2021 Community Survey Results
Civic Communication & Analytics Platform

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

Questions about our product?
Visit www.polco.us to learn more

Advanced Survey Science & Performance Analytics

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

Exclusive partners of:
Surveys mailed to 3,000 households

527 completed (19%)

±4% margin of error

Results weighted to reflect the community
Survey Results

Results are presented by:

- Geography (Quadrants)
- Benchmarks (National, peer)
- Demographics
- Trends
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

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

2021

79%
Perceptions of Community Quality

- Bloomington as a place to live: 87%
- Bloomington as a place to visit: 78%
- Bloomington as a place to raise children: 75%
- Your neighborhood as a place to live: 74%
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
Best Thing about Bloomington

- Parks, recreation, natural environment: 22%
- Sense of community and small town feel: 14%
- Entertainment and cultural activities: 12%
- Accessibility and mobility: 10%
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
- In neighborhood: 94%
- In downtown: 92%

At Night
- In neighborhood: 75%
- In downtown: 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

<table>
<thead>
<tr>
<th>Service</th>
<th>2017</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police services</td>
<td>78%</td>
<td>83%</td>
<td>60%</td>
</tr>
<tr>
<td>Crime prevention</td>
<td>54%</td>
<td>61%</td>
<td>54%</td>
</tr>
<tr>
<td>Resident interaction with Police</td>
<td>54%</td>
<td>57%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Percent excellent/good
Residents have concerns about housing and affordability.
Perceptions of Housing and Affordability

- **46%** Availability of affordable health care
- **35%** Availability of affordable childcare/preschool
- **34%** Availability of affordable mental health care
- **34%** Well-planned residential growth
- **20%** Availability of affordable housing options

Percent excellent/good
### Declines in Housing and Affordability

<table>
<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety of housing options</td>
<td>48%</td>
<td>40%</td>
</tr>
<tr>
<td>Availability of affordable childcare/preschool</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>Availability of affordable mental health care</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>Cost of living</td>
<td>43%</td>
<td>33%</td>
</tr>
<tr>
<td>Overall development of a variety of housing options in downtown</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Availability of affordable housing options</td>
<td>27%</td>
<td>20%</td>
</tr>
</tbody>
</table>
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

- Poor: 42%
- Good: 22%
- Fair: 27%
- Excellent: 9%

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?

<table>
<thead>
<tr>
<th>Year</th>
<th>Major Challenge</th>
<th>Moderate Challenge</th>
<th>Minor Challenge</th>
<th>Not a Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>56%</td>
<td>35%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>2021</td>
<td>74%</td>
<td>22%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

- Not a challenge
- Minor challenge
- Moderate challenge
- Major challenge
Support for Assistance for Homelessness

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly support</th>
<th>Somewhat support</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>63%</td>
<td>30%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>2021</td>
<td>75%</td>
<td>20%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>
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

Percent at excellent/good
4 in 10 had contacted Bloomington staff.

**Perceptions of Contact with Bloomington Staff**

- **Knowledge**: 72% in 2021, 80% in 2019
- **Courteous**: 71% in 2021, 82% in 2019
- **Responsive**: 65% in 2021, 77% in 2019
- **Overall impression**: 65% in 2021, 77% in 2019

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
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