

THE NBS™
The National Business Survey™

THE NCS™
The National Citizen Survey™

Bloomington, MN

Resident and Business
Comparisons
2015

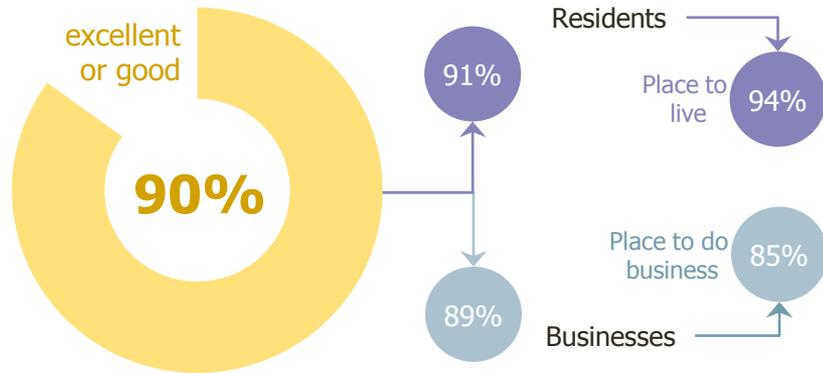
The NCS is presented by NRC in collaboration with ICMA



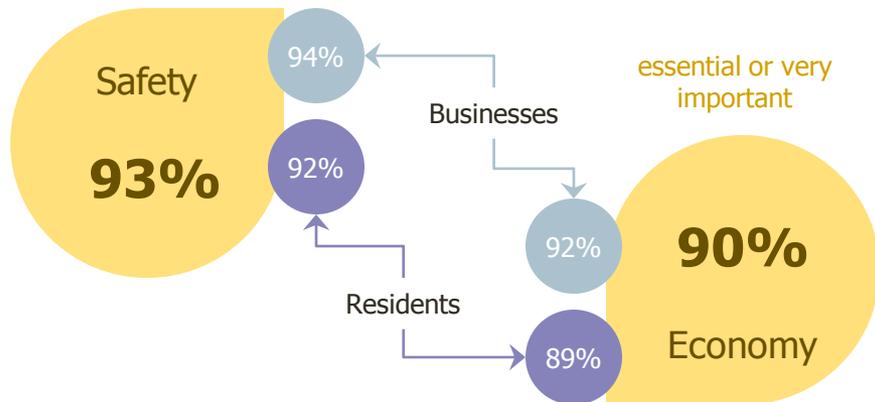
Leaders at the Core of Better Communities

Bloomington Overall

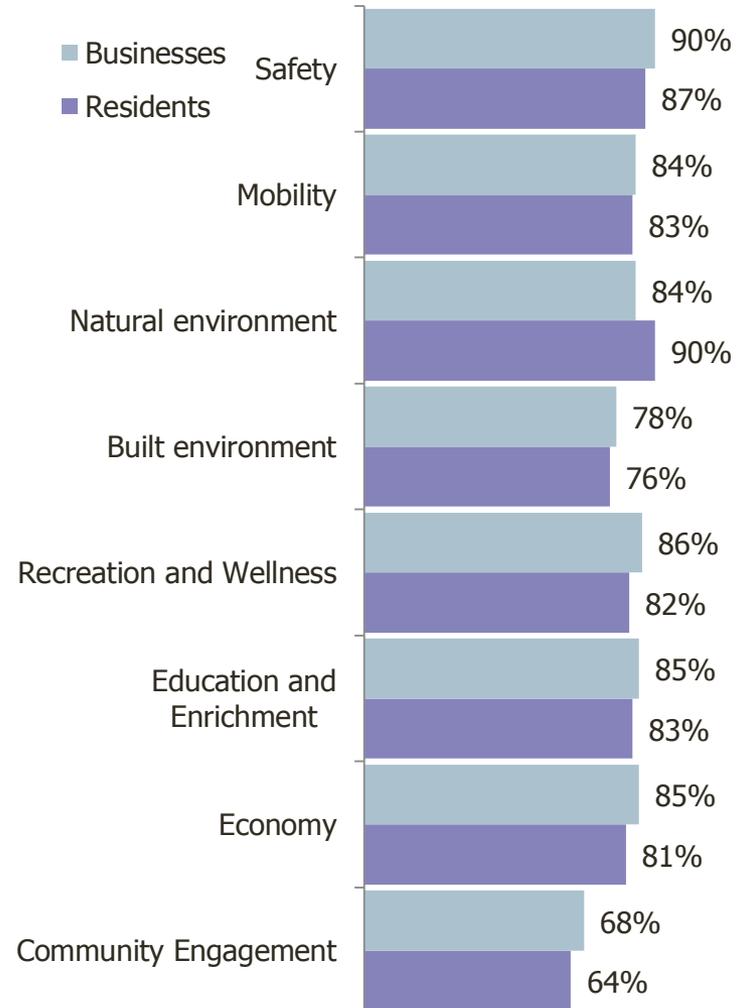
Overall Quality of Life in Bloomington



Community Focus Areas for Next Two Years



Aspects of Bloomington



Living and Working in Bloomington

Location and Tenure

Residents



Lived more than 10 years



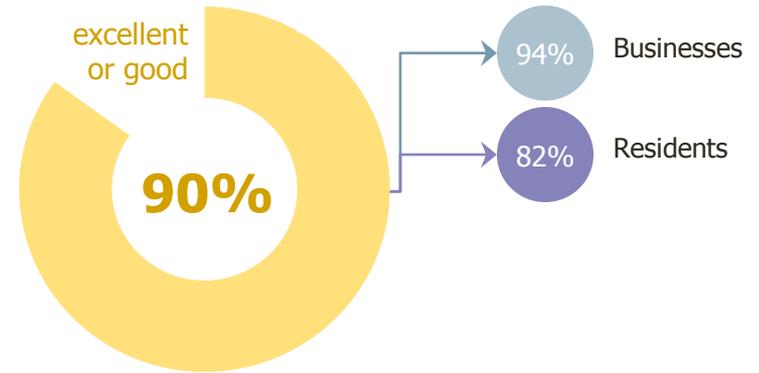
Businesses



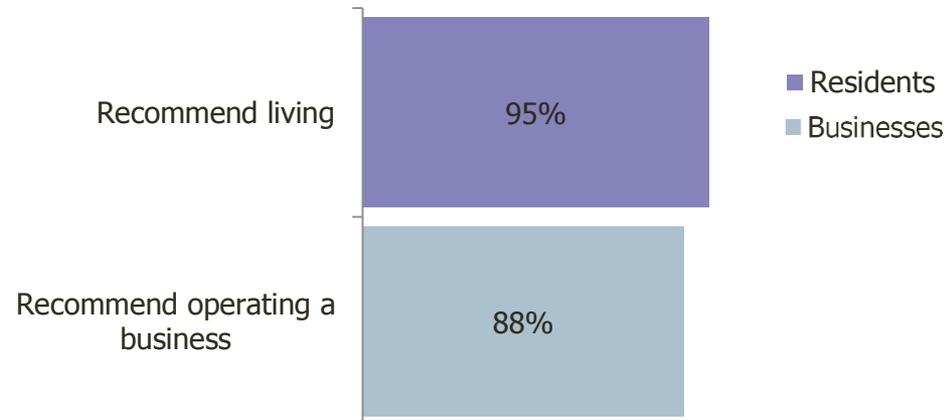
Operated more than 10 years



Bloomington as a Place to Work



Recommend Bloomington

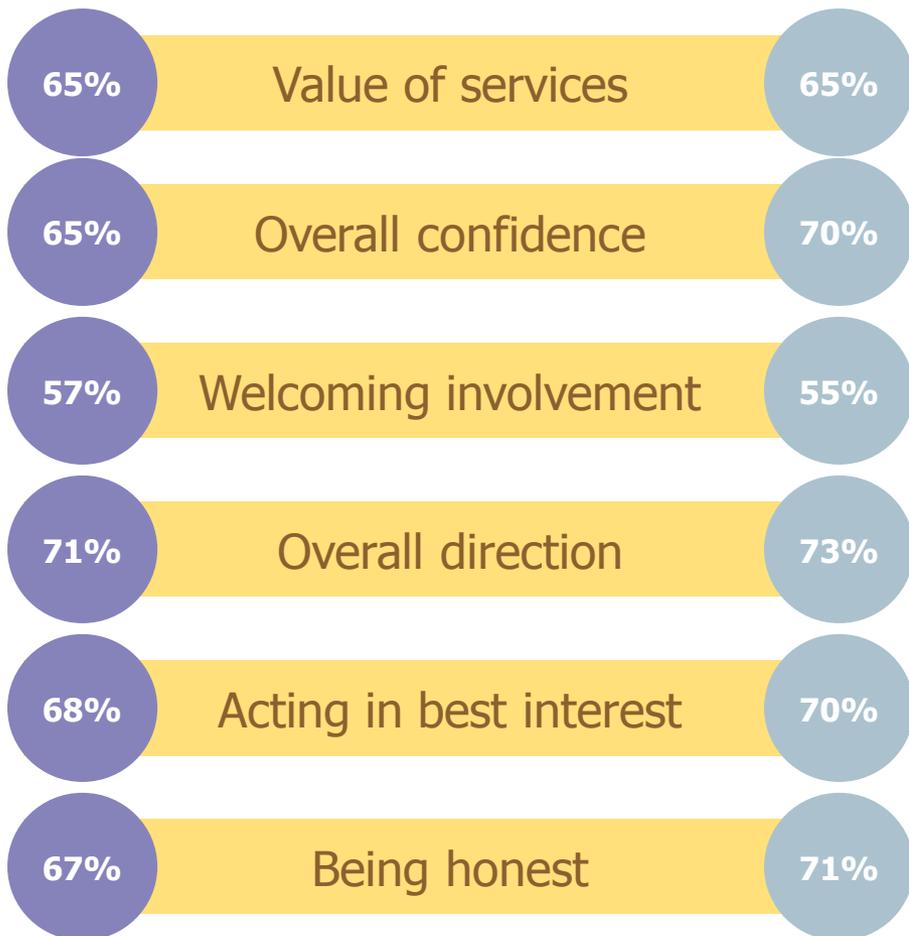


Bloomington Leadership

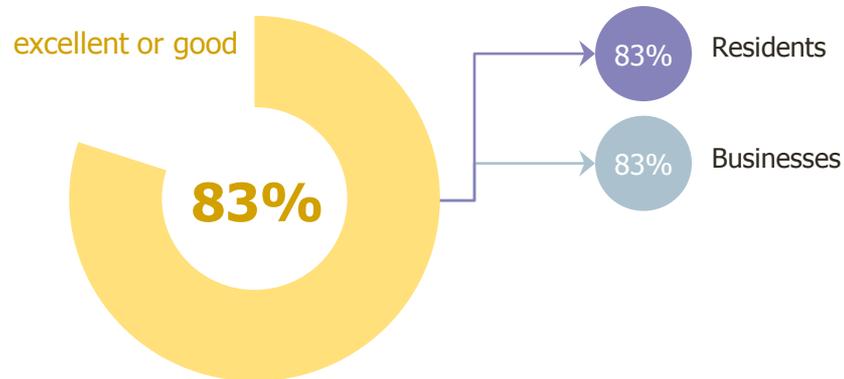
Trust in Bloomington

Residents

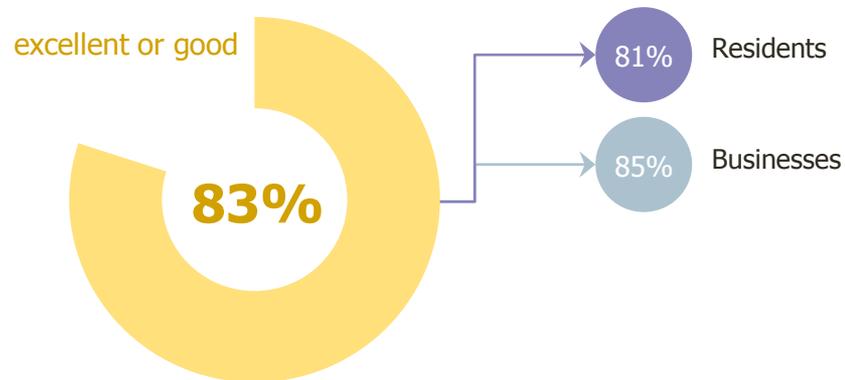
Businesses



Reputation of Bloomington

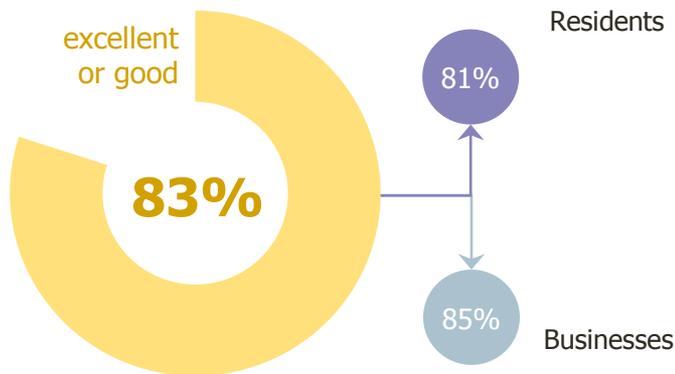


Customer Service Provided by Employees

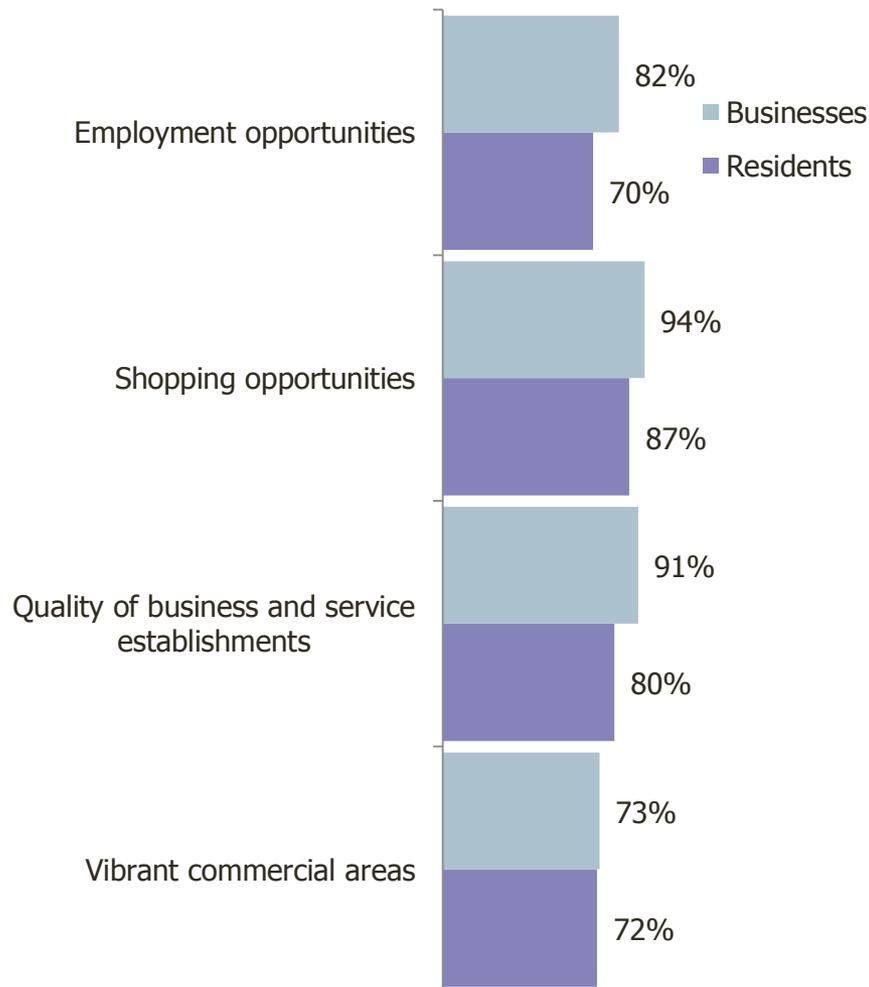


Local Economy

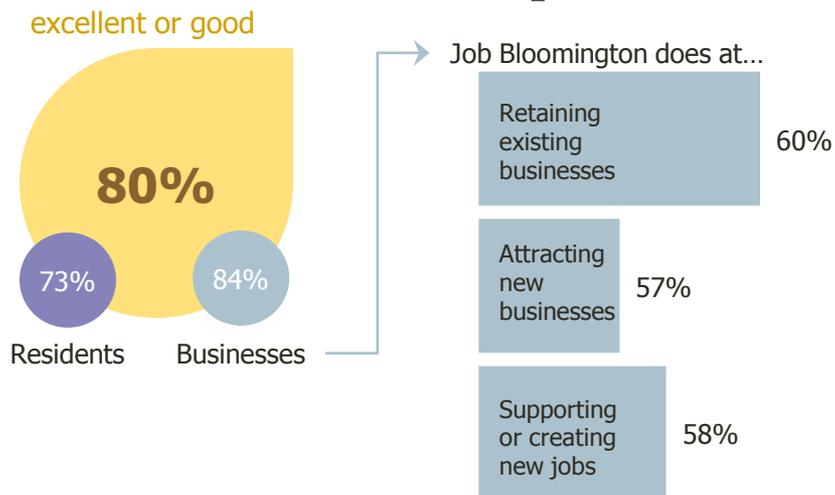
Overall Economic Health



Aspects of Economy



Economic Development



About

To better understand the partnership between a government, its businesses and its residents, The NBS and The NCS gauge these stakeholder opinions related to key issues of the community:

- The quality of broad community characteristics such as the economy, safety and recreation
- The community as a place to work and live
- The quality and responsiveness of community leadership
- The key focus areas for the community over the next two years

Each stakeholder group provides a meaningful perspective and when ratings converge, evidence of a shared vision for the community emerges. When ratings contrast, a gap may exist between the stakeholder groups and their priorities for the communities; perhaps more public education or outreach may be needed or expectations may need clarification.

Regardless of direction, large gaps in opinion deserve attention to better identify ways to align expectations, perceptions and values of residents, businesses and other key groups. Communities are more successful when stakeholders share a vision and mission.

Survey Responses by Survey Type

The following pages contain the results of The NCS and The NBS where comparisons were available. Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good.”

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
The overall quality of life in Bloomington	91%	89%	90%
Bloomington as a place to live	94%	NA	94%
Overall image or reputation of Bloomington	83%	83%	83%
Your neighborhood as a place to live	86%	NA	86%
Bloomington as a place to raise children	89%	NA	89%
Bloomington as a place to retire	73%	61%	65%
Overall appearance of Bloomington	80%	83%	82%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Overall feeling of safety in Bloomington	87%	90%	89%
In your neighborhood during the day	95%	NA	95%
In Bloomington's commercial areas during the day	94%	96%	95%
In Bloomington's commercial areas after dark	NA	77%	77%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Overall ease of getting to the places you usually have to visit	83%	84%	84%
Traffic flow on major streets	63%	69%	67%
Ease of parking	NA	90%	90%
Amount of parking in commercial areas	NA	89%	89%
Ease of travel by car in Bloomington	74%	83%	80%
Ease of travel by public transportation in Bloomington	44%	63%	55%
Ease of travel by bicycle in Bloomington	52%	66%	60%
Ease of walking in Bloomington	70%	70%	70%
Availability of paths and walking trails	74%	76%	75%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Quality of overall natural environment in Bloomington	90%	84%	86%
Air quality	86%	86%	86%
Cleanliness of Bloomington	79%	82%	81%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Overall "built environment" of Bloomington (including overall design, buildings, parks and transportation systems)	76%	78%	77%
Public places where people want to spend time	76%	78%	77%
Variety of housing options	76%	85%	81%
Availability of affordable quality housing	65%	NA	65%
Overall quality of new development in Bloomington	63%	NA	63%
Overall quality of commercial development in Bloomington	NA	81%	81%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Overall economic health of Bloomington	81%	85%	83%
Bloomington as a place to work	82%	94%	90%
Bloomington as a place to do business	NA	85%	85%
Bloomington as a place to visit	80%	88%	85%
Employment opportunities	70%	82%	78%
Shopping opportunities	87%	94%	91%
Cost of living in Bloomington	61%	NA	61%
Overall quality of business and service establishments in Bloomington	80%	91%	87%
Vibrant shopping areas	72%	73%	73%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Health and wellness opportunities in Bloomington	82%	86%	84%
Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	NA	81%
Recreational opportunities	79%	NA	79%
Availability of affordable quality food	78%	NA	78%
Availability of affordable quality health care	78%	NA	78%
Availability of preventive health services	78%	NA	78%
Availability of affordable quality mental health care	62%	NA	62%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Overall opportunities for education and enrichment	83%	85%	84%
Availability of affordable quality child care/preschool	70%	NA	70%
K-12 education	83%	NA	83%
Adult educational opportunities	73%	NA	73%
Adult educational opportunities	73%	NA	73%
Training opportunities for work	NA	75%	75%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	The NCS Residents	The NBS Businesses	Average
Opportunities to participate in social events and activities	62%	NA	62%
Opportunities to volunteer	74%	NA	74%
Opportunities to participate in community matters	64%	78%	73%
Openness and acceptance of the community toward people of diverse backgrounds	68%	NA	68%
Neighborliness of residents in Bloomington	64%	NA	64%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
The City of Bloomington	86%	87%	87%
The value of services for the taxes paid to Bloomington	65%	65%	65%
The overall direction that Bloomington is taking	71%	73%	72%
The job Bloomington government does at welcoming citizen/business involvement	57%	55%	56%
The job Bloomington does informing businesses of community issues and values	NA	61%	61%
Overall confidence in Bloomington government	65%	70%	68%
Generally acting in the best interest of the community	68%	70%	69%
Being honest	67%	71%	70%
Treating all residents fairly	62%	NA	62%
The job Bloomington does at retaining existing businesses	NA	60%	60%
The job Bloomington does at attracting new businesses	NA	57%	57%
The job Bloomington does at supporting or creating new jobs	NA	58%	58%
Overall customer service by Bloomington employees (police, receptionists, planners, etc.)	81%	85%	83%
The Federal Government	49%	45%	46%
The State Government	60%	56%	57%
Hennepin County Government	61%	64%	63%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
Police services	88%	93%	91%
Fire services	95%	98%	97%
Ambulance or emergency medical services	95%	NA	95%
Crime prevention	81%	91%	87%
Fire prevention and education	83%	NA	83%
Animal control	76%	NA	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	74%	85%	81%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
Traffic enforcement	74%	85%	80%
Street repair	51%	62%	58%
Street cleaning	76%	82%	79%
Street lighting	69%	88%	80%
Snow removal	84%	91%	88%
Sidewalk maintenance	65%	81%	74%
Traffic signal timing	61%	NA	61%
Bus or transit services	67%	77%	73%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
Garbage collection	81%	93%	87%
Recycling	83%	90%	87%
Yard waste pick-up	81%	NA	81%
Drinking water	91%	NA	91%
Preservation of natural areas such as open space and greenbelts	79%	NA	79%
Bloomington open space	75%	NA	75%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
Storm drainage	82%	87%	85%
Sewer services	89%	NA	89%
Power (electric and/or gas) utility	NA	2%	2%
Utility billing	81%	88%	85%
Land use, planning and zoning	66%	74%	71%
Building permits and inspections	NA	75%	75%
Code enforcement (weeds, abandoned buildings, etc.)	62%	70%	67%
Cable television	56%	NA	56%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
Economic development	73%	84%	80%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
City parks	89%	NA	89%
Recreation programs or classes	78%	NA	78%
Recreation centers or facilities	76%	NA	76%
Health services	82%	NA	82%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
City-sponsored special events	71%	82%	78%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	The NCS Residents	The NBS Businesses	Average
Public information services	75%	87%	82%

Table 19: Participation

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	The NCS Residents	The NBS Businesses	Average
Sense of community	64%	68%	67%
Recommend living/running a business in Bloomington to someone who asks	95%	88%	91%
Remain living/running a business in Bloomington for the next five years	89%	93%	91%
Sponsor charitable events and activities in Bloomington	NA	62%	62%
Contacted the City of Bloomington (in-person, phone, email or web) for help or information	42%	NA	42%
Economy will have positive impact on income	39%	56%	49%
Work in Bloomington	35%	NA	35%
Percent of workforce who live in Bloomington	NA	33%	33%

Table 20: Community Focus Areas

Percent rating positively (e.g., essential/very important)	The NCS Residents	The NBS Businesses	Average
Overall feeling of safety in Bloomington	92%	94%	93%
Overall ease of getting to the places you usually have to visit	79%	88%	84%
Quality of overall natural environment in Bloomington	84%	77%	80%
Overall "built environment" of Bloomington (including overall design, buildings, parks and transportation systems)	76%	70%	73%
Health and wellness opportunities in Bloomington	75%	66%	70%
Overall opportunities for education and enrichment	79%	73%	75%
Overall economic health of Bloomington	89%	92%	90%
Sense of community	76%	76%	76%