Eden Prairie
Quality of Life Survey
Presentation of Results
Using Survey Results

- Monitor trends in resident opinion
- Measure government performance
- Inform budget, land use, strategic planning decisions
- Benchmark service ratings
About NRC

- 21 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative
Survey Background

- Second year conducting community survey with NRC
  - 2014, 2016
- Report card of community quality, City services and public opinion
- Results compared by:
  - Geographic area
    (NW, NE, SW, SE)
  - Socio-demographic characteristics
  - National, Minnesota Communities and north central region with populations over 15,000 benchmark comparisons
Surveys mailed to 2,000 households

491 completed (26%)

Additional 1,398 “opt-in” surveys (total of 1,889 responses)

Results weighted to reflect community
Community Quality
Overall Quality of Life

Series 1

Percent “excellent” or “good”


88% 88% 89% 89% 95% 95%

Higher than benchmarks
Life in Eden Prairie

City as a place to live
City as a place to raise children
Neighborhood as a place to live

9 in 10
“excellent” or “good”
### Aspects of Quality of Life Compared

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>National</th>
<th>Minnesota</th>
<th>NC Region with 15K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place to live</td>
<td>↑</td>
<td>↑</td>
<td>↑</td>
</tr>
<tr>
<td>Place to raise children</td>
<td>↑</td>
<td>↑</td>
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</tr>
<tr>
<td>Neighborhood as place to live</td>
<td>↑</td>
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<tr>
<td>Place to work</td>
<td>↑</td>
<td>↑</td>
<td>↑</td>
</tr>
<tr>
<td>Place to visit</td>
<td>=</td>
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<tr>
<td>Place to retire</td>
<td>=</td>
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</tbody>
</table>

Higher in 2016
Resident Loyalty

94%
Recommend living in Eden Prairie

89%
Plan to remain in Eden Prairie

86%
Recommend visiting Eden Prairie

Higher in 2016
Community Characteristics

Quality of overall natural environment
Overall image or reputation
Overall economic health
Overall opportunities for education and enrichment

Overall feeling of safety
Health and wellness opportunities
Overall built environment
Overall ease of getting to the places you have to visit
Sense of community

7 in 10
“excellent” or “good”

Higher in 2016
Higher than benchmarks
## 2016 Community Characteristics: Comparison to Benchmarks

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Minnesota</th>
<th>NC Region with 15+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td>↑</td>
<td>=</td>
<td>↑</td>
</tr>
<tr>
<td>Natural environment</td>
<td>↑</td>
<td>↑</td>
<td>↑</td>
</tr>
<tr>
<td>Image/reputation</td>
<td>↑</td>
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<tr>
<td>Economic health</td>
<td>↑</td>
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<tr>
<td>Education/enrichment</td>
<td>↑</td>
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<tr>
<td>Built environment</td>
<td>↑</td>
<td>↑</td>
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</tr>
<tr>
<td>Ease of getting places</td>
<td>=</td>
<td>=</td>
<td>=</td>
</tr>
<tr>
<td>Sense of community</td>
<td>=</td>
<td>=</td>
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</tbody>
</table>
Government Services
Quality and Value of City Services 2016

<table>
<thead>
<tr>
<th>Quality</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>73%</td>
</tr>
<tr>
<td>94%</td>
<td>71%</td>
</tr>
<tr>
<td>Higher in 2016</td>
<td>Higher than benchmarks</td>
</tr>
</tbody>
</table>

2016 vs. 2014:
- Quality: 94% vs. 87%
- Value: 69% vs. 62%

“excellent” or “good”
2016 Service Ratings

Highest
- Park maintenance
- Fire services
- County EMS response time
- Trail maintenance
- Police services
- Recreation centers of facilities

Lowest
- Street lighting
- Street repair
- Assessing services
- Sidewalks
- Traffic signal timing
### 2016 Service Ratings: Comparison to Benchmarks (N=33)

<table>
<thead>
<tr>
<th></th>
<th>Nation</th>
<th>Minnesota</th>
<th>NC Region + 15K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher</td>
<td>13 much higher</td>
<td>4 much higher</td>
<td>7 much higher</td>
</tr>
<tr>
<td></td>
<td>12 higher</td>
<td>13 higher</td>
<td>14 higher</td>
</tr>
<tr>
<td>Similar</td>
<td>2 similar:</td>
<td>6 similar</td>
<td>3 similar</td>
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<tr>
<td></td>
<td>-Fire</td>
<td>-Fire</td>
<td>-Fire</td>
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<td>-EMS</td>
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<td>-EMS</td>
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<tr>
<td></td>
<td></td>
<td>-Utility billing</td>
<td>-Utility billing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Storm drainage</td>
<td>-Storm drainage</td>
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<tr>
<td></td>
<td></td>
<td>-Drinking water</td>
<td>-Drinking water</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-Traffic signal timing</td>
<td>-Traffic signal timing</td>
</tr>
</tbody>
</table>


2016 Quality of Services: Trends Over Time (compared to 2014)

- Overall customer service by employees
- City streets
- Economic development
- Emergency preparedness
- Utility billing
- Assessing services
- Traffic signal timing

- None
Rating of City Employees

- Courtesy: 94%
- Knowledge: 93%
- Overall customer service: 91%
- Responsiveness: 90%
- Follow-up: 88%

Higher than benchmarks
Participation and Partnerships
Contact with Police Department

- Eden Prairie Night to Unite: 18% (2016) vs. 18% (2014)
- Community programs: 15% (2016) vs. 13% (2014)
- Report a crime: 11% (2016) vs. 10% (2014)
- City-wide Open House: 9% (2016) vs. 4% (2014)
- Animal Control: 7% (2016) vs. 7% (2014)
- Services such as medical assistance: 6% (2016) vs. 6% (2014)

Percent “yes”
Quality of Contact with Police Department

93% “excellent” or “good”
Use of Parks and Recreation Amenities

Used at least once in the last 12 months

- Smaller neighborhood parks
- Large community parks
- Community Center

89% 85% 62%
Website Use

Accessed the website

Higher in 2016
Aspects of the City Website

- Appearance
- Info and services offered
- Registration for rec programs
- Search function
- Ease of navigation

Higher in 2016

Higher than national benchmarks

7 in 10 or more

“excellent” or “good”
Sources of Information

- Word of mouth: 86%
- Parks and Recreation Program Guide: 78%
- City Website: 77%
- Eden Prairie News: 70%
- Life in the Prairie: 67%

Higher in 2016

major or minor source
Priorities for Residents
Like Most about living in Eden Prairie

- Parks, trails/recreation centers: 33%
- Convenient location: 18%
Problems or Issues in Eden Prairie

What do you like least about living in Eden Prairie?
(Traffic congestion)

Please rate how much of a problem, if at all, you feel each of the following is in Eden Prairie?
(Traffic speeding)

Please rate how much of a problem, if at all, you feel airport noise is in your neighborhood?
Mapping to City Goals
Priority Mapping

Community Well-Being and Safety

- Overall feeling of safety: 95%
- Safety in neighborhood: 95%
Overall Feeling of Safety

96% 2014

95% 2016

“excellent” or “good”

Higher than national and regional benchmarks
Feelings of Safety

- Neighborhoods: 95%
- Eden Prairie Center Mall: 95%
- Parks and open space: 94%
- On paths and walking trails: 93%
- Retail parking lots: 93%

Higher than national and regional benchmarks
Priority Mapping

High Quality Services

94%
Overall quality of services

69%
Value of services for taxes paid
Priority Mapping

Preserved & Beautiful Environment

97%  
Park maintenance

94%  
Overall natural environment

90%  
Preservation of natural areas
Priority Mapping

Sense of Community

70%
Sense of community
Priority Mapping

Economic Vitality

- Overall economic health: 93%
- Recommend conducting business in EP: 93%
- EP as a place to work: 90%
- Economic development: 89%
Economy

9 in 10

Overall economic health
“excellent” or “good”

Economic development
“excellent” or “good”

Recommend conducting business
“very” or “somewhat likely”

Eden Prairie as a place to work
“excellent” or “good”

Higher than benchmarks

Higher in 2016
Policy Questions
Municipal Liquor Stores

“strongly” or “somewhat support”
9 in 10 Appreciated the courtesy and friendliness of staff and product selection
Residential Chicken Regulations

- Somewhat support, 32%
- Somewhat oppose, 17%
- Strongly support, 27%
- Strongly oppose, 25%
Discussion

Which ratings were expected and which ones surprised you?
Residents continue to enjoy a high quality of life

A strong economy is a feature that makes Eden Prairie a desirable community

Traffic was identified as an issue

Residents are engaging more on the City website and provided intel on how they receive information

Safety remains a strong community feature of Eden Prairie
Staff Findings
Four Areas to Focus On

1. Sense of community
2. Traffic
3. Street lighting
4. Value of services for taxes paid
What do you think the main focus areas should be from the survey?

https://www.menti.com 80 23 57
Thank You!

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