



**THE NCS™**  
The National Citizen Survey™

# Rosemount, MN

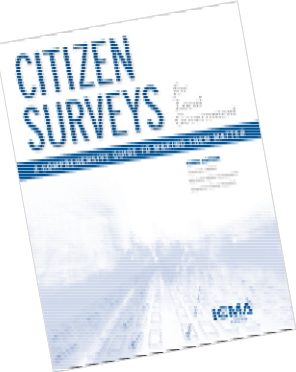
Key Findings  
2018

 **NRC** National Research Center Inc. The NCS is presented by NRC in collaboration with ICMA  **ICMA**  
Leaders at the Core of Better Communities

**“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”**

*Jane Jacobs, The Death and Life of Great American Cities*

## About NRC



- Over 20 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

## About The NCS

- Community Livability
  - Community Characteristics
  - Governance
  - Participation



## Facets of Community Livability

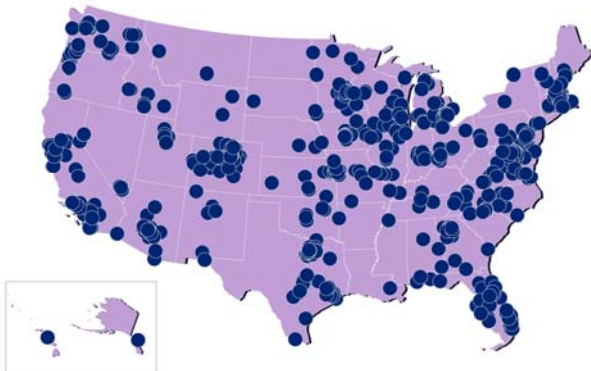


## The NCS & Rosemount

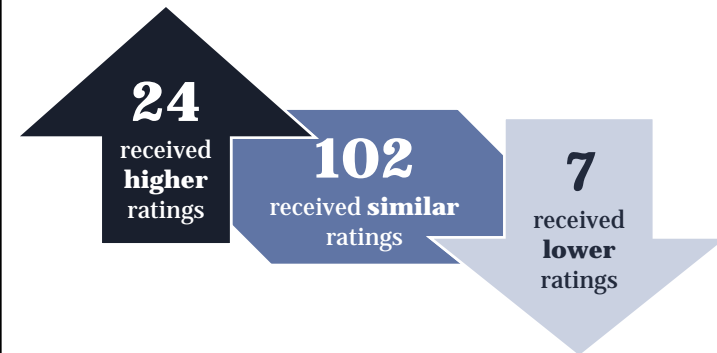
- First-time participant in The NCS
- Scientific sample of 1,600 households
  - Respondents tracked by quadrant
  - 575 returned surveys; 37% response rate
  - $\pm 4\%$  margin of error

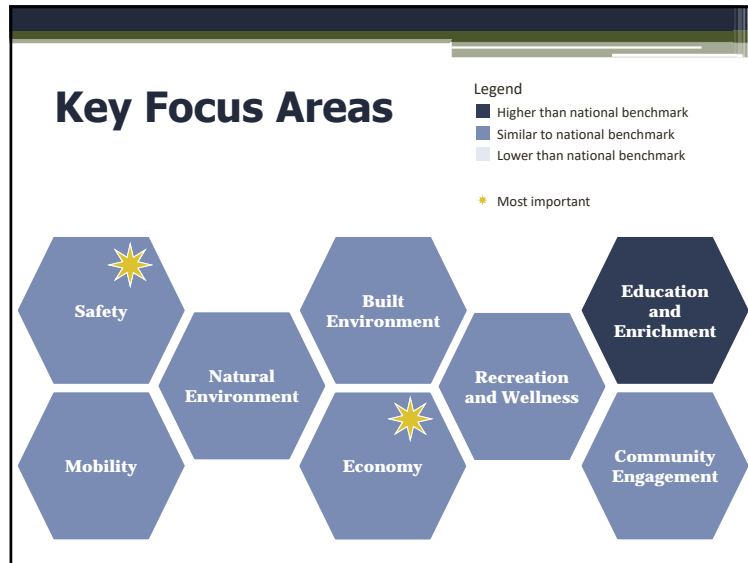


## National Benchmark Comparisons



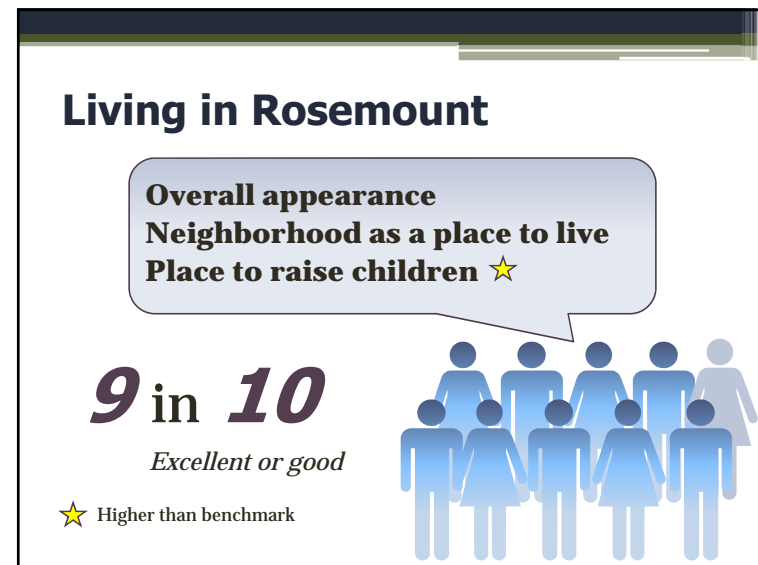
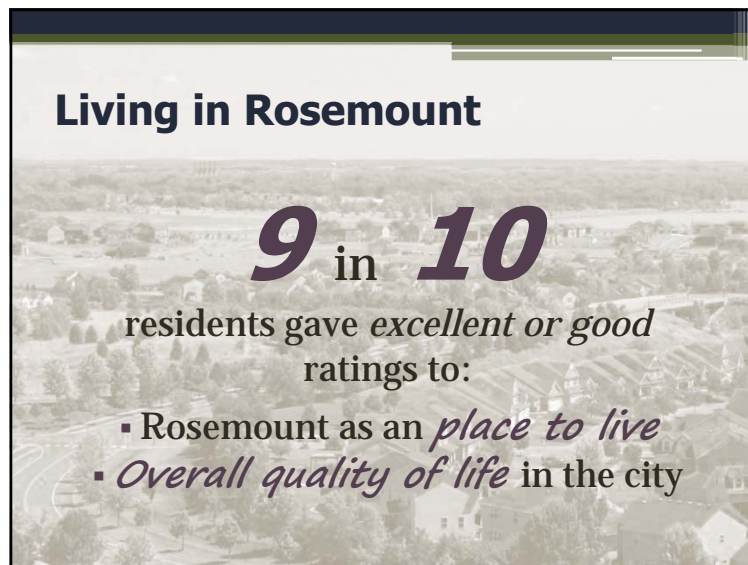
## 2018 National Benchmark Comparisons

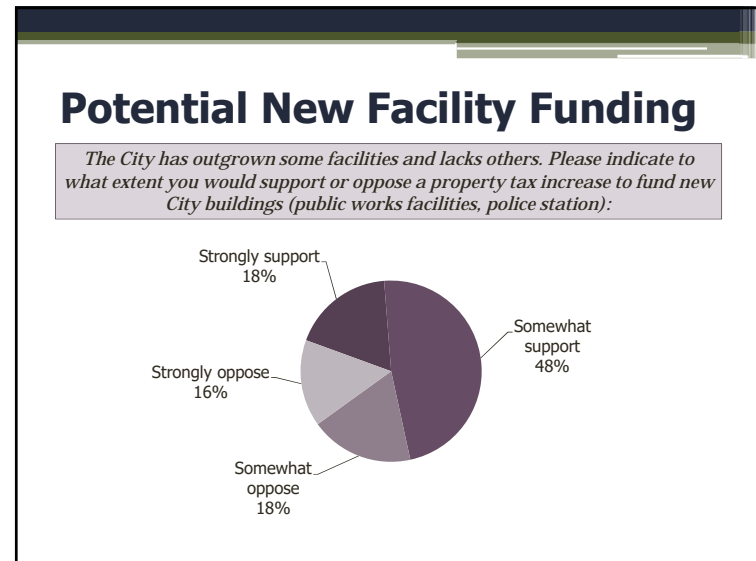
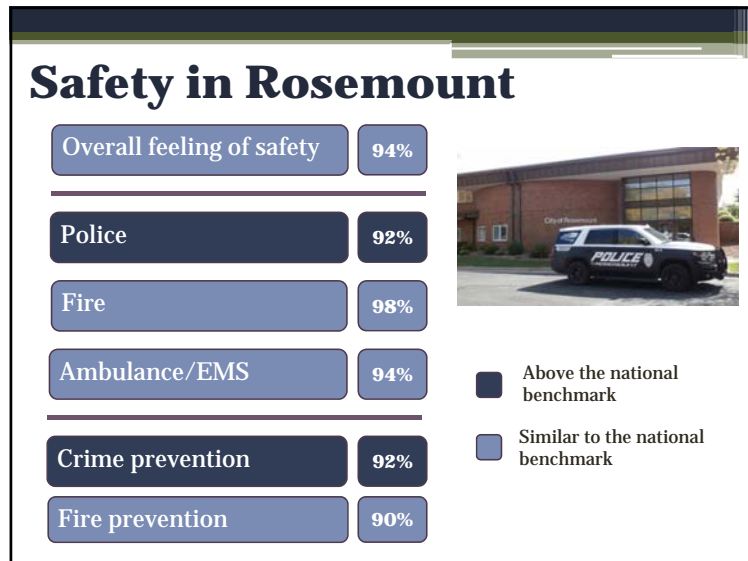
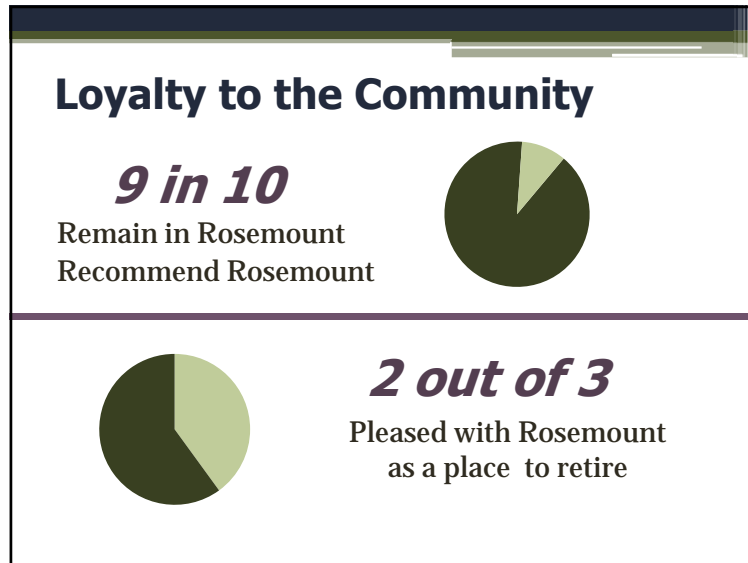




Key Finding #1

## Residents enjoy a positive *quality of life* in Rosemount





**Key Finding #2**

## Economy is likely an area of focus for Rosemount

### Economy and Affordability in Rosemount

Metric	Percentage	Higher than national benchmark
Overall economic health	77%	No
Cost of living	58%	Yes
Availability of affordable quality housing	65%	Yes
Variety of housing options	76%	Yes

★ Higher than the national benchmark

### Possible Areas of Focus

4 in 10 (or less)

- Downtown/commercial area
- Shopping opportunities
- Rosemount as a place to visit

Lower than national benchmark

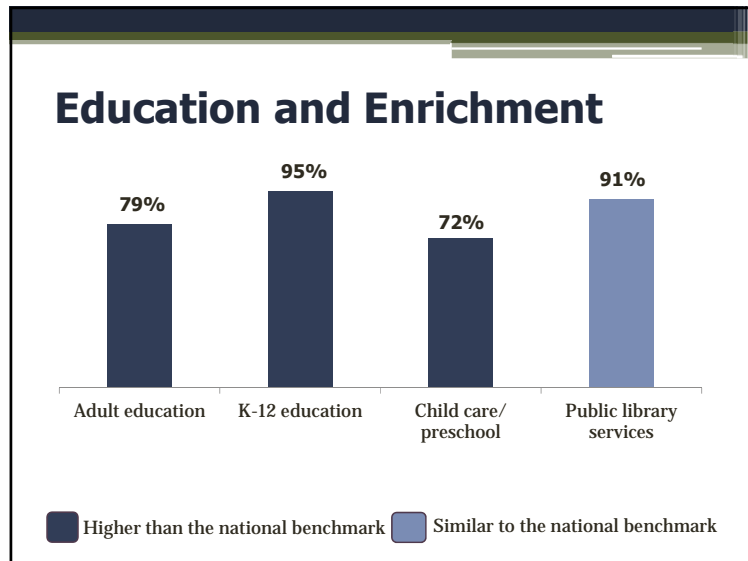
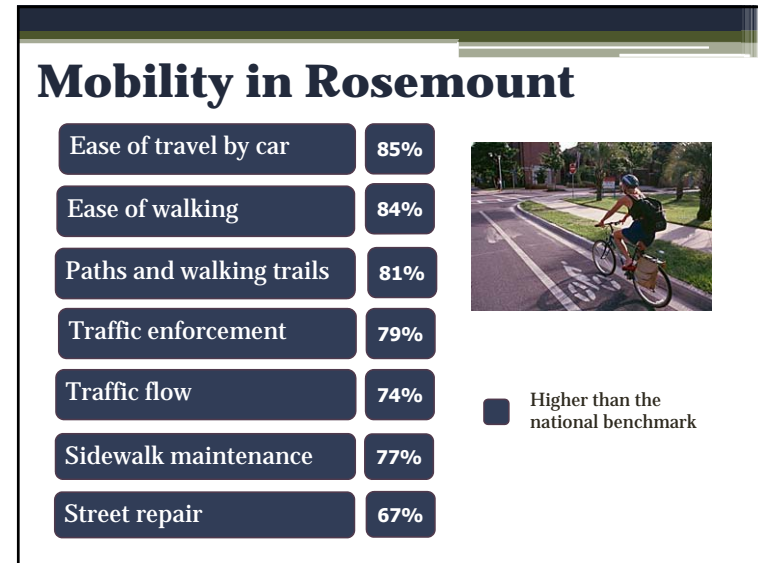
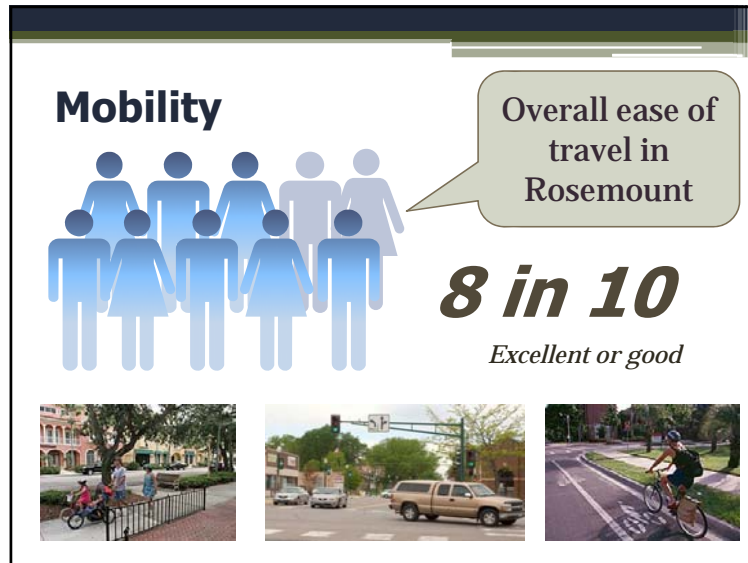
---

An ongoing goal of the City Council is the redevelopment of Downtown Rosemount. How would you rate the progress on this goal?

Rating	Percentage
Excellent	5%
Good	33%
Fair	37%
Poor	24%

**Key Finding #4**

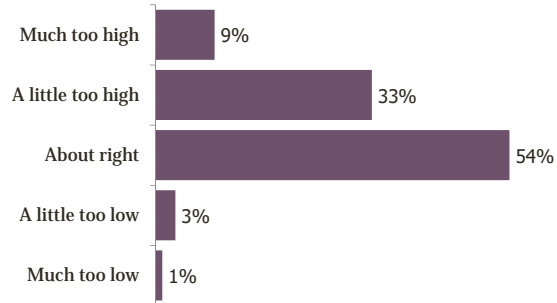
## Mobility and Education and Enrichment are areas of strength



# Special Topics

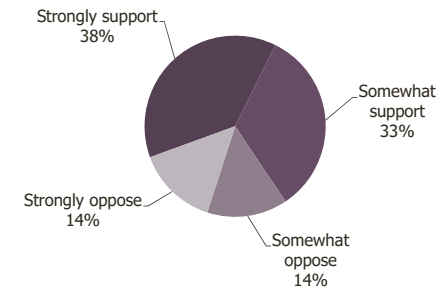
## Amount of Property Taxes

The City of Rosemont strives to be cautious in spending public funds obtained through property taxes. Thinking about the property taxes that you currently pay, would you say that this amount is:



## Potential New Facility Funding

The City has outgrown some facilities and lacks others. Please indicate to what extent you would support or oppose a property tax increase to fund a new **community recreational facility** (pool, walking track, fitness center, courts):



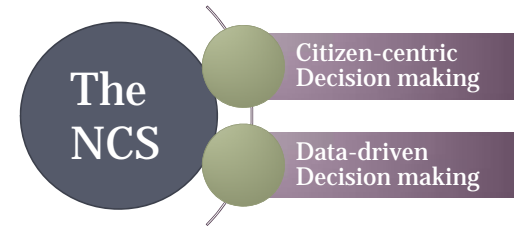
## Conclusions

Residents enjoy a positive quality of life in Rosemont.

Mobility and Education and Enrichment are strengths of the community.

While both Safety and Economy are resident priorities, Economy is a likely focus area for Rosemont.

## Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

<https://www.n-r-c.com/the-es-of-action/>

**Questions?**

**THE NCS™**  
The National Citizen Survey™

**Thank you!**

**National Research Center, Inc.**  
2955 Valmont Road Suite 300  
Boulder, CO 80301  
303-444-7863 • nrc@n-r-c.com  
www.n-r-c.com

