THE MORRIS LEATHERMAN COMPANY 3128 Dean Court Minneapolis, Minnesota 55416

CITY OF DAYTON RESIDENTIAL SURVEY FINAL AUGUST 2024

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been hired by the City of Dayton to speak with a random sample of residents about issues facing the city. The survey is being taken because your local elected leaders and city staff are interested in your opinions and suggestions. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- 1. Approximately how many years have you lived in the City of Dayton?

  SIX TO TEN YEARS.....22%

  ELEVEN TO TWENTY YRS....27%
  21 TO 30 YEARS......16%

  OVER THIRTY YEARS.....13%

  DON'T KNOW/REFUSED.....0%
- 2. Thinking back to when you moved to Dayton, what factors were most important to you in selecting the city?

HOUSING/LAND, 14%; SCHOOLS, 12%; SAFE, 10%; CLOSE TO FAMILY/FRIENDS, 17%; SMALL COMMUNITY, 7%; PARKS/TRAILS, 3%; LOCATION, 3%; GOOD PLACE TO RAISE FAMILY, 4%; QUIET/PEACEFUL, 6%; RURAL/OPEN SPACE, 8%; CLOSE TO JOB, 12%; SMALL TOWN FEEL, 2%; SCATTERED, 2%.

- 4. What do you like most about living in the City of Dayton?

NOTHING, 2%; HOUSING/LAND, 6%; SCHOOLS, 5%; SAFE, 14%; CLOSE TO FAMILY/FRIENDS, 5%; SMALL COMMUNITY, 7%; PARKS/TRAILS, 9%; GOOD PLACE TO RAISE KIDS, 2%; CLOSE TO SHOPS/SERVICES, 2%; QUIET/PEACEFUL, 12%; RURAL/OPEN SPACE, 9%; CLOSE TO JOB, 3%; SMALL TOWN FEEL, 7%; FRIENDLY PEOPLE, 11%; RECREATION OPPORTUNITIES, 3%; SCATTERED, 3%.

5. What do you think is the most serious issue facing the City of Dayton today?

UNSURE, 5%; NOTHING, 27%; TOO MUCH GROWTH, 20%; LACK OF SHOPPING/SERVICES, 2%; HIGH TAXES, 9%; LACK OF JOBS, 2%; ECONOMY/INFLATION, 3%; SPEEDING/RECKLESS DRIVING, 7%; STREET MAINTENANCE, 4%; RISING CRIME, 6%; DRINKING WATER, 3%; FLOODING, 3%; TRAFFIC CONGESTION, 3%; DRUGS, 2%; CITY SERVICES KEEPING PACE, 3%; SCATTERED, 2%.

6. All in all, do you think things in the RIGHT DIRECTION.......89% City of Dayton are generally headed in the right direction, or do you think DON'T KNOW/REFUSED.....5% things are off on the wrong track?

# IF "WRONG TRACK," ASK: (n=22)

7. Why do you think things have gotten off on the wrong track?

TOO MUCH GROWTH, 50%; HIGH TAXES, 4%; RISING CRIME, 9%; DRINKING WATER, 4%; STREET MAINTENANCE, 4%; POOR PLANNING FOR DEVELOPMENT, 14%; ECONOMY/INFLATION, 14%.

8.	Do you see the City of Dayton as a	SMALL TOWN57%
	small town or a suburb?	SUBURB27%
		BOTH (VOL.)16%
		DON'T KNOW/REFUSED1%

### Turning to city services....

# IF "NO," ASK: (n=52)

10. What services, in particular, have not been able to keep pace?

UNSURE, 8%; DRINKING WATER, 29%; POLICE, 8%; ALL, 12%; SCHOOLS, 6%; STREET MAINTENANCE, 6%; CITY PLANNING, 8%; PARKS AND RECREATION, 17%; SCATTERED, 6%.

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor?

	EXCL	GOOD	FAIR	POOR	DKR
Police protection?	48%	48%	4%	0%	0%
Fire protection?	51%	44%	2%	0%	4%
Storm water run-off and					
drainage?	25%	53%	20%	1%	1%
Park maintenance?	24%	65%	11%	1%	0%
Park facilities?	37%	48%	13%	2%	0%
Administration?	32%	47%	17%	1%	3%
Utility billing?	38%	48%	12%	1%	2%
Building inspections?	27%	49%	14%	0%	10%
City drinking water?	19%	43%	27%	11%	0%
City planning?	16%	58%	21%	2%	4%
Communications?	31%	54%	14%	1%	1%
	Fire protection? Storm water run-off and drainage? Park maintenance? Park facilities? Administration? Utility billing? Building inspections? City drinking water? City planning?	Police protection? 48% Fire protection? 51% Storm water run-off and drainage? 25% Park maintenance? 24% Park facilities? 37% Administration? 32% Utility billing? 38% Building inspections? 27% City drinking water? 19% City planning? 16%	Police protection? 48% 48% Fire protection? 51% 44% Storm water run-off and drainage? 25% 53% Park maintenance? 24% 65% Park facilities? 37% 48% Administration? 32% 47% Utility billing? 38% 48% Building inspections? 27% 49% City drinking water? 19% 43% City planning? 16% 58%	Police protection? 48% 48% 48% 51% 44% 52% 51% 44% 2% 51% 44% 2% 51% 44% 2% 51% 51% 44% 2% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51	Police protection? 48% 48% 4% 0% Fire protection? 51% 44% 2% 0% Storm water run-off and drainage? 25% 53% 20% 1% Park maintenance? 24% 65% 11% 1% Park facilities? 37% 48% 13% 2% Administration? 32% 47% 17% 1% Utility billing? 38% 48% 12% 1% Building inspections? 27% 49% 14% 0% City drinking water? 19% 43% 27% 11% City planning? 16% 58% 21% 2%

For the next two city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means you should exclude state and county roads, such as Dayton River Road and Fernbrook Lane, that are taken care of by other levels of government. Keeping that in mind, would you rate each of the following as excellent, good, only fair, or poor.....

		EXC	L	GOOD	FAIR	POOR	DKR
22. 23.	Snowplowing of city streets? City street maintenance?	_	90 90		17% 19%		0% 0%
Conti	nuing						
24.	Do you consider city property taxes the City of Dayton to be very high, somewhat high, about average, somewillow, or very low?		SOI ABO SOI VEI	MEWHAN OUT AV MEWHAN RY LOV	T HIGH VERAGE T LOW.		17%40%38%3%3%
25.	When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?		GOO ON! POO	OD LY FAI OR	IR	 	13% 71% 14% 0%

Let's discuss police and fire service in the City of Dayton....

First, from what you have heard or experienced, please tell me if the response time for each service is a major concern for you, minor concern or not a concern at all.

MAJ MIN NOT

DKR

	Police? Fire?	8% 9%	29% 37%	62% 52%	_ ~	
28.	How much would you be willing to p in additional property taxes to repolice response time? How about \$ per month? (CHOOSE A RANDOM STARTING POINT; MUP OR DOWN DEPENDING ON RESPONSE) How about \$ per month? (REPEAT PROCESS)	duce	\$3.00 \$6.00 \$9.00 \$12.0 \$15.0 MORE	0 THAN \$1	.5.00 REFUSED	27%23%6%3%1%

Turning to fire service....

As the residential growth continues, a recent study done for the City determined there will be a need in the near future for a third fire station in the southwest area of the city. This station would allow

space to grow the department and lower response times for certain areas in the city.

29.	How much would you be willing to see your property taxes increase to fund construction of a fire station? Let's say, would you be willing to see your monthly property taxes increase by \$? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$ per month?	NOTHING.       37%         \$10.00.       45%         \$20.00.       11%         \$30.00.       2%         \$40.00.       0%         \$50.00.       0%         OVER \$50.00.       0%         DON'T KNOW/REFUSED.       6%			
Turni	ng to traffic speeding				
30.	How serious of a problem is speeding on residential streets in the City of Dayton - very serious, somewhat serious, not too serious, or not at all serious?	VERY SERIOUS			
31.	Would you support or oppose reducing the speed limit to 25 MPH on residential streets in the city? (WAIT FOR RESPONSE) Do you feel strongly that way?	STRONGLY SUPPORT			
32.	Would you support the use of city funding to enforce the 25 MPH speed limit on residential streets?	YES			
Most communities have one of two systems for trash collection. Dayton has an open collection system, where residents choose any of the haulers licensed by the City. Some cities use a collection system in which the City manages the system, negotiates prices and standardizes services for residential trash collection.					
33.	Would you favor or oppose the City of Dayton changing from the current system in which residents choose their trash hauler to a system where the City manages collection? (WAIT FOR RESPONSE Do you feel strongly that way?	OPPOSE			
	IF A RESPONSE IS GIVEN, ASK: (n=351)				

34. Could you tell me one or two reasons for your decision?

#### SUPPORT:

LESS TRUCKS, 27%
LOWER COST, 9%
BETTER SERVICE, 6%
LESS HASSLE FOR RESIDENTS, 4%

#### OPPOSE:

WANT TO CHOOSE, 23% LIKE CURRENT HAULER, 10% LOWER COST, 10% BETTER SERVICE, 6%

SCATTERED, 3% UNSURE, 2%.

I would like to read a list of aspects of trash collection. For each one, please tell me if you think it is better under an open collection system or a City managed collection system. (WAIT FOR RESPONSE) Do you feel strongly that way? If you have no opinion, just say so.... (ROTATE)

STO OPE CIT STC DKR

35.	Cost for trash collection?	27%	37%	25%	4%	8%
36.	Pollution from trucks?	10%	18%	48%	12%	12%
37.	Customer service?	18%	38%	29%	7%	9%
38.	Pedestrian safety?	13%	20%	34%	16%	17%
39.	Wear and tear on city streets?	9%	24%	30%	26%	12%

### Changing topics....

40. Are there any types of development you would like to see in the city? (IF "YES," ASK:) What are they?

UNSURE, 2%; NO, 59%; RETAIL/SERVICE BUSINESSES, 11%; PARKS, 2%; TRAILS, 2%; JOBS, 3%; ENTERTAINMENT, 4%; RESTAURANTS, 5%; POOL/SPLASH PAD, 2%; SCHOOLS, 2%; COMMUNITY CENTER, 2%; SCATTERED, 6%.

41. Are there any types of development you would strongly oppose?

UNSURE, 2%; NO, 69%; ANY HOUSING, 4%; BIG BOX RETAIL, 2%; ANY RETAIL, 2%; HIGH END HOUSING, 2%; LOW-INCOME HOUSING, 4%; MOBILE HOMES, 3%; HIGH DENSITY HOUSING, 2%; APARTMENTS, 3%; BARS, 2%; SCATTERED, 5%.

As the City of Dayton continues development....

42.	Do you support or oppose the City providing financial incentives to attract specific types of development? (WAIT FOR RESPONSE) Do you feel strongly that way?	SUPPOS OPPOS STRON	ORT SE IGLY OF	POSE	12%64%14%3%		
each	I would like to read you a list of characteristics of a community. For each one, please tell me if you think City of Dayton currently has too many or too much, too few or too little, or about the right amount.						
		MANY /MCH	•		DK/ REFD		
43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 57.	Manufactured or mobile homes? Rental apartments? Condominiums and townhouses? Starter homes? "Move up" housing for people looking for a larger home? Executive high-end housing? Assisted living? One-level housing maintained by an association? Affordable housing? Parks and open spaces? Trails and bikeways? Job producing businesses? Service and retail establishments? Entertainment establishments? Restaurants?		25% 26% 36% 25% 12% 39% 35% 35% 13% 21% 42% 34%	54% 59% 51% 53% 59% 53% 54% 68% 54% 62% 61%	1% 1% 0% 0% 0% 3% 5% 1% 0% 0%		
Chan	ging topics						
58.	How would you rate park and recreation amenities in the City of Dayton - excellent, good, only fair, or poor?						
59.	Does the current mix of park and recreational amenities in the city adequately meet the needs of your household?	YES					
60.	What additional park and recreational a see offered?	ameniti	es wou	ıld you	like to		
	UNSURE, 4%; NONE, 42%; PICNIC SHELTER FISHING PIER, 2%; TRAILS, 7%; POOL/SE COURTS, 2%; SPORTS FIELDS, 3%; COMMUN PROGRAMS, 2%; PLAYGROUNDS, 2%; RESTRO	PLASH E	PAD, 5% ENTER,	; PIC 3%; C	KLEBALL HILDREN'S		

61.	How important are park and recreational facilities to your overall quality of of life in Dayton - is it very important, somewhat important, not too important, or not at all important?	VERY IMPORTANT
62.	How important is the quality and appearance of city park and recreational facilities to the value of your home very important, somewhat important, not too important, or not at all important?	
63.	During the past year, have you or members of your household visited Elsie Stephens Park on the Mississippi River? (IF "YES," ASK:) How would you rate Elsie Stephens Park - excellent, good, only fair, or poor?	NO.       43%         YES/EXCELLENT.       19%         YES/GOOD.       37%         YES/ONLY FAIR.       2%         YES/POOR.       0%         DON'T KNOW/REFUSED.       0%
64.	During the past year, have you or members of your household visited the Elm Creek Park Reserve?	YES
	IF "YES," ASK: (n=155)	
	65. Was the City of Dayton's proximity to the Elm Creek Park Preserve as major factor in your decision to move to Dayton, a minor factor, or was it not a factor all?	MAJOR FACTOR

Over the past few years, the City of Dayton has conducted a system wide review of the City's parks and trails system. The purpose of this review was to determine trends, improvements, and community priorities for making improvements to the parks and trails system.

For each of the following, please tell me if you would strongly support a property tax increase for that purpose, somewhat support, somewhat oppose or strongly oppose a property tax increase. (ROTATE)

		STS	SMS	SMO	STO	DKR
66.	Additional pedestrian and bicycling					
	trails?	33%	48%	15%	5%	0%
67.	Additional horseback riding trails?	25%	36%	29%	8%	3%
68.	Additional snowmobiling trails?	27%	35%	27%	10%	1%
69.	Construction of a splash pad?	31%	40%	22%	6%	2%
70.	Construction of an indoor and outdoor sports					
	complex, including an indoor fieldhouse or					
	dome and grass and artificial turf athletic					
	fields?	22%	38%	29%	7%	4%
71.	Pickleball courts?	29%	31%	30%	8%	3%

72.	Construction of a large community park with					
	athletic fields and playground?	40%	39%	14%	4%	3%
73.	A Veteran's Memorial?	43%	44%	11%	2%	1%
74.	A bandshell for concerts?	28%	38%	27%	6%	2%
75.	Docks and fishing pier?	39%	42%	14%	4%	1%
76.	Picnic shelters?	33%	49%	14%	4%	1%
77.	An off-leash dog park?	35%	38%	20%	7%	1%

Suppose the City of Dayton proposed a parks and recreational facilities referendum which you considered to be a reasonable approach. The proposal would be placed on a referendum ballot for approval by the voters. In order to fund construction, residents would be asked to approve a property tax increase for a twenty year period.

78.	How much would you be willing to see your property taxes increase to fund these improvements? Let's say, would you be willing to see your monthly property taxes increase by \$? (CHOOSE RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$ per month?	NOTHING       17%         \$6.00       46%         \$12.00       21%         \$18.00       10%         \$24.00       2%         \$30.00       1%         OVER \$30.00       0%         DON'T KNOW/REFUSED       4%
79.	Have you or members of your household attended Dayton Heritage Days? (IF "YES," ASK:) How would you rate your experience - excellent, good, only fair, or poor?	NO.       31%         YES/EXCELLENT.       20%         YES/GOOD.       46%         YES/ONLY FAIR.       4%         YES/POOR.       0%         DON'T KNOW/REFUSED.       0%

80. Are there any changes or improvements you would like to see at Dayton Heritage Days?

UNSURE, 6%; NO, 90%; MORE ADVERTISING, 2%; SCATTERED (LIGHTS/TRAFFIC CONTROL/MORE VENDORS/CARNIVAL), 3%.

81.	Have you or members of your household	NO54%
	attended Holly Dayton? (IF "YES,"	YES/EXCELLENT19%
	ASK:) How would you rate your exper-	YES/GOOD25%
	ience - excellent, good, only fair,	YES/ONLY FAIR2%
	or poor?	YES/POOR0%
		DON'T KNOW/REFUSED1%

82. Are there any changes or improvements you would like to see at Holly Dayton?

UNSURE, 8%; NO, 87%; SCATTERED (MORE PARKING/MORE VENDORS/CAROLING/ADVERTISE), 5%.

Moving on....

83.	Other than voting, do you feel that if you wanted to, you could have a say about the way things are run in the City of Dayton?	YES				
84.	How much do you think you know about the work of the Mayor and City Council - a great deal, a fair amount, very little, or none at all?	A GREAT DEAL				
85.	How much first hand contact have you had with the Dayton City Staff - quite a lot, some, very little, or none?	QUITE A LOT9% SOME48% VERY LITTLE41% NONE3% DON'T KNOW/REFUSED0%				
86.	From what you have heard or seen, how would you rate the job performance of the Dayton City staff - excellent, good, only fair, or poor?	EXCELLENT				
87.	During the past year, have you visited or contacted Dayton City Hall in person, on the telephone, or using the website?					
	IF "YES," ASK: (n=171)					
	Thinking about your last contact with the City, for each of the following characteristics, please rate the service as excellent, good, only fair, or poor					
		EXC GOO FAI POO DKR				
	88. Wait time for city staff to	260 600 100 10 10				

91. Efficiency of the city staff?

Ease of reaching a city Staff member who could help you?

Courtesy of the city staff?

Turning to city communications....

respond?

89.

90.

92. What is your principal source of information about Dayton City Government and its activities?

CITY NEWSLETTER, 33%; CITY WEBSITE, 30%; FACEBOOK, 17%; INSTAGRAM, 2%; WORD OF MOUTH, 7%; LOCAL NEWSPAPER, 2%; MAILINGS, 4%; E-NEWSLETTER, 2%; SCATTERED, 3%.

26% 60% 12%

7%

7%

9%

30% 60%

34% 57%

32% 59%

1% 1%

1%

1%

1%

2%

1%

0%

93. If you could choose the best way for you to receive information about your City Government and the issues facing the community, what would it be?

CITY NEWSLETTER, 33%; CITY WEBSITE, 25%; CITY SOCIAL, 17%; WORD OF MOUTH, 4%; LOCAL NEWSPAPER, 2%; COMMUNITY SOCIAL MEDIA, 2%; MAILINGS, 6%; E-NEWSLETTER, 9%; SCATTERED, 2%.

The City publishes a newsletter called the "Dayton Communicator," which is mailed to all residents.

94.	Do you	ı read	this newsletter?	YES			
IF "YES," ASK: (n=302)							
	95.	conte	rould you evaluate its ent and format - excellent, only fair, or poor?	EXCELLENT. 39% GOOD. 54% ONLY FAIR. 6% POOR. 1% DON'T KNOW/REFUSED. 0%			
96.	Do yo	ou have	e access to the Internet?	YES			
	IF IN	TERNE!	T ACCESS, ASK: (n=379)				
	97.		you or any member of your chold accessed the City of mebsite?	YES			
	IF "YES," ASK: (n=268)						
		98.	How often do you visit the City's website - frequently, occasional- ly, rarely, or whenever needed?	FREQUENTLY			
		99.	How would you evaluate the content of the City's website - excellent, good, only fair, or poor?	EXCELLENT			
		100.	How would you rate the ease of navigating the City's website and finding information you sought - excellent, good, only fair, or poor?	EXCELLENT			

	Gove	you used the City of E rnment Facebook or Inst eceive information from ?	agram NO57%				
	IF "YES," ASK: (n=161)						
	102.	How would you rate th city's social media - cellent, good, only f poor?					
Now,	just a few	more questions for dem	ographic purposes				
Could you please tell me how many people in each of the following age groups live in your household. Let's start with the oldest. Be sure to include yourself.							
103.	First, per	rsons 65 or over?	NONE       78%         ONE       8%         TWO OR MORE       14%         REFUSED       1%				
104.	Adults und	ler 65?	NONE       17%         ONE       17%         TWO       59%         THREE OR MORE       7%         REFUSED       0%				
105.	School-age children?	ed or pre-school	NONE       60%         ONE       15%         TWO       20%         THREE OF MORE       5%         REFUSED       0%				
106.	What is yo	our age, please?	18-34				
107.	household describe y would you A) Your mo ceeding B) You are expense little C) You are while p	chinking about your finances, how would you your financial situation say that - onthly expenses are expensely your income; e meeting your monthly es but are putting aside or no savings; e managing comfortably outting some money aside ag very well?	STATEMENT C				

108.	Gender (BY OBSERVATION)	MALE	488
		FEMALE	528
109.	Precinct (FROM LIST)	ONE	30%
		TWO	25%
		THREE	469