

# City of Brandon and Brandon Valley Area Chamber of Commerce Community Assessment Survey

 The University of South Dakota  
GOVERNMENT RESEARCH BUREAU

The City of Brandon and the Brandon Valley Area Chamber of Commerce (BVACC) is interested in your thoughts about the services that the city offers and the potential directions for the city's future. Your thoughts are important and will be used to aid in future decision making by city and economic development officials in Brandon. Please take 15 – 20 minutes to answer the following questions.

## GENERAL THOUGHTS/QUALITY OF LIFE

We would like to begin by asking your thoughts about living in Brandon.

### 1) Why do you live in Brandon?

(Please rate your top three choices from the list below by placing a 1, 2 or 3 next to them or add other options that best reflect your perspective).

- To be close to family
- Employment opportunity
- Spouse's employment opportunity
- Healthcare system
- School system
- Shopping/restaurant opportunities
- Recreation opportunities
- Small town feel
- Cost of housing
- Low crime rate
- Lower taxes
- Other: \_\_\_\_\_

### 2) What, if anything, would cause you to leave and live elsewhere?

(Please rate your top three choices from the list below by placing a 1, 2 or 3 next to them or add other options that best reflect your perspective).

- A better healthcare system
  - A better school system
  - Better shopping/restaurant opportunities
  - Better recreational opportunities
  - Better employment opportunities
  - Lower cost of housing
  - Lower crime rate
  - Lower taxes
  - Change in family status (retirement, grown children, etc.)
  - Nothing
  - Don't Know/Unsure
  - Other (Please list) \_\_\_\_\_
-

## GENERAL THOUGHTS/QUALITY (Cont.)

### 3) What do you find most appealing about living in Brandon?

(Please rate your top three choices from the list below by placing a 1, 2 or 3 next to them or add other options that best reflect your perspective).

- |  |  |
|--|--|
| <input type="checkbox"/> Healthcare system                 | <input type="checkbox"/> Low crime rate            |
| <input type="checkbox"/> School system                     | <input type="checkbox"/> Lower taxes               |
| <input type="checkbox"/> Shopping/restaurant opportunities | <input type="checkbox"/> Nothing                   |
| <input type="checkbox"/> Recreation opportunities          | <input type="checkbox"/> Don't Know/Unsure         |
| <input type="checkbox"/> Employment opportunities          | <input type="checkbox"/> Other (Please list) _____ |
| <input type="checkbox"/> Small town feel                   | _____  |
| <input type="checkbox"/> Cost of housing                   |  |

## SATISFACTION WITH CITY'S PERFORMANCE

The mission statement for the City of Brandon is to, "create an environment for its citizens to build a better life by using resources wisely, managing growth and providing quality services in a safe and professional manner."

### 4) Please indicate if you Strongly Agree (SA), Agree (A), Neither Agree nor Disagree (N), Disagree (D), or Strongly Disagree (SD) with each of the following statements. If you don't know (DK), please choose that option.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ UNSURE
In general, I am satisfied with the City of Brandon's performance in achieving the goals articulated in the mission statement above.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, I am hopeful about Brandon's future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, I am satisfied with the performance of the city government in Brandon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, I am satisfied with the overall performance of the Brandon Valley Area Chamber of Commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, Brandon is a progressive community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, I am happy with the direction the City of Brandon is moving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## ACCESSIBILITY

Now, please answer a few questions about how you interact with the city government in Brandon.

### 5) Which of the following do you use most often when seeking information on local government?

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> TV           | <input type="checkbox"/> Chamber website                                     | <input type="checkbox"/> Personal visit(s)                                  |
| <input type="checkbox"/> Newspaper    | <input type="checkbox"/> Social networking sites such as Facebook or Twitter | <input type="checkbox"/> I do not keep up with local government information |
| <input type="checkbox"/> Radio        | <input type="checkbox"/> Phone   |   |
| <input type="checkbox"/> City website |  |   |

## ACCESSIBILITY (Cont.)

6) Please indicate if you Strongly Agree (SA), Agree (A), Neither Agree nor Disagree (N), Disagree (D), or Strongly Disagree (SD) with each of the following statements. If you don't know (DK), please choose that option.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ UNSURE
City government officials care what people like me think.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City government officials are accessible to people like me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, I have been satisfied with my experience with city government officials I have had contact with in the past 24 months. (If you have had no contact, please check 'Don't Know'.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## ECONOMIC DEVELOPMENT /TOOLS/REVITALIZATION

Now we would like to talk to you about city's economic development.

7) Please indicate if you Strongly Agree (SA), Agree (A), Neither Agree nor Disagree (N), Disagree (D), or Strongly Disagree (SD) with each of the following statements. If you don't know (DK), please choose that option.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ UNSURE
In general, I am hopeful about Brandon's future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, homes in Brandon are affordable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, rent in Brandon is affordable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brandon has enough starter homes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brandon has too many starter homes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brandon needs more multi-family housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with the town's appearance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see the town invest in beautification projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see the town invest in a new City Hall building.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see Brandon create more town ordinances that regulate storefront appearance and signage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with the number and quality of businesses in town.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The city should invest in developing a town center with a "Main Street" feel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8) In the box below, please indicate where in Brandon would be your first choice to develop a town center. Please be as specific as possible.

## SHOPPING/RETAIL

### 9) Which of the following do you use most often when seeking information about shopping or retail services in Brandon?

(Please rate your top three choices from the list below by placing a 1, 2 or 3 next to them or add other options that best reflect your perspective).

- |                 |   |  |
|-----------------|---|--|
| ___TV           | ___Chamber website  | ___Personal visit(s)                                     |
| ___Newspaper    | ___Social networking sites such as<br>Facebook or Twitter | ___I do not keep up with local<br>government information |
| ___Radio        | ___Phone  |  |
| ___City website |   |  |

### 10) When you choose to shop in Brandon, what is your primary reason for choosing to shop in Brandon rather than Sioux Falls?

- |                                |            |              |
|--------------------------------|------------|--------------|
| ___to support local businesses | ___price   | ___selection |
| ___convenience                 | ___service |              |

### 11) Please indicate if you Strongly Agree (SA), Agree (A), Neither Agree nor Disagree (N), Disagree (D), or Strongly Disagree (SD) with each of the following statements. If you don't know (DK), please choose that option.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW UNSURE
It is important for me to buy in Brandon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Even if there were more options in Brandon, I would likely still do most of my shopping in Sioux Falls.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with the diversity of retail in Brandon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with the prices of retail in Brandon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with the convenience of retail in Brandon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be more likely to shop in Brandon if there were an identifiable shopping area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brandon should seek a large specialized retailer (e.g. Cabelas, Bass Pro Shops, Gander Mountain, or others) to attract people off of I-90.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would prefer Brandon focus its attention more on small, specialized retailers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 12) In the box below, please indicate what one retail shop (or type of retail shop) you would most like to see in Brandon

### 13) In the box below, please indicate what one restaurant (or type of restaurant) you would most like to see in Brandon

## MARKETING AND PROMOTIONS

Next, we would like your thoughts about how Brandon markets and promotes itself.

14) Please indicate if you Strongly Agree (SA), Agree (A), Neither Agree nor Disagree (N), Disagree (D), or Strongly Disagree (SD) with each of the following statements. If you don't know (DK), please choose that option.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ UNSURE
I am aware of Hometown Days.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to attend Hometown Days.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think Hometown Days is an important event for Brandon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to see more community celebrations like Hometown Days throughout the year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am aware of the City of Brandon commercials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The City of Brandon commercials are effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The City of Brandon commercials are worth the city's investment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am aware of the "Buy Brandon" campaign.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have tried to shop more in Brandon because of the "Buy Brandon" campaign.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The "Buy Brandon" message is too strong.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The "Buy Brandon" message is not strong enough.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## UTILITIES

Next, we would like your thoughts about the public utilities provided to residents in Brandon.

15) Please indicate if you Strongly Agree (SA), Agree (A), Neither Agree nor Disagree (N), Disagree (D), or Strongly Disagree (SD) with each of the following statements. If you don't know (DK), please choose that option.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ UNSURE
In general, I am satisfied with the reliability of services provided by the Brandon Water/Sewer Department.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, I am satisfied with the city rates for water.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

To provide softened water to residents and businesses, as is done in Sioux Falls, the City of Brandon would have to invest in capital equipment that would require an extra per household charge.

16) Would you be willing to pay an extra \$2.50 per month to have softened water in Brandon?

\_\_\_ Yes

\_\_\_ No

\_\_\_ Don't Know







**24) If Brandon considers building a community center, community input will be important to shape what is to be included in that center. Please rate your top three choices for what you'd like to see in such a community center by placing a 1, 2 or 3 next to them. Please add other options that best reflect your perspective, as appropriate.**

- \_\_\_ Meeting spaces for community members and groups.
- \_\_\_ Recreation facilities such as basketball or other sport courts.
- \_\_\_ An indoor pool
- \_\_\_ An indoor ice rink
- \_\_\_ Computing facilities
- \_\_\_ Continuing education facilities
- \_\_\_ A restaurant/dining establishment
- \_\_\_ Specialized rooms for activities such sewing, game-playing
- \_\_\_ An exercise or weight room
- \_\_\_ Gaming facilities (for Wii or other youth and adult video gaming)
- \_\_\_ Other (Please identify in the box below)

**25) Finally, please help the city prioritize its allocation of funds to recreation programs by identifying the projects you believe are most important.**

(Please rate your top three choices from the list below by placing a 1, 2 or 3 next to them or add other options that best reflect your perspective).

- \_\_\_ Additional Soccer Field (s) (Complex)
- \_\_\_ Bike/Pedestrian paths
- \_\_\_ Dog Park
- \_\_\_ Repair and Maintain Existing Parks' Infrastructure
- \_\_\_ Replace Old Playground Equipment in Parks
- \_\_\_ Remodel and Expand Outdoor Pool
- \_\_\_ Build an Indoor Pool
- \_\_\_ Build a town Community Center
- \_\_\_ Other (Please identify in the box below)

## DEMOGRAPHICS/CONCLUSION

To conclude, we would like to ask a few questions about you. We realize that providing information about you — things like your age, income, or other details — can be uncomfortable. Any information that you provide here — as with the rest of the survey — will be kept confidential.

**26) In what year were you born? \_\_\_\_\_**

**27) Do you live inside or outside of Brandon city limits?**

- Inside city limits
- Outside city limits
- Outside city limits but receive city services like city water
- Inside city limits but do not receive city services like city water
- Other: \_\_\_\_\_

**28) Do you live within one mile of Sioux Falls city limits?**

- Yes
- No
- Don't Know

**29) Which of the following best describes where you live?**

- Own a single family home
- Rent an apartment or home
- Other (specify): \_\_\_\_\_

**30) What race/ethnicity best describes you?**

- White or Caucasian
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and other Pacific Islander
- Hispanic or Latino
- Other: \_\_\_\_\_

**31) Please identify your annual pre-tax household income based upon the following categories:**

- Less than \$10,000
- \$10,000 – \$14,999
- \$15,000 – \$24,999
- \$25,000 – \$34,999
- \$35,000 – \$49,999
- \$50,000 – \$74,999
- \$75,000 – \$99,999
- \$100,000 – \$149,999
- \$150,000 – \$199,999
- \$200,000 or more

**32) Please indicate your gender.**

- Male
- Female

**33) Please indicate how many other individuals live in your household with you:** \_\_\_\_\_

**34) Please indicate how many children 18 years or under live in your household:** \_\_\_\_\_

**35) Which of the following best describes your current employment status?**

- Unemployed, actively seeking employment
- Unemployed, not actively seeking employment
- Employed part-time
- Employed full-time
- Retired
- Other (specify): \_\_\_\_\_

**36) If employed, in what city do you work?** \_\_\_\_\_

**37) Which of the following best describes your current marital status?**

- Single, never married
- Single, divorced
- Single, living with someone
- Married
- Widowed
- Other (specify): \_\_\_\_\_

**38) Where do you currently attend church?**

- In Brandon
- in Sioux Falls
- Other community (specify) \_\_\_\_\_
- I don't currently attend church

**39) Over the course of the survey you may have had other thoughts or wanted to provide further detail about your responses. Please take a moment to share any additional comments you might have in the space below:**

*Thank you for taking time to complete this survey. Be sure to enclose your survey and raffle ticket in the envelope provided and send it back to the address provided to be entered to win one of five \$25 gift certificates. The results from the survey will be available to you and the members of your community by the end of July.*