Survey Overview

The Morris Leatherman Company, is pleased to present the results of this study to the City of Elko New Market. This section provides a brief introduction to the specifications of the survey and a guide to the organization of the written analysis.

While the most statistically sound procedures have been used to collect and analyze the information presented herein, it must always be kept in mind that surveys are not predictions. They are designed to measure public opinion within identifiable limits of accuracy at *specific points in time*. This survey is in no way a prediction of opinions, perceptions, or actions at any future point in time. After all, in public policy analysis, the major task is to impact these revealed opinions in a constructive fashion.

The Principal Investigator for this study was Dr. William D. Morris; the Project Director overseeing all phases of the research and analysis was Mr. Peter Leatherman.

Research Design

This study contains the results of a telephone survey of 228 randomly selected residents of the City of Elko New Market. The average interview took twenty-two minutes.

All respondents interviewed in this study were part of a randomly generated sample of the City of Elko New Market. In general, random samples such as this yield results projectable to their respective universe within ± 5.0 percent in 95 out of 100 cases.

Interviews were conducted by **The Morris Leatherman Company**, trained personnel from telephone banks in St. Paul, Minnesota. Approximately twenty percent of all interviews were independently validated for procedure and content by a The Morris Leatherman Company, supervisor. Completed interviews were edited and coded at the company's headquarters in Minneapolis, Minnesota. Statistical analysis and cross-tabulations were produced by the company's CfMC Mentor Analysis System and SPSS 19.0 FOR WINDOWS.

Organization of the Study

The results of this study are presented in the following order:

The ***Analysis*** consists of a written report of the major findings. The results contained herein were also presented verbally to the client.

The ***Questionnaire*** reproduces the survey instrument as it was used in the interviewing process. This section also includes a response frequency distribution for each question.

Any further questions the reader may have about this study which are not answered in this report should be directed to either Dr. Morris or Mr. Leatherman.

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Analysis

Chapter One: Residential Demographics

Residential Demographics

Residential Longevity

Approximately how many years have you lived in the City of Elko New Market?

	2012	2015
LESS THAN TWO YEARS	6%	8%
TWO TO FIVE YEARS	13%	11%
5.1 TO TEN YEARS	26%	22%
10. TO TWENTY YEARS	30%	32%
20.1 TO 30 YEARS	13%	14%
OVER THIRTY YEARS	12%	13%
DON'T KNOW/REFUSED	0%	0%

School-Aged Children

Do you have school-aged children or pre-schoolers in your household?

	2012	2015
YES	58%	57%
NO	42%	43%
DON'T KNOW/REFUSED	1%	0%

Age of Respondent

What is your age, please?

	2012	2015
18-24	4%	4%
25-34	22%	23%
35-44	32%	31%
45-54	25%	25%

55-64	11%	10%
65 AND OVER	7%	7%

Gender

Gender

	2012	2015
MALE	50%	48%
FEMALE	50%	52%

Summary and Conclusions

Elko New Market is a growing exurban community. Since the 2012 study, the median longevity of adult residents has increased by less than one year to 12.7 years. This is over four years lower than the metro area average, but in line with other exurban areas. Nineteen percent of the sample report moving to the city during the past five years, while 27% were there for over two decades. Residents for ten years or less are more apt to be eighteen to thirty-four year olds with children. Over twenty year residents are more likely to be empty-nesters and over fifty-five year olds. Fifty-seven percent of the households contain school-aged children or pre-schoolers.

The average age of respondents is 42.5 years old. Seventeen percent of the sample falls into the over 55 year old age range, while 27% are less than 35 years old. Women outnumber men by four percent in the sample.

Chapter Two: Quality of Life

Quality of Life

Factors in Selecting City

Thinking back to when you moved to Elko New Market, what factors were most important to you in selecting the city?

NEIGHBORHOOD	11%
HOUSING	14%
SAFE	6%
RURAL/OPEN SPACE	22%
QUIET AND PEACEFUL	11%
CONVENIENT LOCATION	2%
FRIENDLY PEOPLE	5%
SMALL TOWN FEEL	14%
CLOSE TO FAMILY	8%
SCHOOLS	6%
CLOSE TO JOB	2%

Like Most

What do you like most about living in the City of Elko New Market?

	2012	2015
SMALL TOWN FEEL	43%	26%
QUIET AND PEACEFUL	16%	23%
HOUSING/NEIGHBORHOOD	6%	5%
RURAL/OPEN SPACE	16%	14%
SAFE	4%	8%
FRIENDLY PEOPLE	6%	15%
CONVENIENT LOCATION	6%	3%
PLACE TO RAISE KIDS	0%	3%
SCATTERED	2%	4%

Most Serious Issue

What do you think is the most serious issue facing the city today?

	2012	2015
UNSURE	11%	0%
NOTHING	12%	23%
HIGH TAXES	8%	11%
LACK OF BUSINESSES	20%	15%
EXPANDING RACE TRACK	8%	0%
CITY SPENDING	4%	2%
TOO MUCH GROWTH	4%	12%
DRINKING WATER QUALITY	13%	17%
NOTHING FOR YOUTH TO DO	7%	0%
RISING CRIME	5%	0%
LACK OF JOBS	2%	0%
SCHOOL QUALITY	3%	0%
NEED GROCERY STORE	0%	6%
HIGH COST OF WATER	0%	4%
ROAD REPAIR	0%	3%
SCATTERED	4%	6%

Quality of Life

How would you rate the quality of life in Elko New Market -- excellent, good, only fair, or poor?

	2012	2015
EXCELLENT	32%	43%
GOOD	58%	54%
ONLY FAIR	9%	3%
POOR	0%	0%
DON'T KNOW/REFUSED	0%	0%

Summary and Conclusions

Ninety-seven percent, an increase of seven percent, rate their quality of life as either "excellent" or "good." Only three percent rate the quality of life lower. In comparison with other Metropolitan Area suburban communities, the quality of life rating is in the top decile. The key differentiating factor for quality of life is the "excellent" ratings given by residents. A high 43%, an increase of 11%, deem it "excellent," placing the city well within the top decile of Metropolitan Area suburbs. In fact among exurban communities, Elko New Market's "excellent rating" is among the top three during the past five years.

“Rural and open space,” at 22%, tops the list of factors that were most important in moving to Elko New Market. Fourteen percent respectively point to “small town feel” and “housing;” while 11% each indicate their “neighborhood” and “quiet and peaceful.”

At 26%, “small town feel” leads the list of attributes people liked most about living in the community. “Quiet peaceful” and “friendly people” follow at 23% and 15% respectively. “Small town feel” is particularly important to residents with children and 35 to 44 year olds. Residents for ten to twenty years are more likely to state “quiet and peaceful” and “friendly people.”

The most serious issues facing the city are “quality of drinking water,” at 17%, and “lack of businesses,” at 15%. Residents for ten to twenty years are more likely to be troubled by the lack of businesses in the community. “Too much growth” is a concern for 12% of residents; while “high taxes” troubled 11%. Residents for more than twenty years are more likely to be concerned about the pace of growth, while men and fifty-five to sixty-four years olds were more likely to state “high taxes.” A “booster” group of 23%, more than twice as high as the Metropolitan Area norm, says there are “no” serious issues facing the community. This is a twelve percent increase from the 2012 survey in the number of “boosters.” Households with children and residents for less than ten years are more likely to be “boosters.”

Chapter Three: City Services

City Services

General Value of City Services

Property tax revenues are divided among the City of Elko New Market, Dakota County, and your local public school district. In 2012, the actual percentage of your property taxes going to the City of Elko New Market was 42 percent.

When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?

	2012	2015
EXCELLENT	5%	17%
GOOD	62%	55%
ONLY FAIR	27%	26%
POOR	4%	2%
DON'T KNOW/REFUSED	3%	0%

City Service Ratings

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor?

Police protection?

	2012	2015
EXCELLENT	29%	58%
GOOD	54%	36%
ONLY FAIR	11%	4%
POOR	6%	1%
DON'T KNOW/REFUSED	0%	1%

Fire protection?

	2012	2015
EXCELLENT	40%	61%
GOOD	53%	34%
ONLY FAIR	4%	2%
POOR	0%	0%
DON'T KNOW/REFUSED	4%	2%

Storm drainage, ponds, wetland maintenance and flood control?

	2012	2015
EXCELLENT	13%	25%
GOOD	68%	60%
ONLY FAIR	9%	10%
POOR	6%	2%
DON'T KNOW/REFUSED	4%	3%

Park maintenance?

	2012	2015
EXCELLENT	21%	43%
GOOD	64%	50%
ONLY FAIR	9%	3%
POOR	2%	2%
DON'T KNOW/REFUSED	4%	2%

City-sponsored recreation programs?

	2012	2015
EXCELLENT	8%	42%
GOOD	60%	51%
ONLY FAIR	15%	3%
POOR	4%	0%
DON'T KNOW/REFUSED	12%	4%

Code Enforcement?

	2012	2015
EXCELLENT	7%	25%
GOOD	73%	65%
ONLY FAIR	14%	4%
POOR	4%	2%
DON'T KNOW/REFUSED	3%	4%

Now, for the next two city services, please consider only their job on city-maintained street and roads. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 35, County Road 2, also known as 260th Street or Main Street and County Road 91, also known as Natchez Avenue, should not be considered. How would you rate ....

City street repair and maintenance?

	2012	2015
EXCELLENT	10%	18%
GOOD	72%	70%
ONLY FAIR	17%	11%
POOR	1%	0%
DON'T KNOW/REFUSED	0%	0%

Snow plowing?

	2012	2015
EXCELLENT	6%	30%
GOOD	65%	65%
ONLY FAIR	24%	5%
POOR	5%	0%
DON'T KNOW/REFUSED	0%	0%

Why did you rate that service as (only fair/poor?)

	2012	2015
POOR SNOW PLOWING	17%	16%
LACK OF DRAINAGE	13%	24%
POORLY MAINTAINED PARKS	2%	7%

SLOW RESPONSE	18%	11%
POOR QUALITY OF STREET REPAIR	7%	21%
NOT ENOUGH POLICE PATROLLING	13%	0%
LACK OF CODE ENFORCEMENT	15%	11%
NOT ENOUGH RECREATION PROGRAMS	14%	5%
SCATTERED	2%	6%

City Services to Improve

In general, what city services do you feel need to be improved?

DON'T KNOW/REFUSED	1%
NONE	42%
WATER TREATMENT PLANT	25%
CODE ENFORCEMENT	4%
STREET MAINTENANCE	9%
MORE POLICE	5%
MORE REC PROGRAMS	2%
MORE REC FACILITIES	4%
SNOW PLOWING	2%
PARK MAINTENANCE	3%
SCATTERED	3%

City Services to Add

Are there any city services you would like to see added in the City of Elko New Market? What would those be?

DON'T KNOW/REFUSED	8%
NOTHING	86%
RECREATION PROGRAMS	5%
COMMUNITY CENTER	1%

Summary and Conclusions

When property taxes are weighed against the quality of city services, 72% rate the value as "excellent" or "good." Twenty-eight percent rate the quality as "only fair" or "poor." The over two-to-one favorable-to-unfavorable ratio reveals a community satisfied with the cost of currently-offered city services. This rating continues to rank within the top decile of metro suburban communities; while among exurban communities, it places Elko New Market in the top

two over the past five years.

In evaluating specific city services, the mean approval rating is 91.6%, placing the city in the top decile for the Metropolitan Area suburban communities, and among top three exurban communities The mean approval rating has increased by over ten percent in the past three years. "Excellent" ratings of city service increased by an exceptional 21% since 2012.

In looking at each individual city service, two services stand out as "best practices" in the metro area: "city street repair and maintenance" and "snow plowing." Four services are in the top decile in comparison to metro area communities: "fire protection," "park maintenance," " recreation programs," and "code enforcement." While the final two services: "police protection" and "storm drainage" rank lower in comparison to other communities, they are both still in the top quartile.

City Service	Favorable	Unfavorable	Increase in "Excellent" Rating
Police Protection	94%	5%	29%
Fire Protection	95%	2%	21%
Storm Drainage, ponds, wetland maintenance and flood control	85%	12%	12%
Park maintenance	93%	5%	22%
City-sponsored recreation programs	93%	3%	34%
Code Enforcement	90%	6%	18%
City Street Repair and Maintenance	88%	11%	8%
Snow Plowing	95%	5%	24%
Mean	91.6%	6.1%	21%

Those rating a city services as "only fair" or "poor" were asked for a reason. Only one-third of residents fall into this category. Lack of drainage is criticized by 24%. Critics are most often 45 to 54 year olds. Street repair earns negative ratings from 21%. They are posted most often by empty nesters. And, snow plowing is viewed negatively by 16% because of a lack of thoroughness.

Forty-two percent feel the City of Elko New Market does not have any city services that need improvement. Twenty-five percent would like to see a "water treatment plant," while nine percent would improve "street repair." When asked if there are any city services they would like to see added in Elko New Market, ninety-four percent were unsure or stated "nothing." This level of satisfaction with the amount and types of city services is more typical of fully developed suburbs, than exurban communities. Only five percent indicate an expansion of recreation programs.

Chapter Four: Public Safety

Public Safety

Public Safety Issues

How would you rate the amount of police patrolling in your neighborhood -- too much, about the right amount or not enough?

	2012	2015
TOO MUCH	3%	1%
ABOUT RIGHT AMOUNT	83%	90%
NOT ENOUGH	14%	9%
DON'T KNOW/REFUSED	1%	0%

How would you rate the amount of traffic enforcement by the police in your neighborhood -- too much, about right amount or not enough?

	2012	2015
TOO MUCH	2%	0%
ABOUT RIGHT AMOUNT	83%	77%
NOT ENOUGH	15%	21%
DON'T KNOW/REFUSED	1%	2%

How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?

	2012	2015
VERY SERIOUS	5%	7%
SOMEWHAT SERIOUS	29%	23%
NOT TOO SERIOUS	43%	31%
NOT AT ALL SERIOUS	22%	39%
DON'T KNOW/REFUSED	0%	0%

And, how serious of a problem are stop sign violations in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?

	2012	2015
VERY SERIOUS	4%	4%
SOMEWHAT SERIOUS	22%	18%
NOT TOO SERIOUS	47%	29%
NOT AT ALL SERIOUS	25%	48%
DON'T KNOW/REFUSED	2%	0%

Please tell me which one you consider to be the greatest concern in Elko New Market? If you feel that none of these problems are serious in the city, just say so....

	2012	2015
Violent crime	2%	1%
Traffic speeding	20%	29%
Drugs	6%	9%
Youth crimes and vandalism	19%	15%
Identity theft	0%	0%
Business crimes, such as shoplifting and check fraud	1%	3%
Residential crimes, such as burglary, and theft	13%	3%
ALL EQUALLY	8%	0%
NONE OF THE ABOVE	24%	40%
DON'T KNOW/REFUSED	7%	1%

Summary and Conclusions

A very strong 90% rate the amount of police patrolling in their neighborhood as "about the right amount." Only 9% think the amount is "not enough." Seventy-seven percent rate the amount of traffic enforcement by the police in their neighborhood as "about the right amount." Twenty-one percent, though, think it is "not enough." These combined ratings of police patrolling are among the top ten percent of communities across the Metropolitan Area and among the top three exurban communities.

Thirty percent think the problem of traffic speeding in their neighborhood is either "very serious" or "somewhat serious." Seventy percent see it as "not serious." Twenty-two percent view the problem of stop sign violations in their neighborhood as either "very serious" or "somewhat serious." Seventy percent think it is "not too serious" or "not at all serious." Both levels of concern are consistent with other suburban communities.

Twenty-nine percent think the greatest public safety concern in Elko New Market is "traffic speeding," while 15% see it as "youth crimes and vandalism." It is important to note from the previous question on the seriousness of traffic speeding, only seven percent rated the problem as "very serious." Although traffic speeding leads the list of public safety concerns, it is a "soft"

concern. Forty percent think “none” of the enumerated public safety concerns are a problem in the city; typical among exurban communities, but more than double the metro area suburban average.

Chapter Five: Parks and Recreation

Parks and Recreation

Use of Recreation Facilities

The Elko New Market park system is composed of larger community parks, like Windrose Park and Wagner Park, and smaller neighborhood parks, like Woodcrest Park and Rowena Ponds Park, trails, and community ballfields. Of these facilities, which have you or members of your household used during the past year?

Larger community parks?

NOT USED. 35%
USED/EXCELLENT. 31%
USED/GOOD. 30%
USED/ONLY FAIR. 4%
USED/POOR. 1%
DON'T KNOW/REFUSED. 0%

Smaller neighborhood parks?

NOT USED. 26%
USED/EXCELLENT. 33%
USED/GOOD. 36%
USED/ONLY FAIR. 5%
USED/POOR. 0%
DON'T KNOW/REFUSED. 0%

Trails and Sidewalks?

NOT USED. 17%
USED/EXCELLENT. 43%
USED/GOOD. 35%
USED/ONLY FAIR. 6%
USED/POOR. 0%
DON'T KNOW/REFUSED. 0%

Community ballfields?

NOT USED. 60%
USED/EXCELLENT. 16%
USED/GOOD. 21%
USED/ONLY FAIR. 3%
USED/POOR. 0%
DON'T KNOW/REFUSED. 0%

Wagner Park skatepark?

NOT USED. 80%
USED/EXCELLENT. 5%
USED/GOOD. 13%
USED/ONLY FAIR. 1%
USED/POOR. 0%
DON'T KNOW/REFUSED. 0%

Ice rinks?

NOT USED. 69%
USED/EXCELLENT. 7%
USED/GOOD. 21%
USED/ONLY FAIR. 2%
USED/POOR. 1%
DON'T KNOW/REFUSED. 0%

Wagner Park Shelter?

NOT USED. 61%
USED/EXCELLENT. 15%
USED/GOOD. 21%
USED/ONLY FAIR. 2%
USED/POOR. 0%
DON'T KNOW/REFUSED. 0%

Adequacy of Recreation Facilities

In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?

	2012	2015
YES	85%	89
NO	14%	10
DON'T KNOW/REFUSED	1%	2

What additional recreational facilities would you like to see the City offer its residents?

	2012	2015
TRAILS	7%	0%
TENNIS COURTS	10%	23%
SWIMMING POOL	55%	9%
ATHLETIC FIELDS	19%	0%
COMMUNITY CENTER	0%	18%
TEEN CENTER	0%	5%
ICE RINKS	0%	40%
BASKETBALL COURTS	0%	5%
SCATTERED	10%	0%

Adequacy of Recreation Programs

In general, do you feel that existing recreational programs offered by the City meet the needs of you and members of your household?

	2012	2015
YES	84%	93%
NO	14%	6%
DON'T KNOW/REFUSED	3%	1%

What additional recreational programs would you like to see the City offer its residents?

	2012	2015
UNSURE	3%	0%
SENIOR PROGRAMS	16%	14%
ADULT SPORTS	0%	21%
SWIMMING	0%	14%
FITNESS	0%	7%

TEEN SPORTS	0%	29%
YOUTH PROGRAMS	68%	0%
ARTS AND HOBBIES	7%	14%
SCATTERED SPORTS	6%	0%

Participation in Recreation Programs

Have you or members of your household participated in any City park and recreation programs?

	2012	2015
YES	33%	42%
NO	65%	58%
DON'T KNOW/REFUSED	1%	0%

Which ones?

	2012	2015
BASEBALL/SOFTBALL	49%	60%
MULTIPLE SPORTS	25%	12%
SOCCER	16%	22%
SWIMMING	4%	5%
SCATTERED	6%	1%

Were you satisfied or dissatisfied with your experience?

	2012	2015
SATISFIED	96%	91%
DISSATISFIED	3%	4%
DON'T KNOW/REFUSED	1%	5%

Adequacy of Community Events

In general, do you feel that existing community events offered by the City meets the needs of you and members of your household?

	2012	2015
YES	92%	98%
NO	6%	0%
DON'T KNOW/REFUSED	2%	1%

What additional community events would you like to see the City offer its residents?

UNSURE	21%	0%
SENIOR EVENTS	21%	0%
MOVIES IN THE PARK	50%	0%
YOUTH-ORIENTED EVENTS	7%	0%
CARNIVAL	0%	100%

Number of Community Events

Do you think the city has the right amount of community events, too many or too few?

ABOUT RIGHT AMOUNT	97%
TOO MANY	0%
TOO FEW	3%
DON'T KNOW/REFUSED	1%

Participation in Community Events

Have you or members of your household participated in any community events?

	2012	2015
YES	41%	77%
NO	58%	23%
DON'T KNOW/REFUSED	1%	0%

Which ones?

	2012	2015

LION'S EVENTS	3%	5%
BLOCK PARTIES	4%	16%
FIRE AND RESCUE DAYS	37%	20%
PARADE	28%	17%
NIGHT TO UNITE	17%	21%
EASTER EGG HUNT	5%	15%
CITY WIDE GARAGE SALE	0%	4%
SCATTERED	6%	2%

Were you satisfied or dissatisfied with your experience?

	2012	**2015**
SATISFIED	93%	99%
DISSATISFIED	7%	1%
DON'T KNOW/REFUSED	1%	0%

Are there any changes or improvements that would make you more likely to participate in a community event?

UNSURE	6%
NO	90%
ADULTS-ONLY	4%

Summary and Conclusions

The household use during the past year of existing facilities in the park system was examined in some detail. Eighty-four percent report members using the trails and sidewalks. Seventy-two percent visit the smaller neighborhood parks, and 66% visit large community parks. Forty percent use the community ball fields, while 31% report usage of the ice rinks. Thirty-nine percent indicate using the Wagner Park Shelter and 19% use the skate park at Wagner Park. Park facility users are most apt to be households containing children and twenty-five to forty-four year olds. Non-users are more frequently over twenty year residents, empty-nesters, and over 55 year olds. When comparing Elko New Market to communities with similar demographics, use of park facilities is among the top quartile of cities.

Users were asked to rate each specific facility. Across all park facilities, a very high 93% of users rate the facility positively. These park facility ratings place the city within the top ten percent of cities across the metro area and among the top three exurban communities.

Park Facility	Change in Usership	Favorable	Unfavorable
Larger Community Parks	+10%	61%	5%
Smaller Neighborhood Parks	+20%	67%	5%
Trails and Sidewalks	+9%	78%	6%
Community Ball fields	-3%	37%	3%
Wagner Park Skate park	-11%	18%	1%
Ice Rinks		28%	3%
Wagner Park Shelter		36%	2%

Eighty-nine percent of the residents feel that existing recreational facilities offered by the City meet the needs of their household. Ten percent disagree, citing the lack of ice rinks, tennis courts and community center. Disagreement is higher among households of children and twenty-five to thirty-four year olds.

Ninety-three percent similarly feel that existing recreational programs offered by the City meets the needs of their households. Six percent disagree, citing particularly the lack of sports programs for youth and adults. This level of satisfaction with recreational programs is right at the norm for the metro area, and about ten percent higher than the exurban community average. Again, disagreement peaks among households with children and twenty-five to forty-four year olds.

Forty-two percent, an increase of 9%, report household members participated in a City park and recreation program, especially households with children and twenty-five to forty-four year olds. The most popular are baseball/softball programs, accounting for almost two-thirds of the participation. Among participants, a high 91% are satisfied with the experience. Combining the use and rating of recreation programs, Elko New Market places among the top 10 communities across the metro area.

Ninety-eight percent believe existing community events offered by the City meet the needs of their households. When comparing Elko New Market to communities with similar demographics, this level of satisfaction with community events is twelve percent higher than the average. Seventy-seven percent, an amazing increase of 36%, of community households participate in community events. Participation levels are higher among residents for ten years or less, households with children, and twenty-five to forty-four year olds. They are lower among over fifty-five year olds. Among participants, 21% attended “Night to Unite,” particularly households with children and residents for more than ten years. Twenty percent attended “Fire & Rescue Days,” especially men; and 17% went to the “Parade,” particularly households with children and women. Ninety-nine percent are satisfied with their experiences there. Combining the use and rating of community events, places Elko New Market among the top three communities across the metro area.

Chapter Six: City Hall

City Hall

City Hall

During the past year, have you contacted Elko New Market City Hall?

	2012	2015
YES	43%	41%
NO	56%	59%
DON'T KNOW/REFUSED	1%	0%

On your last telephone call or visit, which Department did you contact -- the Police Department, Fire Department, Public Works, Park and Recreation, Building Inspections, Engineering, Planning, Administration, Billing Department, or the General Information Desk receptionist?

	2012	2015
POLICE DEPARTMENT	9%	11%
FIRE DEPARTMENT	2%	1%
PUBLIC WORKS	27%	20%
PARKS AND RECREATION	14%	16%
BUILDING INSPECTION	4%	13%
ENGINEERING	2%	0%
PLANNING	2%	1%
ADMINISTRATION	4%	11%
BILLING DEPARTMENT	18%	20%
GENERAL INFORMATION	18%	7%
DON'T KNOW/REFUSED	0%	0%

Thinking about your last contact with the City, for each of the following characteristics, please rate the service as excellent, good, only fair, or poor....

Response time from City Staff to assist you?

	2012	2015

EXCELLENT	41%	46%
GOOD	52%	46%
ONLY FAIR	7%	4%
POOR	0%	4%
DON'T KNOW/REFUSED	0%	0%

Courtesy of city staff?

	2012	2015
EXCELLENT	44%	46%
GOOD	51%	51%
ONLY FAIR	2%	3%
POOR	2%	0%
DON'T KNOW/REFUSED	1%	0%

Summary and Conclusions

Overall, residents continue to be extremely satisfied with their contacts with City Hall. Forty-one percent of the sample contacted Elko New Market City Hall during the past twelve months. Almost seventy percent called or visited one of four departments: Public Works, Billing, Building Inspections, or Parks and Recreation. On two aspects of customer service, staff members are rated as either "excellent" or "good" by at least 92% of those who contacted City Hall: "response time from City Staff to assist" and "courtesy of city staff." There are no statistically significant differences between departments when looking at the aspects of customer service. The standard threshold indicating quality customer service in the public sector is an 80% positive rating. The combined 95% favorable ratings on customer service places Elko New Market in the top decile across the metro area and among the top three exurban communities.

Chapter Seven: Website and Social Media

Website and Social Media

City's Website

Have you accessed the City's website?

YES	65%	45%
NO	35%	55%
DON'T KNOW/REFUSED	0%	0%

How would you evaluate the content of the city's website – excellent, good, only fair or poor?

EXCELLENT	27%
GOOD	69%
ONLY FAIR	5%
POOR	0%
DON'T KNOW/REFUSED	0%

How would you rate the ease of navigating the website and finding the information you sought – excellent, good, only fair or poor?

EXCELLENT	24%
GOOD	64%
ONLY FAIR	11%
POOR	0%
DON'T KNOW/REFUSED	0%

What additional information would you like to see on the city's website?

UNSURE	4%
NOTHING/FINE AS IS	42%
DEVELOPMENT PLANS	2%
COMMUNITY EVENTS	9%
GENERAL NEWS	4%
PERMIT FEES	5%
ENVIRONMENTAL NEWS	4%
COUNCIL MEETING MINUTES	9%
WATER BILL	3%

RECREATION PROGRAMS. 6%
BUDGET INFORMATION.. . . . . 3%
COMMENT SECTION. 3%
CRIME STATISTICS. 3%
ROAD CONSTRUCTION. 2%
SCATTERED. 2%

Social Media

I would like to ask you about social media sources. For each one, tell me if you currently use that source of information; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Elko New Market.

Facebook?

NOT USED. 61%
USED/LIKELY. 25%
USED/NOT LIKELY.. . . . . 15%
DON'T KNOW/REFUSED.. . . . . 0%

Twitter?

NOT USED. 74%
USED/LIKELY. 13%
USED/NOT LIKELY.. . . . . 14%
DON'T KNOW/REFUSED.. . . . . 0%

Summary and Conclusions

Forty-five percent, a decrease of 20%, of the households in the community accessed the City's website. Website visitors are more often residents for ten years or less, households with children, and thirty-five to forty-four year olds. Non-visitors are more apt to be residents for more than twenty years, empty-nesters, and over fifty-five year olds. Among users, a very high 96% favorably rated the content of the website, while 88% rated the ease of navigating the website favorably.

A social media presence by the City of Elko New Market would supplement its current communications reach. At this point, Facebook users are 39% of the households in the city, while 26% use Twitter. About one-half of the users of Facebook and Twitter report they are likely to use that social media to obtain information about the community.

Chapter Eight: Concluding Thoughts

Concluding Thoughts

Elko New Market residents have become more engaged and enthusiastic about their city and its services. While favorable ratings have improved from the 2012 study, the key change is the large increase of "excellent" ratings on numerous questions. The key issue continuing to face decision-makers in the future is maintaining the "small town ambience" and attracting more businesses to Elko New Market. With the "City Booster" percentage at 23%, more than twice the suburban norm, the reservoir of goodwill has been expanded; this will continue to serve decision makers very well as new issues are encountered and hard decisions must be made.
It is clear from the results, the City Council and staff made significant improvements in areas of concern from the 2012 survey. The results of these changes have made a major positive impact in the quality of life for residents in Elko New Market.

Survey

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

City of Elko New Market
Residential Survey
FINAL MARCH 2015

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Elko New Market to speak with a random sample of residents about issues facing the community. This survey is being conducted because the City Council and City Staff are interested in your opinions and suggestions about current and future city needs. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

1. Approximately how many years have you lived in the City of Elko New Market?

LESS THAN TWO YEARS....8%
TWO TO FIVE YEARS.....11%
FIVE TO TEN YEARS.....22%
TEN TO TWENTY YEARS...32%
20 TO 30 YEARS.....14%
OVER THIRTY YEARS.....13%
DON'T KNOW/REFUSED.....0%

2. Thinking back to when you moved to Elko New Market, what factors were most important to you in selecting the city?

DON’T KNOW/REFUSED.....0%
NEIGHBORHOOD.....11%
HOUSING.....14%
SAFE.....6%
RURAL/OPEN SPACE.....22%
QUIET AND PEACEFUL....11%
CONVENIENT LOCATION....2%
FRIENDLY PEOPLE.....5%
SMALL TOWN FEEL.....14%
CLOSE TO FAMILY.....8%
SCHOOLS.....6%
CLOSE TO JOB.....2%

3. What do you like most about living in the City of Elko New Market?

DON’T KNOW/REFUSED.....0%
SMALL TOWN FEEL.....26%
QUIET AND PEACEFUL....23%
HOUSING/NEIGHBORHOOD...5%
RURAL/OPEN SPACE.....14%
SAFE.....8%
FRIENDLY PEOPLE.....15%
CONVENIENT LOCATION....3%
PLACE TO RAISE KIDS....3%
SCATTERED.....4%

4.	What do you think is the most serious issue facing the city today?	DON’T KNOW/REFUSED.....0% NOTHING.....23% HIGH TAXES.....11% LACK OF BUSINESSES....15% CITY SPENDING.....2% TOO MUCH GROWTH.....12% QUALITY OF WATER.....17% NEED GROCERY STORE.....6% HIGH COST OF WATER.....4% ROAD REPAIR.....3% SCATTERED.....6%
5.	How would you rate the quality of life in Elko New Market -- excellent, good, only fair, or poor?	EXCELLENT.....43% GOOD.....54% ONLY FAIR.....3% POOR.....0% DON'T KNOW/REFUSED.....0%

Moving on....

Property tax revenues are divided among the City of Elko New Market, Dakota County, and your local public school district. In 2014, the actual percentage of your property taxes going to the City of Elko New Market was 40 percent.

6.	When you consider the property taxes you pay and the quality of city services you receive, would you rate the general value of city services as excellent, good, only fair, or poor?	EXCELLENT.....17% GOOD.....55% ONLY FAIR.....26% POOR.....2% DON'T KNOW/REFUSED.....0%

I would like to read you a list of a few city services. For each one, please tell me whether you would rate the quality of the service as excellent, good, only fair, or poor? (ROTATE)

	EXCL	GOOD	FAIR	POOR	DK/R
7. Police protection?	58%	36%	4%	1%	1%
8. Fire protection?	61%	34%	2%	0%	2%
9. Storm drainage, ponds, wetland maintenance and flood control?	25%	60%	10%	2%	3%
10. Park maintenance?	43%	50%	3%	2%	2%
11. City-sponsored recreation programs?	42%	51%	3%	0%	4%
12. Code Enforcement?	25%	65%	4%	2%	4%

Now, for the next three city services, please consider only their job on city-maintained street and roads. That means excluding interstate highways, state and county roads that are taken care of by other levels of government. Hence, Interstate 35, County Road 2, also known as 260th Street or Main Street and County Road 91, also known as Natchez Avenue, should not be considered. How would you rate ....

	EXCL	GOOD	FAIR	POOR	DK/R
13. City street repair and maintenance?	18%	70%	11%	0%	0%
14. Snow plowing?	30%	65%	5%	0%	0%

IF ANY CITY SERVICE IS RATED “ONLY FAIR” OR “POOR,” ASK: (n=76)

15. Why did you rate that service as (only fair/poor?)

DON’T KNOWR/REFUSED....3%
POOR SNOW PLOWING.....16%
LACK OF DRAINAGE.....24%
SLOW RESPONSE.....11%
POOR STREET REPAIR....21%
LACK OF CODE ENFORCE..11%
NOT ENOUGH RECREATION..5%
POOR PARK MAINTENANCE..7%
SCATTERED.....3%

16. In general, what city services do you feel need to be improved?

DON’T KNOW/REFUSED.....1%
NONE.....42%
WATER TREATMENT PLANT.25%
CODE ENFORCEMENT.....4%
STREET MAINTENANCE.....9%
MORE POLICE.....5%
MORE REC PROGRAMS.....2%
MORE REC FACILITIES....4%
SNOW PLOWING.....2%
PARK MAINTENANCE.....3%
SCATTERED.....3%

17. Are there any city services you would like to see add in the City of Elko New Market? (IF “YES,” ASK:) What would those be?

DON’T KNOW/REFUSED.....8%
NOTHING.....86%
RECREATION PROGRAMS....5%
COMMUNITY CENTER.....1%

Thinking about another topic....

18.	How would you rate the amount of police patrolling in your neighborhood -- too much, about the right amount or not enough?	TOO MUCH.....1% ABOUT RIGHT AMOUNT....90% NOT ENOUGH.....9% DON'T KNOW/REFUSED.....0%
19.	How would you rate the amount of traffic enforcement by the police in your neighborhood -- too much, about right amount or not enough?	TOO MUCH.....0% ABOUT RIGHT AMOUNT....77% NOT ENOUGH.....21% DON'T KNOW/REFUSED.....2%
20.	How serious of a problem is traffic speeding in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?	VERY SERIOUS.....7% SOMEWHAT SERIOUS.....23% NOT TOO SERIOUS.....31% NOT AT ALL SERIOUS....39% DON'T KNOW/REFUSED.....0%
21.	And, how serious of a problem are stop sign violations in your neighborhood -- very serious, somewhat serious, not too serious, or not at all serious?	VERY SERIOUS.....4% SOMEWHAT SERIOUS.....18% NOT TOO SERIOUS.....29% NOT AT ALL SERIOUS....48% DON'T KNOW/REFUSED.....0%

22. Please tell me which one you consider to be the greatest concern in Elko New Market? If you feel that none of these problems are serious in the city, just say so....

Violent crime.....1%
Traffic speeding.....29%
Drugs.....9%
Youth crimes and vandalism.....15%
Identity theft.....0%
Business crimes, such as shoplifting
and check fraud.....3%
Residential crimes, such as burglary,
and theft.....3%
ALL EQUALLY.....0%
NONE OF THE ABOVE.....40%
DON'T KNOW/REFUSED.....1%

Moving on....

23.	Do you commute outside of your city to school or work on a daily basis?	YES.....59% NO.....41% DON’T KNOW/REFUSED.....0%

IF “YES,” ASK:

24. Which major highway do you use for the majority of your commuting to work or school?

HIGHWAY 35, 61%; HIGHWAY 91, 5%; COUNTY ROAD 2, 29%; COUNTY ROAD 27, 2%; SCATTERED, 3%.

25. Do you or anyone in your household ride public transit on a regular basis?

YES.....5%
NO.....95%
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=11)

26. How many days per week on average do you ride public transit?

ONE.....0%
TWO.....18%
THREE.....9%
FOUR.....9%
FIVE OR MORE.....64%
DON'T KNOW/REFUSED.....0%

IF "NO" IN QUESTION #25, ASK: (n=217)

27. Have you ever ridden public transit?

YES.....35%
NO.....65%
DON'T KNOW/REFUSED.....0%

Now, I would like to read you a list of potential services that could be offered by public transit. For each one, please tell me if it would make you much more likely to use public transit, somewhat more likely or would it make no difference to you.

	MML	SML	NOD	DKR
28. Service to events in Downtown Minneapolis or Downtown Saint Paul for events like concerts or sporting events at Target Center, Target Field or the Xcel Energy Center.	13%	17%	70%	0%
29. Service to the Minnesota State Fair, ValleyFair, Canterbury Park or the Renaissance Festival.	11%	15%	74%	0%
30. Service to area Community and Technical Colleges, such as Normandale, Inver Hills, or Dakota County Technical College.	1%	8%	91%	0%

31. Are there any other changes you would make to public transit so it is more convenient for you?

DON’T KNOW/REFUSED.....0%
NO.....68%
MORE ROUTES.....15%
MORE STOPS.....2%
EXPRESS BUSES.....11%
LONGER HOURS OF OPERATION.....3%
SCATTERED.....1%

32. Are you familiar with the Minnesota Valley Transit Authority or MVTA?

YES.....43%
NO.....57%
DON’T KNOW/REFUSED.....0%

Continuing....

The Elko New Market park system is composed of larger community parks, like Windrose Park and Wagner Park, and smaller neighborhood parks, like Woodcrest Park and Rowena Ponds Park, trails, and community ballfields. For each facility, please tell me if you or members of your household use that facility. Then for each one you use, please tell me if you would rate that facility as excellent, good, only fair, or poor?

	NOT USE	USE EXC	USE GOO	USE FAI	USE POO	DK/ REF
33. Larger community parks?	35%	31%	30%	4%	1%	0%
34. Smaller neighborhood parks?	26%	33%	36%	5%	0%	0%
35. Trails and Sidewalks?	17%	43%	35%	6%	0%	0%
36. Community ballfields?	60%	16%	21%	3%	0%	0%
37. Wagner Park skatepark?	80%	5%	13%	1%	0%	0%
38. Ice rinks?	69%	7%	21%	2%	1%	0%
39. Wagner Park Shelter?	61%	15%	21%	2%	0%	0%

40. In general, do you feel that existing recreational facilities offered by the City meet the needs of you and members of your household?

YES.....89%
NO 10%
DON'T KNOW/REFUSED.....2%

IF "NO," ASK: (n=22)

41. What additional recreational facilities would you like to see the City offer its residents?

TENNIS COURTS, 23%; COMMUNITY CENTER, 18%; TEEN CENTER, 5%; ICE RINKS, 40%; POOL, 9%; BASKETBALL COURTS, 5%.

42. In general, do you feel that existing recreational programs offered by the City meet the needs of you and members of your household?

YES	93%
NO	6%
DON'T KNOW/REFUSED	1%

IF "NO," ASK: (n=14)

43. What additional recreational programs would you like to see the City offer its residents?

SENIOR, 14%; ADULT HOBBY, 14%; SWIMMING, 14%; FITNESS, 7%; TEEN SPORTS, 29%; ADULT SPORTS, 21%.

44. Have you or members of your household participated in any City park and recreation programs?

YES	42%
NO	58%
DON'T KNOW/REFUSED	0%

IF "YES," ASK: (n=95)

45. Which ones?

DON’T KNOW/REFUSED	0%
BASEBALL/SOFTBALL	60%
MULTIPLE SPORTS	12%
SOCCER	22%
SWIMMING	5%
BASKETBALL	1%

46. Were you satisfied or dissatisfied with your experience?

SATISFIED	91%
DISSATISFIED	4%
DON'T KNOW/REFUSED	5%

Changing topics....

When you think about community events, such as the Egg Hunt, Fire Rescue Days or the Halloween Party....

47. In general, do you feel that existing community events offered by the City meets the needs of you and members of your household?

YES	98%
NO	0%
DON'T KNOW/REFUSED	1%

IF "NO," ASK: (n=1)

48. What additional community events would you like to see the City offer its residents?

CARNIVAL, 100%.

49.	Do you think the city has the right amount of community events, too many or too few?	ABOUT RIGHT AMOUNT....97% TOO MANY.....0% TOO FEW.....3% DON’T KNOW/REFUSED.....1%
50.	Have you or members of your household participated in any community events?	YES.....77% NO.....23% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=175)

51.	Which ones?	DON’T KNOW/REFUSED.....0% LION’S EVENTS.....5% BLOCK PARTIES.....16% FIRE & RESCUE DAYS....20% PARADE.....17% NIGHT TO UNITE.....21% EASTER EGG HUNT.....15% CITYWIDE GARAGE SALE...4% HALLOWEEN.....2%
52.	Were you satisfied or dissatisfied with your experience?	SATISFIED.....99% DISSATISFIED.....1% DON'T KNOW/REFUSED.....0%

IF “NO,” ASK: (n=53)

53. Are there any changes or improvements that would make you more likely to participate in a community event?

UNSURE, 6%; NO, 90%; ADULTS-ONLY, 4%.

Changing topics....

54.	During the past year, have you contacted Elko New Market City Hall?	YES.....41% NO.....59% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=94)

55.	On your last telephone call or visit, which Department did you contact -- the Police Department, Fire Department, Public Works, Park and Recreation, Building Inspections, Engineering, Planning, Administration, Billing Department, or the General Information Desk receptionist?	POLICE DEPARTMENT.....11% FIRE DEPARTMENT.....1% PUBLIC WORKS.....20% PARKS AND REC.....16% BUILDING INSPECT.....13% ENGINEERING.....0% PLANNING.....1% ADMINISTRATION.....11% BILLING DEPT.....20% GENERAL INFORMATION....7% DON'T KNOW/REFUSED.....0%

Thinking about your last contact with the City, for each of the following characteristics, please rate the service as excellent, good, only fair, or poor....

		EXC	GOO	FAI	POO	DKR
56.	Response time from City Staff to assist you?	46%	46%	4%	4%	0%
57.	Courtesy of city staff?	46%	51%	3%	0%	0%

Moving on.....

58.	Have you accessed the City's website?	YES.....45% NO.....55% DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=102)

59.	How would you evaluate the content of the city’s website -- excellent, good, only fair or poor?	EXCELLENT.....27% GOOD.....69% ONLY FAIR.....5% POOR.....0% DON'T KNOW/REFUSED.....0%
60.	How would you rate the ease of navigating the website and finding the information you sought -- excellent, good, only fair or poor?	EXCELLENT.....24% GOOD.....64% ONLY FAIR.....11% POOR.....0% DON'T KNOW/REFUSED.....0%

61. What additional information would you like to see on the city's website?

UNSURE, 4%; NOTHING/FINE AS IS, 42%; DEVELOPMENT PLANS, 2%; COMMUNITY EVENTS, 9%; GENERAL NEWS, 4%; PERMIT FEES, 5%; ENVIRONMENTAL NEWS, 4%; COUNCIL MEETING MINUTES, 9%; WATER BILL, 3%; RECREATION PROGRAMS, 6%; BUDGET INFORMATION, 3%; COMMENT SECTION, 3%; CRIME STATISTICS, 3%; ROAD CONSTRUCTION, 2%; SCATTERED, 2%.

I would like to ask you about social media sources. For each one, tell me if you currently use that source of infor mation; then, for each you currently use, tell me if you would be likely or unlikely to use it to obtain information about the City of Elko New Market.

	NOT USE	USE LIK	USE NLK	DK/ REF
62. Facebook?	61%	25%	15%	0%
63. Twitter?	74%	13%	14%	0%

Now, just a few more questions for demographic purposes....

64. Do you have school-aged children or pre-schoolers in your household?

YES.....57%
NO.....43%
DON'T KNOW/REFUSED.....0%

65. What is your age, please? (READ CATEGORIES, IF NEEDED)

18-24.....4%
25-34.....23%
35-44.....31%
45-54.....25%
55-64.....10%
65 AND OVER.....7%
REFUSED.....0%

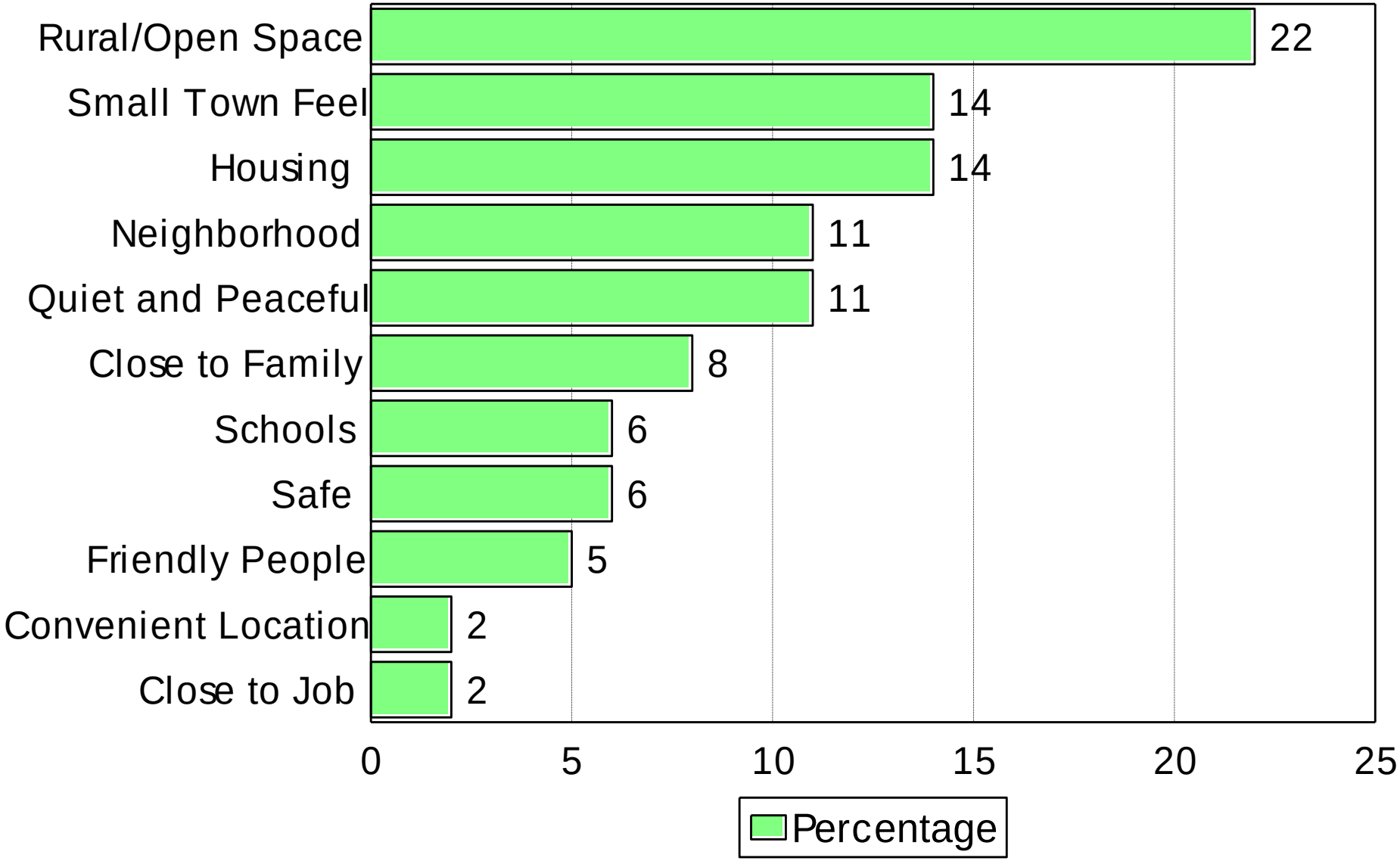
66. Gender (DO NOT ASK)

MALE.....48%
FEMALE.....52%

Graphics

Factors in Selecting City

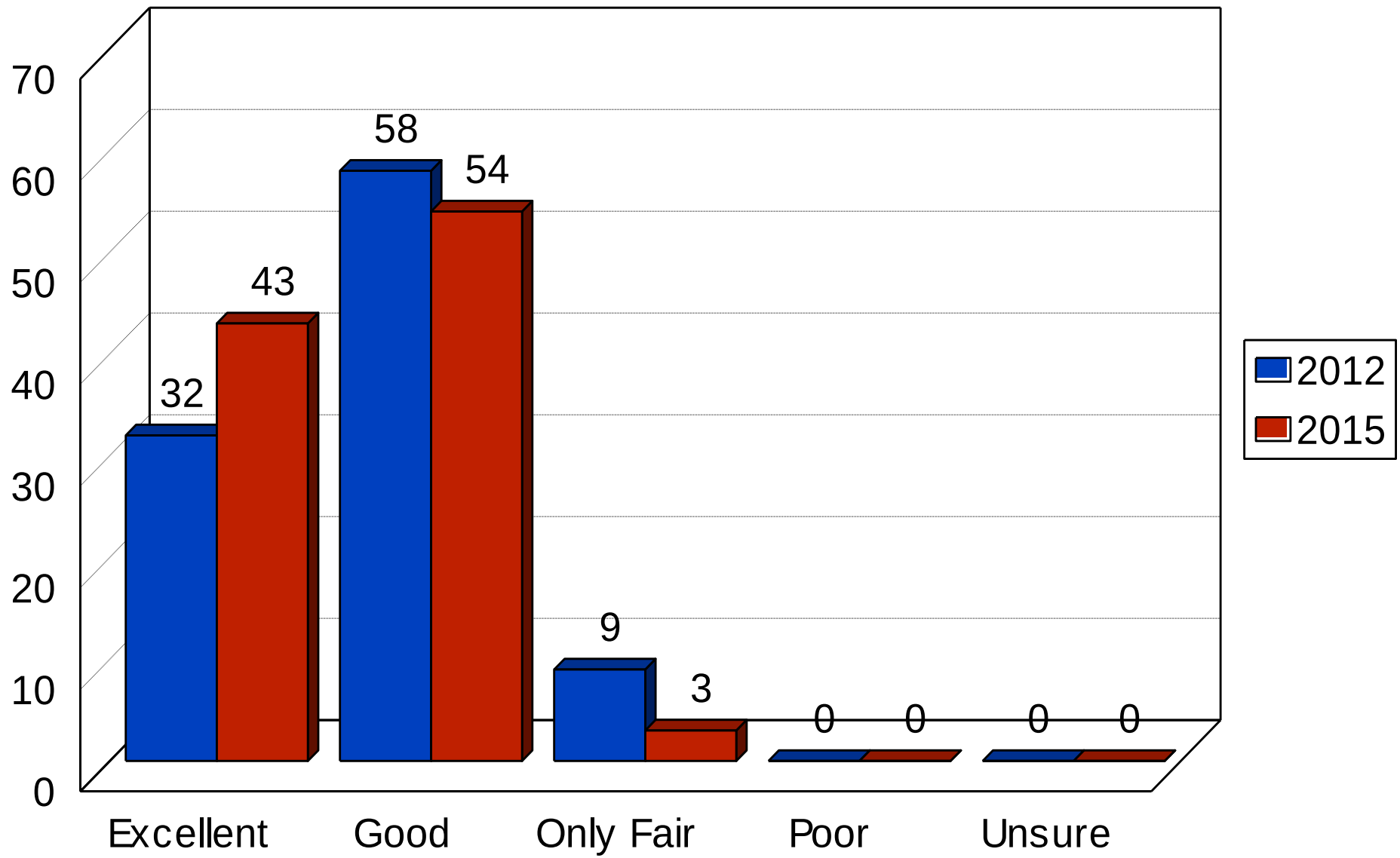
2015 City of Elko New Market



The Morris Leatherman Company

Quality of Life

2015 City of Elko New Market



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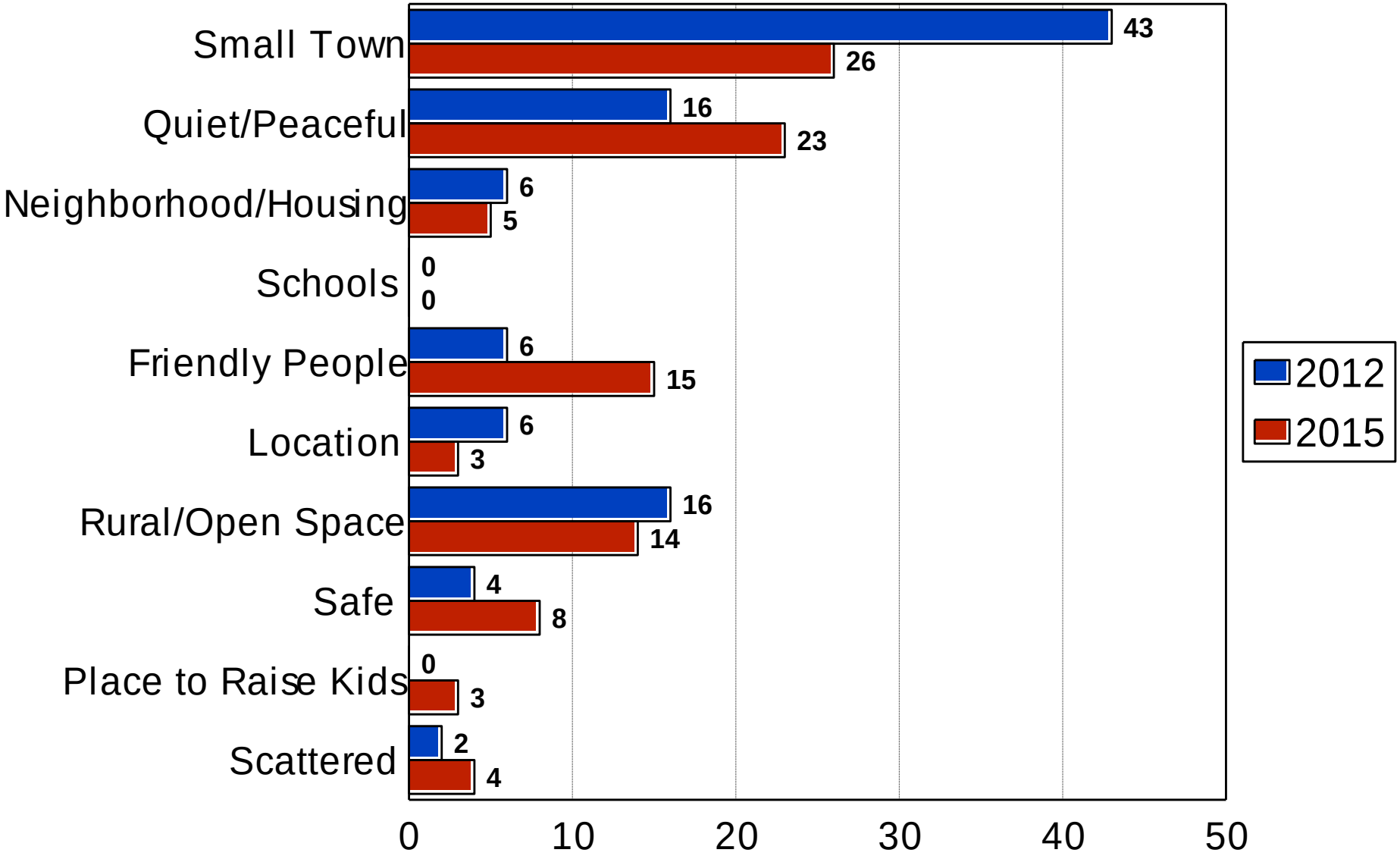
Like Most about City

2015 City of Elko New Market



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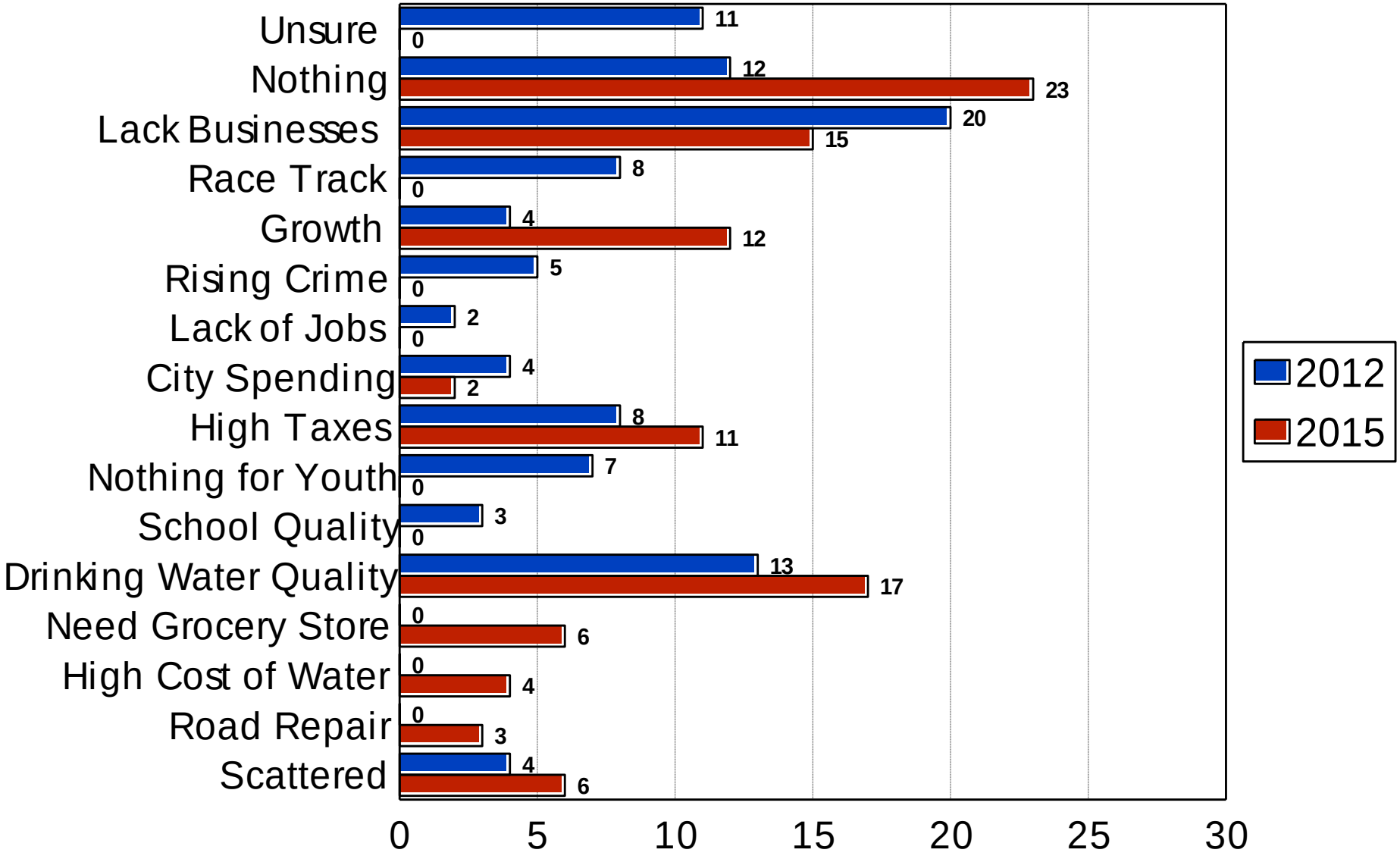
Most Serious Issue

2015 City of Elko New Market



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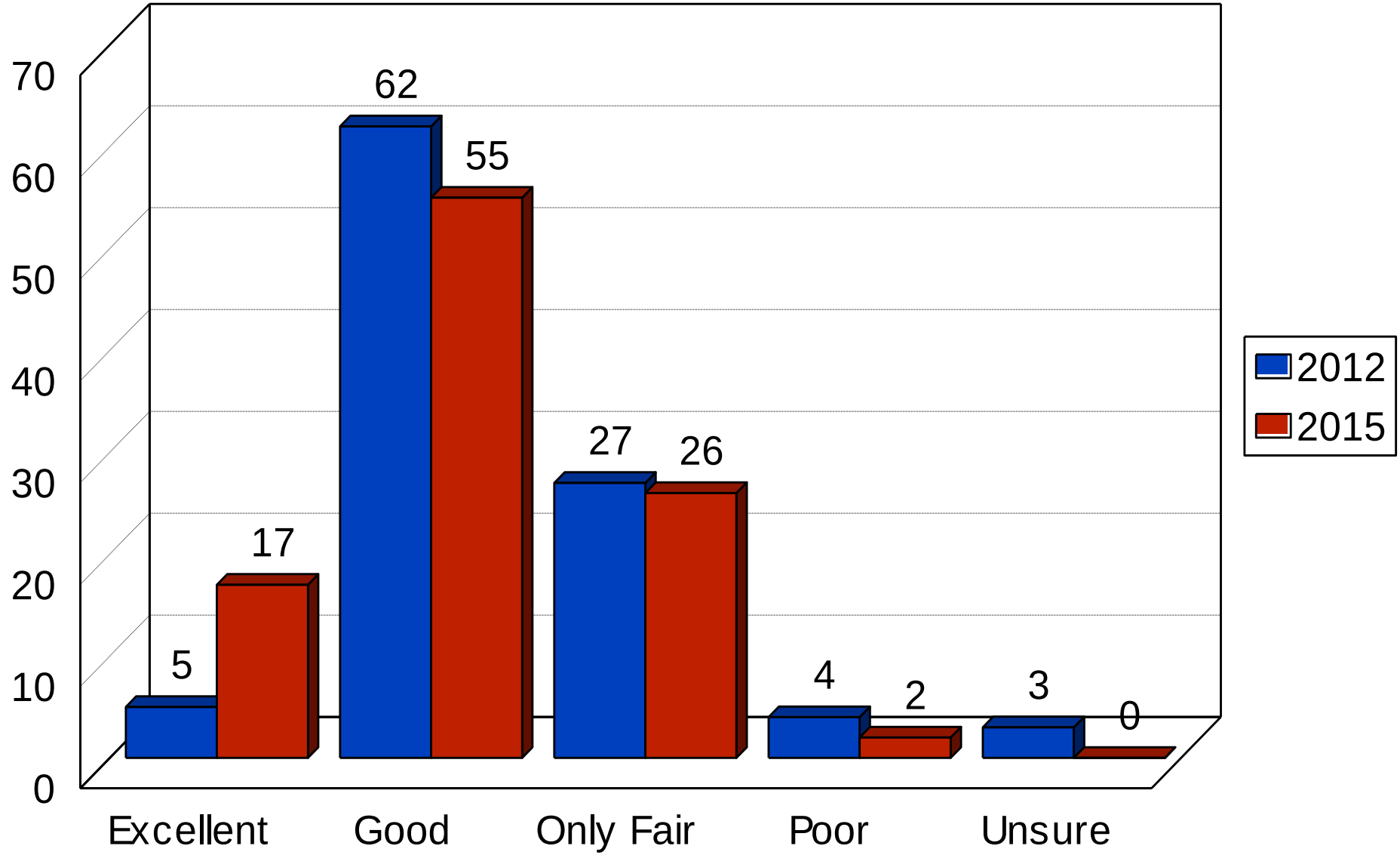
Value of City Services

2015 City of Elko New Market



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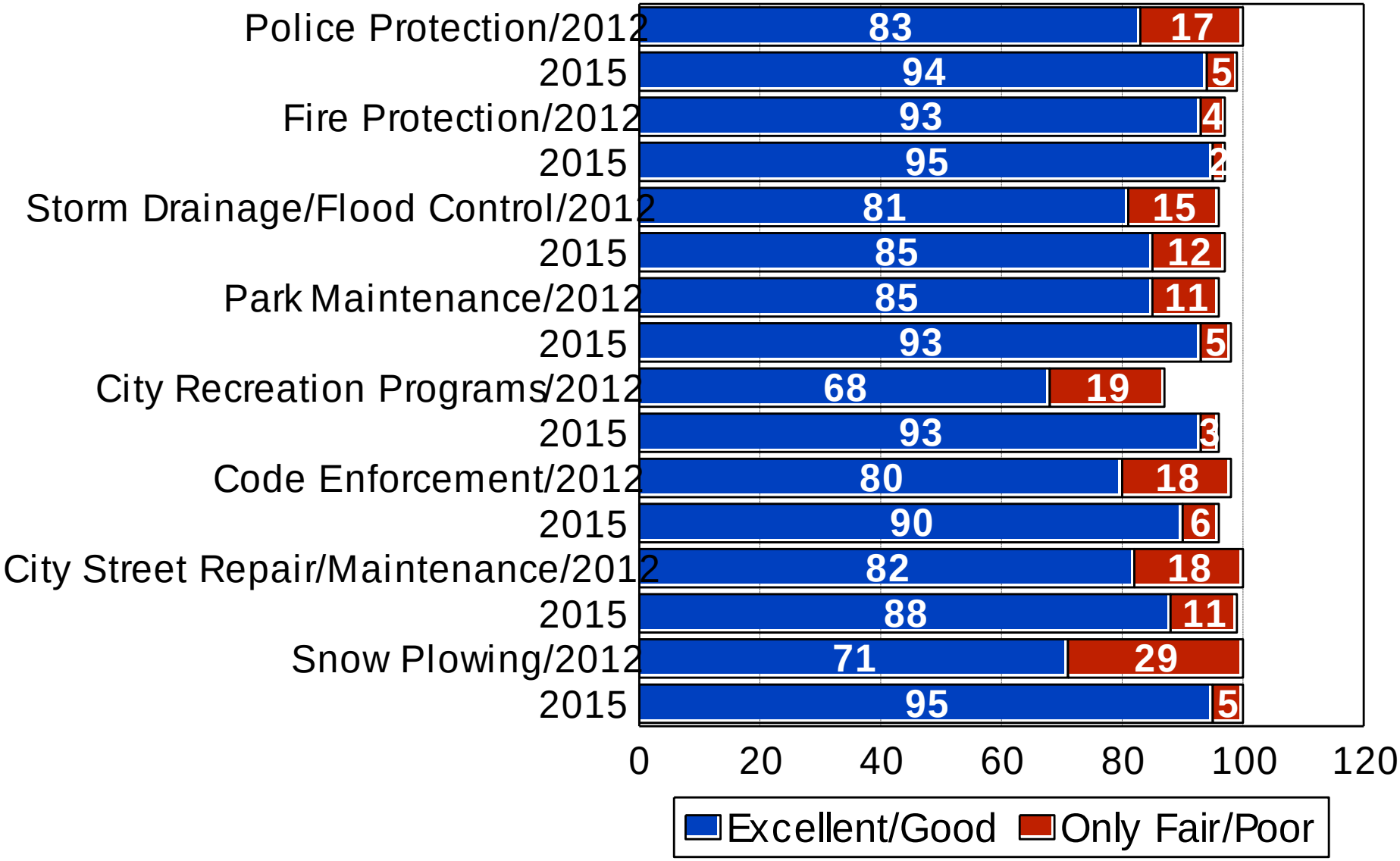
City Services

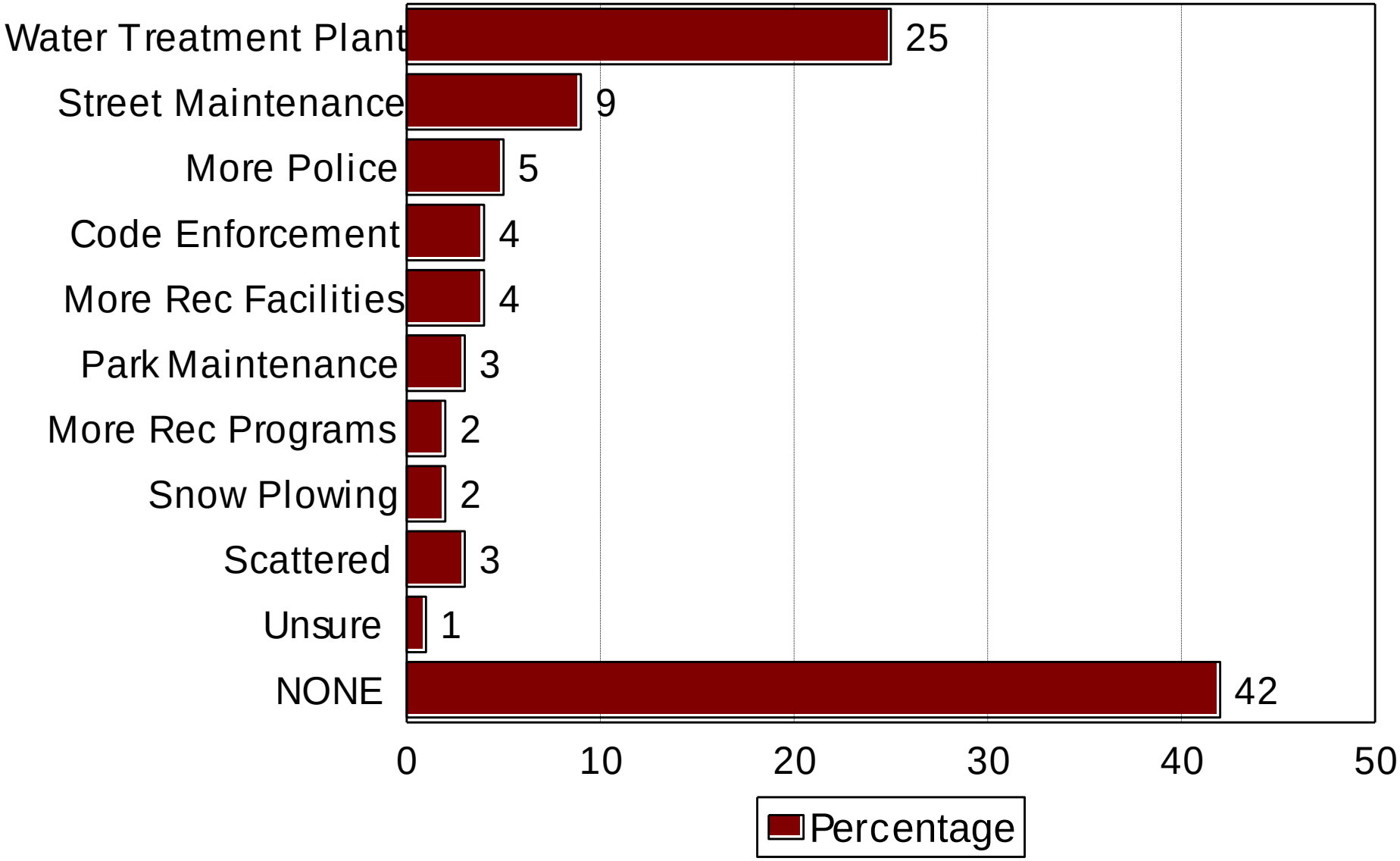
2015 City of Elko New Market



The Morris Leatherman Company

City Services to be Improved

2015 City of Elko New Market



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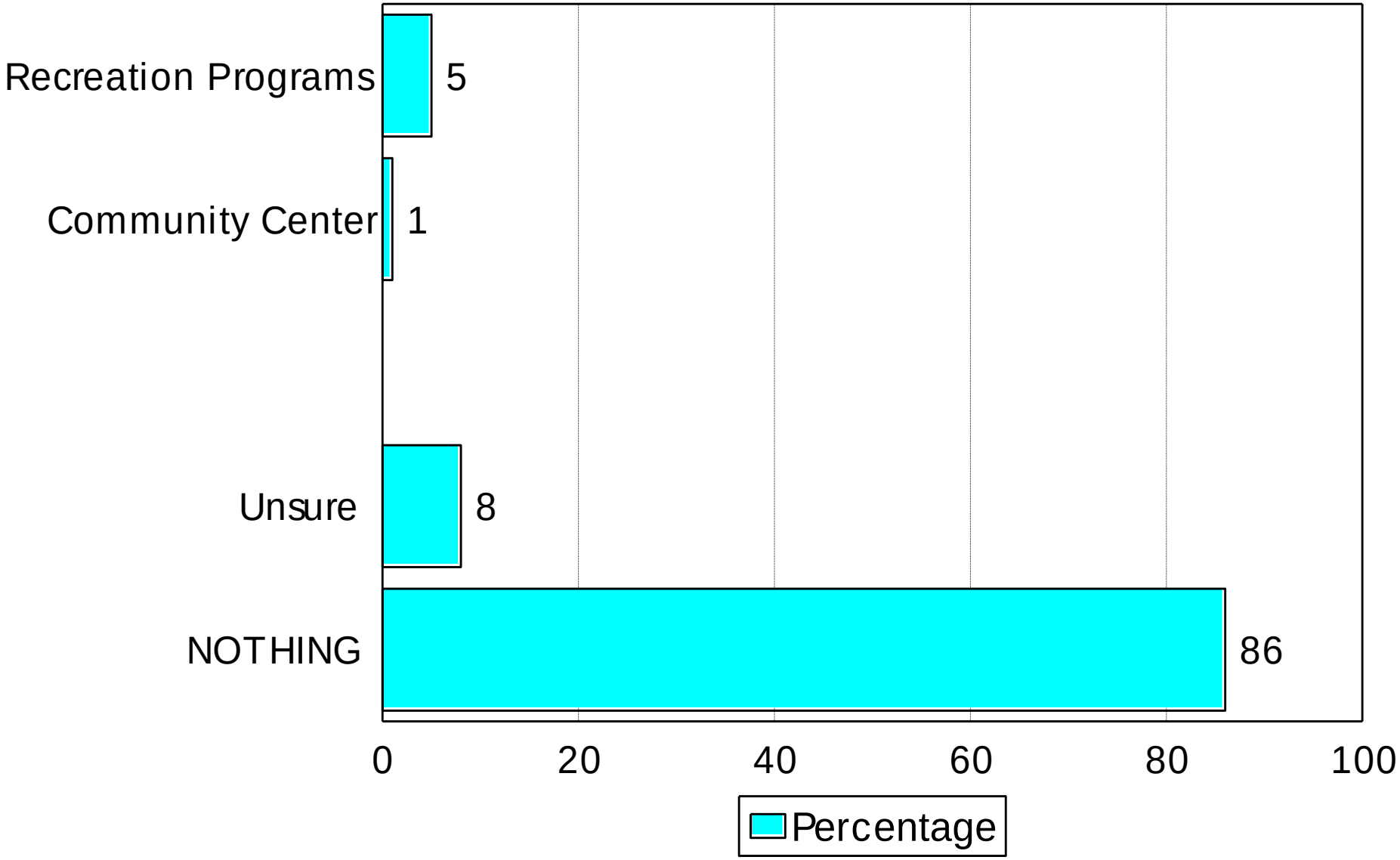
Additional City Services

2015 City of Elko New Market



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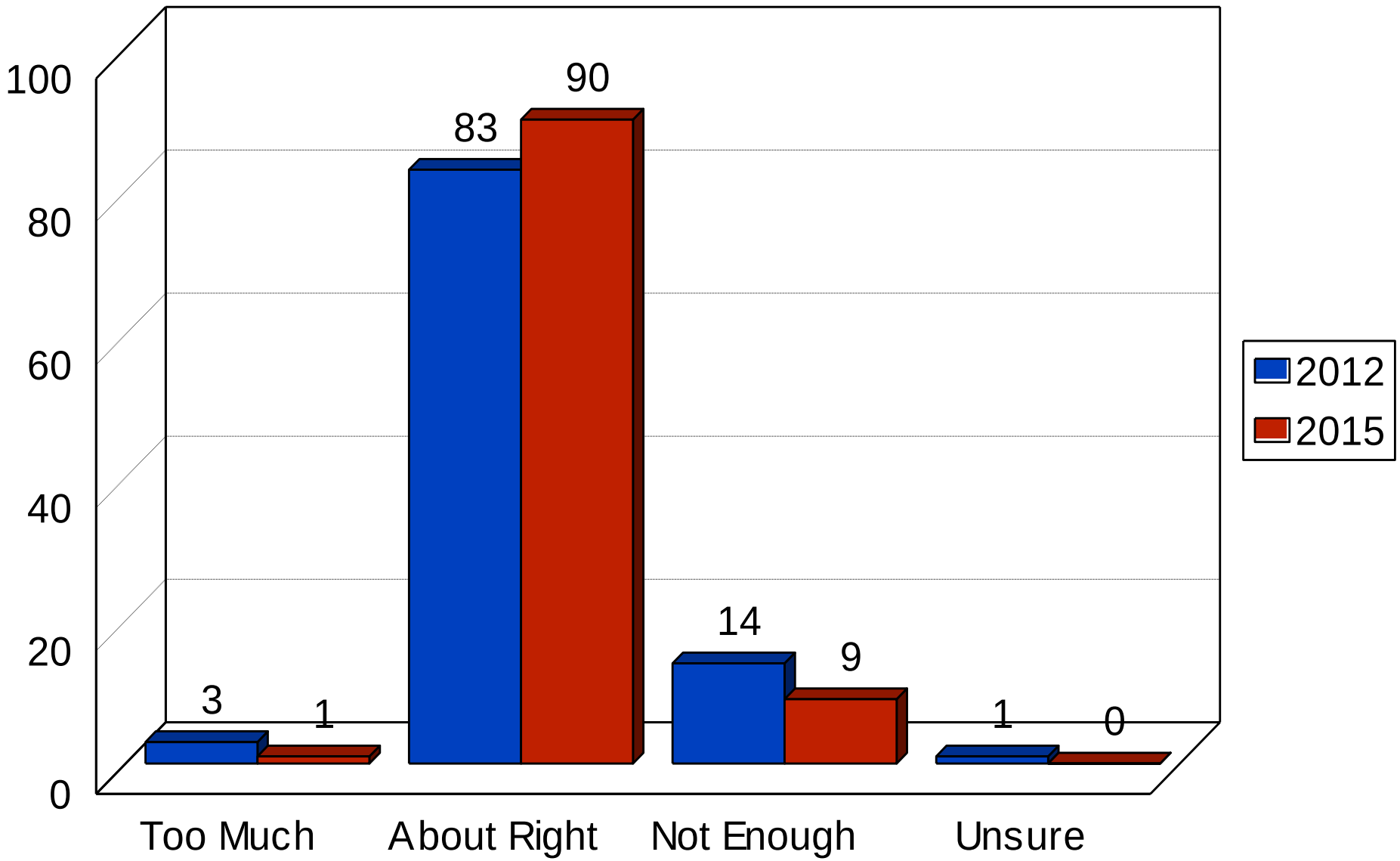
Neighborhood Patrolling

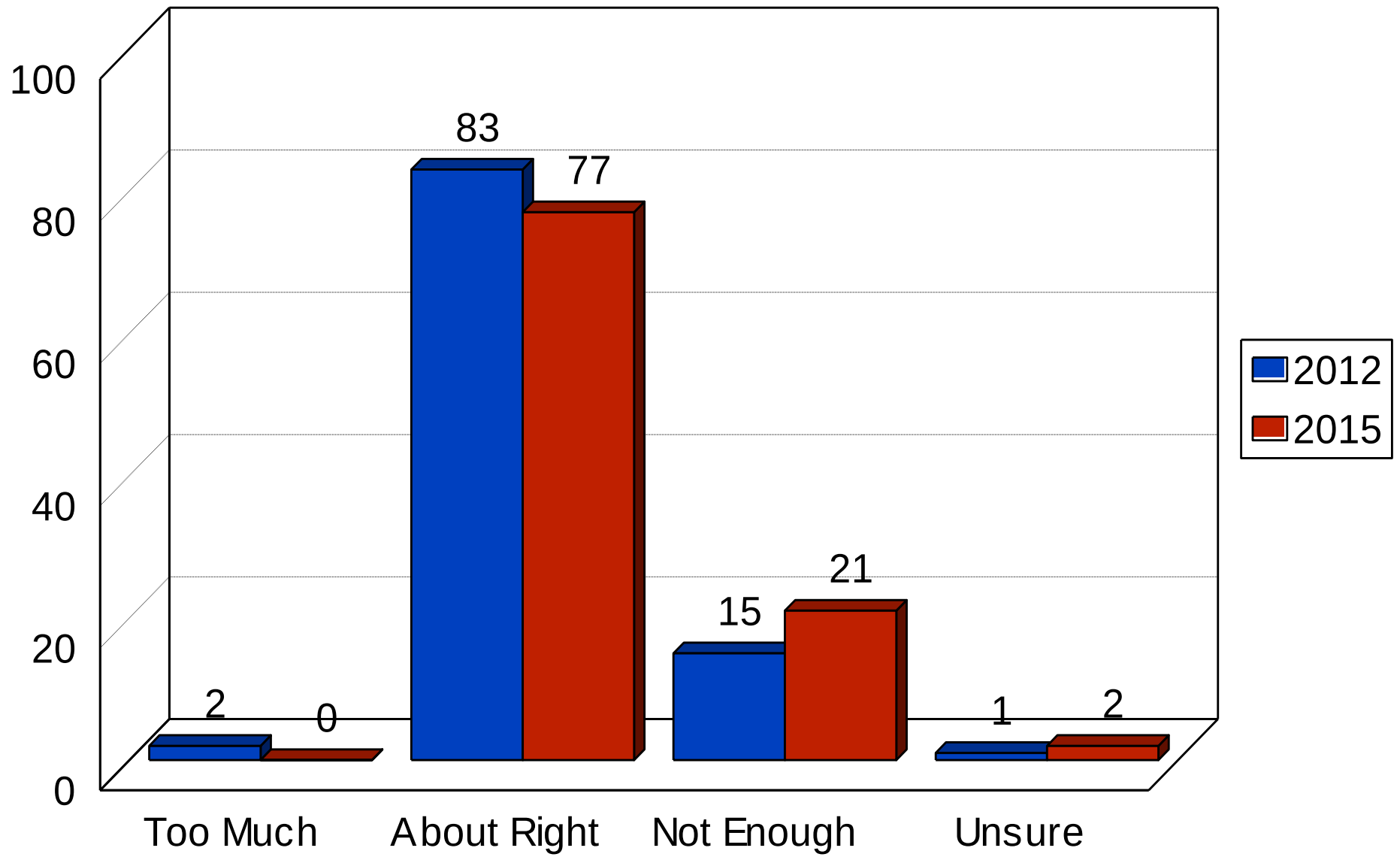
2015 City of Elko New Market



The Morris Leatherman Company

Neighborhood Traffic Enforcement

2015 City of Elko New Market



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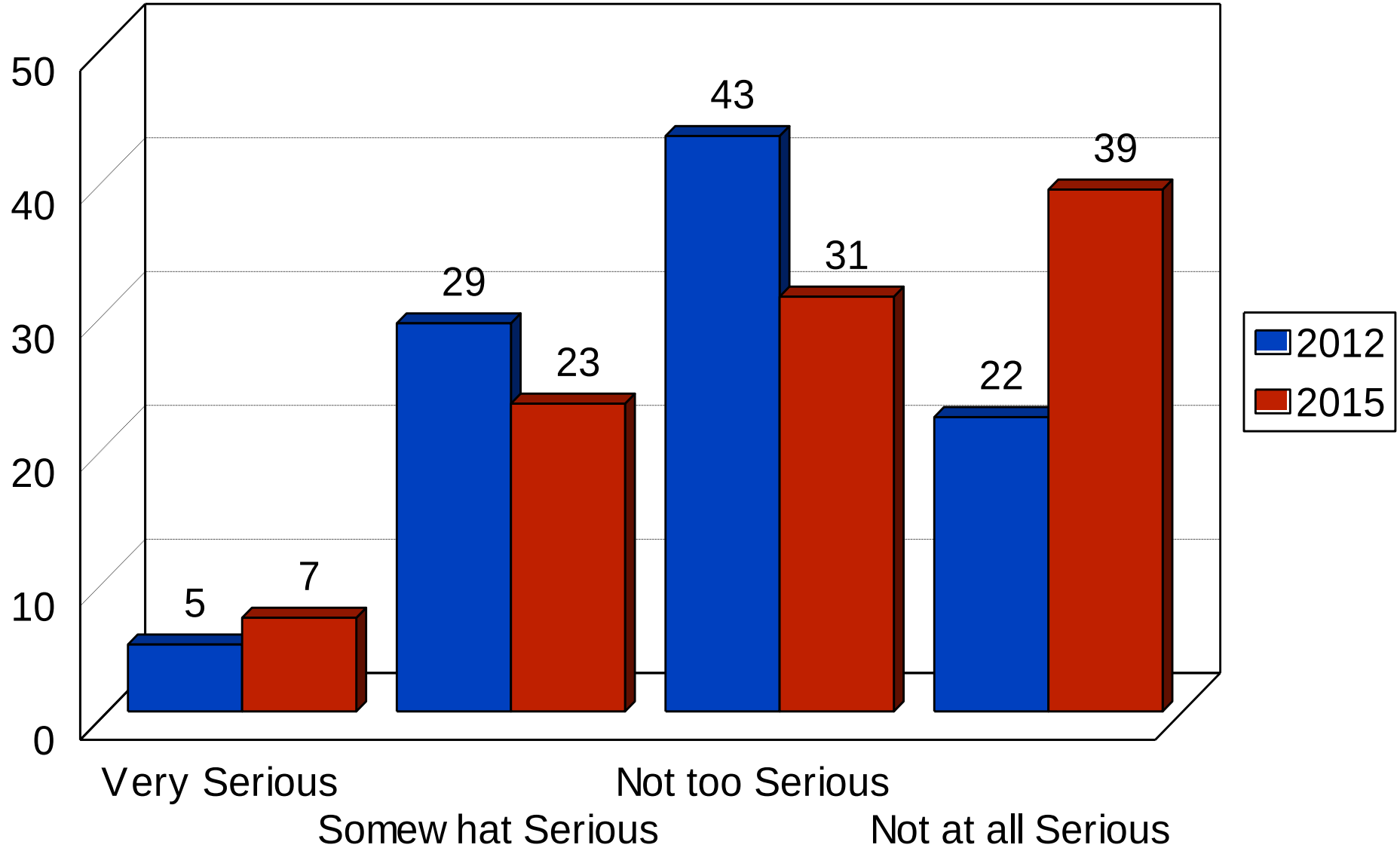
Traffic Speeding

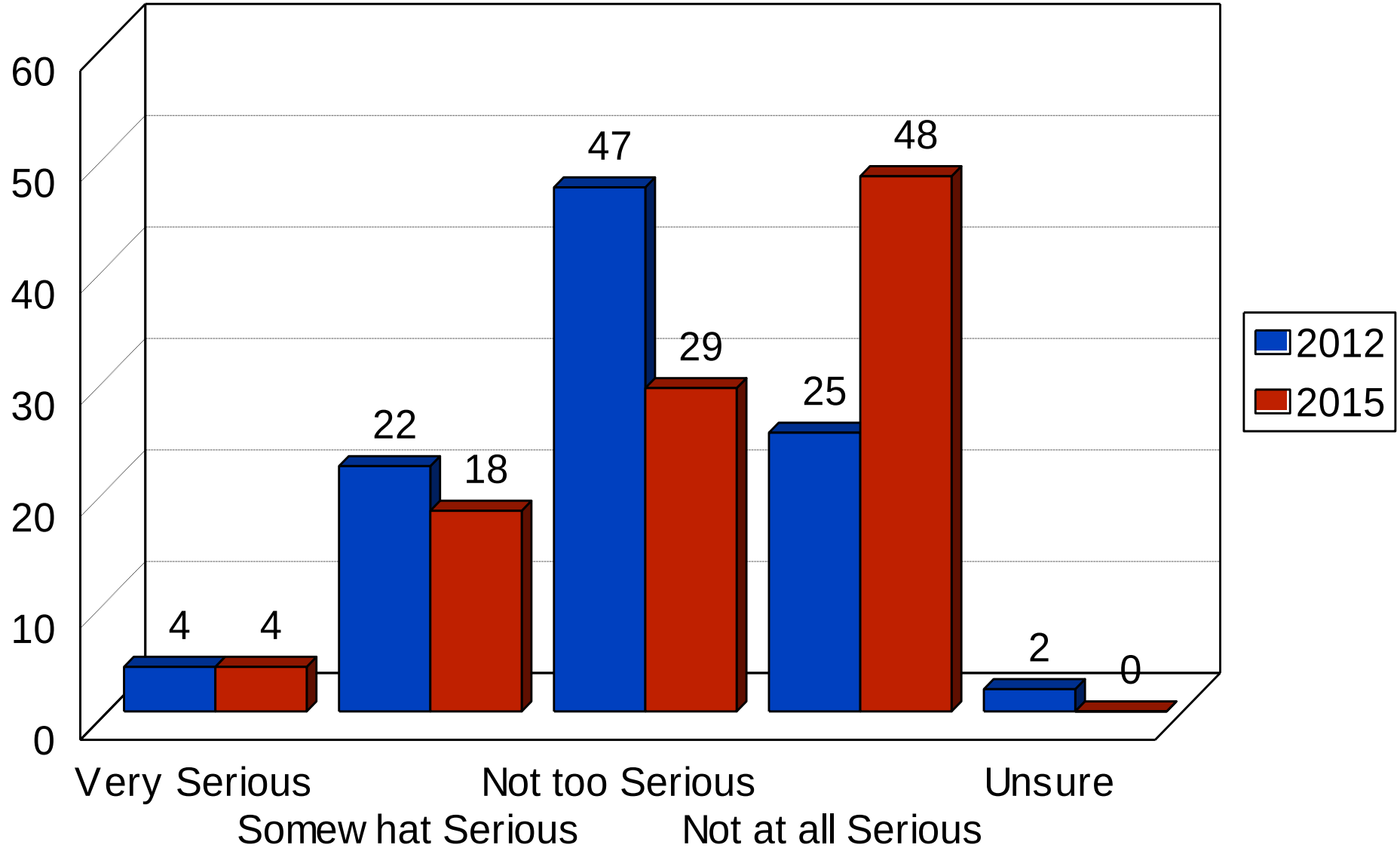
2015 City of Elko New Market



The Morris Leatherman Company

Stop Sign Violations

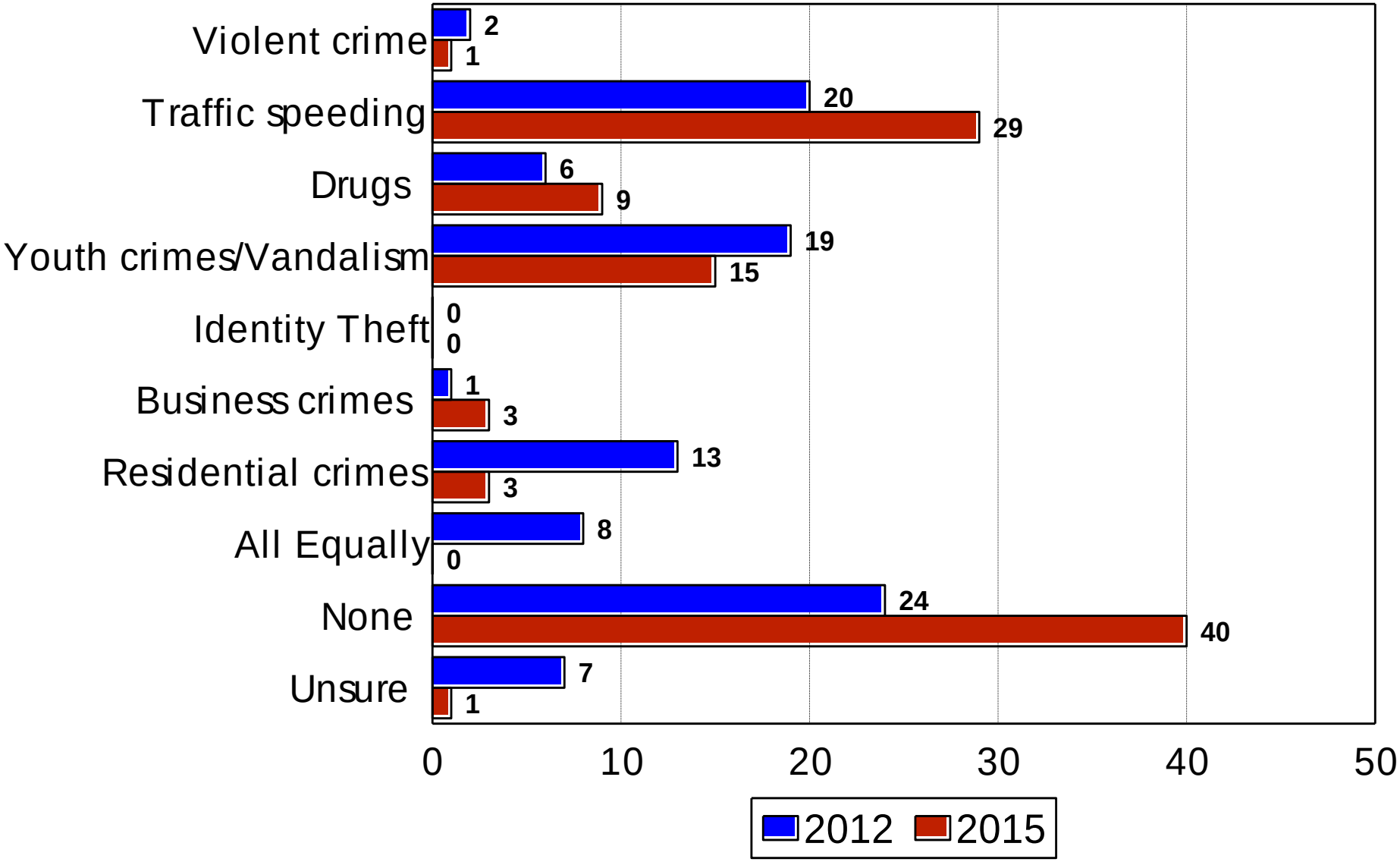
2015 City of Elko New Market



The Morris Leatherman Company

Greatest Public Safety Concern

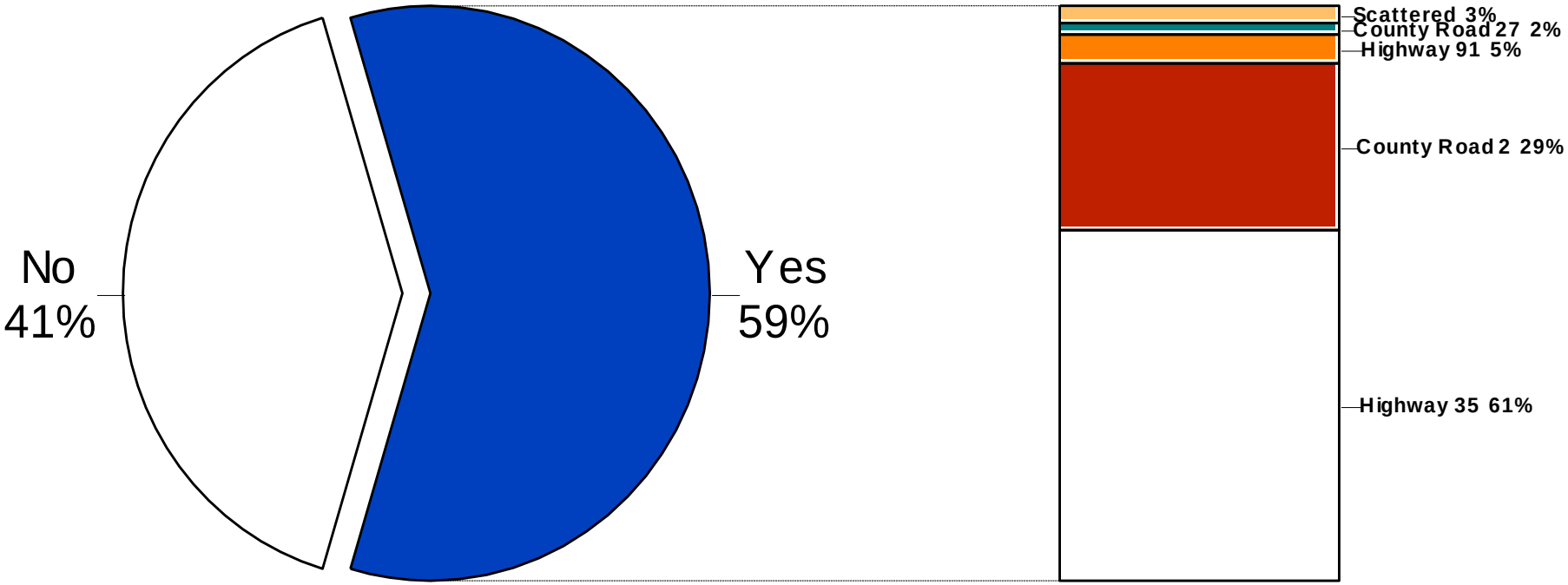
2015 City of Elko New Market



The Morris Leatherman Company

Commute Outside of City

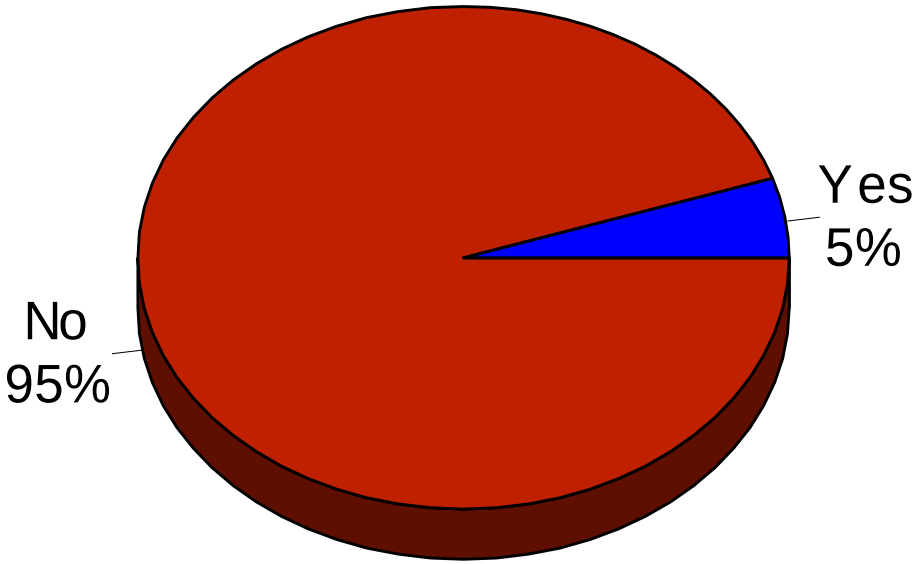
2015 City of Elko New Market



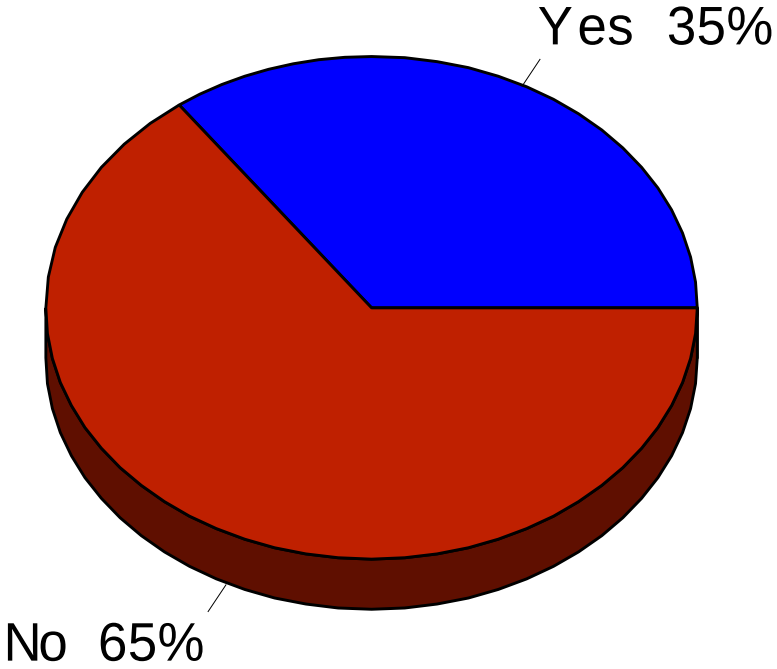
The Morris Leatherman Company

Public Transit

2015 City of Elko New Market



Use on a Regular Basis



Ever Used

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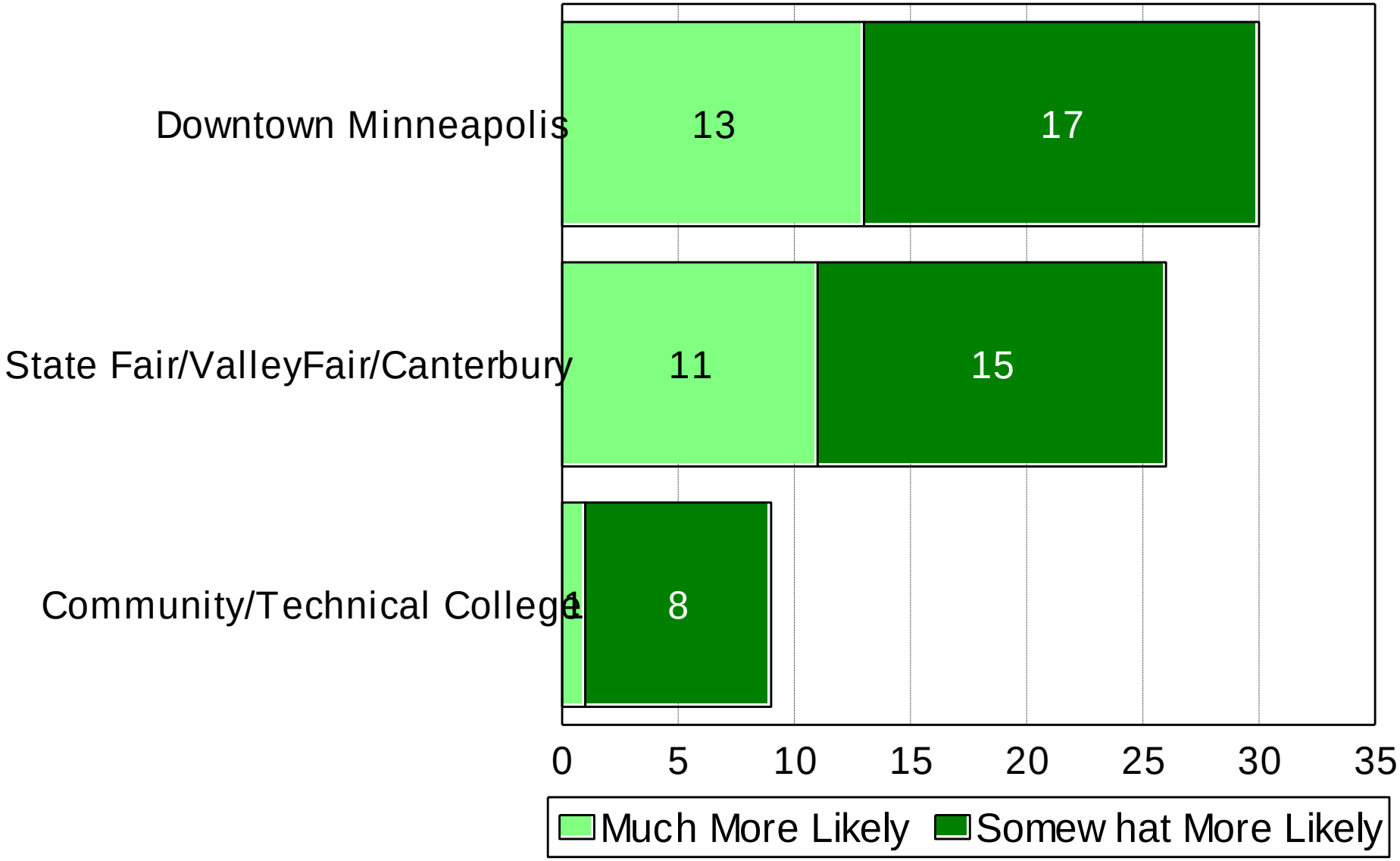
Potential Public Transit Services

2015 City of Elko New Market



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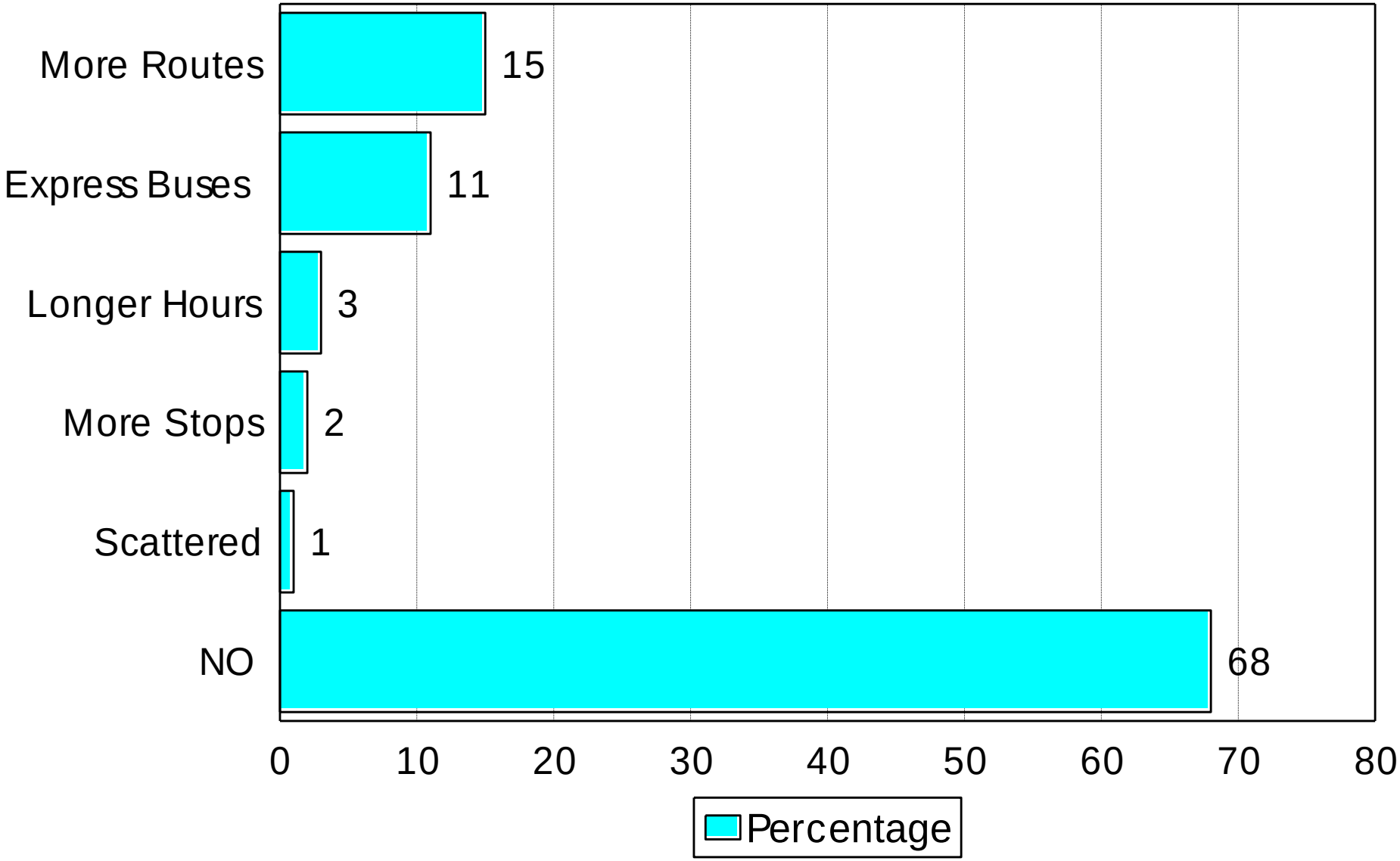
Changes to Public Transit

2015 City of Elko New Market



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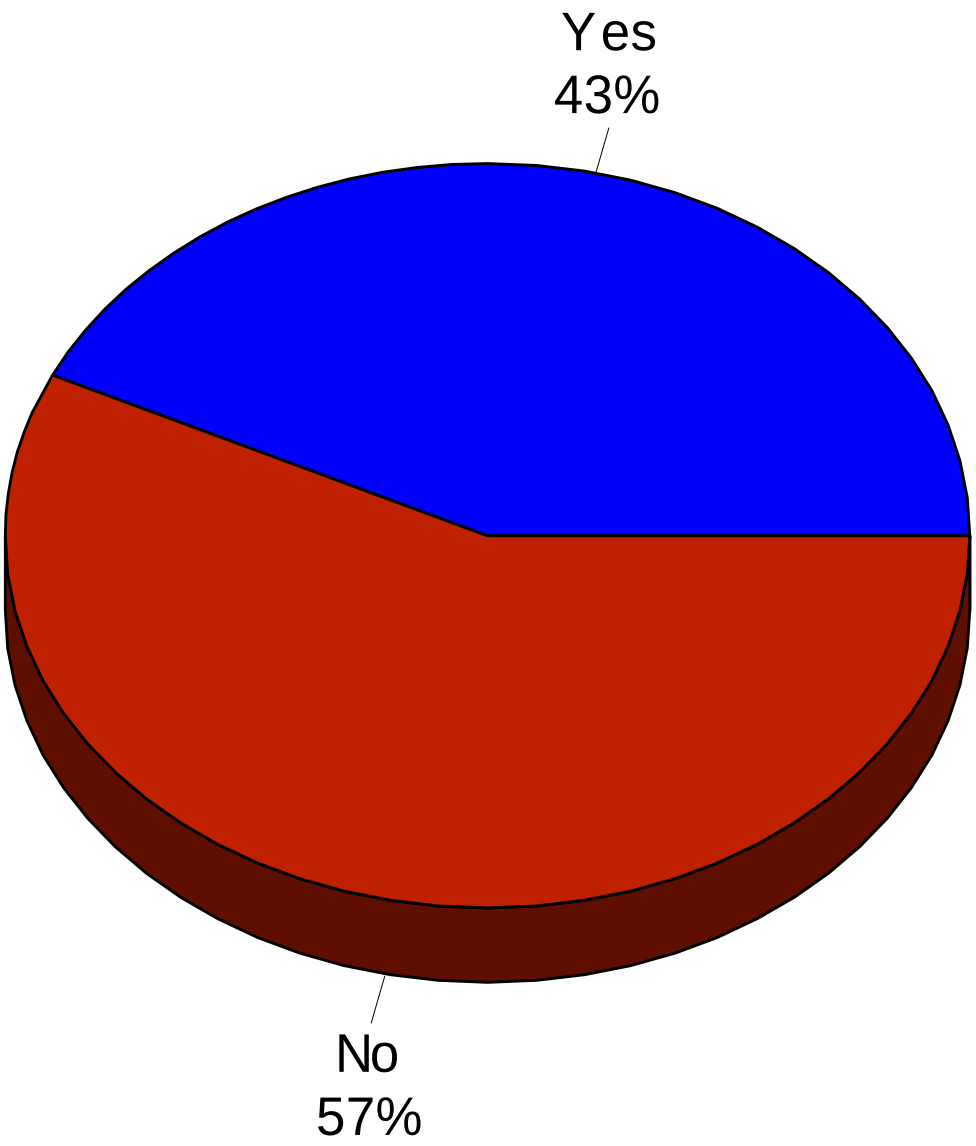
Familiar with MVTA

2015 City of Elko New Market



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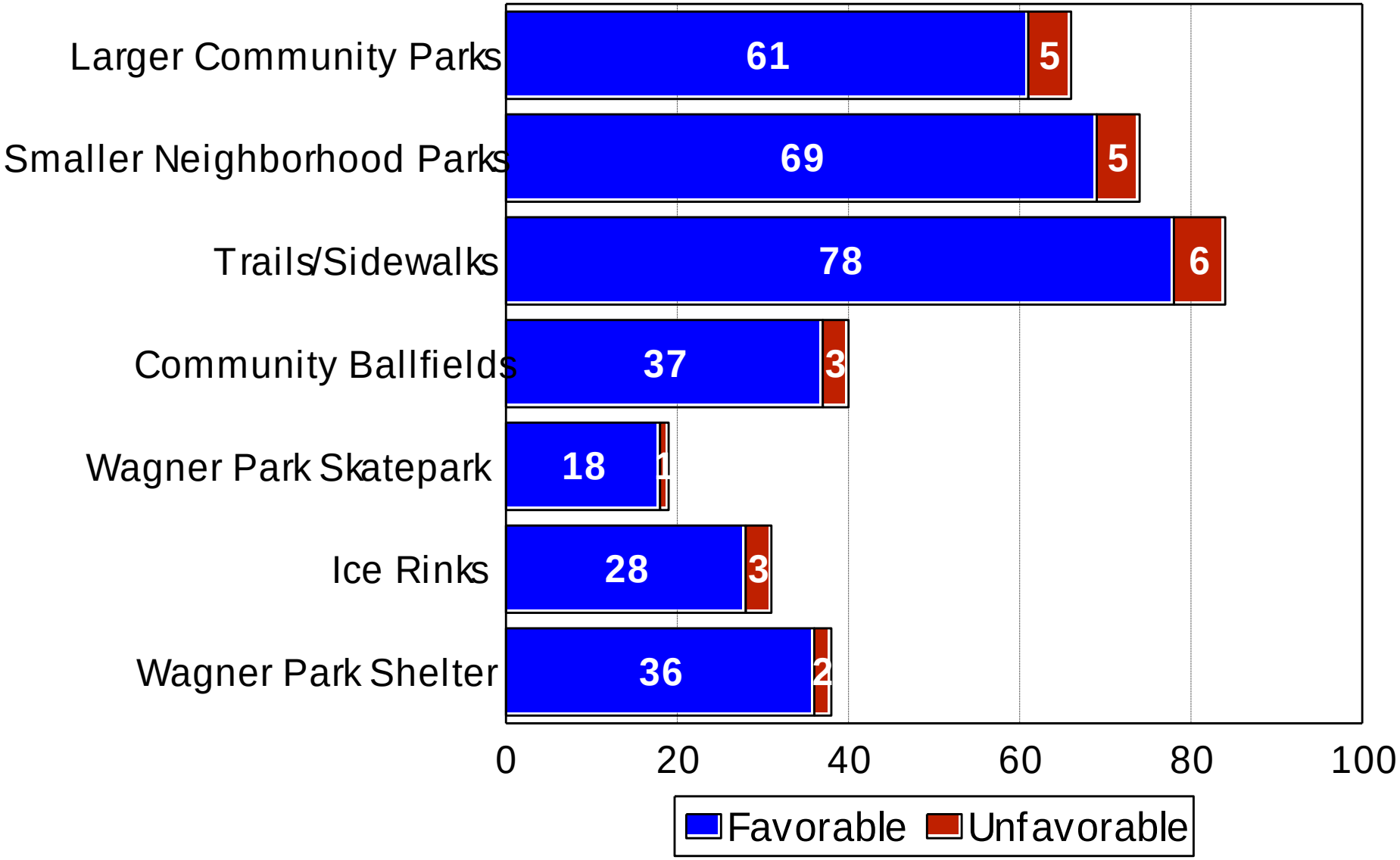
Use of Park System

2015 City of Elko New Market



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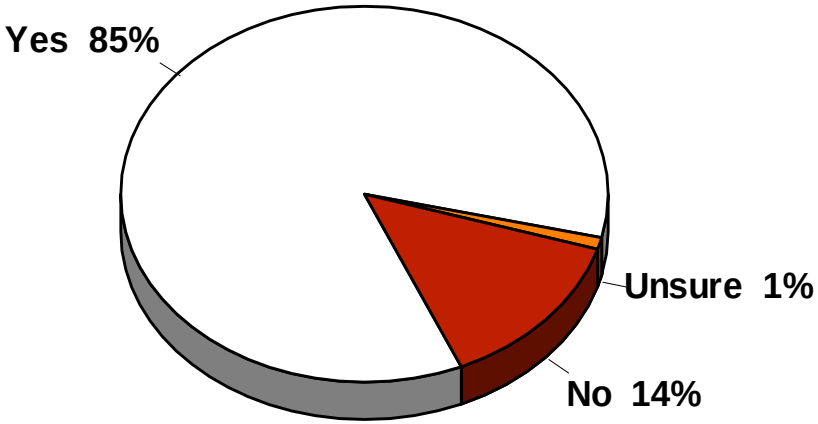
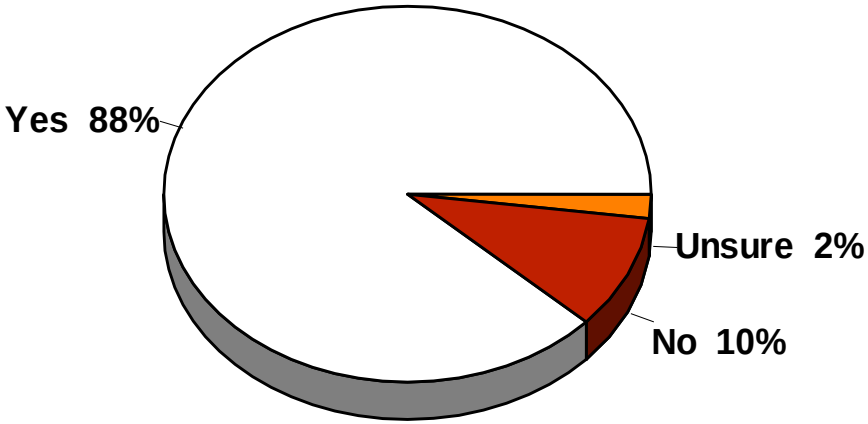
Facilities Meet Needs

2015 City of Elko New Market



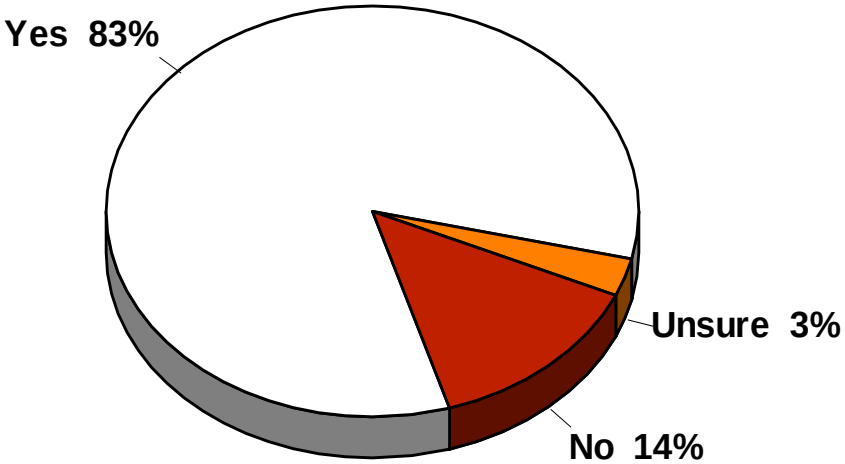
2012



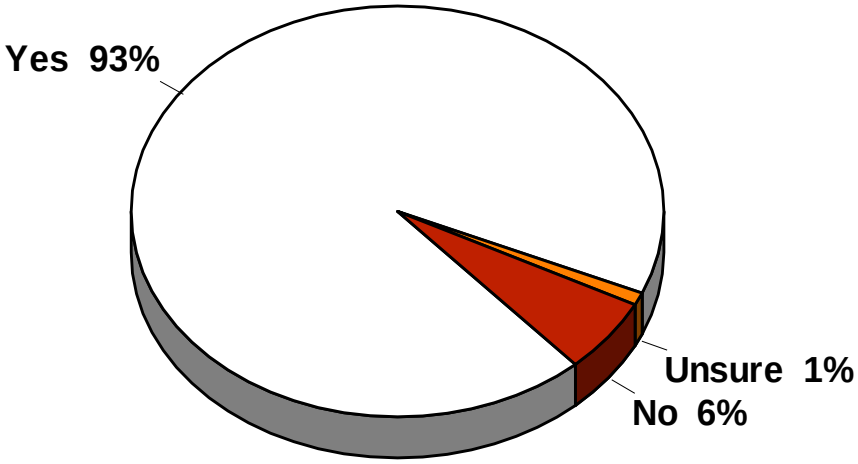
2015

Programs Meet Needs

2015 City of Elko New Market



2012



2015

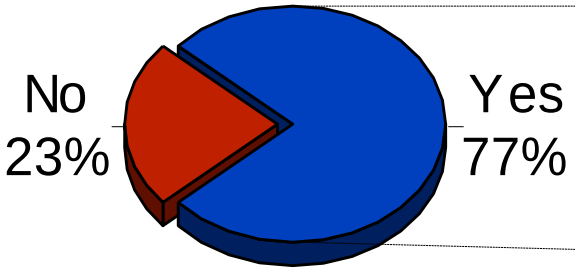
Participation in City Programs

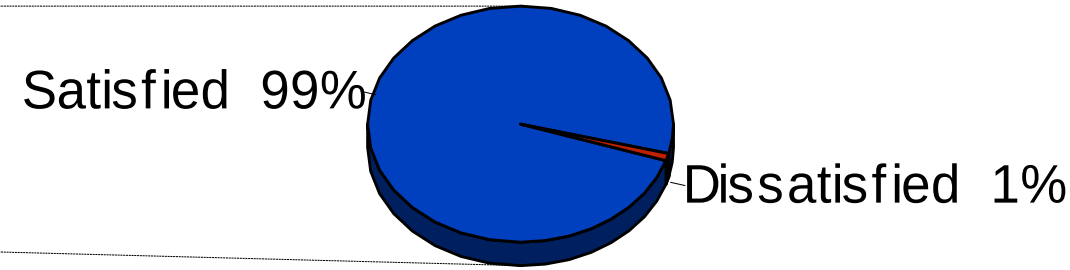
2015 City of Elko New Market

+9% Increase

Participation in Community Events

2015 City of Elko New Market

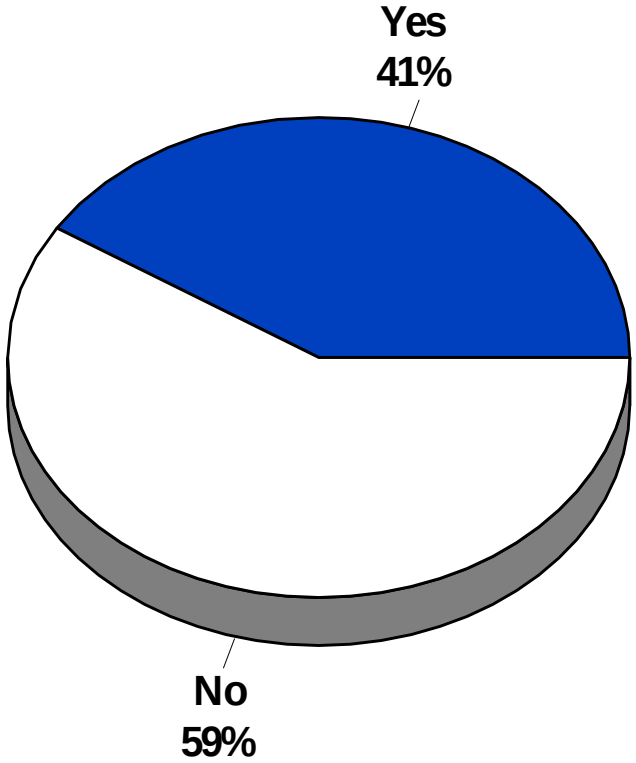




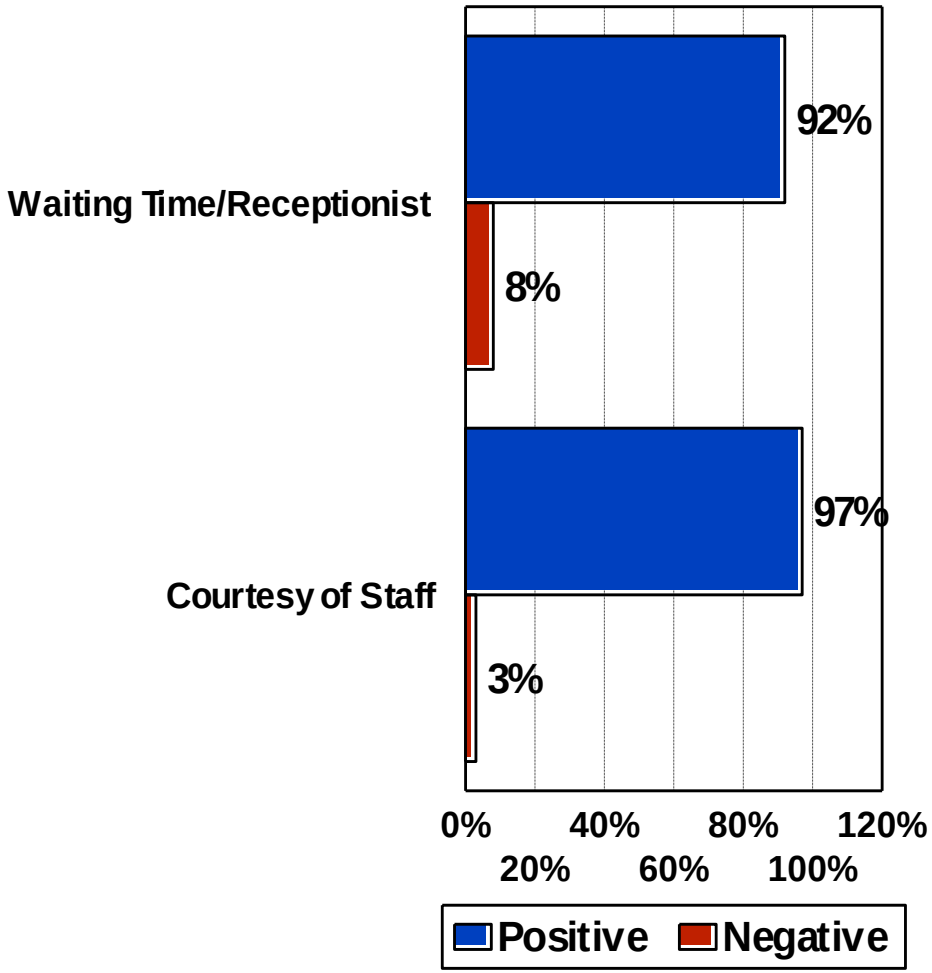
+36% Increase

Contact City Hall

2015 City of Elko New Market



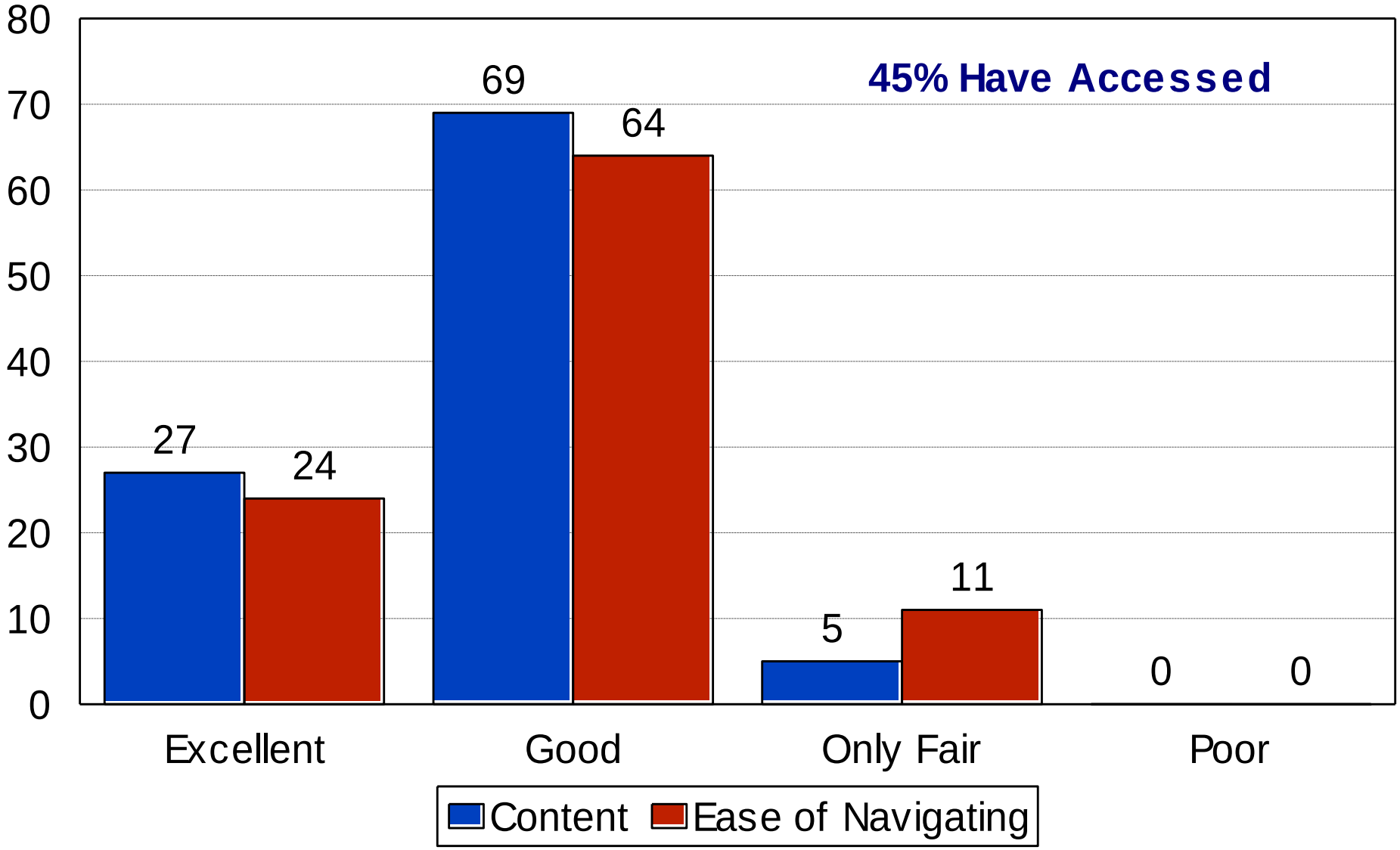
Contacted City Hall during Past Year



Rating of Service

City's Website

2015 City of Elko New Market



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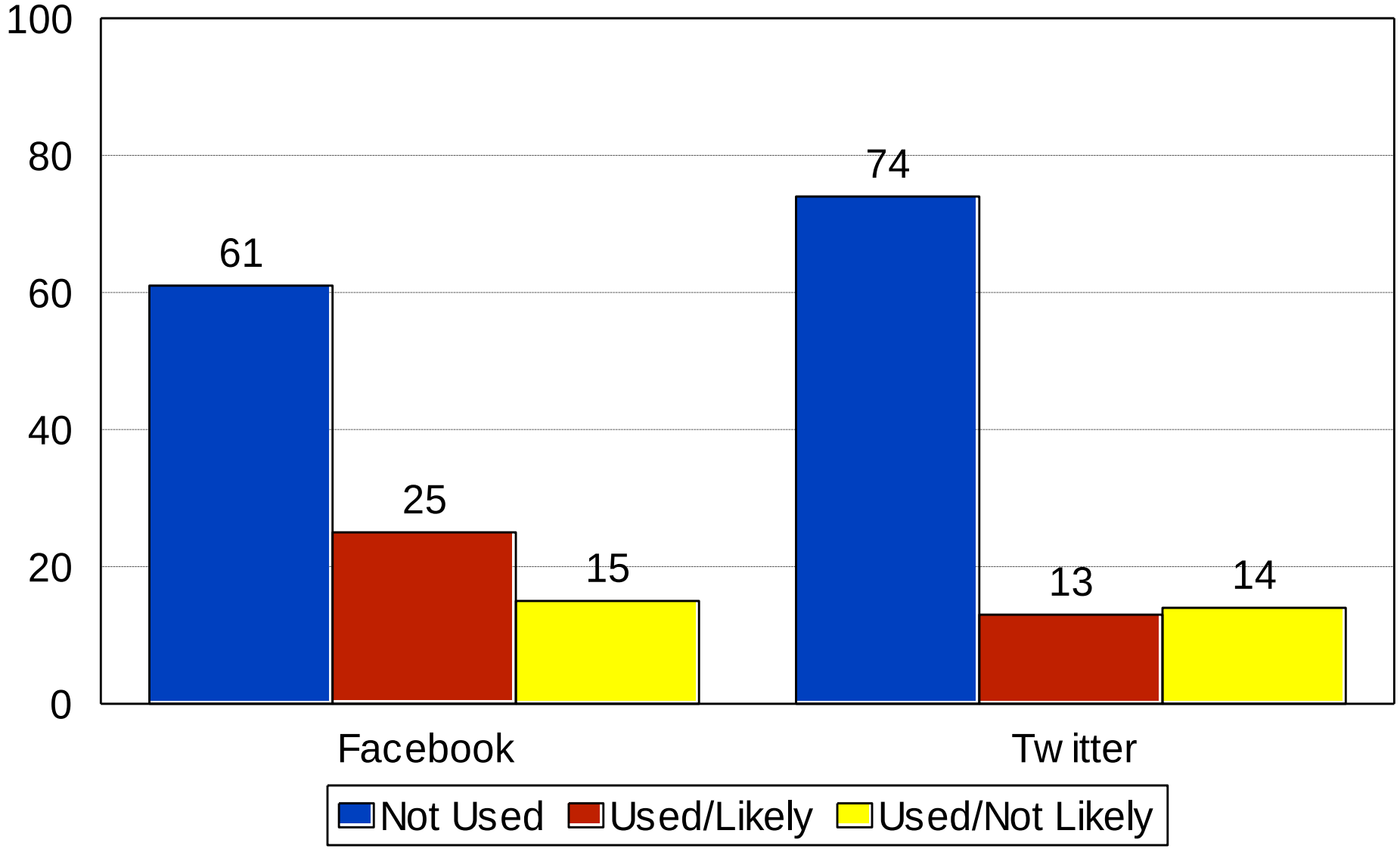
Social Media

2015 City of Elko New Market



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