Resident Survey

2022 Results
Civic Communication & Analytics Platform
Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Questions about our product?
Visit www.polco.us to learn more

Advanced Survey Science & Performance Analytics
Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive partners of:

ICMA
NLC NATIONAL LEAGUE OF CITIES
Survey Methods

4,200 households

794 completed surveys (25%)

3% Margin of Error

Results weighted

Benchmark comparisons
National Benchmark Comparisons

More than 500 comparison communities across the nation. Representing the opinions of more than 50 million residents.
National Benchmark Comparisons

19 received higher ratings

32 received similar ratings

2 received lower ratings
Minnesota Benchmark Comparisons

4 received higher ratings

46 received similar ratings

1 received lower ratings
Population Benchmark Comparisons

3 received higher ratings
45 received similar ratings
1 received lower ratings
Overview of Survey Results
Key Finding #1:

Residents continue to enjoy Woodbury’s quality of life and community amenities
Overall quality of life in Woodbury

Overall quality of life, 2022

- Excellent: 37%
- Good: 58%
- Fair: 4%
- Poor: 1%

Percent excellent or good:

- 2001: 97%
- 2003: 95%
- 2005: 93%
- 2007: 96%
- 2009: 98%
- 2011: 99%
- 2013: 97%
- 2015: 94%
- 2017: 92%
- 2019: 92%
- 2022: 94%
Residents give excellent or good ratings to:

- **Neighborhood as a place to live**
- **Woodbury as a place to raise children**
9 in 10 excellent or good:

- Overall image or reputation ★
- Health and wellness opportunities ★
- Fitness and exercise opportunities ★

Higher than national benchmarks
Key Finding #2:

Ratings for economic aspects of the city are especially robust and above average.
9 in 10 excellent or good

- Shopping opportunities
- Overall economic health

4 in 5 excellent or good

- Overall quality of business and service establishments
- Woodbury as a place to work
Key Finding #3:

Many residents indicate strong community connections and feel that the city is inclusive.
Community Ties

Please rate your agreement with the following statements:

- **I can rely on my neighbors when I need help**
  - Strongly agree: 46%
  - Somewhat agree: 38%
  - Somewhat disagree: 12%
  - Strongly disagree: 4%

- **I have good relationships with my neighbors**
  - Strongly agree: 47%
  - Somewhat agree: 44%
  - Somewhat disagree: 7%
  - Strongly disagree: 2%

- **I feel connected to my neighborhood**
  - Strongly agree: 32%
  - Somewhat agree: 52%
  - Somewhat disagree: 13%
  - Strongly disagree: 3%

- **I feel connected to the overall Woodbury community**
  - Strongly agree: 12%
  - Somewhat agree: 66%
  - Somewhat disagree: 17%
  - Strongly disagree: 5%
Sense of community in Woodbury

Sense of community, 2022

Excellent: 18%
Good: 45%
Fair: 30%
Poor: 8%

Percent excellent or good:

- 2001: 70%
- 2003: 73%
- 2005: 69%
- 2007: 82%
- 2009: 82%
- 2011: 83%
- 2013: 82%
- 2015: 65%
- 2017: 65%
- 2019: 62%
- 2022: 63%
Community Diversity and Inclusivity

- Providing a safe and secure environment: 72%
- Making all residents feel welcome: 71%
- Treating all residents fairly: 70%
- Demonstrating respect for residents of different cultures and belief systems: 66%
- Valuing residents from diverse backgrounds: 64%
- Helping new residents feel connected and integrated: 56%

excellent or good
Key Finding #4:

Improving drinking water quality and ensuring an adequate water supply are increasingly urgent priorities for residents.
Most Serious Issue

- Water quality: 45%
- Crime: 43%
- Affordable housing: 34%
- Traffic congestion: 33%
Water services

Percent excellent or good

4 in 10

Drinking water
Top Sustainability Priorities

Please indicate which of the following sustainable activities and services you think is the top priority for the City to focus on in the next two years. (Select top three.)

- Tree planting due to tree loss from Emerald Ash Borer: 43%
- Encourage recycling and waste reduction: 39%
- Bike paths and sidewalks: 38%
- Development policies that protect natural resources: 32%
- Energy conservation: 30%
- Increased use of native plants instead of grass for landscaping: 25%
- Reduce water use through conservation measures and efficiencies: 22%
- Organized trash and recycling collection (single hauler system): 20%
- Expanded mass transit options: 16%
- Other: 9%

Total may exceed 100% as respondents could select more than one answer.
Key Finding #5:

Government performance and City service delivery continue to receive high marks from residents.
88% Overall quality of City services excellent or good
Top-Rated City Services

9 in 10

• Fire services
• Ambulance/EMS
• Eagle Valley Golf Course
• HealthEast Sports Center
• Police services
• Sewer services
• City parks
• Central Park
• Condition of trails
• Overall customer service by City employees ★

8 in 10

• Recreation programs ★
• Stormwater and flood management ★
• Amount of trees and landscaping along City roads
• Street sweeping ★
• Lookout Ridge

★ Higher than national benchmarks
Service Trends

- Snow plowing
- Pavement repair and patching
- Drinking water

Excellent or good
## Government Performance

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approval of Mayor and City Council</td>
<td>86%</td>
<td></td>
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<tr>
<td>City Staff Job Performance</td>
<td>86%</td>
<td></td>
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<tr>
<td>Overall direction</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Treating all residents</td>
<td>Fairly</td>
<td>72%</td>
</tr>
<tr>
<td>Welcoming citizen involvement</td>
<td>64%</td>
<td></td>
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<tr>
<td>Acting in the best interest of the community</td>
<td>68%</td>
<td></td>
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<tr>
<td>Overall confidence in government</td>
<td>Excellent or Good</td>
<td>66%</td>
</tr>
</tbody>
</table>
Key Finding #6: Safety is a growing concern for residents
Overall feeling of safety in Woodbury

Overall feeling of safety, 2022

- Excellent: 24%
- Good: 54%
- Fair: 18%
- Poor: 4%

Percent excellent or good:
- 2015: 94%
- 2017: 95%
- 2019: 96%
- 2022: 78%
# Police Department Priorities

In addition to responding to emergency calls, which of the following, if any, do you think should be the top policing priority for the Woodbury Police Department?

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<tbody>
<tr>
<td>Crime prevention and education</td>
<td>46%</td>
<td>24%</td>
<td>29%</td>
<td>34%</td>
<td>40%</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Promoting positive police-community relations</td>
<td>23%</td>
<td>29%</td>
<td>25%</td>
<td>17%</td>
<td>16%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>Criminal investigation and apprehension</td>
<td>16%</td>
<td>12%</td>
<td>15%</td>
<td>17%</td>
<td>12%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Alcohol and drug issues</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Feelings of safety around the city

<table>
<thead>
<tr>
<th>Please rate how safe or unsafe you feel: (Percent very or somewhat safe)</th>
<th>2022</th>
<th>2019</th>
<th>2017</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking alone in your neighborhood during the day</td>
<td>94%</td>
<td>98%</td>
<td>95%</td>
<td>94%</td>
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<td>In commercial areas</td>
<td>85%</td>
<td>97%</td>
<td>93%</td>
<td>93%</td>
</tr>
<tr>
<td>In city parks and recreation facilities</td>
<td>85%</td>
<td>95%</td>
<td>92%</td>
<td>90%</td>
</tr>
</tbody>
</table>
Key Finding #7:

Residents feel positively about the value of their taxes paid to Woodbury and are increasingly supportive of a property tax increase to maintain current service levels.
Increasing Taxes to Maintain Services

people would **support** increasing property taxes to **maintain** City services at their current levels

1 in 2
Residents gave excellent or good ratings to the value of services for taxes paid. Higher than national benchmarks.
Property Tax Level

The percentage of your total property tax bill that goes to the City of Woodbury is about 25%. For the median-valued homeowner, that is $86 per month for all city services. Do you consider the city portion of property taxes in Woodbury to be…?

2022:
- Very high: 8%
- Somewhat high: 35%
- About average: 51%
- Somewhat low: 5%
- Very low: 1%

2019:
- Very high: 7%
- Somewhat high: 37%
- About average: 50%
- Somewhat low: 4%
- Very low: 2%

2017:
- Very high: 9%
- Somewhat high: 29%
- About average: 54%
- Somewhat low: 6%
- Very low: 2%

2015:
- Very high: 16%
- Somewhat high: 43%
- About average: 38%
- Somewhat low: 1%
- Very low: 2%

2013:
- Very high: 8%
- Somewhat high: 42%
- About average: 48%
- Somewhat low: 2%
- Very low: 1%

Percent of respondents
Questions?
THANK YOU!

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