

2018 City of Sheboygan Community Survey Results



DARRELL HOFLAND
CITY ADMINISTRATOR



2018 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. Some paper responses were received as well.

2018 COMMUNITY SURVEY



Of the 39,670 City of Sheboygan residents who are 18 years of age or older, the response rate was 1,187 or 3%.

Assuming randomness of the responses, the results are projected to be 95% certain with +/-3% margin of error.

2018 COMMUNITY SURVEY



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

- City owned electronic message boards and monitors
- WSCS
- Multiple City websites and social media outlets
- Posters in Shoreline Metro busses
- Water Utility billing statements

2018 COMMUNITY SURVEY



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

- Local newspaper articles
- Local radio stations, WHBL and Hmong station
- Mead Public Library and Senior Activity Center – designated computers and paper copies available.
- Partnering with various community organizations to utilize their communication methods

2018 COMMUNITY SURVEY



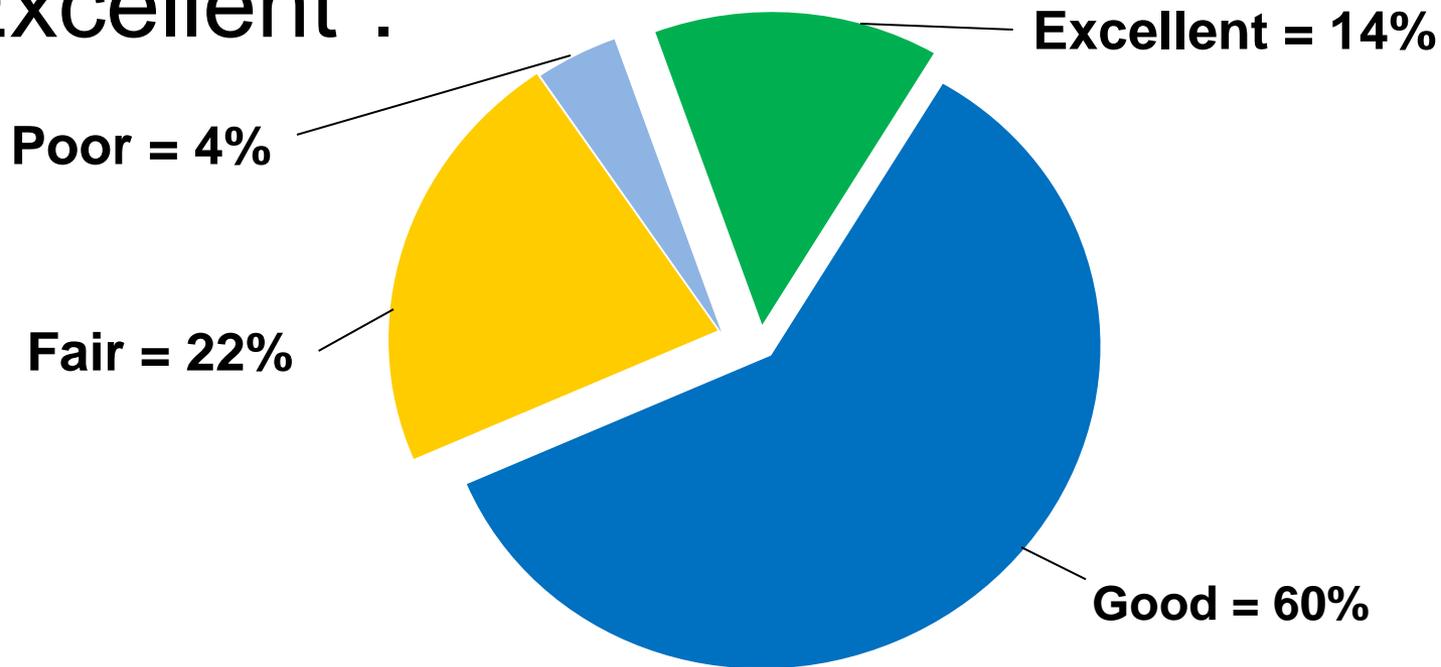
The typical survey participant was resident age 56 – 65 living in Sheboygan for 25+ years.



QUALITY OF LIFE



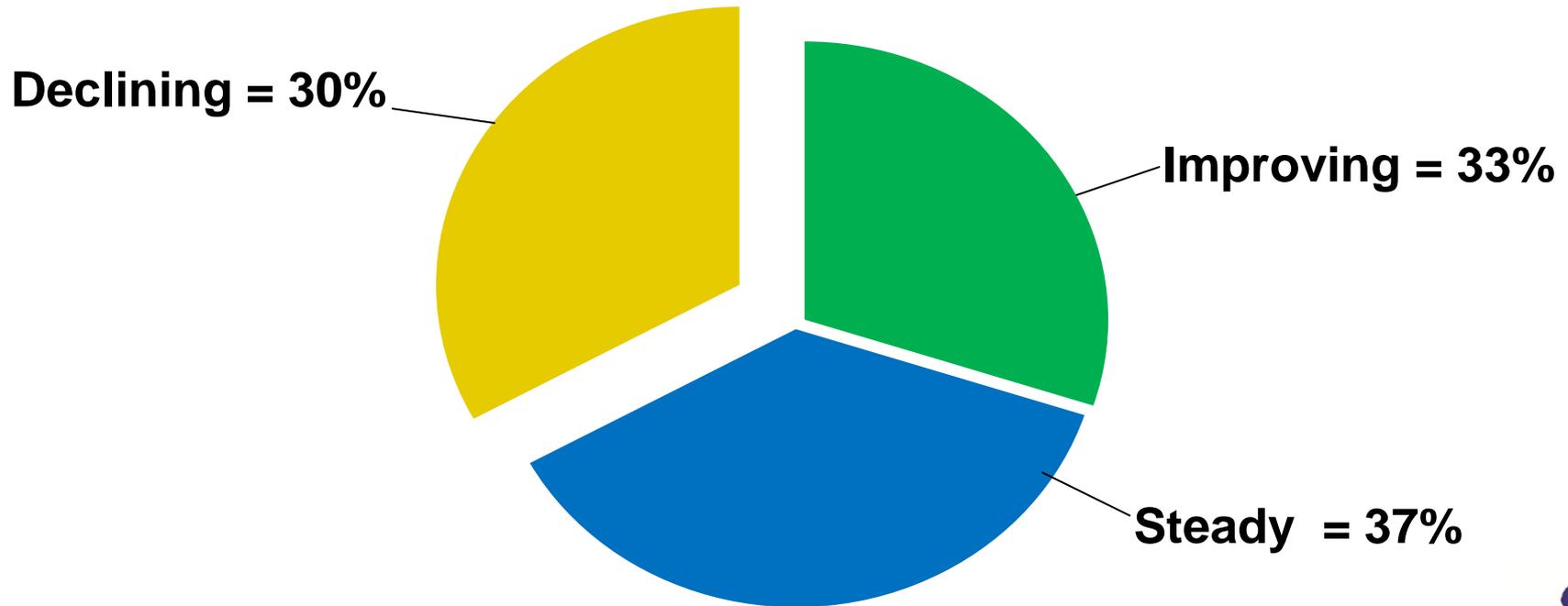
74% of the survey participants indicated that the **quality of life** was “Good” or “Excellent”.



QUALITY OF LIFE



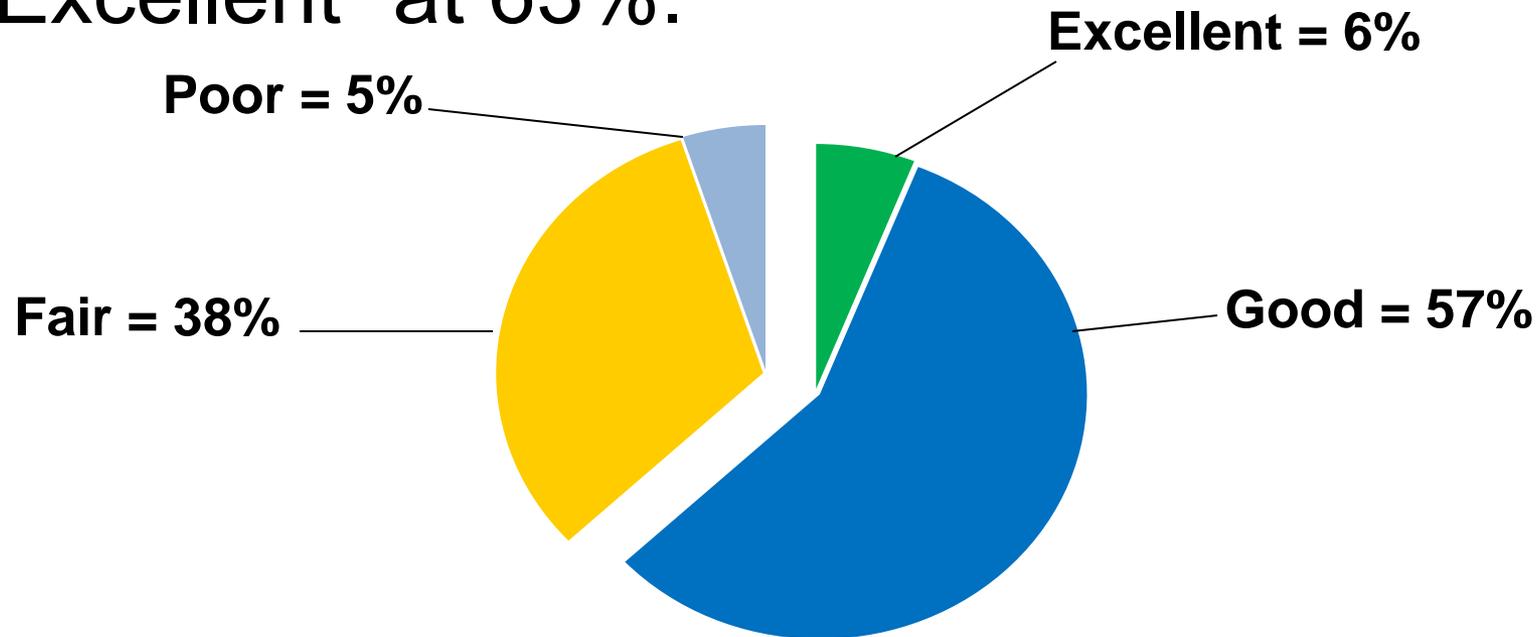
70% indicated that the **City's direction** was Improving or holding Steady.



CITY PERFORMANCE

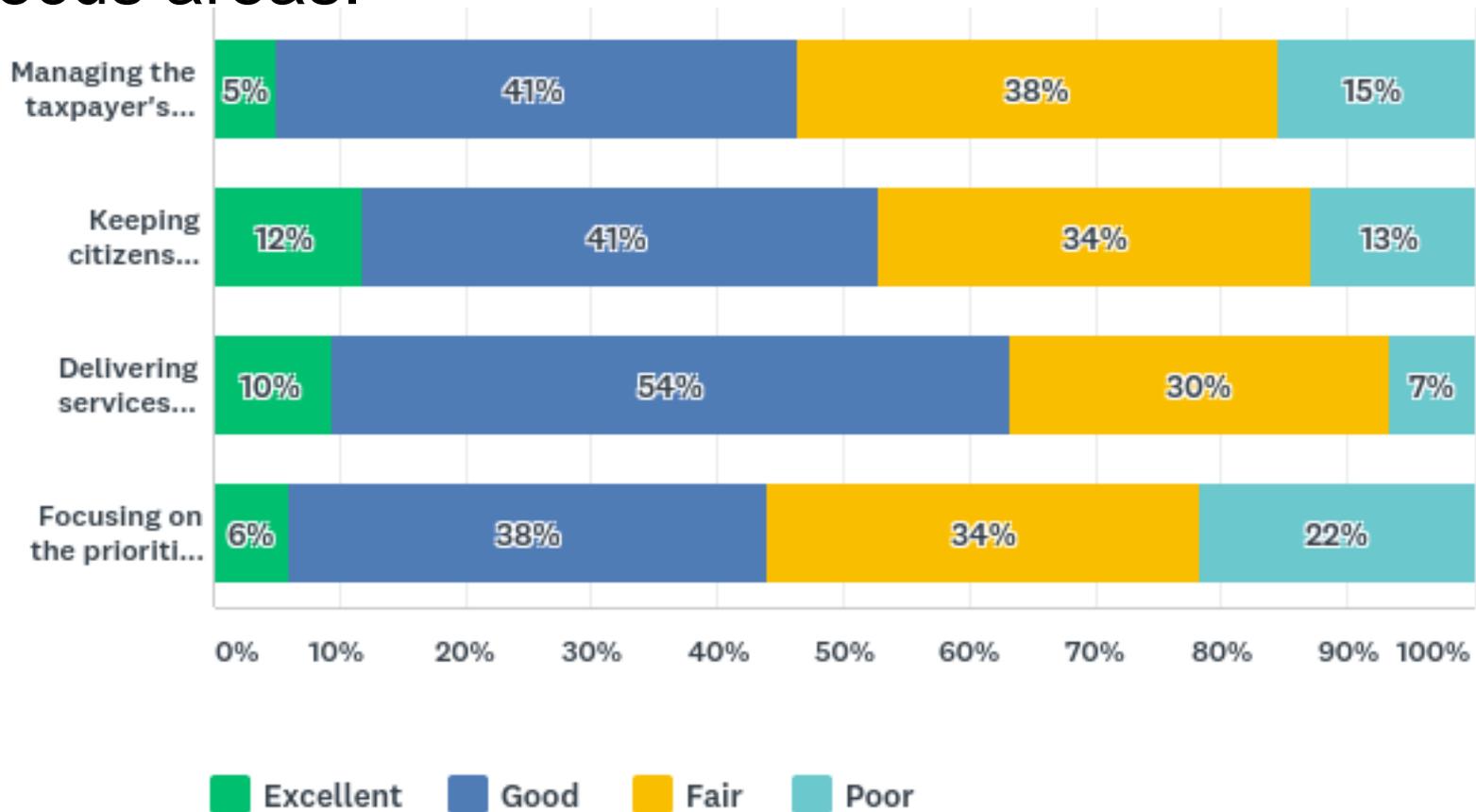


Survey participants identified the **City's overall performance** as either "Good" or "Excellent" at 63%.



CITY PERFORMANCE

Survey participants gave the city good marks for key focus areas.



CITY PERFORMANCE



The top 5 important City functions are:

- 1. Drinking Water**
- 2. Fire Services**
- 2. Emergency Medical Services**
- 2. Street Maintenance / Pavement**
- 3. Attracting and Keeping Businesses in Sheboygan**

CITY PERFORMANCE



The top 5 rated City services provided are:

- 1. Fire Services**
- 2. Emergency Medical Services**
- 3. Library Services**
- 3. Police Services**
- 4. Drinking Water**

CITY PERFORMANCE



The top 5 rated City departments are:

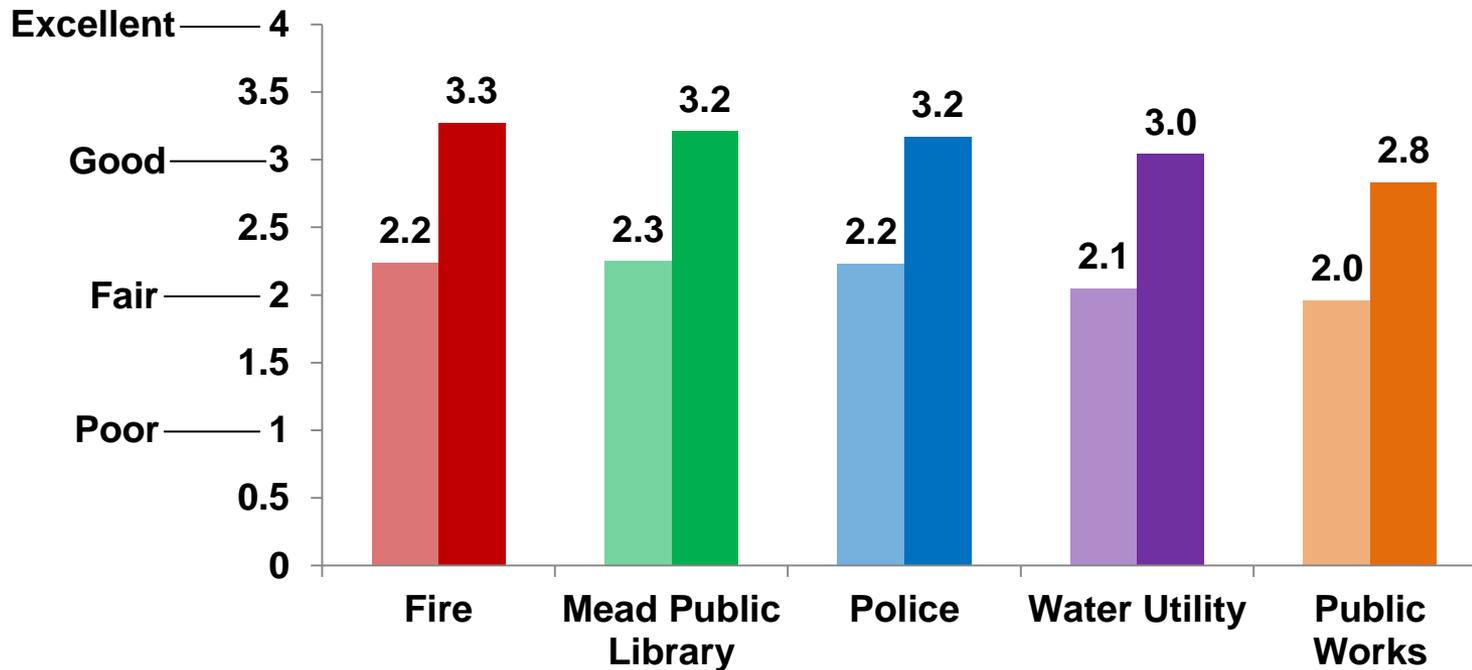
- 1. Fire**
- 1. Mead Public Library**
- 2. Police**
- 3. Water Utility**
- 4. Public Works**

CITY PERFORMANCE



The top 5 rated City departments achieved steady growth

2016 - 2018 Department Ranking



COMMUNICATION



The **top 5 information sources** used 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%

FUNDING SOURCE FOR SERVICES



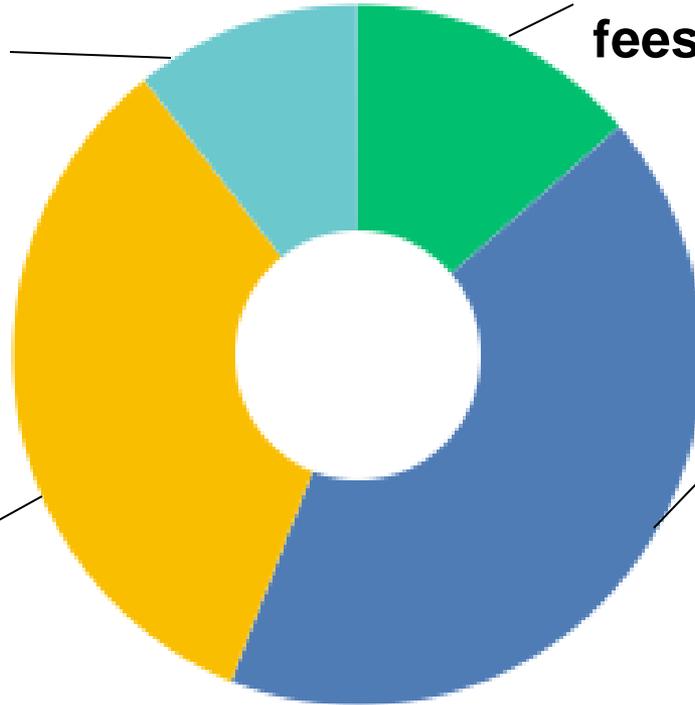
How to fund rising costs of providing City services:

Increase property taxes
– do not increase user
fees = 13%

Cut services = 11%

Use a combination
of increased
property taxes and
user fees - do not
increase property
taxes = 33%

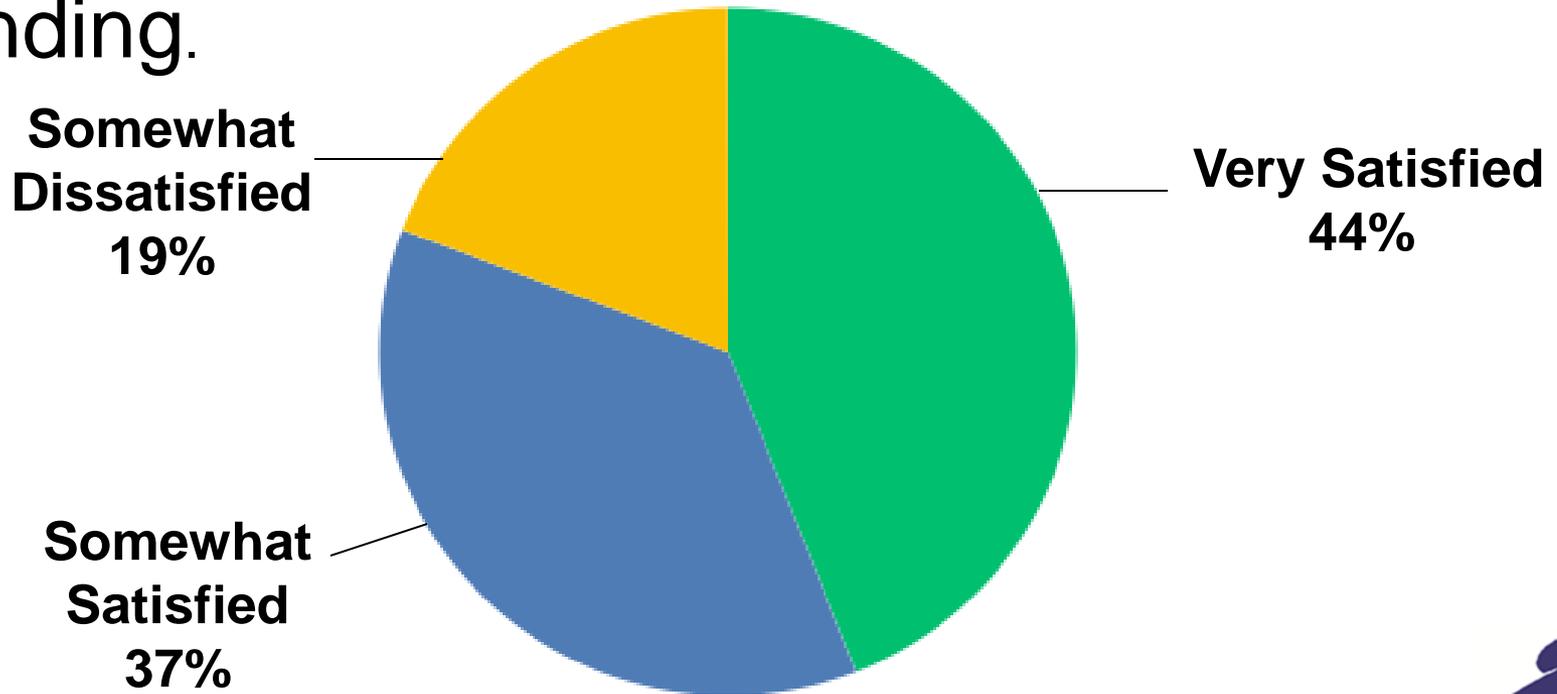
Increase user fees
and charges – do
not increase
property taxes =
42%



POTENTIAL CHANGE CITY LOGO AND BRANDING



Citizens were surveyed on their opinions for the current Spirit on the Lake logo and branding.



SUGGESTIONS FOR 2019 – 2020 PROJECTS AND INITIATIVES



This Word Cloud reflects the most frequently used responses in the open comment section regarding 2019 – 2020 projects/initiatives...

Cut Months Lake Front Bike Paths Ave Pedestrian
Shopping Pool Housing Arts Sheboygan
Bags Armory Outdoor Streets Potholes
Roads Low Income Park Rent Downtown Crime
New Business Mall Golf Course Lake Michigan
Restaurants

FINAL QUESTION: COMMENTS



This Word Cloud reflects the most frequently used responses in the open comment section...

Common Council Code Enforcement Mayor Yard Waste
Citizens Access Housing City Hall Money
Lake Front Services Downtown Area Streets
Property Taxes Sheboygan Neighborhood
Armory Spaces Business Natural Police
City
City Officials Government City Workers
Department Open Hours Garbage Golf Course

NEXT STEPS

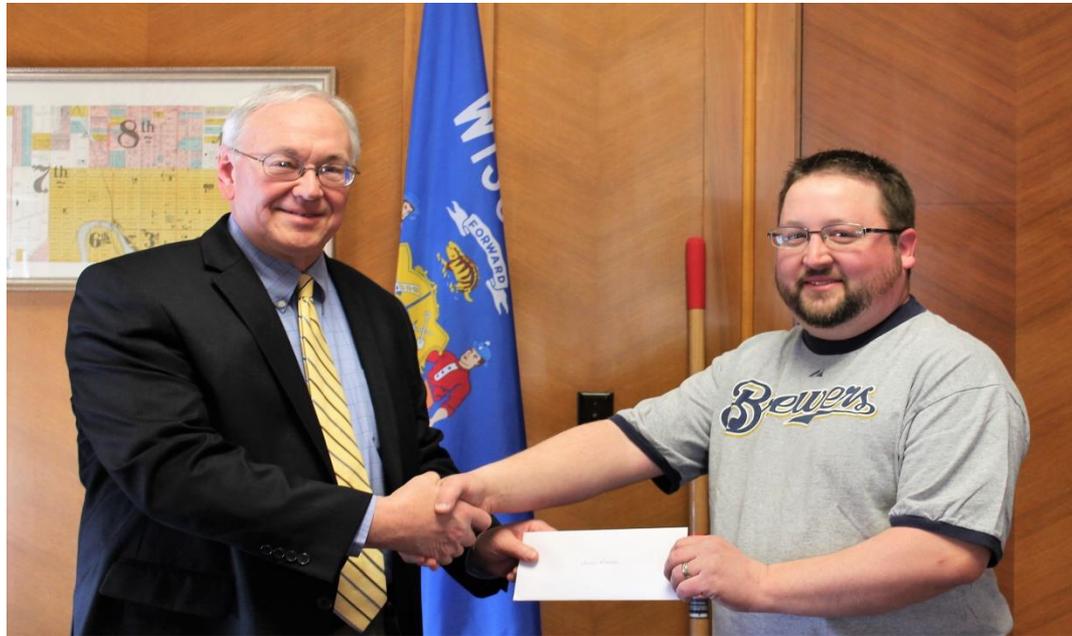


- Alderpersons and Management Team will use this information to provide support to the City's Strategic Plan 2019 – 2020 Action Items and Critical Measures at the April 23 workshop.
- Survey responses and Power Point presentation will be available on City's website:
www.sheboyganwi.gov
- Survey will be released yearly to gauge citizen's views toward progress of the City.
- Thank you to all that participated in the survey.

2018 COMMUNITY SURVEY WINNER



- Providing contact information on the survey entered residents into a drawing to win \$100 Chamber Cash
- Winner: James Niemann



QUESTIONS

