The University of South Dakota

GOVERNMENT RESEARCH BUREAU

FINAL PROJECT REPORT
CITY OF BRANDON AND BRANDON VALLEY AREA CHAMBER OF COMMERCE
COMMUNITY ASSESSMENT SURVEY

15 AUGUST 2010

PREPARED BY:

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Section 1: Survey Planning

The survey instrument was constructed by the USD Government Research Bureau (GRB) led by project director Dr. Shane Nordyke. The survey was crafted through an initial meeting with the Brandon City Council for direction and a day of focus groups with Brandon City Council Members, Members of the Brandon Valley Area Chamber of Commerce (BVACC) and community members. These meetings were designed to provide the GRB guidance with the topic areas most relevant to and specific needs of the Brandon community. These meetings were augmented by online communication, commentary and phone conversations.

The final survey version included 111 open- and closed-ended questions. The questions were balanced among areas such as local economic development, satisfaction, accessibility and opinions about government service, retail options, and parks and recreation in Brandon.

Survey Materials and Procedures

Survey packages were sent to 2500 households within the Brandon city limits during the last week of June 2010. The list of households was provided by the City of Brandon and was a full list of the city's municipal utility customers. The Government Research Bureau at the University of South Dakota has used similar approaches to conducting past surveys.

The survey package included three principal items—a cover letter, paper survey copy, and raffle ticket—all of which are provided in this report as Appendix A. The cover letter explained the purpose of the study, provided directions to the respondent, and offered points of contact for the study's principal investigators at the University of South Dakota. The cover letter also included a web address for the respondent to complete the survey online rather than submitting the hard copy if they preferred.

The survey itself was deployed in two forms. The first—included in the survey package provided to potential respondents—was a paper copy survey; the second was an online version of the survey.
The survey package also included a raffle ticket. Respondents were informed that returning the survey with a completed raffle ticket would enter them in a drawing for one of a series of $25 Brandon Bucks gift certificates. Similar techniques improve response rates in marketing, survey, and experimental research.

Two reminder postcards were sent to all 2500 households that were originally sampled during the initial survey deployment. The cards—copies of which are provided in Appendix A—provided respondents with a gentle reminder about the survey.

How Many and Who Responded?

The Brandon Community Survey received 865 responses. The response rate for the survey was 34.6% which is well above typical paper copy survey response rates that often hover between 10 and 20%. The margin of error for the survey is +/- 2.83%.

The following sections offer details about the survey's respondents. Most importantly, it provides guidance about how the survey's respondent profile maps to the 2000 US Census figures for the City of Brandon.

Overall Demographic Profiles

Tables 1 & 2 below offers some details about the response rates for the Pierre Community Survey by demographic characteristics. For every characteristic the number and percentage of survey respondents is listed with the actual percentage of Brandon community residents as counted in the 2000 Census.

Table 1: Age of Brandon Survey Respondents and Community Members

	Brandon Survey		Census 2000	Census 2000 without 18 & under
Age Cohort (years)	**Count**	**%**	**%**	**%**
18-24	1	<1%	6.6%	10.1%
25-44	335	41.5%	34.9%	53.3%
45-64	325	40.3%	17.2%	26.3%
65+	146	18.1%	6.8%	10.4%
	807	**100**	**65.5%**	**100%**

Table 1 provides the age distribution for survey respondents and the distribution according to the 2000 census. Since we don't expect survey respondents to be in the under 18 age category, we have also provided an additional breakdown of the percentage of community members in each category excluding those under 18. This provides a better comparative set for the distribution we have in the survey. Table 1 reveals that younger community members, particularly those in the 18-24 year category are slightly underrepresented and older community members are slightly over represented. This is not uncommon in household surveys, but should be taken into consideration when interpreting survey results.

Table 2: Other Brandon Community Survey Demographics

	Brandon Survey		Census 2000
	Count	**%**	**%**
Gender			
Male	293	36%	49.2%
Female	519	64%	50.8%
Total	**812**		

Table 2: Other Brandon Community Survey Demographics-Continued

	Brandon Survey		Census 2000
Race			
White	825	98.8	98.2%
Native American	0	0%	0.4%
African American	0	0%	0.4%
Other	10	.2%	<1%
Total	**835**	**100%**	**100%**
Marital Status			
Single, Never Married	21	2.5%	33.3
Single, Divorced	59	7.2%	1.3
Single, Co-habitating	15	1.8%	--
Married	679	82.3%	58.7
Widowed	49	5.9%	4.5
Other	2	.2%	2.2
Total	**825**	**100**	**100%**
Employment Status			
Employed (Full- or Part-Time)	604	74%	65.9%
Unemployed	10	1.2%	2.9%
Out of Labor Force (retired or disabled)	170	20.8%	30.6%
Other	32	3.9%	--
Total	**816**	**100%**	**99.4%**

It is also worth noting that the average household size of respondents was 3.1 members per household and the average number of children under 18 per household reporting was 1. The data included higher than average numbers of female and elderly respondents and lower proportions of younger respondents. The survey results and any public policy decisions based on them should consider these anomalies and caveats appropriately. The demographics included in Tables 1 & 2 otherwise suggest that the survey was broadly representative of the Pierre city area.

Additional Demographic Information

Besides asking respondents for information about above items, the survey also requested data about Brandon residents' housing status, housing location, pre-tax household income, city of employment, and community in which they attend church. Figures 1-3 on the next two pages highlight Brandon residents' responses to these questions.

Figure 1: Housing Situation

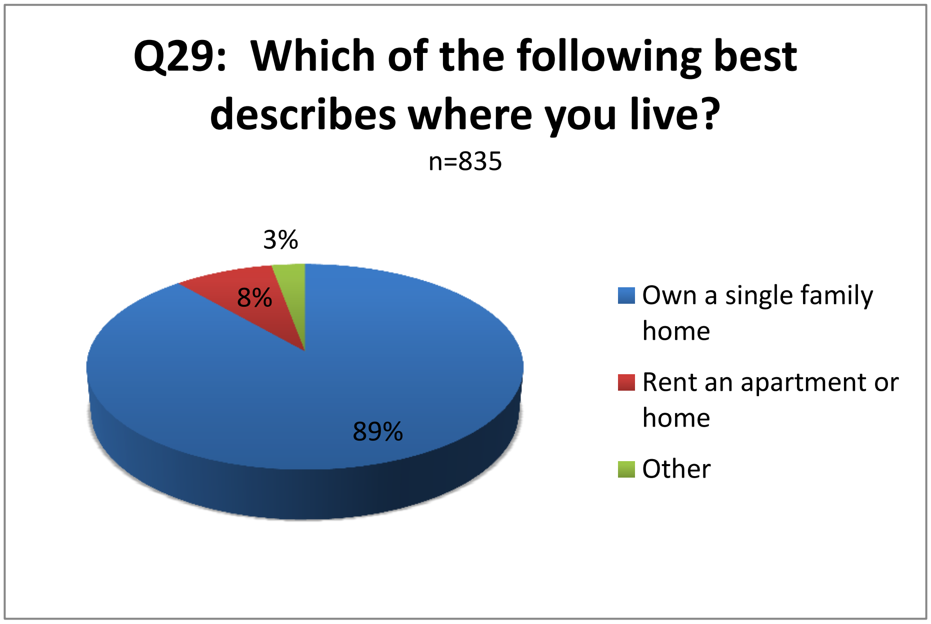
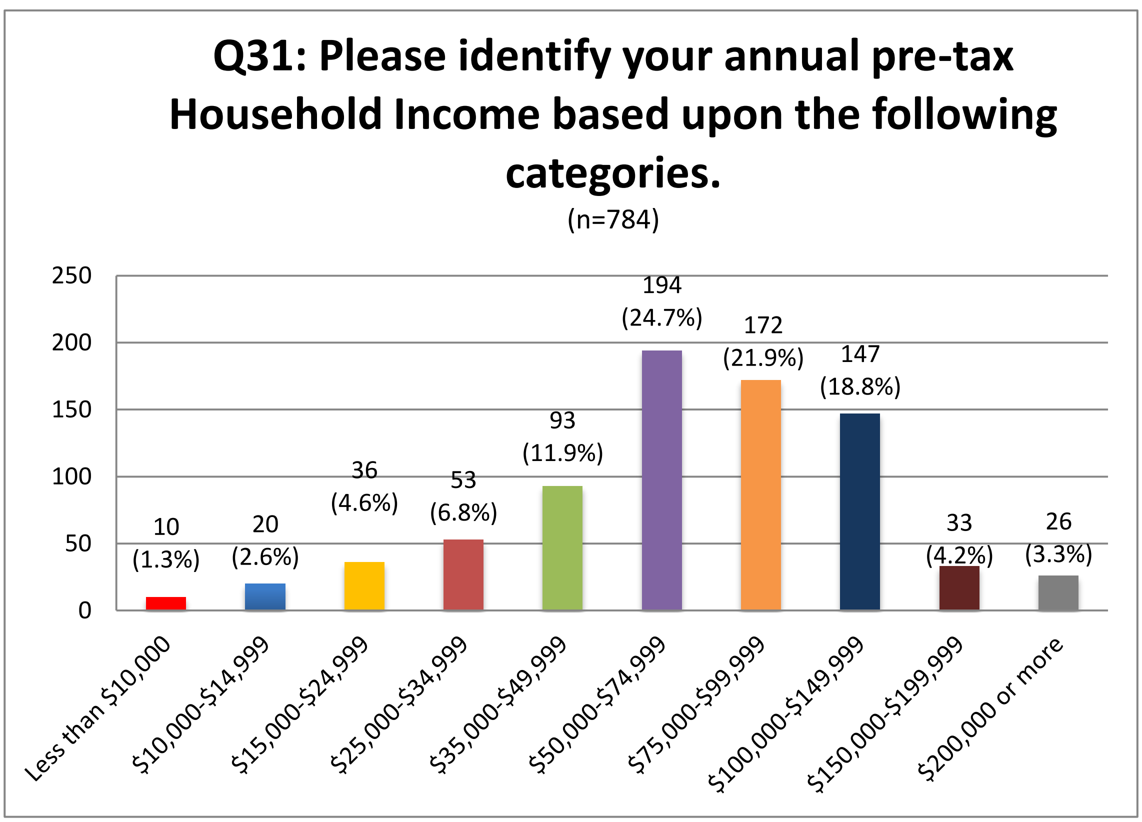


Figure 2: Annual Pre-Tax Household Income



Figures 1 and 2 indicate that a substantial majority of respondents own a single family home (89%) and that a plurality (26.3%) makes over $100,000 a year. The survey also asked respondents to identify the community in which they work and attend church. The majority of respondents that indicated they were employed reported that they work in Sioux Falls (67%). Only 24% of employed respondents indicated working in Brandon. Conversely, the majority of respondents indicated that they do attend church in Brandon (61%). It is also important to consider that 86% of respondents indicated that they live within Brandon city limits and 90% of respondents indicate that they live within 1 mile of Sioux Fall's city limits.

Figure 3: Where Employed Respondents Work

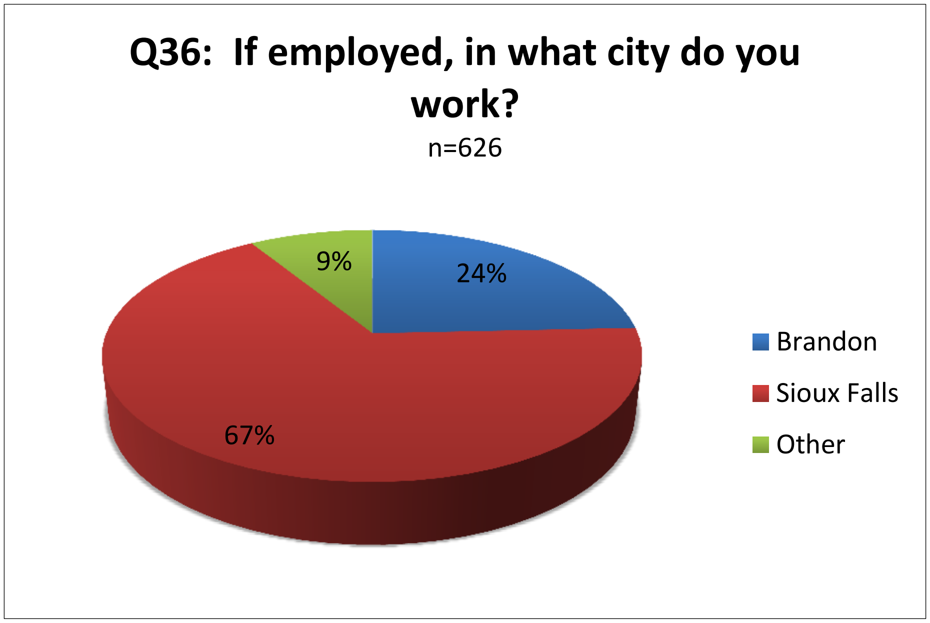
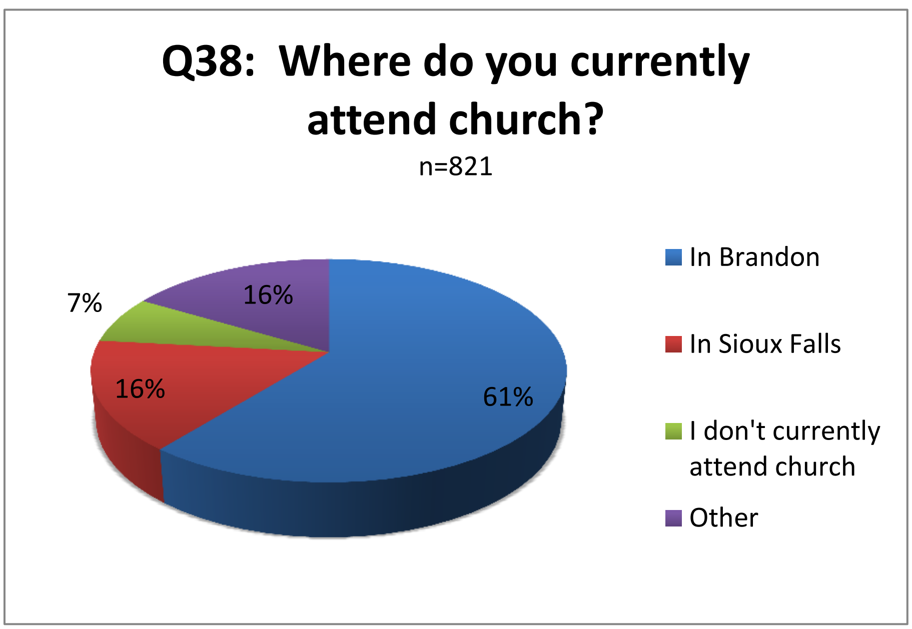


Figure 4: Where Respondents Attend Church

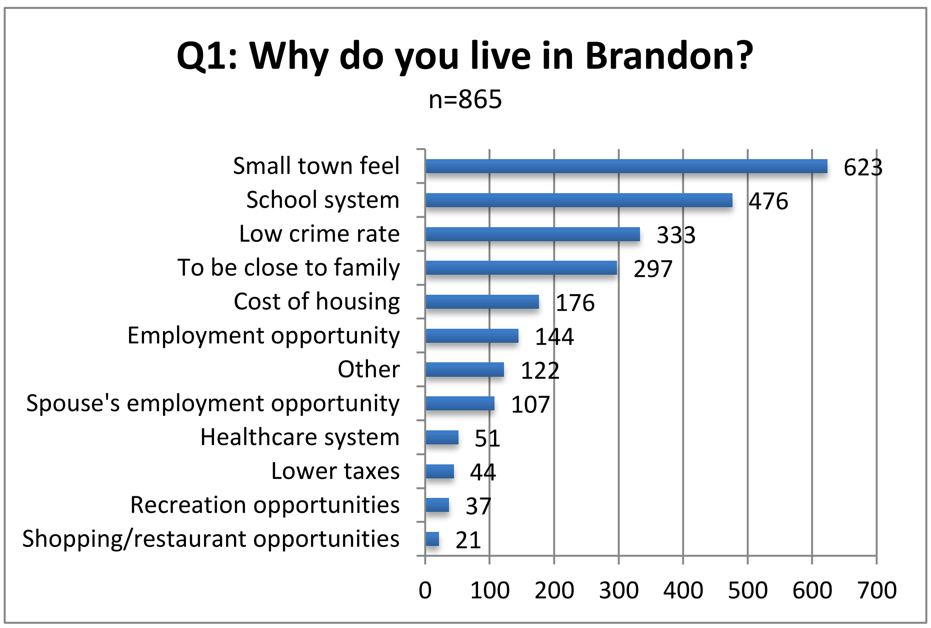


The following section details our findings from the 111-item survey. The results of the survey have been collated into topical sections. Given the number of results, a detailed analysis of each question would in all likelihood prove tedious to read and process. As such, the important trends for each section will be distilled from the combined questions. Every response—should readers wish to know the results of a particular question—has been graphed and included by topic in Appendix B. Additionally, the survey instrument is included in Appendix A of this report should readers wish to know where any particular question was placed within the survey, or to ascertain the context of the question in relation to its surrounding.

Perceptions of Community

First, we asked a series of questions of general perceptions of Brandon including why people chose to live there, what might cause them to leave and the strengths of the community. As seen in Figure 5, when asked about the top three reasons they live in Brandon, the "small town feel" received more responses than any other reason, followed by the school system and low crime rate. Similarly Figure 6 indicates that respondent's find the school system, low crime rate, and lower taxes most appealing about Brandon. Figure 7 shows that when asked about reasons they might choose to leave Brandon, a change in family status, employment opportunities, and lower housing costs were the top three choices selected.

Figure 5: Reasons for Living in Brandon[1]



[1] For some questions, respondents were asked to select their top three choices. For these questions the number of responses will be greater than the number of respondents.

Figure 6: Most Appealing Aspects of Brandon

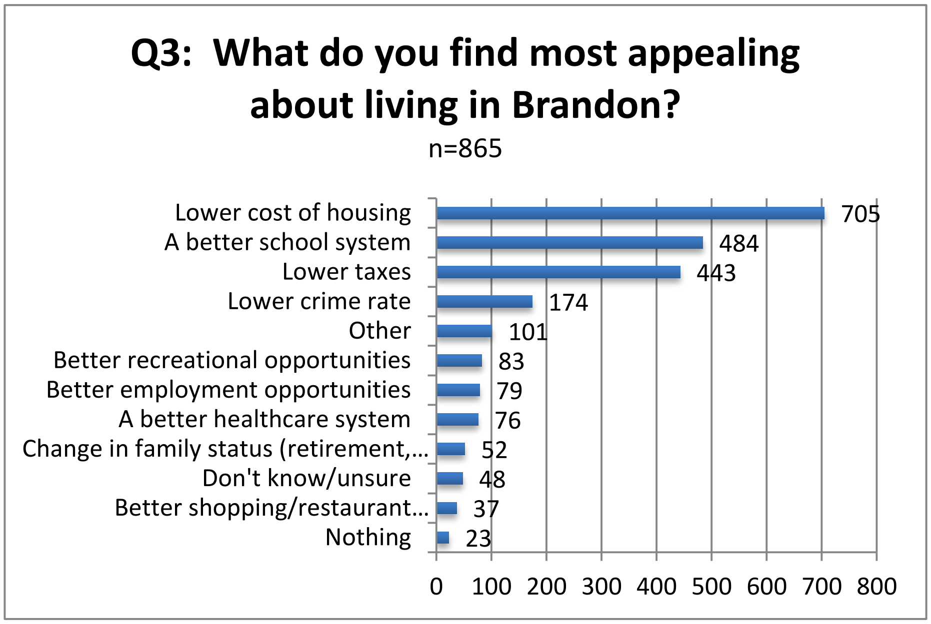
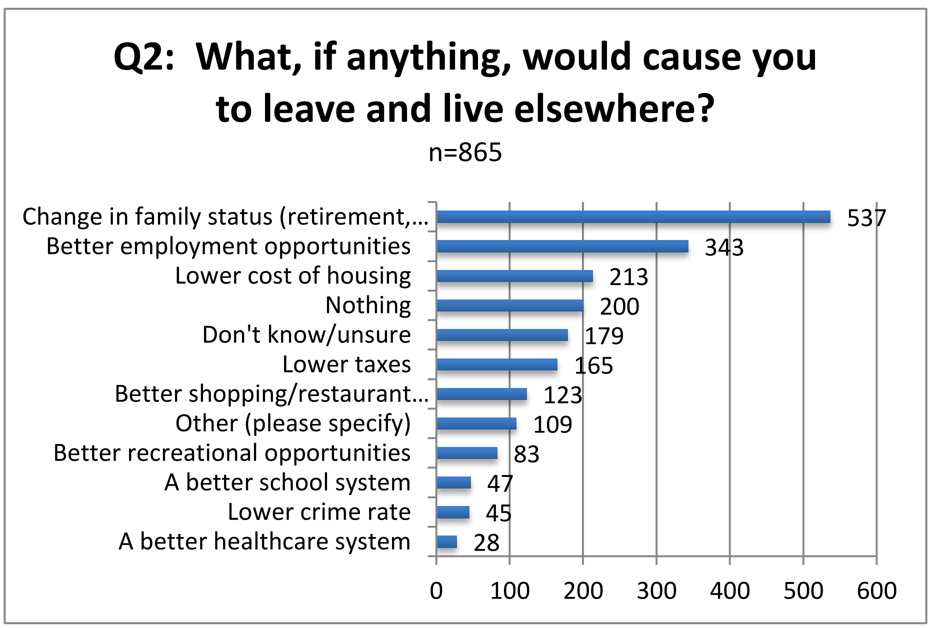


Figure 7: Reasons to Leave Brandon



The survey also asked respondents a series of questions to gauge their general satisfaction with living in Brandon. Respondents were asked to indicate their level of agreement with 7 different statements about satisfaction levels. Their responses were limited to a five point scale that ranged from Strongly Disagree to Strongly Agree, and an option of "Don't Know/Unsure".[2] The survey also provided a copy of Brandon's mission statement as a reminder for respondents. Table 3 provides the distribution of these results.

[2] This same scale is used throughout most of the survey.

Table 3: General Satisfaction with Community

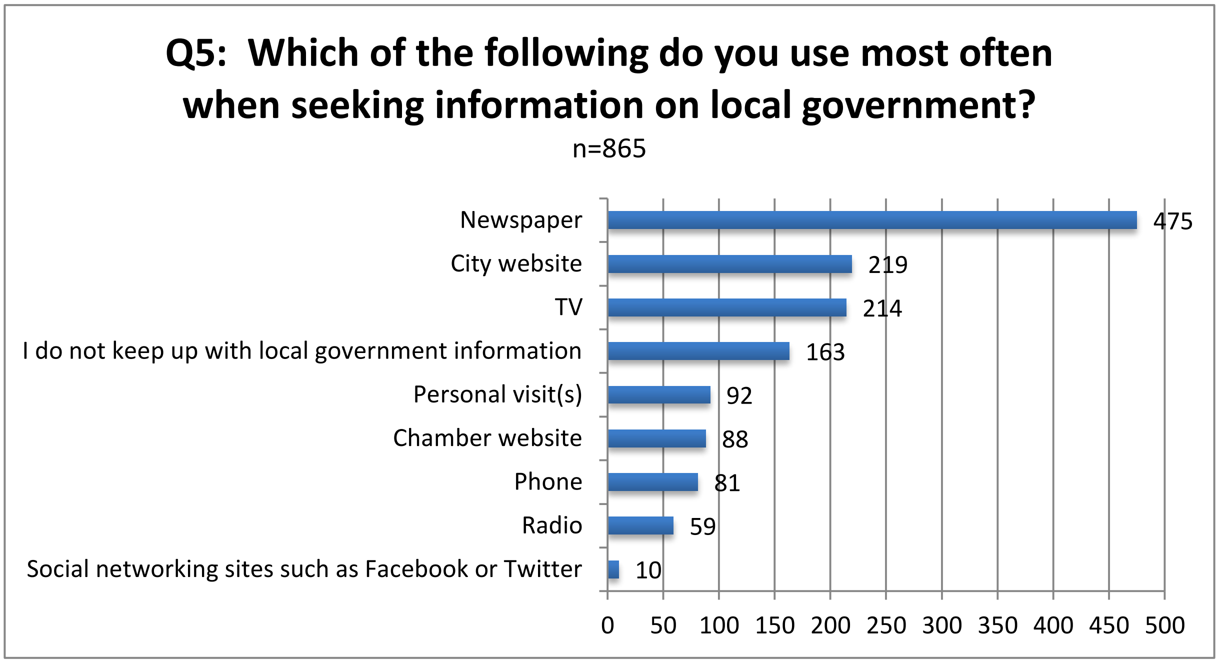
Question Four (a-f)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
In general, I am satisfied with the City of Brandon's performance in achieving the goals articulated in the mission statement above.	17%	64%	11%	4%	1%	3%
In general, I am hopeful about Brandon's future.	31%	62%	5%	1%	0%	1%
In general, I am satisfied with the performance of city government in Brandon.	13%	59%	17%	6%	2%	3%
In general, I am satisfied with the overall performance of the Brandon Valley Area Chamber of Commerce.	15%	57%	19%	3%	0%	6%
In general, Brandon is a progressive community.	27%	60%	9%	2%	1%	1%
In general, I am happy with the direction the City of Brandon is moving.	20%	62%	13%	3%	0%	2%

The results show that, in general, respondents are quite satisfied and hopeful with the City government and community in Brandon. For all questions a substantial majority of respondents either agreed or strongly agreed that they were satisfied, hopeful or happy, with the current performance of direction of the community. The highest levels of agreement were in regards to being hopeful about the future of Brandon (93%) and to feeling that Brandon is a progressive community (87%). The highest levels of disagreement were in regards to satisfaction with the performance of city government in Brandon, however this still only totaled 8% for all those that either disagree or strongly disagree.

Interactions with City Government

Brandon residents were asked a series of questions about their engagement with local government in particular. First they were queried about the source they use most often for obtaining information on local government issues. As can be seen in Figure 8, by and large, respondents indicated that the newspaper was their primary source for information. The city website and television came next, though each had less than half the responses of the newspaper. Social networking sites such as Facebook or Twitter do not appear to be a primary source of information about local government for survey respondents.

Figure 8: Local Government Information Sources



Respondents were also asked to report on their perceptions of and experiences with the City Government of Brandon. Table 4 presents these results. Almost half (46%) of respondents either agreed or strongly agreed that City government officials care about what they think. Only 9% of respondents actually disagreed with this statement. Similarly, half of the survey respondents agreed or strongly agreed that city government officials were accessible. When asked about their satisfaction with their experiences with city government officials in the past 24 months, almost half indicated that they did not know or were unsure. This was the recommended response if the respondent had not had any interaction with a city government official in the past 24 months. Of those that knew, the majority agreed or strongly agreed that they were satisfied.

Table 4: Perceptions of and Experiences with City Government

Question Six (a-c)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
City government officials care what people like me think.	6%	40%	31%	7%	2%	14%
City government officials are accessible to people like me.	7%	43%	27%	6%	2%	15%
In general, I have been satisfied with my experience with city government officials I have had contact with in the past 24 months.	7%	27%	12%	3%	2%	49%

Housing

One of the common concerns raised in the focus groups that aided in the development of the survey was issues related to housing. The survey asked Brandon Community members to indicate their level of agreement with five questions related to the cost and availability of housing in the community. The results displayed in Table 5 indicate the majority of respondents either agree or strongly agree that homes in Brandon are affordable[3] (65%). When asked about the affordability of rentals in Brandon, almost half (49%) of the respondents indicated that they did not know or were unsure. This is likely because, as previously reported, only a small percentage of respondents were currently renting an apartment or house in Brandon. Of those that knew, the majority indicated that they agreed rents were affordable (27% of total, 53% of those reporting a substantive answer). When asked about the availability of starter homes in Brandon, respondents tended to not feel strongly one way or another, whether they were asked about Brandon having enough or too many ; in both cases 10% or less of the respondents indicated a strong opinion one way or the other. A significant proportion in each case indicated that neither agreed nor disagreed. However, a greater percentage of respondents (38%) agreed that Brandon has enough starter homes than agreed that Brandon has too many (7%). A plurality of respondents (45%) indicated that they either disagreed or strongly disagreed that Brandon needs more multi-family housing. In fact only 7% of respondents indicated agreement with this statement.

Table 5: Perceptions of Housing

Question Seven (a-f)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
In general, homes in Brandon are affordable.	9%	59%	18%	9%	2%	3%
In general, rent in Brandon is affordable.	4%	23%	16%	7%	1%	49%
Brandon has enough starter homes.	8%	38%	19%	8%	2%	25%
Brandon has too many starter homes.	3%	7%	33%	23%	4%	30%
Brandon needs more multi-family housing.	1%	6%	25%	30%	15%	23%

Survey respondents were also asked about their agreement with several statements about community beautification and revitalization. In general, community members were positive about the current appearance of the community but there might be some specific areas for improvement. A strong majority (80%) or respondents indicated that they agree or strongly agree that they are satisfied with the town's appearance. However, almost half (49%) either agreed or strongly agreed that the town should still invest in beautification projects. Over a third of respondents though didn't have a preference one way or the other. When asked about a new City Hall building specifically, the highest percentage of respondents (33%) neither agreed nor disagreed, though a greater percentage of respondents indicated disagreement (34%) than agreement (22%). The next question regarding the creation of more town ordinances on storefront appearance and signage had a similar distribution of responses. More people disagreed (27%) than agreed (25%) but highest percentage didn't have an opinion one way or the other (39%). Over half of respondents

[3] No definition of "affordable" was provided to survey respondents, so their agreement is based on their own interpretation of affordability.

(52%) reported not being satisfied with the number and quality of businesses in town. Almost half (45%) also indicated that they agreed or strongly agreed that the city should invest in developing a town center with a “Main Street” feel. This was a common sentiment in the focus group meetings as well. As a follow up to this question, survey respondents were also asked to provide additional insight about where in town, specifically, a town center should be developed. Respondents were generous in providing a variety of specific answers but some clear themes emerged. The most common responses were on Splitrock and near the existing main street. Holly Blvd was also mentioned by many and a few specifically mentioned the intersection of Splitrock and Holly Blvd. Finally, near the high school, and close to Hwy 11 were also mentioned frequently.[4]

Table 6: Community Revitalization

Question Seven (g-l)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am satisfied with the town's appearance.	13%	67%	11%	7%	1%	1%
I would like to see the town invest in beautification projects.	12%	37%	35%	11%	1%	4%
I would like to see the town invest in a new City Hall building.	4%	18%	33%	26%	8%	11%
I would like to see Brandon create more town ordinances that regulate storefront appearance and signage.	6%	19%	39%	21%	6%	9%
I am satisfied with the number and quality of businesses in town.	2%	26%	18%	42%	10%	2%
The city should invest in developing a town center with a "Main Street" feel.	14%	31%	26%	18%	5%	6%

Shopping/Retail

The survey also sought feedback from respondents about their perceptions on shopping and retail services in Brandon. As indicated in Figure 9, when seeking information about shopping or retail services in Brandon, the most popular response was the newspaper and relatively few respondents indicated getting information from social networking sites, as was the case with seeking information on local government. The majority of respondents (63%) also indicated that the primary reason they shop in Brandon is because of convenience. Almost a third of responses though indicated that they shop in Brandon primarily to support local businesses (31%).

[4] For a full list of all qualitative responses, please see Appendix B

Figure 9: Shopping and Retail Information Sources

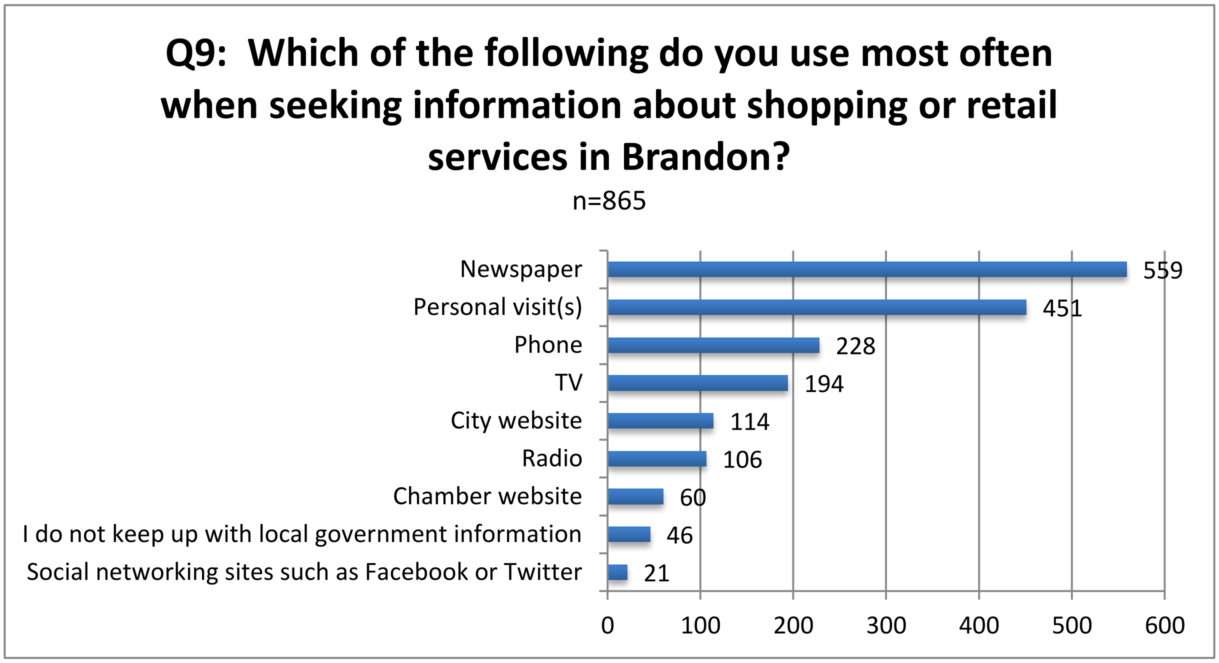
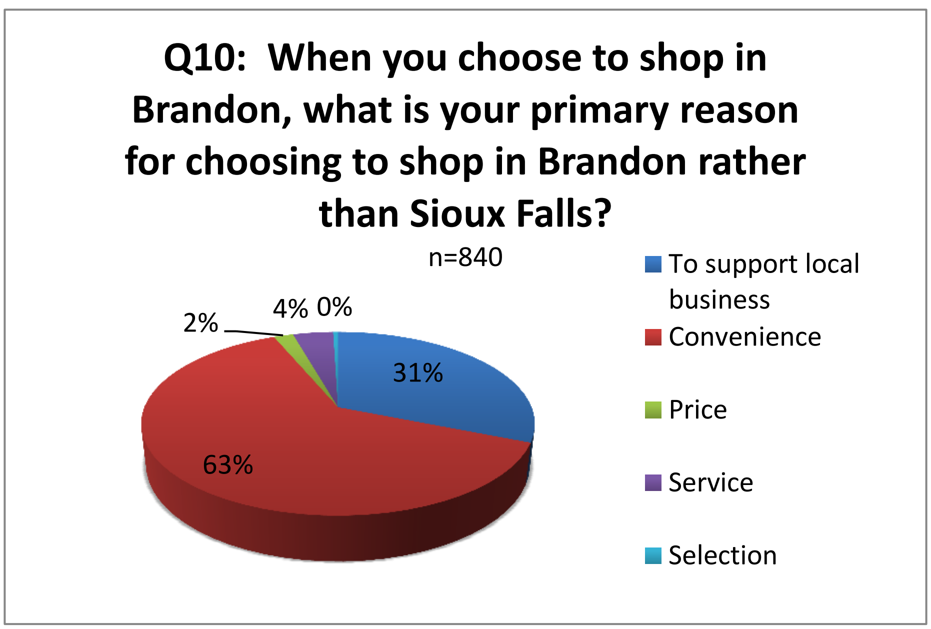


Figure 10: Primary Reason for Shopping in Brandon



Survey respondents were also asked to indicate their level of agreement with several statements regarding their perceptions of and satisfaction with shopping and retail services in Brandon. Table 7 presents these results and reveals a consistent picture of community member's feelings about shopping and retail in Brandon. While a substantial majority of respondents agree that it is important for them to buy in Brandon (67%) and that shopping in Brandon is convenient (69%). Respondents are generally dissatisfied with both the diversity (59%) and prices of retail (47%) in Brandon. In addition a majority of respondents (57%) indicated that they would not still do most of their shopping in Sioux Falls if there were more options in Brandon. Finally, there doesn't seem to be a clear preference on way or another with regards to being more likely to shop in Brandon if there were an identifiable shopping area. A plurality of respondents (35%) neither agreed nor disagreed; a slightly larger percentage of respondents agreed (36%) than disagreed (25%) though.

Table 7: Opinions on Shopping and Retail Services

Question Eleven (a-f)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
It is important for me to buy in Brandon.	17%	50%	23%	8%	1%	1%
Even if there were more options in Brandon, I would likely still do most of my shopping in Sioux Falls.	2%	14%	25%	45%	12%	2%
I am satisfied with the diversity of retail in Brandon.	1%	18%	21%	49%	10%	1%
I am satisfied with the prices of retail in Brandon.	1%	23%	26%	37%	12%	1%
I am satisfied with the convenience of retail in Brandon.	7%	62%	15%	13%	2%	1%
I would be more likely to shop in Brandon if there were an identifiable shopping area.	7%	29%	35%	21%	4%	4%

The survey also asked respondents specifically about their preference for a large specialized retailer (e.g. Cabelas, Bass Pro Shops, Gander Mountain, or others) and smaller more specialized retailers. Figure 11 indicates that a majority of respondents (52%) either agreed or strongly agreed that Brandon should seek a large specialized retailer to attract people off of I-90. Only 5% of respondents strongly disagreed with this statement. When asked about their preference for small, specialized retailers, the preferences weren't as strong; as shown in Figure 12, 40% of respondents neither agreed nor disagreed with the statement. However, a much higher proportion agreed (38%) than disagreed (17%). It is important to note though, that these two choices aren't mutually exclusive.

Survey respondents were also asked to provide one retail shop (or type of retail shop) and one restaurant (or type of restaurant) that they would most like to see as an option in Brandon. There were a variety of responses to each of these questions but also some major themes. With regards to what one type of retail shop they would like to see, a general clothing store was the most common response. Larger department stores were also frequently requested, either in name (such as Kohl's, Target, Wal-mart, Shopko or K-Mart) or just department stores more generally. Many respondents indicated the need for another grocery store, for competition, or a larger, more varied version of the current grocery store; Hyvee was one grocery store specifically mentioned numerous times. Other common responses were a larger sporting goods store such as Bass Pro Shop or Gander Mountain and a dollar store. The qualitative responses regarding a specific restaurant indicated an overwhelming desire for a "family style, sit-down" restaurant. These included specific examples such as AppleBee's, Denny's, Perkins, or Fryn' Pan. Many of the responses though just said "family restaurant." There were also specific types of cuisine mentioned such as Mexican, Italian, or Chinese and the mention of several specific fast food chains including Burger King, Taco Bell, and Culvers.

Figure 11: Preference for a Large Specialized Retailer

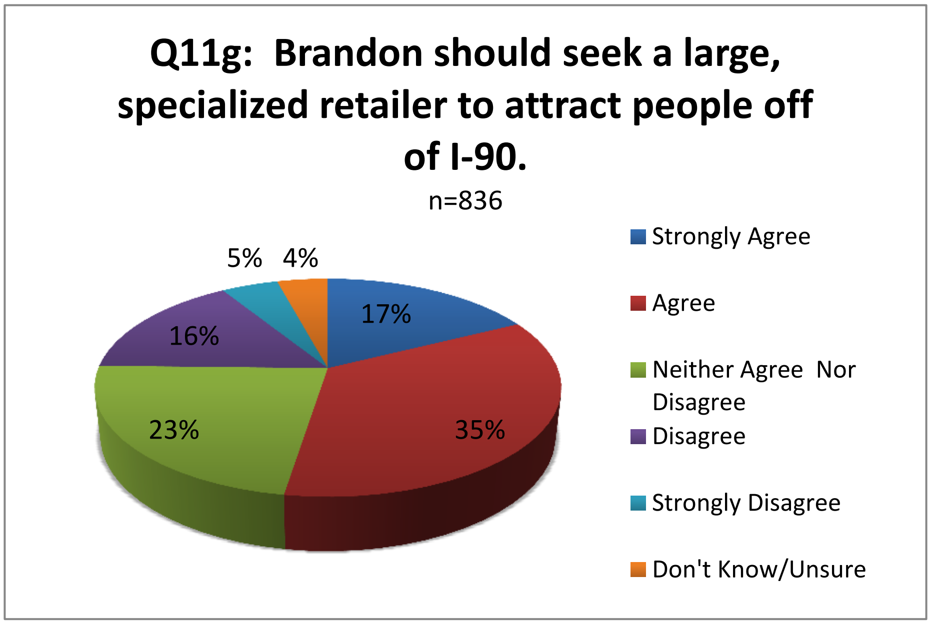
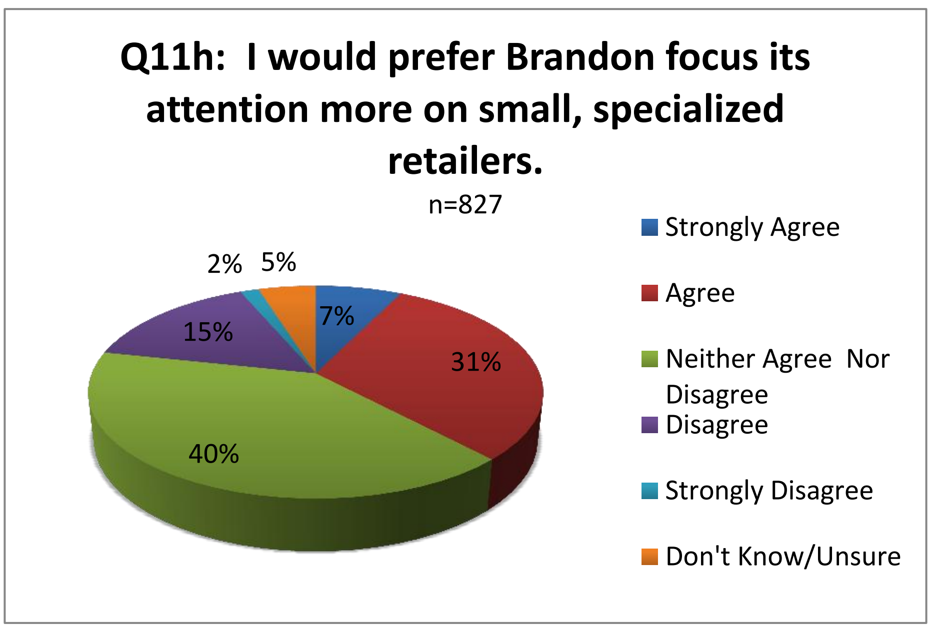


Figure 12: Preference for Small, Specialized Retailers



Marketing and Promotions

Next, survey respondents were asked about three different community marketing campaigns and promotions: Hometown Days, City of Brandon Commercials, and the "Buy Brandon" campaign. Their responses are summarized in Tables 8-10 below.

Hometown Days

The survey asked Brandon community members about their awareness of, plan to participate in, and appreciation of the annual Hometown Days event. As is seen in Table 8, almost three-quarters of respondents (73%) indicated that they were aware of Hometown Days. A much smaller percentage, but still a plurality of respondents, (34%) either agreed or strongly agreed that they would attend Hometown days. Almost half of the respondents (47%) indicated that they were unsure or neither agreed nor disagreed that they would attend; only 19% indicated that they were not planning on attending by selecting either disagree or strongly disagree. A majority of respondents (54%) agreed that Hometown Days is an important event for Brandon. When asked if they agreed they would like to see more community celebrations throughout the year, only 43% indicated that they agreed or strongly agreed. The highest number of respondents indicated that they neither agreed nor disagreed (39%), however, it is important to note that only a relatively small percentage of respondents (9%) disagreed.

Table 8: Perceptions of Hometown Days

Question Fourteen (a-d)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am aware of Hometown Days.	13%	60%	8%	11%	2%	6%
I plan to attend Hometown Days.	7%	27%	28%	17%	2%	19%
I think Hometown Days is an important event for Brandon.	10%	44%	28%	5%	1%	12%
I would like to see more community celebrations like Hometown days throughout the year.	7%	35%	39%	8%	1%	10%

Brandon Commercials

Survey respondents were also asked about the City of Brandon commercials and those responses are summarized in Table 9 on the next page. When asked about the City of Brandon commercials, a majority of community members (58%) indicated that they were aware of the City of Brandon commercials, as compared to 21% which indicated that they were not aware. However, respondents were less certain about their value; approximately a quarter of respondents agreed that the commercials were effective (26%) or worth the city's investment (29%).

Table 9: Perceptions of Brandon Commercials

Question Fourteen (e-g)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am aware of the City of Brandon commercials.	7%	51%	13%	17%	3%	9%
The City of Brandon commercials are effective.	4%	22%	37%	10%	4%	23%
The City of Brandon commercials are worth the city's investment.	4%	25%	33%	12%	4%	22%

The "Buy Brandon" Campaign

The survey results, as displayed in Table 10, indicate that community members are even more familiar with the "Buy Brandon" campaign. A substantial majority of respondents (91%) reported being aware of the "Buy Brandon" campaign. A plurality of respondents (41%) also indicated that they have tried to shop more in Brandon because of the campaign. Survey respondents were less certain about the strength of the message though. When asked both if the message was too strong or not strong enough, a majority of respondents (51% and 66% respectively) indicated that they were unsure or neither agreed or disagreed with the statements. In both cases though, a larger percentage of respondents disagreed that agreed that the messages were too strong or not strong enough. This suggests that the message may currently be right where it needs to be in terms of strength.

Table 10: Perceptions of "Buy Brandon" Campaign

Question Fourteen (h-k)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am aware of the "Buy Brandon" campaign.	20%	71%	5%	2%	0%	2%
I have tried to shop more in Brandon because of the "Buy Brandon" campaign.	7%	34%	33%	19%	4%	3%
The "Buy Brandon" message is too strong.	1%	5%	43%	36%	7%	8%
The "Buy Brandon" message is not strong enough.	2%	9%	56%	20%	3%	10%

Community Services

Another important topic on the survey was satisfaction and perceptions of community services. Community members were asked to indicate their satisfaction level and often their experience with various services that the city provides. The measures can be useful as a baseline for tracking citizen satisfaction and city performance over time. The results are sorted by categories of community service.

Utilities

Survey respondents were asked two questions about their satisfaction with the Water/Sewer department. First, they were asked about their overall satisfaction with the reliability of services provided. Next, they were asked about their satisfaction with city rates for water. As can be seen in Figure 13 below, a strong majority of respondents (81%) agreed or strongly agreed that they were satisfied with the reliability of services; only a very small percentage (3%) indicated that they were not satisfied. Figure 14 on the next page, indicates that though the number that indicated dissatisfaction with rates for city water was slightly higher (8%), a substantial majority of respondents (69%) indicated they were satisfied with the rates as well.

Figure 13: Satisfaction with Water/Sewer Department

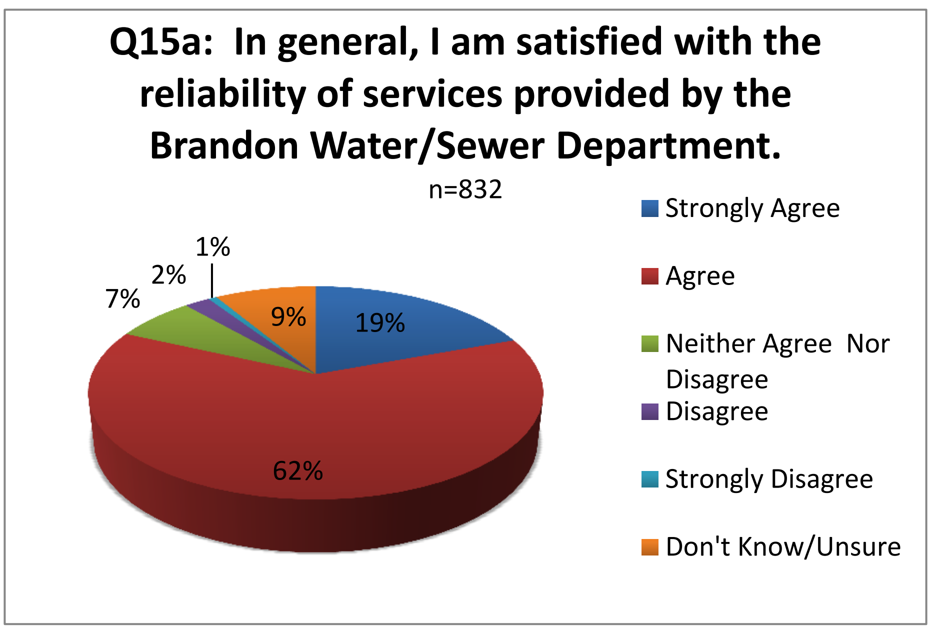
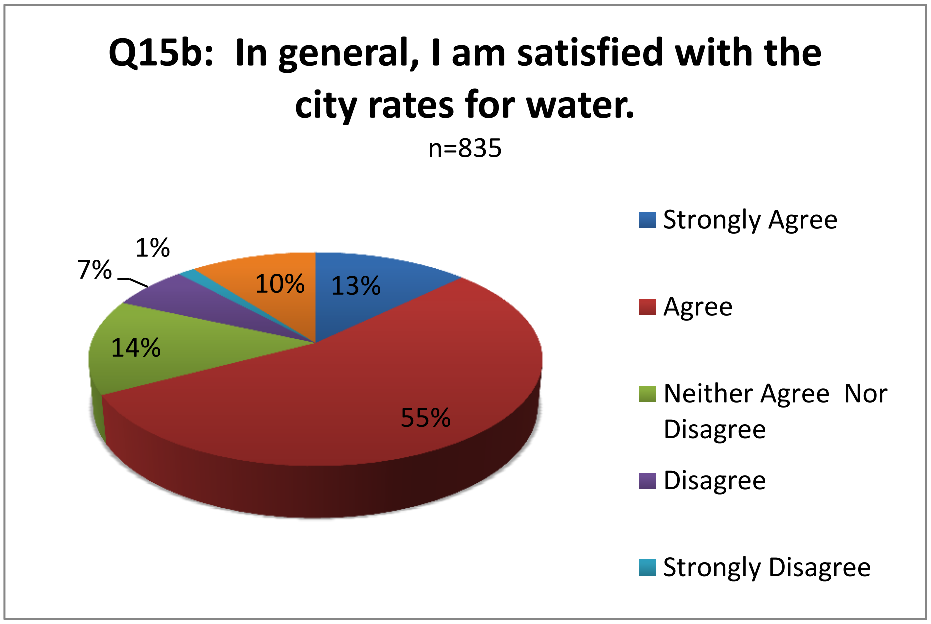
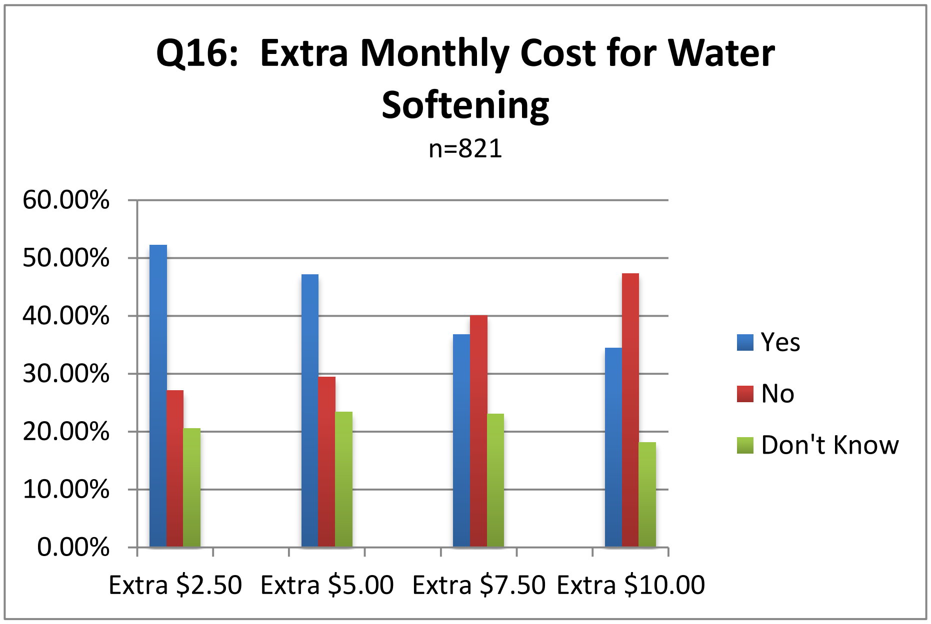


Figure 14: Satisfaction with Water Rates



The survey also included a policy question about adding water softening facilities in Brandon. The question specifically addressed respondent's willingness to pay more in order to have water softening in Brandon. In order to get a good estimate of what respondents might be willing to pay, we randomized different price points among the surveys. For each of the four price points, ranging from \$2.50-\$10.00, we printed and sent 625 surveys, or one fourth of the total 2500 surveys. The distribution of the surveys we received was similar (24% were asked at \$2.50, 28% at \$5.00, 22% at \$7.50 and 26% at \$10.00). The results, charted in Figure 15 on the next page, provide some interesting feedback. The only price point for which a majority of respondents (52%) indicated that they were willing to pay, was \$2.50; only 27% indicated that they would not be willing to pay an extra \$2.50 for water softening. As the price went up, so did the number indicating that they would not be willing to pay. At the \$10.00 price point, just less than half (47%) indicated that they would not be willing to pay \$10.00 extra and only 35% indicated that they would. At every price point around twenty percent of the respondents indicated that they did not know.

Figure 15: Willingness to Pay for Water Softening



General Community Maintenance

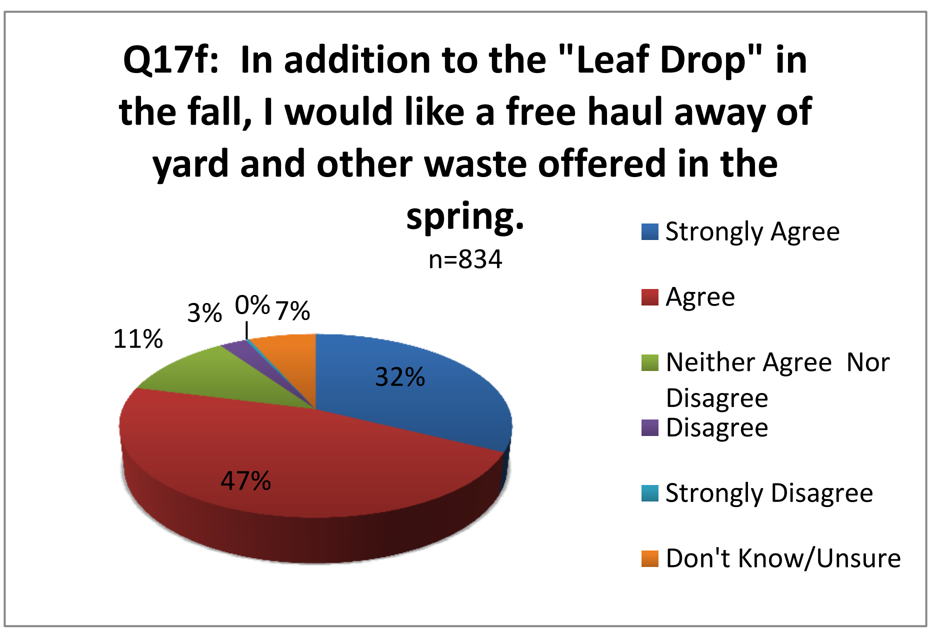
Survey respondents were also asked several questions about their satisfaction with general community maintenance issues such as street repairs, snow removal, and lighting. Table 11 provides a consistent picture of general satisfaction. In almost every case the percentage of respondents that either agree or strongly agree that they are satisfied hovers around 70% or more. The one exception is zone ordinance which has a 52% satisfaction rate, however the increase is not in those that disagree, but those that hold no opinion or indicate that they are unsure. The highest satisfaction rate at (74%) is for the City's attention to snow removal in Brandon. The highest levels of dissatisfaction (both at 21%) were for the City's attention to street repairs, and the city's enforcement of property owner codes. These satisfaction levels, while good, can serve as a baseline for improvement, to be measured in subsequent surveys.

Table 11: Satisfaction with General Community Maintenance

Question Seventeen (a-e)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
In general, I am satisfied with the City's attention to street repairs in Brandon.	6%	61%	10%	16%	5%	2%
In general, I am satisfied with the City's attention to street cleaning in Brandon.	7%	63%	14%	11%	3%	2%
In general, I am satisfied with the City's attention to snow removal in Brandon.	12%	62%	9%	11%	4%	2%
In general, I am satisfied with the number of street lights in Brandon.	8%	67%	11%	9%	2%	8%
In general, I am satisfied with the City's performance in enforcing property owner codes such as weed removal, lawn maintenance, and snow removal.	4%	48%	18%	15%	6%	9%

Community members were also asked about their preference for another free Haul-Away Day to be provided by the city. This day would be similar to the "Leaf Drop" currently offered in the fall but would occur during the spring season. As displayed in Figure 16, an overwhelming majority, (89%) indicated that they agreed or strongly agreed that they would like to see another day added.

Figure 16: Preference for another Free Haul Away Day



Public Transportation

The survey asked only two questions related to public transit. As is charted in Figure 17, when asked about their current use of public transit in Brandon, only a small percentage (11%) indicated that they use the public transit system in Brandon; one half of the respondents indicated they did not. Perhaps more interesting from a policy development perspective, respondents were also asked to indicate their level of agreement with the statement that they would use public transit in Brandon more if it connected to the Sioux Falls bus system; these results are charted in Figure 18 on the next page. Only 18% either agreed or strongly agreed that they would use public transit more; 37% indicated disagreement and 44% of respondents were either unsure or indicated that they neither agreed nor disagreed. These results suggest while there is some uncertainty, there is not overwhelming demand for an expansion of the current public transit system in order to connect with Sioux Falls.

Figure 17: Public Transit Use

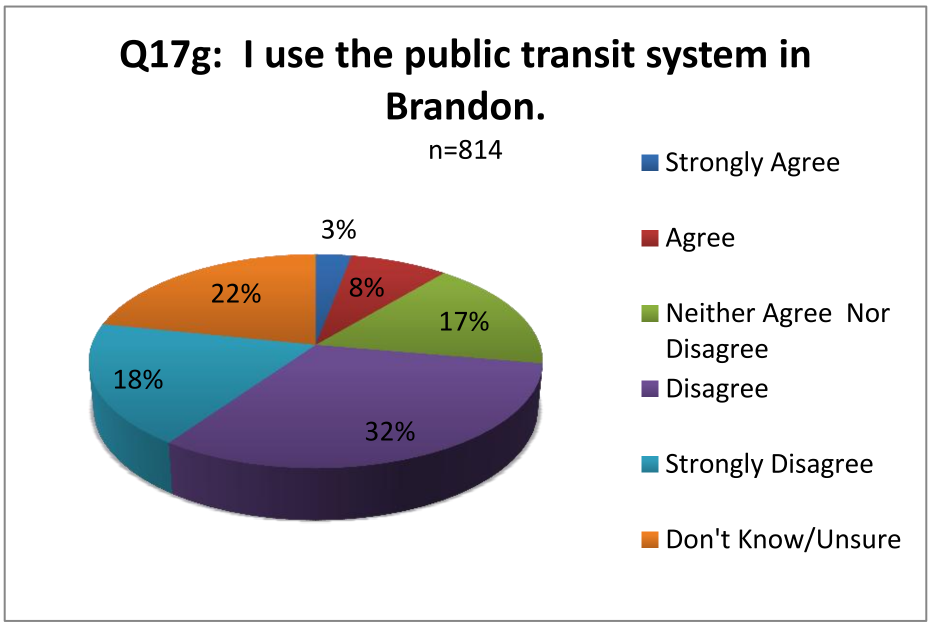
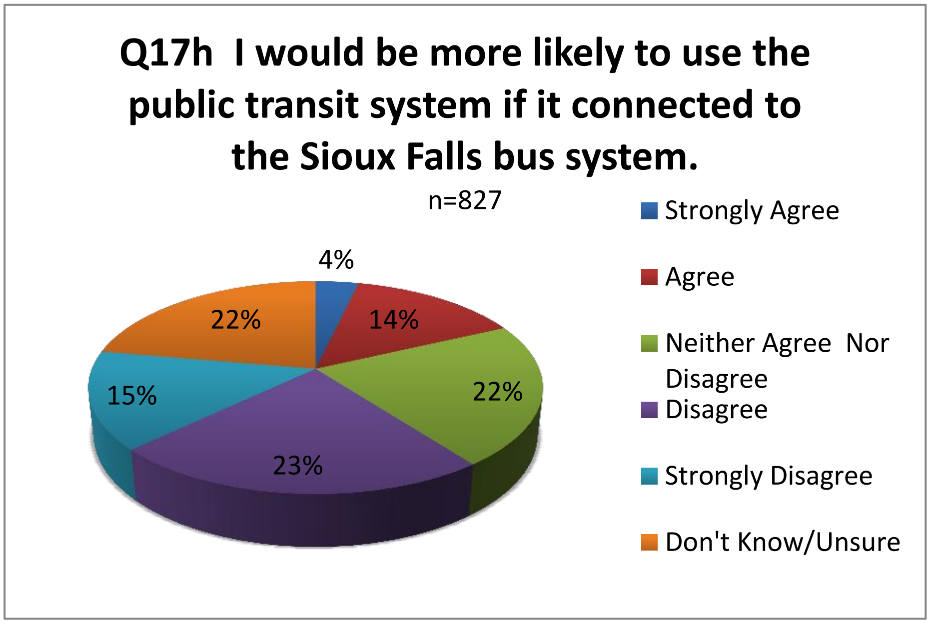


Figure 18: Likelihood to use Public Transit



Sidewalks

Among the focus groups we visited with, sidewalks in Brandon was a reoccurring theme. Survey respondents were asked about the safety of current sidewalks and whether Brandon should invest in widening existing or building new sidewalks. Table 12 shows that the majority of community members (73%) either agree or strongly agree that sidewalks in Brandon are safe. A large plurality of respondents (44%) indicated they did not agree that the city should invest in widening sidewalks, only 20% either agreed or strongly agreed. Over a third of respondents (44%) did agree that they City should invest in building more sidewalks though.

Table 12: Sidewalks in Brandon

Question Seventeen (i-k)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
The sidewalks in Brandon are safe.	9%	64%	12%	7%	3%	5%
The City should invest in widening sidewalks in Brandon.	4%	16%	28%	32%	12%	8%
The City should invest in building more sidewalks in Brandon.	14%	30%	22%	18%	7%	9%

Law Enforcement/Safety

Finally, we asked respondents to provide feedback about law enforcement and safety issues in Brandon. We asked several questions that gauged their overall satisfaction and experiences with law enforcement or the fire department in Brandon and the results are displayed in Table 13. We also asked a few related questions about perceptions and other safety behaviors. The results of these questions are charted in Figures 20-24.

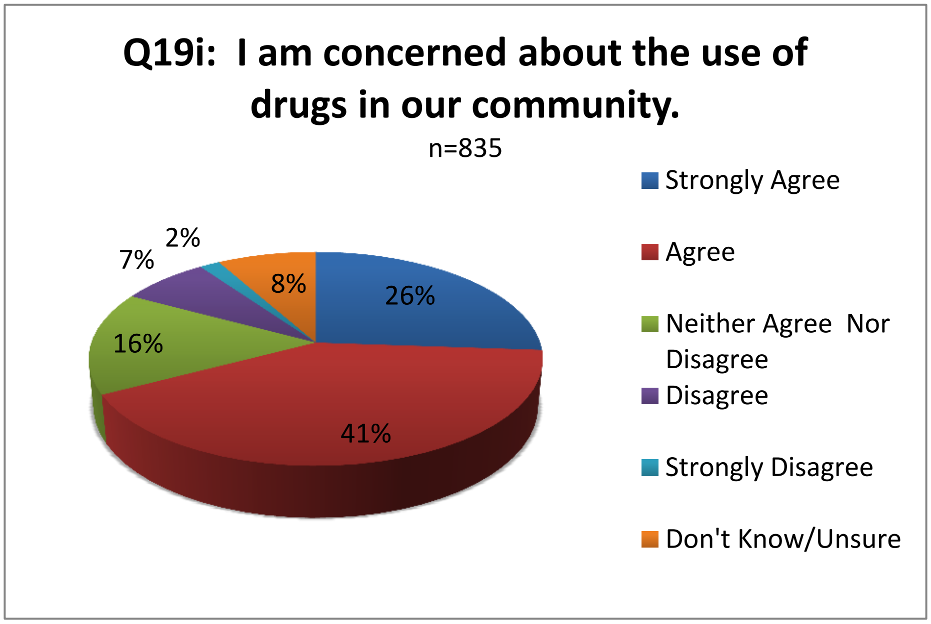
Overall, community members feel safe and satisfied with law enforcement and fire services in Brandon. In fact, 95% of respondents either agreed or strongly agreed that they felt safe in Brandon. At least 80% of respondents agreed or strongly agreed that the City of Brandon provides high quality law enforcement services (80%) and that the Brandon Police Department is effective at keeping them safe (85%). A substantial majority of respondents (85%) also agreed that the Brandon Fire Department provides high quality services. Similarly a majority of community members also feel that the Brandon police are polite (66%) and helpful (69%). A substantial majority (84%) also indicated that the feel comfortable contacting the police if they see suspicious activity. The survey also asked respondents about granting the Brandon Fire Department tax levying authority to expand and improve its services. Almost half (47%) indicated that they didn't have an opinion one way or the other or that they didn't know or were unsure, of those that indicated a directional opinion, more respondents agreed (34%) than disagreed (21%). Again these results serve as an important baseline for improvement but suggest that there is a high level of satisfaction.

Table 13: Perceptions about Law Enforcement and Safety

Question Nineteen (a-h)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
The City of Brandon provides high-quality law enforcement services.	18%	62%	12%	4%	1%	3%
The Brandon Police Department is effective at keeping me safe.	18%	67%	10%	1%	1%	3%
The Brandon Fire Department provides high-quality services.	25%	60%	7%	1%	0%	7%
The Brandon Fire Department should have tax levying authority to expand and improve its services.	8%	24%	31%	17%	4%	16%
City of Brandon police officers are polite.	14%	52%	17%	6%	3%	8%
City of Brandon police officers are helpful.	15%	54%	17%	3%	2%	9%
I feel comfortable contacting the police department if I see suspicious activity.	21%	63%	8%	2%	1%	5%
I feel safe in Brandon.	27%	68%	4%	0%	0%	1%

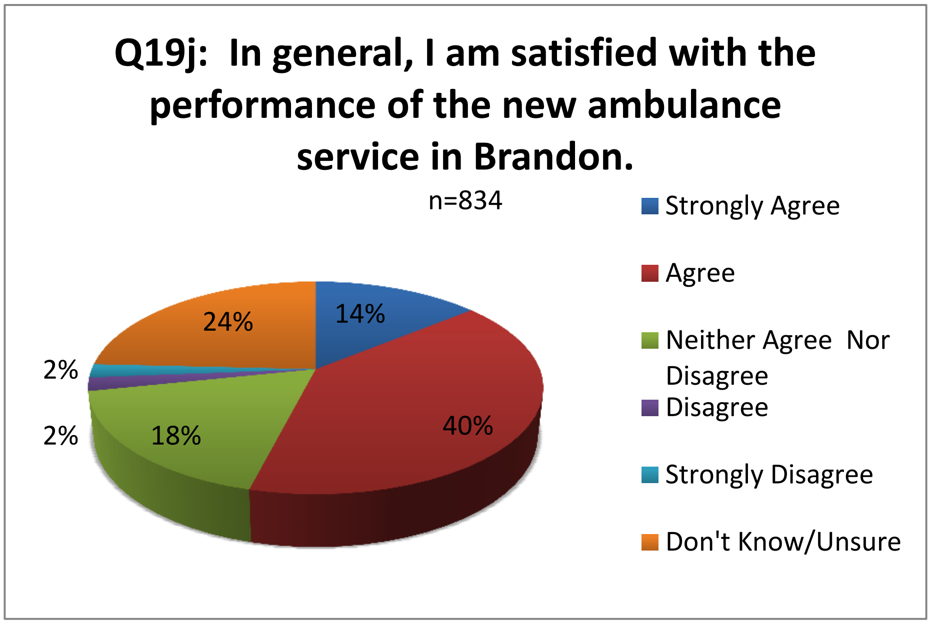
Survey respondents were also asked a few additional questions related to safety issues in the community. As is illustrated in Figure 19, over half of the respondents (67%) indicated concern about drug use in the community. These results suggest that this may be an area to target for policy development or community education.

Figure 19: Perceptions about Drug Use



Respondents were also asked specifically about their satisfaction with the performance of the new ambulance service in Brandon. Figure 20, on the next page, illustrates that a slight majority (54%) indicated that they were satisfied. Only a small percentage though indicated that they were dissatisfied (4%) the rest either didn't know or neither agreed nor disagreed that they were satisfied.

Figure 20: Satisfaction with Ambulance Service



Also included in this section of the survey, were three questions regarding the safety behavior of respondents. As is seen in Figure 21, the vast majority of respondents indicated that they almost always lock their car doors; 79% reported either agreeing or strongly agreeing. Figure 23 shows that even more respondents (87%) indicated they almost always lock their house doors.

Figure 21: Car Locking

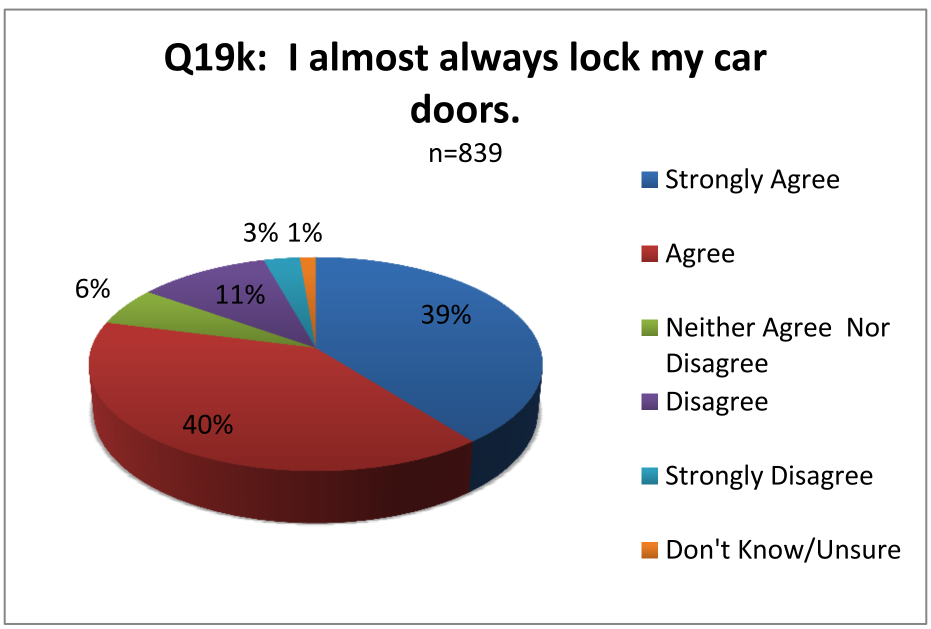
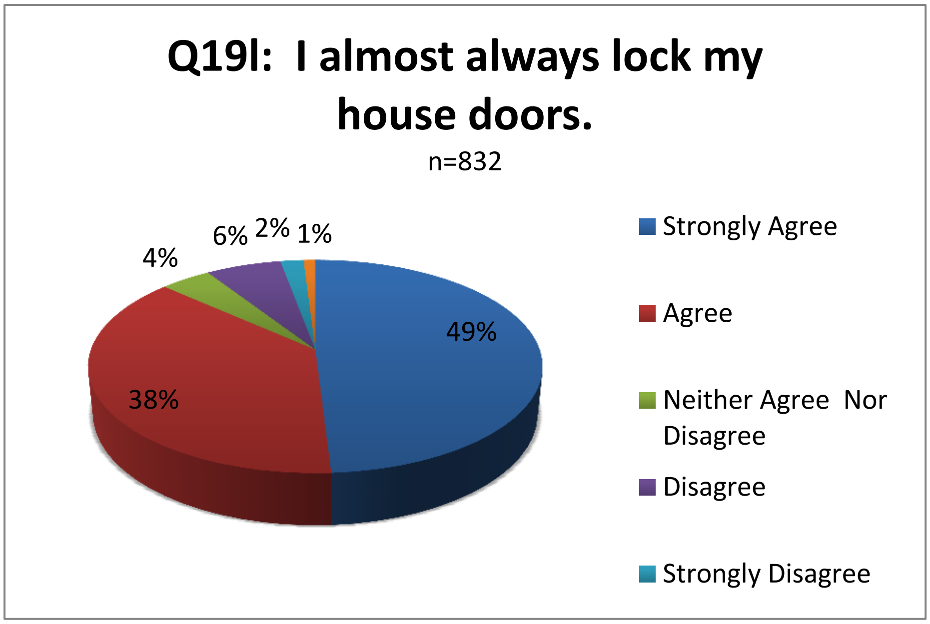
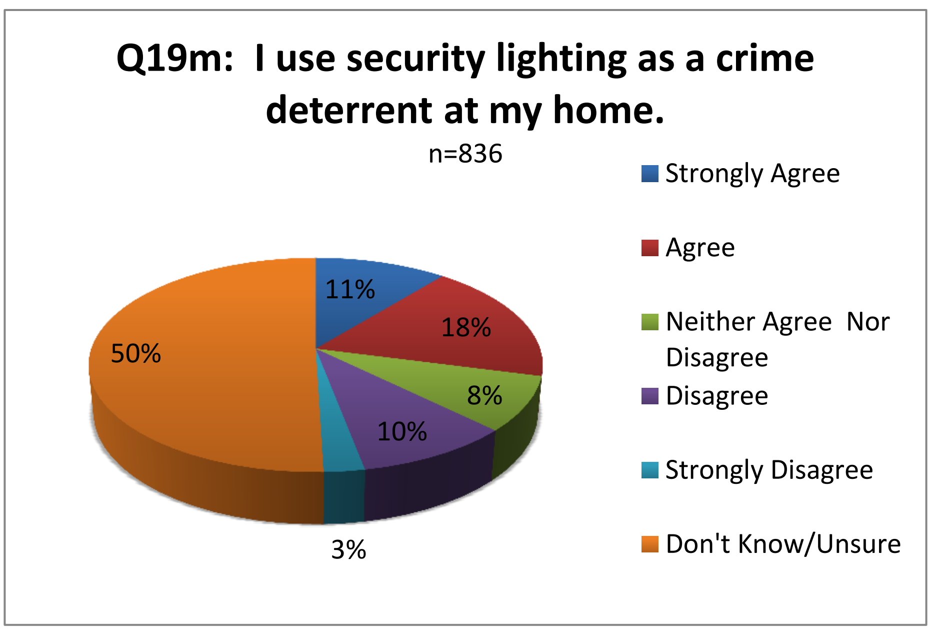


Figure 22: House Locking



Finally, we asked about the respondents' use of security lighting as a crime deterrent at their home. Perhaps surprisingly, a full half (50%) of respondents indicated that they did not know or were unsure. Only 29% indicated that they did, compared to 13% which indicated that they did not.

Figure 23: Lighting as a Crime Deterrence



Schools

During the development of the survey, we discovered that the Brandon Valley School District had recently completed an independent survey of its own. Hence, the GRB did not include a large number of questions about their performance on this survey. We did ask a few questions about general satisfaction though and more specifically about the possibility of developing an after school activities program for grades 4-8. These results are all summarized in Table 14.

The vast majority of respondents agreed or strongly agreed that they were satisfied with the quality of facilities (83%) and education children in receive (80%) in the Brandon Valley School District. There was far less certainty or strength of opinion on the other questions. Over half of respondents in all other questions indicated that they neither agreed nor disagreed or that they didn't know or were unsure. However more respondents indicated that they agreed that class sizes in Brandon have grown too large (28%) than disagreed (18%). When asked about the utilization of and wiliness to pay for an after school activities program for grades (4-8), only 19% of respondents agreed that they would use such a program and only 16% reported that they would be willing to pay for such a program. It is important to remember though that this question is asked answered regardless of the respondent having appropriately aged children in the household. Support for this program may be significantly higher if it were only asked of that population.

Table 14: Perceptions of Schooling

Question Twenty (a-e)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I am satisfied with the quality of the Brandon Valley School District's facilities.	37%	46%	4%	0%	0%	13%
I am satisfied with the quality of education children receive in Brandon.	37%	43%	4%	2%	0%	14%
Class sizes in Brandon Valley Schools have grown too large.	6%	22%	27%	16%	2%	27%
I would utilize an after school activities program for grades 4-8.	6%	13%	16%	16%	9%	40%
I would be willing to pay for an after school activities program for grades 4-8.	5%	11%	17%	17%	14%	36%

Community Health

The survey also asked two questions about the general health of the community. Figure 24 illustrates that the vast majority of respondents (91%) agreed or strongly agreed that Brandon is a healthy community. Similarly, Figure 25 illustrates that 88% of the respondents also indicated that they were satisfied with the health resources available in Brandon.

Figure 24: Healthiness of Community

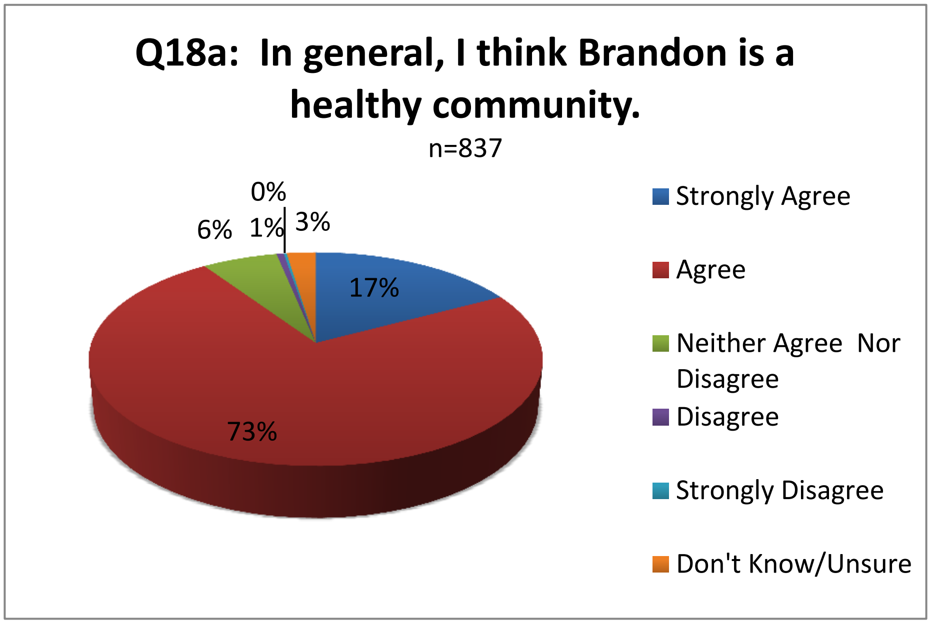
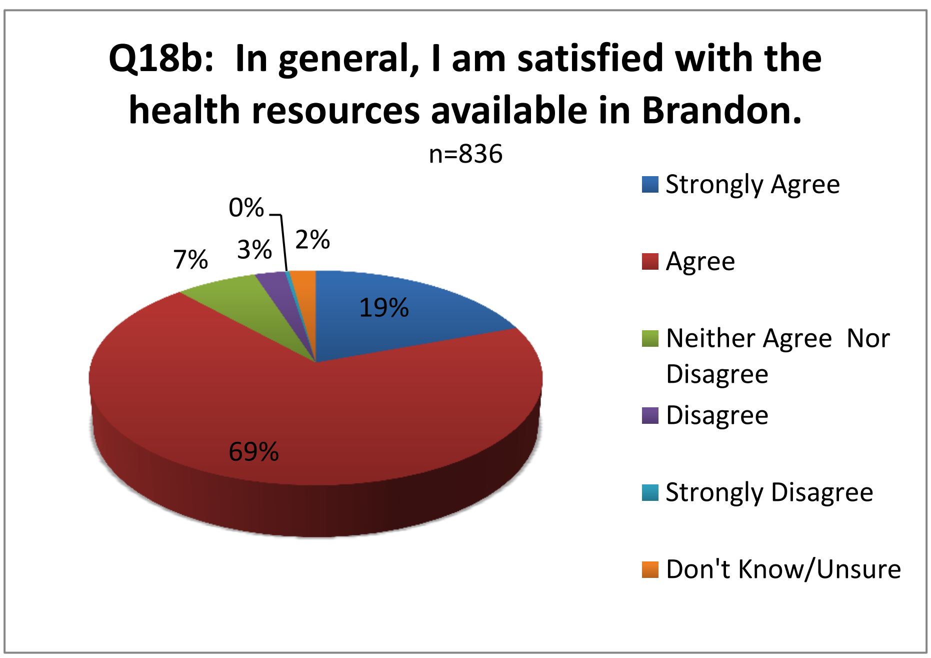


Figure 25: Health Resources in Brandon



Parks and Recreation

A significant portion of the survey addressed issues related to Parks and Recreation in the Brandon community. Table 15 summarizes the results of a series of questions related to the general use and satisfaction with existing park and recreation opportunities in Brandon. A slight majority (53%) of the respondents reported that they use the parks and athletic fields in Brandon on a regular basis. Majorities of respondents also indicated that they were satisfied with parks and rec options in general (82%) and satisfied with options for children (66%), young adults (52%), and adults (56%). Only about a third of respondents indicated that they would agree or strongly agree that they were satisfied with parks and recreation opportunities for seniors in Brandon. In this case, over 50% of the respondents didn't know, were unsure, or neither agreed nor disagreed. These results suggest that to the extent that there are senior options available in Brandon, there may be a need for greater communication or outreach about these opportunities.

Table 15: Parks and Recreation Use and Satisfaction

Question Twenty One (a-f)	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
I use the parks and athletic fields in Brandon on a regular basis.	17%	36%	19%	17%	3%	8%
In general, I am satisfied with the parks and recreation options in Brandon.	12%	60%	11%	10%	2%	5%
I am satisfied with the parks and recreation opportunities for children in Brandon.	10%	56%	12%	9%	2%	11%
I am satisfied with the parks and recreation opportunities for young adults in Brandon.	7%	45%	19%	8%	2%	19%
I am satisfied with the parks and recreation opportunities for adults in Brandon.	8%	48%	19%	10%	3%	12%
I am satisfied with the parks and recreation opportunities for senior citizens in Brandon.	4%	28%	21%	8%	3%	36%

Respondents were then asked a few questions that related specifically to the public pool in Brandon. As can be seen in Figure 26, just over half of the respondents (56%) either agreed or strongly agreed that the public pool in Brandon should be updated. Figure 27 shows that a sizable plurality (40%) also supported the idea of building an indoor pool; a substantial 31% though either disagreed or strongly disagreed though.

Figure 26: Updating the Public Pool

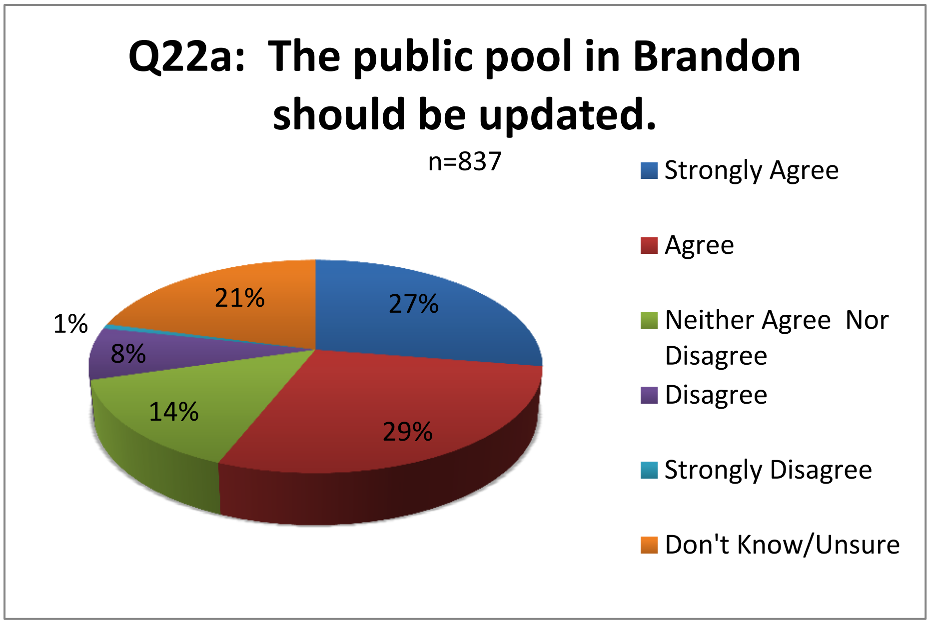
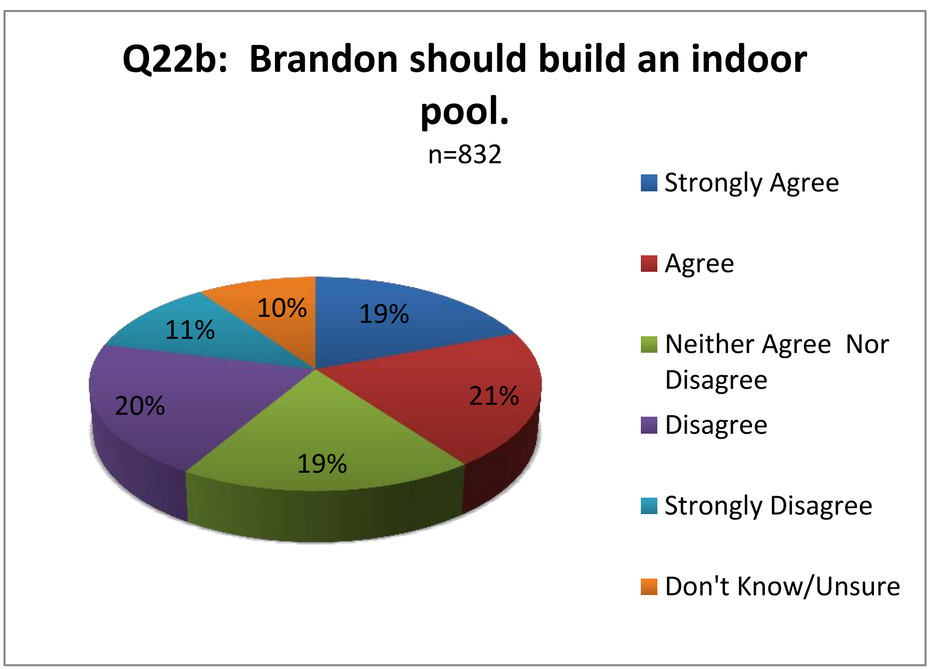
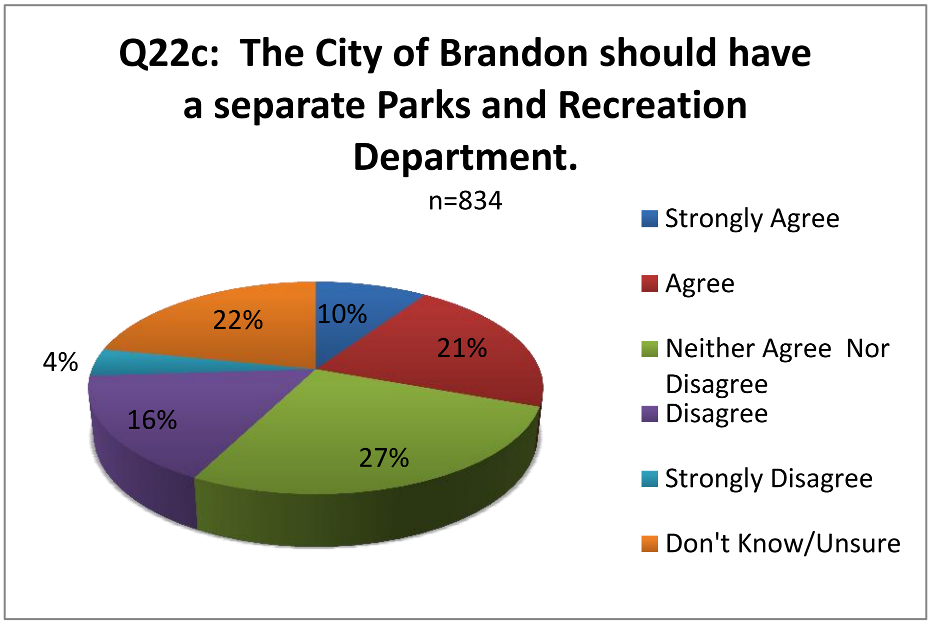


Figure 27: Building an Indoor Pool



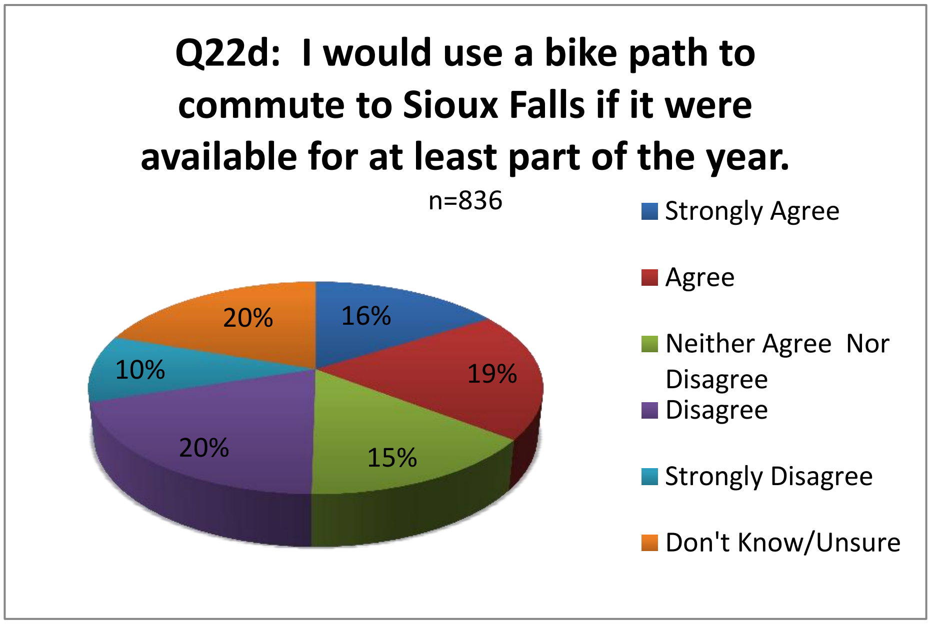
Survey respondents were also asked if they thought the City of Brandon should have a separate Parks and Recreation Department. As is reflected in Figure 28, only 31% of respondents agreed or strongly agreed with this option. This is greater though that the 20% that indicated disagreement. Almost half of respondents (49%) did not indicate a directional opinion one way or the other.

Figure 28: Creating a Separate Parks and Recreation Department



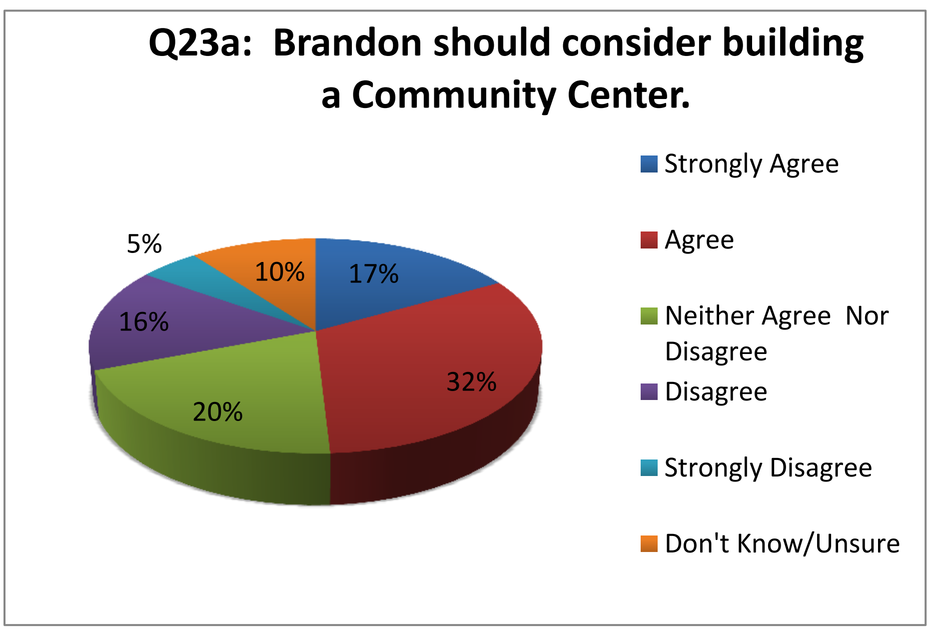
Another related issue included in the survey was that of bike path development. As is charted in Figure 29 on the next page, when asked about their potential utilization of a bike path for commuting to Sioux Falls was fairly evenly split between those that either agreed or strongly agreed they would use it (35%), those that disagreed or strongly disagreed they would use it (30%) and those that were unsure or neither agreed nor disagreed (35%).

Figure 29: Utilizing a Bike Path to Sioux Falls



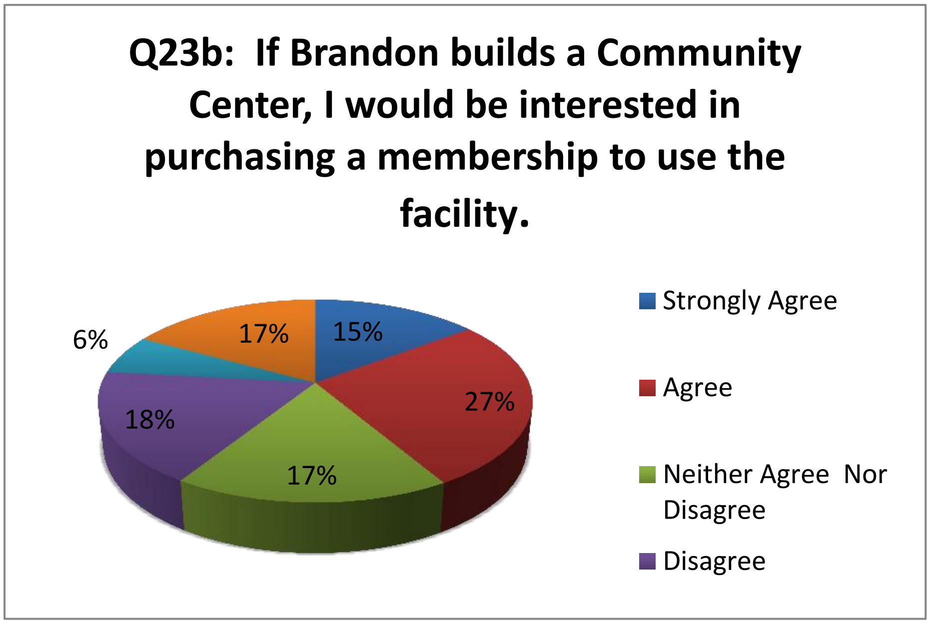
Finally, survey respondents were asked specifically about the development of a new community center in Brandon. Almost half of the survey respondents (49%) agreed or strongly agreed that Brandon should consider building a community center; 21% indicated disagreement, as can be seen in Figure 30.

Figure 30: Building a Community Center



Respondents were also asked if they would be willing to purchase a membership to a community center if one were built. A smaller, but still sizable proportion (42%) inicated that they would be interested in puchasing a membership to the facility; 24% were not interested and 34% were did not express a directional opinion.

Figure 30: Building a Community Center



The survey also asked respondents to consider and prioritize the different options that might be included in a new community center. Figure 31 shows that the largest number of responses was for an indoor pool, fpllowed closely be meeting spaces for community members and groups, followed by athletic courts and exercise or weight rooms. Computing facilities received the least responses. Respondents were also asked for their input on prioritizing a variety of parks and recreation options. As is charted in Figure 31, when asked to select the three most important projects, more respondents selected bike and pedestrian paths than any other. This was followed by the expansion or updating of the existing outdoor pool and repairing and maintaining existing park infrastructure. Additional soccer fields received the least responses.

Figure 31: Community Center Options

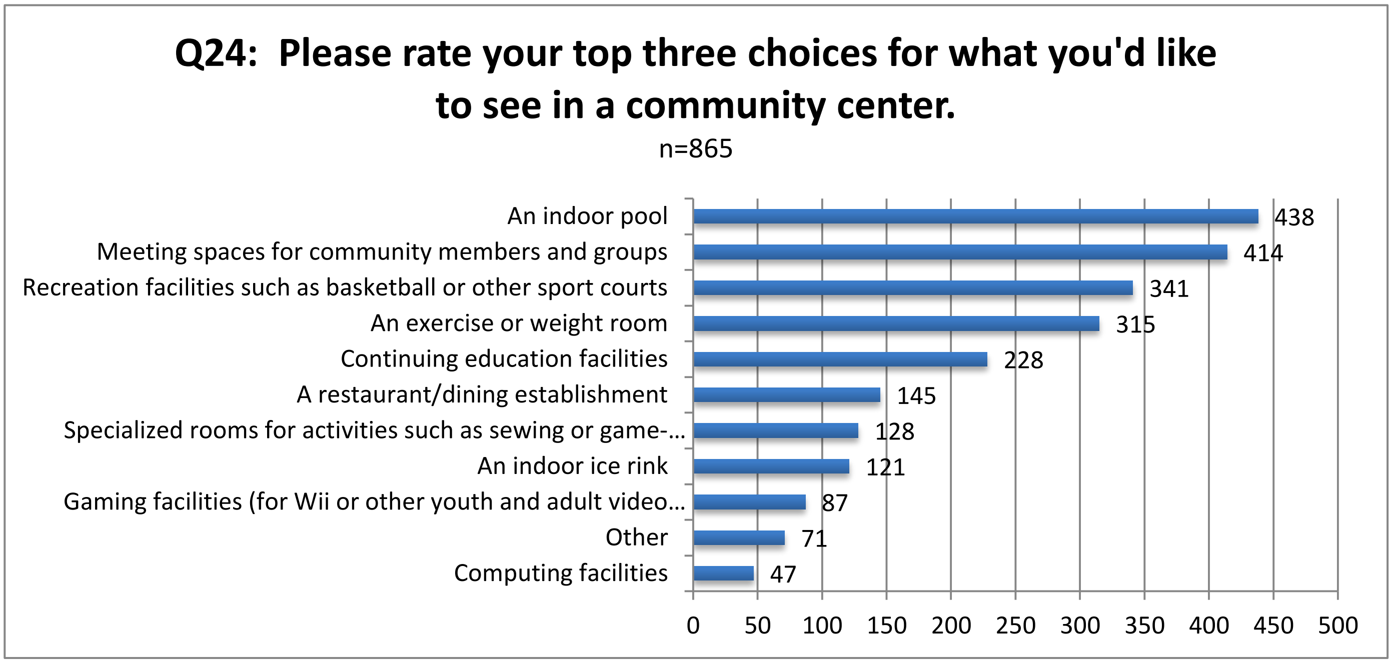


Figure 31: Most important projects