

Sheboygan Performance Scorecard

Spring 2020 • Volume 4 • A report to residents on the performance of city services



City Efforts Support Six Strategic Focus Areas

The City of Sheboygan has identified six key focus areas in its Strategic Plan that enable the city to move forward to support the mission and vision statements. In 2019, the city made concerted efforts to improve each of the focus areas. For more information on the Strategic Plan, please visit our website at www.sheboyganwi.gov. If you have interest in joining our efforts, please contact our office (see contact info on page 4).



Ellis Neighborhood Block Party

The City of Sheboygan Tracks its Performance

How do city leaders know when to make the right calls? How can residents be certain they are receiving the highest quality, effective services? In Sheboygan, our team tracks and reports performance data and uses our annual community survey to assist the Common Council in making decisions and keeping residents informed about how well we are doing.

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 our "team" statistics allowing the city to provide a scorecard on how well our staff is performing.

Our 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 areas that are in need of improvement. It provides accountability to the public by producing a more transparent government.

In an effort to broaden the scope of our performance reporting efforts, we compare our statistics to other similar sized municipalities. Two years ago, the City of

Sheboygan launched our Transparency and Benchmarking site, powered by ClearGov™. This tool provides residents an easy-to-understand, visual breakdown of Sheboygan's finances as well as insights into the city's demographics. The site informs visitors how each budgeted item compares to neighboring communities. By integrating the Transparency and Benchmarking feature, Sheboygan is able to communicate and operate more effectively and efficiently through a unique fiscal clarity and insights platform. This site serves as a valuable tool to clearly communicate performance to increase resident trust and participation through transparency.

This is the City of Sheboygan's fourth Performance Scorecard. It is a great opportunity for our residents, businesses, and visitors to check our statistics and team score. Please consider becoming a member of our team by providing us with any comments or feedback related to this information. We welcome your input and involvement in making our community the best it can possibly be. With your help, we look forward to improving our future Performance Scorecard statistics.



Performance Scorecard

The table below provides 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 2019 target goal for service. The color-coded key to the right provides a quick indication if the 2019 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	2017 Actual	2018 Actual	2019 Actual	2019 Target
Quality of Life				
Police Service – Reduce Part 1 crime rate – property crimes	837	825	764	1,050
Police – Pounds of prescription drugs collected	1,480	1,898	1,589	1,200
Infrastructure and Public Facilities				
Street Maintenance – PASER pavement rating	6.01	6.01	6.25	6.50
New Trees Planted – Increase the number of trees planted within the city	448	25	535	500
Street Debris Removal – Increase linear curb miles swept	5,132	8,483	4,916	5,000
Economic Development				
Business Development – Increase the number of new businesses	15	12	8	10
Residential Expansion – Increase the number of new residential units	133	99	238	80
Economic Development – Valuation of property with Tax Incremental Districts (million)	\$131m	\$159m	\$195m	\$159m
Neighborhood Revitalization				
Neighborhood Revitalization – Increase the number of official neighborhood associations	7	9	10	11
Code Enforcement – Number of code enforcement orders issued	1,234	866	1,047	1,000
City Management, Fiscal Management, and Communication				
City Management – Percentage of residents rating the city's performance as fair, good, or excellent	94%	95%	98%	80%
Fiscal Management – Maintain or improve current Moody's Aa2 Bond Credit Rating	Aa2	Aa2	Aa2	Aa2
Communication – Increase the number of Nextdoor users	3,671	4,286	6,314	4,200



Strategic Plan Focus Area 1 – Quality of Life

The City of Sheboygan continues to provide support to the “Quality of Life” Focus Area and our efforts are being recognized! In 2019, the city received the following national and/or state accolades:

- Best Small City for Business, No. 18 by ChamberofCommerce.org
- Best Place for Millennials to Move, No. 5 by reviews.org
- America’s Most Unique Art Towns, No. 7 by cubessmart.com
- SolSmart Bronze Award for solar energy growth
- Best Cities for Older Americans in Retirement, No. 9 by 24/7 Wall Street
- Best City to Live in Wisconsin, No. 10 by ChamberofCommerce.org

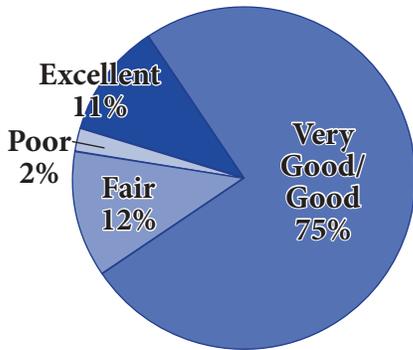
More info at www.sheboyganwi.gov/accolades

Residents give high marks to quality of life

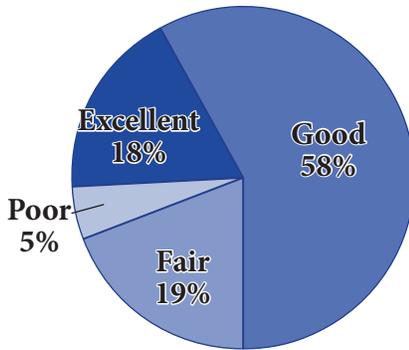
In February 2019, the City of Sheboygan analyzed results of the community survey. The survey touches on a wide range of topics and issues faced by the city. The results serve as an important device to provide a snapshot of the thoughts and opinions of Sheboygan residents. The response feedback is used 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. Note: the community survey data below excludes "No Opinion" responses.



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



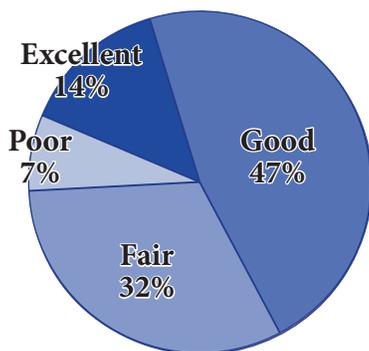
How would you rate the quality of our parks in the City of Sheboygan?



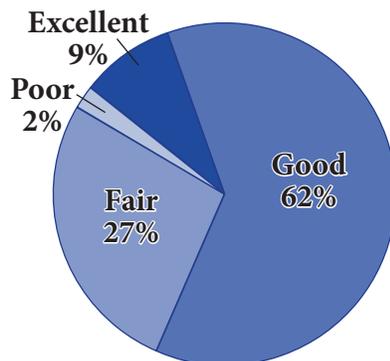
How would you rate the job that the City of Sheboygan has done managing zoning and land use within the City of Sheboygan?



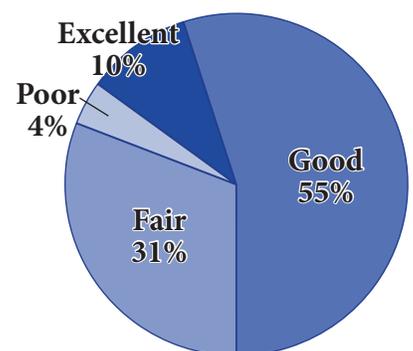
What rating would you give the City of Sheboygan for their community events to provide support for the neighborhoods?



How would you rate the City of Sheboygan's overall performance?



What rating would you give the City of Sheboygan relative to delivering services efficiently?



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.

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%



Farmer's Market at Fountain Park



July 4th Fireworks

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 resident 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 Carrie Arenz – Assistant to the City Administrator at carrie.arenz@sheboyganwi.gov or 920-451-2367.



City Hall prior to renovation

City Hall after renovation; grand re-opening took place Sept. 3, 2019