City of New Hope

Resolution No. 2016 - 79

Resolution declaring adoption and implementation of State performance measures

WHEREAS, the State Legislature created the Council on Local Results and Innovation which set a standard set of ten performance measures for cities that will aid residents, taxpayers and state and local elected officials in determining the efficiency of local services; and

WHEREAS, the city of New Hope has participated in the new standards measure program voluntarily since 2011 and wishes to do so again in 2016, and the city may be eligible for a reimbursement and exemption from levy limits; and

WHEREAS, the city has adopted the following performance measures:

- 1. Rating of the overall quality of services in New Hope
- 2. Percent change in the taxable property market value
- 3. Citizens' rating of the overall general appearance of the city
- 4. Bond rating
- 5. Citizens' rating of the quality of city recreational programs and facilities
- 6. Citizens' rating of ease in getting place to place in the city
- 7. Citizens' rating of the quality of code enforcement
- 8. Citizens' rating of communication/distribution of information
- 9. Part I and II crime rates
- 10. Citizens' rating of police protection in the community
- 11. Average police response time
- 12. Insurance industry rating of fire services
- 13. Citizens' rating of the fire protection services
- 14. Fire calls per 1,000 population
- 15. Average city pavement rating index
- 16. Citizens' rating of overall condition of city streets
- 17. Citizens' rating of overall condition of county roads
- 18. Citizens' rating of the quality of snowplowing on city streets
- 19. Citizens' rating of the dependability and overall quality of city water supply
- 20. Citizens' rating of the dependability and overall quality of city sanitary sewer service
- 21. Number of sewer blockages on city system per 100 connections

NOW, THEREFORE, BE IT RESOLVED that the New Hope City Council will report the results of the performance measures to its citizenry by the end of the year through publication, direct mailing, posting on the city's website, or through a public hearing at which the budget and levy will be discussed and public input allowed.

BE IT FURTHER RESOLVED, the city of New Hope will submit to the Office of the State Auditor the actual results of the performance measures adopted by the city.

Adopted by the City Council of the city of New Hope, Hennepin County, Minnesota, the 23rd day of May, Mayor Mayor 2016. Laluis Stone City Clerk

2015 City of New Hope Performance Measures

Category	#	Measure	Results (Morris Leatherman Co survey of 400 households)
General	1.	Rating of the overall quality of life in New Hope	(Question 4) – 30% excellent; 68% good; 2% fair
	2.	Percent change in the taxable property market value	8.2% (total taxable market value 2015 \$1,420,602,197 compared to \$1,312,944,003 in 2014)
	3.	Citizens' rating of the overall general appearance of neighborhood	(Question 44) – 28% excellent; 66% good; 5% fair; 1% poor
	4.	Bond rating	AA
	5.	Citizens' rating of the quality of city recreational facilities	(Question 93) – 21% excellent; 69% good; 9% fair; 1% poor; 1% unknown
Police	6.	Part I and II crime rates	548 part I; Part II 1,156 (Nov 1, 2014 – Oct 31, 2015)
Services	7.	Citizens' rating of police protection in the community	(Question 10) – 40% excellent; 51% good; 8% fair; 1% poor; 1% unknown
	8.	Average police response time	4.33 minutes for priority 1 calls
Fire &	9.	Insurance industry rating of fire services	3
EMS	10.	Citizens' rating of the fire protection services	(Question 11) – 43% excellent; 49% good; 5% fair; 3% unknown
Services	11.	Fire calls per 1,000 population	31.47 (640 calls for service as of 10/31/15; population 20,339)
Streets	12.	Average city pavement rating index	73.37 local streets; 71.42 MSA streets
	13.	Citizens' rating of pavement repair and patching on city streets	(Question 22) – 13% excellent; 57% good; 22% fair; 9% poor
	14.	Citizens' rating of the quality of snowplowing on city streets	(Question 23) – 28% excellent; 60% good; 12% fair; 1% poor
Water	15.	Citizens' rating of the taste and quality of city water supply	(Question 21) – 16% excellent; 65% good; 18% fair; 1% poor; 1% unknown
Sanitary Sewer	16.	Citizens' rating of the dependability and quality of city sanitary sewer service	(Question 13) – 15% excellent; 67% good; 8% fair; 1% poor; 9% unknown
	17.	Number of sewer blockages on city system per 100 connections	None (5400 connections)

Quantifiable performance measures are shaded

The Morris Leatherman Company EXECUTIVE SUMMARY

2015 City of New Hope

Methodology:

This study contains the results of a telephone survey of 400 randomly selected residents of the City of New Hope. Survey responses were gathered by professional interviewers across the community between July 20^{th} and August 7^{th} , 2015. The average interview took twenty-seven minutes. In general, random samples such as this yield results projectable to the entire universe of adult New Hope residents within \pm 5.0 percentage points in 95 out of 100 cases.

Residential Demographics:

New Hope is a mature diversified second-to-third ring suburban community. The median longevity of adult residents is 15.7 years. Twenty percent of the sample report moving to the city during the past five years, while 40% were there over two decades. Fifty-nine percent own their homes, while 41% report renting.

Twenty-five percent of the households contain senior citizens. Thirty-one percent report the presence of school-aged or pre-school children. The average age of adult respondents is 50.3 years old. Twenty percent report ages under 35 years old, while 21% are 65 years old or older. Women outnumber men by two percent in the sample.

Seventy percent of the sample classifies themselves as "White or Caucasian." Fifteen percent are "Black or African-American," and six percent call themselves "Hispanic or Latino." Four percent each are "Asian or Pacific Islander" or "Native American." Ninety-four percent report their primary language spoken at home is English. Three percent report their home language is Spanish. Nineteen percent report household members who have physical limitations that make it difficult to access City services.

The median household income in the community is \$51,000.00. This income level is about \$8,500.00 lower than the Metropolitan Area suburban norm.

The location of the residence of each respondent is noted. Twenty-three percent live in Southern New Hope, Precincts One or Two; forty percent reside in Central New Hope, Precincts 3-5; and, 38% live in Northern New Hope, Precincts 6-8.

Quality of Life Rating:

A solid 98% rate the quality of life in New Hope as "excellent" or "good;" only two percent rate it lower. The 30% "excellent" rating places the City of New Hope within the second quartile of suburban communities in the Metropolitan Area.

Like Most about the Community:

Residents are drawn to the community because of "quality housing and attractive neighborhoods" and "small town ambience of the community," each at 21%. Nineteen percent place a high value on its "convenient location," while 18% like its "quiet and peaceful." Eleven percent remark about its "friendly people." "High quality parks and trails" is cited by five percent.

Most Serious Issue Facing the City:

"Street maintenance" is offered by 14% as the most serious issue facing the City of New Hope. "Rising crime" follows at nine percent, then "growth," at eight percent, and "diversity" or "redevelopment," each at seven percent. No other issue is mentioned by more than five percent.

Thirty-four percent report there is "nothing" they see as a serious issue. These "boosters" are four times higher than the Metropolitan Area suburban norm and form one of the strongest cores in the suburbs.

New Hope as a Place to Live:

Ninety-two percent rate New Hope highly as a place to raise children, and 83% feel similarly about the city as a place to retire. Only eight percent rate the city negatively on the first dimension, while only ten percent rate it negatively on the second dimension.

Direction of the Community:

A high 92% endorse the general direction in which New Hope is headed, while nine percent feel things are off on the wrong track. The very small sub-sample of critical opinions base their judgment on four issues: "rising crime," "high taxes," "too much development," and "lack of businesses." Even so, the 92% endorsement remains among the strongest in the Metro Area.

Sense of Community:

Ninety-one percent rate the general sense of community among New Hope residents as either "excellent" or "good." Only nine percent see it as "only fair" or "poor." The 91% positive rating is also among the strongest in the Metropolitan Area suburbs.

City Services:

"Police protection," "fire protection," "park maintenance," and "recycling service" each post approval ratings of 90% or higher. At the next level of overall satisfaction, "snow plowing of city streets," "sanitary sewer service," animal control," "condition of trails," "recreational programs," and "taste and quality of drinking water" receives between 80% and 89% approval. Between 70% and 79% favorably rate "accommodation and control of storm water run-off" and "street lighting," and "pavement repair and patching on city streets." The lowest approval rating, at 69% with twenty percent unable to state an opinion, is of "building inspection." Only "street lighting" receives an unfavorable rating above 20%, at 23%. The mean positive rating of city services proves to be 83%, while the mean negative rating is 13%. Overall, then, city service rating would rank the City of New Hope within the second quartile of Metropolitan Area suburban communities.

Value of City Services:

In considering the general value of city services for the tax money paid, 87% feel it is "excellent" or "good." Ten percent see it as "only fair" or "poor." Residents place a high value on the city services they receive.

Tax Increase to Maintain City Services:

By a decisive 65%-29% margin, residents favor an increase in city property taxes to maintain city services at their current level. Another six percent are undecided. Opponents specified a number of services they would like to see cut instead: fifty-four percent indicate "reduce waste but do not cut services; eight percent cite "parks and recreation services;" six percent want a cut in "Administration;" and, four percent choose "public works."

Street Improvement Plan:

Respondents were informed the City of New Hope changed to a street improvement plan, focusing on less expensive "mill and overlay" improvements to improve driving and the appearance of streets, rather than full reconstruction and utility replacement. They were also told the new approach facilitates making improvement to ten or more miles of city streets each construction year, instead of the one or two miles if the streets were fully reconstructed and the utilities were replaced.

By a solid 74%-20% majority, residents support this new plan. And, 71% of the supporters would support a property tax increase to allow additional miles of streets to be completed during a construction year. In fact, combining the results of both queries, a 53% majority supports a property tax increase for that purpose.

Organized Garbage Collection:

By a 52%-35% margin, residents favor the City of New Hoping changing from its current "open collection system" to an "organized collection system." Thirteen percent, though, are undecided. Supporters cite "less cost," at 14%, "less trucks on the streets," at 20%, and "less damage to streets," at 11%. Opponents based their decision on "want choice," at 32%, "like current hauler," at 18%, and "less cost," at five percent. Opponents were next asked if they would still oppose the change if the new system would reduce truck traffic in neighborhoods and save the city money on street repair and maintenance. Forty-two percent would still oppose the new system, while 49% would no longer oppose it. In sum, opposition to the change drops by 15% overall.

Empowerment:

Sixty-five percent feel they could have an impact on the way things are run in New Hope; 27% feel they could not. This level of empowerment is well above the suburban norm. New Hope residents, then, feel somewhat more connected to their local decision-makers than their peers in other communities.

Mayor and City Council:

Sixty-one percent feel they know either "a great deal" or "a fair amount" about the work of the Mayor and City Council. A comparatively small 38%, though, admit they know "very little."

Eighty-three percent either "strongly approve" or "somewhat approve" of the job of the Mayor and City Council. Only twelve percent register disapproval. The seven-to-one approval-to-disapproval ratio is among the highest in the Twin Cities Metropolitan Area suburbs. A very low six percent are uncertain.

City Staff:

Forty-seven percent report they have "quite a lot" or "some" first-hand contact with the New Hope City Staff; this level of contact is 18% higher than the suburban norm. Eighty percent rate the staff as "excellent" or "good," while 14% rate them lower. The almost six-to-one favorable-to-unfavorable ratio is also among the highest in the Metropolitan Area suburbs. Again, a very small seven percent are unsure.

Seventy-one percent did not contact or visit City Hall during the past year. But, 18% telephoned, while 11% contacted it in person. In thinking about their last contact, 83% rate the ease of obtaining the service they needed as either "excellent" or "good;" eighty-nine percent rate the waiting time for a staff member to assist you similarly; and, 92% rate the courtesy of the City Staff highly. In each case, the percent of positive ratings exceed 80%, the threshold indicating high quality customer service in the public sector.

City Hall and Police Department Facilities:

Sixty-one percent support remodeling or replacement of the current Police and City Hall facilities if the City Council, with advice from the citizen task force who will determine it is necessary. Twenty-nine percent are opposed and 11% are undecided.

When informed the renovation or replacement would increase property taxes on the average home in New Hope by \$10.50 per month or \$126.00 per year, 59% support the tax increase, while 33% oppose it, and eight percent are uncertain.

Appearance of Neighborhood:

Ninety-four percent of the sample rate the overall general appearance of their neighborhood as either "excellent" or "good." Only six percent rate it lower. The major complaints of the small number of neighborhood critics include "messy yards" and "junk cars."

Code Enforcement:

In assessing code enforcement, a super-majority of 82% think it is "about right." Fourteen percent see it as "not tough enough" and only one percent think code enforcement is "too tough." Among respondents not rating code enforcement as "about right," 19% point to "messy yards," and 17% each cite "tall grass" or "barking dogs."

Characteristics of the Community:

Residents were read a list of 14 characteristics of a community; for each characteristic, they were then asked if they think there are "too much or too many," "too few or too little," or "about the right amount. Majorities think the city currently contains about the right number of each of the fourteen characteristics: apartments, starter homes, move-up housing, condominiums and townhouses, affordable housing, assisted living for seniors, nursing homes, one-level housing for seniors maintained by an association, parks and open spaces, trails and bikeways, service and retail establishments, entertainment opportunities, fine dining restaurants, and family sit-down restaurants. Over 25% of the residents, though, see "too few or too little" of four types of development: "service and retail establishments," "entertainment opportunities," "fine dining restaurants," and "family sit-down restaurants." And, 32% of the sample thinks there are "too many" apartments, while 19% believe there are "too many" condominiums or townhouses."

Future Development:

Sixteen percent of survey respondents want to see no other type of development in the community. But, five development types account for 57% of the wishes expressed: "retail opportunities," at 25%, "entertainment opportunities," at 10%, "family sit-down restaurants," at eight percent, "fine dining restaurants," at seven percent, and "assisted living fo seniors," also at seven percent.

Forty-six percent report there is no type of development they would strongly oppose. Only one type, "apartments" reaches a moderate level of opposition, at 20%.

Financial Incentives for Specific Development:

Seventy-seven percent support the City providing financial incentives to attract specific types of development; eighteen percent oppose this type of incentives. Only six percent are undecided.

Redevelopment of the Southwest corner of Winnetka and 45th Avenues:

New Hope residents were informed about the current redevelopment of the former K-Mart site. They were told the site will include a new Hy-Vee grocery store, a convenience store with gas station and possibly a North Memorial medical clinic. They were also informed of the potential redevelopment of the shopping center just east of the new Hy-Vee.

Support for four possible types of development in this area was evaluated. By an 83%-16% majority, residents support retail stores; by a 75%-25% majority, residents support medical office space; and, by a 63%-35% margin, residents support senior housing. Only one type of development was opposed: a 56%-44% majority opposes high density residential, such as townhouses or apartments.

Redevelopment of the Northeast Corner of Bass Lake Road and Yukon Avenues:

Sixty-six percent are familiar with this site. Among residents familiar with this area, a majority of 56%-42% supports senior housing there. Narrow majorities also support a sports dome, 53%-45%, or high-end single family homes, 51%-48%. But, a decisive majority of 67%-31% opposes the construction of high-end apartments at this site.

Purchase and Redevelopment of Deteriorating and Blighted Properties:

By a super-majority of 82%-13%, residents favor the City purchasing and redeveloping deteriorating and blighted properties; in fact, 17% "strongly favor" this approach.

Home Remodeling and Improvements:

Twenty-seven percent of the sample reports undertaking remodeling or home improvements during the past five years. The list of home improvement or remodeling includes: "kitchen," at 20%; "finished basement," at 17%; "deck and/or landscaping," at 16%; "bathroom," "roof" or "windows and/or doors," each at 13%.

Public Safety Issues:

During the past two years, 73% believe the crime rate has "remained about the same," while 21% see an "increase," and five percent, a "decrease." Ninety-four percent of city residents feel safe walking in their neighborhood alone at night. During the past 12 months, 12% report they or other household members were victims of a crime in New Hope. And, 16% are members of a Neighborhood Watch organization.

Three issues are chosen by 66% as the greatest public safety concerns in New Hope: "traffic speeding," by 25%; "youth crimes and vandalism," by 22%; and, "drugs," by 19%. Thirteen percent think none of the seven public safety concerns listed is a serious issue.

Thirty-two percent believe speeding in their neighborhood is a serious problem. Similarly, 31% think stop sign and traffic signal violations are a serious neighborhood problem.

Job Specifics:

Thirty-seven percent are employed in a business located outside of New Hope. Among those holding jobs located outside of the City, 24% hold Minneapolis-based jobs and 19% are employed by Saint Paul-based organizations. A majority of 51%, though, hold jobs in the Hennepin County suburbs. The average commute time for this group is 17.9 minutes each way. Ninety-one percent rate the ease of getting to work as either "excellent" or "good;" only eight percent rate it as "only fair" or "poor."

Public Transit:

Seventeen percent say household members ride public transit on a regular basis. The main reasons for not using public transit include: "prefer to drive," at 69%; "inconvenient," at 15%;

and, "need car at work," at ten percent.

Ninety percent rate the ease of getting from place to place within the City of New Hope as "excellent" or "good;" only ten percent rate it as "only fair" or "poor."

Usage and Rating of Specific Park System Components:

Residents were asked about the seven components of the New Hope Park and Recreation System. Seventy-eight percent state they or household members used the city's parks during the past year. Just behind, at 68%, are recent trail users. Fifty-nine percent report visiting community ballfields during the past year, 58% recently visited the New Hope Outdoor Theater, 55% used the New Hope Swimming Pool during the past year, and 53% recently played the New Hope Village Golf Course. Finally, 42% report visiting or using the New Hope Ice Arena during the past year.

When users during the past year are asked to judge each component, at least 90% of those offering judgments rate five of the seven components – city parks, New Hope Village Golf Course, trails, New Hope Outdoor Theater, and community ballfields – as "excellent" or "good." Just below, 85% highly rate the New Hope Ice Arena. But, the only exception to these generally positive ratings is the New Hope Swimming Pool, 59% post favorable judgments and 41% are unfavorable. Generally, both in terms of usership and quality, New Hope park and recreation facilities register impressive scores. If there is one facility that clearly needs improvements, it would be the Swimming Pool.

By a 59%-33% margin, residents support replacing the outdoor pool. In fact, "strong support" outstrips "strong opposition" by over two-to-one. In addition, 84% of new swimming pool supporters favor a property tax increase for this purpose. Tying these two findings together, the overall community support for a property tax increase is at 50%.

Forty-eight percent are either "very likely" or "somewhat likely" to use trails during the winter if plowed. Using standard market projection techniques, 14% of the households in the community would be expected to actually use the trails in the Winter.

City-Sponsored Recreational Programs:

Twenty-three percent of the city's households report members participated during the past year in City-sponsored recreational programs. The most popular type are "youth sports," at 53%. Thirteen percent each participate in "adult sports" or "swimming," while nine percent play

"baseball/softball." A nearly-unanimous 98% are satisfied with their experience. A supermajority of 92% think the current mix of recreational programming in the city adequately meets the needs of their households.

City Communications:

In considering their primary source of information about City government and its activities, 39% cite the City Newsletter and 29% point to the local newspaper. Eleven percent rely upon the City website, seven percent use cable television, and six percent rely upon "the grapevine."

In terms of preferred communications channels, the City Newsletter leads the list at 48%. The local newspaper is the favorite of 23%, while the City website is the choice of 11%. An additional six percent prefer cable television.

Eighty-six percent receive and regularly read the City Newsletter, "In Touch." Ninety-seven percent of the readers rate "In Touch" as either "excellent" or "good." Seventy-three percent receive and regularly read "In the Pipeline," the monthly news brief inserted with utility bills. Ninety-six percent of these readers rated the news brief as "excellent" or "good."

Fifty-six percent of the city's households currently subscribe to cable television, while 28% have satellite television and 15% have neither service. Thirty-four percent of cable television subscribers report they watch City Council or Planning Commission meetings either "frequently" or "occasionally." The total reach of City Council or Planning Commission cablecasts is 19% of New Hope households.

Thirty-two percent accessed the City's website in the past. Sixty-seven percent of site visitors are looking for one of four types of information: "City Council information," at 20%; "City events information" or "Park and Recreation System information," each at 17%; and, "general information," at 13%. Smaller percentages — each under eight percent — sought "development news," "code and ordinances information," "city services information," "crime statistics," "school information," or "road construction news."

Twenty-seven percent viewed City Council and other public meetings on the New Hope website. Forty-three percent of city website visitors are either "very interested" or "somewhat interested" in subscribing to receive e-mails containing city information and news. Using standard market projection techniques, five percent of the households in New Hope can be expected to subscribe to this service.

Next, respondents were asked about social media as a way to obtain information about the City of New Hope. Seventy-one percent of Internet users also use Facebook; forty-eight percent would use Facebook as a means of obtaining information. Thirty-one percent of Internet users also use Twitter; this time, 15% would use this social media as a way to obtain information. And, 28% of Internet users also use Next Door; 19% would use Next Door for obtaining city information.

In rating the City's overall performance in communicating key local issues to residents, a solid majority of 86% say they do an "excellent" or a "good" job; fourteen percent rate it lower as "only fair" or "poor."

Conclusions:

New Hope today is a stable and maturing community. Over twenty year residents are 40% of the community, while less than five years are 20%. The twenty percent of newer families moving to New Hope insures a significant presence supply of younger residents while the City continues to mature. But, as a mature community, issues such as street maintenance, crime rates, particularly youth crime and gangs, and redevelopment have taken on a greater priority for many. Even so, super-majorities of residents consider the community a good place to raise children as well as a good place to retire. Almost as important, a super-majority also highly rates the sense of community among city residents.

City services are viewed as a good value for the property taxes paid. They are highly rated in general, but some concerns are evident in the rating of street lighting as well as pavement repair and patching. In the former case, there is a marked concern about crime rates in the community, focused on youth crime and gangs. In the later case, however, the new "mill and overlay" approach is highly popular and a majority would support a property tax increase to accelerate the program. Unusual in the Metropolitan Areas suburbs, a majority supports "organized garbage collection" if it can be shown the new system would reduce neighborhood truck traffic and save the City money on street reconstruction and maintenance.

When discussing capital improvements, majorities of residents express support. A solid majority supports the remodeling or replacement of the current Police and City Hall facilities and would favor a property tax increase of about \$10.50 per month on the average valued home to do so. A majority would also support a property tax increase to replace the current New Hope Swimming Pool. The timing of these bond referendums, if required, would be essential to insure the total property tax increase requested remains within the bounds of citizen support.

City residents also have clear development and redevelopment priorities. There is sufficient support for attracting more service and retail establishments, entertainment opportunities, fine dining restaurants, and family sit-down restaurants. But, there is significant opposition to more apartment developments and moderate opposition to condominium and townhouse developments. Just an noteworthy, a sold majority supports the use of financial development incentives to attract specific types of development. When queried about two redevelopment projects, the southwest corner of Winnetka and 45th Avenues and the Bass Lake Road and Yukon Avenue intersection site, the antipathy toward apartments – both high density residential townhouses or apartments and high-end apartments – again appears. But, in any case, there is widespread support for the City purchasing deteriorating and blighted properties for redevelopment.

Approval ratings of the Mayor and City Council are among the highest in the Metropolitan Area suburbs, at 83% favorable. Similarly, City Staff ratings, at 80% positive, are also very strong. In both cases, uncertainty is insignificantly, indicative of an effective communications program. The current communication effort receives an 86% favorable rating. The city communications network has three key nodes serving at least 75% of the residents: the City Newsletter, local newspapers, and the City website. All of the city-operated media, whether print or electronic, are awarded high grades. Further electronic expansions, with the exception of Facebook, should be carefully considered in terms of their potential usage and potential costs.

Concerns about crime and other issues, however, do not diminish the confidence residents have in City leadership. Ninety-two percent of the residents think the community is headed in the "right direction." And a unusually large 34% are "city boosters" who are usually supportive and positive about city activities. Overall, residents are more positive and optimistic than in many other suburbs. Clearly, the reservoir of good will already established will provide decision-makers with a consistently high level of support for future decisions and actions.

City of New Hope

2015 Residential Survey

The Morris Leatherman Company



















































