

Shorewood, MN Citizen Survey Report of Results

December 2011



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Executive Summary

Survey Background

The 2011 Shorewood, Minnesota Resident Survey provided residents the opportunity to rate the quality of life in the city, as well as the service delivery and overall workings of local government. The survey also gave residents a chance to provide feedback to government on what is working well and what is not and share their priorities for community planning and resource allocation. This is the first general survey of Shorewood residents that the City has conducted.

A randomly selected sample of 1,330 households were mailed the 2011 Shorewood Resident Survey. Of these, 1,307 were delivered to occupied households. A total of 613 completed surveys were received, for a response rate of 47%, which is an excellent response rate. It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95% confidence level is typically no greater than plus or minus four percentage points around any given percent based on community-wide estimates.

Survey results were weighted so that respondent age, gender, tenure (rent versus own) and housing type (single versus multi-family) were represented in the proportions reflective of the entire city.

The City of Shorewood’s results were compared to results of surveys conducted by other jurisdictions around the nation as well as to a subset of these jurisdictions that had a population size of less than 10,000. These comparisons are made possible through National Research Center’s (NRC’s) national benchmark database, which contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties. Survey results also were compared by demographic characteristics of respondents.

Survey Results

Shorewood residents reported a high quality of life and were generally satisfied with various aspects of their community. Nearly all believed that the City was an “excellent” or “good” place to live and raise children, and that the overall quality of life in Shorewood was “excellent” or “good.” When Shorewood ratings were compared to ratings given by residents across the country (national benchmarks) and to residents in jurisdictions of a similar population size (small city benchmarks), Shorewood’s ratings were generally much higher than both these benchmarks.

Nine out of 10 respondents agreed that the air quality, the quality of the overall natural environment, the overall image of Shorewood and educational opportunities in Shorewood were “excellent” or “good.” Fewer, but still at least half, felt positive about Shorewood’s sense of community, the ease of walking in the city, and the availability of affordable quality child care and housing. Fifteen of the 18 community characteristics that could be compared to the benchmarks had ratings that were much above or above the benchmarks. Sense of community and ease of walking in Shorewood were similar to the national benchmark and below or much below the small city benchmark.

A majority of respondents reported talking or visiting with their immediate neighbors at least several times a month. However, when asked the extent to which they agreed or disagreed that “Shorewood had tight-knit neighborhoods,” only 57% of respondents agreed. More residents agreed that Shorewood was a safe community with a low crime rate, the City offered the best schools and that the City provided and protected open space.

Given that the highest proportion of respondents agreed that Shorewood is a safe community with a low crime rate, it is understandable that they would report a high sense of safety in their neighborhoods and

from various types of crime. When compared to the national and small city benchmarks, Shorewood's safety ratings were much higher than those in these other jurisdictions.

Shorewood residents reported relatively low rates of participation in 12 specific community activities, programs or events. Two-thirds or more reported never having participated in seven of the 12 activities. Generally, this participation level was lower or much lower than the national and small city benchmarks. Sixty percent of residents said they had not participated in any of the 12 Shorewood programs and events in the year prior to the survey. Respondents were most likely to have used the various recreation facilities in Shorewood.

Overall, residents gave high marks to the quality of City services, with 7 in 10 rating them as "excellent" or "good" (above both benchmarks). Ratings for individual services also were scored highly. Twenty-six of the 36 services received "excellent" or "good" ratings from at least two-thirds of respondents. Of the 31 services that could be compared to the nation, 25 received ratings above or much above the benchmark, four were similar and two were below or much below the benchmark. Of the 29 Shorewood services that could be compared to the small city benchmark, 23 were rated above or much above, two received similar ratings and four were lower or much lower than the benchmark.

A special analysis, called a key driver analysis, was conducted for the City of Shorewood to help focus service improvement efforts on those services that most influence residents' perceptions (key drivers) about overall City service quality. Three services were identified as key drivers of overall City service ratings, meaning that if these services are rated highly, overall City service quality is more likely to be rated positively as well. Shorewood's key drivers were: snowplowing on city streets, storm drainage and land use, planning and zoning. The City may want to keep a watchful eye on these services to maintain their favorable ratings and the correlated high rating for the overall quality of City services.

City employees received encouraging evaluations from residents with whom they had contact. Ratings for interactions with City employees were much higher than the national and small city benchmarks. Most aspects of the City government's performance also received positive marks from residents, with a majority of ratings being above or much above the benchmarks. However, respondents believed that the City government could do a better job at taking into consideration what people like them think.

When asked about the importance of potential improvements in Shorewood, respondents were more likely to think that improving roads and the environment, expanding trails and walkways and improving the municipal drinking water system should be the highest priorities. Other potential park and recreation projects in Shorewood were viewed as less important.

Four out of the five potential initiatives in Shorewood were supported by three-quarters or more of respondents. Increasing recycling options for residents received the most support, while having a single trash hauler contracted by the City (instead of multiple haulers) received the least support.

In Summary

Overall, a majority of residents reported that they were happy with the quality of life and community in Shorewood and the services provided in the City. Two-thirds of the ratings that could be compared to the national benchmarks were much above or above ratings given by residents in other jurisdictions across the country. While strong ratings were seen in most areas covered by the 2011 Shorewood survey, opportunities to strengthen resident appreciation of local services, the City government and community quality may be found in bolstering residents' sense of community, improving communication and showing residents that elected officials care what they think. Additionally, focusing on ways to make Shorewood a desirable place to retire, by increasing the availability of affordable quality housing and the "walkability" of the City, for example, could impact resident's longevity in the City.

Survey Background

Survey Purpose

The City of Shorewood contracted with National Research Center, Inc. (NRC) to conduct its first community-wide resident survey. The Shorewood Resident Survey serves as a consumer report card for Shorewood by providing residents the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also gives residents a chance to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Shorewood city government, helping to assure maximum service quality over time.

This type of survey addresses the key services that local governments provide to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

Survey Methods

A randomly selected sample of 1,330 residential addresses within or near the city boundaries was mailed the 2011 Shorewood Resident Survey. Of these, 1,307 were delivered to occupied households. A total of 613 completed surveys were returned, for a response rate of 47%.

Survey results were weighted so that respondent age, gender, tenure (rent versus own) and housing type (single versus multi-family) were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix E: Survey Methodology*.

How the Results Are Reported

Either the full frequency distribution (the percent of respondents giving each possible response to a particular question) or the "percent positive" is presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "strongly agree" and "somewhat agree," "essential" and "very important").

On many of the questions in the survey, respondents gave an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (613). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for sample sizes of 400 to

plus or minus 10% for sample sizes of 100, and for smaller sample sizes (i.e., 50), the margin of error rises to 14%.

Comparing Survey Results by Demographic Subgroups

Select survey results were compared by demographic characteristics of survey respondents and are discussed throughout the body of the report (a full set of these results can be found in *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

Comparing Survey Results to Other Jurisdictions

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. How residents’ ratings of fire service compare to opinions about fire service in other communities is the real question.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively “worse” departments. Benchmark data can help that police department – or any city department – to understand how well citizens think it is doing. Results may lead to a new understanding of where services need improvement or where communications about services are lacking. Citizen opinion should be used in conjunction with other sources of data about budget, personnel, and politics to help managers know how to respond to comparative results.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on our work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (in this report, jurisdictions with 10,000 residents or fewer). Most commonly (also in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and

effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride, and a sense of accomplishment.

Comparison of Shorewood to the Benchmarking Database

National benchmark comparisons and small city (jurisdictions with a population size of less than 10,000) benchmark comparisons have been included in the report when available. Jurisdictions to which Shorewood was compared can be found in *Appendix D: Jurisdictions Included in Benchmark Comparisons*. Benchmark comparisons have been provided when similar questions on the Shorewood survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other jurisdictions across the country.

Where comparisons for quality ratings were available, the City of Shorewood's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Shorewood's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more," or "less" if the difference between Shorewood's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your Shorewood's rating and the benchmark is more than twice the margin of error.

Survey Results

Quality of Life and Community

The 2011 Shorewood Resident Survey gauged residents’ perspectives about different aspects of quality of life in Shorewood. Respondents also were asked to evaluate a number of characteristics of the community, identify statements that best describe Shorewood and rate how safe they felt in and around the City.

Aspects of Quality of Life

Shorewood as place to live, raise children and the overall quality of life in the City was believed to be “excellent” or “good” by nearly all respondents. Nine in 10 felt that their neighborhood was an “excellent” or “good” place to live (92%). Fewer, but still a majority, said that Shorewood was an “excellent” or “good” place to retire (69%); only 1 in 10 felt it was “poor.”

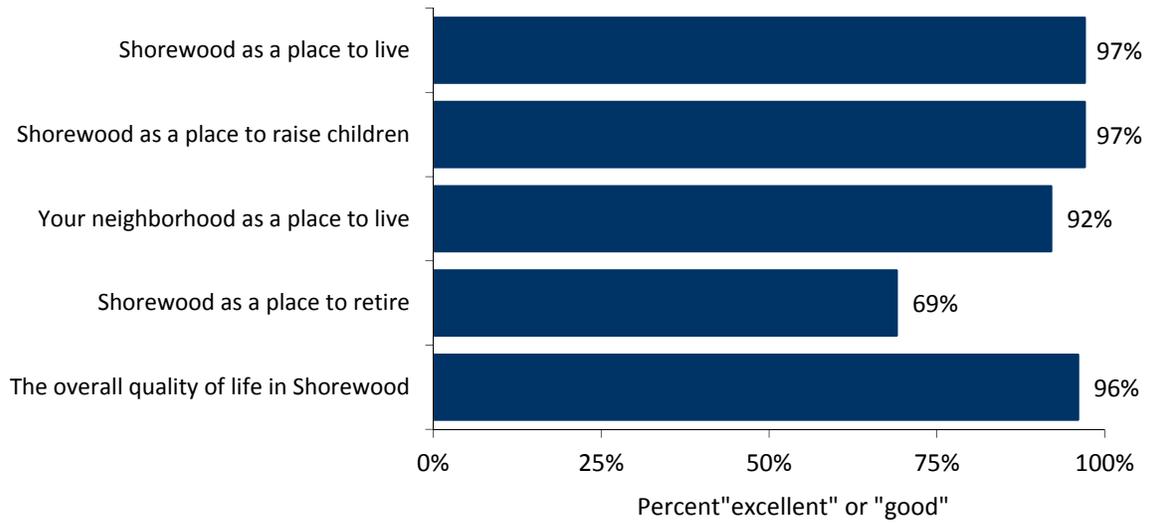
It should be noted that about 20% of respondents selected “don’t know” when rating Shorewood as a place to retire. Percentages shown here and throughout the report body are for those who had an opinion. A full set of responses to each survey question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Shorewood’s ratings for the different aspects of quality of life were compared to ratings given by residents in other jurisdictions. Two comparison groups were used: all jurisdictions from across the nation that were in the NRC database (the national benchmark) and those jurisdictions with a population size that was similar (less than 10,000) to Shorewood (the small city benchmark). When compared to the nation and to municipalities with populations fewer than 10,000, Shorewood residents gave much higher evaluations than those living in other places.

Table 1: Aspects of Quality of Life

Please rate each of the following aspects of quality of life in Shorewood.	Excellent	Good	Fair	Poor	Total	National comparison	Populations under 10,000 comparison
Shorewood as a place to live	53%	44%	3%	0%	100%	Much above	Much above
Shorewood as a place to raise children	58%	39%	3%	0%	100%	Much above	Much above
Your neighborhood as a place to live	58%	34%	7%	1%	100%	Much above	Much above
Shorewood as a place to retire	29%	40%	22%	9%	100%	Much above	Much above
The overall quality of life in Shorewood	45%	51%	3%	1%	100%	Much above	Much above

Figure 1: Ratings of Aspects of Quality of Life



Comparisons by Demographic Subgroups

Responses to select survey questions were compared by respondent demographic characteristics. Residents living in the city for 10 years or less, those who rent their homes and younger respondents (age 18-34) were more likely to give favorable ratings to the city as a place to retire than were other residents. A complete set of responses by respondent demographic can be found in *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*.

Community Characteristics

Survey respondents were provided a list of 23 different characteristics of the community and asked to evaluate the quality of each as they related to Shorewood as a whole. Half or more rated each community characteristic as “excellent” or “good” (see Table 2 on the following page). The characteristics receiving the most positive ratings included air quality (93% “excellent” or “good”), the quality of the overall natural environment (91%), the overall image or reputation of Shorewood (90%) and educational opportunities (86%). Sense of community (60% “excellent” or “good”), ease of walking in the City (57%), availability of affordable quality child care (57%) and the availability of affordable quality housing (54%) received the lowest ratings.

Between 25% and 64% of respondent said “don’t know” when rating each of the following characteristics of Shorewood: opportunities for senior/older adult activities, opportunities to attend Southshore Community Center activities, opportunities to volunteer, availability of affordable quality housing and availability of affordable quality child care (see *Appendix B: Responses to Survey Questions* for a full set of responses to each question, including “don’t know”).

Eighteen of the 23 community characteristics were available for comparison to the national and small city benchmarks. Fifteen were much above or above the national or small city benchmark:

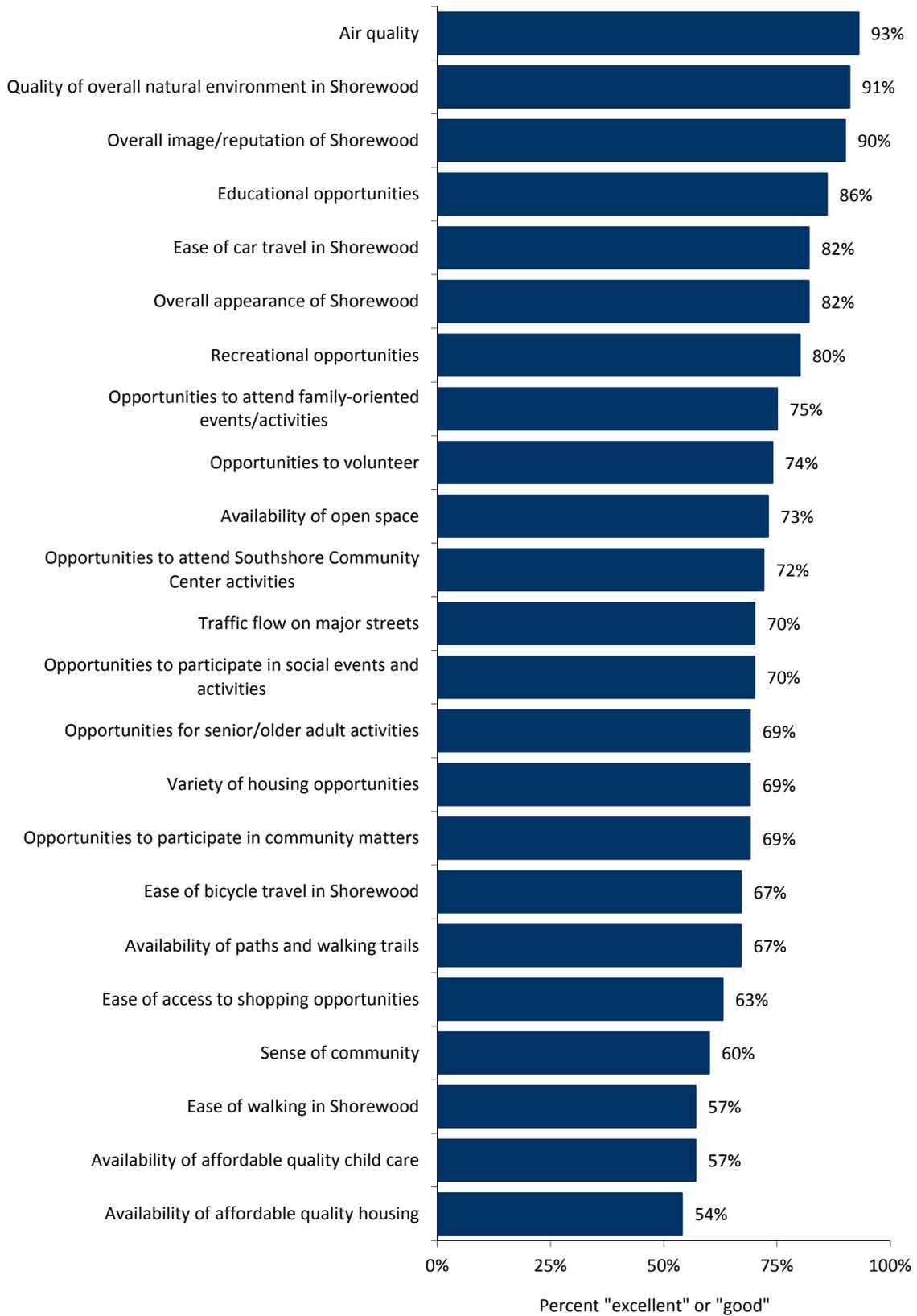
- opportunities to participate in community matters,
- air quality,
- quality of overall natural environment in Shorewood,
- overall image/reputation of Shorewood,
- educational opportunities,
- ease of car travel in Shorewood,
- overall appearance of Shorewood,
- recreational opportunities,
- traffic flow on major streets,
- opportunities to participate in social events and activities,
- variety of housing opportunities,
- ease of bicycle travel in Shorewood,
- availability of paths and walking trails,
- availability of affordable quality child care
- and availability of affordable quality housing.

Opportunities to volunteer were rated similar to both benchmarks. Sense of community and ease of walking in Shorewood were similar to the national benchmark and below or much below the small city benchmark.

Table 2: Community Characteristics

Please rate each of the following characteristics as they relate to Shorewood as a whole.	Excellent	Good	Fair	Poor	Total	National comparison	Populations under 10,000 comparison
Air quality	42%	51%	6%	1%	100%	Much above	Much above
Quality of overall natural environment in Shorewood	41%	50%	8%	1%	100%	Much above	Much above
Overall image/reputation of Shorewood	35%	55%	10%	0%	100%	Much above	Much above
Educational opportunities	40%	46%	12%	2%	100%	Much above	Much above
Ease of car travel in Shorewood	25%	57%	16%	2%	100%	Much above	Much above
Overall appearance of Shorewood	21%	61%	17%	1%	100%	Much above	Much above
Recreational opportunities	28%	52%	17%	2%	100%	Much above	Much above
Opportunities to attend family-oriented events/activities	21%	55%	22%	3%	100%	NA	NA
Opportunities to volunteer	18%	56%	24%	3%	100%	Similar	Similar
Availability of open space	24%	49%	23%	4%	100%	NA	NA
Opportunities to attend Southshore Community Center activities	25%	47%	22%	6%	100%	NA	NA
Traffic flow on major streets	12%	57%	26%	4%	100%	Much above	Much above
Opportunities to participate in social events and activities	17%	53%	27%	3%	100%	Much above	Much above
Opportunities for senior/older adult activities	20%	49%	28%	4%	100%	NA	NA
Variety of housing opportunities	14%	54%	26%	6%	100%	Much above	Much above
Opportunities to participate in community matters	16%	53%	27%	4%	100%	Above	Above
Ease of bicycle travel in Shorewood	23%	44%	21%	12%	100%	Much above	Much above
Availability of paths and walking trails	29%	38%	23%	10%	100%	Much above	Much above
Ease of access to shopping opportunities	19%	44%	30%	7%	100%	NA	NA
Sense of community	15%	46%	33%	6%	100%	Similar	Below
Ease of walking in Shorewood	24%	33%	27%	16%	100%	Similar	Much below
Availability of affordable quality child care	17%	40%	30%	13%	100%	Much above	Much above
Availability of affordable quality housing	9%	44%	35%	12%	100%	Much above	Much above

Figure 2: Ratings of Community Characteristics



Comparisons by Demographic Subgroups

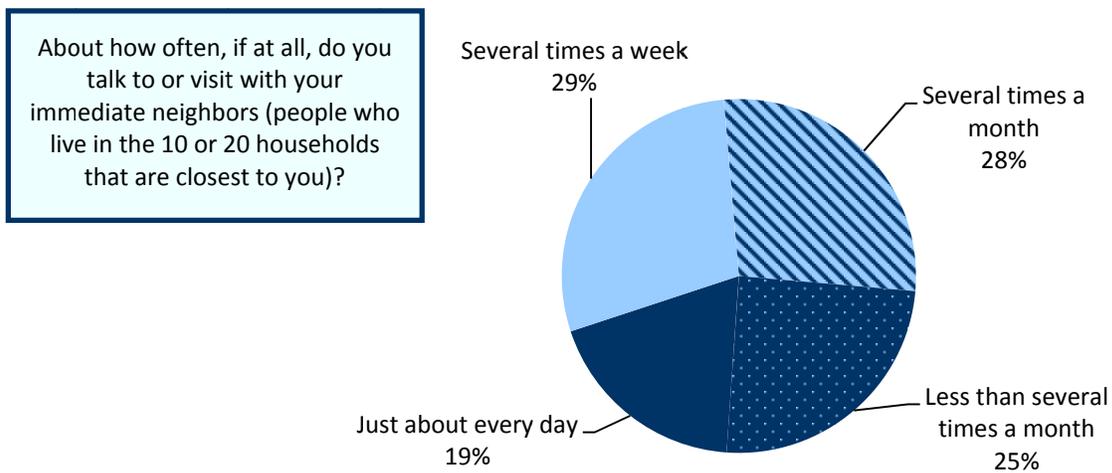
Generally, those who had lived in Shorewood for more than 20 years, men, those with children under 18 years of age and households with an income of less than \$50,000 gave lower ratings to the different characteristics of the community than did their counterparts (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

Neighborliness in Shorewood

When asked how frequently they talked or visited with their immediate neighbors, about one-fifth of Shorewood residents said they had contact with their neighbors just about every day. Three in 10 said that they talk to or visit with their immediate neighbors several times a week (29%) or several times a month (28%). One-quarter said they have contact less than several times a month.

When compared to residents in other jurisdictions across the nation, Shorewood residents reported a similar amount of contact with their neighbors. However, when compared to other small communities, respondents reported much less contact with their immediate neighbors.

Figure 3: Contact with Neighbors



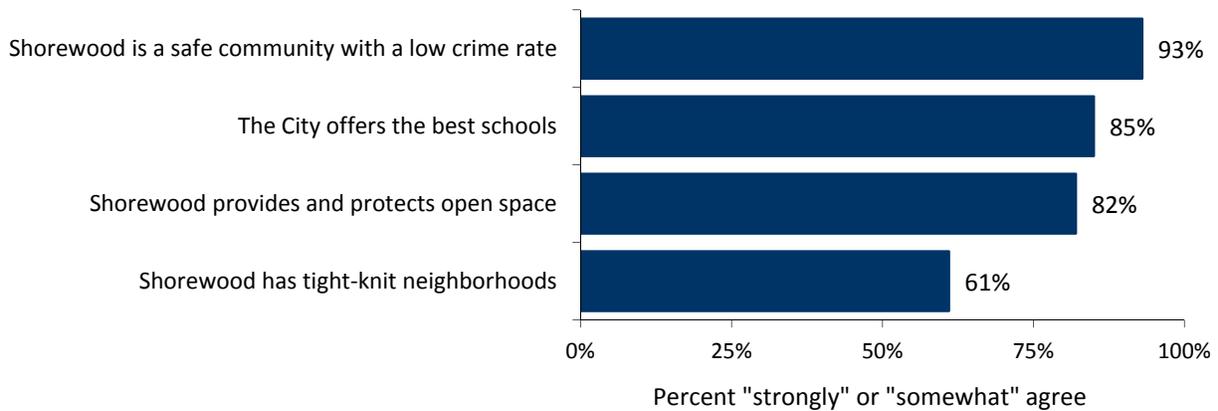
Shorewood's Character

Four statements about the character of Shorewood were provided to respondents who were asked to indicate the extent to which they agreed or disagreed with each. Ninety-three percent of respondents “strongly” or “somewhat” agreed that Shorewood was a safe community with a low crime rate. Eight in 10 agreed that the City offered the best schools (85% agreement) and that Shorewood provided and protected open space (82%). A smaller proportion of residents agreed that Shorewood had tight-knit neighborhoods (61% “strongly” or “somewhat” agree). Ten percent, or fewer, of respondents disagreed with these statements about Shorewood’s character.

Table 3: Aspects of Community Character

To what extent do you agree or disagree, if at all, that each statement below describes the City of Shorewood?	Strongly agree	Somewhat agree	To what extent do you agree or disagree, if at all, that each statement below describes the City of Shorewood?				Total
			Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	
Shorewood is a safe community with a low crime rate	65%	28%	6%	1%	0%	0%	100%
The City offers the best schools	46%	27%	10%	2%	1%	13%	100%
Shorewood provides and protects open space	29%	45%	13%	2%	1%	10%	100%
Shorewood has tight-knit neighborhoods	20%	37%	27%	7%	3%	6%	100%

Figure 4: Ratings of Aspects of Community Character



Comparisons by Demographic Subgroups

Residents living in the city for 10 years or less, females and those with children under 18 were more likely to agree that Shorewood had tight-knit neighborhoods than were other residents (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics* for a full set of breakdowns).

Safety in Shorewood

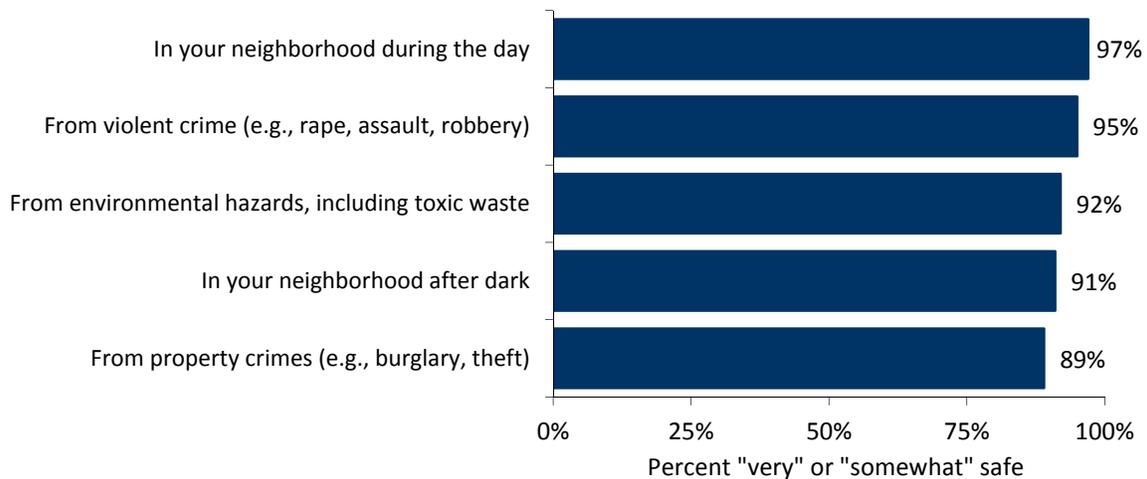
Shorewood resident assessed how safe they felt in their neighborhoods and from different types of crime and hazards. They also were asked if they or any other household member had been a victim of a crime in the last 12 months.

Overall, respondents reported a strong sense of personal safety in Shorewood, with 9 in 10 saying they felt “very” or “somewhat” safe in their neighborhoods, during the day and at night, and from various types of crime and environmental hazards. These ratings were higher or much higher than ratings given by residents in other jurisdictions across the US and in those with population sizes of less than 10,000.

Table 4: Community Safety

Please rate how safe or unsafe you feel...	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Populations under 10,000 comparison
In your neighborhood during the day	84%	14%	2%	0%	0%	100%	Much above	Above
From violent crime (e.g., rape, assault, robbery)	74%	21%	4%	1%	0%	100%	Much above	Much above
From environmental hazards, including toxic waste	63%	30%	6%	2%	0%	100%	Much above	Much above
In your neighborhood after dark	58%	34%	6%	2%	0%	100%	Much above	Much above
From property crimes (e.g., burglary, theft)	41%	47%	8%	2%	1%	100%	Much above	Much above

Figure 5: Ratings of Community Safety



Only 8% of respondents reported having been a victim of a crime in the 12 months prior to the survey. Of those who were a crime victim, three-quarters said they had reported the crime or crimes to the police.

The rate of crime victimization in Shorewood, as reported by respondents, was much lower or lower than that reported by residents in other jurisdictions across the nation and in those with populations of less than 10,000. Reporting crimes was similar when compared to both benchmarks.

Figure 6: Crime Victimization

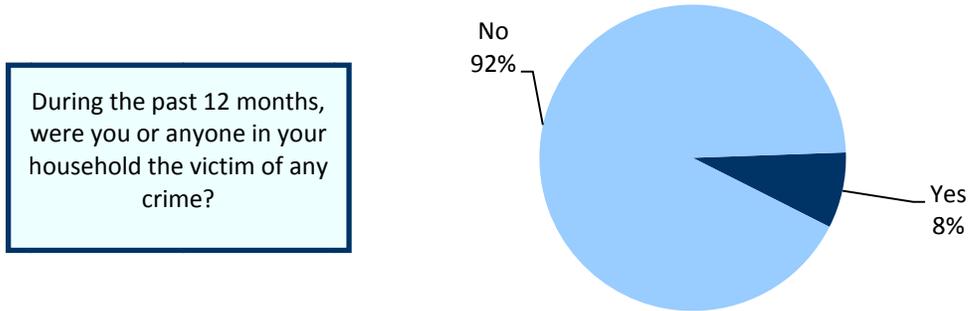
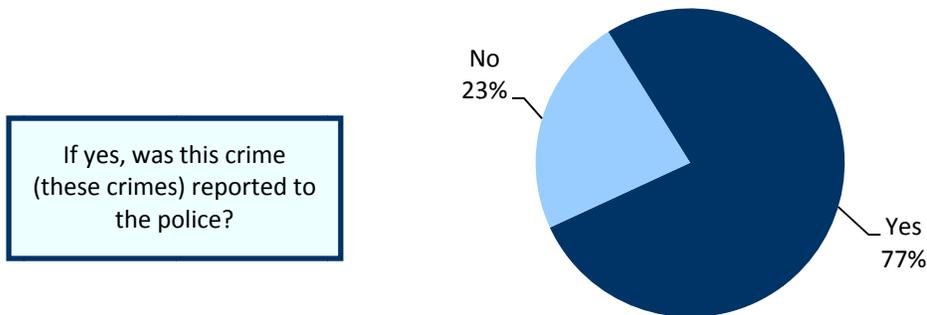


Figure 7: Crime(s) Reported



Asked only of those who reported being a victim of a crime in the last 12 months.

Comparisons by Demographic Subgroups

Renters, women and those with a household income of less than \$50,00 were less likely to feel safe in their neighborhoods and from crime than were homeowners, men and those with higher household incomes. (A full set of responses by demographic subgroups can be found in *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics.*)

Participation in the Community

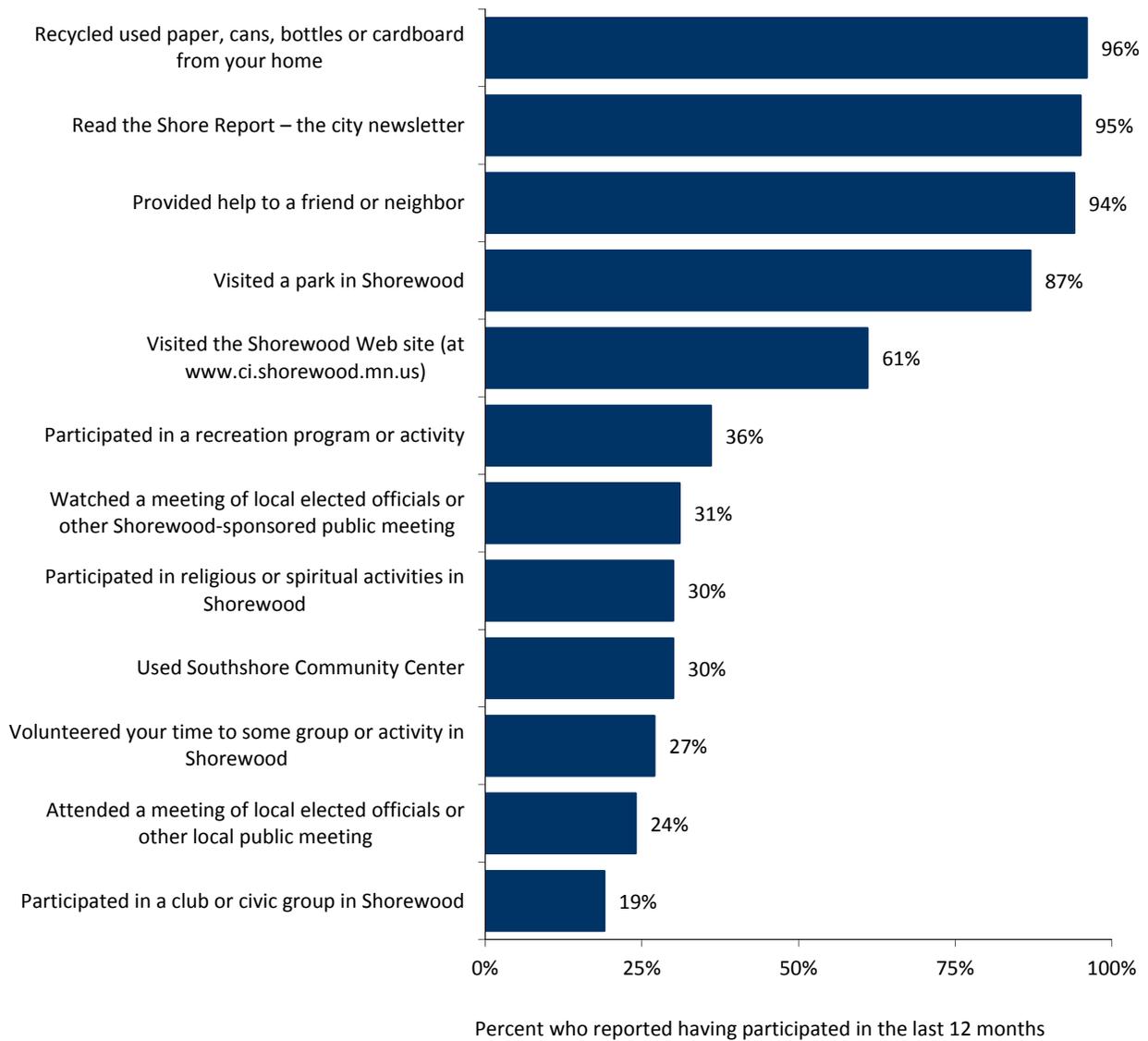
Several questions on the survey measured respondents’ level of participation in a number of events and activities in Shorewood. The community activities respondents most frequently participated in were recycling used paper, cans, bottles or cardboard from their home (96% reported having done this at least once in the last 12 month period), reading the Shore Report (95%), providing help to a friend or neighbor (94%) and visiting a Shorewood park (87%). Sixty-five percent of residents said they had recycled used paper, cans, bottles or cardboard more than 26 times in the last 12 months. Volunteering their time to some group or activity in Shorewood (27% had done this at least once in the last 12 months), attending a meeting of a local elected official or other local public meeting (24%) and participating in a club or civic group in Shorewood (19%) were the activities with the lowest rates of participation. For seven of the 12 activities listed, two-thirds or more of respondents said that they had never participated.

All of the activities were available for comparison to the benchmarks. Shorewood residents reported much higher rates of participation in recycling used paper, cans, bottles or cardboard and reading the City newsletter when compared to both benchmarks. Residents visited the City’s website with similar frequency when compared to jurisdictions across the US and visited more compared to jurisdictions with a population size of less than 10,000. The frequency with which Shorewood respondents provided help to a friend or neighbor and visited a park in Shorewood was similar to the national and small city benchmarks. Residents reported lower or much lower rates of participation in all other activities when compared to the benchmarks.

Table 5: Community Participation

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Shorewood?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total	National comparison	Populations under 10,000 comparison
Recycled used paper, cans, bottles or cardboard from your home	4%	2%	8%	21%	65%	100%	Much more	Much more
Read the Shore Report – the city newsletter	5%	10%	64%	13%	7%	100%	Much more	Much more
Provided help to a friend or neighbor	6%	25%	45%	14%	9%	100%	Similar	Similar
Visited a park in Shorewood	13%	28%	32%	13%	13%	100%	Similar	Similar
Visited the Shorewood Web site (at www.ci.shorewood.mn.us)	39%	33%	23%	3%	2%	100%	Similar	More
Participated in a recreation program or activity	64%	22%	11%	2%	2%	100%	Much less	Much less
Watched a meeting of local elected officials or other Shorewood-sponsored public meeting on cable television, the Internet or other media	69%	21%	8%	2%	1%	100%	Much less	Much less
Participated in religious or spiritual activities in Shorewood	70%	7%	6%	6%	11%	100%	Much less	Much less
Used Southshore Community Center	70%	24%	4%	1%	1%	100%	Much less	Much less
Volunteered your time to some group or activity in Shorewood	73%	14%	7%	3%	3%	100%	Much less	Much less
Attended a meeting of local elected officials or other local public meeting	76%	18%	4%	1%	0%	100%	Less	Much less
Participated in a club or civic group in Shorewood	81%	8%	6%	3%	2%	100%	Much less	Much less

Figure 8: Frequency of Participation in Community Activities

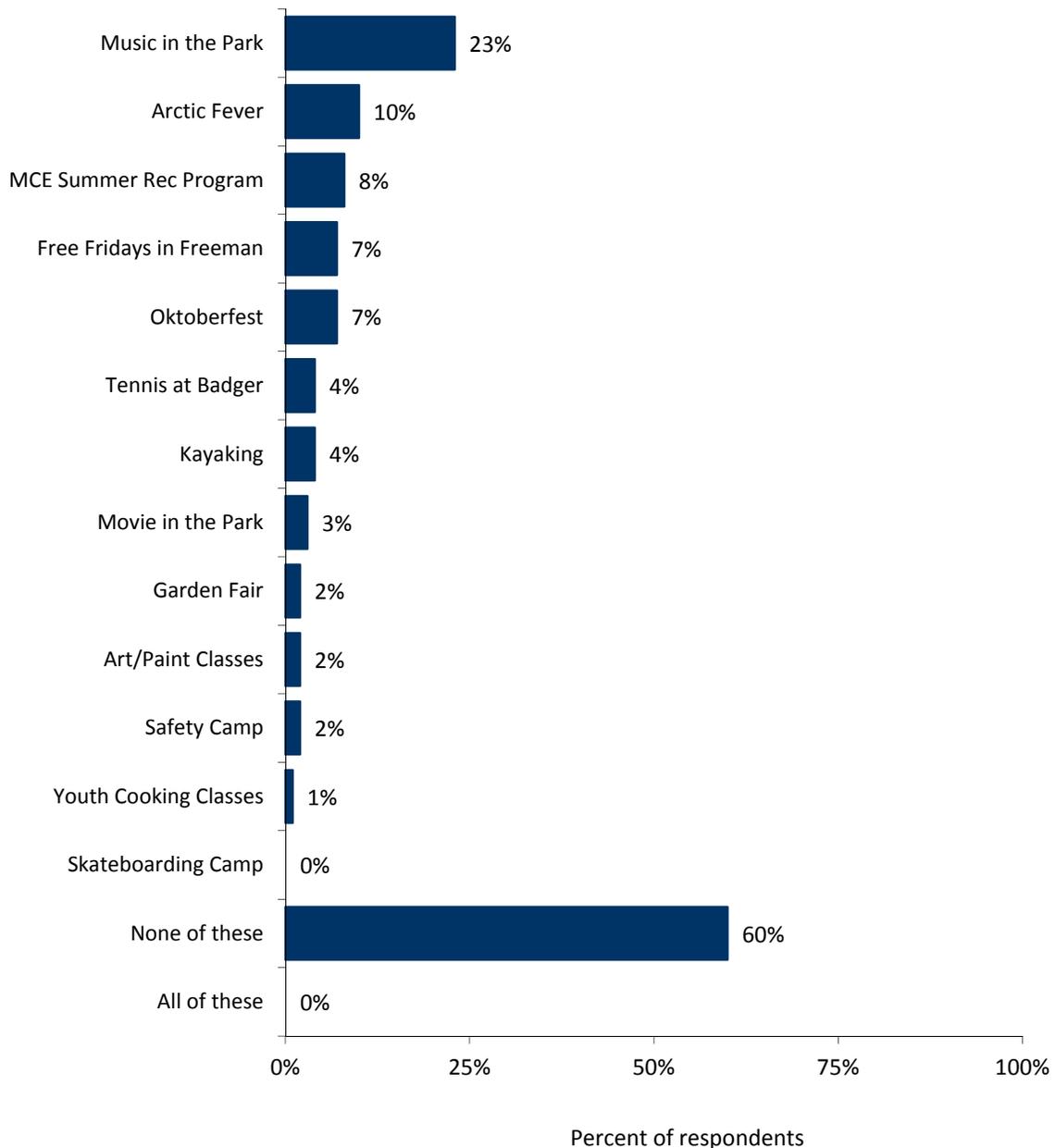


Comparisons by Demographic Subgroups

Respondents who had a longer tenure in Shorewood and older residents (age 55+) tended to more frequently use the Southshore Community Center and attend or watch public meetings of local elected officials than did those who had lived in the city for a shorter period of time and those who were younger (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

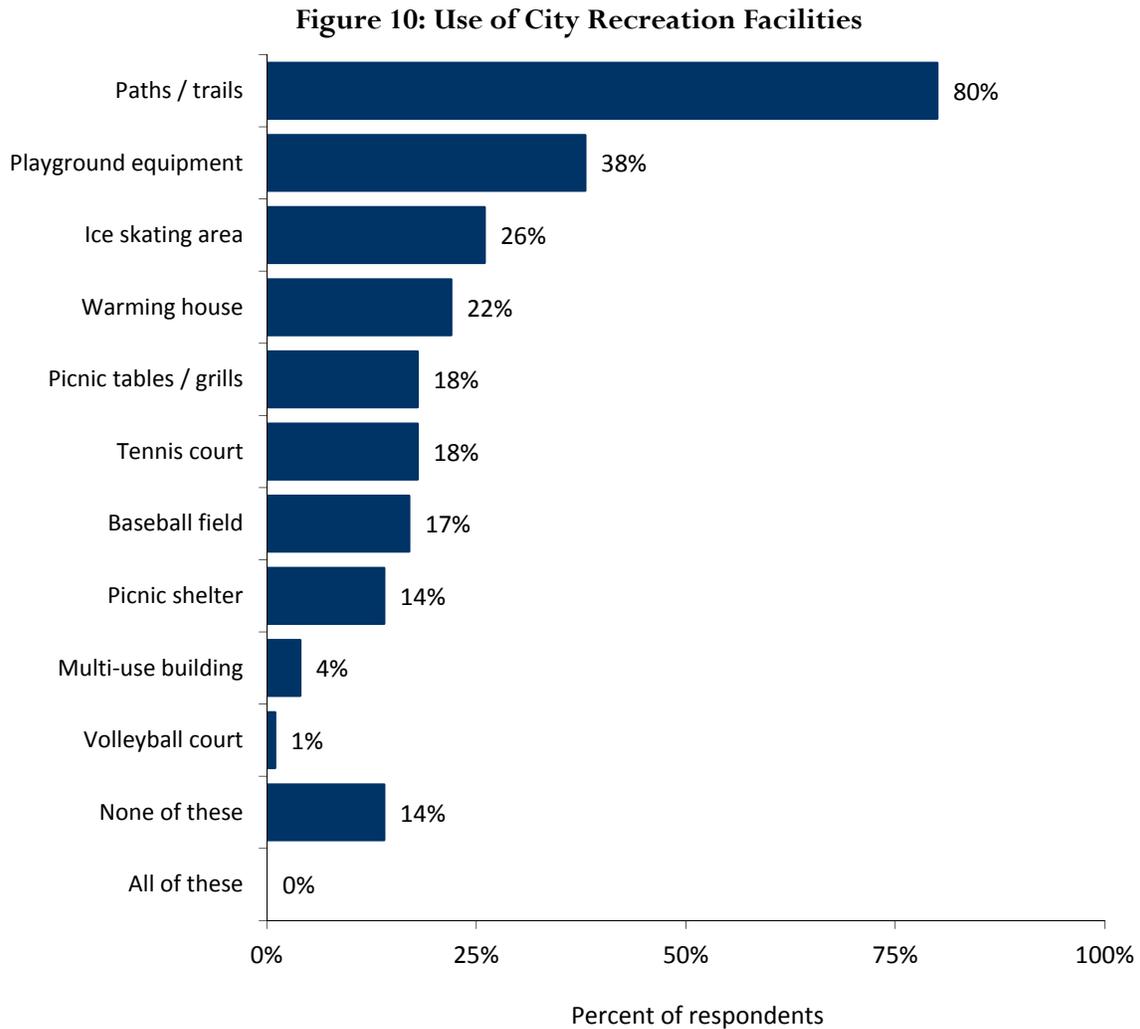
Residents were asked to select all the specific Shorewood programs and events in which they had participated over the last 12 months. Sixty percent of residents said they had not participated in any of the programs or events listed on the survey. Music in the Park had the highest rates of participation, with 23% saying they had attended in the last 12 months. Ten percent or fewer mentioned having participated in any of the other programs or events.

Figure 9: Participation in Community Programs and Events



Totals may exceed 100% as respondents could select more than one response.

When asked to select each City recreation facility they had used in the 12 months prior to the survey, 80% of respondents said they had used the paths and trails in Shorewood. One-third reported using playground equipment (38%) and about one-quarter said they had used the ice skating area (26%) or the warming house (22%). Less than 20% of respondents said they had used the other recreation facilities. Fourteen percent mentioned that they had not used any of the City recreation facilities in the 12 months prior to the survey.



Totals may exceed 100% as respondents could select more than one response.

Forty-three percent of respondents said they had participated in the City’s Spring Clean-up Drop Off program in the last 12 months. Those who had participated were asked to evaluate various aspects of the program. At least half gave “excellent” ratings to the ease of use of the program and the convenience of the drop-off site location and 37% said that each of these aspects were “good.” Three-quarters of residents felt that the cost of disposing of items was “excellent” or “good,” 19% thought the cost for disposal was “fair” and 7% said it was “poor.”

Figure 11: Participation in City’s Spring Clean-up Drop Off Program

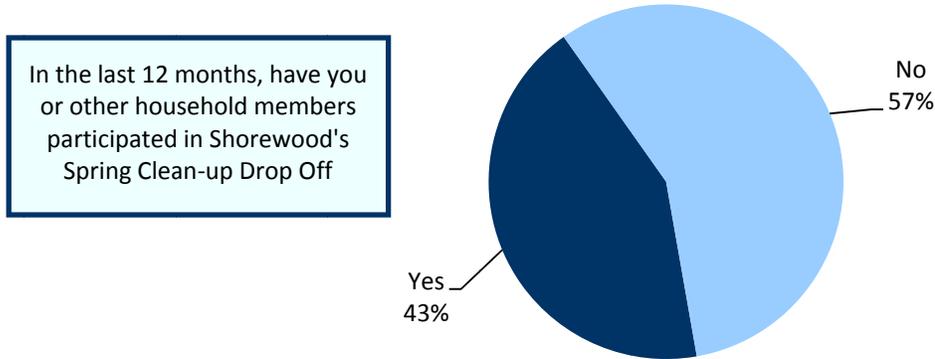


Table 6: Aspects of Spring Clean-up Drop Off Program

If you HAVE used the Spring Clean-up Drop Off program, please rate each of the following aspects.	Excellent	Good	Fair	Poor	Total
Ease of use	57%	37%	5%	1%	100%
Convenience of drop-off site location	52%	37%	9%	1%	100%
Cost of disposing of items	31%	43%	19%	7%	100%

Asked only of those who reported having participated in the City's Spring Clean-up Drop Off program in the last 12 months.

Comparisons by Demographic Subgroups

Younger residents (18-34), renters and those living in the city for 10 years or less were less likely to have participated in Shorewood's Spring Clean-up Drop Off program than were older residents, homeowners and those with a longer tenure in the city (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

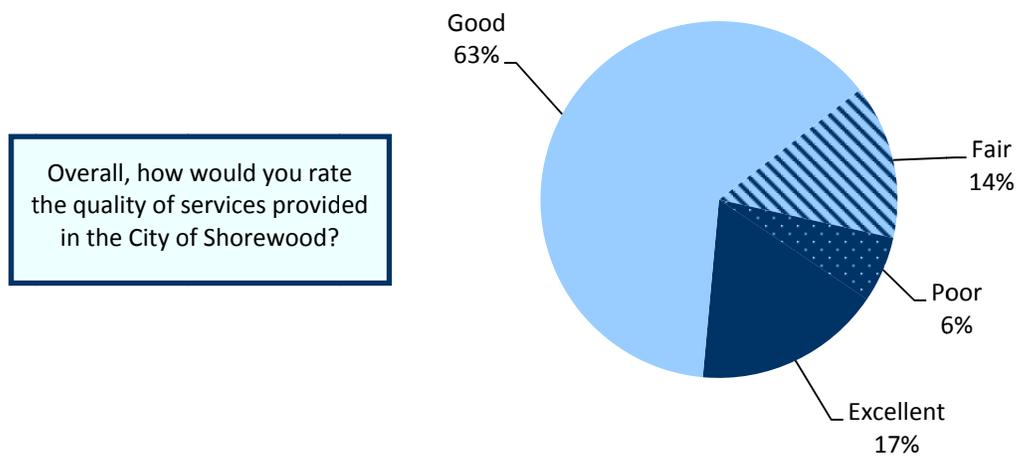
Services Provided in Shorewood

Respondents were asked to rate the overall quality of services provided in Shorewood, the quality of 36 individual services provide by the City and special districts and the quality of their most recent contact with City employees.

Overall Quality of Services

Residents gave high marks to the overall quality of services provided in the City of Shorewood. Seven in 10 rated the overall quality of services as “excellent” or “good,” 14% felt it was “fair” and 6% said “poor.” These ratings were above both the national benchmark and the small city benchmark.

Figure 12: Overall Quality of City Services



City and Special District Services

The survey included a list of 36 services provided by the City or by special districts and residents were asked to assess the quality of each. Twenty-six of the 36 services received “excellent” or “good” ratings from two-thirds or more of respondents (see Table 7 on page 22). At least 90% of residents gave “excellent” or “good” ratings to each of the following services, with one-third or more rating each as “excellent”:

- fire district's response to calls,
- public schools,
- Shorewood parks,
- fire district services overall,
- fire district's education and prevention,
- ambulance or emergency medical services
- and police response to calls.

Street lighting (48% “excellent” or “good”), street resurfacing (45%), street maintenance/repair (i.e., filling potholes, 44%) and cable television (39%) received the lowest ratings. About one in five residents said that street lighting, resurfacing and maintenance/repair were “poor” and one-third felt that cable television services was “poor.”

It should be noted that for 23 of the 36 services, between 21% and 84% of respondents selected “don’t know” when rating the quality. These included fire district's response to calls, fire district's education and prevention, fire district's visibility in the community, fire district services overall, police response to calls, police education and crime prevention, police services overall, ambulance or emergency medical services, animal control services, traffic enforcement, sanitary sewer services, park and recreation programs or classes, Southshore Community Center program or classes, Southshore Community Center overall, building inspections, land use, planning and zoning, code enforcement (weeds, abandoned buildings, etc.), services to seniors, services to youth, services to low-income people, cable television, emergency preparedness (services that prepare the community for natural disasters or other emergency situations), preservation of natural areas such as open space and greenbelts. A full set of responses to each question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

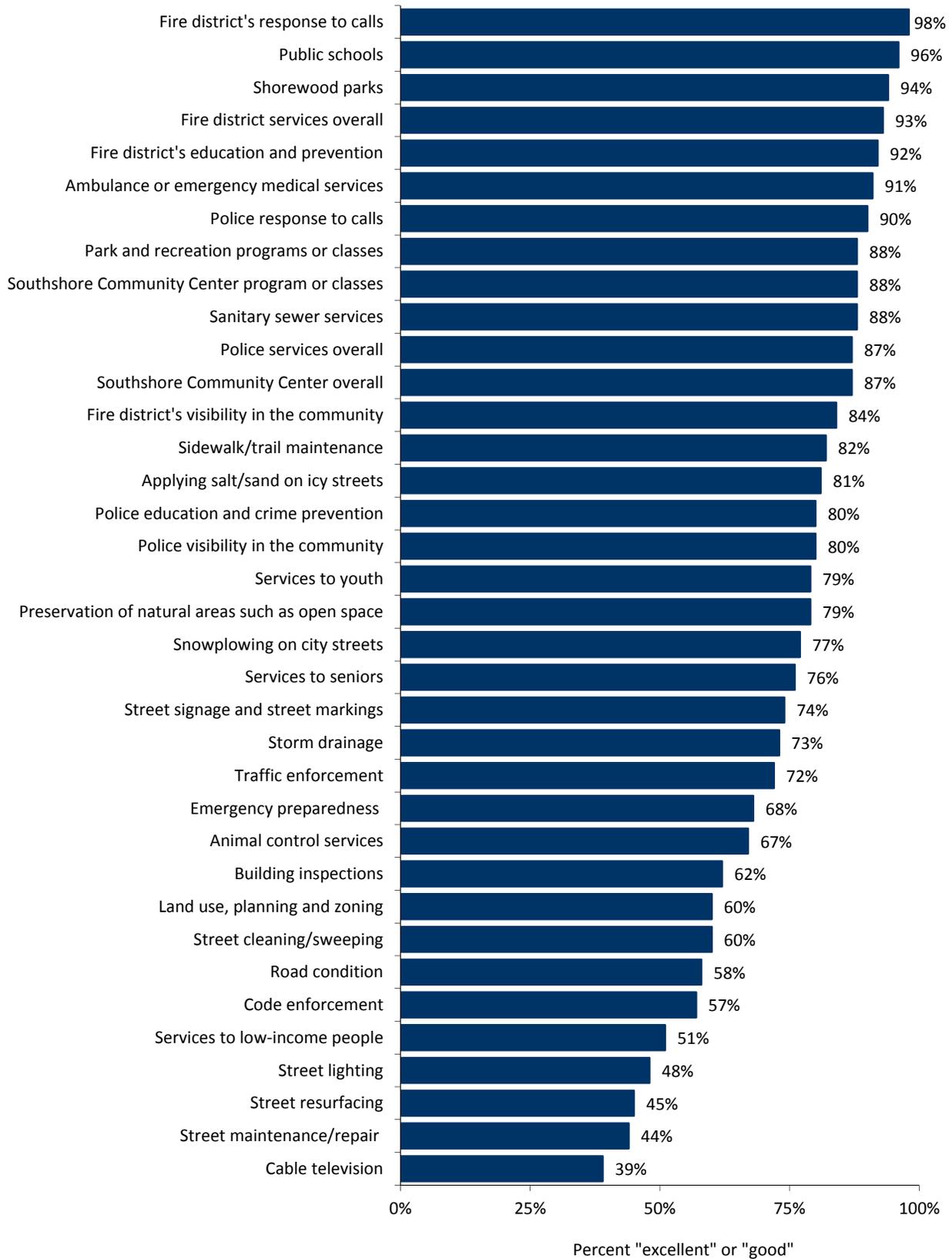
Thirty-one of the 36 services could be compared to the national benchmark and 25 were given ratings above or much above this benchmark. Fire district services overall, street signage and street markings, street cleaning/sweeping and street maintenance/repair (i.e., filling potholes) received ratings similar to the national benchmark. Two were rated much lower when compared to the nation: street lighting and cable television.

Of the 29 services that could be compared to the small city benchmark, 23 were rated above or much above the benchmark. Traffic enforcement and fire district services overall received similar ratings to the benchmark. Four were given ratings lower or much lower than the small city benchmark: street lighting, cable television, street cleaning/sweeping and street maintenance/repair (i.e., filling potholes).

Table 7: City Services

Please rate the quality of each of the following services in Shorewood.	Excellent	Good	Fair	Poor	Total	National comparison	Populations under 10,000 comparison
Fire district's response to calls	59%	39%	2%	1%	100%	Much above	NA
Public schools	56%	40%	3%	1%	100%	Much above	Much above
Shorewood parks	34%	60%	6%	0%	100%	Much above	Much above
Fire district services overall	43%	51%	6%	1%	100%	Similar	Similar
Fire district's education and prevention	39%	52%	8%	1%	100%	Much above	Much above
Ambulance or emergency medical services	48%	43%	5%	3%	100%	Above	Above
Police response to calls	47%	43%	8%	2%	100%	Much above	Much above
Park and recreation programs or classes	27%	60%	11%	1%	100%	Much above	Much above
Southshore Community Center program or classes	26%	61%	11%	1%	100%	NA	NA
Sanitary sewer services	21%	66%	11%	2%	100%	Much above	Much above
Police services overall	32%	55%	11%	1%	100%	Much above	Much above
Southshore Community Center overall	26%	62%	11%	1%	100%	Much above	Much above
Fire district's visibility in the community	39%	45%	13%	2%	100%	NA	NA
Sidewalk/trail maintenance	20%	61%	16%	2%	100%	Much above	Much above
Applying salt/sand on icy streets	23%	58%	16%	3%	100%	NA	NA
Police education and crime prevention	26%	53%	16%	4%	100%	Much above	Much above
Police visibility in the community	28%	52%	17%	3%	100%	Much above	Much above
Services to youth	19%	61%	18%	3%	100%	Much above	Much above
Preservation of natural areas such as open space and greenbelts	18%	61%	17%	4%	100%	Much above	Much above
Snowplowing on city streets	26%	51%	19%	4%	100%	Much above	Much above
Services to seniors	15%	60%	20%	4%	100%	Above	Much above
Street signage and street markings	14%	60%	22%	4%	100%	Similar	NA
Storm drainage	12%	62%	20%	7%	100%	Much above	Much above
Traffic enforcement	15%	57%	20%	8%	100%	Above	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	52%	26%	6%	100%	Above	Much above
Animal control services	20%	47%	23%	9%	100%	Much above	Much above
Building inspections	12%	50%	27%	11%	100%	Above	Much above
Land use, planning and zoning	8%	52%	29%	11%	100%	Much above	Much above
Street cleaning/sweeping	9%	51%	32%	9%	100%	Similar	Below
Road condition	8%	50%	32%	10%	100%	NA	NA
Code enforcement (weeds, abandoned buildings, etc.)	7%	51%	30%	12%	100%	Much above	Much above
Services to low-income people	18%	33%	30%	19%	100%	Above	Much above
Street lighting	8%	39%	36%	16%	100%	Much below	Much below
Street resurfacing	6%	39%	35%	20%	100%	NA	NA
Street maintenance/repair (i.e., filling potholes)	6%	38%	37%	19%	100%	Similar	Below
Cable television	7%	32%	28%	33%	100%	Much below	Much below

Figure 13: Ratings of City Services



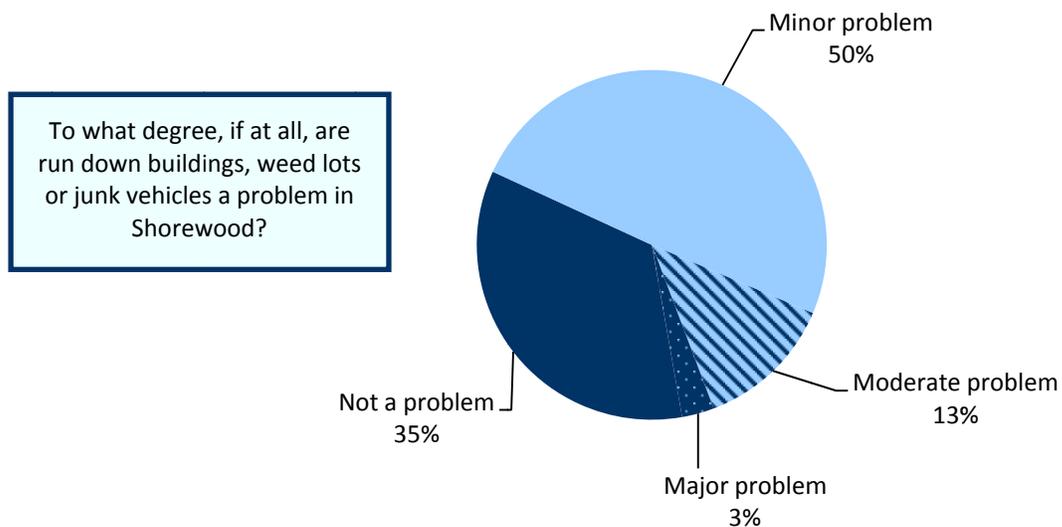
Comparisons by Demographic Subgroups

Overall, residents having lived in Shorewood for more than 10 years and those over 34 years old were less likely to give positive ratings to most City services than were those who had lived in Shorewood for a shorter period of time and younger residents (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

Code Enforcement

In addition to rating the quality of code enforcement, respondents were given the opportunity to rate how much of a problem, if at all, run down buildings, weed lots or junk vehicles were in Shorewood. Only 16% of respondents viewed these as a “major” or “moderate” problem, half thought these were a “minor” problem and one-third said these code enforcement issues were “not a problem.”

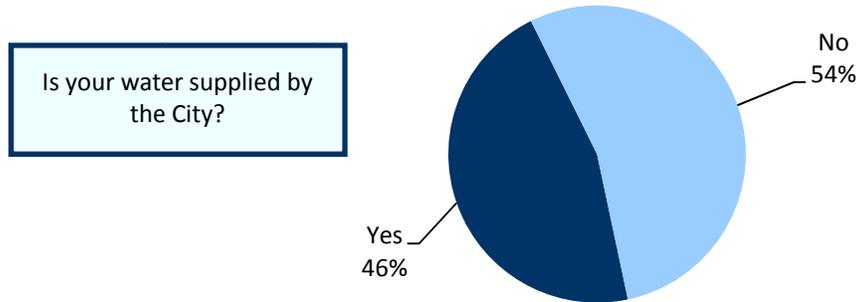
Figure 14: Code Enforcement Issues



City Water

Forty-six percent of respondents reported that their water was supplied by the City.

Figure 15: Water is Supplied by City



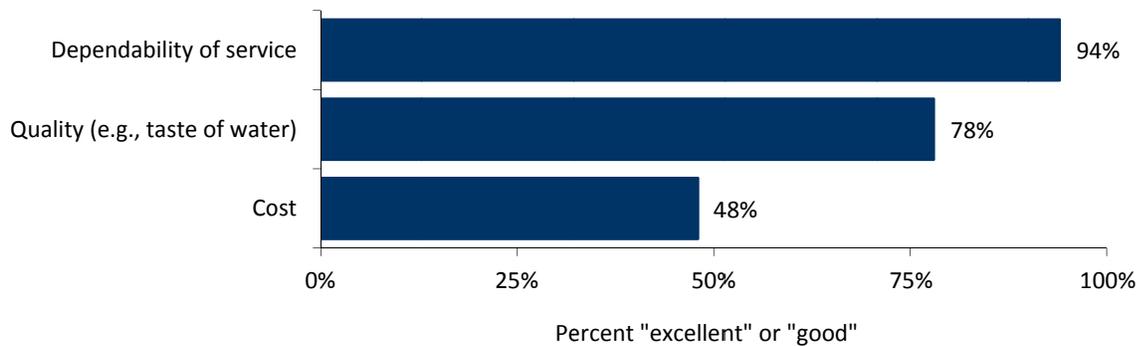
Those who reported having municipal water service were asked to rate several aspects of the service. Nearly all (94%) felt the dependability of the service was “excellent” or “good,” with half reporting it was “excellent.” Three-quarters believed that the quality or taste of the water was “good” or better and about half (48%) said that the cost of City water was “excellent” or “good.”

Table 8: Aspects of City Water

If you HAVE municipal water, please rate each of the following aspects.	Excellent	Good	Fair	Poor	Total
Dependability of service	49%	46%	6%	0%	100%
Quality (e.g., taste of water)	31%	47%	15%	7%	100%
Cost	9%	39%	40%	12%	100%

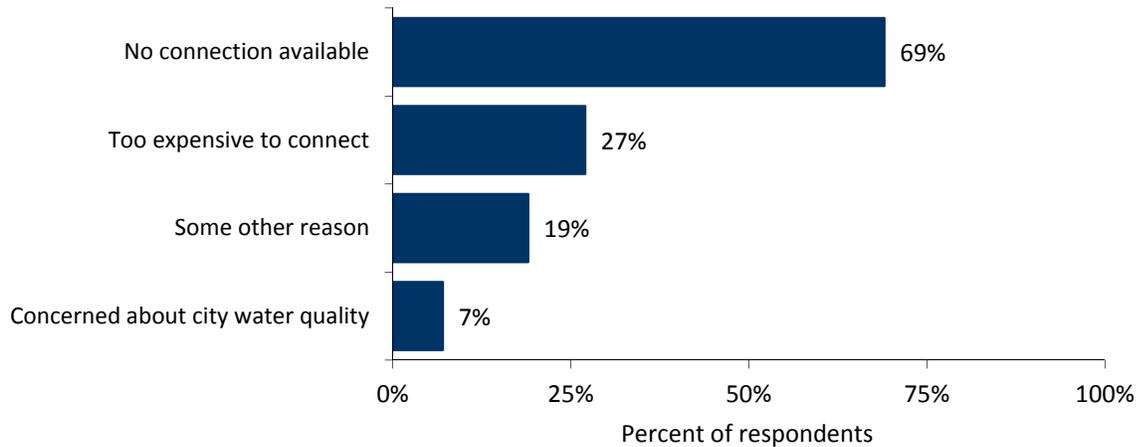
Asked only of those who reported that their water is supplied by the City

Figure 16: User Ratings of Aspects of City Water



Those who reported not having City water service were asked to indicate the reasons they did not subscribe to the service. Most (69%) said that there was no connection to municipal water available, one-quarter said that it was too expensive to connect and one-fifth reported “some other reason.” Seven percent of respondents said that the reason they did not have City water was because they were concerned about the water quality.

Figure 17: Reasons for Not Having City Water



Asked only of those who reported that their water is not supplied by the City. Totals may exceed 100% as respondents could select more than one response.

Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from this analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important City services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough to understand what drives residents' opinions about local government.

A Key Driver Analysis (KDA) was conducted for the City of Shorewood by examining the relationships between ratings of each service and ratings of the City of Shorewood's overall services. The key services that correlated most highly with residents' perceptions about overall City service quality were identified; these are the key drivers of resident opinion about the City. By targeting improvements in these key services, the City of Shorewood can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The City of Shorewood 2011 Action Chart™ on the following page combines two dimensions of performance:

- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

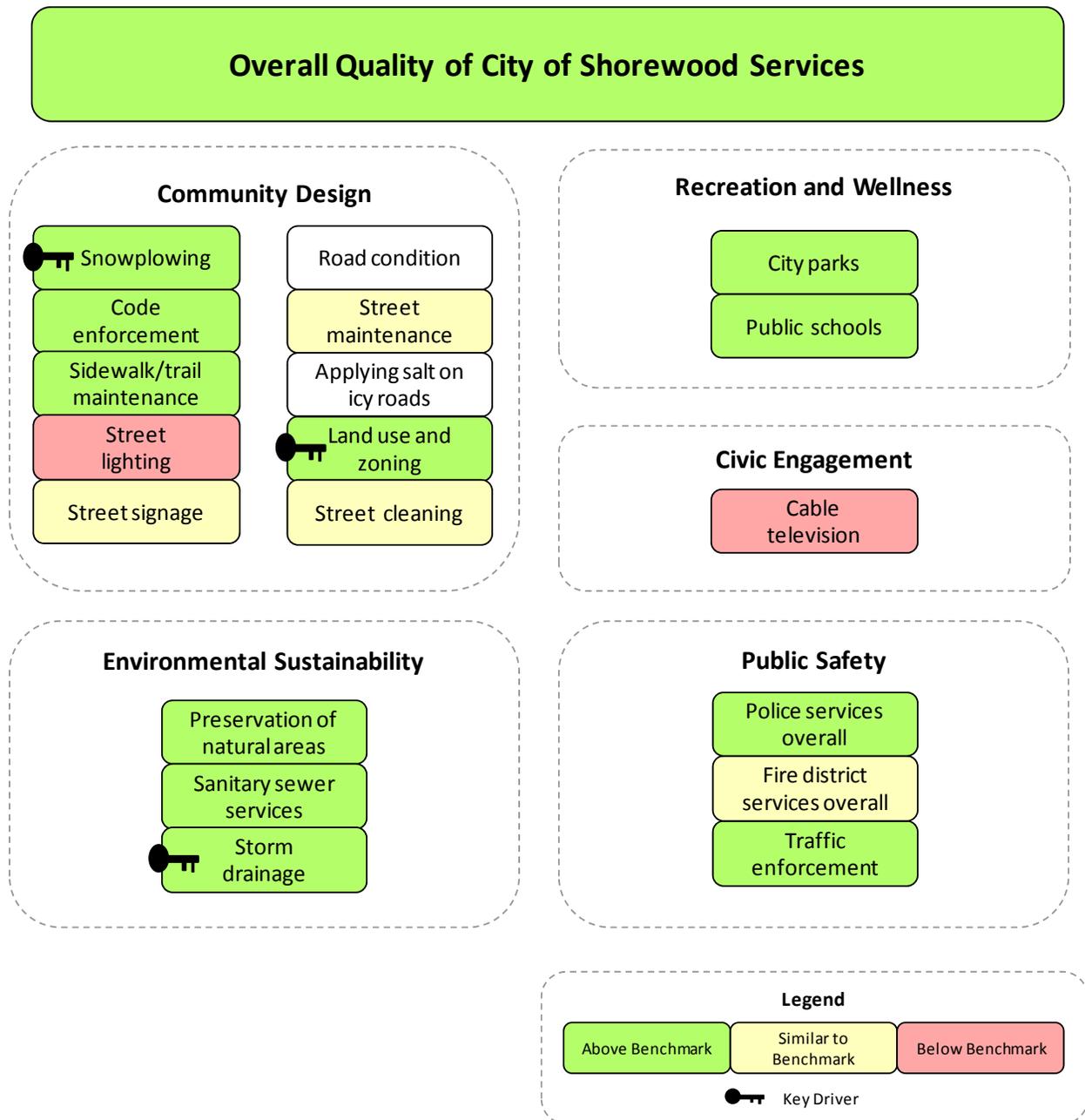
Since this is the first general resident survey for Shorewood, comparisons to previous survey results were not available. Results from future Shorewood survey administrations will permit the addition of a third dimension of performance to be included in the Action Chart -- arrows indicating whether results are trending up or down.

Nineteen services were included in the KDA for the City of Shorewood. Three of these services were identified as key drivers for the City: "snowplowing on City streets," "storm drainage" and "land use, planning and zoning". Each of the key drivers was rated much above the national benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Shorewood, since all key drivers were much higher than the benchmarks, these are services on which the City may want to keep a watchful eye to maintain favorable ratings of the overall quality of City services. Measuring resident opinions in future years and comparing ratings to the baseline established in this 2011 survey can help in this quality assurance process.

Services with a high percent of respondents answering “don’t know” (i.e., more than 50%) were excluded from the analysis because they are expected to be less influential. See *Appendix B: Responses to Survey Questions* for the percent “don’t know” for each service.

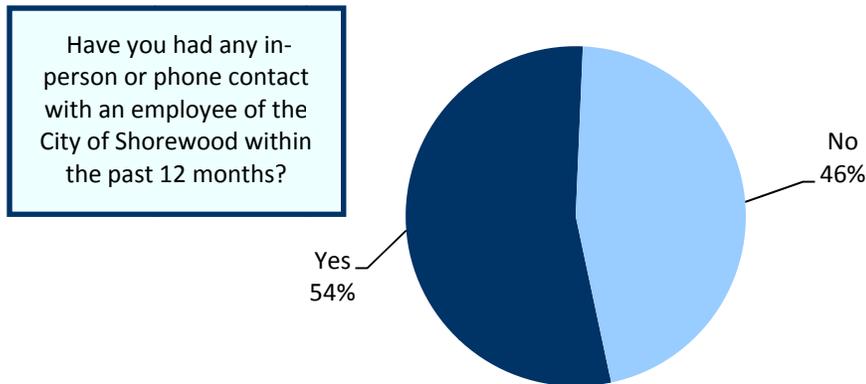
Figure 18: City of Shorewood 2011 Action Chart™



City Employees

Half of survey respondents said they had in-person or phone contact with a City employee in the 12 months prior to the survey. This is similar to the amount of contact reported by residents in other jurisdictions across the country and much less than that reported in jurisdictions with populations of less than 10,000.

Figure 19: Contact with City Employees



Those who reported having had contact with an employee were asked to rate their interactions. Eight in 10 or more of those who had contact gave “excellent” or “good” evaluations to the employee’s courteousness, knowledge, responsiveness, timeliness, follow-up and their overall impression of the interaction.

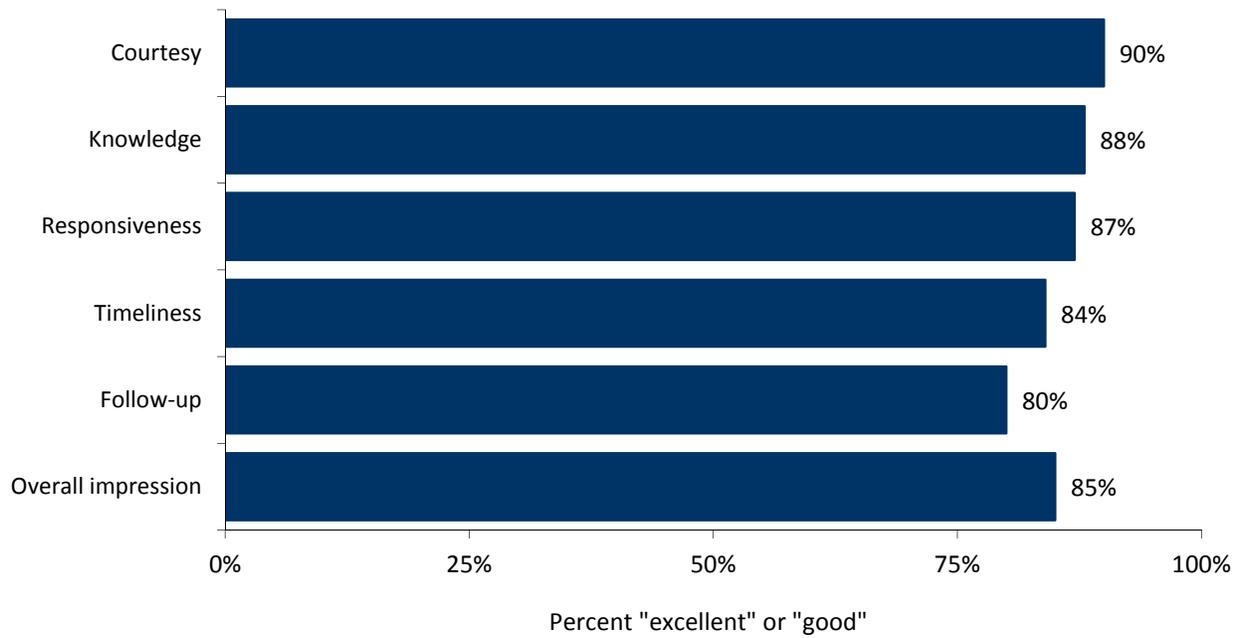
Where comparisons were available to the benchmarks, Shorewood residents rated their employee interactions much higher than the national and small city benchmarks.

Table 9: Employee Interactions

What was your impression of the employee(s) of the City of Shorewood in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Total	National comparison	Populations under 10,000 comparison
Courtesy	51%	39%	7%	4%	100%	Much above	Much above
knowledge	42%	46%	9%	3%	100%	Much above	Much above
Responsiveness	42%	45%	7%	6%	100%	Much above	Much above
Timeliness	42%	42%	10%	6%	100%	Much above	NA
Follow-up	36%	44%	13%	7%	100%	NA	NA
Overall impression	43%	41%	9%	6%	100%	Much above	Much above

Asked only of those who reported having had contact with a City employee in the last 12 months.

Figure 20: Ratings of Employee Interactions



City Government and Administration Performance

The 2011 survey asked respondents to rate different aspects of City government and City Administration performance. It should be noted that for nearly all of these questions, between one-fifth and one-half of respondents selected “don’t know” when rating the performance of the City government and administration.

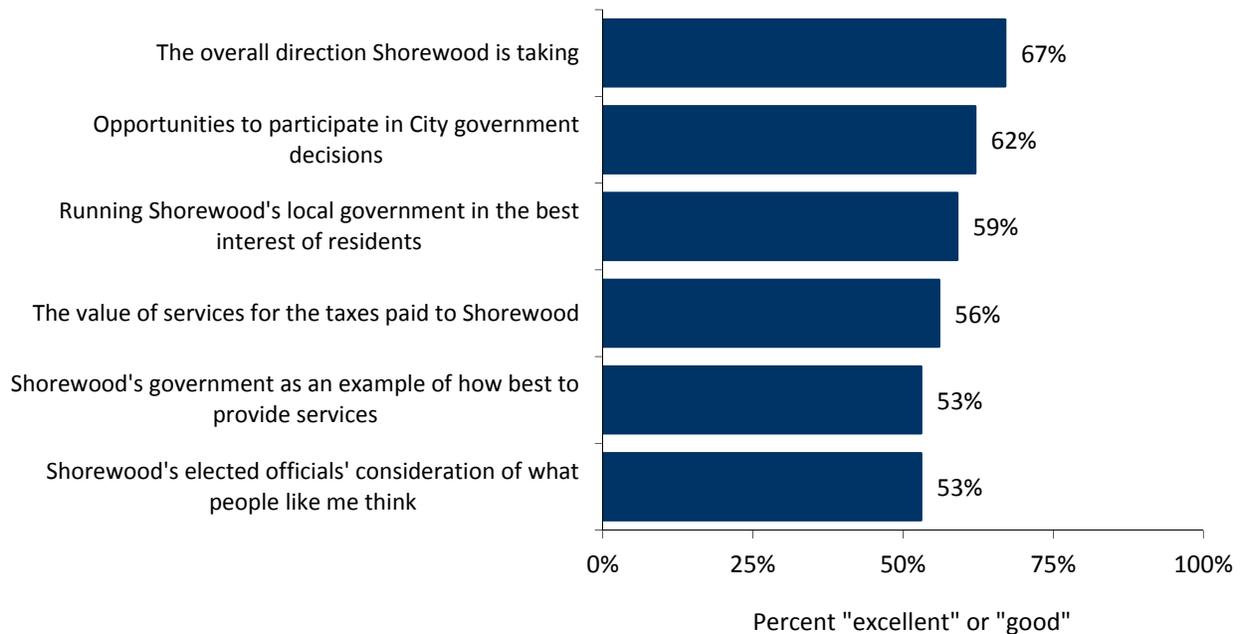
Of those who had an opinion about the Shorewood government performance, two-thirds believed the overall direction the City is taking was “excellent” or “good.” Six in 10 felt that opportunities to participate in government decisions (62%) and running the City government in the best interest of residents was “good” or better. Fewer, but still at least half, said that the other aspects of the government performance were “excellent” or “good.”

Ratings for the overall direction the City is taking and the value of services for the taxes paid were higher or much higher than the national and small city benchmarks. Opportunities to participate in City government decisions had higher ratings than the national benchmark, running the government in the best interest of residents received similar ratings to the nation and elected officials caring what people think was rated lower than the national benchmark. Comparisons to jurisdictions with a population size of less than 10,000 were not available for the three previously mentioned areas of performance. No comparisons were available for ratings of “Shorewood’s government as an example of how best to provide services.”

Table 10: Government Performance

Please rate the following categories of Shorewood government performance.	Excellent	Good	Fair	Poor	Total	National comparison	Populations under 10,000 comparison
The overall direction Shorewood is taking	8%	59%	28%	5%	100%	Much above	Much above
Opportunities to participate in City government decisions	9%	53%	27%	11%	100%	Above	NA
Running Shorewood’s local government in the best interest of residents	9%	50%	33%	8%	100%	Similar	NA
The value of services for the taxes paid to Shorewood	8%	49%	37%	7%	100%	Above	Above
Shorewood’s government as an example of how best to provide services	8%	45%	40%	7%	100%	NA	NA
Shorewood’s elected officials’ consideration of what people like me think	10%	43%	31%	16%	100%	Below	NA

Figure 21: Ratings of Government Performance

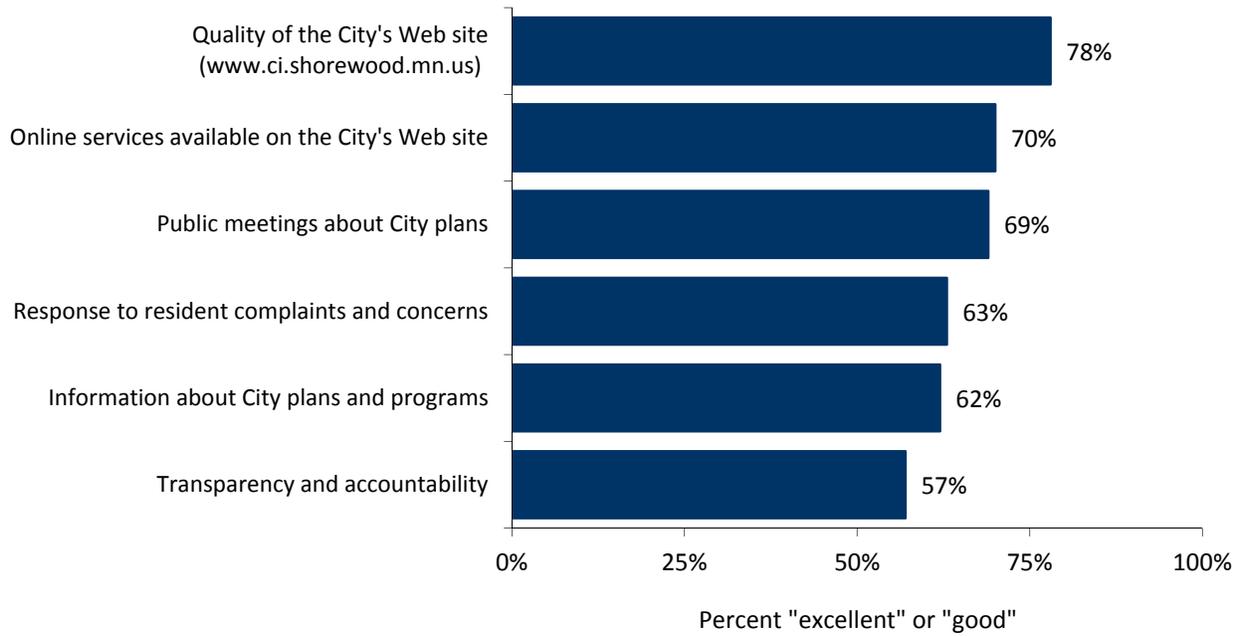


When looking at the performance of the City Administration, ratings were slightly more favorable than those given to the City government. Of those with an opinion, three-quarters said that the quality of the City’s Web site was “excellent” or “good” and 70% felt the online services available through the City Web site were “good” or better. About two-thirds said that public meetings about City plans were “excellent” or “good.” Six in 10 rated the administration’s response to resident complaints and concerns (63%), information about City plans and programs (62%) and transparency and accountability (57%) as at least “good.”

Table 11: City Administration Performance

Please rate the following categories of performance of the City of Shorewood Administration.	Excellent	Good	Fair	Poor	Total
Quality of the City's Web site (www.ci.shorewood.mn.us)	13%	65%	21%	1%	100%
Online services available on the City's Web site	10%	60%	27%	3%	100%
Public meetings about City plans	12%	57%	25%	6%	100%
Response to resident complaints and concerns	14%	49%	27%	11%	100%
Information about City plans and programs	10%	52%	27%	10%	100%
Transparency and accountability	10%	47%	31%	12%	100%

Figure 22: Ratings of City Administration Performance



Comparisons by Demographic Subgroups

Newer residents, women, those 35 years and older and those with higher household incomes typically gave more positive ratings to the City government performance than did their counterparts (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

Potential Improvements and Initiatives

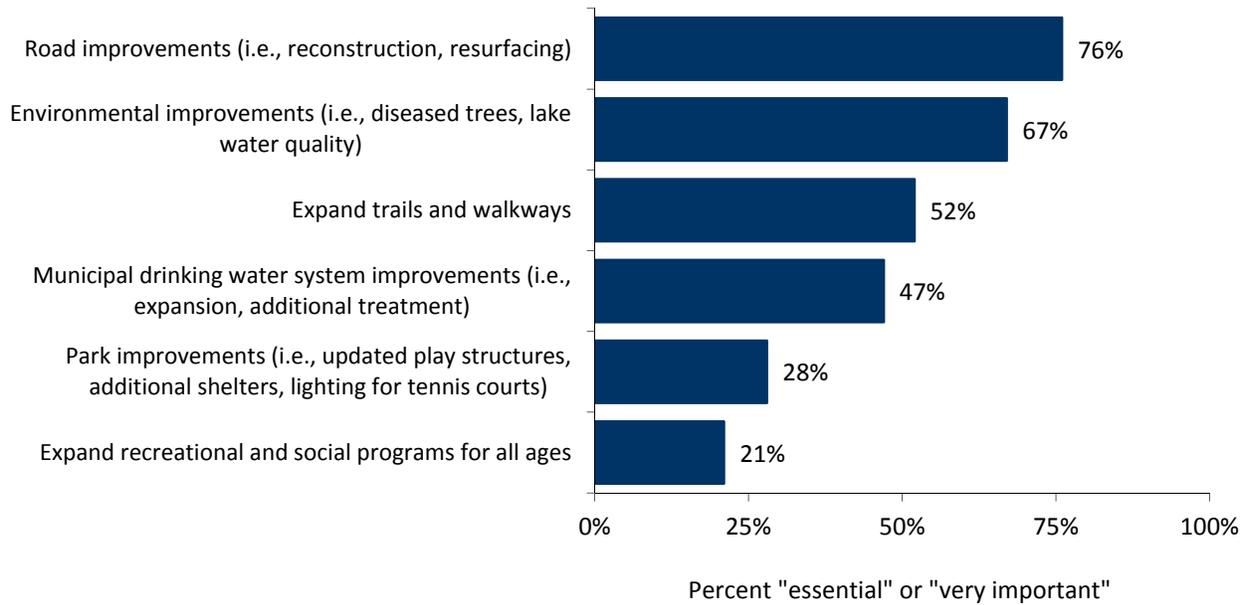
A number of survey questions were devoted to assessing resident perspectives about the importance of potential projects and improvements in Shorewood, as well as their level of support for a variety of initiatives.

Respondents were asked to think about the next five years and to rate the importance of potential improvements for Shorewood, knowing that the City has \$1.8 million in available funds. Road and environmental improvements topped the list of the most important potential projects (76% and 67% “essential” or “very important,” respectively). About half felt that expanding trails and walkways and making improvements to the City drinking water system were “essential” or “very important.” Less than 30% of respondents believed that park improvements (28%) and expanding recreational land and social programs for all ages (21%) was important. Between one-fifth and one-quarter of residents said that improvements to the municipal drinking water, parks improvements and expanding recreational land and social programs were “not at all important.”

Table 12: Importance of Potential Improvements

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential improvements is for Shorewood, knowing that the City has \$1.8 million in available funds (about half of which came from the sale of the liquor stores).	Essential	Very important	Somewhat important	Not at all important	Total
Road improvements (i.e., reconstruction, resurfacing)	27%	49%	22%	2%	100%
Environmental improvements (i.e., diseased trees, lake water quality)	21%	47%	26%	6%	100%
Expand trails and walkways	19%	33%	35%	13%	100%
Municipal drinking water system improvements (i.e., expansion, additional treatment)	18%	29%	33%	20%	100%
Park improvements (i.e., updated play structures, additional shelters, lighting for tennis courts)	5%	23%	52%	21%	100%
Expand recreational and social programs for all ages	3%	18%	54%	25%	100%

Figure 23: Ratings of Importance of Potential Improvements



Comparisons by Demographic Subgroups

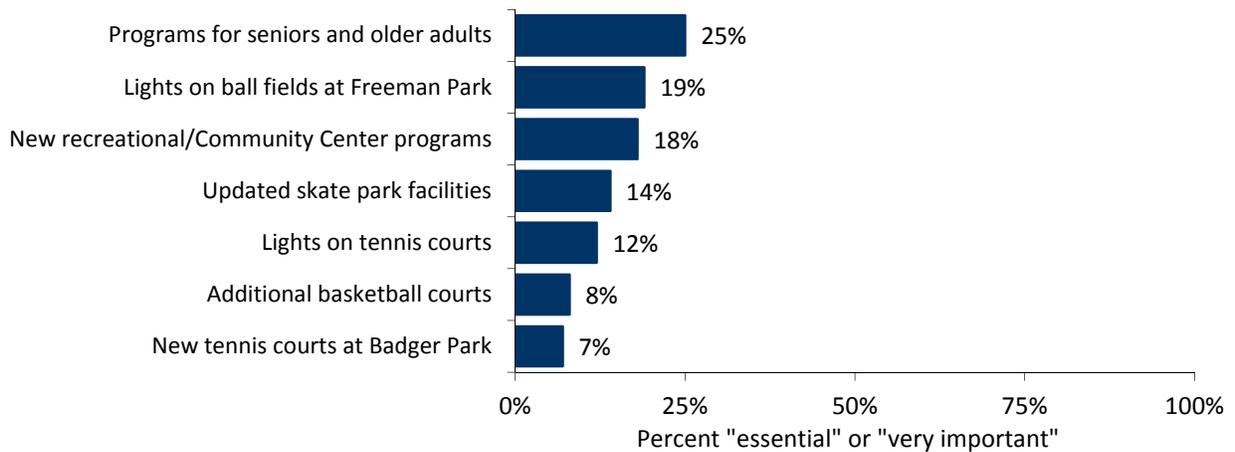
Renters, those living in attached housing units and those who had lived in the city for 10 years or less were more likely to believe that the potential improvements in Shorewood were “essential” or “very important” than were other residents. (A full set of responses compared by respondent demographics can be found in *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics.*)

The importance of potential projects related specifically to parks and recreation also were evaluated. One-third or more of respondents believed that each of the seven potential park and recreation projects was “not at all important” and one-quarter or less said that each was “essential” or “very important.” Those deemed the most important were programs for seniors and older adults (25% “essential” or “very important”), lights on ball fields at Freeman Park (19%) and new recreation or Community Center programs (18%). Less than one-fifth of residents said that the other potential park and recreation programs were at least “very important.”

Table 13: Importance of Potential Park and Recreation Projects

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential Shorewood park and recreation projects is to you or other household members.	Essential	Very important	Somewhat important	Not at all important	Total
Programs for seniors and older adults	5%	20%	41%	34%	100%
Lights on ball fields at Freeman Park	4%	15%	39%	42%	100%
New recreational/Community Center programs	2%	16%	41%	41%	100%
Updated skate park facilities	2%	11%	38%	48%	100%
Lights on tennis courts	3%	9%	33%	55%	100%
Additional basketball courts	2%	6%	25%	66%	100%
New tennis courts at Badger Park	1%	6%	32%	62%	100%

Figure 24: Ratings of Importance of Potential Park and Recreation Projects

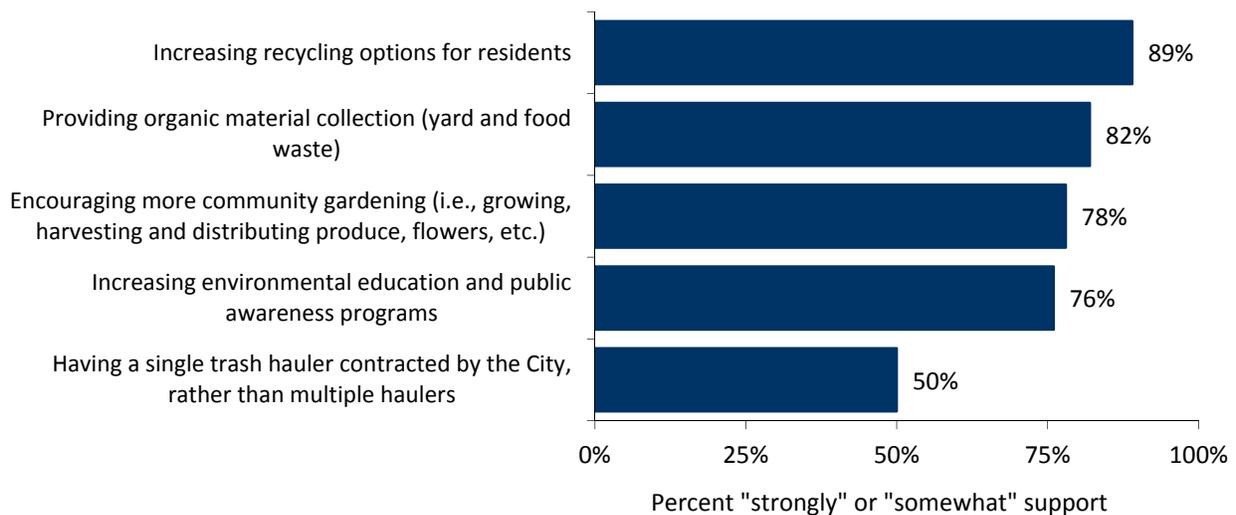


Respondent support for, or opposition to, five different initiatives in Shorewood was gauged. Four out of the five initiatives were supported by three-quarters or more of respondents, with at least twice as many “strongly” supporting each of these than “strongly” opposing them. Increasing recycling options for residents received the most support (89% “strongly” or “somewhat” supporting this), while having a single trash hauler contracted by the City received the least support (50%).

Table 14: Support for or Opposition to City Initiatives

To what extent do you support or oppose each of the following in Shorewood?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increasing recycling options for residents	41%	48%	8%	3%	100%
Providing organic material collection (yard and food waste)	36%	46%	11%	7%	100%
Encouraging more community gardening (i.e., growing, harvesting and distributing produce, flowers, etc.)	24%	54%	14%	8%	100%
Increasing environmental education and public awareness programs	24%	52%	15%	10%	100%
Having a single trash hauler contracted by the City, rather than multiple haulers	21%	29%	21%	29%	100%

Figure 25: Level of Support for City Initiatives



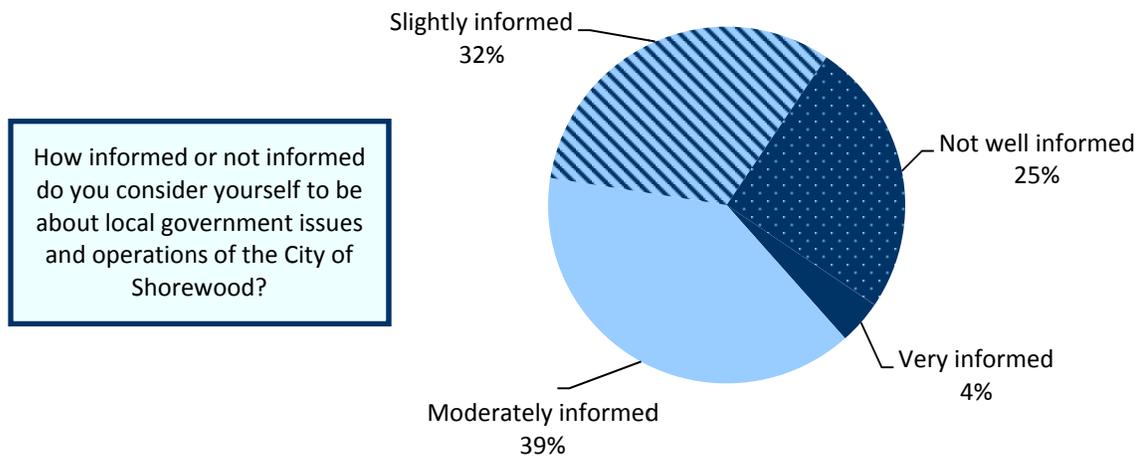
Comparisons by Demographic Subgroups

Residents with a longer tenure in Shorewood, homeowners and men were less likely to support most of the City initiatives than were those who had lived in the city for a shorter period of time, renters and women (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

Public Information

About four in 10 respondents said that they felt “very” or “moderately” informed about local government issues and operations in the City. One-third said they were “slightly” informed and one-quarter felt that they were “not well informed.”

Figure 26: Level of Awareness about City Issues and Operations



Comparisons by Demographic Subgroups

Residents who had lived in the City for 10 years or less, those who rent their homes, 18-34 year olds and households with children under 18 were less likely to feel informed about local government issues and operations than were other residents (see *Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*).

Almost all respondents (96%) reported having access to the Internet at home. Those who had Internet access at home were asked to identify all of the types of access they had. About half reported using a cable modem (52%) or DSL (45%), one-quarter accessed the Internet through their cell phone or PDA (26%) and less than 6% said they accessed the Internet through the other sources listed.

Figure 27: Internet Access at Home

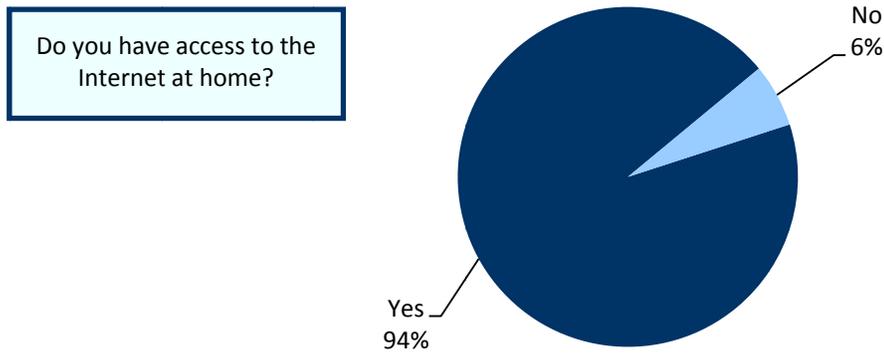
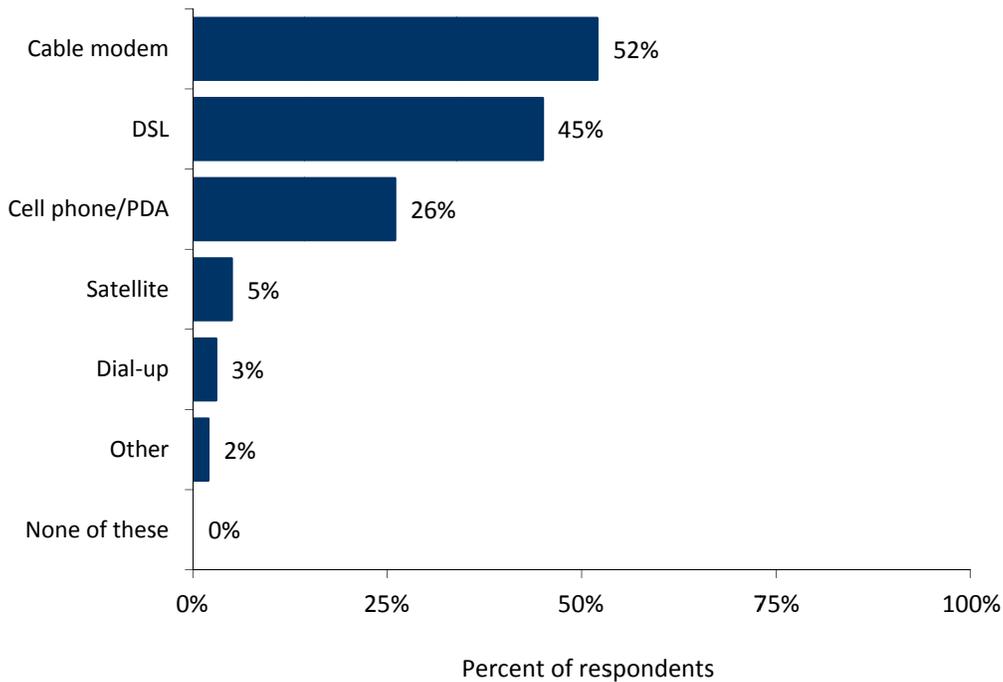


Figure 28: Type of Internet Access



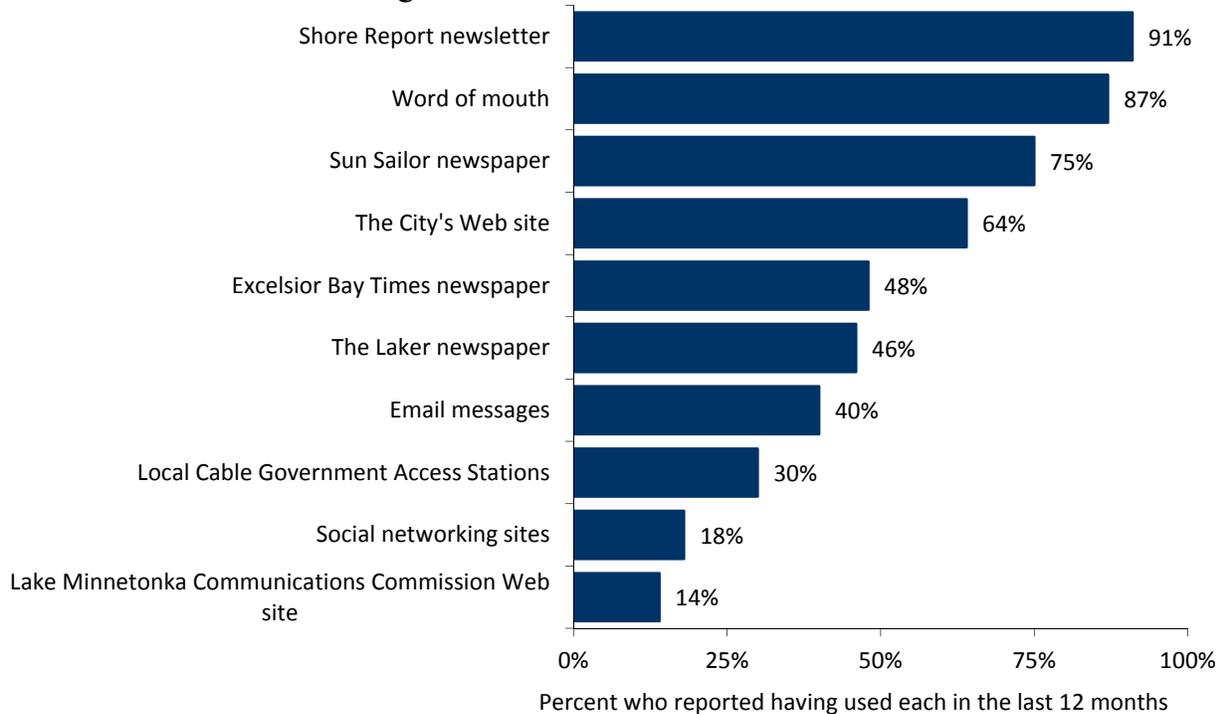
Asked only of those who reported that they have Internet access at home. Totals may exceed 100% as respondents could select more than one response.

Residents were asked how frequently they used a list of 10 different information sources to get information about the City. The Shore Report newsletter (91%) and word of mouth (87%) were the most frequently used sources to gain information about the City. The Sun Sailor newspaper (75%) and the City’s Web site (64%) also were used by a majority of residents. Less than one-fifth of respondents said they had used social networking sites (18%) and the Lake Minnetonka Communications Commissions Web site (14%) to get City information.

Table 15: Information Sources

How frequently, if ever, do you use the following sources to gain information about the City of Shorewood?	Always	Frequently	Sometimes	Never	Total
Shore Report newsletter	35%	35%	21%	9%	100%
Word of mouth	6%	29%	52%	13%	100%
Sun Sailor newspaper	19%	27%	29%	25%	100%
The City's Web site (www.ci.shorewood.mn.us)	4%	14%	46%	36%	100%
Excelsior Bay Times newspaper	5%	13%	31%	52%	100%
The Laker newspaper	6%	16%	24%	54%	100%
Email messages	3%	10%	27%	60%	100%
Local Cable Government Access Stations (channels 8, 12, 20, or 21)	0%	5%	25%	70%	100%
Social networking sites (i.e., Facebook, MySpace, Twitter, etc.)	1%	4%	12%	82%	100%
Lake Minnetonka Communications Commission Web site (www.lmcc-tv.org)	0%	1%	13%	86%	100%

Figure 29: Use of Information Sources



Appendix A: Respondent Characteristics

Characteristics of the survey respondents are displayed in the tables below.

Question D1

How many years have you lived in Shorewood?	Percent	N
Less than 2 years	9%	53
2 to 5 years	13%	80
6 to 10 years	15%	90
11 to 20 years	31%	188
More than 20 years	32%	197
Total	100%	609

Question D2

Which best describes the building you live in?	Percent	N
One family house detached from any other houses	86%	526
House attached to one or more houses (e.g., a duplex or townhome)	10%	61
Building with two or more apartments or condominiums	3%	21
Other	0%	0
Total	100%	609

Question D3

Do you rent or own your home?	Percent	N
Rent	9%	56
Own	91%	553
Total	100%	609

Question D4

Do any children 18 or under live in your household?	Percent	N
Yes	40%	245
No	60%	363
Total	100%	608

Question D5

Are you or any other members of your household aged 65 or older?	Percent	N
Yes	24%	146
No	76%	461
Total	100%	608

Question D6

In which category is your age?	Percent	N
18 to 24 years	0%	2
25 to 34 years	12%	74
35 to 44 years	13%	81
45 to 54 years	34%	205
55 to 64 years	20%	120
65 to 74 years	13%	79
75 years or older	7%	43
Total	100%	604

Question D7

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	N
Less than \$24,999	5%	29
\$25,000 to \$49,999	11%	59
\$50,000 to \$99,999	24%	134
\$100,000 to \$149,999	19%	108
\$150,000 to \$199,999	14%	78
\$200,000 to \$249,999	8%	47
\$250,000 to \$299,999	6%	35
\$300,000 or more	12%	65
Total	100%	554

Question D8

What is your gender?	Percent	N
Female	52%	309
Male	48%	286
Total	100%	594

Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses.

Question 1

Please rate each of the following aspects of quality of life in Shorewood.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Shorewood as a place to live	53%	321	44%	267	3%	16	0%	1	0%	0	100%	606
Your neighborhood as a place to live	58%	351	34%	209	7%	41	1%	8	0%	0	100%	608
Shorewood as a place to raise children	51%	306	35%	209	2%	15	0%	1	12%	74	100%	605
Shorewood as a place to retire	23%	141	33%	197	18%	108	7%	42	19%	116	100%	604
The overall quality of life in Shorewood	45%	272	51%	308	3%	18	1%	3	0%	0	100%	602

Question 2

Please rate each of the following characteristics as they relate to Shorewood as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Sense of community	14%	84	44%	264	32%	194	6%	36	3%	19	100%	597
Overall appearance of Shorewood	21%	125	61%	368	16%	99	1%	7	1%	3	100%	602
Variety of housing opportunities	12%	75	47%	286	22%	134	5%	30	13%	79	100%	604
Ease of access to shopping opportunities	19%	113	43%	262	30%	179	7%	45	1%	4	100%	603
Recreational opportunities	27%	164	50%	303	17%	100	2%	14	3%	20	100%	601
Educational opportunities	36%	215	41%	247	11%	66	2%	9	10%	62	100%	599
Opportunities to participate in social events and activities	15%	92	48%	285	24%	143	3%	18	10%	62	100%	599
Opportunities to attend family-oriented events/activities	18%	106	47%	285	19%	112	2%	15	14%	83	100%	601
Opportunities for senior/older adult activities	11%	68	29%	171	16%	97	2%	12	42%	251	100%	600
Opportunities to attend Southshore Community Center activities	17%	102	32%	191	15%	88	4%	25	32%	190	100%	597
Opportunities to volunteer	13%	75	40%	238	17%	101	2%	11	29%	171	100%	596
Opportunities to participate in community matters	13%	77	43%	253	22%	132	3%	19	19%	112	100%	592
Ease of car travel in Shorewood	25%	149	56%	337	16%	96	2%	13	0%	2	100%	598
Ease of bicycle travel in Shorewood	21%	129	40%	241	19%	116	11%	66	9%	54	100%	606
Ease of walking in Shorewood	23%	142	33%	199	26%	158	16%	98	1%	8	100%	605
Availability of paths and walking trails	28%	170	37%	225	22%	134	10%	60	3%	17	100%	606
Traffic flow on major streets	12%	73	57%	343	26%	158	4%	24	1%	6	100%	604
Availability of affordable quality housing	7%	43	33%	199	26%	158	9%	52	25%	148	100%	599
Availability of affordable quality child care	6%	35	14%	85	11%	64	5%	27	64%	379	100%	589
Availability of open space	21%	128	43%	258	20%	122	4%	22	12%	74	100%	604
Air quality	40%	243	48%	291	6%	35	1%	3	5%	32	100%	605
Quality of overall natural environment in Shorewood	41%	246	50%	299	8%	47	1%	5	1%	7	100%	604
Overall image/reputation of Shorewood	33%	203	54%	326	9%	56	0%	3	3%	19	100%	606

Question 3

To what extent do you agree or disagree, if at all, that each statement below describes the City of Shorewood?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Shorewood is a safe community with a low crime rate	65%	393	28%	170	6%	35	1%	5	0%	0	0%	2	100%	606
Shorewood has tight-knit neighborhoods	20%	119	37%	222	27%	162	7%	45	3%	15	6%	38	100%	602
The City offers the best schools	46%	278	27%	166	10%	63	2%	13	1%	4	13%	80	100%	604
Shorewood provides and protects open space	29%	176	45%	271	13%	77	2%	13	1%	6	10%	63	100%	605

Question 4

About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent	N
Just about every day	19%	113
Several times a day	29%	175
Several times a month	28%	168
Less than several times a month	25%	151
Total	100%	606

Question 5

To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Shorewood?	Percent	N
Not a problem	32%	194
Minor problem	46%	279
Moderate problem	12%	73
Major problem	3%	16
Don't know	7%	41
Total	100%	603

Question 6

In the last 12 months, have you or other household members participated in Shorewood's Spring Clean-up Drop Off program?	Percent	N
Yes	41%	249
No	55%	331
Don't know	4%	24
Total	100%	604

Question 7

If you HAVE used the Spring Clean-up Drop Off program, please rate each of the following aspects.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Ease of use	57%	144	37%	93	5%	14	1%	1	0%	0	100%	251
Cost of disposing of items	30%	75	41%	103	18%	46	7%	18	4%	10	100%	251
Convenience of drop-off site location	52%	131	37%	93	9%	24	1%	4	0%	1	100%	251

Asked only of those who reported having participated in the City's Spring Clean-up Drop Off program in the last 12 months.

Question 8

Please rate how safe or unsafe you feel...	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
From violent crime (e.g., rape, assault, robbery)	74%	451	21%	124	4%	26	1%	4	0%	0	0%	0	100%	606
From property crimes (e.g., burglary, theft)	41%	249	47%	285	8%	51	2%	12	1%	3	0%	2	100%	603
From environmental hazards, including toxic waste	60%	363	28%	171	5%	33	2%	11	0%	0	4%	24	100%	603
In your neighborhood during the day	84%	505	14%	82	2%	12	0%	2	0%	0	0%	0	100%	602
In your neighborhood after dark	58%	347	33%	201	6%	38	2%	13	0%	2	0%	2	100%	603

Question 9

During the past 12 months, were you or anyone in your household the victim of any crime?	Percent	N
Yes	8%	48
No	91%	553
Don't know	1%	6
Total	100%	606

Question 10

If yes, was this crime (these crimes) reported to the police?	Percent	N
Yes	77%	35
No	23%	10
Don't know	0%	0
Total	100%	45

Asked only of those who reported being a victim of a crime in the last 12 months.

Question 11

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Shorewood?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
	Used Southshore Community Center	70%	422	24%	147	4%	26	1%	4	1%	3	100%
Participated in a recreation program or activity	64%	379	22%	131	11%	64	2%	9	2%	10	100%	594
Visited a park in Shorewood	13%	78	28%	166	32%	192	13%	80	13%	79	100%	597
Attended a meeting of local elected officials or other local public meeting	76%	448	18%	108	4%	26	1%	5	0%	1	100%	588
Watched a meeting of local elected officials or other Shorewood-sponsored public meeting on cable television, the Internet or other media	69%	408	21%	124	8%	46	2%	10	1%	4	100%	591
Read the Shore Report – the city newsletter	5%	29	10%	62	64%	382	13%	77	7%	45	100%	595
Visited the Shorewood Web site (at www.ci.shorewood.mn.us)	39%	233	33%	197	23%	135	3%	19	2%	9	100%	594
Recycled used paper, cans, bottles or cardboard from your home	4%	21	2%	13	8%	46	21%	127	65%	386	100%	593
Volunteered your time to some group or activity in Shorewood	73%	430	14%	84	7%	42	3%	17	3%	20	100%	593
Participated in religious or spiritual activities in Shorewood	70%	417	7%	40	6%	36	6%	34	11%	65	100%	592
Participated in a club or civic group in Shorewood	81%	487	8%	47	6%	34	3%	17	2%	14	100%	600
Provided help to a friend or neighbor	6%	37	25%	152	45%	271	14%	87	9%	55	100%	603

Question 12

Please select which of the following programs or activities, if any, you or other household members have participated in over the last 12 months. (Please select all that apply.)	Percent	N
Oktoberfest	7%	39
Art/Paint Classes	2%	11
Garden Fair	2%	10
Free Fridays in Freeman	7%	40
Kayaking	4%	21
Safety Camp	2%	10
Tennis at Badger	4%	25
Youth Cooking Classes	1%	5
Skateboarding Camp	0%	1
Music in the Park	23%	135
Movie in the Park	3%	19
Arctic Fever	10%	62
MCE Summer Rec Program	8%	45
All of these	0%	0
None of these	60%	356

Totals may exceed 100% as respondents could select more than one response.

Question 13

Please select which of the following Shorewood recreational facilities, if any, you or other household members have used over the last 12 months. (Please select all that apply.)	Percent	N
Playground equipment	38%	228
Picnic tables / grills	18%	107
Picnic shelter	14%	82
Tennis court	18%	108
Volleyball court	1%	8
Baseball field	17%	104
Paths / trails	80%	484
Multi-use building	4%	22
Warming house	22%	130
Ice skating area	26%	155
All of these	0%	2
None of these	14%	86

Totals may exceed 100% as respondents could select more than one response.

Question 14

Please rate the quality of each of the following services in Shorewood.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Fire district's response to calls	24%	143	16%	94	1%	4	0%	1	59%	356	100%	599
Fire district's education and prevention	23%	136	30%	181	4%	27	0%	2	42%	247	100%	593
Fire district's visibility in the community	31%	182	36%	211	11%	62	2%	11	21%	127	100%	593
Fire district services overall	25%	150	30%	179	4%	21	0%	2	41%	241	100%	594
Police response to calls	27%	159	24%	145	4%	26	1%	8	43%	258	100%	596
Police education and crime prevention	15%	89	31%	180	9%	54	2%	14	43%	252	100%	589
Police visibility in the community	25%	145	46%	270	15%	87	2%	14	13%	76	100%	592
Police services overall	24%	143	42%	245	9%	51	1%	6	24%	143	100%	588
Ambulance or emergency medical services	18%	104	16%	94	2%	12	1%	7	63%	375	100%	592
Animal control services	6%	38	15%	90	8%	44	3%	18	68%	397	100%	588
Traffic enforcement	12%	68	45%	257	16%	92	6%	36	21%	121	100%	574
Street maintenance/repair (i.e., filling potholes)	5%	32	37%	220	36%	214	19%	111	2%	15	100%	592
Street cleaning/sweeping	8%	50	48%	285	30%	179	8%	48	6%	33	100%	595
Street resurfacing	6%	35	38%	223	34%	199	19%	111	4%	25	100%	593
Street lighting	8%	47	37%	221	34%	201	15%	92	5%	32	100%	593
Street signage and street markings	14%	82	59%	352	22%	128	4%	22	1%	9	100%	593
Snowplowing on city streets	25%	147	48%	287	18%	105	4%	24	5%	31	100%	593
Applying salt/sand on icy streets	21%	125	54%	321	15%	91	3%	16	6%	36	100%	590
Road condition	8%	46	50%	293	31%	184	10%	57	2%	11	100%	590
Sidewalk/trail maintenance	17%	98	51%	298	14%	79	2%	10	17%	100	100%	585
Storm drainage	10%	56	51%	299	16%	95	6%	35	17%	101	100%	586
Sanitary sewer services	17%	98	52%	306	8%	49	1%	7	22%	127	100%	588
Shorewood parks	31%	185	54%	322	5%	31	0%	2	9%	53	100%	592
Park and recreation programs or classes	13%	76	28%	167	5%	31	1%	3	53%	313	100%	590
Southshore Community Center program or classes	9%	56	22%	129	4%	23	0%	3	64%	379	100%	589
Southshore Community Center overall	10%	58	24%	139	4%	25	1%	3	62%	365	100%	591

Please rate the quality of each of the following services in Shorewood.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Building inspections	6%	36	24%	142	13%	77	5%	32	52%	306	100%	592
Land use, planning and zoning	4%	24	26%	154	15%	87	5%	32	49%	291	100%	589
Code enforcement (weeds, abandoned buildings, etc.)	3%	20	26%	151	15%	91	6%	36	49%	290	100%	588
Services to seniors	5%	30	20%	118	7%	40	1%	8	67%	397	100%	594
Services to youth	8%	47	26%	152	8%	45	1%	6	58%	341	100%	591
Services to low-income people	3%	17	5%	32	5%	28	3%	19	84%	491	100%	587
Public schools	45%	270	33%	194	2%	14	1%	5	19%	111	100%	594
Cable television	5%	27	22%	132	20%	116	23%	133	31%	182	100%	590
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	36	21%	119	10%	60	2%	13	61%	353	100%	581
Preservation of natural areas such as open space and greenbelts	14%	81	48%	282	14%	79	3%	17	21%	123	100%	582

Question 15

Overall, how would you rate the quality of services provided in the City of Shorewood?	Percent	N
Excellent	17%	98
Good	62%	367
Fair	14%	82
Poor	6%	35
Don't know	2%	13
Total	100%	595

Question 16

Is your water supplied by the City?	Percent	N
Yes	45%	272
No	54%	324
Don't know	1%	7
Total	100%	603

Question 17

If you HAVE municipal water, please rate each of the following aspects.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Quality (e.g., taste of water)	31%	83	46%	124	15%	39	7%	19	1%	2	100%	267
Dependability of service	47%	125	44%	117	6%	15	0%	0	3%	9	100%	266
Cost	9%	23	37%	97	37%	98	11%	30	6%	17	100%	265

Asked only of those who reported that their water is supplied by the City

Question 18

If you DO NOT have municipal water, please indicate why not. (Please select all that apply.)	Percent	N
No connection available	66%	210
Too expensive to connect	26%	82
Concerned about city water quality	7%	22
Some other reason	18%	58
Don't know	5%	16

Asked only of those who reported that their water is not supplied by the City. Totals may exceed 100% as respondents could select more than one response.

Question 19

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential improvements is for Shorewood, knowing that the City has \$1.8 million in available funds (about half of which came from the sale of the liquor stores).	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
	Park improvements (i.e., updated play structures, additional shelters, lighting for tennis courts)	4%	26	21%	126	48%	285	19%	115	7%	43	100%
Expand trails and walkways	18%	108	31%	188	33%	200	13%	77	4%	25	100%	599
Expand recreational and social programs for all ages	3%	18	16%	94	49%	288	23%	137	9%	52	100%	590
Environmental improvements (i.e., diseased trees, lake water quality)	20%	119	45%	267	25%	151	6%	35	3%	20	100%	593
Road improvements (i.e., reconstruction, resurfacing)	26%	157	48%	284	22%	129	2%	13	2%	13	100%	595
Municipal drinking water system improvements (i.e., expansion, additional treatment)	15%	91	25%	149	28%	167	17%	103	14%	82	100%	593

Question 20

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential Shorewood park and recreation projects is to you or other household members.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
	New recreational/Community Center programs	2%	13	14%	83	36%	218	36%	218	11%	66	100%
Additional basketball courts	2%	10	6%	33	22%	130	57%	339	14%	87	100%	600
Programs for seniors and older adults	4%	26	17%	103	35%	210	29%	176	15%	88	100%	604
New tennis courts at Badger Park	1%	5	5%	29	26%	158	51%	309	17%	102	100%	603
Lights on tennis courts	3%	17	8%	46	28%	172	47%	286	14%	84	100%	605
Lights on ball fields at Freeman Park	4%	21	13%	81	34%	206	37%	220	12%	74	100%	604
Updated skate park facilities	2%	13	10%	59	33%	200	42%	251	14%	82	100%	604

Question 21

To what extent do you support or oppose each of the following in Shorewood?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Having a single trash hauler contracted by the City, rather than multiple haulers	18%	110	26%	154	18%	111	26%	156	12%	70	100%	601
Providing organic material collection (yard and food waste)	33%	196	43%	254	10%	59	7%	40	8%	47	100%	598
Increasing recycling options for residents	38%	230	45%	271	8%	45	3%	15	6%	37	100%	598
Encouraging more community gardening (i.e., growing, harvesting and distributing produce, flowers, etc.)	20%	120	45%	270	11%	68	7%	41	17%	100	100%	599
Increasing environmental education and public awareness programs	21%	128	45%	271	13%	77	8%	51	13%	76	100%	602

Question 22

Have you had any in-person or phone contact with an employee of the City of Shorewood within the past 12 months?	Percent	N
Yes	54%	331
No	46%	278
Total	100%	608

Question 23

What was your impression of the employee(s) of the City of Shorewood in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
knowledge	41%	134	45%	149	9%	28	3%	10	3%	9	100%	330
Responsiveness	41%	136	45%	147	7%	23	6%	19	1%	4	100%	329
Follow-up	30%	98	37%	121	11%	35	6%	19	17%	57	100%	329
Courtesy	51%	168	39%	128	7%	22	4%	12	0%	1	100%	330
Timeliness	41%	135	41%	134	10%	32	6%	19	3%	11	100%	331
Overall impression	43%	142	41%	136	9%	30	6%	20	0%	1	100%	331

Asked only of those who reported having had contact with a City employee in the last 12 months.

Question 24

Please rate the following categories of Shorewood government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
The value of services for the taxes paid to Shorewood	7%	42	42%	257	32%	195	6%	35	13%	76	100%	604
Opportunities to participate in City government decisions	6%	38	38%	233	19%	117	8%	48	28%	170	100%	606
Shorewood's elected officials' consideration of what people like me think	7%	43	30%	180	22%	132	11%	67	30%	180	100%	602
Running Shorewood's local government in the best interest of residents	7%	43	38%	230	25%	150	6%	37	23%	141	100%	602
Shorewood's government as an example of how best to provide services	6%	36	33%	198	29%	175	5%	29	27%	165	100%	603
The overall direction Shorewood is taking	7%	41	47%	285	22%	135	4%	23	20%	119	100%	602

Question 25

Please rate the following categories of performance of the City of Shorewood Administration.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Response to resident complaints and concerns	7%	43	26%	156	14%	86	6%	34	47%	283	100%	601
Public meetings about City plans	7%	42	33%	197	14%	85	4%	22	42%	250	100%	597
Transparency and accountability	5%	32	26%	157	17%	103	7%	40	44%	265	100%	597
Information about City plans and programs	7%	41	36%	211	19%	111	7%	42	32%	188	100%	594
Quality of the City's Web site (www.ci.shorewood.mn.us)	8%	45	38%	225	12%	73	1%	5	42%	249	100%	597
Online services available on the City's Web site	5%	31	30%	180	14%	82	2%	10	49%	291	100%	593

Question 26

How informed or not informed do you consider yourself to be about local government issues and operations of the City of Shorewood?	Percent	N
Very informed	4%	22
Moderately informed	39%	232
Slightly informed	32%	193
Not well informed	25%	149
Total	100%	596

Question 27

Do you have access to the Internet at home?	Percent	N
Yes	94%	569
No	6%	38
Total	100%	606

Question 28

Please indicate whether you have Internet access through each of the following. (Please select all that apply.)	Percent	N
DSL	44%	243
Cable modem	51%	280
Satellite	5%	26
Dial-up	3%	14
Cell phone/PDA	25%	141
Other	2%	10
None of these	0%	0
Don't know	2%	9

Asked only of those who reported that they have Internet access at home. Totals may exceed 100% as respondents could select more than one response.

Question 29

How frequently, if ever, do you use the following sources to gain information about the City of Shorewood?	Always	Frequently	Sometimes	Never	Total
The City's Web site (www.ci.shorewood.mn.us)	4%	14%	46%	36%	100%
Shore Report newsletter	35%	35%	21%	9%	100%
Sun Sailor newspaper	19%	27%	29%	25%	100%
The Laker newspaper	6%	16%	24%	54%	100%
Excelsior Bay Times newspaper	5%	13%	31%	52%	100%
Local Cable Government Access Stations (channels 8, 12, 20, or 21)	0%	5%	25%	70%	100%
Lake Minnetonka Communications Commission Web site (www.lmcc-tv.org)	0%	1%	13%	86%	100%
Word of mouth	6%	29%	52%	13%	100%
Email messages	3%	10%	27%	60%	100%
Social networking sites (i.e., Facebook, MySpace, Twitter, etc.)	1%	4%	12%	82%	100%

Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics

Ratings for select survey questions are compared by respondent demographic characteristics in this appendix. Cells shaded grey indicate statistically significant differences ($p \leq .05$).

Aspects of Quality of Life by Respondent Demographics

Please rate each of the following aspects of quality of life in Shorewood.	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Shorewood as a place to live	99%	96%	96%	97%	97%	100%	97%	100%	97%	97%	97%	97%	97%
Your neighborhood as a place to live	89%	92%	95%	92%	92%	89%	92%	79%	93%	92%	91%	93%	92%
Shorewood as a place to raise children	99%	97%	95%	97%	97%	97%	97%	96%	97%	97%	98%	96%	97%
Shorewood as a place to retire	83%	65%	61%	69%	65%	93%	69%	89%	67%	69%	72%	66%	69%
The overall quality of life in Shorewood	98%	95%	96%	96%	96%	100%	96%	100%	96%	96%	96%	96%	96%

Percent "excellent" or "good"

Aspects of Quality of Life by Respondent Demographics

Please rate each of the following aspects of quality of life in Shorewood.	Respondent age			Children 18 or under			Adults 65 or older			Household income					
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Shorewood as a place to live	100%	97%	97%	97%	97%	97%	97%	96%	98%	97%	95%	99%	99%	94%	97%
Your neighborhood as a place to live	82%	93%	94%	92%	90%	94%	92%	98%	90%	92%	86%	95%	91%	95%	92%
Shorewood as a place to raise children	100%	97%	96%	97%	98%	96%	97%	97%	97%	97%	91%	99%	96%	98%	97%
Shorewood as a place to retire	97%	65%	67%	69%	71%	68%	69%	73%	68%	69%	74%	72%	71%	65%	70%
The overall quality of life in Shorewood	100%	97%	95%	97%	98%	95%	96%	95%	97%	97%	94%	99%	98%	95%	97%

Percent "excellent" or "good"

Community Characteristics by Respondent Demographics

Please rate each of the following characteristics as they relate to Shorewood as a whole.	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Sense of community	67%	59%	54%	60%	60%	62%	60%	58%	60%	60%	66%	54%	60%
Overall appearance of Shorewood	84%	81%	81%	82%	81%	89%	82%	83%	82%	82%	84%	80%	82%
Variety of housing opportunities	77%	67%	61%	69%	69%	65%	69%	69%	69%	69%	68%	69%	69%
Ease of access to shopping opportunities	63%	64%	61%	63%	60%	78%	63%	71%	62%	63%	66%	60%	63%
Recreational opportunities	84%	83%	74%	81%	82%	73%	81%	73%	81%	81%	81%	80%	80%
Educational opportunities	90%	90%	79%	86%	88%	77%	86%	73%	87%	86%	88%	83%	86%
Opportunities to participate in social events and activities	79%	69%	62%	70%	69%	78%	70%	77%	70%	70%	78%	62%	70%
Opportunities to attend family-oriented events/activities	80%	77%	70%	76%	76%	75%	76%	75%	76%	76%	80%	71%	76%
Opportunities for senior/older adult activities	84%	71%	57%	69%	66%	80%	69%	76%	68%	69%	78%	57%	69%
Opportunities to attend Southshore Community Center activities	75%	75%	67%	72%	71%	80%	72%	70%	72%	72%	81%	63%	73%
Opportunities to volunteer	74%	73%	74%	74%	74%	75%	74%	72%	74%	74%	75%	73%	74%
Opportunities to participate in community matters	71%	70%	65%	69%	69%	66%	69%	66%	69%	69%	70%	67%	69%
Ease of car travel in Shorewood	83%	80%	81%	82%	81%	88%	82%	89%	81%	82%	86%	76%	81%
Ease of bicycle travel in Shorewood	73%	66%	61%	67%	65%	81%	67%	84%	65%	67%	69%	65%	67%
Ease of walking in Shorewood	58%	58%	54%	57%	55%	69%	57%	68%	56%	57%	57%	58%	57%
Availability of paths and walking trails	71%	68%	61%	67%	65%	80%	67%	75%	66%	67%	68%	67%	68%
Traffic flow on major streets	75%	73%	60%	70%	69%	72%	70%	74%	69%	70%	74%	66%	70%
Availability of affordable quality housing	62%	54%	43%	54%	53%	57%	54%	49%	54%	54%	56%	50%	53%
Availability of affordable quality child care	63%	56%	50%	57%	59%	46%	57%	38%	59%	57%	60%	55%	58%
Availability of open space	77%	72%	68%	73%	74%	63%	73%	54%	74%	73%	78%	67%	72%
Air quality	95%	92%	92%	93%	94%	88%	93%	87%	94%	93%	92%	94%	93%
Quality of overall natural environment in Shorewood	95%	90%	89%	91%	92%	89%	91%	88%	92%	91%	94%	88%	91%
Overall image/reputation of Shorewood	91%	92%	86%	90%	90%	89%	90%	88%	90%	90%	90%	89%	90%

Percent "excellent" or "good"

Community Characteristics by Respondent Demographics

Please rate each of the following characteristics as they relate to Shorewood as a whole.	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Sense of community	62%	61%	59%	60%	66%	57%	60%	64%	59%	60%	57%	62%	64%	59%	61%
Overall appearance of Shorewood	89%	80%	83%	82%	83%	82%	82%	80%	83%	82%	83%	86%	84%	77%	82%
Variety of housing opportunities	64%	78%	59%	69%	79%	61%	69%	66%	70%	69%	59%	63%	73%	74%	69%
Ease of access to shopping opportunities	48%	66%	65%	63%	66%	61%	63%	68%	61%	63%	61%	69%	63%	58%	63%
Recreational opportunities	78%	85%	76%	81%	84%	79%	81%	77%	82%	81%	68%	79%	83%	85%	80%
Educational opportunities	74%	93%	82%	86%	93%	81%	86%	79%	88%	86%	74%	86%	87%	92%	86%
Opportunities to participate in social events and activities	52%	78%	68%	70%	79%	64%	70%	69%	71%	70%	66%	67%	78%	66%	70%
Opportunities to attend family-oriented events/activities	65%	81%	72%	76%	84%	69%	76%	76%	76%	76%	67%	80%	83%	67%	75%
Opportunities for senior/older adult activities	28%	79%	69%	69%	81%	64%	69%	69%	69%	69%	68%	70%	80%	57%	69%
Opportunities to attend Southshore Community Center activities	45%	75%	77%	73%	75%	71%	72%	78%	70%	72%	74%	73%	77%	66%	73%
Opportunities to volunteer	72%	73%	75%	74%	75%	73%	74%	75%	73%	74%	68%	73%	74%	75%	73%
Opportunities to participate in community matters	61%	73%	67%	69%	73%	66%	69%	66%	70%	69%	55%	68%	76%	66%	68%
Ease of car travel in Shorewood	93%	76%	85%	82%	81%	82%	81%	89%	79%	82%	79%	84%	85%	76%	81%
Ease of bicycle travel in Shorewood	77%	65%	67%	67%	70%	65%	67%	66%	68%	67%	66%	68%	67%	67%	67%
Ease of walking in Shorewood	64%	55%	57%	57%	53%	59%	57%	53%	58%	57%	59%	54%	55%	59%	57%
Availability of paths and walking trails	96%	63%	63%	67%	67%	67%	67%	64%	68%	67%	67%	70%	69%	61%	67%
Traffic flow on major streets	66%	72%	69%	70%	75%	66%	70%	71%	69%	70%	61%	67%	75%	71%	70%
Availability of affordable quality housing	59%	58%	46%	54%	63%	46%	54%	46%	56%	54%	39%	47%	63%	54%	53%
Availability of affordable quality child care	58%	59%	53%	57%	62%	52%	57%	40%	60%	57%	40%	41%	62%	72%	56%
Availability of open space	69%	77%	68%	73%	79%	69%	73%	72%	73%	73%	50%	73%	79%	77%	73%
Air quality	88%	96%	92%	93%	96%	92%	93%	88%	95%	93%	84%	94%	96%	94%	93%
Quality of overall natural environment in Shorewood	98%	92%	88%	91%	93%	90%	91%	89%	92%	91%	80%	94%	94%	92%	91%
Overall image/reputation of Shorewood	96%	92%	87%	90%	92%	88%	90%	87%	91%	90%	81%	93%	94%	88%	90%

Percent "excellent" or "good"

Aspects of Community Character by Respondent Demographics

To what extent do you agree or disagree, if at all, that each statement below describes the City of Shorewood?	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Shorewood is a safe community with a low crime rate	91%	94%	96%	94%	95%	87%	94%	76%	95%	94%	95%	93%	94%
Shorewood has tight-knit neighborhoods	68%	57%	55%	60%	61%	56%	60%	50%	61%	60%	64%	55%	60%
The City offers the best schools	89%	83%	82%	85%	84%	88%	85%	84%	85%	85%	85%	85%	85%
Shorewood provides and protects open space	89%	82%	76%	82%	81%	90%	82%	86%	82%	82%	85%	79%	82%

Percent "strongly" or "somewhat" agree

Aspects of Community Character by Respondent Demographics

To what extent do you agree or disagree, if at all, that each statement below describes the City of Shorewood?	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Shorewood is a safe community with a low crime rate	92%	93%	95%	94%	93%	94%	94%	94%	93%	94%	89%	93%	97%	92%	94%
Shorewood has tight-knit neighborhoods	49%	66%	56%	60%	65%	57%	61%	58%	61%	60%	55%	60%	64%	60%	61%
The City offers the best schools	87%	87%	82%	85%	92%	79%	85%	84%	85%	85%	76%	94%	83%	85%	85%
Shorewood provides and protects open space	89%	84%	78%	82%	86%	79%	82%	78%	84%	82%	79%	88%	80%	82%	83%

Percent "strongly" or "somewhat" agree

Participation in City's Spring Clean-up Drop Off Program by Respondent Demographics

In the last 12 months, have you or other household members participated in Shorewood's Spring Clean-up Drop Off program?	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
In the last 12 months, have you or other household members participated in Shorewood's Spring Clean-up Drop Off program?	31%	51%	49%	43%	45%	29%	43%	21%	45%	43%	43%	43%	43%

Percent of respondents reporting they had participated in the last 12 months

Participation in City's Spring Clean-up Drop Off Program by Respondent Demographics

In the last 12 months, have you or other household members participated in Shorewood's Spring Clean-up Drop Off program?	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
In the last 12 months, have you or other household members participated in Shorewood's Spring Clean-up Drop Off program?	28%	43%	47%	43%	39%	46%	43%	41%	44%	43%	44%	37%	48%	43%	43%

Percent of respondents reporting they had participated in the last 12 months

Community Safety by Respondent Demographics

Please rate how safe or unsafe you feel...	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
From violent crime (e.g., rape, assault, robbery)	95%	95%	95%	95%	96%	85%	95%	82%	96%	95%	92%	97%	95%
From property crimes (e.g., burglary, theft)	88%	87%	91%	89%	90%	83%	89%	80%	90%	89%	88%	90%	89%
From environmental hazards, including toxic waste	93%	91%	93%	92%	93%	91%	92%	93%	92%	92%	89%	96%	93%
In your neighborhood during the day	98%	97%	98%	97%	98%	96%	97%	96%	98%	97%	97%	98%	97%
In your neighborhood after dark	89%	93%	92%	91%	93%	80%	91%	79%	93%	91%	89%	94%	91%

Percent "very" or "somewhat" safe

Community Safety by Respondent Demographics

Please rate how safe or unsafe you feel...	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
From violent crime (e.g., rape, assault, robbery)	91%	96%	95%	95%	96%	95%	95%	95%	95%	95%	84%	96%	97%	98%	95%
From property crimes (e.g., burglary, theft)	78%	91%	90%	89%	91%	88%	89%	93%	88%	89%	81%	90%	92%	90%	89%
From environmental hazards, including toxic waste	98%	92%	91%	92%	93%	92%	92%	92%	92%	92%	85%	95%	94%	92%	93%
In your neighborhood during the day	100%	97%	98%	98%	98%	97%	98%	97%	98%	98%	94%	97%	98%	99%	97%
In your neighborhood after dark	82%	94%	92%	91%	95%	89%	91%	92%	91%	91%	82%	88%	94%	97%	92%

Percent "very" or "somewhat" safe

Community Participation by Respondent Demographics

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Shorewood?	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Used Southshore Community Center	25%	29%	37%	30%	26%	53%	30%	26%	30%	30%	33%	25%	30%
Participated in a recreation program or activity	41%	37%	30%	36%	36%	38%	36%	29%	37%	36%	41%	30%	36%
Visited a park in Shorewood	90%	88%	81%	87%	87%	87%	87%	88%	87%	87%	87%	87%	87%
Attended a meeting of local elected officials or other local public meeting	14%	26%	32%	24%	24%	23%	24%	6%	25%	24%	23%	23%	23%
Watched a meeting of local elected officials or other Shorewood-sponsored public meeting on cable television, the Internet or other media	25%	30%	37%	31%	32%	21%	31%	22%	32%	31%	26%	34%	30%
Read the Shore Report – the city newsletter	93%	95%	97%	95%	96%	87%	95%	83%	96%	95%	95%	96%	95%
Visited the Shorewood Web site (at www.ci.shorewood.mn.us)	68%	63%	50%	61%	65%	32%	61%	37%	63%	61%	61%	61%	61%
Recycled used paper, cans, bottles or cardboard from your home	94%	98%	98%	96%	98%	88%	96%	73%	99%	96%	96%	97%	97%
Volunteered your time to some group or activity in Shorewood	21%	32%	30%	28%	27%	31%	28%	19%	28%	28%	27%	27%	27%
Participated in religious or spiritual activities in Shorewood	21%	34%	35%	30%	31%	23%	30%	15%	31%	30%	26%	32%	29%
Participated in a club or civic group in Shorewood	14%	23%	20%	19%	18%	21%	19%	10%	20%	19%	21%	16%	19%
Provided help to a friend or neighbor	92%	95%	96%	94%	95%	88%	94%	77%	96%	94%	92%	96%	94%

Percent who reported having participated in the last 12 months

Community Participation by Respondent Demographics

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Shorewood?	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Used Southshore Community Center	23%	20%	45%	30%	21%	37%	30%	50%	24%	30%	43%	37%	25%	20%	30%
Participated in a recreation program or activity	39%	40%	30%	36%	52%	25%	36%	32%	37%	36%	34%	33%	39%	39%	37%
Visited a park in Shorewood	93%	94%	78%	87%	96%	81%	87%	77%	90%	87%	74%	92%	89%	88%	87%
Attended a meeting of local elected officials or other local public meeting	5%	20%	33%	24%	18%	28%	24%	36%	20%	24%	26%	26%	20%	23%	23%
Watched a meeting of local elected officials or other Shorewood-sponsored public meeting on cable television, the Internet or other media	16%	30%	36%	31%	25%	35%	31%	35%	29%	31%	32%	33%	29%	30%	31%
Read the Shore Report – the city newsletter	90%	96%	96%	95%	95%	95%	95%	97%	95%	95%	84%	98%	98%	96%	95%
Visited the Shorewood Web site (at www.ci.shorewood.mn.us)	59%	71%	49%	61%	73%	53%	61%	46%	65%	61%	33%	62%	69%	68%	61%
Recycled used paper, cans, bottles or cardboard from your home	96%	96%	97%	96%	97%	96%	96%	99%	96%	96%	92%	98%	97%	98%	96%
Volunteered your time to some group or activity in Shorewood	14%	27%	32%	27%	30%	26%	28%	31%	26%	28%	20%	31%	25%	32%	27%
Participated in religious or spiritual activities in Shorewood	10%	32%	32%	29%	36%	26%	30%	36%	28%	30%	24%	25%	35%	31%	30%
Participated in a club or civic group in Shorewood	2%	18%	26%	19%	21%	17%	19%	23%	17%	19%	18%	19%	19%	18%	19%
Provided help to a friend or neighbor	91%	95%	94%	94%	94%	94%	94%	96%	94%	94%	87%	94%	97%	94%	94%

Percent who reported having participated in the last 12 months

City Services by Respondent Demographics

Please rate the quality of each of the following services in Shorewood.	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Fire district's response to calls	100%	99%	95%	98%	97%	100%	98%	100%	97%	98%	100%	96%	98%
Fire district's education and prevention	99%	88%	87%	92%	92%	89%	92%	84%	92%	92%	97%	85%	92%
Fire district's visibility in the community	84%	87%	82%	84%	84%	86%	84%	77%	85%	84%	90%	78%	84%
Fire district services overall	98%	94%	89%	93%	93%	98%	93%	100%	93%	93%	95%	92%	93%
Police response to calls	93%	87%	90%	90%	89%	94%	90%	88%	90%	90%	91%	89%	90%
Police education and crime prevention	89%	77%	75%	80%	81%	70%	80%	64%	81%	80%	88%	70%	80%
Police visibility in the community	74%	82%	85%	80%	80%	82%	80%	67%	81%	80%	82%	78%	80%
Police services overall	89%	86%	86%	87%	86%	94%	87%	92%	87%	87%	90%	84%	87%
Ambulance or emergency medical services	93%	90%	91%	91%	91%	94%	91%	91%	91%	91%	94%	88%	91%
Animal control services	81%	61%	65%	68%	67%	72%	68%	56%	69%	68%	67%	69%	68%
Traffic enforcement	76%	67%	72%	72%	70%	81%	72%	79%	71%	72%	78%	66%	72%
Street maintenance/repair (i.e., filling potholes)	50%	37%	43%	44%	43%	47%	44%	47%	43%	44%	45%	43%	44%
Street cleaning/sweeping	63%	55%	60%	59%	59%	61%	59%	47%	60%	59%	61%	57%	59%
Street resurfacing	49%	38%	48%	45%	45%	47%	45%	39%	46%	45%	43%	48%	45%
Street lighting	46%	44%	53%	48%	47%	50%	48%	44%	48%	48%	48%	47%	48%
Street signage and street markings	73%	71%	79%	74%	74%	78%	74%	70%	75%	74%	72%	76%	74%
Snowplowing on city streets	74%	78%	79%	77%	76%	82%	77%	81%	77%	77%	77%	77%	77%
Applying salt/sand on icy streets	82%	78%	81%	81%	82%	74%	81%	75%	81%	81%	78%	84%	81%
Road condition	66%	49%	58%	58%	58%	62%	58%	68%	57%	58%	58%	58%	58%
Sidewalk/trail maintenance	85%	79%	80%	82%	81%	88%	82%	97%	80%	82%	84%	79%	82%
Storm drainage	80%	70%	68%	73%	72%	81%	73%	85%	72%	73%	73%	73%	73%
Sanitary sewer services	89%	86%	88%	88%	88%	87%	88%	87%	88%	88%	87%	88%	88%
Shorewood parks	98%	91%	92%	94%	93%	98%	94%	100%	93%	94%	94%	94%	94%
Park and recreation programs or classes	94%	85%	82%	88%	87%	89%	88%	88%	88%	88%	94%	78%	87%

Please rate the quality of each of the following services in Shorewood.	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
	Southshore Community Center program or classes	95%	84%	84%	88%	85%	97%	88%	100%	86%	88%	93%	78%
Southshore Community Center overall	95%	82%	84%	87%	87%	90%	87%	83%	88%	87%	92%	80%	87%
Building inspections	66%	57%	62%	62%	61%	67%	62%	60%	62%	62%	67%	57%	61%
Land use, planning and zoning	68%	58%	56%	60%	60%	60%	60%	53%	61%	60%	65%	57%	60%
Code enforcement (weeds, abandoned buildings, etc.)	63%	54%	56%	58%	57%	64%	58%	61%	57%	58%	53%	61%	58%
Services to seniors	93%	69%	70%	75%	74%	80%	75%	90%	74%	75%	81%	68%	76%
Services to youth	85%	77%	76%	79%	80%	77%	79%	67%	80%	79%	83%	74%	79%
Services to low-income people	56%	43%	52%	50%	53%	41%	50%	26%	55%	50%	42%	62%	51%
Public schools	99%	96%	94%	96%	96%	98%	96%	100%	96%	96%	96%	96%	96%
Cable television	37%	38%	41%	39%	39%	38%	39%	37%	39%	39%	40%	37%	39%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	71%	66%	67%	68%	68%	69%	68%	68%	68%	68%	67%	68%	68%
Preservation of natural areas such as open space and greenbelts	86%	72%	79%	79%	78%	87%	79%	91%	78%	79%	81%	76%	79%

Percent "excellent" or "good"

City Services by Respondent Demographics

Please rate the quality of each of the following services in Shorewood.	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100K to less than \$200K	More than \$200K	Overall
Fire district's response to calls	100%	98%	97%	98%	97%	98%	98%	97%	99%	98%	97%	100%	96%	98%	98%
Fire district's education and prevention	97%	93%	90%	92%	98%	88%	92%	92%	92%	92%	83%	93%	92%	94%	91%
Fire district's visibility in the community	88%	83%	84%	84%	86%	84%	84%	86%	84%	84%	85%	87%	82%	84%	84%
Fire district services overall	96%	94%	92%	94%	95%	93%	94%	89%	95%	94%	90%	97%	91%	95%	94%
Police response to calls	91%	87%	93%	90%	86%	91%	90%	91%	89%	90%	89%	91%	89%	90%	90%
Police education and crime prevention	87%	81%	78%	80%	83%	77%	80%	83%	79%	80%	71%	82%	82%	80%	80%
Police visibility in the community	85%	76%	84%	80%	75%	84%	80%	84%	79%	80%	80%	83%	79%	77%	80%
Police services overall	93%	84%	89%	87%	84%	89%	87%	90%	87%	87%	84%	92%	87%	86%	88%
Ambulance or emergency medical services	94%	87%	94%	91%	85%	94%	92%	94%	90%	91%	89%	93%	91%	90%	91%
Animal control services	91%	66%	64%	68%	70%	67%	68%	72%	66%	68%	68%	73%	64%	67%	68%
Traffic enforcement	77%	70%	73%	72%	75%	70%	72%	77%	70%	72%	71%	80%	67%	69%	71%
Street maintenance/repair (i.e., filling potholes)	50%	43%	44%	44%	45%	43%	44%	49%	42%	44%	37%	51%	46%	40%	44%
Street cleaning/sweeping	76%	56%	60%	60%	58%	60%	59%	63%	58%	60%	52%	71%	63%	48%	59%
Street resurfacing	57%	42%	46%	45%	44%	46%	45%	54%	43%	45%	37%	52%	47%	41%	45%
Street lighting	46%	47%	49%	48%	44%	51%	48%	49%	48%	48%	42%	47%	51%	45%	47%
Street signage and street markings	83%	72%	76%	75%	73%	75%	74%	80%	73%	74%	68%	80%	75%	71%	74%
Snowplowing on city streets	62%	73%	85%	77%	75%	79%	77%	85%	75%	77%	77%	79%	75%	77%	77%
Applying salt/sand on icy streets	93%	79%	79%	81%	83%	79%	81%	81%	80%	81%	69%	86%	84%	80%	81%
Road condition	73%	56%	56%	58%	58%	59%	58%	65%	57%	59%	50%	69%	55%	53%	57%
Sidewalk/trail maintenance	93%	84%	75%	82%	86%	78%	82%	75%	83%	82%	76%	81%	84%	80%	81%
Storm drainage	81%	74%	69%	73%	78%	70%	73%	73%	73%	73%	66%	75%	76%	71%	73%
Sanitary sewer services	97%	86%	86%	88%	87%	88%	88%	90%	87%	88%	79%	90%	92%	85%	88%
Shorewood parks	100%	94%	92%	94%	96%	93%	94%	92%	95%	94%	88%	95%	96%	94%	94%

Please rate the quality of each of the following services in Shorewood.	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
	Park and recreation programs or classes	100%	89%	85%	88%	90%	86%	88%	91%	87%	88%	81%	88%	89%	87%
Southshore Community Center program or classes	100%	89%	86%	88%	86%	89%	88%	88%	88%	88%	94%	89%	85%	83%	88%
Southshore Community Center overall	100%	90%	84%	88%	86%	88%	87%	90%	86%	88%	83%	91%	87%	84%	87%
Building inspections	65%	64%	60%	62%	65%	60%	62%	73%	59%	62%	53%	61%	64%	59%	60%
Land use, planning and zoning	73%	64%	55%	61%	65%	58%	60%	62%	60%	60%	42%	70%	65%	61%	62%
Code enforcement (weeds, abandoned buildings, etc.)	49%	61%	56%	58%	58%	57%	58%	56%	58%	58%	66%	59%	61%	47%	58%
Services to seniors	100%	86%	69%	76%	82%	74%	76%	71%	80%	76%	71%	74%	85%	79%	77%
Services to youth	91%	86%	69%	80%	81%	78%	79%	82%	79%	80%	63%	88%	78%	81%	79%
Services to low-income people	44%	66%	45%	52%	49%	51%	50%	63%	46%	51%	38%	52%	49%	79%	52%
Public schools	100%	98%	93%	96%	98%	95%	96%	93%	97%	96%	92%	97%	98%	95%	96%
Cable television	28%	40%	42%	39%	34%	42%	39%	51%	35%	39%	30%	52%	42%	31%	39%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65%	71%	66%	68%	69%	67%	68%	71%	67%	68%	59%	81%	63%	66%	68%
Preservation of natural areas such as open space and greenbelts	94%	78%	76%	79%	78%	80%	79%	80%	79%	79%	71%	80%	82%	77%	79%

Percent "excellent" or "good"

Overall Quality of City Services by Respondent Demographics

Overall, how would you rate the quality of services provided in the City of Shorewood?	Length of residency			Housing unit type			Rent/own			Respondent gender			
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Overall, how would you rate the quality of services provided in the City of Shorewood?	87%	77%	75%	80%	79%	83%	80%	86%	79%	80%	83%	77%	80%

Percent "excellent" or "good"

Overall Quality of City Services by Respondent Demographics

Overall, how would you rate the quality of services provided in the City of Shorewood?	Respondent age			Children 18 or under			Adults 65 or older			Household income					
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Overall, how would you rate the quality of services provided in the City of Shorewood?	84%	80%	80%	80%	82%	78%	80%	83%	79%	80%	75%	86%	79%	80%	80%

Percent "excellent" or "good"

Importance of Potential Improvements by Respondent Demographics

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential improvements is for Shorewood, knowing that the City has \$1.8 million in available funds (about half of which came from the sale of the liquor stores).	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Park improvements (i.e., updated play structures, additional shelters, lighting for tennis courts)	37%	25%	18%	27%	25%	49%	27%	46%	26%	27%	33%	22%	27%
Expand trails and walkways	60%	52%	42%	52%	52%	51%	52%	52%	51%	52%	58%	44%	52%
Expand recreational and social programs for all ages	24%	17%	21%	21%	18%	40%	21%	38%	19%	21%	27%	15%	21%
Environmental improvements (i.e., diseased trees, lake water quality)	68%	69%	65%	67%	65%	83%	67%	74%	67%	67%	73%	62%	68%
Road improvements (i.e., reconstruction, resurfacing)	76%	77%	74%	76%	74%	86%	76%	85%	75%	76%	78%	72%	75%
Municipal drinking water system improvements (i.e., expansion, additional treatment)	52%	50%	38%	47%	42%	80%	47%	72%	45%	47%	58%	35%	47%

Percent "essential" or "very important"

Importance of Potential Improvements by Respondent Demographics

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential improvements is for Shorewood, knowing that the City has \$1.8 million in available funds (about half of which came from the sale of the liquor stores).	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Park improvements (i.e., updated play structures, additional shelters, lighting for tennis courts)	40%	25%	26%	27%	36%	21%	27%	22%	29%	27%	27%	27%	31%	26%	28%
Expand trails and walkways	56%	59%	41%	52%	61%	45%	52%	38%	56%	52%	40%	54%	56%	56%	53%
Expand recreational and social programs for all ages	16%	18%	27%	21%	21%	20%	21%	27%	19%	21%	28%	26%	15%	20%	21%
Environmental improvements (i.e., diseased trees, lake water quality)	56%	68%	71%	68%	64%	70%	67%	69%	67%	67%	73%	64%	70%	67%	68%
Road improvements (i.e., reconstruction, resurfacing)	70%	76%	78%	76%	79%	73%	76%	80%	74%	76%	77%	78%	74%	74%	76%
Municipal drinking water system improvements (i.e., expansion, additional treatment)	38%	46%	51%	47%	50%	45%	47%	51%	46%	47%	54%	48%	45%	44%	47%

Percent "essential" or "very important"

Importance of Potential Park and Recreation Projects by Respondent Demographics

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential Shorewood park and recreation projects is to you or other household members.	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
	New recreational/Community Center programs	18%	17%	18%	18%	16%	31%	18%	29%	17%	18%	25%	11%
Additional basketball courts	11%	6%	9%	9%	9%	7%	9%	5%	9%	9%	10%	7%	9%
Programs for seniors and older adults	21%	25%	28%	25%	22%	47%	25%	33%	24%	25%	32%	17%	25%
New tennis courts at Badger Park	7%	7%	6%	7%	6%	13%	7%	8%	7%	7%	9%	4%	7%
Lights on tennis courts	13%	10%	13%	12%	12%	15%	12%	11%	12%	12%	14%	11%	12%
Lights on ball fields at Freeman Park	20%	19%	20%	19%	17%	37%	19%	38%	18%	19%	25%	14%	19%
Updated skate park facilities	13%	13%	15%	14%	12%	26%	14%	26%	13%	14%	18%	10%	14%

Percent "essential" or "very important"

Importance of Potential Park and Recreation Projects by Respondent Demographics

Thinking about the next 5 years, please indicate how important, if at all, each of the following potential Shorewood park and recreation projects is to you or other household members.	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
	New recreational/Community Center programs	18%	16%	21%	18%	20%	17%	18%	18%	18%	18%	26%	20%	21%	11%
Additional basketball courts	19%	8%	6%	9%	11%	7%	9%	6%	9%	9%	6%	5%	14%	8%	9%
Programs for seniors and older adults	7%	19%	37%	25%	20%	28%	25%	36%	21%	25%	42%	29%	20%	18%	25%
New tennis courts at Badger Park	5%	7%	7%	7%	8%	6%	7%	8%	6%	7%	7%	7%	8%	6%	7%
Lights on tennis courts	13%	13%	10%	12%	15%	10%	12%	10%	13%	12%	10%	12%	13%	15%	13%
Lights on ball fields at Freeman Park	30%	18%	18%	19%	24%	16%	19%	16%	20%	19%	30%	21%	16%	19%	20%
Updated skate park facilities	15%	13%	14%	14%	17%	12%	14%	15%	13%	14%	24%	15%	11%	13%	14%

Percent "essential" or "very important"

Level of Support for City Initiatives by Respondent Demographics

To what extent do you support or oppose each of the following in Shorewood?	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Having a single trash hauler contracted by the City, rather than multiple haulers	60%	45%	44%	50%	48%	67%	50%	72%	48%	50%	58%	41%	49%
Providing organic material collection (yard and food waste)	87%	79%	79%	82%	81%	90%	82%	95%	81%	82%	86%	77%	82%
Increasing recycling options for residents	93%	89%	85%	89%	89%	93%	89%	96%	89%	89%	93%	86%	89%
Encouraging more community gardening (i.e., growing, harvesting and distributing produce, flowers, etc.)	79%	80%	75%	78%	76%	89%	78%	80%	78%	78%	86%	69%	78%
Increasing environmental education and public awareness programs	77%	75%	75%	76%	74%	85%	76%	79%	75%	76%	84%	68%	76%

Percent "strongly" or "somewhat" support

Level of Support for City Initiatives by Respondent Demographics

To what extent do you support or oppose each of the following in Shorewood?	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Having a single trash hauler contracted by the City, rather than multiple haulers	52%	47%	54%	50%	52%	48%	50%	49%	50%	50%	58%	49%	48%	52%	51%
Providing organic material collection (yard and food waste)	98%	83%	76%	82%	84%	81%	82%	79%	83%	82%	81%	83%	84%	83%	83%
Increasing recycling options for residents	93%	90%	87%	89%	91%	88%	89%	82%	91%	89%	90%	84%	91%	93%	90%
Encouraging more community gardening (i.e., growing, harvesting and distributing produce, flowers, etc.)	82%	77%	78%	78%	79%	78%	78%	78%	78%	78%	83%	77%	78%	76%	78%
Increasing environmental education and public awareness programs	73%	74%	79%	76%	77%	75%	76%	79%	75%	76%	80%	77%	80%	69%	76%

Percent "strongly" or "somewhat" support

Government Performance by Respondent Demographics

Please rate the following categories of Shorewood government performance.	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
The value of services for the taxes paid to Shorewood	59%	60%	50%	56%	55%	67%	56%	55%	56%	56%	67%	46%	57%
Opportunities to participate in City government decisions	63%	68%	56%	62%	62%	63%	62%	56%	63%	62%	68%	56%	62%
Shorewood's elected officials' consideration of what people like me think	58%	56%	46%	53%	52%	55%	53%	47%	53%	53%	60%	46%	53%
Running Shorewood's local government in the best interest of residents	66%	62%	51%	59%	59%	63%	59%	51%	60%	59%	63%	57%	60%
Shorewood's government as an example of how best to provide services	61%	52%	49%	54%	53%	55%	54%	44%	54%	54%	62%	46%	54%
The overall direction Shorewood is taking	81%	63%	58%	67%	67%	72%	67%	76%	67%	67%	75%	60%	67%

Percent "excellent" or "good"

Government Performance by Respondent Demographics

Please rate the following categories of Shorewood government performance.	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
The value of services for the taxes paid to Shorewood	38%	59%	59%	57%	58%	55%	56%	58%	56%	56%	55%	57%	58%	55%	57%
Opportunities to participate in City government decisions	62%	64%	61%	62%	63%	62%	62%	65%	61%	62%	51%	72%	62%	64%	63%
Shorewood's elected officials' consideration of what people like me think	31%	56%	54%	53%	56%	51%	53%	56%	52%	53%	44%	55%	55%	55%	53%
Running Shorewood's local government in the best interest of residents	47%	65%	57%	60%	66%	55%	59%	61%	59%	60%	43%	68%	66%	59%	61%
Shorewood's government as an example of how best to provide services	34%	59%	52%	54%	58%	51%	54%	57%	53%	54%	44%	59%	59%	55%	55%
The overall direction Shorewood is taking	78%	72%	61%	68%	75%	63%	67%	68%	67%	68%	60%	76%	73%	61%	69%

Percent "excellent" or "good"

City Administration Performance by Respondent Demographics

Please rate the following categories of performance of the City of Shorewood Administration.	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
Response to resident complaints and concerns	78%	57%	55%	63%	62%	67%	63%	77%	62%	63%	67%	58%	62%
Public meetings about City plans	69%	72%	66%	69%	69%	71%	69%	55%	70%	69%	73%	64%	69%
Transparency and accountability	61%	55%	56%	57%	56%	65%	57%	73%	56%	57%	63%	51%	57%
Information about City plans and programs	62%	63%	61%	62%	63%	58%	62%	38%	64%	62%	67%	58%	62%
Quality of the City's Web site (www.ci.shorewood.mn.us)	77%	81%	73%	78%	77%	82%	78%	83%	77%	78%	78%	77%	77%
Online services available on the City's Web site	72%	72%	62%	70%	68%	80%	70%	88%	68%	70%	74%	66%	70%

Percent "excellent" or "good"

City Administration Performance by Respondent Demographics

Please rate the following categories of performance of the City of Shorewood Administration.	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
Response to resident complaints and concerns	58%	65%	61%	63%	68%	59%	63%	60%	64%	63%	56%	65%	69%	60%	63%
Public meetings about City plans	61%	73%	67%	69%	73%	68%	69%	73%	68%	69%	55%	71%	77%	69%	70%
Transparency and accountability	66%	58%	56%	58%	58%	57%	57%	62%	56%	57%	53%	64%	62%	54%	59%
Information about City plans and programs	66%	61%	64%	63%	59%	64%	62%	70%	59%	62%	50%	69%	64%	64%	63%
Quality of the City's Web site (www.ci.shorewood.mn.us)	82%	77%	77%	78%	79%	77%	78%	83%	77%	78%	65%	81%	82%	73%	78%
Online services available on the City's Web site	60%	71%	73%	70%	74%	66%	70%	68%	70%	70%	56%	72%	73%	66%	70%

Percent "excellent" or "good"

Level of Awareness about City Issues and Operations by Respondent Demographics

How informed or not informed do you consider yourself to be about local government issues and operations of the City of Shorewood?	Length of residency				Housing unit type			Rent/own			Respondent gender		
	10 years or less	11-20 years	More than 20 years	Overall	Detached	Attached	Overall	Rent	Own	Overall	Female	Male	Overall
How informed or not informed do you consider yourself to be about local government issues and operations of the City of Shorewood?	31%	49%	49%	43%	44%	37%	43%	21%	45%	43%	41%	44%	42%

Percent "very" or "moderately" informed

Level of Awareness about City Issues and Operations by Respondent Demographics

How informed or not informed do you consider yourself to be about local government issues and operations of the City of Shorewood?	Respondent age				Children 18 or under			Adults 65 or older			Household income				
	18 to 34 years	35 to 54 years	55 years or older	Overall	Yes	No	Overall	Yes	No	Overall	Less than \$50K	\$50K to less than \$100K	\$100k to less than \$200K	More than \$200K	Overall
How informed or not informed do you consider yourself to be about local government issues and operations of the City of Shorewood?	14%	40%	53%	42%	35%	47%	43%	49%	40%	43%	40%	43%	41%	44%	42%

Percent "very" or "moderately" informed

Appendix D: Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the National benchmark comparisons provided for the City of Shorewood followed by the 2010 population according to the U.S. Census. Listed at the end of this section are the jurisdictions included in the small city benchmark comparisons (populations under 10,000).

Jurisdictions Included in National Benchmark Comparisons

Abilene, KS.....	6,844	Blacksburg, VA.....	42,620
Airway Heights, WA.....	6,114	Bloomfield, NM.....	8,112
Alamogordo, NM.....	30,403	Bloomington, IL.....	76,610
Albany, GA.....	77,434	Blue Ash, OH.....	12,114
Albany, OR.....	50,158	Blue Earth, MN.....	3,353
Albemarle County, VA.....	98,970	Blue Springs, MO.....	52,575
Alpharetta, GA.....	57,551	Boise, ID.....	205,671
Ames, IA.....	58,965	Borough of Ebensburg, PA.....	3,351
Andover, MA.....	8,762	Botetourt County, VA.....	33,148
Ankeny, IA.....	45,582	Boulder County, CO.....	294,567
Ann Arbor, MI.....	113,934	Boulder, CO.....	97,385
Apple Valley, CA.....	69,135	Bowling Green, KY.....	58,067
Arapahoe County, CO.....	572,003	Bozeman, MT.....	37,280
Archuleta County, CO.....	12,084	Branson, MO.....	10,520
Arkansas City, KS.....	12,415	Brea, CA.....	39,282
Arlington County, VA.....	207,627	Breckenridge, CO.....	4,540
Arvada, CO.....	106,433	Brevard County, FL.....	543,376
Asheville, NC.....	83,393	Brisbane, CA.....	4,282
Ashland, OR.....	20,078	Broken Arrow, OK.....	98,850
Ashland, VA.....	7,225	Brookline, NH.....	4,991
Aspen, CO.....	6,658	Bryan, TX.....	76,201
Auburn, AL.....	53,380	Burlingame, CA.....	28,806
Auburn, WA.....	70,180	Burlington, MA.....	24,498
Aurora, CO.....	325,078	Cabarrus County, NC.....	178,011
Austin, TX.....	790,390	Calgary, Canada.....	1,230,248
Avondale, AZ.....	76,238	Cambridge, MA.....	105,162
Baltimore County, MD.....	805,029	Canandaigua, NY.....	10,545
Baltimore, MD.....	620,961	Cape Coral, FL.....	154,305
Barnstable, MA.....	215,888	Carlsbad, CA.....	105,328
Batavia, IL.....	26,045	Carson City, NV.....	55,274
Battle Creek, MI.....	52,347	Cartersville, GA.....	19,731
Bedford, MA.....	13,320	Carver County, MN.....	91,042
Beekman, NY.....	14,000	Cary, NC.....	135,234
Belleair Beach, FL.....	1,560	Casa Grande, AZ.....	48,571
Bellevue, WA.....	122,363	Cedar Creek, NE.....	390
Bellingham, WA.....	80,885	Cedar Falls, IA.....	39,260
Beltrami County, MN.....	44,442	Cedar Rapids, IA.....	126,326
Benbrook, TX.....	21,234	Centennial, CO.....	100,377
Bend, OR.....	76,639	Centralia, IL.....	13,032
Benicia, CA.....	26,997	Chambersburg, PA.....	20,268
Bettendorf, IA.....	33,217	Chandler, AZ.....	236,123
Billings, MT.....	104,170	Chanhassen, MN.....	22,952

Charlotte County, FL.....	159,978	Denver, CO.....	600,158
Charlotte, NC.....	731,424	Des Moines, IA.....	203,433
Chesapeake, VA.....	222,209	Destin, FL.....	12,305
Chesterfield County, VA.....	316,236	Dewey-Humboldt, AZ.....	3,894
Cheyenne, WY.....	59,466	District of Saanich, Victoria, Canada.....	108,265
Chittenden County, VT.....	156,545	Dorchester County, MD.....	32,618
Chula Vista, CA.....	243,916	Dover, DE.....	36,047
Clark County, WA.....	425,363	Dover, NH.....	29,987
Clay County, MO.....	221,939	Dublin, CA.....	46,036
Clayton, MO.....	15,939	Dublin, OH.....	41,751
Clear Creek County, CO.....	9,088	Duluth, MN.....	86,265
Clearwater, FL.....	107,685	Duncanville, TX.....	38,524
Cococino County, AZ.....	134,421	Durango, CO.....	16,887
Colleyville, TX.....	22,807	East Providence, RI.....	47,037
Collier County, FL.....	321,520	Eau Claire, WI.....	65,883
Collinsville, IL.....	25,579	Edmond, OK.....	81,405
Colorado Springs, CO.....	416,427	Edmonton, Canada.....	782,439
Columbus, WI.....	4,991	El Cerrito, CA.....	23,549
Commerce City, CO.....	45,913	El Paso, TX.....	649,121
Concord, CA.....	122,067	Elk Grove, CA.....	153,015
Concord, MA.....	17,668	Ellisville, MO.....	9,133
Concord, NC.....	79,066	Elmhurst, IL.....	44,121
Conyers, GA.....	15,195	Englewood, CO.....	30,255
Cookeville, TN.....	30,435	Ephrata Borough, PA.....	13,394
Cooper City, FL.....	28,547	Escambia County, FL.....	297,619
Coral Springs, FL.....	121,096	Escanaba, MI.....	12,616
Coronado, CA.....	18,912	Estes Park, CO.....	5,858
Corpus Christi, TX.....	305,215	Eugene, OR.....	156,185
Corvallis, OR.....	54,462	Eustis, FL.....	18,558
Corvallis, OR.....	54,462	Evanston, IL.....	74,486
Coventry, CT.....	2,990	Fairway, KS.....	3,882
Craig, CO.....	9,464	Farmington Hills, MI.....	79,740
Cranberry Township, PA.....	16,066	Farmington, NM.....	45,877
Crested Butte, CO.....	1,487	Farmington, UT.....	18,275
Crystal Lake, IL.....	40,743	Fayetteville, AR.....	73,580
Cumberland County, PA.....	235,406	Federal Way, WA.....	89,306
Cupertino, CA.....	58,302	Fishers, IN.....	76,794
Dakota County, MN.....	398,552	Flagstaff, AZ.....	65,870
Dallas, TX.....	1,197,816	Florence, AZ.....	25,536
Dania Beach, FL.....	29,639	Flower Mound, TX.....	64,669
Davenport, IA.....	99,685	Flushing, MI.....	8,389
Davidson, NC.....	10,944	Forest Grove, OR.....	21,083
Daviess County, KY.....	96,656	Fort Collins, CO.....	143,986
Davis, CA.....	65,622	Fort Worth, TX.....	741,206
Daytona Beach, FL.....	61,005	Fredericksburg, VA.....	24,286
De Pere, WI.....	23,800	Freeport, IL.....	25,638
Decatur, GA.....	19,335	Fridley, MN.....	27,208
DeKalb, IL.....	43,862	Fruita, CO.....	12,646
Del Mar, CA.....	4,161	Gainesville, FL.....	124,354
Delaware, OH.....	34,753	Gaithersburg, MD.....	59,933
Delray Beach, FL.....	60,522	Galt, CA.....	23,647
Denton, TX.....	113,383	Garden City, KS.....	26,658

Gardner, KS.....	19,123	Jupiter, FL.....	55,156
Geneva, NY.....	13,261	Kalamazoo, MI.....	74,262
Georgetown, CO.....	1,034	Kamloops, Canada.....	86,376
Georgetown, TX.....	47,400	Kannapolis, NC.....	42,625
Gig Harbor, WA.....	7,126	Keizer, OR.....	36,478
Gilbert, AZ.....	208,453	Kelowna, Canada.....	106,707
Gillette, WY.....	29,087	Kettering, OH.....	56,163
Gladstone, MI.....	4,973	Kirkland, WA.....	48,787
Goodyear, AZ.....	65,275	Kissimmee, FL.....	59,682
Grand County, CO.....	14,843	Kitsap County, WA.....	251,133
Grand Island, NE.....	48,520	Kutztown Borough, PA.....	5,012
Grand Prairie, TX.....	175,396	La Mesa, CA.....	57,065
Green Valley, AZ.....	21,391	La Plata, MD.....	8,753
Greenwood Village, CO.....	13,925	La Vista, NE.....	15,758
Greer, SC.....	25,515	Laguna Beach, CA.....	22,723
Guelph, Ontario, Canada.....	114,943	Lakewood, CO.....	142,980
Gulf Shores, AL.....	9,741	Lane County, OR.....	351,715
Gunnison County, CO.....	15,324	Laramie, WY.....	30,816
Gurnee, IL.....	31,295	Larimer County, CO.....	299,630
Hampton, VA.....	137,436	Lawrence, KS.....	87,643
Hanover County, VA.....	99,863	League City, TX.....	83,560
Harrisonville, MO.....	10,019	Lebanon, NH.....	13,151
Hartford, CT.....	124,775	Lebanon, OH.....	20,033
Henderson, NV.....	257,729	Lee County, FL.....	618,754
Hermiston, OR.....	16,745	Lee's Summit, MO.....	91,364
Herndon, VA.....	23,292	Lexington, VA.....	7,042
High Point, NC.....	104,371	Liberty, MO.....	29,149
Highland Park, IL.....	29,763	Lincolnwood, IL.....	12,590
Highlands Ranch, CO.....	96,713	Little Rock, AR.....	193,524
Hillsborough County, FL.....	1,229,226	Livermore, CA.....	80,968
Hillsborough, NC.....	6,087	Lodi, CA.....	62,134
Honolulu, HI.....	953,207	Lone Tree, CO.....	10,218
Hopewell, VA.....	22,591	Long Beach, CA.....	462,257
Hoquiam, WA.....	8,726	Longmont, CO.....	86,270
Hot Sulphur Springs, CO.....	663	Los Alamos County, NM.....	17,950
Houston, TX.....	2,099,451	Louisville, CO.....	18,376
Howell, MI.....	9,489	Loveland, CO.....	66,859
Hudson, CO.....	2,356	Lower Providence Township, PA.....	25,436
Hurst, TX.....	37,337	Lyme, NH.....	1,716
Hutchinson, MN.....	14,178	Lynchburg, VA.....	75,568
Hutto, TX.....	14,698	Lynnwood, WA.....	35,836
Indian Trail, NC.....	33,518	Lynwood, CA.....	69,772
Indianola, IA.....	14,782	Lyons, IL.....	10,729
Irving, TX.....	216,290	Madison, WI.....	233,209
Jackson County, MI.....	160,248	Maple Grove, MN.....	61,567
Jackson County, OR.....	203,206	Maple Valley, WA.....	22,684
James City County, VA.....	67,009	Marana, AZ.....	34,961
Jefferson City, MO.....	43,079	Maricopa County, AZ.....	3,817,117
Jefferson County, CO.....	534,543	Marion, IA.....	33,309
Jerome, ID.....	10,890	Maryland Heights, MO.....	27,472
Johnson County, KS.....	544,179	Maryville, MO.....	11,972
Joplin, MO.....	50,150	Mayer, MN.....	1,749

McAllen, TX.....	129,877	Oak Park, IL.....	51,878
McDonough, GA	22,084	Oak Ridge, TN	29,330
McKinney, TX	131,117	Oakland Park, FL	41,363
McMinnville, OR	32,187	Oakland Township, MI.....	16,779
Mecklenburg County, NC.....	919,628	Oakville, Canada	165,613
Medford, OR	74,907	Ocala, FL.....	56,315
Medina, MN.....	4,892	Ocean City, MD.....	7,102
Menlo Park, CA	32,026	Ogdensburg, NY.....	11,128
Meridian Charter Township, MI	39,688	Oklahoma City, OK.....	579,999
Meridian, ID	75,092	Olathe, KS	125,872
Merriam, KS.....	11,003	Oldsmar, FL.....	13,591
Merrill, WI.....	9,661	Olmsted County, MN	144,248
Mesa County, CO	146,723	Olympia, WA.....	46,478
Mesa, AZ	439,041	Orange Village, OH.....	3,323
Miami Beach, FL.....	87,779	Oshkosh, WI.....	66,083
Midland, MI	41,863	Ottawa County, MI	263,801
Milton, GA.....	32,661	Overland Park, KS	173,372
Minneapolis, MN	382,578	Oviedo, FL	33,342
Mission Viejo, CA	93,305	Palatine, IL	68,557
Mission, KS.....	9,323	Palm Bay, FL.....	103,190
Missoula, MT	66,788	Palm Beach County, FL	1,320,134
Montgomery County, MD.....	971,777	Palm Beach Gardens, FL	48,452
Montgomery County, VA.....	94,392	Palm Coast, FL.....	75,180
Montpelier, VT.....	7,855	Palm Springs, CA	44,552
Montrose, CO	19,132	Palo Alto, CA	64,403
Mooresville, NC	32,711	Panama City, FL.....	36,484
Morgantown, WV	29,660	Park City, UT	7,558
Morristown, TN	29,137	Park Ridge, IL	37,480
Moscow, ID.....	23,800	Parker, CO.....	45,297
Mountain View, CA.....	74,066	Pasadena, TX.....	149,043
Mountlake Terrace, WA.....	19,909	Pasco County, FL.....	464,697
Multnomah County, OR.....	735,334	Pasco, WA	59,781
Munster, IN.....	23,603	Peachtree City, GA.....	34,364
Muscatine, IA.....	22,886	Peoria County, IL.....	186,494
Naperville, IL.....	141,853	Peoria, AZ.....	154,065
Nashville, TN	601,222	Peters Township, PA	21,213
Needham, MA.....	28,886	Petoskey, MI	5,670
New Orleans, LA	343,829	Philadelphia, PA	1,526,006
New York City, NY	8,175,133	Phoenix, AZ.....	1,445,632
Newport Beach, CA.....	85,186	Pinal County, AZ.....	375,770
Newport News, VA	180,719	Pinellas County, FL.....	916,542
Newport, RI.....	24,672	Pinellas Park, FL	49,079
Noblesville, IN.....	51,969	Pitkin County, CO.....	17,148
Normal, IL	52,497	Plano, TX.....	259,841
Norman, OK	110,925	Platte City, MO	4,691
North Branch, MN	10,125	Pocatello, ID.....	54,255
North Las Vegas, NV	216,961	Port Huron, MI.....	30,184
North Palm Beach, FL	12,015	Port Orange, FL	56,048
Northglenn, CO.....	35,789	Port St. Lucie, FL	164,603
Novi, MI	55,224	Portland, OR	583,776
O'Fallon, IL	28,281	Post Falls, ID.....	27,574
O'Fallon, MO.....	79,329	Poway, CA.....	47,811

Prescott Valley, AZ.....	38,822	Scottsdale, AZ.....	217,385
Prince William County, VA.....	402,002	Sedona, AZ.....	10,031
Provo, UT.....	112,488	Seminole, FL.....	17,233
Pueblo, CO.....	106,595	Shenandoah, TX.....	2,134
Purcellville, VA.....	7,727	Sherman, IL.....	4,148
Queen Creek, AZ.....	26,361	Shorewood, IL.....	15,615
Radford, VA.....	16,408	Shorewood, MN.....	7,307
Rancho Cordova, CA.....	64,776	Shrewsbury, MA.....	35,608
Rapid City, SD.....	67,956	Sioux Falls, SD.....	153,888
Raymore, MO.....	19,206	Skokie, IL.....	64,784
Redmond, WA.....	54,144	Smyrna, GA.....	51,271
Rehoboth Beach, DE.....	1,327	Snellville, GA.....	18,242
Reno, NV.....	225,221	Snoqualmie, WA.....	10,670
Renton, WA.....	90,927	South Daytona, FL.....	12,252
Richmond Heights, MO.....	8,603	South Haven, MI.....	4,403
Richmond, CA.....	103,701	South Lake Tahoe, CA.....	21,403
Rio Rancho, NM.....	87,521	South Portland, ME.....	25,002
Riverdale, UT.....	8,426	Southlake, TX.....	26,575
Riverside, IL.....	8,875	Sparks, NV.....	90,264
Riverside, MO.....	2,937	Spokane Valley, WA.....	89,755
Roanoke, VA.....	97,032	Spotsylvania County, VA.....	122,397
Rochester, MI.....	12,711	Springboro, OH.....	17,409
Rock Hill, SC.....	66,154	Springfield, OR.....	59,403
Rockford Park District, IL.....	152,871	Springville, UT.....	29,466
Rockville, MD.....	61,209	St. Cloud, FL.....	35,183
Roeland Park, KS.....	6,731	St. Louis County, MN.....	200,226
Rolla, MO.....	19,559	Stafford County, VA.....	128,961
Roswell, GA.....	88,346	Starkville, MS.....	23,888
Round Rock, TX.....	99,887	State College, PA.....	42,034
Rowlett, TX.....	56,199	Steamboat Springs, CO.....	12,088
Saco, ME.....	18,482	Sterling, CO.....	14,777
Salida, CO.....	5,236	Stillwater, OK.....	45,688
Salina, KS.....	47,707	Stockton, CA.....	291,707
Salt Lake City, UT.....	186,440	Suamico, WI.....	11,346
San Diego, CA.....	1,307,402	Sugar Grove, IL.....	8,997
San Francisco, CA.....	805,235	Sugar Land, TX.....	78,817
San Jose, CA.....	945,942	Summit County, CO.....	27,994
San Juan County, NM.....	130,044	Sunnyvale, CA.....	140,081
San Luis Obispo County, CA.....	269,637	Surprise, AZ.....	117,517
San Marcos, TX.....	44,894	Suwanee, GA.....	15,355
San Rafael, CA.....	57,713	Tacoma, WA.....	198,397
Sandusky, OH.....	25,793	Takoma Park, MD.....	16,715
Sandy Springs, GA.....	93,853	Tallahassee, FL.....	181,376
Sandy, UT.....	87,461	Temecula, CA.....	100,097
Sanford, FL.....	53,570	Tempe, AZ.....	161,719
Santa Barbara County, CA.....	423,895	Temple, TX.....	66,102
Santa Monica, CA.....	89,736	Teton County, WY.....	21,294
Sarasota, FL.....	51,917	The Colony, TX.....	36,328
Sault Sainte Marie, MI.....	14,144	Thornton, CO.....	118,772
Savannah, GA.....	136,286	Thousand Oaks, CA.....	126,683
Scarborough, ME.....	4,403	Thunder Bay, Canada.....	122,907
Scott County, MN.....	129,928	Titusville, FL.....	43,761

Tomball, TX.....	10,753	West Richland, WA.....	11,811
Tualatin, OR.....	26,054	Westlake, TX.....	992
Tulsa, OK.....	391,906	Westminster, CO.....	106,114
Tuskegee, AL.....	9,865	Wheat Ridge, CO.....	30,166
Twin Falls, ID.....	44,125	White House, TN.....	10,255
Upper Arlington, OH.....	33,771	Whitehorse, Canada.....	26,418
Upper Merion Township, PA.....	28,395	Whitewater Township, MI.....	202
Urbandale, IA.....	39,463	Wichita, KS.....	382,368
Valdez, AK.....	3,976	Williamsburg, VA.....	14,068
Vancouver, WA.....	161,791	Wilmington, IL.....	5,724
Vestavia Hills, AL.....	34,033	Wilmington, NC.....	106,476
Victoria, Canada.....	78,057	Wind Point, WI.....	1,723
Village of Howard City, MI.....	1,808	Windsor, CO.....	18,644
Virginia Beach, VA.....	437,994	Windsor, CT.....	28,237
Visalia, CA.....	124,442	Winnipeg, Canada.....	694,668
Volusia County, FL.....	494,593	Winston-Salem, NC.....	229,617
Wahpeton, ND.....	7,766	Winter Garden, FL.....	34,568
Wake Forest, NC.....	30,117	Winter Park, FL.....	27,852
Walnut Creek, CA.....	64,173	Woodbury, MN.....	61,961
Walton County, FL.....	55,043	Woodland, WA.....	5,509
Washington City, UT.....	18,761	Woodridge, IL.....	32,971
Washington County, MN.....	238,136	Worcester, MA.....	181,045
Washoe County, NV.....	421,407	Yellowknife, Canada.....	18,700
Wausau, WI.....	39,106	York County, VA.....	65,464
Wentzville, MO.....	29,070	Yuma County, AZ.....	195,751
West Des Moines, IA.....	56,609	Yuma, AZ.....	93,064

Jurisdictions Included in Small City Benchmark Comparisons

Abilene, KS.....	6,844
Airway Heights, WA.....	6,114
Andover, MA.....	8,762
Ashland, VA.....	7,225
Aspen, CO.....	6,658
Belleair Beach, FL.....	1,560
Bloomfield, NM.....	8,112
Blue Earth, MN.....	3,353
Borough of Ebensburg, PA.....	3,351
Breckenridge, CO.....	4,540
Brisbane, CA.....	4,282
Cedar Creek, NE.....	390
Clear Creek County, CO.....	9,088
Columbus, WI.....	4,991
Coventry, CT.....	2,990
Craig, CO.....	9,464
Crested Butte, CO.....	1,487
Del Mar, CA.....	4,161
Dewey-Humboldt, AZ.....	3,894
Ellisville, MO.....	9,133
Estes Park, CO.....	5,858
Fairway, KS.....	3,882

Flushing, MI	8,389
Georgetown, CO	1,034
Gig Harbor, WA.....	7,126
Gladstone, MI	4,973
Gulf Shores, AL.....	9,741
Hillsborough, NC.....	6,087
Hoquiam, WA.....	8,726
Hot Sulphur Springs, CO	663
Howell, MI	9,489
Hudson, CO.....	2,356
Kutztown Borough, PA.....	5,012
La Plata, MD.....	8,753
Lexington, VA.....	7,042
Mayer, MN.....	1,749
Medina, MN.....	4,892
Merrill, WI.....	9,661
Mission, KS.....	9,323
Montpelier, VT.....	7,855
Ocean City, MD.....	7,102
Orange Village, OH.....	3,323
Park City, UT	7,558
Petoskey, MI	5,670
Platte City, MO	4,691
Purcellville, VA	7,727
Rehoboth Beach, DE	1,327
Richmond Heights, MO.....	8,603
Riverdale, UT	8,426
Riverside, IL.....	8,875
Riverside, MO	2,937
Roeland Park, KS.....	6,731
Salida, CO.....	5,236
Scarborough, ME	4,403
Shenandoah, TX.....	2,134
Sherman, IL.....	4,148
Shorewood, MN.....	7,307
South Haven, MI	4,403
Sugar Grove, IL.....	8,997
Tuskegee, AL.....	9,865
Valdez, AK.....	3,976
Village of Howard City, MI	1,808
Wahpeton, ND	7,766
Westlake, TX	992
Wilmington, IL	5,724
Wind Point, WI.....	1,723
Woodland, WA	5,509

Appendix E: Survey Methodology

Developing the Questionnaire

General citizen surveys, such as this one, ask recipients for their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The citizen survey instrument for Shorewood was developed through an iterative process that started with Shorewood staff reviewing sample surveys provided by NRC from other jurisdictions. Relevant questions from the sample surveys were selected and a list of topics and ideas for new questions was generated. New questions were created, all questions were prioritized and an optimal composition of topics and questions were selected. Through this iterative process between City staff and NRC staff, a final five-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the city boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample; addresses exactly on the boundary can be included or excluded. While households immediately outside city limits may not receive all of the same services (or at least the same level) as residents, any survey recipients just outside the boundaries who chooses to participate are within a “sphere of influence” of the City and likely utilize Shorewood services and amenities and can provide valuable feedback.

A random selection was made of the remaining addresses to create a mailing list of 1,330 addresses. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units. Due to some unique geographic and street-naming features of Shorewood, approximately 130 sampled households were sufficiently outside of Shorewood’s boundaries to not be considered part of the study (and therefore were not sent all three of the mailings).

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Survey Administration and Response

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the Shorewood survey was sent.

Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the mayor enlisting participation. The packet also contained a postage-paid return

envelope in which the survey recipients could return the completed questionnaire to NRC. A reminder letter and survey, scheduled to arrive one week after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey.

The mailings were sent in October 2011 and completed surveys were collected over the following six weeks. About 2% of the 1,330 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,307 households, 613 completed the survey, providing a response rate of 47%. This is an excellent response rate; average response rates for a mailed resident survey range from 25% to 40%.

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within plus or minus four percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence level for the survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise. For each subgroup from the survey, the margin of error rises to as much as plus or minus 14% for a sample size of 50 to plus or minus 5% for 400 completed surveys.

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and the 2005-2009 American Community Survey (ACS) estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age and housing unit type. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the figure on the following page.

Shorewood, MN 2011 Resident Survey Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	9%	4%	9%
Own home	91%	96%	91%
Detached unit ²	87%	83%	87%
Attached unit ²	13%	17%	13%
Sex and Age			
Female	51%	59%	52%
Male	49%	41%	48%
18-34 years of age	15%	5%	13%
35-54 years of age	46%	39%	47%
55+ years of age	39%	56%	40%
Females 18-34	7%	4%	7%
Females 35-54	24%	24%	25%
Females 55+	19%	31%	20%
Males 18-34	8%	1%	5%
Males 35-54	22%	15%	23%
Males 55+	19%	25%	20%

¹ Source: 2010 Census

² American Community Survey 2005-2009

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*.

Also included are results by respondent characteristics (*Appendix C: Responses to Select Survey Questions Compared by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

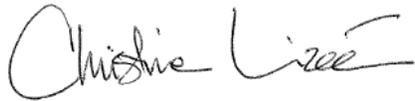
Appendix F: Survey Materials

A copy of the survey materials appear on the following pages.

Dear Shorewood Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Shorewood. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

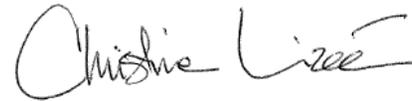


Christine Lizée
Mayor

Dear Shorewood Resident,

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Sincerely,

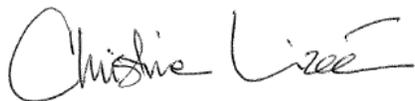


Christine Lizée
Mayor

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Sincerely,

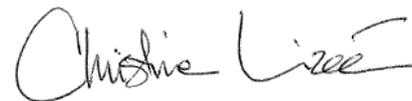


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Sincerely,



Christine Lizée
Mayor



City of Shorewood
5755 Country Club Road
Shorewood, MN 55331

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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5755 Country Club Road
Shorewood, MN 55331

Presorted
First Class Mail
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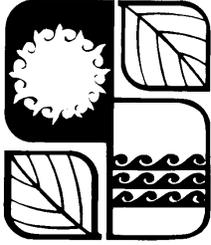
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Boulder, CO
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CITY OF SHOREWOOD

5755 Country Club Road • Shorewood, Minnesota 55331 • 952-960-7900
Fax: 952-474-0128 • www.ci.shorewood.mn.us • cityhall@ci.shorewood.mn.us

Dear Shorewood Resident:

The City of Shorewood wants to know what you think about your community and local government. That is why you have been randomly selected to participate in the City of Shorewood 2011 Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your answers will help the City government make decisions that affect your community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a scientifically reliable sample of Shorewood residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at the following Web address:
www.n-r-c.com/survey/shorewood.htm (please be sure to type the address exactly as it appears).

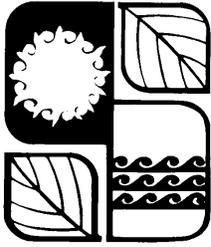
Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about this survey, please contact Julie Moore at 952-960-7906.

Thank you for your help and participation.

Sincerely,

A handwritten signature in black ink that reads "Christine Lizée". The signature is written in a cursive, flowing style.

Christine Lizée
Mayor



CITY OF SHOREWOOD

5755 Country Club Road • Shorewood, Minnesota 55331 • 952-960-7900
Fax: 952-474-0128 • www.ci.shorewood.mn.us • cityhall@ci.shorewood.mn.us

Dear Shorewood Resident:

About one week ago we sent you this survey that asks for your opinion about the City of Shorewood. If you have already completed the survey and returned it, we thank you and ask you to disregard this letter. **Do not complete the survey a second time.** If you haven't had a chance to get to the survey, please complete it now. We are very interested in obtaining your input.

Please take a few minutes to fill out the enclosed survey. Your answers will help the City government make decisions that affect your community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a scientifically reliable sample of Shorewood residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

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www.n-r-c.com/survey/shorewood.htm (please be sure to type the address exactly as it appears).

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Thank you for your help and participation.

Sincerely,

A handwritten signature in black ink that reads "Christine Lizée". The signature is written in a cursive, flowing style.

Christine Lizée
Mayor

The City of Shorewood 2011 Resident Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Shorewood.

	Excellent	Good	Fair	Poor	Don't know
Shorewood as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Shorewood as a place to raise children	1	2	3	4	5
Shorewood as a place to retire	1	2	3	4	5
The overall quality of life in Shorewood	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Shorewood as a whole.

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Overall appearance of Shorewood	1	2	3	4	5
Variety of housing opportunities	1	2	3	4	5
Ease of access to shopping opportunities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend family-oriented events/activities	1	2	3	4	5
Opportunities for senior/older adult activities	1	2	3	4	5
Opportunities to attend Southshore Community Center activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Shorewood	1	2	3	4	5
Ease of bicycle travel in Shorewood	1	2	3	4	5
Ease of walking in Shorewood	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of open space	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Shorewood	1	2	3	4	5
Overall image/reputation of Shorewood	1	2	3	4	5

3. To what extent do you agree or disagree, if at all, that each statement below describes the City of Shorewood?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Shorewood is a safe community with a low crime rate	1	2	3	4	5	6
Shorewood has tight-knit neighborhoods	1	2	3	4	5	6
The City offers the best schools	1	2	3	4	5	6
Shorewood provides and protects open space	1	2	3	4	5	6

4. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
- Several times a week
- Several times a month
- Less than several times a month

5. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Shorewood?

- Not a problem Minor problem Moderate problem Major problem Don't know

6. In the last 12 months, have you or other household members participated in Shorewood's Spring Clean-up Drop Off program?

- Yes → Go to question 7 No → Go to question 8 Don't know → Go to question 8

7. If you HAVE used the Spring Clean-up Drop Off program, please rate each of the following aspects.

	Excellent	Good	Fair	Poor	Don't know
Ease of use	1	2	3	4	5
Cost of disposing of items.....	1	2	3	4	5
Convenience of drop-off site location	1	2	3	4	5

8. Please rate how safe or unsafe you feel...

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
From violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
From property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
From environmental hazards, including toxic waste	1	2	3	4	5	6
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- Yes → Go to question 10 No → Go to question 11 Don't know → Go to question 11

10. If yes, was this crime (these crimes) reported to the police?

- Yes No Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Shorewood?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Southshore Community Center	1	2	3	4	5
Participated in a recreation program or activity.....	1	2	3	4	5
Visited a park in Shorewood	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other Shorewood-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read the Shore Report – the city newsletter	1	2	3	4	5
Visited the Shorewood Web site (at www.ci.shorewood.mn.us).....	1	2	3	4	5
Recycled used paper, cans, bottles or cardboard from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Shorewood.....	1	2	3	4	5
Participated in religious or spiritual activities in Shorewood	1	2	3	4	5
Participated in a club or civic group in Shorewood	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. Please select which of the following programs or activities, if any, you or other household members have participated in over the last 12 months. (Please select all that apply.)

- | | | | |
|---|---|--|--|
| <input type="radio"/> Oktoberfest | <input type="radio"/> Kayaking | <input type="radio"/> Skateboarding Camp | <input type="radio"/> MCE Summer Rec Program |
| <input type="radio"/> Art/Paint Classes | <input type="radio"/> Safety Camp | <input type="radio"/> Music in the Park | <input type="radio"/> All of these |
| <input type="radio"/> Garden Fair | <input type="radio"/> Tennis at Badger | <input type="radio"/> Movie in the Park | <input type="radio"/> None of these |
| <input type="radio"/> Free Fridays in Freeman | <input type="radio"/> Youth Cooking Classes | <input type="radio"/> Arctic Fever | |

13. Please select which of the following Shorewood recreational facilities, if any, you or other household members have used over the last 12 months. (Please select all that apply.)

- | | | | |
|--|--|--|--|
| <input type="radio"/> Playground equipment | <input type="radio"/> Tennis court | <input type="radio"/> Paths / trails | <input type="radio"/> Ice skating area |
| <input type="radio"/> Picnic tables / grills | <input type="radio"/> Volleyball court | <input type="radio"/> Multi-use building | <input type="radio"/> All of these |
| <input type="radio"/> Picnic shelter | <input type="radio"/> Baseball field | <input type="radio"/> Warming house | <input type="radio"/> None of these |

The City of Shorewood 2011 Resident Survey

14. Please rate the quality of each of the following services in Shorewood.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Fire district's response to calls.....	1	2	3	4	5
Fire district's education and prevention.....	1	2	3	4	5
Fire district's visibility in the community.....	1	2	3	4	5
Fire district services overall.....	1	2	3	4	5
Police response to calls.....	1	2	3	4	5
Police education and crime prevention.....	1	2	3	4	5
Police visibility in the community.....	1	2	3	4	5
Police services overall.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Animal control services.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street maintenance/repair (i.e., filling potholes).....	1	2	3	4	5
Street cleaning/sweeping.....	1	2	3	4	5
Street resurfacing.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Street signage and street markings.....	1	2	3	4	5
Snowplowing on city streets.....	1	2	3	4	5
Applying salt/sand on icy streets.....	1	2	3	4	5
Road condition.....	1	2	3	4	5
Sidewalk/trail maintenance.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sanitary sewer services.....	1	2	3	4	5
Shorewood parks.....	1	2	3	4	5
Park and recreation programs or classes.....	1	2	3	4	5
Southshore Community Center program or classes.....	1	2	3	4	5
Southshore Community Center overall.....	1	2	3	4	5
Building inspections.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people.....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space and greenbelts.....	1	2	3	4	5

15. Overall, how would you rate the quality of services provided in the City of Shorewood?

- Excellent
 Good
 Fair
 Poor
 Don't know

16. Is your water supplied by the City?

- Yes → Go to question 17
 No → Go to question 18
 Don't know → Go to question 19

17. If you HAVE municipal water, please rate each of the following aspects.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Quality (e.g., taste of water).....	1	2	3	4	5
Dependability of service.....	1	2	3	4	5
Cost.....	1	2	3	4	5

18. If you DO NOT have municipal water, please indicate why not. (Please select all that apply.)

- No connection available
 Some other reason
 Too expensive to connect
 Don't know
 Concerned about city water quality

19. Thinking about the next 5 years, please indicate how important, if at all, each of the following potential improvements is for Shorewood, knowing that the City has \$1.8 million in available funds (about half of which came from the sale of the liquor stores).

	Essential	Very important	Somewhat important	Not at all important	Don't know
Park improvements (i.e., updated play structures, additional shelters, lighting for tennis courts).....	1	2	3	4	5
Expand trails and walkways.....	1	2	3	4	5
Expand recreational and social programs for all ages	1	2	3	4	5
Environmental improvements (i.e., diseased trees, lake water quality)	1	2	3	4	5
Road improvements (i.e., reconstruction, resurfacing).....	1	2	3	4	5
Municipal drinking water system improvements (i.e., expansion, additional treatment) ..	1	2	3	4	5

20. Thinking about the next 5 years, please indicate how important, if at all, each of the following potential Shorewood park and recreation projects is to you or other household members.

	Essential	Very important	Somewhat important	Not at all important	Don't know
New recreational/Community Center programs.....	1	2	3	4	5
Additional basketball courts.....	1	2	3	4	5
Programs for seniors and older adults.....	1	2	3	4	5
New tennis courts at Badger Park	1	2	3	4	5
Lights on tennis courts.....	1	2	3	4	5
Lights on ball fields at Freeman Park.....	1	2	3	4	5
Updated skate park facilities	1	2	3	4	5

21. To what extent do you support or oppose each of the following in Shorewood?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Having a single trash hauler contracted by the City, rather than multiple haulers	1	2	3	4	5
Providing organic material collection (yard and food waste).....	1	2	3	4	5
Increasing recycling options for residents	1	2	3	4	5
Encouraging more community gardening (i.e., growing, harvesting and distributing produce, flowers, etc.)	1	2	3	4	5
Increasing environmental education and public awareness programs	1	2	3	4	5

22. Have you had any in-person or phone contact with an employee of the City of Shorewood within the past 12 months?

- Yes → Go to question 23 No → Go to question 24

23. What was your impression of the employee(s) of the City of Shorewood in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Follow-up.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Timeliness	1	2	3	4	5
Overall impression.....	1	2	3	4	5

24. Please rate the following categories of Shorewood government performance.

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Shorewood	1	2	3	4	5
Opportunities to participate in City government decisions.....	1	2	3	4	5
Shorewood's elected officials' consideration of what people like me think	1	2	3	4	5
Running Shorewood's local government in the best interest of residents	1	2	3	4	5
Shorewood's government as an example of how best to provide services	1	2	3	4	5
The overall direction Shorewood is taking	1	2	3	4	5

The City of Shorewood 2011 Resident Survey

25. Please rate the following categories of performance of the City of Shorewood Administration.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Response to resident complaints and concerns	1	2	3	4	5
Public meetings about City plans.....	1	2	3	4	5
Transparency and accountability.....	1	2	3	4	5
Information about City plans and programs.....	1	2	3	4	5
Quality of the City's Web site (www.ci.shorewood.mn.us).....	1	2	3	4	5
Online services available on the City's Web site	1	2	3	4	5

26. How informed or not informed do you consider yourself to be about local government issues and operations of the City of Shorewood?

- Very informed
 Moderately informed
 Slightly informed
 Not well informed

27. Do you have access to the Internet at home?

- Yes → Go to question 28
 No → Go to question 29

28. Please indicate whether you have Internet access through each of the following. (Please select all that apply.)

- DSL
 Cable modem
 Satellite
 Dial-up
 Cell phone/PDA
 Other
 None of these
 Don't know

29. How frequently, if ever, do you use the following sources to gain information about the City of Shorewood?

	<u>Always</u>	<u>Frequently</u>	<u>Sometimes</u>	<u>Never</u>
The City's Web site (www.ci.shorewood.mn.us).....	1	2	3	4
Shore Report newsletter.....	1	2	3	4
<i>Sun Sailor</i> newspaper	1	2	3	4
<i>The Laker</i> newspaper.....	1	2	3	4
<i>Excelsior Bay Times</i> newspaper	1	2	3	4
Local Cable Government Access Stations (channels 8, 12, 20, or 21).....	1	2	3	4
Lake Minnetonka Communications Commission Web site (www.lmcc-tv.org).....	1	2	3	4
Word of mouth	1	2	3	4
Email messages.....	1	2	3	4
Social networking sites (i.e., Facebook, MySpace, Twitter, etc.).....	1	2	3	4

30. Do you have any additional comments or suggestions that you would like to make regarding the City of Shorewood and/or the City government's services and performance?

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Shorewood?

- Less than 2 years
 11-20 years
 2-5 years
 More than 20 years
 6-10 years

D2. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Other

D3. Do you rent or own your home?

- Rent
 Own

D4. Do any children 18 or under live in your household?

- Yes
 No

D5. Are you or any other members of your household aged 65 or older?

- Yes
 No

D6. In which category is your age?

- 18-24 years
 45-54 years
 75 years or older
 25-34 years
 55-64 years
 35-44 years
 65-74 years

D7. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$150,000 to \$199,999
 \$25,000 to \$49,999
 \$200,000 to \$249,999
 \$50,000 to \$99,999
 \$250,000 to \$299,999
 \$100,000 to \$149,999
 \$300,000 or more

D8. What is your gender?

- Female
 Male

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:

**National Research Center, Inc.,
 PO Box 549
 Belle Mead, NJ 08502**