Like Most about City
2012 City of Eden Prairie

- Location
- Close to Work
- Family/Friends
- Neighborhood/Housing
- Schools
- Parks/Trails/Recreation
- Shopping
- Safe
- Quiet
- Well-Maintained
- Open Spaces
- Small Town Feel
- Friendly People

2008 Study, 2010 Study, 2012 Study
Like Least
2012 City of Eden Prairie

Unsure
NOTHING
Taxes
City Government
Traffic Congestion
Growth
Poor City Layout
Growing Diversity
Lack of Public Transit
School Boundaries
Crime
Scattered

Decision Resources, Ltd.
City-Sponsored Events
2012 City of Eden Prairie

- City-wide/Fire Department Open House
- Night to Unite
- Fourth of July
- Senior Awareness Month
- Staring Lake Concert Series
- Wine Tasting

Awareness Participation

Decision Resources, Ltd.
Additional Activities To Offer
2012 City of Eden Prairie

- No: 88%
- Scattered: 5%
- Unsure: 7%
# City Service Ratings

## 2012 City of Eden Prairie

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police Services</td>
<td>97</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Fire Services</td>
<td>95</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Animal Control</td>
<td>89</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Recreation Services</td>
<td>94</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Park Maintenance</td>
<td>97</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Trail Maintenance</td>
<td>95</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Water and Sewer Services</td>
<td>98</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Utility Billing</td>
<td>94</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Senior Programs and Services</td>
<td>55</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Street Lighting</td>
<td>92</td>
<td>7</td>
<td>1</td>
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<tr>
<td>Building Inspections</td>
<td>70</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Assessing Services</td>
<td>68</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>City Planning Services</td>
<td>80</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>City Engineering Services</td>
<td>72</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Housing/Community Services</td>
<td>79</td>
<td>2</td>
<td>1</td>
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<tr>
<td>City Drinking Water</td>
<td>91</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Snow Plowing</td>
<td>94</td>
<td>5</td>
<td>1</td>
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<tr>
<td>Street Sweeping</td>
<td>98</td>
<td>1</td>
<td>1</td>
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</tbody>
</table>

Decision Resources, Ltd.
Streets
2012 City of Eden Prairie

Decision Resources, Ltd.
Value of City Services
2012 City of Eden Prairie

Decision Resources, Ltd.
Tax Increase to Maintain
2012 City of Eden Prairie

Decision Resources, Ltd.
1% Budget Increase Priority
2012 City of Eden Prairie

- Fire: 2008 Study = 4, 2010 Study = 13, 2012 Study = 18
- Street Maintenance/Snow: 2008 Study = 13, 2010 Study = 12, 2012 Study = 18
- City Planning/Econ Devel: 2008 Study = 12, 2010 Study = 19, 2012 Study = 21
- Parks & Recreation: 2008 Study = 6, 2010 Study = 11, 2012 Study = 17
- None: 2008 Study = 6, 2010 Study = 18, 2012 Study = 23
- Unsure: 2008 Study = 5, 2010 Study = 12, 2012 Study = 12
Neighborhood Traffic Violations
2012 City of Eden Prairie

Traffic Speeding

Stop Sign Violations

<table>
<thead>
<tr>
<th>Category</th>
<th>2010 Study</th>
<th>2012 Study</th>
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</thead>
<tbody>
<tr>
<td>Very Serious</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Somewhat Serious</td>
<td>9</td>
<td>26</td>
</tr>
<tr>
<td>Not Too Serious</td>
<td>23</td>
<td>28</td>
</tr>
<tr>
<td>Not At All Serious</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>Unsure</td>
<td>40</td>
<td>40</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>2010 Study</th>
<th>2012 Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Serious</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Somewhat Serious</td>
<td>15</td>
<td>18</td>
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<tr>
<td>Not Too Serious</td>
<td>31</td>
<td>49</td>
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<tr>
<td>Not At All Serious</td>
<td>28</td>
<td>48</td>
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<tr>
<td>Unsure</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Decision Resources, Ltd.
Greatest Public Safety Concern
2012 City of Eden Prairie

Violent Crime
Traffic Speeding
Drugs
Youth Crimes/Vandalism
Identity Theft
Business Crimes
Residential Crimes
All Equally
None
Unsure

2008 Study
2010 Study
2012 Study

Decision Resources, Ltd.
Eden Prairie Fire Department
2012 City of Eden Prairie

Decision Resources, Ltd.
All Rental Property Licensed/Inspected

2012 City of Eden Prairie

Aware
53%

Unaware
47%
City Actions Protecting Water Quality

2012 City of Eden Prairie

- Too Much
  - 2010 Study: 9 (2008 Study), 29 (2010 Study)
  - 2012 Study: 29 (2012 Study)

- Too Little
  - 2010 Study: 29 (2010 Study)
  - 2012 Study: 29 (2012 Study)

- About Right
  - 2010 Study: 65 (2010 Study)
  - 2012 Study: 65 (2012 Study)

- Unsure
  - 2010 Study: 6 (2010 Study), 6 (2012 Study)
  - 2012 Study: 5 (2012 Study)

Decision Resources, Ltd.
Amount of Natural Open Space

2012 City of Eden Prairie

[Bar chart showing the distribution of opinions on the amount of natural open space in 2008, 2010, and 2012 studies.]

- **About Right Amount**
  - 2008 Study: 2
  - 2010 Study: 89
  - 2012 Study: 84

- **Too Much**
  - 2008 Study: 1
  - 2010 Study: 3
  - 2012 Study: 5

- **Too Little**
  - 2008 Study: 10
  - 2010 Study: 11
  - 2012 Study: 1

- **Unsure**
  - 2008 Study: 2
  - 2010 Study: 1
  - 2012 Study: 2

Decision Resources, Ltd.
More Active City Role in Preserving and Protecting Open Space

2012 City of Eden Prairie

- Strongly Yes: 31, 43, 22, 5
- Yes: 15, 42, 13, 4
- No: 29, 45, 20, 6
- Strongly No: 23, 5, 6, 6
- Unsure: 29, 1, 5, 5

2006 Study 2008 Study 2010 Study 2012 Study

Decision Resources, Ltd.
Maintaining Balance
2012 City of Eden Prairie

Very Successful
- 2006 Study: 16
- 2008 Study: 15
- 2010 Study: 21
- 2012 Study: 26

Somewhat Successful
- 2006 Study: 44
- 2008 Study: 57
- 2010 Study: 40
- 2012 Study: 71

Neither
- 2006 Study: 10
- 2008 Study: 3
- 2010 Study: 14
- 2012 Study: 20

Somewhat Unsuccessful
- 2006 Study: 5
- 2008 Study: 1
- 2010 Study: 2
- 2012 Study: 1

Very Unsuccessful
- 2006 Study: 1
- 2008 Study: 1
- 2010 Study: 0
- 2012 Study: 1

Unsure
- 2006 Study: 13
- 2008 Study: 11
- 2010 Study: 9
- 2012 Study: 18

Decision Resources, Ltd.
Future Development Mixed/Transit

2012 City of Eden Prairie

Decision Resources, Ltd.
Input into Planning/Development

2012 City of Eden Prairie

Decision Resources, Ltd.
LRT Operating in 5-7 Years
2012 City of Eden Prairie

Aware 80%
Unaware 20%

Decision Resources, Ltd.
LRT Position Assuming No City Taxes

2012 City of Eden Prairie

Support: 48%
Strongly Support: 31%
Oppose: 8%
Strongly Oppose: 6%
Unsure: 8%

Decision Resources, Ltd.
Use LRT
2012 City of Eden Prairie

- Sporting Events
  - Very Likely: 30
  - Somewhat Likely: 30

- Entertainment Opportunities
  - Very Likely: 28
  - Somewhat Likely: 32

- Shopping
  - Very Likely: 25
  - Somewhat Likely: 25

- Going to/from Work
  - Very Likely: 13
  - Somewhat Likely: 20

Decision Resources, Ltd.
Airport Noise
2012 City of Eden Prairie

Very Serious
Somewhat Serious
Not Too Serious
Not At All Serious
Unsure

Very Serious
Somewhat Serious
Not Too Serious
Not At All Serious
Unsure

Decision Resources, Ltd.
City Housing Programs

2012 City of Eden Prairie

Aware
48%

Unaware
52%

Decision Resources, Ltd.
Foreclosures in Neighborhood
2012 City of Eden Prairie

2010 Study
Yes 18%
No 82%

2012 Study
Yes 26%
No 74%

Decision Resources, Ltd.
Municipal Liquor Stores
2012 City of Eden Prairie

Continue to Operate Municipal Liquor Stores
- Favor: 82%
- Oppose: 9%
- Unsure: 9%

Still Oppose if Closing Would Result in One Million Dollar Loss of City Revenue
- Yes: 47%
- No: 44%
- Unsure: 8%

Decision Resources, Ltd.
Park and Recreation System
2012 City of Eden Prairie

Opportunities

Excellent: 23
Good: 45
Only Fair: 52
Poor: 2
Unsure: 1

2010 Study: Blue
2012 Study: Red

Maintenance

Excellent: 45
Good: 67
Only Fair: 53
Poor: 4
Unsure: 2

2010 Study: Blue
2012 Study: Red

Decision Resources, Ltd.
Park Usage & Ratings
2012 City of Eden Prairie

Large Community Parks: 79
Smaller Neighborhood Parks: 71
Senior Center: 17
Outdoor Center: 34
Amphitheater: 45
Anderson Conservation Area: 43
Eden Prairie Art Center: 39
Eden Prairie Community Center: 56

Excellent/Good
Only Fair/Poor
City Staff Rating
2012 City of Eden Prairie

37% report "quite a lot" or "some" first-hand contact with the City Staff.
Eden Prairie City Hall
2012 City of Eden Prairie

Contact City Hall

Waiting Time to Respond
96

Ease of Reaching Help
97

Courtesy of Staff
99

Efficiency of Staff
98

Positive

Negative

Customer Service Dimensions

Decision Resources, Ltd.
Principal & Preferred Information Source

2010 City of Eden Prairie

- Local Newspapers: Current Source - 54, Preferred Source - 51
- City Newsletter: Current Source - 4, Preferred Source - 4
- "Star Tribune": Current Source - 5, Preferred Source - 5
- Website: Current Source - 20, Preferred Source - 18
- Mailings: Current Source - 3, Preferred Source - 3
- E-Mails: Current Source - 0, Preferred Source - 11
- Cable Television: Current Source - 4, Preferred Source - 3
- Grapevine: Current Source - 5, Preferred Source - 3
- Scattered: Current Source - 6, Preferred Source - 3

Decision Resources, Ltd.
"Life in the Prairie"
2012 City of Eden Prairie

Read "Life in the Prairie"
Evaluation of Content and Format

Decision Resources, Ltd.
New Website Launch
2012 City of Eden Prairie

Aware
44%

Unaware
56%

Decision Resources, Ltd.
City Website
2012 City of Eden Prairie

Access to the Internet
- Yes: 92%
- No: 8%

Accessed the Eden Prairie Website
- Yes: 61%
- No: 39%

Decision Resources, Ltd.
# On-Line Forums

## 2012 City of Eden Prairie

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<td>19</td>
<td>10</td>
<td>6</td>
<td>6</td>
<td>11</td>
</tr>
</tbody>
</table>

- **Aware/Not Use**: Purple bar
- **Aware/Use**: Pink bar

Decision Resources, Ltd.