



THE NCSTM
The National Citizen SurveyTM

Rosemount, MN

Community Livability Report

2018



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Rosemount. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

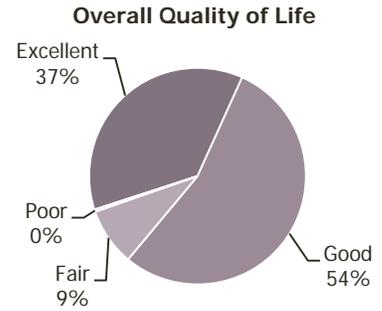
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 575 residents of the City of Rosemount. The margin of error around any reported percentage is 4% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Rosemount

Most residents (91%) rated the quality of life in Rosemount as excellent or good. This rating was similar to those given in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

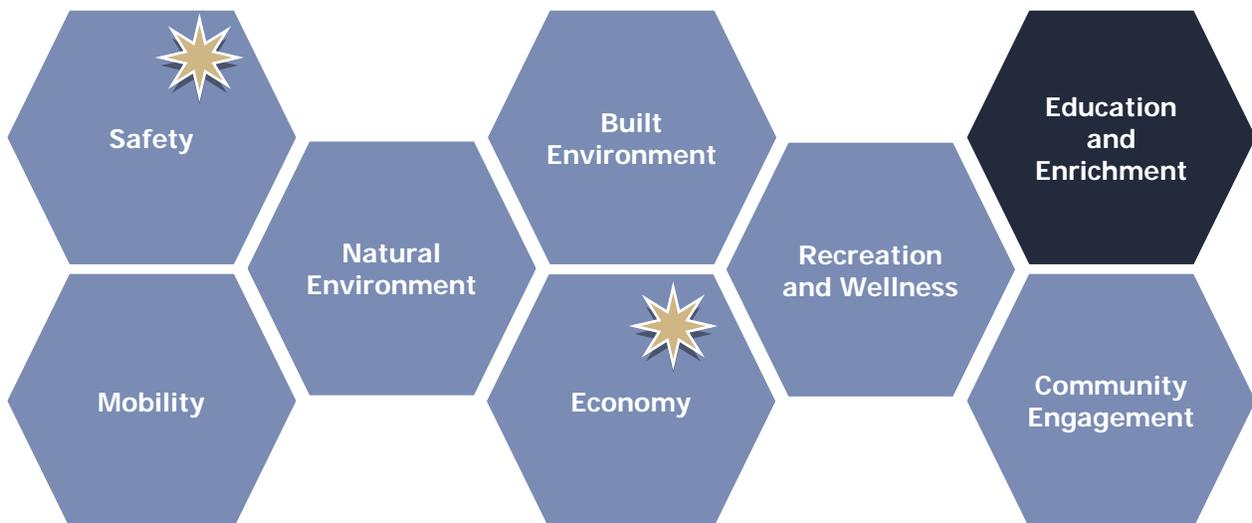
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Rosemount community in the coming two years, with about 9 in 10 regarding these facets as essential or very important. Quality of the natural environment and sense of community were considered very important or essential by about 8 in 10 respondents, with the others considered important by fewer than 75% of respondents. When asked about the quality of these facets in Rosemount, most were similar to the benchmark rating, but it is noteworthy that the facet of Education and Enrichment was rated higher than the national average.

This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best. Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Rosemount’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- * Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Rosemount, 95% rated the city as an excellent or good place to live. Respondents' ratings of Rosemount as a place to live were similar to ratings in other communities across the nation.

In addition to rating the city as a place to live, respondents rated several aspects of community quality including Rosemount as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Rosemount and its overall appearance. More than 8 in 10 residents gave excellent or good marks to the overall image and overall appearance of the city, their neighborhood as a place to live and Rosemount as a place to raise children, while about two-thirds were pleased with the city as a place to retire. All of these ratings were similar to the national benchmark except for Rosemount as a place to raise children, which was higher.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Generally, a majority of residents gave positive reviews to most aspects of community livability and these ratings tended to be similar to or higher than the national benchmark comparisons. Roughly 9 in 10 residents gave favorable marks to all aspects of Safety and Natural Environment, and the rating for cleanliness was higher than seen in other communities. Rosemount residents were especially pleased with Mobility: 7 in 10 residents gave positive ratings to almost all Mobility-related aspects (including ease of travel by car, traffic flow on major streets and ease of walking) and most of these ratings were higher than average.

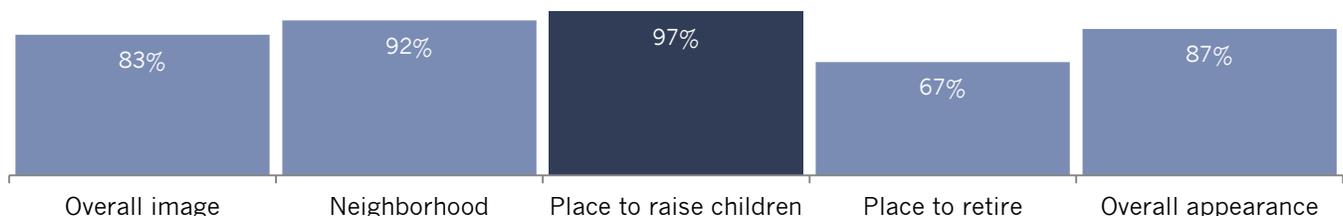


Other high points in Rosemount's survey results included ratings for affordability-related items such as cost of living, availability of affordable quality housing and variety of housing options, and also aspects related to education (K-12 education, availability of affordable quality child care and adult educational opportunities); all of these items received ratings higher than those given in other communities across the nation. Ratings within the facet of Economy were more mixed. Three-quarters of residents awarded positive marks to the overall economic health of the city, which was on par with communities elsewhere, but about 4 in 10 residents or less gave favorable ratings to Rosemount's vibrant downtown/commercial area, shopping opportunities and the city as a place to visit and these ratings were lower than national averages.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



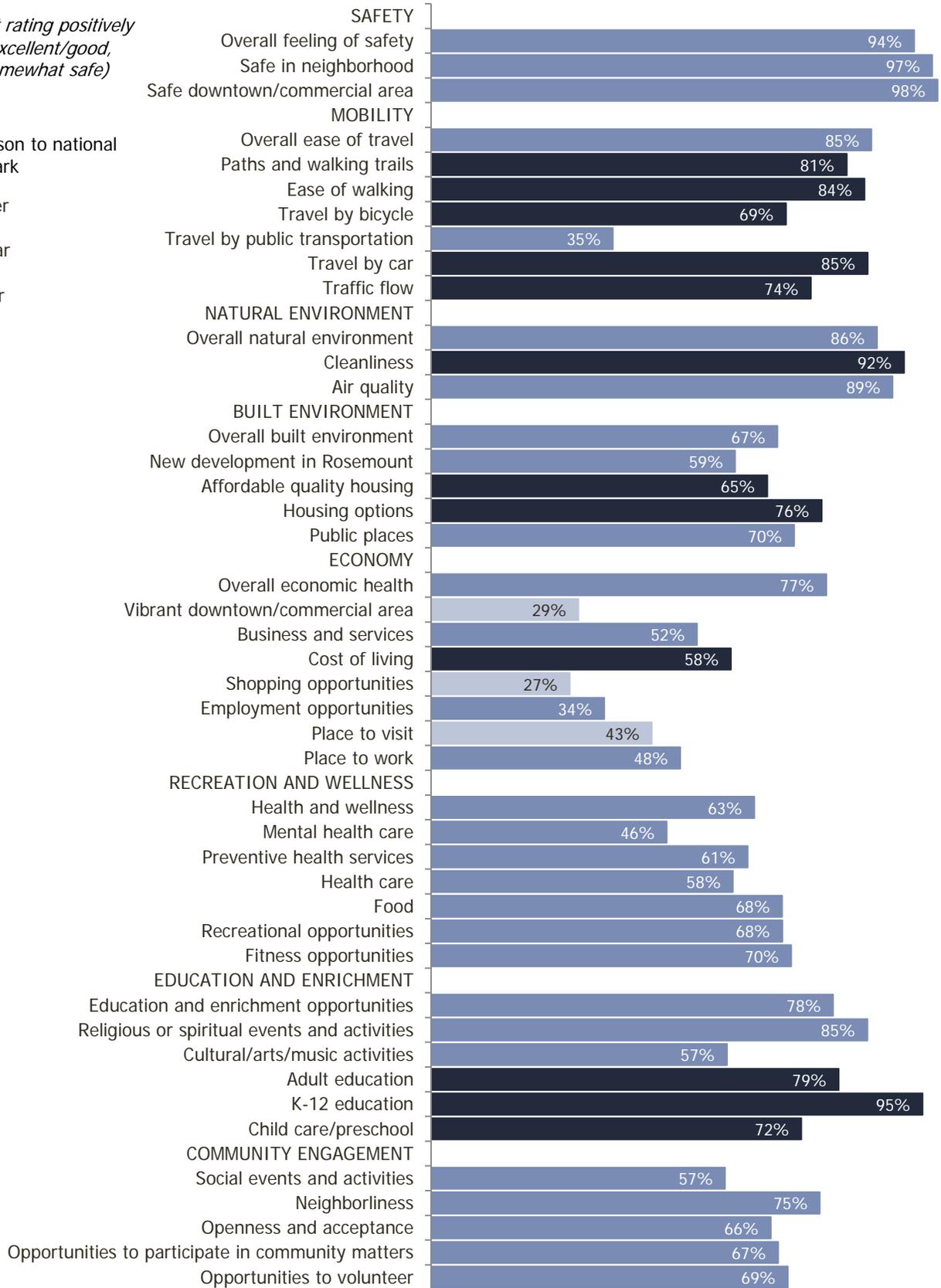
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

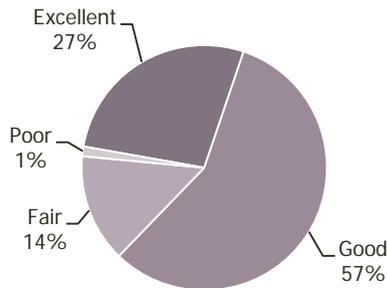
How well does the government of Rosemount meet the needs and expectations of its residents?

The overall quality of the services provided by Rosemount as well as the manner in which these services are provided is a key component of how residents rate their quality of life. In Rosemount, 84% of residents gave excellent or good ratings to the overall quality of City services and roughly half were pleased with the services provided by the Federal Government. Both of these ratings were similar to the national benchmarks.

Survey respondents also rated various aspects of Rosemount’s leadership and governance. More than 8 in 10 residents gave positive marks to the customer service provided by the city and about 6 in 10 or more were pleased with the remaining aspects of government performance. All of these ratings were similar to the benchmark comparisons except for the job City government does at treating all residents fairly, which was higher.

Respondents evaluated over 30 individual services and amenities available in Rosemount. Virtually all City services received positive marks from a majority of residents and were rated similar to or higher than the national benchmarks; none were rated lower. Ratings that were above average included police services, crime prevention, traffic enforcement, street repair, sidewalk maintenance and storm drainage.

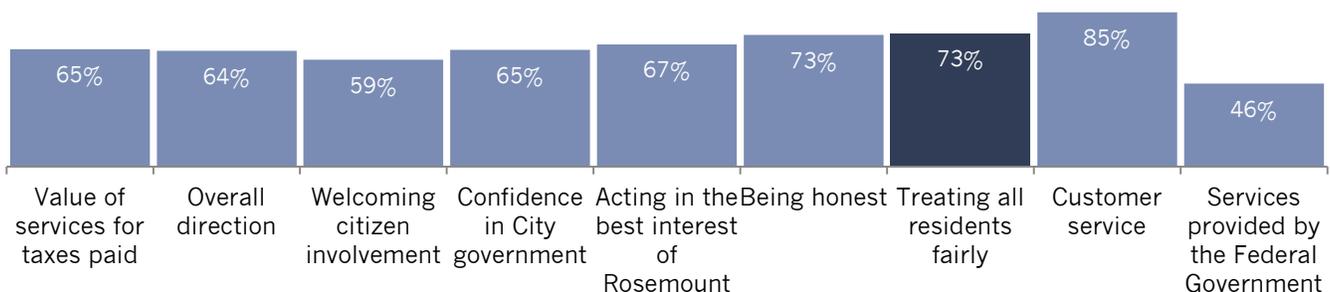
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



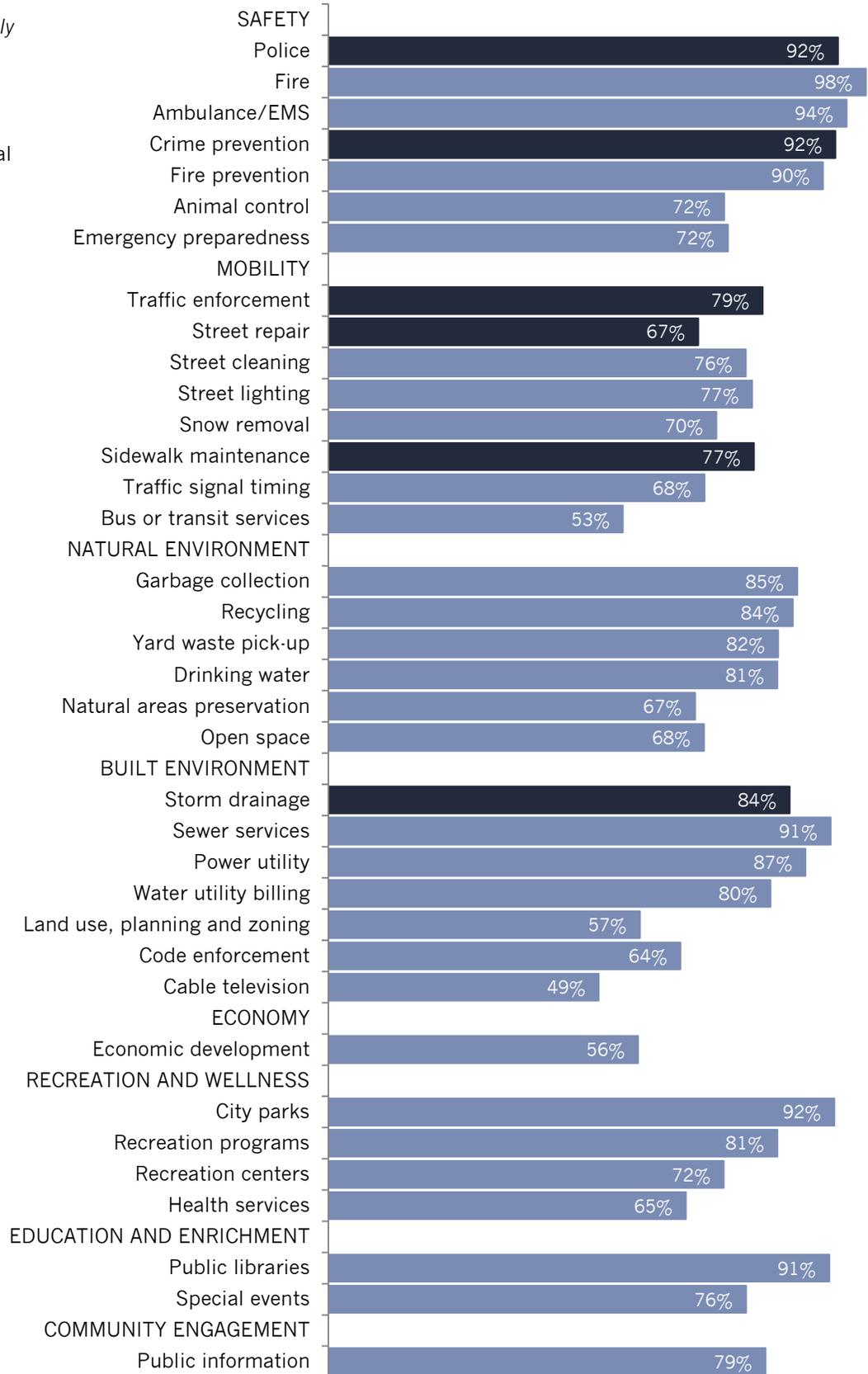
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

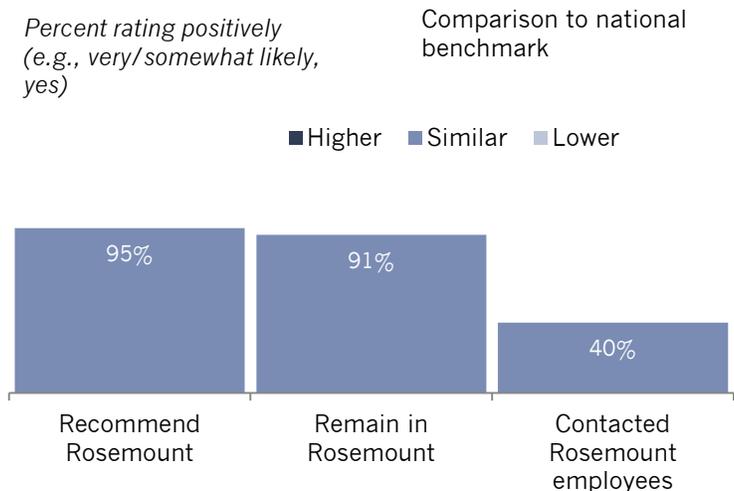
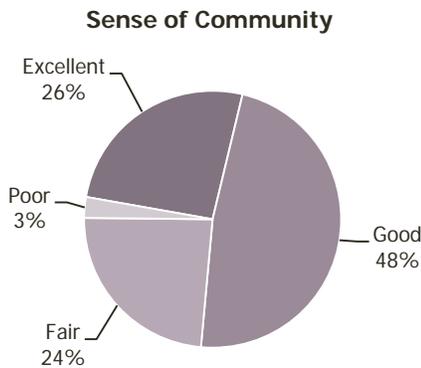


Participation

Are the residents of Rosemount connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. In Rosemount, three-quarters of residents rated the sense of community in the city as excellent or good, and about 9 in 10 planned to remain in Rosemount for the next five years and would recommend living in the city to someone who asked. These ratings were similar to the national benchmarks.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of Participation varied widely across the different facets, making the benchmark comparisons useful for interpreting the results. For example, about 9 in 10 residents had not reported a crime or been the victim of a crime in the past 12 months, and the proportion of residents who had not reported a crime was higher than seen in other communities. However, only 2 in 10 residents had stocked supplies for an emergency and this level was lower than average. Rosemount residents were more likely than residents of other communities to have recycled at home, used public libraries or attended a City-sponsored event, but less likely to have used public transportation instead of driving, to work in the city or to have attended a local public meeting.



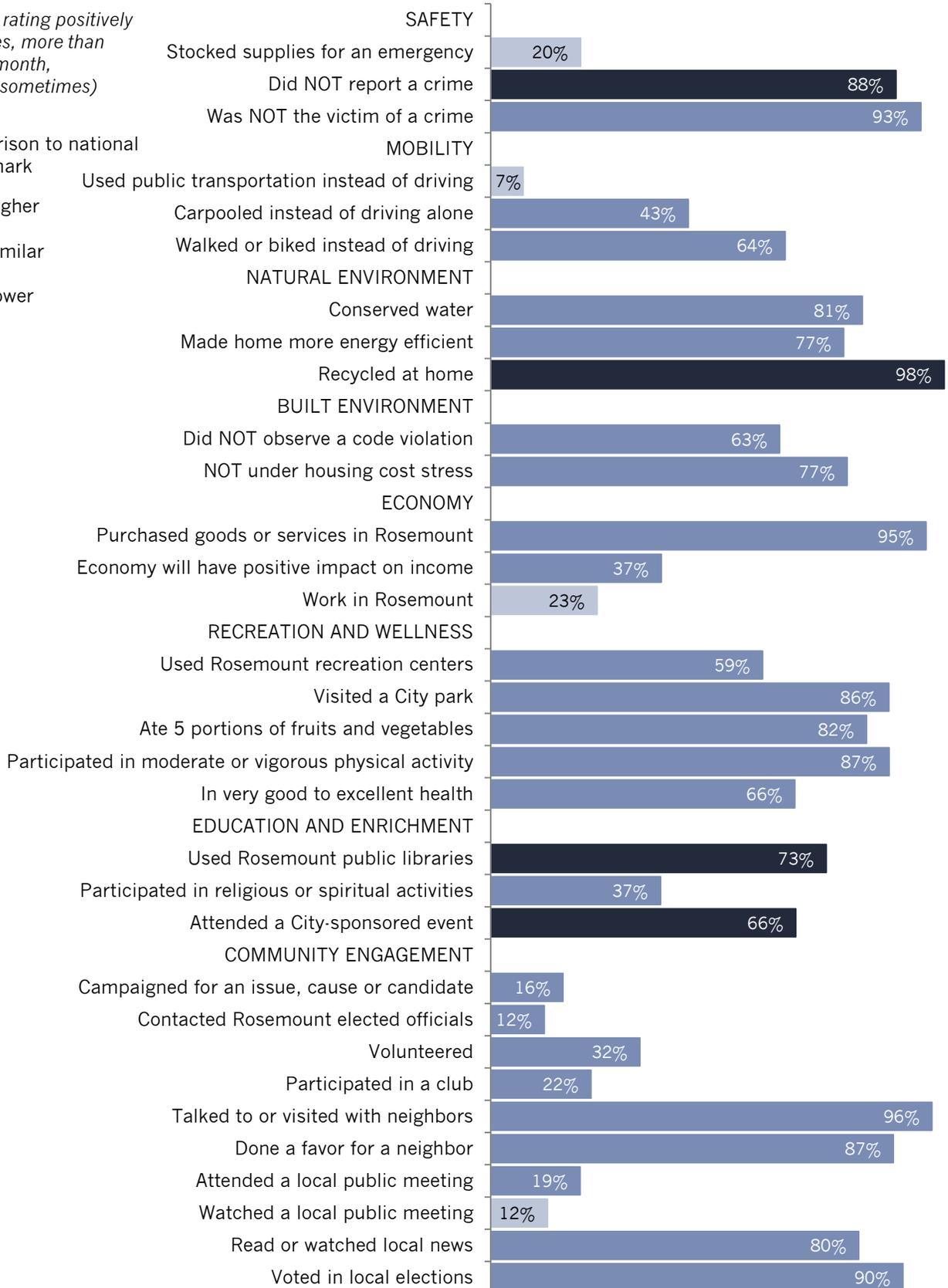
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



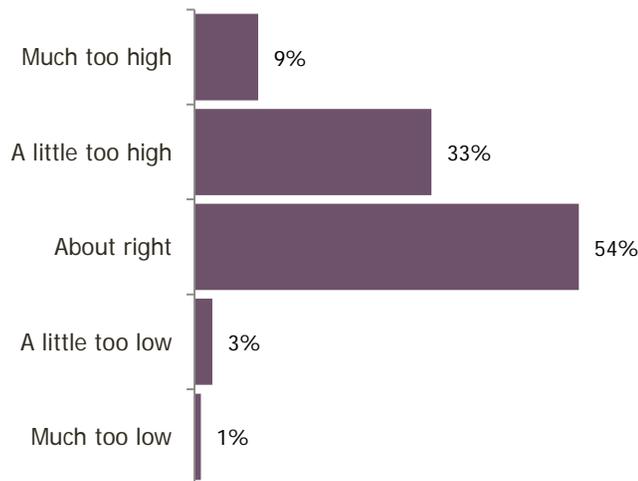
Special Topics

The City of Rosemont included four questions of special interest on The NCS. Topic areas included property taxes, funding for new facilities, redevelopment of downtown and City information sources.

Thinking about the amount of property taxes they currently pay, about half of residents thought that the current amount of taxes was about right, and one-third thought it was a little too high. About 1 in 10 thought their property taxes were much too high and very few residents thought they were too low.

Figure 4: Amount of Property Taxes

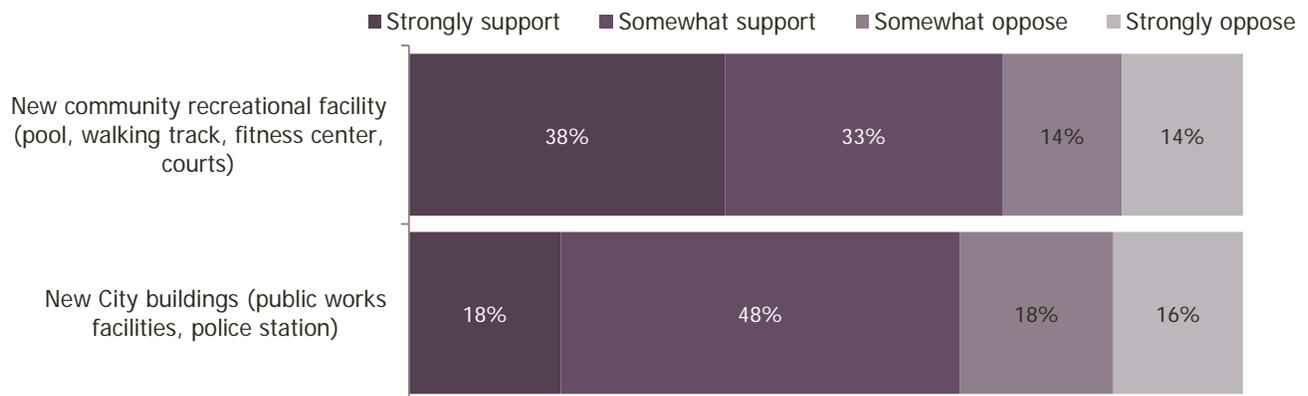
The City of Rosemont strives to be cautious in spending public funds obtained through property taxes. Thinking about the property taxes that you currently pay, would you say that this amount is:



About 7 in 10 residents strongly or somewhat supported a property tax increase to fund a new community recreational facility, while 3 in 10 opposed an increase. Residents were similarly supportive of a tax increase to fund new City buildings such as public works facilities or a police station: about two-thirds supported a tax increase for this purpose while one-third opposed it.

Figure 5: Funding for Potential New Facilities

The City has outgrown some facilities and lacks others. Please indicate to what extent you would support or oppose a property tax increase to fund each of the following potential new facilities:

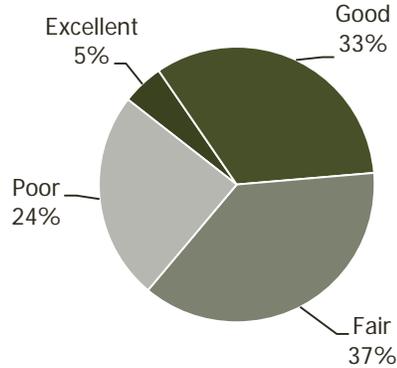


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When asked about the City’s progress toward the redevelopment of Downtown Rosemount, about 4 in 10 residents rated the progress as excellent or good, another 4 in 10 rated it as fair and about 2 in 10 thought it was poor.

Figure 6: Redevelopment of Downtown Rosemount

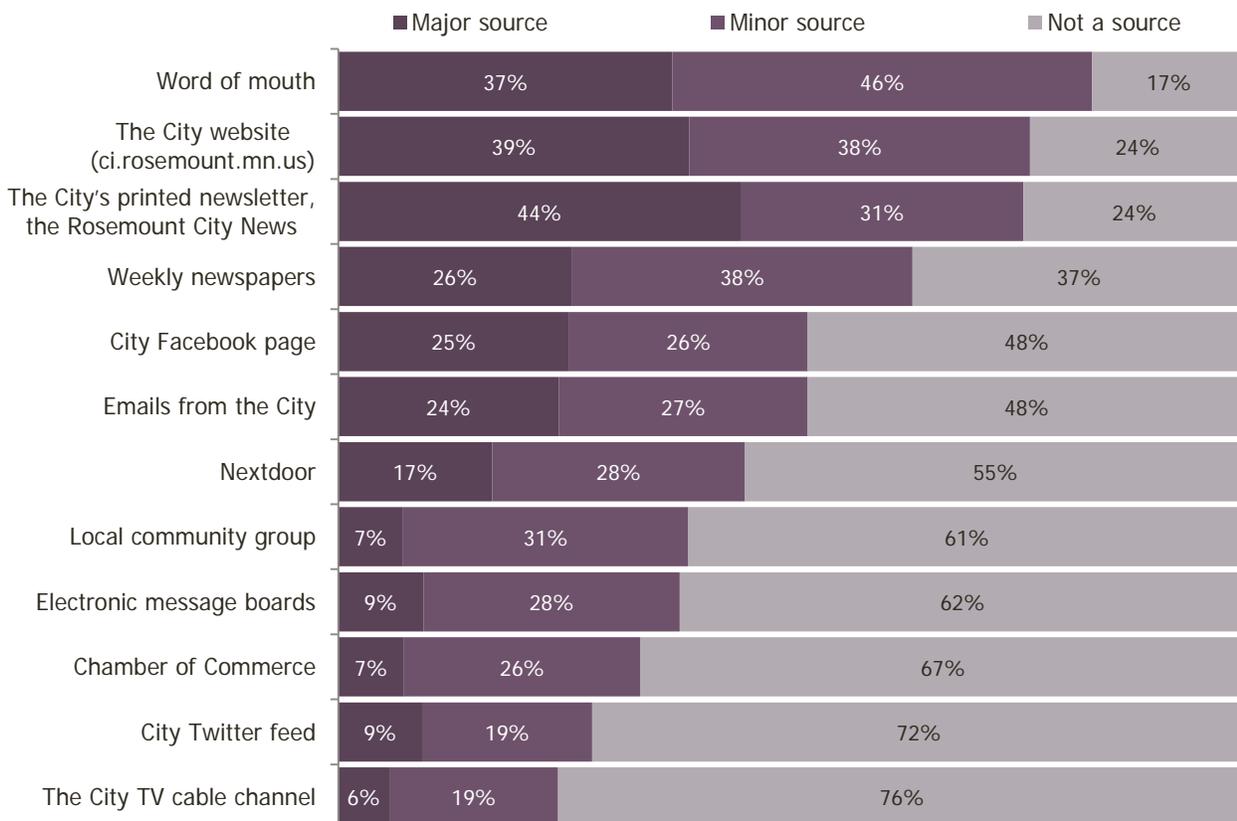
An ongoing goal of the City Council is the redevelopment of Downtown Rosemount. How would you rate the progress on this goal?



Finally, thinking about where they got their information about the City, about 8 in 10 considered word of mouth to be a major or minor source of City information and about three-quarters used the City website or the Rosemount City News as a source. About 6 in 10 used weekly newspapers as a source of City information and half considered the City Facebook page or emails from the City to be a source. The least-utilized sources of City information were the City Twitter feed and the City TV cable channel; only about one-quarter of residents considered these to be a major or minor source of information about the City.

Figure 7: Sources of City Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



Conclusions

Residents enjoy a positive quality of life in Rosemount.

About 9 in 10 residents gave positive ratings to the overall quality of life in the city and to Rosemount as a place to live; further, more than 8 in 10 residents gave excellent or good marks to the overall image and overall appearance of the city, their neighborhood as a place to live and Rosemount as a place to raise children, while about two-thirds were pleased with the city as a place to retire. Three-quarters of residents rated the sense of community in the city as excellent or good, and about 9 in 10 planned to remain in Rosemount for the next five years and would recommend living in the city to someone who asked. All of these ratings were similar to the national benchmark except for Rosemount as a place to raise children, which was higher than average.

While both Safety and Economy are resident priorities, Economy is a likely focus area for Rosemount.

Residents indicated that Safety and Economy were important areas for the City to focus on in the coming two years. Safety ratings tended to be strong: almost all residents positively rated the overall feeling of safety in Rosemount and feelings of safety in their neighborhoods and in Rosemount's downtown/commercial area. At least 9 in 10 residents gave positive ratings to police, fire, and ambulance/EMS services, as well as for crime prevention and fire prevention; additionally, police and crime prevention ratings were higher than those observed in other communities. Finally, residents were supportive of a tax increase to fund new City buildings such as public works facilities or a police station: about two-thirds supported a tax increase for this purpose while one-third opposed it.

While resident sentiment related to Economy was more mixed, there were some bright spots: three-quarters of residents rated the overall economic health of the city as excellent or good, and affordability-related items such as cost of living, availability of affordable quality housing and variety of housing options received ratings higher than the national benchmarks. However, about 4 in 10 residents or less gave favorable ratings to Rosemount's vibrant downtown/commercial area, shopping opportunities and the city as a place to visit and these ratings were lower than national averages. Further, when asked about the City's progress toward the redevelopment of Downtown Rosemount, about 4 in 10 residents rated the progress as excellent or good, another 4 in 10 rated it as fair and about 2 in 10 thought it was poor. Thus, the survey results indicate that Economy could be a potential area of focus for the City in the coming years.

Mobility and Education and Enrichment are strengths of the community.

Rosemount residents gave especially high ratings to many aspects of Mobility. More than 8 in 10 residents were pleased with the overall ease of travel in the city, and ratings for traffic flow on major streets, ease of travel by car and by bicycle, ease of walking and paths and walking trails were higher than those seen in other communities across the country. Mobility-related services also received high marks: a majority of residents rated all of these services positively, and ratings for traffic enforcement, street repair and sidewalk maintenance were higher than the benchmark comparisons.

Education and Enrichment ratings were also a highlight of the survey results. At least 7 in 10 residents gave favorable marks to adult educational opportunities and the availability of affordable quality child care/preschool, and virtually all residents were pleased with K-12 education; these ratings were all higher than the national averages. Three-quarters of residents had used Rosemount public libraries (with 91% rating these as excellent or good) and two-thirds had attended a City-sponsored event (76% excellent or good) and these rates of participation were higher than average.