

CITY OF ELKO NEW MARKET  
SCOTT COUNTY, MINNESOTA

RESOLUTION NO. 13-48

RESOLUTION REPORTING THE RESULTS OF THE PERFORMANCE  
MEASUREMENT SYSTEM TO THE OFFICE OF THE STATE AUDITOR

**WHEREAS,** Benefits to the City of Elko New Market for participation in the Minnesota Council on Local Results and Innovation's comprehensive performance measurement program are outlined in MS 6.91 and include eligibility for a reimbursement as set by State statute; and

**WHEREAS,** Any city/county participating in the comprehensive performance measurement program is also exempt from levy limits for taxes, if levy limits are in effect; and

**WHEREAS,** The City Council of Elko New Market has adopted and implemented at least 10 of the performance measures, as developed by the Council on Local Results and Innovation, and a system to use this information to help plan, budget, manage and evaluate programs and processes for optimal future outcomes; and

**NOW THEREFORE LET IT BE RESOLVED THAT,** The City Council of Elko New Market will continue to 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/county'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 Council of Elko New Market will submit to the Office of the State Auditor the actual results of the performance measures adopted by the city/county, as attached in Appendix A.

**Detail of Voting:** Ayes 5 Nays 0

**ADOPTED** by the City Council of Elko New Market this 23rd day of May, 2013.

**CITY OF ELKO NEW MARKET**

By: Tony Gabriel  
Tony Gabriel, Mayor

**ATTEST:**

Sandra Green  
Sandra Green, City Clerk

CITY OF ELKO NEW MARKET  
SCOTT COUNTY, MINNESOTA

RESOLUTION NO. 12-37

RESOLUTION ADOPTING AND IMPLEMENTING MODEL PERFORMANCE MEASURES FOR CITIES AS ESTABLISHED BY THE COUNCIL ON LOCAL RESULTS AND INNOVATION, CREATING A COMPREHENSIVE PERFORMANCE MEASUREMENT SYSTEM, REPORTING THE RESULTS OF SUCH REPORT TO THE LOCAL PUBLIC, AUTHORIZING THE SURVEY OF RESIDENTS, AND REPORTING RESULTS TO THE OFFICE OF THE STATE AUDITOR

WHEREAS, in 2010, the Legislature created the Council on Local Results and Innovation; and

WHEREAS, in February 2011, the Council released a standard set of performance measures for cities that will aid residents, taxpayers, and state and local elected officials in determining the efficacy of cities in providing services, and measure resident's opinions of those services; and

WHEREAS, in February 2012, the Council created a comprehensive performance measurement system for cities to implement in 2012; and

WHEREAS, cities that choose to participate in the new standards measure program may be eligible for reimbursement in LGA, and exemption from levy limits; and

WHEREAS, participation in the standard measures program by a city is voluntary; and

WHEREAS, cities that choose to participate in the standard measures program must officially adopt the performance benchmarks developed by the Council, and implement them; and

WHEREAS, the following performance measures were adopted;

- Percent change in the taxable property market value
- Part I and II crime rates
- Police response time
- Insurance industry rating of fire services
- Fire response time
- Average city street pavement condition rating
- Operating cost per 1,000,000 gallons of water pumped/produced
- Number of sanitary sewer back-ups for public sanitary sewer system

WHEREAS, the results of the citizen survey conducted were also released and the following areas were reviewed and commented on;

- Overall appearance

- Overall safety
- Fire protection
- Overall street conditions
  - Snowplowing
  - Sanitary sewer
  - Water supply
  - Park and recreation
  - Overall quality of service

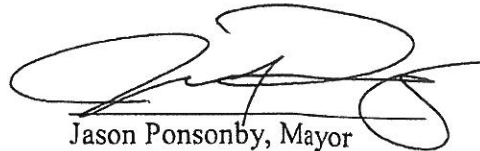
**NOW BE IT RESOLVED** that the City Council of the City of Elko New Market, Minnesota, hereby certifies that;

1. The city had adopted and implemented the performance measures as developed by the Council on Local Results and Innovation; and
2. The city is in the process of implementing a local performance measurement system as developed by the Council on Local Results and Innovation; and
3. The city will report the results of the adopted measures to its residents before the end of the calendar year through publication, direct mail, posting on its website, or through a public hearing at which the budget and levy will be discussed and public input allowed; and
4. The city will survey its residents by the end of the calendar year on the services included in the performance benchmarks; and

**BE IT FURTHER RESOLVED** that the actual results of the performance measures adopted by the city for the program in 2011 were reported to the Office of the State Auditor prior to the July 1, 2012 deadline.

**PASSED AND DULY ADOPTED** by the City Council of the City of Elko New Market this 14<sup>th</sup> day of June, 2012.

**CITY OF ELKO NEW MARKET**

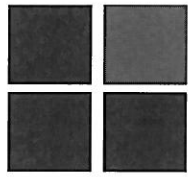


Jason Ponsonby, Mayor

**ATTEST:**



Sandra Green, Deputy Clerk Administration



Decision  
Resources Ltd.

Survey

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## Survey Overview

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Decision Resources, Ltd., is pleased to present the results of this study to the City of Elko New Market. This section provides a brief introduction to the specifications of the survey and a guide to the organization of the written analysis.

While the most statistically sound procedures have been used to collect and analyze the information presented herein, it must always be kept in mind that surveys are not predictions. They are designed to measure public opinion within identifiable limits of accuracy at *specific points in time*. This survey is in no way a prediction of opinions, perceptions, or actions at any future point in time. After all, in public policy analysis, the major task is to impact these revealed opinions in a constructive fashion.

The Principal Investigator for this study was Dr. William D. Morris; the Project Director overseeing all phases of the research and analysis was Ms. Diane Traxler.

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## Research Design

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This study contains the results of a telephone survey of 228 randomly selected residents of the City of Elko New Market. The average interview took twenty-three minutes.

All respondents interviewed in this study were part of a randomly generated sample of the City of Elko New Market. In general, random samples such as this yield results projectable to their respective universe within  $\pm 5.0$  percent in 95 out of 100 cases.

Interviews were conducted by **Decision Resources, Ltd.**, trained personnel from telephone banks in St. Paul, Minnesota. Approximately twenty percent of all interviews were independently validated for procedure and content by a Decision Resources, Ltd., supervisor. Completed interviews were edited and coded at the company's headquarters in Minneapolis, Minnesota. Statistical analysis and cross-tabulations were produced by the company's CfMC Mentor Analysis System and SPSS 18.0 FOR WINDOWS.

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## Organization of the Study

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The results of this study are presented in the following order:

The *Analysis* consists of a written report of the major findings. The results contained herein were also presented verbally to the client.

The *Questionnaire* reproduces the survey instrument as it was used in the interviewing process. This section also includes a response frequency distribution for each question.

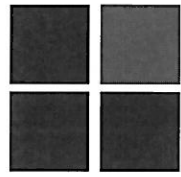
Any further questions the reader may have about this study which are not answered in this report should be directed to either Dr. Morris or Ms. Traxler.

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Decision  
Resources Ltd.

**Analysis**

# **Chapter One: Residential Demographics**

# Residential Demographics

Residents of the City of Elko New Market were asked a series of questions about their demographic backgrounds. These questions were asked for two reasons: first, to validate this sample against the 2010 U.S. Census findings; and, second, to track any differences between subgroups and the rest of the population. There were no statistically significant differences between the findings of this survey and the census data. And, throughout the course of this study, subgroup differences will be discussed.

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## Residential Longevity

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*Approximately how many years have you lived in the City of Elko New Market?*

LESS THAN TWO YEARS. ....	6%
TWO TO FIVE YEARS. ....	13%
5.1 TO TEN YEARS. ....	26%
10. TO TWENTY YEARS. ....	30%
20.1 TO 30 YEARS. ....	13%
OVER THIRTY YEARS. ....	12%
DON'T KNOW/REFUSED. ....	0%

“Two to five years” is posted more frequently by:

- households with children
- eighteen to thirty-four year olds

“Six to ten years” is indicated more frequently by:

- those who have accessed the city’s website

“Twenty-one to thirty years” is cited more often by:

- those who have not accessed the city’s website

“Over thirty years” is indicated more often by:

- those who have not accessed the city’s website
- households without children
- over fifty-four year olds

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## School-Aged Children

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*Do you have school-aged children or pre-schoolers in your household?*

YES .....	58%
NO .....	42%
DON'T KNOW/REFUSED.....	1%

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## Age of Respondent

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*What is your age, please?*

18-24 .....	4%
25-34 .....	22%
35-44 .....	32%
45-54 .....	25%
55-64 .....	11%
65 AND OVER.....	7%

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## Gender

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*Gender*

MALE.....	50%
FEMALE.....	50%

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## Summary and Conclusions

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Elko New Market is a growing exurban community. The median longevity of adult residents is 11.8 years. Nineteen percent of the sample report moving to the city during the past five years, while 25% were there for over two decades. Newcomers are more apt to be 18-34 year olds with children. Over 20 year residents are more likely to be empty-nesters and over 55 year olds. Fifty-eight percent of the households contain school-aged children or pre-schoolers.

The average age of respondents is 42.3 years old. Eighteen percent of the sample fall into the over 55 years age range, while 26% are less than 35 years old. Women and men are equally represented in the sample.

# **Chapter Two: Quality of Life**

# Quality of Life

## Like Most

*What do you like most about living in the City of Elko New Market?*

SMALL TOWN FEEL.....	43%
QUIET AND PEACEFUL.....	16%
HOUSING/NEIGHBORHOOD. ....	6%
RURAL/OPEN SPACE.....	16%
SAFE .....	4%
FRIENDLY PEOPLE. ....	6%
CONVENIENT LOCATION.....	6%
SCATTERED. ....	2%

“Rural/Open Space” is key to:

- residents for six to ten years

## Most Serious Issue

*What do you think is the most serious issue facing the city today?*

UNSURE.....	11%
NOTHING.....	12%
HIGH TAXES.....	8%
LACK OF BUSINESSES.....	20%
EXPANDING RACE TRACK.....	8%
CITY SPENDING.....	4%
TOO MUCH GROWTH.....	4%
DRINKING WATER QUALITY.....	13%
NOTHING FOR YOUTH TO DO.....	7%
RISING CRIME.....	5%
LACK OF JOBS.....	2%
SCHOOL QUALITY.....	3%
SCATTERED.....	4%

“Drinking water quality” is a concern among:

- those rating the value of city services negatively
- those who have contacted City Hall

“Nothing” is posted at a higher rate by:

- those rating the quality of life as excellent
- those rating the value of city services positively

“Expanding race track” troubled:

- those rating the value of city services positively
- those who have not accessed the city’s website

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## Quality of Life

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*How would you rate the quality of life in Elko New Market -- excellent, good, only fair, or poor?*

EXCELLENT.....	32%
GOOD. ....	58%
ONLY FAIR.....	9%
POOR .....	0%
DON'T KNOW/REFUSED.....	0%

Ratings increase among:

- those rating the value of city services positively

They decrease among:

- residents for six to ten years
- those rating the value of city services negatively
- thirty-five to forty-four year olds

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## Summary and Conclusions

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Ninety percent rate their quality of life as either “excellent” or “good.” In fact, 32% deem it “excellent,” placing the city well within the top quartile of Metropolitan Area suburbs and in the top 10% of exurban cities. Nine percent rate the quality of life lower. In comparison with other Metropolitan Area suburban communities, the quality of life rating is in the top quartile of those cities. The quality of life rating varies directly with the perceived value of city services.

At 43%, “small town feel” leads the list of attributes people liked most about living in the community. “Quiet and peaceful” and “rural/open space” are second, each at 16%, followed by “housing/neighborhood,” “friendly people,” and “convenient location,” each at six percent. “Rural/Open space” is particularly important to residents for 5-10 years. The most serious issues

facing the city are “lack of businesses,” at 20%, and “drinking water quality,” at 13%. Property taxes were mentioned by 8%, well below the metro average of 20%. A “booster” group of 12%, almost twice as high as the Metropolitan Area norm, says there are “no” serious issues facing the community.

When property taxes are weighed against the quality of city services, 67% rate the value as “excellent” or “good..” Thirty-one percent rate the quality as “only fair” or “poor.” The over two-to-one favorable-to-unfavorable ratio reveals a community which is generally satisfied with the cost of currently-offered city services. In fact, this rating ranks within the top decile of suburban communities and in the top 3% of exurban communities.



# **Chapter Three: City Services**

# City Services

## General Value of City Services

*Property tax revenues are divided among the City of Elko New Market, Dakota County, and your local public school district. In 2012, the actual percentage of your property taxes going to the City of Elko New Market was 42 percent.*

*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.....	5%
GOOD. ....	62%
ONLY FAIR.....	27%
POOR .....	4%
DON'T KNOW/REFUSED.....	3%

Ratings peak among:

- those rating the quality of life as excellent

## City Service Ratings

*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?*

*Police protection?*

EXCELLENT.....	29%
GOOD. ....	54%
ONLY FAIR.....	11%
POOR .....	6%
DON'T KNOW/REFUSED.....	0%

There are no statistically significant sub-group differences.

***Fire protection?***

EXCELLENT.....	40%
GOOD. ....	53%
ONLY FAIR.....	4%
POOR .....	0%
DON'T KNOW/REFUSED.....	4%

There are no statistically significant sub-group differences.

***Storm drainage, ponds, wetland maintenance and flood control?***

EXCELLENT.....	13%
GOOD. ....	68%
ONLY FAIR.....	9%
POOR .....	6%
DON'T KNOW/REFUSED.....	4%

Favorable ratings are posted at a higher rate by:

- residents for over twenty years

***Park maintenance?***

EXCELLENT.....	21%
GOOD. ....	64%
ONLY FAIR.....	9%
POOR .....	2%
DON'T KNOW/REFUSED.....	4%

There are no statistically significant sub-group differences.

***City-sponsored recreation programs?***

EXCELLENT.....	8%
GOOD. ....	60%
ONLY FAIR.....	15%
POOR .....	4%
DON'T KNOW/REFUSED.....	12%

Unfavorable ratings indicated more frequently by:

- resident for five years or less
- those who have accessed the city's website
- households with children

***Code Enforcement?***

EXCELLENT.....	7%
GOOD. ....	73%
ONLY FAIR.....	14%
POOR .....	4%
DON'T KNOW/REFUSED.....	3%

There are no statistically significant sub-group differences.

*Now, for the next three city services, please consider only their job on city-maintained street and roads. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 35, County Road 2, also known as 260th Street or Main Street and County Road 91, also known as Natchez Avenue, should not be considered. How would you rate ....*

***City street repair and maintenance?***

EXCELLENT.....	10%
GOOD. ....	72%
ONLY FAIR.....	17%
POOR .....	1%
DON'T KNOW/REFUSED.....	0%

Favorable ratings are posted at a higher rate by:

- households with children
- thirty-five to forty-four year olds

Unfavorable ratings indicated more frequently by:

- over fifty-four year olds

***Snow plowing?***

EXCELLENT.....	6%
GOOD. ....	65%
ONLY FAIR.....	24%
POOR .....	5%
DON'T KNOW/REFUSED.....	0%

Favorable ratings are posted at a higher rate by:

- those who have not contacted City Hall

Unfavorable ratings stated more often by:

- those who have contacted City Hall

*Why did you rate that service as (only fair/poor?)*

POOR SNOW PLOWING.....	17%
LACK OF DRAINAGE.....	13%
POORLY MAINTAINED PARKS.....	2%
SLOW RESPONSE.....	18%
POOR QUALITY OF STREET REPAIR.....	7%
NOT ENOUGH POLICE PATROLLING.....	13%
LACK OF CODE ENFORCEMENT.....	15%
NOT ENOUGH RECREATION PROGRAMS.....	14%
SCATTERED.....	2%

“Slow response” is posted more often by:

- residents for over twenty years
- those who have not accessed the city’s website
- households without children

“Poor snow plowing” is reported more often by:

- those rating the value of city services positively
- those who have accessed the city’s website
- forty-five to fifty-four year olds
- men

“Not enough recreation programs” is cited more often by:

- those who have accessed the city’s website
- households with children

“Lack of drainage” is mentioned more frequently by:

- those rating the value of city services negatively

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## **City Services Lacking**

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*In general, what city services do you feel are lacking or should be added?*

UNSURE. ....	11%
NONE. ....	46%
WATER TREATMENT PLANT. ....	7%
CODE ENFORCEMENT. ....	3%
STREET MAINTENANCE.. ....	13%
MORE POLICE. ....	8%
MORE RECREATION PROGRAMS.. ....	7%
MORE PARK FACILITIES. ....	3%
SCATTERED. ....	3%

“None” is indicated more often by:

- residents for over twenty years
- those rating the value of city services positively
- those who have not contacted City Hall
- households without children

“Street maintenance” is mentioned most frequently by:

- households with children

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## Drinking Water Improvement

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*The City of Elko New Market could improve the quality of drinking water in the city so residents would not have any home treatment....*

*How much would you be willing to pay in order to improve the quality of drinking water? How about \$\_\_\_?*

NOTHING. ....	43%
\$5 A MONTH. ....	23%
\$10 A MONTH. ....	15%
\$15 A MONTH. ....	5%
\$20 A MONTH. ....	5%
\$25 A MONTH. ....	1%
\$30 A MONTH. ....	0%
OVER \$30 A MONTH. ....	0%
DON'T KNOW/REFUSED. ....	8%

There are no statistically significant sub-group differences.

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## Library Hours

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*Currently the library is open for twenty-one hours per week, Monday and Wednesday from 1pm to 8pm and Friday from 10am to 5pm.*

*If library hours were expanded, which of the following days and times would you most prefer?*

MONDAY MORNING. . . . .	1%
TUESDAY MORNING AND AFTERNOON. . . . .	6%
TUESDAY AFTERNOON AND EVENING. . . . .	5%
WEDNESDAY MORNING. . . . .	7%
THURSDAY MORNING AND AFTERNOON. . . . .	11%
SATURDAY MORNING AND AFTERNOON. . . . .	40%
SOMETHING ELSE. . . . .	3%
NONE. . . . .	18%
DON'T KNOW/REFUSED. . . . .	9%

“Saturday morning and afternoon” is stated more often by:

- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

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## Summary and Conclusions

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In evaluating specific city services, the mean approval rating is 80.4%, at the median for the Metropolitan Area. Over 90% favorably rate one city service, “fire protection,” as either “excellent” or “good.” Between 80% and 89% favorably rate “police protection,” “storm drainage, ponds, wetland maintenance and flood control,” “park maintenance,” “code enforcement” and “city street repair and maintenance.” Seventy-one percent rate “snow plowing” highly, while 68% feel the same way about “city-sponsored recreation programs.”

Negative city service ratings arise from concerns about the quality and the timeliness of a particularly service. Snow plowing is criticized by 29% for both thoroughness and promptness. Critics are most often empty-nesters and over 20 year residents. City-sponsored recreation programs earn negative ratings from 19% due to their limited nature. Negatives are posted most often by parents/guardians of children. And, police protection is viewed negatively by 17% because of a lack of patrolling.

Forty-six percent feel the City of Elko New Market is not lacking any city services, while another 11% are “unsure.” This response is well below the metro average of 80%, Elko New Market residents feel that the city does need to increase services. Specifically, 13% would augment

“street maintenance,” eight percent would add “more police,” and seven percent each would “build a water treatment plant” or “add more recreation programs.” 18-34 year olds were most concerned about street maintenance.

The typical resident of the community would be willing to pay an additional \$3.25 per month to improve the quality of their drinking water. Even though it would mean home water treatment would no longer be necessary, 43% would be unwilling to pay anything. Twenty-six percent, on the other hand, would be willing to pay \$10.00 per month.

If library hours were expanded, 40% would prefer it be open on Saturday morning and afternoon. Eleven percent would like to see hours expanded to include Tuesday morning and afternoon. But, 18% want no expansion of the current hours. The Saturday hours are particularly important to households containing children and 35-44 year olds.



# **Chapter Four: Public Safety**

# Public Safety

## Public Safety Issues

*How would you rate the amount of police patrolling in your neighborhood -- too much, about the right amount or not enough?*

TOO MUCH. ....	3%
ABOUT RIGHT AMOUNT. ....	83%
NOT ENOUGH. ....	14%
DON'T KNOW/REFUSED. ....	1%

“About right amount” is selected more often by:

- those rating the quality of life as excellent
- those rating the value of city services positively

“Not enough” is cited most frequently by:

- those rating the value of city services negatively

*How would you rate the amount of traffic enforcement by the police in your neighborhood -- too much, about right amount or not enough?*

TOO MUCH. ....	2%
ABOUT RIGHT AMOUNT. ....	83%
NOT ENOUGH. ....	15%
DON'T KNOW/REFUSED. ....	1%

“About right amount” is indicated more often by:

- households with children
- thirty-five to forty-four year olds

*How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?*

VERY SERIOUS. ....	5%
SOMEWHAT SERIOUS. ....	29%
NOT TOO SERIOUS. ....	43%

NOT AT ALL SERIOUS..... 22%  
 DON'T KNOW/REFUSED..... 0%

“Serious” is posted at a higher rate by:

- those rating the value of city services negatively

*And, how serious of a problem are stop sign violations in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?*

VERY SERIOUS..... 4%  
 SOMEWHAT SERIOUS..... 22%  
 NOT TOO SERIOUS..... 47%  
 NOT AT ALL SERIOUS..... 25%  
 DON'T KNOW/REFUSED..... 2%

“Serious” is cited more often by:

- those who have contacted City Hall

“Not serious” is mentioned more frequently by:

- resident for five years or less
- those who have not contacted City Hall

*Please tell me which one you consider to be the greatest concern in Elko New Market? If you feel that none of these problems are serious in the city, just say so....*

Violent crime..... 2%  
 Traffic speeding..... 20%  
 Drugs ..... 6%  
 Youth crimes and vandalism..... 19%  
 Identity theft..... 0%  
 Business crimes, such as shoplifting and check fraud..... 1%  
 Residential crimes, such as burglary, and theft..... 13%  
 ALL EQUALLY..... 8%  
 NONE OF THE ABOVE..... 24%  
 DON'T KNOW/REFUSED..... 7%

“Youth crimes and vandalism” is indicated more often by:

- those who have contacted City Hall

“Residential crimes” is reported more often by:

- those rating the quality of life as excellent

“None” is posted more often by:

- those who have not accessed the city’s website
- households without children

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## Summary and Conclusions

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A solid 83% rate the amount of police patrolling in their neighborhood as “about the right amount.” Only 14% think the amount is “not enough.” Similarly, 83% rate the amount of traffic enforcement by the police in their neighborhood as “about the right amount.” Fifteen percent, though, think it is “not enough.” These ratings of police patrolling are among the top ten percent of communities across the Metropolitan Area and among the top five percent of exurban communities.

Thirty-four percent think the problem of traffic speeding in their neighborhood is either “very serious” or “somewhat serious.” Sixty-five percent see it as “not serious.” Twenty-six percent view the problem of stop sign violations in their neighborhood as either “very serious” or “somewhat serious.” Seventy-two percent think it is “not too serious” or “not at all serious.” Both levels of concern are consistent with other suburban and exurban communities.

Twenty percent think the greatest public safety concern in Elko New Market is “traffic speeding,” while 19% see it as “youth crimes and vandalism,” and 13% view the greatest public safety concern as “residential crimes, such as burglary and theft.” Twenty-four percent think “none” of the enumerated public safety concerns are a problem in the city. While the greatest public safety concern tends to vary between communities, the 24% of residents posting “none” is consistent with third-ring suburban and exurban communities.

# **Chapter Five: Parks and Recreation**

# Parks and Recreation

## Use of Recreation Facilities

*The Elko New Market park system is composed of larger community parks, like Windrose Park and Wagner Park, and smaller neighborhood parks, like Woodcrest Park and Rowena Ponds Park, trails, and community ballfields. Of these facilities, which have you or members of your household used during the past year?*

*Larger community parks?*

YES	.....	55%
NO	.....	45%
DON'T KNOW/REFUSED.	.....	0%

Use is higher among:

- those who have contacted City Hall
- those who have accessed the city's website
- households with children
- thirty-five to forty-four year olds

It is lower among:

- residents for over twenty years
- those who have not contacted City Hall
- those who have not accessed the city's website
- households without children
- over fifty-four year olds

*Smaller neighborhood parks?*

YES	.....	56%
NO	.....	44%
DON'T KNOW/REFUSED.	.....	0%

Use increases among:

- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

It decreases among:

- residents for over twenty years
- those who have not accessed the city’s website
- households without children
- over fifty-four year olds

***Trails and Sidewalks?***

YES .....	72%
NO .....	28%
DON'T KNOW/REFUSED.....	0%

Users tend to be:

- those who have contacted City Hall
- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

Non-users are typically:

- residents for over twenty years
- those who have not contacted City Hall
- those who have not accessed the city’s website
- households without children
- over fifty-four year olds

***Community ballfields?***

YES .....	43%
NO .....	57%
DON'T KNOW/REFUSED.....	0%

Use is higher among:

- resident for five years or less
- those who have contacted City Hall
- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

It is lower among:

- residents for over twenty years
- those who have not contacted City Hall
- those who have not accessed the city’s website
- households without children
- over fifty-four year olds

***Wagner Park skatepark?***

YES .....	31%
NO .....	69%
DON'T KNOW/REFUSED.....	0%

Use increases among:

- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

It decreases among:

- residents for over twenty years
- those who have not accessed the city’s website
- households without children
- over fifty-four year olds

---

**Adequacy of Recreation  
Facilities**

---

*In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?*

YES .....	85%
NO .....	14%
DON'T KNOW/REFUSED.....	1%

Agreement increases among:

- those rating the quality of life as excellent
- those rating the value of city services positively
- those who have not contacted City Hall
- households without children
- eighteen to thirty-four year olds



It decreases among:

- those rating the value of city services negatively
- those who have contacted City Hall
- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

*What additional recreational facilities would you like to see the City offer its residents?*

TRAILS. ....	7%
TENNIS COURTS..	10%
SWIMMING POOL.....	55%
ATHLETIC FIELDS. ....	19%
SCATTERED. ....	10%

There are no statistically significant sub-group differences.

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## Adequacy of Recreation Programs

---

*In general, do you feel that existing recreational programs offered by the City meet the needs of you and members of your household?*

YES .....	84%
NO .....	14%
DON'T KNOW/REFUSED.....	3%

Agreement is higher among:

- those rating the value of city services positively
- forty-five to fifty-four year olds

It is lower among:

- residents for six to ten years
- those rating the value of city services negatively
- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

*What additional recreational programs would you like to see the City offer its residents?*

UNSURE.....	3%
SENIOR PROGRAMS.....	16%
YOUTH PROGRAMS.....	68%
ARTS AND HOBBIES.....	7%
SCATTERED SPORTS.....	6%

“Youth programs” is posted at a higher rate by:

- those rating the value of city services positively
- households with children

---

## Participation in Recreation Programs

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*Have you or members of your household participated in any City park and recreation programs?*

YES .....	33%
NO .....	65%
DON'T KNOW/REFUSED.....	1%

Participation increases among:

- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

It decreases among:

- residents for over twenty years
- those who have not accessed the city’s website
- households without children
- over fifty-four year olds

*Which ones?*

BASEBALL/SOFTBALL.....	49%
MULTIPLE SPORTS.....	25%
SOCCER.....	16%
SWIMMING.....	4%
SCATTERED.....	6%

“Soccer” is posted at a higher rate by:

- those rating the value of city services negatively

*Were you satisfied or dissatisfied with your experience?*

SATISFIED. ....	96%
DISSATISFIED. ....	3%
DON'T KNOW/REFUSED. ....	1%

Satisfaction is higher among:

- those who have not contacted City Hall

It is lower among:

- forty-five to fifty-four year olds

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### **Adequacy of Community Events**

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*In general, do you feel that existing community events offered by the City meets the needs of you and members of your household?*

YES .....	92%
NO .....	6%
DON'T KNOW/REFUSED. ....	2%

There are no statistically significant sub-group differences.

*What additional community events would you like to see the City offer its residents?*

UNSURE. ....	21%
SENIOR EVENTS. ....	21%
MOVIES IN THE PARK. ....	50%
YOUTH-ORIENTED EVENTS. ....	7%

There are no statistically significant sub-group differences.

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### **Participation in Community Events**

---

*Have you or members of your household participated in any community events?*

YES .....	41%
NO .....	58%
DON'T KNOW/REFUSED.....	1%

Participation increases among:

- residents for six to ten years
- those who have accessed the city's website
- households with children
- thirty-five to forty-four year olds

It decreases among:

- residents for over twenty years
- those who have not accessed the city's website
- households without children
- over fifty-four year olds

*Which ones?*

LION'S EVENTS.....	3%
BLOCK PARTIES.....	4%
FIRE AND RESCUE DAYS.....	37%
PARADE.....	28%
NIGHT TO UNITE.....	17%
EASTER EGG HUNT.....	5%
SCATTERED.....	6%

“Fire and Rescue Days” is stated more often by:

- those who have contacted City Hall

“Parade” is posted more frequently by:

- those rating the value of city services negatively
- those who have not contacted City Hall
- women

“Night to Unite” is stated more often by:

- residents for over twenty years
- those rating the value of city services positively
- men

*Were you satisfied or dissatisfied with your experience?*

SATISFIED. ....	93%
DISSATISFIED. ....	7%
DON'T KNOW/REFUSED. ....	1%

There are no statistically significant sub-group differences.

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## **Summary and Conclusions**

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The household use during the past year of existing facilities in the park system was examined in some detail. Seventy-two percent report members using the trails and sidewalks. Fifty-six percent visit the smaller neighborhood parks, and 55% visit large community parks. Forty-three percent use the community ballfields, while 31% report usage of the Wagner Park skatepark. Park facility users are most apt to be households containing children and 35-44 year olds.

Nonusers are more frequently over 20 year residents, empty-nesters, and over 55 year olds. Eighty-five percent of the residents feel that existing recreational facilities offered by the City meet the needs of their household. Fourteen percent disagree, citing the lack of a swimming pool, athletic fields, or tennis courts. Disagreement is higher among parents/guardians of children and 35-44 year olds.

Eighty-four percent similarly feel that existing recreational programs offered by the City meets the needs of their households. Fourteen percent disagree, citing particularly the lack of youth programs. Again, disagreement peaks among parents/ guardians of children and 35-44 year olds.

Thirty-three percent report household members participated in a City park and recreation program, especially parents/guardians of children and 35-44 year olds. This level of participation is at the norm for all Minnesota communities. The most popular are baseball/softball programs, accounting for almost one-half of the participation. Among participants, a very high 96% are satisfied with the experience. This level of satisfaction places the community in the top quartile across exurban communities.

Ninety-two percent believe existing community events offered by the City meet the needs of their households. The very small six percent disagreeing suggest a "movies in the park" program. Forty-one percent of community households participate in community events. Participation levels are higher among 5-10 year residents, parents/guardians of children, and 35-44 year olds. They are lower among over 55 year olds, empty-nesters, and over 55 year olds. Among participants, 37% attended "Fire Rescue Days," 28% watched the "parade," especially women, and 17% joined neighbors in the "Night to Unite," particularly over 20 year residents and men. Ninety-three percent are satisfied with their experiences there. This level of satisfaction is just above the norm for community events across the suburbs and exurban areas.

# **Chapter Six: City Hall**

**City Hall**

**City Hall**

*During the past year, have you contacted Elko New Market City Hall?*

YES .....	43%
NO .....	56%
DON'T KNOW/REFUSED.....	1%

“Yes” is cited more often by:

- those who have accessed the city’s website

“No” is mentioned more often by:

- those who have not accessed the city’s website

*On your last telephone call or visit, which Department did you contact -- the Police Department, Fire Department, Public Works, Park and Recreation, Building Inspections, Engineering, Planning, Administration, Billing Department, or the General Information Desk receptionist?*

POLICE DEPARTMENT.....	9%
FIRE DEPARTMENT.....	2%
PUBLIC WORKS.....	27%
PARKS AND RECREATION.....	14%
BUILDING INSPECTION.....	4%
ENGINEERING.....	2%
PLANNING.....	2%
ADMINISTRATION.....	4%
BILLING DEPARTMENT.....	18%
GENERAL INFORMATION.....	18%
DON'T KNOW/REFUSED.....	0%

“Parks and recreation” is indicated more often by:

- households with children

“Billing Department” is mentioned more frequently by:

- residents for over twenty years
- over fifty-four year olds

“General information” is cited at a higher rate by:

- forty-five to fifty-four year olds

*Thinking about your last contact with the City, for each of the following characteristics, please rate the service as excellent, good, only fair, or poor....*

*Response time from City Staff to assist you?*

EXCELLENT.....	41%
GOOD. ....	52%
ONLY FAIR.....	7%
POOR .....	0%
DON'T KNOW/REFUSED.....	0%

Ratings are higher among:

- those who have accessed the city’s website
- women

They are lower among:

- those who have not accessed the city’s website
- men

*Courtesy of city staff?*

EXCELLENT.....	44%
GOOD. ....	51%
ONLY FAIR.....	2%
POOR .....	2%
DON'T KNOW/REFUSED.....	1%

There are no statistically significant sub-group differences.

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## Summary and Conclusions

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Forty-three percent of the sample contacted Elko New Market City Hall during the past twelve months. This level of contact is well above the exurban average of 28%. Three-quarters called



or visited one of four departments: Public Works, Billing, General Information Desk receptionist, or Parks and Recreation. On two aspects of customer service, staff members are rated as either “excellent” or “good” by at least 93% of those who contacted City Hall: “response time from City Staff to assist” and “courtesy of city staff.” The standard threshold indicating quality customer service in the public sector is an 80% positive rating. Overall, residents are extremely satisfied with their contacts with City Hall and make Elko New Market a “best practices” city in providing customer service.

# Chapter Seven: Website

# Website

## City's Website

*Have you accessed the City's website?*

YES .....	65%
NO .....	35%
DON'T KNOW/REFUSED.....	0%

“Yes” is reported at a higher rate by:

- residents for six to ten years
- those who have contacted City Hall
- those who have accessed the city’s website
- households with children
- thirty-five to forty-four year olds

“No” is cited more often by:

- residents for over twenty years
- those who have not contacted City Hall
- those who have not accessed the city’s website
- households without children
- over fifty-four year olds

*Did you find what were you looking for? What were you looking for?*

YES .....	91%
CODE AND ORDINANCES. ....	3%
RECREATION PROGRAM REGISTRATION.....	4%
PAY UTILITY BILLS.....	2%

There are no statistically significant sub-group differences.

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## **Summary and Conclusions**

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Sixty-five percent of the households in the community accessed the City's website, almost 20% higher than the suburban and exurban norm. Website visitors are more often 5-10 year residents, parents/guardians of children, and 35-44 year olds. Non-visitors are more apt to be over 20 year residents, empty-nesters, and over 55 year olds. Ninety-one percent found what they were looking for. Small percentages report trouble find information on codes and ordinances, recreation program registration, or paying utility bills.

# **Chapter Eight: Concluding Thoughts**

## **Concluding Thoughts**

In general, Elko New Market citizens are very satisfied with their community. The key issues facing decision-makers in the future are maintaining the “small town ambience” and improving key city services, such as snow plowing, street maintenance, and city-sponsored recreation programs. Secondly, attracting more businesses to Elko New Market and construction of a water treatment plan are development priorities.

The City does a very good job of communicating with residents through the website. Over time, this communications network will prove to be an asset. Most citizens are generally content and view their City and its services in a positive light. With the “City Booster” percentage at 12%, or twice the suburban norm, a reservoir of goodwill has already been established; this will serve decision-makers very well as new issues are encountered and relatively hard decision must be made.



## Elko New Market's citizen survey finds high satisfaction

A new citizen survey, the city's first ever, finds high satisfaction despite challenges facing exurbs.

Article by: David Peterson , Star Tribune

Updated: May 7, 2013 - 4:07 PM

The city of Elko New Market, one of the stingiest you'll find anywhere, had never before paid for a scientific survey aimed at finding out what the folks who live there like and dislike.

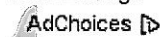
Now that the results are in, it sounds like it wasn't all that important to do.

Drinking water's a problem? The city knew that and is planning a new treatment plant.

Snowplowing in winter is "only fair," far from excellent? The city knew that and has hired a public-works guy.

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The town of 4,000 lacks even a fast-food joint, much less a supermarket? The city knew that too, though the fix there is not so readily within its grasp.

The challenge for a city the size of Elko New Market, in fact, is to avoid getting ahead of itself: Gearing up so much for the needs of newly arriving commuters with high-amenity suburban backgrounds that it overspends and forfeits the tax advantage it now holds.

"We're so small," said City Administrator Tom Terry, "that just adding one new police officer means a significant increase to our entire budget. But I think we've done this well. Other cities, before the bubble burst, were expanding infrastructure and services based on aggressive growth projections, while we tended to be much more conservative in our approach."

Indeed, several exurban cities around the metro borrowed tens of millions for things like oversized sewer plants and ended up with galloping rate increases and severe financial pain as growth slackened.

Elko remained cautious, and civic leaders say that's one reason why the new survey shows a high level of satisfaction in a number of areas compared to other suburbs and exurbs.

"I really think the city has tried to do a good job not creating a bureaucracy," said town banker Bob Vogel. "We never had a parks department. Heck, we only got a fire department 30 years ago. We'd have 20-minute response times [to fires — 5 minutes is considered more like it]. People have recognized we have to participate and take care of ourselves because there's no big entity serving us. Call it small-town charm, call it common sense.

"I and some others started a fire department in 1978 by raising \$2,500 in a community auction and going up to Lake Johanna to get a used truck, because there was a feeling of, 'If we don't do this, it won't happen.' "

Today's Elko New Market emerges from the survey proudest of two findings:

- Its description as an elite, "best practices" city others could learn from when it comes to high customer satisfaction, and
- A series of unusually high rankings on other services despite its rank in the bottom sixth for per-capita spending on operations among Minnesota cities over 2,500 population. A lot of times smaller cities actually have high per-capita spending because there are fewer households to share basic costs that all cities need to cover.

Cops are a case in point. Despite a bare-bones police operation, with many hours covered by sheriff's deputies, the city's rating for police patrols is in the top 10 percent in the metro as a whole and the top 5 percent among exurbs, city officials say.

Parks, too: A satisfaction rate of 96 percent for recreational programs places it in the top 25 percent among exurbs. The city says that's despite the fact that most rec programs have come online only in the past few years. An alternative reading: There's still a glow of newness and gratitude around such programs precisely because they're new. Residents speak proudly of the hundreds of kids taking part.

Overall, 90 percent described the city's quality of life as good or excellent, again a notable high: top 10 percent for exurbs, top 25 percent for all metro cities, many of whom share the same local pollster, a firm called Decision Resources.

To be fair, Elko does have some built-in advantages a lot of those places don't have.

It's just off Interstate 35W, meaning a fairly quick jump into the thick of things, especially now that MnPass lanes farther north make quick work of the trip downtown for those willing to pay.

It's part of Scott County, meaning it can take advantage of an aggressive program of sharing costly equipment and technology with the county and the three big suburbs to its north — things like excavators, which can cost a fortune yet be rarely used.



"We smaller towns wouldn't have nearly the capacity we have if not for the bigger-city partners," said Bob Malz, police chief in Jordan. "Computer-wise, for instance, if we were stand-alone, we'd be hurting. Records, dispatch, it's a lot of things."

Yet Elko New Market's tax rate is lower than other outlying Scott cities.

"If you take a median home here," Terry said, "and compare what you pay on the same value home in Belle Plaine, Jordan, Lonsdale, Savage, Prior Lake, Farmington, Burnsville, we do very well, and on top of that, what you get there [in a home] is much less than in suburban communities, so the lower tax rate is a multiplier on that value."

Beyond that, said Chamber of Commerce head Todd Anderson, who lives in New Prague:

"Elko truly is a small town," as opposed to a suburb which fancies itself as being one. "I grew up in Burnsville and Lakeville at a time when they were not yet fully suburbanized, when 35 was one lane. Now it's towns like Elko that, as far as small-town living, are the real deal."

David Peterson • 952-746-3285

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