

2017 City of Sheboygan Community Survey Results



DARRELL HOFLAND
CITY ADMINISTRATOR



2017 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.

2017 COMMUNITY SURVEY



Of the 39,670 City of Sheboygan residents who are 18 years of age or older, the response rate was 1,066 or 2%.

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

2017 COMMUNITY SURVEY



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

- City owned electron message boards and monitors
- WSCS
- Multiple City websites
- City's social media outlets: Facebook, Nextdoor, Twitter and Nixle.
- Posters in Shoreline Metro busses

2017 COMMUNITY SURVEY



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

- Flyers containing Hmong and Spanish translation
- 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 utilizing their communication methods

2017 COMMUNITY SURVEY



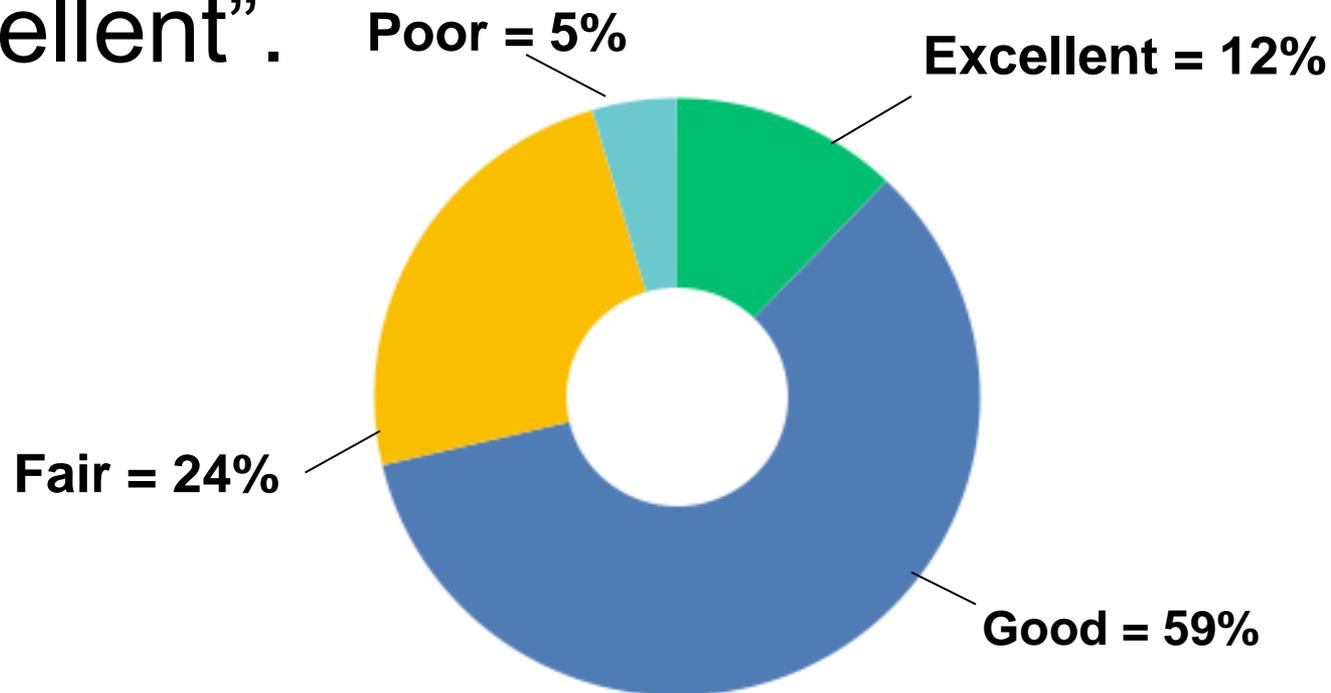
The typical survey participant was resident living in Sheboygan for 25+ years.



QUALITY OF LIFE



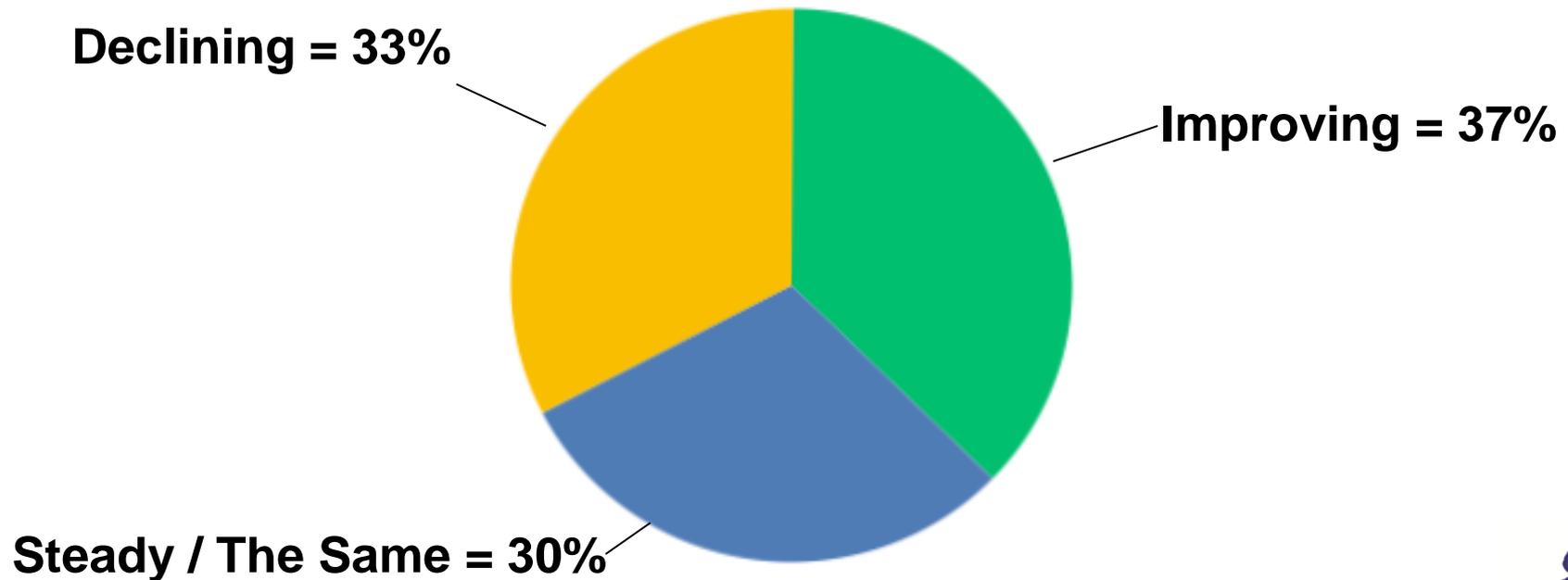
71% of the survey participants indicated that the **quality of life** was “Good” or “Excellent”.



QUALITY OF LIFE



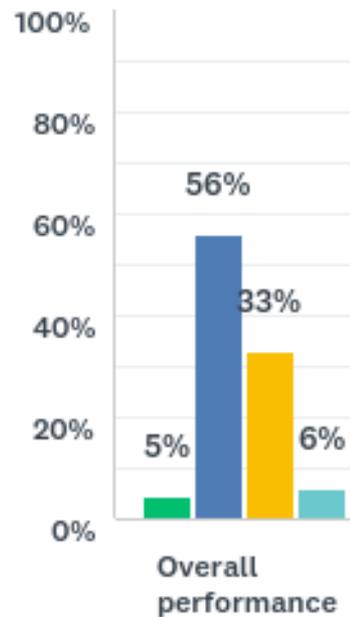
67% indicated that the **City's direction** was Improving or holding Steady.



CITY PERFORMANCE



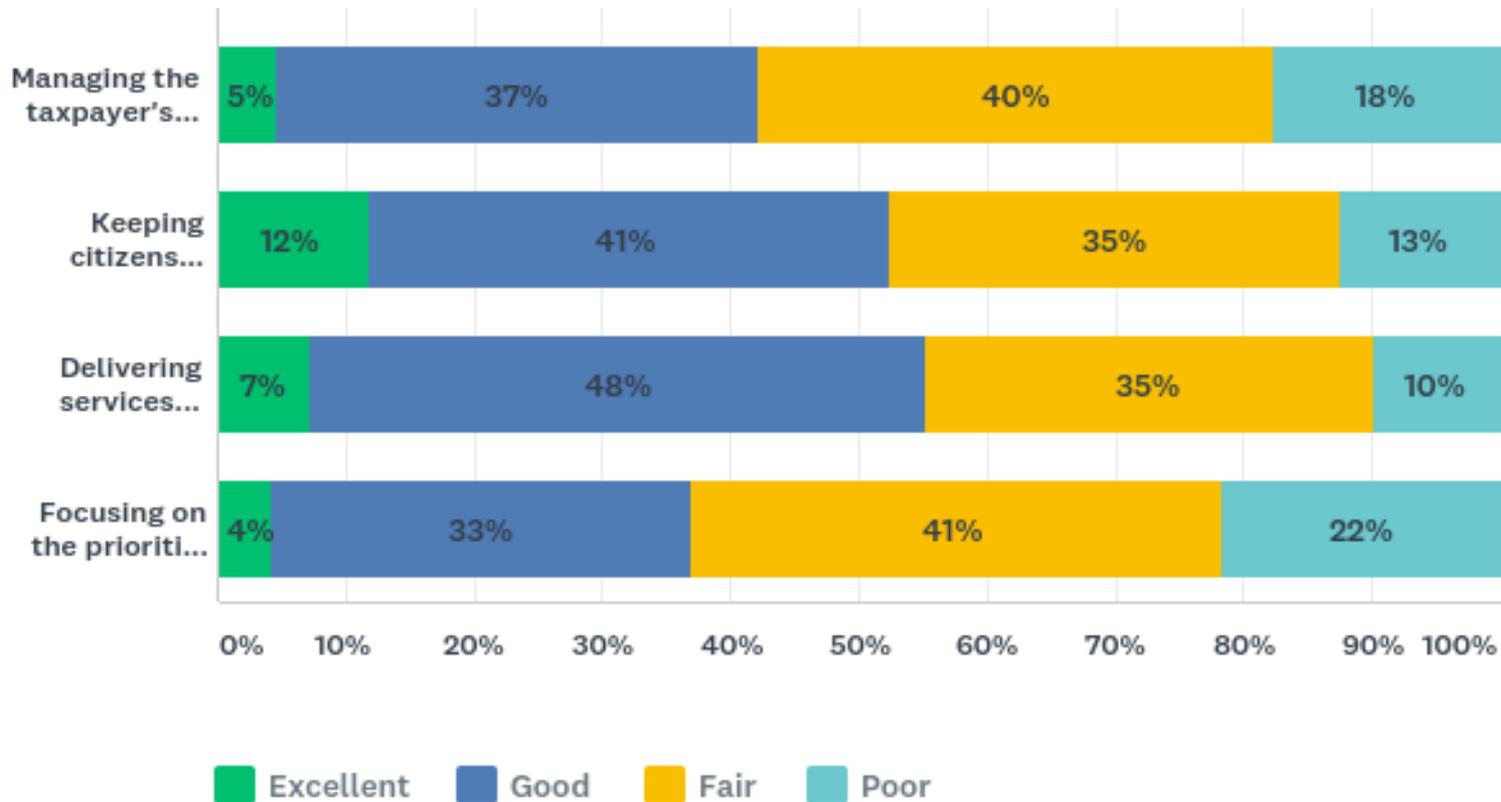
Survey participants identified the **City's overall performance** as either “Good” or “Excellent” at 61%.



■ Excellent ■ Good ■ Fair ■ Poor

CITY PERFORMANCE

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



CITY PERFORMANCE



The top 5 important City functions are:

1. Police Services
1. Street Maintenance and Pavement
1. Fire Services
2. Emergency Medical Services
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. Police Services**
- 3. Library Services**
- 3. Public Access to Lake Michigan**

CITY PERFORMANCE



The top 5 rated City departments are:

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

COMMUNICATION



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

1. Sheboygan Press – 72%
2. City Website – 67%
3. Sheboygan Sun – 50%
4. WHBL Radio – 37%
5. Police Department Facebook – 36%

FUNDING SOURCE FOR SERVICES



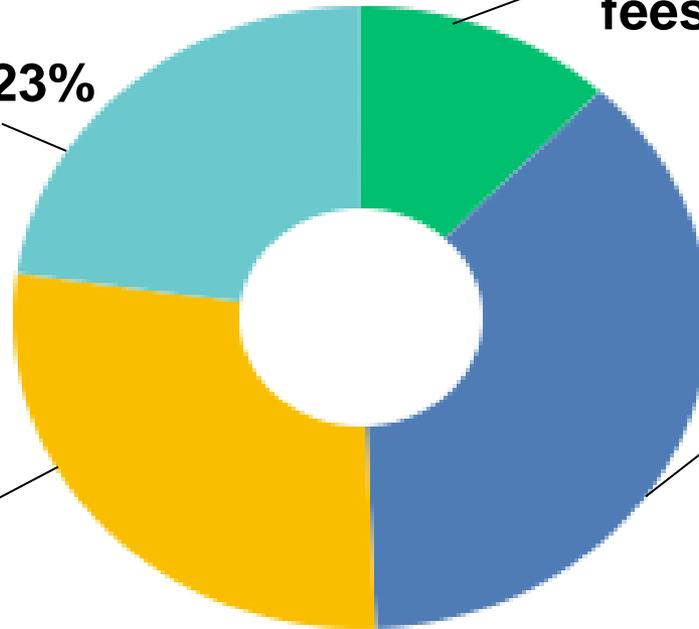
How to fund rising costs of providing City services:

Increase property taxes
– do not increase user
fees = 12%

Cut spending and
related services = 23%

Use a combination
of increased
property taxes and
user fees - do not
increase property
taxes = 37%

Increase user fees
and charges – do
not increase
property taxes =
28%



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



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



NEXT STEPS



- Alderpersons and Management Team have used this information to provide support to the City's Strategic Plan.
- Survey responses and Power Point presentation will be available on City's website:
www.sheboyganwi.gov
- Community survey will be released yearly to gauge citizen's views toward progress of the City.
- Thank you to all that participated in the survey.

2017 COMMUNITY SURVEY WINNER



- Providing contact information on the survey entered residents into a drawing to win \$100 Chamber Cash
- Winner: Sarah Stemper
- Congratulations !!!



QUESTIONS

