

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

City of Roseville
Residential Survey
FINAL APRIL 2024

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

1. Approximately, how many years have you lived in Roseville?

TWO YEARS OR LESS.....	9%
THREE TO FIVE YEARS....	17%
SIX TO TEN YEARS.....	20%
11 TO TWENTY YEARS.....	18%
21 TO 30 YEARS.....	17%
OVER THIRTY YEARS.....	19%

2. As things stand now, how long in the future do you expect to live in Roseville?

TWO YEARS OR LESS.....	5%
THREE TO FIVE YEARS....	11%
SIX TO TEN YEARS.....	17%
OVER TEN YEARS.....	55%
DON'T KNOW/REFUSED.....	12%

3. How would you rate the quality of life in Roseville – excellent, good, only fair, or poor?

EXCELLENT.....	33%
GOOD.....	54%
ONLY FAIR.....	10%
POOR.....	3%
DON'T KNOW/REFUSED.....	0%

4. What do you like most, if anything, about living in Roseville?

DON'T KNOW/REFUSED.....	0%
NOTHING.....	3%
CONVENIENT LOCATION....	11%
NEIGHBORHOOD/HOUSING...	13%
SAFE.....	6%
FRIENDLY PEOPLE.....	13%
CLOSE TO FAMILY/ FRIENDS.....	17%
CLOSE TO JOB.....	13%
SCHOOLS.....	5%
PARKS/TRAILS.....	9%
SHOPPING.....	3%
QUIET AND PEACEFUL.....	7%
SCATTERED.....	1%

5. What do you think is the most serious issue facing Roseville today?	DON'T KNOW/REFUSED.....0% NOTHING.....22% HIGH TAXES.....16% RISING CRIME.....25% POOR CITY SPENDING.....2% LACK OF JOBS/BUSINESS...7% AGING POPULATION.....9% AGING INFRASTRUCTURE....6% STREET REPAIR.....7% SCATTERED.....6%
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6. All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?	RIGHT DIRECTION.....85% WRONG TRACK.....13% DON'T KNOW/REFUSED.....3%
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IF "WRONG TRACK," ASK: (n=50)

7. Please tell me why you feel things have gotten off on the wrong track?	DON'T KNOW/REFUSED.....0% HIGH TAXES.....14% POOR CITY SPENDING.....6% RISING CRIME.....60% GROWING DIVERSITY.....6% TOO MUCH RETAIL.....4% TOO MANY RENTALS.....2% SCATTERED.....8%
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8. How would you rate the sense of community identity among residents in Roseville - would you say it is very strong, somewhat strong, not too strong, or not at all strong?	VERY STRONG.....28% SOMEWHAT STRONG.....58% NOT TOO STRONG.....10% NOT AT ALL STRONG.....3% DON'T KNOW/REFUSED.....2%
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9. Please tell me which of the following do you feel the closest connection to - the City of Roseville as a whole, your neighborhood, your School District or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	CITY OF ROSEVILLE.....18% NEIGHBORHOOD.....43% SCHOOL DISTRICT.....7% CHURCH.....3% WORKPLACE.....6% FAMILY/FRIENDS.....23% DON'T KNOW/REFUSED.....1%
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10.	How welcome do you feel in the City of Roseville – very welcome, somewhat welcome, not too welcome, or not at all welcome?	VERY WELCOME.....59%
		SOMEWHAT WELCOME.....29%
		NOT TOO WELCOME.....6%
		NOT AT ALL WELCOME.....2%
		DON'T KNOW/REFUSED.....5%

IF A RESPONSE IS GIVEN, ASK: (n=382)

11.	Why do you feel that way?	UNSURE.....2%
		FRIENDLY PEOPLE.....49%
		UNFRIENDLY PEOPLE.....3%
		WATCH OUT FOR EACH OTHER.....3%
		DON'T KNOW NEIGHBORS....5%
		LOTS OF COMMUNITY EVENTS.....7%
		WELCOME DIVERSITY.....3%
		FRIENDLY SCHOOLS.....2%
		FEELS LIKE HOME.....6%
		RACISM.....4%
		WELCOMING.....2%
		FAMILY & FRIENDS HERE...2%
		LOT OF LONG TERM RESIDENTS.....2%
		GREAT SERVICES.....2%
		SCATTERED.....8%

Let's spend a few minutes discussing the future of the City of Roseville.

12.	When thinking about a city's quality of life, what do you think is the most important aspect of that quality?	DON'T KNOW/REFUSED.....1%
		SAFETY.....24%
		SENSE OF COMMUNITY.....17%
		GOOD SCHOOLS.....16%
		UPKEEP OF CITY.....9%
		OPEN SPACE/NATURE.....9%
		PARKS/RECREATION.....8%
		UPKEEP OF HOUSING.....4%
		QUIET AND PEACEFUL.....12%
		SCATTERED.....1%

13. What aspects, if any, of the community should be fixed or improved in the future?
- | | |
|--------------------------|-----|
| DON'T KNOW/REFUSED..... | 1% |
| NOTHING..... | 16% |
| LOWER TAXES..... | 16% |
| BETTER ROADS..... | 11% |
| MORE JOBS..... | 8% |
| MORE PUBLIC TRANSIT..... | 6% |
| MORE SENIOR HOUSING..... | 7% |
| LESS AFFORDABLE | |
| LOW INCOME HOUSING.. | 3% |
| SIDEWALKS..... | 8% |
| REDUCE CRIME..... | 21% |
| SCATTERED..... | 3% |
14. What, if anything, is currently missing from the City of Roseville which, if present, would greatly improve the quality of life for residents?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 1% |
| NOTHING..... | 36% |
| MORE PUBLIC TRANSIT.... | 10% |
| MORE JOBS..... | 17% |
| MORE ENTERTAINMENT..... | 10% |
| MORE AFFORDABLE | |
| HOUSING..... | 11% |
| SIDEWALKS..... | 14% |
| SCATTERED..... | 1% |

I would like to read a list of characteristics others have mentioned that indicate a city has a high quality of life.

15. Please tell me which one you think is most important for a city to have? (ROTATE AND READ LIST)
16. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)
17. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)

	MOST	SEC	LST
HIGH PROPERTY VALUES.....	6%	4%	10%
WELL MAINTAINED PROPERTIES.....	10%	9%	10%
LOW PROPERTY TAXES.....	8%	8%	9%
LOW CRIME RATE.....	26%	22%	7%
GOOD SCHOOL SYSTEM.....	18%	15%	7%
VARIETY OF SHOPPING OPPORTUNITIES.....	4%	5%	11%
VARIETY OF PARK AND RECREATION OPPORTUNITIES.....	5%	8%	8%
JOB OPPORTUNITIES.....	6%	10%	7%
COMMUNITY EVENTS AND FESTIVALS.....	4%	7%	11%
SENSE OF COMMUNITY.....	13%	11%	10%
ELSE.....	1%	1%	0%
DON'T KNOW/REFUSED.....	0%	0%	10%

Let's discuss recreational opportunities in the community....

18. How would you rate park and recreational facilities in Roseville - excellent, good, only fair, or poor?
EXCELLENT.....28%
GOOD.....66%
ONLY FAIR.....6%
POOR.....0%
DON'T KNOW/REFUSED.....0%
19. Which Roseville recreation facilities, if any, do you or members of your household use most frequently?
DON'T KNOW/REFUSED.....0%
NONE.....18%
TRAILS.....38%
NEIGHBORHOOD PARKS.....34%
ATHLETIC FACILITIES.....10%
20. How would you rate the upkeep and maintenance of Roseville City Parks - excellent, good, only fair, or poor?
EXCELLENT.....31%
GOOD.....62%
ONLY FAIR.....7%
POOR.....1%
DON'T KNOW/REFUSED.....0%
21. In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs?
YES.....34%
NO.....66%
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=137)

22. Were you satisfied or dissatisfied with your experience?
SATISFIED.....96%
DISSATISFIED.....2%
NEUTRAL (VOL.).....2%
DON'T KNOW/REFUSED.....0%

23. Are there any park and recreation programs you would like to see offered or expanded?

UNSURE, 10%, NO, 84%; PICKLEBALL, 2%; SCATTERED, 4%.

24. How often do you or members of your household use the trail system, weather permitting - twice or more per week, weekly, two or three times per month, monthly, quarterly, less frequently, or not at all?
- | | |
|-------------------------|-----|
| TWICE OR MORE A WEEK... | 15% |
| WEEKLY..... | 22% |
| TWO/THREE PER MONTH.... | 22% |
| MONTHLY..... | 13% |
| QUARTERLY..... | 3% |
| LESS FREQUENTLY..... | 11% |
| NOT AT ALL..... | 14% |
| DON'T KNOW/REFUSED..... | 0% |

25. Which of the following would be your top priority for the city's trails and sidewalk system? (ROTATE)

CONSTRUCTION OF ADDITIONAL TRAILS FOR EXERCISE WITHIN PARKS.....	33%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND PARKS.....	38%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND SHOPPING AND BUSINESS AREAS.....	21%
ELSE.....	1%
DON'T KNOW/REFUSED.....	8%

The City has park buildings at Autumn Grove, Lexington, Rosebrook, Oasis, Sandcastle and Villa Parks, as well as a newer community building at Cedarholm Golf Course, the Cedarholm Community Building.

26. Are you aware of Roseville's park buildings and the newer Cedarholm Community Building?
- | | |
|-------------------------|-----|
| YES..... | 65% |
| NO..... | 35% |
| DON'T KNOW/REFUSED..... | 0% |
27. Have you or members of your household visited or used one of the park buildings or the new Cedarholm Community Building?
- | | |
|-------------------------|-----|
| YES..... | 36% |
| NO..... | 64% |
| DON'T KNOW/REFUSED..... | 1% |

IF "YES," ASK: (n=143)

28. How would you rate your experience - excellent, good, only fair or poor?
- | | |
|-------------------------|-----|
| EXCELLENT..... | 32% |
| GOOD..... | 68% |
| ONLY FAIR..... | 1% |
| POOR..... | 0% |
| DON'T KNOW/REFUSED..... | 0% |

29. Would you consider using one of the park buildings or the new Cedarholm Community Building again? YES.....95%
NO.....2%
DON'T KNOW/REFUSED.....3%

IF "NO,"ASK: (n=3)

30. Why won't you use one of the park buildings or the new Cedarholm Community Building again?

NO NEED, 100%.

31. Do you feel the current mix of recreational or sports facilities meet the needs of members of your household? YES.....95%
NO.....1%
DON'T KNOW/REFUSED.....4%

IF "NO," ASK: (n=4)

32. What recreational or sports facilities do you feel are missing?

PICKLEBALL COURTS, 100%.

Moving on....

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor? (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
33. Police protection?	46%	43%	11%	0%	0%
34. Fire protection?	43%	51%	4%	0%	2%
35. Emergency medical services?	47%	41%	5%	1%	6%
36. Sewer and water?	24%	67%	7%	1%	2%
37. Drainage and flood control?	25%	62%	10%	1%	2%
38. Building inspections?	26%	56%	6%	0%	12%
39. Animal control?	34%	57%	7%	1%	2%
40. Code enforcement?	27%	64%	5%	0%	5%

IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR" IN QUESTIONS #33-40, ASK: (n=109)

41. Why did you rate _____ as (only fair/poor)?	DON'T KNOW/REFUSED.....0%
	COULD IMPROVE.....8%
	FLOODING.....18%
	MORE PATROLLING.....31%
	POOR INSPECTIONS.....3%
	LOOSE ANIMALS.....16%
	RUNDOWN HOMES.....6%
	RUDE/UNFRIENDLY.....1%
	POOR TASTE OF WATER....11%
	SLOW SERVICE.....6%

Now, for the next six city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Therefore, Interstate 35W, Highway 36, County Road C or Lexington Avenue, should not be considered. How would you rate (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
42. Street repair and maintenance?	22%	57%	21%	0%	0%
43. Snow plowing?	32%	57%	11%	1%	0%
44. Trail and pathway plowing in parks?	32%	50%	16%	1%	2%
45. Trail and pathway plowing in neighborhoods?	30%	57%	13%	1%	0%
46. Pathway repair and maintenance in the parks?	30%	55%	14%	1%	1%
47. Pathway repair and maintenance in neighborhoods?	21%	62%	11%	1%	6%
48. Do you consider the city portion of your property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?				VERY HIGH.....16%	
				SOMEWHAT HIGH.....30%	
				ABOUT AVERAGE.....45%	
				SOMEWHAT LOW.....2%	
				VERY LOW.....0%	
				DON'T KNOW/REFUSED.....7%	
49. Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?				FAVOR.....57%	
				OPPOSE.....37%	
				DON'T KNOW/REFUSED.....7%	

50.	When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?	EXCELLENT.....14%
		GOOD.....71%
		ONLY FAIR.....13%
		POOR.....1%
		DON'T KNOW/REFUSED.....2%

For each of the following long-term infrastructure projects, please tell me if you strongly support the City continuing to invest in it, somewhat support, somewhat oppose, or strongly oppose. (ROTATE)

	STS	SMS	SMO	STO	DKR
51. Water and sewer pipes?	42%	44%	11%	2%	1%
52. City buildings?	29%	48%	16%	5%	3%
53. Pedestrian pathways?	33%	47%	16%	3%	1%
54. Bikeways?	31%	44%	21%	3%	1%
55. City roads?	45%	49%	4%	1%	2%

In Minnesota, cities and counties are permitted to ask the Legislature for permission to hold a public vote on an increase to the local sales tax to pay for improvements that are regionally significant. The sales tax is assessed in the same way as the state sales tax, meaning that items such as clothes and groceries are exempt from the tax. During the 2023 Legislative session, the City of Roseville was given permission to hold a sales tax referendum this November for the construction of a Public Works and Parks and Recreation maintenance facility and a new license and passport center.

56.	Prior to this survey, were you aware of the sales tax referendum this November?	YES.....56%
		NO.....43%
		DON'T KNOW/REFUSED.....1%

The City will ask voters to approve two questions for a new local HALF cent sales tax increase for up to twenty years. For your information, a HALF cent sales tax increase would be 5 cents on every \$10 of taxable purchases in the City of Roseville. The local sales tax would expire once the approved projects are fully funded.

57. First, if the election were today, would you support or oppose a referendum for a HALF cent sales tax increase for the construction of a Public Works and Parks and Recreation maintenance facility? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY SUPPORT..... | 13% |
| SUPPORT..... | 56% |
| OPPOSE..... | 19% |
| STRONGLY OPPOSE..... | 5% |
| DON'T KNOW/REFUSED..... | 7% |

IF A POSITION IS TAKEN, ASK: (n=371)

58. Could you tell me one or two reasons why you feel that way?
- | | |
|--|-----|
| DON'T KNOW/REFUSED..... | 0% |
| NEEDED..... | 5% |
| REASONABLE COST..... | 42% |
| LIKE INSTEAD OF A
PROPERTY TAX..... | 27% |
| PREFER PROPERTY TAX..... | 3% |
| NOT NEEDED..... | 4% |
| POOR SPENDING..... | 1% |
| TOO HIGH INCREASE..... | 1% |
| INFLATION/ECONOMY..... | 9% |
| NO MORE TAX INCREASE.... | 6% |
| SCATTERED..... | 2% |

A second referendum question is required to allow the funds from the same HALF cent sales tax increase to be used to build a new license and passport center. There would **NOT** be a second HALF cent sales tax increase if this referendum also passes.

59. Next, if the election were today, would you support or oppose a referendum to use the HALF cent sales tax increase to build new license and passport center? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY SUPPORT..... | 14% |
| SUPPORT..... | 52% |
| OPPOSE..... | 22% |
| STRONGLY OPPOSE..... | 7% |
| DON'T KNOW/REFUSED..... | 6% |

IF A POSITION IS TAKEN, ASK: (n=377)

60. Could you tell me one or two reasons why you feel that way?	DON'T KNOW/REFUSED.....0%
	NEEDED.....8%
	REASONABLE COST.....39%
	LIKE INSTEAD OF A
	PROPERTY TAX.....23%
	PREFER PROPERTY TAX.....3%
	NOT NEEDED.....8%
	POOR SPENDING.....2%
	TOO HIGH INCREASE.....3%
	INFLATION/ECONOMY.....14%
	SCATTERED.....1%

A sales tax increase would not only capture sales tax from city residents, but also from people outside the city who make purchases in Roseville. A University of Minnesota study projected almost 64% of the new sales tax revenue would come from people who live outside of Roseville and use city services.

61. Does that make you much more likely to support the sales tax increase, somewhat more likely, somewhat less likely, much less likely, or does it make no difference to you?	MUCH MORE LIKELY.....21%
	SOMEWHAT MORE LIKELY...41%
	SOMEWHAT LESS LIKELY....1%
	MUCH LESS LIKELY.....2%
	NO DIFFERENCE.....35%
	DON'T KNOW/REFUSED.....1%

It is projected with a HALF cent sales tax increase that the typical Roseville resident would pay an additional \$55.48 per year in sales tax.

62. Does this make you much more likely to support the sales tax increase, somewhat more likely, somewhat less likely, much less likely, or does it make no difference to you?	MUCH MORE LIKELY.....19%
	SOMEWHAT MORE LIKELY...37%
	SOMEWHAT LESS LIKELY....7%
	MUCH LESS LIKELY.....3%
	NO DIFFERENCE.....33%
	DON'T KNOW/REFUSED.....1%

The current city budget does not include funding to make these improvements. If the sales tax increase is not approved, the City could consider a property tax increase which only Roseville residents and businesses would pay. These projects could cost the owner of a \$350,000 home in Roseville about \$430 per year for the improvements only.

63.	Does this make you much more likely to support the sales tax increase, somewhat more likely, somewhat less likely, much less likely, or does it make no difference to you?	MUCH MORE LIKELY.....32% SOMEWHAT MORE LIKELY...28% SOMEWHAT LESS LIKELY....3% MUCH LESS LIKELY.....3% NO DIFFERENCE.....33% DON'T KNOW/REFUSED.....1%
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Changing topics....

64.	Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Roseville runs things?	YES.....72% NO22% DON'T KNOW/REFUSED.....7%
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65.	From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?	STRONGLY APPROVE.....14% APPROVE.....78% DISAPPROVE.....6% STRONGLY DISAPPROVE....0% DON'T KNOW/REFUSED.....2%
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IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK: (n=25)

66.	Why do you feel that way?	DON'T KNOW/REFUSED.....0% POOR JOB.....20% POOR SPENDING.....28% COULD IMPROVE.....4% HIGH TAXES.....24% DON'T LISTEN.....16% RISING CRIME.....8%
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67.	From what you have heard or seen, how would you rate the job performance of the Roseville City staff - excellent, good, only fair, or poor?	EXCELLENT.....16% GOOD.....76% ONLY FAIR.....5% POOR.....0% DON'T KNOW/REFUSED.....3%
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IF "ONLY FAIR" OR "POOR," ASK: (n=21)

68.	Why do you feel that way?	DON'T KNOW/REFUSED.....0% POOR SPENDING.....29% DON'T LISTEN.....57% RUDE/UNPROFESSIONAL....14%
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Thinking about another topic....

69.	How would you rate the general condition and appearance of Roseville - excellent, good, only fair, or poor?	EXCELLENT.....21%
		GOOD.....72%
		ONLY FAIR.....6%
		POOR.....0%
		DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=26)

70.	Why do you feel that way?	DON'T KNOW/REFUSED.....0%
		MESSY YARDS.....50%
		JUNK CARS.....8%
		VACANT BUSINESSES.....23%
		RUNDOWN HOMES.....19%
71.	Over the past two years, has the appearance of Roseville improved, declined, or remained the same?	IMPROVED.....44%
		DECLINED.....6%
		REMAINED THE SAME.....49%
		DON'T KNOW/REFUSED.....1%
72.	How would you rate the job the City does enforcing city codes on nuisances - excellent, good, only fair, or poor?	EXCELLENT.....13%
		GOOD.....78%
		ONLY FAIR.....8%
		POOR.....0%
		DON'T KNOW/REFUSED.....1%

IF "ONLY FAIR" OR "POOR," ASK: (n=31)

73.	What nuisances does the City need to do a better job of enforcing?	DON'T KNOW/REFUSED.....0%
		MESSY YARDS.....45%
		RUNDOWN HOMES.....10%
		JUNK CARS.....3%
		LOOSE ANIMALS.....19%
		VACANT BUSINESSES.....13%
		NOISE.....10%

Turning to the issue of public safety in the community....

I would like to read you a short list of public safety concerns.

74. Please tell me which one you consider to be the greatest public safety concern in Roseville? If you feel that none of these problems are serious in Roseville, just say so.

Violent crime.....2%
 Drugs.....15%
 Youth crimes and vandalism.....13%
 Break-ins and theft from automobiles.....13%
 Business crimes, such as shop-
 lifting and check fraud.....4%
 Residential crimes, such as
 burglary, and theft.....10%
 Traffic speeding.....14%
 Reckless driving.....5%
 Identity theft.....2%
 Car Jacking/Auto Theft.....7%
 ALL EQUALLY.....7%
 NONE OF THE ABOVE.....8%
 DON'T KNOW/REFUSED.....1%

IF "NONE OF THE ABOVE," ASK: (n=31)

75. Is there something not mentioned you consider to be the
 greatest public safety concern in Roseville?

NO, 90%; ASSAULTS/MUGGINGS, 10%.

76. How would you rate the amount of TOO MUCH.....3%
 patrolling the Roseville Police ABOUT RIGHT AMOUNT.....71%
 Department does in your neighbor- NOT ENOUGH.....25%
 hood -- would you say they do too DON'T KNOW/REFUSED.....1%
 much, about the right amount, or
 not enough?

Changing topics...

I would like to read you a list of characteristics of a community.
 For each one, please tell me if you think Roseville currently has
 too many or too much, too few or too little, or about the right
 amount. (ROTATE)

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REF
77. Affordable rental units?	21%	27%	49%	3%
78. Market rate rental units?	11%	25%	52%	13%
79. Condominiums?	14%	18%	66%	3%
80. Townhomes?	18%	16%	63%	3%
81. Affordable owner-occupied housing?	11%	25%	58%	6%
82. "Move up" housing?	17%	24%	56%	3%
83. Higher cost housing?	28%	18%	52%	2%

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REF
84. Assisted living for seniors?	8%	33%	52%	8%
85. Parks and open spaces?	14%	17%	70%	0%
86. Trails and bikeways?	13%	19%	67%	2%
87. Service and retail establishments?	15%	19%	66%	1%
88. Entertainment and dining opportunities?	15%	23%	61%	1%
89. If you were going to move from your current home for upgrading, how committed would you be to stay in Roseville - very committed, somewhat committed, not too committed, or not at all committed?	VERY COMMITTED.....35% SOMEWHAT COMMITTED.....54% NOT TOO COMMITTED.....7% NOT AT ALL COMMITTED....3% DON'T KNOW/REFUSED.....2%			
90. And, if you were going to move from your current home for downsizing, how committed would you be to stay in Roseville - very committed, somewhat committed, not too committed, or not at all committed?	VERY COMMITTED.....36% SOMEWHAT COMMITTED.....52% NOT TOO COMMITTED.....7% NOT AT ALL COMMITTED....3% DON'T KNOW/REFUSED.....3%			

IF "NOT TOO COMMITTED" OR "NOT AT ALL COMMITTED" IN QUESTIONS #89 OR #90, ASK: (n=40)

91. Is there anything missing or that could be improved in Roseville that would make you committed to staying?

NO, 73%; MORE AFFORDABLE HOUSING, 8%; REDUCE CRIME, 5%; LOWER PROPERTY TAXES, 15%.

The City of Roseville works with organizations to offer a variety of different housing programs for residential homeowners. This includes foreclosure protection, home improvement loans for interior and exterior remodeling and a land trust program.

92. Prior to this survey, were you aware of this housing programs?	YES.....58%
	NO.....42%
	DON'T KNOW/REFUSED.....0%

Changing topics....

The City contracts with a local company for curbside recycling services. Currently, residents are provided a single-sort recycling cart, and recyclables are picked up every two weeks.

93. Do you participate in the curbside recycling program by separating recyclable items from the rest of your garbage?
- | | |
|-------------------------|-----|
| YES..... | 81% |
| NO..... | 19% |
| DON'T KNOW/REFUSED..... | 0% |

IF "NO," ASK: (n=74)

94. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?

TOO BUSY/HASSLE, 15%; NOT ENOUGH WASTE, 22%; TAKE ELSEWHERE, 9%; RENTER/ASSOCIATION, 46%; COST TOO MUCH, 3%; AGE/HEALTH, 2%; LACK OF INFORMATION, 4%.

95. Are there any changes or improvements in the service which could be made to induce you to participate in it?

UNSURE, 8%; NO, 89%; LARGER CARTS, 2%; MORE INFORMATION, 2%.

IF "YES" IN QUESTION #93, ASK: (n=325)

96. How often do you put recyclables out for collection - every two weeks, monthly, or less often?
- | | |
|-------------------------|-----|
| EVERY TWO WEEKS..... | 74% |
| MONTHLY..... | 19% |
| LESS OFTEN..... | 7% |
| DON'T KNOW/REFUSED..... | 0% |

When you think of the recyclables your household generates...

97. Would you favor or oppose a change to an every week collection schedule for recyclables for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY FAVOR..... | 11% |
| FAVOR..... | 39% |
| OPPOSE..... | 47% |
| STRONGLY OPPOSE..... | 2% |
| DON'T KNOW/REFUSED..... | 2% |

98. Are there any changes or improvements in the curbside recycling program you would like to see?

UNSURE, 6%; NO, 90%; SCATTERED, 4%.

Most communities have one of two systems for trash collection.

Roseville operates under an open collection system, in which residents choose from a list of haulers licensed by the City to provide residential trash collection. Some cities use an arrangement in which the City manages a collection system, negotiates prices and standardizes services for residential trash collection.

99. Would you favor or oppose the City of Roseville changing from the current system, in which residents choose their trash hauler to a system where the City manages trash collection? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|-----|
| STRONGLY FAVOR..... | 11% |
| FAVOR..... | 37% |
| OPPOSE..... | 31% |
| STRONGLY OPPOSE..... | 6% |
| DON'T KNOW/REFUSED..... | 16% |

IF A RESPONSE IS GIVEN, ASK: (n=338)

100. Could you tell me one or two reasons for your decision?

UNSURE, 2%; LIKE CURRENT HAULER, 13%; PREFER TO CHOOSE, 25%; CITY/LESS TRUCKS, 18%; CHOICE/CHEAPER, 5%; CITY/CHEAPER, 13%; CITY/LESS POLLUTION, 9%; CITY/LESS STREET REPAIR, 4%; CITY/BETTER SERVICE, 8%; SCATTERED, 3%.

In 2019, the City of Roseville, in partnership with Ramsey County, opened an organics recycling drop-off site at the Leaf Recycling Center on Dale Street just south of County Road C. Roseville residents can now collect food scraps and other organic waste in their home and take it to a drop-off site.

101. Prior to this survey, were you aware Roseville has a drop-off site for residents to recycle food scraps and other organic waste?
- | | |
|-------------------------|-----|
| YES..... | 67% |
| NO..... | 32% |
| DON'T KNOW/REFUSED..... | 1% |

IF "YES," ASK: (n=268)

102. Have you used this drop-off site? (IF "YES," ASK:) Do you use this site – more than once a week, once a week, every other week, once a month, or less often?
- | | |
|--------------------------|-----|
| NO..... | 32% |
| MORE THAN ONCE A WEEK... | 4% |
| ONCE A WEEK..... | 10% |
| EVERY OTHER WEEK..... | 16% |
| ONCE A MONTH..... | 20% |
| LESS OFTEN..... | 18% |
| DON'T KNOW/REFUSED..... | 0% |

IF "NO" IN QUESTION #102, ASK: (n=86)

103. Why don't you use the food scraps and organics recycling drop-off site?

UNSURE, 2%; NO INTEREST/HASSLE, 40%; NOT ENOUGH WASTE, 28%; COMPOST AT HOME, 11%; BAD ODOR, 13%; ATTRACTS ANIMALS, 2%; MESSY, 5%.

IF "NO" IN QUESTION #101, ASK: (n=126)

104. Now that you are aware of the organics drop-off site, how likely would your household be to use the site for recycling compostable waste – very likely, somewhat likely, not too likely, or not at all likely?

VERY LIKELY.....	7%
SOMEWHAT LIKELY.....	41%
NOT TOO LIKELY.....	28%
NOT AT ALL LIKELY.....	18%
DON'T KNOW/REFUSED.....	6%

IF "NOT TOO LIKELY" OR "NOT AT ALL LIKELY," ASK: (n=58)

105. Why would you not use the food scraps and organics recycling drop-off site?

NO INTEREST/HASSLE, 36%; NOT ENOUGH WASTE, 24%; COMPOST AT HOME, 7%; BAD ODOR, 7%; ATTRACTS ANIMALS, 10%; MESSY, 5%; RENTER/NO WHERE TO STORE, 10%.

106. When a curbside collection program for compostable waste is available, how likely would your household be to participate in it – very likely, somewhat likely, not too likely, or not at all likely?

VERY LIKELY.....	11%
SOMEWHAT LIKELY.....	42%
NOT TOO LIKELY.....	24%
NOT AT ALL LIKELY.....	16%
DON'T KNOW/REFUSED.....	8%

On another topic....

107. How would you rate the City's overall performance in communicating key local issues to residents in its publications, website, mailings, and on cable television – excellent, good, only fair, or poor?

EXCELLENT.....	11%
GOOD.....	76%
ONLY FAIR.....	13%
POOR.....	0%
DON'T KNOW/REFUSED.....	0%

108. What is your primary source of information about the City of Roseville?
- | | |
|-------------------------|-----|
| DON'T KNOW/REFUSED..... | 0% |
| NONE..... | 1% |
| CITY NEWSLETTER..... | 42% |
| EMAIL/E-NEWSLETTER..... | 11% |
| CITY WEBSITE..... | 20% |
| CABLE TV..... | 2% |
| WORD OF MOUTH..... | 13% |
| SOCIAL MEDIA..... | 10% |
| SCATTERED..... | 2% |
109. How would you most prefer to receive information about Roseville City Government and its activities - (ROTATE) email, information on the city website, city publications and newsletters, mailings to your home, local weekly newspaper, cable tv programming, the City's Facebook, the City's Twitter feed or Nextdoor?
- | | |
|--------------------------|-----|
| EMAIL..... | 9% |
| CITY WEBSITE..... | 21% |
| PUBLICATIONS/NEWSLTRS.. | 43% |
| MAILINGS TO HOME..... | 8% |
| LOCAL WEEKLY PAPERS..... | 1% |
| CABLE TV..... | 5% |
| CITY FACEBOOK..... | 10% |
| CITY TWITTER..... | 2% |
| NEXTDOOR..... | 1% |
110. Do you recall receiving the City's printed publication -- "Roseville City News" -- in the mail during the past year?
- | | |
|-------------------------|-----|
| YES..... | 76% |
| NO..... | 24% |
| DON'T KNOW/REFUSED..... | 1% |
- IF "YES," ASK: (n=302)
111. Do you or any members of your household regularly read it?
- | | |
|-------------------------|-----|
| YES..... | 92% |
| NO..... | 8% |
| DON'T KNOW/REFUSED..... | 0% |
112. How effective is this City publication in keeping you informed about activities in the city - very effective, somewhat effective, not too effective, or not at all effective?
- | | |
|--------------------------|-----|
| VERY EFFECTIVE..... | 50% |
| SOMEWHAT EFFECTIVE..... | 43% |
| NOT TOO EFFECTIVE..... | 6% |
| NOT AT ALL EFFECTIVE.... | 0% |
| DON'T KNOW/REFUSED..... | 1% |

I would like to ask you about information sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Roseville.
(ROTATE)

	NOT USE	USE LIK	USE NLK	DK/ REF
113. Facebook?	39%	46%	15%	0%
114. Twitter?	60%	26%	14%	0%
115. YouTube?	52%	28%	20%	0%
116. Nextdoor?	63%	27%	10%	0%
117. Email?	38%	48%	14%	0%
118. City website?	23%	73%	4%	0%
119. Other social media sites?	65%	27%	8%	0%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

120. Persons 65 or over?	NONE.....70%
	ONE.....16%
	TWO OR MORE.....14%
	REFUSED.....0%
121. Adults between the ages of 50 and 64 years of age?	NONE.....72%
	ONE.....13%
	TWO MORE.....15%
	REFUSED.....0%
122. Adults between the ages of 18 and 49 years of age?	NONE.....46%
	ONE.....19%
	TWO.....33%
	THREE OR MORE.....2%
	REFUSED.....0%
123. School-aged children and pre- schoolers?	NONE.....74%
	ONE.....10%
	TWO.....13%
	THREE OR MORE.....3%
	REFUSED.....0%
124. Do you own or rent your present residence?	OWN.....68%
	RENT.....32%
	REFUSED.....0%

125. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....11% 25-34.....16% 35-44.....15% 45-54.....16% 55-64.....15% 65 AND OVER.....27% REFUSED.....0%
126. Which of the following best describes your household: (READ) A. Single, no other family at home. B. Single parent with children at home. C. Married or partnered, with children at home. D. Married or partnered with no children or no children at home. E. Something else.	SINGLE/NO OTHER.....31% SINGLE PARENT.....5% MAR/PARTN/CHILDREN.....21% MAR/PARTN/NO CHILD.....43% SOMETHING ELSE.....1% DON'T KNOW/REFUSED.....0%
127. Which of the following categories represents your ethnicity - White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	WHITE.....66% AFRICAN-AMERICAN.....11% HISPANIC-LATINO.....6% ASIAN-PACIFIC ISLAND...10% NATIVE AMERICAN.....1% SOMETHING ELSE.....0% MULTI/BI-RACIAL.....7% DON'T KNOW.....0% REFUSED.....0%
128. Do you live north or south of Highway 36? (WAIT FOR RESPONSE) Do you live east or west of Snelling Avenue?	NORTHWEST.....15% NORTHEAST.....44% SOUTHEAST.....26% SOUTHWEST.....15% DON'T KNOW/REFUSED.....0%

129. Finally, thinking about your household finances, how would you describe your financial situation, would you say that -	STATEMENT A.....6%
A) Your monthly expenses are exceeding your income;	STATEMENT B.....41%
B) You are meeting your monthly expenses but are putting aside little or no savings;	STATEMENT C.....47%
C) You are managing comfortably while putting some money aside;	STATEMENT D.....4%
D) Managing very well?	DON'T KNOW/REFUSED.....2%
130. Gender (DO NOT ASK)	
	MALE.....48%
	FEMALE.....52%