

THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM



Results for the City of Rochester

August 1, 2022



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

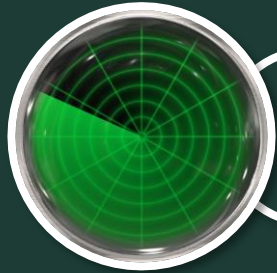
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

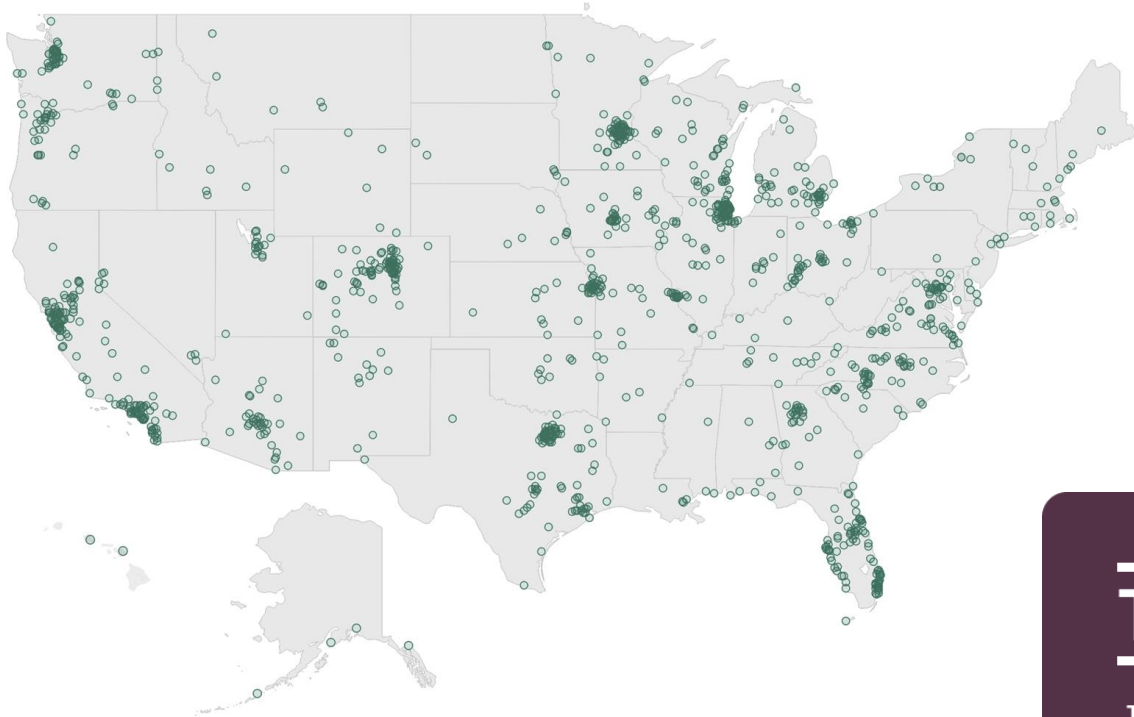


The National Community Survey™ in Rochester

The NCS™ for Rochester, MN

- First time conducting The NCS
- Survey conducted from March 9, 2022 to April 27, 2022
- “Hybrid” mailing approach employed:
 - Probability-based sample of 5,500 households (3,000 Group A, 2,500 Group B)
 - 828 total responses received
 - 16% overall response rate
 - Non-probability, open-participation sample: 221 responses
- Results statistically weighted to reflect Rochester overall
- 95% confidence interval with a +/- 3% margin of error

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

THE NCS[™]

THE NATIONAL COMMUNITY SURVEY[™]

Overview of Survey Results

Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Rochester as a whole. (% excellent or good)		vs. benchmark*
Overall economic health	76%	Similar
Overall quality of the transportation system	63%	Similar
Overall design or layout of residential and commercial areas	64%	Similar
Overall quality of the utility infrastructure	74%	Similar
Overall feeling of safety	75%	Similar
Overall quality of natural environment	71%	Similar
Overall quality of parks and recreation opportunities	71%	Similar
Overall health and wellness opportunities	75%	Similar
Overall opportunities for education, culture, and the arts	59%	Similar
Residents' connection and engagement with their community	45%	Similar

Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Rochester community to focus on each of the following in the coming two years.

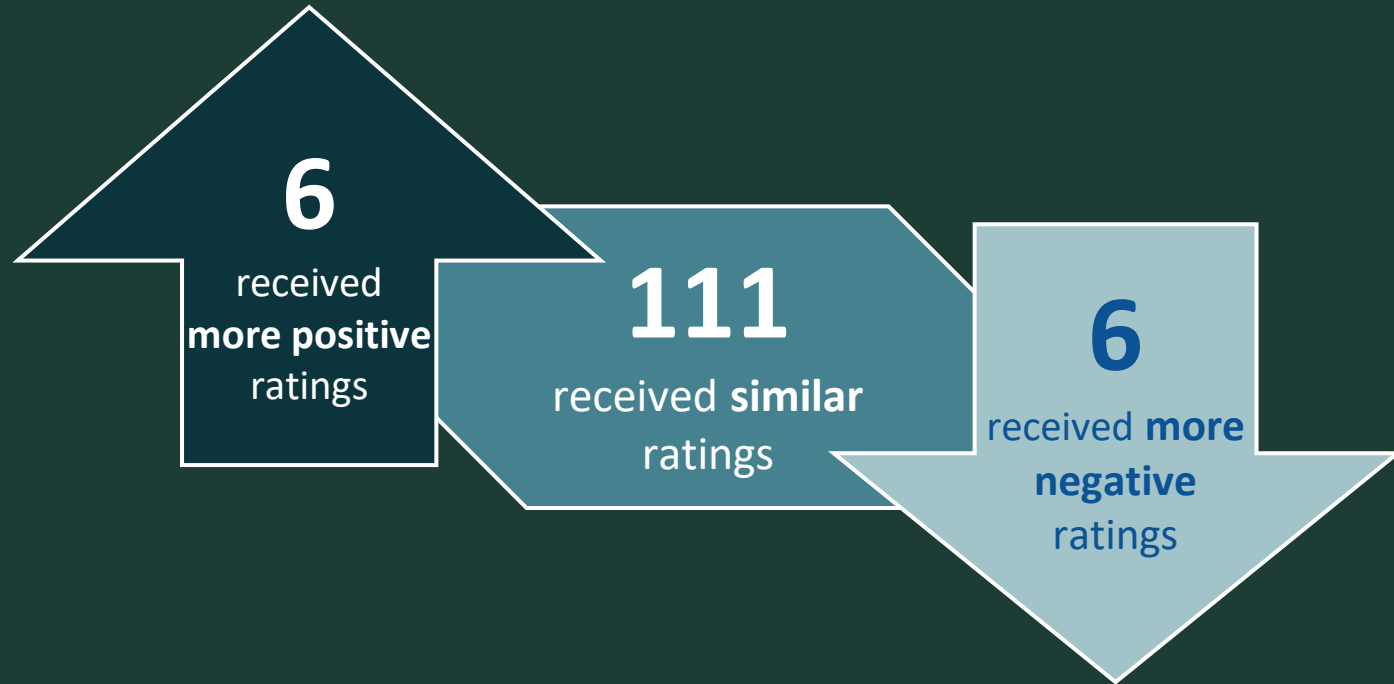
(% essential or very important)

Overall economic health	83%	Similar
Overall quality of the transportation system	71%	Similar
Overall design or layout of residential and commercial areas	68%	Similar
Overall quality of the utility infrastructure	84%	Similar
Overall feeling of safety	88%	Similar
Overall quality of natural environment	82%	Similar
Overall quality of parks and recreation opportunities	80%	Similar
Overall health and wellness opportunities	75%	Similar
Overall opportunities for education, culture, and the arts	73%	Similar
Residents' connection and engagement with their community	67%	Similar

Balancing Quality and Importance



Comparisons to National Benchmarks



Survey Highlights

Key Finding #1:

Residents enjoy a positive quality of life and strong sense of safety in Rochester.



Overall Community Quality



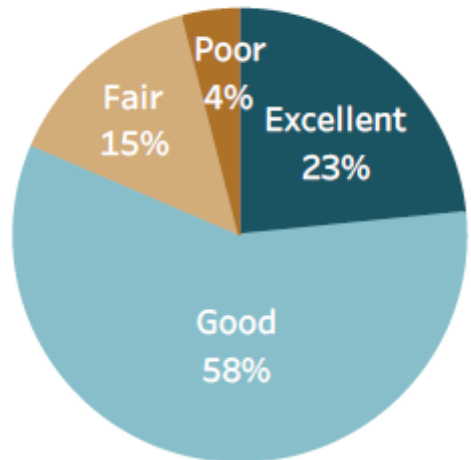
At least

8 in 10

residents gave **excellent** or **good** ratings to:

- Rochester as a place to live
- The overall quality of life in Rochester
- The City as a place to raise children

The overall quality of life in Rochester

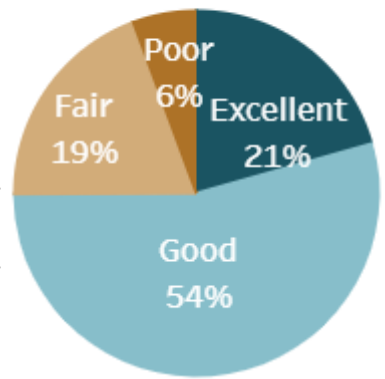


About 80% also:

- Would recommend Rochester as a place to live
- Planned to remain in Rochester for next 5 years

Feelings of Safety in Rochester

Overall feeling of safety in Rochester



Please rate each of the following characteristics as they relate to Rochester as a whole.
(% excellent or good)

Characteristic	Percentage	vs. benchmark*
Overall feeling of safety	75%	Similar

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	94%	Similar
In Rochester's downtown/commercial area during the day	91%	Similar
From fire, flood, or other natural disaster	89%	Similar
From violent crime	80%	Similar
From property crime	78%	Similar

Safety Services in Rochester

All similar to national benchmarks



94%

Fire services



92%

Ambulance/
Emergency
medical
services



84%

Fire
prevention
and education



78%

Police
services



78%

Animal
control



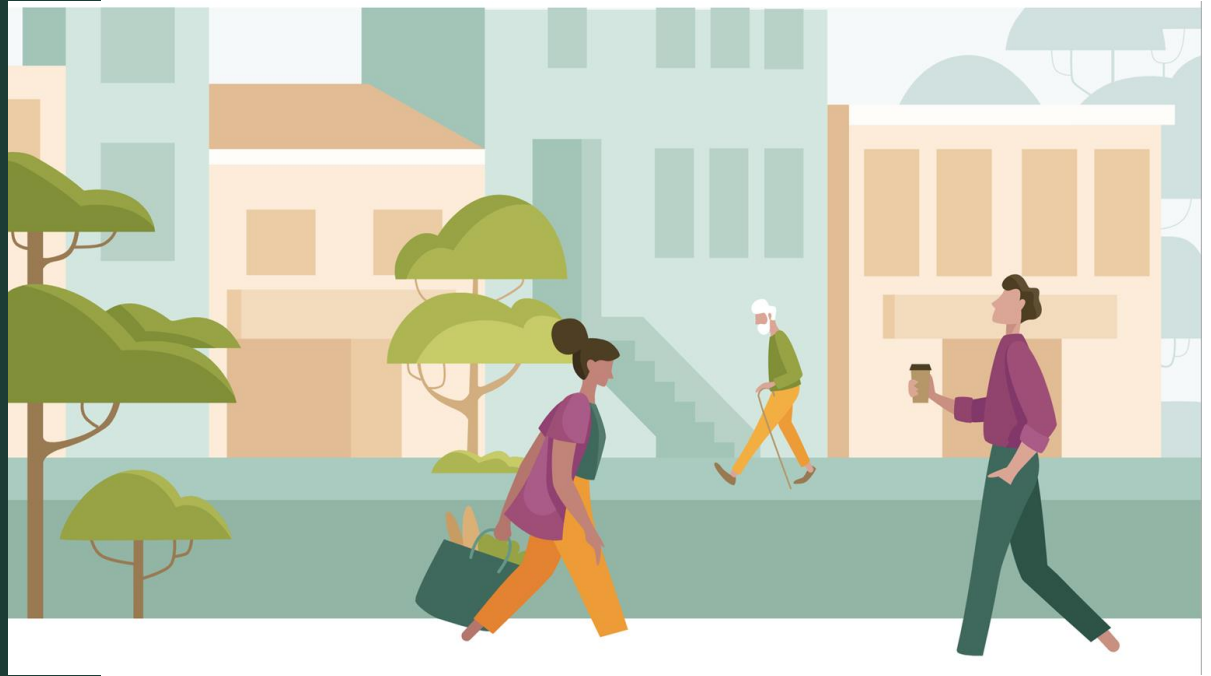
68%

Crime
prevention

Percent excellent or good

Key Finding #2:

**Rochester's
economy and
employment
opportunities are
an asset to the
community.**



The Economy in Rochester

Please rate each of the following aspects of quality of life in Rochester.
(% excellent or good)

		vs. benchmark*
Rochester as a place to work	83%	Higher

Please rate each of the following characteristics as they relate to Rochester as a whole.
(% excellent or good)

Overall economic health	76%	Similar
-------------------------	-----	---------

Please rate each of the following in the Rochester community.
(% excellent or good)

Overall quality of business and service establishments	77%	Similar
Employment opportunities	68%	Higher
Variety of business and service establishments	60%	Similar
Shopping opportunities	53%	Similar

Key Finding #3:

Although sentiments about community design are generally positive, housing availability may be a concern for residents.



Community Design Strengths in Rochester

Overall design or layout of Rochester's residential and commercial areas

Please rate each of the following aspects of quality of life in Rochester.
(% excellent or good)

		vs. benchmark*
Your neighborhood as a place to live	84%	Similar

Please rate each of the following characteristics as they relate to Rochester as a whole.
(% excellent or good)

Overall design or layout of residential and commercial areas	64%	Similar
--	-----	---------

Please also rate each of the following in the Rochester community.
(% excellent or good)

Overall appearance	75%	Similar
Preservation of the historical or cultural character of the community	57%	Similar
Well-designed neighborhoods	56%	Similar
Overall quality of new development	52%	Similar



Community Design Opportunities in Rochester

Please also rate each of the following in the Rochester community.
(% excellent or good)

Public places where people want to spend time	49%	Similar
Well-planned residential growth	49%	Similar
Well-planned commercial growth	48%	Similar
Variety of housing options	32%	Lower
Availability of affordable quality housing	16%	Lower

Please rate the quality of each of the following services in Rochester.
(% excellent or good)

Code enforcement	47%	Similar
Land use, planning and zoning	41%	Similar

Key Finding #4:

Rochester's parks and recreational offerings are highly valued by residents.



Parks and Recreation in Rochester

Please rate each of the following characteristics as they relate to Rochester as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of parks and recreation opportunities	71%	Similar

Please also rate each of the following in the Rochester community.
(% excellent or good)

Availability of paths and walking trails	84%	Higher
Fitness opportunities	77%	Similar
Recreational opportunities	62%	Similar

Please rate the quality of each of the following services in Rochester.
(% excellent or good)

City parks	73%	Similar
Recreation programs or classes	61%	Similar
Recreation centers or facilities	60%	Similar

Overall quality of the parks and recreation opportunities



Additional Special Topics

13. The City of Rochester is considering changes to the ways it serves residents, to ensure easier access to City services and related information. Please rate the quality of each of the following items.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Ease of finding information about City services online.....	1	2	3	4	5
Ease of accessing information about City services via phone.....	1	2	3	4	5
Ease of conducting business in-person at City Hall during current hours of operation.....	1	2	3	4	5
Ease of attending virtual City Council (or other) meetings	1	2	3	4	5

14. To better serve residents, the City of Rochester is considering adjusting hours of operation for buildings like City Hall. Please indicate your preference, if any, for the following adjustments to these facility hours.

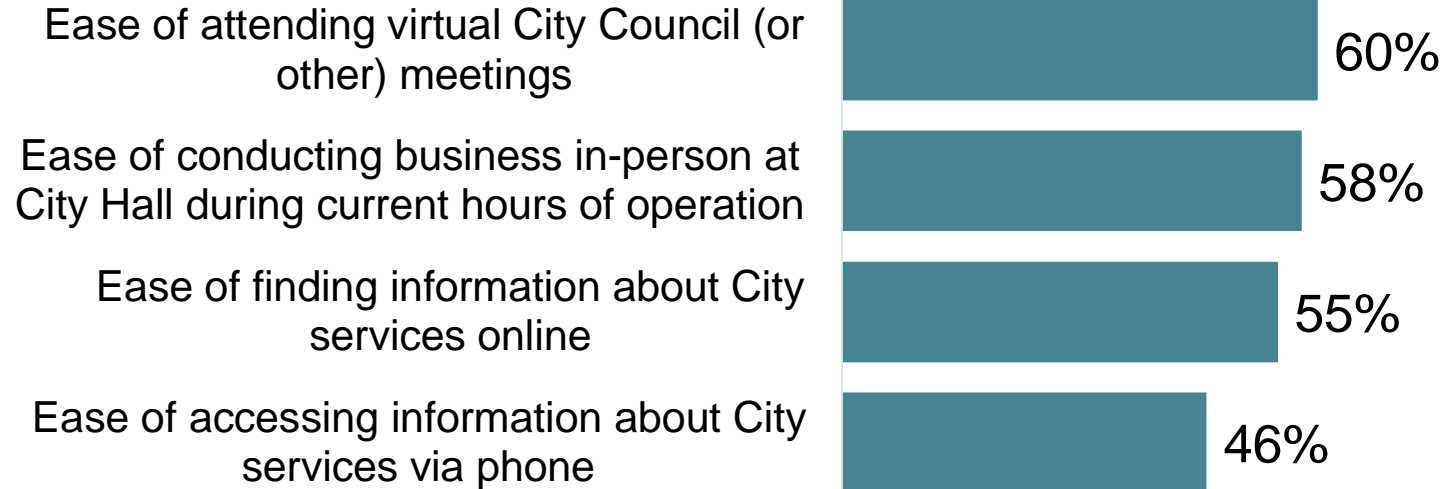
	<u>Strongly prefer</u>	<u>Somewhat prefer</u>	<u>Do not prefer</u>	<u>No preference</u>
Maintain current hours of 8am-5pm Monday through Friday.....	1	2	3	4
New hours of 7am-5:30pm Monday through Thursday, closed Friday....	1	2	3	4
New hours of 7:30am-5pm Monday through Thursday, 7:30am-11:30am Friday.....	1	2	3	4

15. How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City website	1	2	3
City's social media (Facebook, Instagram, Twitter).....	1	2	3
Newspaper (printed or digital).....	1	2	3
Local news station programming	1	2	3
In-person visits to city facilities (e.g., City Hall, library, DSIC, RPU)	1	2	3
Community organizations (e.g., Chamber, Diversity Council, etc.).....	1	2	3

Access to City Services and Information

The City of Rochester is considering changes to the ways it serves residents, to ensure easier access to City services and related information. Please rate the quality of each of the following items.

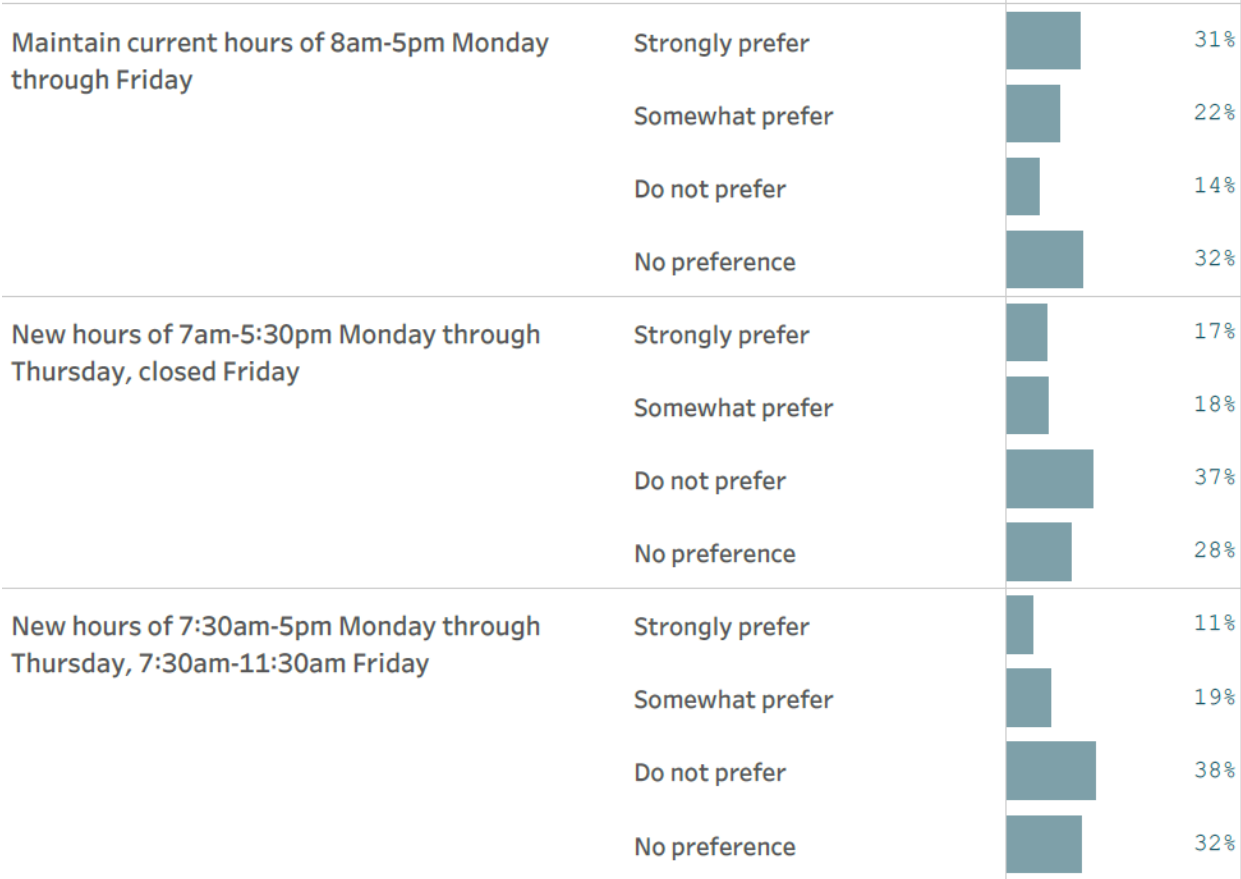


Percent excellent or good

Hours of Operation for City Facilities

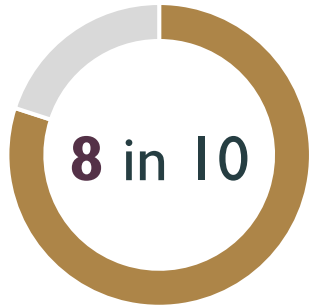
To better serve residents, the City of Rochester is considering adjusting hours of operation for buildings like City Hall.

Please indicate your preference, if any, for the following adjustments to these facility hours.

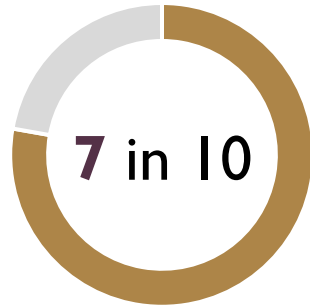


Top Sources of Information About the City

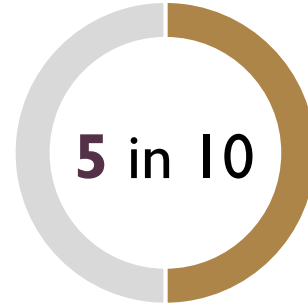
How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?



City website (82%)



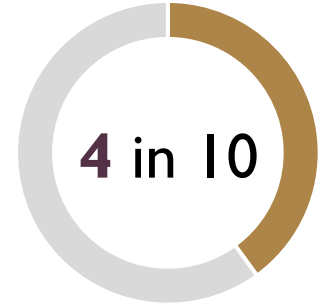
Local news station programming (73%)



In-person visits to city facilities (56%)

Newspaper (53%)

City's social media (52%)



Community organizations (40%)

Conclusions

1. Residents enjoy a positive quality of life and strong sense of safety in Rochester.
2. Rochester's economy and employment opportunities are an asset to the community.
3. Although sentiments about community design are generally positive, housing availability may be a concern for residents.
4. Rochester's parks and recreational offerings are highly valued by residents.



Continue Engagement Through The Policy Lifecycle

Don't let the community input and dialogue conclude with the survey.



Identify Sentiment Baselines and Trends

- Conduct annual surveys, performance metric checks, and other broadly-scoped questionnaires for feedback
- Establish a baseline understanding and discover new trends in sentiment

"How satisfied are you with (parks, roads, transportation, economic development)?"

"How would you rank our community as a place to live?"



Crowdsource Concerns, Brainstorm Ideas

- Seek community input through structured discussions that uncover new ideas and solutions
- Tap individual perspectives and wisdom often unheard at town halls

"What sort of amenities would you like to see more of downtown?"

"What events would you like to see more of being held on a Friday Night?"



Prioritize Initiatives and Alternatives

- Engage your constituents on fund allocation exercises and participatory budgeting projects
- Determine community priority areas that may require additional focus

"How would you allocate next year's budget across the following initiatives?"

"Which of the following options for an aquatic center would you prefer?"



Collect Verified Input on Specific Proposals

- Receive citable input on hot topic issues that consume open listening sessions
- Gauge final community sentiment before beginning on costly, controversial projects

"Would you be willing to pay \$3.18 a month more for bi-weekly curbside recycling?"

"Do you believe we should be using pesticides on public property?"



Identify opportunities for improvement. Engage along the way to cultivate buy-in. Demonstrate progress. Repeat.



It's Easy To Continue To Engage Your Panel

Post

- Library of professional civic content
- Easily post custom surveys & polls

Share



- Representative samples of households
- Accumulating residents on digital panels

Analyze

Results Overview [Sample Size Progress](#) [Precinct](#) [Age Range](#) [Voters Gender](#) [Map Breakdown](#)

All respondents (1027)

72% (744)	<div style="width: 72%;"></div>
28% (283)	<div style="width: 28%;"></div>

Registered Voters in Oshkosh, WI (545)

74% (401)	<div style="width: 74%;"></div>
26% (144)	<div style="width: 26%;"></div>

Live in Oshkosh, WI (936) - Self-reported

COMMENTS

Development of 9-hole "executive" style...

Comment by Mark Mark
I have a concern about the golf course. I am a resident of the city and I am a golfer. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area.

Comment by Mark Mark
I have a concern about the golf course. I am a resident of the city and I am a golfer. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area.

Comment by Mark Mark
I have a concern about the golf course. I am a resident of the city and I am a golfer. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area.

Comment by Mark Mark
I have a concern about the golf course. I am a resident of the city and I am a golfer. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area. I would like to see the city consider the golf course as a park and recreation area.

- Maps, trendlines and dashboards
- Advanced benchmarking analyses



The Process To Deliver Great Outcomes



More participation



Good government



More informed participation



Data driven performance management

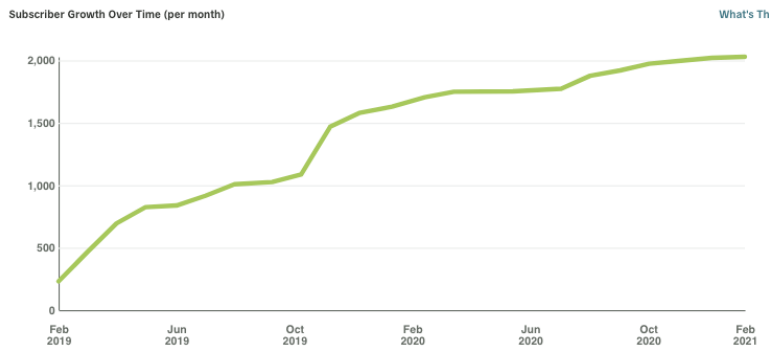
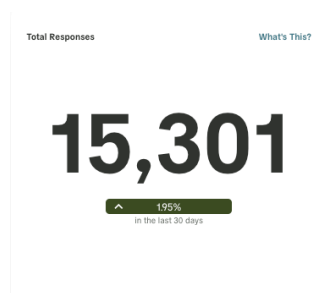
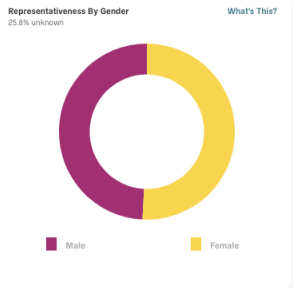
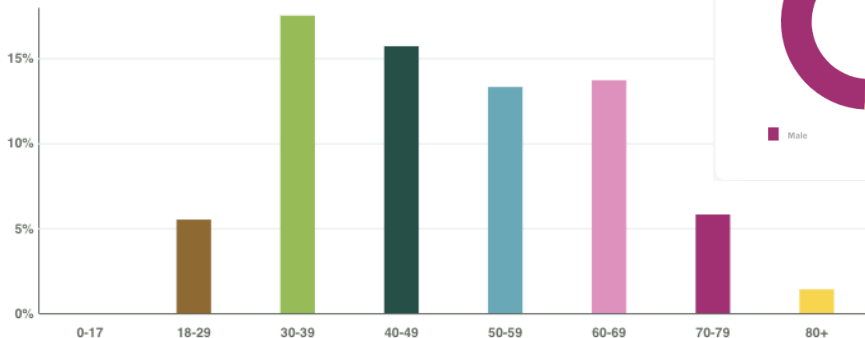


Better balanced participation



Save staff time and effort

Representativeness By Age
27.2% unknown



Oshkosh (View Profile | Edit Profile)

Dashboard

- Dashboard
- Content
- Outreach
- Premium
- Superadmin
- Configuration

Subscriber Locations

County of Calumet, Esri, HERE, Garmin, FAO, METI

Subscriber Growth Over Time

Subscriber Growth Over Time (per month)

Questions?

Thank you!

Jade Arocha, MS
Director of Survey Research
Polco/National Research Center
jade@polco.us
(303) 226-6987

