

City of Minot 2023 Community Survey



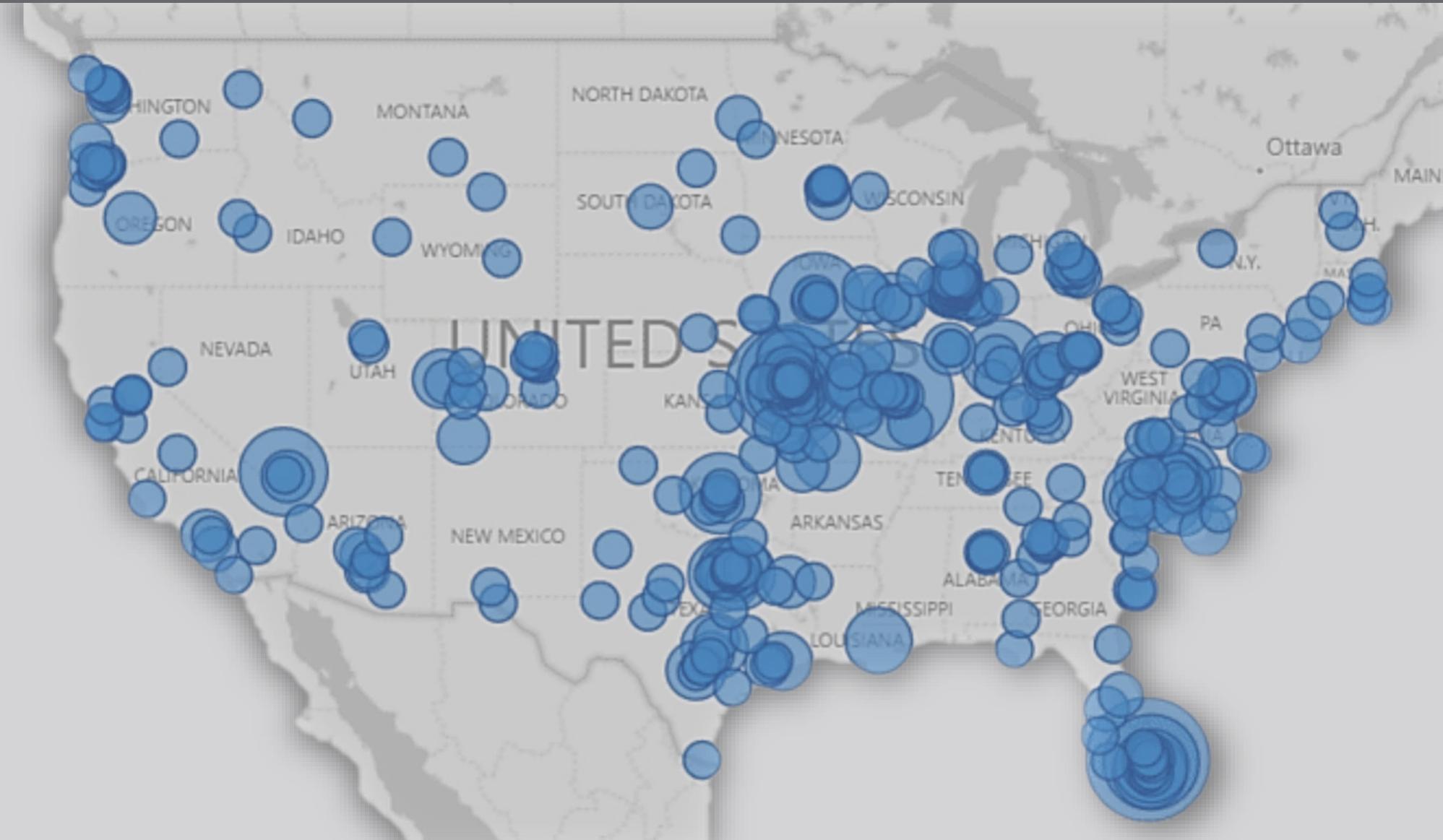
PRESENTED BY



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

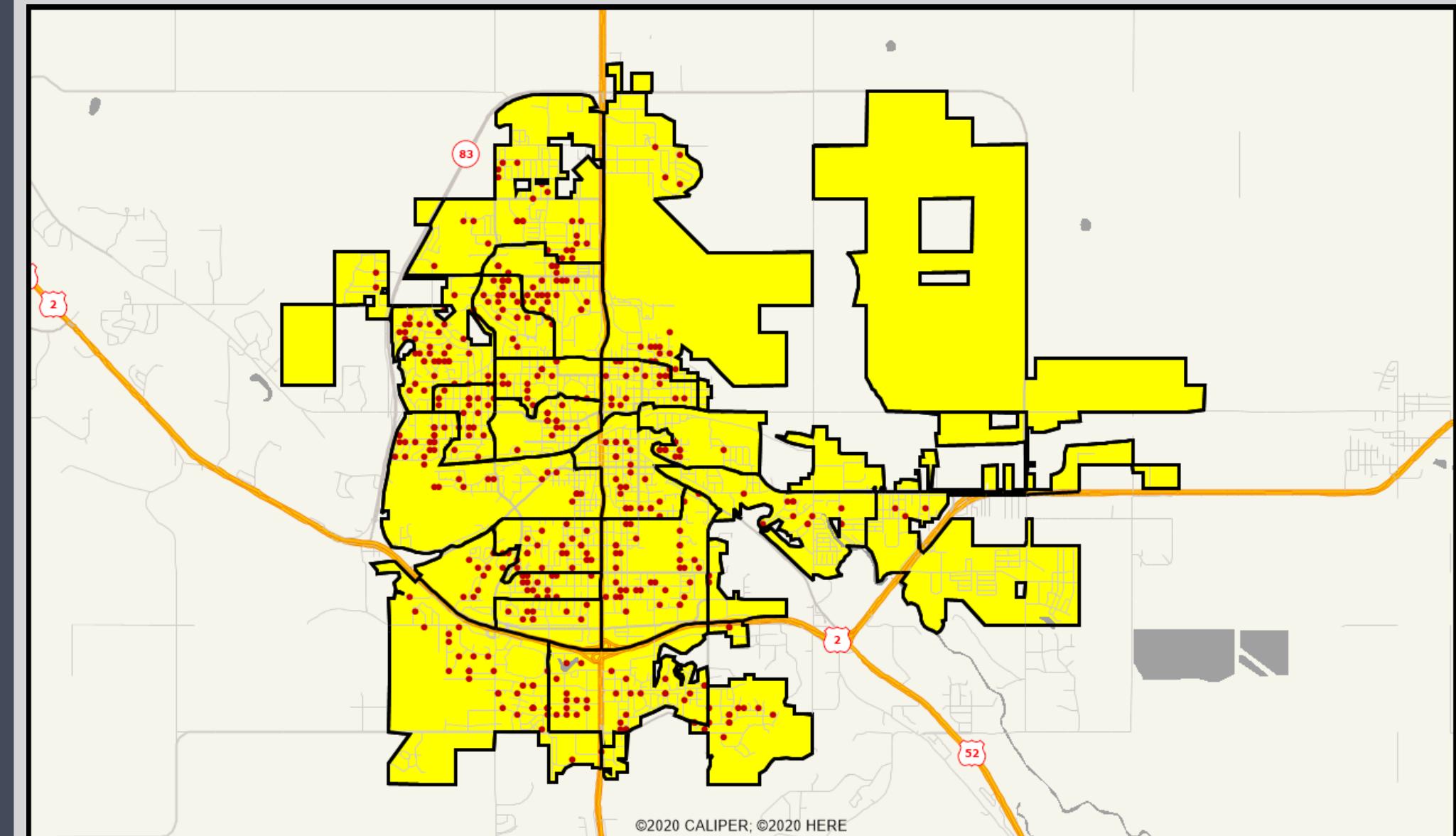
- To objectively assess resident satisfaction with the delivery of major City services
- To help determine priorities for the community
- To measure trends from previous survey
- To compare the City's performance with other communities nationally and regionally

Methodology

- **Survey Description**
 - Seven-page survey; each survey takes approximately 15-20 minutes to complete
 - 2nd 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



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What We Learned

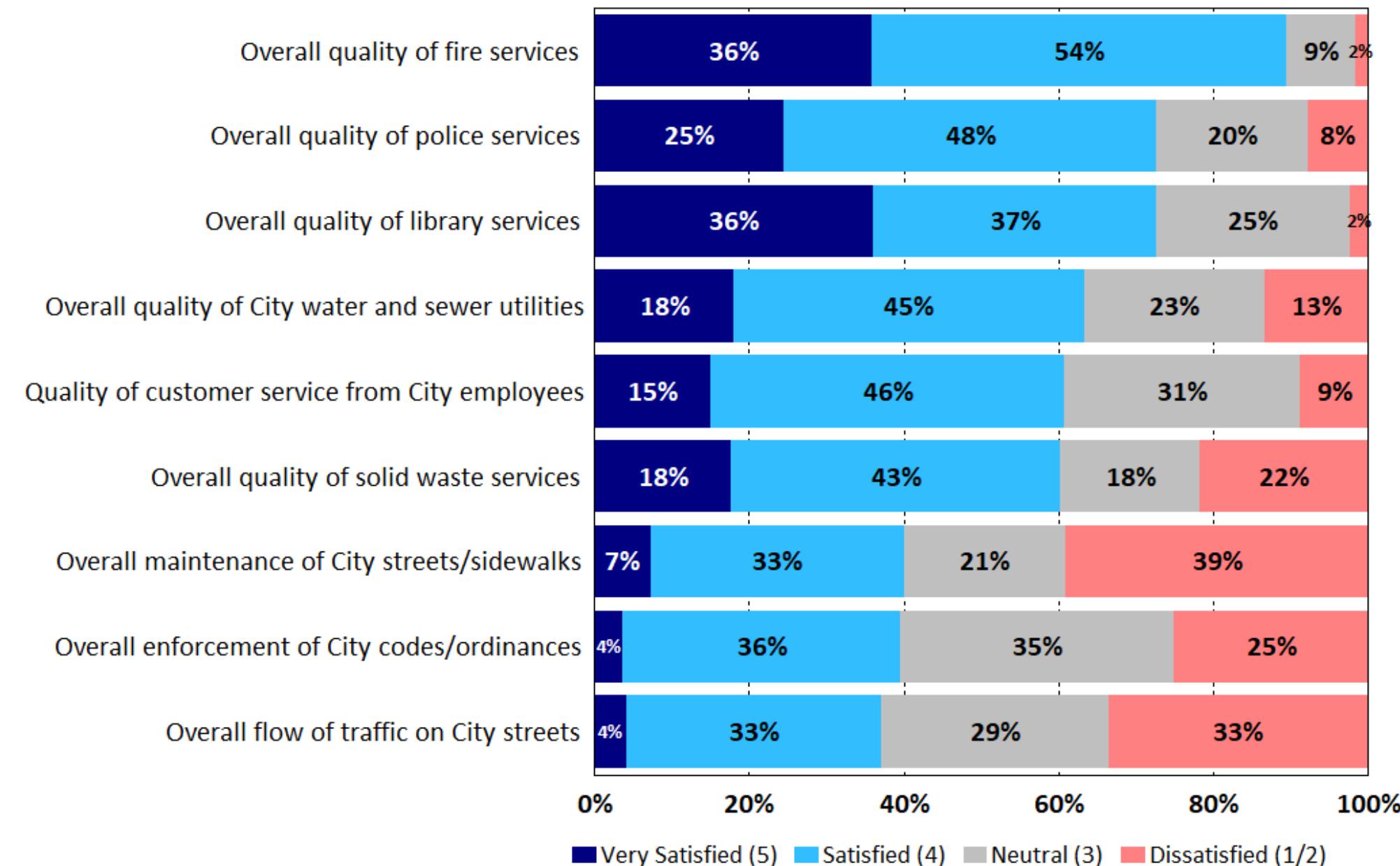
- The Majority of Respondents Rated Minot as an Excellent or Good Place to Live and Raise Children
- Top Overall Priorities for City Services
 - Maintenance of City Streets/Sidewalks
 - Flow of Traffic on City Streets
 - Enforcing Codes and Ordinances
 - Police Services
- Top Issues Facing Minot Over 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)



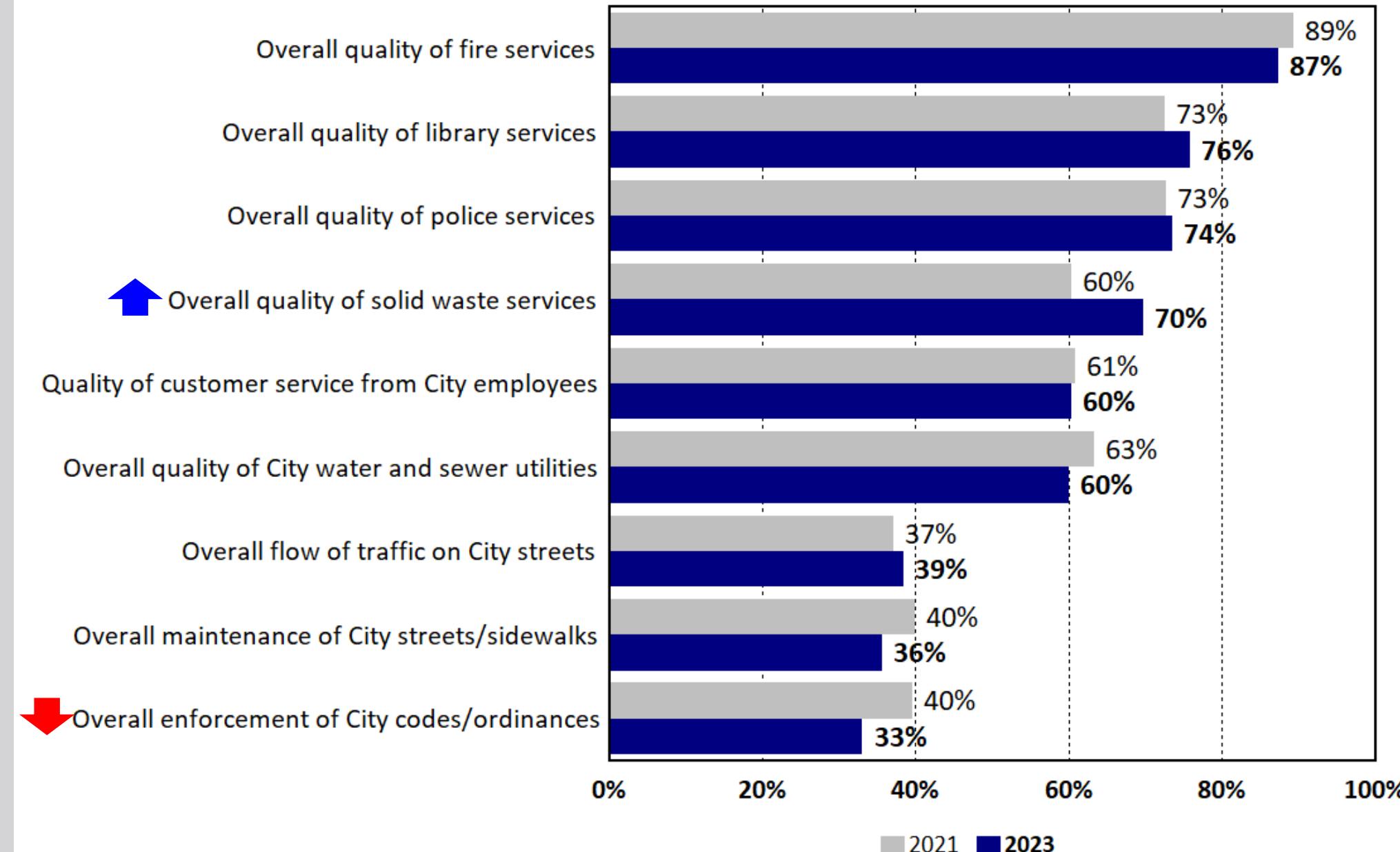
Most Areas Received High Ratings

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

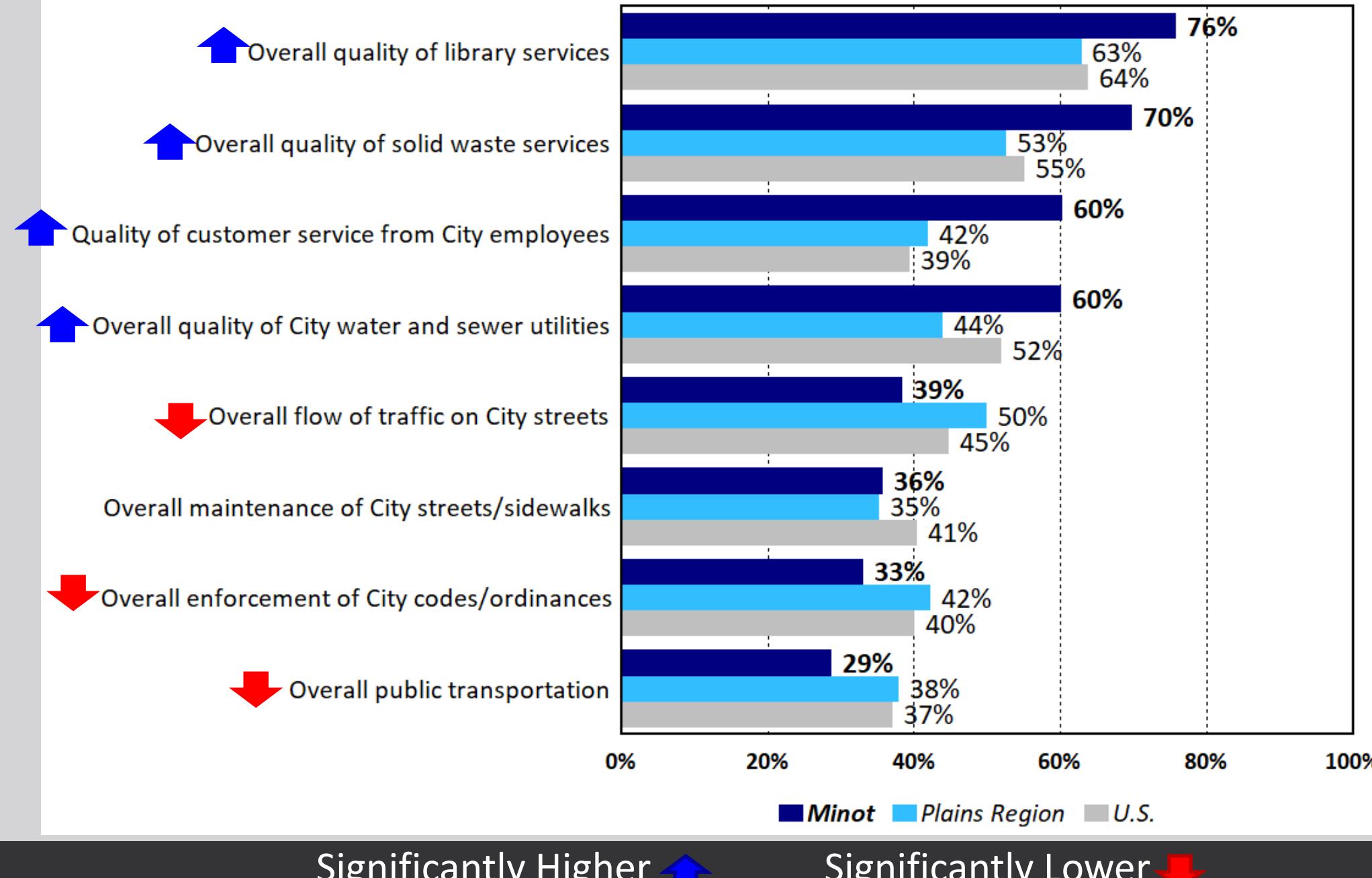
Topic #3

Comparisons to Other Communities

Overall Satisfaction with Major City Services

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

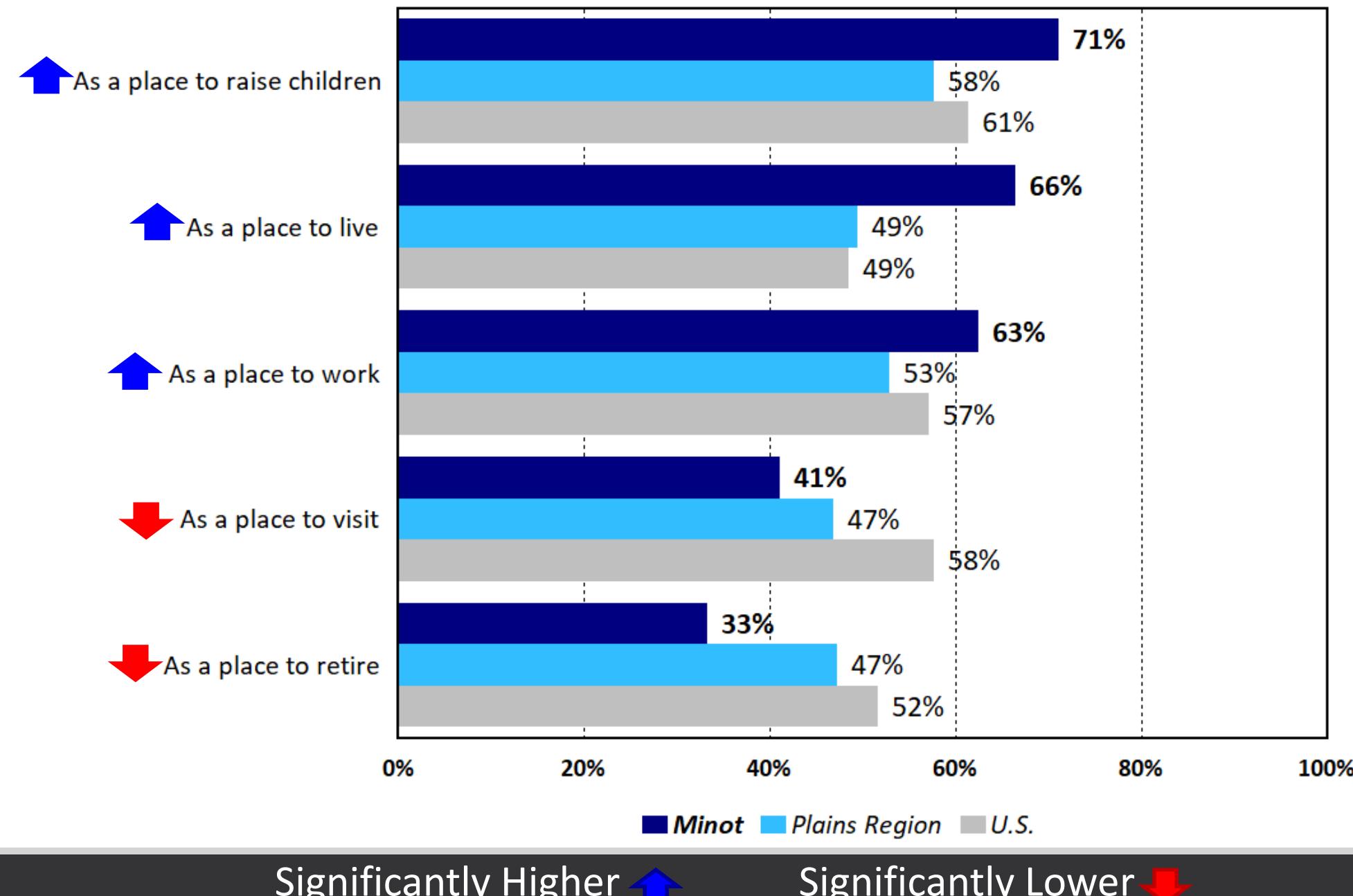
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



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)

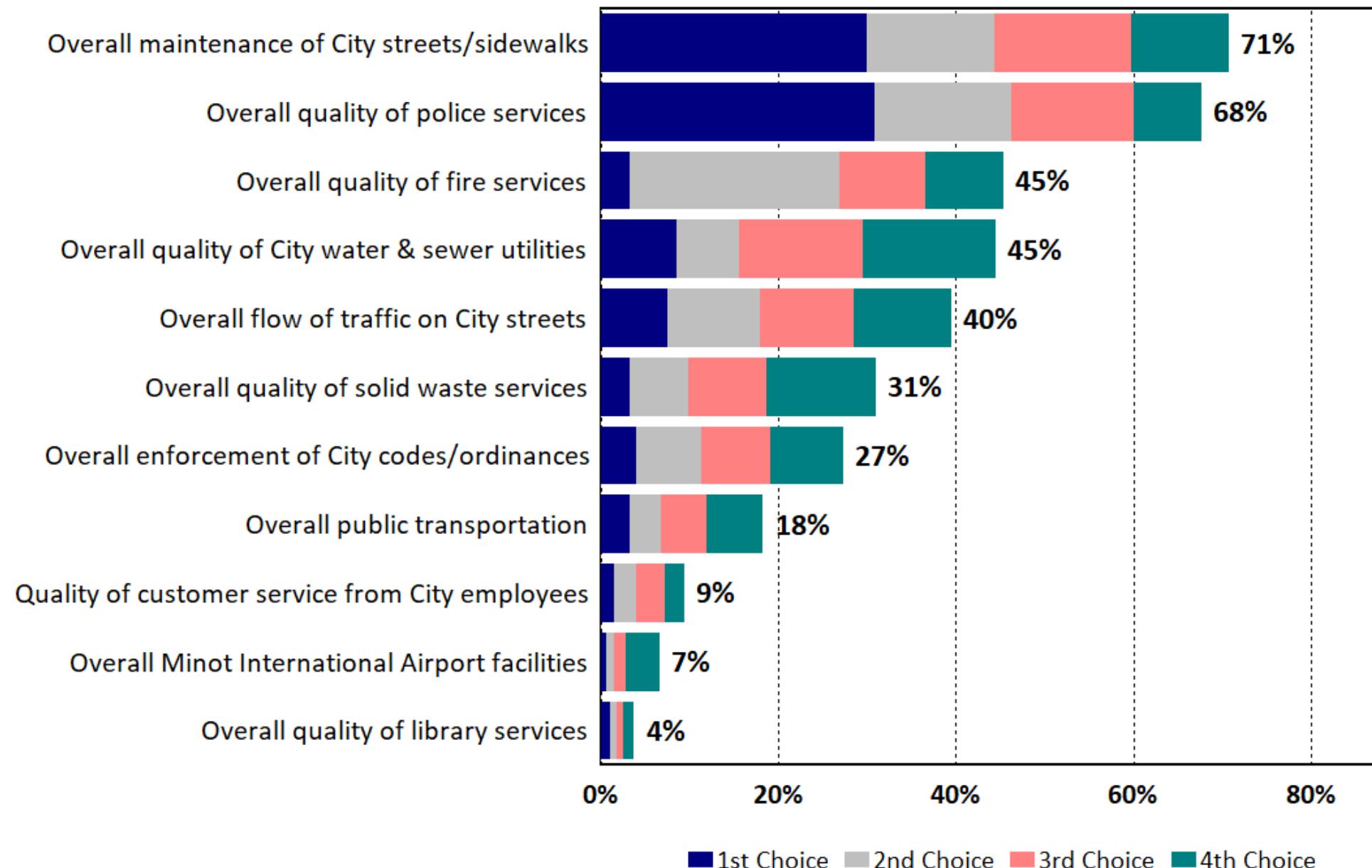


Topic #4

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
<u>Very High Priority (IS >.20)</u>						
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
<u>High Priority (IS .10-.20)</u>						
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
<u>Medium Priority (IS <.10)</u>						
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
<u>Very High Priority (IS >.20)</u>						
Condition of major City streets	51%	1	41%	11	0.3011	1
Snow removal on neighborhood streets	32%	3	31%	16	0.2249	2
<u>High Priority (IS .10-.20)</u>						
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
<u>Medium Priority (IS <.10)</u>						
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
<u>Very High Priority (IS >.20)</u>						
The City's effort to prevent crime	43%	2	46%	14	0.2326	1
<u>High Priority (IS .10-.20)</u>						
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
<u>Medium Priority (IS <.10)</u>						
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

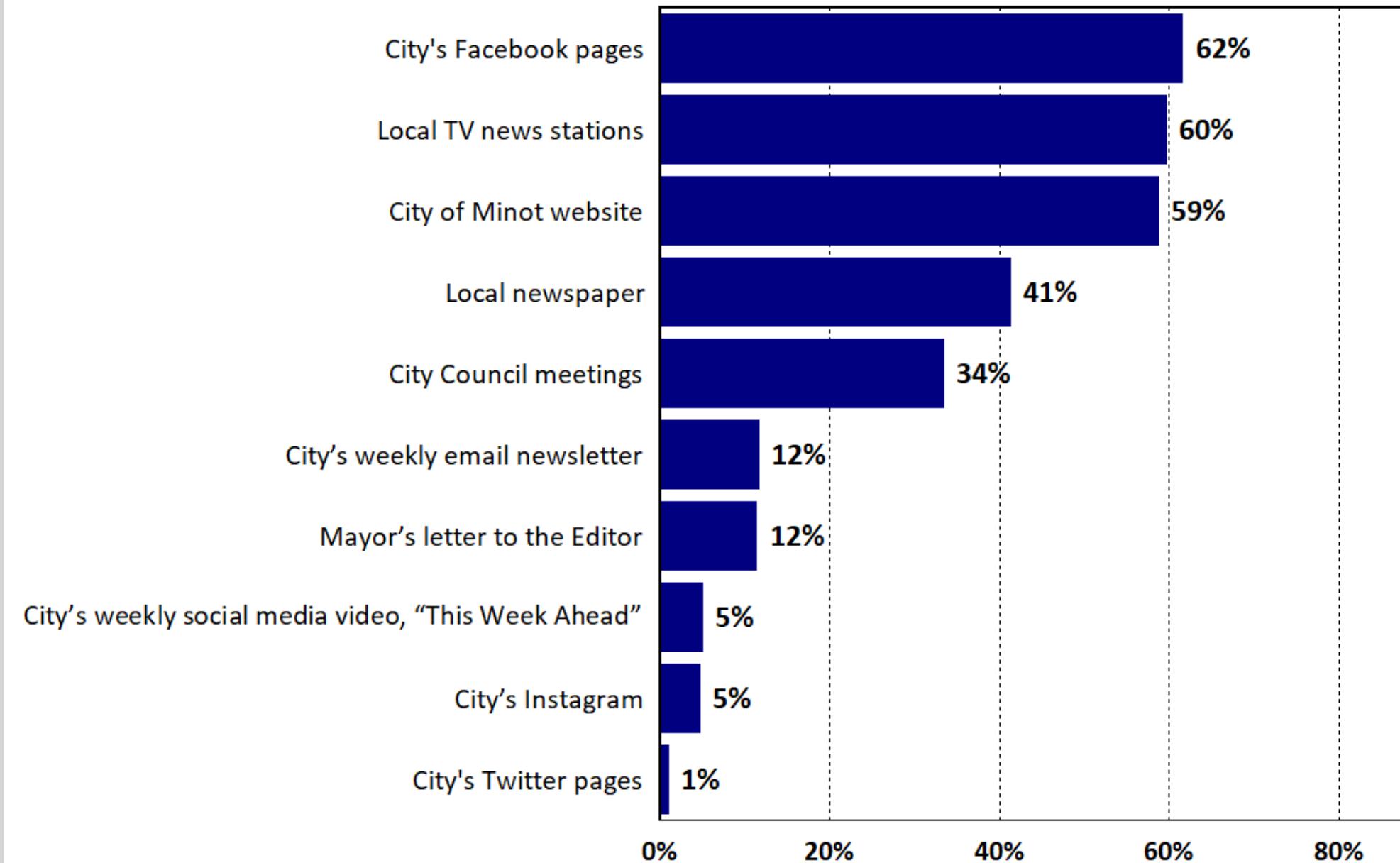
Code Enforcement

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

Other Findings

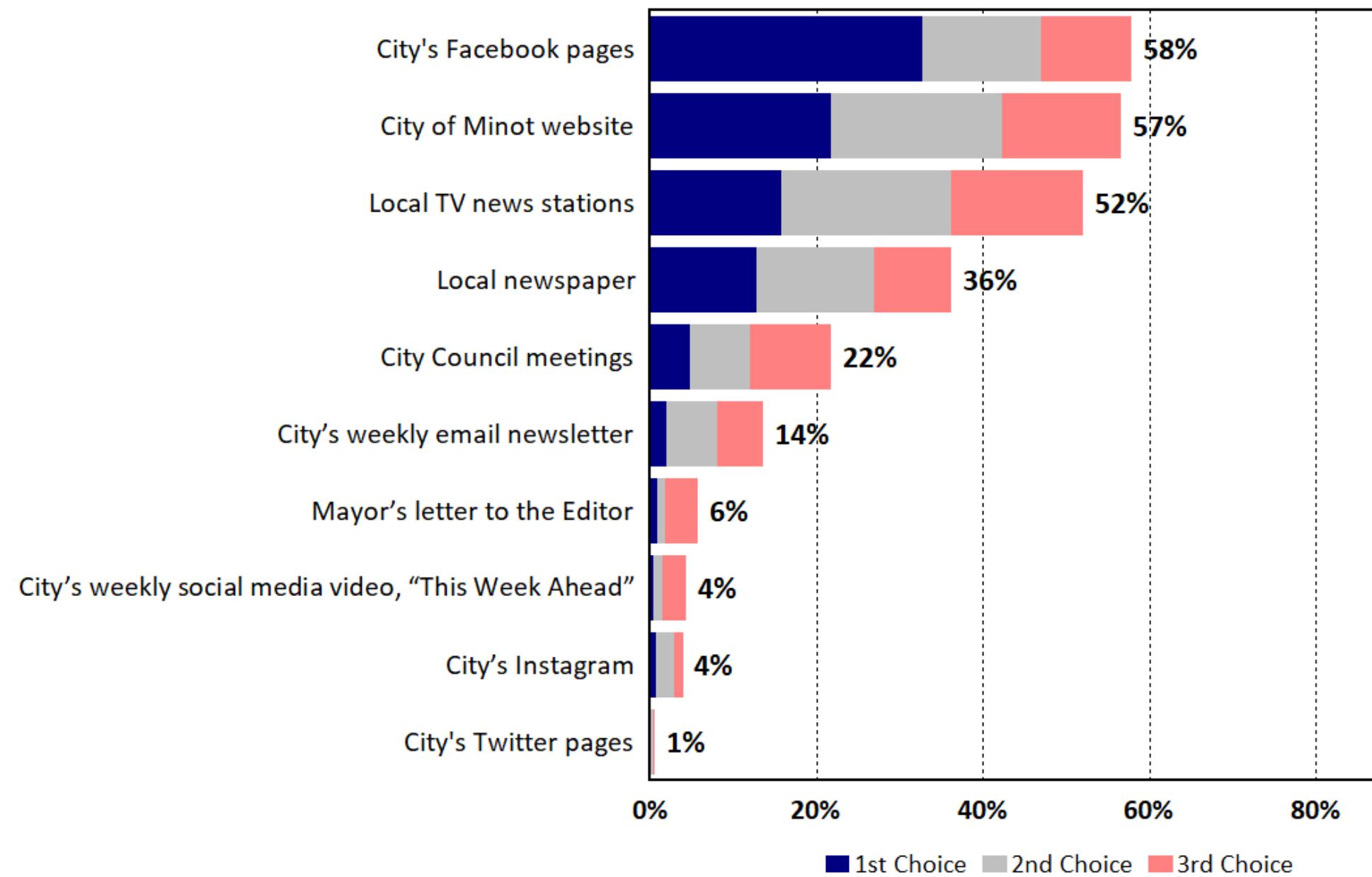
Q20. Where Residents Currently Receive Information About the City of Minot

by percentage of respondents (multiple selections could be made)



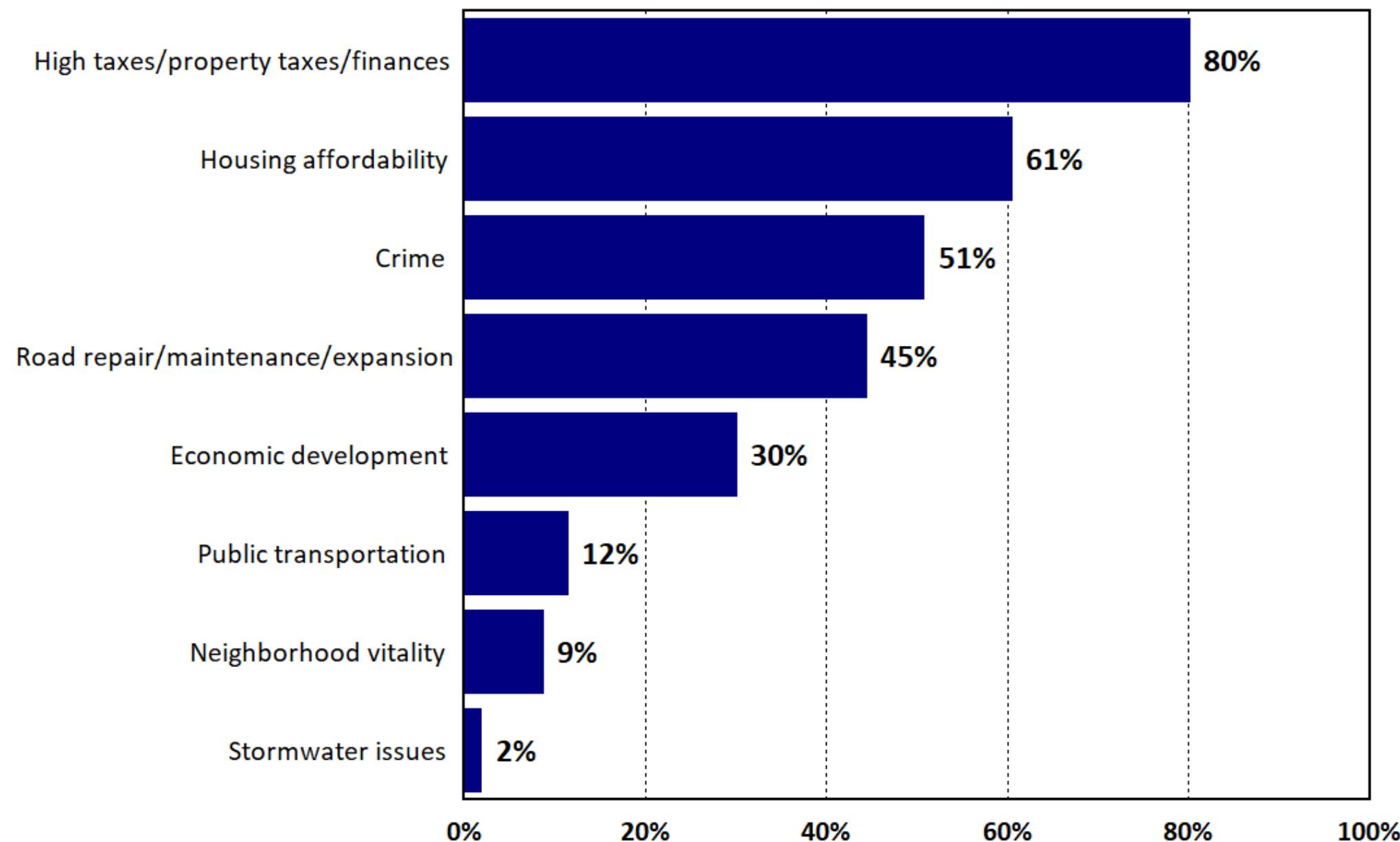
Q21. Sources of Information That Residents MOST PREFER to Receive About the City

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
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- Top Issues Facing Minot Over the Next 5 Years:
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Questions?

Thank You!!