

CITY OF SHEBOYGAN 2018 COMMUNITY SURVEY EXECUTIVE SUMMARY

A survey was developed to gain an understanding of the views and preferences of the citizens of Sheboygan.

A notice of the February 16 – March 11, 2018 survey was marketed through the following channels: city website, including several individual pages, the city's electronic message board signs, Cable Channel WSCS, multiple social media outlets including Nextdoor, the city and individual departmental Facebook pages, Nextdoor, Twitter, Instagram and Nixle, Shoreline Metro buses, local newspaper and radio, along with a variety of partnering community organizations. The promotional flyer and instructions on the home page of the survey contained Spanish and Hmong translations. Designated computer and paper collection locations were established at the Mead Library and Senior Activity Center. An additional paper collection site at the City Clerk's office was available as well. Of the 39,670 City of Sheboygan residents who are 18 years of age or older, the response rate was 1,187 or three percent. Assuming randomness of the responses, the results are projected to be 95 percent certain with +/-3% margin of error. In 2017 and 2016, 1,066 and 680 responses were received respectively.

The following are the results of the survey responses from citizens to the survey. The 2018, 2017 and 2016 responses were reviewed for trend analysis. Please note the respondents with "No Opinion" were removed from 2018 data calculations.

QUALITY OF LIFE

General (Question 1 and 2)

- 74 percent of the survey participants indicated that the **quality of life** was "**Good**" or "**Excellent**" of which the most frequent answer of "**Good**" received 60 percent. This is an overall increase of 3 percent over 2017.
- 71 percent indicated that the City's **general direction** was "**Improving or Holding Steady**", indicating an increase of 4 percent over 2017, and 13 percent over 2016 results.
- Trend analysis indicates a steady reduction of 13 percent in respondents indicating that the City's **general direction** is "**Declining**" since 2016.

CITY PERFORMANCE

Survey participants identified the City's **overall performance** (Question 3) as either "**Good**" or "**Excellent**" 63 percent.

With a score of 1 being "Poor" and a score of 4 being "Excellent", the average response on the following questions were:

- Quality of managing the taxpayer's money - 2.4 (more than "Fair").
- Keeping citizens informed - 2.5 (slightly less than "Good").

- Delivering services efficiently - 2.7 (slightly less than “Good”).
- Focusing on the priorities that matter most to residents - 2.3 (slightly more than “Fair”).
- Trend analysis indicates that all scores rose steadily. The most significant increase was 0.2 point for “Delivering Services Efficiently”.

With a score of 1 being “Not Important” and a score of 4 being “Very Important”, the top five **most important city functions** (Question 4) as identified by survey participants were as follows:

1. Drinking Water (3.8)
2. Fire Services (3.7)
2. Emergency Medical Services (3.7)
2. Street Maintenance / Pavement (3.7)
3. Attracting and Keeping Businesses in Sheboygan (3.6)

- Trend analysis indicates the top three **most important city functions** shifted slightly with the addition of the Drinking Water option. Fire, Emergency Medical Services and Attracting and Keeping Businesses in Sheboygan consistently remain at the top of the list for the past three years.
- Increase in **emergency medical services** selected as a **very important city function**. 2016 responses indicated 66 percent and 2018 responses indicated 75 percent, confirming a **9 percent overall increase** for the two year period.
- Increase in **fire services** selected as a **very important city function**. 2016 responses indicated 68 percent and 2018 responses indicated 77 percent, confirming a **9 percent overall increase** for the two year period.
- Increase of overall **city administration** as a **very important and important city function**. 2016 responses indicated 73 percent and 2018 responses indicated 80 percent, confirming a **7 percent overall increase** for the two year period.
- Increase in **zoning and land use** as a **very important and important city function**. 2016 responses indicated 59 percent and 2018 responses indicated 68 percent, confirming an **8 percent increase** for the two year period.

With a score of 1 being “Poor” and a score of 4 being “Excellent”, the top five rated **city services provided** (Question 5) based upon the list provided in Question 4 were as follows:

1. Fire Services (3.4)
2. Emergency Medical Services (3.3)
3. Library Services (3.2)
3. Police Services (3.2)
4. Drinking Water (3.1)

- Trend analysis indicates substantial increases in all areas over the past three years. Each of the above mentioned areas remain consistently in the top five rated services category, with the exception of Drinking Water. This new 2018 option replaced Public Access to Lake Michigan. 2016 top five areas’ results ranged from the highest to lowest ranking of 3.0 to 2.7, respectively. The 2018

top five areas' results indicated the highest to lowest ranking of 3.4 to 3.1, respectively. These results show steady gains in the quality of service provided.

- Increase in rating of **leaf pick-up service** as **excellent and good**. 2017 responses indicated 68 percent and 2018 responses indicated 74 percent, confirming a **6 percent increase** for the one year period.
- Increase in rating of **recycling and garbage collection service** as **excellent and good**. 2017 responses indicated 74 percent and 2018 responses indicated 85 percent, confirming a **9 percent increase** for the one year period.
- Increase in rating of **residential yard waste service** as **excellent and good**. 2017 responses indicated 60 percent and 2018 responses indicated 67 percent, confirming a **7 percent increase** for the one year period.
- Increase in rating of **street maintenance and pavement** as **excellent and good**. 2017 responses indicated 14 percent and 2018 responses indicated 23 percent, confirming a **9 percent increase** for the one year period.
- Increase in rating of **zoning and land use** service as **excellent and good**. 2017 responses indicated 29 percent and 2018 responses indicated 35 percent, confirming a **6 percent increase** for the one year period.

With a score of 1 being “Poor” and a score of 4 being “Excellent”, the top five rated **departments** (Question 6) based upon services provided were as follows:

1. Fire Department (3.3)
 2. Mead Public Library (3.2)
 2. Police Department (3.2)
 3. Water Utility (3.0)
 4. Public Works (2.8)
- Trend analysis indicates highly significant increases in nearly all **departments**. The top five departments' 2016 scores ranged from 2.3 to 2.0 points, while the 2018 scores ranged from 3.3 to 2.8 indicating strong improvement in the services provided. While the scores increased, each of these five departments maintained their exact ranking of positions in 2018, compared to 2017.
 - Increase in the **Public Works** rating as **excellent and good**. 2017 responses indicated 55 percent and 2018 responses indicated 61 percent, confirming a **6 percent increase** for the one year period.
 - Increase in the **Water Utility** rating as **excellent and good**. 2017 responses indicated 60 percent and 2018 responses indicated 71 percent, confirming an **11 percent increase** for the one year period.

COMMUNICATION

The top five sources (Question 7) used by survey participants to **obtain information** about the City of Sheboygan are:

1. Sheboygan Press – 67%
2. City website – 62%
3. MySheboygan.com – 50%
4. Sheboygan Sun – 49%
5. WHBL Radio – 38%

- There were several new additions in 2018, all of which were different variations of social media. Trend analysis indicates while usage of traditional local media sources remains nearly unchanged, there were increases in all aspects of social media, indicating citizens receive their information from a wide variety of sources.
- Newly created (2017) city newsletter, Sheboygan Insider, has already achieved number 11 in the ranking of the 30 total communication sources.

FUNDING SOURCE FOR CITY SERVICES

Survey responses to regarding **funding rising costs of providing services** (Question 8) were as follows:

- 42% - Use a combination of increased property taxes and user fees and charges
 - 33% - Increase user fees and charges, do not increase property taxes
 - 13% - Increase property taxes – do not increase user fees
 - 11% - Cut services
- Trend analysis between 2018 and 2017 indicates a 5 percent increase in the number of respondents requesting to **use a combination of increased property taxes and user fees and charges**. A substantial decrease from 23 percent to 11 percent, for an overall 12 percent decrease in citizen opinion to **cut service** was realized during this same period.

CITY LOGO AND BRANDING

Survey responses regarding **level of satisfaction with the current “Spirit on the Lake” logo and branding** (Question 9) were as follows:

- 44% - Very satisfied
 - 36% - Somewhat satisfied
 - 19% - Somewhat dissatisfied
- This question was a new addition to the survey in 2018. Respondents’ provided suggestions related to Sheboygan’s most important asset to be highlighted, should the logo be updated and the brand refreshing project proceed.
 - Of the 618 qualified responses, 385 or 62 percent of these responses indicated our proximity to Lake Michigan as the most important community asset to be featured. .

SURVEY RESPONDENTS

The typical survey respondents’ age demographic was 56 to 65 years old and has resided in Sheboygan for more than 25 years.