
Survey Overview

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

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

The Principal Investigator for this study was Dr. William D. Morris; the Project Director overseeing all phases of the research and analysis was Mr. Peter Leatherman.

Research Design

This study contains the results of a telephone survey of 400 randomly selected residents of the City of Brooklyn Center. Survey responses were gathered by professional interviewers across the community between February 2nd and 17th, 2009.

The average interview took 26 minutes.

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

Interviews were conducted by **Decision Resources, Ltd.**, trained personnel from telephone banks in St. Paul, Minnesota. Approximately twenty percent of all interviews were independently validated for procedure and content by a Decision Resources, Ltd., supervisor. Completed interviews were edited and coded at the company's headquarters in Minneapolis, Minnesota. Statistical analysis and cross-tabulations were produced by the company's CfMC Mentor Analysis System and SPSS 15.0 FOR WINDOWS.

Organization of the Study

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

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

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

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

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Analysis

Chapter One: Residential Demographics

Residential Demographics

Residents of the City of Brooklyn Center were asked a series of questions about their demographic backgrounds. These questions were asked for two reasons: first, to validate this sample against updated 2000 U.S. Census statistics; and, second, to track any differences between subgroups and the rest of the population. There were no statistically significant differences between the findings of this survey and that census data. And, throughout the course of this study, subgroup differences will be discussed.

Longevity in the Community

Respondents were asked:

Approximately how many years have you lived in Brooklyn Center?

The typical resident lived in the city for 17.0 years:

LESS THAN TWO YEARS.	6%
TWO TO FIVE YEARS.	15%
FIVE TO TEN YEARS.	16%
TEN TO TWENTY YEARS.	20%
20 TO 30 YEARS.	14%
OVER THIRTY YEARS.	30%
DON'T KNOW/REFUSED.	1%

Twenty-one percent resided there for less than five years, while 30% lived in Brooklyn Center for over 30 years.

“Two to five years” is posted at a higher rate by:

- those planning to move in the next ten years
- those thinking Brooklyn Center is just a place to live
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those not aware of home foreclosures in their neighborhood
- those unsure about remodeling the Community Center
- those feeling growing diversity is a good thing
- households with children
- renters
- African Americans
- Asian-Pacific Islanders

- those concerned about their financial situation
- women

“Five to ten years” is reported at a higher rate by:

- those planning to move in the next five years
- those rating the quality of life negatively
- those rating community identity negatively
- those rating the value of city services negatively
- those not feeling empowered
- households with children
- African Americans
- residents in the central part of the city

“Ten to twenty years” is indicated at a higher rate by:

- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those with mixed feelings about growing diversity
- households with children
- men

“Twenty to thirty years” is stated more frequently by:

- opponents of remodeling the Community Center
- homeowners
- other people of color

“Over thirty years” is posted more often by:

- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those rating the value of city services positively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those feeling empowered
- households with seniors
- empty nesters

- homeowners
- Caucasians
- women

Expect to Live in the Future

Residents were queried:

As things now stand, how long in the future do you expect to live in Brooklyn Center?

Seventeen percent plan to move in the next five years:

LESS THAN TWO YEARS.	5%
TWO TO FIVE YEARS.	12%
FIVE TO TEN YEARS.	15%
OVER TEN YEARS.	24%
REST OF LIFE.	37%
DON'T KNOW/REFUSED.	8%

But, 61% have no plans to move during the next ten years.

“Two to five years” is stated more often by:

- residents for ten years or less
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- African Americans
- residents in the southern part of the city

“Five to ten years” is stated more frequently by:

- residents for ten years or less
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a good thing
- households with children
- Hispanic-Latinos
- Asian-Pacific Islanders
- those concerned about their financial situation
- women
- residents in the central part of the city

“Over ten years” is stated at a higher rate by:

- residents for eleven to thirty years
- those thinking their property taxes are high
- those thinking there are not unsafe areas in the city
- those feeling growing diversity is a good thing
- those feeling empowered
- households with children
- men

“Rest of life” is posted most frequently by:

- residents for more than thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those thinking their property taxes are about average
- those rating the value of city services positively
- opponents of remodeling the Community Center
- those with mixed feelings about growing diversity
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians
- those not concerned about their financial situation

Household Composition

Brooklyn Center residents were instructed:

Could you please tell me how many people age groups live in your household.

Three age groups were then read:

Persons 65 or over?

Twenty-nine percent of the households contain seniors:

NONE.	71%
ONE	16%
TWO OR MORE.	13%

There are somewhat more single seniors than senior couples.

Adults under 65?

Nineteen percent of the households in the city exclusively contain seniors:

NONE.	19%
ONE	21%
TWO	56%
THREE OR MORE.	4%

Single senior households are about twice as high as the suburban norm.

School-aged children and pre-schoolers?

Sixty-nine percent of the households in Brooklyn Center are “empty-nests.”

NONE.	69%
ONE	15%
TWO	19%
THREE OR MORE.	6%

Most households containing children have at least two in residence.

Home Ownership

Respondents were queried:

Do you own or rent your present residence?

Sixty-seven percent own their present residences:

OWN	67%
RENT	33%
REFUSED.	0%

Thirty-three percent are renters.

Age of Respondent

Respondents were asked:

What is your age, please?

The typical Brooklyn Center adult resident is 47.5 years old:

18-24	5%
25-34	16%
35-44	24%
45-54	20%
55-64	15%
65 AND OVER.	21%

Twenty-one percent each are under 35 years old or over 64 years old.

Ethnicity

Residents were asked:

Which of the following categories represents your ethnicity -- White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? What would that be?

Fifty-eight percent are “White:”

WHITE.....	58%
AFRICAN-AMERICAN.....	19%
HISPANIC-LATINO.....	9%
ASIAN-PACIFIC ISLANDER.....	9%
NATIVE AMERICAN.....	1%
SOMETHING ELSE.....	1%
MIXED/BI-RACIAL.....	4%
DON'T KNOW.....	0%
REFUSED.....	0%

Nineteen percent are “African-American,” while nine percent each as “Hispanic-Latino” or “Asian-Pacific Islander.”

Current Financial Situation

Residents were asked:

And now, for one final question, keeping in mind that your answers are held strictly confidential....

Thinking about your household finances, how would you describe your financial situation, would you say that --

- A) Your monthly expenses are exceeding your income;*
- B) You are meeting your monthly expenses but are putting aside little or no savings;*
- C) You are managing comfortably while putting some money aside;*
- D) Managing very well?*

An unusually large 62% report they are suffering financial stress:

STATEMENT A.	4%
STATEMENT B.	58%
STATEMENT C.	32%
STATEMENT D.	4%
DON'T KNOW/REFUSED.	2%

Only 36% are managing financially.

Gender of Respondent

The gender of each respondent was noted:

MALE.	49%
FEMALE.	51%

Women outnumber men by two percent in the sample.

Region of the City

The City Precinct of each respondent was also noted:

PRECINCT 1.	15%
PRECINCT 2.	11%
PRECINCT 3.	16%
PRECINCT 4.	17%
PRECINCT 5.	19%
PRECINCT 6.	11%
PRECINCT 7.	10%

Thirty-six percent live in South Brooklyn Center – Precincts 1, 6, and 7. Thirty percent reside in Central Brooklyn Center – Precincts 2 and 5. Thirty-three percent live in North Brooklyn Center – Precincts 3 and 4.

Summary and Conclusions

Brooklyn Center is a mature, highly stable community, with a significant element of transience, particularly among a segment of younger renters. The median longevity of adult residents is 17.0 years. Seventeen percent of the sample report moving to the city during the past five years, while 44% have been there over two decades. Seventeen percent of the sample expect to move out of Brooklyn Center during the next five years; in contrast, 61% intend to remain in the community for at least ten years.

The average age of respondents is 47.5 years old. While 21% of the sample fall into the 18-34 year age range, 21% are at least 65 years old. Twenty-nine percent of the households contain seniors; in fact, 19% are composed only of senior citizens. Forty percent of the city's households report school-aged children and pre-schoolers. Sixty-seven percent own their present residence.

Sixty-two percent of the households report experiencing financial stress – either “monthly expenses are exceeding income” or “monthly expenses are being met but little or no savings is being set aside.” Only 36% of the city's households are “managing comfortably” or “managing very well.”

Caucasians compose 58% of the sample. Nineteen percent are African-American, while nine percent each are Hispanic-Latino or Asian-Pacific Islander. Women outnumber men by two percent.

Residents are classified according to the precinct in which they live. Thirty-six percent reside in Precincts One, Six, and Seven – South Brooklyn Center. Thirty percent live in Precincts Two and Five – Central Brooklyn Center. Thirty-three percent reside in Precincts Three and Four – North Brooklyn Center.

Chapter Two: Quality of Life Issues

Quality of Life Issues

Brooklyn Center residents were asked a series of questions about the quality of life in the community. Respondents considered what they liked most and what they considered the most serious issue facing the city. A quality of life rating was requested. Attachment to the community was also gauged. Then, the direction of the city was judged. Finally, the impact of growing city diversity and the city’s reaction to it were assessed.

Like Most

Respondents were initially asked:

What do you like most, if anything, about living in Brooklyn Center?

Twenty-nine percent point to the “City’s location – its convenience to their jobs, family, and other key destinations:”

UNSURE.	2%
NOTHING.	4%
QUIET AND PEACEFUL.....	10%
FRIENDLY PEOPLE.	10%
LOCATION.....	29%
SHOPPING.	7%
NEIGHBORHOOD.....	8%
CITY SERVICES.	5%
HOUSING.	4%
PARKS AND RECREATION.....	4%
FAMILY.	6%
SCATTERED.	2%

Ten percent each cite “quiet and peaceful” and “friendly people.”

“Location” is key to:

- residents for ten years or less
- those thinking there are not unsafe areas in the city
- African Americans
- other people of color

“Quiet and peaceful” is important to:

- Asian-Pacific Islanders

“Friendly people” is stated more frequently by:

- residents for more than thirty years
- those aware of home foreclosures in their neighborhood
- empty nesters
- Asian-Pacific Islanders

Most Serious Issue

Brooklyn Center residents were asked:

What do you think is the most serious issue facing Brooklyn Center today?

“Rising crime” is the most serious issue, pointed to by 40%:

UNSURE.	13%
NOTHING.	2%
HIGH TAXES.	7%
RISING CRIME.	40%
TOO MUCH DIVERSITY.	4%
AGING.	3%
LOSING BUSINESSES.	11%
FORECLOSURES.	6%
SCHOOL FUNDING.	2%
BROOKDALE MALL.	9%
DRUGS.	2%
SCATTERED.	2%

Eleven percent cite “losing businesses,” and nine percent specifically mention the “Brookdale Mall.”

“Rising crime” troubles:

- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those thinking there are unsafe areas in the city
- those disapproving of the job of the Mayor and City Council
- African Americans

“Losing businesses” is a concern among:

- those planning to move in the next five years
- those rating community identity negatively
- those thinking the city is on the wrong track

- those aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- those with mixed feelings about growing diversity
- renters
- other people of color
- residents in the southern part of the city

Quality of Life Rating

Residents were queried:

How would you rate the quality of life in Brooklyn Center -- excellent, good, only fair, or poor?

Sixty-five percent rate the quality of life favorably, while 36% are more critical:

EXCELLENT.....	6%
GOOD.	59%
ONLY FAIR.....	32%
POOR	4%
DON'T KNOW/REFUSED.....	0%

Ratings are higher among:

- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking their property taxes are about average
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling growing diversity is a good thing
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with children

They are lower among:

- those planning to move in the next five years
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those rating the value of city services negatively

- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- empty nesters

Community Connections

Respondents were queried:

Which of the following two statements comes closer to your feelings:

(A) I call Brooklyn Center "home."

(B) Brooklyn Center is just a place to live; I'd be just as happy elsewhere.

Seventy-five percent choose Statement A:

STATEMENT A.	75%
STATEMENT B.	20%
BOTH OF ABOVE.	5%
NEITHER..	1%
DON'T KNOW/REFUSED.	0%

But, 20% pick Statement B:

“Statement A” is posted most frequently by:

- residents for more than ten years
- those with no plans to move in the next ten years
- those rating the quality of life positively
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those thinking their property taxes are high
- those rating the value of city services positively
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- homeowners
- those not concerned about their financial situation

“Statement B” is stated more often by:

- residents for ten years or less
- those planning to move in the next five years

- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those feeling growing diversity is a bad thing
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- renters
- other people of color
- those concerned about their financial situation

Community Identity

Residents were asked:

How would you rate the strength of community identity and the sense of neighborliness in Brooklyn Center – excellent, good, only fair or poor?

Fifty-eight percent rate the strength of community identity and neighborliness as either “excellent” or “good:”

EXCELLENT.....	4%
GOOD.	54%
ONLY FAIR.....	37%
POOR	5%
DON'T KNOW/REFUSED.....	1%

Forty-two percent see them as “only fair” or “poor.”

Ratings increase among:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking their property taxes are high
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling growing diversity is a good thing
- those feeling empowered
- those approving of the job of the Mayor and City Council
- homeowners

They decrease among:

- those planning to move in the next five years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a bad thing
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- renters

Closer Connection

Respondents were queried:

To which of the following do you feel a closer connection to:

- A) The City of Brooklyn Center as a whole,*
- (B) Your neighborhood, or*
- C) Your school district?*

Sixty-two percent feel the closest connection to “the neighborhood:”

STATEMENT A.	13%
STATEMENT B.	62%
STATEMENT C.	17%
NONE OF ABOVE.	8%
DON'T KNOW/REFUSED.	0%

Thirteen percent are closest to the City as a whole, while 17% feel closest to their school district.

“Statement A” is selected more often by:

- residents for more than thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- those rating the value of city services positively
- those approving of the job of the Mayor and City Council
- homeowners

- Asian-Pacific Islanders

“Statement B” is stated more often by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those rating redevelopment negatively
- those not aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those feeling empowered
- empty nesters
- homeowners
- Caucasians

“Statement C” is cited more often by:

- residents for ten years or less
- those planning to move in five to ten years
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- households with children
- renters
- Hispanic-Latinos

Direction of the City

Brooklyn Center residents were asked:

All in all, do you think things in Brooklyn Center are generally headed in the right direction, or do you feel things are off on the wrong track?

By a narrow 47%-46% margin, residents think the community “off on the wrong track:”

RIGHT DIRECTION.....	46%
WRONG TRACK.	47%
DON'T KNOW/REFUSED.....	8%

“Right direction” is mentioned most frequently by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively

- those rating redevelopment positively
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling growing diversity is a good thing
- those feeling empowered
- those approving of the job of the Mayor and City Council
- Hispanic-Latinos

“Wrong track” is posted at a higher rate by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those with mixed feelings about growing diversity
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council

Diversity

Residents were queried:

As you may know, the populations of most inner ring suburban areas are becoming more diverse in terms of age, household income, race, and ethnicity.

In general, do you think that growing population diversity is a good thing or a bad thing for the community?

Forty-eight percent think the growing population diversity is “a good thing:”

GOOD THING.....	48%
BAD THING.	23%
BOTH	17%
DON'T KNOW/REFUSED.....	12%

Twenty-three percent see it as “a bad thing,” while 17% consider the change to be “both good and bad.”

“Good thing” is stated more frequently by:

- residents for ten years or less
- those planning to move in five to ten years
- those rating the quality of life positively
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those not aware of home foreclosures in their neighborhood
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with children
- homeowners
- African Americans
- other people of color
- women
- residents in the northern part of the city

“Bad thing” is posted at a higher rate by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those aware of home foreclosures in their neighborhood
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- empty nesters
- Caucasians

“Both” is reported at a higher rate by:

- residents for eleven to thirty years
- those thinking the city is on the wrong track
- those feeling empowered
- empty nesters
- renters

Residents responding to this query were asked a follow-up question:

Could you tell me one or two reasons why you feel that way?

The major reasons for thinking the growing diversity is “bad,” is “rising crime:”

UNSURE.	2%
TEACH TOLERANCE.	12%
BRINGS SOME GOOD/SOME BAD.. . . .	10%
WAY OF THE WORLD.	12%
TOO MUCH.	2%
RISING CRIME.. . . .	24%
LEARN FROM DIFFERENT CULTURES.	17%
BRINGS VARIETY.. . . .	11%
TOO MUCH GROWTH.	2%
DIVERSITY IS GOOD.	6%
POOR MAINTENANCE OF PROPERTIES.	2%

The major reasons for seeing it as “good,” include “teaches tolerance,” “way of the world,” “learn from different cultures,” and “brings variety.”

“Rising crime” is key to:

- those planning to move in the next five years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those aware of home foreclosures in their neighborhood
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- empty nesters
- Caucasians

“Learn from different cultures” is stated more often by:

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

“Way of the world” is selected at a higher rate by:

- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those feeling empowered
- those approving of the job of the Mayor and City Council

“Teach tolerance” is important to:

- residents for ten years or less
- residents in the central part of the city

Next, respondents were queried:

Currently, how well prepared do you think the community is to meet the growing diversity of residents -- very well, somewhat well, not too well, or not at all well?

Sixty-three percent think the City is at least “somewhat well” prepared to meet the growing diversity of residents:

VERY WELL.....	5%
SOMEWHAT WELL.	58%
NOT TOO WELL.	12%
NOT AT ALL WELL.	5%
DON'T KNOW/REFUSED.....	21%

Seventeen percent think the City is either “not too well” and “not at all well” prepared for these changes.

“Well” is cited most frequently by:

- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those feeling empowered
- those approving of the job of the Mayor and City Council
- other people of color
- residents in the southern part of the city

“Not well” is mentioned more often by:

- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those not feeling empowered

- those disapproving of the job of the Mayor and City Council
- homeowners
- residents in the northern part of the city

Respondents rendering negative judgments were asked a follow-up query:

Could you tell me one or two reasons why you feel that way?

The key reason is the “need for more police:”

UNSURE.	9%
NEED MORE POLICE.	43%
MORE AFFORDABLE HOUSING.	11%
NOT ENOUGH COMMUNITY EVENTS.	3%
LANGUAGE BARRIERS.	8%
TOO MUCH RENTAL.	3%
LACK OF SCHOOL FUNDING.	17%
NOT ENOUGH CODE ENFORCEMENT.	5%
SCATTERED.	2%

Seventeen percent point to the “lack of school funding,” while 11% cite “more affordable housing.”

“Need more police” is stated more frequently by:

- those rating the appearance of homes positively
- those not feeling empowered
- other people of color

“Lack of school funding” is cited more often by:

- residents for ten years or less
- those planning to move in the next five years
- those feeling empowered

“More affordable housing” is mentioned more frequently by:

- those rating the appearance of homes positively
- those approving of the job of the Mayor and City Council

Summary and Conclusions

Sixty-five percent rate the quality of life as either “excellent” or “good;” only six percent rate it as “excellent.” While positive ratings are at the Metropolitan Area average, the “excellent”

rating is the lowest across Metropolitan Area suburbs.

“Location” within the Metropolitan Area is the most liked feature of the city. At 29%, it outdistances all other responses. Ten percent each point to “friendly people” and “quiet and peaceful.” “Strong neighborhoods” and “good schools” are next at eight percent each.

In thinking about serious issues facing the city, 40% point to “rising crime.” “Losing businesses” is next, at 11%, followed closely by “Brookdale Mall,” at nine percent. Seven percent cite “high taxes,” while six percent focus on “foreclosures.”

Seventy-five percent call Brooklyn Center “home,” and 20% regard it as “just a place to live.” Fifty-two percent favorably rate the strength of community and neighborliness, while 42% are more critical. Sixty-two percent feel a closer connection to their neighborhood; seventeen percent choose their school district, and 13% are closest to the City of Brooklyn Center as a whole.

The City receives a mixed rating on its current direction. Forty-seven percent feel things “are off on the wrong track,” and 46% think the City is “generally headed in the right direction.”

Forty-eight percent think the growing population diversity is a “good thing,” while 40% see it as either a “bad thing” or “both good and bad.” Reasons for seeing growing diversity as a good thing include “teaching tolerance,” “embracing diversity,” “way of the world,” and “brings variety to the local economy.” Reasons for seeing it as a bad thing are “rising crime” and “too much diversity is not a good thing.”

Sixty-three percent think the City is either “very well” or “somewhat well” prepared to meet the growing diversity of residents; seventeen percent disagree. Disagreement is primarily based on the “need for more police,” “language barriers,” and “lack of school funding.”

Chapter Three: Development Issues

Development Issues

Brooklyn Center residents were asked a series of questions about development issues facing the community. First, respondents were asked about the current balance of housing types, recreational facilities, and retail and service establishments. General redevelopment was evaluated, including the use of selective incentives to attract specific types of development. Finally, water quality in city surface water bodies were rated.

Community Characteristics

Respondents were instructed:

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

A list of 15 community characteristics was then read:

Affordable rental apartments

While 40% think there are “too many” affordable rental apartments, while 40% think there are “about the right amount:”

TOO MANY.	40%
TOO FEW.	6%
ABOUT THE RIGHT AMOUNT.	40%
DON'T KNOW/REFUSED.	14%

“Too many” is reported at a higher rate by:

- residents for more than thirty years
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services positively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing

- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians
- those not concerned about their financial situation

“About the right amount” is cited more often by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- renters
- other people of color

Luxury rental apartments

Forty percent think there is “about the right amount” of luxury rental apartments in the city, while 28% feel there are “too few:”

TOO MANY.	4%
TOO FEW.	28%
ABOUT THE RIGHT AMOUNT.	40%
DON'T KNOW/REFUSED.	28%

Twenty-eight percent, though, were “uncertain.”

“Too few” is stated more often by:

- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council

“About the right amount” is posted at a higher rate by:

- those thinking Brooklyn Center is home
- those rating the appearance of homes positively
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- households with children
- Asian-Pacific Islanders

Rental homes?

While 36% think there is “about the right amount” of rental homes in Brooklyn Center, 27% see “too many;”

TOO MANY.	27%
TOO FEW.	7%
ABOUT THE RIGHT AMOUNT.	36%
DON'T KNOW/REFUSED.	30%

Thirty percent are “unsure.”

“Too many” is posted at a higher rate by:

- residents for more than thirty years
- those planning to move in five to ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those thinking their property taxes are high
- those rating the value of city services positively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- homeowners

“About the right amount” is posted at a higher rate by:

- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating the appearance of homes positively
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- households with children
- residents in the southern part of the city

Condominiums or townhouses?

A 58% majority thinks Brooklyn Center has “about the right amount” of condominiums or townhouses:

TOO MANY.	9%
TOO FEW.	13%
ABOUT THE RIGHT AMOUNT.	58%
DON'T KNOW/REFUSED.	21%

“Too few” is cited more often by:

- residents for more than thirty years
- those rating the appearance of homes negatively
- those thinking their property taxes are about average
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a good thing
- renters

“About the right amount” is posted at a higher rate by:

- those rating the appearance of homes positively
- those thinking their property taxes are about average
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council

Starter homes for young families?

Sixty-one percent feel the number of starter homes for young families is “about the right amount:”

TOO MANY.	7%
TOO FEW.	21%
ABOUT THE RIGHT AMOUNT.	61%
DON'T KNOW/REFUSED.	12%

“Too few” is reported more often by:

- residents for ten years or less
- those thinking Brooklyn Center is just a place to live
- those feeling growing diversity is a bad thing
- other people of color

“About the right amount” is posted at a higher rate by:

- those thinking Brooklyn Center is home
- those rating redevelopment negatively

- those aware of home foreclosures in their neighborhood
- those rating the value of city services positively
- supporters of remodeling the Community Center
- homeowners
- those not concerned about their financial situation
- residents in the central part of the city

"Move up" housing?

Sixty-four percent think there is “about the right amount” of “move-up” housing:

TOO MUCH.	3%
TOO LITTLE.....	20%
ABOUT THE RIGHT AMOUNT.....	64%
DON'T KNOW/REFUSED.....	14%

“Too little” is indicated at a higher rate by:

- those planning to move in five to ten years
- those thinking there are unsafe areas in the city
- homeowners
- those concerned about their financial situation
- women

“About the right amount” is posted at a higher rate by:

- those rating the quality of life positively
- those thinking the city is going in the right direction
- those thinking their property taxes are about average
- those rating the value of city services negatively
- those thinking there are not unsafe areas in the city
- those approving of the job of the Mayor and City Council
- Asian-Pacific Islanders
- those not concerned about their financial situation

Higher cost housing?

A 54% see “about the right amount” of higher cost housing in Brooklyn Center:

TOO MUCH.	4%
TOO LITTLE.....	26%
ABOUT THE RIGHT AMOUNT.....	54%
DON'T KNOW/REFUSED.....	16%

“Too little” is posted at a higher rate by:

- residents for more than thirty years
- those thinking Brooklyn Center is just a place to live
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a good thing
- those disapproving of the job of the Mayor and City Council
- homeowners
- residents in the northern part of the city

“About the right amount” is posted at a higher rate by:

- those rating the quality of life positively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- residents in the southern part of the city

Senior housing?

Forty-six percent think there is “about the right amount” of senior housing in the community, but 28% think there is “too little:”

TOO MUCH.	1%
TOO LITTLE.....	28%
ABOUT THE RIGHT AMOUNT.....	46%
DON'T KNOW/REFUSED.....	26%

“Too little” is mentioned most often by:

- residents for more than thirty years
- those thinking Brooklyn Center is just a place to live
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a bad thing
- empty nesters
- Caucasians
- men

“About the right amount” is posted at a higher rate by:

- residents for eleven to thirty years
- those thinking Brooklyn Center is home
- those thinking their property taxes are high
- those rating the value of city services positively
- supporters of remodeling the Community Center
- homeowners
- those not concerned about their financial situation

Affordable housing, defined by the Metropolitan Council as a single family home costing less than \$201,000?

Fifty-three percent think there is “about the right amount” of affordable housing:

TOO MUCH.	14%
TOO LITTLE.....	14%
ABOUT THE RIGHT AMOUNT.....	53%
DON'T KNOW/REFUSED.....	20%

“Too much” is indicated more often by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- empty nesters
- Caucasians
- residents in the northern part of the city

“Too little” is cited more frequently by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking Brooklyn Center is just a place to live
- those thinking the city is going in the right direction
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council

“About the right amount” is posted at a higher rate by:

- residents for eleven to thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with seniors
- homeowners
- Asian-Pacific Islanders
- those not concerned about their financial situation

Parks and open spaces?

A solid 96% think there is “about the right amount” of parks and open spaces:

TOO MANY.	1%
TOO FEW.	2%
ABOUT THE RIGHT AMOUNT.	96%
DON'T KNOW/REFUSED.	1%

“About the right amount” is posted at a higher rate by:

- those rating the quality of life positively
- those aware of home foreclosures in their neighborhood

Trails and bikeways?

Eighty-seven percent think there is “about the right amount” of trails and bikeways in the community:

TOO MANY.	1%
TOO FEW.	7%
ABOUT THE RIGHT AMOUNT.	87%
DON'T KNOW/REFUSED.	6%

“About the right amount” is posted at a higher rate by:

- residents for more than thirty years
- empty nesters

Service establishments?

A solid 74% believe there is “about the right amount” of service establishments in the city:

TOO MANY.	2%
TOO FEW.	23%
ABOUT THE RIGHT AMOUNT.	74%
DON'T KNOW/REFUSED.	1%

“Too few” is reported most frequently by:

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those disapproving of the job of the Mayor and City Council
- African Americans
- those concerned about their financial situation
- women

“About the right amount” is posted at a higher rate by:

- residents for eleven to thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling empowered
- those approving of the job of the Mayor and City Council
- homeowners
- those not concerned about their financial situation
- men

Retail shopping opportunities?

A sixty percent majority think there are “too few” retail shopping opportunities:

TOO MANY.	1%
TOO FEW.	60%
ABOUT THE RIGHT AMOUNT.	39%
DON'T KNOW/REFUSED.	1%

“Too few” is cited more often by:

- residents for more than thirty years

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those disapproving of the job of the Mayor and City Council
- African Americans

“About the right amount” is posted at a higher rate by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those unsure about remodeling the Community Center
- those approving of the job of the Mayor and City Council

Entertainment establishments?

A 54% majority thinks there are “too few” entertainment establishments in Brooklyn Center:

TOO MANY.	1%
TOO FEW.	54%
ABOUT THE RIGHT AMOUNT.....	44%
DON'T KNOW/REFUSED.....	2%

“Too few” is selected at a higher rate by:

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those disapproving of the job of the Mayor and City Council
- households with children
- African Americans
- women

“About the right amount” is posted at a higher rate by:

- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively

- those approving of the job of the Mayor and City Council
- empty nesters
- Asian-Pacific Islanders
- other people of color
- men

Dining establishments?

A 52% majority believes there are “too few” dining establishments in the community:

TOO MANY.	1%
TOO FEW.	52%
ABOUT THE RIGHT AMOUNT.	46%
DON'T KNOW/REFUSED.	1%

“Too few” is posted at a higher rate by:

- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those disapproving of the job of the Mayor and City Council
- African Americans
- residents in the northern part of the city

“About the right amount” is posted at a higher rate by:

- those rating redevelopment positively
- those rating the appearance of homes positively
- those approving of the job of the Mayor and City Council
- Asian-Pacific Islanders
- other people of color
- men
- residents in the southern part of the city

Significant majorities of residents think there are three types of development missing from the community: retail shopping opportunities, entertainment establishments, and dining establishments. A second are of deficiency centers on luxury rental apartments and senior housing. Similarly, significant pluralities believe there are too many affordable rental apartments and rental homes in the city.

Rate Redevelopment

Residents were asked:

How would you rate general redevelopment in the City

of Brooklyn Center -- excellent, good, only fair, or poor?

A 58% majority negatively rate general redevelopment in the City of Brooklyn Center:

EXCELLENT.....	1%
GOOD.	22%
ONLY FAIR.....	31%
POOR	27%
DON'T KNOW/REFUSED.....	19%

Only 23% highly rate the current general redevelopment so far.

Ratings are higher among:

- those rating the quality of life positively
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- other people of color
- those concerned about their financial situation

They are lower among:

- residents for more than thirty years
- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- households with seniors
- homeowners
- Caucasians
- residents in the central part of the city

Respondents providing a rating were queried:

Why do you feel that way?

Discontent stems from the “perception of not doing anything,” “Brookdale is empty,” and “too many vacant buildings:”

NOT DOING ANYTHING.	29%
BROOKDALE IS EMPTY.	22%
IMPROVING.....	27%
TOO MANY VACANT BUILDINGS.	9%
NO PROBLEMS.	4%
AGING.....	4%
TOO SLOW.....	2%
SCATTERED.	3%

Positive ratings are based upon the perception of “improvements.”

“Not doing anything” is reported more often by:

- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- Caucasians
- residents in the northern part of the city

“Improving” is indicated more frequently by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- those approving of the job of the Mayor and City Council
- renters
- those concerned about their financial situation
- men

“Brookdale is empty” is cited more often by:

- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center

- households with children
- African Americans
- those not concerned about their financial situation
- residents in the central part of the city

Continued Redevelopment

Respondents were asked:

Do you support or oppose the continued redevelopment in the City of Brooklyn Center? Do you feel strongly that way?

By a solid 88%-4% margin, residents support the continued redevelopment in the City of Brooklyn Center:

STRONGLY SUPPORT.	12%
SUPPORT.	76%
OPPOSE.....	4%
STRONGLY OPPOSE.	0%
DON'T KNOW/REFUSED.....	9%

Support peaks among:

- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating redevelopment negatively
- those thinking their property taxes are about average
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- homeowners
- African Americans
- residents in the central part of the city

Next, residents were asked:

Are there any types of development you would like to see in the city? What are they?

Thirty-four percent would like to attract more “retail opportunities,” and 11% specifically want “a grocery store:”

UNSURE.....	14%
NO	14%
DINING.....	8%
RETAIL.....	34%
AFFORDABLE HOUSING.....	2%
GROCERY STORE.....	11%
TEEN CENTER.....	3%
BIG BOX STORES.....	5%
SENIOR LIVING.....	2%
HIGH COST HOUSING.....	2%
MALL.....	4%
SCATTERED.....	2%

Eight percent seek more “dining opportunities.”

“Retail” is cited more often by:

- those planning to move in five to ten years
- those rating the quality of life negatively
- those rating redevelopment negatively
- those thinking there are unsafe areas in the city
- those not feeling empowered
- Hispanic-Latinos
- residents in the central part of the city

“No” is posted at a higher rate by:

- residents for eleven to thirty years
- those rating redevelopment positively
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- Asian-Pacific Islanders
- men

“Grocery store” is indicated more frequently by:

- residents for eleven to thirty years
- those rating redevelopment negatively
- those rating the value of city services positively
- those feeling growing diversity is a bad thing
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- African Americans

A related question was then asked:

Are there any types of development you would strongly oppose?

Residents would strongly oppose more “apartments,” “low income housing,” and “bars:”

UNSURE.	13%
NO	31%
APARTMENTS.....	17%
LOW INCOME HOUSING.....	16%
BARS	11%
LIQUOR STORES.....	3%
SCATTERED(STADIUM/FAST FOOD/HOTEL/ TOWNHOMES).	9%

“No” is posted at a higher rate by:

- residents for ten years or less
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is going in the right direction
- those not aware of home foreclosures in their neighborhood
- those unsure about remodeling the Community Center
- renters

“Apartments” is mentioned more often by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the value of city services positively
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians

“Low income housing” is cited more frequently by:

- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center

- those feeling growing diversity is a bad thing
- empty nesters
- Caucasians

“Bars” is stated most often by:

- those thinking their property taxes are high
- those rating the value of city services negatively
- households with children
- women

Financial Incentives

Residents were queried:

As the City of Brooklyn Center continues redevelopment....

Do you support or oppose the City providing financial incentives to attract specific types of development? Do you feel strongly that way?

Eighty percent support providing financial incentives, while 11% oppose it:

STRONGLY SUPPORT.	3%
SUPPORT.	77%
OPPOSE..	10%
STRONGLY OPPOSE.	1%
DON'T KNOW/REFUSED.	9%

Supporters tend to be:

- those planning to move in the next five years
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- households with children
- African Americans

Opponents are typically:

- those with no plans to move in the next ten years
- those thinking their property taxes are high
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- empty nesters

- homeowners
- Caucasians
- residents in the southern part of the city

Rating of Water Quality

Respondents were asked:

How would you rate the water quality in city lakes, streams and rivers -- excellent, good, only fair or poor?

Fifty-nine percent rate the water quality in city lakes, streams and rivers as either “excellent” and “good.”

EXCELLENT.....	3%
GOOD.	56%
ONLY FAIR..	32%
POOR	4%
DON'T KNOW/REFUSED.	6%

Thirty-six percent rate it as either “only fair” or “poor.”

Favorable ratings are given at a higher rate by:

- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those rating the value of city services positively
- those unsure about remodeling the Community Center
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors

Unfavorable ratings are posted at a higher rate by:

- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively

- those disapproving of the job of the Mayor and City Council

Summary and Conclusions

When looking at their community, a majority of residents think there are “about the right number” of condominiums or townhouses, starter homes for young families, “move-up” housing, higher cost housing, affordable housing, parks and open spaces, trails and bikeways, and service establishments. But, 40% think there are “too many” affordable rental apartments and 27% rate the number of rental homes the same way. Majorities think there are “too few” retail shopping opportunities, entertainment establishments, and dining establishments. Twenty-eight percent each also think there are “too few” luxury rental apartments and senior housing.

Fifty-eight percent rate the general redevelopment in the City of Brooklyn Center negatively; only 23% award it a positive rating. Two perceptions lead to these unfavorable conclusions: the City is not doing anything and Brookdale is still empty. Even so, by a significant 88%-4% margin, residents support the continued redevelopment of the community. They would like efforts focused on attracting more retail opportunities and a grocery store. They would strongly oppose attracting more apartments, low income housing, and bars. And, by an impression 80%-11% margin, residents support the City providing financial incentives to attract specific types of development.

Chapter Four: Housing and Neighborhood Issues

Housing and Neighborhood Issues

Brooklyn Center residents were asked a series of questions about housing and neighborhood issues. The appearance of homes and neighborhoods was reviewed. City code enforcement was judged in some detail. Finally, neighborhood foreclosures were considered.

Appearance of Homes

Residents were asked:

How would you rate the general condition and appearance of homes in the community – excellent, good, only fair, or poor?

Sixty-four percent rate the general condition and appearance of homes in the community either “excellent” or “good:”

EXCELLENT.....	2%
GOOD.	62%
ONLY FAIR.....	33%
POOR	3%
DON'T KNOW/REFUSED.....	0%

Thirty-six percent rate them as “only fair” or “poor.”

Ratings increase among:

- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- Hispanic-Latinos

They decrease among:

- residents for more than thirty years
- those planning to move in the next five years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- those concerned about their financial situation

Appearance of Neighborhoods

Residents were asked:

Over the past two years, has the appearance of your neighborhood improved, declined or remained the same?

Seventy-four percent think the appearance of their neighborhood “remained the same” over the past two years:

IMPROVED..	10%
DECLINED.	17%
REMAINED THE SAME.	74%
DON'T KNOW/REFUSED.	0%

Seventeen percent report the appearance has “improved,” while ten percent think it “declined.”

“Improved” is posted at a higher rate by:

- those rating community identity positively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- Asian-Pacific Islanders

“Declined” is indicated more frequently by:

- residents for more than thirty years
- those planning to move in the next five years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors

“Remained the same” is cited most often by:

- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- those approving of the job of the Mayor and City Council
- Hispanic-Latinos
- residents in the central part of the city

Code Enforcement

Respondents were instructed:

For each of the following, please tell me whether the City is too tough, about right, or not tough enough in enforcing city codes on the nuisances.

Seven types of city codes were then read:

Loose animals?

Seventy-six percent think the City’s level of enforcement is “about right:”

TOO TOUGH.	0%
NOT TOUGH ENOUGH..	20%

ABOUT RIGHT..... 76%
 DON'T KNOW/REFUSED..... 4%

“Not tough” is posted most frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating redevelopment negatively
- those disapproving of the job of the Mayor and City Council

“About right” is indicated more frequently by:

- residents for ten years or less

Junk cars on residential property?

Sixty-six percent think the enforcement of codes governing junk cars on residential property is “about right:”

TOO TOUGH. 0%
 NOT TOUGH ENOUGH.. 33%
 ABOUT RIGHT..... 66%
 DON'T KNOW/REFUSED..... 2%

“Not tough” is posted most frequently by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- those disapproving of the job of the Mayor and City Council
- households with seniors
- women

“About right” is indicated more frequently by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking Brooklyn Center is home

- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- those approving of the job of the Mayor and City Council men

Messy yards on residential property?

Sixty-two percent rate the code enforcement of rule governing messy yards on residential property as “about right:”

TOO TOUGH.	1%
NOT TOUGH ENOUGH.. . . .	36%
ABOUT RIGHT.. . . .	62%
DON'T KNOW/REFUSED.	1%

“Not tough” is posted most frequently by:

- residents for more than thirty years
- those planning to move in the next five years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters

“About right” is indicated more frequently by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively

- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- men

Messy yards on commercial property?

Eighty-one percent think the enforcement of codes on messy yards on commercial property is “about right:”

TOO TOUGH.	0%
NOT TOUGH ENOUGH.. . . .	16%
ABOUT RIGHT.. . . .	81%
DON'T KNOW/REFUSED.	3%

“Not tough” is posted most frequently by:

- residents for more than thirty years
- those planning to move in the next five years
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters

“About right” is indicated more frequently by:

- residents for eleven to thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center

- those approving of the job of the Mayor and City Council
- households with children

Weeds and tall grass?

Seventy percent rate the enforcement of city codes on weeds and tall grass as “about right:”

TOO TOUGH.	0%
NOT TOUGH ENOUGH.....	28%
ABOUT RIGHT.....	70%
DON'T KNOW/REFUSED.....	2%

“Not tough” is posted most frequently by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- residents in the southern part of the city

“About right” is indicated more frequently by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council

Noise?

Ninety-two percent think the level of code enforcement on noise ordinances is “about right:”

TOO TOUGH.	0%
NOT TOUGH ENOUGH..	8%
ABOUT RIGHT..	92%
DON'T KNOW/REFUSED..	1%

“About right” is indicated more frequently by:

- those planning to move in five to ten years
- those rating the quality of life positively
- those rating community identity positively
- those thinking the city is going in the right direction
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- those feeling growing diversity is a good thing
- residents in the northern part of the city

On street parking?

Eighty-three percent think the level of enforcement of on-street parking codes is “about right:”

TOO TOUGH.	5%
NOT TOUGH ENOUGH..	10%
ABOUT RIGHT..	83%
DON'T KNOW/REFUSED..	1%

“Not tough” is posted most frequently by:

- residents for more than thirty years
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the value of city services negatively
- those with mixed feelings about growing diversity
- those feeling empowered
- households with seniors
- empty nesters
- homeowners

“About right” is indicated more frequently by:

- those planning to move in five to ten years
- those rating community identity positively
- those rating redevelopment positively
- renters

- Asian-Pacific Islanders
- men

In each case, significant majorities rate the level of code enforcement as “about right.”

Home Foreclosures

Respondents were asked:

Are you aware of homes or properties in your neighborhood that are in foreclosure?

A large 53% are aware of homes or properties in their neighborhood that are in foreclosure:

YES	53%
NO	46%
DON'T KNOW/REFUSED.	1%

Awareness increases among:

- residents for more than ten years
- those planning to move in the next five years
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those thinking their property taxes are high
- those rating the value of city services positively
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- homeowners
- Caucasians
- those not concerned about their financial situation
- men
- residents in the southern part of the city

It decreases among:

- residents for ten years or less
- those with no plans to move in the next ten years
- those thinking the city is going in the right direction
- those thinking there are not unsafe areas in the city
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- renters
- African Americans

- Hispanic-Latinos
- those concerned about their financial situation
- women
- residents in the northern part of the city

Residents reporting awareness were asked a follow-up question:

Do you have any concerns about the homes or properties in your neighborhood that are in foreclosure? What would those be?

Thirty-eight percent report “no concerns” about foreclosed property:

NO	38%
HARD TO SELL.	8%
DROP IN VALUES.	7%
CRIME/VANDALISM.	24%
POOR UPKEEP.	19%
VAGRANTS.	4%
SCATTERED.	1%

Twenty-four percent cite “crime and vandalism,” while 19% worry about “poor upkeep.”

“No” is posted at a higher rate by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking there are not unsafe areas in the city
- those approving of the job of the Mayor and City Council
- households with children
- Hispanic-Latinos

“Crime and vandalism” is reported more often by:

- Caucasians

“Poor upkeep” is indicated more frequently by:

- residents for more than thirty years
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those thinking their property taxes are high
- those feeling growing diversity is a bad thing

- those disapproving of the job of the Mayor and City Council
- women

Summary and Conclusions

Sixty-four percent rate the general condition and appearance of homes in the community highly; however, 36% are more critical. Over the past two years, 74% think the appearance of their neighborhood has remained about the same. Ten percent feel it improved, and 17% see a decline.

Significant majorities believe that City code enforcement is at “about the right” level of toughness. Noteworthy minorities of 28% to 36% consider the enforcement of weeds and tall grass codes, junk cars on residential property ordinances, and messy yards on residential property codes to be “not tough enough.”

Fifty-three percent are aware of homes or properties in their neighborhood that are in foreclosure. The greatest worries center around “crime and vandalism” as well “poor upkeep.”

Chapter Five: City Taxes and Services

City Taxes and Services

Brooklyn Center residents were asked a series of questions about city taxes and city services. Their perception of the city tax burden and the value of city services were garnered. Property tax hostility was gauged. Finally, city services were rated.

Property Tax Rating

Respondents were asked:

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?

Fifty-three percent rate their city property taxes as comparatively “high:”

VERY HIGH.	17%
SOMEWHAT HIGH.	36%
ABOUT AVERAGE.	23%
SOMEWHAT LOW.	1%
VERY LOW.	2%
DON'T KNOW/REFUSED.	22%

Twenty-three percent feel they are comparatively “average.”

“High” is stated more frequently by:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- households with seniors
- homeowners
- Caucasians
- those not concerned about their financial situation

“About average” is posted more often by:

- residents for more than thirty years
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling empowered
- those approving of the job of the Mayor and City Council
- homeowners
- residents in the northern part of the city

General Value of Services

Brooklyn Center residents were asked:

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?

Forty-five percent rate the general value of city services highly, while 34% are more critical:

EXCELLENT.....	2%
GOOD.	43%
ONLY FAIR.....	32%
POOR	2%
DON'T KNOW/REFUSED.....	22%

Ratings are higher among:

- residents for more than ten years
- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those feeling empowered
- those approving of the job of the Mayor and City Council
- homeowners

- Caucasians
- those not concerned about their financial situation
- residents in the northern part of the city

They are lower among:

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- homeowners

Property Tax to Maintain

Respondents were asked:

Would you favor or oppose an increase in YOUR city property tax if it were needed to maintain city services at their current level?

By a 55%-21% majority, residents oppose a city property tax increase if it were needed to maintain city services at their current level:

FAVOR.	21%
OPPOSE..	55%
DON'T KNOW/REFUSED.	24%

“Favor” is selected more often by:

- those thinking Brooklyn Center is home
- those rating the appearance of homes negatively
- those thinking their property taxes are about average
- those rating the value of city services positively
- those feeling growing diversity is a good thing
- those feeling empowered
- homeowners
- African Americans
- residents in the northern part of the city

“Oppose” is posted more often by:

- residents for more than ten years

- those with no plans to move in the next ten years
- those rating the quality of life positively
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services positively
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those feeling empowered
- those approving of the job of the Mayor and City Council
- homeowners
- Caucasians
- those not concerned about their financial situation

Opponents were asked a follow-up query:

What city services would you be willing to see cut?

A 57% majority believe no service cuts are required if waste is eliminated:

UNSURE.	11%
NO/CUT WASTE.	57%
ACROSS THE BOARD.	5%
ADMINISTRATION.	4%
PARKS AND RECREATION.	16%
RECYCLING.	2%
ANIMAL CONTROL.	2%
SCATTERED.	4%

Sixteen percent would cut “parks and recreation services.”

“No/cut waste” is cited more often by:

- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- those not concerned about their financial situation

“Parks and recreation” is stated more often by:

- those unsure about remodeling the Community Center

Property Tax to Enhance

Respondents were queried:

Would you favor or oppose an increase in city property taxes to enhance current city services or offer additional city services?

By a 70%-8% majority, residents also oppose an increase in city property taxes to enhance current or offer additional city services:

FAVOR.	8%
OPPOSE..	70%
DON'T KNOW/REFUSED.	22%

Opposition peaks among:

- residents for more than ten years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those rating redevelopment negatively
- opponents of remodeling the Community Center
- those feeling empowered
- homeowners
- Caucasians
- Asian-Pacific Islanders
- those not concerned about their financial situation

Supporters were asked a follow-up query:

What services would you like to see enhanced or offered?

Twenty-eight percent would enhance “street maintenance,” while 25% would enhance “police services:”

UNSURE.	6%
PARKS AND RECREATION..	9%
ECONOMIC DEVELOPMENT.	6%
POLICE.	25%
SNOW PLOWING.	3%
RECYCLING..	6%
STREET MAINTENANCE..	28%
CODE ENFORCEMENT.	16%

Sixteen percent would augment “code enforcement.”

“Street maintenance” is stated more often by:

- those thinking the city is going in the right direction
- those not aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- men

“Police” is cited more frequently by:

- those rating the quality of life negatively
- those aware of home foreclosures in their neighborhood
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- residents in the southern part of the city

“Code enforcement” is mentioned more often by:

- those thinking the city is on the wrong track
- opponents of remodeling the Community Center

The small number of supporters were also asked:

How much would you be willing to pay in additional property taxes to enhance city services or offer additional city services? How about \$___ per year? How about \$___ per year?

The typical supporter of this tax increase would support a \$28.00 per year increase:

NOTHING.....	3%
\$20.00	47%
\$40.00	22%
\$60.00	9%
\$80.00	0%
\$100.00.....	13%
\$120.00.....	0%
\$140.00.....	0%
\$160.00.....	3%
DON'T KNOW/REFUSED.....	3%

“\$20.00” is stated more often by:

- those rating the appearance of homes positively
- those thinking their property taxes are high
- those disapproving of the job of the Mayor and City Council
- residents in the northern part of the city

“\$40.00” is cited more frequently by:

- those planning to move in five to ten years
- those thinking the city is going in the right direction
- those rating the appearance of homes negatively
- those rating the value of city services negatively
- those approving of the job of the Mayor and City Council
- those concerned about their financial situation

“\$100.00” is mentioned at a higher rate by:

- those planning to move in the next five years

City Service Ratings

Respondents were instructed:

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?

Twelve city services were then read:

Police protection?

Eighty percent rate police protection highly, somewhat below the suburban norm of 92%:

EXCELLENT.....	14%
GOOD.	66%
ONLY FAIR.....	19%
POOR	1%
DON'T KNOW/REFUSED.....	1%

Twenty percent were more critical in their evaluations.

Favorable ratings are given more often by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively

- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking their property taxes are high
- those thinking their property taxes are about average
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- those not concerned about their financial situation

Unfavorable ratings are cited at a higher rate by:

- residents for ten years or less
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking there are unsafe areas in the city
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- households with children
- renters
- African Americans
- those concerned about their financial situation

Fire protection?

Eighty-seven percent rate fire protection as either “excellent” or “good:”

EXCELLENT.....	23%
GOOD.	64%
ONLY FAIR..	3%
POOR	0%
DON'T KNOW/REFUSED.....	10%

Only three percent are more negative in their evaluation.

Favorable ratings are given more often by:

- residents for more than ten years

- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment negatively
- those thinking their property taxes are high
- those thinking their property taxes are about average
- those rating the value of city services positively
- opponents of remodeling the Community Center
- those with mixed feelings about growing diversity
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- those not concerned about their financial situation
- residents in the northern part of the city

Recycling pick-up?

Eighty-three percent highly rate the recycling pick-up service:

EXCELLENT.....	21%
GOOD.	62%
ONLY FAIR.....	8%
POOR	1%
DON'T KNOW/REFUSED.....	9%

Nine percent are more critical in their evaluation.

Favorable ratings are given more often by:

- residents for more than thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those thinking their property taxes are about average
- those rating the value of city services positively
- those feeling growing diversity is a good thing
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- homeowners

Storm drainage and flood control?

Seventy-nine percent rate storm drainage and flood control as either “excellent” or “good:”

EXCELLENT.....	8%
GOOD.	71%
ONLY FAIR.....	10%
POOR	1%
DON'T KNOW/REFUSED.....	10%

Eleven percent rate it as either “only fair” or “poor.”

Favorable ratings are given more often by:

- residents for more than thirty years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those rating redevelopment positively
- those thinking their property taxes are about average
- those rating the value of city services positively
- those feeling growing diversity is a good thing
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- homeowners

Unfavorable ratings are cited at a higher rate by:

- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those not concerned about their financial situation
- residents in the northern part of the city

Park maintenance?

Eighty percent highly rate park maintenance:

EXCELLENT.....	11%
GOOD.	69%
ONLY FAIR.....	14%
POOR	1%
DON'T KNOW/REFUSED.....	6%

Fifteen percent rate it more negatively.

Favorable ratings are given more often by:

- residents for eleven to thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking their property taxes are about average
- those rating the value of city services positively
- those feeling empowered
- those approving of the job of the Mayor and City Council

Unfavorable ratings are cited at a higher rate by:

- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those with mixed feelings about growing diversity
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council

City-sponsored recreation programs?

Fifty-six percent highly rate city-sponsored recreation programs:

EXCELLENT.....	3%
GOOD.	53%
ONLY FAIR.....	16%
POOR	0%
DON'T KNOW/REFUSED.....	28%

Sixteen percent post lower ratings.

Favorable ratings are given more often by:

- residents for eleven to thirty years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively

- those thinking their property taxes are about average
- those rating the value of city services positively
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- homeowners

Unfavorable ratings are cited at a higher rate by:

- residents for ten years or less
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those rating the appearance of homes negatively
- those rating the value of city services negatively
- those disapproving of the job of the Mayor and City Council
- households with children

Animal control?

Seventy-two percent rate animal control favorably:

EXCELLENT.....	1%
GOOD.	71%
ONLY FAIR..	22%
POOR	4%
DON'T KNOW/REFUSED.....	3%

Twenty-six percent post unfavorable ratings.

Favorable ratings are given more often by:

- those planning to move in the next five years
- those rating redevelopment positively
- those not aware of home foreclosures in their neighborhood
- residents in the southern part of the city

Unfavorable ratings are cited at a higher rate by:

- those with no plans to move in the next ten years
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services negatively
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council

Emergency medical response?

Eighty-three percent rate emergency medical response as either “excellent” or “good:”

EXCELLENT.....	17%
GOOD.	66%
ONLY FAIR.....	4%
POOR	0%
DON'T KNOW/REFUSED.....	13%

Only four percent rate it lower.

Favorable ratings are given more often by:

- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those thinking their property taxes are about average
- those rating the value of city services positively
- those with mixed feelings about growing diversity
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- homeowners
- those not concerned about their financial situation

City drinking water?

Sixty-eight percent rate city drinking water highly:

EXCELLENT.....	5%
GOOD.	63%
ONLY FAIR.....	29%
POOR	4%
DON'T KNOW/REFUSED.....	0%

Thirty-three percent rate it lower.

Favorable ratings are given more often by:

- residents for more than thirty years
- those rating the quality of life positively

- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those rating the value of city services positively
- households with seniors
- empty nesters
- Caucasians
- residents in the southern part of the city

Unfavorable ratings are cited at a higher rate by:

- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- supporters of remodeling the Community Center
- households with children
- African Americans

Respondents were next read:

Now, for the next three city services, please consider only their job on city-maintained street and roads. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 694, Highway 100, Highway 252, County Road 81 or Brooklyn Boulevard, should not be considered. How would you rate

Three more city services were then read:

City street repair and maintenance?

Sixty-five percent rate city street repair and maintenance as either “excellent” or “good:”

EXCELLENT.....	2%
GOOD.	63%
ONLY FAIR..	31%
POOR	4%

DON'T KNOW/REFUSED..... 0%

Thirty-five percent rate them as either “only fair” or “poor.”

Favorable ratings are given more often by:

- those planning to move in five to ten years
- those rating community identity positively
- those thinking the city is going in the right direction
- those not aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those unsure about remodeling the Community Center
- empty nesters

Unfavorable ratings are cited at a higher rate by:

- those rating community identity negatively
- those thinking the city is on the wrong track
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- households with children

Snow plowing?

Seventy-nine percent rate snow plowing highly:

EXCELLENT.....	14%
GOOD.	65%
ONLY FAIR.....	20%
POOR	2%
DON'T KNOW/REFUSED.....	0%

Twenty-two percent rate the service lower.

Favorable ratings are given more often by:

- residents for more than thirty years
- those rating community identity positively
- those thinking the city is going in the right direction
- those thinking their property taxes are about average
- those rating the value of city services positively
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- empty nesters
- Caucasians

Unfavorable ratings are cited at a higher rate by:

- those rating community identity negatively
- those thinking the city is on the wrong track
- those thinking their property taxes are high
- those rating the value of city services negatively
- those not feeling empowered
- households with children
- Hispanic-Latinos

Street lighting?

Seventy-two percent rate street lighting highly:

EXCELLENT.....	2%
GOOD.	70%
ONLY FAIR.....	24%
POOR	4%
DON'T KNOW/REFUSED.....	0%

Twenty-eight percent rate street lighting lower.

Favorable ratings are given more often by:

- those rating redevelopment positively
- those not aware of home foreclosures in their neighborhood
- those unsure about remodeling the Community Center
- those concerned about their financial situation

Unfavorable ratings are cited at a higher rate by:

- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- supporters of remodeling the Community Center
- those not concerned about their financial situation

Overall, among residents able to rate a particular city service, the average positive rating of all city services is a strong 81%.

Summary and Conclusions

Fifty-three percent think the city portion of their property taxes to be “high.” Twenty-three percent see them as “about average” in comparison with neighboring cities. Only three percent consider them to be “low.” A mixed rating occurs on the values of city services. When considering property taxes paid and the quality of city services received, 45% award them favorable ratings, while 34% are more critical in their judgments.

By a 55%-21% margin, residents oppose an increase in city property taxes if it were needed to maintain services at current levels. A majority of opponents think service cuts are unneeded and can be avoided by reducing waste. And, by an very large 70%-8% margin, residents oppose an increase in city property taxes to enhance current city services or offer additional city services.

When evaluating specific city services, the mean approval rating is 80.7%, an average rating. Among those having opinions, over 90% rate fire protection, recycling pick-up, and emergency medical response as “excellent” or “good.” Between 80% and 89% similarly rate police protection, storm drainage and flood control, and park maintenance. Between 70% and 79% rate city-sponsored recreation programs, animal control, snow plowing, and street lighting favorably. Sixty-eight percent rate city drinking water highly, and 65% similar rate city street repair and maintenance.

Chapter Six: Public Safety Issues

Public Safety Issues

Brooklyn Center residents were asked a short series of questions about public safety issues. First, respondents were asked about unsafe areas in the city. Safety of their neighborhoods was also discussed. Neighborhood police patrolling and traffic enforcement was examined. Finally, residents were asked about their greatest public safety concern in the community.

Areas Not Feel Safe

Residents were initially asked:

Are there areas in the City of Brooklyn Center where you do not feel safe?

An unusually large 46% think there are areas in the community where they do not feel safe:

YES	46%
NO	53%
DON'T KNOW/REFUSED	1%

“Yes” is cited more often by:

- residents for more than thirty years
- those planning to move in five to ten years
- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- women
- residents in the southern part of the city

“No” is indicted at a higher rate by:

- those with no plans to move in the next ten years
- those rating the quality of life positively
- those rating community identity positively
- those thinking the city is going in the right direction

- those rating redevelopment positively
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those thinking there are not unsafe areas in the city
- those approving of the job of the Mayor and City Council men
- residents in the central part of the city

Respondents identifying areas were asked a follow-up query:

In which areas do you not feel safe?

“Brookdale,” at 58%, dominates the list of areas:

RETAIL PARKING LOTS.	3%
BROOKDALE.....	58%
EVERYWHERE.	5%
PARKS AND TRAILS.	3%
BASS LAKE ROAD.	2%
BROOKLYN BOULEVARD.	12%
MINNEAPOLIS BORDER.	2%
APARTMENTS.....	6%
BUS STATIONS.....	3%
SCATTERED.	6%

“Brooklyn Boulevard,” at 12%, is also a moderate concern.

“Brookdale” is posted at a higher rate by:

- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those feeling growing diversity is a bad thing

“Brooklyn Boulevard” is cited more frequently by:

- residents for ten years or less
- those planning to move in five to ten years
- those rating redevelopment positively
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- those not feeling empowered
- households with children
- Hispanic-Latinos
- Asian-Pacific Islanders

- those concerned about their financial situation
- women
- residents in the southern part of the city

Finally, these respondents were queried:

What would make you feel more safe?

“More patrolling,” at 55%, was the principal suggestion:

UNSURE.	15%
MORE PATROLLING.	55%
ENFORCE CURFEW.	3%
MORE LIGHTS.	6%
ENFORCE NO LOITERING.	7%
CONDEMN APARTMENTS.	10%
BRING IN BUSINESSES.	3%
CAMERAS.	2%
SCATTERED.	1%

Ten percent urge “condemning the apartments.”

“More patrolling” is stated more often by:

- supporters of remodeling the Community Center
- households with children

“Condemn apartments” is indicated more frequently by:

- residents for more than thirty years
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are about average
- those disapproving of the job of the Mayor and City Council
- Caucasians

Walking Alone at Night

Brooklyn Center residents were asked:

Do you feel safe in your immediate neighborhood walking alone at night?

Sixty-five percent feel safe in their immediate neighborhood walking alone at night:

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

However, an unusually large 35% do not feel safe there.

“Yes” is stated most frequently by:

- residents for thirty years or less
- those planning to move in five to ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- households with children
- Hispanic-Latinos
- men
- residents in the northern part of the city

“No” is cited most often by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians
- women

Neighborhood Watch

Respondents were queried:

Do you participate in Neighborhood Watch?

Thirty-six percent participate in Neighborhood Watch:

YES	36%
NO	64%
DON'T KNOW/REFUSED.....	0%

“Yes” is stated most frequently by:

- residents for more than ten years
- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services positively
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- empty nesters
- homeowners
- men
- residents in the northern part of the city

“No” is cited most often by:

- residents for ten years or less
- those rating the quality of life positively
- those thinking Brooklyn Center is just a place to live
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- households with children
- renters
- other people of color
- women
- residents in the central part of the city

Amount of Police Patrolling

Brooklyn Center residents were queried:

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

Seventy-two percent think there is “about the right amount” of police patrolling in their neighborhood:

TOO MUCH.	1%
ABOUT THE RIGHT AMOUNT.	72%
NOT ENOUGH.	26%
DON'T KNOW/REFUSED.	1%

Twenty-six percent view the amount as “not enough.”

“About the right amount” is posted more often by:

- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking their property taxes are about average
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- those feeling empowered
- those approving of the job of the Mayor and City Council
- Hispanic-Latinos
- Asian-Pacific Islanders

“Not enough” is reported more often by:

- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center

- those disapproving of the job of the Mayor and City Council
- African Americans

Traffic Enforcement

Next, city residents were asked:

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

Seventy-seven percent think there is “about the right amount” of traffic enforcement in their neighborhood:

TOO MUCH.	1%
ABOUT THE RIGHT AMOUNT.	77%
NOT ENOUGH.	21%
DON'T KNOW/REFUSED.	1%

This time, 21% consider it to be “not enough.”

“About the right amount” is stated more frequently by:

- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those thinking their property taxes are about average
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- those feeling empowered
- those approving of the job of the Mayor and City Council
- Asian-Pacific Islanders
- other people of color

“Not enough” is posted more often by:

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those not aware of home foreclosures in their neighborhood
- those thinking there are unsafe areas in the city
- those not feeling empowered
- African Americans

Traffic Speeding

Respondents were asked:

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

Twenty-nine percent label neighborhood traffic speeding as either “very serious” or somewhat serious:”

VERY SERIOUS.....	4%
SOMEWHAT SERIOUS.....	25%
NOT TOO SERIOUS.....	44%
NOT AT ALL SERIOUS.....	26%
DON'T KNOW/REFUSED.....	1%

“Serious” is posted more often by:

- those rating community identity negatively
- those rating the appearance of homes negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- women
- residents in the southern part of the city

“Not serious” is indicated more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating community identity positively
- those rating redevelopment positively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- homeowners
- men
- residents in the northern part of the city

Greatest Concern

Residents were queried:

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

At 25%, “youth crime and vandalism” tops the list of serious concerns:

Violent crime.	18%
Traffic speeding.	5%
Traffic volume on residential streets.	1%
Drugs	15%
Youth crimes and vandalism.	25%
Identity theft.	1%
Business crimes, such as shoplifting and check fraud.	4%
Residential crimes, such as burglary and theft.	15%
Vandalism.	7%
ALL EQUALLY.	1%
NONE OF THE ABOVE.	6%
DON'T KNOW/REFUSED.	3%

“Violent crime,” at 18%, as well as “drugs” and “residential crimes, such as burglary and theft,” each at 15%, round out the serious public safety concerns.

“Violent crime” is posted at a higher rate by:

- residents for ten years or less
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- African Americans

“Drugs” is reported most frequently by:

- residents for more than thirty years
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those feeling growing diversity is a bad thing

- households with seniors
- Asian-Pacific Islanders

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

- those rating redevelopment positively
- those rating the value of city services positively
- other people of color

“Residential crimes” is posted most frequently by:

- those rating the quality of life negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those unsure about remodeling the Community Center

Respondents choosing “violent crime” were asked a follow-up question:

What specific violent crime are you most concerned about?

A 59% majority point to “shootings:”

MURDER.	19%
ROBBERIES.	12%
ASSAULTS.	9%
SHOOTINGS.	59%

Nineteen percent cite “murder,” while 12% think about “robberies.”

“Shooting” is posted most frequently by:

- those not aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services negatively
- those not feeling empowered
- homeowners
- Hispanic-Latinos
- those not concerned about their financial situation
- residents in the central part of the city

Summary and Conclusions

Forty-six percent think there are areas in the City of Brooklyn Center where they do not feel safe. Particular areas of concern are “Brookdale” and “Brooklyn Boulevard.” They urge “more patrolling”

In nearby areas to their homes, 65% feel safe in walking in their neighborhood alone at night, while 34% disagree. Only thirty-six percent of the city’s households are part of their area’s Neighborhood Watch. Seventy-two percent think the amount of police patrolling in their neighborhood is “about the right amount,” while 77% feel similarly about the amount of traffic enforcement by the police in their neighborhood. Twenty-nine percent think traffic speeding in their neighborhood is either “very serious” or “somewhat serious.”

There are four key public safety concerns facing Brooklyn Center: “youth crime and vandalism,” mentioned by 25%; “violent crime,” at 18%; and, “drugs” and “residential crimes, such as burglary and theft,” each chosen by 15%. The specific violent crime people are most concerned about is “shooting.”

Chapter Seven: Parks and Recreation Issues

Parks and Recreation Issues

Residents were asked a series of questions about parks and recreation issues. First, current facilities were evaluated. Next, city-operated recreational programs were discussed. Finally, the focus shifted to the remodeling of the Community Center – support, likelihood of use, and potential facilities to be sited there.

Park System Ratings

Respondents were instructed:

The Brooklyn Center park system is composed of larger community parks and smaller neighborhood parks, trails, community ballfields and the Community Center. For each of the following, which have you or members of your household used during the past year? Then for each one you or members of your household have used, please rate it as excellent, good, only fair, or poor.

A list of 11 components was then read:

Trails?

Forty-nine percent of the households in Brooklyn Center use the trails:

NOT USED.	52%
USED/EXCELLENT.	5%
USED/GOOD.	39%
USED/ONLY FAIR.	5%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Among trail users, 90% rate the trails highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- those not feeling empowered
- households with seniors
- empty nesters
- women

Favorable ratings are given at a higher rate by:

- residents for eleven to thirty years
- those rating community identity positively
- those rating redevelopment negatively
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those feeling empowered
- homeowners
- men

Community Center?

Thirty-six percent of the households in Brooklyn Center use the Community Center:

NOT USED.	64%
USED/EXCELLENT.	5%
USED/GOOD.	22%
USED/ONLY FAIR.	8%
USED/POOR.	1%
DON'T KNOW/REFUSED.	0%

Seventy-five percent of users rate the facility highly.

“Not used” is reported most frequently by:

- those rating the quality of life negatively
- those not aware of home foreclosures in their neighborhood
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- those not feeling empowered
- empty nesters
- renters

Favorable ratings are given at a higher rate by:

- those rating redevelopment positively
- those thinking their property taxes are about average
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those feeling empowered
- those approving of the job of the Mayor and City Council
- homeowners

Unfavorable ratings are cited at a higher rate by:

- those rating the quality of life positively
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- households with children
- African Americans

Football fields?

Sixteen percent of the households in Brooklyn Center use the football fields:

NOT USED.	85%
USED/EXCELLENT.	1%
USED/GOOD.	11%
USED/ONLY FAIR.	4%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Seventy-five percent rate these facilities highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- households with seniors
- empty nesters
- Caucasians

Favorable ratings are given at a higher rate by:

- residents for ten years or less
- those planning to move in five to ten years
- those thinking the city is going in the right direction
- supporters of remodeling the Community Center
- households with children
- African Americans

Baseball fields?

Nineteen percent of the household in the city use the baseball fields:

NOT USED.	82%
USED/EXCELLENT.	1%
USED/GOOD.	15%
USED/ONLY FAIR.	3%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Among users, 84% rate the fields highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- households with seniors
- empty nesters
- renters

Favorable ratings are given at a higher rate by:

- those rating the value of city services negatively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- households with children
- those not concerned about their financial situation

Soccer fields?

Eleven percent of city households use the soccer fields:

NOT USED.	89%
USED/EXCELLENT.	0%
USED/GOOD.	9%
USED/ONLY FAIR.	2%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Eighty-two percent of soccer field users rate them highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- those with mixed feelings about growing diversity
- those disapproving of the job of the Mayor and City Council

- households with seniors
- empty nesters

Ice rinks?

Twelve percent report household users use the city’s ice rink:

NOT USED.	89%
USED/EXCELLENT.	1%
USED/GOOD.	7%
USED/ONLY FAIR.	3%
USED/POOR.	1%
DON'T KNOW/REFUSED.	1%

Sixty-seven percent of ice rink users rate these facilities highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- empty nesters
- African Americans
- those concerned about their financial situation
- men

Tennis courts?

Eight percent of the city’s households use the tennis courts:

NOT USED.	92%
USED/EXCELLENT.	0%
USED/GOOD.	5%
USED/ONLY FAIR.	3%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Sixty-three percent of the tennis players rate these facilities favorably.

“Not used” is reported most frequently by:

- residents for more than thirty years
- those rating the appearance of homes positively
- those thinking there are not unsafe areas in the city

- empty nesters

Basketball courts?

Seventeen percent of the households in the city use its basketball courts:

NOT USED.	83%
USED/EXCELLENT.	1%
USED/GOOD.	12%
USED/ONLY FAIR.	3%
USED/POOR.	1%
DON'T KNOW/REFUSED.	0%

Seventy-six percent of these basketball players rate the courts highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- households with seniors
- empty nesters
- Caucasians

Favorable ratings are given at a higher rate by:

- residents for ten years or less
- those planning to move in five to ten years
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- households with children
- African Americans
- other people of color

Larger community parks?

Forty-eight percent of the households in the city use its larger community parks:

NOT USED.	52%
USED/EXCELLENT.	7%
USED/GOOD.	36%
USED/ONLY FAIR.	5%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Ninety percent express approval of these large community parks.

“Not used” is reported most frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- households with seniors
- empty nesters
- Caucasians

Favorable ratings are given at a higher rate by:

- residents for ten years or less
- those planning to move in five to ten years
- those rating the quality of life positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- households with children
- African Americans
- Hispanic-Latinos
- other people of color
- residents in the southern part of the city

Smaller neighborhood parks?

Sixty-one percent of the households in the community contain members using smaller neighborhood parks:

NOT USED.	39%
USED/EXCELLENT.	5%
USED/GOOD.	50%
USED/ONLY FAIR.	6%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Ninety percent of park-goers rate these facilities highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating the quality of life negatively
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center

- those with mixed feelings about growing diversity
- households with seniors
- empty nesters
- Caucasians
- those concerned about their financial situation

Favorable ratings are given at a higher rate by:

- residents for ten years or less
- those planning to move in five to ten years
- those rating the quality of life positively
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- households with children
- other people of color
- those not concerned about their financial situation
- residents in the southern part of the city

Users of the larger community parks or smaller neighborhood parks were asked a follow-up query:

Playground equipment?

Fifty-seven percent of park-goers use the playground equipment there:

NOT USED.	43%
USED/EXCELLENT.	3%
USED/GOOD.	37%
USED/ONLY FAIR.	17%
USED/POOR.	0%
DON'T KNOW/REFUSED.	0%

Seventy percent of equipment users rate it highly.

“Not used” is reported most frequently by:

- residents for more than thirty years
- those rating redevelopment negatively
- those rating the value of city services positively
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians
- those not concerned about their financial situation

Favorable ratings are given at a higher rate by:

- those rating the quality of life positively
- those rating redevelopment positively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- households with children
- Hispanic-Latinos

Unfavorable ratings are posted most frequently by:

- residents for ten years or less
- those not aware of home foreclosures in their neighborhood
- those feeling growing diversity is a good thing
- households with children
- African Americans
- those concerned about their financial situation
- women

The average positive rating of the park system components is a good 78.4%.

Facilities Meeting Needs of Household

Respondents were queried:

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

A very solid 94% feel that existing recreational facilities meet the needs of their household:

YES	94%
NO	3%
DON'T KNOW/REFUSED.....	3%

“Yes” is reported most frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating community identity positively
- those thinking their property taxes are high
- those with mixed feelings about growing diversity
- homeowners

- residents in the central part of the city

The very small percentage of respondents with unmet needs were asked a follow-up query:

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

LARGER COMMUNITY CENTER.....	31%
DISC GOLF.....	23%
WATER PARK.....	23%
INDOOR TRACK.....	8%
SCATTERED.....	15%

“Larger community center,” “disc golf range,” and “water park” are the three most sought after amenities.

“Larger community center” is posted more often by:

- those planning to move in the next five years
- those thinking Brooklyn Center is just a place to live
- those thinking there are unsafe areas in the city

**Park and Recreation
Program Participation**

Residents were asked:

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

Twenty-three percent report their household members have participated in a City park and recreation program:

YES	23%
NO	76%
DON'T KNOW/REFUSED.....	1%

“Yes” is stated more often by:

- residents for ten years or less
- those planning to move in the next five years
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- supporters of remodeling the Community Center
- households with children

- African Americans
- Hispanic-Latinos
- residents in the southern part of the city

“No” is posted at a higher rate by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- opponents of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians
- residents in the central part of the city

Participants were asked two follow-up questions. First, the specific program:

Which ones?

“Softball and baseball” has the highest participation rate, at 33%:

REFUSED.	1%
SUMMER IN THE PARK.	4%
BASKETBALL.	10%
BASEBALL/SOFTBALL.	33%
SWIMMING.	10%
NATURE PROGRAMS.	4%
SOCCER.	10%
PARADE.	4%
FOOTBALL.	8%
EARLE BROWN DAYS.	2%
NATIONAL NIGHT OUT.	4%
TRIPS	4%
CLASS.	2%
MULTIPLE SPORTS.	4%

Ten percent each participated in “basketball,” “swimming,” and “soccer.”

“Baseball/softball” is posted more often by:

- those planning to move in five to ten years
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- Hispanic-Latinos

“Basketball” is cited more often by:

- those rating the quality of life positively
- those thinking there are not unsafe areas in the city
- African Americans

“Swimming” is mentioned most frequently by:

- those planning to move in the next five years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- empty nesters

“Soccer” is stated more often by:

- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those thinking their property taxes are about average
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- residents in the northern part of the city

Next, program satisfaction was raised:

Were you satisfied or dissatisfied with your experience?

An almost unanimous 99% express satisfaction with the experience:

SATISFIED.	99%
DISSATISFIED.	1%
DON'T KNOW/REFUSED.	0%

There are no statistically significant sub-group differences.

**Programs Meeting Needs
of Households**

Residents were queried:

Does the current mix of City park and recreation programming meet the needs of your household?

Ninety-four percent think the current mix of programming meets their household’s needs:

YES	94%
NO	2%
DON'T KNOW/REFUSED.....	5%

Only two percent disagree.

“Yes” is posted most frequently by:

- residents for eleven to thirty years
- those planning to move in five to ten years
- those thinking Brooklyn Center is home
- those approving of the job of the Mayor and City Council
- households with seniors
- women

Dissatisfied respondents were asked a follow-up query:

What program(s) do you feel are lacking?

“Fitness programs” lead the list, at 50%:

FITNESS PROGRAMS.....	50%
WATER AEROBICS.....	13%
SPORTS LESSONS.....	38%

“Sports lessons” is cited most often by:

- those rating community identity positively

Recreational Leakage

Brooklyn Center residents were asked:

*Do you or members of your household currently leave the city for park and recreation facilities or activities?
What facility or activity would that be?*

Seventy-four percent do not leave the community to recreate elsewhere:

NO	74%
FISHING/BOATING.....	3%
HIKING/WALKING.....	6%
SPORTS LEAGUE.....	2%
CULTURAL EVENTS.....	2%

BIKING.	2%
COMMUNITY CENTER.	6%
PARKS..	2%
SCATTERED.	3%

Six percent each leave Brooklyn Center for “hiking and walking” and a “Community Center.”

“No” is indicated at a higher rate by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating the quality of life positively
- those rating the appearance of homes positively
- those approving of the job of the Mayor and City Council
- empty nesters
- residents in the central part of the city

Source of Information

Respondents were asked:

What is your principal source of information about parks and recreation programs and facilities in the City of Brooklyn Center?

The “City Newsletter” is the principal source of information about the these programs and facilities for 48%:

NONE.	11%
LOCAL NEWSPAPER.	12%
CITY NEWSLETTER.	48%
WEBSITE.	5%
WORD OF MOUTH.	7%
PARK AND RECREATION BROCHURE.	14%
SCATTERED.	2%

Fourteen percent rely upon the “Park and Recreation Brochure,” while 12% use the “local newspaper.”

“City newsletter” is posted more often by:

- those thinking Brooklyn Center is home
- those rating redevelopment negatively
- those thinking their property taxes are high
- those thinking there are unsafe areas in the city

- those not concerned about their financial situation

“Park and recreation brochure” is cited more frequently by:

- residents for eleven to thirty years
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- supporters of remodeling the Community Center
- other people of color

“Local newspaper” is indicated more frequently by:

- those with mixed feelings about growing diversity
- those approving of the job of the Mayor and City Council
- those concerned about their financial situation
- men

Support for Remodeling Community Center

Residents were asked:

The City has had on-going discussions in the community about the need for remodeling the Community Center to allow it to continue to be a community gathering space for recreation programs, community activities and meetings.

Do you support or oppose the remodeling of the Community Center? Do you feel strongly that way?

By a 53%-29% margin, residents support the remodeling of the Community Center in concept:

STRONGLY SUPPORT.	6%
SUPPORT.	47%
OPPOSE..	21%
STRONGLY OPPOSE.	8%
DON'T KNOW/REFUSED.	18%

This type of concept support is at a comparatively tepid level.

Supporters tend to be:

- residents for ten years or less
- those rating the appearance of homes positively

- those approving of the job of the Mayor and City Council
- households with children

Opponents are more apt to be:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians

Likelihood of Use

Respondents were asked:

If the Community Center were remodeled, how likely would you or members of your household be to use the facility -- very likely, somewhat likely, not too likely, not at all likely?

Fifty-one percent are either “very likely” or “somewhat likely” to use the remodeled Community Center:

VERY LIKELY.....	15%
SOMEWHAT LIKELY.....	36%
NOT TOO LIKELY.....	22%
NOT AT ALL LIKELY.....	22%
DON'T KNOW/REFUSED.....	6%

Likelihood increases among:

- residents for ten years or less
- those planning to move in five to ten years
- those rating redevelopment positively
- those rating the appearance of homes positively
- supporters of remodeling the Community Center

- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- households with children
- African Americans

It decreases among:

- residents for more than thirty years
- those planning to move in the next five years
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those unsure about remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians

Offerings in a Community Center

Respondents were instructed:

I would like to read you a list of offerings which could be included in a Community Center. For each one, please tell me if you would strongly support the use of city funding for that offering, somewhat support, somewhat oppose, or strongly oppose the use of city funding for that offering.

Fourteen potential offerings were listed:

Gymnasiums?

By a 58%-38% majority, residents support the inclusion of gymnasiums:

STRONGLY SUPPORT.	11%
SUPPORT.	47%
OPPOSE.	19%
STRONGLY OPPOSE.	19%
DON'T KNOW/REFUSED.	4%

Support is higher among:

- residents for ten years or less
- those planning to move in five to ten years
- those rating the quality of life positively
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- Asian-Pacific Islanders

Opposition peaks among:

- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians
- men

A fitness center?

By a 52%-46% majority, residents narrowly support the inclusion of a fitness center:

STRONGLY SUPPORT.	10%
SUPPORT.	42%
OPPOSE.	25%
STRONGLY OPPOSE.	21%
DON'T KNOW/REFUSED.	4%

Support is higher among:

- residents for ten years or less
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing

- those approving of the job of the Mayor and City Council
- households with children
- residents in the southern part of the city

Opposition peaks among:

- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters

An indoor swimming pool?

By a solid 64%-33% majority, residents support the inclusion of an indoor swimming pool:

STRONGLY SUPPORT.	19%
SUPPORT.	45%
OPPOSE..	15%
STRONGLY OPPOSE.	18%
DON'T KNOW/REFUSED.	4%

Support is higher among:

- residents for ten years or less
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- Asian-Pacific Islanders

Opposition peaks among:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- those rating the quality of life negatively

- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians

An indoor water park?

By a 53%-43% majority, residents oppose the inclusion of an indoor water park:

STRONGLY SUPPORT.	14%
SUPPORT.	29%
OPPOSE.	27%
STRONGLY OPPOSE.	26%
DON'T KNOW/REFUSED.	5%

Support is higher among:

- residents for ten years or less
- those planning to move in the next five years
- those rating the quality of life positively
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- renters
- African Americans
- Asian-Pacific Islanders

Opposition peaks among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters

- homeowners
- Caucasians

An outdoor swimming pool?

By a 57%-40% majority, residents oppose the inclusion of an outdoor swimming pool:

STRONGLY SUPPORT.	7%
SUPPORT.	33%
OPPOSE.	32%
STRONGLY OPPOSE.	25%
DON'T KNOW/REFUSED.	4%

Support is higher among:

- residents for ten years or less
- those planning to move in five to ten years
- those rating redevelopment positively
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- households with children
- renters
- those concerned about their financial situation
- women
- residents in the southern part of the city

Opposition peaks among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians
- those not concerned about their financial situation
- men
- residents in the central part of the city

An outdoor waterpark?

By a 61%-36% majority, residents oppose the inclusion of an outdoor waterpark:

STRONGLY SUPPORT.	9%
SUPPORT.	27%
OPPOSE.	31%
STRONGLY OPPOSE.	30%
DON'T KNOW/REFUSED.	4%

Support is higher among:

- residents for ten years or less
- those planning to move in the next five years
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- households with children
- renters
- African Americans

Opposition peaks among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services positively
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those with mixed feelings about growing diversity
- those feeling empowered
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians
- residents in the central part of the city

An indoor fieldhouse?

By a 59%-31% majority, residents oppose the inclusion of an indoor fieldhouse:

STRONGLY SUPPORT.	4%
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SUPPORT.	27%
OPPOSE.....	33%
STRONGLY OPPOSE.	26%
DON'T KNOW/REFUSED.....	11%

Support is higher among:

- residents for ten years or less
- those rating redevelopment positively
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- households with children
- renters
- Hispanic-Latinos
- residents in the southern part of the city

Opposition peaks among:

- residents for more than ten years
- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those with mixed feelings about growing diversity
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians
- men
- residents in the central part of the city

An indoor walking/running track?

By a 61%-35% majority, residents support the inclusion of an indoor walking and running track:

STRONGLY SUPPORT.	11%
SUPPORT.	50%
OPPOSE.....	16%
STRONGLY OPPOSE.	19%
DON'T KNOW/REFUSED.....	4%

Support is higher among:

- residents for ten years or less
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those rating the value of city services positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- households with children
- Asian-Pacific Islanders
- residents in the southern part of the city

Opposition peaks among:

- residents for more than ten years
- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians

Banquet rooms with kitchen facilities for weddings and large gatherings?

By a 52%-43% majority, residents narrowly support the inclusion of banquet rooms with kitchen facilities for weddings and large gatherings:

STRONGLY SUPPORT.	8%
SUPPORT.	44%
OPPOSE..	21%
STRONGLY OPPOSE.	22%
DON'T KNOW/REFUSED.	6%

Support is higher among:

- residents for ten years or less
- those planning to move in the next five years
- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- African Americans

Opposition peaks among:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those with mixed feelings about growing diversity
- those disapproving of the job of the Mayor and City Council
- empty nesters
- Caucasians
- men

Meeting rooms?

By a 53%-41% majority, residents support the inclusion of meeting rooms:

STRONGLY SUPPORT.	6%
SUPPORT.	47%
OPPOSE.	21%
STRONGLY OPPOSE.	20%
DON'T KNOW/REFUSED.	7%

Support is higher among:

- those thinking the city is going in the right direction
- those rating redevelopment negatively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- those rating the value of city services positively

- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council

Opposition peaks among:

- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- Caucasians

Space for senior programs?

By a 67%-29% majority, residents solidly support the inclusion of space for senior programs:

STRONGLY SUPPORT.	14%
SUPPORT.	53%
OPPOSE.	13%
STRONGLY OPPOSE.	16%
DON'T KNOW/REFUSED.	5%

Support is higher among:

- those rating the quality of life positively
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- Asian-Pacific Islanders
- those not concerned about their financial situation
- residents in the southern part of the city

Opposition peaks among:

- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high

- opponents of remodeling the Community Center
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- empty nesters
- Caucasians

Space for teen programs?

By a 73%-24% majority, residents strongly support the inclusion of space for teen programs:

STRONGLY SUPPORT.	34%
SUPPORT.	39%
OPPOSE.	9%
STRONGLY OPPOSE.	15%
DON'T KNOW/REFUSED.	4%

Support is higher among:

- those rating the quality of life positively
- those rating the appearance of homes positively
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- Asian-Pacific Islanders
- residents in the southern part of the city

Opposition peaks among:

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians

An indoor children's playground?

By a 59%-36% majority, residents solidly support the inclusion of an indoor children's playground:

STRONGLY SUPPORT.	14%
SUPPORT.	45%
OPPOSE..	19%
STRONGLY OPPOSE.	17%
DON'T KNOW/REFUSED.	5%

Support is higher among:

- residents for ten years or less
- those rating the quality of life positively
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those approving of the job of the Mayor and City Council
- households with children
- renters
- Asian-Pacific Islanders
- those not concerned about their financial situation
- women

Opposition peaks among:

- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians
- men

Indoor soccer fields?

By a 66%-29% majority, residents solidly oppose the inclusion of indoor soccer fields:

STRONGLY SUPPORT.	5%
SUPPORT.	24%
OPPOSE..	23%
STRONGLY OPPOSE.	43%
DON'T KNOW/REFUSED.	6%

Support is higher among:

- residents for ten years or less
- those planning to move in the next five years
- those planning to move in five to ten years
- those thinking the city is going in the right direction
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those approving of the job of the Mayor and City Council
- households with children
- renters
- African Americans
- Hispanic-Latinos
- those concerned about their financial situation
- residents in the southern part of the city

Opposition peaks among:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those feeling empowered
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- Caucasians
- those not concerned about their financial situation
- residents in the central part of the city

Four facilities are endorsed by strong majorities: space for teen programs, space for senior programs, an indoor swimming pool, and an indoor walking and running track.

Top Priority

Residents were initially queried:

Please tell me which one, if any, of those facilities you would place as the top priority?

The top two choices are “an indoor swimming pool” and “a teen center:”

GYMNASIUMS.	9%
FITNESS CENTER.	8%
INDOOR SWIMMING POOL.	14%
INDOOR WATER PARK.	7%
OUTDOOR SWIMMING POOL.	2%
OUTDOOR WATER PARK.	3%
INDOOR FIELDHOUSE.	1%
INDOOR RUNNING/WALKING TRACK.	4%
BANQUET ROOMS.	2%
MEETING ROOMS.	2%
SENIOR CENTER.	8%
TEEN CENTER.	13%
INDOOR CHILDREN'S PLAYGROUND.	5%
INDOOR SOCCER FIELDS.	2%
ALL.	0%
MULTIPLE.	0%
NONE.	18%
DON'T KNOW/REFUSED.	3%

Eighteen percent support none of these facilities for inclusions.

“Indoor swimming pool” is key to:

- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- those with mixed feelings about growing diversity
- those feeling empowered

“Teen center” is important to:

- those planning to move in the next five years
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those rating the value of city services negatively
- supporters of remodeling the Community Center
- homeowners

“No” is posted at a higher rate by:

- residents for more than thirty years
- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians
- those concerned about their financial situation
- men

Second Priority

Next, residents were asked:

Of the remaining facilities, which one would you rank as the second priority?

Seventeen percent choose a “teen center” as their second priority:

GYMNASIUMS.	3%
FITNESS CENTER.	4%
INDOOR SWIMMING POOL.	6%
INDOOR WATER PARK.	11%
OUTDOOR SWIMMING POOL.	3%
OUTDOOR WATER PARK.	4%
INDOOR FIELDHOUSE.	1%
INDOOR RUNNING/WALKING TRACK.	11%
BANQUET ROOMS.	3%
MEETING ROOMS.	3%
SENIOR CENTER.	8%
TEEN CENTER.	17%
INDOOR CHILDREN'S PLAYGROUND.	5%
INDOOR SOCCER FIELDS.	1%
ALL.	0%
MULTIPLE.	0%
NONE.	19%
DON'T KNOW/REFUSED.	3%

Eleven percent each choose an “indoor water park” or an “indoor running and walking track.” But, 19% have no second choice.

“Indoor water park” is stated more frequently by:

- residents for ten years or less
- those rating the appearance of homes positively
- supporters of remodeling the Community Center
- households with children
- renters
- Hispanic-Latinos
- residents in the southern part of the city

“Indoor running and walking track” is posted at a higher rate by:

- residents for ten years or less
- supporters of remodeling the Community Center

“Teen center” is posted more often by:

- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- households with children
- other people of color
- residents in the central part of the city

“None” is stated more often by:

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- opponents of remodeling the Community Center
- those disapproving of the job of the Mayor and City Council
- empty nesters
- Caucasians
- those concerned about their financial situation

Most Opposed To

Respondents were finally asked:

*Is there any one facility you are most opposed to?
Which one?*

The most opposition is registered on the inclusion of “indoor soccer fields:”

GYMNASIUMS.	5%
FITNESS CENTER.	4%
INDOOR SWIMMING POOL.	1%
INDOOR WATER PARK.	17%
OUTDOOR SWIMMING POOL.	3%
OUTDOOR WATER PARK.	11%
INDOOR FIELDHOUSE.	4%
INDOOR RUNNING/WALKING TRACK.	1%
BANQUET ROOMS.	4%
MEETING ROOMS.	6%
SENIOR CENTER.	0%
TEEN CENTER.	10%
INDOOR CHILDREN'S PLAYGROUND.	1%
INDOOR SOCCER FIELDS.	29%
ALL	3%
MULTIPLE.	1%
NONE.	9%
DON'T KNOW/REFUSED.	2%

Moderate levels of opposition array against an “indoor water park,” an “outdoor water park,” and a “teen center.”

“Indoor water park” is cited most frequently by:

- residents for more than thirty years
- those rating the quality of life negatively
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are about average
- those rating the value of city services positively
- opponents of remodeling the Community Center
- households with seniors
- empty nesters
- homeowners
- Caucasians

“Outdoor water park” is stated more often by:

- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those feeling growing diversity is a good thing
- homeowners

- African Americans

“Indoor soccer fields” is posted at a higher rate by:

- those aware of home foreclosures in their neighborhood
- those not concerned about their financial situation
- women

Other Facilities

Brooklyn Center residents were asked:

Are there any facilities we have not discussed that you would like to see included in a Community Center? What would that be?

Ninety-seven percent have no suggestions for additional facilities to include in a Community Center:

UNSURE.	3%
NO	94%
THERAPEUTIC SPA.	2%
DAYCARE.	1%

“No” is posted even more frequently by:

- those rating redevelopment negatively
- those thinking their property taxes are high
- homeowners
- residents in the central part of the city

Summary and Conclusions

Ninety percent of the users of trails, larger community parks, and smaller neighborhood parks award these facilities positive ratings. Eighty-four percent feel the same way about baseball fields, and 82% rate soccer fields highly. Seventy-six percent give “excellent” and “good” ratings to basketball courts, and 75% each rate the Community Center and football fields the same way. Seventy percent of the park users rate playground equipment highly. Sixty-seven percent post favorable ratings about the ice rinks, and 63% post similar ratings of the tennis courts. Overall, the average positive rating of Brooklyn Center park facilities is a moderately high 78.4%.

Ninety-four percent feel the existing recreational facilities offered by the City meet the needs of their household. Similarly, 94% also think the current mix of City park and recreation programming meets the needs of their household. Twenty-three percent report household members participated in City park and recreation programs. The most popular are “baseball or softball,” at 33%, as well as “basketball,” “swimming,” and “soccer,” at 10% each. A nearly unanimous 99% report satisfaction with their experience.

Twenty-six percent leave the city for park and recreational facilities or activities elsewhere, particularly for hiking or walking and community center offerings. The “City Newsletter,” cited by 48%, is the principal source of information on parks and recreation and facilities in Brooklyn Center. The “Park and Recreation” brochure follows at 14%, and the local newspaper ranks next, at 12%.

By a 53%-29% margin, residents support the remodeling of the Community Center. This level of support, however, is lower than the norm for the successful passage of a bond referendum. But, if the Community Center were remodeled, 51% of city households are at least “somewhat likely” to use the facility.

In discussing potential additions to the Community Center, more than 60% support the inclusion of four facilities: “space for teen programs,” “space for senior programs,” “an indoor swimming pool,” and “an indoor walking/running track.” The two top priorities for inclusion are “an indoor swimming pool” and “a teen center.” Opposition is high against the inclusion of “indoor soccer fields.”

Chapter Eight: City Hall

City Hall

Brooklyn Center residents were asked a series of questions about City Government and Staff. Next, empowerment was measured. Next, ratings of the City Council and City Staff were elicited. Then, this chapter closed with an examination of interactions with the City.

Empowerment

Respondents were asked:

Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Brooklyn Center runs things?

Fifty-three percent feel they can have an impact, if they wanted to:

YES	53%
NO	46%
DON'T KNOW/REFUSED.....	1%

But, a comparatively large 46% feel they could not have an impact.

“Yes” is posted at a higher rate by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating the value of city services positively
- those feeling growing diversity is a good thing
- those with mixed feelings about growing diversity
- those approving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- homeowners
- those not concerned about their financial situation
- residents in the northern part of the city

“No” is mentioned at a higher rate by:

- those rating the quality of life negatively

- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those feeling growing diversity is a bad thing
- those disapproving of the job of the Mayor and City Council
- those concerned about their financial situation
- residents in the central part of the city

Mayor and City Council

Respondents were first asked:

How much do you feel you know about the work of the Mayor and City Council -- a great deal, a fair amount, very little, or none at all?

Thirty-seven percent feel they know at least “a fair amount” about the work of the Mayor and City Council:

A GREAT DEAL.....	2%
A FAIR AMOUNT.	35%
VERY LITTLE.	46%
NONE AT ALL.	17%
DON'T KNOW/REFUSED.....	1%

“A lot” is posted more often by:

- residents for more than ten years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services positively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling empowered
- households with seniors
- empty nesters
- homeowners
- Caucasians
- those not concerned about their financial situation
- men

“Not a lot” is indicated more frequently by:

- residents for ten years or less
- those thinking Brooklyn Center is just a place to live
- those thinking the city is going in the right direction
- those not aware of home foreclosures in their neighborhood
- those unsure about remodeling the Community Center
- those not feeling empowered
- households with children
- renters
- African Americans
- other people of color
- those concerned about their financial situation
- women

Next, respondents were queried:

From what you know, do you approve or disapprove of the job the Mayor and City Council are doing? And do you feel strongly that way?

By a solid 65%-23% majority, residents approve of the job of the Mayor and City Council:

STRONGLY APPROVE.....	2%
APPROVE.....	63%
DISAPPROVE.....	20%
STRONGLY DISAPPROVE.....	3%
DON'T KNOW/REFUSED.....	12%

Ratings are higher among:

- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those rating the value of city services positively
- those thinking there are not unsafe areas in the city
- supporters of remodeling the Community Center
- those feeling growing diversity is a good thing
- those feeling empowered
- homeowners
- those not concerned about their financial situation

- residents in the northern part of the city

They are lower among:

- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those not feeling empowered

City Staff

Residents were asked:

How much first hand contact have you had with the Brooklyn Center City staff -- quite a lot, some, very little, or none?

Thirty-two percent have “some” first hand contact with the Brooklyn Center City staff:

QUITE A LOT.....	1%
SOME.	31%
VERY LITTLE.	40%
NONE.	26%
DON'T KNOW/REFUSED.....	2%

Contact increases among:

- residents for more than ten years
- those with no plans to move in the next ten years
- those thinking the city is on the wrong track
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- opponents of remodeling the Community Center
- those with mixed feelings about growing diversity
- those feeling empowered
- households with seniors
- empty nesters

- homeowners
- Caucasians
- those not concerned about their financial situation

It decreases among:

- residents for ten years or less
- those planning to move in the next five years
- those thinking Brooklyn Center is just a place to live
- those not aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- those not feeling empowered
- households with children
- renters
- African Americans
- those concerned about their financial situation
- residents in the central part of the city

Next, respondents were asked:

From what you have heard or seen, how would you rate the job performance of the Brooklyn Center City Staff -- excellent, good, only fair, or poor?

By a good 54%-22% margin, residents approve of the job performance of the Brooklyn Center City Staff:

EXCELLENT.....	3%
GOOD.	51%
ONLY FAIR.....	20%
POOR	2%
DON'T KNOW/REFUSED.....	25%

Ratings are higher among:

- residents for more than ten years
- those with no plans to move in the next ten years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating community identity positively
- those thinking the city is going in the right direction
- those rating redevelopment positively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are about average
- those rating the value of city services positively
- those with mixed feelings about growing diversity
- those feeling empowered

- those approving of the job of the Mayor and City Council
- households with seniors
- empty nesters
- Caucasians
- those not concerned about their financial situation
- men

They are lower among:

- those rating the quality of life negatively
- those rating community identity negatively
- those thinking the city is on the wrong track
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those thinking their property taxes are high
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling growing diversity is a bad thing
- those not feeling empowered
- those disapproving of the job of the Mayor and City Council
- homeowners
- Caucasians
- residents in the central part of the city

City Hall

Respondents were asked:

During the past year, have you contacted Brooklyn Center City Hall?

Thirty-three percent report contact with the Brooklyn Center City Hall during the past year:

YES	33%
NO	67%
DON'T KNOW/REFUSED.....	0%

“Yes” is reported more often by:

- residents for eleven to thirty years
- those thinking the city is on the wrong track
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high

- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- opponents of remodeling the Community Center
- those feeling empowered
- those disapproving of the job of the Mayor and City Council
- homeowners
- African Americans

“No” is posted more often by:

- those thinking Brooklyn Center is just a place to live
- those thinking the city is going in the right direction
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- renters
- Asian-Pacific Islanders
- residents in the central part of the city

Residents having contact were then asked:

On your last telephone call or visit, which Department did you contact -- the Police Department, Fire Department, Public Works, Community Center, Housing office, Park and Recreation, Building Inspections, Engineering, Planning, Administration, the Assessor's Office, the Finance Department, or the General Information Desk receptionist?

“General Information” and “Police Department” account for almost one-half of the contacts:

POLICE DEPARTMENT.	22%
FIRE DEPARTMENT.	2%
PUBLIC WORKS.	11%
COMMUNITY CENTER.	7%
HOUSING OFFICE.	3%
PARKS AND RECREATION.	9%
BUILDING INSPECTION.	12%
ENGINEERING.	2%
PLANNING.	3%
ADMINISTRATION.	4%
ASSESSOR'S OFFICE.	1%
FINANCE DEPT.	2%
GENERAL INFORMATION.	23%
DON'T KNOW/REFUSED.	0%

“Building Inspection” and “Public Works” are Departments which together account for another 23% of the contacts.

“Police” is cited more often by:

- those rating the quality of life negatively
- those thinking the city is on the wrong track
- those aware of home foreclosures in their neighborhood
- those disapproving of the job of the Mayor and City Council
- households with seniors
- empty nesters

“Public works” is posted at a higher rate by:

- homeowners
- Asian-Pacific Islanders
- men

“Building inspections” is cited more often by:

- those rating redevelopment positively
- renters

“General information” is mentioned most frequently by:

- those rating redevelopment negatively
- households with children
- other people of color
- those concerned about their financial situation

Next, residents contacting City Hall were instructed:

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....

Three customer service dimensions were then read:

Waiting time for the receptionist to help you?

Ninety-one percent rate the waiting time for the receptionist to help them as either “excellent” or “good:”

EXCELLENT.....	16%
GOOD.	75%
ONLY FAIR.....	7%
POOR	1%
DON'T KNOW/REFUSED.....	2%

Only eight percent are more critical.

Ratings peak among:

- African Americans

Courtesy of city staff?

Ninety-two percent rate the courtesy of the city staff highly:

EXCELLENT.....	16%
GOOD.	76%
ONLY FAIR..	7%
POOR	2%
DON'T KNOW/REFUSED.....	0%

Nine percent are more critical.

There are no statistically significant sub-group differences.

Ease of obtaining the service you needed?

Eighty-seven percent rate the ease of obtaining the service they need as either “excellent” or “good.”

EXCELLENT.....	13%
GOOD.	74%
ONLY FAIR..	10%
POOR	4%
DON'T KNOW/REFUSED.....	0%

Fourteen percent are more negative in their evaluations.

Ratings are higher among:

- those planning to move in the next five years

They are lower among:

- those planning to move in five to ten years
- those rating redevelopment negatively

In each of the three cases, positive rating exceed the 80% threshold indicating high quality customer service.

Summary and Conclusions

A moderately large 53% feel they can have an impact on the way things are run in Brooklyn Center; but, 39% feel they cannot. A majority of Brooklyn Center residents, then, are feeling connected to their local decision-makers.

Thirty-seven percent report having a “great deal” or “fair amount” of knowledge about the work of the Mayor and City Council. A large 65% either “strongly approve” or “approve” of their job, while 23% register “disapproval.” Thirty-two percent report having “quite a lot” or “some” first-hand contact with the Brooklyn Center City staff. Fifty-four percent rate the staff highly, while 22% are more critical in their judgments.

During the past year, 33% either contacted City Hall by telephone or in-person. Four Departments received over two-thirds of the contacts: Police Department, Public Works Department, Building Inspections, and General Information.

In rating the last contact with respect to aspects of customer service, 91% rate the waiting time for the receptionist to help them as either “excellent” or “good,” while 92% similarly rate the staff’s courtesy highly. Finally, 87% think the ease of obtaining the service they needed is either “excellent” or “good.”

Chapter Nine: Communications

Communications

Residents were asked a series of questions about the ways in which they obtain information about city government. First, the principal source of information relied upon currently and the preferred source were identified. The effectiveness of “City Watch” was measured, followed by the use of cable television as means to connect. Then, the effectiveness of the Internet as a communications tool was estimated. Finally, the overall job of the city in communicating key local issues was rated.

Principal Source

Brooklyn Center citizens were asked:

What is your principal source of information about Brooklyn Center City Government and its activities?

At 58%, the “City Newsletter” was the most relied-upon source of information about Brooklyn Center City Government and its activities:

LOCAL NEWSPAPER.	22%
CITY NEWSLETTER.	58%
WEBSITE.	4%
CABLE TELEVISION.	5%
WORD OF MOUTH.	6%
STAR TRIBUNE.	2%
SCATTERED.	4%

Twenty-two percent report relying upon the “local newspaper.”

“City newsletter” is stated more often by:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those rating the appearance of homes positively
- those thinking their property taxes are high
- African Americans

“Local newspaper” is posted at a higher rate by:

- residents for more than thirty years
- those planning to move in the next five years

- those rating redevelopment negatively
- those rating the value of city services positively
- households with seniors

Preferred Source

Next, city residents were asked:

*How would you prefer to receive information about
Brooklyn Center City Government and its activities?*

Fifty-seven percent prefer to receive information through the “City Newsletter:”

LOCAL NEWSPAPER.	21%
CITY NEWSLETTER.	57%
WEBSITE.	7%
CABLE TELEVISION.	5%
WORD OF MOUTH.	3%
STAR TRIBUNE.	2%
MAILINGS.	2%
SCATTERED.	4%

Twenty-one percent prefer to rely upon the “local newspaper.”

“City newsletter” is selected more frequently by:

- residents for eleven to thirty years
- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those rating community identity positively
- those rating the appearance of homes positively
- those thinking their property taxes are high

“Local newspaper” is stated more frequently by:

- residents for more than thirty years
- those rating redevelopment negatively
- those rating the value of city services positively
- households with seniors
- residents in the southern part of the city

Preferred sources and currently used sources are almost identical, indicating a congruence in matching information channels and preferences.

City Newsletter

Respondents were asked:

During the past year, did you receive the "City Watch," the City's quarterly newsletter?

Ninety percent report receiving "City Watch" during the past year:

YES	90%
NO	10%
DON'T KNOW/REFUSED.....	1%

"Yes" is cited more often by:

- residents for eleven to thirty years
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- homeowners
- Caucasians

"No" is mentioned more frequently by:

- renters

Respondents recalling the newsletter were asked a follow-up query:

Do you or any members of your household regularly read it?

Ninety-one percent report regularly reading it:

YES	91%
NO	9%
DON'T KNOW/REFUSED.....	0%

Readership increases among:

- residents for more than thirty years
- those thinking Brooklyn Center is home
- opponents of remodeling the Community Center
- those feeling empowered
- those approving of the job of the Mayor and City Council
- households with seniors
- those not concerned about their financial situation

The overall read of the newsletter is a comparatively high 82%.

Cable Television

Respondents were asked:

Does your household currently subscribe to cable television?

Sixty-eight percent currently subscribe to cable television:

YES	68%
NO	32%
DON'T KNOW/REFUSED.....	0%

Subscribers tend to be:

- residents for ten years or less
- those planning to move in five to ten years
- households with children
- renters
- African Americans
- residents in the central part of the city

Non-subscribers are typically:

- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- opponents of remodeling the Community Center
- empty nesters
- homeowners
- residents in the northern part of the city

Subscribers were asked a follow-up question:

As you may know, the City currently cablecasts City Council and Planning Commission meetings.

How often do you watch City Council or Planning Commission meetings -- frequently, occasionally, rarely, or never?

Twenty-two percent watch City Council or Planning Commission meetings at least “occasionally.”

FREQUENTLY.....	3%
OCCASIONALLY.....	19%
RARELY.....	28%
NEVER.....	49%
DON'T KNOW/REFUSED.....	0%

Viewership increases among:

- residents for more than thirty years
- those rating redevelopment negatively
- those rating the appearance of homes negatively
- those aware of home foreclosures in their neighborhood
- those thinking their property taxes are high
- those rating the value of city services negatively
- those thinking there are unsafe areas in the city
- those feeling empowered
- empty nesters
- Caucasians
- men

It decreases among:

- residents for ten years or less
- those rating the appearance of homes positively
- those not aware of home foreclosures in their neighborhood
- those thinking there are not unsafe areas in the city
- households with children
- other people of color
- women

The reach of these cablecasts is 15% of the city's households.

Internet Access

Respondents were asked:

Do you have access to the Internet at home? Do you have access to the Internet at work?

Seventy-two percent of the residents have access to the Internet:

HOME ONLY.....	36%
WORK ONLY.....	1%
BOTH.....	35%

NEITHER..... 29%
 DON'T KNOW/REFUSED..... 0%

“Home only” is cited more often by:

- residents for more than thirty years
- those rating the quality of life positively
- those thinking Brooklyn Center is home
- those rating the value of city services positively

“Both” is stated more often by:

- residents for thirty years or less
- those planning to move in the next five years
- those rating the value of city services negatively
- supporters of remodeling the Community Center
- households with children
- African Americans
- those not concerned about their financial situation

“Neither” is indicated more frequently by:

- residents for more than thirty years
- those with no plans to move in the next ten years
- those rating the quality of life negatively
- those thinking Brooklyn Center is just a place to live
- those rating community identity negatively
- those unsure about remodeling the Community Center
- those with mixed feelings about growing diversity
- households with seniors
- empty nesters
- Caucasians
- other people of color
- those concerned about their financial situation

Residents with Internet access were asked three follow-up questions. First, the type of connection was ascertained:

***How do you connect to the internet at home--on a dial-up modem, DSL, Comcast Cable High Speed Internet, cellular wireless, or some other way?
 How?***

Fifty-six percent connect via Comcast Cable High Speed Internet:

YES/DIAL-UP..... 10%
 YES/DSL..... 26%

YES/COMCAST CABLE.....	56%
YES/CELLULAR WIRELESS.....	5%
YES/SOME OTHER WAY.....	1%
DON'T KNOW/REFUSED.....	1%

Twenty-six percent have a DSL line, while 10% use a dial-up modem.

“Dial-up” is selected most frequently by:

- residents for more than thirty years
- Caucasians

“DSL” is mentioned more often by:

- those with no plans to move in the next ten years
- those thinking Brooklyn Center is home
- those thinking their property taxes are high
- those rating the value of city services negatively
- those feeling empowered
- homeowners
- Caucasians
- those not concerned about their financial situation

“Comcast cable” is cited at a higher rate by:

- those planning to move in five to ten years
- those with mixed feelings about growing diversity
- households with children
- African Americans
- other people of color
- those concerned about their financial situation

City’s Website

Next, respondents with Internet access were queried:

Have you accessed the City's web site?

Forty-nine percent have accessed the website:

YES	49%
NO	50%
DON'T KNOW/REFUSED.....	1%

The reach of the City’s web site is 35% of city households.

“Yes” is cited more often by:

- those planning to move in the next five years
- those rating redevelopment negatively
- those aware of home foreclosures in their neighborhood
- supporters of remodeling the Community Center
- homeowners
- those not concerned about their financial situation

“No” is mentioned most frequently by:

- those thinking Brooklyn Center is home
- those rating the appearance of homes negatively
- those not aware of home foreclosures in their neighborhood
- those unsure about remodeling the Community Center
- renters
- Hispanic-Latinos
- those concerned about their financial situation

Finally, web site visitors were asked:

Were you able to find what you were looking for?

A very solid 96% report they were able to find what they were looking for:

YES	96%
NO	4%
DON'T KNOW/REFUSED.	0%

Only four percent report an inability to do so.

“Yes” is stated most frequently by:

- those rating community identity positively

Residents with Internet access were queried:

What information would you like to see on the City of Brooklyn Center's web site?

Three suggestion are made by moderate percentages of Internet users – news and events, redevelopment plans, and crime information:

UNSURE.	41%
FINE AS IS.	6%
CRIME INFORMATION.	10%
GARBAGE/RECYCLING.	6%

ROAD CONSTRUCTION UPDATES.....	2%
REDEVELOPMENT PLANS.....	12%
NEWS AND EVENTS.	13%
JOB	3%
PARKS AND RECREATION.....	2%
SCATTERED.	4%

“News and events” is posted more often by:

- those rating community identity negatively
- those rating the appearance of homes negatively
- those feeling growing diversity is a good thing

“Redevelopment plans” is stated more frequently by:

- those rating the value of city services positively

“Crime information” is selected at a higher rate by:

- those aware of home foreclosures in their neighborhood
- those with mixed feelings about growing diversity
- households with children
- men
- residents in the central part of the city

Rating of Communications

Respondents were asked for a summary judgment:

How would you rate the City's overall performance in communicating key local issues to residents in its publications, on the Website, and on cable television -- excellent, good, only fair, or poor?

A very solid 62% rate the city’s performance as either “excellent” or “good.”

EXCELLENT.....	2%
GOOD.	60%
ONLY FAIR.....	31%
POOR	1%
DON'T KNOW/REFUSED.....	5%

Thirty-two percent, though, are more critical.

There are no statistically significant sub-group differences.

Summary and Conclusions

The “City Newsletter,” at 58%, dominates the principal sources of information about City government and activities. Twenty-two percent rely upon the “local newspaper.” Fifty-seven percent prefer to receive their information through the “City Newsletter.” Twenty-one percent opt for the “local newspaper.”

Ninety percent report receiving the “City Watch,” the City’s quarterly newsletter. A very high 91% report household members regularly read it. The reach of the City Newsletter is 82% across the community.

Sixty-eight percent currently subscribe to cable television. Among subscribers, 22% report at least “occasionally” watching City Council or Planning Commission meetings.

Seventy-one percent of households in the community have access to the Internet. Fifty-six percent connect to Comcast Cable High Speed Internet, 26% use DSL, and 10% have a dial-up modem. Forty-nine percent of those on the Internet accessed the City’s website. Among those accessing the website, a solid 96% were able to find what they sought. Website visitors would like to see more “crime information,” “redevelopment plans,” and “news and events.”

A solid and comparatively high sixty-two percent rate the City’s overall performance in communicating key local issues as either “excellent” or “good.” But, 32% rate its communications efforts lower.

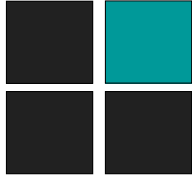
Chapter Ten: Final Thoughts

Final Thoughts

In this survey, Brooklyn Center residents express a unique mixture of present concerns with an optimism about the future. The two key issues troubling residents are rising crime rates and commercial/retail redevelopment. Also, these two collide when residents consider the Brookdale Mall. Even so, population shifts will not have a major impact on the city. About 17% of city residents, particularly renters, plan to leave the City of Brooklyn Center within the next five years; but a comparatively large percentage, 61%, plan to remain in the community for at least 10 years.

1. Redevelopment and crime are key issues for many residents. As a result, residents approve of City actions to guide redevelopment and would support using financial incentives to attract certain types of offerings. Similarly, citizens also endorse the addition of more police officers to address crime problems. As a starting point, the City should encourage greater participation in Neighborhood Watch programs, block parties, and the National Night Out to better organize neighborhoods on preventive measures.
2. The Brooklyn Center City enterprise remains very well regarded by residents. Contact levels with the City Council and City Staff are higher than suburban norms. The job evaluations of both groups are strongly positive and impressive compared to other first-ring suburban communities. Dissatisfaction with policy-makers and policy-implementers is very low. And, interactions with City Hall prove to be uniformly very positive.
3. Residents rated city services satisfactorily. In every case but one, ratings exceed Metropolitan Area suburban norms. However, at 80%, positive ratings of police protection are almost 15% lower than the suburban norm. Given current concerns, and their relationship to police efforts, the value rating of city services is a weak 45% positive to 34% negative.
6. In evaluating the status of current development in the community, residents only see “lopsidedness” with respect to the large number of affordable rental apartments. With respect to other types of housing, they see a generally good balance of various types of development. But, they would assign a greater priority to attracting retail shopping opportunities, entertainment establishments, and dining establishments.
7. Communications linkage between the City and its residents is solid. The reach of “City Watch” is 82% of the city’s households, among the highest in the Metropolitan Area. A comparatively high 35% of the households accessed the City’s website, while 22% watch City Council or Planning Commission Meetings at least “occasionally.”

The city enterprise is viewed strongly. City services are well-regarded. City government and staff are rated very positively. Residents rate their quality of life as satisfactory and place a value on maintaining the diversity, sense of community, and strong neighborhoods that are a hallmark of Brooklyn Center. The City established a great reservoir of goodwill across the community in the past, and has clearly extended this to present; but, perceived inaction, particularly on the Brookdale Mall, has the potential in the short term to damage this connection.



Decision
Resources Ltd.

Survey

- | | | |
|--|-------------------------|---------------------------|
| 6. Which of the following two statements comes closer to your feelings: | | STATEMENT A.....75% |
| | | STATEMENT B.....20% |
| | | BOTH OF ABOVE.....5% |
| (A) I call Brooklyn Center "home." | | NEITHER.....1% |
| | | DON'T KNOW/REFUSED.....0% |
| (B) Brooklyn Center is just a place to live; I'd be just as happy elsewhere. | | |
| | | |
| 7. How would you rate the strength of community identity and the sense of neighborliness in Brooklyn Center -- excellent, good, only fair or poor? | EXCELLENT..... | 4% |
| | GOOD..... | 54% |
| | ONLY FAIR..... | 37% |
| | POOR..... | 5% |
| | DON'T KNOW/REFUSED..... | 1% |
| | | |
| 8. To which of the following do you feel a closer connection to: | STATEMENT A..... | 13% |
| | STATEMENT B..... | 62% |
| A) The City of Brooklyn Center as a whole, | STATEMENT C..... | 17% |
| B) Your neighborhood, or | NONE OF ABOVE..... | 8% |
| C) Your school district? | DON'T KNOW/REFUSED..... | 0% |
| | | |
| 9. All in all, do you think things in Brooklyn Center are generally headed in the right direction, or do you feel things are off on the wrong track? | RIGHT DIRECTION..... | 46% |
| | WRONG TRACK..... | 47% |
| | DON'T KNOW/REFUSED..... | 8% |

Changing topics....

I would like to read you list of characteristics in a community. For each one, please tell me if you think Brooklyn Center currently has too many or too much, too few or too little, or about

strictly confidential; only summaries of the entire sample will be reported.

25. How would you rate general redevelopment in the City of Brooklyn Center -- excellent, good, only fair, or poor?
- | | |
|------------------------|-----|
| EXCELLENT..... | 1% |
| GOOD..... | 22% |
| ONLY FAIR..... | 31% |
| POOR..... | 27% |
| DON'T KNOW/REFUSED.... | 19% |

IF A RATING IS GIVEN, ASK: (N=323)

26. Why do you feel that way?

NOT DOING ANYTHING, 29%; BROOKDALE IS EMPTY, 22%; IMPROVING, 27%; TOO MANY VACANT BUILDINGS, 9%; NO PROBLEMS, 4%; AGING, 4%; TOO SLOW, 2%; SCATTERED, 3%.

27. Do you support or oppose the continued redevelopment in the City of Brooklyn Center? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|------------------------|-----|
| STRONGLY SUPPORT..... | 12% |
| SUPPORT..... | 76% |
| OPPOSE..... | 4% |
| STRONGLY OPPOSE..... | 0% |
| DON'T KNOW/REFUSED.... | 9% |

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

UNSURE, 14%; NO, 14%; DINING, 8%; RETAIL, 34%; AFFORDABLE HOUSING, 2%; GROCERY STORE, 11%; TEEN CENTER, 3%; BIG BOX STORES, 5%; SENIOR LIVING, 2%; HIGH COST HOUSING, 2%; MALL, 4%; SCATTERED, 2%.

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

UNSURE, 13%; NO, 31%; APARTMENTS, 17%; LOW INCOME HOUSING, 16%; BARS, 11%; LIQUOR STORES, 3%; SCATTERED (STADIUM/FAST FOOD/HOTEL/TOWNHOMES), 9%.

As the City of Brooklyn Center continues redevelopment....

30. 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?
- | | |
|------------------------|-----|
| STRONGLY SUPPORT..... | 3% |
| SUPPORT..... | 77% |
| OPPOSE..... | 10% |
| STRONGLY OPPOSE..... | 1% |
| DON'T KNOW/REFUSED.... | 9% |

Moving on....

31. How would you rate the general condition and appearance of homes in the community -- excellent, good, only fair, or poor?
- | | |
|------------------------|-----|
| EXCELLENT..... | 2% |
| GOOD..... | 62% |
| ONLY FAIR..... | 33% |
| POOR..... | 3% |
| DON'T KNOW/REFUSED.... | 0% |

32. Over the past two years, has the appearance of your neighborhood improved, declined or remained the same?	IMPROVED.....10% DECLINED.....17% REMAINED THE SAME.....74% DON'T KNOW/REFUSED.....0%
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For each of the following, please tell me whether the City is too tough, about right, or not tough enough in enforcing city codes on the nuisances.

	TOO TOU	NOT TOU	ABO RIG	DK/ REF
33. Loose animals?	0%	20%	76%	4%
34. Junk cars on residential property?	0%	33%	66%	2%
35. Messy yards on residential property?	1%	36%	62%	1%
36. Messy yards on commercial property?	0%	16%	81%	3%
37. Weeds and tall grass?	0%	28%	70%	2%
38. Noise?	0%	8%	92%	1%
39. On street parking?	5%	10%	83%	1%
40. Are you aware of homes or properties in your neighborhood that are in foreclosure?		YES.....53% NO.....46% DON'T KNOW/REFUSED.....1%		

IF "YES," ASK: (N=213)

41. Do you have any concerns about the homes or properties in your neighborhood that are in foreclosure? (IF "YES," ASK:) What would those be?

NO, 38%; HARD TO SELL, 8%; DROP IN VALUES, 7%; CRIME/VANDALISM, 24%; POOR UPKEEP, 19%; VAGRANTS, 4%; SCATTERED, 1%.

42. How would you rate the water quality in city lakes, streams and rivers -- excellent, good, only fair or poor?	EXCELLENT.....3% GOOD.....56% ONLY FAIR.....32% POOR.....4% DON'T KNOW/REFUSED.....6%
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Moving on....

43. 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.....17% SOMEWHAT HIGH.....36% ABOUT AVERAGE.....23% SOMEWHAT LOW.....1% VERY LOW.....2% DON'T KNOW/REFUSED.....22%
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44. 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.....2% GOOD.....43% ONLY FAIR.....32% POOR.....2% DON'T KNOW/REFUSED....22%
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In 2008, the actual percentage of your property taxes going to the City of Brooklyn Center was about thirty-eight percent.

45. 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.....21% OPPOSE.....55% DON'T KNOW/REFUSED....24%
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IF "OPPOSE," ASK: (N=221)

46. What city services would you be willing to see cut?

UNSURE, 11%; NO/CUT WASTE, 57%; ACROSS THE BOARD, 5%; ADMINISTRATION, 4%; PARKS AND RECREATION, 16%; RECYCLING, 2%; ANIMAL CONTROL, 2%; SCATTERED, 4%.

47. Would you favor or oppose an increase in city property taxes to enhance current city services or offer additional city services?	FAVOR.....8% OPPOSE.....70% DON'T KNOW/REFUSED....22%
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IF "FAVOR," ASK: (N=32)

48. What services would you like to see enhanced or offered?

UNSURE, 6%; PARKS AND RECREATION, 9%; ECONOMIC DEVELOPMENT, 6%; POLICE, 25%; SNOW PLOWING, 3%; RECYCLING, 6%; STREET MAINTENANCE, 28%; CODE ENFORCEMENT, 16%.

49. How much would you be willing to pay in additional property taxes to enhance city services or offer additional city services? How about \$___ per year? (CHOOSE A RANDOM STARTING POINT; MOVE UP OR DOWN DEPENDING ON RESPONSE) How about \$___ per year? (REPEAT PROCESS)	NOTHING.....3% \$20.00.....47% \$40.00.....22% \$60.00.....9% \$80.00.....0% \$100.00.....13% \$120.00.....0% \$140.00.....0% \$160.00.....3% DON'T KNOW/REFUSED.....3%
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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
50. Police protection?	14%	66%	19%	1%	1%
51. Fire protection?	23%	64%	3%	0%	10%
52. Recycling pick-up?	21%	62%	8%	1%	9%
53. Storm drainage and flood control?	8%	71%	10%	1%	10%
54. Park maintenance?	11%	69%	14%	1%	6%
55. City-sponsored recreation programs?	3%	53%	16%	0%	28%
56. Animal control?	1%	71%	22%	4%	3%
57. Emergency medical response?	17%	66%	4%	0%	13%
58. City drinking water?	5%	63%	29%	4%	0%

Now, for the next three city services, please consider only their job on city-maintained street and roads. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 694, Highway 100, Highway 252, County Road 81 or Brooklyn Boulevard, should not be considered. How would you rate

	EXCL	GOOD	FAIR	POOR	DK/R
59. City street repair and maintenance?	2%	63%	31%	4%	0%
60. Snow plowing?	14%	65%	20%	2%	0%
61. Street lighting?	2%	70%	24%	4%	0%

Thinking about another topic....

62. Are there areas in the City of Brooklyn Center where you do not feel safe?	YES.....	46%
	NO.....	53%
	DON'T KNOW/REFUSED.....	1%

IF "YES," ASK: (N=185)

63. In which areas do you not feel safe?

RETAIL PARKING LOTS, 3%; BROOKDALE, 58%; EVERYWHERE, 5%; PARKS AND TRAILS, 3%; BASS LAKE ROAD, 2%; BROOKLYN BOULEVARD, 12%; MINNEAPOLIS BORDER, 2%; APARTMENTS, 6%; BUS STATIONS, 3%; SCATTERED, 6%.

64. What would make you feel more safe?

UNSURE, 15%; MORE PATROLLING, 55%; ENFORCE CURFEW, 3%; MORE LIGHTS, 6%; ENFORCE NO LOITERING, 7%; CONDEMN APARTMENTS, 10%; BRING IN BUSINESSES, 3%; CAMERAS, 2%; SCATTERED, 1%.

65. Do you feel safe in your immediate neighborhood walking alone at night?	YES.....	65%
	NO	35%
	DON'T KNOW/REFUSED.....	0%

66. Do you participate in Neighborhood Watch? YES.....36%
 NO.....64%
 DON'T KNOW/REFUSED.....0%
67. How would you rate the amount of police patrolling in your neighborhood -- too much, about the right amount or not enough? TOO MUCH.....1%
 ABOUT RIGHT AMOUNT....72%
 NOT ENOUGH.....26%
 DON'T KNOW/REFUSED.....1%
68. How would you rate the amount of traffic enforcement by the police in your neighborhood -- too much, about right amount or not enough? TOO MUCH.....1%
 ABOUT RIGHT AMOUNT....77%
 NOT ENOUGH.....21%
 DON'T KNOW/REFUSED.....1%
69. How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious? VERY SERIOUS.....4%
 SOMEWHAT SERIOUS.....25%
 NOT TOO SERIOUS.....44%
 NOT AT ALL SERIOUS....26%
 DON'T KNOW/REFUSED.....1%
70. Please tell me which one you consider to be the greatest concern in Brooklyn Center? If you feel that none of these problems are serious, just say so.

Violent crime.....18%
 Traffic speeding.....5%
 Traffic volume on residential streets.....1%
 Drugs.....15%
 Youth crimes and vandalism.....25%
 Identity theft.....1%
 Business crimes, such as shoplifting
 and check fraud.....4%
 Residential crimes, such as burglary,
 and theft.....15%
 Vandalism.....7%
 ALL EQUALLY.....1%
 NONE OF THE ABOVE.....6%
 DON'T KNOW/REFUSED.....3%

IF "VIOLENT CRIME," ASK: (N=72)

71. What specific violent crime are you most concerned about?

MURDER, 19%; ROBBERIES, 12%; ASSAULTS, 9%; SHOOTINGS, 59%.

Continuing....

The Brooklyn Center park system is composed of larger community parks and smaller neighborhood parks, trails, community ball-fields and the Community Center. For each of the following, which have you or members of your household used during the past year? Then for each one you or members of your household have used, please rate it as excellent, good, only fair, or poor.

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/ REF
72. Trails?	52%	5%	39%	5%	0%	0%
73. Community Center?	64%	5%	22%	8%	1%	0%
74. Football fields?	85%	1%	11%	4%	0%	0%
75. Baseball fields?	82%	1%	15%	3%	0%	0%
76. Soccer fields?	89%	0%	9%	2%	0%	0%
77. Ice rinks?	89%	1%	7%	3%	1%	1%
78. Tennis courts?	92%	0%	5%	3%	0%	0%
79. Basketball courts?	83%	1%	12%	3%	1%	0%
80. Larger community parks?	52%	7%	36%	5%	0%	0%
81. Smaller neighborhood parks?	39%	5%	50%	6%	0%	0%

IF USE LARGER COMMUNITY PARKS OR SMALLER NEIGHBORHOOD PARKS,
ASK: (N=255)

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/ REF
82. Playground equipment?	43%	3%	37%	17%	0%	0%
83. In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?				YES.....	94%	
				NO	3%	
				DON'T KNOW/REFUSED.....	3%	

IF "NO," ASK: (N=13)

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

LARGER COMMUNITY CENTER, 31%; DISC GOLF, 23%; WATER PARK, 23%; INDOOR TRACK, 8%; SCATTERED, 15%.

85. Have you or members of your household participated in any City park and recreation programs?	YES.....	23%
	NO.....	76%
	DON'T KNOW/REFUSED.....	1%

IF "YES," ASK: (N=91)

86. Which ones?

REFUSED, 1%; SUMMER IN THE PARK, 4%; BASKETBALL, 10%; BASEBALL/SOFTBALL, 33%; SWIMMING, 10%; NATURE PROGRAMS, 4%; SOCCER, 10%; PARADE, 4%; FOOTBALL, 8%; EARLE BROWN DAYS, 2%; NATIONAL NIGHT OUT, 4%; TRIPS, 4%; CLASS, 2%; MULTIPLE SPORTS, 4%.

87. Were you satisfied or dissatisfied with your experience?	SATISFIED.....	99%
	DISSATISFIED.....	1%
	DON'T KNOW/REFUSED.....	0%

88. Does the current mix of City park and recreation programming meet the needs of your household? YES.....94%
 NO.....2%
 DON'T KNOW/REFUSED.....5%

IF "NO," ASK: (N=8)

89. What program(s) do you feel are lacking?

FITNESS PROGRAMS, 50%; WATER AEROBICS, 13%; SPORTS LESSONS, 38%.

90. Do you or members of your household currently leave the city for park and recreation facilities or activities? (IF "YES," ASK:) What facility or activity would that be?

NO, 74%; FISHING/BOATING, 3%; HIKING/WALKING, 6%; SPORTS LEAGUE, 2%; CULTURAL EVENTS, 2%; BIKING, 2%; COMMUNITY CENTER, 6%; PARKS, 2%; SCATTERED, 3%.

91. What is your principal source of information about parks and recreation programs and facilities in the City of Brooklyn Center?

NONE, 11%; LOCAL NEWSPAPER, 12%; CITY NEWSLETTER, 48%; WEBSITE, 5%; WORD OF MOUTH, 7%; PARK AND RECREATION BROCHURE, 14%; SCATTERED, 2%.

The City has had on-going discussions in the community about the need for remodeling the Community Center to allow it to continue to be a community gathering space for recreation programs, community activities and meetings.

92. Do you support or oppose the remodeling of the Community Center? (WAIT FOR RESPONSE) Do you feel strongly that way?
 STRONGLY SUPPORT.....6%
 SUPPORT.....47%
 OPPOSE.....21%
 STRONGLY OPPOSE.....8%
 DON'T KNOW/REFUSED....18%

93. If the Community Center were remodelled, how likely would you or members of your household be to use the facility -- very likely, somewhat likely, not too likely, not at all likely?
 VERY LIKELY.....15%
 SOMEWHAT LIKELY.....36%
 NOT TOO LIKELY.....22%
 NOT AT ALL LIKELY.....22%
 DON'T KNOW/REFUSED.....6%

I would like to read you a list of offerings which could be included in a Community Center. For each one, please tell me if you would strongly support the use of city funding for that offering, somewhat support, somewhat oppose, or strongly oppose the use of city funding for that offering. (ROTATE)

	STS	SMS	SMO	STO	DKR
94. Gymnasiums?	11%	47%	19%	19%	4%
95. A Fitness center?	10%	42%	25%	21%	4%

	STS	SMS	SMO	STO	DKR
96. An indoor swimming pool?	19%	45%	15%	18%	4%
97. An indoor water park?	14%	29%	27%	26%	5%
98. An outdoor swimming pool?	7%	33%	32%	25%	4%
99.. An outdoor waterpark?	9%	27%	31%	30%	4%
100. An indoor fieldhouse?	4%	27%	33%	26%	11%
101. An indoor walking/running track?	11%	50%	16%	19%	4%
102. Banquet rooms with kitchen facilities for wedding and large gatherings?	8%	44%	21%	22%	6%
103. Meeting rooms?	6%	47%	21%	20%	7%
104. Space for senior programs?	14%	53%	13%	16%	5%
105. Space for teen programs?	34%	39%	9%	15%	4%
106. An indoor children's playground?	14%	45%	19%	17%	5%
107. Indoor soccer fields?	5%	24%	23%	43%	6%

Now, I would like to briefly re-read the list.

108. Please tell me which one, if any, of those facilities you would place as the top priority?

109. Of the remaining facilities, which one would you rank as the second priority?

110. Is there any one facility you are most opposed to? (IF "YES," ASK:) Which one?

	TOP	SEC	OPP
GYMNASIUMS.....	9%	3%	5%
FITNESS CENTER.....	8%	4%	4%
INDOOR SWIMMING POOL.....	14%	6%	1%
INDOOR WATER PARK.....	7%	11%	17%
OUTDOOR SWIMMING POOL.....	2%	3%	3%
OUTDOOR WATER PARK.....	3%	4%	11%
INDOOR FIELDHOUSE.....	1%	1%	4%
INDOOR RUNNING/WALKING TRACK.....	4%	11%	1%
BANQUET ROOMS.....	2%	3%	4%
MEETING ROOMS.....	2%	3%	6%
SENIOR CENTER.....	8%	8%	0%
TEEN CENTER.....	13%	17%	0%
INDOOR CHILDREN'S PLAYGROUND.....	5%	5%	1%
INDOOR SOCCER FIELDS.....	2%	1%	29%
ALL (VOL.).....	0%	0%	3%
MULTIPLE (VOL.).....	0%	0%	1%
NONE (VOL.).....	18%	19%	9%
DON'T KNOW/REFUSED.....	3%	3%	2%

111. Are there any facilities we have not discussed that you would like to see included in a Community Center? (IF "YES," ASK:) What would that be?

UNSURE, 3%; NO, 94%; THERAPEUTIC SPA, 2%; DAYCARE, 1%.

Moving on....

As you may know, the populations of most inner ring suburban areas are becoming more diverse in terms of age, household income, race, and ethnicity.

112. In general, do you think that growing population diversity is a good thing or a bad thing for the community?	GOOD THING.....48%
	BAD THING.....23%
	BOTH (VOL).....17%
	DON'T KNOW/REFUSED....12%

IF A RESPONSE IS GIVEN, ASK: (N=353)

113. Could you tell me one or two reasons why you feel that way?

UNSURE, 2%; TEACH TOLERANCE, 12%; BRINGS SOME GOOD/SOME BAD, 10%; WAY OF THE WORLD, 12%; TOO MUCH, 2%; RISING CRIME, 24%; LEARN FROM DIFFERENT CULTURES, 17%; BRINGS VARIETY, 11%; TOO MUCH GROWTH, 2%; DIVERSITY IS GOOD, 6%; POOR MAINTENANCE OF PROPERTIES, 2%.

114. Currently, how well prepared do you think the community is to meet the growing diversity of residents -- very well, somewhat well, not too well, or not at all well?	VERY WELL.....5%
	SOMEWHAT WELL.....58%
	NOT TOO WELL.....12%
	NOT AT ALL WELL.....5%
	DON'T KNOW/REFUSED....21%

IF "NOT TOO WELL" OR "NOT AT ALL WELL," ASK: (N=65)

115. Could you tell me one or two reasons why you feel that way?

UNSURE, 9%; NEED MORE POLICE, 43%; MORE AFFORDABLE HOUSING, 11%; NOT ENOUGH COMMUNITY EVENTS, 3%; LANGUAGE BARRIERS, 8%; TOO MUCH RENTAL, 3%; LACK OF SCHOOL FUNDING, 17%; NOT ENOUGH CODE ENFORCEMENT, 5%; SCATTERED, 2%.

Changing topics....

116. Other than voting, do you feel that if you wanted to, you could have a say about the way the City of Brooklyn Center runs things?	YES.....53%
	NO39%
	DON'T KNOW/REFUSED....8%

117. How much do you feel 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.....2%
	A FAIR AMOUNT.....35%
	VERY LITTLE.....46%
	NONE AT ALL.....17%
	DON'T KNOW/REFUSED.....1%

118. 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?
119. How much first hand contact have you had with the Brooklyn Center City staff -- quite a lot, some, very little, or none?
120. From what you have heard or seen, how would you rate the job performance of the Brooklyn Center City staff -- excellent, good, only fair, or poor?
121. During the past year, have you contacted Brooklyn Center City Hall?

STRONGLY APPROVE.....2%
 APPROVE.....63%
 DISAPPROVE.....20%
 STRONGLY DISAPPROVE....3%
 DON'T KNOW/REFUSED....12%

QUITE A LOT.....1%
 SOME.....31%
 VERY LITTLE.....40%
 NONE.....26%
 DON'T KNOW/REFUSED.....2%

EXCELLENT.....3%
 GOOD.....51%
 ONLY FAIR.....20%
 POOR.....2%
 DON'T KNOW/REFUSED....25%

YES.....33%
 NO.....67%
 DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=133)

122. On your last telephone call or visit, which Department did you contact -- the Police Department, Fire Department, Public Works, Community Center, Housing office, Park and Recreation, Building Inspections, Engineering, Planning, Administration, the Assessor's Office, the Finance Department, or the General Information Desk receptionist?

POLICE DEPARTMENT.....22%
 FIRE DEPARTMENT.....2%
 PUBLIC WORKS.....11%
 COMMUNITY CENTER.....7%
 HOUSING OFFICE.....3%
 PARKS AND REC.....9%
 BUILDING INSPECT.....12%
 ENGINEERING.....2%
 PLANNING.....3%
 ADMINISTRATION.....4%
 ASSESSOR'S OFFICE.....1%
 FINANCE DEPT.....2%
 GENERAL INFORMATION...23%
 DON'T KNOW/REFUSED.....0%

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
123. Waiting time for the receptionist to help you?	16%	75%	7%	1%	2%
124. Courtesy of city staff?	16%	76%	7%	2%	0%
125. Ease of obtaining the service you needed?	13%	74%	10%	4%	0%

Moving on.....

126. What is your principal source of information about Brooklyn Center City Government and its activities?

LOCAL NEWSPAPER, 22%; CITY NEWSLETTER, 58%; WEBSITE, 4%; CABLE TELEVISION, 5%; WORD OF MOUTH, 6%; STAR TRIBUNE, 2%; SCATTERED, 4%.

127. How would you prefer to receive information about Brooklyn Center City Government and its activities?

LOCAL NEWSPAPER, 21%; CITY NEWSLETTER, 57%; WEBSITE, 7%; CABLE TELEVISION, 5%; WORD OF MOUTH, 3%; STAR TRIBUNE, 2%; MAILINGS, 2%; SCATTERED, 4%.

128. During the past year, did you receive the "City Watch," the City's quarterly newsletter? YES.....90% NO10% DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (N=358)

129. Do you or any members of your household regularly read it? YES.....91% NO9% DON'T KNOW/REFUSED.....0%

130. Does your household currently subscribe to cable television? YES.....68% NO.....32% REFUSED.....0%

IF "YES," ASK: (N=271)

As you may know, the City currently cablecasts City Council and Planning Commission meetings.

131. How often do you watch City Council or Planning Commission meetings -- frequently, occasionally, rarely, or never? FREQUENTLY.....3% OCCASIONALLY.....19% RARELY.....28% NEVER.....49% DON'T KNOW/REFUSED.....0%

132. Do you have access to the Internet at home? (WAIT FOR RESPONSE) Do you have access to the Internet at work? HOME ONLY.....36% WORK ONLY.....1% BOTH.....35% NEITHER.....29% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (N=286)

133. How do you connect to the internet at home--on a dial-up modem, DSL, Comcast Cable High Speed Internet, cellular wireless, or some other way? (IF "OTHER," ASK:) How? YES/DIAL-UP.....10% YES/DSL.....26% YES/COMCAST CABLE.....56% YES/CELLULAR WIRELESS..5% YES/SOME OTHER WAY.....1% DON'T KNOW/REFUSED.....1%

134. Have you accessed the City's web site? YES.....49%
 NO.....50%
 DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (N=140)

135. Were you able to find what you were looking for? YES.....96%
 NO.....4%
 DON'T KNOW/REFUSED.....0%

136. What information would you like to see on the City of Brooklyn Center's web site?

UNSURE, 41%; FINE AS IS, 6%; CRIME INFORMATION, 10%;
 GARBAGE/RECYCLING, 6%; ROAD CONSTRUCTION UPDATES, 2%;
 REDEVELOPMENT PLANS, 12%; NEWS AND EVENTS, 13%; JOBS,
 3%; PARKS AND RECREATION, 2%; SCATTERED, 4%.

137. How would you rate the City's overall performance in communicating key local issues to residents in its publications, on the Web-site, and on cable television -- excellent, good, only fair, or poor? EXCELLENT.....2%
 GOOD.....60%
 ONLY FAIR.....31%
 POOR.....1%
 DON'T KNOW/REFUSED.....5%

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.

138. Persons 65 or over? NONE.....71%
 ONE.....16%
 TWO OR MORE.....13%

139. Adults under 65? NONE.....19%
 ONE.....21%
 TWO.....56%
 THREE OR MORE.....4%

140. School-aged children and pre-schoolers? NONE.....61%
 ONE.....15%
 TWO.....19%
 THREE OR MORE.....6%

141. Do you own or rent your present residence? OWN.....67%
 RENT.....33%
 REFUSED.....0%

142. What is your age, please? (READ CATEGORIES, IF NEEDED) 18-24.....5%
 25-34.....16%
 35-44.....24%
 45-54.....20%
 55-64.....15%
 65 AND OVER.....21%

143. Which of the following categories represents your ethnicity --	WHITE.....58%
White, African-American, Hispanic-Latino, Asian-Pacific Islander, Native American, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	AFRICAN-AMERICAN.....19%
	HISPANIC-LATINO.....9%
	ASIAN-PACIFIC ISLANDER.9%
	NATIVE AMERICAN.....1%
	SOMETHING ELSE.....1%
	MIXED/BI-RACIAL.....4%
	DON'T KNOW.....0%
	REFUSED.....0%

And now, for one final question, keeping in mind that your answers are held strictly confidential....

144. Thinking about your household finances, how would you describe your financial situation, would you say that --	STATEMENT A.....4%
A) Your monthly expenses are exceeding your income;	STATEMENT B.....58%
B) You are meeting your monthly expenses but are putting aside little or no savings;	STATEMENT C.....32%
C) You are managing comfortably while putting some money aside;	STATEMENT D.....4%
D) Managing very well?	DON'T KNOW/REFUSED.....2%

145. Gender	MALE.....49%
	FEMALE.....51%

146. REGION OF CITY	PRECINCT 1.....15%
	PRECINCT 2.....11%
	PRECINCT 3.....16%
	PRECINCT 4.....17%
	PRECINCT 5.....19%
	PRECINCT 6.....11%
	PRECINCT 7.....10%



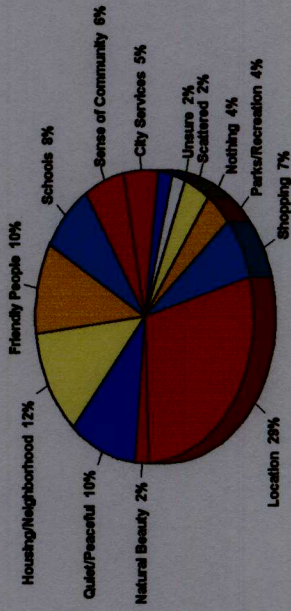
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Graphics

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Like Most about City

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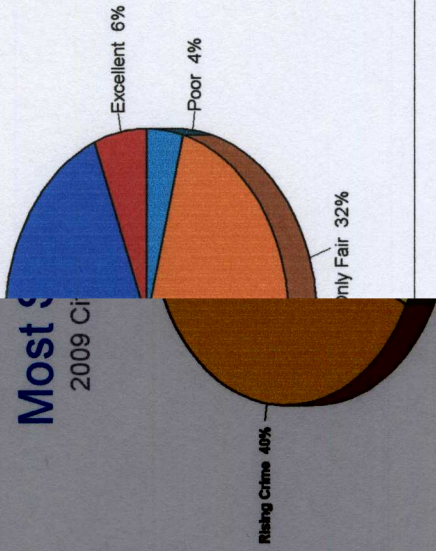
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Quality of Life

Brooklyn Center

Most Satisfied

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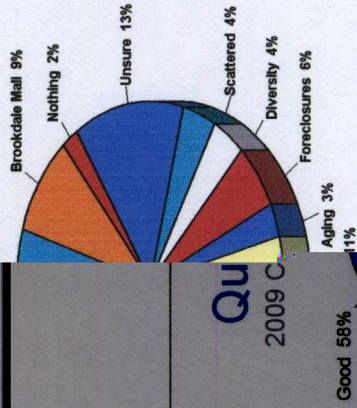
Decision Resources, Ltd.

Major Issues

Brooklyn Center

Quality of Life

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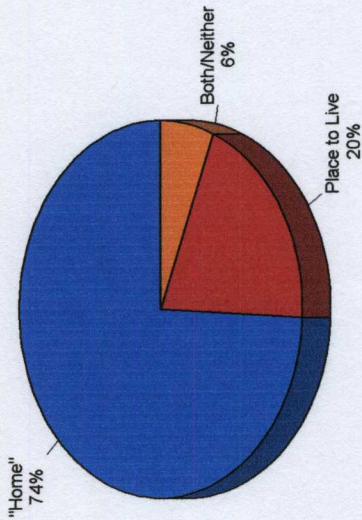


City of Brooklyn Center

2009 Residential Study

Perception of Community

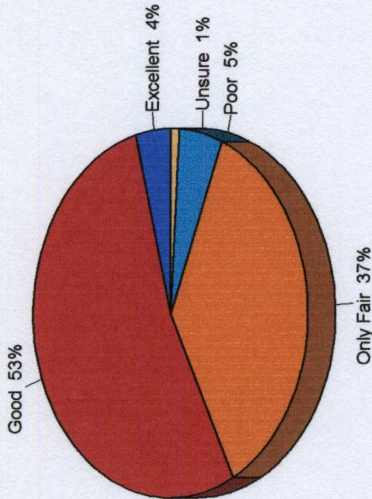
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Community Identity/Neighborhood

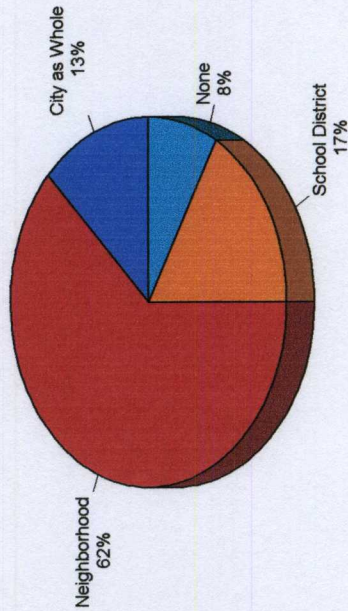
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Closer Connection

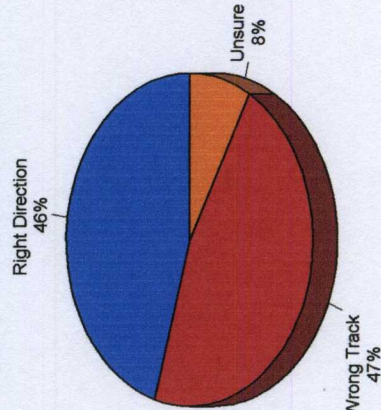
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Direction of City

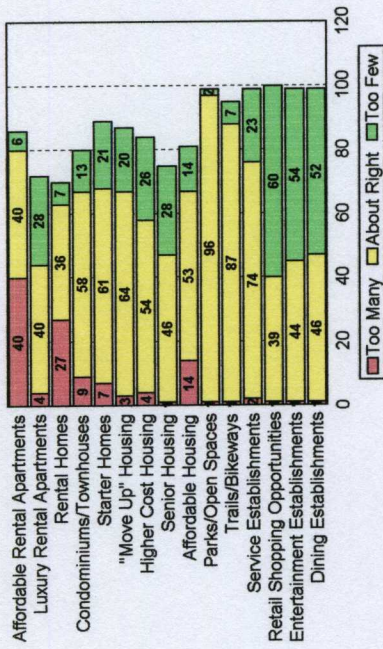
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Community Characteristics

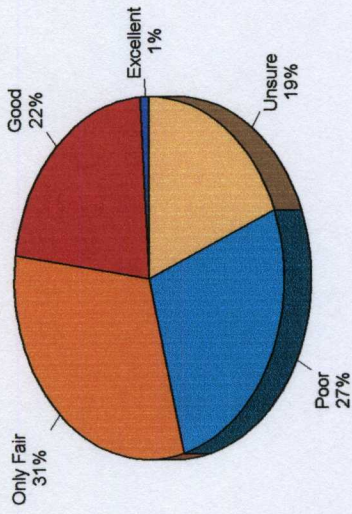
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General Redevelopment

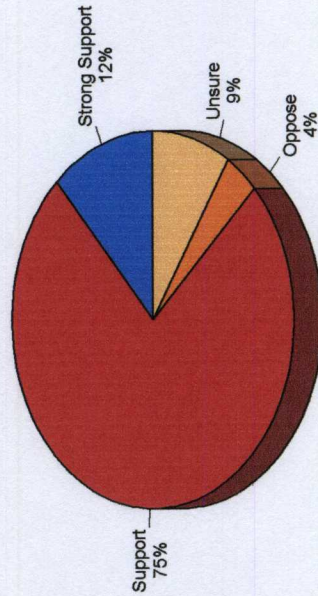
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Continued Redevelopment

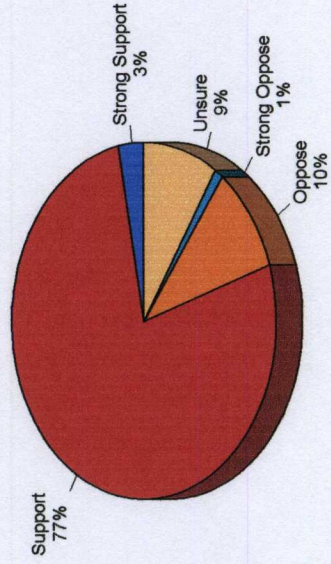
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Development Incentives

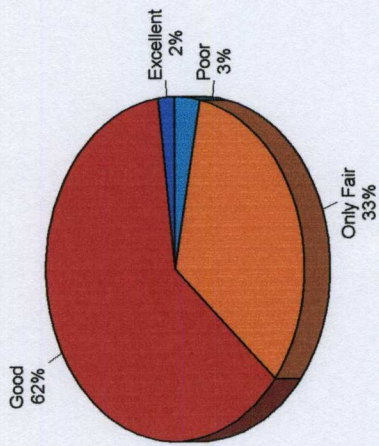
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Condition/Appearance of Homes

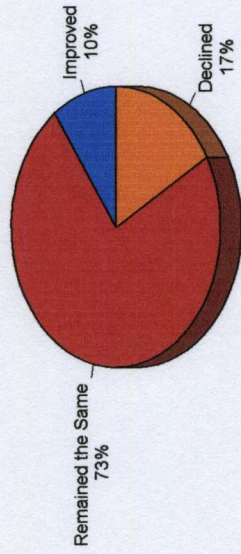
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Neighborhood Appearance Past Two Years

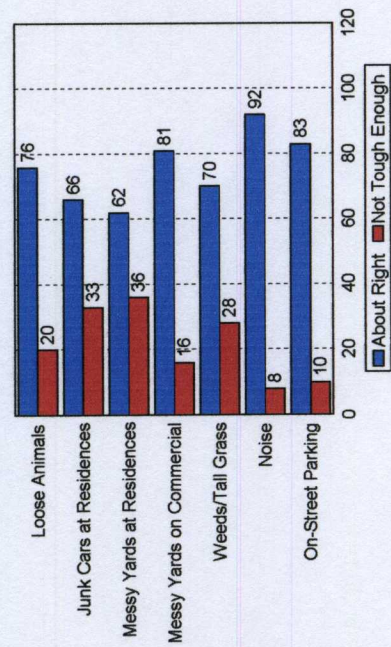
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Code Enforcement

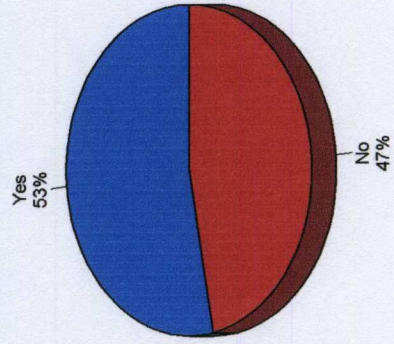
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Foreclosures in Neighborhood

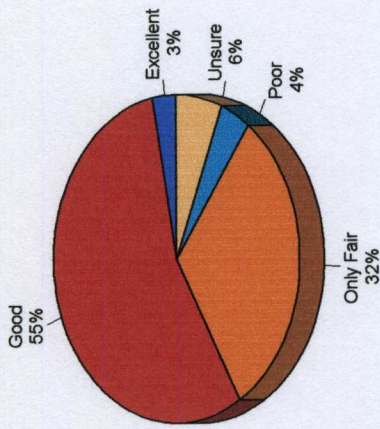
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Surface Water Quality

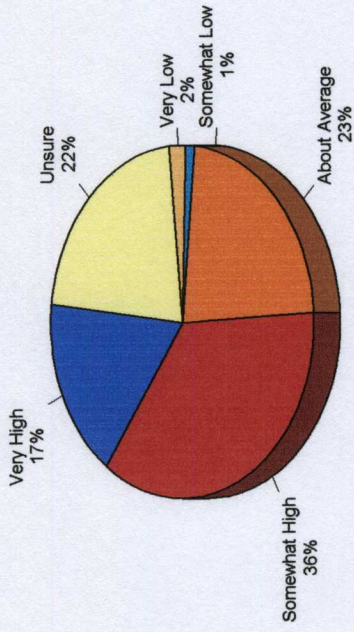
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City Property Tax Comparison

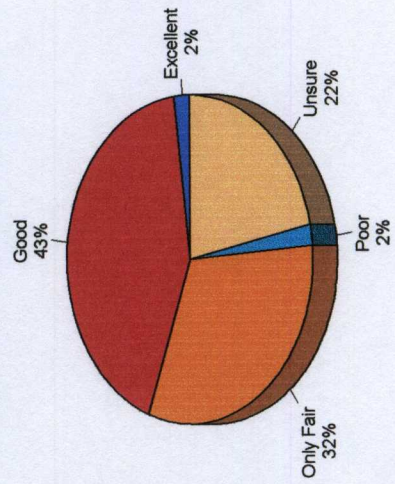
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Value of City Services

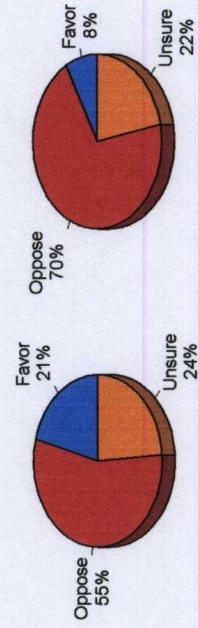
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City Property Tax Increase

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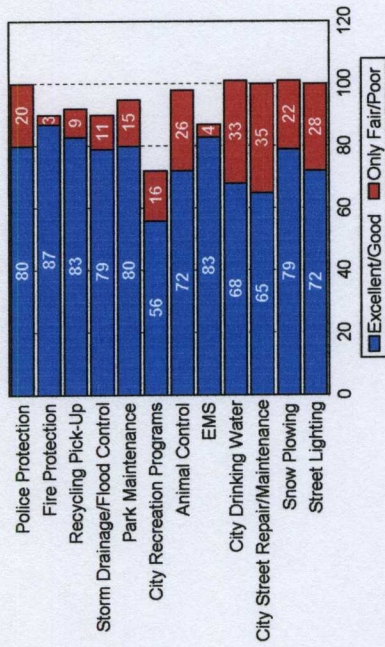
Maintain City Service Levels

Enhance Current and Offer Additional

Decision Resources, Ltd.

City Services

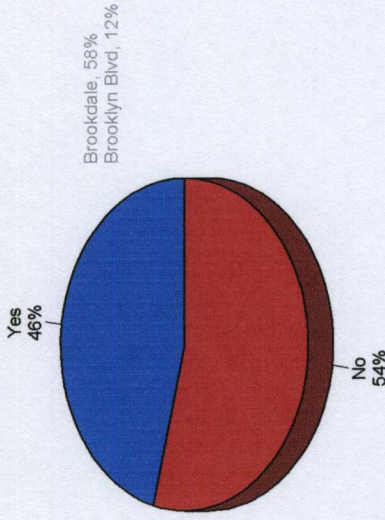
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Unsafe City Areas

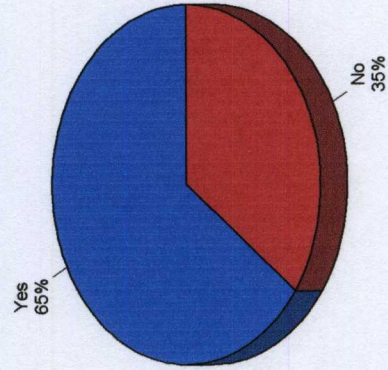
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Neighborhood Walking Alone at Night

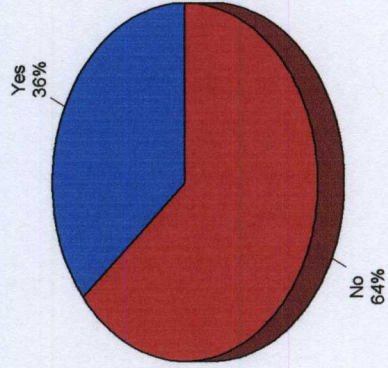
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Neighborhood Watch Participation

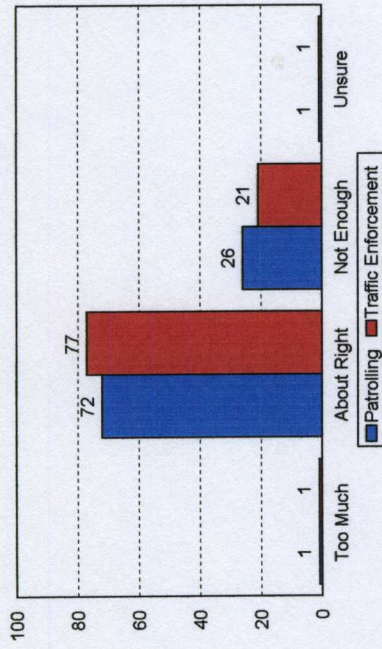
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Neighborhood Safety Issues

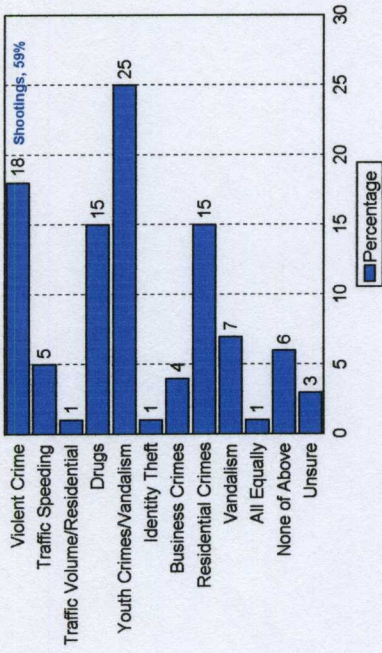
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Greatest Safety Concern

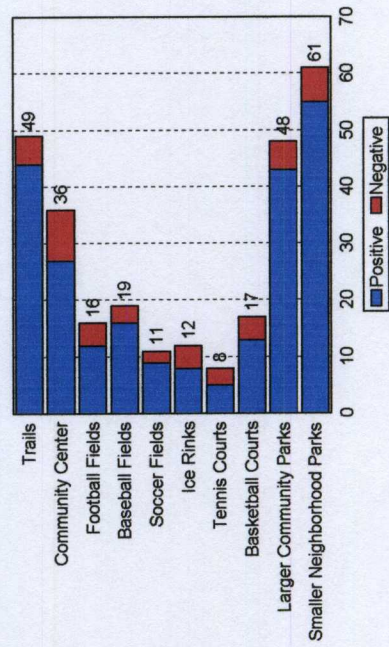
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Use and Rating of Park System

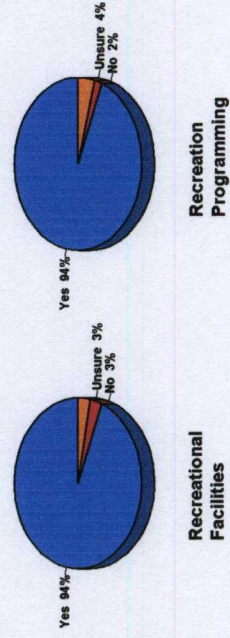
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Meet Needs of Households

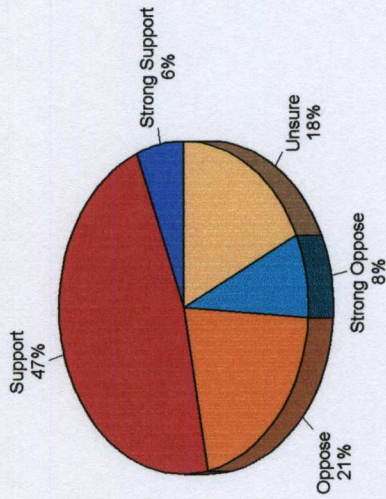
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Remodeling of Community Center

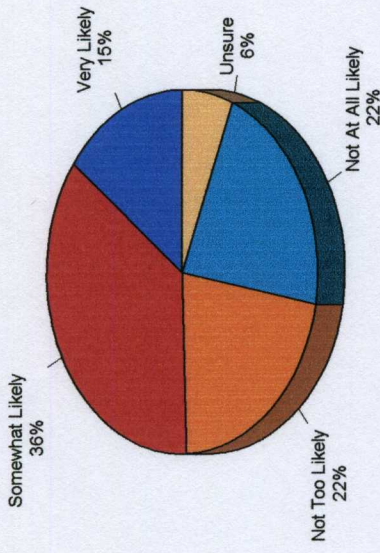
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Likelihood of Use of Remodeled Center

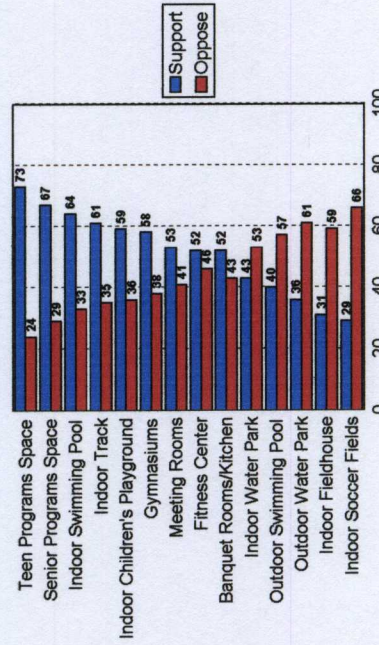
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Community Center Offerings

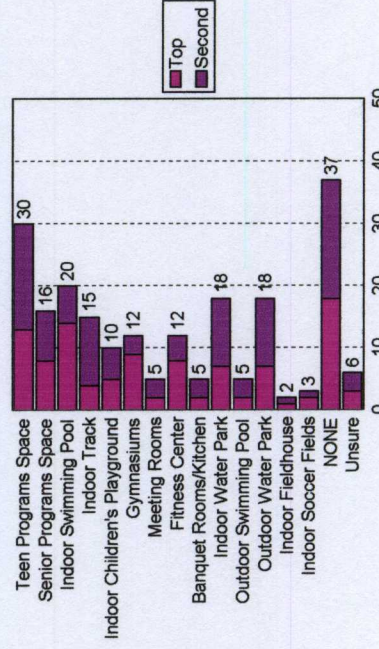
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Priority of Center Facilities

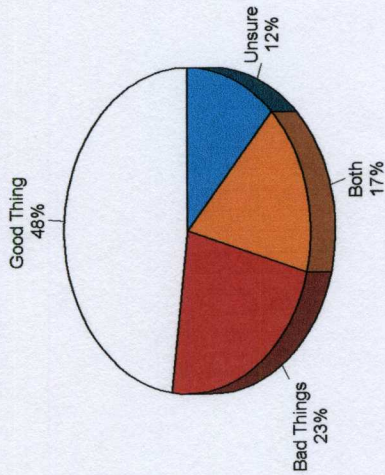
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Growing Population Diversity

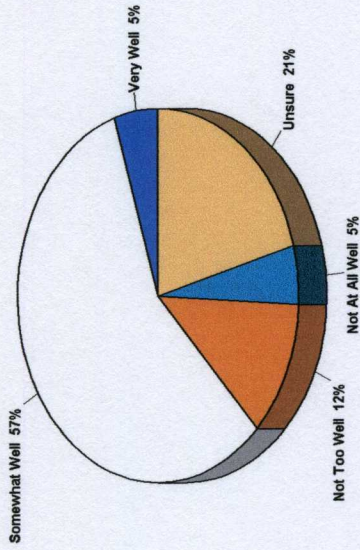
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Prepared for Growing Diversity

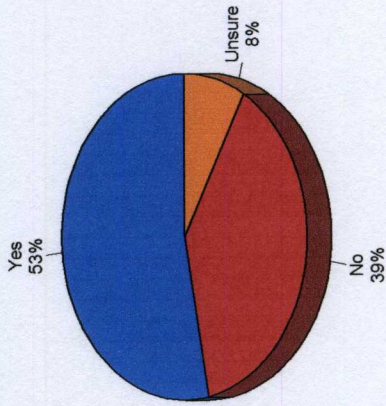
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Empowerment

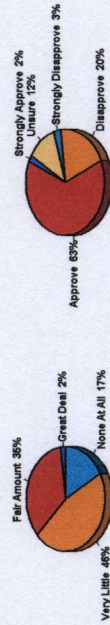
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Mayor & City Council

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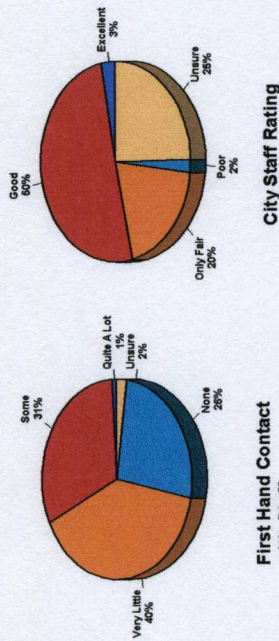
Knowledge of Work of Mayor and City Council

Job Performance of Mayor and City Council

Decision Resources, Ltd.

City Staff

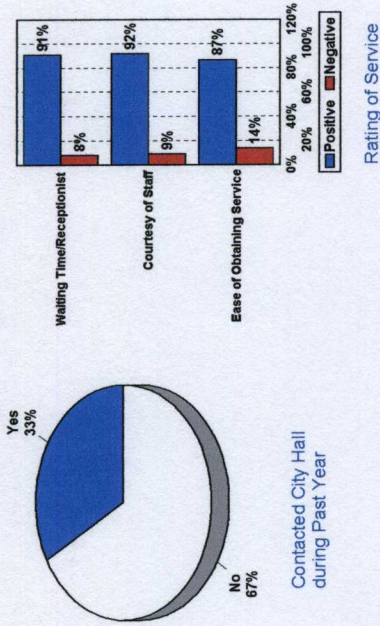
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Brooklyn Center City Hall

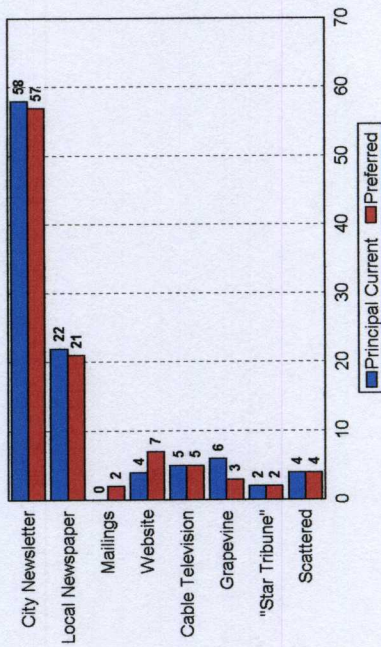
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Sources of Information

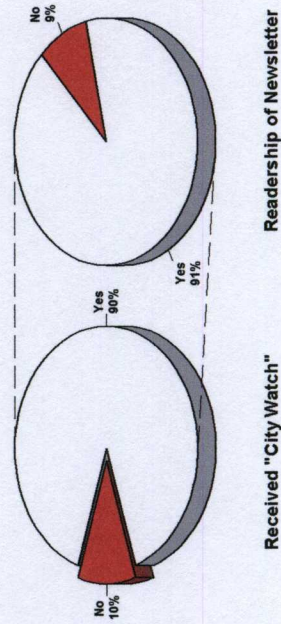
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City Newsletter

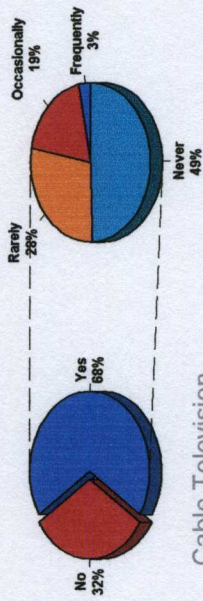
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Watch Council/Commission Meetings

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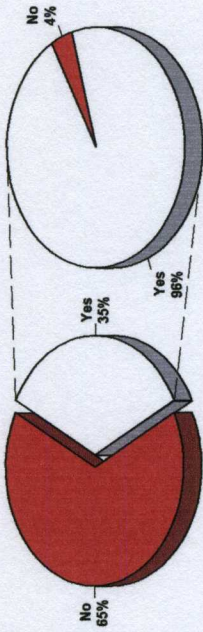
Cable Television Subscriber

Watch City Council or Planning Commission Meetings

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City's Website

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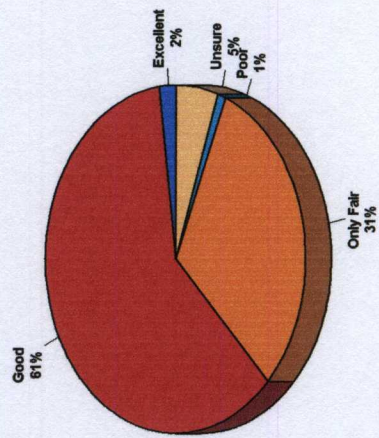
Access City's Website

Able to Find What Looking For

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Communicating Local Issues

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