



COMMUNITY IMPACT SURVEY

BACKGROUND

Considering COVID-19 pandemic, the city surveyed residents to assess how the community is doing and to learn if there are any gaps or needs.

The objective of the survey was to get feedback on how individuals are getting their information and the current needs in the community. This information will be shared with leadership of the City, community partners including Bloomington Public Health, neighboring communities and Human Service organizations.

SURVEY METHODS

The survey opened on April 27 and closed the morning of May 8.

Internet – most respondents took the survey via the web. The survey was hosted on the city's engagement site, Better Together Edina. This link was communicated using City Extra and social media.

Phone – staff also attempted to call residents whose phone numbers we had (Parks and Recreation programming) but had no email address.

ABOUT THE SURVEY

There were 11 questions. All questions were optional so individuals could skip a question if they wanted to. The survey is not statistically valid since individuals who participated self selected and everyone is not represented.

WHO TOOK THE SURVEY?

1769 people took the survey, which is about 3.4% of the City's population.

Ages

51% were household with people ages 0-24 years old

58% were households with people ages 25-54 years old

41% were household with people ages 55 years or older

28% had people in their household more vulnerable to COVID-19

Rent vs Own

81% were homeowners

9% were renters

Racial Identification

	Number	% of respondents	% Edina population
Black or African American	23	1%	2.4%
Asian	70	4%	7.5%
American Indian or Alaska Native	9	.05%	.2%
Native Hawaiian / Other Pacific Islander	5	.02%	0%
Hispanic/Latino(a)	47	.03%	2.8%
White	1416	82%	85.9%
Two or More Races	79	5%	2.4%

The respondents to the survey were predominately white. COVID-19 has different impacts based on race, underlying conditions & age. To get an accurate understanding of how COVID-19 is affecting everyone the results were broken down by race and household categories.

Include Edina's demographics

HIGH LEVEL FINDINGS

Information - Edina residents are receiving the information they need related to COVID-19. Federal and state websites are the main source of information.

Access - Edina residents are most concerned with access (immediate or future) to cleaning products and toiletries, medical care, medications, food and work.

Needs - The areas of need were focused on testing options, masks/PPE, the continuation of receiving accurate information, and wanting to know what the City's plans are.



QUESTIONS BROKEN DOWN: WHAT DID THE COMMUNITY SAY?

- 1) **Are you receiving the information you need on COVID-10 and strategies to slow the spread?**
Yes! 96.5% of the respondents said yes.

2) *If you answered no to question one, tell us what information you need. (91 responses, open-ended question, results were themed and quantified)*

Rank	Theme
1	COVID-19 Education <ul style="list-style-type: none"> - Accurate Data - Information - Best practices
2	City Plans <ul style="list-style-type: none"> - Closures/Cancellations - Programming
3	Testing <ul style="list-style-type: none"> - COVID & antibodies - Where - When - Local options
4	Social Distancing <ul style="list-style-type: none"> - Rules, suggestions - Enforcement - Reporting mechanisms
5	Access to resources <ul style="list-style-type: none"> - Food - Hand sanitizer / Masks - Financial assistance - Local options

3) *What City and other sources are you using to get information about local efforts to address COVID-19?*

	Number	% of respondents
Federal or state websites	1372	78%
Emails from the City (CityExtra)	603	34%
City's Websites (EdinaMN.gov & BTE)	374	21%
Social Media websites	1226	69%
COVID-19 Resource Hotline	25	2%
Edition: Edina	77	4%
Edina TV	31	2%
Other	414	23%

4) *What information would help your household the most in preparing for COVID-19? (700 responses, open-ended question, results were themed and quantified)*

Rank	Theme
1	COVID-19 Education <ul style="list-style-type: none"> - Accurate Data - Information - COVID cases in Edina - Protocol on wearing masks - Best practices



2 City Plans	<ul style="list-style-type: none"> - Closures/Cancellations - Programming - Timeline for reopening - Long-term plan
3 Testing	<ul style="list-style-type: none"> - COVID & antibodies - Where - When - Local options
4 Local Businesses	<ul style="list-style-type: none"> - Open/closed - Shopping tips - Business resources
5 Access to resources	<ul style="list-style-type: none"> - Food - Hand sanitizer / Masks - Financial assistance - Local options
6 Social Distancing	<ul style="list-style-type: none"> - Rules, suggestions - Enforcement - Reporting mechanisms
7 Emotional	<ul style="list-style-type: none"> - Helping kids understand - Isolation - Mental health

5) Are you concerned about getting access to these basic needs either now or in the next couple of weeks? (Boxes shaded orange show when there is a 5%+ increase from the overall)

	Overall	Black or African American	Asian	American Indian or Alaska Native	Native Hawaiian/ Other Pacific Islander	Hispanic/ Latino(a)	White	Two or More Races
Cleaning Product & toiletries	38%	57%	46%	33%	20%	45%	38%	33%
Food for your household	21%	39%	26%	33%	20%	23%	20%	23%
Medications	19%	39%	26%	44%	20%	19%	17%	23%
Medical Care	30%	35%	34%	44%	20%	32%	29%	30%
Helping children with schoolwork	16%	26%	32%	22%	0	28%	15%	27%
Mental or emotional support	16%	30%	21%	44%	0	21%	16%	20%



Internet Access	8%	22%	14%	22%	0	9%	27%	15%
Computer/ laptop/tablet access	5%	26%	14%	22%	0	4%	4%	11%
Childcare	13%	22%	23%	33%	0	21%	13%	25%
Housing	4%	22%	9%	11%	0	13%	3%	9%
Transportation	3%	9%	6%	0	0	4%	3%	5%
Work	20%	35%	37%	33%	0	28%	19%	30%

	Overall	Household includes youth (0-24)	Household includes seniors (55+)	Household includes COVID- 19 vulnerable	Renter	Homeowner
Cleaning Product & toiletries	38%	37%	38%	46%	48%	37%
Food for your household	21%	18%	26%	29%	35%	20%
Medications	19%	17%	22%	26%	26%	17%
Medical Care	30%	26%	34%	43%	39%	28%
Helping children with schoolwork	16%	25%	6%	11%	13%	16%
Mental or emotional support	16%	19%	12%	16%	24%	15%
Internet Access	8%	7%	9%	11%	12%	7%
Computer/ laptop/tablet access	5%	5%	5%	7%	7%	4%
Childcare	13%	20%	4%	7%	7%	14%
Housing	4%	3%	4%	4%	17%	2%
Transportation	3%	2%	3%	4%	9%	2%
Work	20%	23%	19%	18%	21%	20%

6) Are there additional needs you have to feel safe during this time? (572 responses, open-ended question, results were themed and quantified)

Rank	Theme
1	City Plans <ul style="list-style-type: none"> - Closures/Cancellations - Programming - Timeline for reopening - Safety - Open the parks
2	Social Distancing <ul style="list-style-type: none"> - Safety - Compliance



3 Access to Resources

- *Masks, PPE*
- *Testing*

FOLLOW UP

53 people signified they wanted someone to follow up with them. The COVID-19 resource line team called back individuals to help with connecting them to resources. 11 of the 53 asked to join the weekly community care check-in program.

EQUITY

With the responses from the community, there is noticeable disparities in concerns of basic needs within the communities of color as well as the households who are renting, have youth, are seniors, and those who are more vulnerable to COVID-19.

WHAT WE DON'T KNOW

Even though 96.5% of the respondents say they have the information they need, there are individuals who we didn't hear from. There could be many reasons for lack of participation including access, language interpretations or just having the information about the survey. While a survey can be helpful, there are limitations.

ENGAGEMENT

We will post these results on Better Together Edina to close the loop and share the results.

REINFORCEMENT FROM FINDINGS

The City has already taken several steps to support the community. The findings reinforce those actions and should guide us as we move through the pandemic. While a few initiatives have a limited supply (hand sanitizer & masks) there are other services to consider reinforcing. The following services / programs / outreach should be continued:

- Resource line to connect people
- Linking government websites to the City's
- Local business restaurant list and list of resources
- Community Care Check in Calls to seniors
- Park Ambassadors

NEXT STEPS

While most people reported they were receiving information they needed there were a few areas in need of attention. Some of needs can be addressed with more outreach.

The report will be shared with City Council, department directors, Edina Health Division, Bloomington Public Health, human services organizations and neighboring cities.