



2026 Northfield, MN Community Survey Findings Report

Presented to the City of
Northfield, Minnesota

March 2026

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Executive Summary

2026 Northfield, MN Community Survey

Executive Summary



Purpose

ETC Institute administered a community survey for the City of Northfield during January and February of 2026. The survey was conducted as part of the City's effort to gather resident opinions and feedback on programs and services. The results of the survey will be used to help the City improve existing programs and determine future needs of residents in the City. This is the first community survey ETC Institute has administered for the City of Northfield.

Methodology

A five-page survey was mailed to a random sample of households throughout the City of Northfield. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to complete the survey over the internet. The online survey was provided in both English and Spanish.

Approximately 10 days after the surveys were mailed, residents who were part of the random sample received a follow-up message to encourage participation. To prevent people who were not residents of Northfield from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected from the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was met, with a total of 428 households responding to the survey. The results for the random sample of 428 households have a 95% level of confidence with a precision of at least +/- 4.7%.

Interpretation of "Don't Know" Responses. The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflects the utilization and awareness of City services, the percentage of "don't know" responses has been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)

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- benchmarking data that show how the results for the City of Northfield compare to results in the Plains Region and across the U.S. (Section 2)
- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of police services (86%), quality of city sewer services (80%), quality of city parks (79%), and effectiveness of stormwater runoff (71%).

Based on the sum of their top three choices, the City services that residents thought should receive the most emphasis over the next two years were: 1) effectiveness of city economic development efforts, 2) maintenance of city streets, and 3) effectiveness of city communication with the public.

Perception of the City

Ninety-one percent (91%) of the residents surveyed, *who had an opinion*, are either “very satisfied” or “satisfied” with the feeling of safety in the city; 79% were satisfied with the quality of life in Northfield, and 71% are satisfied with the appearance of residential property.

Satisfaction with Specific City Services

Public Safety. The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall sense of safety in the community (93%), level of trust in the police department (85%), and visibility of police in the community (84%).

Based on the sum of their top two choices, the public safety services that residents thought should receive the most emphasis over the next two years were: 1) the City’s overall effort to prevent crime and 2) overall sense of safety in the community.

Parks. The highest levels of satisfaction with the city’s parks, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of park facilities (79%) and quality of outdoor athletic facilities (72%).

Based on the sum of their top two choices, the parks services that residents thought should receive the most emphasis over the next two years were: 1) appearance and maintenance of existing city parks, recreational facilities and trails and 2) quality of park facilities.

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Community Outreach. The highest levels of satisfaction with community outreach, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: availability of information with city programs and services (45%), quality of the city’s website and social media (39%) and city efforts to keep the public informed about local issues (35%).

Based on the sum of their top two choices, the community outreach items that residents thought should receive the most emphasis over the next two years were: 1) level of public involvement in local decision making and 2) city efforts to keep the public informed about local issues.

City Streets/Sidewalks. The highest levels of satisfaction with city streets and sidewalks, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: plowing city streets (61%) and mowing and trimming along city streets/other boulevards (58%).

Based on the sum of their top two choices, the street related items that residents thought should receive the most emphasis over the next two years were: 1) maintenance of major city streets and 2) maintenance of neighborhood streets.

Code Enforcement. The highest levels of satisfaction with code enforcement services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: responding to noise concerns or complaints (52%), enforcement of animal regulations (51%), and enforcing parking (49%).

Based on the sum of their top two choices, the code enforcement services that residents thought should receive the most emphasis over the next two years were: 1) addressing concerns about material/garbage/recyclables/furniture/machinery and 2) enforcing mowing and trimming of grass, weeds, and vegetation on private property.

Library System. The highest levels of satisfaction with Northfield’s library system, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of public library services in the community where residents live (89%), how close library services are to home (89%), and value of library services for tax dollars (78%).

Other Findings

- Sixty-two percent (62%) of residents indicated their preferred way to receive news and information about City programs, projects, services, and events is through a newsletter or other insert inside the utility bill envelope. Fifty-three percent (53%) prefer to receive news and information through the City website. *Multiple selections could be made for this question.*
- Residents were asked their opinion about the current pace of development in various areas. Sixty-four percent (64%), *who had an opinion*, thought the pace of industrial development was “much too slow” or “slow.” Nineteen percent (19%) of respondents thought the pace of multi-family residential development was “fast” or “much too fast.”

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- Forty-two percent (42%) of residents surveyed indicated they had called, emailed, or visited the City with a question or to report a problem or complaint during the past year. Of those, 81% thought it was “very easy” or “somewhat easy” to contact the person they needed to reach. When asked about the quality of customer service they received from the City employees who were contacted, 96% *who had an opinion* indicated employees were “always” or “sometimes” courteous and polite, and 85% indicated employees “always” or “sometimes” gave prompt, accurate, and complete answers in response to questions/concerns.

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How the City of Northfield Compares to Other Communities Nationally

Satisfaction levels for Northfield **rated the same or higher than the U.S. average in 23 of the 29 areas** that were assessed. The City rated significantly higher than the U.S. average (difference of 5% or more) in 21 of these areas. Listed below are the comparisons between Northfield and the U.S. average:

Service	Northfield	U.S.	Difference	Category
The City's overall effort to prevent crime	83.6%	46.0%	37.6%	Public Safety
Quality of police services	85.5%	49.0%	36.5%	Major Categories of City Services
Visibility of police in the community	84.2%	50.3%	33.9%	Public Safety
Feeling of safety in the city	90.9%	57.3%	33.6%	Perception of the City
Quality of customer services from city employees	70.4%	38.0%	32.4%	Major Categories of City Services
How quickly police respond to emergencies	83.9%	51.7%	32.2%	Public Safety
Quality of city parks	79.0%	48.3%	30.7%	Major Categories of City Services
Quality of city sewer services	79.6%	50.9%	28.7%	Major Categories of City Services
Image of the city	69.8%	44.6%	25.2%	Perception of the City
Enforcement of local traffic laws	70.7%	46.6%	24.1%	Public Safety
Effectiveness of stormwater runoff	70.8%	48.5%	22.3%	Major Categories of City Services
Quality of services provided by the City	64.9%	42.9%	22.0%	Perception of the City
Quality of city water utilities and services	66.6%	49.3%	17.3%	Major Categories of City Services
Enforcement of city codes and ordinances	53.5%	39.9%	13.6%	Major Categories of City Services
Mowing & trimming along city streets/other boulevards	58.1%	49.3%	8.8%	City Streets/Sidewalks
Plowing city streets	60.6%	51.9%	8.7%	City Streets/Sidewalks
Effectiveness of city communication with public	43.7%	37.2%	6.5%	Major Categories of City Services
Condition of sidewalks in the city	48.8%	42.8%	6.0%	City Streets/Sidewalks
Maintenance of major city streets	49.3%	43.5%	5.8%	City Streets/Sidewalks
Maintenance of streets in your neighborhood	48.5%	43.2%	5.3%	City Streets/Sidewalks
Enforcement of animal regulations	50.7%	45.7%	5.0%	Code Enforcement
Maintenance of city streets	41.5%	37.5%	4.0%	Major Categories of City Services
Availability of info with city programs & services	45.2%	44.1%	1.1%	Community Outreach
Value received for city tax dollars and fees	28.2%	32.7%	-4.5%	Perception of the City
Enforcing mowing & trimming of grass, weeds, & vegetation on private property	37.7%	43.1%	-5.4%	Code Enforcement
Efforts to keep public informed about local issues	34.9%	42.0%	-7.1%	Community Outreach
Timeliness of information provided by the City	31.4%	42.3%	-10.9%	Community Outreach
Level of public involvement in local decision making	23.4%	34.7%	-11.3%	Community Outreach
How well the city is managing growth & development	25.0%	37.4%	-12.4%	Perception of the City

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How the City of Northfield Compares to Other Communities in the Region

Satisfaction levels for Northfield **rated the same or higher than the Plains regional average in 22 of the 29 areas** that were assessed. The City rated significantly higher than the Plains Region (difference of 5% or more) in 15 of these areas. Listed below are the comparisons between Northfield and the Plains regional average:

Service	Northfield	Plains Region	Difference	Category
Quality of police services	85.5%	53.5%	32.0%	Major Categories of City Services
Feeling of safety in the city	90.9%	60.8%	30.1%	Perception of the City
Quality of city sewer services	79.6%	50.5%	29.1%	Major Categories of City Services
How quickly police respond to emergencies	83.9%	55.6%	28.3%	Public Safety
The City's overall effort to prevent crime	83.6%	55.4%	28.2%	Public Safety
Quality of customer services from city employees	70.4%	43.6%	26.8%	Major Categories of City Services
Visibility of police in the community	84.2%	59.2%	25.0%	Public Safety
Quality of city parks	79.0%	55.1%	23.9%	Major Categories of City Services
Image of the city	69.8%	46.8%	23.0%	Perception of the City
Enforcement of local traffic laws	70.7%	54.2%	16.5%	Public Safety
Effectiveness of stormwater runoff	70.8%	55.3%	15.5%	Major Categories of City Services
Quality of services provided by the City	64.9%	51.5%	13.4%	Perception of the City
Quality of city water utilities and services	66.6%	56.6%	10.0%	Major Categories of City Services
Enforcement of city codes and ordinances	53.5%	47.4%	6.1%	Major Categories of City Services
Enforcement of animal regulations	50.7%	45.7%	5.0%	Code Enforcement
Condition of sidewalks in the city	48.8%	44.2%	4.6%	City Streets/Sidewalks
Mowing & trimming along city streets/other boulevards	58.1%	53.5%	4.6%	City Streets/Sidewalks
Maintenance of major city streets	49.3%	45.3%	4.0%	City Streets/Sidewalks
Maintenance of city streets	41.5%	37.7%	3.8%	Major Categories of City Services
Maintenance of streets in your neighborhood	48.5%	45.4%	3.1%	City Streets/Sidewalks
Plowing city streets	60.6%	57.8%	2.8%	City Streets/Sidewalks
Availability of info with city programs & services	45.2%	43.7%	1.5%	Community Outreach
Effectiveness of city communication with public	43.7%	44.0%	-0.3%	Major Categories of City Services
Enforcing mowing & trimming of grass, weeds, & vegetation on private property	37.7%	43.3%	-5.6%	Code Enforcement
Level of public involvement in local decision making	23.4%	32.3%	-8.9%	Community Outreach
Efforts to keep public informed about local issues	34.9%	44.0%	-9.1%	Community Outreach
Value received for city tax dollars and fees	28.2%	39.4%	-11.2%	Perception of the City
Timeliness of information provided by the City	31.4%	43.4%	-12.0%	Community Outreach
How well the city is managing growth & development	25.0%	42.5%	-17.5%	Perception of the City

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Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City’s overall satisfaction rating are listed below:

- Effectiveness of city economic efforts (I-S Rating = 0.4968)
- Maintenance of city streets (I-S Rating = 0.3691)
- Effectiveness of city communication with the public (I-S Rating = 0.2646)

The table below shows the importance-satisfaction rating for all 10 major categories of City services that were rated.

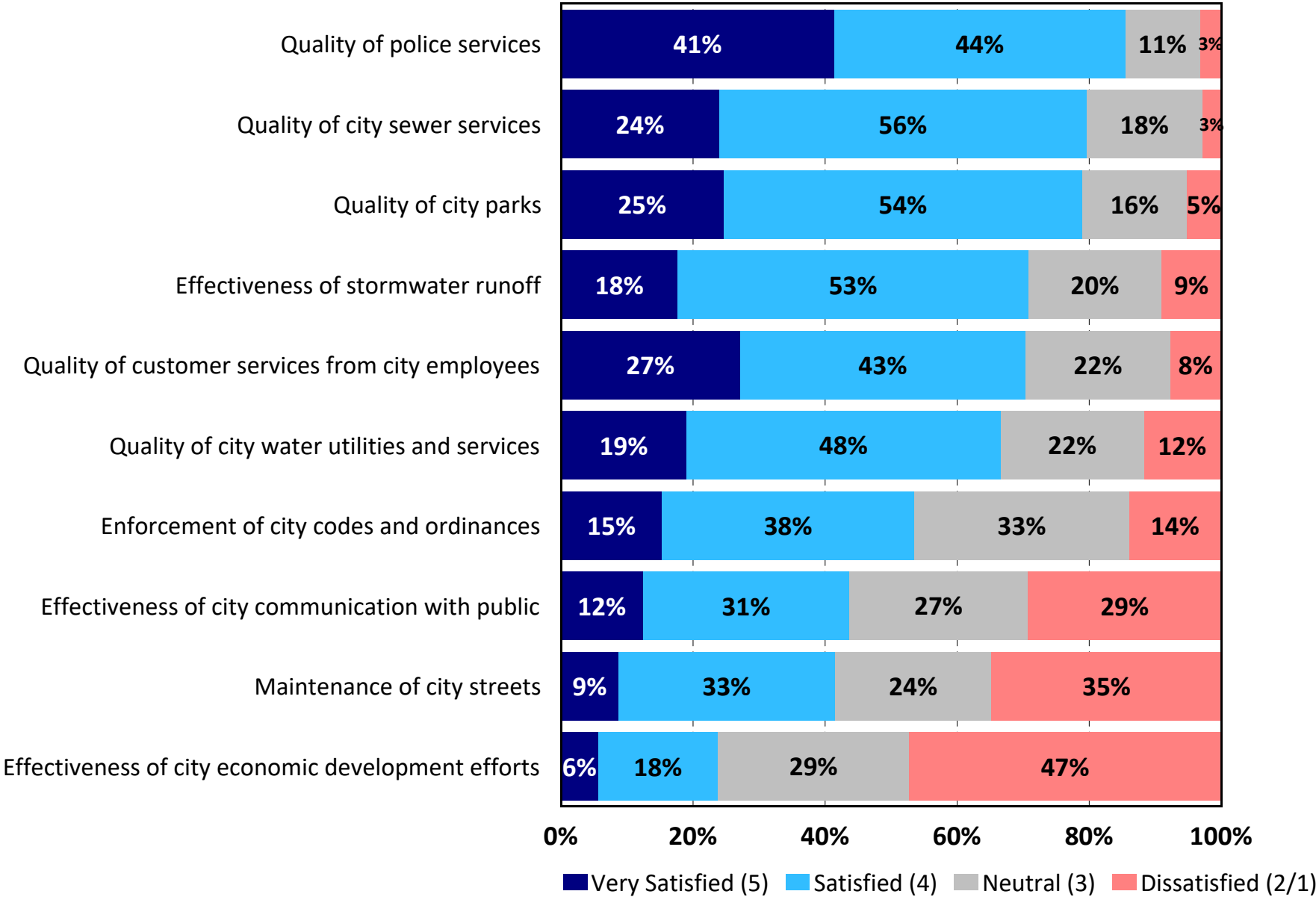
Importance-Satisfaction Rating						
City of Northfield, MN						
Major City Services						
Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Effectiveness of city economic development efforts	65%	1	24%	10	0.4968	1
Maintenance of city streets	63%	2	42%	9	0.3691	2
Effectiveness of city communication with public	47%	3	44%	8	0.2646	3
High Priority (IS .10-.20)						
None						
Medium Priority (IS < .10)						
Quality of city water utilities and services	28%	4	67%	6	0.0919	4
Enforcement of city codes and ordinances	15%	6	54%	7	0.0693	5
Quality of city parks	22%	5	79%	3	0.0456	6
Quality of customer services from city employees	11%	8	70%	5	0.0317	7
Effectiveness of stormwater runoff	8%	9	71%	4	0.0219	8
Quality of police services	13%	7	86%	1	0.0190	9
Quality of city sewer services	3%	10	80%	2	0.0065	10



Charts and Graphs

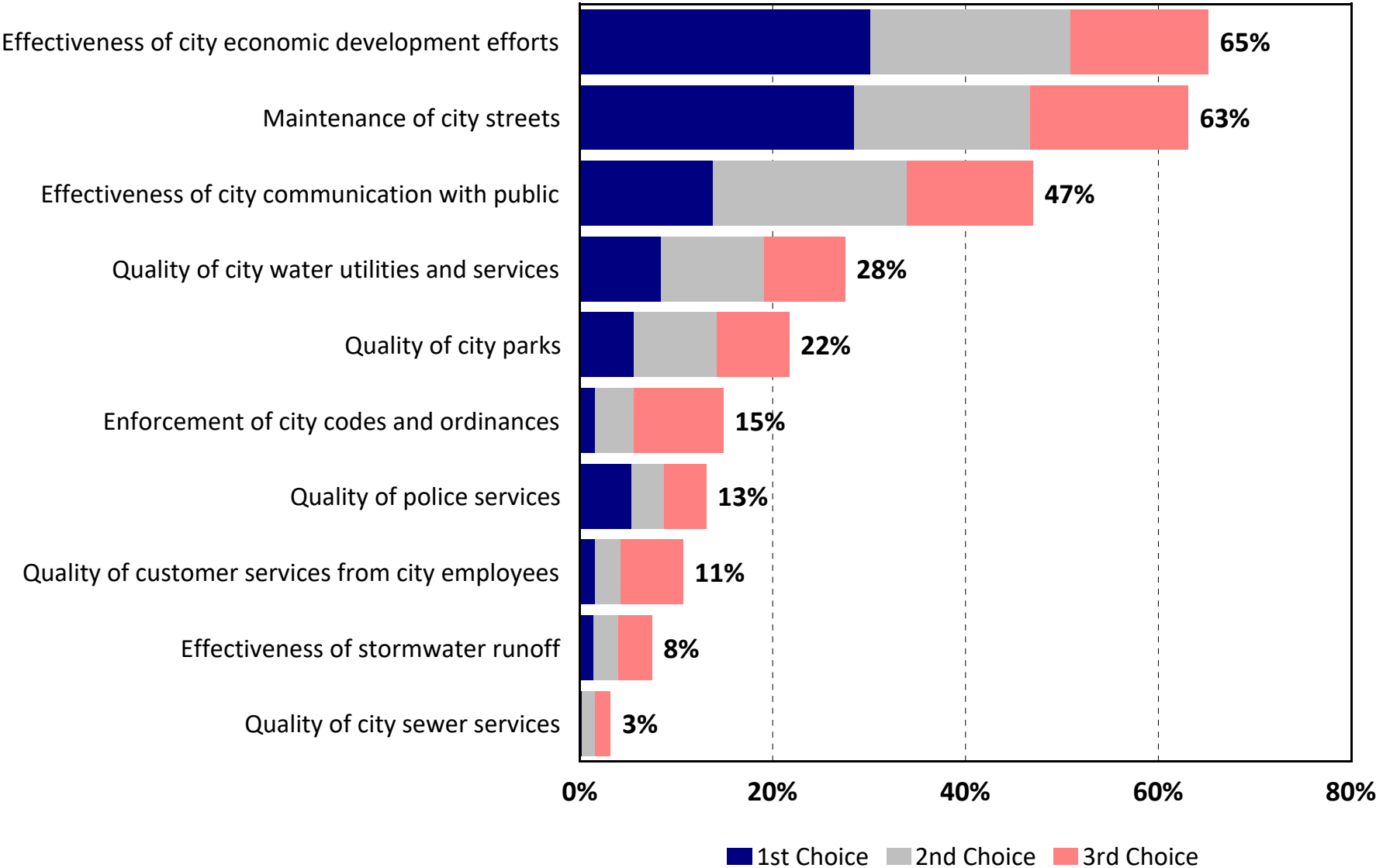
Q1. Satisfaction with Major Categories of Services

by percentage of respondents (excluding "don't know")



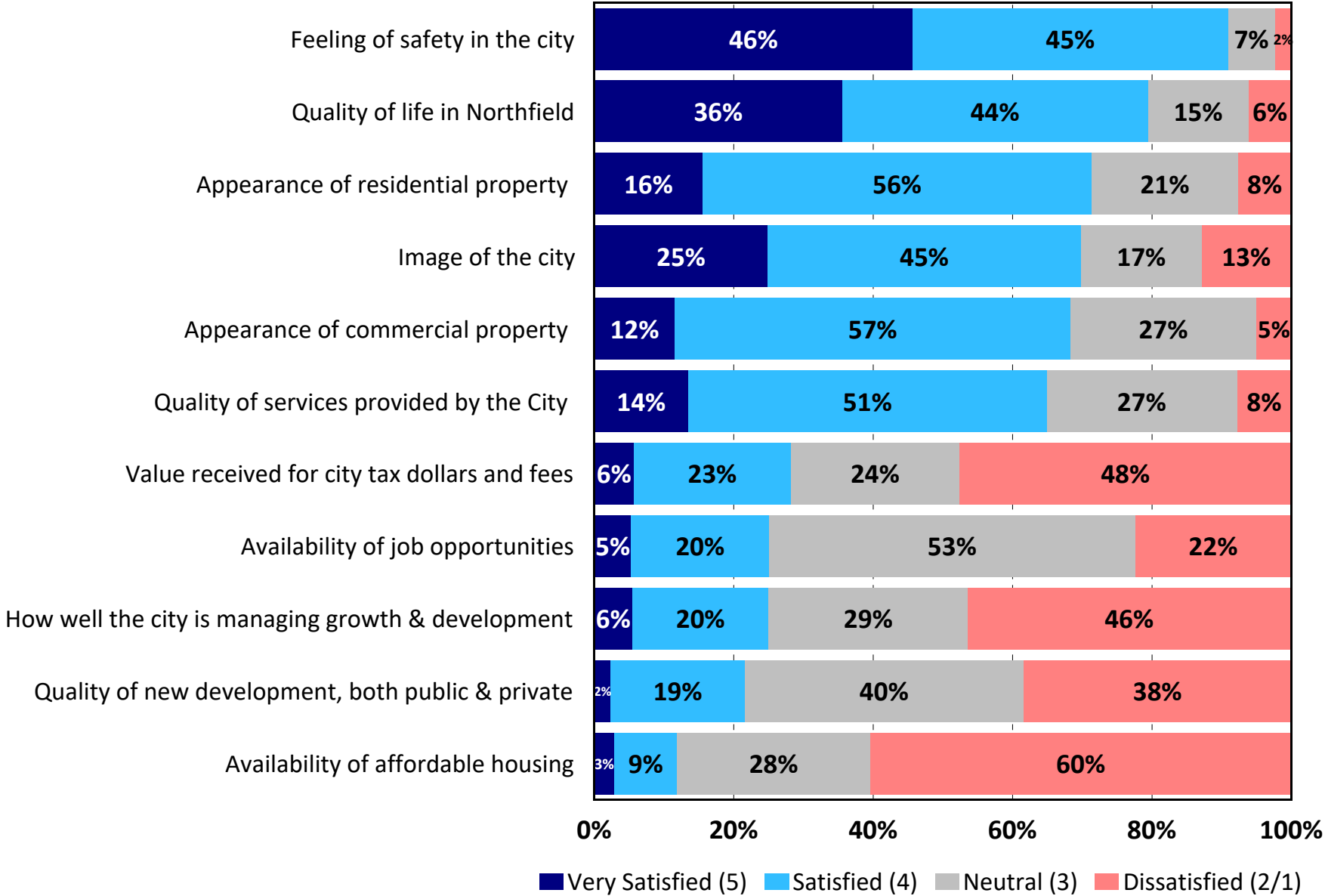
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



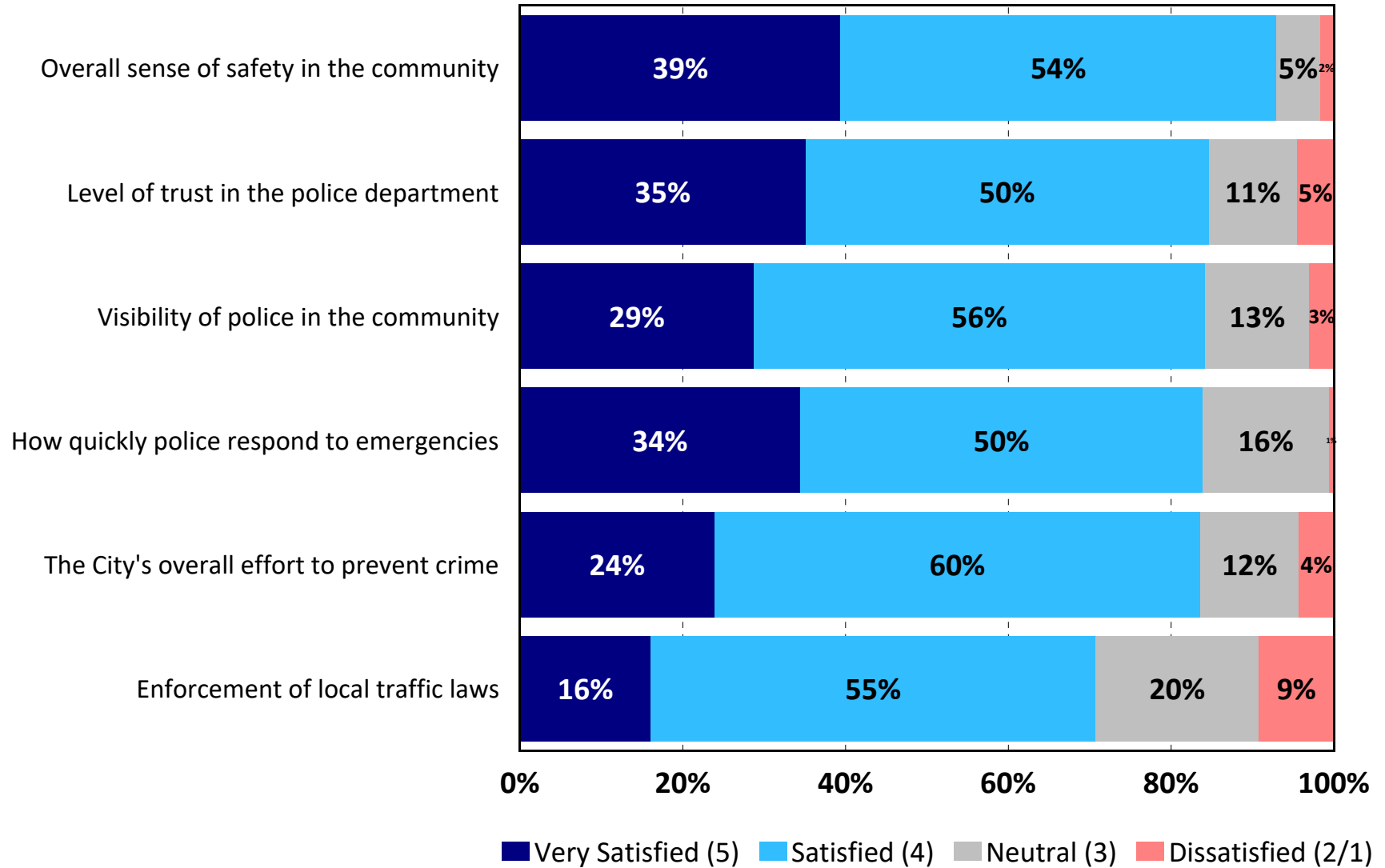
Q3. Satisfaction with Perception of the City

by percentage of respondents (excluding "don't know")



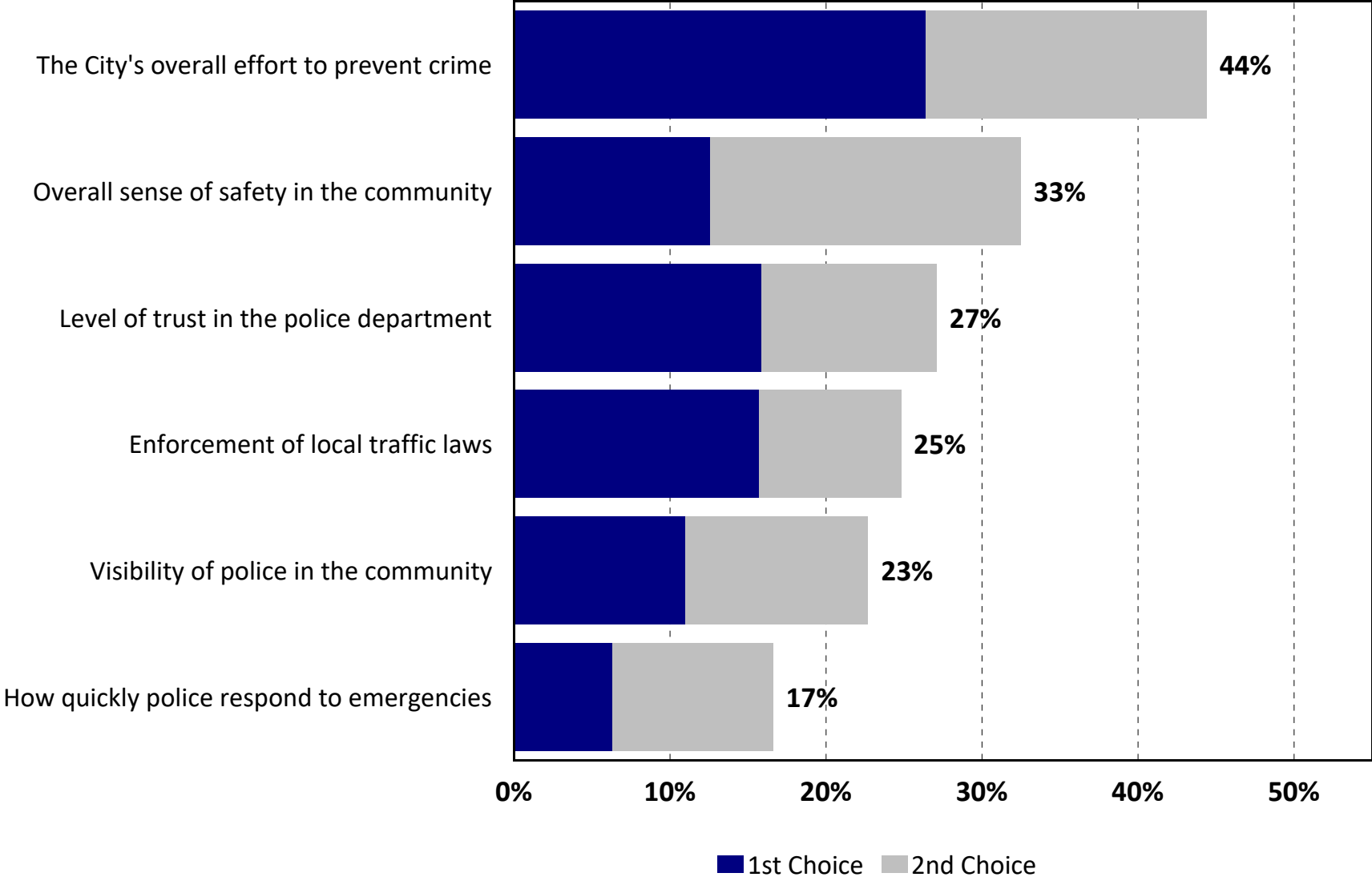
Q4. Satisfaction with Public Safety

by percentage of respondents (excluding "don't know")



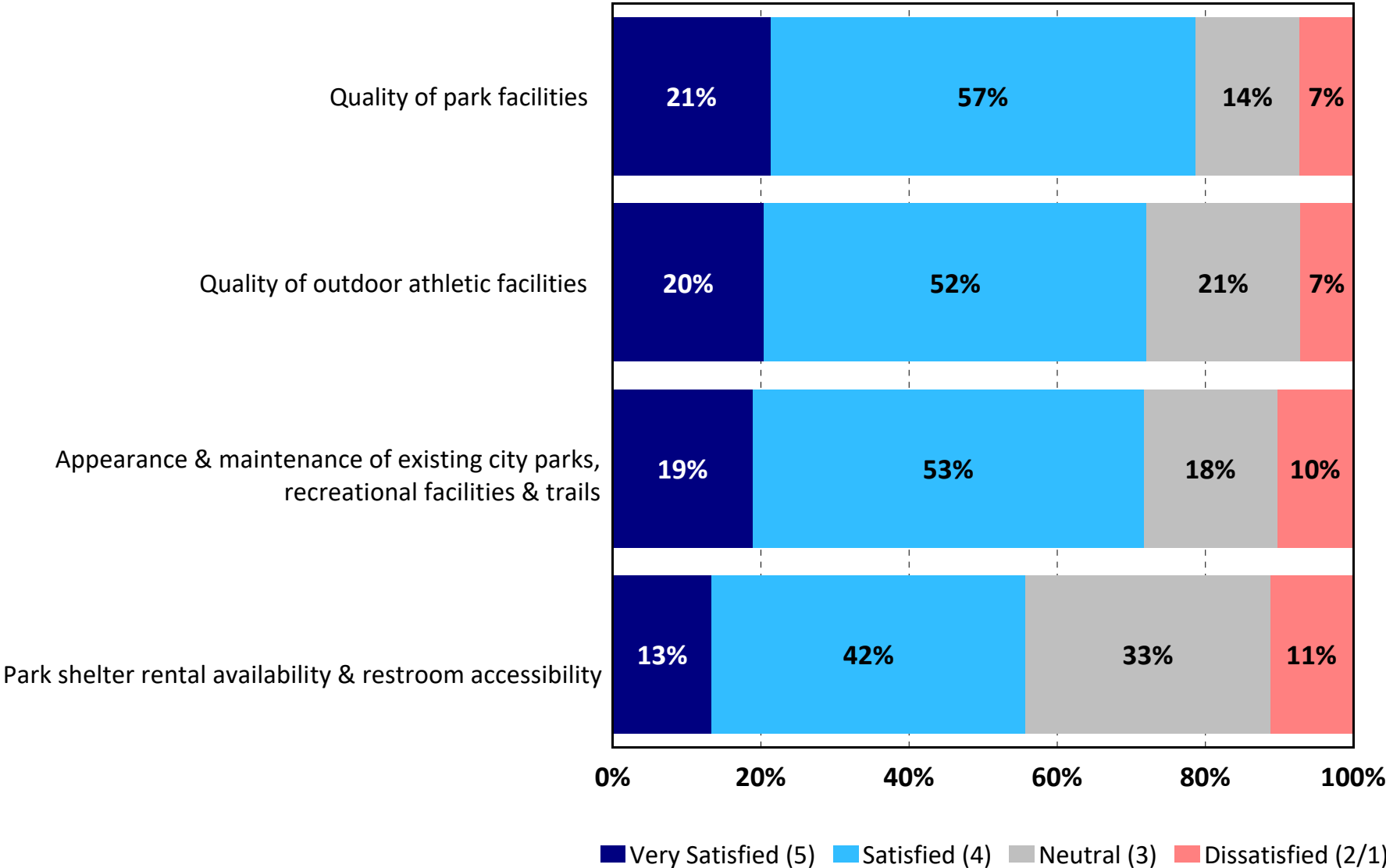
Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



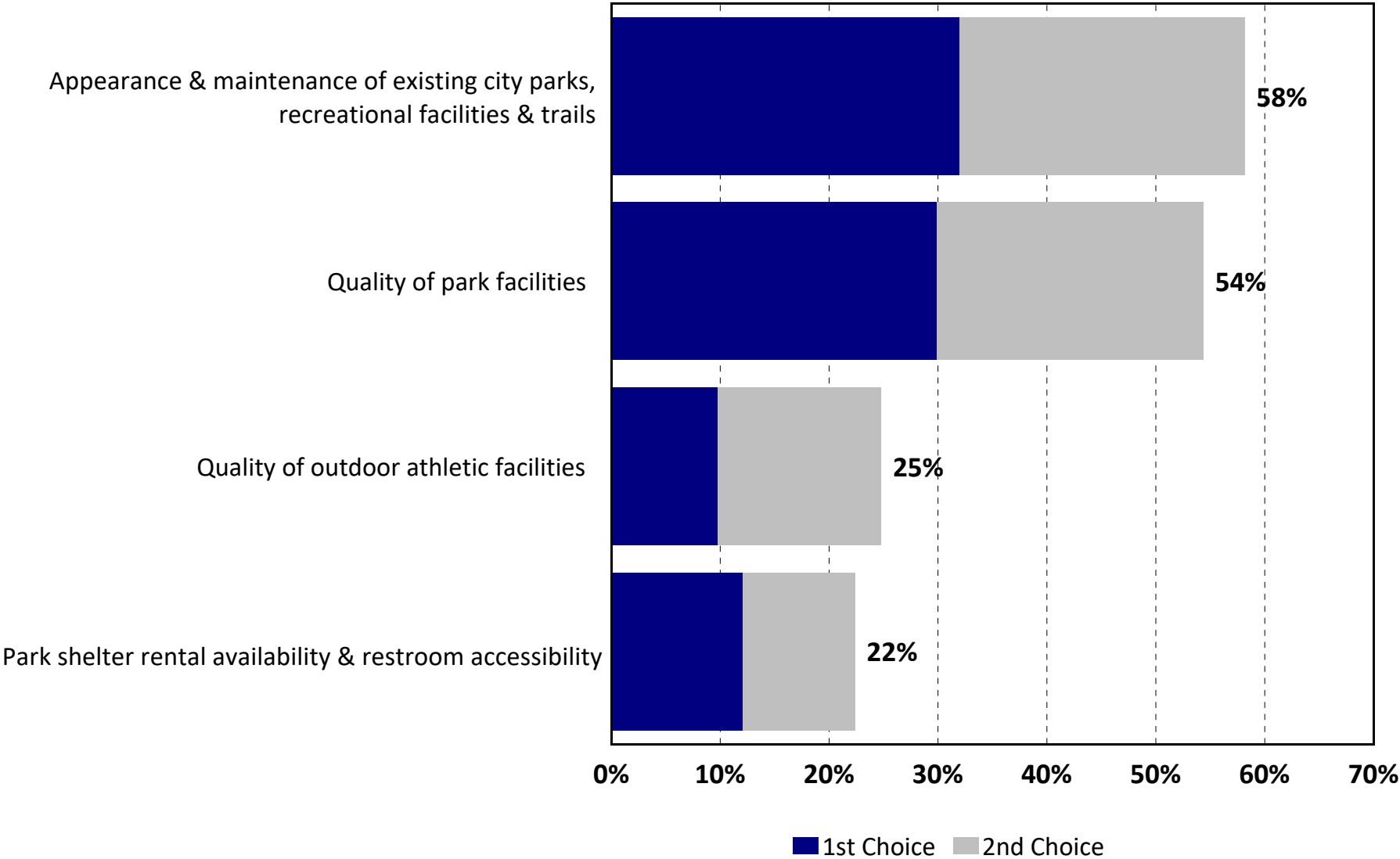
Q6. Satisfaction with Parks

by percentage of respondents (excluding "don't know")



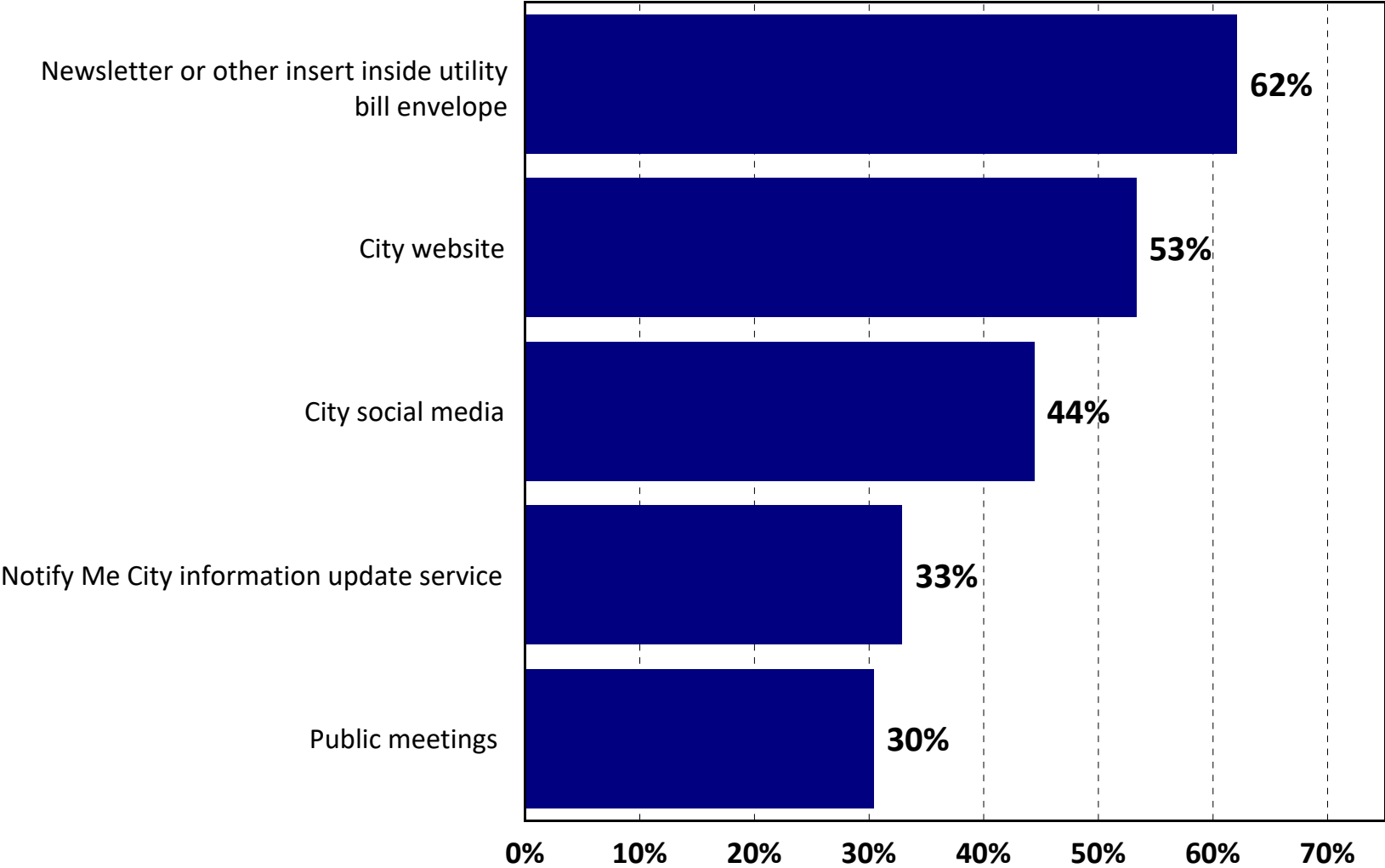
Q7. Parks Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



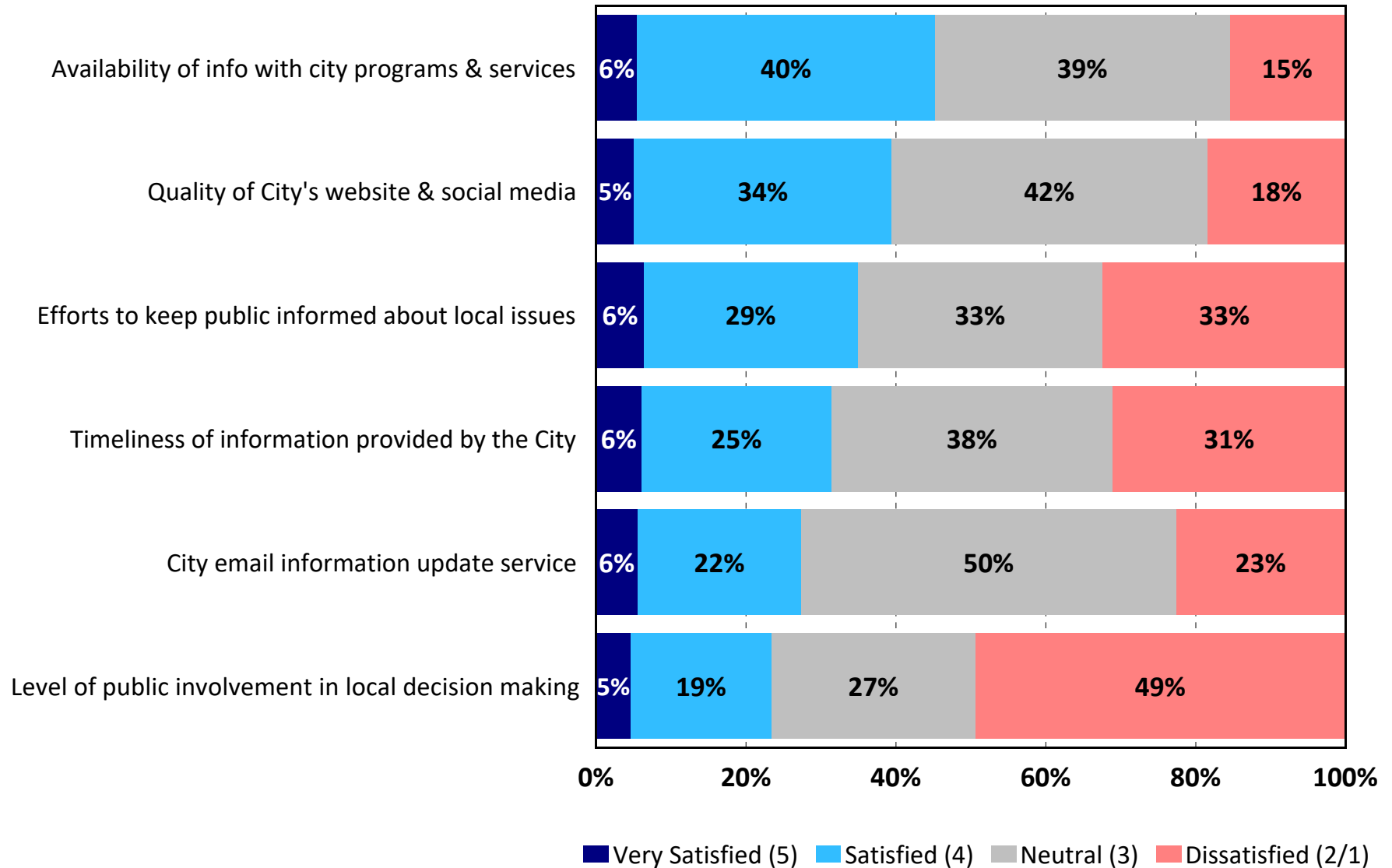
Q8. Which of the following would be your preferred way(s) to receive news and information about City programs, projects, services, and events?

by percentage of respondents (multiple selections could be made)



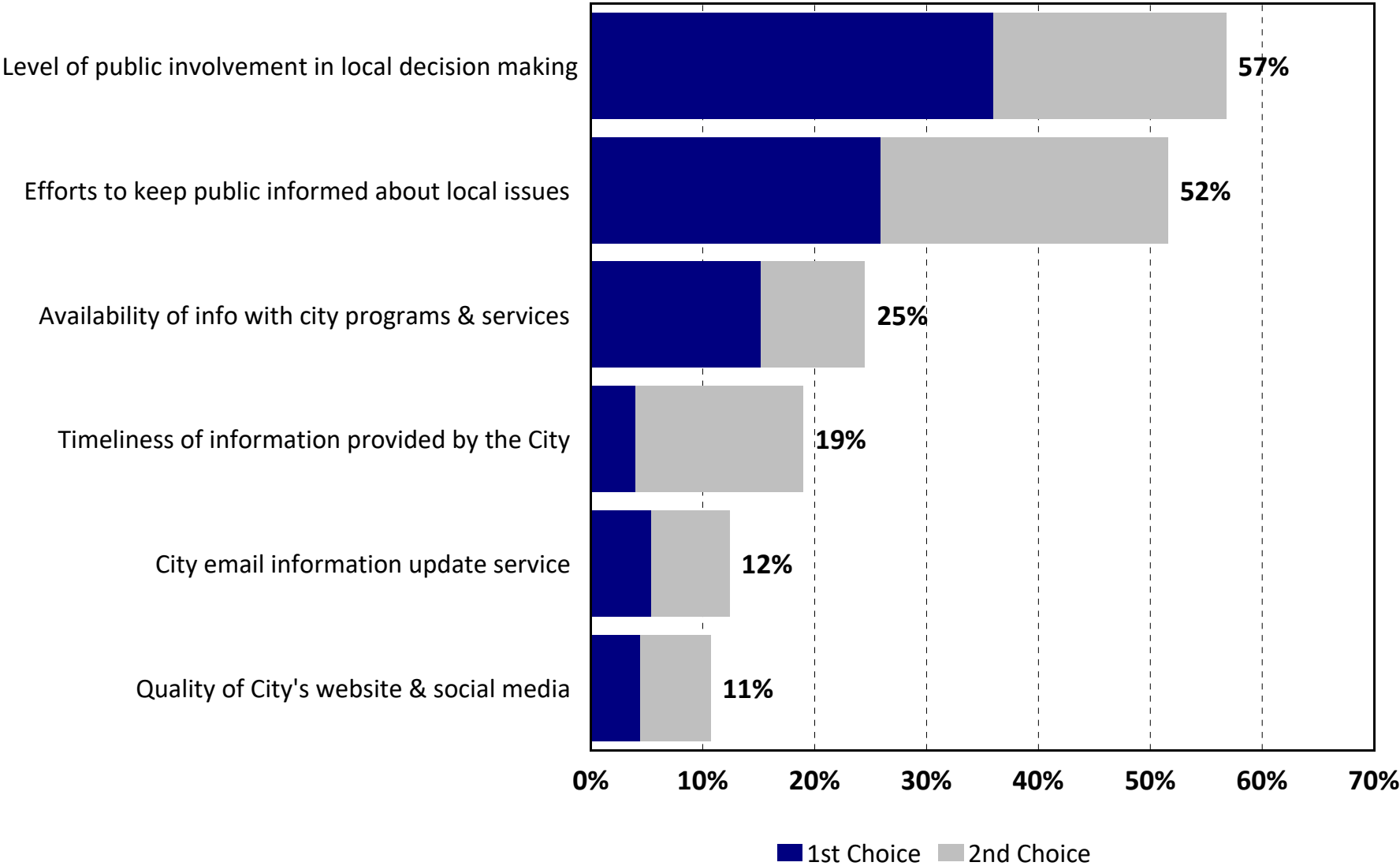
Q9. Satisfaction with Community Outreach

by percentage of respondents (excluding “don't know”)



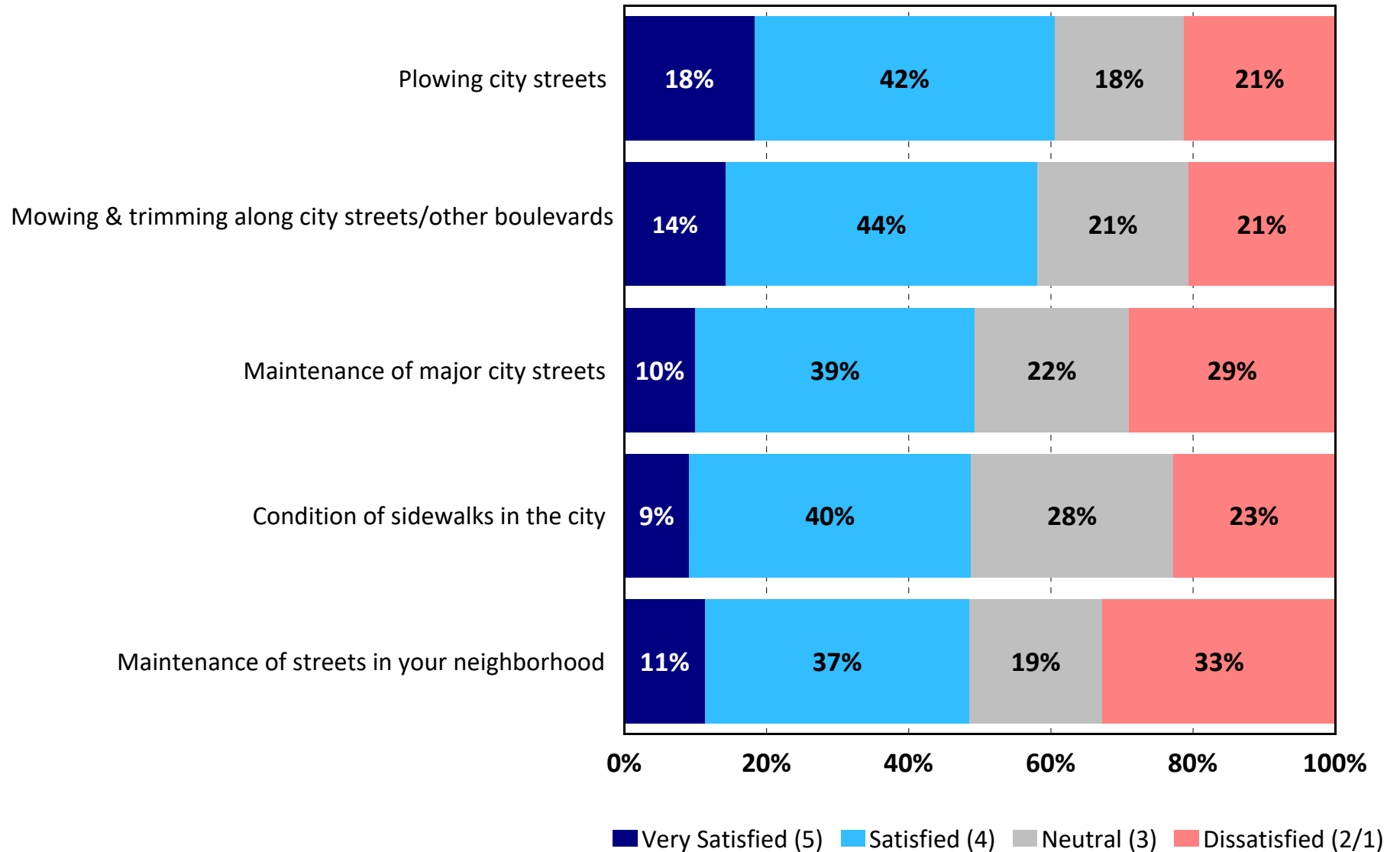
Q10. Community Outreach Items That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



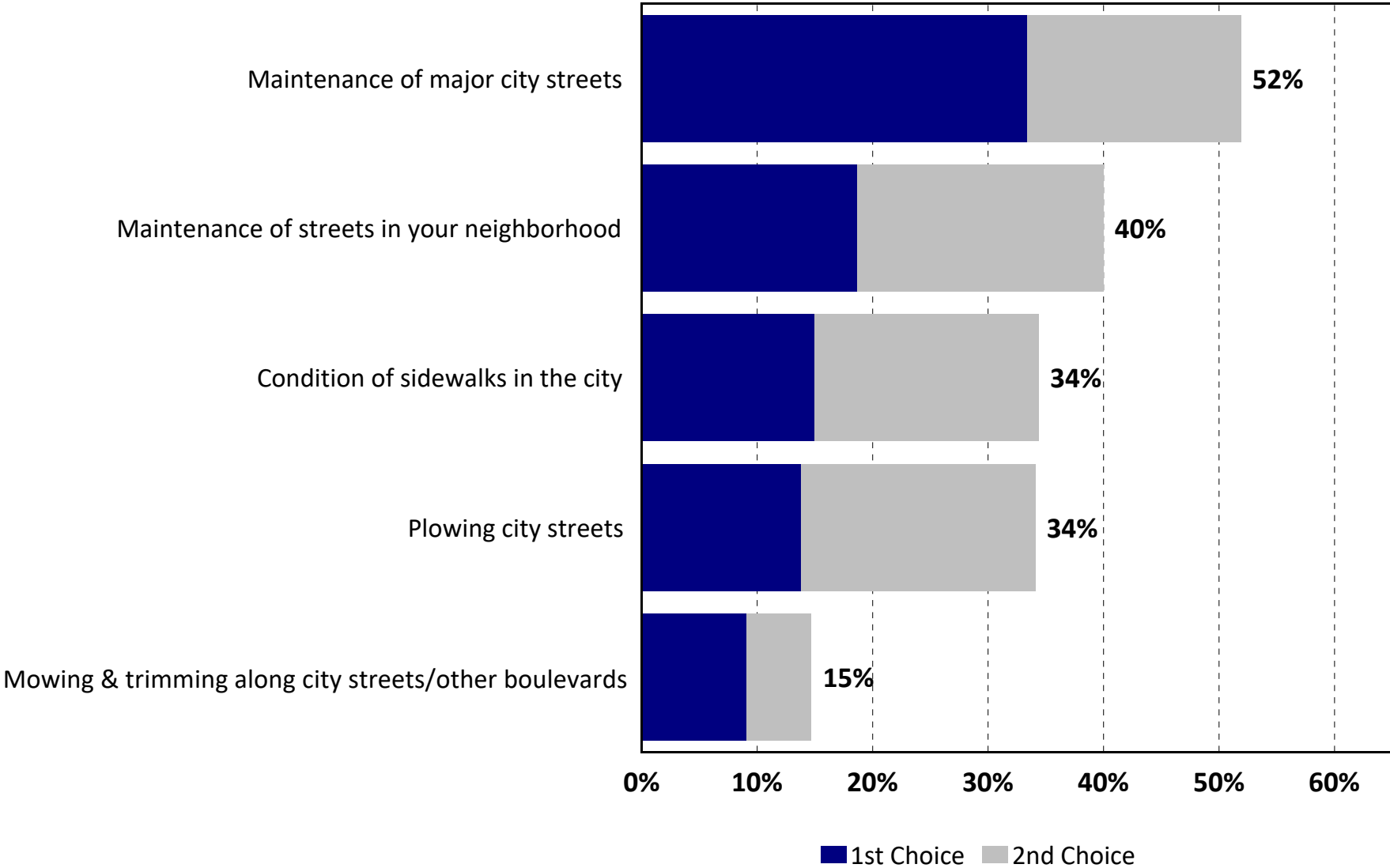
Q11. Satisfaction with City Streets/Sidewalks

by percentage of respondents (excluding “don't know”)



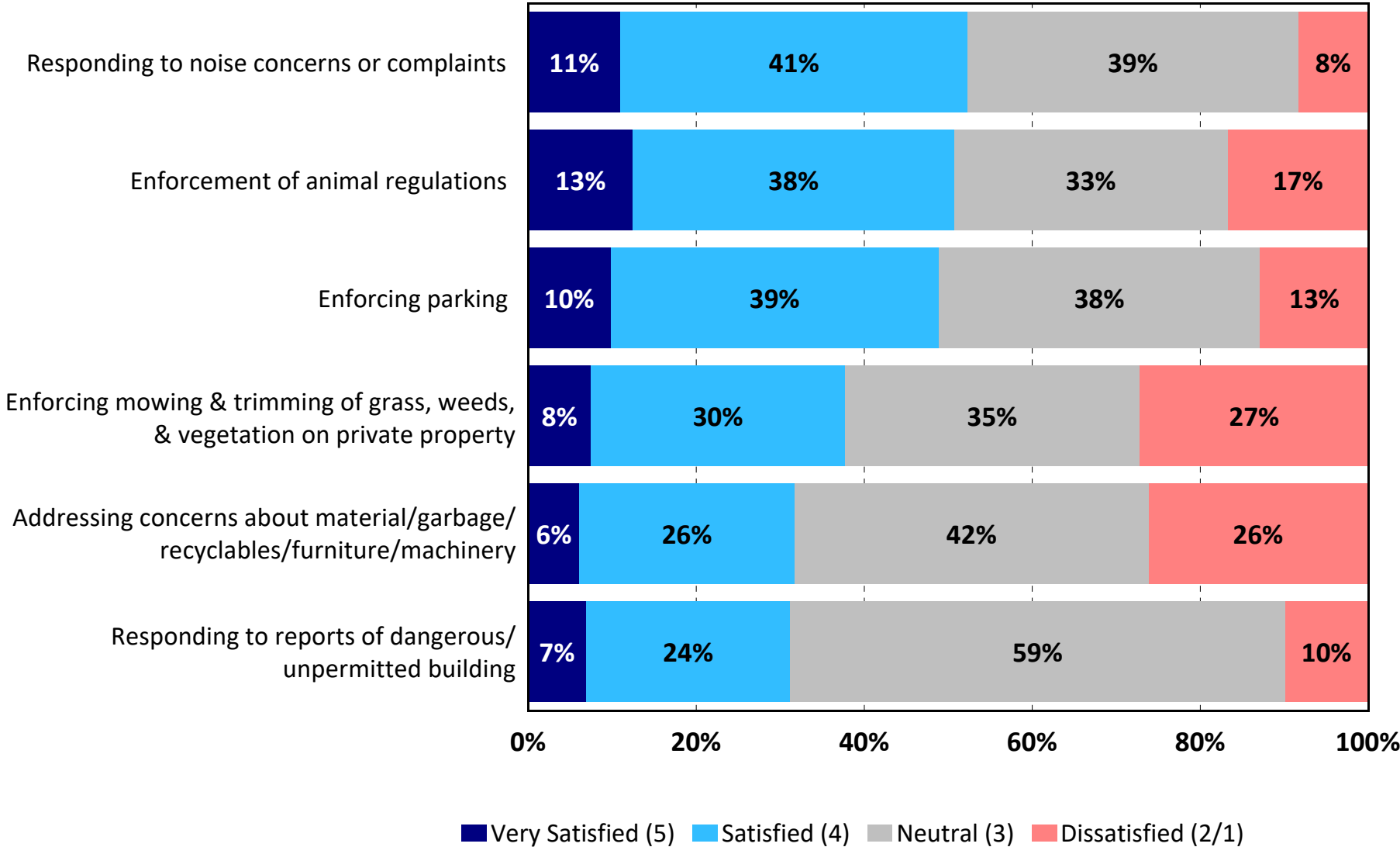
Q12. Street Related Items That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



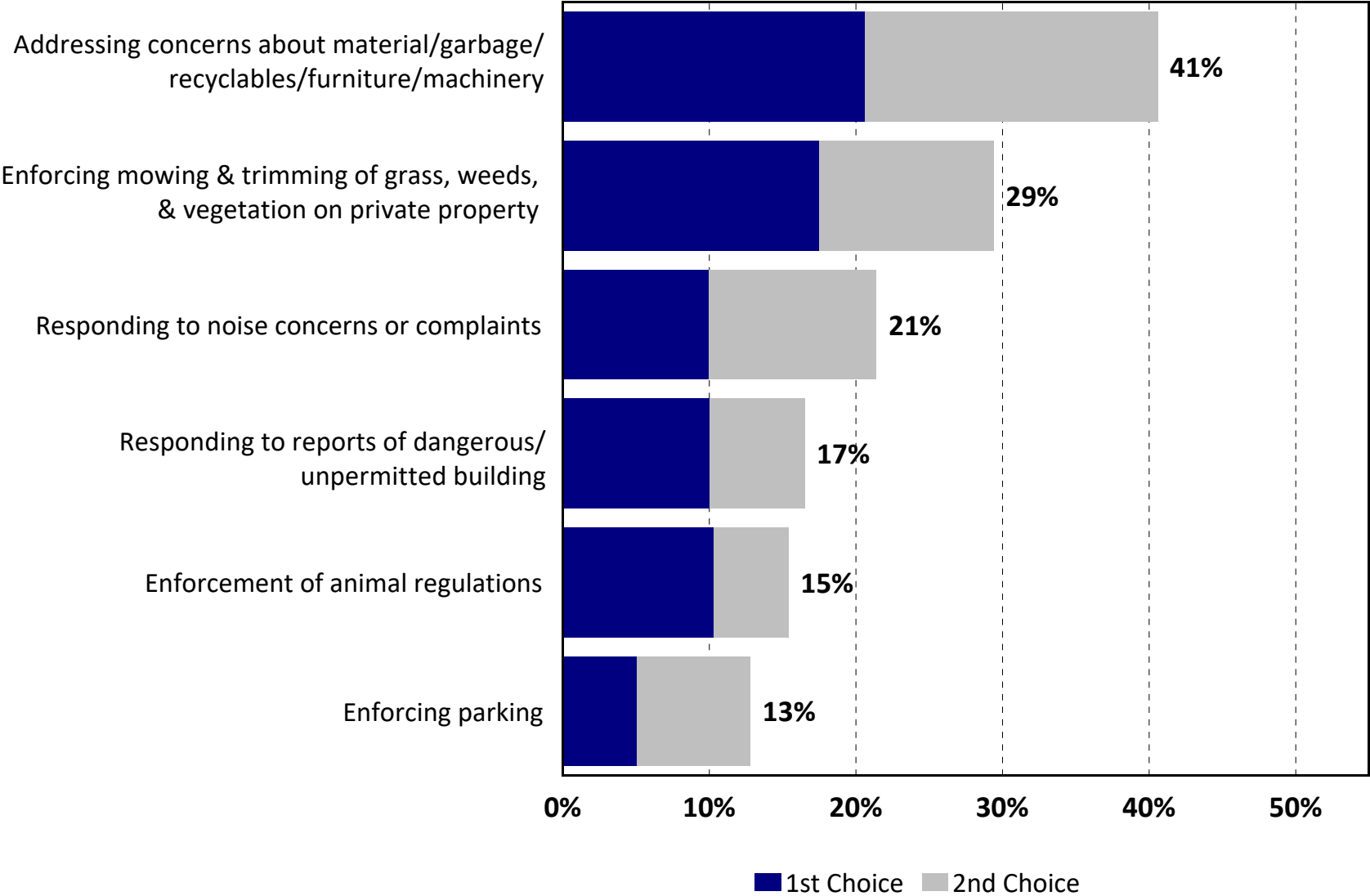
Q13. Satisfaction with Code Enforcement

by percentage of respondents (excluding "don't know")



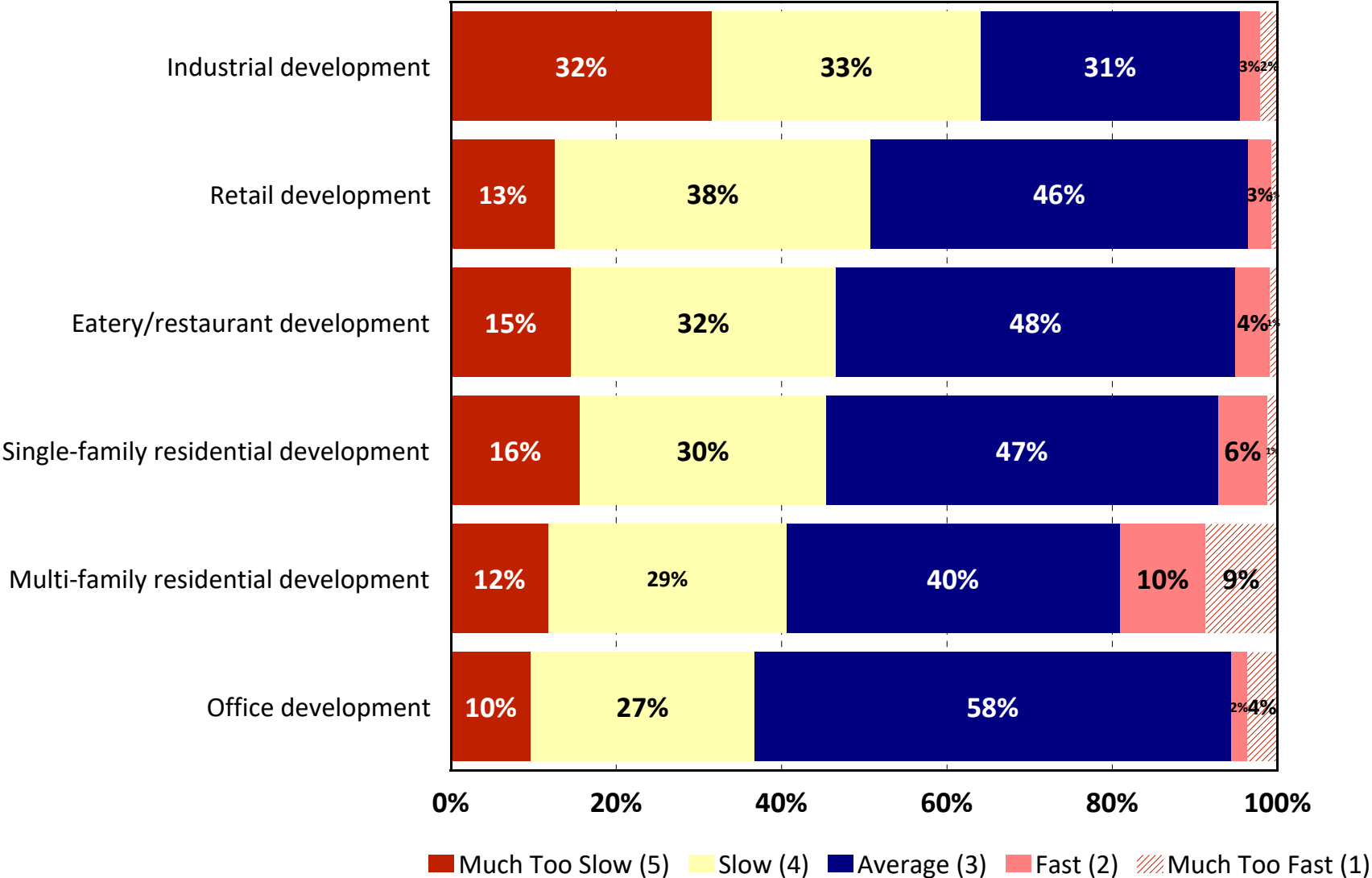
Q14. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



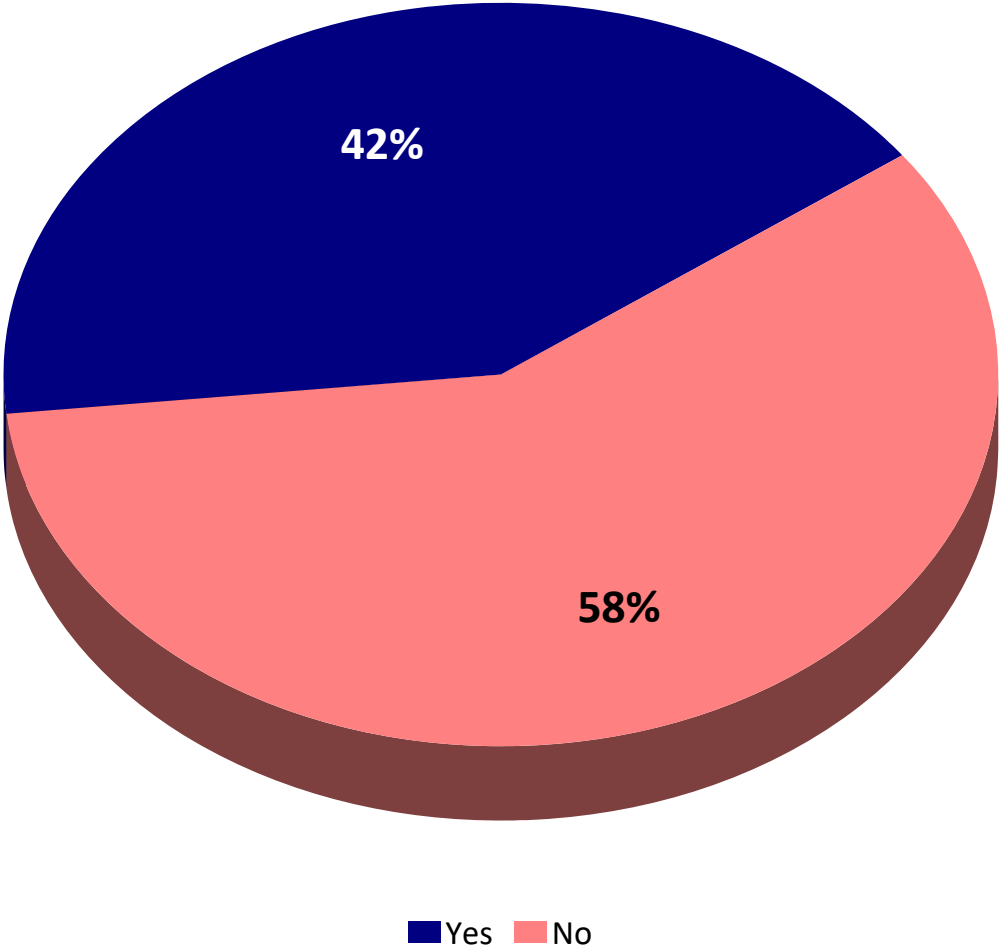
Q15. Perceptions of the Current Pace of Development in the Following Areas

by percentage of respondents (excluding "don't know")



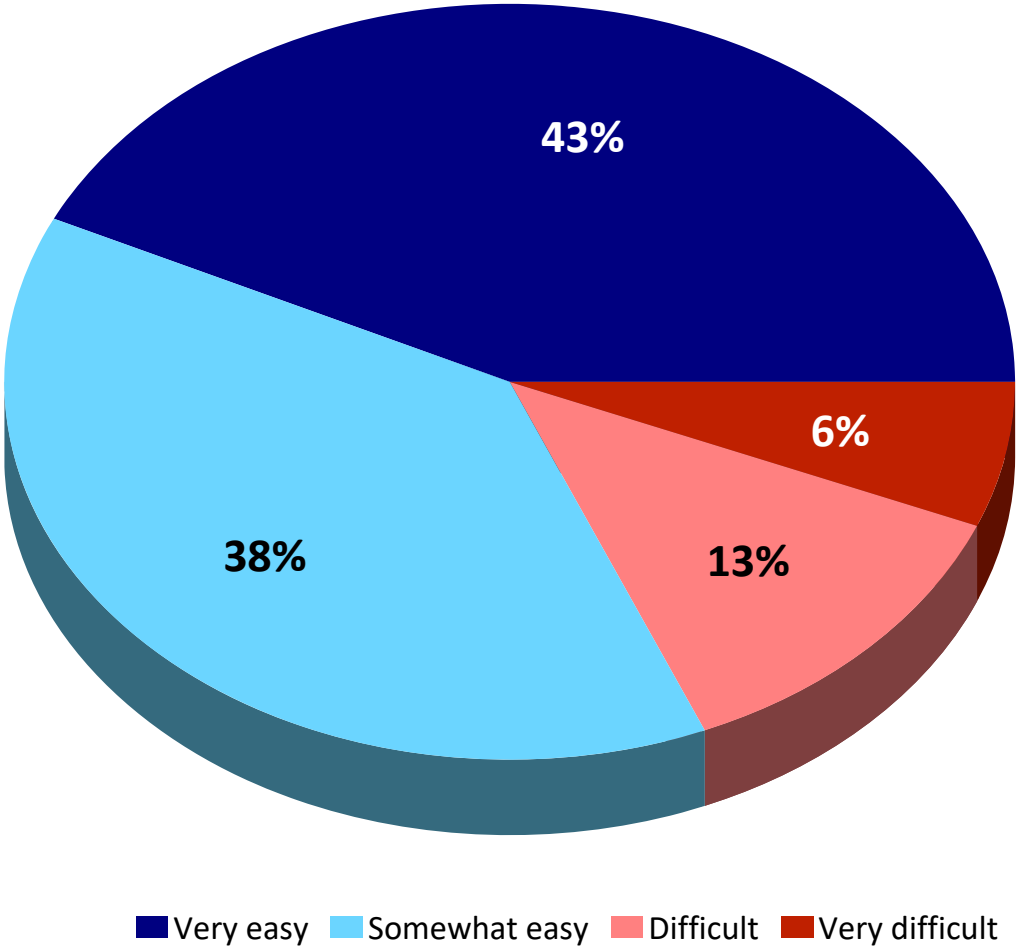
Q16. Have you called, emailed, or visited the City with a question or to report a problem or complaint during the past year?

by percentage of respondents (excluding “don’t know”)



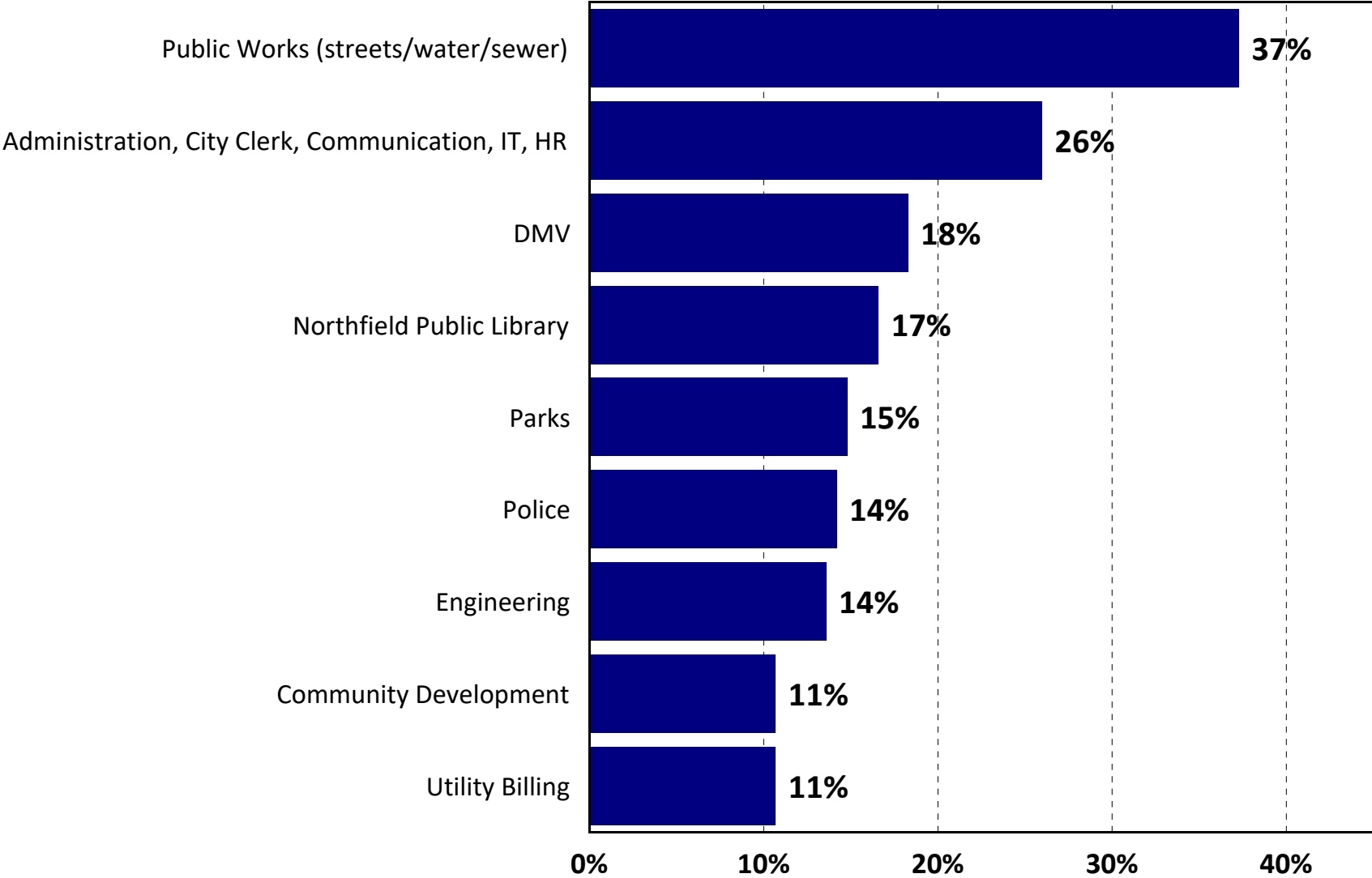
Q16a. How easy was it to contact the person you needed to reach?

by percentage of respondents who answered "yes" to Question 16 (excluding "don't know")



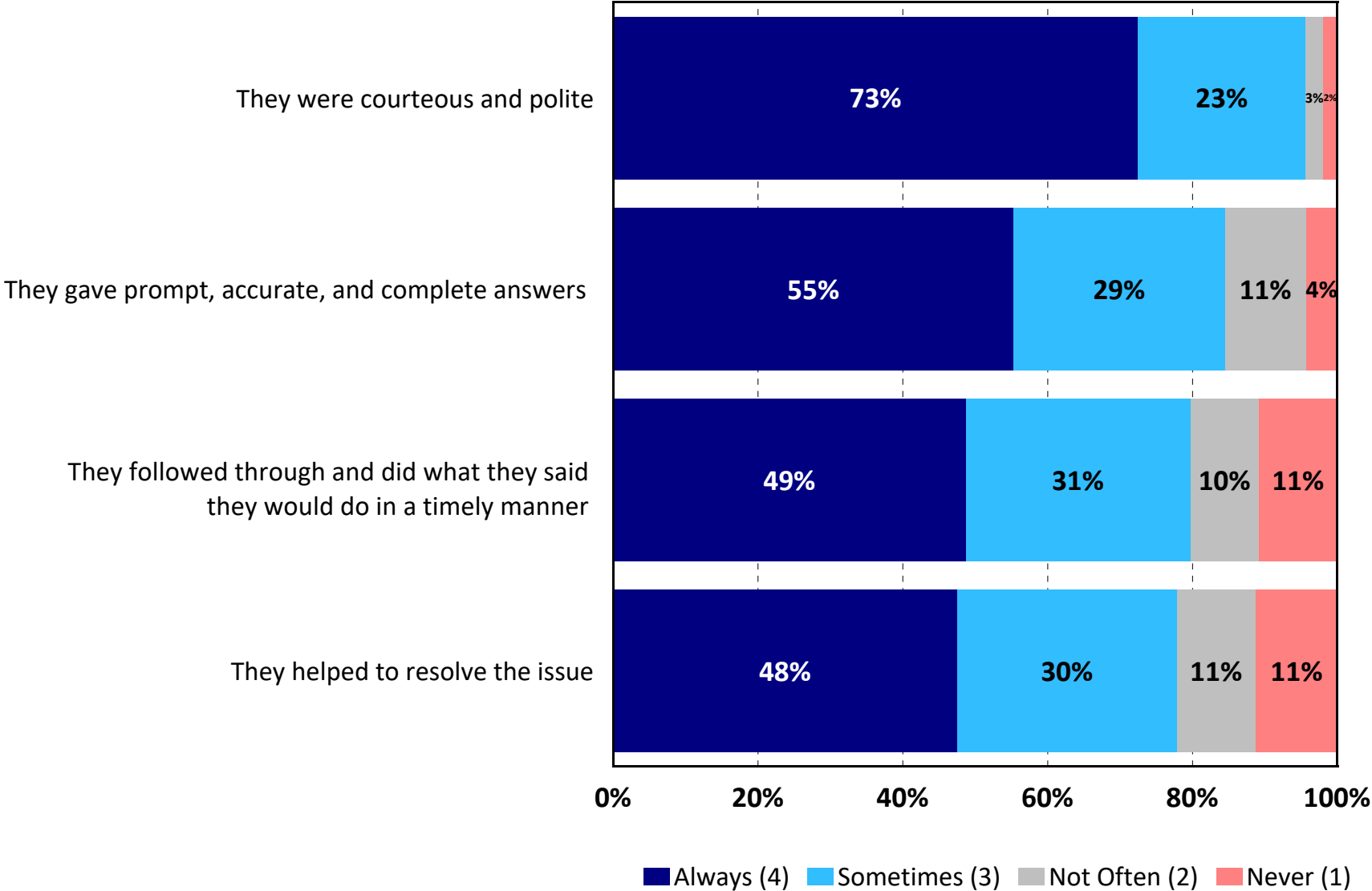
Q16b. What department did you contact?

by percentage of respondents who answered "yes" to Question 16 (multiple selections could be made)



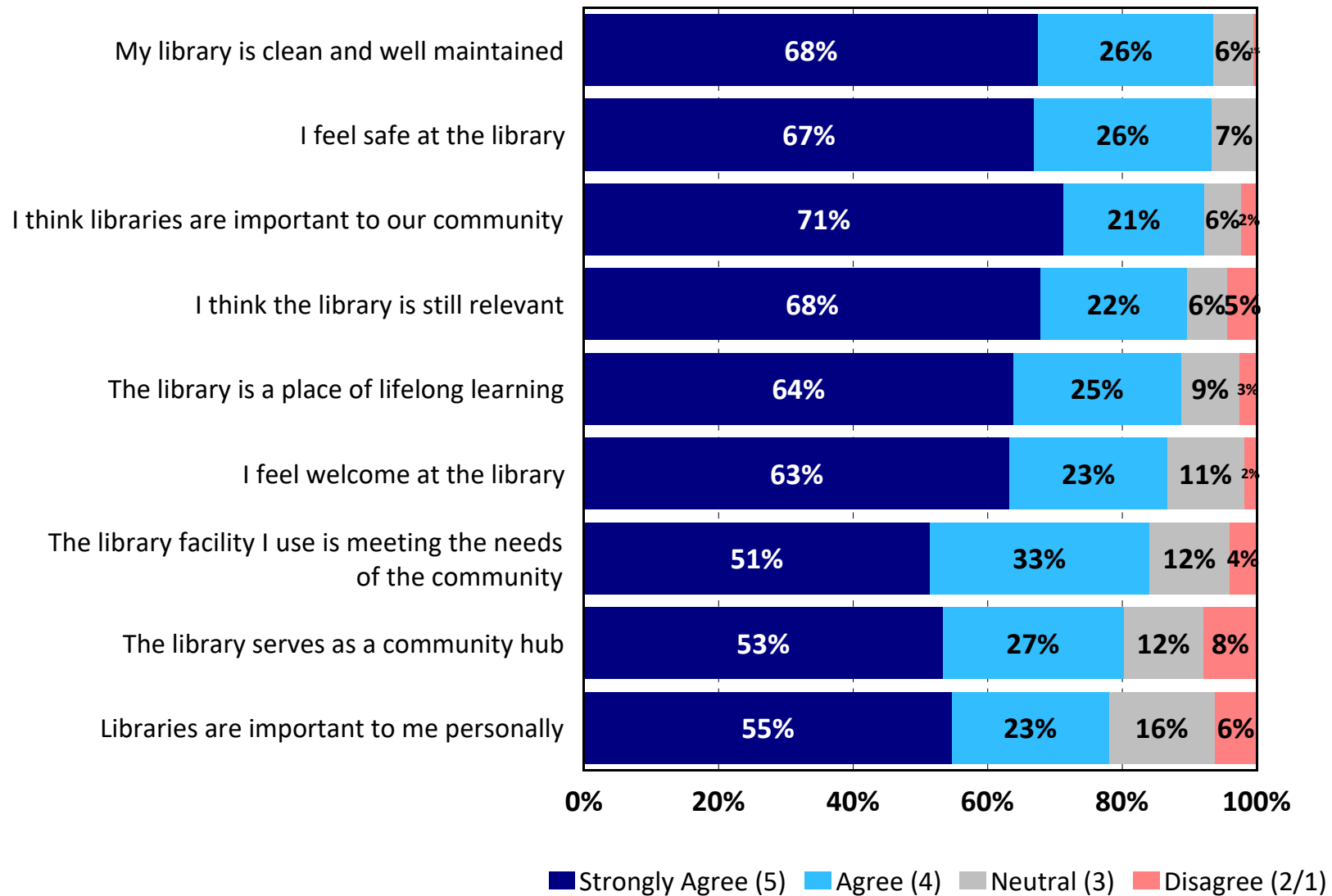
Q16c. How Often Employees Contacted During the Past Year Have Displayed the Following Behaviors

by percentage of respondents who answered "yes" to Question 16 (excluding "don't know")



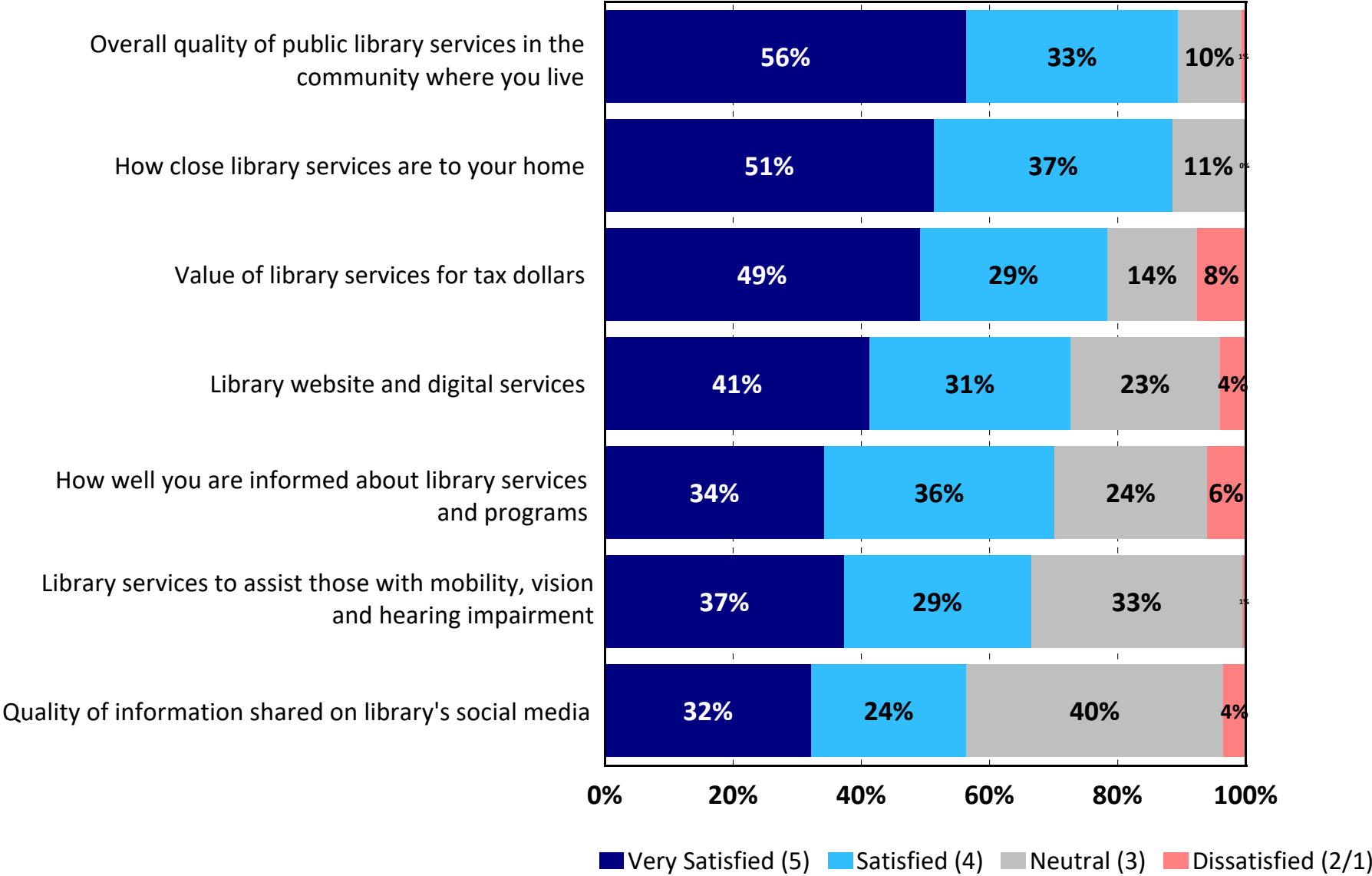
Q17. Level of Agreement with the Following Statements Regarding the Library

by percentage of respondents (excluding "don't know")



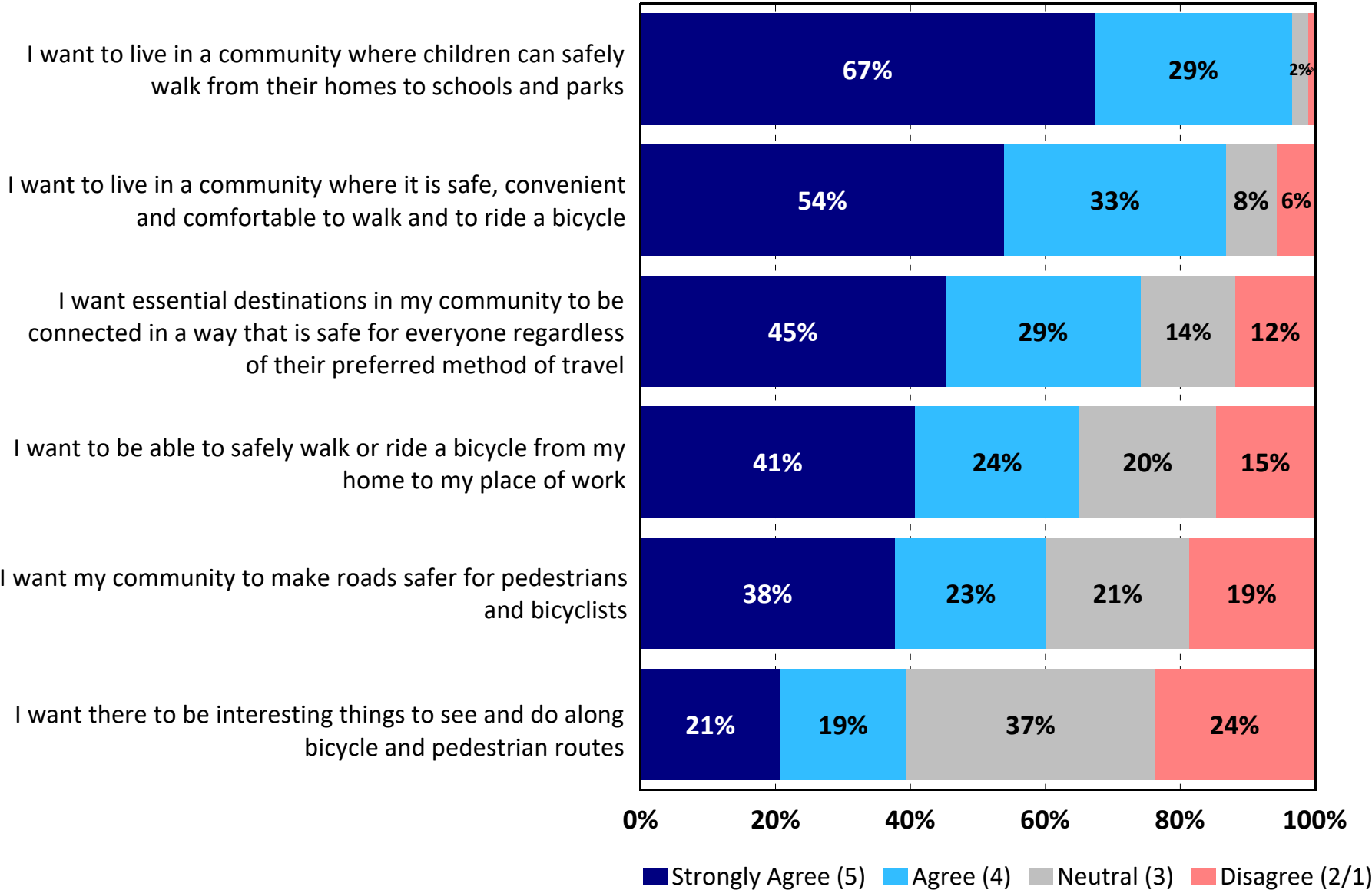
Q18. Satisfaction with the Library System

by percentage of respondents (excluding "don't know")



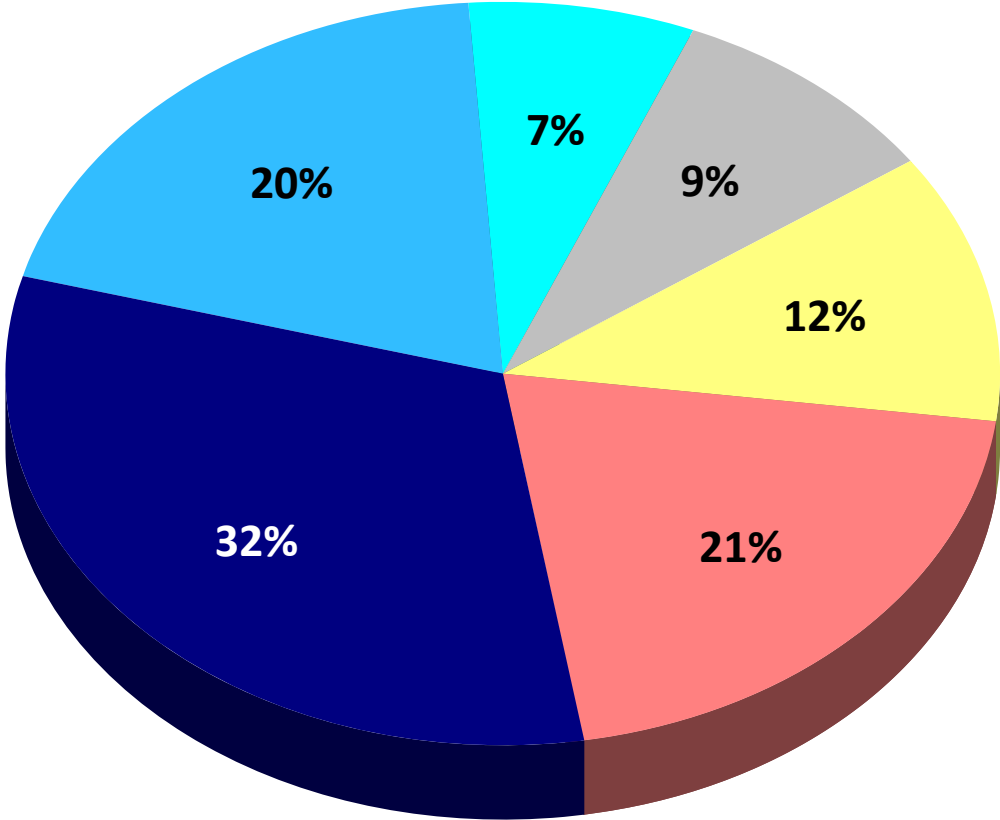
Q19. Level of Agreement with the Following Statements Regarding Transportation

by percentage of respondents (excluding "don't know")



Q20. Demographics: Approximately how many years have you lived in Northfield?

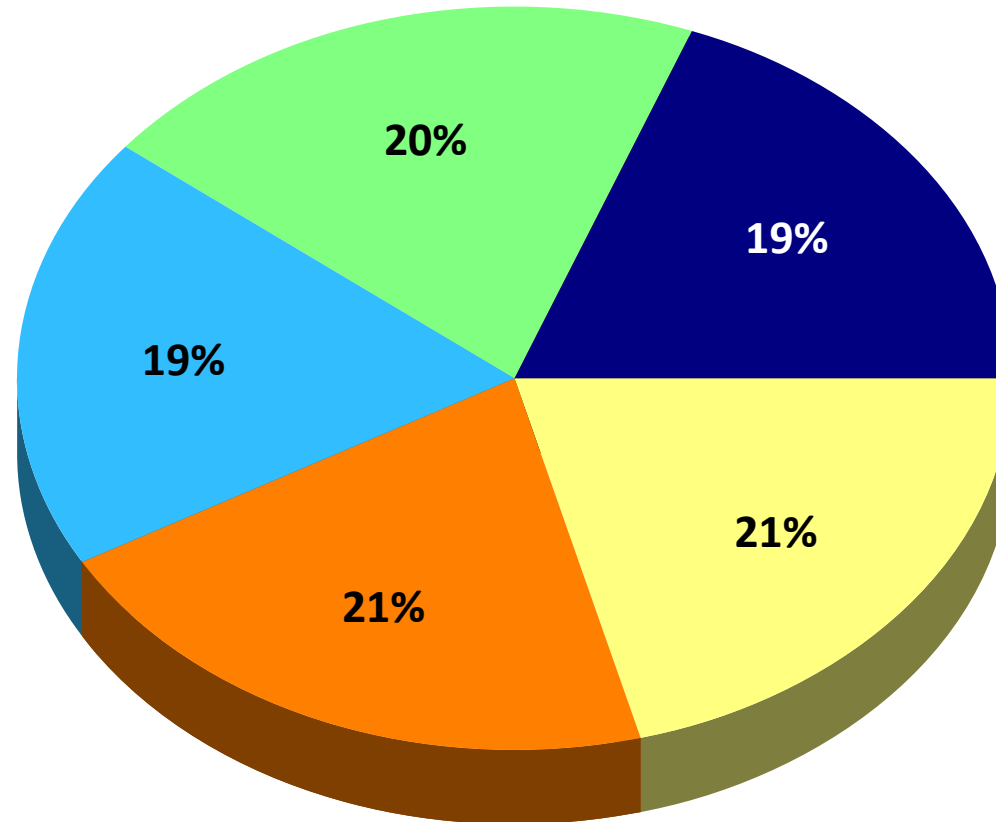
by percentage of respondents (excluding “not provided”)



5 years or less 6 to 10 years 11 to 15 years
16 to 20 years 21 to 30 years 31+ years

Q21. Demographics: Age of Respondent

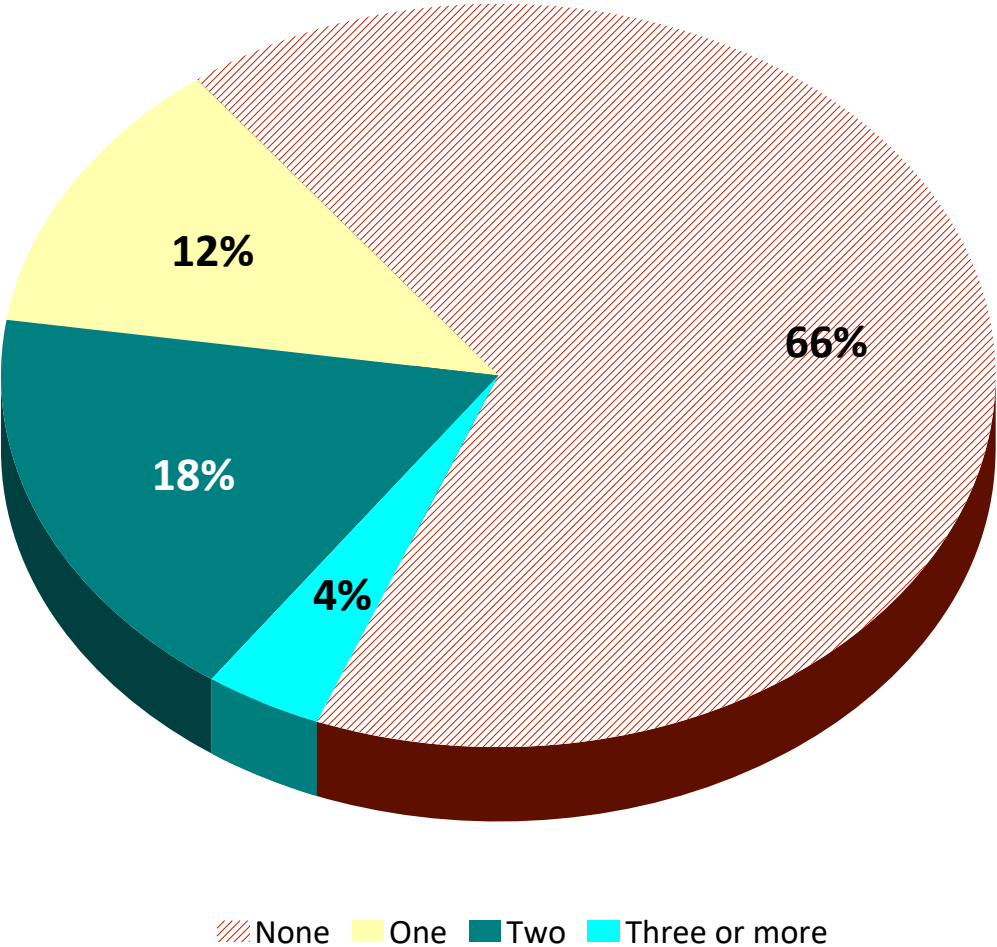
by percentage of respondents (excluding "not provided")



■ Under 35 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65+

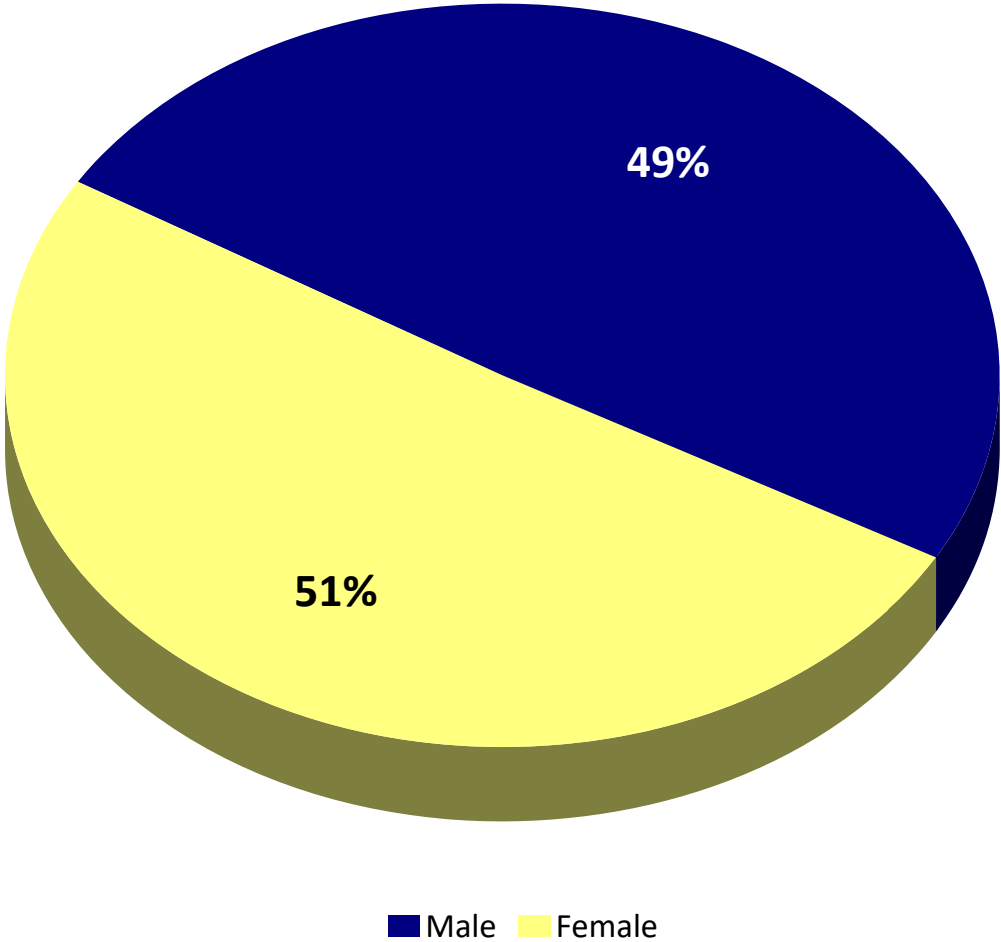
Q22. Demographics: How many children under the age of 18 live in your household?

by percentage of respondents (excluding "not provided")



Q23. Demographics: Gender

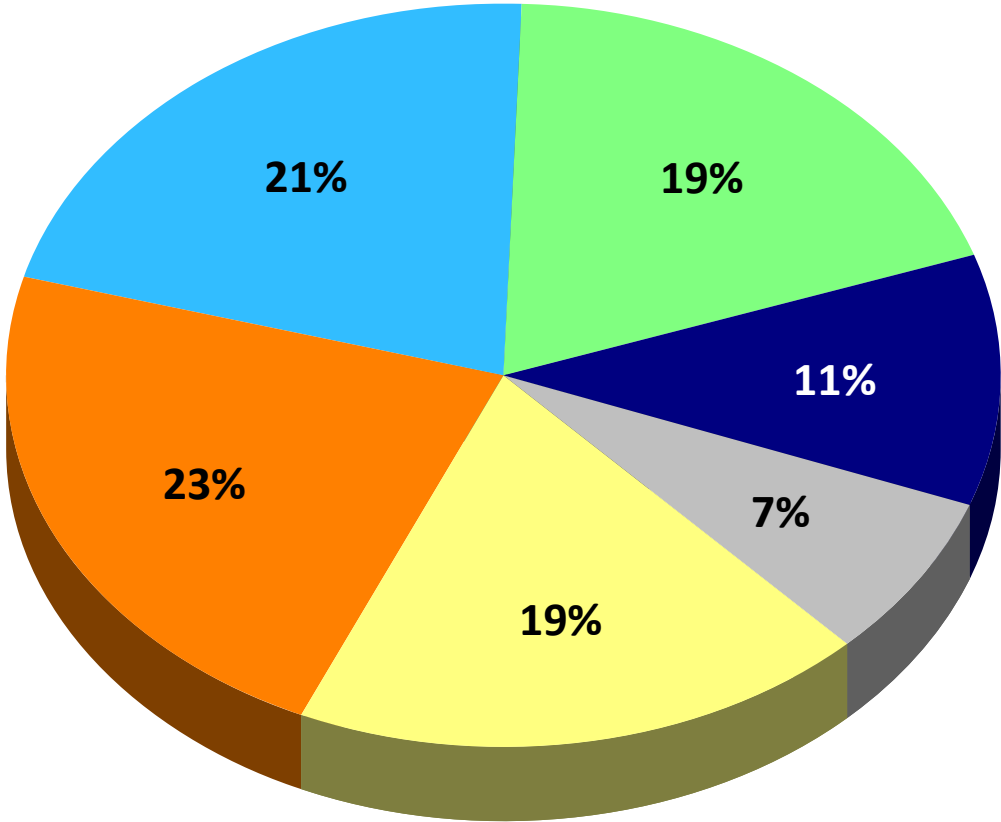
by percentage of respondents (excluding “not provided”)



0.2% self-identified

Q24. Demographics: Annual Household Income

by percentage of respondents (excluding “prefer not to answer”)



■ Under \$30K ■ \$30K-\$59,999 ■ \$60K-\$99,999
■ \$100K-\$149,999 ■ \$150K-\$199,999 ■ \$200K+



2

**Benchmarking
Analysis**

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2025 to a random sample of residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2025 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

The charts on the following pages show how the results for the City of Northfield compare to the national average and the Plains regional average. The blue bar shows the results for Northfield. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2025. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of residents during the summer of 2025.

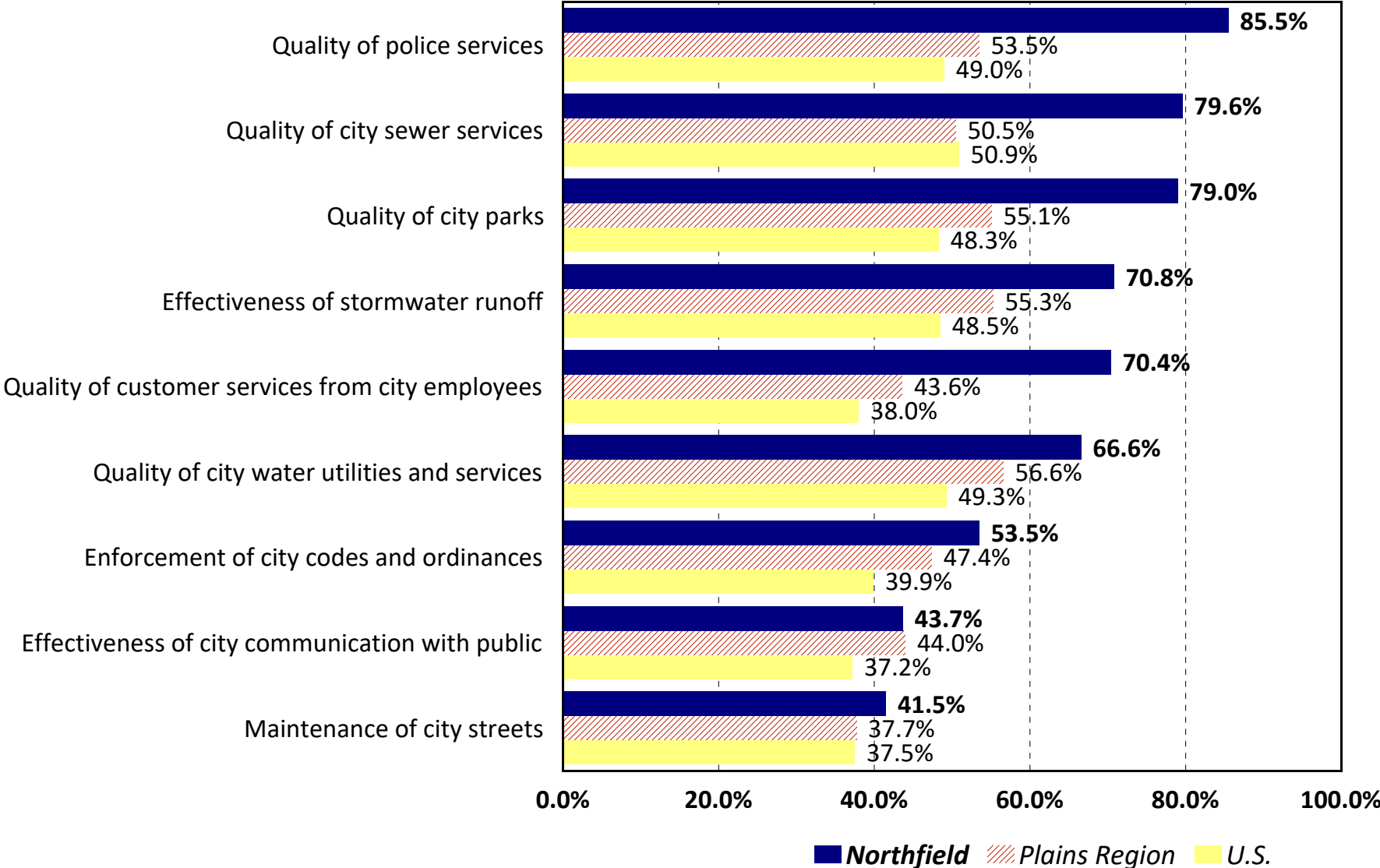
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Northfield, Minnesota is not authorized without written consent from ETC Institute.

Satisfaction with Major Categories of City Services

Northfield vs. Plains Region vs. the U.S.

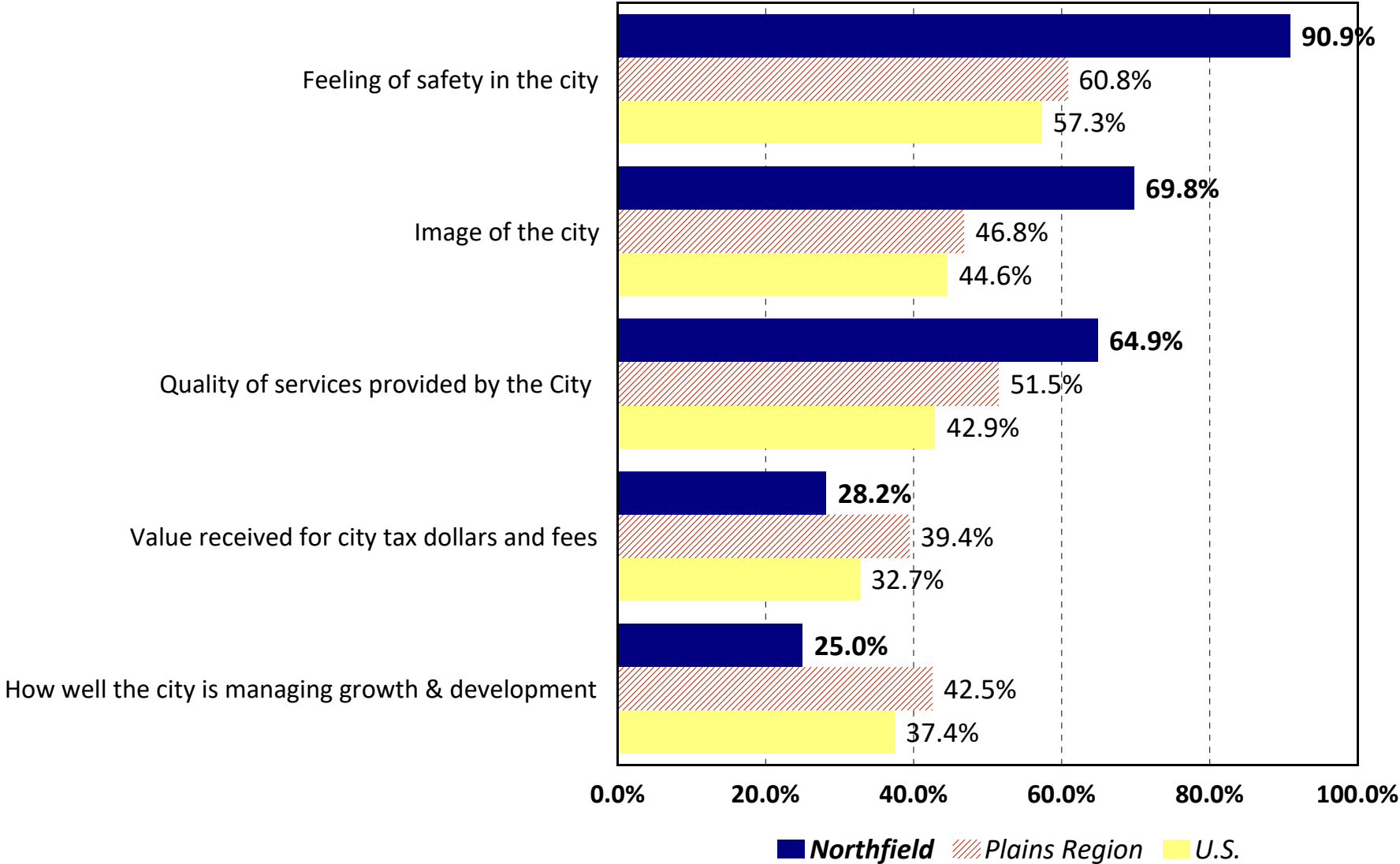
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Satisfaction with Perception of the City

Northfield vs. Plains Region vs. the U.S.

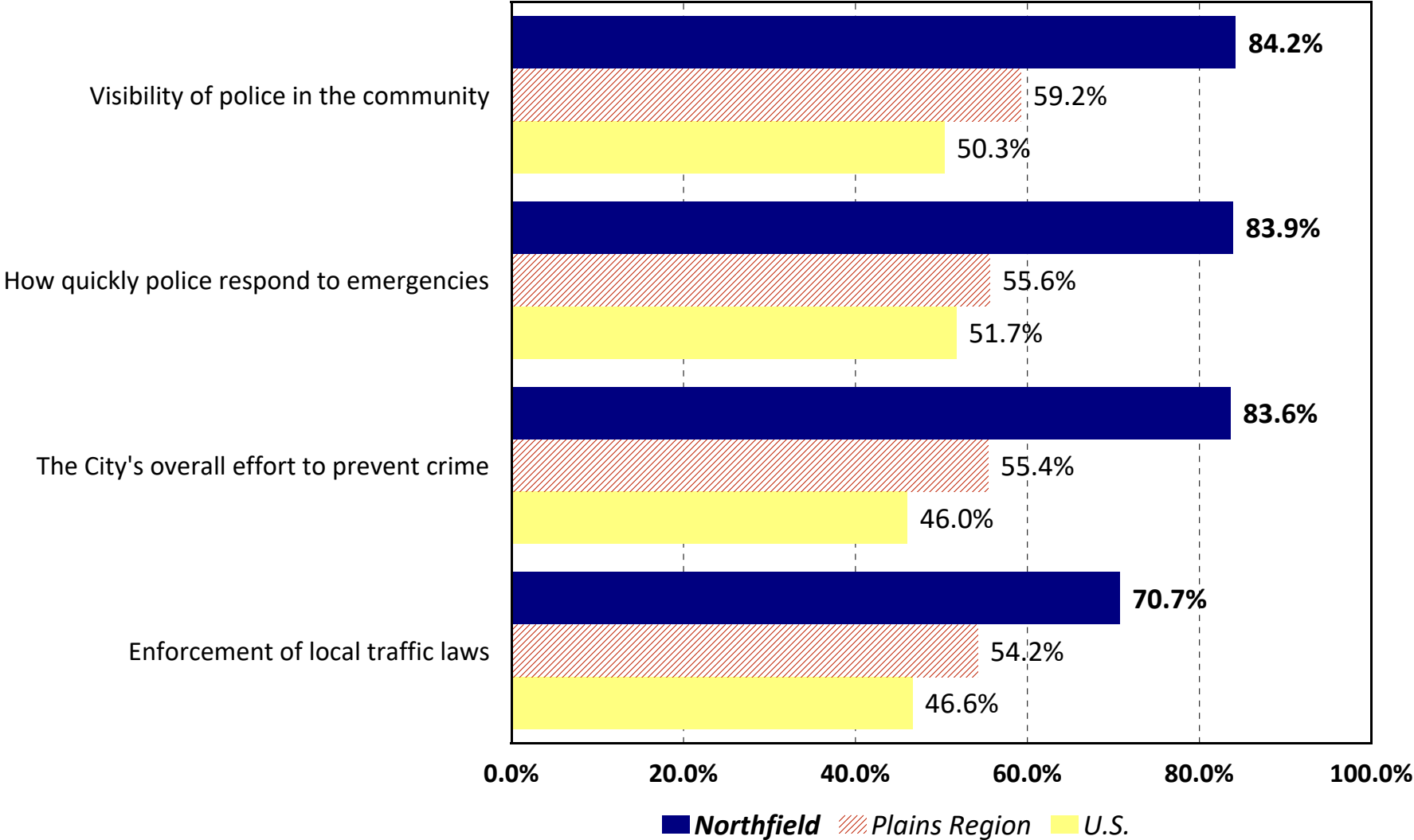
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Satisfaction with Public Safety

Northfield vs. Plains Region vs. the U.S.

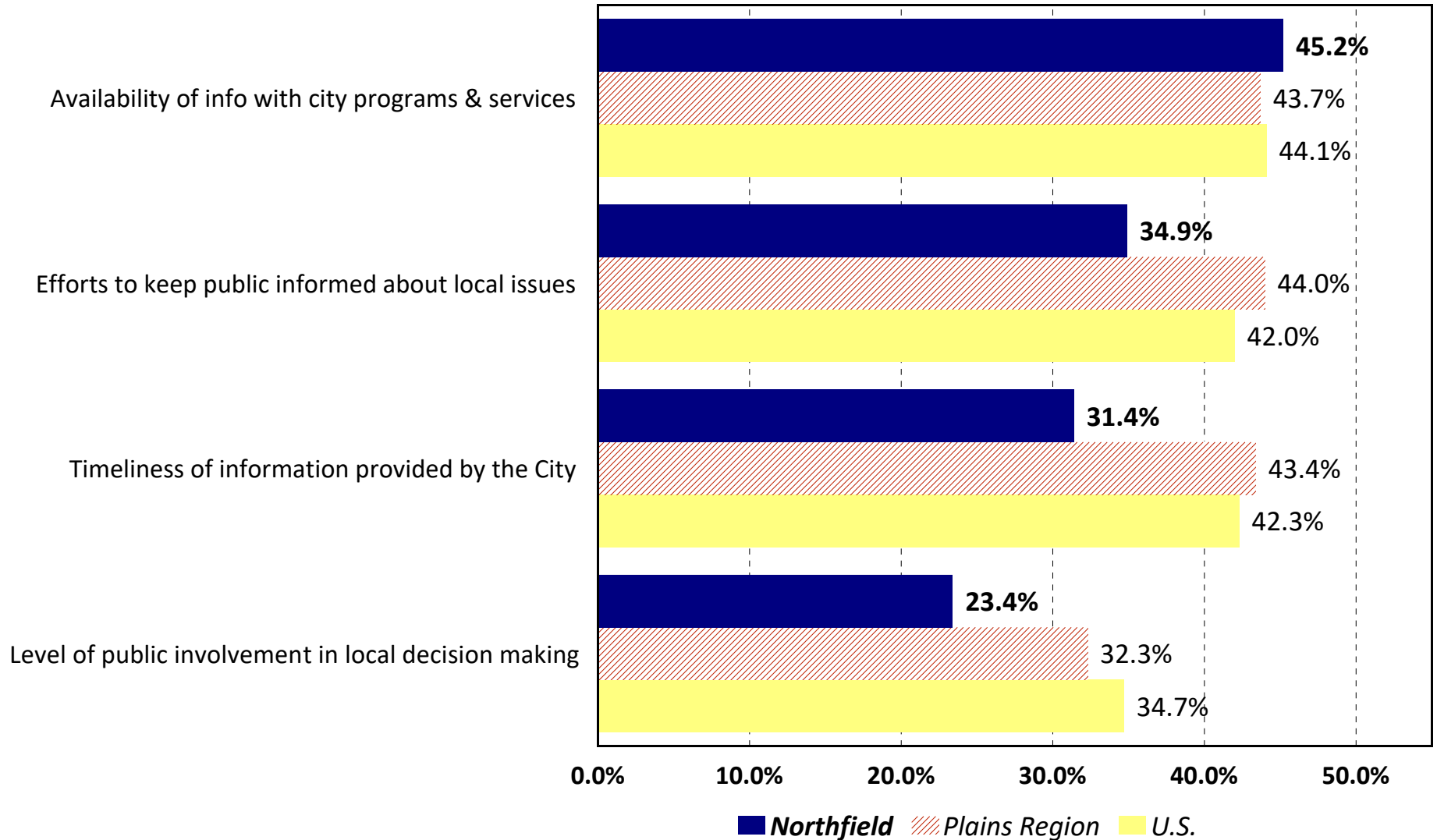
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Satisfaction with Community Outreach

Northfield vs. Plains Region vs. the U.S.

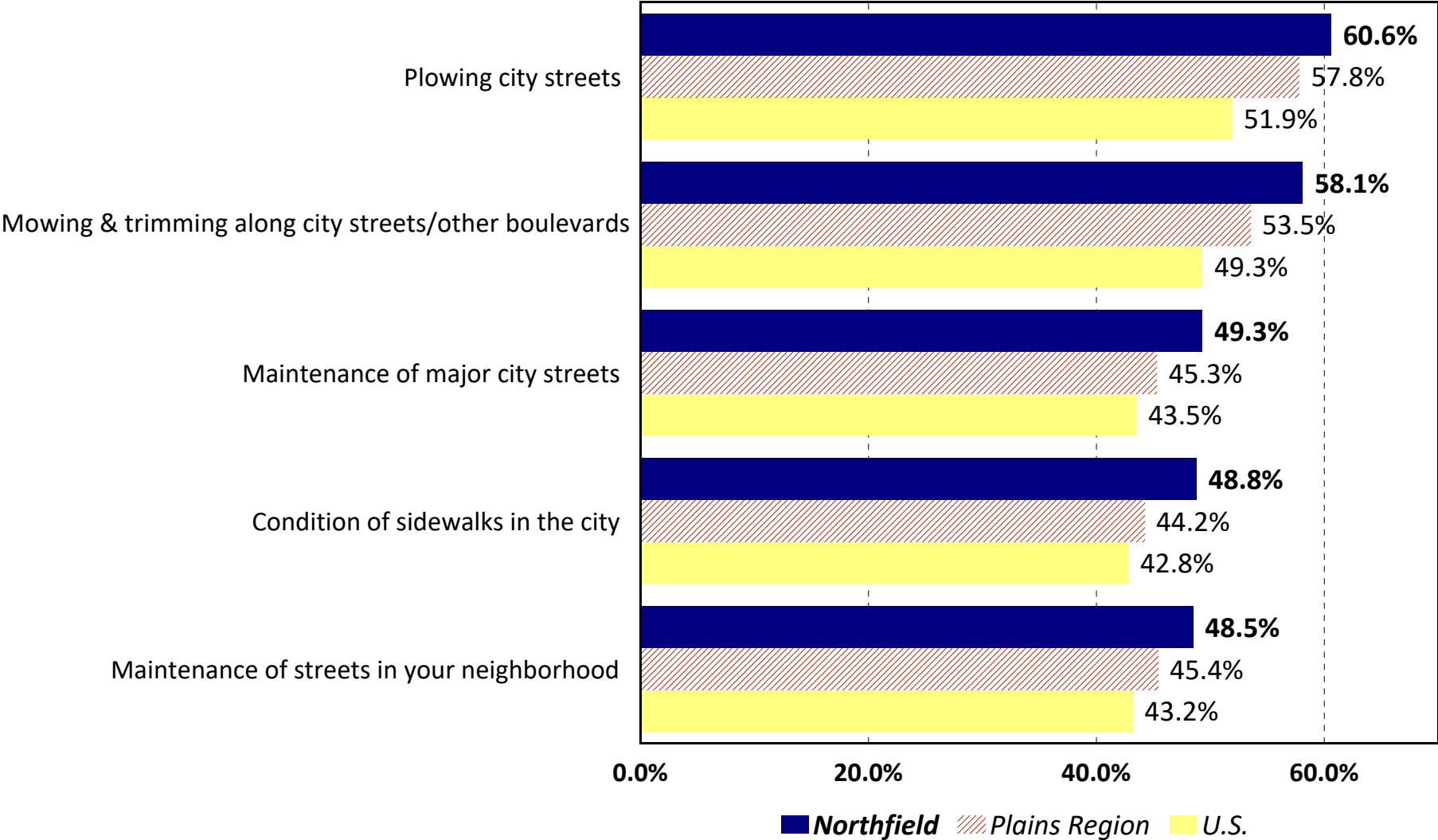
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Satisfaction with City Streets/Sidewalks

Northfield vs. Plains Region vs. the U.S.

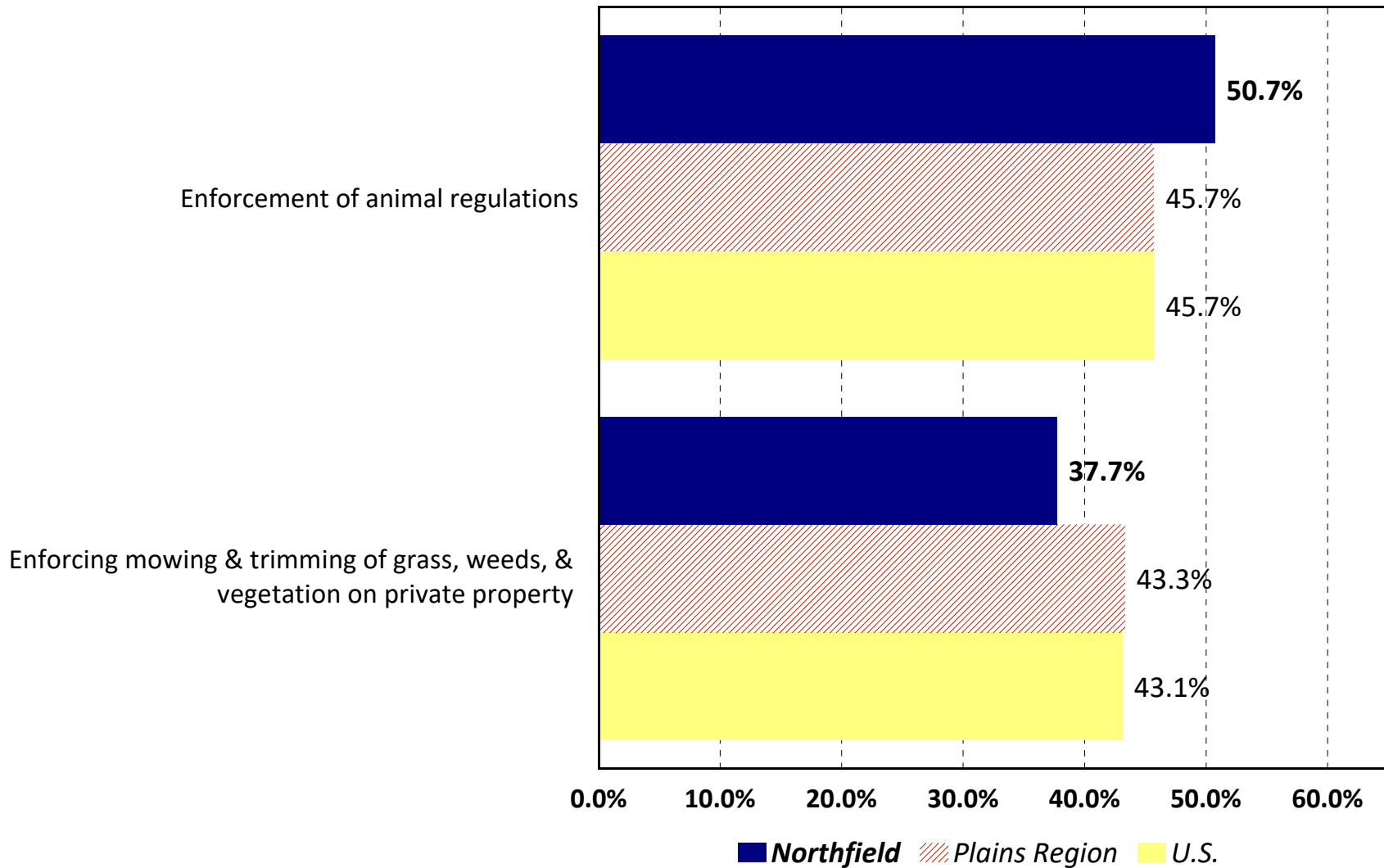
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")



Satisfaction with Code Enforcement

Northfield vs. Plains Region vs. the U.S.

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





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). The "don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major categories of City services that should receive the most emphasis by City leaders. Nearly two-thirds (63.1%) of the respondent households selected "*maintenance of city streets*" as one of the major services that should receive the most emphasis over the next two years.

With regard to satisfaction, 41.5% of respondents surveyed rated "*maintenance of city streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 63.1% was multiplied by 58.5% (1-0.415). This calculation yielded an I-S rating of 0.3691, which ranked second out of ten categories of City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three (or top two) choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three (or two) most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Northfield are provided on the following pages.

Importance-Satisfaction Rating

City of Northfield, MN

Major City Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Effectiveness of city economic development efforts	65%	1	24%	10	0.4968	1
Maintenance of city streets	63%	2	42%	9	0.3691	2
Effectiveness of city communication with public	47%	3	44%	8	0.2646	3
High Priority (IS .10-.20)						
None						
Medium Priority (IS <.10)						
Quality of city water utilities and services	28%	4	67%	6	0.0919	4
Enforcement of city codes and ordinances	15%	6	54%	7	0.0693	5
Quality of city parks	22%	5	79%	3	0.0456	6
Quality of customer services from city employees	11%	8	70%	5	0.0317	7
Effectiveness of stormwater runoff	8%	9	71%	4	0.0219	8
Quality of police services	13%	7	86%	1	0.0190	9
Quality of city sewer services	3%	10	80%	2	0.0065	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Northfield, MN

Public Safety

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
The City's overall effort to prevent crime	44%	1	84%	5	0.0728	1
Enforcement of local traffic laws	25%	4	71%	6	0.0727	2
Level of trust in the police department	27%	3	85%	2	0.0417	3
Visibility of police in the community	23%	5	84%	3	0.0359	4
How quickly police respond to emergencies	17%	6	84%	4	0.0267	5
Overall sense of safety in the community	33%	2	93%	1	0.0231	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Northfield, MN

Parks

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Appearance & maintenance of existing city parks, recreational facilities & trails	58%	1	72%	3	0.1647	1
Quality of park facilities	54%	2	79%	1	0.1159	2
Medium Priority (IS <.10)						
Park shelter rental availability & restroom accessibility	22%	4	56%	4	0.0992	3
Quality of outdoor athletic facilities	25%	3	72%	2	0.0692	4

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Northfield, MN

Community Outreach

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Level of public involvement in local decision making	57%	1	23%	6	0.4351	1
Efforts to keep public informed about local issues	52%	2	35%	3	0.3359	2
High Priority (IS .10-.20)						
Availability of information with city programs & services	25%	3	45%	1	0.1343	3
Timeliness of information provided by the City	19%	4	31%	4	0.1303	4
Medium Priority (IS <.10)						
City email information update service	12%	5	27%	5	0.0900	5
Quality of City's website & social media	11%	6	39%	2	0.0648	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Northfield, MN

City Streets/Sidewalks

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of major city streets	52%	1	49%	3	0.2631	1
Maintenance of streets in your neighborhood	40%	2	49%	5	0.2060	2
High Priority (IS .10-.20)						
Condition of sidewalks in the city	34%	3	49%	4	0.1761	3
Plowing city streets	34%	4	61%	1	0.1344	4
Medium Priority (IS <.10)						
Mowing & trimming along city streets/other boulevards	15%	5	58%	2	0.0616	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Northfield, MN

Code Enforcement

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Addressing concerns about material, garbage, recyclables, furniture, machinery	41%	1	32%	5	0.2773	1
High Priority (IS .10-.20)						
Enforcing mowing & trimming of grass, weeds, & vegetation on private property	29%	2	38%	4	0.1832	2
Responding to reports of dangerous/unpermitted building	17%	4	31%	6	0.1135	3
Responding to noise concerns or complaints	21%	3	52%	1	0.1021	4
Medium Priority (IS <.10)						
Enforcement of animal regulations	15%	5	51%	2	0.0759	5
Enforcing parking	13%	6	49%	3	0.0654	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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4

Tabular Data

Q1. OVERALL SATISFACTION. Major categories of services provided by the City of Northfield are listed below. Please rate each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	39.3%	41.8%	10.7%	1.9%	1.2%	5.1%
Q1-2. Overall quality of City parks	24.3%	53.7%	15.7%	4.7%	0.5%	1.2%
Q1-3. Overall maintenance of City streets	8.6%	32.7%	23.6%	25.5%	9.3%	0.2%
Q1-4. Overall quality of City water utilities & services	18.7%	46.7%	21.3%	9.3%	2.1%	1.9%
Q1-5. Overall quality of City sewer services	22.9%	53.0%	16.8%	2.6%	0.0%	4.7%
Q1-6. Overall effectiveness of City management of stormwater runoff	15.2%	45.6%	17.3%	6.5%	1.2%	14.3%
Q1-7. Overall enforcement of City codes & ordinances	12.9%	32.0%	27.3%	8.6%	3.0%	16.1%
Q1-8. Overall quality of customer services you receive from City employees	24.5%	39.3%	19.9%	6.5%	0.5%	9.3%
Q1-9. Overall effectiveness of City communication with the public	12.1%	30.6%	26.4%	18.7%	10.0%	2.1%
Q1-10. Overall effectiveness of City economic development efforts	5.1%	16.8%	26.6%	24.5%	19.2%	7.7%

WITHOUT "DON'T KNOW"

Q1. OVERALL SATISFACTION. Major categories of services provided by the City of Northfield are listed below. Please rate each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	41.4%	44.1%	11.3%	2.0%	1.2%
Q1-2. Overall quality of City parks	24.6%	54.4%	15.8%	4.7%	0.5%
Q1-3. Overall maintenance of City streets	8.7%	32.8%	23.7%	25.5%	9.4%
Q1-4. Overall quality of City water utilities & services	19.0%	47.6%	21.7%	9.5%	2.1%
Q1-5. Overall quality of City sewer services	24.0%	55.6%	17.6%	2.7%	0.0%
Q1-6. Overall effectiveness of City management of stormwater runoff	17.7%	53.1%	20.2%	7.6%	1.4%
Q1-7. Overall enforcement of City codes & ordinances	15.3%	38.2%	32.6%	10.3%	3.6%
Q1-8. Overall quality of customer services you receive from City employees	27.1%	43.3%	21.9%	7.2%	0.5%
Q1-9. Overall effectiveness of City communication with the public	12.4%	31.3%	27.0%	19.1%	10.3%
Q1-10. Overall effectiveness of City economic development efforts	5.6%	18.2%	28.9%	26.6%	20.8%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	23	5.4 %
Overall quality of City parks	24	5.6 %
Overall maintenance of City streets	122	28.5 %
Overall quality of City water utilities & services	36	8.4 %
Overall quality of City sewer services	1	0.2 %
Overall effectiveness of City management of stormwater runoff	6	1.4 %
Overall enforcement of City codes & ordinances	7	1.6 %
Overall quality of customer services you receive from City employees	7	1.6 %
Overall effectiveness of City communication with the public	59	13.8 %
Overall effectiveness of City economic development efforts	129	30.1 %
None chosen	14	3.3 %
Total	428	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	14	3.3 %
Overall quality of City parks	37	8.6 %
Overall maintenance of City streets	78	18.2 %
Overall quality of City water utilities & services	46	10.7 %
Overall quality of City sewer services	6	1.4 %
Overall effectiveness of City management of stormwater runoff	11	2.6 %
Overall enforcement of City codes & ordinances	17	4.0 %
Overall quality of customer services you receive from City employees	11	2.6 %
Overall effectiveness of City communication with the public	86	20.1 %
Overall effectiveness of City economic development efforts	89	20.8 %
None chosen	33	7.7 %
Total	428	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	19	4.4 %
Overall quality of City parks	32	7.5 %
Overall maintenance of City streets	70	16.4 %
Overall quality of City water utilities & services	36	8.4 %
Overall quality of City sewer services	7	1.6 %
Overall effectiveness of City management of stormwater runoff	15	3.5 %
Overall enforcement of City codes & ordinances	40	9.3 %
Overall quality of customer services you receive from City employees	28	6.5 %
Overall effectiveness of City communication with the public	56	13.1 %
Overall effectiveness of City economic development efforts	61	14.3 %
None chosen	64	15.0 %
Total	428	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	56	13.1 %
Overall quality of City parks	93	21.7 %
Overall maintenance of City streets	270	63.1 %
Overall quality of City water utilities & services	118	27.6 %
Overall quality of City sewer services	14	3.3 %
Overall effectiveness of City management of stormwater runoff	32	7.5 %
Overall enforcement of City codes & ordinances	64	15.0 %
Overall quality of customer services you receive from City employees	46	10.7 %
Overall effectiveness of City communication with the public	201	47.0 %
Overall effectiveness of City economic development efforts	279	65.2 %
None chosen	14	3.3 %
Total	1187	

Q3. Several factors may influence your perception of the City of Northfield and the services it provides to the public. Please rate each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City of Northfield	13.3%	50.7%	26.9%	6.8%	0.9%	1.4%
Q3-2. Overall value that you receive for your City tax dollars & fees	5.6%	22.0%	23.6%	26.4%	20.1%	2.3%
Q3-3. Overall image of City	24.8%	44.6%	17.3%	9.1%	3.5%	0.7%
Q3-4. How well City is managing growth & development	5.1%	18.2%	26.6%	29.2%	14.0%	6.8%
Q3-5. Overall quality of life in Northfield	35.5%	43.7%	14.5%	4.9%	1.2%	0.2%
Q3-6. Overall feeling of safety in City	45.6%	45.1%	6.8%	2.1%	0.2%	0.2%
Q3-7. Availability of job opportunities	4.0%	14.7%	39.0%	12.4%	4.2%	25.7%
Q3-8. Availability of affordable housing	2.6%	7.9%	24.3%	36.9%	16.1%	12.1%
Q3-9. Overall quality of new development, both public & private	2.1%	17.1%	35.5%	22.2%	11.9%	11.2%
Q3-10. Appearance of residential property in Northfield	15.4%	54.9%	20.8%	6.1%	1.4%	1.4%
Q3-11. Appearance of commercial property in Northfield	11.4%	56.1%	26.4%	4.2%	0.7%	1.2%

WITHOUT "DON'T KNOW"

Q3. Several factors may influence your perception of the City of Northfield and the services it provides to the public. Please rate each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City of Northfield	13.5%	51.4%	27.3%	6.9%	0.9%
Q3-2. Overall value that you receive for your City tax dollars & fees	5.7%	22.5%	24.2%	27.0%	20.6%
Q3-3. Overall image of City	24.9%	44.9%	17.4%	9.2%	3.5%
Q3-4. How well City is managing growth & development	5.5%	19.5%	28.6%	31.3%	15.0%
Q3-5. Overall quality of life in Northfield	35.6%	43.8%	14.5%	4.9%	1.2%
Q3-6. Overall feeling of safety in City	45.7%	45.2%	6.8%	2.1%	0.2%
Q3-7. Availability of job opportunities	5.3%	19.8%	52.5%	16.7%	5.7%
Q3-8. Availability of affordable housing	2.9%	9.0%	27.7%	42.0%	18.4%
Q3-9. Overall quality of new development, both public & private	2.4%	19.2%	40.0%	25.0%	13.4%
Q3-10. Appearance of residential property in Northfield	15.6%	55.7%	21.1%	6.2%	1.4%
Q3-11. Appearance of commercial property in Northfield	11.6%	56.7%	26.7%	4.3%	0.7%

Q4. PUBLIC SAFETY. Please rate your satisfaction with each of the following public safety items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Visibility of police in the community	28.3%	54.7%	12.6%	2.6%	0.5%	1.4%
Q4-2. City's overall effort to prevent crime	22.2%	55.4%	11.2%	3.3%	0.7%	7.2%
Q4-3. Enforcement of local traffic laws	15.2%	51.4%	18.9%	6.8%	1.9%	5.8%
Q4-4. Your level of trust in police department	34.6%	48.8%	10.7%	2.6%	1.9%	1.4%
Q4-5. How quickly police respond to emergencies	25.5%	36.7%	11.4%	0.2%	0.2%	25.9%
Q4-6. Your overall sense of safety in the community	39.3%	53.3%	5.4%	1.4%	0.2%	0.5%

WITHOUT "DON'T KNOW"

Q4. PUBLIC SAFETY. Please rate your satisfaction with each of the following public safety items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Visibility of police in the community	28.7%	55.5%	12.8%	2.6%	0.5%
Q4-2. City's overall effort to prevent crime	23.9%	59.7%	12.1%	3.5%	0.8%
Q4-3. Enforcement of local traffic laws	16.1%	54.6%	20.1%	7.2%	2.0%
Q4-4. Your level of trust in police department	35.1%	49.5%	10.9%	2.6%	1.9%
Q4-5. How quickly police respond to emergencies	34.4%	49.5%	15.5%	0.3%	0.3%
Q4-6. Your overall sense of safety in the community	39.4%	53.5%	5.4%	1.4%	0.2%

Q5. Which TWO of the Public Safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. Top choice	Number	Percent
Visibility of police in the community	47	11.0 %
City's overall effort to prevent crime	113	26.4 %
Enforcement of local traffic laws	67	15.7 %
Your level of trust in police department	68	15.9 %
How quickly police respond to emergencies	27	6.3 %
Your overall sense of safety in the community	54	12.6 %
None chosen	52	12.1 %
Total	428	100.0 %

Q5. Which TWO of the Public Safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q5. 2nd choice	Number	Percent
Visibility of police in the community	50	11.7 %
City's overall effort to prevent crime	77	18.0 %
Enforcement of local traffic laws	39	9.1 %
Your level of trust in police department	48	11.2 %
How quickly police respond to emergencies	44	10.3 %
Your overall sense of safety in the community	85	19.9 %
None chosen	85	19.9 %
Total	428	100.0 %

SUM OF TOP 2 CHOICES

Q5. Which TWO of the Public Safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q5. Sum of top 2 choices	Number	Percent
Visibility of police in the community	97	22.7 %
City's overall effort to prevent crime	190	44.4 %
Enforcement of local traffic laws	106	24.8 %
Your level of trust in police department	116	27.1 %
How quickly police respond to emergencies	71	16.6 %
Your overall sense of safety in the community	139	32.5 %
None chosen	52	12.1 %
Total	771	

Q6. PARKS. Please rate your satisfaction with each of the following parks items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Quality of park facilities such as playgrounds, open space, picnic shelters	20.6%	55.4%	13.6%	5.4%	1.6%	3.5%
Q6-2. Quality of outdoor athletic facilities such as, baseball, softball, basketball, soccer & lacrosse	17.1%	43.2%	17.3%	4.2%	1.9%	16.4%
Q6-3. Appearance & maintenance of existing City parks, recreational facilities, & trails	18.5%	51.4%	17.5%	7.7%	2.3%	2.6%
Q6-4. Park shelter rental availability & restroom accessibility	9.6%	30.1%	23.6%	7.0%	0.9%	28.7%

WITHOUT "DON'T KNOW"

Q6. PARKS. Please rate your satisfaction with each of the following parks items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Quality of park facilities such as playgrounds, open space, picnic shelters	21.3%	57.4%	14.0%	5.6%	1.7%
Q6-2. Quality of outdoor athletic facilities such as, baseball, softball, basketball, soccer & lacrosse	20.4%	51.7%	20.7%	5.0%	2.2%
Q6-3. Appearance & maintenance of existing City parks, recreational facilities, & trails	18.9%	52.8%	18.0%	7.9%	2.4%
Q6-4. Park shelter rental availability & restroom accessibility	13.4%	42.3%	33.1%	9.8%	1.3%

Q7. Which TWO of the Parks items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. Top choice	Number	Percent
Quality of park facilities such as playgrounds, open space, picnic shelters	128	29.9 %
Quality of outdoor athletic facilities such as, baseball, softball, basketball, soccer & lacrosse	42	9.8 %
Appearance & maintenance of existing City parks, recreational facilities, & trails	137	32.0 %
Park shelter rental availability & restroom accessibility	52	12.1 %
None chosen	69	16.1 %
Total	428	100.0 %

Q7. Which TWO of the Parks items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 2nd choice	Number	Percent
Quality of park facilities such as playgrounds, open space, picnic shelters	105	24.5 %
Quality of outdoor athletic facilities such as, baseball, softball, basketball, soccer & lacrosse	64	15.0 %
Appearance & maintenance of existing City parks, recreational facilities, & trails	112	26.2 %
Park shelter rental availability & restroom accessibility	44	10.3 %
None chosen	103	24.1 %
Total	428	100.0 %

SUM OF TOP 2 CHOICES

Q7. Which TWO of the Parks items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q7. Sum of top 2 choices	Number	Percent
Quality of park facilities such as playgrounds, open space, picnic shelters	233	54.4 %
Quality of outdoor athletic facilities such as, baseball, softball, basketball, soccer & lacrosse	106	24.8 %
Appearance & maintenance of existing City parks, recreational facilities, & trails	249	58.2 %
Park shelter rental availability & restroom accessibility	96	22.4 %
None chosen	69	16.1 %
Total	753	

Q8. COMMUNITY OUTREACH. Which of the following would be your preferred way(s) to receive news and information about City programs, projects, services, and events?

Q8. Your preferred ways to receive news & information about City programs, projects, services, & events	Number	Percent
City website	228	53.3 %
City social media	190	44.4 %
Public meetings (for example, open houses, community forums)	130	30.4 %
Notify Me City information update service	141	32.9 %
Newsletter or other insert inside utility bill envelope	266	62.1 %
Total	955	

Q9. Please rate your satisfaction with each of the following items concerning Community Outreach using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Availability of information about City programs & services	5.1%	36.9%	36.7%	11.4%	2.8%	7.0%
Q9-2. City efforts to keep the public informed about local issues	6.1%	26.9%	30.8%	21.5%	9.1%	5.6%
Q9-3. Overall quality of City's website & social media	4.2%	28.3%	34.8%	13.3%	1.9%	17.5%
Q9-4. Level of public involvement in local decision making	4.2%	17.3%	25.0%	24.5%	21.0%	7.9%
Q9-5. Timeliness of information provided by City	5.4%	22.4%	33.2%	20.3%	7.2%	11.4%
Q9-6. City email information update service	3.3%	13.1%	29.9%	8.9%	4.7%	40.2%

WITHOUT "DON'T KNOW"

Q9. Please rate your satisfaction with each of the following items concerning Community Outreach using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Availability of information about City programs & services	5.5%	39.7%	39.4%	12.3%	3.0%
Q9-2. City efforts to keep the public informed about local issues	6.4%	28.5%	32.7%	22.8%	9.7%
Q9-3. Overall quality of City's website & social media	5.1%	34.3%	42.2%	16.1%	2.3%
Q9-4. Level of public involvement in local decision making	4.6%	18.8%	27.2%	26.6%	22.8%
Q9-5. Timeliness of information provided by City	6.1%	25.3%	37.5%	23.0%	8.2%
Q9-6. City email information update service	5.5%	21.9%	50.0%	14.8%	7.8%

Q10. Which TWO of the Community Outreach items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	65	15.2 %
City efforts to keep the public informed about local issues	111	25.9 %
Overall quality of City's website & social media	19	4.4 %
Level of public involvement in local decision making	154	36.0 %
Timeliness of information provided by City	17	4.0 %
City email information update service	23	5.4 %
None chosen	39	9.1 %
Total	428	100.0 %

Q10. Which TWO of the Community Outreach items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	40	9.3 %
City efforts to keep the public informed about local issues	110	25.7 %
Overall quality of City's website & social media	27	6.3 %
Level of public involvement in local decision making	89	20.8 %
Timeliness of information provided by City	64	15.0 %
City email information update service	30	7.0 %
None chosen	68	15.9 %
Total	428	100.0 %

SUM OF TOP 2 CHOICES

Q10. Which TWO of the Community Outreach items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of information about City programs & services	105	24.5 %
City efforts to keep the public informed about local issues	221	51.6 %
Overall quality of City's website & social media	46	10.7 %
Level of public involvement in local decision making	243	56.8 %
Timeliness of information provided by City	81	18.9 %
City email information update service	53	12.4 %
None chosen	39	9.1 %
Total	788	

Q11. CITY STREETS/SIDEWALKS. Please rate your satisfaction with each of the following items concerning City streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Maintenance of major City streets	9.8%	38.6%	21.3%	20.8%	7.7%	1.9%
Q11-2. Maintenance of streets in your neighborhood	11.2%	36.4%	18.5%	23.4%	8.9%	1.6%
Q11-3. Mowing & trimming along City streets & other boulevards	13.8%	42.3%	20.6%	12.9%	7.0%	3.5%
Q11-4. Plowing City streets	18.0%	41.6%	17.8%	12.6%	8.4%	1.6%
Q11-5. Condition of sidewalks in City	8.9%	38.6%	27.6%	17.3%	4.9%	2.8%

WITHOUT "DON'T KNOW"

Q11. CITY STREETS/SIDEWALKS. Please rate your satisfaction with each of the following items concerning City streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Maintenance of major City streets	10.0%	39.3%	21.7%	21.2%	7.9%
Q11-2. Maintenance of streets in your neighborhood	11.4%	37.1%	18.8%	23.8%	9.0%
Q11-3. Mowing & trimming along City streets & other boulevards	14.3%	43.8%	21.3%	13.3%	7.3%
Q11-4. Plowing City streets	18.3%	42.3%	18.1%	12.8%	8.6%
Q11-5. Condition of sidewalks in City	9.1%	39.7%	28.4%	17.8%	5.0%

Q12. Which TWO of the Street related items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. Top choice	Number	Percent
Maintenance of major City streets	143	33.4 %
Maintenance of streets in your neighborhood	80	18.7 %
Mowing & trimming along City streets & other boulevards	39	9.1 %
Plowing City streets	59	13.8 %
Condition of sidewalks in City	64	15.0 %
None chosen	43	10.0 %
Total	428	100.0 %

Q12. Which TWO of the Street related items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
Maintenance of major City streets	79	18.5 %
Maintenance of streets in your neighborhood	91	21.3 %
Mowing & trimming along City streets & other boulevards	24	5.6 %
Plowing City streets	87	20.3 %
Condition of sidewalks in City	83	19.4 %
None chosen	64	15.0 %
Total	428	100.0 %

SUM OF TOP 2 CHOICES

Q12. Which TWO of the Street related items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q12. Sum of top 2 choices	Number	Percent
Maintenance of major City streets	222	51.9 %
Maintenance of streets in your neighborhood	171	40.0 %
Mowing & trimming along City streets & other boulevards	63	14.7 %
Plowing City streets	146	34.1 %
Condition of sidewalks in City	147	34.3 %
None chosen	43	10.0 %
Total	792	

Q13. CODE ENFORCEMENT. Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Enforcement of animal regulations	8.4%	25.7%	22.0%	8.2%	3.0%	32.7%
Q13-2. Responding to noise concerns or complaints	6.5%	24.5%	23.4%	3.7%	1.2%	40.7%
Q13-3. Enforcing mowing & trimming of grass, weeds, & vegetation on private property	5.4%	21.7%	25.2%	13.8%	5.8%	28.0%
Q13-4. Enforcing parking	7.7%	30.8%	30.1%	8.9%	1.4%	21.0%
Q13-5. Responding to reports of dangerous or unpermitted building	3.3%	11.4%	27.8%	3.0%	1.6%	52.8%
Q13-6. Addressing concerns about material/garbage/recyclables/furniture/machinery	4.0%	16.6%	27.3%	12.1%	4.7%	35.3%
Q13-7. Other	0.0%	0.0%	0.0%	2.8%	3.3%	93.9%

WITHOUT "DON'T KNOW"

Q13. CODE ENFORCEMENT. Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Enforcement of animal regulations	12.5%	38.2%	32.6%	12.2%	4.5%
Q13-2. Responding to noise concerns or complaints	11.0%	41.3%	39.4%	6.3%	2.0%
Q13-3. Enforcing mowing & trimming of grass, weeds, & vegetation on private property	7.5%	30.2%	35.1%	19.2%	8.1%
Q13-4. Enforcing parking	9.8%	39.1%	38.2%	11.2%	1.8%
Q13-5. Responding to reports of dangerous or unpermitted building	6.9%	24.3%	58.9%	6.4%	3.5%
Q13-6. Addressing concerns about material/garbage/recyclables/furniture/machinery	6.1%	25.6%	42.2%	18.8%	7.2%
Q13-7. Other	0.0%	0.0%	0.0%	46.2%	53.8%

Q13-7. Other

- Availability of downtown parking
- City staff seem to brush off enforcement of blighted properties. Has become more prevalent with increased property taxes, no incentive to maintain or improve conditions.
- Cleaning sidewalks in the winter.
- Clearing site lines at the Jefferson Parkway roundabout.
- Enforced pedestrians to use sidewalks.
- Fireworks after July 4th in the neighborhood.
- Folks putting unwanted items on the curb.
- Loud mufflers
- Momentum moving forward on being a more sustainable community seems to be downplayed rather than integrated into the way community and economic development is discussed and communicated by city and elected officials. I'd like to see much more here.
- Need to keep up, keep clean, what we have and quit adding more things that we don't have the manpower to keep up.
- People dropping furniture, etc. on drives
- Rental properties with code violations, repeated police calls, and poor maintenance of property.
- Sidewalk snow removal
- Sidewalks not shoveled, intersections pedestrians have to step into snow piled up by plows.
- Snow removal
- Speeding on Woodley and Highway 3
- Stop the no mow May and similar ideas; it only allows for significant spread of weeds and makes NFL look trashy. Also, do not allow anything other than grass and trees in the area between curb and sidewalk and if there is no sidewalk maybe ten feet from curb; especially on corners as it creates line of sight issues and most are not maintained again causing it to look trashy in town. Have a curbside get rid of stuff event; they do that in Bloomington and folks drive around and pick up others' "trash" before the pickup occurs keeping stuff out of landfills. Finally, WAY too many folks do not leash/tether their animals; folks should be warned/ticketed if seen doing so. I have been charged at way too many times to count.
- Stopping at stop signs
- Stormwater retention
- Taxes are too high.
- Too many cats running loose.
- Trailers parked in front yards.
- Turn signals and stop signs/police should ticket offenders.
- Very tired of seeing protesters year round! These agitators are getting more disruptive as time goes on.
- We used to have nice wide streets, with plenty of room to park on both sides and room for bicycles. The narrower streets, bike lanes and bumpouts have made it more difficult to drive, turn corners and I believe less safe for bicycles. The maintenance of medians, bumpouts and boulevards in the city is terrible.
- Where does the relationship to 50North fall? Previously we were under parks and recreation. As a senior I don't see my needs addressed here. 50North is getting crowded and expansion and general maintenance need to be performed to clean the place up.

Q14. Which TWO of the Code Enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. Top choice	Number	Percent
Enforcement of animal regulations	44	10.3 %
Responding to noise concerns or complaints	43	10.0 %
Enforcing mowing & trimming of grass, weeds, & vegetation on private property	75	17.5 %
Enforcing parking	22	5.1 %
Responding to reports of dangerous or unpermitted building	43	10.0 %
Addressing concerns about material/garbage/recyclables/furniture/machinery	88	20.6 %
Other	16	3.7 %
None chosen	97	22.7 %
Total	428	100.0 %

Q14. Which TWO of the Code Enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. 2nd choice	Number	Percent
Enforcement of animal regulations	22	5.1 %
Responding to noise concerns or complaints	49	11.4 %
Enforcing mowing & trimming of grass, weeds, & vegetation on private property	51	11.9 %
Enforcing parking	33	7.7 %
Responding to reports of dangerous or unpermitted building	28	6.5 %
Addressing concerns about material/garbage/recyclables/furniture/machinery	89	20.8 %
Other	3	0.7 %
None chosen	153	35.7 %
Total	428	100.0 %

SUM OF TOP 2 CHOICES

Q14. Which TWO of the Code Enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q14. Sum of top 2 choices	Number	Percent
Enforcement of animal regulations	66	15.4 %
Responding to noise concerns or complaints	92	21.5 %
Enforcing mowing & trimming of grass, weeds, & vegetation on private property	126	29.4 %
Enforcing parking	55	12.9 %
Responding to reports of dangerous or unpermitted building	71	16.6 %
Addressing concerns about material/garbage/recyclables/furniture/machinery	177	41.4 %
Other	19	4.4 %
None chosen	97	22.7 %
Total	703	

Q15. PLANNING AND LAND USE. Using a scale of 1 to 5, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas.

(N=428)

	Much too slow	Slow	Average	Fast	Much too fast	Don't know
Q15-1. Office development	6.1%	16.8%	36.0%	1.2%	2.3%	37.6%
Q15-2. Industrial development	23.8%	24.5%	23.6%	1.9%	1.6%	24.5%
Q15-3. Multi-family residential development	9.6%	23.4%	32.7%	8.4%	7.0%	18.9%
Q15-4. Single-family residential development	12.9%	24.5%	39.0%	4.9%	0.9%	17.8%
Q15-5. Retail development	10.0%	30.4%	36.2%	2.3%	0.5%	20.6%
Q15-6. Eatery/restaurant development	12.1%	26.9%	40.4%	3.5%	0.7%	16.4%

WITHOUT "DON'T KNOW"

Q15. PLANNING AND LAND USE. Using a scale of 1 to 5, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas. (without "don't know")

(N=428)

	Much too slow	Slow	Average	Fast	Much too fast
Q15-1. Office development	9.7%	27.0%	57.7%	1.9%	3.7%
Q15-2. Industrial development	31.6%	32.5%	31.3%	2.5%	2.2%
Q15-3. Multi-family residential development	11.8%	28.8%	40.3%	10.4%	8.6%
Q15-4. Single-family residential development	15.6%	29.8%	47.4%	6.0%	1.1%
Q15-5. Retail development	12.6%	38.2%	45.6%	2.9%	0.6%
Q15-6. Eatery/restaurant development	14.5%	32.1%	48.3%	4.2%	0.8%

Q16. CITY CUSTOMER SERVICE. Have you called, emailed, or visited the City with a question or to report a problem or complaint during the past year?

Q16. Have you called, emailed, or visited City with a question or to report a problem or complaint during past year

	Number	Percent
Yes	169	39.5 %
No	237	55.4 %
Don't know	22	5.1 %
Total	428	100.0 %

WITHOUT "DON'T KNOW"

Q16. CITY CUSTOMER SERVICE. Have you called, emailed, or visited the City with a question or to report a problem or complaint during the past year? (without "don't know")

Q16. Have you called, emailed, or visited City with a question or to report a problem or complaint during past year

	Number	Percent
Yes	169	41.6 %
No	237	58.4 %
Total	406	100.0 %

Q16a. How easy was it to contact the person you needed to reach?

Q16a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	71	42.0 %
Somewhat easy	63	37.3 %
Difficult	21	12.4 %
Very difficult	10	5.9 %
Don't know	4	2.4 %
Total	169	100.0 %

WITHOUT "DON'T KNOW"**Q16a. How easy was it to contact the person you needed to reach? (without "don't know")**

Q16a. How easy was it to contact the person you needed to reach	Number	Percent
Very easy	71	43.0 %
Somewhat easy	63	38.2 %
Difficult	21	12.7 %
Very difficult	10	6.1 %
Total	165	100.0 %

Q16b. What department did you contact?

<u>Q16b. What department did you contact</u>	<u>Number</u>	<u>Percent</u>
Police	24	14.2 %
Administration, City Clerk, Communication, IT, HR	44	26.0 %
Community Development	18	10.7 %
Northfield Public Library	28	16.6 %
Parks	25	14.8 %
Engineering	23	13.6 %
Utility Billing	18	10.7 %
Public Works (streets/water/sewer)	63	37.3 %
DMV	31	18.3 %
Other	11	6.5 %
Total	285	

Q16b-10. Other:

<u>Q16b-10. Other</u>	<u>Number</u>	<u>Percent</u>
City Council	2	18.2 %
Left a message concerning barking dog issues	1	9.1 %
Inspections	1	9.1 %
Snow on sidewalks and curbs especially	1	9.1 %
Council representatives	1	9.1 %
St. Dept	1	9.1 %
Arborist/EAB, Ash	1	9.1 %
Building and planning	1	9.1 %
Road maintenance	1	9.1 %
Whoever is responsible for trees	1	9.1 %
Total	11	100.0 %

Q16c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=169)

	Always	Sometimes	Not often	Never	Don't know
Q16c-1. They were courteous & polite	68.6%	21.9%	2.4%	1.8%	5.3%
Q16c-2. They gave prompt, accurate, & complete answers in response to questions/ concerns	52.7%	27.8%	10.7%	4.1%	4.7%
Q16c-3. They followed through & did what they said they would do in a timely manner	45.6%	29.0%	8.9%	10.1%	6.5%
Q16c-4. They helped to resolve your issue	44.4%	28.4%	10.1%	10.7%	6.5%

WITHOUT "DON'T KNOW"

Q16c. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=169)

	Always	Sometimes	Not often	Never
Q16c-1. They were courteous & polite	72.5%	23.1%	2.5%	1.9%
Q16c-2. They gave prompt, accurate, & complete answers in response to questions/ concerns	55.3%	29.2%	11.2%	4.3%
Q16c-3. They followed through & did what they said they would do in a timely manner	48.7%	31.0%	9.5%	10.8%
Q16c-4. They helped to resolve your issue	47.5%	30.4%	10.8%	11.4%

Q17. Several statements about the library are listed below. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following.

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q17-1. The library is a place of lifelong learning	62.6%	24.5%	8.4%	1.2%	1.4%	1.9%
Q17-2. The library serves as a community hub	51.4%	25.9%	11.4%	5.4%	2.3%	3.5%
Q17-3. I think libraries are important to our community	70.3%	20.6%	5.4%	1.2%	1.2%	1.4%
Q17-4. Libraries are important to me personally	53.3%	22.7%	15.4%	3.7%	2.3%	2.6%
Q17-5. I feel welcome at the library	60.7%	22.4%	11.0%	1.2%	0.7%	4.0%
Q17-6. I think the library is still relevant	66.6%	21.3%	5.8%	2.8%	1.6%	1.9%
Q17-7. I feel safe at the library	63.3%	25.0%	6.3%	0.0%	0.0%	5.4%
Q17-8. The library facility I use is meeting the needs of the community	46.0%	29.2%	10.7%	2.8%	0.7%	10.5%
Q17-9. My library is clean & well maintained	64.0%	24.8%	5.6%	0.5%	0.0%	5.1%

WITHOUT "DON'T KNOW"

Q17. Several statements about the library are listed below. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following. (without "don't know")

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q17-1. The library is a place of lifelong learning	63.8%	25.0%	8.6%	1.2%	1.4%
Q17-2. The library serves as a community hub	53.3%	26.9%	11.9%	5.6%	2.4%
Q17-3. I think libraries are important to our community	71.3%	20.9%	5.5%	1.2%	1.2%
Q17-4. Libraries are important to me personally	54.7%	23.3%	15.8%	3.8%	2.4%
Q17-5. I feel welcome at the library	63.3%	23.4%	11.4%	1.2%	0.7%
Q17-6. I think the library is still relevant	67.9%	21.7%	6.0%	2.9%	1.7%
Q17-7. I feel safe at the library	66.9%	26.4%	6.7%	0.0%	0.0%
Q17-8. The library facility I use is meeting the needs of the community	51.4%	32.6%	12.0%	3.1%	0.8%
Q17-9. My library is clean & well maintained	67.5%	26.1%	5.9%	0.5%	0.0%

Q18. Satisfaction with the Library System. Items that may influence your overall satisfaction with the Northfield Library system are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. How close library services are to your home	49.5%	36.0%	10.7%	0.2%	0.0%	3.5%
Q18-2. Overall quality of public library services in the community where you live	53.5%	31.3%	9.3%	0.7%	0.0%	5.1%
Q18-3. How well you are informed about library services & programs	32.0%	33.6%	22.4%	4.9%	0.7%	6.3%
Q18-4. The value of library services you receive for your tax dollars	45.1%	26.9%	12.9%	3.5%	3.5%	8.2%
Q18-5. The library website & digital services	33.9%	25.7%	19.2%	2.8%	0.5%	18.0%
Q18-6. Library services to assist those with mobility, vision & hearing impairment	18.2%	14.3%	16.1%	0.2%	0.0%	51.2%
Q18-7. Quality of information shared on the library's social media (Facebook, Instagram)	17.1%	12.9%	21.3%	1.4%	0.5%	47.0%

WITHOUT "DON'T KNOW"

Q18. Satisfaction with the Library System. Items that may influence your overall satisfaction with the Northfield Library system are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=428)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. How close library services are to your home	51.3%	37.3%	11.1%	0.2%	0.0%
Q18-2. Overall quality of public library services in the community where you live	56.4%	33.0%	9.9%	0.7%	0.0%
Q18-3. How well you are informed about library services & programs	34.2%	35.9%	23.9%	5.2%	0.7%
Q18-4. The value of library services you receive for your tax dollars	49.1%	29.3%	14.0%	3.8%	3.8%
Q18-5. The library website & digital services	41.3%	31.3%	23.4%	3.4%	0.6%
Q18-6. Library services to assist those with mobility, vision & hearing impairment	37.3%	29.2%	33.0%	0.5%	0.0%
Q18-7. Quality of information shared on the library's social media (Facebook, Instagram)	32.2%	24.2%	40.1%	2.6%	0.9%

Q19. Please rate your level of agreement with each of these statements.

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q19-1. I want to live in a community where it is safe, convenient & comfortable to walk & to ride a bicycle	52.1%	31.8%	7.2%	2.8%	2.8%	3.3%
Q19-2. I want to live in a community where children can safely walk from their homes to schools & parks	65.4%	28.5%	2.3%	0.7%	0.2%	2.8%
Q19-3. I want to be able to safely walk or ride a bicycle from my home to my place of work	36.2%	21.7%	18.0%	8.6%	4.4%	11.0%
Q19-4. I want my community to make roads safer for pedestrians & bicyclists	36.0%	21.5%	20.1%	9.3%	8.4%	4.7%
Q19-5. I want there to be interesting things to see & do along bicycle & pedestrian routes	19.6%	17.8%	35.0%	12.1%	10.3%	5.1%
Q19-6. I want essential destinations in my community to be connected in a way that is safe for everyone regardless of their preferred method of travel (i. e., walking, riding a bicycle, riding transit, or driving a car)	43.7%	28.0%	13.6%	5.8%	5.6%	3.3%

WITHOUT "DON'T KNOW"

Q19. Please rate your level of agreement with each of these statements. (without "don't know")

(N=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q19-1. I want to live in a community where it is safe, convenient & comfortable to walk & to ride a bicycle	53.9%	32.9%	7.5%	2.9%	2.9%
Q19-2. I want to live in a community where children can safely walk from their homes to schools & parks	67.3%	29.3%	2.4%	0.7%	0.2%
Q19-3. I want to be able to safely walk or ride a bicycle from my home to my place of work	40.7%	24.4%	20.2%	9.7%	5.0%
Q19-4. I want my community to make roads safer for pedestrians & bicyclists	37.7%	22.5%	21.1%	9.8%	8.8%
Q19-5. I want there to be interesting things to see & do along bicycle & pedestrian routes	20.7%	18.7%	36.9%	12.8%	10.8%
Q19-6. I want essential destinations in my community to be connected in a way that is safe for everyone regardless of their preferred method of travel (i.e. , walking, riding a bicycle, riding transit, or driving a car)	45.2%	29.0%	14.0%	6.0%	5.8%

Q20. Approximately how many years have you lived in Northfield?

Q20. How many years have you lived in Northfield	Number	Percent
0-5	85	19.9 %
6-10	48	11.2 %
11-15	38	8.9 %
16-20	30	7.0 %
21-30	82	19.2 %
31+	131	30.6 %
Not provided	14	3.3 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"**Q20. Approximately how many years have you lived in Northfield? (without "not provided")**

Q20. How many years have you lived in Northfield	Number	Percent
0-5	85	20.5 %
6-10	48	11.6 %
11-15	38	9.2 %
16-20	30	7.2 %
21-30	82	19.8 %
31+	131	31.6 %
Total	414	100.0 %

Q21. What is your age?

Q21. Your age	Number	Percent
18-34	79	18.5 %
35-44	82	19.2 %
45-54	77	18.0 %
55-64	85	19.9 %
65+	86	20.1 %
Not provided	19	4.4 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"**Q21. What is your age? (without "not provided")**

Q21. Your age	Number	Percent
18-34	79	19.3 %
35-44	82	20.0 %
45-54	77	18.8 %
55-64	85	20.8 %
65+	86	21.0 %
Total	409	100.0 %

Q22. How many children under the age of 18 live in your household?

Q22. How many children under 18 live in your household	Number	Percent
0	278	65.0 %
1	52	12.1 %
2	74	17.3 %
3	12	2.8 %
4	4	0.9 %
Not provided	8	1.9 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"**Q22. How many children under the age of 18 live in your household? (without "not provided")**

Q22. How many children under 18 live in your household	Number	Percent
0	278	66.2 %
1	52	12.4 %
2	74	17.6 %
3	12	2.9 %
4	4	1.0 %
Total	420	100.0 %

Q23. What is your gender?

Q23. Your gender	Number	Percent
Male	209	48.8 %
Female	214	50.0 %
Self-identified	1	0.2 %
Not provided	4	0.9 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"**Q23. What is your gender? (without "not provided")**

Q23. Your gender	Number	Percent
Male	209	49.3 %
Female	214	50.5 %
Self-identified	1	0.2 %
Total	424	100.0 %

Q24. What is your total annual household income?

<u>Q24. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	35	8.2 %
\$30K-\$59,999	63	14.7 %
\$60K-\$99,999	70	16.4 %
\$100K-\$149,999	74	17.3 %
\$150K-\$199,999	61	14.3 %
\$200K+	24	5.6 %
Prefer not to answer	101	23.6 %
Total	428	100.0 %

WITHOUT "PREFER NOT TO ANSWER"**Q24. What is your total annual household income? (without "prefer not to answer")**

<u>Q24. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	35	10.7 %
\$30K-\$59,999	63	19.3 %
\$60K-\$99,999	70	21.4 %
\$100K-\$149,999	74	22.6 %
\$150K-\$199,999	61	18.7 %
\$200K+	24	7.3 %
Total	327	100.0 %

A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing the number '5' in dark blue. To the right of the circle, the text 'Survey Instrument' is written in white, bold, sans-serif font.

5 Survey Instrument

January 2026

Dear Northfield Resident:

The City of Northfield wants your input! As a city, one of our biggest goals is to make sure our residents always feel like their city government is both open and accessible. Included in that commitment is to make sure that we remain focused on the services and priorities that are most important to you.

You have been randomly selected to take part in an important survey designed to gather resident opinion and feedback on City programs and services. We will use your response to improve and expand existing programs and determine the future needs of residents in the City of Northfield.

This is the first community survey like this the city has done. The city will survey residents every two years to form benchmarks for our community and track our progress.

The survey data will be compiled and analyzed by ETC Institute, which is one of the nation's leading firms in the field of local government research. They will present the results to the City Council this spring, and a final report will be available online.

Instructions

Please return your completed survey in the next week using the postage paid envelope provided. You can also fill out the survey online at northfieldmnsurvey.org. Your survey responses will remain confidential.

Questions?

Please contact Assistant to the City Administrator Risi Karim at the City of Northfield at 507-645-3074 or risi.karim@northfieldmn.gov.

Thank you in advance for your participation!

Sincerely,



Ben Martig
City Administrator
City of Northfield

Enero de 2026

Estimado residente de Northfield:

¡La ciudad de Northfield quiere tu opinión! Como ciudad, uno de nuestros mayores objetivos es asegurarnos de que nuestros residentes sientan siempre que su gobierno municipal es abierto y accesible. En ese compromiso está la necesidad de asegurarnos de que seguimos centrados en los servicios y prioridades que más te importan.

Has sido seleccionado al azar para participar en una encuesta importante diseñada para recopilar opiniones y comentarios de los residentes sobre los programas y servicios de la ciudad. Utilizaremos su respuesta para mejorar y ampliar los programas existentes y determinar las necesidades futuras de los residentes de la ciudad de Northfield.

Esta es la primera encuesta comunitaria de este tipo que realiza la ciudad. La ciudad encuestará a los residentes cada dos años para establecer puntos de referencia para nuestra comunidad y hacer un seguimiento de nuestro progreso.

Los datos de la encuesta serán recopilados y analizados por el Instituto ETC, que es una de las principales empresas del país en el campo de la investigación en gobiernos locales. Presentarán los resultados al Ayuntamiento esta primavera, y un informe final estará disponible en línea.

Instrucciones

Por favor, devuelva su encuesta completada en la próxima semana utilizando el sobre con franqueo pagado proporcionado. También puedes rellenar la encuesta en línea en northfieldmnsurvey.org. Tus respuestas a la encuesta permanecerán confidenciales.

¿Preguntas?

Por favor, contacte con el Asistente del Administrador de la Ciudad, Risi Karim, en la Ciudad de Northfield, en el 507-645-3074 o risi.karim@northfieldmn.gov.

¡Gracias de antemano por vuestra participación!

Atentamente,



Ben Martig
Northfield City Administrator

2026 Northfield MN Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's effort to identify and respond to resident concerns and priorities. You may complete the survey by filling it out online at northfieldmnsurvey.org or returning the paper survey in the postage-paid envelope that has been provided. If you have questions, please contact Risi Karim, Assistant to the City Administrator, City of Northfield, at 507-645-3074.

1 OVERALL SATISFACTION. Major categories of services provided by the City of Northfield are listed below. Please rate each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of city parks	5	4	3	2	1	9
03. Overall maintenance of city streets	5	4	3	2	1	9
04. Overall quality of city water utilities and services	5	4	3	2	1	9
05. Overall quality of city sewer services	5	4	3	2	1	9
06. Overall effectiveness of city management of stormwater runoff	5	4	3	2	1	9
07. Overall enforcement of city codes and ordinances	5	4	3	2	1	9
08. Overall quality of customer services you receive from city employees	5	4	3	2	1	9
09. Overall effectiveness of city communication with the public	5	4	3	2	1	9
10. Overall effectiveness of city economic development efforts	5	4	3	2	1	9

2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. Several factors may influence your perception of the City of Northfield and the services it provides to the public. Please rate each item listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the City of Northfield	5	4	3	2	1	9
02. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
03. Overall image of the city	5	4	3	2	1	9
04. How well the city is managing growth and development	5	4	3	2	1	9
05. Overall quality of life in Northfield	5	4	3	2	1	9
06. Overall feeling of safety in the city	5	4	3	2	1	9
07. Availability of job opportunities	5	4	3	2	1	9
08. Availability of affordable housing	5	4	3	2	1	9
09. Overall quality of new development, both public and private	5	4	3	2	1	9
10. Appearance of residential property in Northfield	5	4	3	2	1	9
11. Appearance of commercial property in Northfield	5	4	3	2	1	9

4. PUBLIC SAFETY. Please rate your satisfaction with each of the following public safety items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The visibility of police in the community	5	4	3	2	1	9
2. The City's overall effort to prevent crime	5	4	3	2	1	9
3. Enforcement of local traffic laws	5	4	3	2	1	9
4. Your level of trust in the police department	5	4	3	2	1	9
5. How quickly police respond to emergencies	5	4	3	2	1	9
6. Your overall sense of safety in the community	5	4	3	2	1	9

5. Which TWO of the Public Safety items listed in Question 4 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____

6. PARKS. Please rate your satisfaction with each of the following parks items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of park facilities such as playgrounds, open space, picnic shelters	5	4	3	2	1	9
2. Quality of outdoor athletic facilities such as, baseball, softball, basketball, soccer and lacrosse	5	4	3	2	1	9
3. Appearance and maintenance of existing city parks, recreational facilities, and trails	5	4	3	2	1	9
4. Park shelter rental availability and restroom accessibility	5	4	3	2	1	9

7. Which TWO of the Parks items listed in Question 6 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____

8. COMMUNITY OUTREACH. Which of the following would be your preferred way(s) to receive news and information about city programs, projects, services, and events? [Check all that apply.]

- ____(1) City website
- ____(2) City social media
- ____(3) Public meetings (for example open houses, community forums)
- ____(4) Notify Me city information update service
- ____(5) Newsletter or other insert inside utility bill envelope

9. Please rate your satisfaction with each of the following items concerning Community Outreach using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information with city programs and services	5	4	3	2	1	9
2. City efforts to keep the public informed about local issues	5	4	3	2	1	9
3. The overall quality of the City's website and social media	5	4	3	2	1	9
4. The level of public involvement in local decision making	5	4	3	2	1	9
5. Timeliness of information provided by the City	5	4	3	2	1	9
6. City email information update service	5	4	3	2	1	9

10. Which TWO of the Community Outreach items listed in Question 9 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9.]

1st: ____ 2nd: ____

11. **CITY STREETS/SIDEWALKS.** Please rate your satisfaction with each of the following items concerning city streets using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of major city streets	5	4	3	2	1	9
2. Maintenance of streets in your neighborhood	5	4	3	2	1	9
3. Mowing and trimming along city streets and other boulevards	5	4	3	2	1	9
4. Plowing city streets	5	4	3	2	1	9
5. Condition of sidewalks in the city	5	4	3	2	1	9

12. Which TWO of the Street related items listed in Question 11 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 11.]

1st: ____ 2nd: ____

13. **CODE ENFORCEMENT.** Please rate your satisfaction with each of the code enforcement items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcement of animal regulations	5	4	3	2	1	9
2. Responding to noise concerns or complaints	5	4	3	2	1	9
3. Enforcing the mowing and trimming of grass, weeds, and vegetation on private property	5	4	3	2	1	9
4. Enforcing parking	5	4	3	2	1	9
5. Responding to reports of dangerous or unpermitted building	5	4	3	2	1	9
6. Addressing concerns about material/garbage/recyclables/furniture/machinery	5	4	3	2	1	9
7. Other (please specify): _____	5	4	3	2	1	9

14. Which TWO of the Code Enforcement items listed in Question 13 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 13.]

1st: ____ 2nd: ____

15. **PLANNING AND LAND USE.** Using a scale of 1 to 5, where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the City's current pace of development in each of the following areas.

The pace of development is...	Much Too Slow	Slow	Average	Fast	Much Too Fast	Don't Know
1. Office development	5	4	3	2	1	9
2. Industrial development	5	4	3	2	1	9
3. Multi-family residential development	5	4	3	2	1	9
4. Single-family residential development	5	4	3	2	1	9
5. Retail development	5	4	3	2	1	9
6. Eatery/restaurant development	5	4	3	2	1	9

16. **CITY CUSTOMER SERVICE.** Have you called, emailed, or visited the City with a question or to report a problem or complaint during the past year?

____(1) Yes [Answer 16a-c.] ____ (2) No [Skip to Q17.] ____ (9) Don't know [Skip to Q17.]

- 16a. How easy was it to contact the person you needed to reach?

____ (4) Very easy ____ (2) Difficult ____ (9) Don't know
 ____ (3) Somewhat easy ____ (1) Very difficult

16b. What department did you contact? [Check all that apply.]

- | | |
|--|---|
| ____(01) Police | ____(06) Engineering |
| ____(02) Administration, City Clerk, Communication, IT, HR | ____(07) Utility Billing |
| ____(03) Community Development | ____(08) Public Works (streets/water/sewer) |
| ____(04) Northfield Public Library | ____(09) DMV |
| ____(05) Parks | ____(10) Other: _____ |

16c. Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

Rate of contact:	Always	Sometimes	Not Often	Never	Don't Know
1. They were courteous and polite	4	3	2	1	9
2. They gave prompt, accurate, and complete answers in response to questions/concerns	4	3	2	1	9
3. They followed through and did what they said they would do in a timely manner	4	3	2	1	9
4. They helped to resolve your issue	4	3	2	1	9

LIBRARY

17. Several statements about the library are listed below. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The library is a place of lifelong learning	5	4	3	2	1	9
2. The library serves as a community hub	5	4	3	2	1	9
3. I think libraries are important to our community	5	4	3	2	1	9
4. Libraries are important to me personally	5	4	3	2	1	9
5. I feel welcome at the library	5	4	3	2	1	9
6. I think the library is still relevant	5	4	3	2	1	9
7. I feel safe at the library	5	4	3	2	1	9
8. The library facility I use is meeting the needs of the community	5	4	3	2	1	9
9. My library is clean and well maintained	5	4	3	2	1	9

18. Satisfaction with the Library System. Items that may influence your overall satisfaction with the Northfield Library system are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How close library services are to your home	5	4	3	2	1	9
2. Overall quality of public library services in the community where you live	5	4	3	2	1	9
3. How well you are informed about library services and programs	5	4	3	2	1	9
4. The value of library services you receive for your tax dollars	5	4	3	2	1	9
5. The library website and digital services	5	4	3	2	1	9
6. Library services to assist those with mobility, vision and hearing impairment	5	4	3	2	1	9
7. Quality of information shared on the library's social media (Facebook, Instagram)	5	4	3	2	1	9

TRANSPORTATION

19. Please rate your level of agreement with each of these statements.

Level of Agreement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. I want to live in a community where it is safe, convenient and comfortable to walk and to ride a bicycle.	5	4	3	2	1	9
2. I want to live in a community where children can safely walk from their homes to schools and parks.	5	4	3	2	1	9
3. I want to be able to safely walk or ride a bicycle from my home to my place of work.	5	4	3	2	1	9
4. I want my community to make roads safer for pedestrians and bicyclists.	5	4	3	2	1	9
5. I want there to be interesting things to see and do along bicycle and pedestrian routes.	5	4	3	2	1	9
6. I want essential destinations in my community to be connected in a way that is safe for everyone regardless of their preferred method of travel (i.e., walking, riding a bicycle, riding transit, or driving a car).	5	4	3	2	1	9

DEMOGRAPHICS

20. Approximately how many years have you lived in Northfield? _____ years

21. What is your age? _____ years

22. How many children under the age of 18 live in your household? _____ children

23. What is your gender? _____(1) Male _____(2) Female _____(3) Self-identified

24. What is your total annual household income?

- ____(1) Under \$30,000 ____ (4) \$100,000-\$149,999 ____ (7) Prefer not to answer
- ____(2) \$30,000-\$59,999 ____ (5) \$150,000-\$199,999
- ____(3) \$60,000-\$99,999 ____ (6) \$200,000 or more

25. If you have suggestions for improving the quality of city programs, facilities, or services, please share your suggestions in the space below.

26. Would you be willing to participate in future surveys sponsored by the City of Northfield?

- ____(1) Yes [Answer Q26a.] ____ (2) No

26a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!