

## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of West St. Paul. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 431 residents of the City of West St. Paul collected from May 31st, 2022 to July 19th, 2022. The margin of error around any reported percentage is 4.7% for all respondents and the response rate for the 2021 survey was 16%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in West St. Paul.

### How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.



## Methods

### Selecting survey recipients

All households within the City of West St. Paul were eligible to participate in the survey. A list of all households within the zip codes serving West St. Paul was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of West St. Paul households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of West St. Paul boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

### Conducting the survey

The 2,800 randomly selected households received mailings beginning on May 31st, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 4% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,695 households that received the invitations to participate, 431 completed the survey, providing an overall response rate of 16%. The response rate was calculated using AAPOR’s response rate #2\* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of West St. Paul survey is no greater than plus or minus 4.7 percentage points around any given percent reported for all respondents (431 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of West St. Paul. The open participation survey was identical to the probability sample survey with a question about where they heard about the survey. The open participation survey was open to all city residents and became available on July 5th, 2022. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

## Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 American Community Survey estimates for adults in the City of West St. Paul. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	6%	27%	29%
	35-54	23%	34%	33%
	55+	71%	39%	38%
Area	Ward 1-Precinct 1	16%	16%	15%
	Ward 1-Precinct 2	14%	19%	18%
	Ward 2-Precinct 1	13%	18%	18%
	Ward 2-Precinct 2	17%	16%	16%
	Ward 3-Precinct 1	18%	13%	14%
	Ward 3-Precinct 2	21%	19%	19%
Hispanic origin	No, not Spanish, Hispanic, or Latino	95%	83%	83%
	Spanish, Hispanic, or Latino	5%	17%	17%
Housing tenure	Own	74%	57%	57%
	Rent	26%	43%	43%
Housing type	Attached	41%	48%	48%
	Detached	59%	52%	52%
Race & Hispanic origin	Not white alone	14%	29%	29%
	White alone, not Hispanic or Latino	86%	71%	71%
Sex	Female	61%	55%	54%
	Male	39%	45%	46%
Sex/age	Female 18-34	4%	15%	15%
	Female 35-54	13%	17%	17%
	Female 55+	43%	22%	22%
	Male 18-34	2%	12%	14%
	Male 35-54	10%	16%	16%
	Male 55+	27%	17%	16%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Contact

The City of West St. Paul funded this research. Please contact Dan Nowicki of the City of West St. Paul at [dnowicki@wspmn.gov](mailto:dnowicki@wspmn.gov) if you have any questions about the survey.

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

\* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2020 American Community Survey

## Highlights

### Residents identify safety as both a priority and a potential area of growth for the community.

Nearly 9 in 10 residents indicated safety as a priority to be focused on over the next two years. Feelings of safety in West St. Paul were ranked lower than the national benchmark, with about 6 in 10 residents rating the overall feeling of safety as excellent or good. In terms of feeling safe or unsafe, about 90% of residents said they felt either very or somewhat safe in their neighborhood during the day, with 88% reporting feeling safe from fire, flood, or other natural disasters. These ratings are on par with national benchmarks. More than 8 in 10 residents felt very or somewhat safe in West St. Paul's downtown/commercial area during the day, and about 70% felt safe from violent crime, both similar to national averages. Safety from property crime, with about 6 in 10 residents feeling very or somewhat safe, ranked below the national benchmark.

Residents were also asked to rate the quality of safety-related services in West St. Paul. More than three-quarters of residents rated fire services, ambulance or emergency medical services, and fire prevention and education services as excellent or good. Additionally, more than two-thirds of residents rated police/sheriff services, emergency preparedness, and animal control services as excellent or good. Finally, a little over half of residents (55%) rated crime prevention services highly. All of West St. Paul's safety-related services are on par with national benchmarks.

In addition to the standard survey questions, the City also asked residents to rate items on their overall impact on feelings of safety in West St. Paul. At least 8 in 10 residents rated reduced crime in neighborhoods, reduced crime in the city's commercial areas, increased mental health resources, and more opportunities to get to know your neighbors/community members as having a major or moderate impact on overall feelings of safety. Between 70-80% of residents rated improved traffic enforcement, more opportunities to get to know police outside of emergency situations, increased police presence/patrol, improved walkability/bikeability, and improved street lighting as having at least a moderate impact on overall feelings of safety in West St. Paul.

### Residents appreciate West St. Paul's mobility and support additional focus on transportation and mobility.

The overall quality of the transportation system was rated highly by 6 in 10 residents, a ranking similar to the national benchmark. Ease of travel by car, ease of public parking, ease of travel by public transportation, ease of walking, ease of travel by bicycle, and traffic flow on major streets were rated excellent or good by at least half of residents. Two of these items, ease of public parking and ease of travel by public transportation, received ratings higher than comparison communities. Residents were also asked to review transportation-related services. More than 60% of residents rated snow removal, street cleaning, sidewalk maintenance, street lighting, and bus or transit services as excellent or good. All of these, apart from snow removal and bus or transit services, were on par with national averages. Snow removal and bus or transit services were rated higher than other communities across the country. Further, traffic signal timing and traffic enforcement were rated highly by more than half of residents, while street repair was rated as excellent or good by about 44% of respondents. These three items were on par with national benchmarks.

The City also asked residents how important it is for West St. Paul to focus on street infrastructure. More than three-quarters of respondents indicated that it was essential or very important to focus on improving the overall quality of the city street infrastructure i..

### West St. Paul residents support efforts to boost the economy.

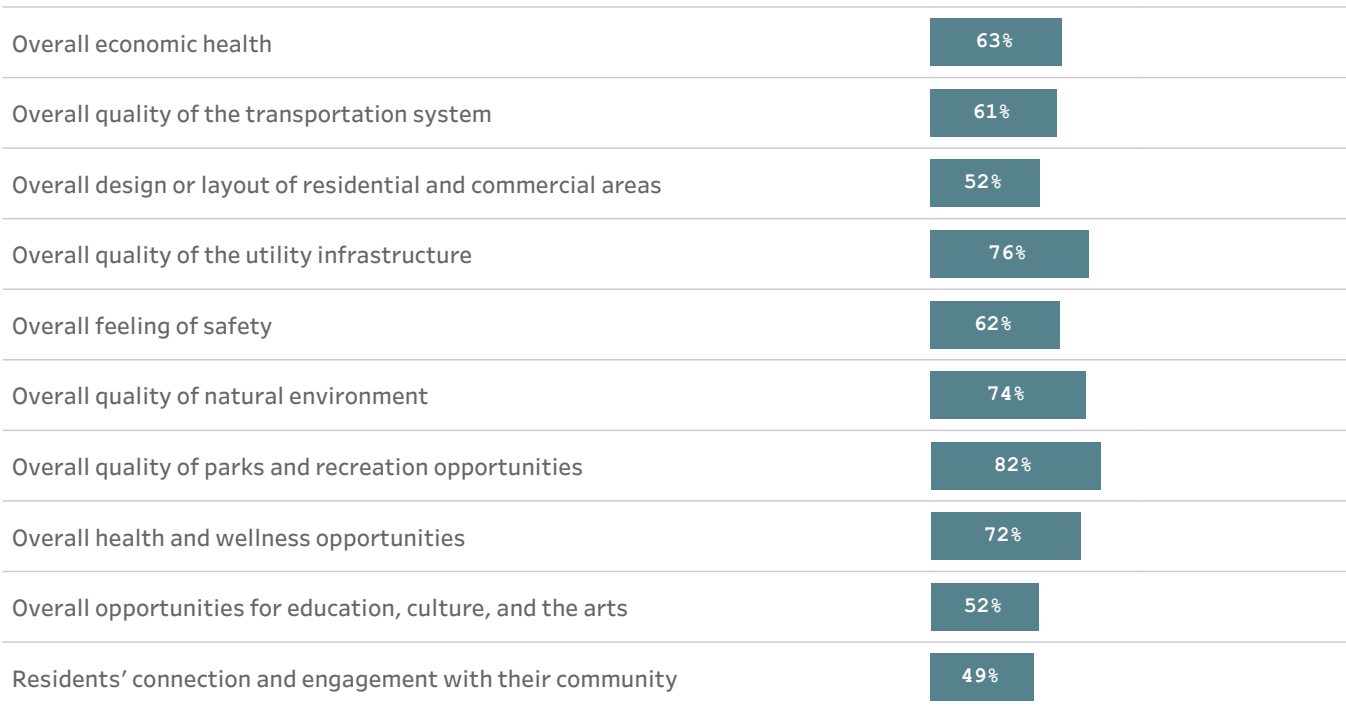
When asked about which aspects of the community the City should focus on in the next two years, nearly 90% of residents identified overall economic health as an area of priority. Relatedly, 63% of residents gave excellent or good ratings to the quality of West St. Paul's overall economic health, which is similar to the national average. Other items relating to the economy received mixed ratings, but most were on par with the national benchmarks. The highest-rated items in this facet were the overall quality of business and service establishments in West St. Paul (66% excellent or good), followed by West St. Paul as a place to work (62%). Between 50-60% of respondents had positive views toward economic development, shopping and employment opportunities, and the variety of business and service establishments. Nearly half approved of the cost of living in the City, West St. Paul as a place to visit (lower than the national average), and the vibrancy of the downtown/commercial area. Only about 12% of residents felt the economy would have a positive impact on their family income in the next six months. This rating is also lower than comparison communities.

Residents were also asked about the diversity of businesses in West St. Paul and whether they would like to see more, about the same, or fewer of various types of businesses. At least 6 in 10 of residents wanted more non-chain casual and fine dining/upscale sit-down restaurants, activity-based entertainment, museums/cultural opportunities, and live entertainment venues. About half of residents wanted more breweries/distilleries and specialty grocery stores. Less than half of residents wanted more chain grocery stores, boutique retail, big box retail, food trucks, and chain fast food/fast casual restaurants.

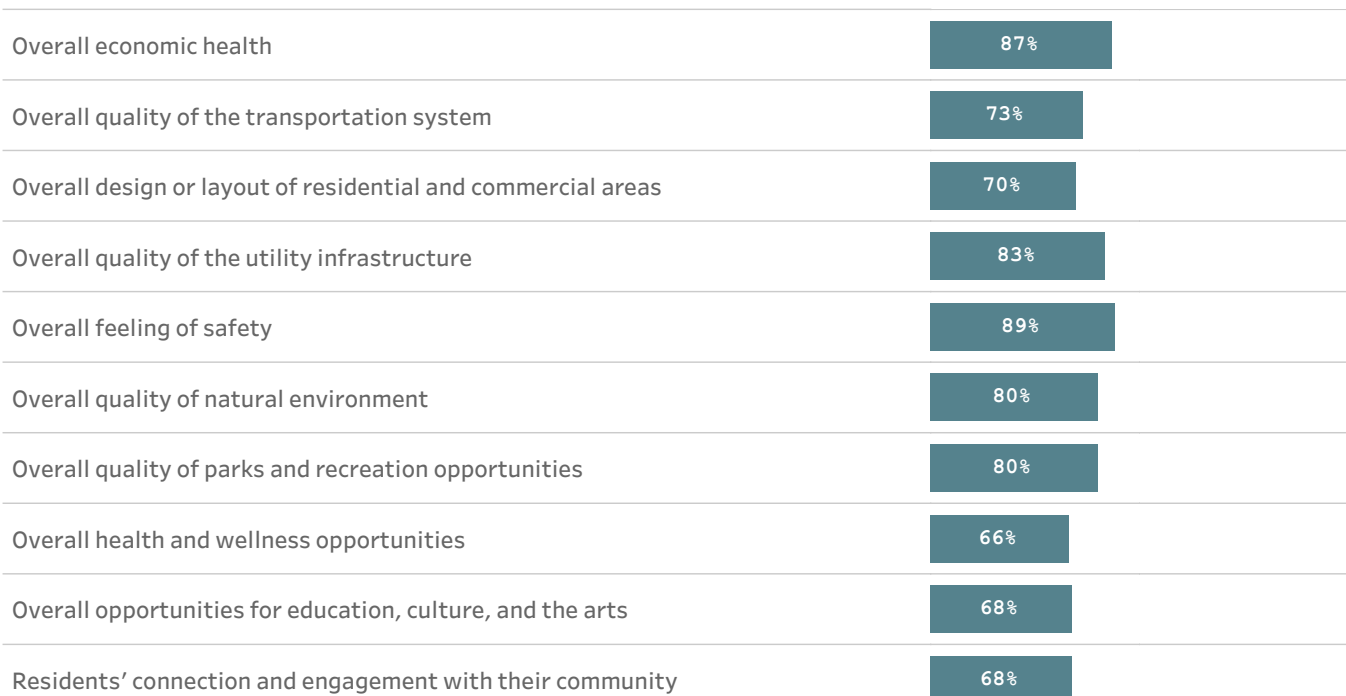
## Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation. The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each.

**Please rate each of the following characteristics as they relate to West St. Paul as a whole.**  
 (% excellent or good)



**Please rate how important, if at all, you think it is for the West St. Paul community to focus on each of the following in the coming two years.**  
 (% essential or very important)



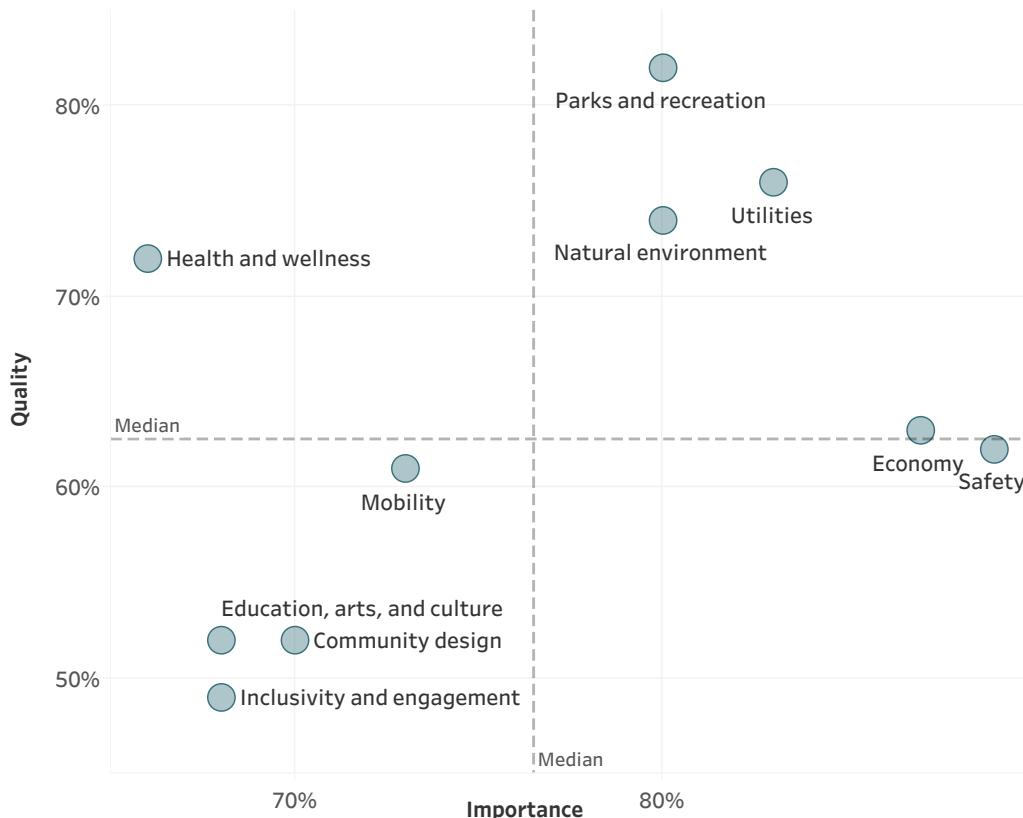
## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 62% or more of respondents were considered of “higher quality” and those with ratings lower than 62% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 77% or more of respondents. Services were rated as “less important” if they received a rating of less than 77%. This classification uses the median ratings for quality and importance to divide the services in half.

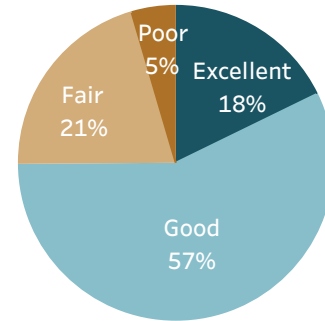
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix ( higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



## Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in West St. Paul



Please rate each of the following aspects of quality of life in West St. Paul.  
(% excellent or good)

West St. Paul as a place to live	80%
The overall quality of life	75%

Please indicate how likely or unlikely you are to do each of the following.  
(% very or somewhat likely)

Recommend living in West St. Paul to someone who asks	84%
Remain in West St. Paul for the next five years	78%

Please rate each of the following in the West St. Paul community.  
(% excellent or good)

Overall image or reputation	59%
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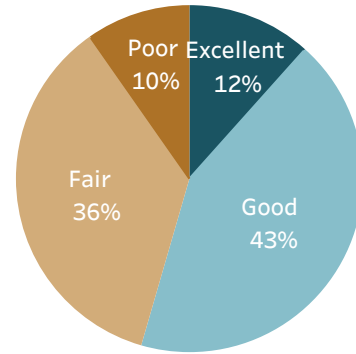
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in West St. Paul government



Please rate the quality of each of the following services in West St. Paul. (% excellent or good)

Overall customer service by West St. Paul employees	80%
Public information services	65%

Please rate the following categories of West St. Paul government performance. (% excellent or good)

Treating residents with respect	72%
Being honest	66%
The value of services for the taxes paid to West St. Paul	66%
Treating all residents fairly	63%
Generally acting in the best interest of the community	61%
Being open and transparent to the public	60%
Informing residents about issues facing the community	55%
The overall direction that West St. Paul is taking	55%
Overall confidence in West St. Paul government	54%
The job West St. Paul government does at welcoming resident involvement	50%

**Overall, how would you rate the quality of the services provided by each of the following?**  
(% excellent or good)

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The City of West St. Paul	74%
The Federal Government	40%

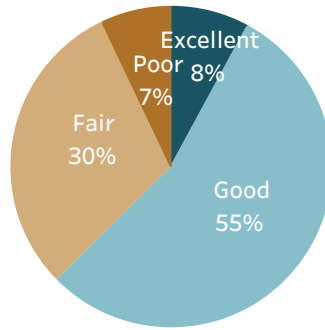
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

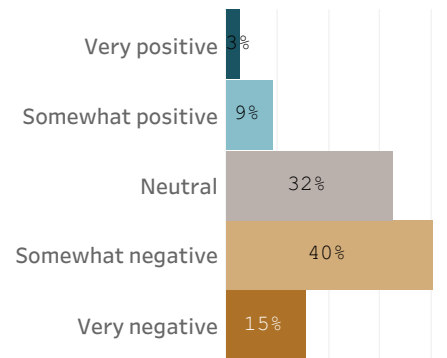
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of West St. Paul



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



Please rate each of the following aspects of quality of life in West St. Paul. (% excellent or good)

West St. Paul as a place to work	62%
West St. Paul as a place to visit	49%

Please rate each of the following characteristics as they relate to West St. Paul as a whole. (% excellent or good)

Overall economic health	63%
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Please rate each of the following in the West St. Paul community. (% excellent or good)

Overall quality of business and service establishments	66%
Shopping opportunities	56%
Employment opportunities	54%
Variety of business and service establishments	52%
Cost of living	49%
Vibrancy of downtown/commercial area	46%

Please rate the quality of each of the following services in West St. Paul. (% excellent or good)

Economic development	61%
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**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**  
**(% very or somewhat positive)**

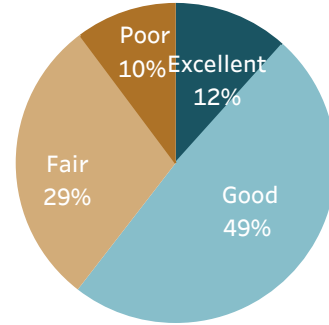
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What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: **12%**

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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in West St. Paul



## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Please rate each of the following characteristics as they relate to West St. Paul as a whole.  
(% excellent or good)

Overall quality of the transportation system	61%
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Please also rate each of the following in the West St. Paul community.  
(% excellent or good)

Ease of travel by car	74%
Ease of public parking	71%
Ease of travel by public transportation	58%
Ease of walking	57%
Ease of travel by bicycle	54%
Traffic flow on major streets	53%

Please indicate whether or not you have done each of the following in the last 12 months.  
(% yes)

Walked or biked instead of driving	65%
Carpooled with other adults or children instead of driving alone	47%
Used public transportation instead of driving	24%

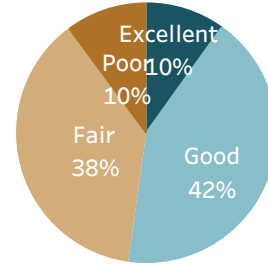
Please rate the quality of each of the following services in West St. Paul.  
(% excellent or good)

Snow removal	84%
Street cleaning	72%

Sidewalk maintenance	69%
Street lighting	62%
Bus or transit services	60%
Traffic signal timing	58%
Traffic enforcement	57%
Street repair	45%

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of West St. Paul's residential and commercial areas



## Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

**Please rate each of the following aspects of quality of life in West St. Paul.**  
(% excellent or good)

Your neighborhood as a place to live	79%
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**Please rate each of the following characteristics as they relate to West St. Paul as a whole.**  
(% excellent or good)

Overall design or layout of residential and commercial areas	52%
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**Please also rate each of the following in the West St. Paul community.**  
(% excellent or good)

Variety of housing options	62%
Well-designed neighborhoods	56%
Overall quality of new development	54%
Overall appearance	54%
Public places where people want to spend time	53%
Preservation of the historical or cultural character of the community	49%
Well-planned residential growth	47%
Well-planned commercial growth	44%
Availability of affordable quality housing	39%

**Please rate the quality of each of the following services in West St. Paul.**  
(% excellent or good)

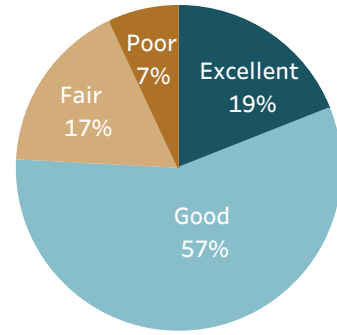
Code enforcement	45%
Land use, planning and zoning	44%

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in West St. Paul



Please rate the quality of each of the following services in West St. Paul.  
(% excellent or good)

Power (electric and/or gas) utility	82%
Drinking water	79%
Storm water management	79%
Sewer services	79%
Garbage collection	78%
Utility billing	73%
Affordable high-speed internet access	56%

Please rate each of the following characteristics as they relate to West St. Paul as a whole.  
(% excellent or good)

Overall quality of the utility infrastructure	76%
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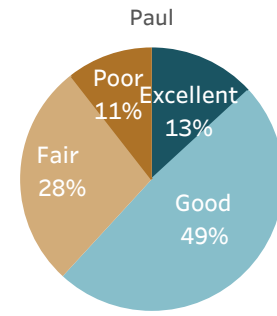
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in West St. Paul



Please rate each of the following characteristics as they relate to West St. Paul as a whole.  
(% excellent or good)

Overall feeling of safety	62%
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Please rate how safe or unsafe you feel:  
(% very or somewhat safe)

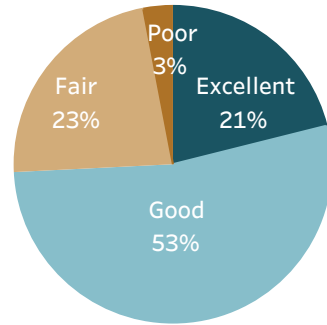
In your neighborhood during the day	90%
From fire, flood, or other natural disaster	88%
In West St. Paul's downtown/commercial area during the day	84%
From violent crime	70%
From property crime	60%

Please rate the quality of each of the following services in West St. Paul.  
(% excellent or good)

Fire services	86%
Ambulance or emergency medical services	84%
Fire prevention and education	77%
Police/Sheriff services	74%
Emergency preparedness	68%
Animal control	67%
Crime prevention	55%

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of natural environment in West St. Paul



## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

**Please rate each of the following characteristics as they relate to West St. Paul as a whole.**  
(% excellent or good)

Overall quality of natural environment	74%
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**Please also rate each of the following in the West St. Paul community.**  
(% excellent or good)

Air quality	82%
Cleanliness	62%
Water resources	47%

**Please rate the quality of each of the following services in West St. Paul.**  
(% excellent or good)

Recycling	70%
Preservation of natural areas	64%
West St. Paul open space	56%
Yard waste pick-up	54%

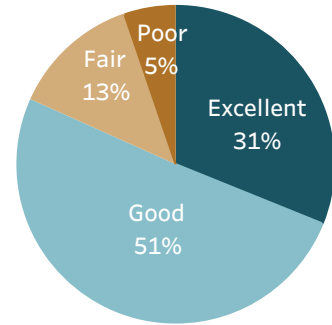
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities



Please rate each of the following characteristics as they relate to West St. Paul as a whole.

(% excellent or good)

Overall quality of parks and recreation opportunities	82%
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Please also rate each of the following in the West St. Paul community.

(% excellent or good)

Availability of paths and walking trails	73%
Fitness opportunities	73%
Recreational opportunities	64%

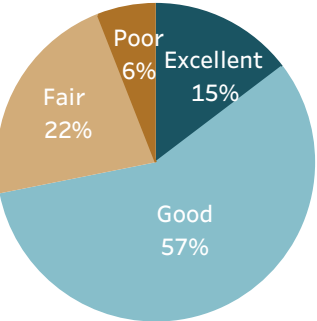
Please rate the quality of each of the following services in West St. Paul.

(% excellent or good)

City parks	78%
Recreation centers or facilities	66%
Recreation programs or classes	62%

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in West St. Paul



## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

**Please rate each of the following characteristics as they relate to West St. Paul as a whole.**  
(% excellent or good)

Overall health and wellness opportunities	72%
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**Please also rate each of the following in the West St. Paul community.**  
(% excellent or good)

Availability of affordable quality food	56%
Availability of preventive health services	56%
Availability of affordable quality health care	56%
Availability of affordable quality mental health care	41%

**Please rate the quality of each of the following services in West St. Paul.**  
(% excellent or good)

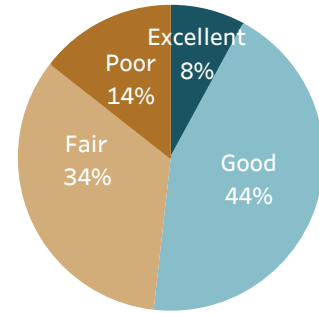
Health services	68%
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**Please rate your overall health.**  
(% excellent or very good)

Please rate your overall health.	60%
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts



## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

**Please rate each of the following characteristics as they relate to West St. Paul as a whole.**  
 (% excellent or good)

Overall opportunities for education, culture, and the arts	52%
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**Please also rate each of the following in the West St. Paul community.**  
 (% excellent or good)

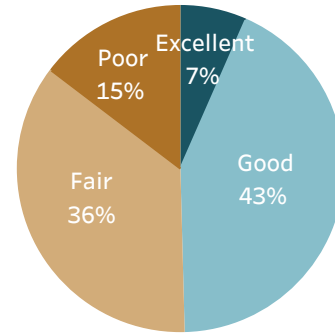
K-12 education	70%
Availability of affordable quality childcare/preschool	57%
Adult educational opportunities	54%
Opportunities to attend special events and festivals	46%
Community support for the arts	37%
Opportunities to attend cultural/arts/music activities	30%

**Please rate the quality of each of the following services in West St. Paul.**  
 (% excellent or good)

Public library services	85%
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community



## Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

**Please rate each of the following aspects of quality of life in West St. Paul. (% excellent or good)**

West St. Paul as a place to raise children	74%
Sense of community	57%
West St. Paul as a place to retire	55%

**Please rate each of the following characteristics as they relate to West St. Paul as a whole. (% excellent or good)**

Residents' connection and engagement with their community	49%
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**Please rate the job you feel the West St. Paul community does at each of the following. (% excellent or good)**

Attracting people from diverse backgrounds	72%
Making all residents feel welcome	67%
Taking care of vulnerable residents	66%
Valuing/respecting residents from diverse backgrounds	65%

**Please also rate each of the following in the West St. Paul community. (% excellent or good)**

Neighborliness of residents	60%
Openness and acceptance of the community toward people of diverse backgrounds	59%
Opportunities to volunteer	58%

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Sense of civic/community pride	50%
Opportunities to participate in community matters	50%
Opportunities to participate in social events and activities	44%

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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.  
(% yes)

Voted in your most recent local election	80%
Contacted the City of West St. Paul for help or information	37%
Watched a local public meeting	29%
Volunteered your time to some group/activity	20%
Contacted West St. Paul elected officials to express your opinion	19%
Attended a local public meeting	17%
Campaigned or advocated for a local issue, cause, or candidate	16%

In general, how many times do you:  
(% a few times a week or more)

Use or check email	93%
Access the internet from your home	90%
Access the internet from your cell phone	88%
Visit social media sites	76%
Shop online	43%
Share your opinions online	27%

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



## Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Essential/Very Important or More/About the same, or Major/Moderate Impact) is shown.

		Include "don't know"	
		No	
<b>Please rate how important, if at all, you think it is for the West St. Paul Community to focus on each of the following in the next two years.</b>	Ensuring we are a welcoming community that celebrates the diversity of our residents and businesses	Essential	38%
		Very important	33%
		Somewhat important	23%
		Not at all important	7%
	Building partnerships between the city, non-profits, spiritual and faith communities, and other organizations to serve our community collaboratively	Essential	25%
		Very important	43%
		Somewhat important	26%
		Not at all important	6%
	Improving the overall quality of city street infrastructure	Essential	39%
		Very important	39%
		Somewhat important	21%
		Not at all important	1%
Improving the overall "curb appeal" of the city	Essential	30%	
	Very important	34%	
	Somewhat important	31%	
	Not at all important	5%	
Implementing sustainability/environmental initiatives	Essential	37%	
	Very important	36%	
	Somewhat important	23%	
	Not at all important	5%	
Expanding the economy through targeted re-development	Essential	31%	
	Very important	39%	
	Somewhat important	26%	
	Not at all important	5%	
<b>Thinking about the diversity of businesses in West St. Paul, would you like to see more, about the same amount, or fewer of each type of business?</b>	Chain fast food/fast casual restaurants	More	12%
		About the same	46%
		Fewer	41%
	Non-Chain casual restaurants	More	68%
		About the same	26%
		Fewer	5%
	Fine dining/upscale sit down restaurants	More	67%
		About the same	30%
		Fewer	2%
	Food trucks	More	41%
		About the same	44%
		Fewer	16%
Brewery/Distillery	More	54%	

		About the same	28%
		Fewer	18%
Big box retail	More	15%	
	About the same	58%	
	Fewer	28%	
Boutique retail	More	44%	
	About the same	48%	
	Fewer	8%	
Chain Grocery stores (Cub Foods, etc.)	More	38%	
	About the same	55%	
	Fewer	7%	
Specialty grocery stores (e.g. Italian Grocer, Asian Market, etc.)	More	54%	
	About the same	39%	
	Fewer	7%	
Activity-based entertainment (arcade, axe throwing, bowling, pool hall, etc.)	More	64%	
	About the same	28%	
	Fewer	8%	
Live entertainment venues (music, comedy)	More	61%	
	About the same	32%	
	Fewer	7%	
Museums/cultural opportunities (Art museum, history, etc.)	More	62%	
	About the same	31%	
	Fewer	8%	
<b>How much of an impact, if at all, do you feel each of the following would have on the overall feeling of safety in West St. Paul?</b>	Improved street lighting	Major impact	45%
		Moderate impact	35%
		Slight impact	14%
		No impact	6%
	Improved traffic enforcement	Major impact	42%
		Moderate impact	29%
		Slight impact	14%
		No impact	15%
	Improved walkability/bikeability	Major impact	41%
		Moderate impact	38%
		Slight impact	14%
		No impact	8%
	Reduced crime in residential neighborhoods	Major impact	73%
		Moderate impact	15%
		Slight impact	7%
		No impact	5%
Reduced crime in the city's commercial areas	Major impact	71%	
	Moderate impact	17%	
	Slight impact	9%	
	No impact	4%	
Increased police presence/patrol	Major impact	52%	
	Moderate impact	23%	

