$12.00.....7%<br>\$15.00.....1%<br>\$18.00.....3%<br>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%  
 NO .....17%  
 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%
	NO .....10%
	DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=360)

145. Do you or any members of your household regularly read it?	YES.....95%
	NO .....5%
	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%