Agenda

Purpose and Methodology
Bottom Line Upfront
Major Findings
Summary
Questions
Purpose

- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To set a baseline for future surveys
- To compare the City’s performance with other communities nationally and regionally
Methodology

- **Survey Description**
  - Seven-page survey
  - Each survey takes approximately 15-20 minutes to complete

- **Method of Administration**
  - By mail and online to randomly selected sample of City residents

- **Sample Size**
  - 403 completed surveys
  - Margin of error: +/- 5% at the 95% level of confidence
Location of Survey Respondents

- Good Representation Throughout the City
- Demographics of survey respondents accurately reflects the actual population of the City
  - Age
  - Race/Ethnicity
  - Gender
• Most Residents Rated Minot as an Excellent or Good Place to Live and Raise Children

• Top Overall Priorities for City Services
  o Overall Maintenance of City Streets/Sidewalks
  o Overall Flow of Traffic on City Streets
  o Overall Quality of Police Services

• Top Issues Facing Minot Over the Next 5 Years:
  o High Taxes/Property Taxes/Finances
  o Crime
  o Housing Affordability
  o Road Repair/Maintenance/Expansion
Topic #1
Perception of the City
Q2. Quality of Life in Minot
by percentage of respondents (excluding don't knows)

As a place to raise children:
- Excellent (5): 21%
- Good (4): 57%
- Average (3): 16%
- Below Average (1/2): 6%

As a place to live:
- Excellent (5): 17%
- Good (4): 56%
- Average (3): 16%
- Below Average (1/2): 11%

As a place to work:
- Excellent (5): 15%
- Good (4): 50%
- Average (3): 23%
- Below Average (1/2): 12%

As a place to retire:
- Excellent (5): 12%
- Good (4): 29%
- Average (3): 27%
- Below Average (1/2): 32%

As a place to visit:
- Excellent (5): 7%
- Good (4): 28%
- Average (3): 29%
- Below Average (1/2): 36%

As a community moving in the right direction:
- Excellent (5): 6%
- Good (4): 26%
- Average (3): 34%
- Below Average (1/2): 35%

78% Rated Minot as an Excellent or Good Place to Raise Children; Only 6% Gave a Rating of Below Average/Poor
Most Areas Received High Ratings, but There Are Concerns with Streets and Traffic Flow
Q7. Perceptions of Safety and Security

by percentage of respondents (excluding don't knows)

- Walking alone in your neighborhood during the day:
  - Very Safe (5): 50%
  - Safe (4): 41%
  - Unsafe (1/2): 7%

- In commercial areas of the City during the day:
  - Very Safe (5): 32%
  - Safe (4): 54%
  - Unsafe (1/2): 13%

- Walking alone in your neighborhood in general:
  - Very Safe (5): 30%
  - Safe (4): 48%
  - Unsafe (1/2): 17%

- In City parks and recreation facilities:
  - Very Safe (5): 14%
  - Safe (4): 51%
  - Neutral (3): 24%
  - Unsafe (1/2): 11%

- Walking alone in your neighborhood after dark:
  - Very Safe (5): 14%
  - Safe (4): 35%
  - Neutral (3): 28%
  - Unsafe (1/2): 23%

- In commercial areas of the City after dark:
  - Very Safe (5): 8%
  - Safe (4): 26%
  - Neutral (3): 35%
  - Unsafe (1/2): 31%
Topic #3
Comparisons to Other Communities
Overall Satisfaction with Major City Services

Minot vs. Plains Region vs. the U.S.

By percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

- Overall quality of fire protection services: Minot: 87%, Plains Region: 87%, U.S.: 85%
- Overall quality of local police protection: Minot: 76%, Plains Region: 72%, U.S.: 64%
- Overall quality of library services: Minot: 73%, Plains Region: 73%, U.S.: 74%
- Overall quality of City water and sewer utilities: Minot: 63%, Plains Region: 61%, U.S.: 62%
- Quality of customer service from City employees: Minot: 61%, Plains Region: 58%, U.S.: 51%
- Overall quality of solid waste services: Minot: 60%, Plains Region: 67%, U.S.: 68%
- Overall maintenance of City streets/sidewalks: Minot: 40%, Plains Region: 54%, U.S.: 52%
- Overall enforcement of City codes/ordinances: Minot: 40%, Plains Region: 57%, U.S.: 52%
- Overall flow of traffic on City streets: Minot: 37%, Plains Region: 52%, U.S.: 62%
Topic #4
Top Community Priorities
## Importance-Satisfaction Rating

City of Minot, ND

### Overall

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
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<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Overall maintenance of City streets/sidewalks</td>
<td>57%</td>
<td>2</td>
<td>40%</td>
<td>7</td>
<td>0.3408</td>
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<tr>
<td>Overall flow of traffic on City streets</td>
<td>35%</td>
<td>6</td>
<td>37%</td>
<td>9</td>
<td>0.2202</td>
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<tr>
<td>Overall quality of police services</td>
<td>71%</td>
<td>1</td>
<td>73%</td>
<td>2</td>
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<td>Overall quality of City water and sewer utilities</td>
<td>51%</td>
<td>4</td>
<td>63%</td>
<td>4</td>
<td>0.1875</td>
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<td>Overall quality of solid waste services</td>
<td>42%</td>
<td>5</td>
<td>60%</td>
<td>6</td>
<td>0.1659</td>
<td>5</td>
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<tr>
<td>Overall enforcement of City codes/ordinances</td>
<td>22%</td>
<td>7</td>
<td>40%</td>
<td>8</td>
<td>0.1353</td>
<td>6</td>
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<tr>
<td>Quality of customer service from City employees</td>
<td>15%</td>
<td>8</td>
<td>61%</td>
<td>5</td>
<td>0.0572</td>
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<td>Overall quality of fire services</td>
<td>53%</td>
<td>3</td>
<td>89%</td>
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<tr>
<td>Overall quality of library services</td>
<td>4%</td>
<td>9</td>
<td>73%</td>
<td>3</td>
<td>0.0115</td>
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</table>
# Importance-Satisfaction Rating

## City of Minot, ND
### City Maintenance/Public Works

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
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<tr>
<td>Condition of major City streets</td>
<td>51%</td>
<td>1</td>
<td>44%</td>
<td>12</td>
<td>0.2871</td>
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<tr>
<td>Snow removal on neighborhood streets</td>
<td>30%</td>
<td>3</td>
<td>36%</td>
<td>16</td>
<td>0.1936</td>
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<tr>
<td>Traffic flow on major City streets</td>
<td>26%</td>
<td>4</td>
<td>37%</td>
<td>15</td>
<td>0.1638</td>
<td>3</td>
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<td>Snow removal on major City streets</td>
<td>35%</td>
<td>2</td>
<td>56%</td>
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<td>0.1543</td>
<td>4</td>
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<td>Condition of streets in your neighborhood</td>
<td>24%</td>
<td>5</td>
<td>51%</td>
<td>5</td>
<td>0.1191</td>
<td>5</td>
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<tr>
<td>Timing of traffic signals on City streets</td>
<td>18%</td>
<td>6</td>
<td>40%</td>
<td>14</td>
<td>0.1094</td>
<td>6</td>
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<tr>
<td>Adequacy of City street lighting</td>
<td>16%</td>
<td>8</td>
<td>45%</td>
<td>10</td>
<td>0.0894</td>
<td>7</td>
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<td>City efforts to prevent flooding in Minot</td>
<td>17%</td>
<td>7</td>
<td>55%</td>
<td>3</td>
<td>0.0746</td>
<td>8</td>
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<tr>
<td>Visibility of pavement markings/street signs</td>
<td>10%</td>
<td>9</td>
<td>47%</td>
<td>8</td>
<td>0.0518</td>
<td>9</td>
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<tr>
<td>Pedestrian accessibility</td>
<td>9%</td>
<td>10</td>
<td>47%</td>
<td>7</td>
<td>0.0496</td>
<td>10</td>
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<tr>
<td>Overall cleanliness of streets and alleysways</td>
<td>8%</td>
<td>11</td>
<td>42%</td>
<td>13</td>
<td>0.0485</td>
<td>11</td>
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<tr>
<td>Condition of sidewalks in your neighborhood</td>
<td>8%</td>
<td>12</td>
<td>45%</td>
<td>9</td>
<td>0.0435</td>
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<tr>
<td>Adequacy of stormwater infrastructure</td>
<td>7%</td>
<td>13</td>
<td>49%</td>
<td>6</td>
<td>0.0331</td>
<td>13</td>
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<tr>
<td>Appearance/condition of medians/right-of-ways/public areas</td>
<td>6%</td>
<td>14</td>
<td>45%</td>
<td>11</td>
<td>0.0315</td>
<td>14</td>
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<tr>
<td>Availability of shared use paths</td>
<td>5%</td>
<td>15</td>
<td>53%</td>
<td>4</td>
<td>0.0238</td>
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<tr>
<td>Overall quality of the Rosehill City Cemetery</td>
<td>1%</td>
<td>16</td>
<td>81%</td>
<td>1</td>
<td>0.0010</td>
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</table>
# Importance-Satisfaction Rating

**City of Minot, ND**  
**Public Safety**

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
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<td><strong>Very High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>The City’s effort to prevent crime</td>
<td>43%</td>
<td>2</td>
<td>50%</td>
<td>14</td>
<td>0.2135</td>
<td>1</td>
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<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall quality of local police protection</td>
<td>60%</td>
<td>1</td>
<td>76%</td>
<td>6</td>
<td>0.1459</td>
<td>2</td>
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<tr>
<td>Visibility of police in your neighborhood</td>
<td>26%</td>
<td>5</td>
<td>53%</td>
<td>12</td>
<td>0.1201</td>
<td>3</td>
</tr>
<tr>
<td>How quickly police officers respond to emergencies</td>
<td>31%</td>
<td>4</td>
<td>67%</td>
<td>8</td>
<td>0.1049</td>
<td>4</td>
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<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>12%</td>
<td>7</td>
<td>50%</td>
<td>13</td>
<td>0.0619</td>
<td>5</td>
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<tr>
<td>How quickly fire services personnel respond</td>
<td>39%</td>
<td>3</td>
<td>85%</td>
<td>5</td>
<td>0.0597</td>
<td>6</td>
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<tr>
<td>Municipal court</td>
<td>8%</td>
<td>9</td>
<td>41%</td>
<td>16</td>
<td>0.0496</td>
<td>7</td>
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<tr>
<td>Visibility of police in commercial areas</td>
<td>8%</td>
<td>10</td>
<td>59%</td>
<td>9</td>
<td>0.0327</td>
<td>8</td>
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<tr>
<td>Quality of animal control</td>
<td>6%</td>
<td>11</td>
<td>50%</td>
<td>15</td>
<td>0.0302</td>
<td>9</td>
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<tr>
<td>Overall quality of fire protection services</td>
<td>15%</td>
<td>6</td>
<td>87%</td>
<td>1</td>
<td>0.0194</td>
<td>10</td>
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<tr>
<td>Emergency preparedness services of the fire dept</td>
<td>9%</td>
<td>8</td>
<td>85%</td>
<td>4</td>
<td>0.0131</td>
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<tr>
<td>Quality of police safety education programs</td>
<td>3%</td>
<td>12</td>
<td>55%</td>
<td>10</td>
<td>0.0123</td>
<td>12</td>
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<tr>
<td>Police social media outreach</td>
<td>2%</td>
<td>13</td>
<td>53%</td>
<td>11</td>
<td>0.0103</td>
<td>13</td>
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<tr>
<td>Fire safety education programs</td>
<td>2%</td>
<td>14</td>
<td>67%</td>
<td>7</td>
<td>0.0063</td>
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<tr>
<td>Overall professionalism of the fire department</td>
<td>2%</td>
<td>15</td>
<td>87%</td>
<td>2</td>
<td>0.0020</td>
<td>15</td>
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<tr>
<td>Friendliness of the fire department</td>
<td>1%</td>
<td>16</td>
<td>86%</td>
<td>3</td>
<td>0.0008</td>
<td>16</td>
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## Importance-Satisfaction Rating

**City of Minot, ND**

**Code Enforcement**

<table>
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<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
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<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean-up of trash &amp; litter on residential property</td>
<td>44%</td>
<td>1</td>
<td>40%</td>
<td>6</td>
<td>0.2673</td>
<td>1</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean-up of trash &amp; litter on commercial property</td>
<td>31%</td>
<td>2</td>
<td>36%</td>
<td>7</td>
<td>0.1990</td>
<td>2</td>
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<tr>
<td>Maintenance of residential property</td>
<td>30%</td>
<td>3</td>
<td>44%</td>
<td>2</td>
<td>0.1679</td>
<td>3</td>
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<tr>
<td>Maintenance of commercial property</td>
<td>20%</td>
<td>4</td>
<td>42%</td>
<td>4</td>
<td>0.1185</td>
<td>4</td>
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<tr>
<td>Parking enforcement on neighborhood streets</td>
<td>18%</td>
<td>5</td>
<td>42%</td>
<td>5</td>
<td>0.1076</td>
<td>5</td>
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<tr>
<td>Enforcement of residential building codes</td>
<td>17%</td>
<td>6</td>
<td>46%</td>
<td>1</td>
<td>0.0927</td>
<td>6</td>
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<tr>
<td>Enforcement of commercial building codes</td>
<td>13%</td>
<td>7</td>
<td>43%</td>
<td>3</td>
<td>0.0728</td>
<td>7</td>
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</tbody>
</table>
Other Findings
Q12. Do you feel the current level of code enforcement is...

by percentage of respondents (excluding don't knows)

- Too much
- About right
- Not enough

50%
46%
4%
Q16. Support for the City Implementing Special Assessment Districts to Install Sidewalks

by percentage of respondents

- 37% Not Supportive
- 18% Not Sure
- 27% Somewhat Supportive
- 18% Very Supportive

45% Are Very or Somewhat Supportive; 37% Not Supportive
Q17. Support for the City Implementing Special Assessment Districts to Install Street Lighting

by percentage of respondents

- Very supportive: 38%
- Somewhat supportive: 26%
- Not supportive: 24%
- Not sure: 13%

62% Are Very or Somewhat Supportive; 26% Not Supportive
Q18. Support for a Tax Increase to Support the Increased Maintenance of City Streets

by percentage of respondents

- 31% Very supportive
- 12% Somewhat supportive
- 8% Not supportive
- 50% Not sure

43% Are Very or Somewhat Supportive; 50% Not Supportive
Q22. Where Residents Currently Receive Information About the City of Minot

by percentage of respondents (multiple selections could be made)

- Local TV news stations: 71%
- Local newspaper: 52%
- City of Minot website: 51%
- City's Facebook pages: 38%
- City Council meetings: 24%
- Mayor's letter to the Editor: 17%
- City's weekly social media video, “This Week Ahead”: 9%
- City's weekly email newsletter: 7%
- City's Instagram: 3%
- City's Twitter pages: 2%
Q23. Sources of Information That Residents MOST PREFER to Receive About the City

by percentage of respondents who selected the item as one of their top three choices

- Local TV news stations: 65%
- Local newspaper: 50%
- City of Minot website: 47%
- City’s Facebook pages: 34%
- City Council meetings: 15%
- City’s weekly email newsletter: 11%
- Mayor’s letter to the Editor: 9%
- City’s weekly social media video, “This Week Ahead”: 6%
- City’s Instagram: 3%
- City’s Twitter pages: 2%

Ways Residents Prefer to Receive Information Is Aligned with the Way They’re Currently Getting Information
Q31. Biggest Issues Minot Will Face Within the Next Five Years

by percentage of respondents (up to three selections could be made)

- High taxes/property taxes/finances: 75%
- Crime: 58%
- Housing affordability: 46%
- Road repair/maintenance/expansion: 44%
- Economic development: 37%
- Neighborhood vitality: 11%
- Public transportation: 5%
- Stormwater issues: 5%
Summary
Summary

• Most Residents Rated Minot as an Excellent or Good Place to Live and Raise Children

• Top Overall Priorities for City Services
  o Overall Maintenance of City Streets/Sidewalks
  o Overall Flow of Traffic on City Streets
  o Overall Quality of Police Services

• Top Issues Facing Minot Over the Next 5 Years:
  o High Taxes/Property Taxes/Finances
  o Crime
  o Housing Affordability
  o Road Repair/Maintenance/Expansion
Questions?

Thank You!!