



Equity and Inclusion Commission Agenda

Wednesday, September 16, 2026

6:30 PM

City Council Chambers

In accordance with [Minnesota Statutes §13D.02](#) and City policy, Council and Commission members may attend meetings remotely up to three times per calendar year.

(Times listed are approximate – please note that items may be earlier or later than listed on the agenda)

1. Roll Call

6:02 p.m. **2. Approve Agenda**

3. Receive Public Comment

4. Approval of Meeting Minutes

5. Business Items

a. 2026 Quality of Life Survey and Future Equity Data Collection

6. Commission Direction on Member Initiated Agenda Items

7. Other Business

8. Adjourn

Roseville Equity and Inclusion Commission

Agenda Item

DATE: September 16, 2026

ITEM: 5.a.

ITEM DESCRIPTION: 2026 Quality of Life Survey and Future Equity Data Collection

Background

The City of Roseville commissioned The Morris Leatherman Company to conduct the 2026 Quality of Life Study to better understand residents' views of the community, City services, priorities, and future needs. The survey is available online at the City of Roseville website located at: <https://www.cityofroseville.com/2999/Community-Survey>

Morris Leatherman presented survey results and the findings below to council at the July 20 meeting. The presentation is included as attachment to the EIC agenda packet. Highlights from the presentation include:

The survey supports long-term analysis, providing valuable insights that help inform decisions about current and future programs and services. This year, new questions were added to better align the survey with the City's Strategic Plan goals and priorities.

Residents identified a sense of community and safety as the two most important factors contributing to their quality of life. According to the survey, 88% of residents believe City services have evolved to meet residents' needs.

Residents gave high marks to City services, programs, and leadership.

98% have a positive impression of the Fire Department.

94% rated parks and recreation facilities as excellent or good.

93% approved of the job City staff is doing.

91% have a positive impression of the Police Department.

89% approved of the job the Mayor and City Council are doing.

87% have a positive impression of water and sewer service.

86% support the City's sustainability and environmental efforts.

"We are pleased residents believe the City is headed in the right direction and is providing quality services," said Roseville City Manager Patrick Trudgeon.

Looking ahead, residents said they would like to see more jobs and more affordable housing. They identified taxes and crime as the most serious issues facing the city.

Recommendation

The Equity and Inclusion Commission will review findings from the survey that may be particularly relevant to its charge of applying an equity and inclusion lens to City policies, procedures, projects, programs, operations, and initiatives.

The Commission will also discuss whether future EIC data collection could address gaps in the existing survey. This discussion is not intended to assume that the Commission should conduct another citywide survey. Options could include requesting additional cross-tabulations from the existing survey, targeted surveys, interviews, outreach through schools or apartment communities, or a combination of methods.

Equity and Inclusion Findings and Data Collection Considerations

1. Most residents feel welcome but citywide averages can hide differences

What the survey says:

- 95% of respondents said they feel very or somewhat welcome in Roseville. (Survey Results, p. 3, Question 10.)
- 90% agreed that Roseville is creating an inclusive community for residents of all backgrounds. (Survey Results, p. 3, Question 14.)
- Among the 51 people who disagreed with at least one of the City's three vision statements, the most common suggestion was more cultural events. Other suggestions included bridging younger and older residents, more diverse leadership/staff, and better police-community relations. (Survey Results, pp. 3–4, Questions 12–15.)

Why this matters for the EIC:

These are strong overall results. The next question is whether everyone is having the same experience. For example: do renters and homeowners feel equally welcome? Do results differ by race, age, financial situation, or part of the city? How can we get to that level of detail?

2. A sizable group does not feel they have a voice in City government.

What the survey says:

- 63% said that, other than voting, they feel they could have a say in how Roseville is run.
- 27% said no and 10% were unsure. (Survey Results, p. 9, Question 59.)

Why this matters for the EIC:

More than one-third of respondents did not clearly say they feel able to influence City government. We should understand why. Possible barriers could include not knowing how to participate, lack of time, language, accessibility, trust, or simply not knowing where to start.

3. Housing may show a gap between having a program and residents knowing about it (this may be true for other areas as well. I did not know about Roseville Area Community Foundation till our joint meeting.

What the survey says:

- 59% said Roseville has too few affordable rental units. (Survey Results, p. 12, Question 72.)
- 45% said there is too little affordable owner-occupied housing. (Survey Results, p. 12, Question 76.)
- 41% said mortgage or rent costs are a major issue for their household. (Survey Results, p. 13, Question 85.)
- 57% said they were not aware of the City housing programs described in the survey. (Survey Results, p. 13, Question 89.)

Why this matters for the EIC:

A City program does not help much if the people who could benefit from it do not know it exists or cannot easily access it. This could be a useful lens for reviewing other City programs too: Who knows about the service? Who uses it? Who is missing? Why?

4. Residents like Roseville's parks, but that does not tell us whether everyone can use them.

What the survey says:

- 94% rated Roseville's park and recreation facilities excellent or good. (Survey Results, p. 5, Question 21.)
- Only 38% of households said they had participated in a City-sponsored park and recreation program in the past year. (Survey Results, p. 5, Question 24.)
- When asked about future priorities, 17% mentioned more sidewalks and 10% mentioned more public transit. (Survey Results, p. 4, Question 17.)
- For trails and sidewalks, the two leading priorities were connecting neighborhoods to parks (32%) and

connecting neighborhoods to businesses (27%). (Survey Results, p. 6, Question 28.)

Why this matters for the EIC:

High satisfaction does not necessarily mean equal access. We could ask whether cost, transportation, program hours, registration, disability access, or awareness keep some residents from participating. This could also help guide a future EIC review of the Parks Master Plan.

5. Residents rely on different ways to get City information

What the survey says:

- The City newsletter was the most common primary source of City information at 39%, followed by the City website at 16%, social media at 14%, word of mouth at 12%, cable TV at 7%, and email/e-newsletter at 6%. (Survey Results, p. 16, Question 105.)
- When asked how they would prefer to receive City information, residents chose several different channels, including newsletters, mail, the City website, email, and Facebook. (Survey Results, p. 17, Question 106.)

Why this matters for the EIC:

There may not be one communication method that works for everyone. For important actions or services, the City may need more than one way to reach residents. This could inform future work on City communications and accessibility.

What we still do not know:

The survey collected information on race/ethnicity, age, renter/homeowner status, household finances, geography, household composition, and gender. (Survey Results, pp. 18–19, Questions 118–128.) But the report we received mostly shows results for Roseville as a whole.

Before creating a new survey, we could ask whether the City or Morris Leatherman can provide useful cross-tabulations (was this already discussed), such as:

- Do renters and homeowners report different experiences?
- Do financially stressed households feel less able to influence City government?
- Does awareness of City programs differ among groups?
- Does park and recreation participation differ by age, geography, or household type?
- Do different groups prefer different communication methods?

Because the full survey includes 400 households, some demographic groups may be too small for reliable comparisons.

Possible reasons to do more data collection

- Ask about barriers the current survey does not explore.
- Hear directly from groups whose experiences may be lost in citywide averages.
- Focus on a specific issue, such as park access, City communications, or awareness of programs.

Reasons to be cautious

- Another broad citywide survey could repeat work that has already been done.
- A voluntary online survey may tell us who chose to respond, not what Roseville as a whole thinks.
- Small samples can make differences look more meaningful than they really are.
- Good outreach, translation, and analysis require time and resources.

RECOMMENDATION:

Review the equity-related findings from the 2026 Quality of Life Study and discuss:

1. Which findings warrant further examination by the Commission?
2. What additional analysis may be available from the existing survey?
3. What questions remain unanswered?
4. Whether future EIC data collection would add value and, if so, what forms that data collection should take?
5. What can we confidently conclude from this survey, and what should we be careful not to conclude?
6. What demographic breakdowns would be most useful to request from Morris Leatherman?
7. Are any of those groups too small to analyze reliably?
8. Are there residents this survey method may have been less likely to reach?
9. Where do you see the biggest gaps in the questions that were asked?
10. Would another survey be useful or would targeted outreach tell us more?

Attachments

1. Survey Results
2. PowerPoint

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

City of Roseville
Residential Survey
FINAL JUNE 2026

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Roseville to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

1. Approximately, how many years have you lived in Roseville?

LESS THAN TWO YEARS.....	11%
TWO TO FIVE YEARS.....	15%
FIVE TO TEN YEARS.....	21%
TEN TO TWENTY YEARS.....	25%
20 TO 30 YEARS.....	13%
OVER THIRTY YEARS.....	16%
DON'T KNOW/REFUSED.....	0%

2. As things stand now, how long in the future do you expect to live in Roseville?

LESS THAN TWO YEARS.....	3%
TWO TO FIVE YEARS.....	12%
SIX TO TEN YEARS.....	18%
OVER TEN YEARS.....	51%
DON'T KNOW/REFUSED.....	17%

3. How would you rate the quality of life in Roseville - excellent, good, only fair, or poor?

EXCELLENT.....	28%
GOOD.....	62%
ONLY FAIR.....	10%
POOR.....	1%
DON'T KNOW/REFUSED.....	0%

4. What do you like most, if anything, about living in Roseville?

DON'T KNOW/REFUSED.....	0%
NOTHING.....	1%
CONVENIENT LOCATION....	16%
NEIGHBORHOOD/HOUSING...	14%
SAFE.....	10%
FRIENDLY PEOPLE.....	10%
CLOSE TO FAMILY.....	11%
CLOSE TO JOB.....	9%
SCHOOLS.....	9%
PARKS/TRAILS.....	7%
RETAIL/SERVICES.....	3%
QUIET AND PEACEFUL.....	9%
SCATTERED.....	2%

5. What do you think is the most serious issue facing Roseville today?
- DON'T KNOW/REFUSED.....2%
 NOTHING.....14%
 HIGH TAXES.....23%
 RISING CRIME.....17%
 POOR CITY SPENDING.....3%
 LACK OF JOBS/BUSINESS...7%
 AGING POPULATION.....10%
 AGING INFRASTRUCTURE....4%
 POOR STREET REPAIR.....4%
 RECKLESS DRIVING/
 SPEEDING.....11%
 SCATTERED.....5%
6. All in all, do you think things in Roseville are generally headed in the right direction, or do you feel things are off on the wrong track?
- RIGHT DIRECTION.....76%
 WRONG TRACK.....19%
 DON'T KNOW/REFUSED.....6%
- IF "WRONG TRACK," ASK: (n=74)**
7. Please tell me why you feel things have gotten off on the wrong track?
- DON'T KNOW/REFUSED.....0%
 HIGH TAXES.....24%
 POOR CITY SPENDING.....19%
 POOR STREET REPAIR.....5%
 RISING CRIME.....39%
 GROWING DIVERSITY.....5%
 TOO MUCH RETAIL.....3%
 SCATTERED.....4%
8. How would you rate the sense of community identity among residents in Roseville - would you say it is very strong, somewhat strong, not too strong, or not at all strong?
- VERY STRONG.....34%
 SOMEWHAT STRONG.....56%
 NOT TOO STRONG.....8%
 NOT AT ALL STRONG.....1%
 DON'T KNOW/REFUSED.....1%
9. Please tell me which of the following do you feel the closest connection to - the City of Roseville as a whole, your neighborhood, your School District, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?
- CITY OF ROSEVILLE.....17%
 NEIGHBORHOOD.....37%
 SCHOOL DISTRICT.....11%
 CHURCH.....7%
 WORKPLACE.....10%
 FAMILY/FRIENDS.....18%
 DON'T KNOW/REFUSED.....0%

10.	How welcome do you feel in the City of Roseville - very welcome, somewhat welcome, not too welcome, or not at all welcome?	VERY WELCOME.....57% SOMEWHAT WELCOME.....38% NOT TOO WELCOME.....4% NOT AT ALL WELCOME.....0% DON'T KNOW/REFUSED.....2%
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IF A RESPONSE IS GIVEN, ASK: (n=394)

11. Why do you feel that way?

"VERY WELCOME" OR "SOMEWHAT WELCOME":

FRIENDLY PEOPLE, 26%
 FRIENDS WITH NEIGHBORS, 22%
 LOTS OF COMMUNITY EVENTS, 10%
 DIVERSE, 10%
 QUIET AND SAFE, 8%
 FRIENDLY SCHOOL COMMUNITY, 5%
 GOOD SENSE OF COMMUNITY, 3%
 LONG TERM RESIDENTS, 3%
 NO PROBLEMS, 2%

"NOT TOO WELCOME":

UNFRIENDLY PEOPLE, 4%

SCATTERED, 7%.

The City of Roseville's Vision is to be a vibrant, safe, and inclusive community. For each of aspect, please tell me you strongly agree the City is achieving that aspect, somewhat agree, somewhat disagree, or strongly disagree.

	STA	SMA	SMD	STD	DKR
12. Creating a vibrant community for residents of all backgrounds.	46%	45%	8%	0%	2%
13. Creating a safe community for residents of all backgrounds.	53%	41%	4%	1%	1%
14. Creating an inclusive community for residents of all backgrounds.	52%	38%	8%	0%	2%

IF "SOMEWHAT DISAGREE" OR "STRONGLY DISAGREE," ASK: (n=51)

15. What should the City do to help create that aspect?

UNSURE, 2%; REDUCE CRIME 14%; MORE COMMUNITY EVENTS, 12%; STOP ICE, 4%; MORE CULTURAL EVENTS, 39%; BRIDGE YOUNGER AND OLDER RESIDENTS, 8%; MORE DIVERSE LEADERSHIP/STAFF, 8%; IMPROVE POLICE/COMMUNITY RELATIONS, 6%; SCATTERED, 8%.

Let's spend a few minutes discussing the future of the City of Roseville.

- | | |
|---|----------------------------|
| 16. When thinking about a city's quality of life, what do you think is the most important aspect of that quality? | DON'T KNOW/REFUSED.....0% |
| | SAFETY.....26% |
| | SENSE OF COMMUNITY.....27% |
| | GOOD SCHOOLS.....9% |
| | UPKEEP OF CITY.....11% |
| | OPEN SPACE/NATURE.....5% |
| | PARKS/RECREATION.....5% |
| | UPKEEP OF HOUSING.....2% |
| | QUIET AND PEACEFUL.....10% |
| | RETAIL/SERVICES.....3% |
| | SCATTERED.....3% |
| 17. What should the City of Roseville prioritize over the next five years to improve the quality of life for residents? | DON'T KNOW/REFUSED.....4% |
| | NOTHING.....17% |
| | MORE PUBLIC TRANSIT....10% |
| | MORE JOBS.....20% |
| | MORE ENTERTAINMENT |
| | DINING.....7% |
| | MORE AFFORDABLE |
| | HOUSING.....18% |
| | SIDEWALKS.....17% |
| | REDUCE CRIME.....2% |
| | SCATTERED.....5% |

I would like to read a list of characteristics others have mentioned that indicate a city has a high quality of life.

18. Please tell me which one you think is most important for a city to have? (ROTATE AND READ LIST)

19. Which is second most important? (RE-READ LIST; OMITTING FIRST CHOICE)

20. Which is least important? (RE-READ LIST; OMITTING FIRST TWO CHOICES)

	MOST	SEC	LST
HIGH PROPERTY VALUES.....	6%	3%	17%
WELL-MAINTAINED PROPERTIES.....	9%	8%	6%
LOW PROPERTY TAXES.....	9%	8%	4%
LOW CRIME RATE.....	27%	15%	3%
GOOD SCHOOL SYSTEM.....	18%	19%	4%
VARIETY OF SHOPPING OPPORTUNITIES.....	3%	6%	7%
VARIETY OF PARK AND RECREATION OPPORTUNITIES.....	2%	7%	6%
JOB OPPORTUNITIES.....	9%	9%	8%
COMMUNITY EVENTS AND FESTIVALS.....	6%	14%	7%
SENSE OF COMMUNITY.....	11%	9%	7%
VARIETY OF ENTERTAINMENT AND DINING.....	1%	3%	24%
ELSE.....	0%	0%	4%
DON'T KNOW/REFUSED.....	0%	0%	4%

Let's discuss recreational opportunities in the community....

- | | | |
|-----|--|--|
| 21. | How would you rate park and recreational facilities in Roseville - excellent, good, only fair, or poor? | EXCELLENT.....29%
GOOD.....65%
ONLY FAIR.....6%
POOR.....0%
DON'T KNOW/REFUSED.....1% |
| 22. | Which Roseville recreation facilities, if any, do you or members of your household use most frequently? | DON'T KNOW/REFUSED.....0%
NONE.....22%
TRAILS.....36%
NEIGHBORHOOD PARKS.....33%
ATHLETIC FACILITIES.....10% |
| 23. | How would you rate the upkeep and maintenance of Roseville city parks - excellent, good, only fair, or poor? | EXCELLENT.....27%
GOOD.....66%
ONLY FAIR.....7%
POOR.....0%
DON'T KNOW/REFUSED.....0% |
| 24. | In the past year, have you or any members of this household participated in any city-sponsored park and recreation programs? | YES.....38%
NO.....62%
DON'T KNOW/REFUSED.....0% |

IF "YES," ASK: (n=152)

25. Were you satisfied or dissatisfied with your experience? SATISFIED.....94%
DISSATISFIED.....0%
NEUTRAL (VOL.).....5%
DON'T KNOW/REFUSED.....1%
26. Are there any park and recreation programs you would like to see offered or expanded?
- UNSURE, 7%; NO, 72%; YOUTH ENRICHMENT/HOBBY, 3%; COMMUNITY EVENTS, 2%; ADULT HOBBY, 4%; YOUTH SPORTS, 2%; ADULT FITNESS/HEALTH, 2%; SENIOR PROGRAMS, 2%; SCATTERED, 6%.
27. How often do you or members of your household use the trail system, weather permitting - twice or more per week, weekly, two or three times per month, monthly, quarterly, less frequently, or not at all? TWICE OR MORE A WEEK...13%
WEEKLY.....20%
TWO/THREE A MONTH.....21%
MONTHLY.....14%
QUARTERLY.....5%
LESS FREQUENTLY.....10%
NOT AT ALL.....17%
DON'T KNOW/REFUSED.....1%
28. Which of the following would be your top priority for the city's trails and sidewalk system? (ROTATE)
- CONSTRUCTION OF ADDITIONAL TRAILS FOR EXERCISE WITHIN PARKS.....24%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND PARKS.....32%
CONSTRUCTION OF TRAILS CONNECTING NEIGHBORHOODS AND RETAIL AND BUSINESS AREAS.....27%
CONSTRUCTION OF TRAILS FOR USE BY BICYCLES.....7%
ELSE.....5%
DON'T KNOW/REFUSED.....6%

The City has park buildings at Autumn Grove, Lexington, Rosebrook, Oasis, Sandcastle and Villa parks, as well as a newer community building at Cedarholm Golf Course, the Cedarholm Community Building.

29. Have you or members of your household visited or used one of the park buildings or the Cedarholm Community Building? YES.....39%
NO.....60%
DON'T KNOW/REFUSED.....1%

30. Do you feel the current mix of recreational or sports facilities meet the needs of members of your household? YES.....90%
NO.....2%
DON'T KNOW/REFUSED.....8%

IF "NO," ASK: (n=9)

31. What facilities do you feel are missing?

FITNESS CENTER, 33%; TEEN CENTER, 22%; SENIOR SPACES, 33%; INDOOR POOL, 11%.

Moving on....

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? (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
32. Police protection?	44%	47%	8%	2%	0%
33. Fire protection?	45%	53%	2%	0%	1%
34. Emergency medical services?	44%	51%	2%	0%	3%
35. Sewer and water?	21%	66%	10%	2%	2%
36. Drainage and flood control?	20%	59%	16%	2%	4%
37. Building inspections?	23%	56%	12%	1%	9%
38. Animal control?	21%	65%	9%	2%	4%
39. Code enforcement?	20%	63%	7%	4%	6%

**IF ANY SERVICES WERE RATED "ONLY FAIR" OR "POOR," ASK:
(n=136)**

40. Why did you rate _____ as (only fair/poor)? DON'T KNOW/REFUSED.....0%
COULD IMPROVE.....21%
FLOODING.....22%
MORE PATROLLING.....14%
POOR INSPECTIONS.....4%
LOOSE ANIMALS.....10%
RUNDOWN HOMES.....13%
RUDE/UNFRIENDLY.....4%
POOR TASTE OF WATER.....6%
SLOW SERVICE.....3%
SCATTERED.....2%

Now, for the next six city services, please consider only their job on city-maintained streets and roads in neighborhoods. That means excluding interstate highways, state and county roads

that are taken care of by other levels of government. Therefore, Interstate 35W, Highway 36, County Road C or Lexington Avenue, should not be considered. How would you rate (ROTATE)

		EXCL	GOOD	FAIR	POOR	DK/R
41.	Street repair and maintenance?	23%	46%	26%	5%	0%
42.	Snow plowing?	24%	52%	24%	0%	0%
43.	Trail and pathway plowing in parks?	22%	56%	20%	0%	2%
44.	Trail and pathway plowing in neighborhoods?	24%	56%	19%	1%	1%
45.	Trail and pathway repair and maintenance in parks?	17%	64%	16%	0%	3%
46.	Trail and pathway repair and maintenance in neighborhoods?	19%	62%	15%	1%	3%
47.	Do you consider the city portion of your property taxes to be very high, somewhat high, about average, somewhat low, or very low in comparison with neighboring cities?	VERY HIGH.....24% SOMEWHAT HIGH.....28% ABOUT AVERAGE.....37% SOMEWHAT LOW.....0% VERY LOW.....1% DON'T KNOW/REFUSED.....11%				
48.	Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?	FAVOR.....61% OPPOSE.....30% DON'T KNOW/REFUSED.....10%				
49.	When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?	EXCELLENT.....11% GOOD.....69% ONLY FAIR.....14% POOR.....1% DON'T KNOW/REFUSED.....5%				
50.	Do you think city services have been able to respond to evolving needs of residents?	YES.....88% NO.....7% DON'T KNOW/REFUSED.....5%				

IF "NO," ASK: (n=28)

51. Why do you feel that way?

RISING CRIME, 18%; TOO MUCH GROWTH, 14%; NEED TO
MODERNIZE SERVICES, 11%; AGING INFRASTRUCTURE, 18%;
PEDESTRIAN SAFETY, 7%; MORE SENIOR SERVICES, 7%;
SCATTERED, 25%.

For each of the following projects, please tell me if you strongly support the City continuing to invest in it, somewhat support, somewhat oppose, or strongly oppose it. (ROTATE)

	STS	SMS	SMO	STO	DKR
52. Water and sewer pipes?	43%	49%	5%	1%	3%
53. City buildings?	29%	46%	17%	5%	4%
54. Pedestrian pathways?	44%	40%	11%	5%	1%
55. Bikeways?	39%	37%	17%	5%	3%
56. City roads?	55%	41%	4%	1%	0%
57. Sustainability and environmental projects?	42%	44%	7%	3%	5%

When you think about Roseville's transportation system, including walking, biking, driving, and public transit....

58. How well does the system allow you to safely and conveniently reach the places you want or need to go - very well, somewhat well, not too well, or not at all well?	VERY WELL.....28%
	SOMEWHAT WELL.....65%
	NOT TOO WELL.....6%
	NOT AT ALL WELL.....1%
	DON'T KNOW/REFUSED.....1%

Changing topics....

59. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Roseville runs things?	YES.....63%
	NO27%
	DON'T KNOW/REFUSED.....10%
60. From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? (WAIT FOR RESPONSE) And do you feel strongly that way?	STRONGLY APPROVE.....15%
	APPROVE.....72%
	DISAPPROVE.....9%
	STRONGLY DISAPPROVE.....1%
	DON'T KNOW/REFUSED.....3%

IF "DISAPPROVE" OR "STRONGLY DISAPPROVE," ASK: (n=39)

61. Why do you feel that way?	DON'T KNOW/REFUSED.....0%
	POOR JOB.....21%
	POOR SPENDING.....23%
	COULD IMPROVE.....15%
	HIGH TAXES.....26%
	DON'T LISTEN.....13%
	SCATTERED.....3%
62. From what you have heard or seen, how would you rate the job performance of the Roseville city staff - excellent, good, only fair, or poor?	EXCELLENT.....18%
	GOOD.....75%
	ONLY FAIR.....7%
	POOR.....0%
	DON'T KNOW/REFUSED.....1%

IF "ONLY FAIR" OR "POOR," ASK: (n=29)

63. Why do you feel that way?	DON'T KNOW/REFUSED.....3%
	POOR SPENDING.....45%
	DON'T LISTEN.....17%
	RUDE/UNPROFESSIONAL....28%
	POORLY TRAINED.....7%

Thinking about another topic....

64. How would you rate the general condition and appearance of Roseville - excellent, good, only fair, or poor?	EXCELLENT.....26%
	GOOD.....66%
	ONLY FAIR.....8%
	POOR.....1%
	DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (n=35)

65. Why do you feel that way?	DON'T KNOW/REFUSED.....0%
	MESSY YARDS.....46%
	JUNK CARS.....3%
	VACANT BUSINESSES.....31%
	RUNDOWN HOME/BUSINESS..20%
66. Over the past two years, has the appearance of Roseville improved, declined, or remained the same?	IMPROVED.....37%
	DECLINED.....11%
	REMAINED THE SAME.....52%
	DON'T KNOW/REFUSED.....1%

67.	How would you rate the job the City does enforcing city codes -	EXCELLENT.....	14%
	- excellent, good, only fair, or	GOOD.....	69%
	poor?	ONLY FAIR.....	11%
		POOR.....	4%
		DON'T KNOW/REFUSED.....	2%

IF "ONLY FAIR" OR "POOR," ASK: (n=58)

68.	What city code does the City need to do a better job of enforcing?	DON'T KNOW/REFUSED.....	0%
		MESSY YARDS.....	21%
		RUNDOWN HOME/BUSINESS..	41%
		JUNK CARS.....	19%
		LOOSE ANIMALS.....	5%
		VACANT BUSINESSES.....	12%
		SCATTERED.....	2%

Turning to the issue of public safety in the community....

I would like to read you a short list of public safety concerns.

69. Please tell me which one you consider to be the greatest public safety concern in Roseville? If you feel that none of these problems are serious in Roseville, just say so.

FIRST

Violent crime.....	6%
Drugs.....	12%
Youth crimes and vandalism.....	11%
Break-ins and theft from automobiles.....	11%
Business crimes, such as shop-	
lifting and check fraud.....	5%
Residential crimes, such as	
burglary, and theft.....	8%
Traffic speeding.....	25%
Reckless driving.....	6%
Identity theft.....	0%
Auto theft.....	1%
ALL EQUALLY.....	7%
NONE OF THE ABOVE.....	6%
DON'T KNOW/REFUSED.....	2%

IF "NONE OF THE ABOVE," ASK: (n=25)

70. Is there something not on the list you consider to be the greatest public safety concern in Roseville?

NO, 68%; PEDESTRIAN SAFETY, 32%.

71. How would you rate the amount of patrolling the Roseville Police Department does in your neighborhood - would you say they do too much, about the right amount, or not enough?

TOO MUCH.....	5%
ABOUT RIGHT AMOUNT.....	70%
NOT ENOUGH.....	25%
DON'T KNOW/REFUSED.....	0%

Changing topics...

I would like to read you a list of characteristics of a community. For each one, please tell me if you think Roseville currently has too many or too much, too few or too little, or about the right amount. (ROTATE)

	MANY /MCH	FEW/ LITT	ABT RGHT	DK/ REFD
72. Affordable rental units?	11%	59%	28%	2%
73. Market rate rental units?	15%	44%	40%	1%
74. Condominiums?	15%	27%	57%	1%
75. Townhomes?	12%	31%	57%	1%
76. Affordable owner-occupied housing?	10%	45%	45%	1%
77. "Move up" housing?	26%	20%	51%	3%
78. Higher cost housing?	38%	15%	46%	2%
79. Assisted living for seniors?	7%	43%	47%	4%
80. Parks and open spaces?	22%	14%	64%	0%
81. Trails and bikeways?	21%	14%	65%	1%
82. Retail and service establishments?	27%	17%	57%	0%
83. Entertainment and dining opportunities?	21%	16%	63%	0%

If you were going to move from your current home to either upgrade or downsize....

84. Do you think you could find the type of housing in Roseville you are looking for? (IF "NO," ASK:) What type of housing do you think is not available in Roseville?

UNSURE, 3%; YES, 83%; AFFORDABLE RENTAL, 5%; AFFORDABLE SINGLE FAMILY HOME, 3%; SCATTERED, 6%.

I would like to read you a list of housing challenges. For each one, please tell me if it is a major issue for your household, a minor issue, or is it not an issue for your household.

	MAJ	MIN	NOT	DKR
85. Cost of your mortgage or rent?	41%	25%	34%	0%
86. Cost of maintenance and upkeep?	21%	33%	47%	0%
87. Cost of home or rental insurance?	12%	43%	46%	0%
88. Physical accessibility?	6%	21%	72%	1%

The City of Roseville works with organizations to offer a variety of different housing programs for residential home owners. This includes foreclosure protection, home improvement loans for interior and exterior remodeling, and a land trust program.

89. Prior to this survey, were you	YES.....	41%
aware of this housing programs?	NO.....	57%
	DON'T KNOW/REFUSED.....	2%

Changing topics....

The City contracts with a local company for curbside recycling services. Currently, residents are provided a single-sort recycling cart, and recyclables are picked up every two weeks.

90. Do you participate in the curbside recycling program by separating	YES.....	82%
recyclable items from the rest of your garbage?	NO.....	18%
	DON'T KNOW/REFUSED.....	1%

IF "NO," ASK: (n=72)

91. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?

UNSURE, 3%; TOO BUSY, 3%; NOT ENOUGH ITEMS, 19%; NOT CONVENIENT, 4%; NO NEED, 3%; ASSOCIATION TAKES CARE OF, 31%; NEED MORE INFORMATION, 7%; NO INTEREST, 28%; TAKE ELSEWHERE, 3%.

92. Are there any changes or improvements in the service which could be made to persuade you to participate in it?

UNSURE, 8%; NO, 81%; TAKE MORE VARIETY, 3%; NEED MORE INFORMATION, 4%; SCATTERED, 4%.

IF "YES" IN QUESTION #90, ASK: (n=327)

93. How often do you put recycle-ables out for collection - every two weeks, monthly, or less often?

EVERY TWO WEEKS.....	73%
MONTHLY.....	22%
LESS OFTEN.....	4%
DON'T KNOW/REFUSED.....	0%

When you think of the recyclables your household generates...

94. Would you favor or oppose a change to an every week collection schedule for recyclables for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY FAVOR.....	6%
FAVOR.....	43%
OPPOSE.....	39%
STRONGLY OPPOSE.....	8%
DON'T KNOW/REFUSED.....	5%

95. Are there any changes or improvements in the curbside recycling program you would like to see?

UNSURE, 5%; NO, 87%; LARGER BINS, 4%; SCATTERED, 4%.

Most communities have one of two systems for trash collection. Roseville operates under an open collection system, in which residents choose from a list of haulers licensed by the city to provide residential trash collection. Some cities use an arrangement in which the city manages a collection system, negotiates prices and standardizes services for residential trash collection.

96. Would you favor or oppose the City of Roseville changing from the current system, in which residents choose their trash hauler to a system where the City manages trash collection? (WAIT FOR RESPONSE) Do you feel strongly that way?

STRONGLY FAVOR.....	6%
FAVOR.....	31%
OPPOSE.....	37%
STRONGLY OPPOSE.....	8%
DON'T KNOW/REFUSED.....	18%

IF A RESPONSE IS GIVEN, ASK: (n=330)

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

PREFER TO CHOOSE HAULER, 22%; LIKE CURRENT HAULER, 18%;
LOWER COST, 19%; BETTER CUSTOMER SERVICE, 4%; LESS
TRUCK TRAFFIC, 18%; CITY WOULD DO A BETTER JOB, 4%;
MORE EFFICIENT, 6%; NOT A CITY VENTURE, 2%; SCATTERED,
7%.

In 2019, the City of Roseville, in partnership with Ramsey County, opened an organics recycling drop-off site at the Leaf Recycling Center on Dale Street just south of County Road C. Roseville residents can now collect food scraps and other organic waste in their home and take it to a drop-off site.

98. Prior to this survey, were you	YES.....61%
aware Roseville has a drop-off	NO.....38%
site for residents to recycle	DON'T KNOW/REFUSED.....1%
food scraps and other organic	
waste?	

IF "YES," ASK: (n=245)

99. Have you used this drop-off	NO.....43%
site? (IF "YES," ASK:) Do	MORE THAN ONCE A WEEK...1%
you use this site - more than	ONCE A WEEK.....14%
once a week, once a week,	ONCE EVERY OTHER WEEK..10%
once every other week, once	ONCE A MONTH.....16%
a month, or less often?	LESS OFTEN.....15%
	DON'T KNOW/REFUSED.....0%

IF "NO" IN QUESTION #99, ASK: (n=106)

100. Why don't you use the food scraps and organics recycling drop-off site?

TOO BUSY, 9%; POINTLESS SERVICE/NOT NEEDED, 9%;
NOT ENOUGH ITEMS, 22%; NOT INTERESTED, 23%;
MESSY/ODOR, 24%; DON'T WANT TO TRANSPORT IT, 2%;
TOO MUCH HASSLE/INCONVENIENT, 6%; COMPOST AT HOME,
2%; SCATTERED, 3%.

IF "NO" IN QUESTION #98, ASK: (n=152)

101. Now that you aware of the organics drop-off site, how likely would your household be to use the site for re-cycling food scraps and other organic waste - very likely, somewhat likely, not too likely, or not at all likely?	VERY LIKELY.....4%
	SOMEWHAT LIKELY.....32%
	NOT TOO LIKELY.....22%
	NOT AT ALL LIKELY.....40%
	DON'T KNOW/REFUSED.....3%

IF "NOT TOO LIKELY" OR "NOT AT ALL LIKELY," ASK: (n=93)

102. Why would you not use the food scraps and organics recycling drop-off site?

UNSURE, 2%; TOO BUSY, 9%; POINTLESS SERVICE/NOT NEEDED, 7%; NOT ENOUGH ITEMS, 15%;
HASSLE/INCONVENIENT, 10%; NOT INTERESTED, 30%;
MESSY/ODOR, 18%; NEED INFORMATION, 5%;
AGE/HEALTH, 4%.

103. When a curbside collection program for compostable waste is available, how likely would your household be to participate in it - very likely, somewhat likely, not too likely, or not at all likely?	VERY LIKELY.....18%
	SOMEWHAT LIKELY.....34%
	NOT TOO LIKELY.....17%
	NOT AT ALL LIKELY.....28%
	DON'T KNOW/REFUSED.....3%

On another topic....

104. How would you rate the City's overall performance in communicating key local issues to residents in its publications, website, mailings, and on cable television - excellent, good, only fair, or poor?	EXCELLENT.....13%
	GOOD.....74%
	ONLY FAIR.....12%
	POOR.....1%
	DON'T KNOW/REFUSED.....0%

105. What is your primary source of information about the City of Roseville?	DON'T KNOW/REFUSED.....0%
	NONE.....5%
	CITY NEWSLETTER.....39%
	EMAIL/E-NEWSLETTER.....6%
	CITY WEBSITE.....16%
	CABLE TV.....7%
	WORD OF MOUTH.....12%
	SOCIAL MEDIA.....14%
	SCATTERED.....2%

106. How would you most prefer to receive information about Roseville City Government and its activities -- (ROTATE) email, information on the city's website, city publications and newsletters, mailings to your home, local weekly newspaper coverage, cable tv programming, the city's Facebook page, the City's X/Twitter feed or Nextdoor?
- | | |
|--------------------------|-----|
| EMAIL..... | 13% |
| CITY WEBSITE..... | 16% |
| PUBLICATIONS/NEWSLTRS.. | 30% |
| MAILINGS TO HOME..... | 19% |
| LOCAL WEEKLY PAPERS..... | 3% |
| CABLE TV..... | 4% |
| CITY FACEBOOK PAGE..... | 11% |
| X/TWITTER..... | 1% |
| NEXTDOOR..... | 2% |
| SCATTERED..... | 1% |
107. Do you recall receiving the City's printed publication -- *Roseville City News* - in the mail during the past year?
- | | |
|-------------------------|-----|
| YES..... | 69% |
| NO..... | 31% |
| DON'T KNOW/REFUSED..... | 0% |

IF "YES," ASK: (n=275)

108. Do you or any members of your household regularly read it?
- | | |
|-------------------------|-----|
| YES..... | 86% |
| NO..... | 14% |
| DON'T KNOW/REFUSED..... | 0% |
109. How effective is this city publication in keeping you informed about activities in the city - very effective, somewhat effective, not too effective, or not at all effective?
- | | |
|---------------------------|-----|
| VERY EFFECTIVE..... | 44% |
| SOMEWHAT EFFECTIVE..... | 43% |
| NOT TOO EFFECTIVE..... | 11% |
| NOT AT ALL EFFECTIVE..... | 2% |
| DON'T KNOW/REFUSED..... | 0% |

I would like to ask you about social media sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Roseville.

(ROTATE)

	NOT USE	USE LIK	USE NLK	DK/ REF
110. Facebook?	30%	65%	5%	0%
111. X or Twitter?	70%	20%	10%	0%
112. Instagram?	62%	23%	16%	0%
113. YouTube?	46%	32%	23%	0%
114. Nextdoor?	69%	24%	7%	0%
115. Email?	23%	66%	12%	0%
116. City website?	35%	60%	5%	0%
117. Other social media sites?	71%	16%	12%	1%

Now, just a few more questions for demographic purposes....

Could you please tell me how many people in each of the following age groups live in your household.

118. Persons 65 or over?	NONE.....72%
	ONE.....11%
	TWO OR MORE.....18%
119. Adults between the ages of 50 and 64 years of age?	NONE.....77%
	ONE.....11%
	TWO MORE.....12%
120. Adults between the ages of 18 and 49 years of age?	NONE.....41%
	ONE.....20%
	TWO.....37%
	THREE OR MORE.....2%
121. School-aged children and pre- schoolers?	NONE.....72%
	ONE.....11%
	TWO.....14%
	THREE OR MORE.....4%
122. Do you own or rent your present residence?	OWN.....66%
	RENT.....34%
	REFUSED.....0%
123. What is your age, please? (READ CATEGORIES, IF NEEDED)	18-24.....6%
	25-34.....18%
	35-44.....20%
	45-54.....16%
	55-64.....14%
	65 AND OVER.....27%
	REFUSED.....0%
124. Which of the following best des- cribes your household: (READ)	SINGLE/NO OTHER.....28%
A. Single, no other family at home.	SINGLE PARENT.....2%
B. Single parent with children at home.	MAR/PARTN/CHILDREN.....26%
C. Married or partnered, with children at home.	MAR/PARTN/NO CHILD.....42%
D. Married or partnered with no children or no children at home.	SOMETHING ELSE.....2%
E. Something else.	REFUSED.....0%

125. Which of the following categories represents your ethnicity -	WHITE.....63%
White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	AFRICAN-AMERICAN.....13%
	HISPANIC-LATINO.....7%
	ASIAN-PACIFIC ISLANDER.10%
	NATIVE AMERICAN.....1%
	SOMETHING ELSE.....1%
	MIXED/BI-RACIAL.....6%
	DON'T KNOW.....0%
	REFUSED.....0%
126. Do you live north or south of Highway 36? (WAIT FOR RESPONSE) Do you east or west of Snelling Avenue?	NORTHWEST.....20%
	NORTHEAST.....31%
	SOUTHEAST.....28%
	SOUTHWEST.....22%
	DON'T KNOW/REFUSED.....0%
127. Finally, thinking about your household finances, how would you describe your financial situation, would you say that -	STATEMENT A.....2%
A) Your monthly expenses are exceeding your income;	STATEMENT B.....38%
B) You are meeting your monthly expenses but are putting aside little or no savings;	STATEMENT C.....47%
C) You are managing comfortably while putting some money aside;	STATEMENT D.....12%
D) Managing very well?	DON'T KNOW/REFUSED.....1%
128. What is your gender identity?	MALE.....47%
	FEMALE.....52%
	NON-BINARY.....1%
	REFUSED.....0%

City of Roseville

2026 Quality of Life Study

The Morris Leatherman Company

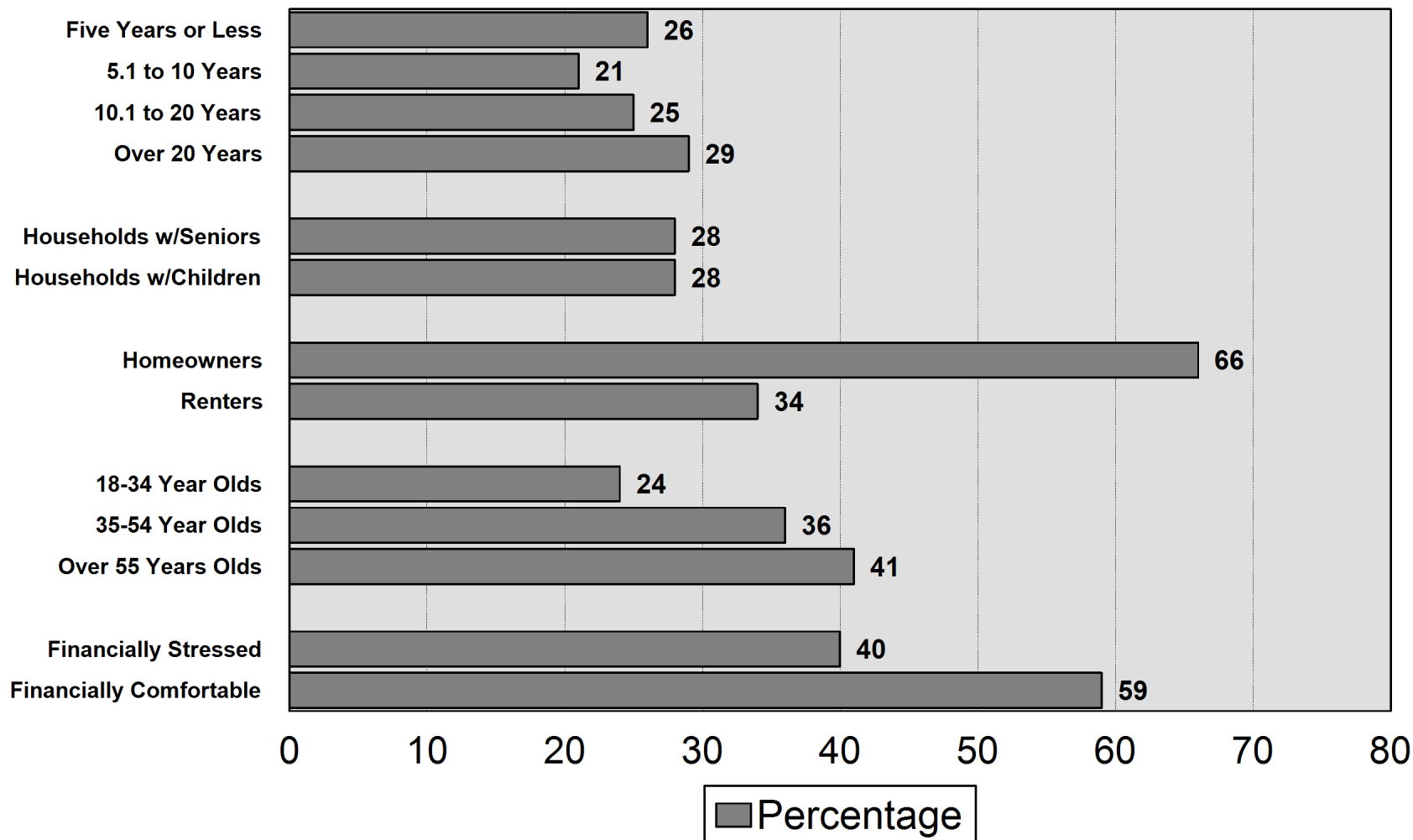
Methodology

2026 City of Roseville

-) 400 random sample of City of Roseville households
-) Telephone interviews conducted between June 18th and July 9th, 2026
-) Average interview time of 21 minutes
-) Non-response level of 6.5%
-) City household sample projectable within +/- 5.0% in 95 out of 100 cases
-) Cellphone Only Households: 69%
-) Landline Only Households: 12%
-) Both Landline and Cellphone Households: 19%

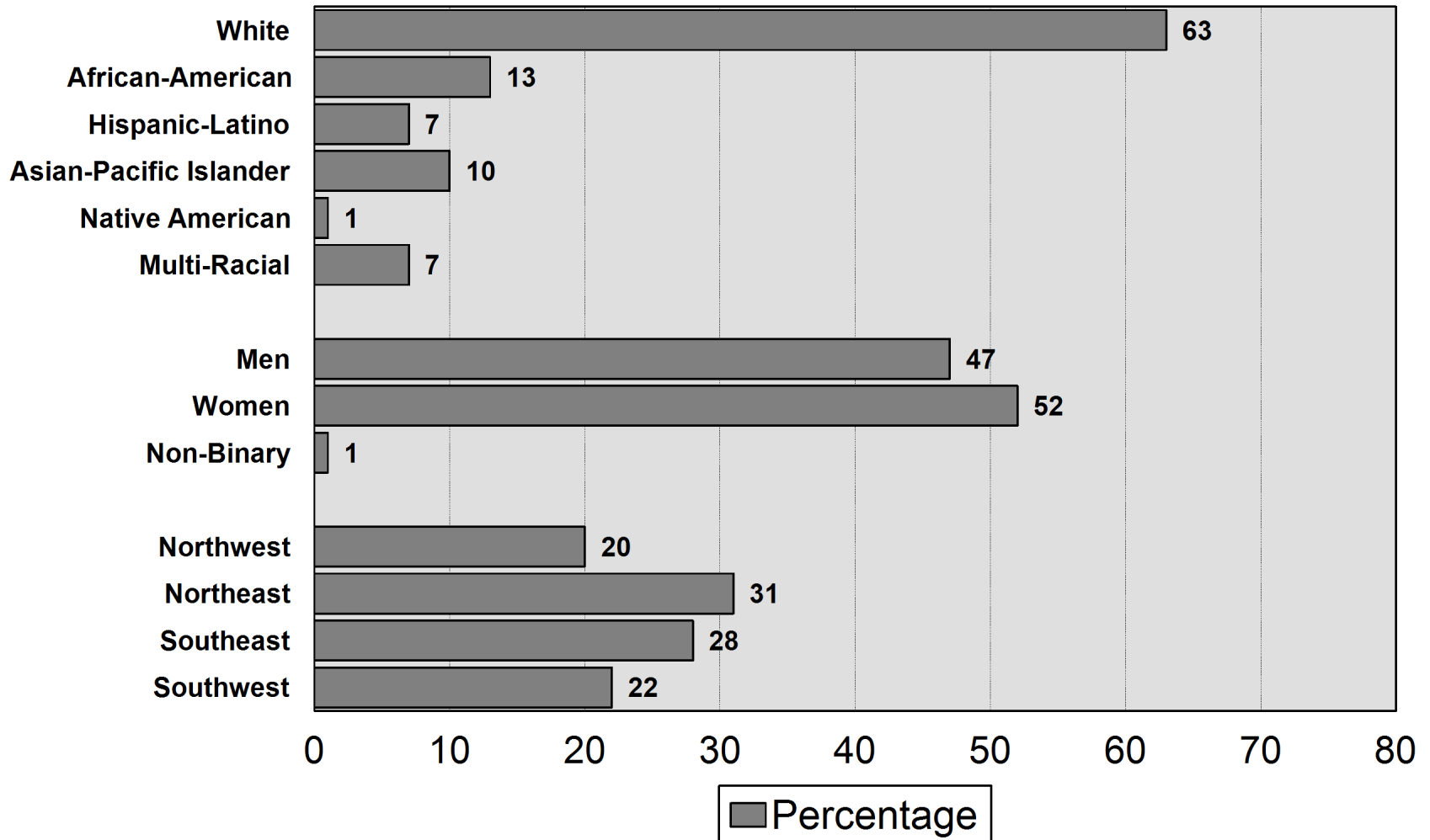
Demographics I

2026 City of Roseville



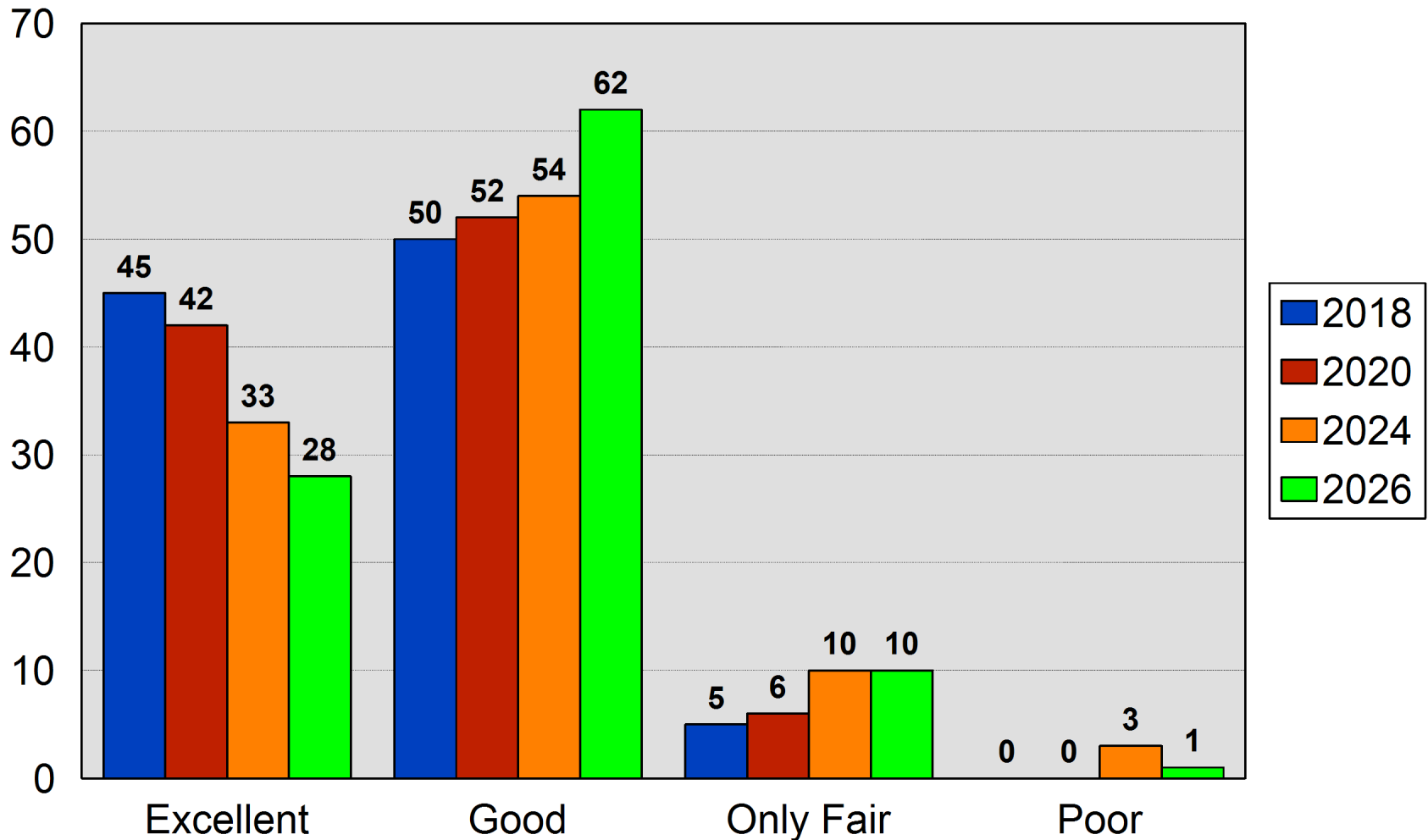
Demographics II

2026 City of Roseville



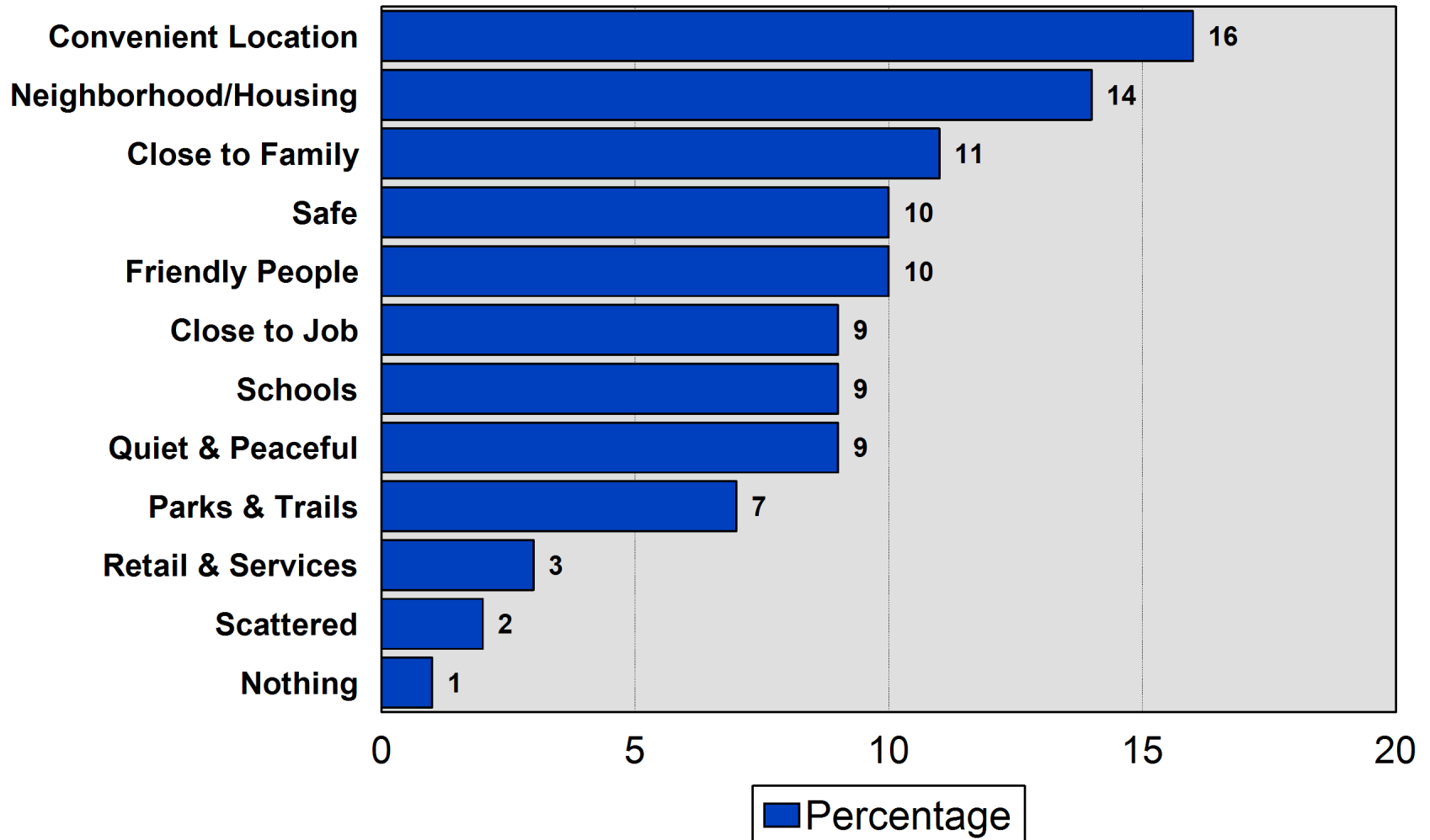
Quality of Life Rating

2026 City of Roseville



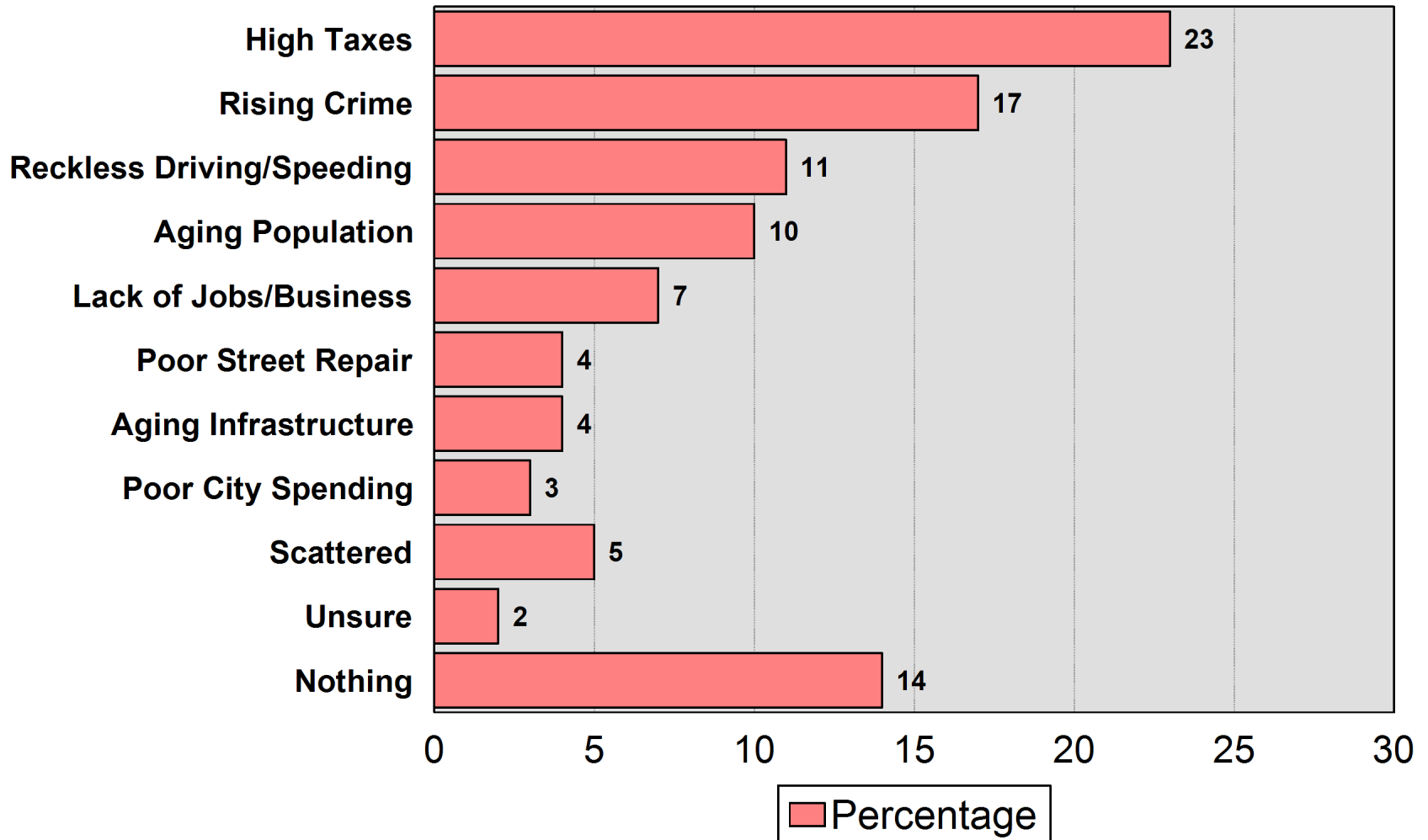
Like Most about City

2026 City of Roseville



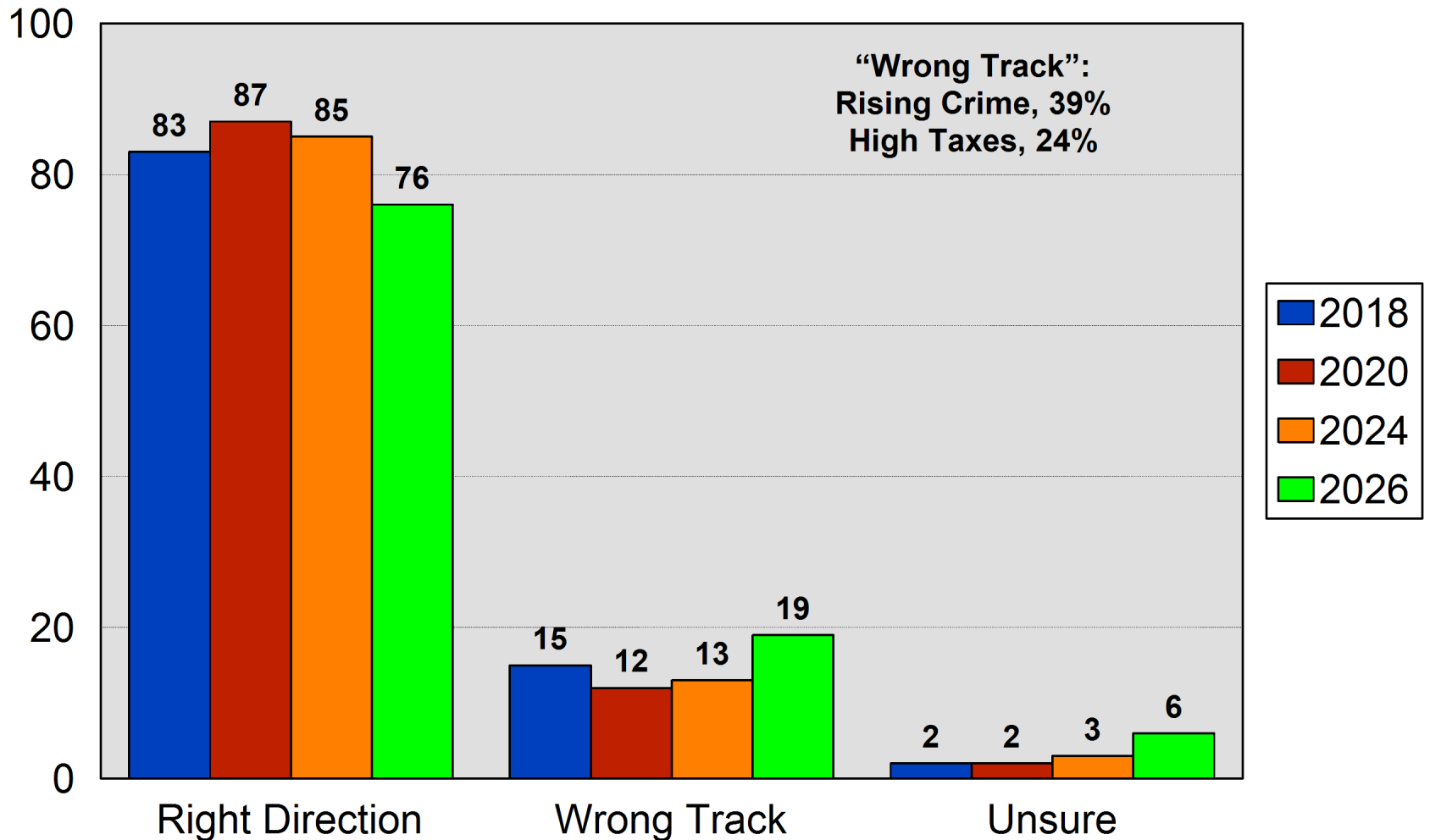
Most Serious Issue

2026 City of Roseville



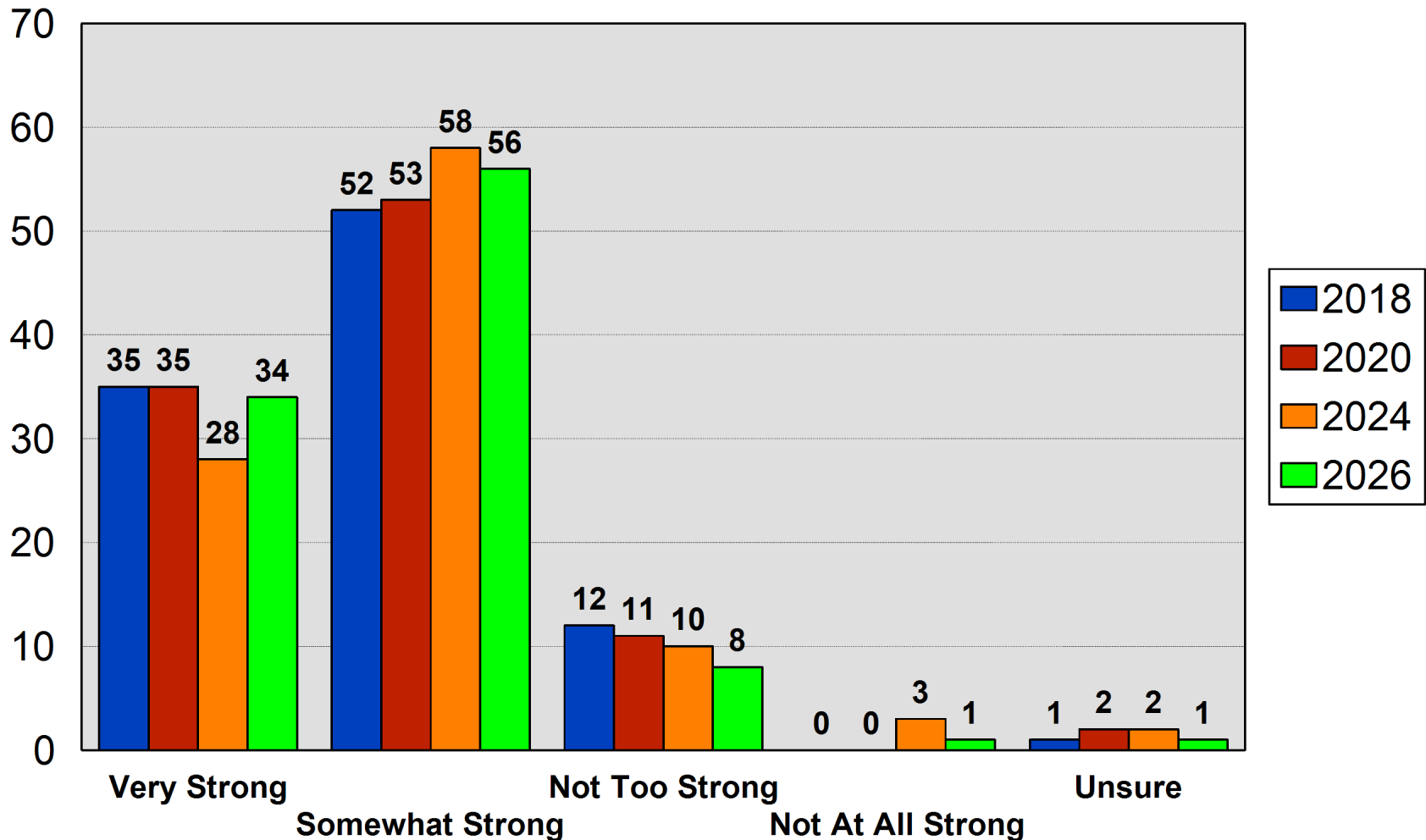
Heading of City

2026 City of Roseville



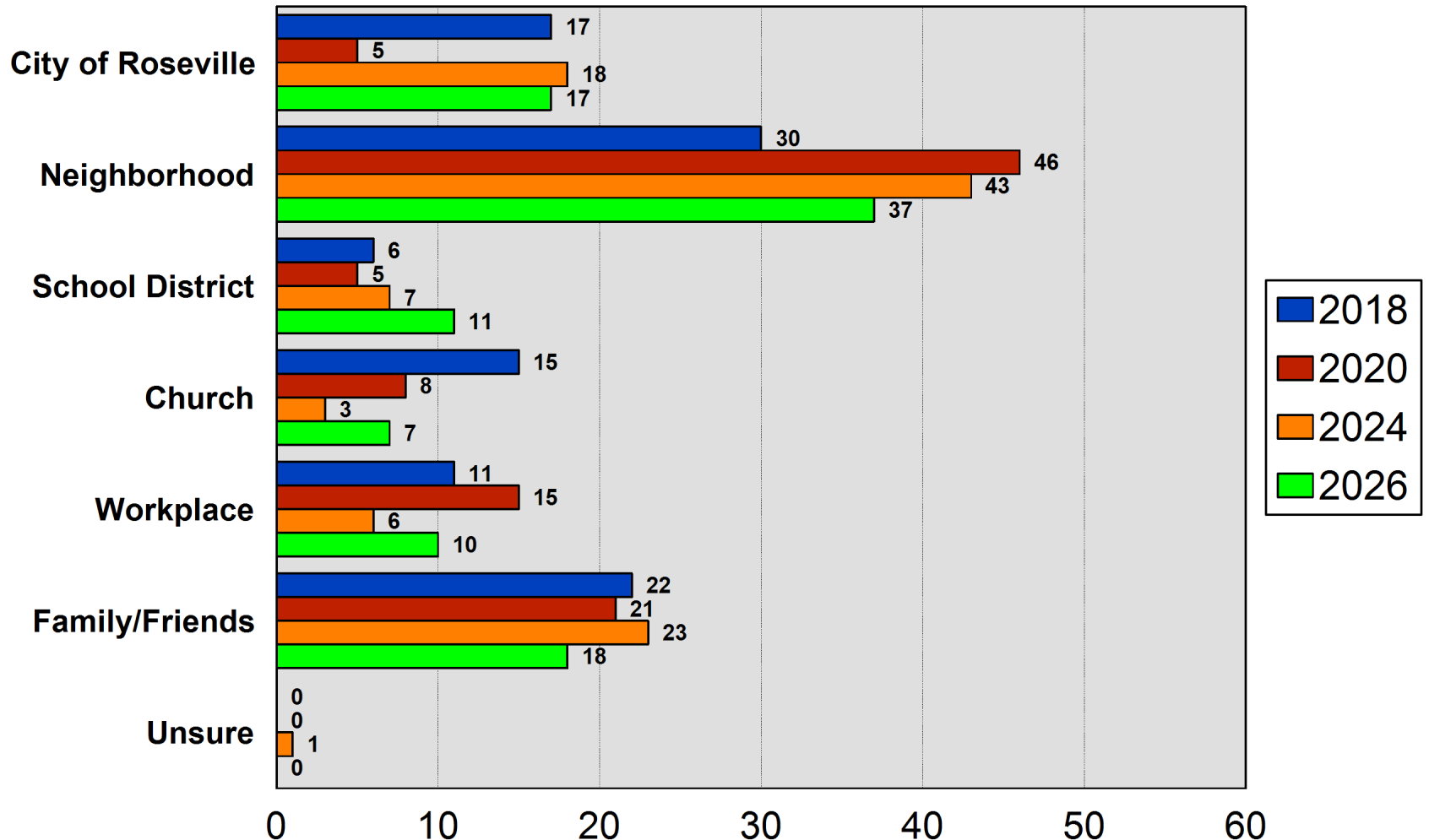
Sense of Community Identity

2026 City of Roseville



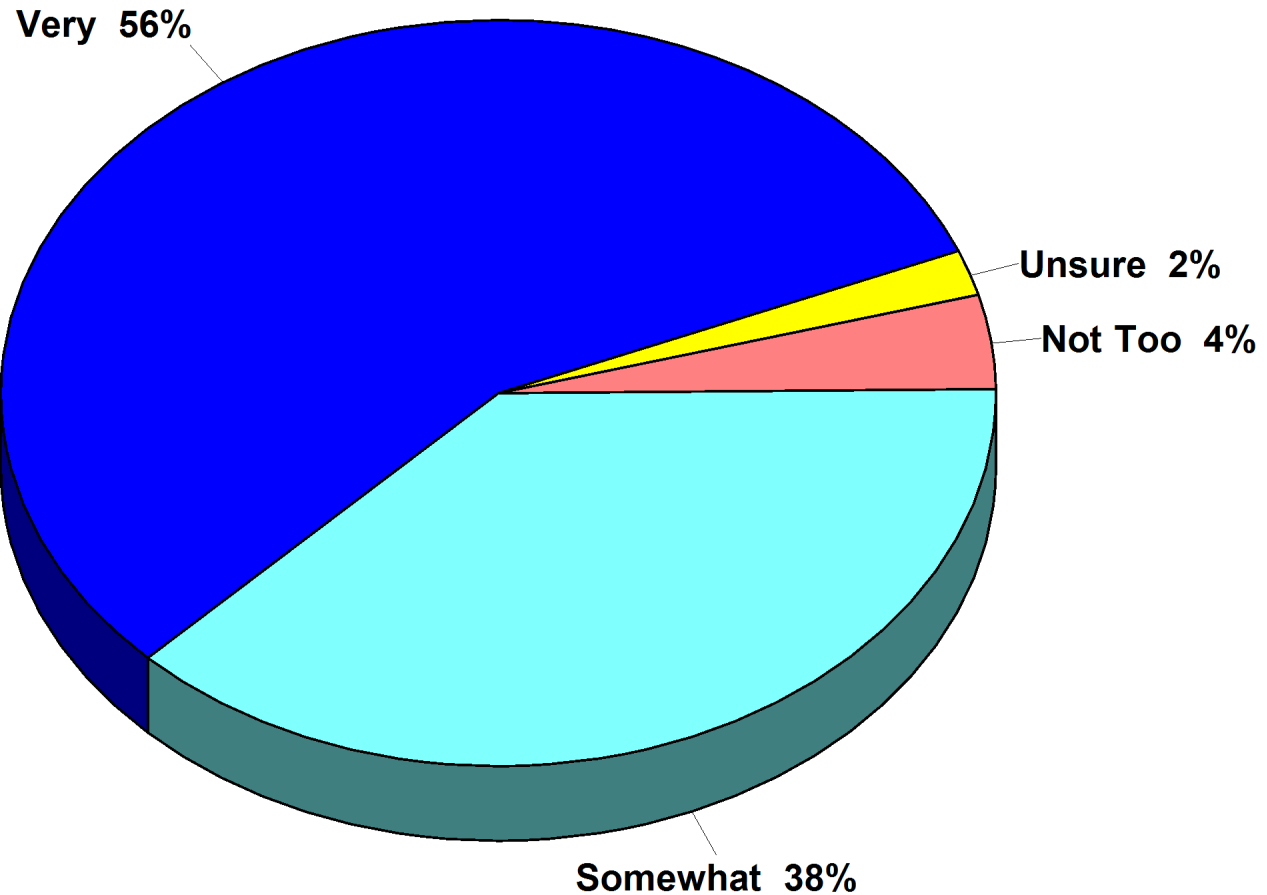
Closest Connection

2026 City of Roseville



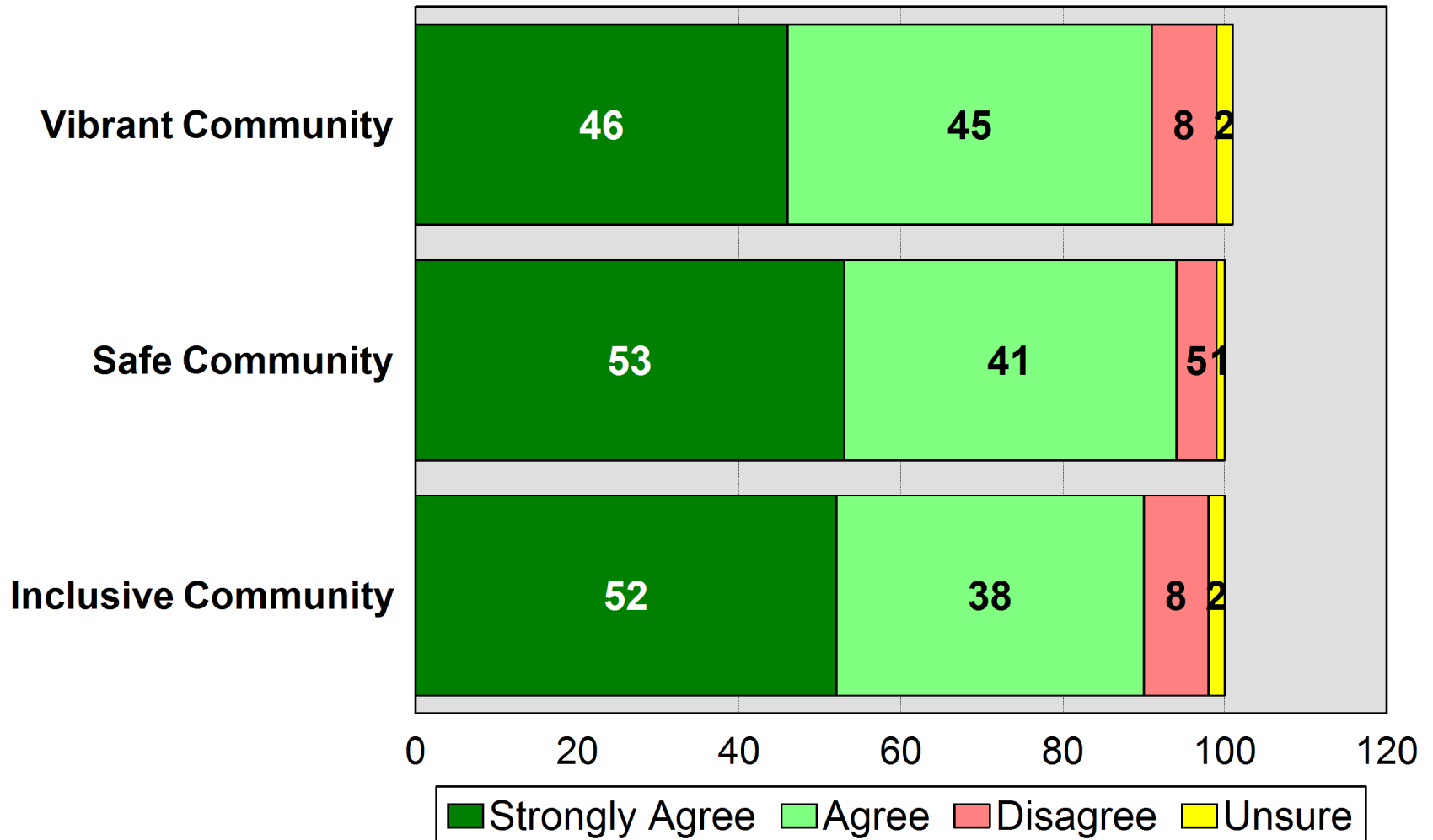
Feel Welcome in Roseville

2026 City of Roseville



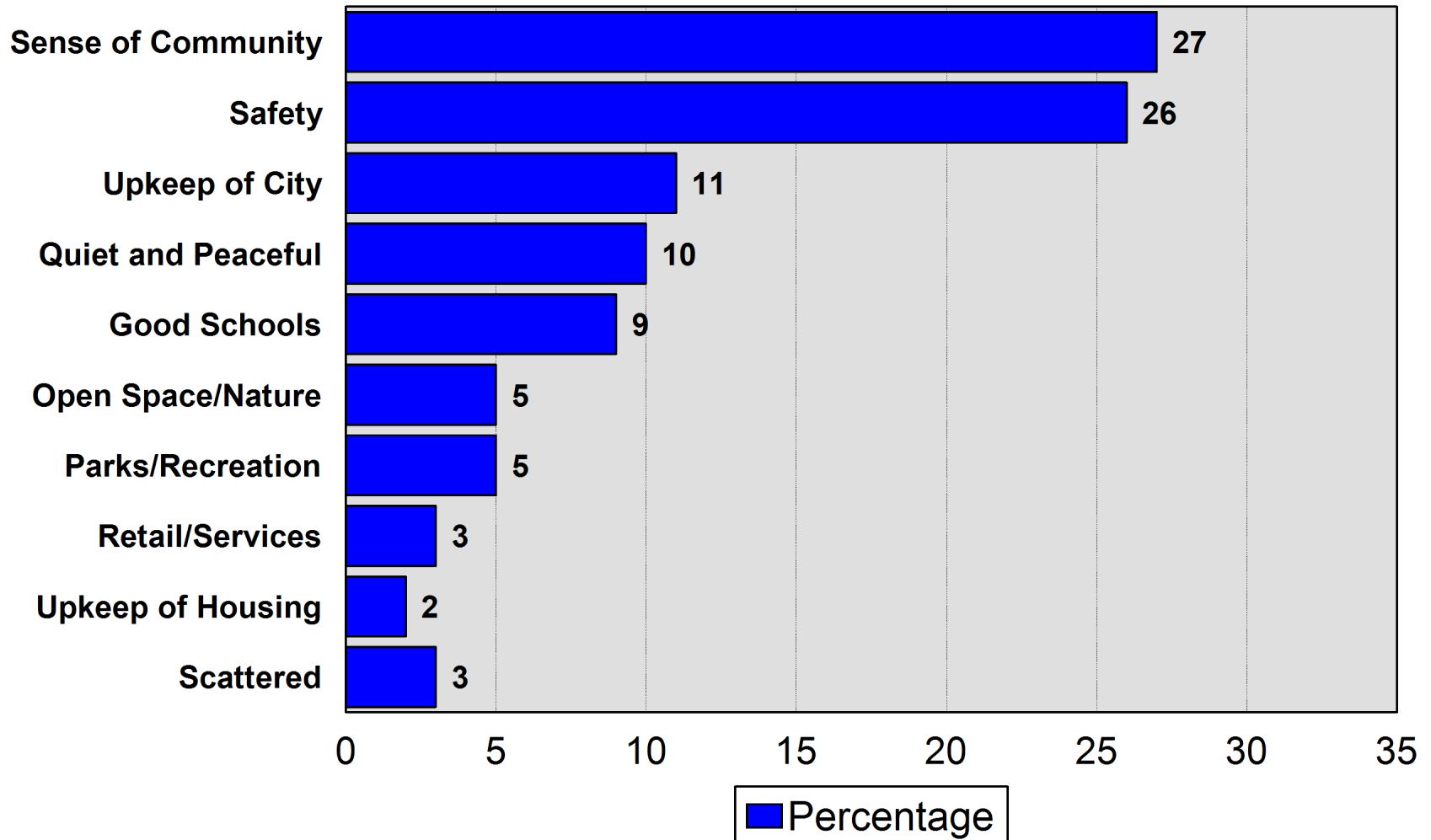
Roseville's Vision

2026 City of Roseville



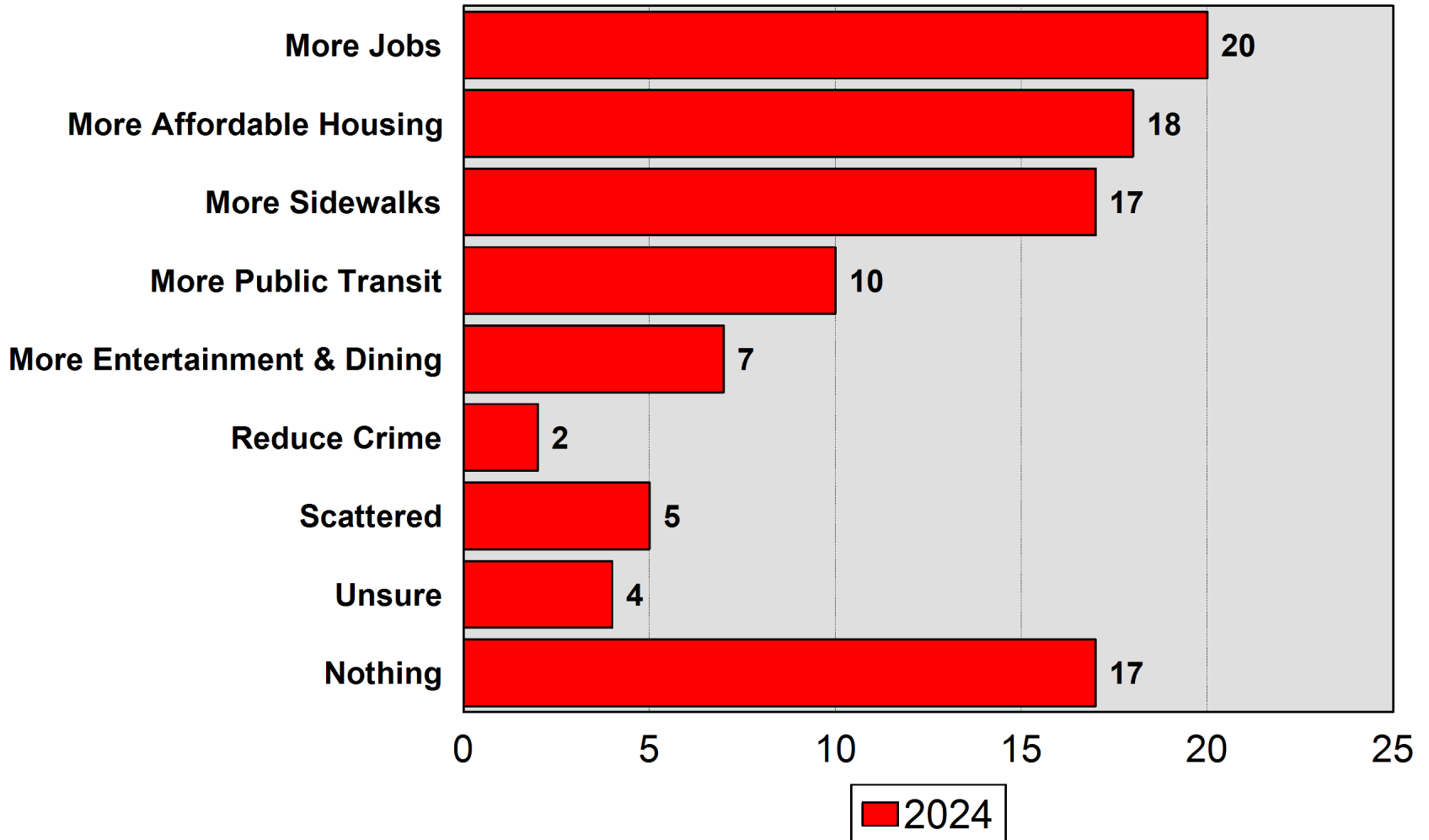
Most Important Aspect of Quality of Life

2026 City of Roseville



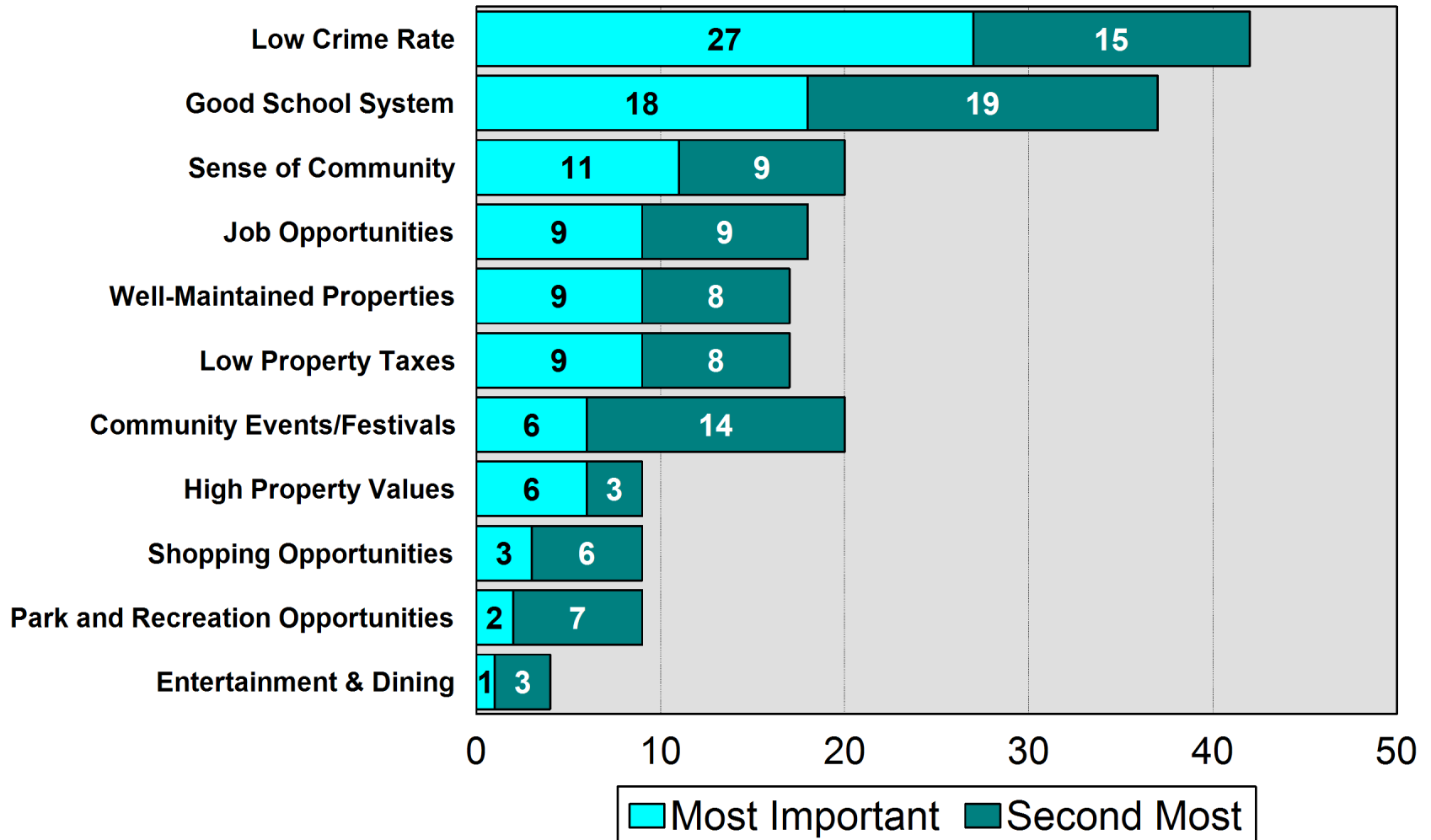
City Aspects to Fix or Improve

2026 City of Roseville



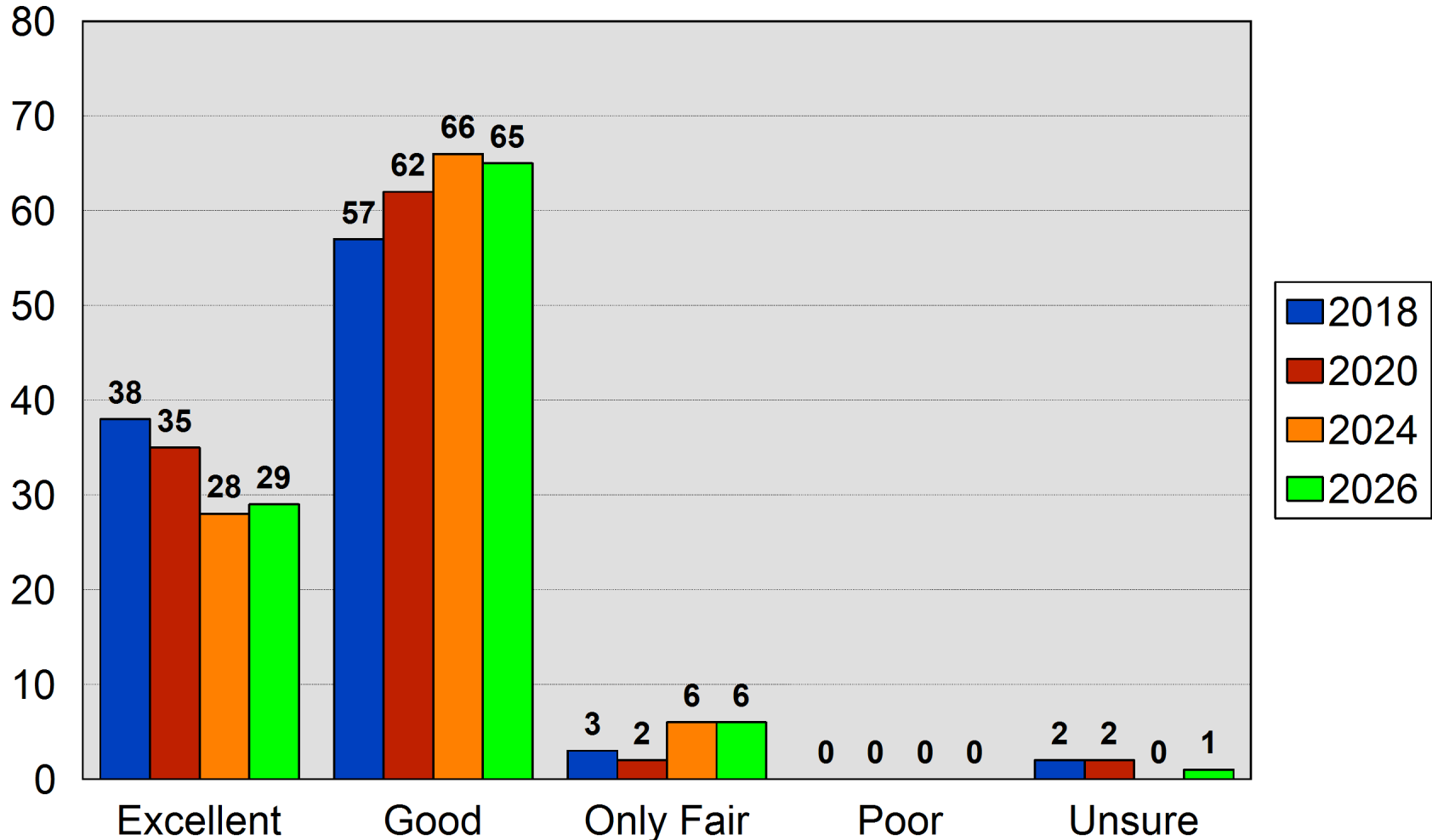
Important for High Quality of Life

2026 City of Roseville



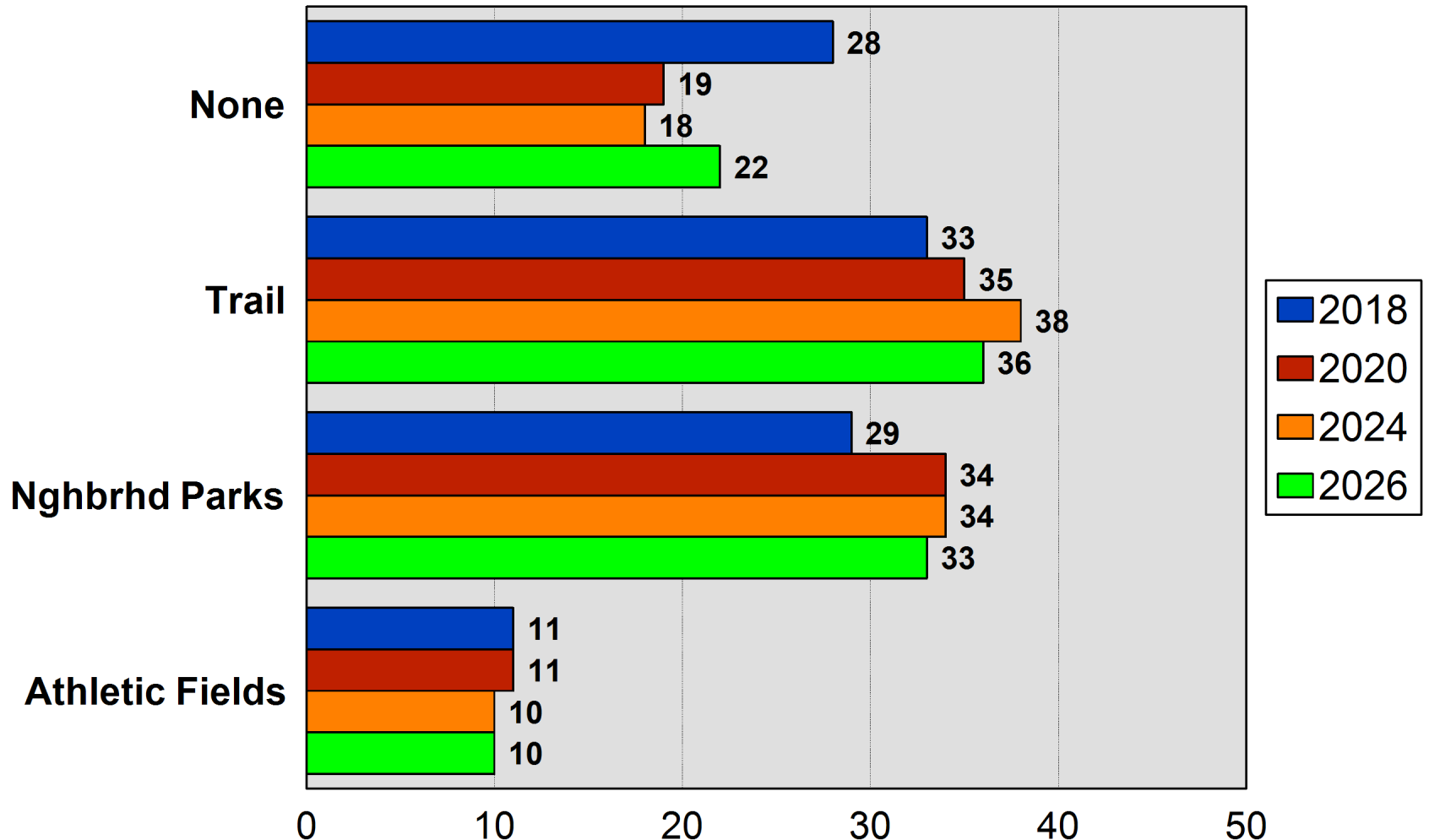
City Park and Recreation Facilities

2026 City of Roseville



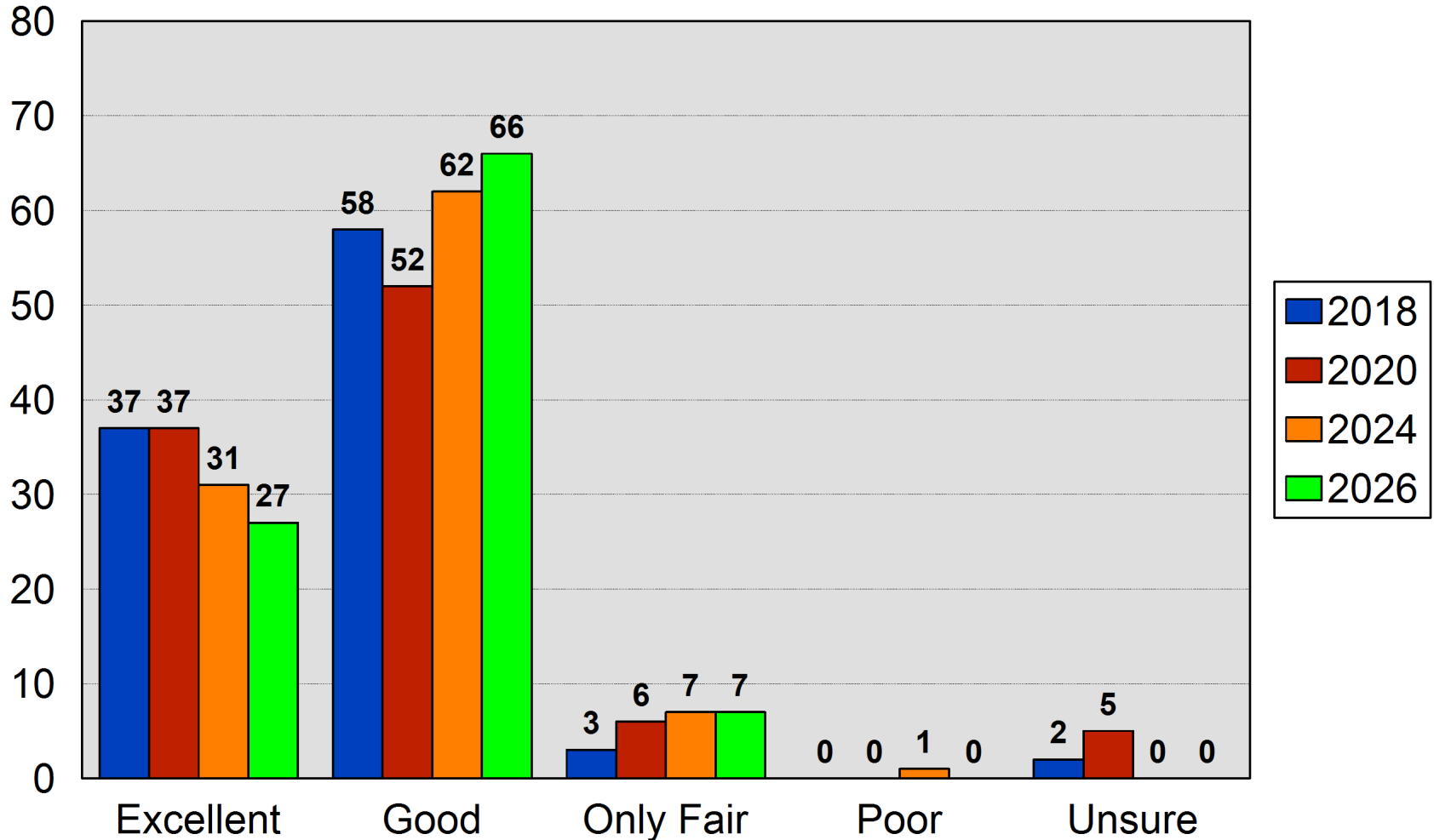
Facility Used Most Often

2026 City of Roseville



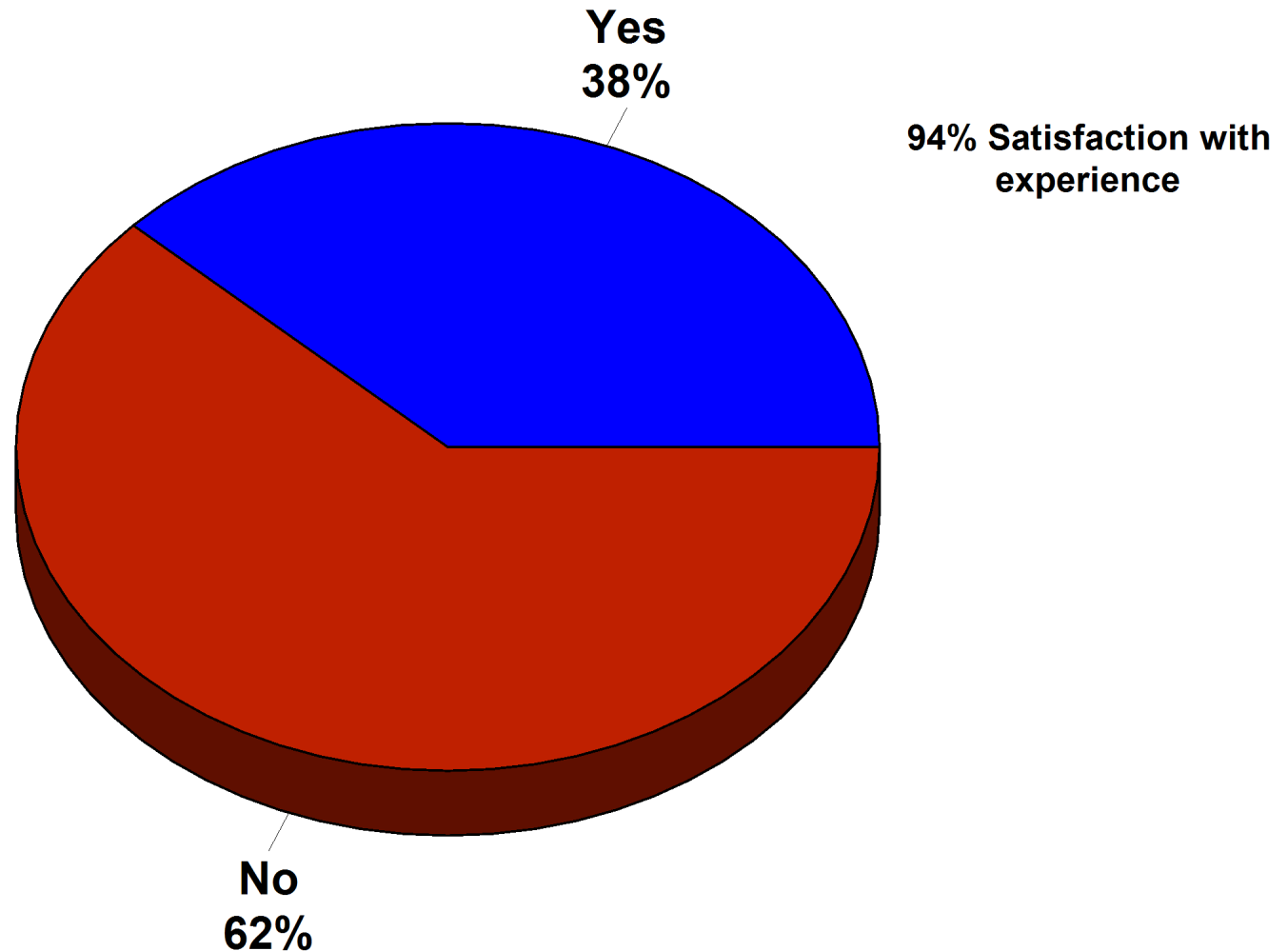
Upkeep and Maintenance

2026 City of Roseville



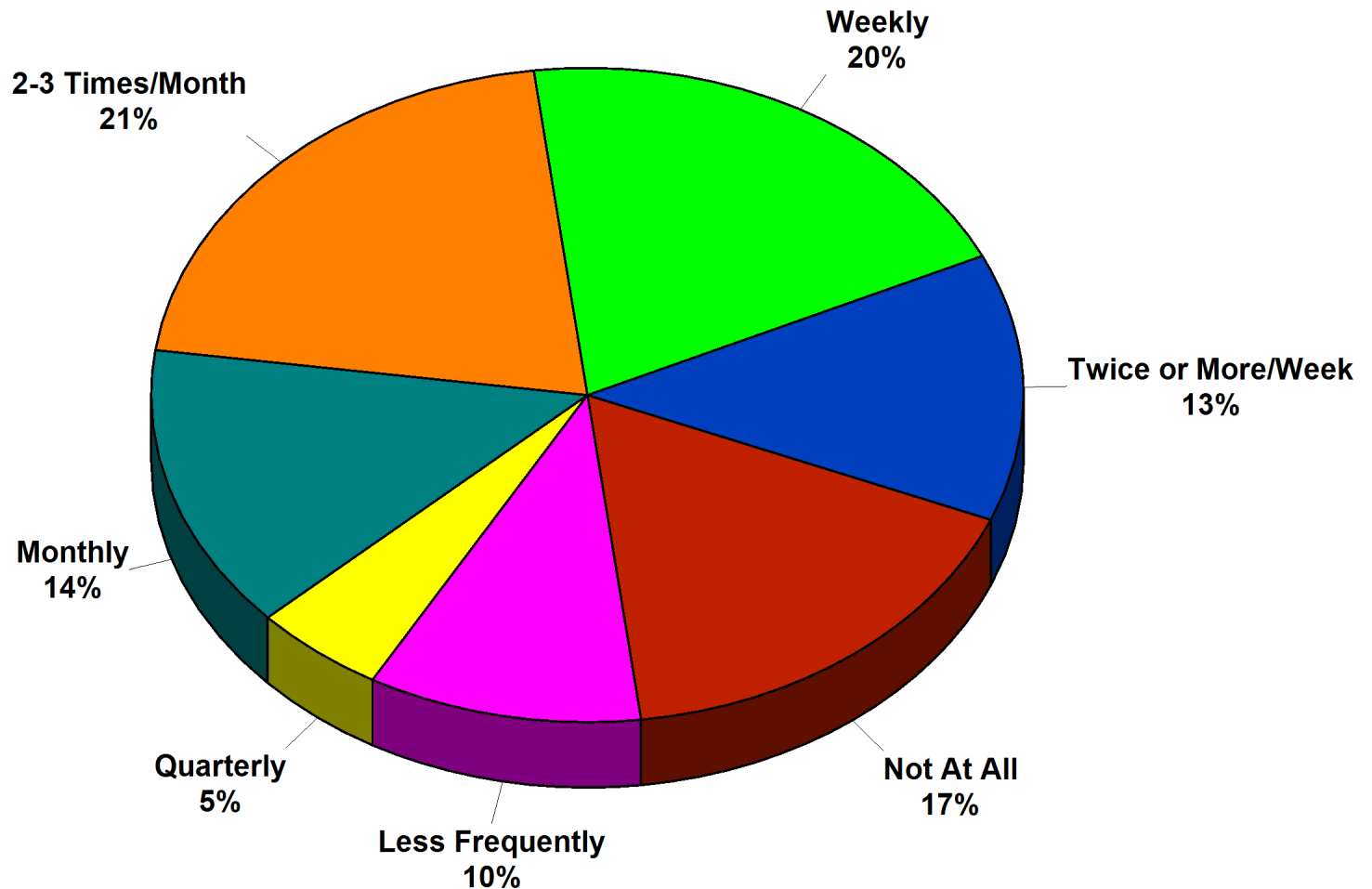
Participation in City Programs

2026 City of Roseville



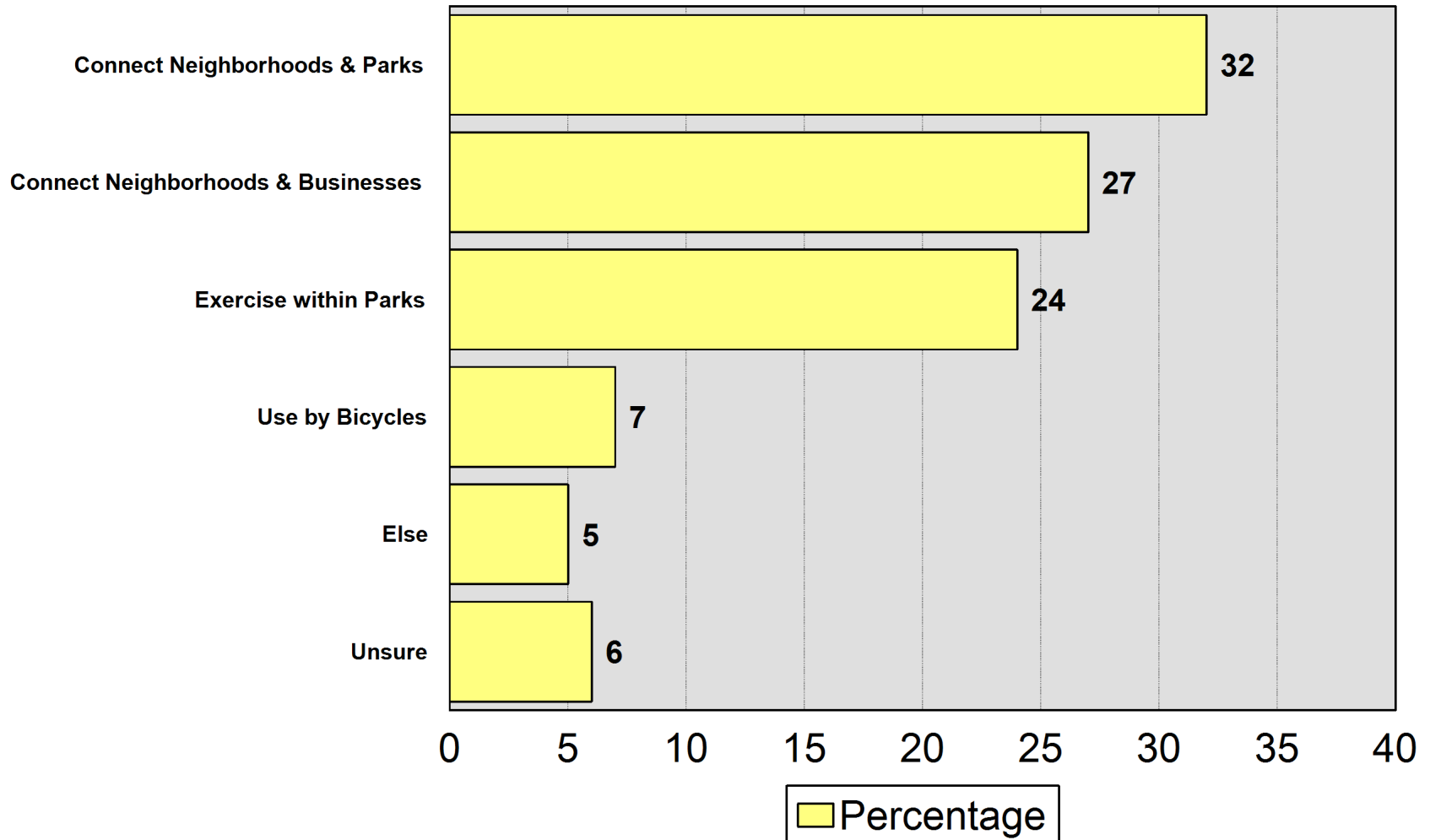
Use of City Trails

2026 City of Roseville



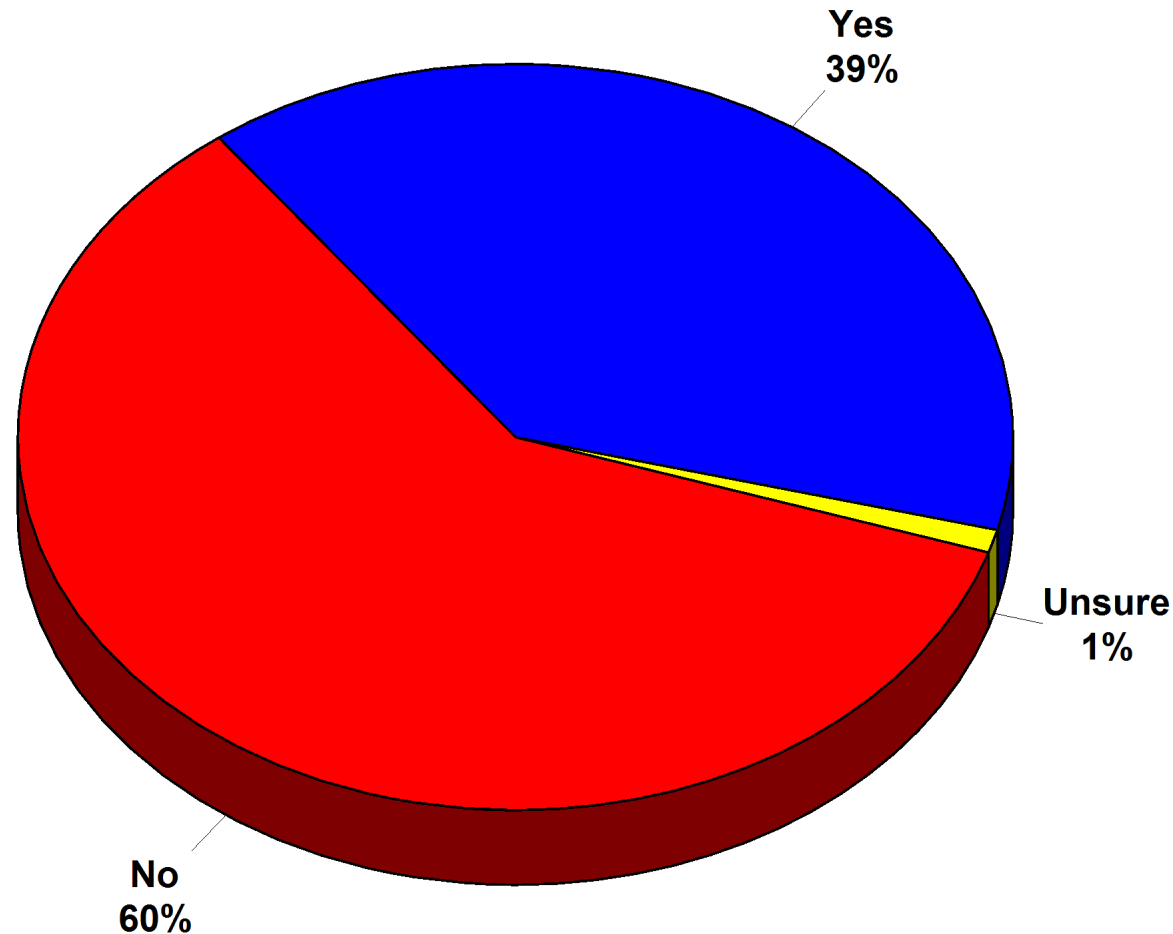
Top Priority for Trail & Sidewalk System

2026 City of Roseville



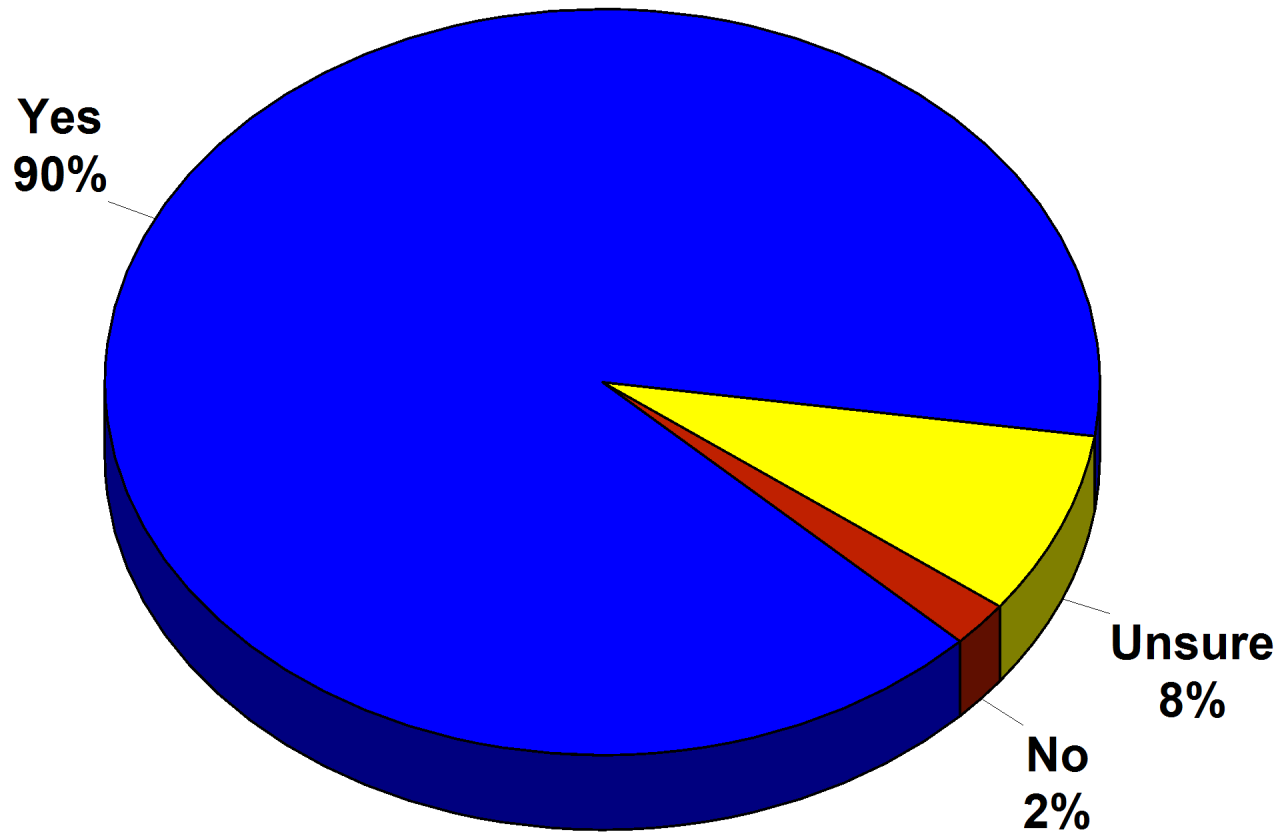
Use of Public Buildings

2026 City of Roseville



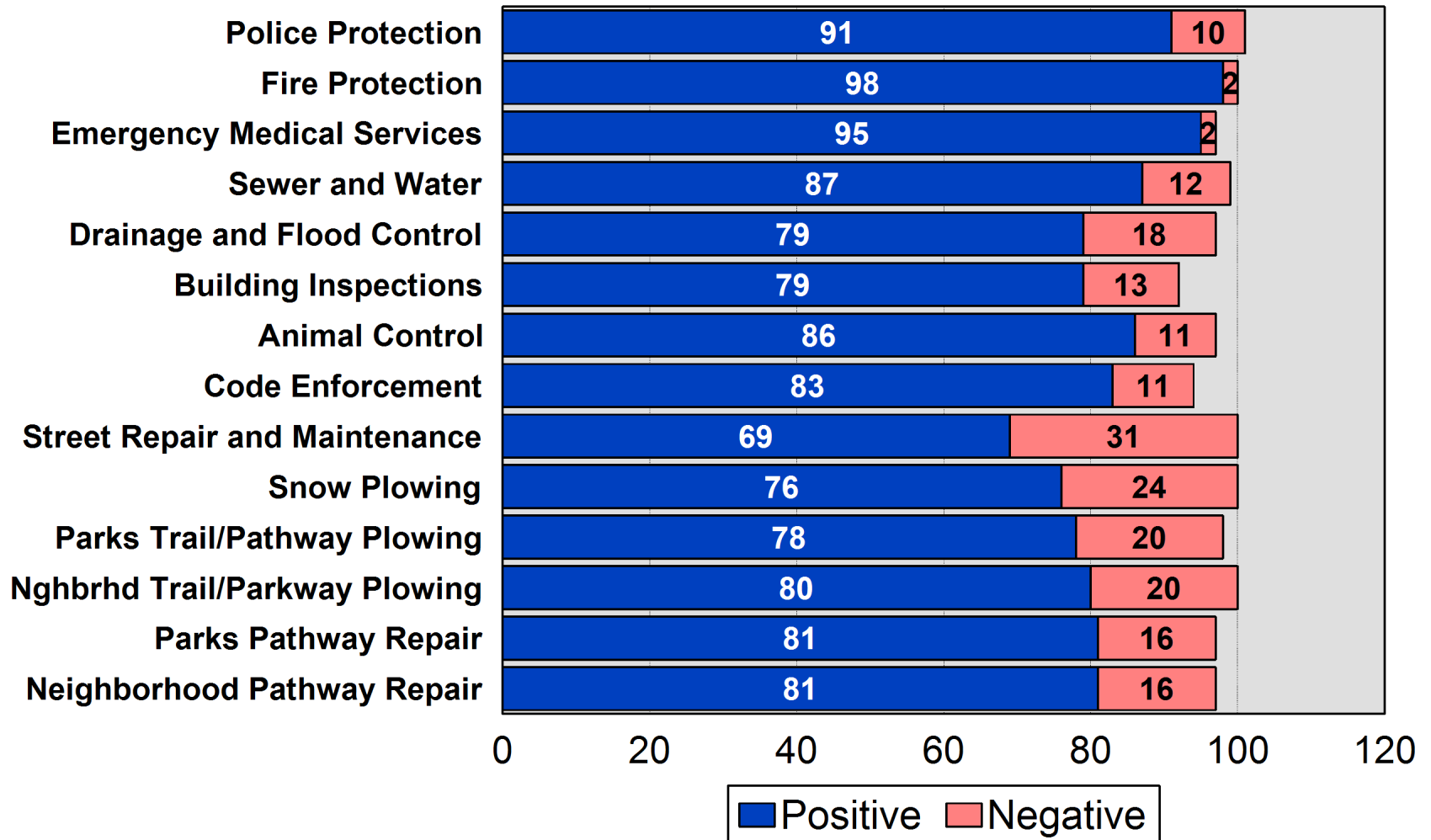
Facilities Meet Needs

2026 City of Roseville



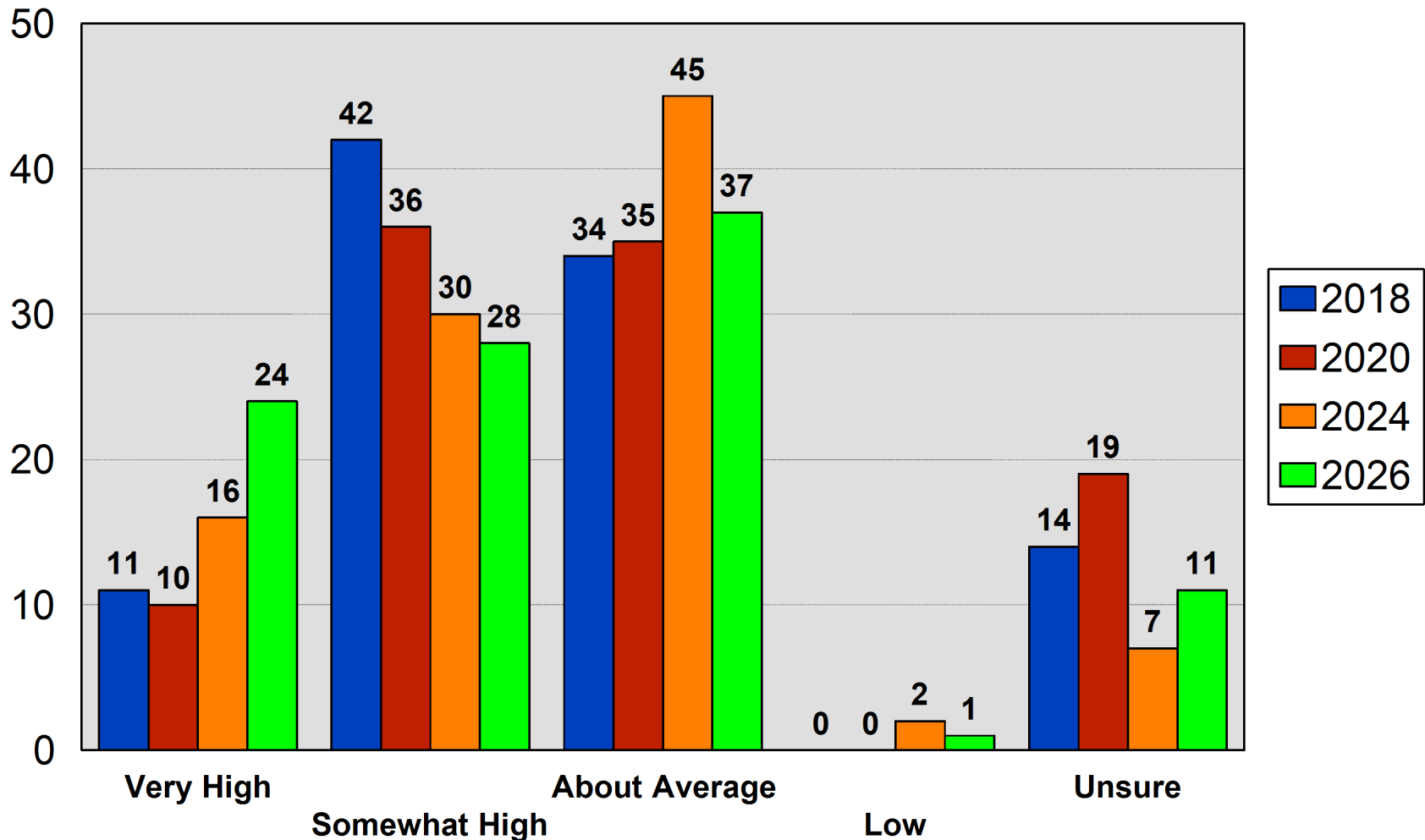
City Service Ratings

2026 City of Roseville



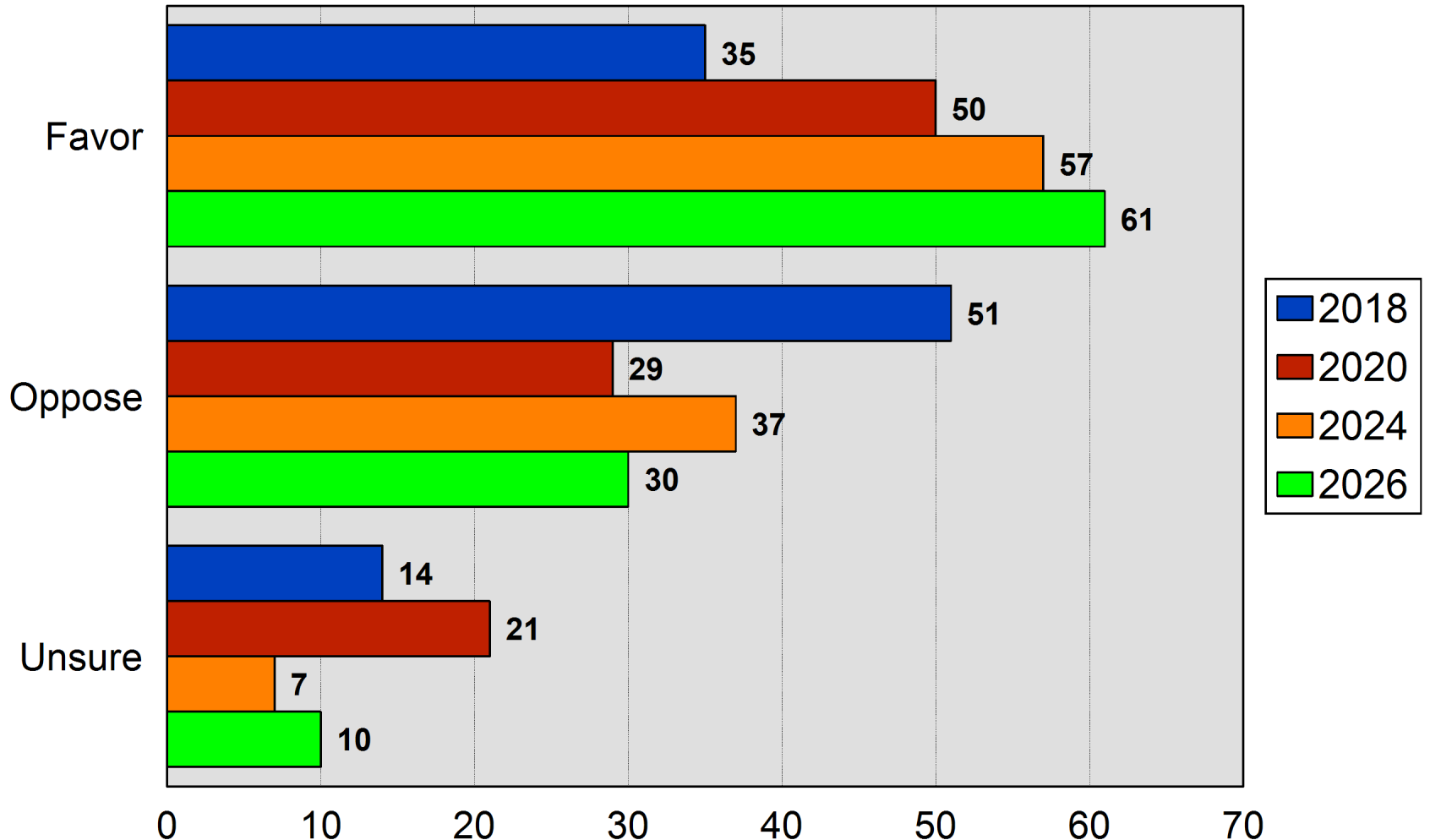
City Share of Property Taxes

2026 City of Roseville



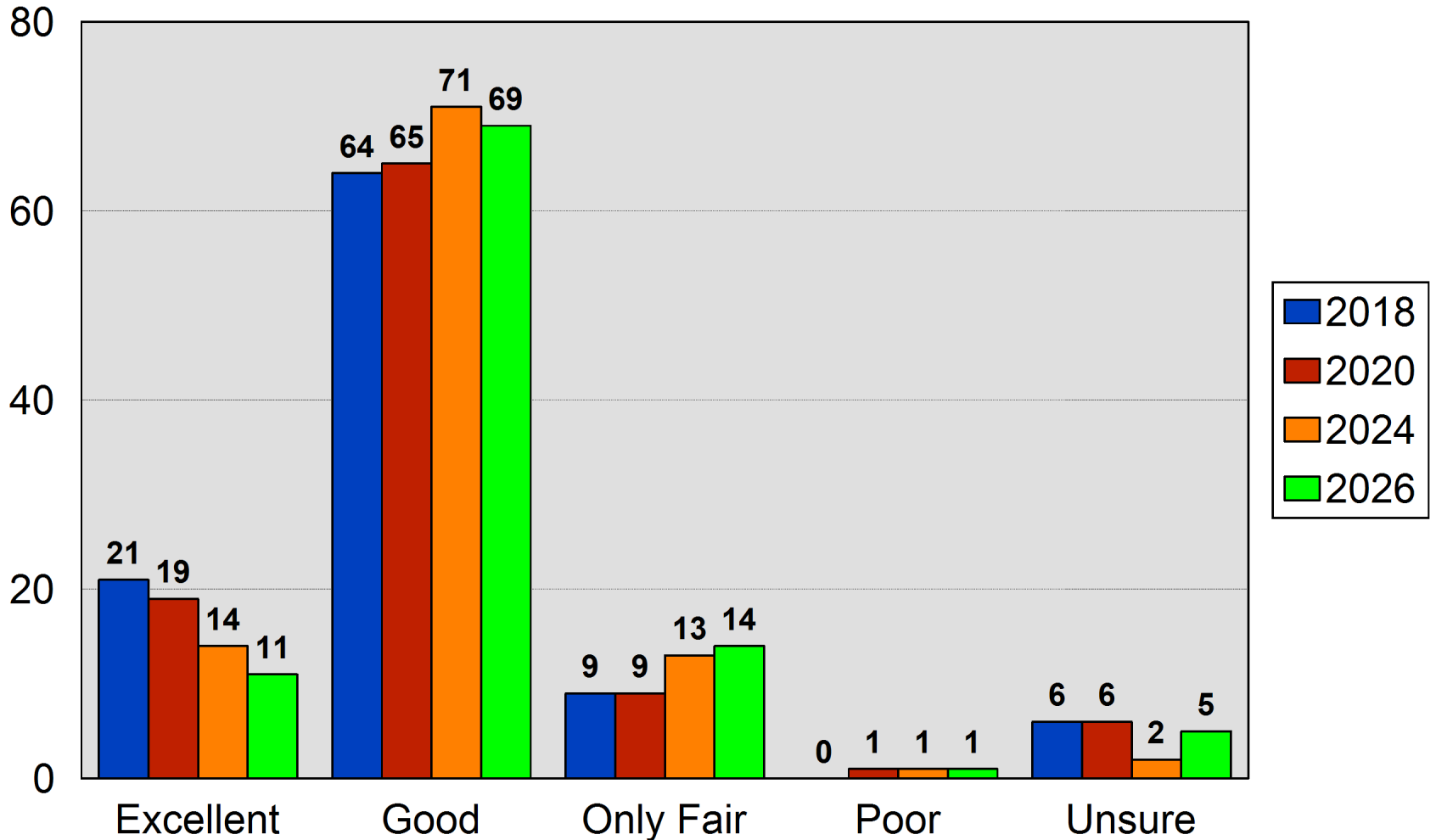
Tax Increase to Maintain

2026 City of Roseville



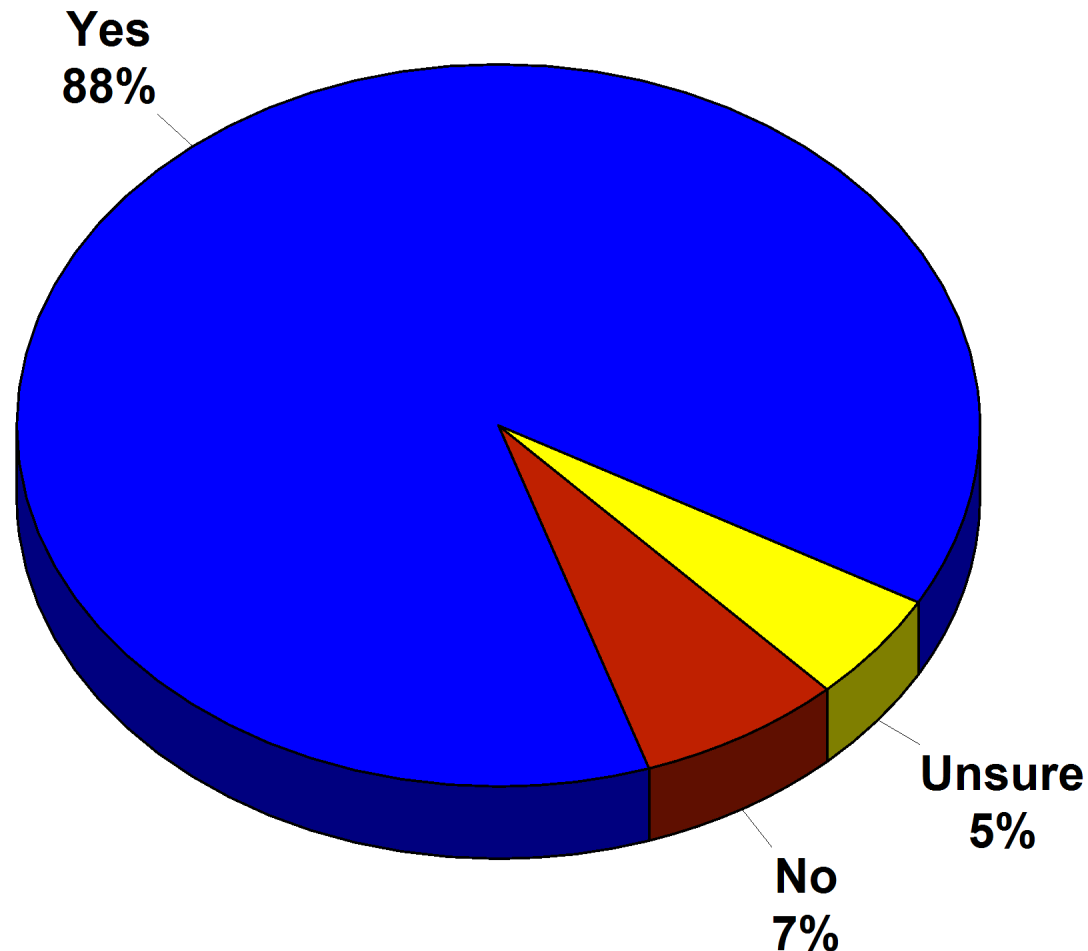
Value of City Services

2026 City of Roseville



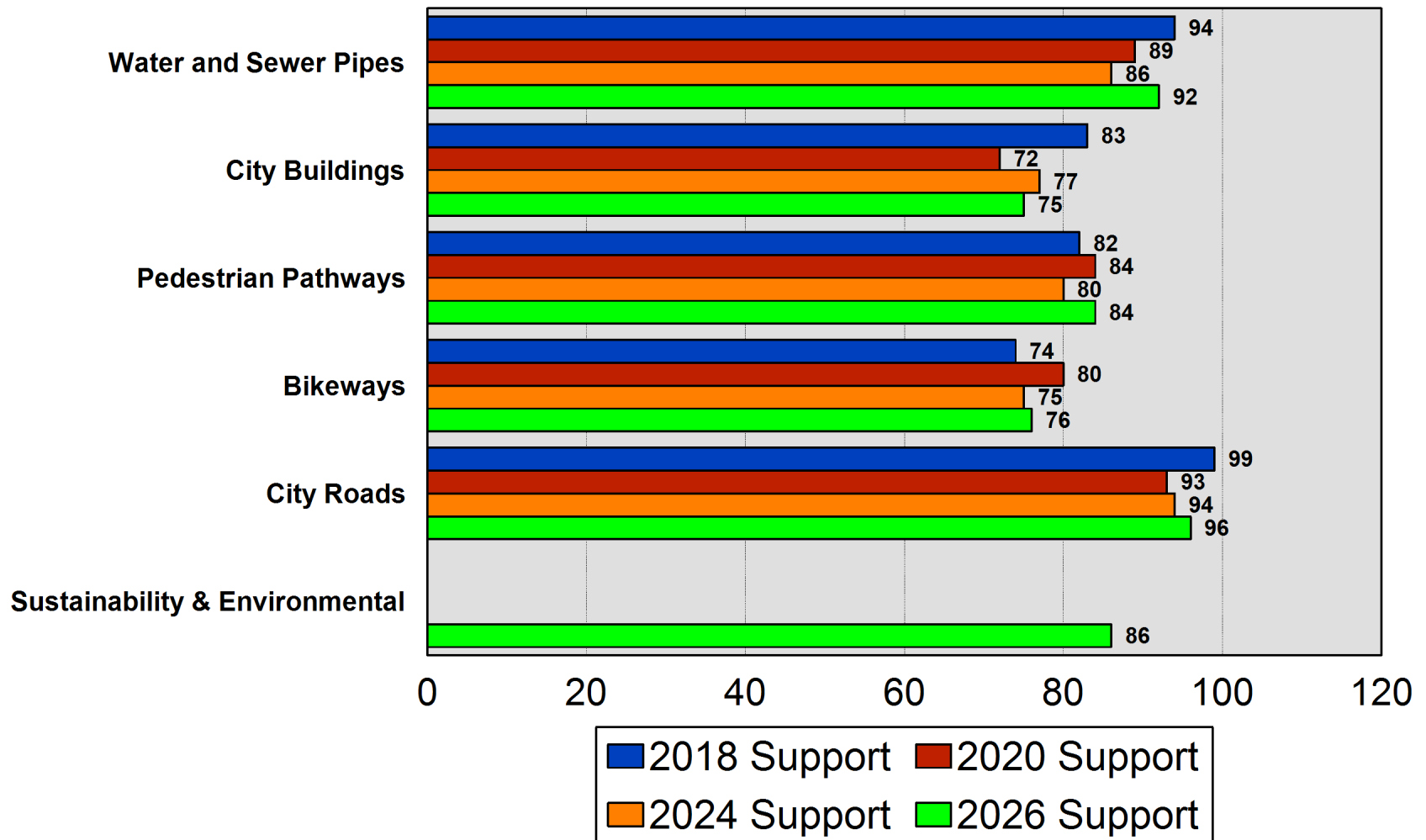
City Services Evolved with Needs of Residents

2026 City of Roseville



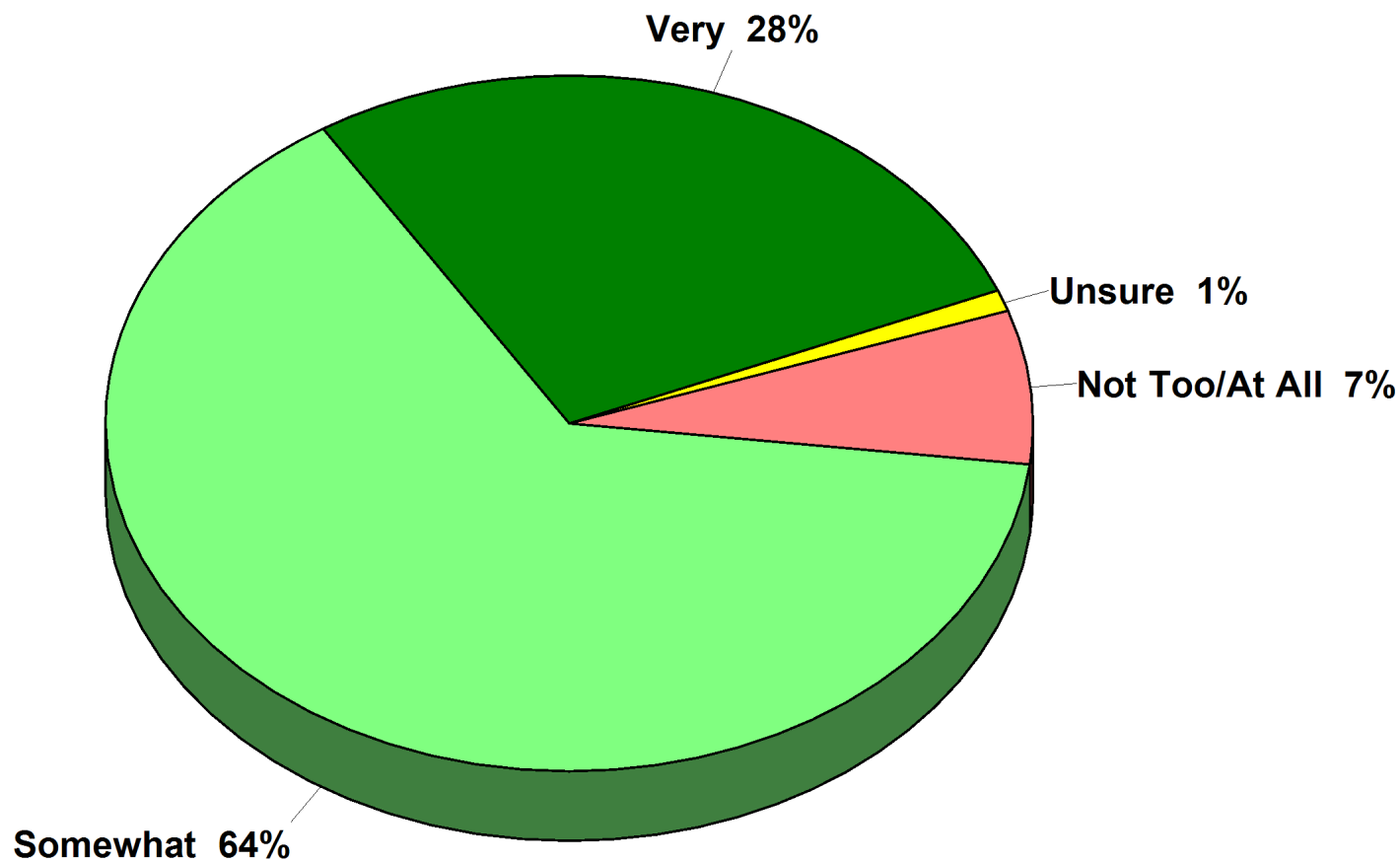
Infrastructure Investment

2026 City of Roseville



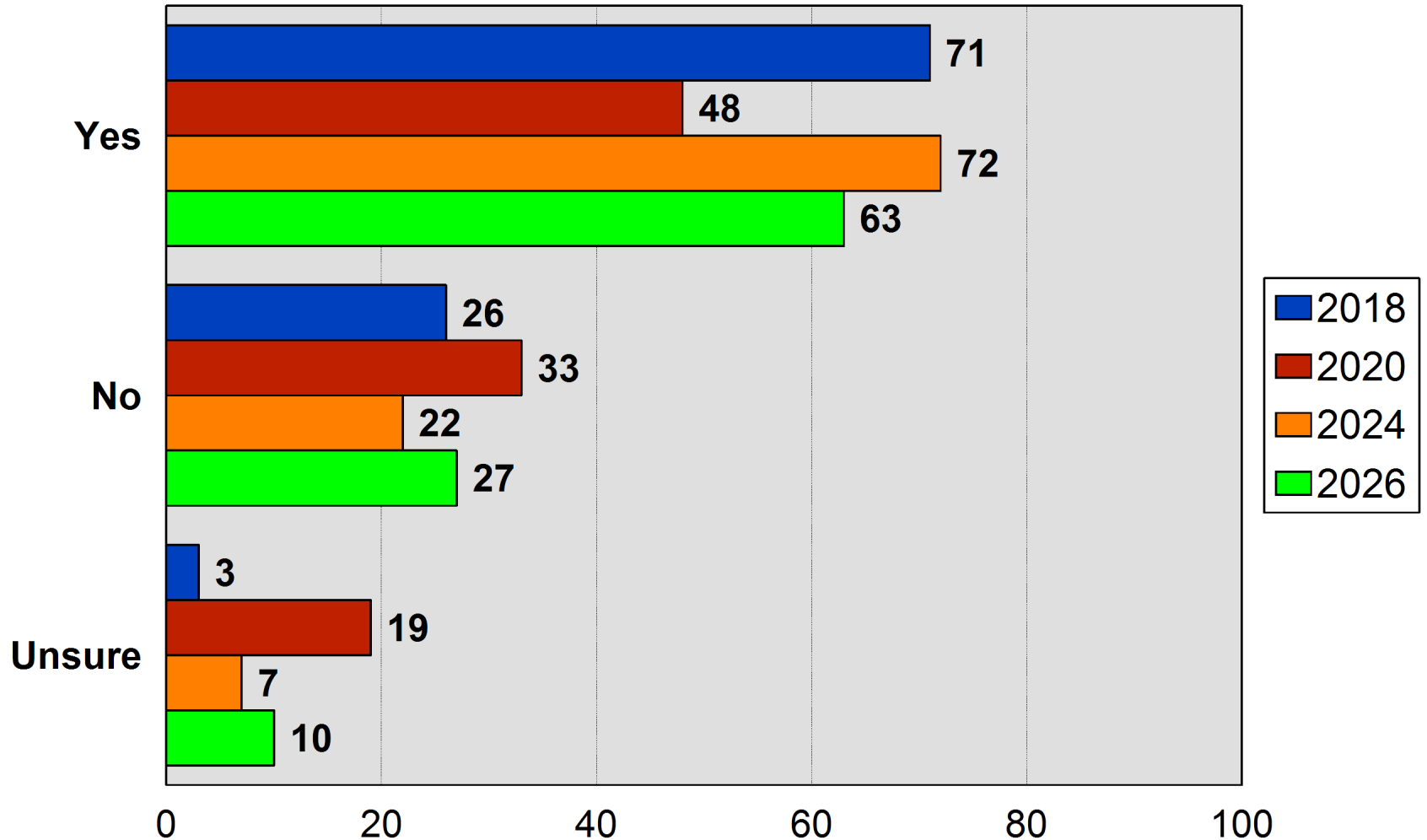
How Well Does Transportation System Allow You to Go Where Needed

2026 City of Roseville



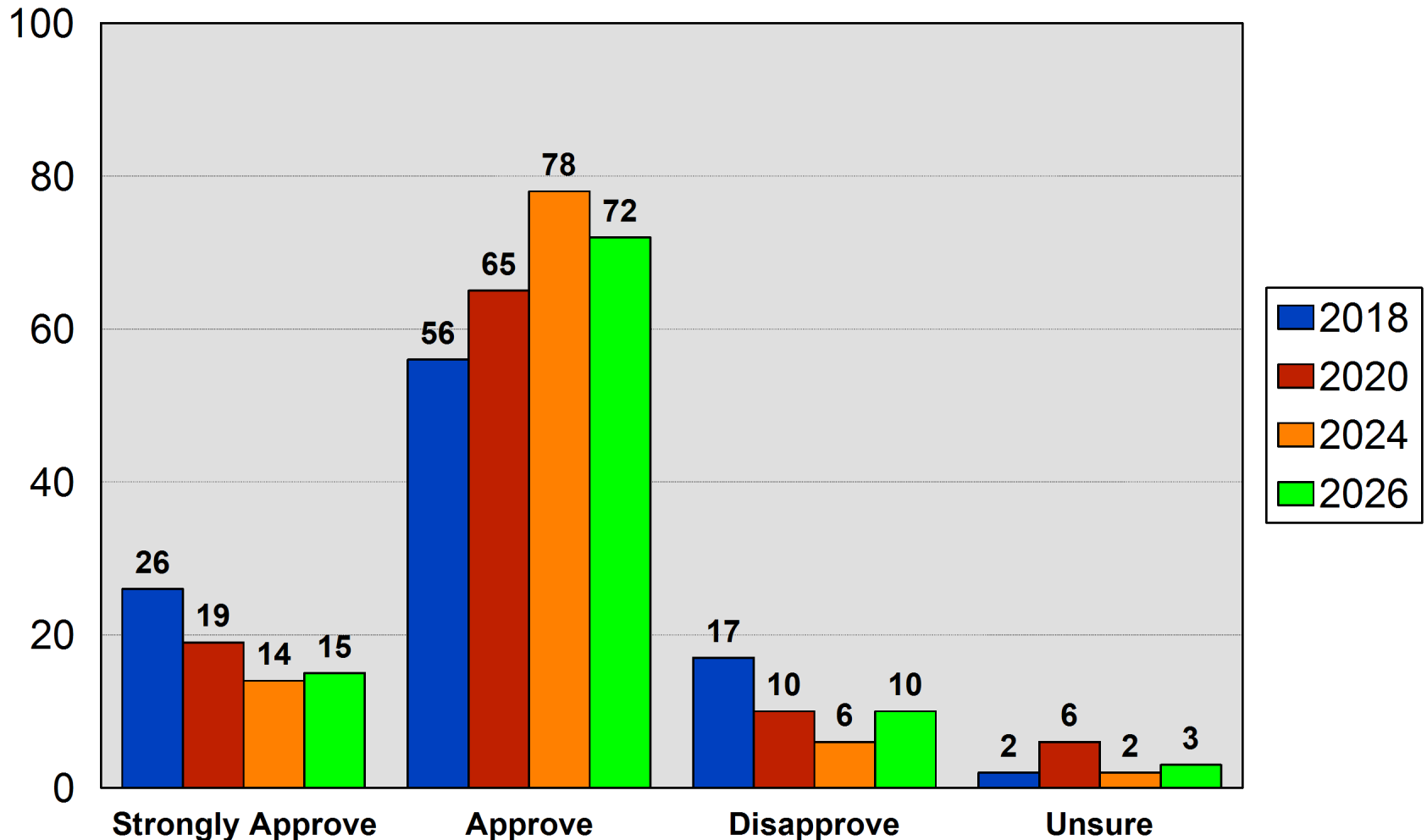
Empowerment

2026 City of Roseville



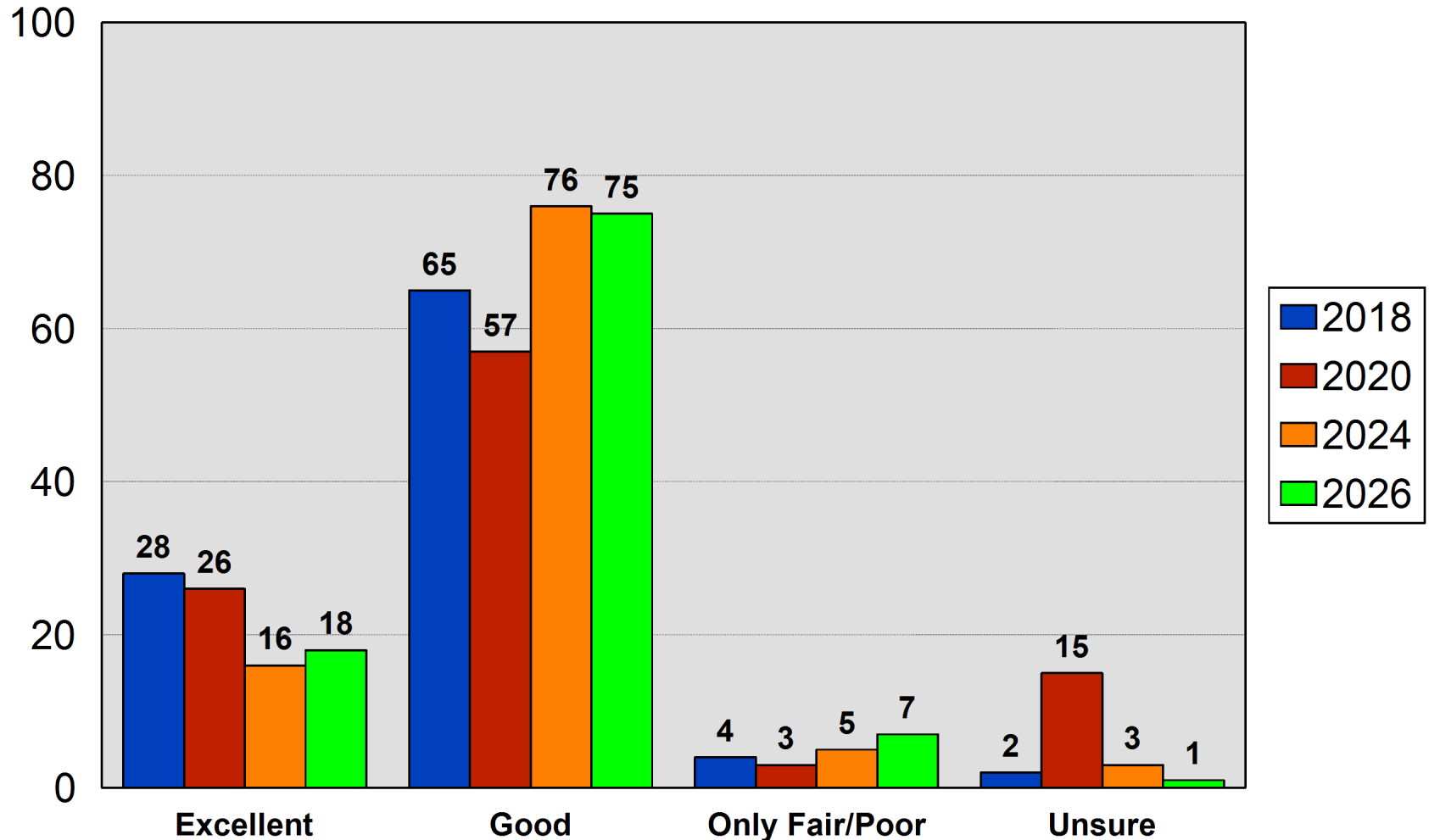
Mayor and City Council

2026 City of Roseville



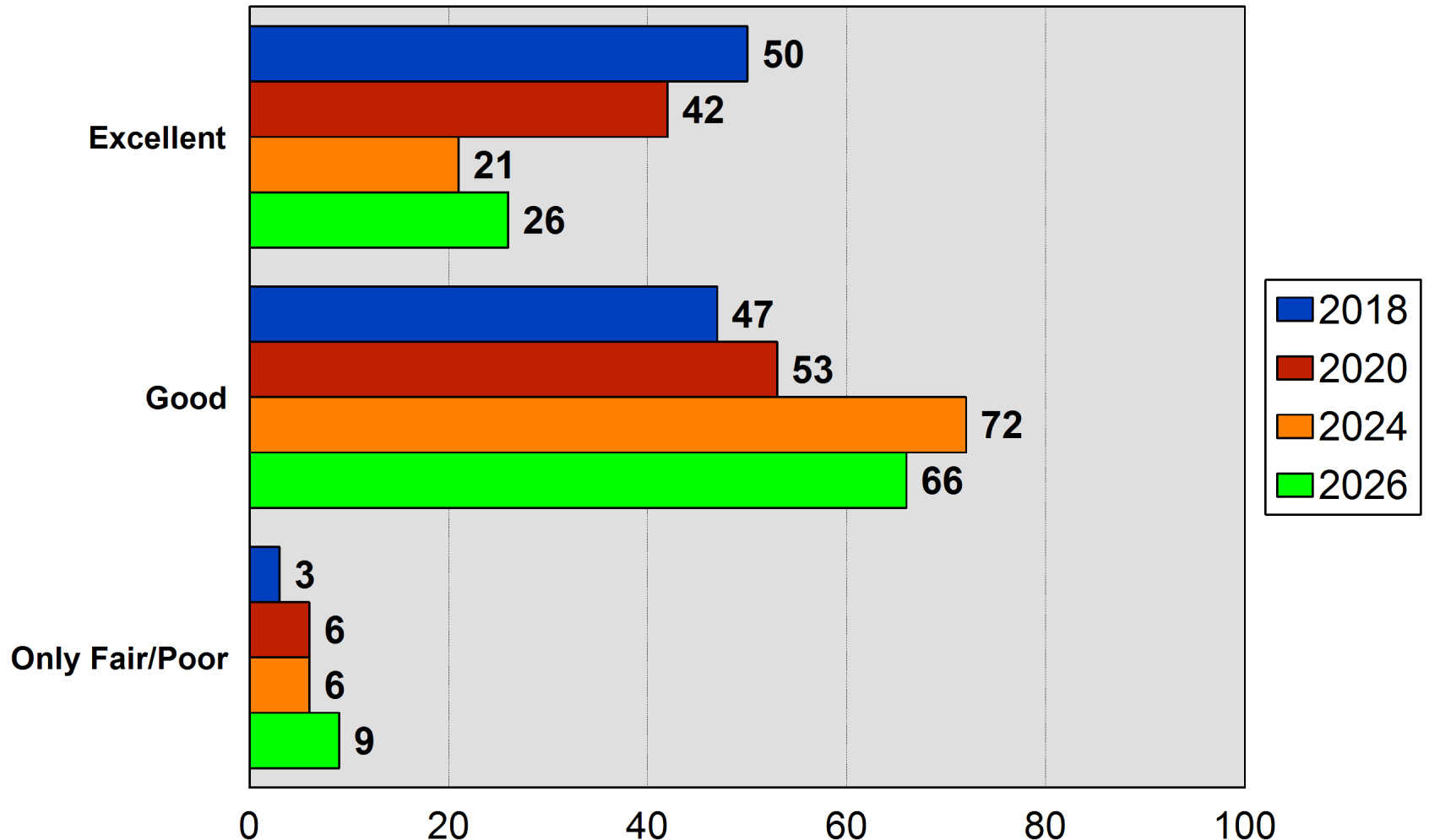
City Staff

2026 City of Roseville



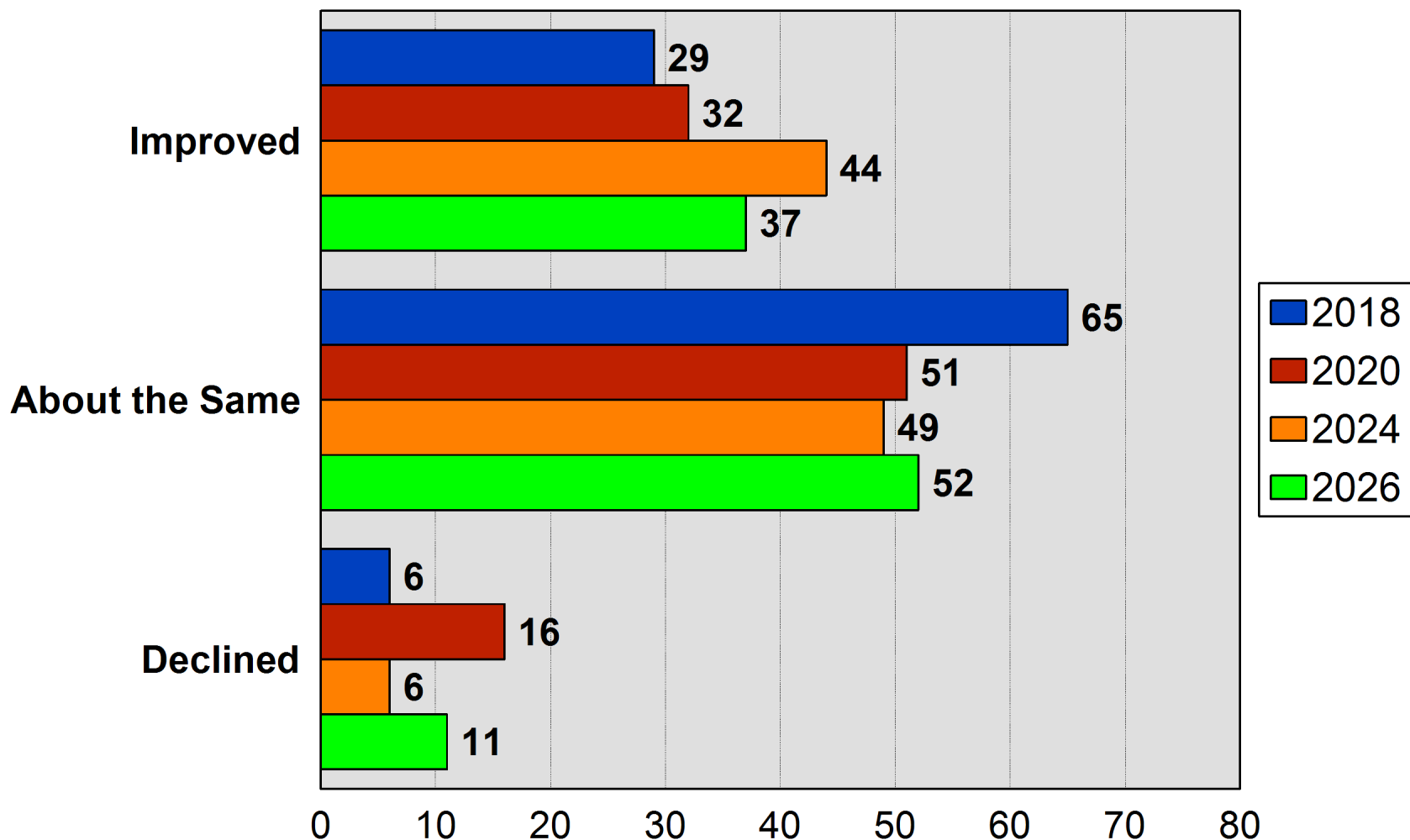
Roseville General Appearance and Condition

2026 City of Roseville



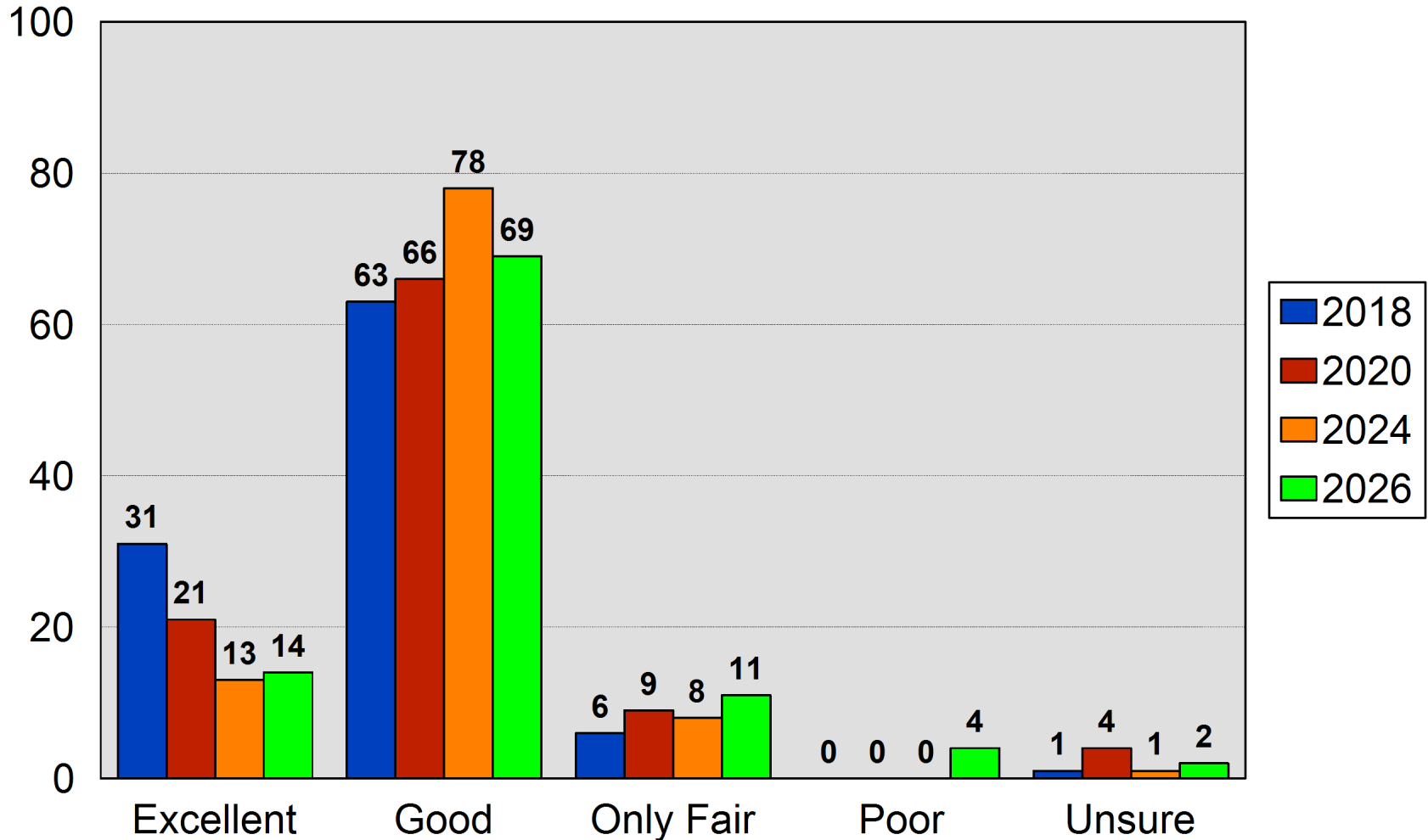
Appearance during Past Two Years

2026 City of Roseville



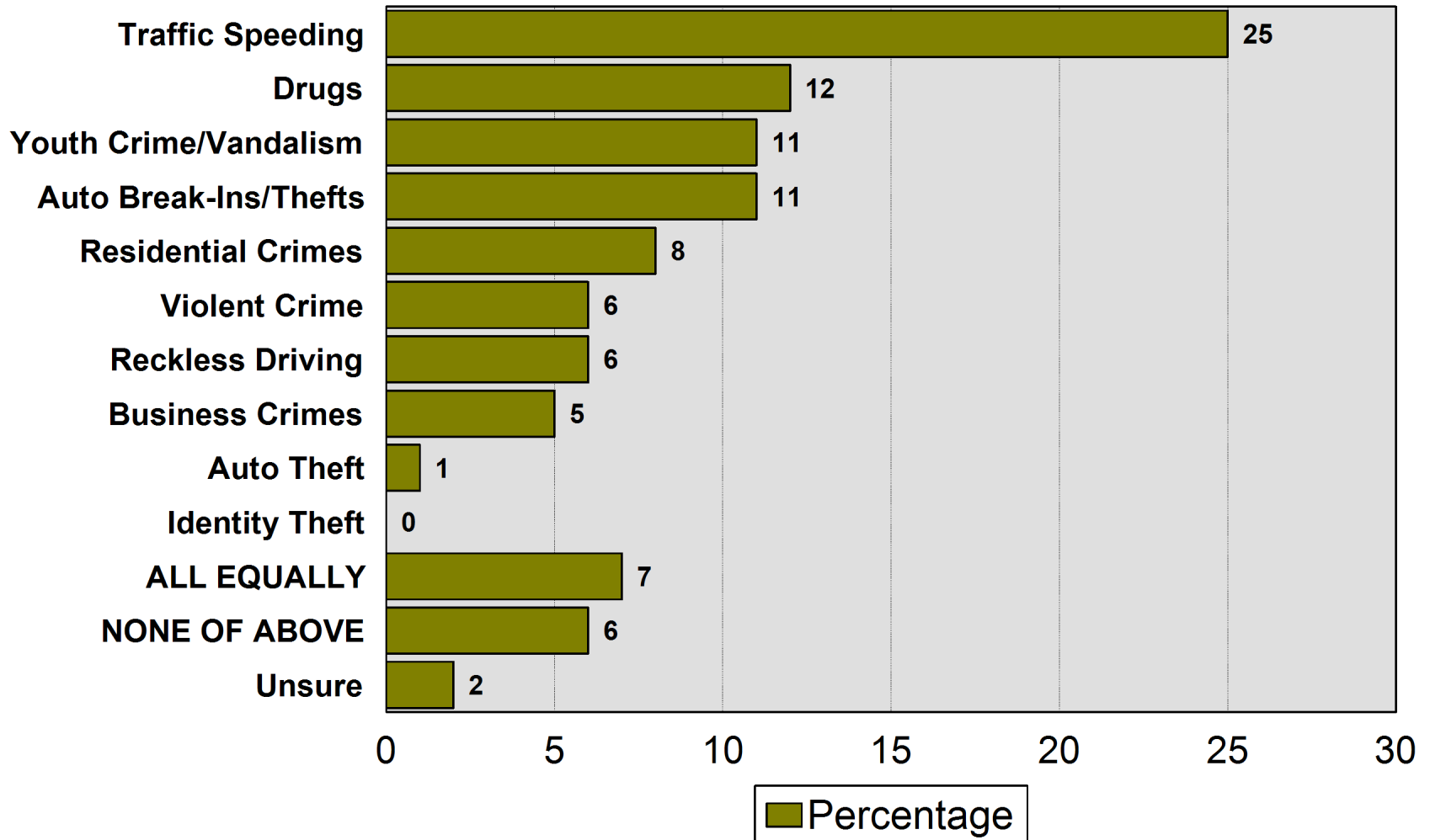
Enforcement of Nuisance Codes

2026 City of Roseville



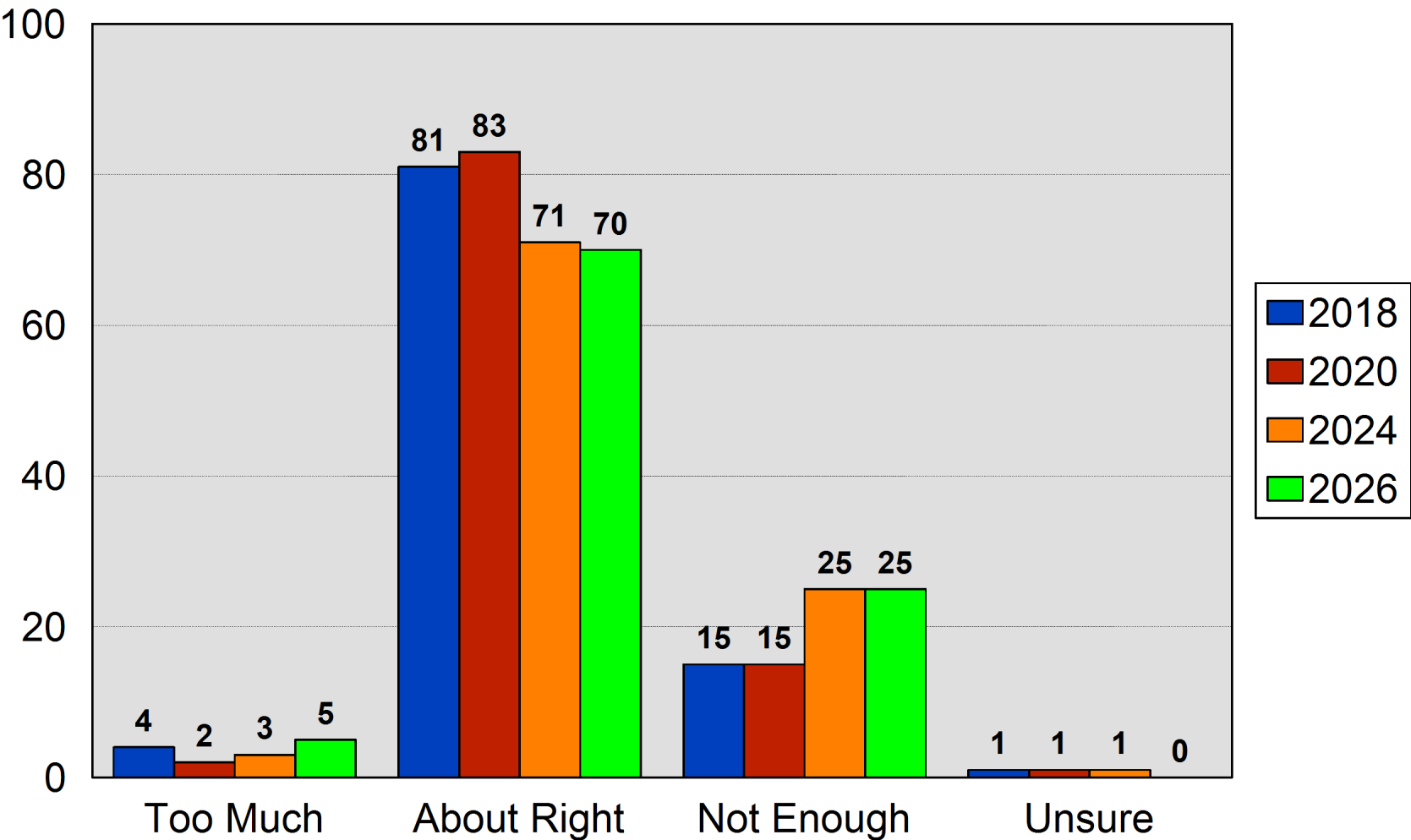
Public Safety Concerns

2026 City of Roseville



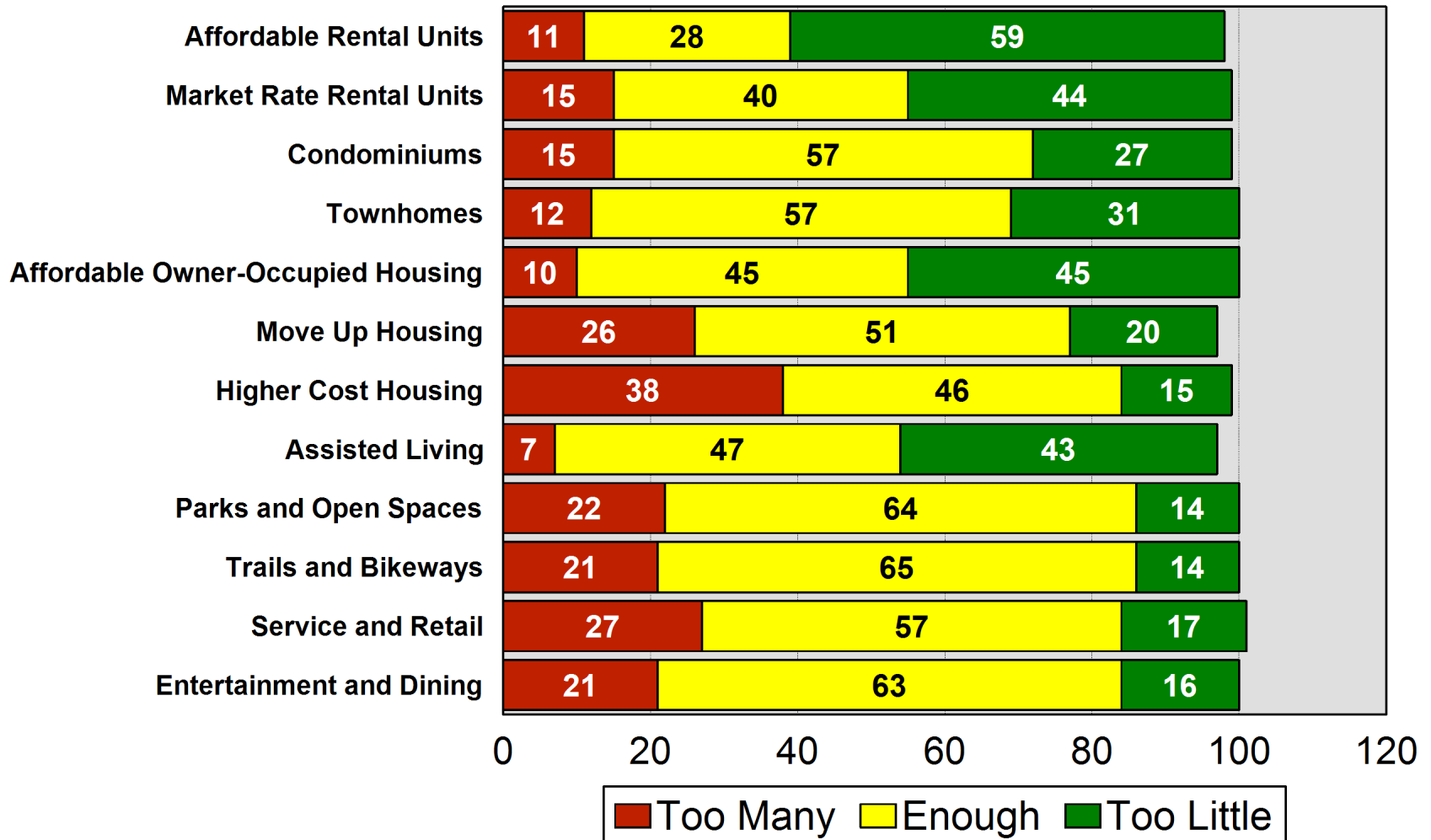
Amount of Neighborhood Patrolling

2026 City of Roseville



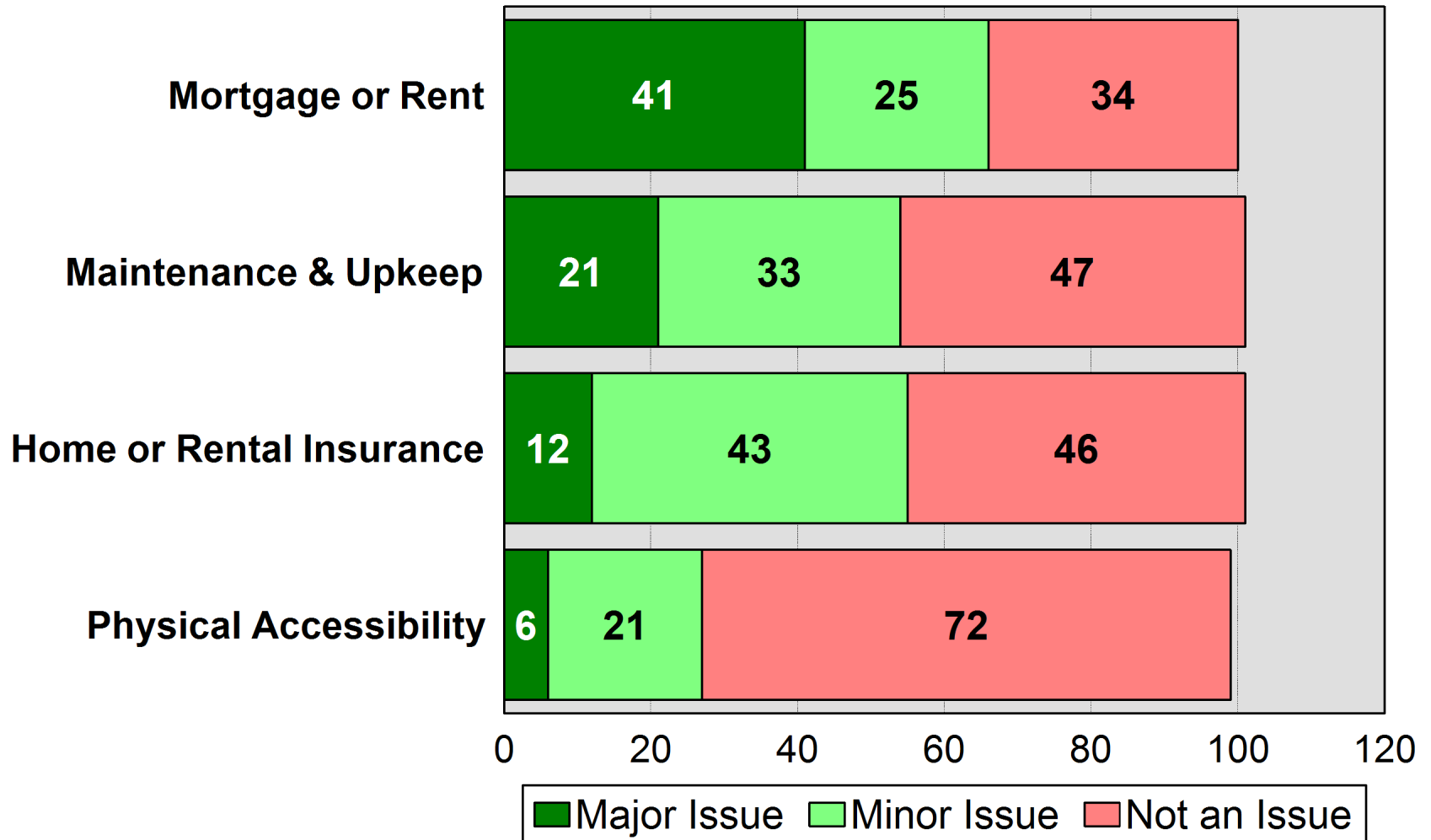
Characteristics of City

2026 City of Roseville



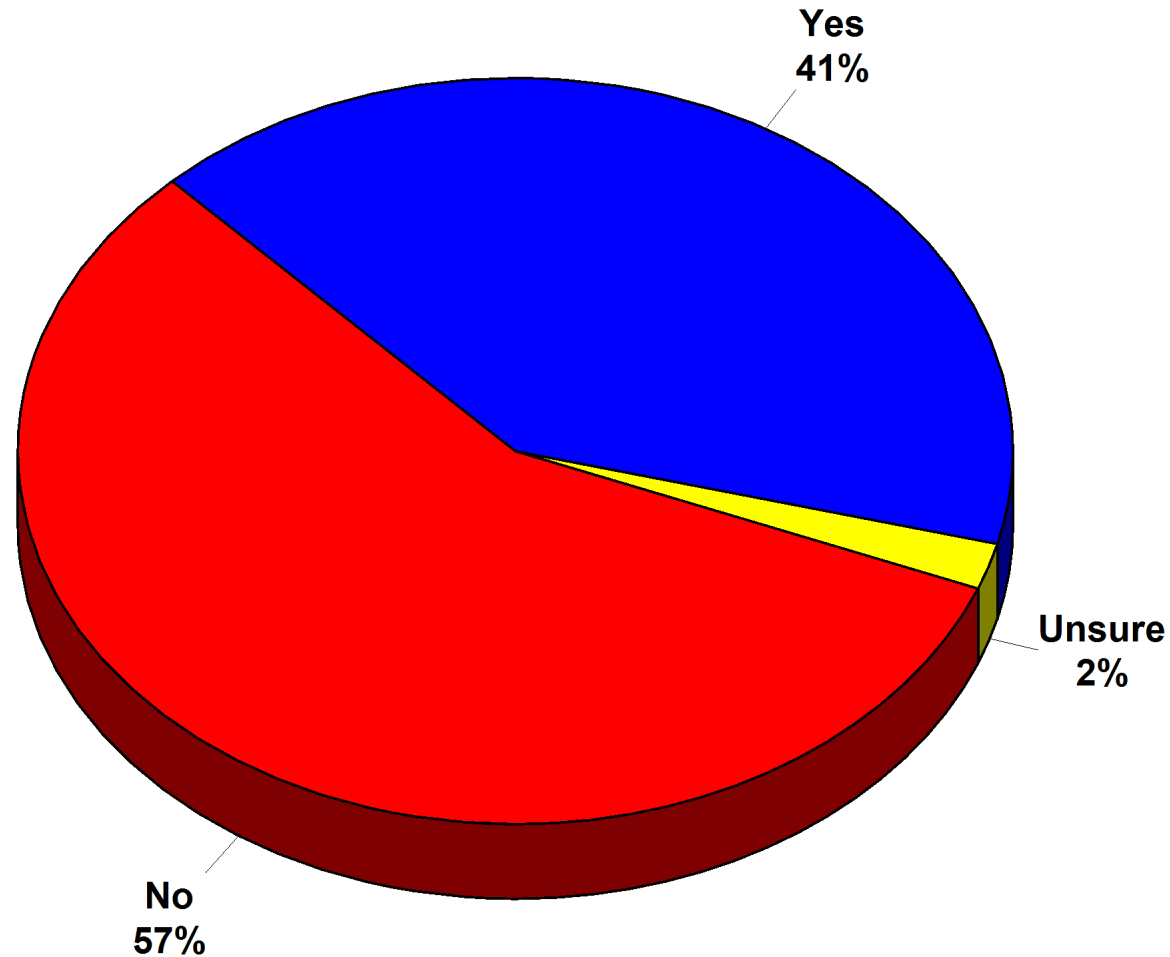
Housing Challenges

2026 City of Roseville



Aware of Housing Programs

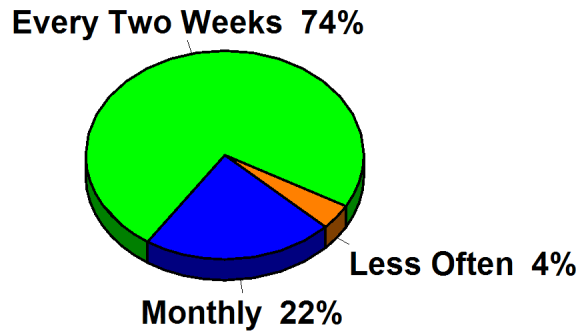
2026 City of Roseville



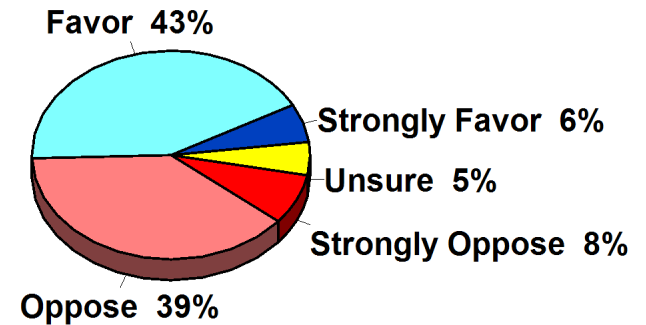
Curbside Recycling Program

2026 City of Roseville

82% of Residents Report Participating in Program



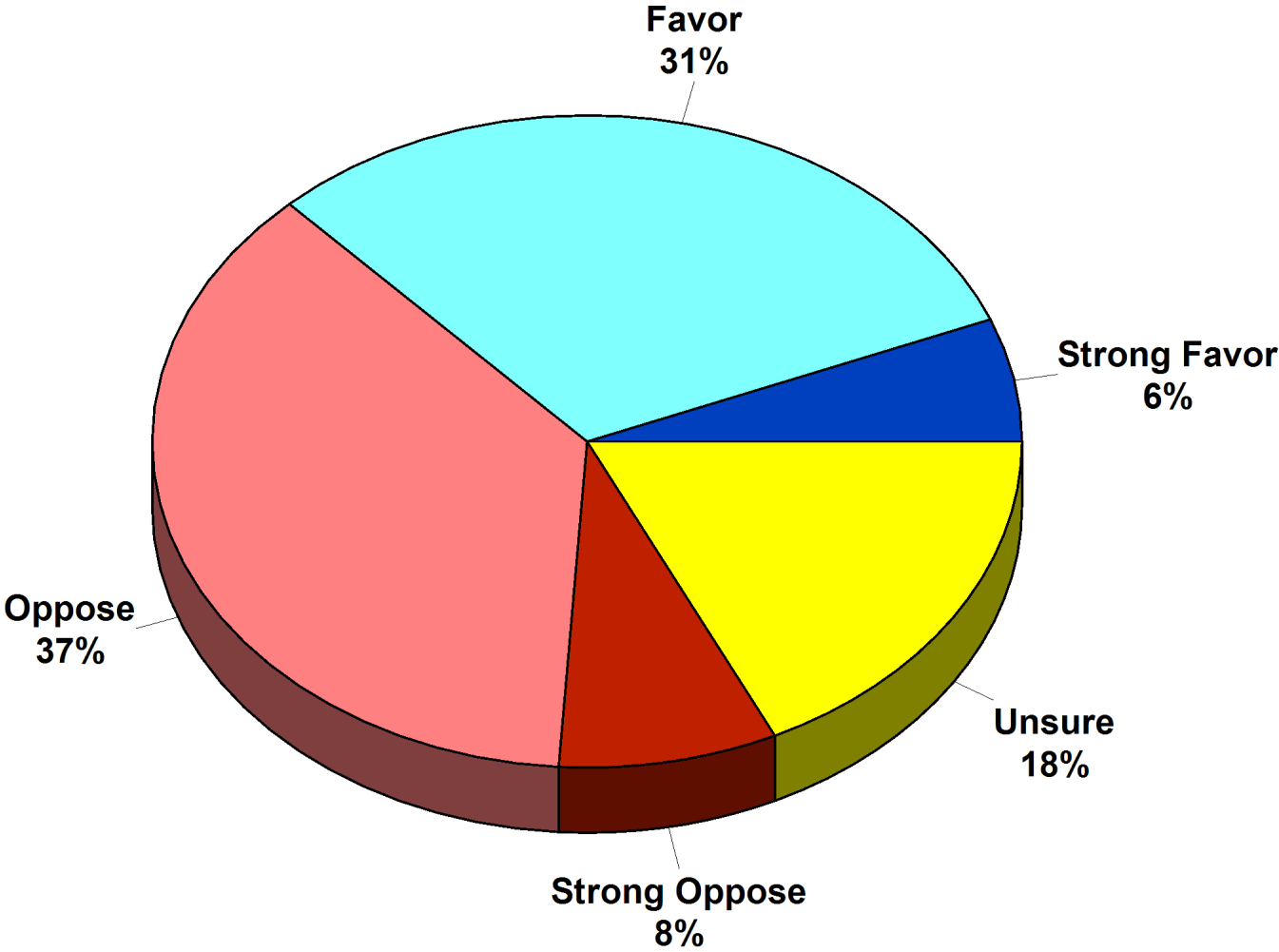
How Often Put Recyclables Out



Every Week Collection for an Additional Fee

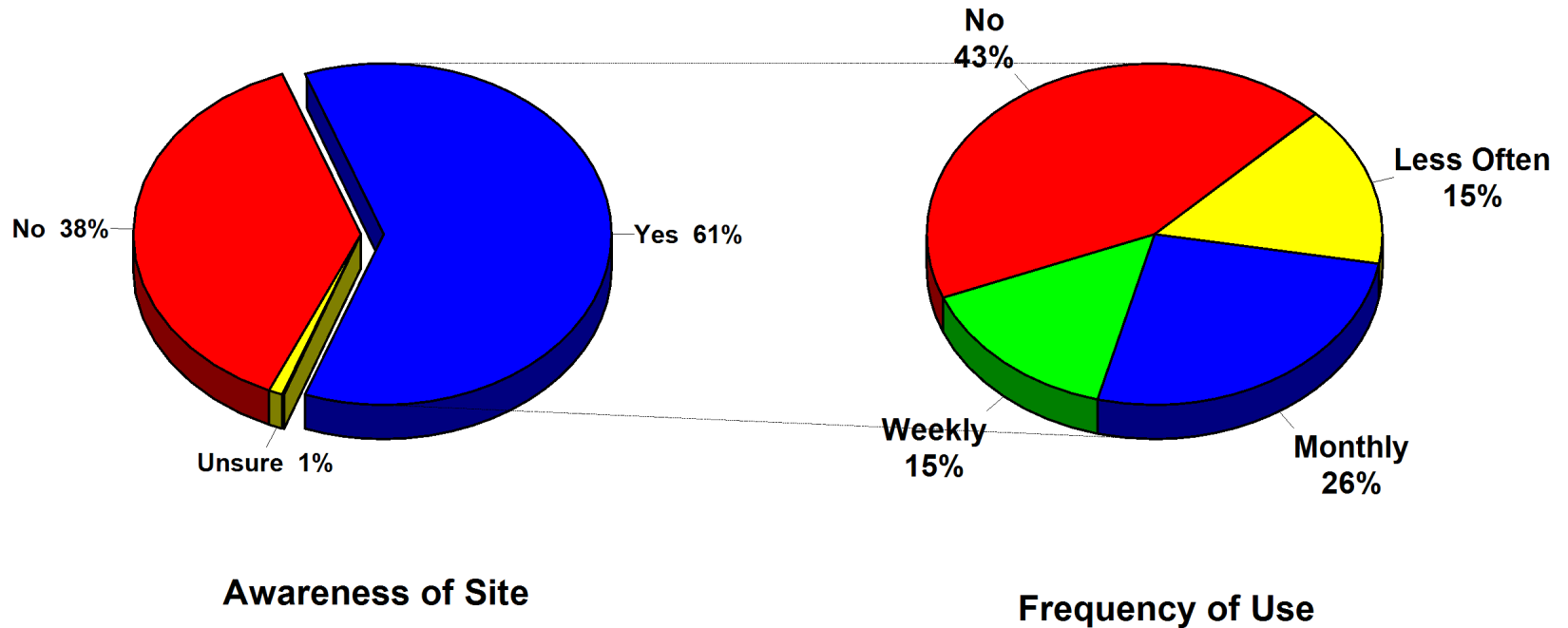
City Managed Trash Collection

2026 City of Roseville



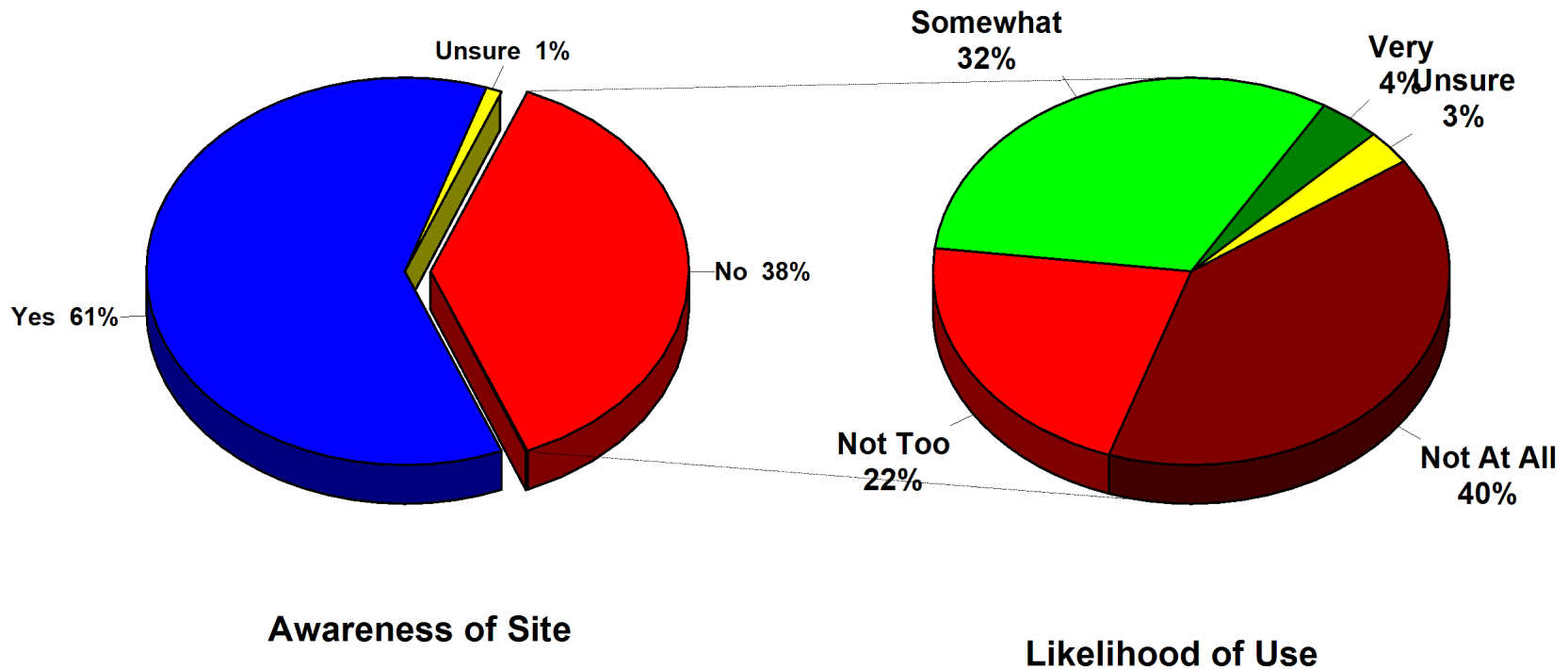
Drop-Off Site for Food Scraps/Organics I

2026 City of Roseville



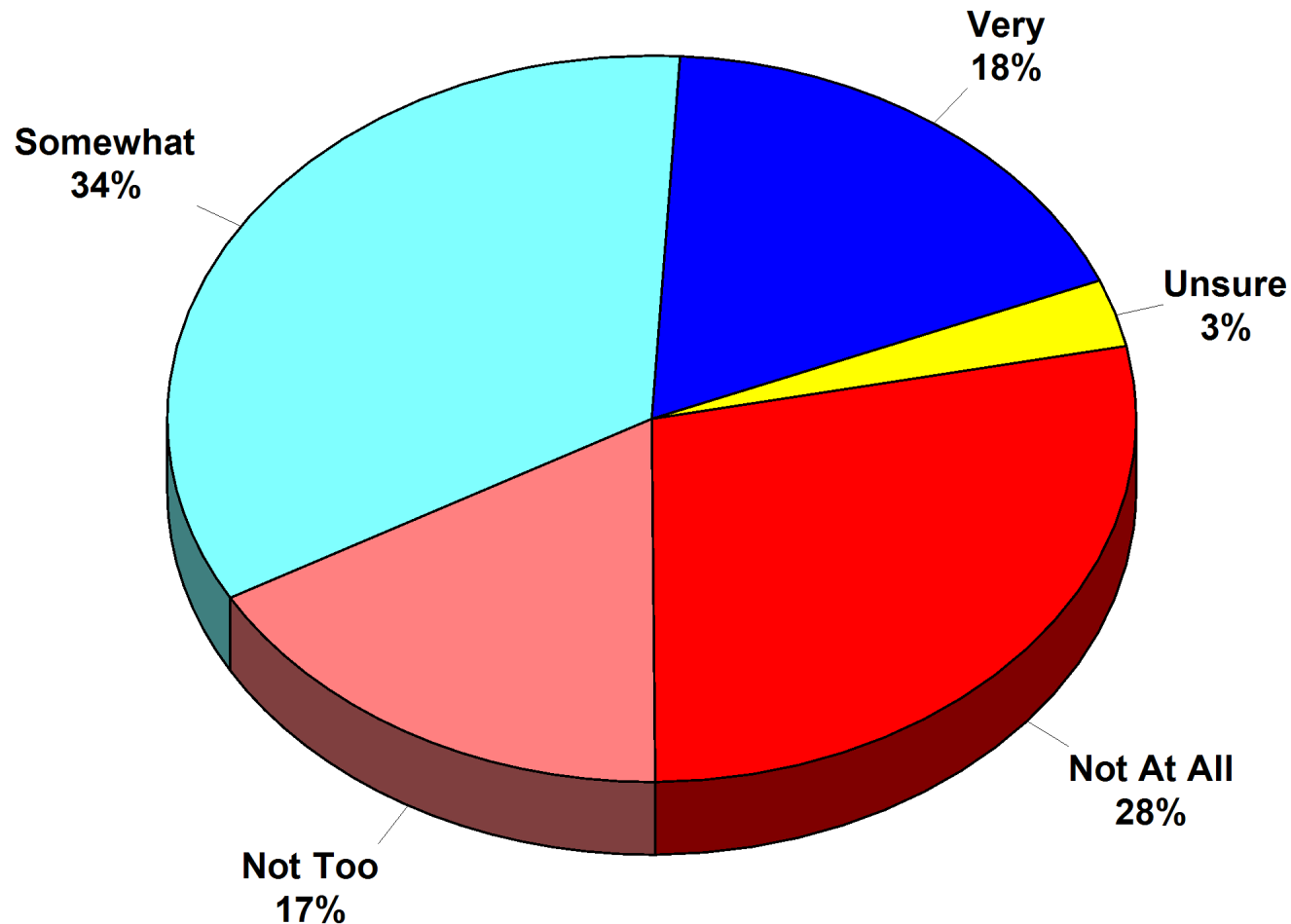
Drop-Off Site for Food Scraps/Organics II

2026 City of Roseville



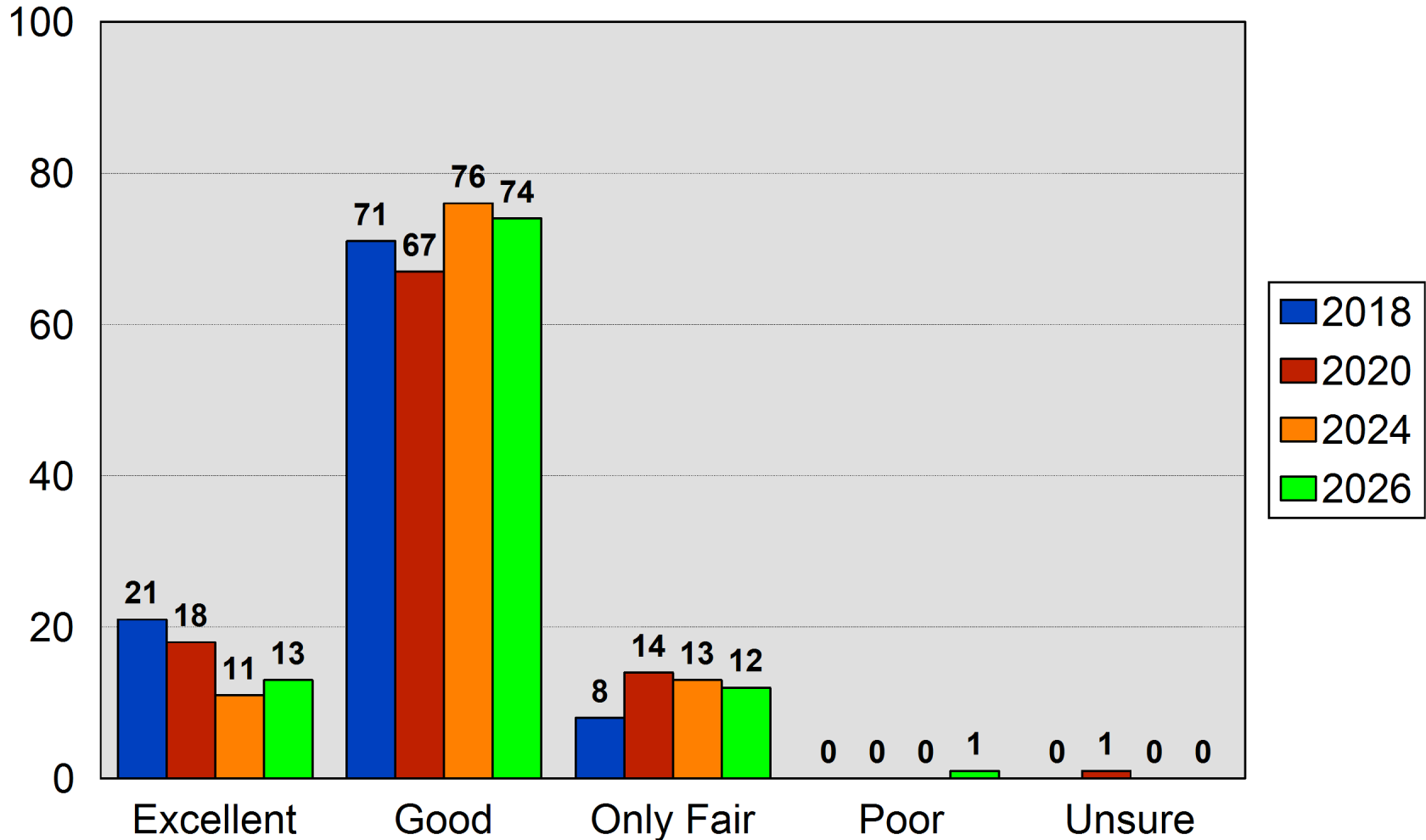
Likelihood of Participating in Curbside Compostable Waste Collection

2026 City of Roseville



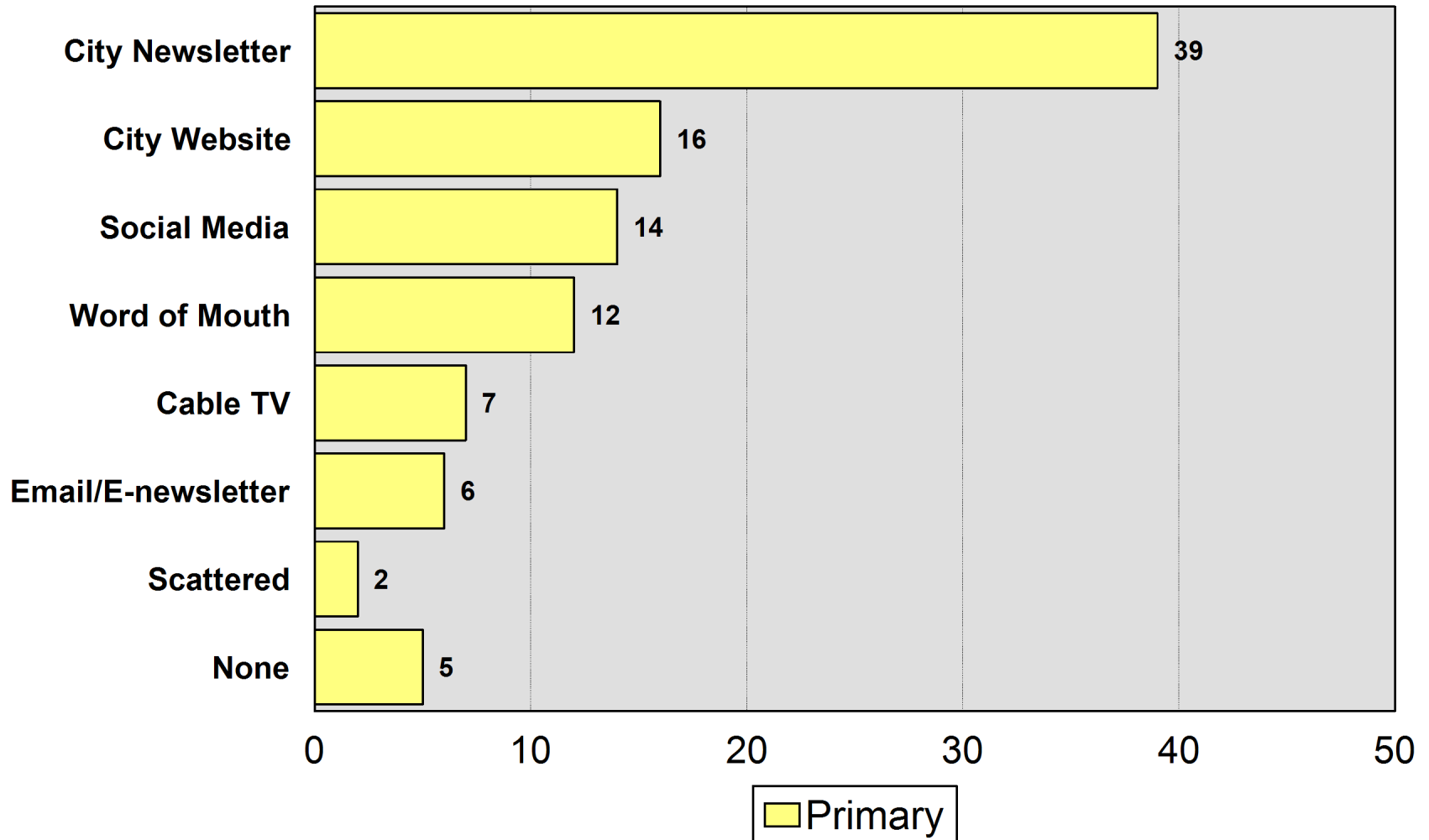
Rating of Communications

2026 City of Roseville



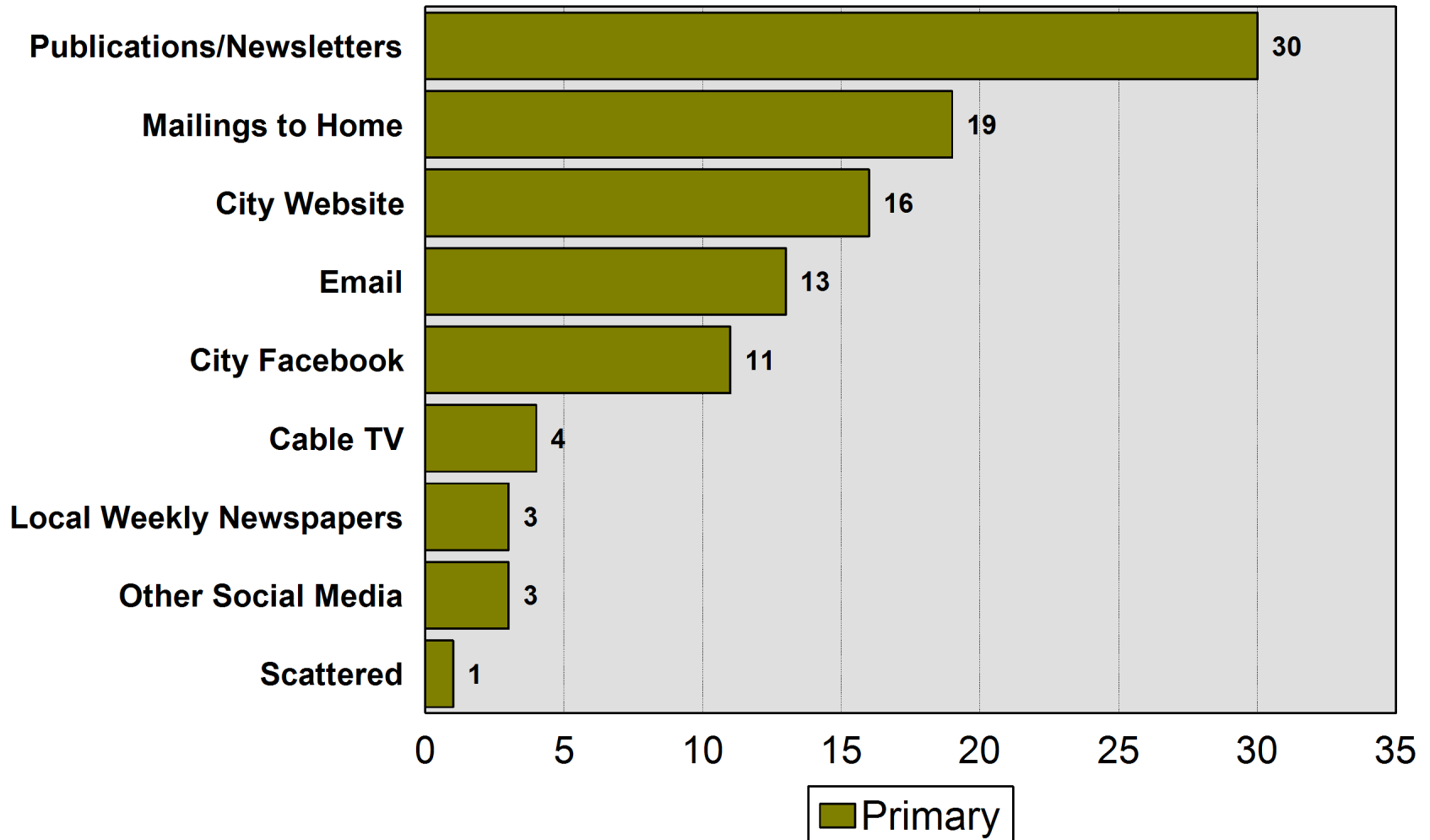
Primary Source of Information

2026 City of Roseville



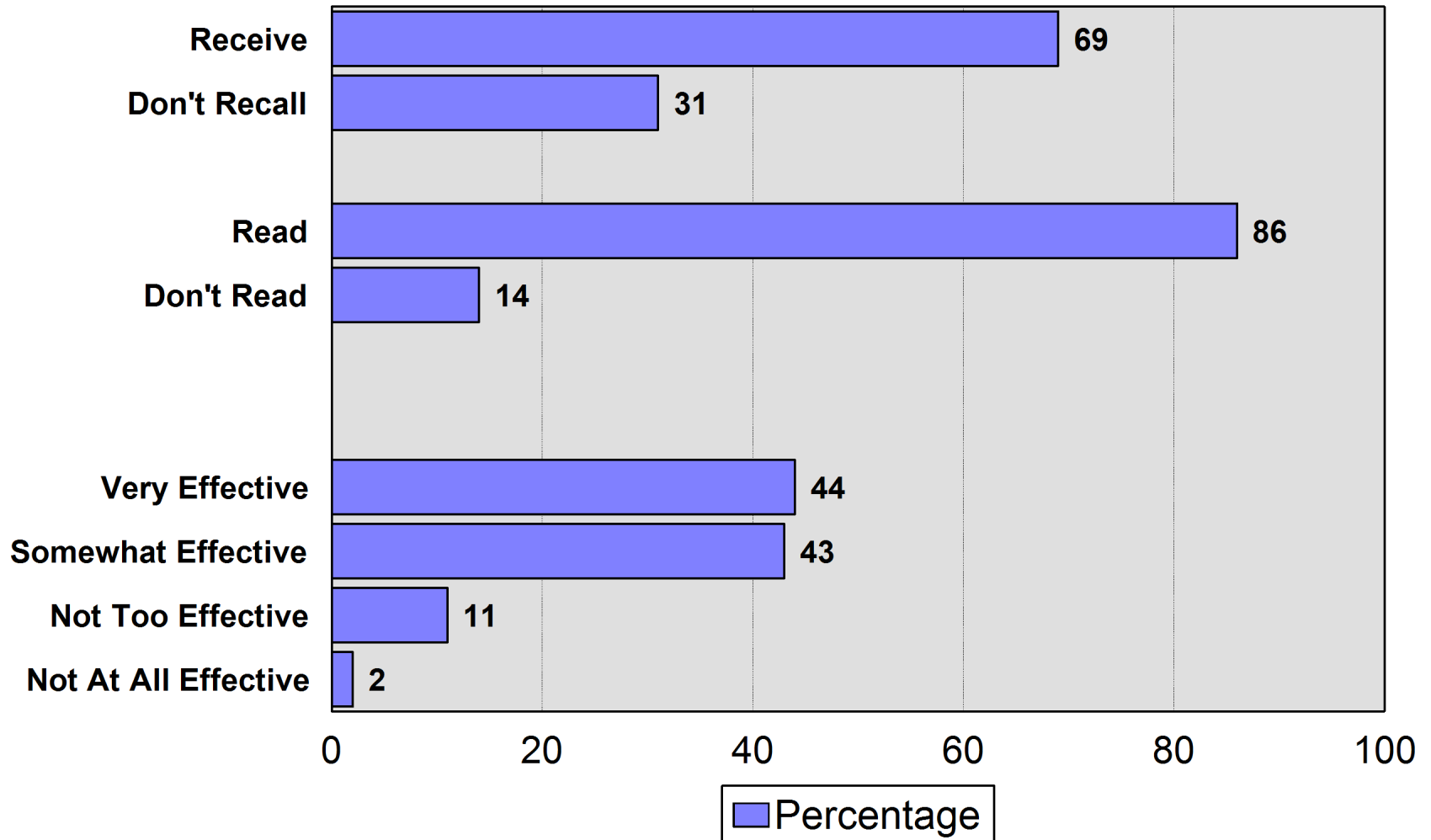
Preferred Source of Information

2026 City of Roseville



"Roseville City News"

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Potential Use of Social Media

2026 City of Roseville

