

# Sheboygan Performance Scorecard

Spring 2018 • Volume 2 • A report to citizens on the performance of city services



Sheboygan As

## City Identifies Six Strategic Focus Areas

The City of Sheboygan has identified the following six key focus areas in its recently adopted Strategic Plan that enable the city to move forward to support the mission and vision statements:

- Quality of Life
- Infrastructure and Public Facilities
- Economic Development
- Neighborhood Revitalization
- Government and Fiscal Management
- Communication

For more information about the Strategic Plan, please visit the City of Sheboygan's website at: [www.sheboyganwi.gov](http://www.sheboyganwi.gov)



Sheboygan Fire Department

## City of Sheboygan tracks its performance

### Sheboygan's Performance Reporting Program

In 2016, the City of Sheboygan began a shift to not only track dollars spent, received and invested but also to monitor performance via benchmarks. This benchmark data is tracked continually to determine if city services and operations are providing city residents, businesses and visitors with promised outcomes. The performance reporting program provides the "team" statistics allowing the city to create a scorecard indicating how well staff is performing.

The performance reporting program provides the city with the necessary data for strategic planning, as well as yields useful information for the Common Council to aid in their decision-making processes. This data indicates not only areas of success but also reveals areas in need of improvement. It provides accountability to the public by producing a more transparent government.

In an effort to broaden the scope of the city's performance reporting, efforts are underway to compare the City's statistics to similar sized municipalities. In 2017, the City of Sheboygan embarked on a comparative benchmarking effort. Sheboygan joined forces with the Wisconsin Municipality Benchmarking Coalition and the International City/County Management Association to compare performance data with other municipalities. The collaborative efforts with other communities enable the city to provide enhanced service, improve information to direct financial decisions and enrich communication with citizens. Community input is welcome to support the efforts to make the City of Sheboygan the best it can possibly be.

### Providing Support to the Strategic Plan

The City of Sheboygan identified six key focus areas in its Strategic Plan that enable the city to support the mission and vision statements. In 2017, the city made concerted efforts to improve each of the focus areas. For more information on the Strategic Plan, please visit the City of Sheboygan's website at [www.sheboyganwi.gov](http://www.sheboyganwi.gov).

One example of progress is the Strategic Plan Focus Area of Neighborhood Revitalization:

On October 14, 2017, city staff joined forces with Habitat for Humanity Lakeside in a dynamic volunteer event to improve the quality in a designated area on the city's south side. The first "Rock the Block" event organized a large group of volunteers to complete projects on properties in the area. Revitalization efforts included repairs, landscaping, and improved lighting to homes within the designated area.

Thanks to Habitat for Humanity Lakeside, International Brotherhood of Electrical Workers Local 494, Kiwanis Club of Greater Sheboygan, Culvers of Sheboygan, Texas Roadhouse, Saint Peter Claver Parish, neighborhood residents, and city staff from a variety of departments for volunteering their time, energy, and resources to give the neighborhood the revival it deserves. This outreach project is expanding in 2018 to include a north side neighborhood.



Red Raider Manufacturing Lab

# Performance Scorecard

The intent of the following table is to provide the residents of the City of Sheboygan with data on the performance of core city services relative to the support of the six key Strategic Plan focus areas. Three years of data history are provided with the city's 2017 target goal for service. The color-coded column on the far right of the table provides the reader with a quick indication if the 2017 data reported met or exceeded the goal.

### Scorecard Key

Green: met or exceeded target
Yellow: within 10% of target
Red: not within 10% of target

Performance Category	2015 Actual	2016 Actual	2017 Actual	2017 Target
<b>Quality of Life</b>				
Fire Response – NFRIS compliance 380 seconds or less	81%	79%	83%	90%
Police Service – Reduce Part 1 crime rate – property crimes	1,154	1,068	837	1,086
<b>Infrastructure and Public Facilities</b>				
Street Maintenance – Linear feet of infrastructure improved	20,592	17,242	32,313	33,000
Street Maintenance – Increase linear footage of streets on regular crack and joint fill schedule	19,639	17,094	36,534	22,000
Street Debris Removal – Increase linear curb miles swept	5,342	6,229	5,132	5,000
<b>Economic Development</b>				
Business Development – Increase the number of new businesses	N/A	N/A	15	10
Residential Expansion – Increase the number of new residential unit	81	157	133	80
Economic Development – Valuation of property with Tax Incremental Districts (million)	\$110m	\$120m	\$131m	\$120m
<b>Neighborhood Revitalization</b>				
Neighborhood Revitalization – Increase the number of official neighborhood associations	2	5	7	5
New Trees Planted – Increase the number of trees planted within the city	24	26	448	500
<b>City Management, Fiscal Management, and Communication</b>				
City Management – Percentage of residents rating the city's performance as fair, good or excellent	N/A	87%	94%	80%
Fiscal Management – Maintain or improve current Moody's Aa2 Bond Credit Rating	Aa2	Aa2	Aa2	Aa2
Communication – Increase the number of Nextdoor users	896	1,762	3,671	2,392



Yoga on the Beach – King Park – Community Recreation Department

# Residents give high marks to quality of life

In August, the City of Sheboygan analyzed results of the community survey. The survey touches on a wide range of topics and issues faced by the city. The results serve as an important device to provide a snapshot of the thoughts and opinions of Sheboygan residents. The response feedback is used to determine the city's effectiveness in providing services and meeting the goals established in the Strategic Plan. The comments serve as necessary tools to improve and advance the city's initiatives.

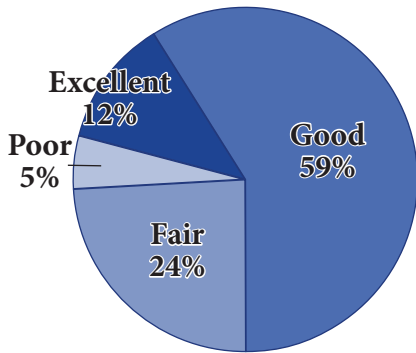


Lighthouse Pier

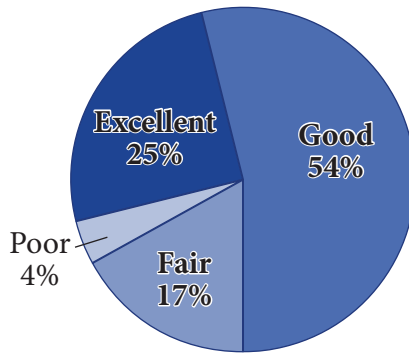


Farmer's Market – Fountain Park

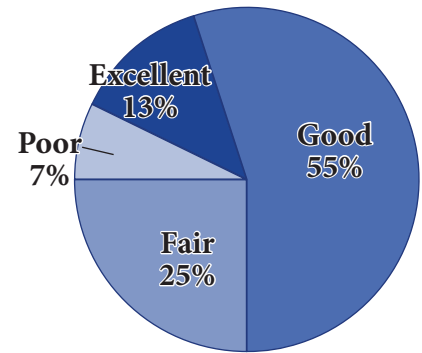
Which of the following best describes your opinion on the quality of life in the City of Sheboygan?



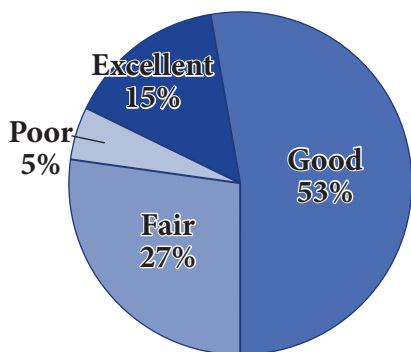
How would you rate the quality of our parks in the City of Sheboygan?



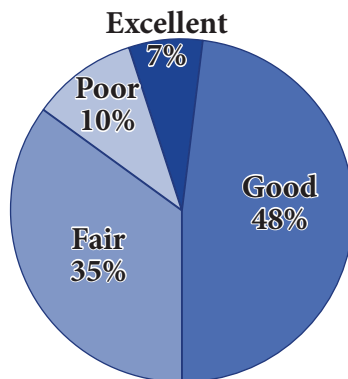
How would you rate the job that the City of Sheboygan has done in attracting and keeping businesses in Sheboygan?



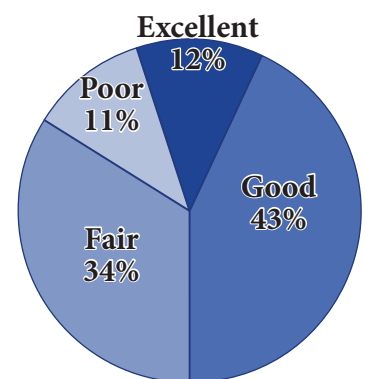
What rating would you give the City for their community events to provide support for the neighborhoods?



How would you rate the performance of the City of Sheboygan relative to delivering services efficiently?



In your opinion, what rating would you give the City of Sheboygan relative to keeping citizens informed?



# Who we are: a snapshot of Sheboygan

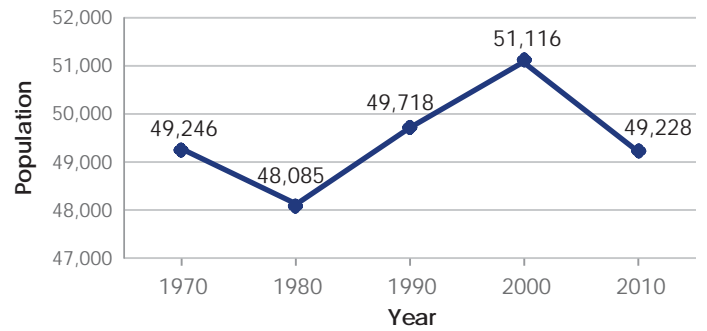
The City of Sheboygan boasts a long, rich history as a leader in Wisconsin's manufacturing industry. Situated at the mouth of the Sheboygan River on the western shore of Lake Michigan, the breathtaking views from Sheboygan's shoreline are some of the best our state has to offer. The City of Sheboygan strives to be a family-oriented and prosperous community with a wide variety of housing, business, cultural and recreational opportunities in safe and attractive neighborhoods. City staff is dedicated to providing residents, the business community and visitors with fiscally-responsible municipal services in an effective and responsive manner to meet the needs of our diverse and thriving community. We are Sheboygan – the Spirit on the Lake.



Downtown – North Eighth Street

2010 Census Results – Population		
Total Population	49,228	
Total Housing Units	22,339	
Median Age (years)	41	
Female Population	24,860	50.50%
Male Population	24,368	49.50%

## Sheboygan's Population



North Point Beach – Lake Michigan

2010 Census Results – Race		
White	39,014	79.28%
Hispanic/Latino	4,873	9.90%
Asian	4,430	9.00%
Black/African American	886	1.76%
American Indian/Alaskan Native	25	0.05%

## We want to hear from you

The City of Sheboygan works daily to improve the standard of living for our residents, businesses and visitors. Are you a citizen who would like to become engaged in our community in meaningful ways? Would you enjoy identifying concerns, finding common ground and working on viable solutions? Please let us know. Do you have suggestion for improvements or additional information in this publication? If so, please contact Budget Analyst, Carrie Arenz, at [carrie.arenz@sheboyganwi.gov](mailto:carrie.arenz@sheboyganwi.gov) or 920-451-2367.



Farmer's Market – Fountain Park