



Minnesota **GreenStep Cities**

Annual Survey Results

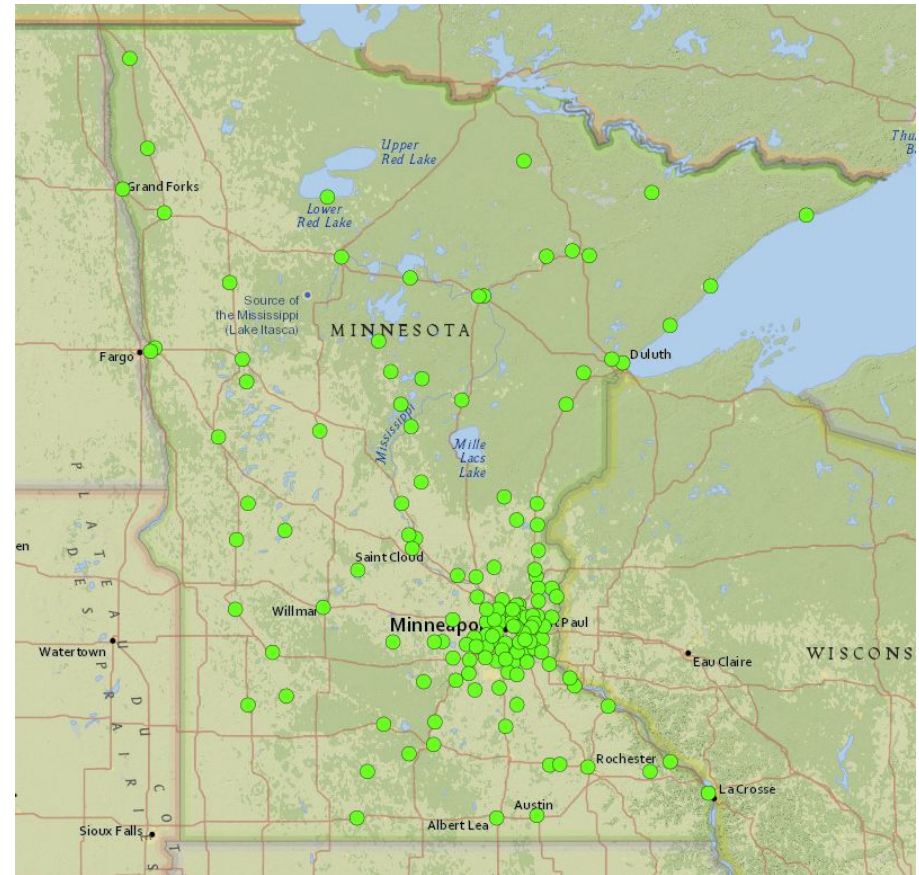
Steering Committee Meeting

Thursday, March 20, 2025



Key Findings

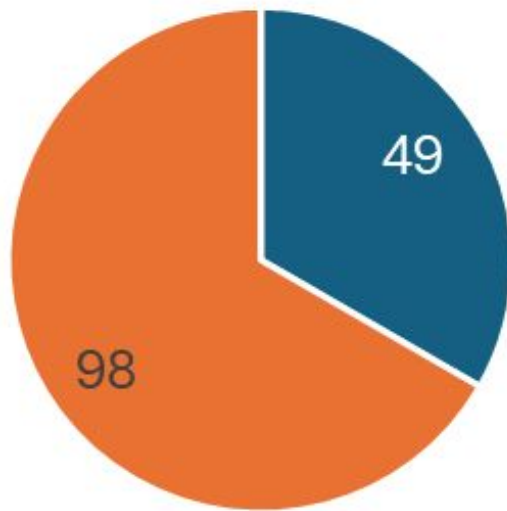
- Challenges with getting responses from rural communities
- This year's survey paints a very similar picture of the GreenStep program as last year's survey





Context: Rural vs. Urban by Step

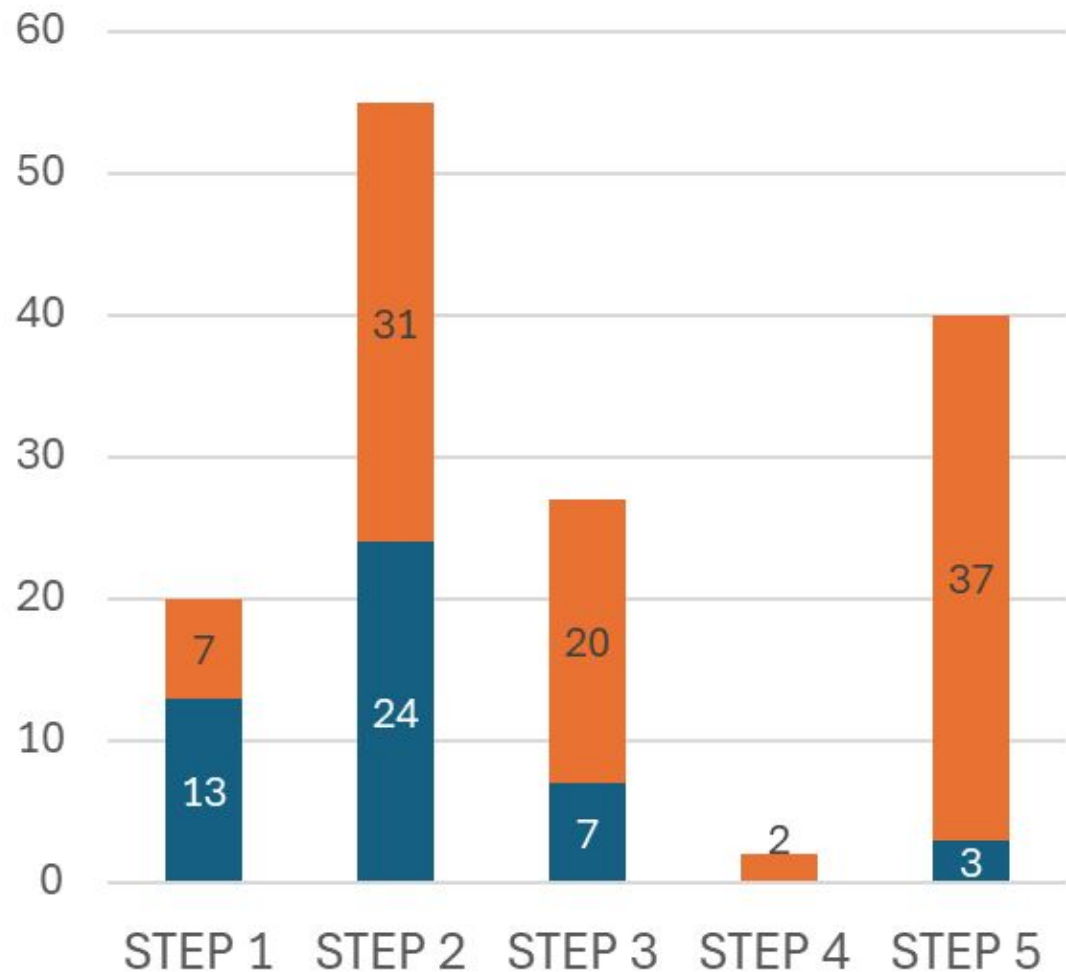
GreenStep Cities



■ Rural ■ Urban

*Rural: Category B&C, no
Met Council*

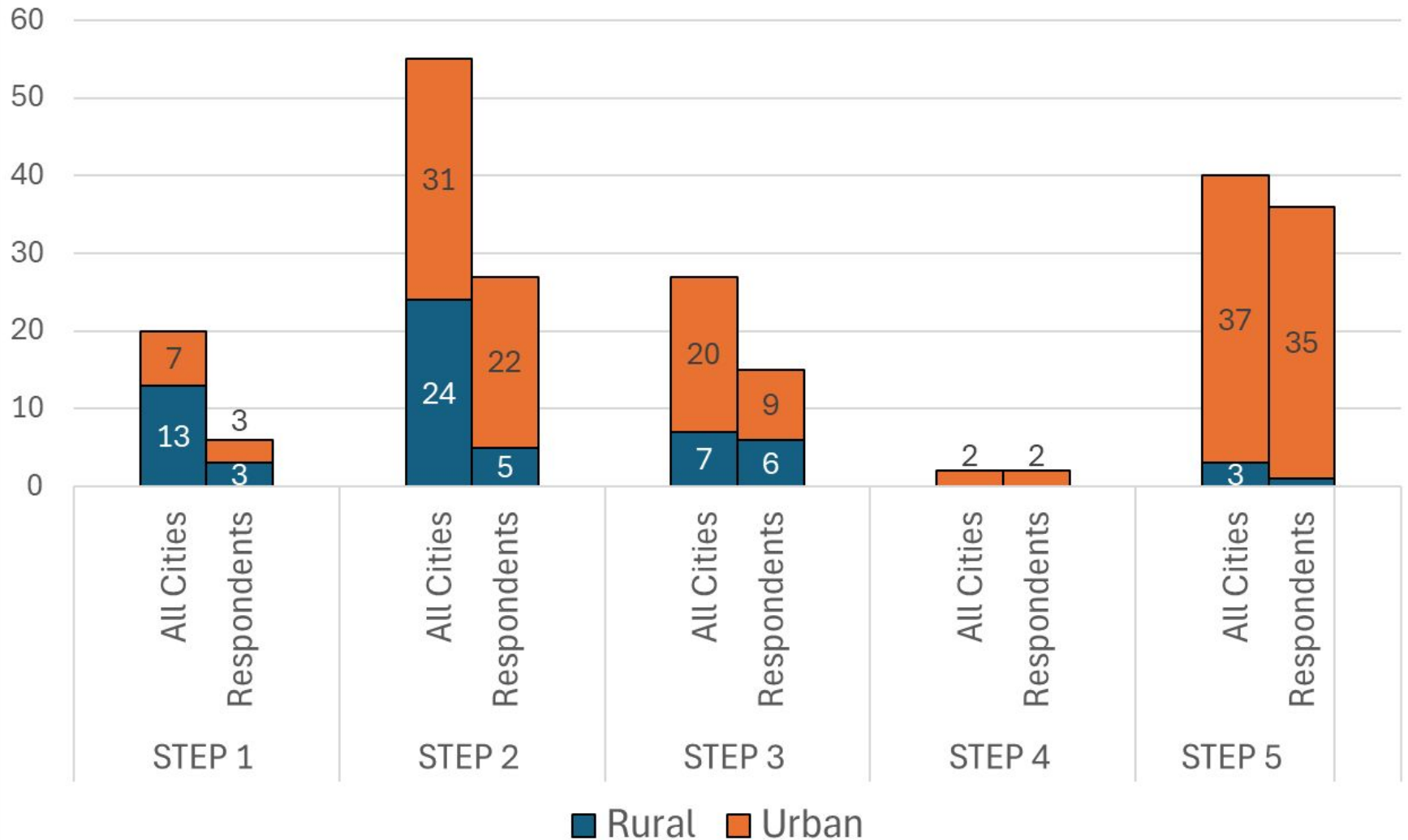
GreenStep Cities by Step





Response Rates

GreenStep Cities by Step





Satisfaction Ratings 2025



1



2



3



4



5

Your community's involvement

All Communities

Urban

Rural

● 3.65

● 3.63

● 3.75

GreenStep program

All Communities

Urban

Rural

● 3.98

● 3.99

● 3.94



What are you most proud of?

“Getting recognized for Step 1 at the LMC [League of Minnesota Cities] Annual meeting and working toward Step 2 or higher for LMC annual in 2025”

-Long Beach, Step 1, WC

We on-boarded a new Environmental Stewardship Coordinator.

- Plymouth, Step 2, Metro

Safe Walks to School grant for additional funding for sidewalks

- North Branch, Step 3, Metro

[A program to] provide homeowners with financial assistance to defray costs associated with the Emerald Ash Borer and planting replacement trees.

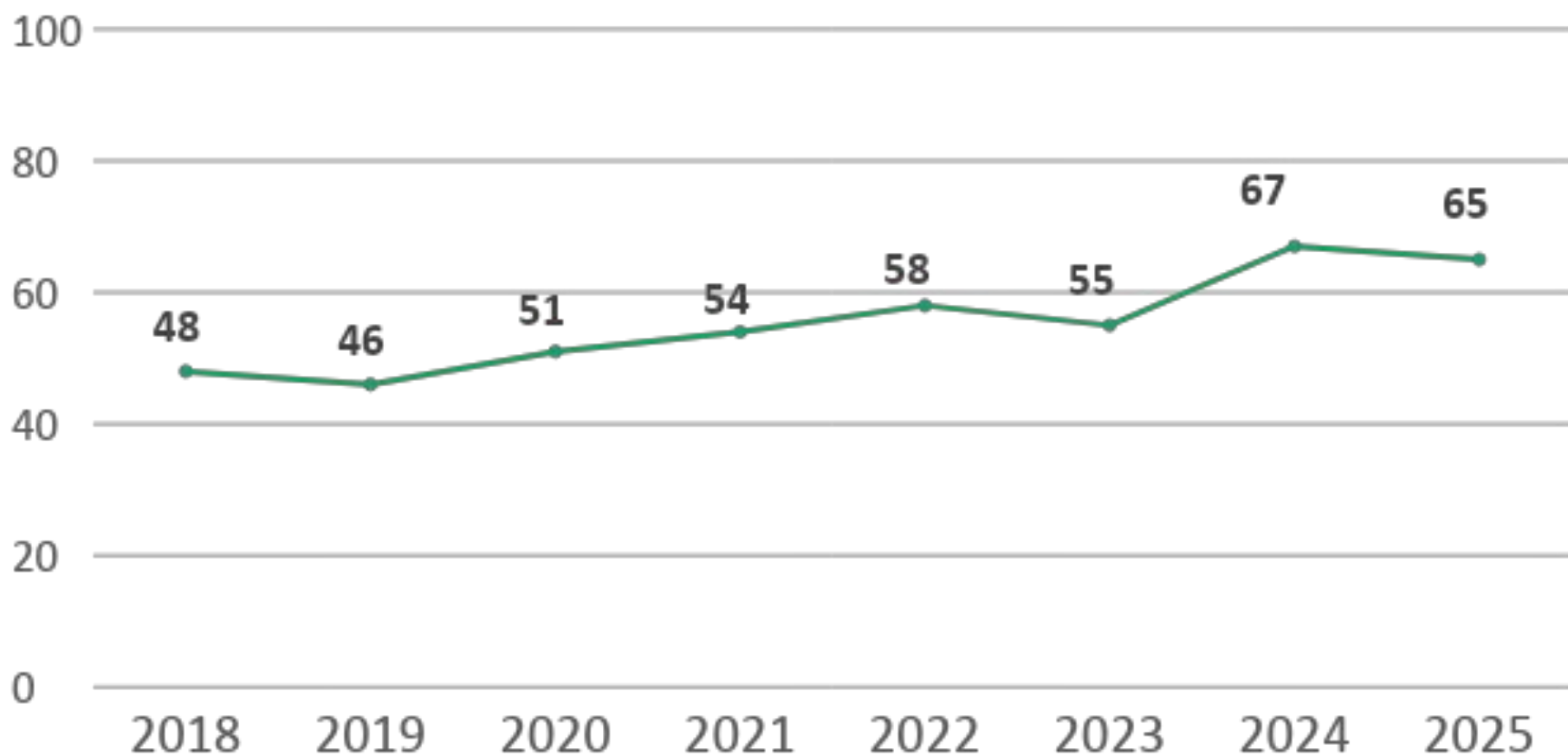
- Marshall, Step 5, SW

We adopt[ed] an ordinance requiring that food takeout containers must be recyclable, compostable, or reusable, becoming the 5th MN city [to do so].

- Roseville, Step 5, Metro



Green Teams: Overall Trends

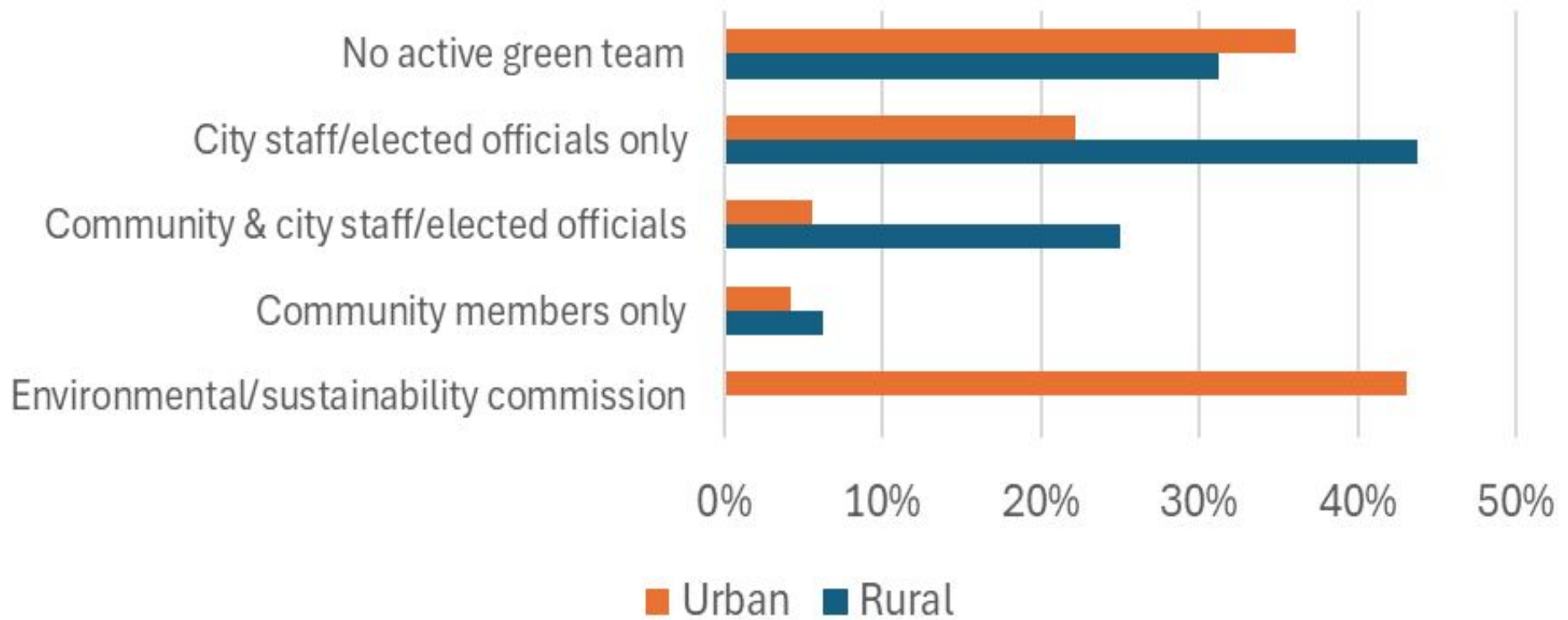




Green Team Membership

Green Team Composition

(% urban & rural)



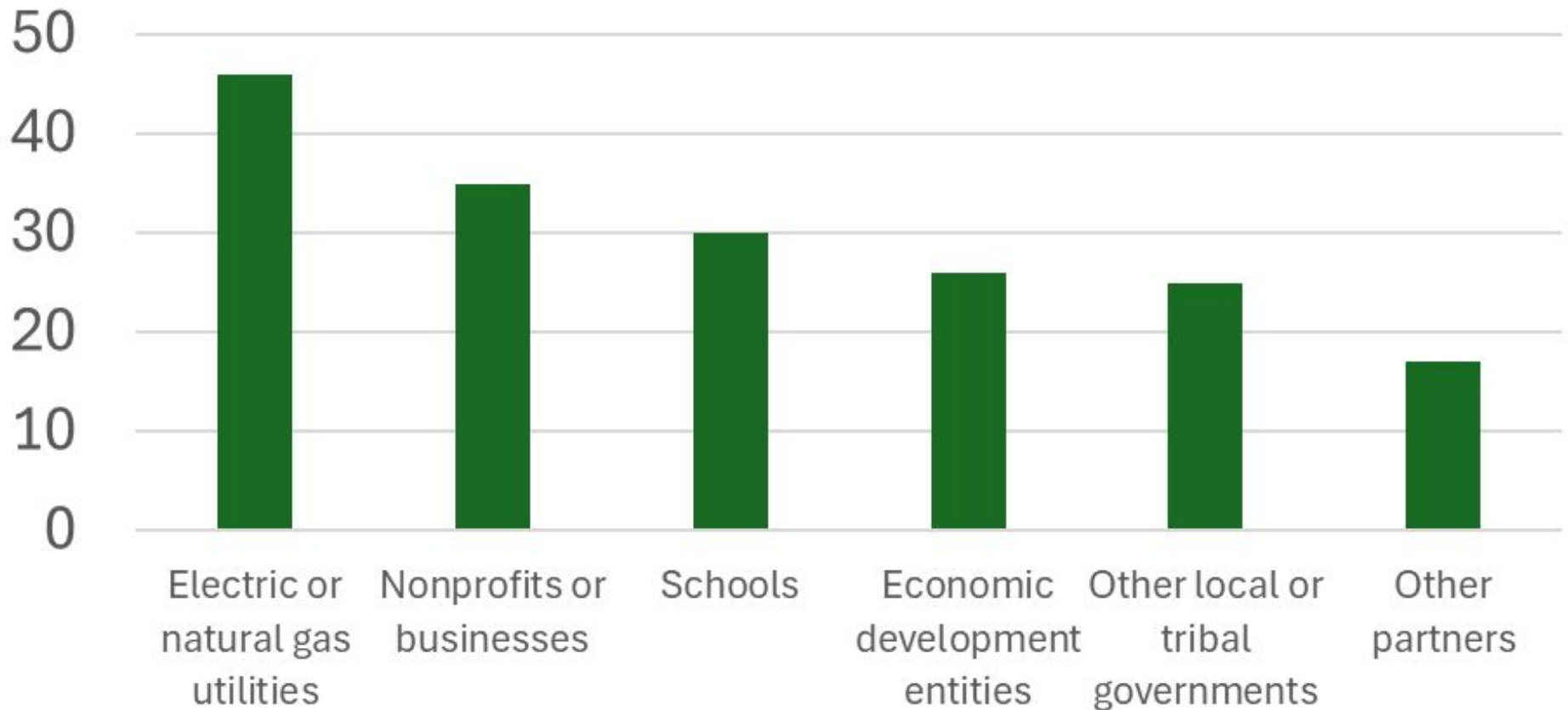
**Sample Size: 72 Urban; 16 Rural*



Partners in GreenStep Work

Key Partners

(88 respondents)



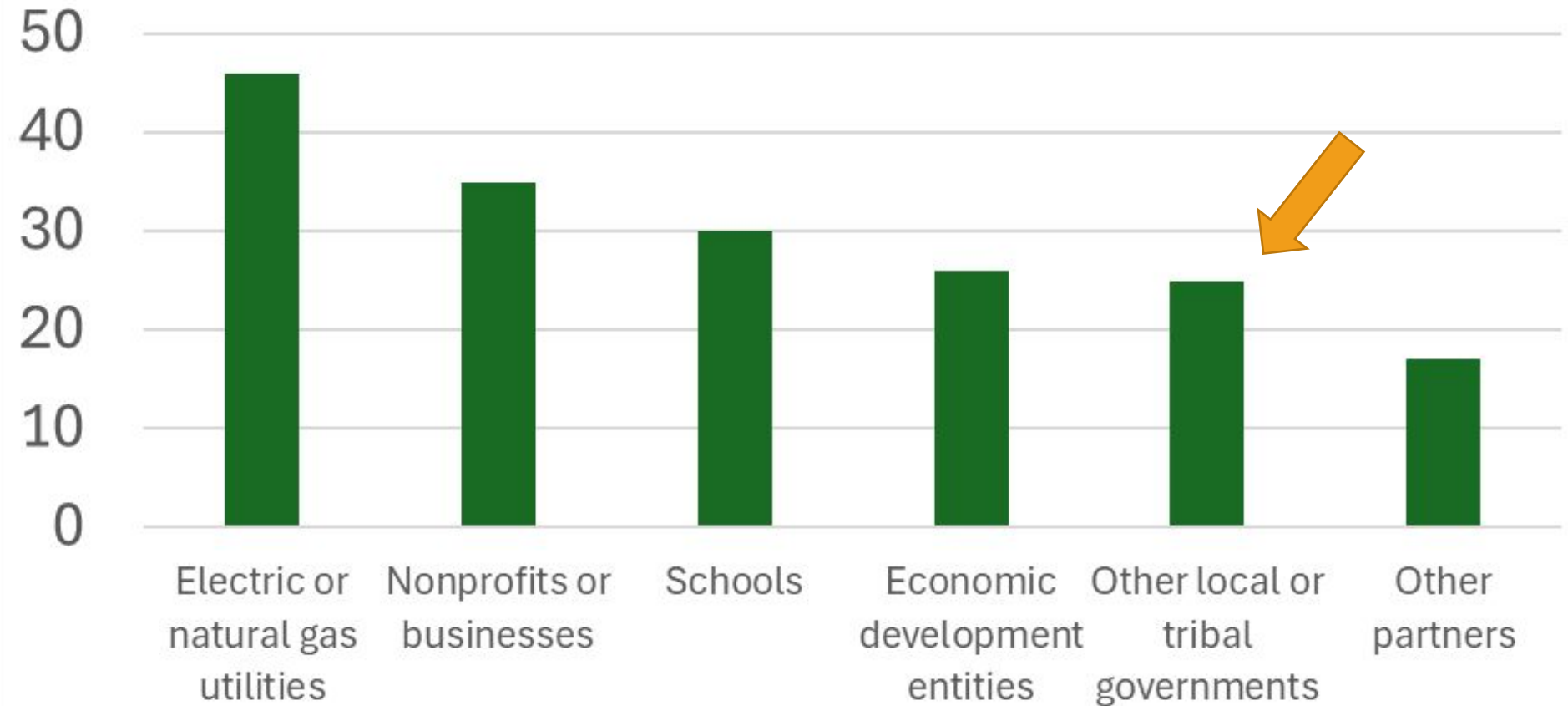
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Resources Used

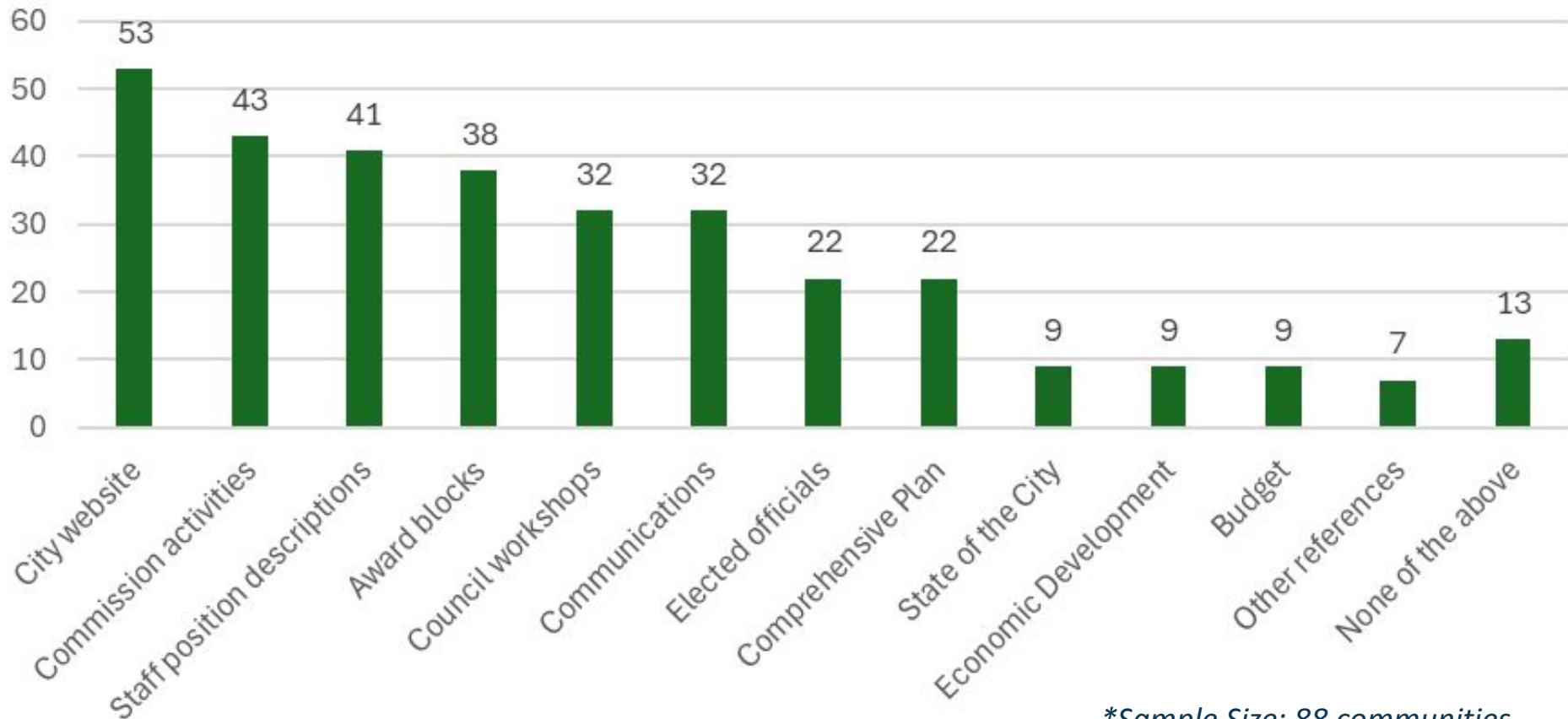
- The website, newsletter, GreenStep News, and Community Energy Network and Memberlink were the most used (*61-31 respondents*).
- GreenTeam Guides, Public Official Guide, and Intern Manual were least used (*10-2 respondents*).
- Urban & Rural Trends
 - Percent of rural and urban communities that used the website and newsletter are similar
 - Community Energy Network seem more used by urban communities
 - Best Practice Advisors and the Welcome Guide for Coordinators seem to be more used by rural communities



Official References, by Category

GreenStep References

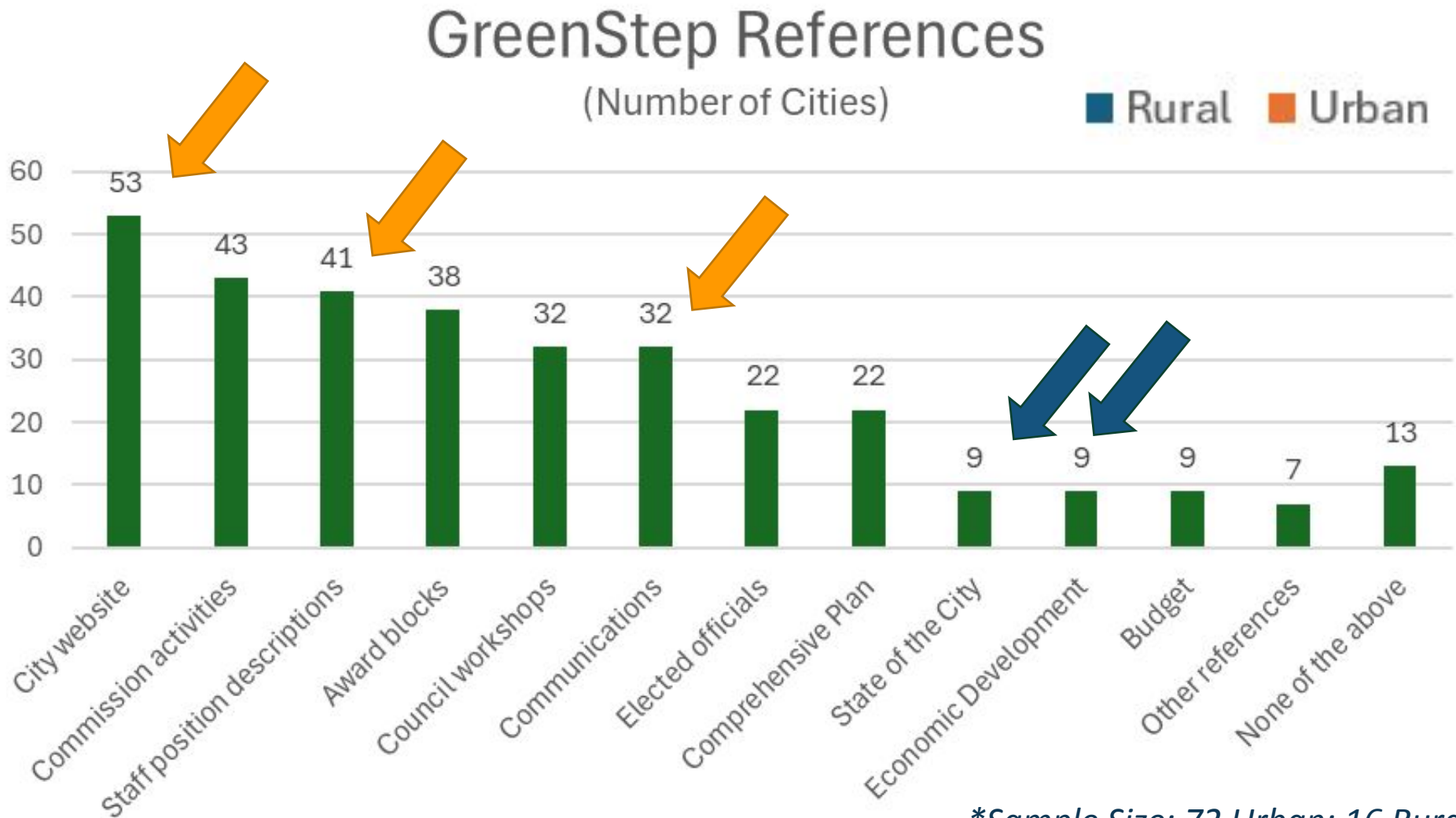
(Number of Cities)



**Sample Size: 88 communities*



Official References, by Category

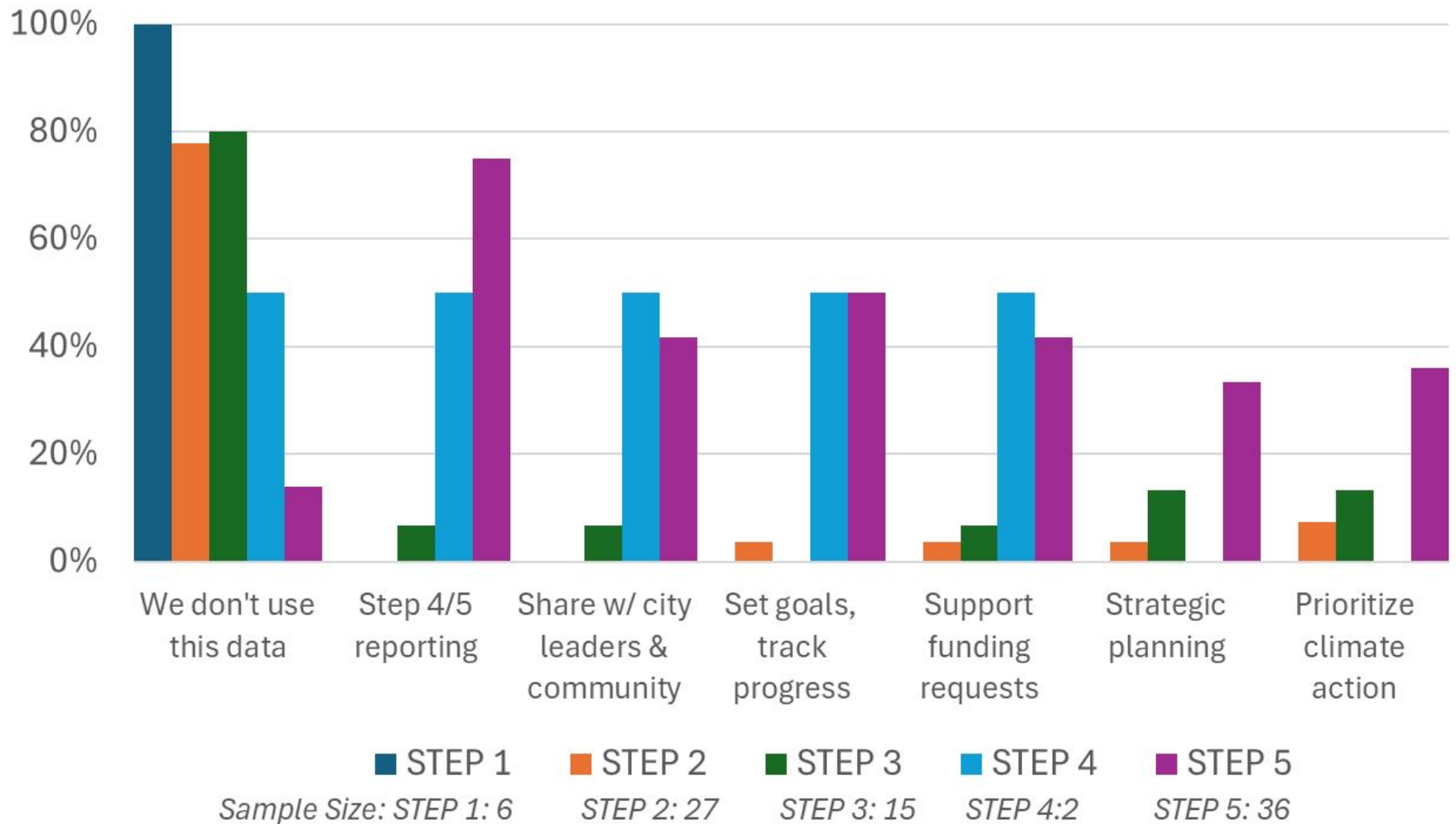


**Sample Size: 72 Urban; 16 Rural*



Greenhouse Gas Emission Data

Greenhouse Gas Emission Data
(% by Step)





BP Assistance Requests





BP Assistance : “Already Did it!”

1. Community Energy Network (25)
2. SolSmart (21)
3. Complete Streets policy and implementation (20)
4. Charging Smart (19)
5. Green Team & Commission (17)



Takeaways

- Getting responses from rural communities involved in the program remains a challenge
- Communities feel positively about their involvement in GSC and the program itself
- Website and newsletter remain top resources
- Likely some interest differences in priorities between rural and urban communities
- Results from this year are similar to the results from last year's survey



That's all, folks!

Questions?