

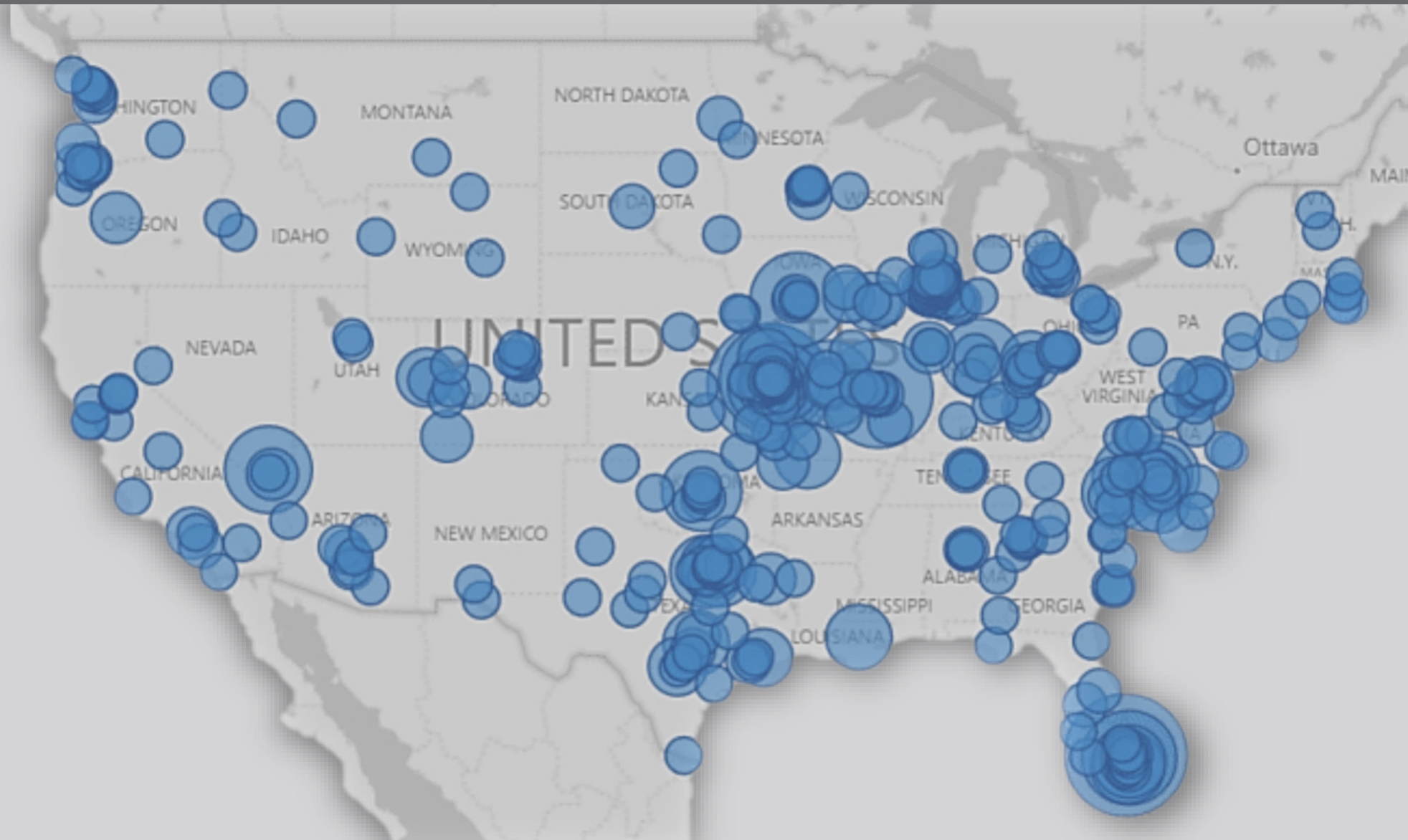
# City of Minot 2023 Community Survey



APRIL 2024

# ETC Institute is a National Leader in Market Research for Local Governmental Organizations

*For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.*



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States



# Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



# Purpose

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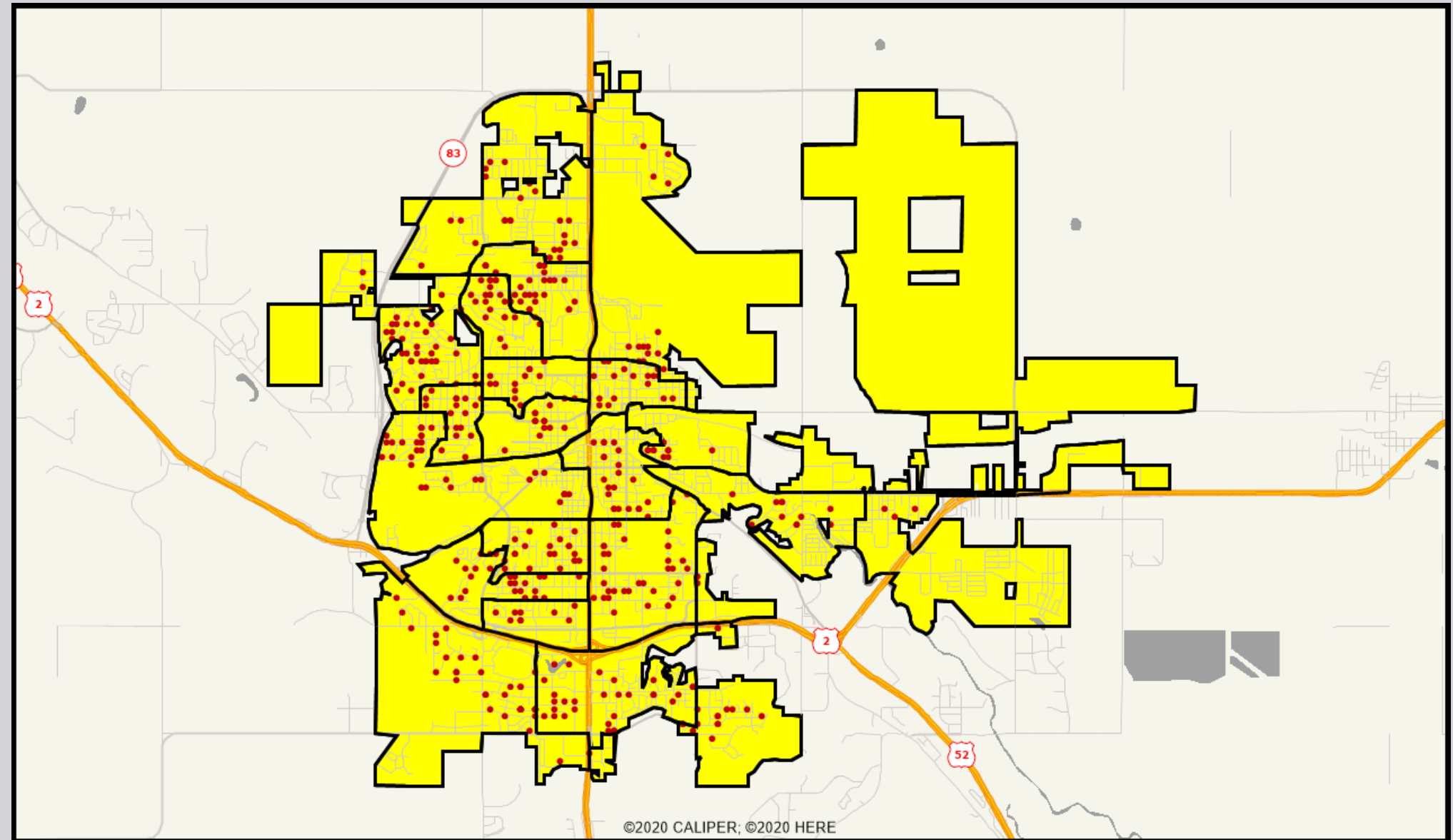
- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous survey**
- **To compare the City's performance with other communities nationally and regionally**

# Methodology

- **Survey Description**
  - Seven-page survey; each survey takes approximately 15-20 minutes to complete
  - 2<sup>nd</sup> Community Survey Conducted for the City
- **Method of Administration**
  - By mail and online to randomly selected sample of City residents
- **Sample Size**
  - 454 completed surveys (goal was 400)
  - Margin of error: +/- 4.6% 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



# What We Learned

- **The Majority of Respondents Rated Minot as an Excellent or Good Place to Live and Raise Children**
- **Top Overall Priorities for City Services**
  - Maintenance of City Streets/Sidewalks
  - Flow of Traffic on City Streets
  - Enforcing Codes and Ordinances
  - Police Services
- **Top Issues Facing Minot Over the Next 5 Years:**
  - High Taxes/Property Taxes/Finances
  - Housing Affordability
  - Crime
  - Road Repair/Maintenance/Expansion

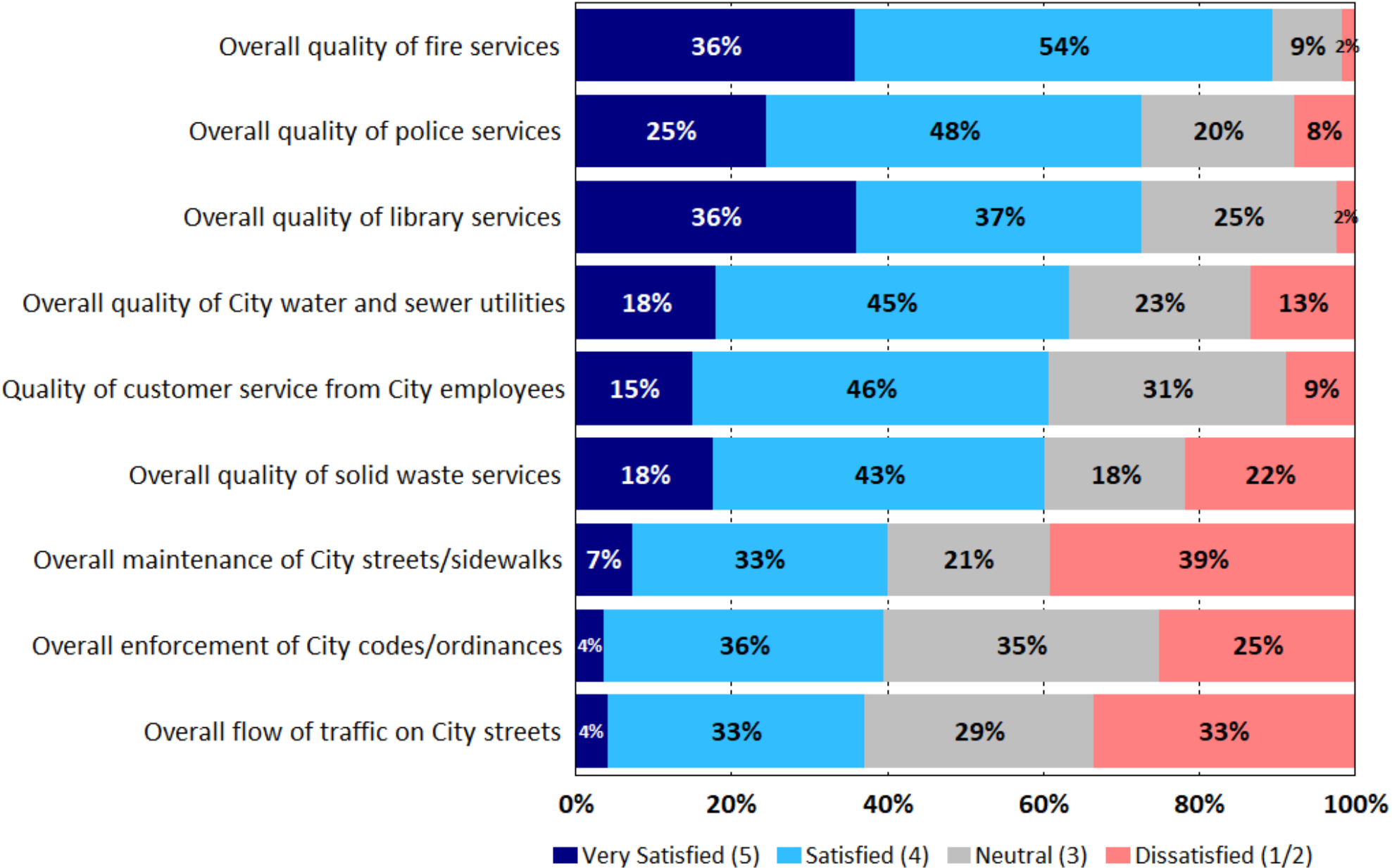
# **Topic #1**

## **Overall Satisfaction with City Services**



# Q3. Overall Satisfaction with Major Categories of City Services

by percentage of respondents (excluding don't knows)



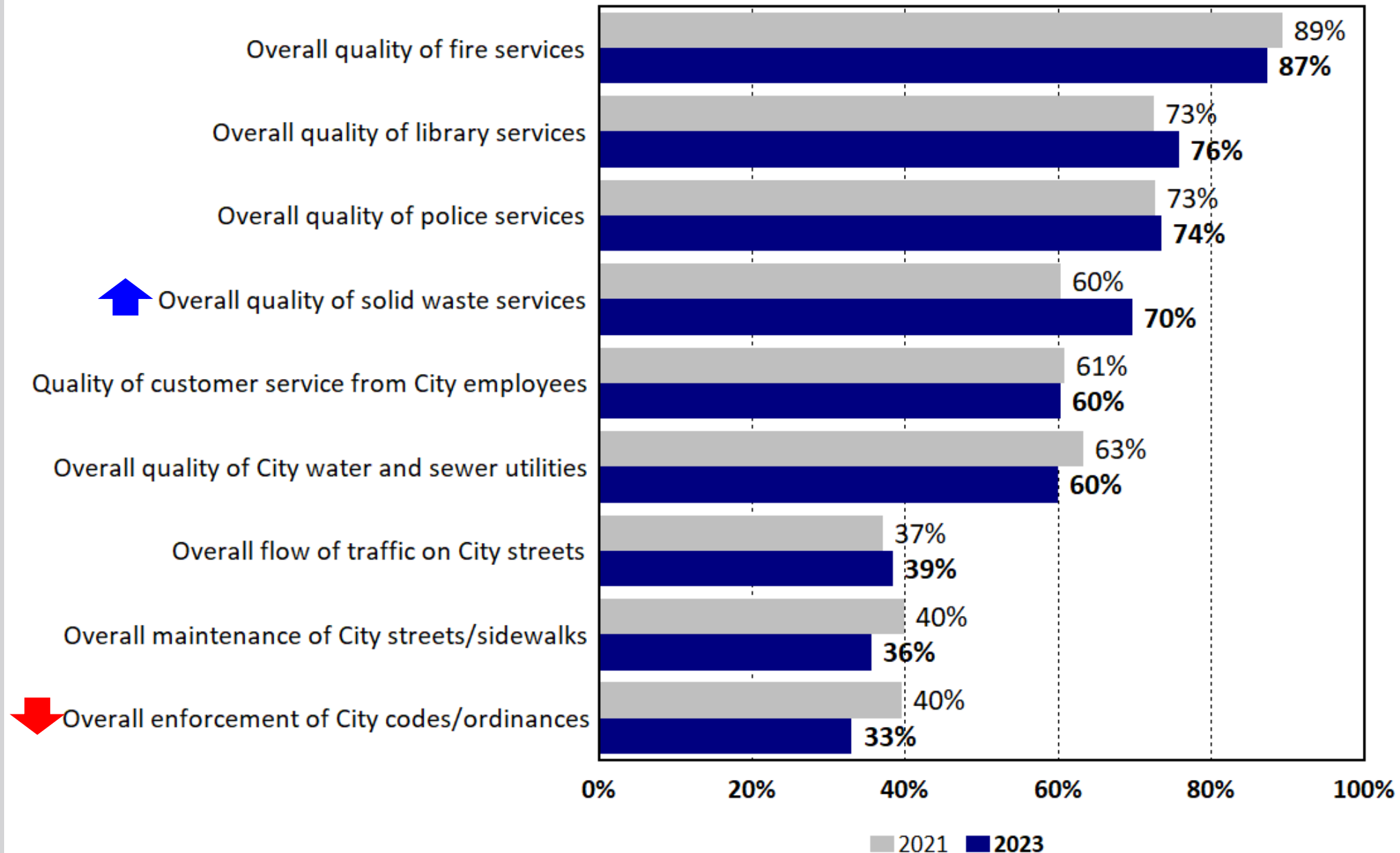
Most Areas Received High Ratings

# **Topic #2**

## **Trend Analysis**

# TRENDS: Overall Satisfaction with Major Categories of City Services - 2021 vs. 2023

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Significant Increase Since 2021 ↑

Significant Decrease Since 2021 ↓

# Trend Analysis

- **Notable Increases in Satisfaction Since 2021:**
  - Quality of Social Media Outlets
  - Overall Quality of Solid Waste
  - Efforts to Inform Residents About Disruptions to Trash Service
  - Bulky Item Pickup/Removal Services
  - Adequacy of Stormwater Infrastructure
- **Notable Decreases in Satisfaction Since 2021:**
  - Pedestrian Accessibility (Sidewalk System for People with Disabilities)
  - Availability of Shared Use Paths (Walking and Biking Paths)
  - Minot as a Place to Retire
  - Overall Enforcement of Codes and Ordinances
  - Quality of Animal Control

# **Topic #3**

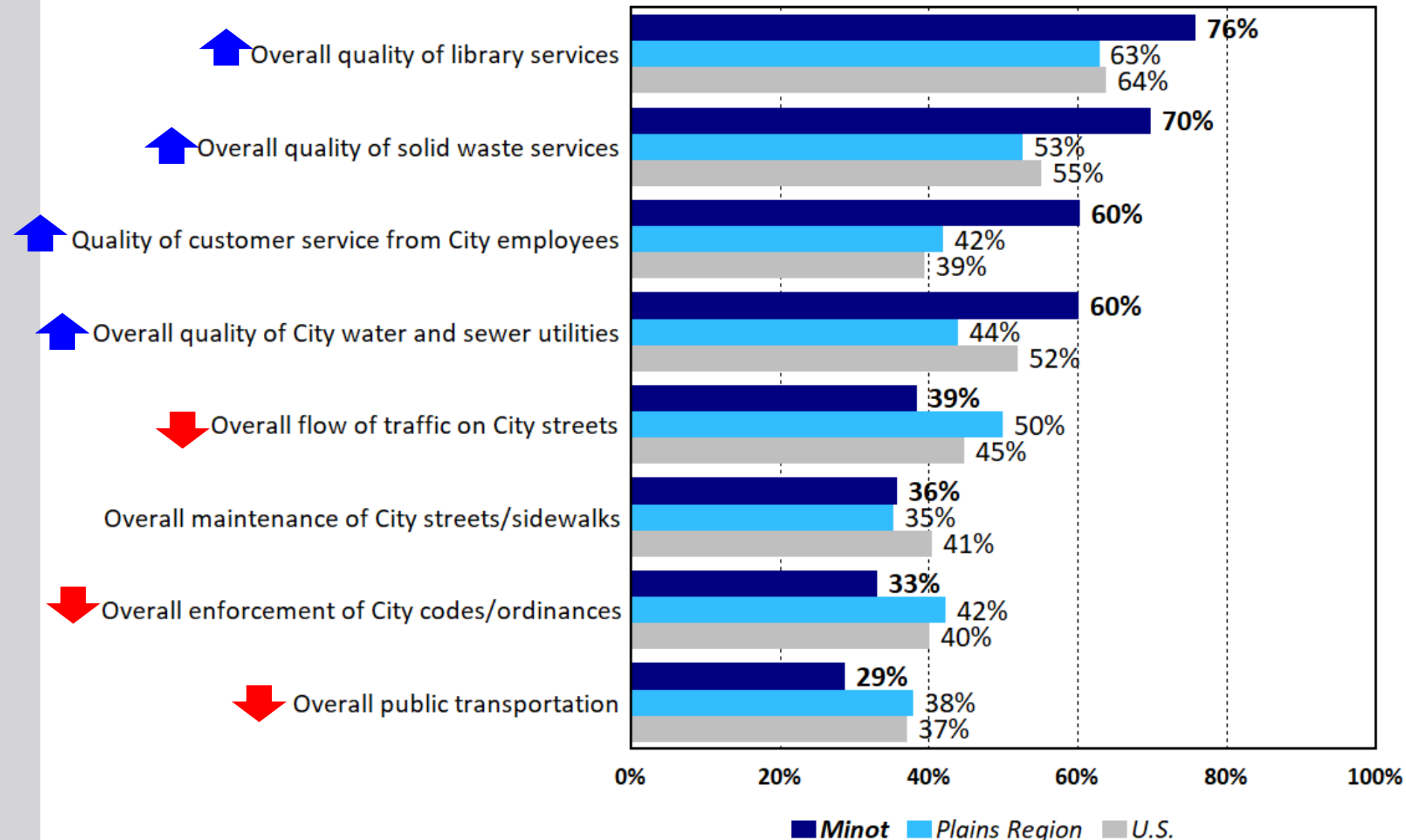
## **Comparisons to Other Communities**



# 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)



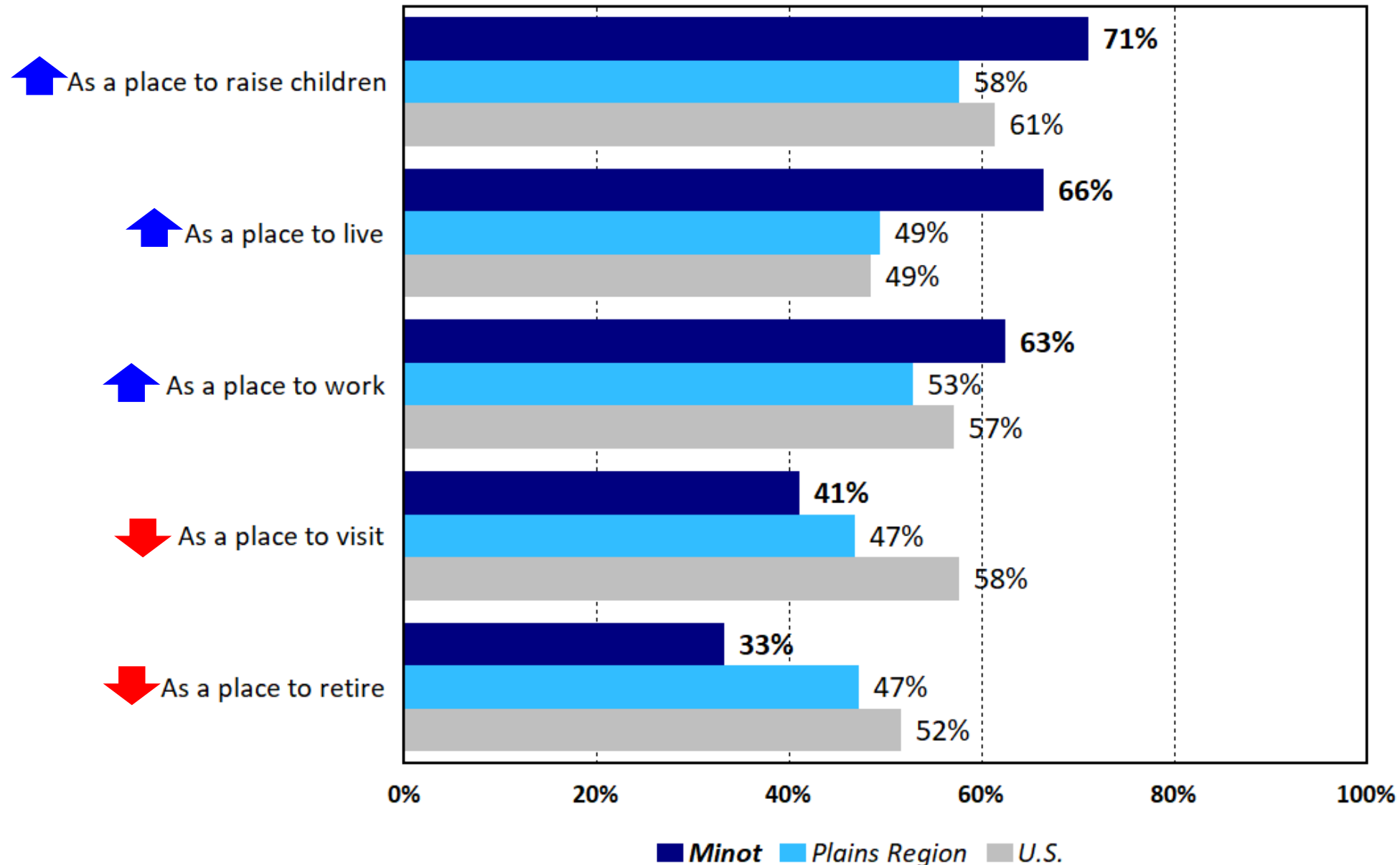
Significantly Higher ↑

Significantly Lower ↓

# Overall Quality of Life in the City

## 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 "excellent" and 1 was "poor" (excluding don't knows)



Significantly Higher 

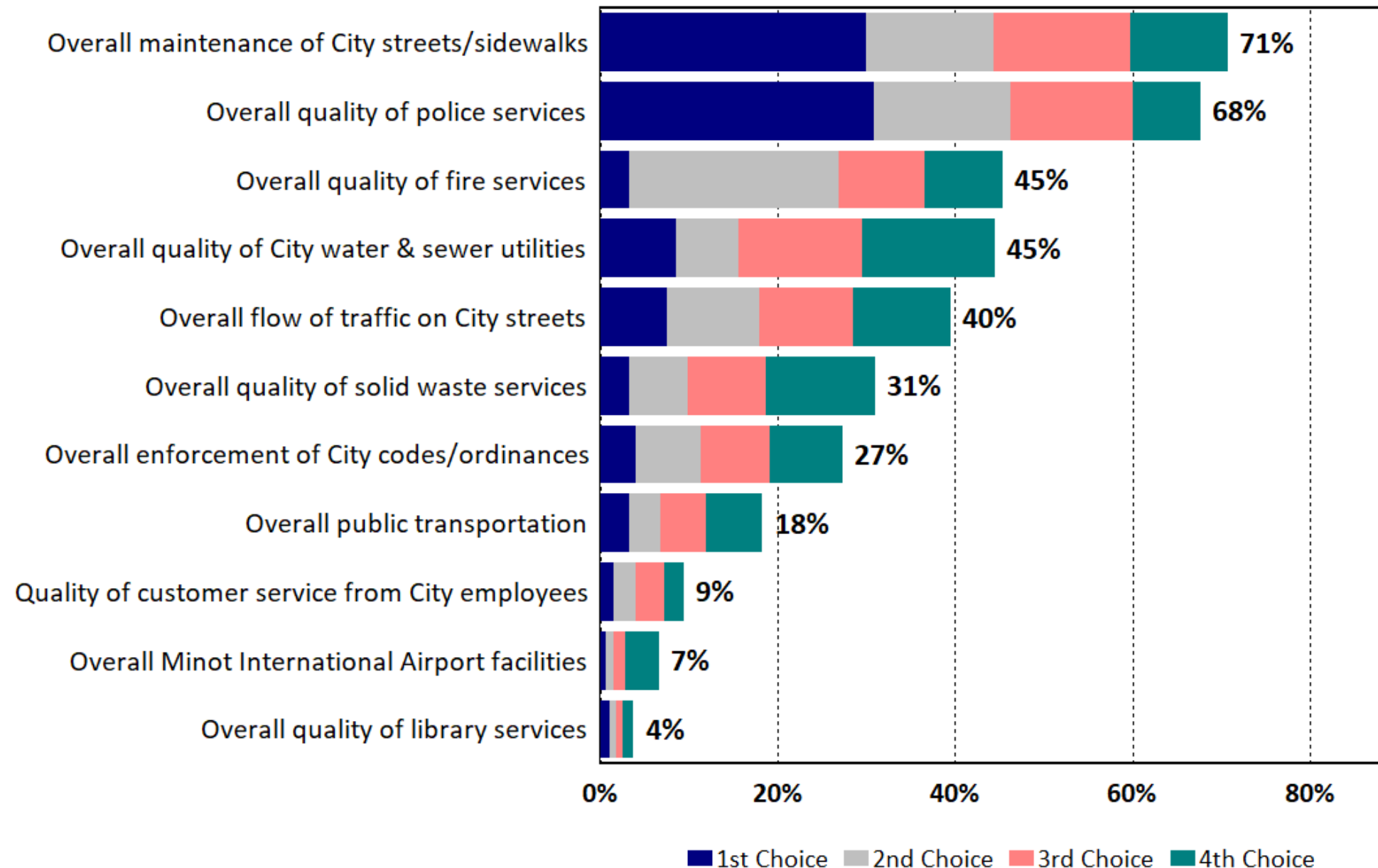
Significantly Lower 

# **Topic #4**

## **Top Community Priorities**

## Q4. City Services That Are Most Important to Residents by Major Category

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



# Importance-Satisfaction Rating

City of Minot, ND

## Overall

| Category of Service                               | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><u>Very High Priority (IS &gt;.20)</u></b>     |                  |                     |                |                   |                                |                 |
| Overall maintenance of City streets/sidewalks     | 71%              | 1                   | 36%            | 9                 | 0.4546                         | 1               |
| Overall flow of traffic on City streets           | 40%              | 5                   | 39%            | 8                 | 0.2429                         | 2               |
| <b><u>High Priority (IS .10-.20)</u></b>          |                  |                     |                |                   |                                |                 |
| Overall enforcement of City codes/ordinances      | 27%              | 7                   | 33%            | 10                | 0.1826                         | 3               |
| Overall quality of police services                | 68%              | 2                   | 74%            | 4                 | 0.1785                         | 4               |
| Overall quality of City water and sewer utilities | 45%              | 4                   | 60%            | 7                 | 0.1776                         | 5               |
| Overall public transportation                     | 18%              | 8                   | 29%            | 11                | 0.1303                         | 6               |
| <b><u>Medium Priority (IS &lt;.10)</u></b>        |                  |                     |                |                   |                                |                 |
| Overall quality of solid waste services           | 31%              | 6                   | 70%            | 5                 | 0.0936                         | 7               |
| Overall quality of fire services                  | 45%              | 3                   | 87%            | 1                 | 0.0572                         | 8               |
| Quality of customer service from City employees   | 9%               | 9                   | 60%            | 6                 | 0.0373                         | 9               |
| Overall Minot International Airport facilities    | 7%               | 10                  | 80%            | 2                 | 0.0131                         | 10              |
| Overall quality of library services               | 4%               | 11                  | 76%            | 3                 | 0.0092                         | 11              |

Overall Priorities



# Importance-Satisfaction Rating

## City of Minot, ND

### City Maintenance/Public Works

| Category of Service  | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><u>Very High Priority (IS &gt;.20)</u></b>              |                  |                     |                |                   |                                |                 |
| Condition of major City streets                            | 51%              | 1                   | 41%            | 11                | 0.3011                         | 1               |
| Snow removal on neighborhood streets                       | 32%              | 3                   | 31%            | 16                | 0.2249                         | 2               |
| <b><u>High Priority (IS .10-.20)</u></b>                   |                  |                     |                |                   |                                |                 |
| Snow removal on major City streets                         | 34%              | 2                   | 51%            | 4                 | 0.1665                         | 3               |
| Traffic flow on major City streets                         | 26%              | 4                   | 40%            | 13                | 0.1567                         | 4               |
| Timing of traffic signals on City streets                  | 19%              | 6                   | 39%            | 14                | 0.1133                         | 5               |
| Condition of streets in your neighborhood                  | 22%              | 5                   | 50%            | 5                 | 0.1121                         | 6               |
| <b><u>Medium Priority (IS &lt;.10)</u></b>                 |                  |                     |                |                   |                                |                 |
| Adequacy of City street lighting                           | 17%              | 7                   | 47%            | 7                 | 0.0881                         | 7               |
| Pedestrian accessibility                                   | 13%              | 9                   | 39%            | 15                | 0.0771                         | 8               |
| Overall cleanliness of streets and alleyways               | 11%              | 10                  | 41%            | 12                | 0.0639                         | 9               |
| City efforts to prevent flooding in Minot                  | 15%              | 8                   | 61%            | 2                 | 0.0563                         | 10              |
| Visibility of pavement markings/street signs               | 9%               | 11                  | 43%            | 10                | 0.0523                         | 11              |
| Availability of shared use paths                           | 9%               | 13                  | 45%            | 9                 | 0.0476                         | 12              |
| Appearance/condition of medians/right-of-ways/public areas | 8%               | 14                  | 46%            | 8                 | 0.0457                         | 13              |
| Condition of sidewalks in your neighborhood                | 9%               | 12                  | 48%            | 6                 | 0.0455                         | 14              |
| Adequacy of stormwater infrastructure                      | 5%               | 15                  | 57%            | 3                 | 0.0198                         | 15              |
| Overall quality of the Rosehill City Cemetery              | 2%               | 16                  | 78%            | 1                 | 0.0035                         | 16              |

# Importance-Satisfaction Rating

## City of Minot, ND

### Public Safety

| Category of Service                               | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><u>Very High Priority (IS &gt;.20)</u></b>     |                  |                     |                |                   |                                |                 |
| The City's effort to prevent crime                | 43%              | 2                   | 46%            | 14                | 0.2326                         | 1               |
| <b><u>High Priority (IS .10-.20)</u></b>          |                  |                     |                |                   |                                |                 |
| Overall quality of local police protection        | 59%              | 1                   | 73%            | 6                 | 0.1569                         | 2               |
| Visibility of police in your neighborhood         | 24%              | 5                   | 52%            | 10                | 0.1150                         | 3               |
| <b><u>Medium Priority (IS &lt;.10)</u></b>        |                  |                     |                |                   |                                |                 |
| How quickly police officers respond               | 33%              | 4                   | 71%            | 7                 | 0.0985                         | 4               |
| Enforcement of local traffic laws                 | 16%              | 7                   | 48%            | 13                | 0.0830                         | 5               |
| How quickly fire services personnel respond       | 36%              | 3                   | 83%            | 5                 | 0.0600                         | 6               |
| Quality of animal control                         | 11%              | 8                   | 44%            | 15                | 0.0590                         | 7               |
| Municipal court                                   | 7%               | 11                  | 37%            | 16                | 0.0440                         | 8               |
| Visibility of police in commercial areas          | 10%              | 9                   | 57%            | 9                 | 0.0439                         | 9               |
| Overall quality of fire protection services       | 18%              | 6                   | 88%            | 2                 | 0.0227                         | 10              |
| Police social media outreach                      | 3%               | 12                  | 50%            | 12                | 0.0150                         | 11              |
| Quality of police safety education programs       | 3%               | 13                  | 51%            | 11                | 0.0142                         | 12              |
| Emergency preparedness services of the fire dept. | 9%               | 10                  | 87%            | 4                 | 0.0117                         | 13              |
| Fire safety education programs                    | 3%               | 15                  | 66%            | 8                 | 0.0096                         | 14              |
| Overall professionalism of the fire department    | 3%               | 14                  | 88%            | 3                 | 0.0036                         | 15              |
| Friendliness of the fire department               | 1%               | 16                  | 88%            | 1                 | 0.0007                         | 16              |

# Importance-Satisfaction Rating

## City of Minot, ND

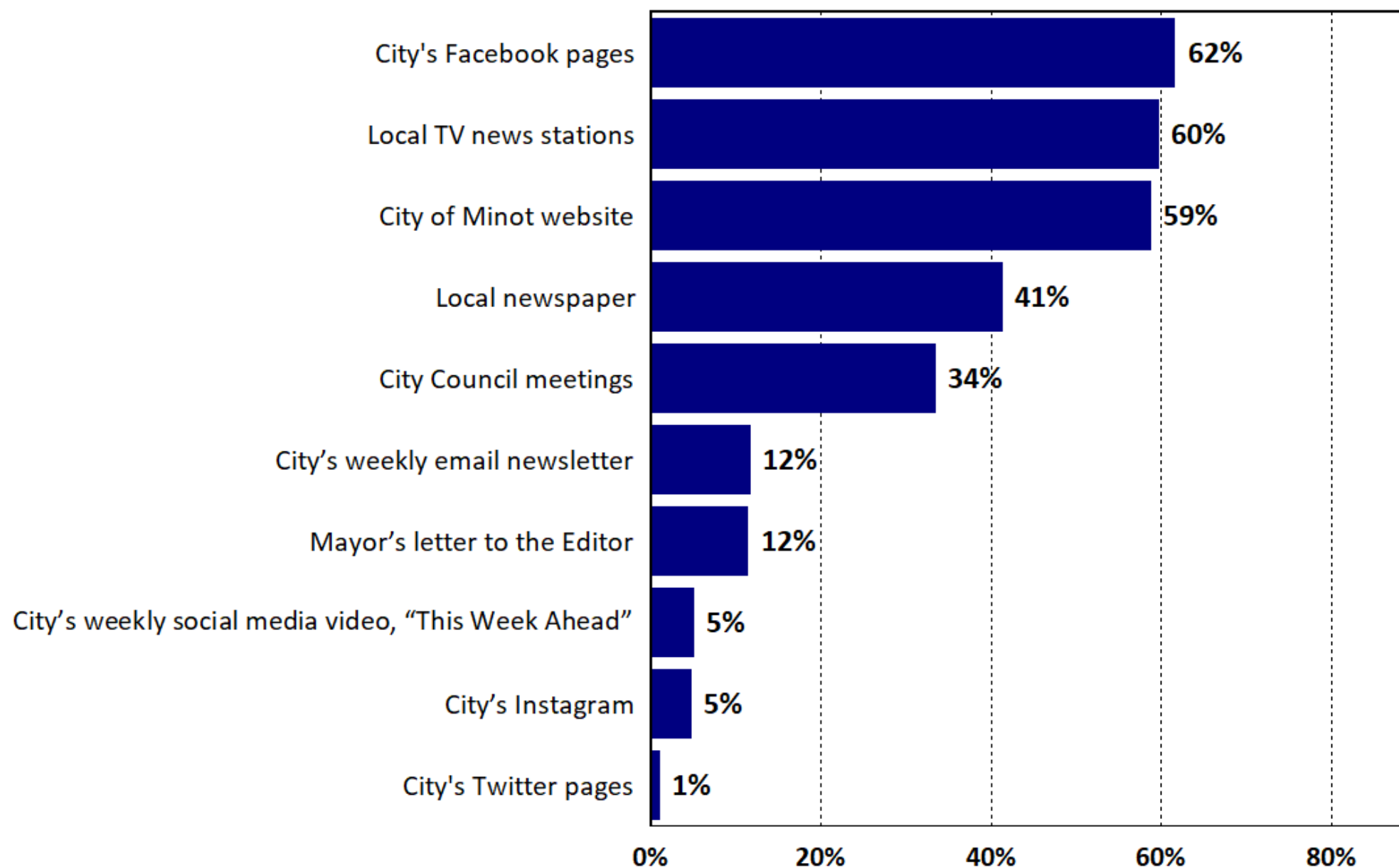
### Code Enforcement

| Category of Service                                | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><i>Very High Priority (IS &gt;.20)</i></b>      |                  |                     |                |                   |                                |                 |
| Clean-up of trash & litter on commercial property  | 36%              | 2                   | 31%            | 7                 | 0.2460                         | <b>1</b>        |
| Clean-up of trash & litter on residential property | 37%              | 1                   | 37%            | 6                 | 0.2318                         | <b>2</b>        |
| <b><i>High Priority (IS .10-.20)</i></b>           |                  |                     |                |                   |                                |                 |
| Maintenance of residential property                | 28%              | 3                   | 44%            | 1                 | 0.1548                         | <b>3</b>        |
| Parking enforcement on neighborhood streets        | 24%              | 4                   | 40%            | 3                 | 0.1447                         | <b>4</b>        |
| Enforcement of commercial building codes           | 20%              | 6                   | 37%            | 5                 | 0.1256                         | <b>5</b>        |
| Maintenance of commercial property                 | 20%              | 5                   | 40%            | 4                 | 0.1208                         | <b>6</b>        |
| Enforcement of residential building codes          | 19%              | 7                   | 42%            | 2                 | 0.1131                         | <b>7</b>        |

# ***Other Findings***

## Q20. Where Residents Currently Receive Information About the City of Minot

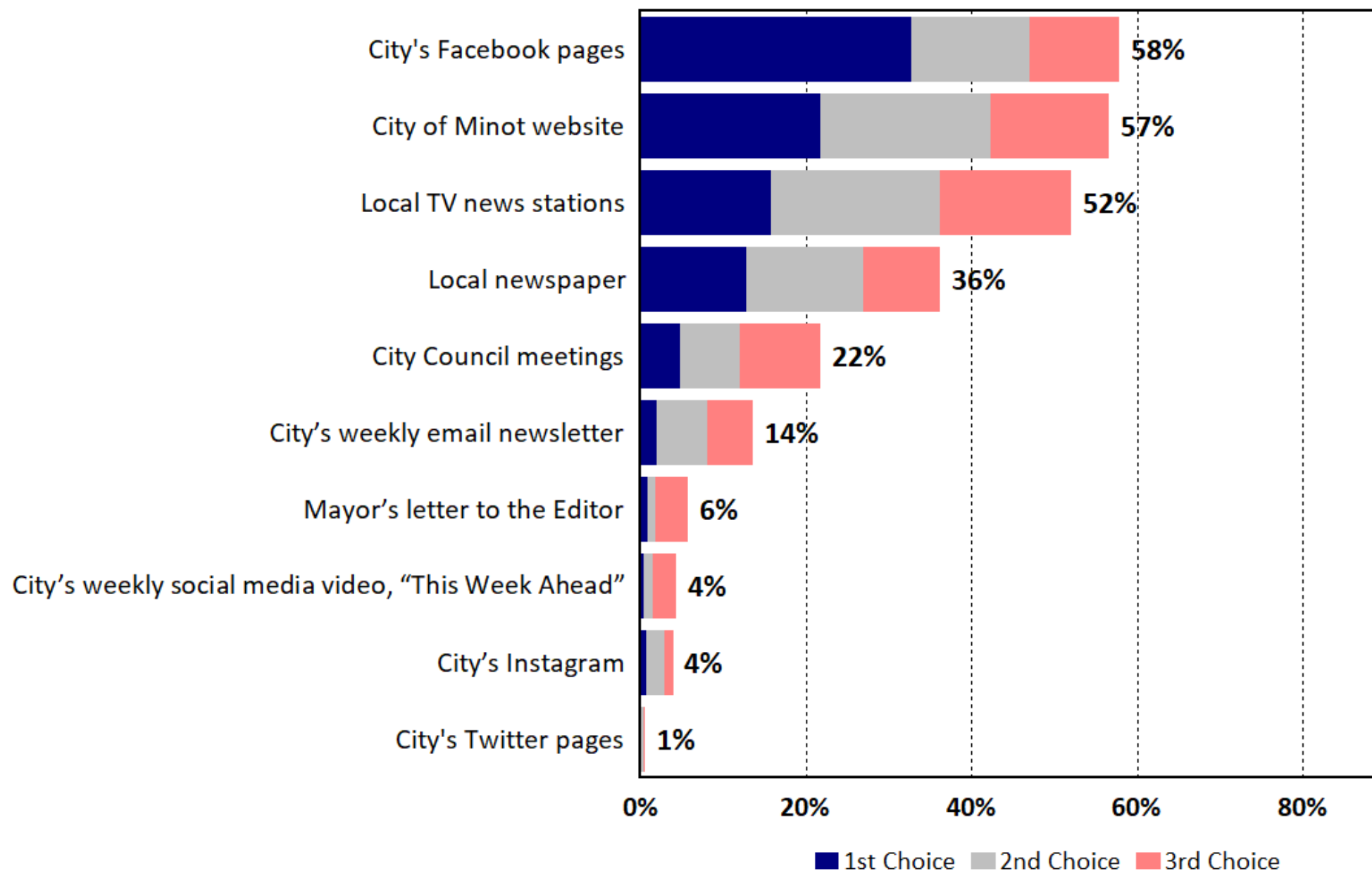
by percentage of respondents (multiple selections could be made)





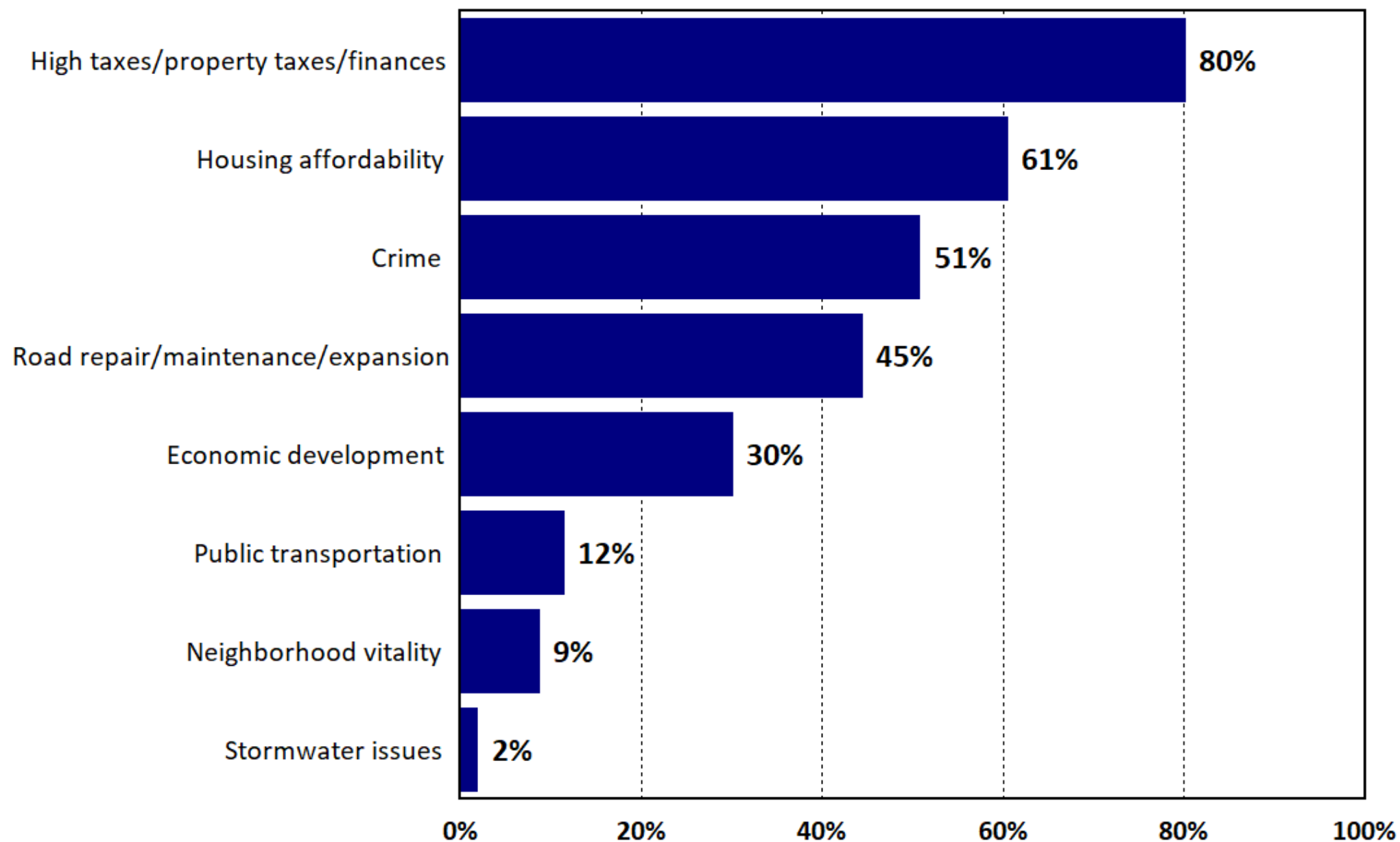
## Q21. Sources of Information That Residents MOST PREFER to Receive About the City

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



## Q31. Biggest Issues Minot Will Face Within the Next Five Years

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



# Summary

- **The Majority of Respondents Rated Minot as an Excellent or Good Place to Live and Raise Children**
- **Top Overall Priorities for City Services**
  - Maintenance of City Streets/Sidewalks
  - Flow of Traffic on City Streets
  - Enforcing Codes and Ordinances
  - Police Services
- **Top Issues Facing Minot Over the Next 5 Years:**
  - High Taxes/Property Taxes/Finances
  - Housing Affordability
  - Crime
  - Road Repair/Maintenance/Expansion

# Questions?

## Thank You!!