



2021 Community Survey Results

Prepared by:



NRC

POWERED BY POLCO



Polco



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

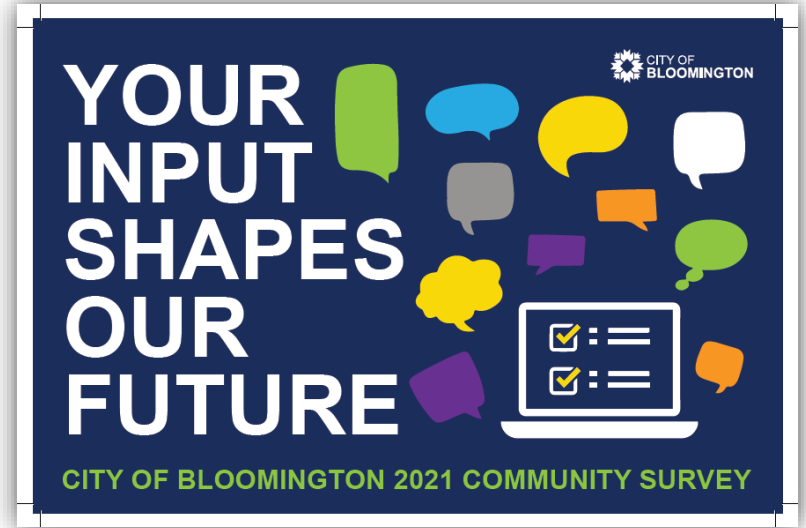
Questions about our product?

Visit www.polco.us to learn more

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Survey Methods



Surveys mailed
to 3,000
households

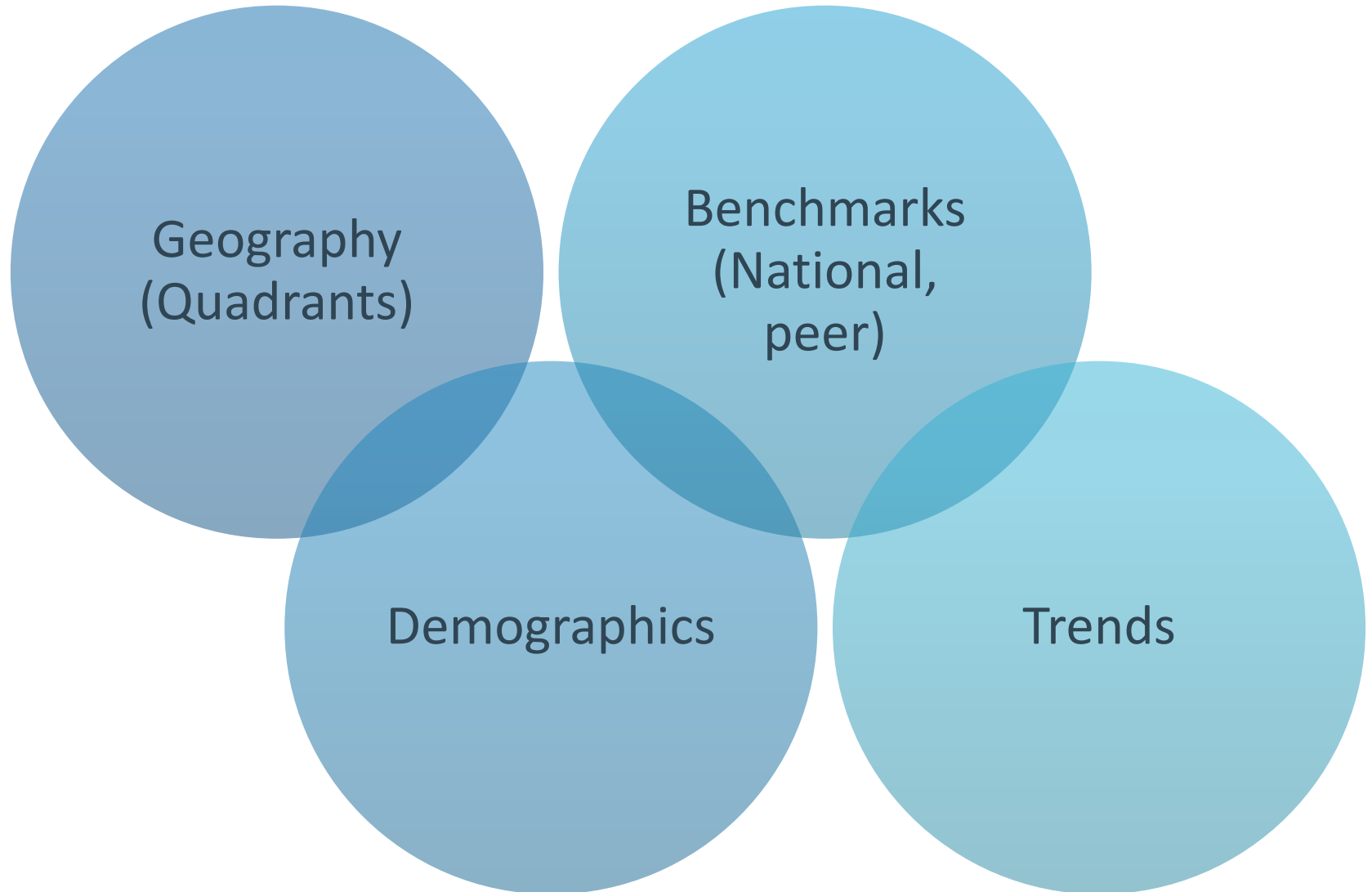
527 completed
(19%)

$\pm 4\%$
margin of error

Results weighted
to reflect the
community

Survey Results

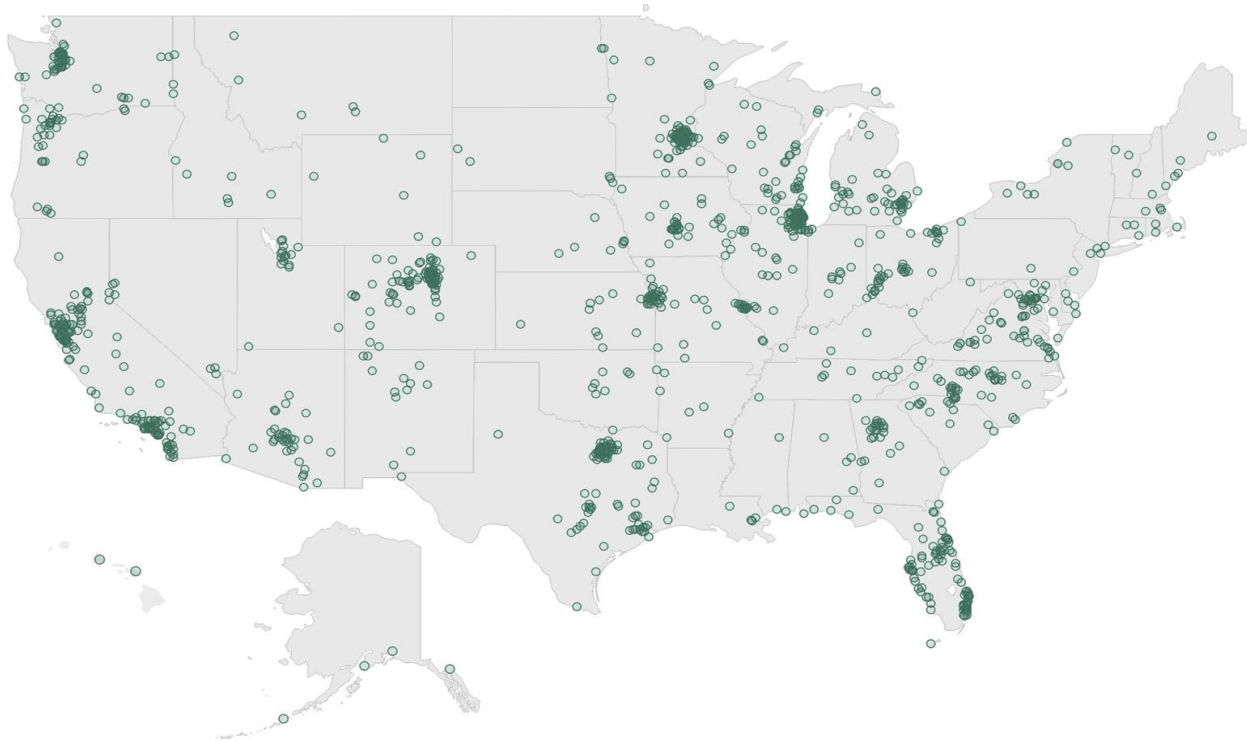
Results are presented by...



National Benchmark Communities


More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.



Peer Benchmark Communities

N=27



A map of the United States is shown in the background, with 27 benchmark communities marked by numbered brown dots. The dots are distributed across various states, including Alaska, Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, and Alaska. The map is labeled with 'ALASKA', 'NORTHWEST', 'MIDWEST', 'SOUTH', 'NORTHEAST', and 'WEST'.

Community	State
Ann Arbor	MI
Asheville	NC
Austin	TX
Battle Creek	MI
Bloomington	MN
Boulder	CO
Bowling Green	KY
Cedar Rapids	IA
Chapel Hill	NC
Chattanooga	TN
College Station	TX
Dayton	OH
Des Moines	IA
Estes Park	CO
Fayetteville	NC
Fort Collins	CO
Grand Rapids	MI
Independence	IA
Iowa City	IA
Kalamazoo	MI
Lynchburg	VA
Manhattan	KS
Oshkosh	WI
Overland Park	KS
South Bend	IN
St. Cloud	MN
State College	PA

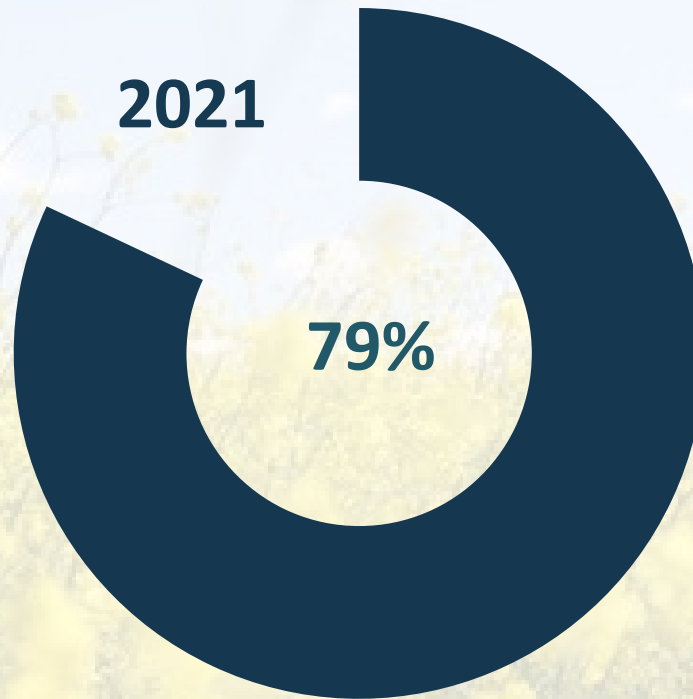
Key Finding #1

Overall, Bloomington residents continue to have a positive quality of life.



Perceptions of Life in Bloomington

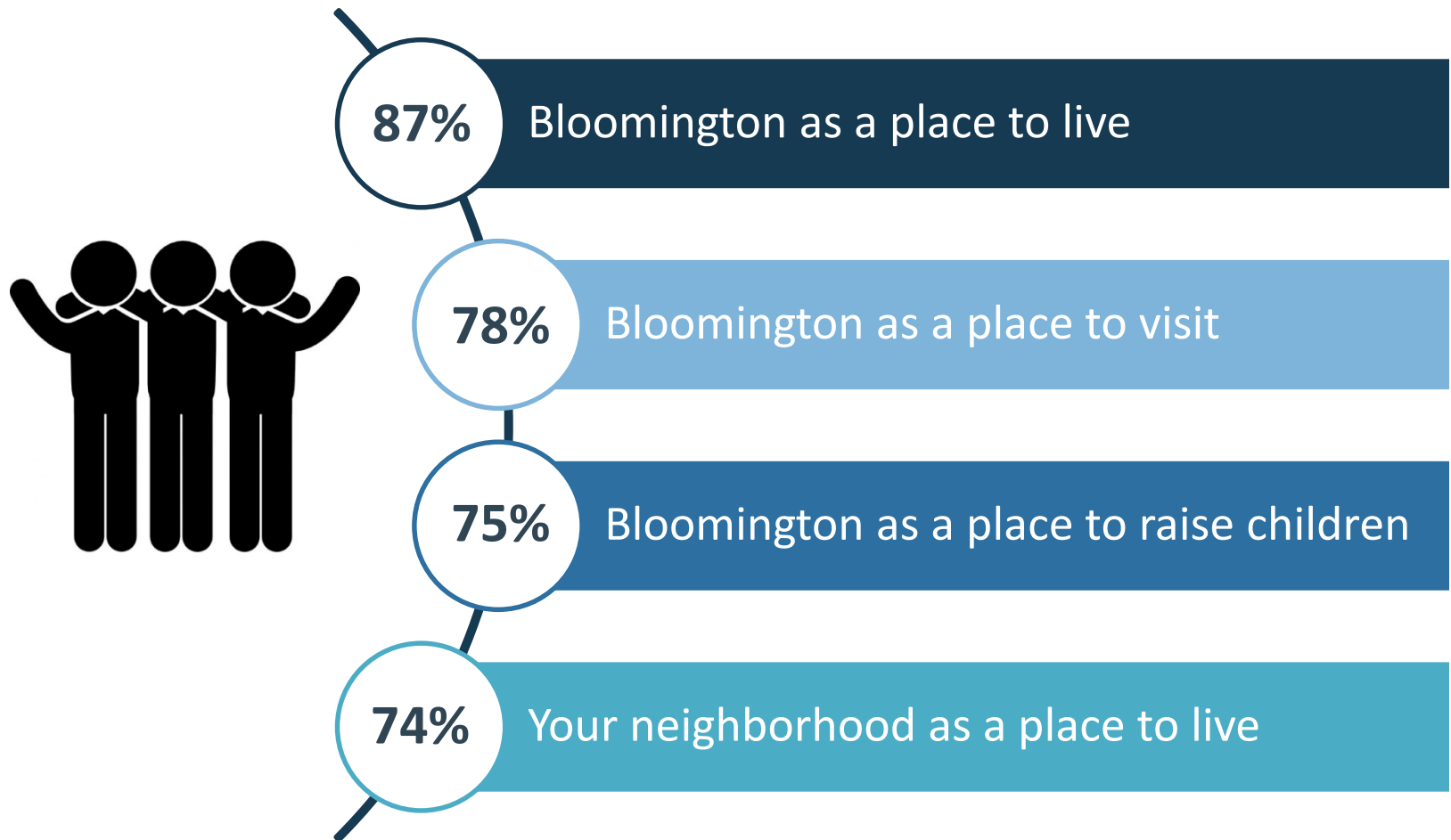
Overall Quality of Life



Percent excellent/good



Perceptions of Community Quality



Percent excellent/good



Resident Loyalty

81%

Recommend
living in
Bloomington

60%

Plan to
remain in
Bloomington

Percent very likely/somewhat likely



Perceptions of Community Care and Acceptance

6 in **10**

positively rated

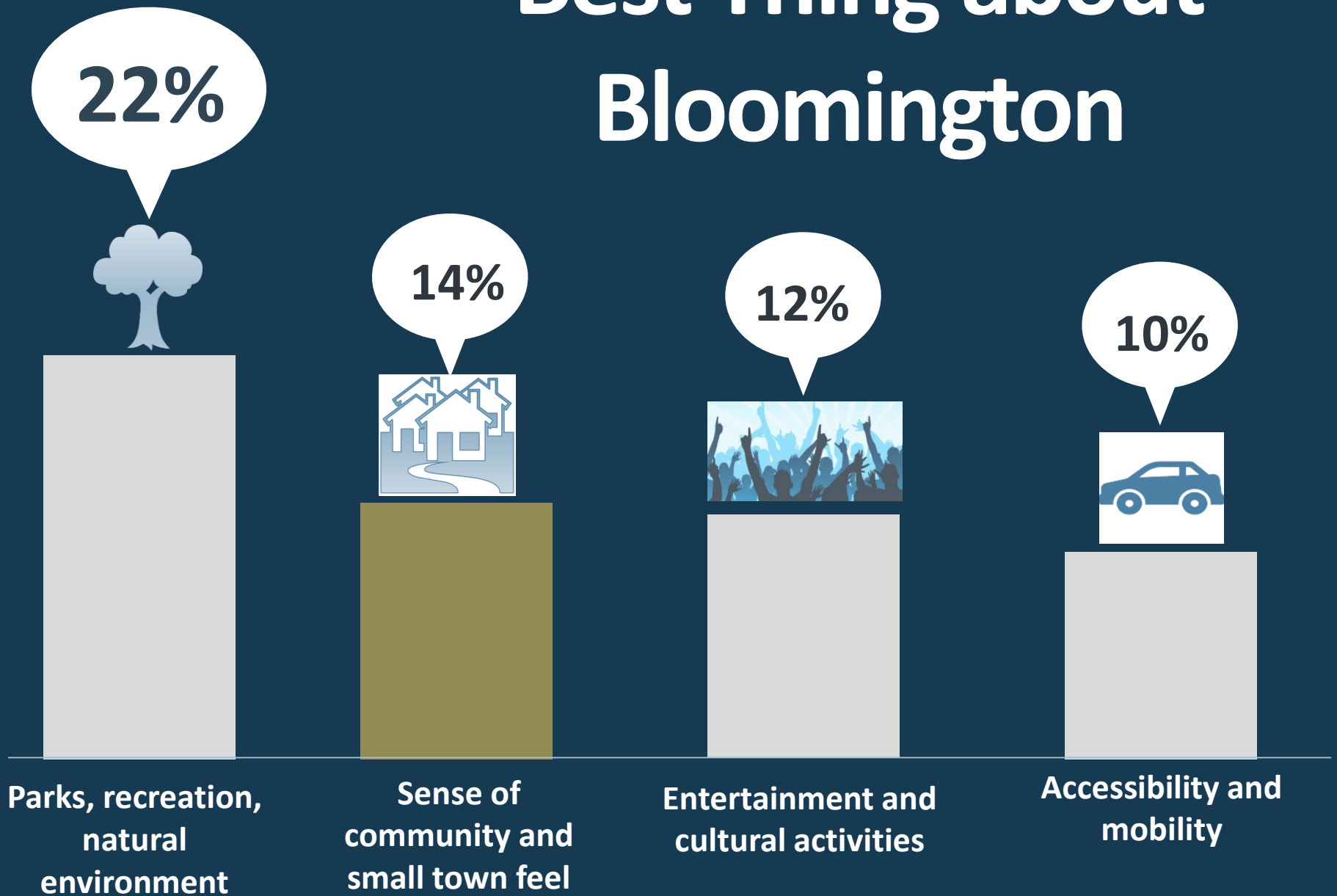
Making all residents feel welcome

Attracting people from diverse backgrounds

Valuing/respecting residents from diverse backgrounds

Percent excellent/good

Best Thing about Bloomington



Key Finding #2

Residents feel safe in the community overall, yet police interactions may be an area of focus.



Perceptions of Safety in Bloomington

72% of residents
positively rated their
overall feeling of safety in Bloomington

During the Day

At Night

In neighborhood

94%

75%

In downtown

92%

60%

Percent excellent/good or very safe/somewhat safe



Feelings of Safety

85%

From fire,
flood, or other
natural
disaster

74%

From violent
crime

62%

From property
crime

Percent very safe/somewhat safe

Perceptions of Safety Services

91%



Fire services

87%



Ambulance/EMS

76%

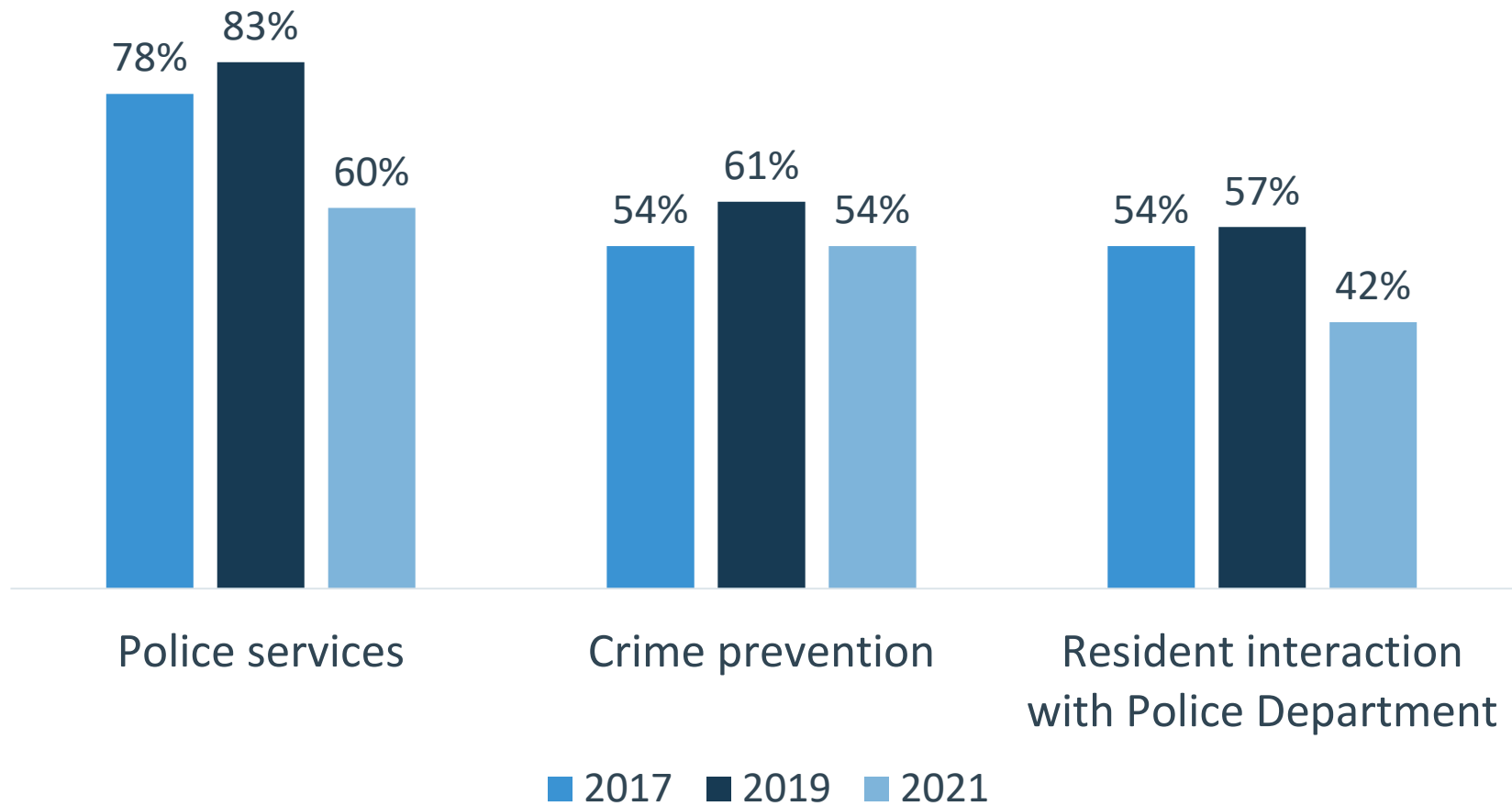


Fire prevention
and education

Percent excellent/good



Declines in Safety Services



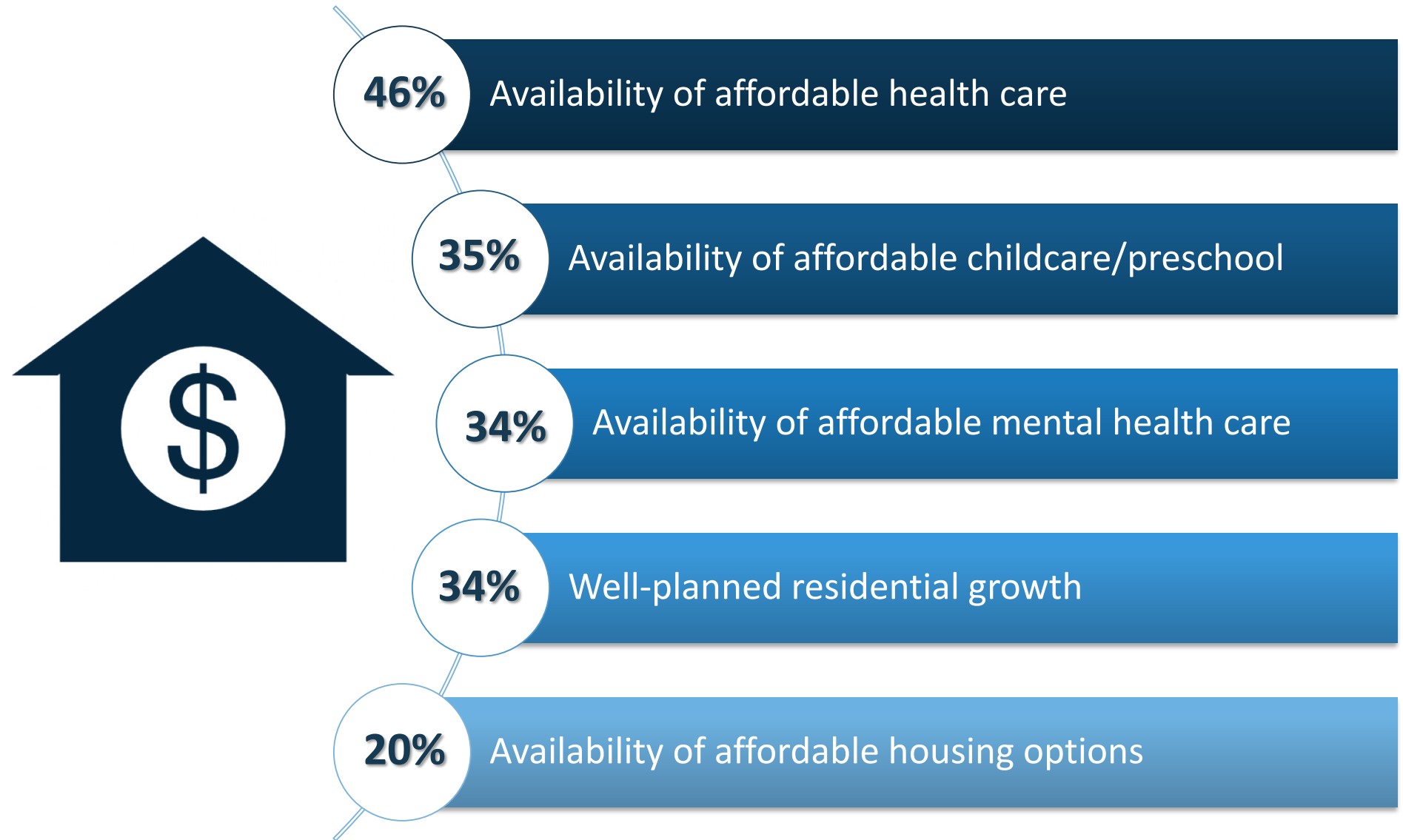
Percent excellent/good

Key Finding #3

Residents have concerns about housing and affordability.



Perceptions of Housing and Affordability



Percent excellent/good



Declines in Housing and Affordability

	2019	2021
Variety of housing options	48%	40%
Availability of affordable childcare/preschool	41%	35%
Availability of affordable mental health care	44%	34%
Cost of living	43%	33%
Overall development of a variety of housing options in downtown	44%	32%
Availability of affordable housing options	27%	20%

Percent excellent/good



Liked Least About Bloomington

10%

Affordable
housing

4%

Lack of job
opportunities, economic
vitality, cost of living

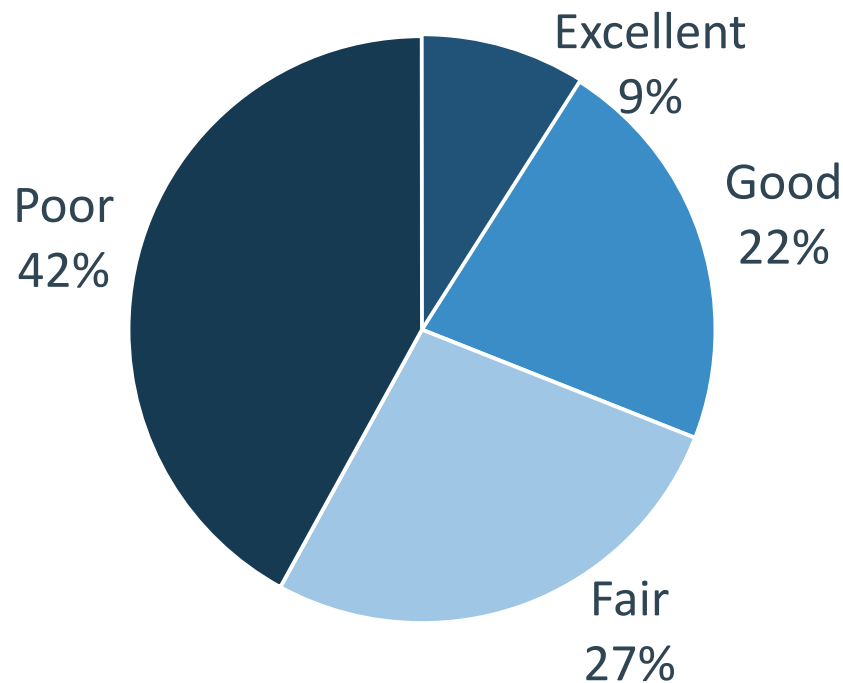


Key Finding #4

Addressing homelessness is an increasing priority for residents.



Taking Care of Vulnerable Residents



Liked Least About Bloomington

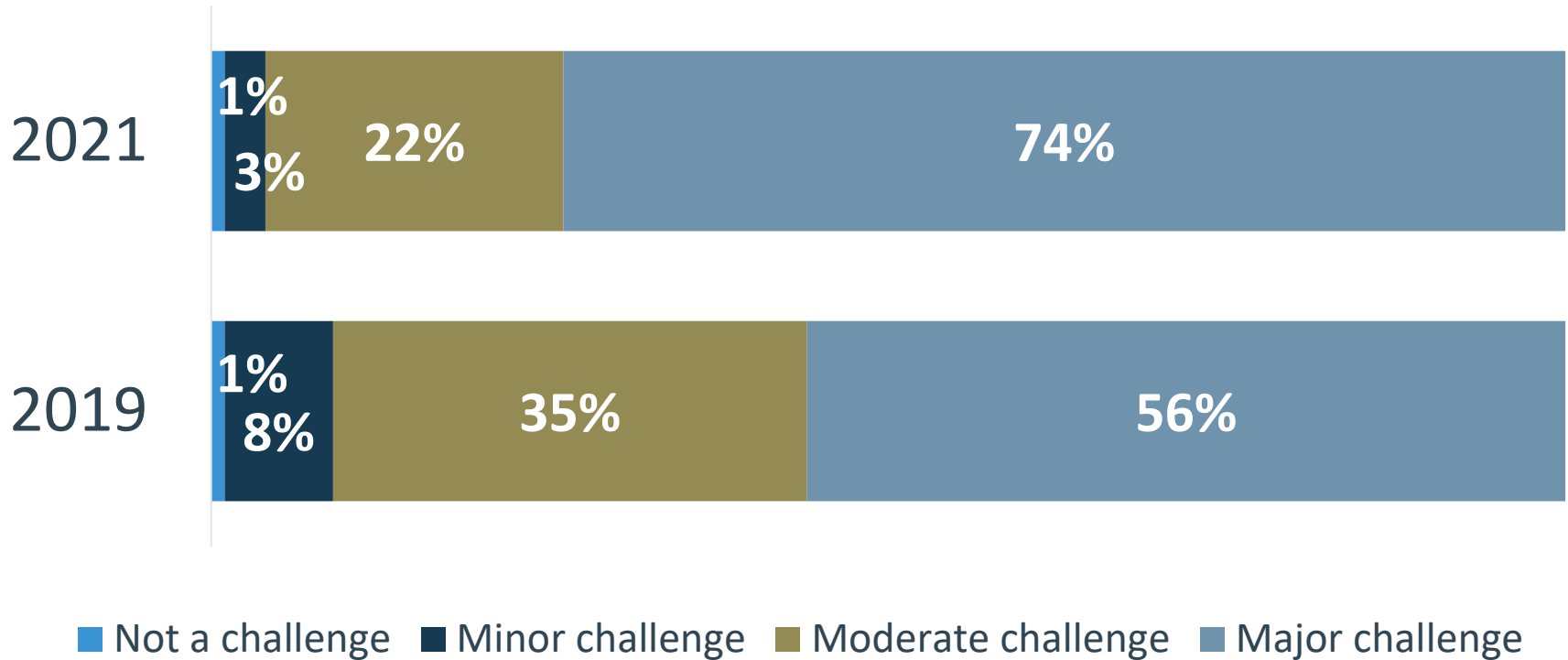
29%
Homelessness





Perceptions of Homelessness in Bloomington

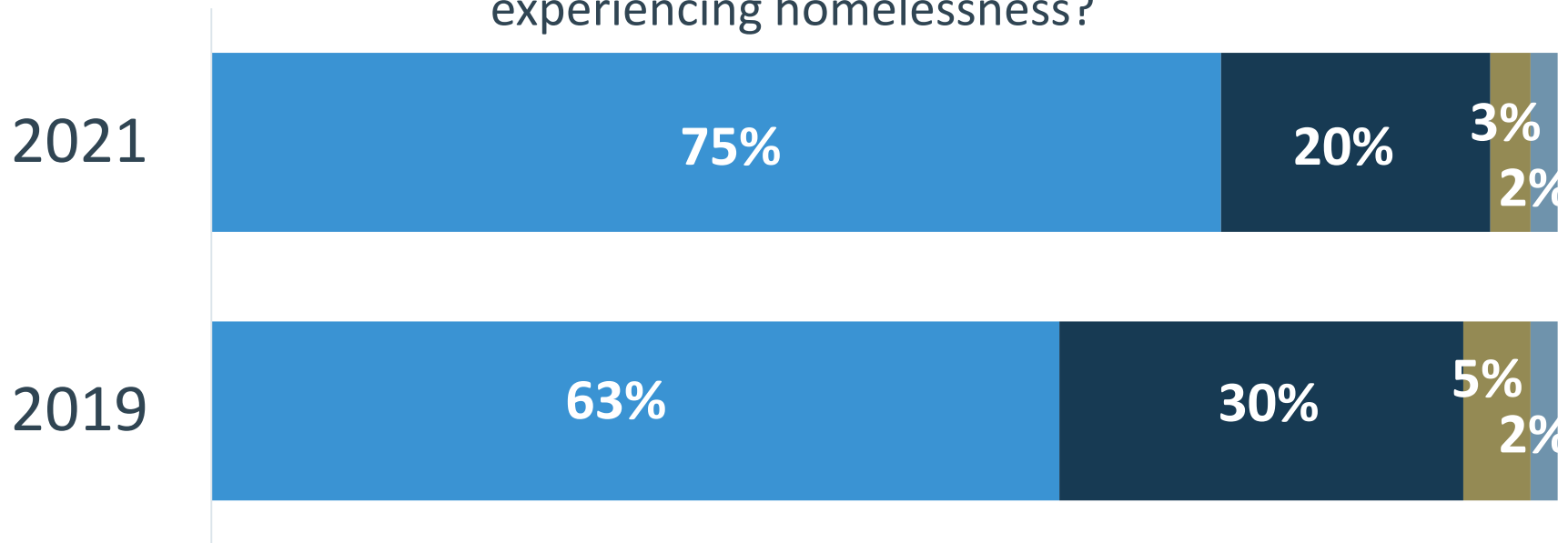
To what degree, if at all, do you think homelessness is a challenge in the City of Bloomington?





Support for Assistance for Homelessness

To what extent do you support or oppose the City assisting supportive housing for residents who are experiencing homelessness?



■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

Key Finding #5

Government performance ratings declined in 2021, highlighting opportunities for improvements and better connections with residents.



Perceptions of Overall Quality of Services Provided by the City



80% - 2017



77% - 2019



73% - 2021

Percent excellent/good



Perceptions of Government Performance

Half or more positively rated:

- Value of services for the taxes paid to the City
- Overall direction that the City is taking
- The job City government does at welcoming citizen involvement

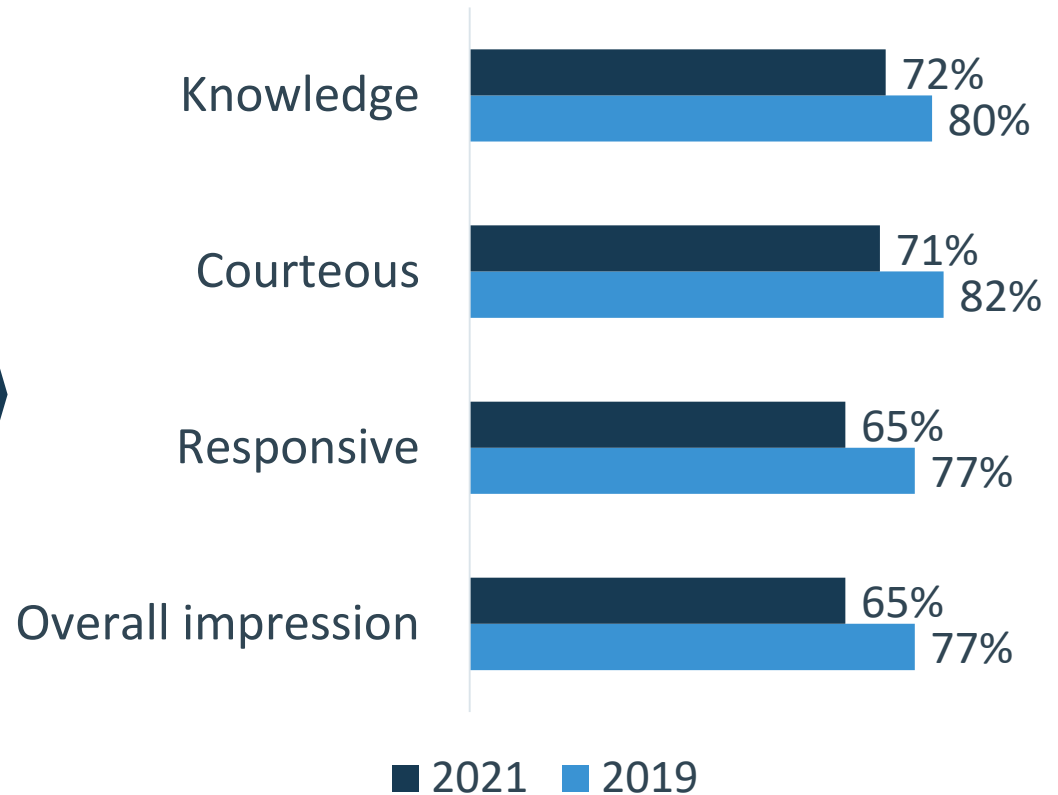
Less than half positively rated:

- Generally acting in the best interest of the community
- Treating residents with respect
- Overall confidence in City government
- Informing residents about issues facing the community
- Being honest/transparent
- Treating all residents fairly
- Listening to public concern



Perceptions of Contact with Bloomington Staff

4 in **10**
Had contacted
Bloomington staff



Percent yes or excellent/good

Key Finding #6

Education, arts, and culture
contribute to quality of life in
Bloomington.



Perceptions of Community Characteristics

At least **8** in **10** residents positively rated...

Community
support for the
arts

Overall
opportunities for
education and
enrichment

Adult educational
opportunities

Opportunities to
attend
cultural/arts/music
activities

Percent at excellent/good



Best Thing About Bloomington

12%

Entertainment and
cultural activities

7%

Access to educational
opportunities



Percent excellent/good

Follow up with Polco

Don't let the community input and dialogue conclude with the survey. On Polco you can continue to engage with residents.

Share new questions through social media, email, in-person events, local media, and other channels as appropriate. Engage with your online community panel to:

- Ask follow-up questions to your community survey. Questions can include images (maps, pictures, and video) in addition to links to better inform respondents.
- Ask about hot topics and new policy issues as they arise



Questions?

Thank you!

Damema Mann

Director of National Engagement

Polco's National Research Center

Prepared by:

