

# 2016 City of Sheboygan Community Survey Results



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CITY ADMINISTRATOR



# 2016 COMMUNITY SURVEY



- Developed to gain an understanding of the views and preferences of the citizens.
- The survey was completed using Survey Monkey, an on-line survey instrument.

# 2016 COMMUNITY SURVEY



Of the 38,419 City of Sheboygan residents who are 18 years of age or older, the response rate was 717 or 2%.

Assuming randomness of the responses, the results are projected to be 95% certain with +/-4% margin of error.

# 2016 COMMUNITY SURVEY



City staff developed a outreach plan to market the survey that included the following venues:

- City and School District community message boards.
- WSCS
- Multiple City websites
- City's social media outlets: Facebook, Nextdoor, Twitter and Nixle.
- Posters in Shoreline Metro busses
- Billboards
- Local newspaper articles
- Local radio stations, WHBL and Hmong station
- Mead Public Library - paper copies available.
- Booth at the Hmong Festival at Kiwanis Park

# 2016 COMMUNITY SURVEY



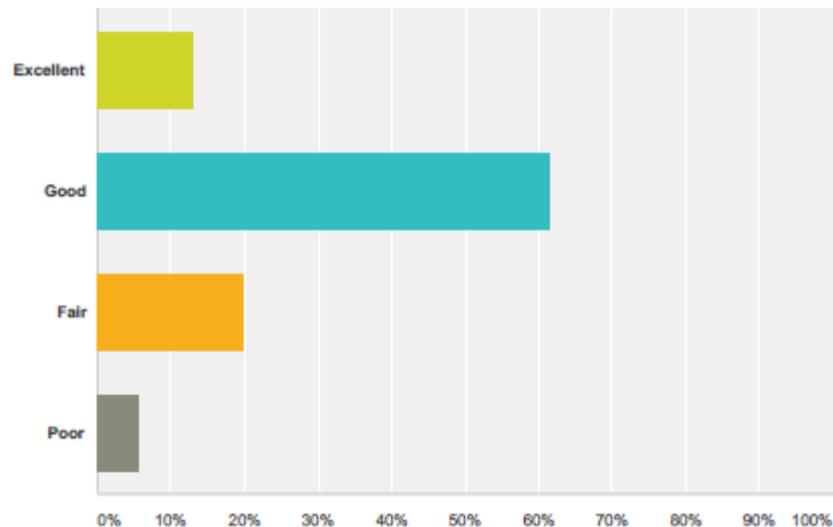
The typical survey participant was a female homeowner who has lived in the City of Sheboygan for 25+ years.



# QUALITY OF LIFE



74% of the survey participants indicated that the **quality of life** was “Good” or “Excellent”.



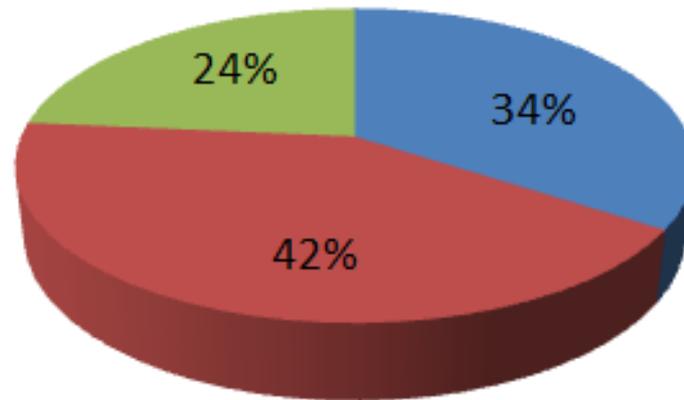
# QUALITY OF LIFE



57% indicated that the **City's direction** was improving or holding steady.

## PERCENTAGE

■ Improving ■ Declining ■ Steady



# QUALITY OF LIFE



What one thing do you **like best about living in Sheboygan:**

- Lake Michigan was most often identified at 43%.



# QUALITY OF LIFE



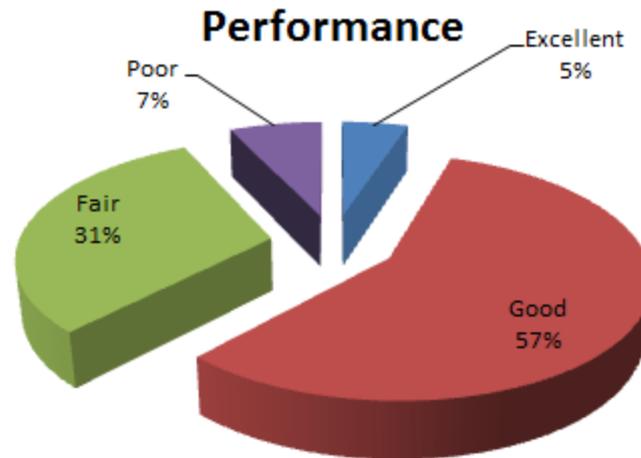
Identify the **one thing that most concerns** the participants, the top three responses were:  
Drugs (25%), Crime (24%), Streets (9%)

Sheboygan Trafficking Downtown Poverty Police  
People Moving Safety Government Taxes Jobs  
Increase Housing Crime Heroin  
Drugs Violence Roads Development  
Streets Money Properties Council Declining  
City Services Infrastructure Schools

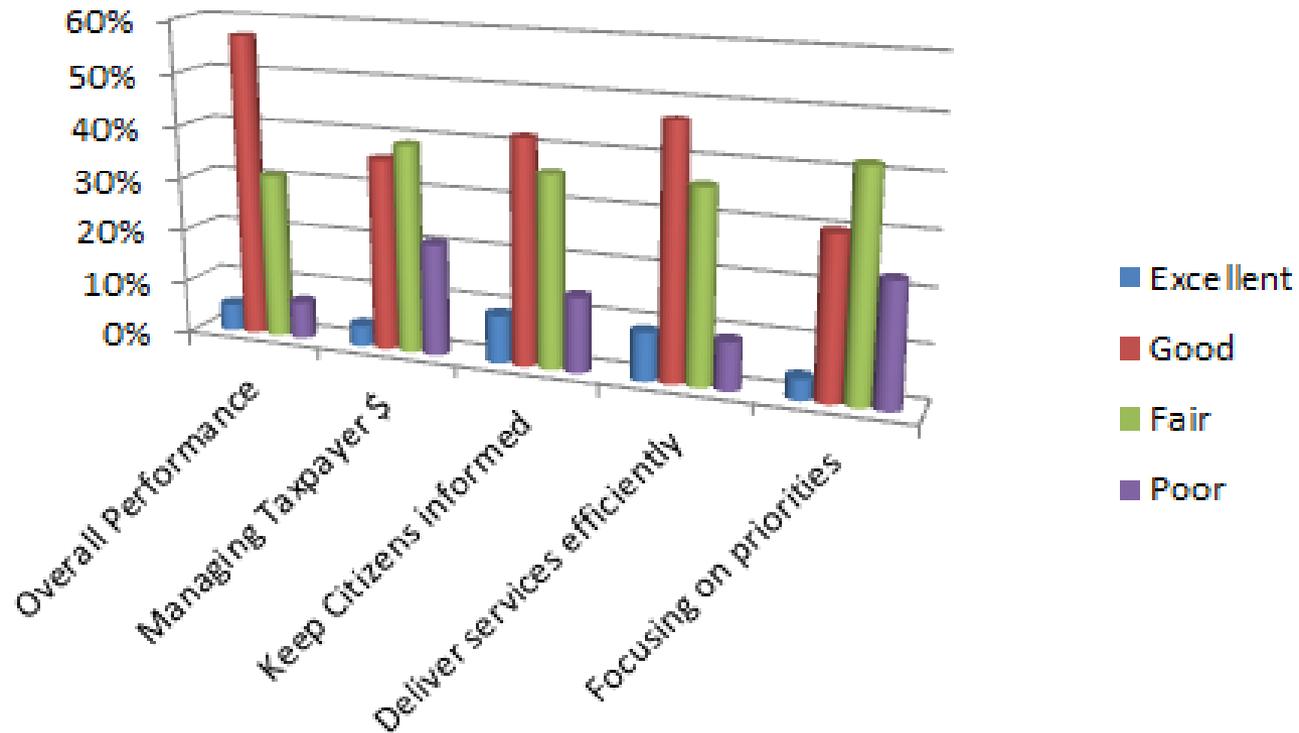
# CITY PERFORMANCE



Survey participants identified the **City's overall performance** as either “Good” or “Excellent” at 62%.



# CITY PERFORMANCE



# CITY PERFORMANCE



**The top 5 important City services are:**

1. Police Services
2. Street Maintenance/Pavement
3. Fire Services
4. Snow Plowing/Ice Control
5. Emergency Medical Services

# CITY PERFORMANCE



**The top 5 rated City services are:**

1. Fire Services
2. Emergency Medical Services
3. Police Services
4. Library Services
5. Quality of Water

# CITY PERFORMANCE



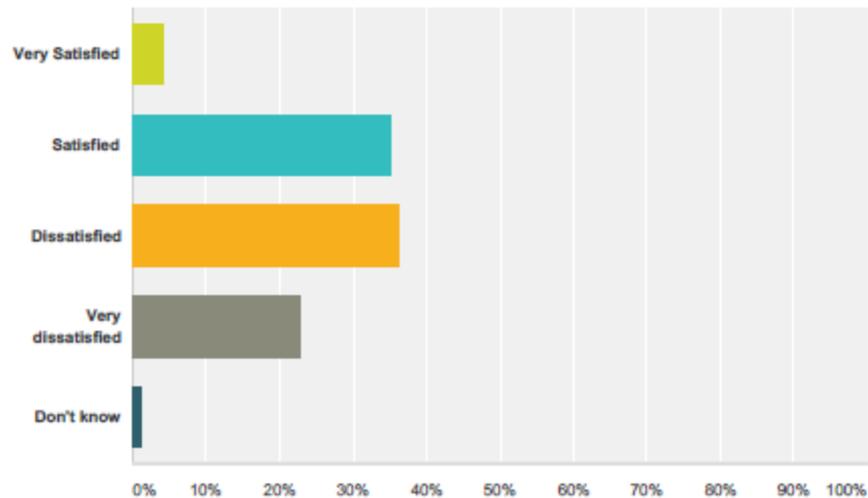
**The top 5 rated City Departments are:**

1. Mead Public Library
2. Fire Department
3. Police Department
4. Water Utility
5. Senior Activity Center

# SHOPPING



With a rating range of “Very Dissatisfied” - “Very Satisfied”, survey participants’ average responses were dissatisfied for types of shopping options.



# PERSONAL SAFETY



- 92% of survey participants responded that they felt **“Very Safe”** or **“Safe”** walking alone in their neighborhoods during the day.
- 59% of survey participants responded that they felt **“Very Safe”** or **“Safe”** walking alone in their neighborhoods after dark.

# PERSONAL SAFETY



The top three reasons participants felt unsafe were Drug, Crime or Street related issues.

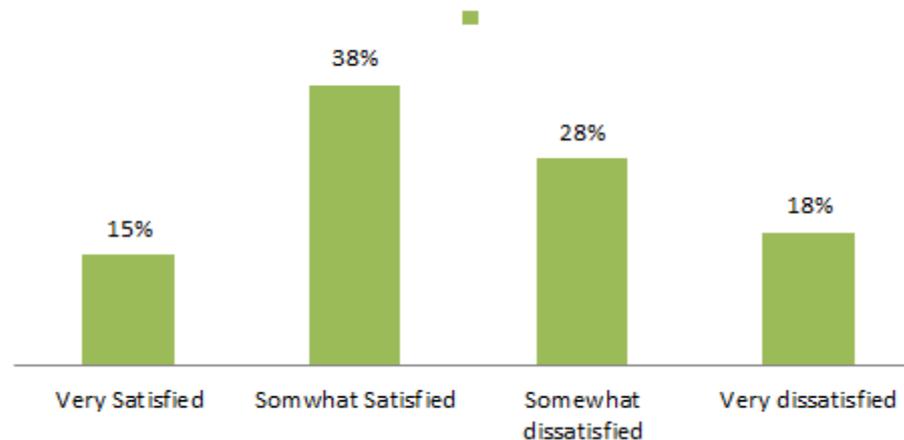
Criminal Activity Loose Dogs Knows Woman Live Law  
Gangs North Side Police Beat Lighting  
Stabbings Crime Going Drug Low Income  
Street Pedestrians Neighborhood  
Unsavory People Dark Suspicious Walking Worry  
Bad People Shady People Unsafe

# INFRASTRUCTURE



How satisfied with their neighborhood's streets, sidewalk and landscaping?

- **54%** responded that they were “*Very Satisfied*” or “*Somewhat Satisfied*”.

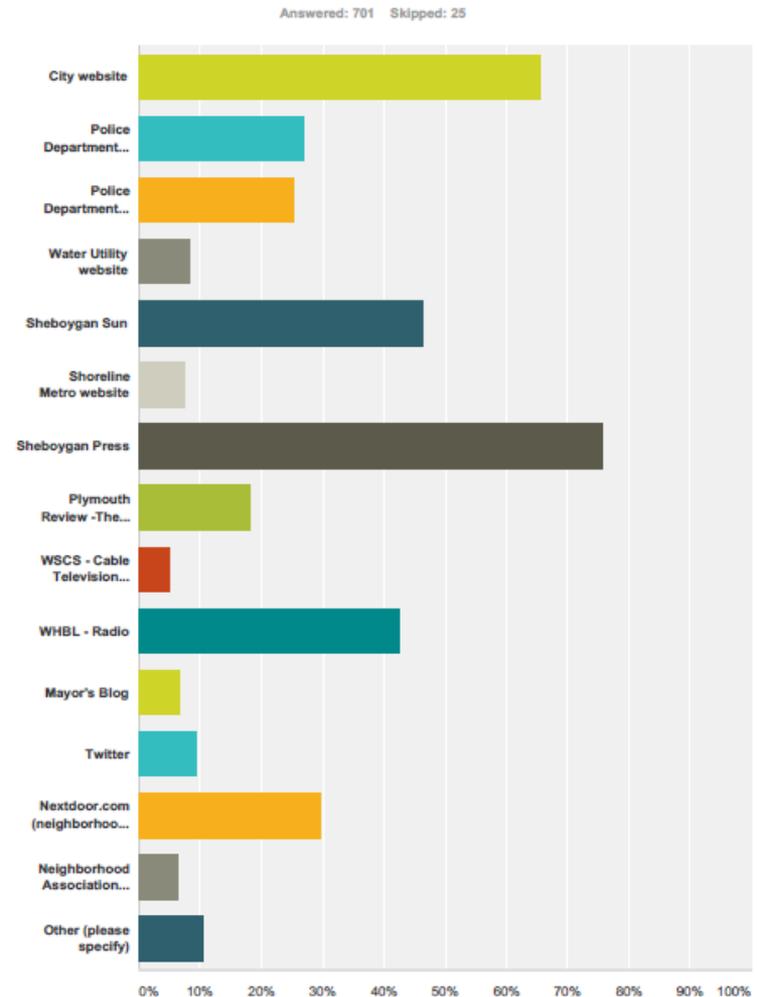


# COMMUNICATION



The **top 5 information sources** used to obtain information about the City of Sheboygan are:

1. Sheboygan Press – 76%
2. City Website – 66%
3. Sheboygan Sun – 46%
4. WHBL Radio – 43%
5. Nextdoor.com – 30%



# PLACE TO LIVE



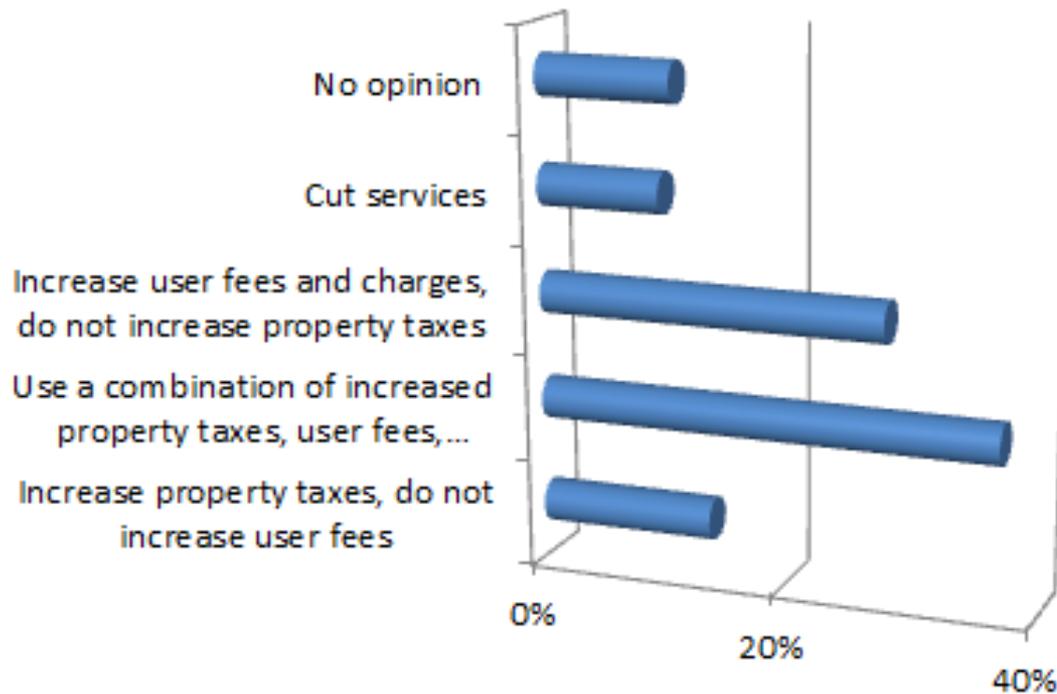
Based upon survey responses, the **top five reasons why residents chose Sheboygan** as a place to live:

1. Native of Sheboygan, Family or Friends Are Near
2. Near Employment
3. Low Crime Rate
4. Cost of House or Apartment
5. Proximity to Lake Michigan

# FUNDING SOURCE FOR SERVICES



## How to fund rising costs of providing City services (706 answered):



# FINAL QUESTION: PLEASE SHARE WITH US ANY OTHER COMMENTS YOU WISH TO MAKE.



- Note, larger the word the more hits in the answer (306 responses).

Trees Senior Activity Center City Government Build New Ones  
Waste Better Paying Jobs Survey Extremely High  
Park Soccer Fields Taxes Power Streets  
Police Force Sheboygan Save Money  
Roads Private Sector Services  
Mead Public Library Downtown Walking Paths  
Lake Front Not Pet Friendly Development Choices

# NEXT STEPS



- Alderpersons and Management Team have used this information for the update to the City's Strategic Plan.... which will be provided to the Common Council in December.
- Survey responses and Power Point presentation will be available on City's website: [www.sheboyganwi.gov](http://www.sheboyganwi.gov)
- Community survey will be released yearly to gauge citizen's views toward progress of the City.
- Thank you to all those that participated in the survey.

# 2016 COMMUNITY SURVEY WINNER



- Providing contact information on the survey entered residents into a drawing to win \$100 Chamber Cash
- Winner: Lisa Whelton
- Ms. Whelton plans to donate it to the local food pantry.
- Congratulations Lisa!



# QUESTIONS

