



Village of Shorewood: Resident Survey 2008

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Executive Summary

This report presents the results of a mail survey of Village of Shorewood residents authorized by the Shorewood Village Board. The purpose of this survey was to provide the Village Board with resident perceptions and opinions about services, and current and future initiatives. This information will serve as a guide to assist Village officials as they establish policies for the type and level of services to be provided.

The survey was designed in collaboration between members of the Shorewood Village Board and the Center of Urban Initiatives and Research (CUIR) at the University of Wisconsin-Milwaukee. CUIR administered the survey, analyzed the data, and reported the results. The survey consisted of seventeen items.

The survey was sent in late April 2008 to all residential households in the Village of Shorewood through the FMS Magnacraft mailing service. A total of 6,713 surveys were mailed via Bulk Mail. A total of 1,566 completed surveys were returned, corresponding to a response rate of 23.3%. This executive summary presents key findings from the full report.

Survey Respondent Demographics

Survey respondents were asked a variety of questions about their household characteristics. Almost half (49%) have lived in Shorewood for 16 years or more. The average household size is 2.33 people per household. Nineteen percent of all households were retired. Over 80% own their own home, and the majority (64%) lives in single-family homes. Compared with Census 2000 findings – and similar to 2003 results – the respondents tended to have higher household incomes than the average Shorewood resident.

Opinions about Property Taxes, User Fees, and Special Assessments

Survey participants answered three questions about the current state of property taxes, user fees, and special assessments.

A majority of residents (60%) wish to maintain the current level of village services, keeping any increase in property taxes at no more than the rate of inflation. Over two-thirds of the respondents do not oppose a tax increase in order to *maintain* or *expand* services. Differences were found between homeowners and renters; homeowners are more likely to prefer service reductions than renters.

Regarding the relationship between property taxes and user fees, the most frequently chosen taxing option (35%) was using a combination of property taxes and user fees, and both homeowners and renters agreed in preferring the combination option most. No significant differences exist between homeowners and renters.

When considering funding options for alley resurfacing, most residents (38%) still prefer using only property taxes for alley reconstruction, not special assessments. However, major differences in preferences were found between those who live adjacent to an alley and those who do not. Those who do not live adjacent to an alley were more likely to want special assessments for alley resurfacing.

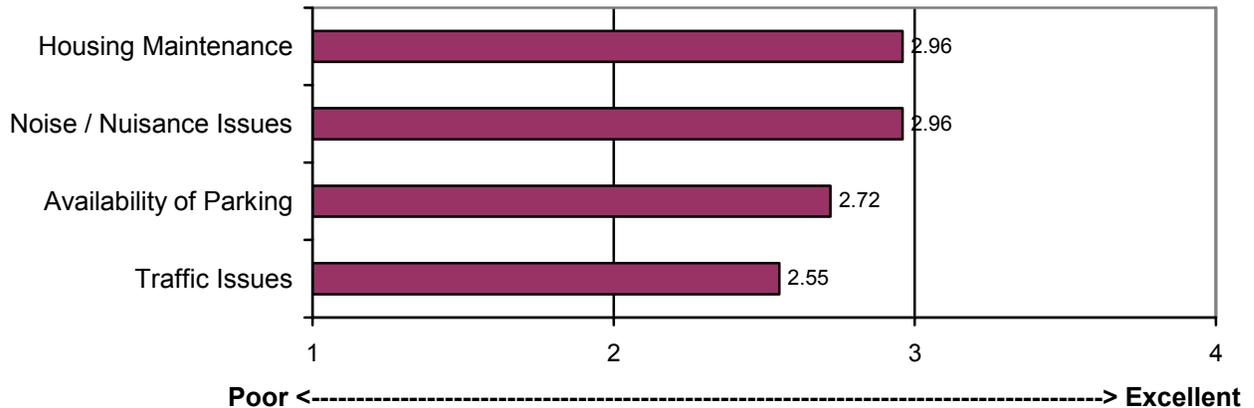
Perceptions about Neighborhood Conditions and Initiatives

Survey respondents answered several questions about their perceptions regarding neighborhood conditions, village initiatives, service sharing opportunities, and the use and importance of environmentally-friendly products and services.

Respondents were asked to share their perceptions about a variety of neighborhood conditions over the past few years. They were asked to rate the availability of parking, housing maintenance, noise/nuisance

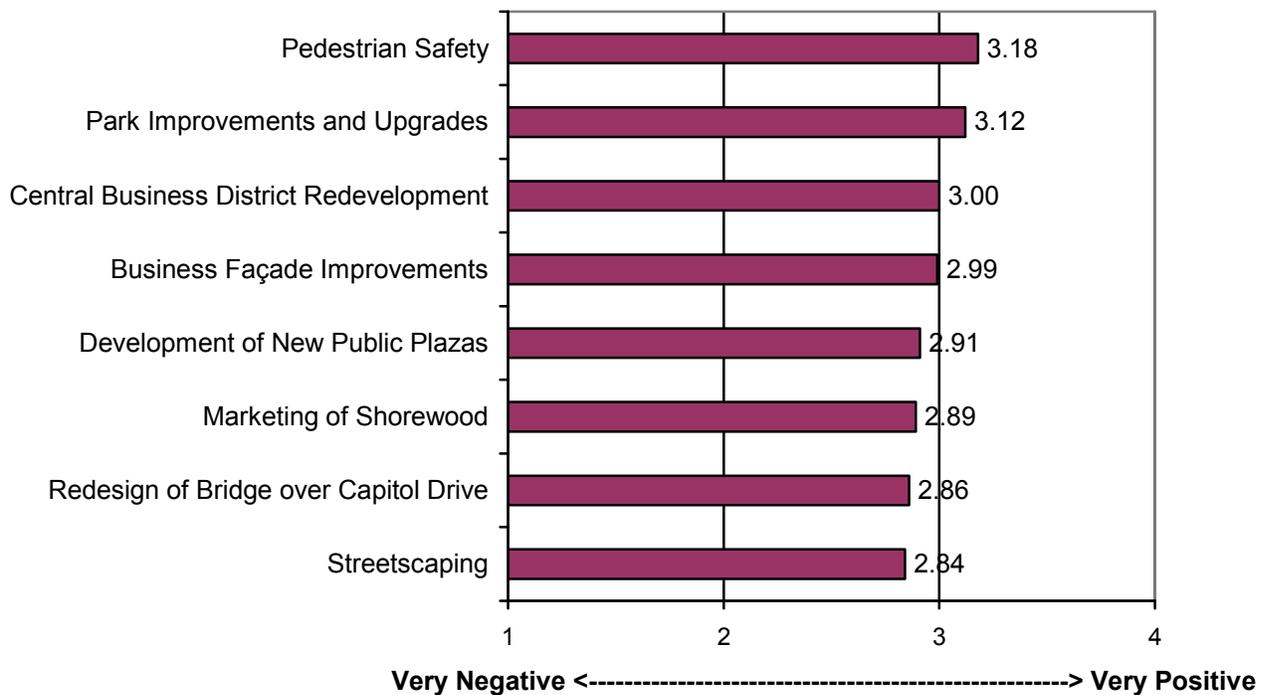
issues, and traffic issues on a four-point scale (poor, fair, good, or excellent); no opinion responses were also allowed. Survey respondents, on average, gave housing maintenance and noise/nuisance issues a rating of 2.96, availability of parking had a 2.72 rating, and traffic issues were given a rating of 2.55. On average, homeowners tended to give higher ratings for each neighborhood condition than renters. Over one-third of all respondents to this question (38.7%) mentioned traffic issues as requiring the most attention. See Figure A for relative comparisons.

Figure A. Perceptions about Neighborhood Conditions



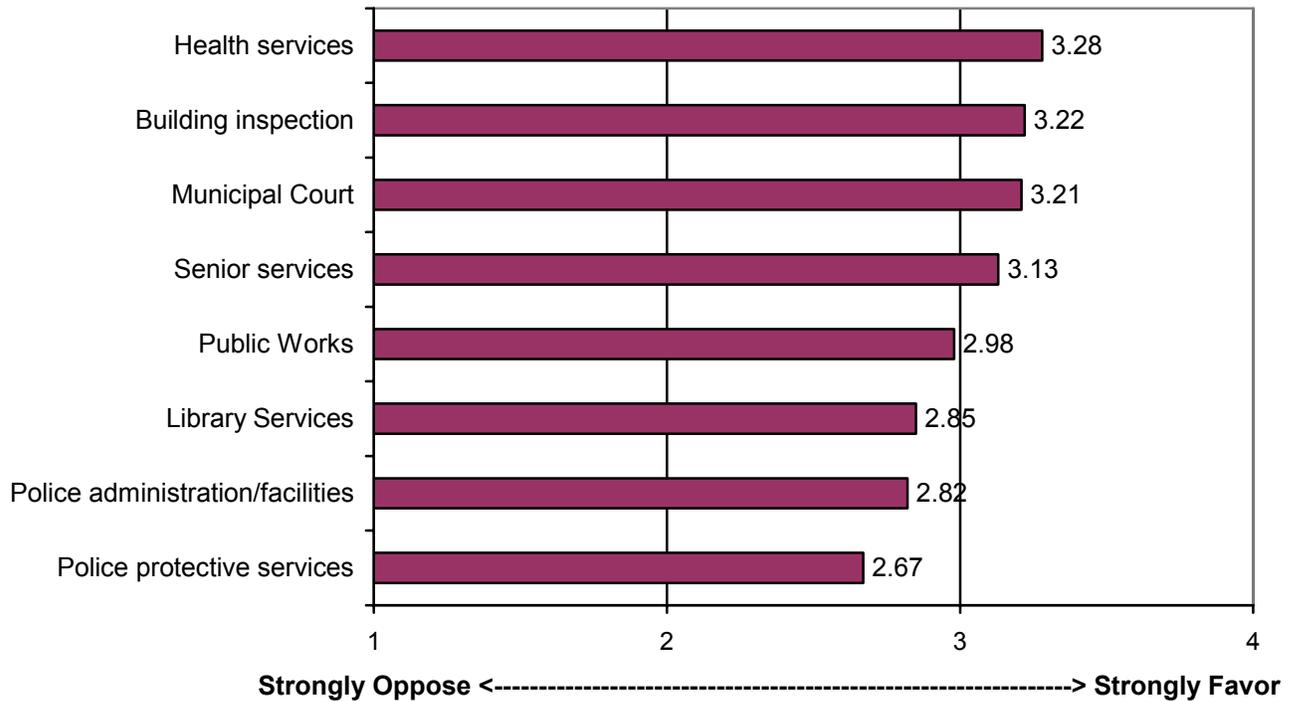
Survey participants were asked to rate their perceptions of a variety of Village initiatives. Pedestrian safety was the highest rated Shorewood initiative with an average score of 3.18 out of 4. The lowest rated initiative was streetscaping with a mean score of 2.84. See Figure B below.

Figure B. Perceptions about Village of Shorewood Initiatives



The survey asked respondents to identify whether they were in favor of or opposed to the Village exploring a variety of opportunities for service sharing. The analysis reveals that respondents are most in favor of exploring service sharing for health services (36% strongly favor) and building inspection (35% strongly favor). The least favored service sharing opportunity was police protective services (23% strongly favor). Figure C shows the mean scores for each area for service sharing.

Figure C. Support for Exploring Service Sharing Opportunities



Survey respondents were last asked about the use and importance of environmentally-friendly products and services. Seventy-two percent of respondents chose either “strongly favor” or “favor,” while 20% chose “oppose” or “strongly oppose.” Eight percent did not have an opinion.

Regarding the importance of using such products and services, seventy-nine percent of respondents felt that using environmentally-friendly services and products was very important or somewhat important.

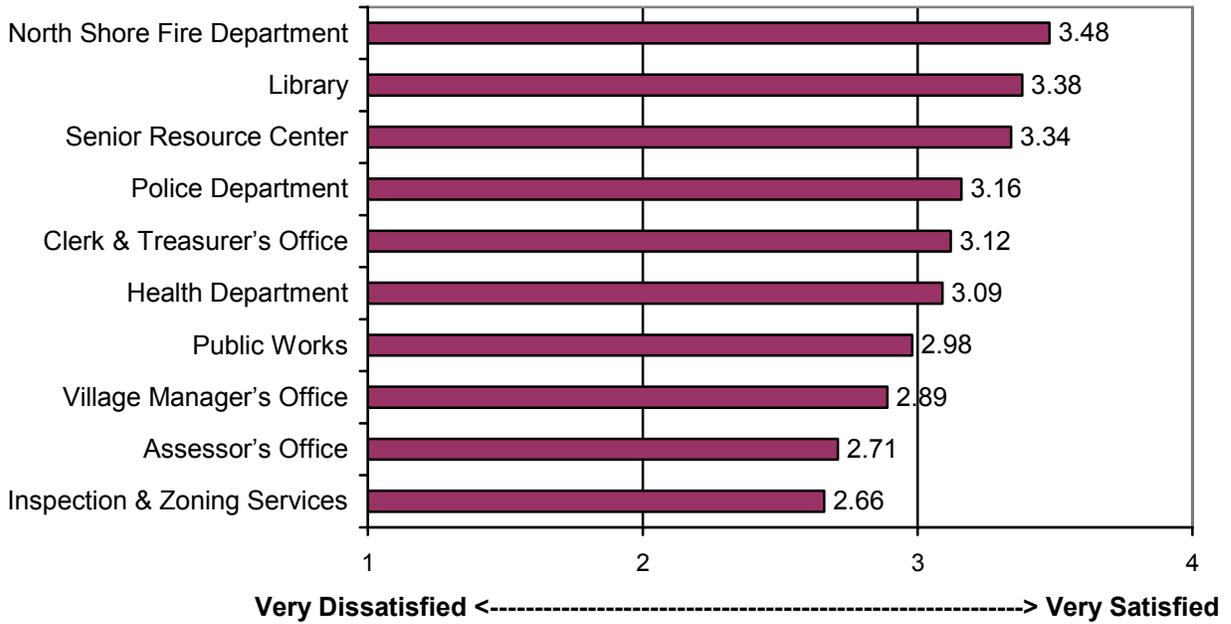
Comparing results from the two questions, it appears that there is slightly less support for using environmentally-friendly services and products than there is belief in the importance of using these services and products.

Satisfaction with Shorewood Customer Service and Service Delivery

Two questions were asked about customer service and service delivery. Respondents were asked to rate their satisfaction with a variety of departments and services along a four-point scale.

Regarding customer service, on average, the North Shore Fire Department received the highest ratings (3.48 out of 4), while Inspection & Zoning Services received the lowest (2.66). Figure D on the following page shows the mean scores for satisfaction for the various departments.

Figure D. Customer Service Ratings for Various Departments



Regarding services delivered, Emergency Medical Services (EMS) and library services received the highest satisfaction average scores, while street and alley maintenance received the lowest scores.

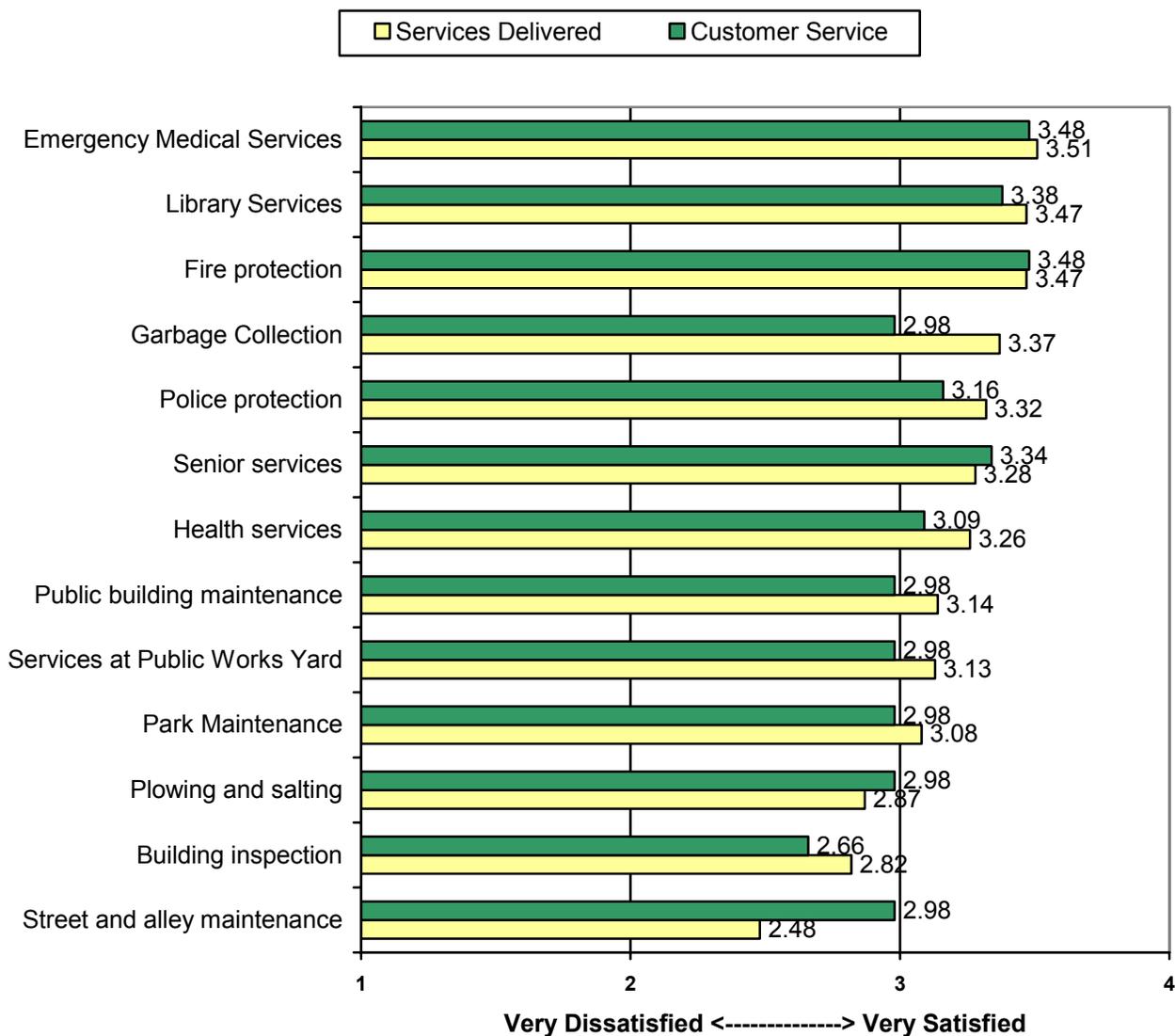
Figure E. Satisfaction with Village Services



To compare satisfaction scores between customer service (i.e., *how one was treated*) with services delivered (i.e., *what service was received*), departments were linked with the service(s) they provide.

Survey respondents were found on average to have higher levels of satisfaction for service delivery than for customer service. In other words, on average, survey respondents are more satisfied with the actual service offered than the interactions with staff. This is especially the case with garbage collection. The level of satisfaction with garbage collection (3.37) is significantly higher than with Public Works customer service (2.98). Conversely, we found that respondents were more satisfied with Public Works customer service (2.98) than they were with street and alley maintenance services (2.48). See Figure F.

Figure F. Comparison of Customer Service and Services Delivered Satisfaction



Public Communication

Survey participants were asked how valuable a variety of sources of information are personally in receiving Village communications. The Quarterly *Village Bulletin* had the highest percentage of “very valuable” responses (50%), while the *Milwaukee Journal Sentinel* newspaper had the highest percentage of “not at all valuable” responses (37%).

Full Report

Introduction

This report presents the results of a mail survey of Village of Shorewood residents that was authorized by the Shorewood Village Board. The purpose of this survey was to provide the Village Board with resident perceptions and opinions about services, and current and future initiatives. This information will serve as a guide to assist Village officials as they establish policies for the type and level of services to be provided.

The survey was designed in collaboration between members of the Shorewood Village Board and the Center of Urban Initiatives and Research (CUIR) at the University of Wisconsin-Milwaukee. CUIR administered the survey, analyzed the data, and reported the results. The survey consisted of seventeen items, and only analyses of closed-ended questions were conducted and reported. (See Appendix A for a copy of the questionnaire).

The survey was sent in late April 2008 to all residential households in the Village of Shorewood through the FMS Magnacraft mailing service. A total of 6,713 surveys were mailed via Bulk Mail. A total of 1,566 completed surveys were returned by the May 23, 2008, closing date, corresponding to a response rate of 23.3%.

A full summary of all results by question can be found in Appendix B.

Survey Respondent Demographics

Survey respondents were asked several questions about their household characteristics, including residence, number of children and adults, income, employment status, and housing status. The following sections summarize the findings.

Residency. Respondents were asked how long they have been a resident of the Village of Shorewood. Almost half (49%) of the survey respondents have lived in Shorewood for 16 years or more, while only 4% have been a resident for less than one year (see Table 1).

Table 1. Length of Residency	
Category	Percentage¹
Less than 1 year	4%
1 – 5 years	20%
6 – 15 years	27%
16 or more years	49%

Children & Adults per Household. Survey respondents were asked how many adults and children under the age of 18 live in their household. Table 2 displays the average number of children and adults per household, as well as the minimum and maximum number reported (range). Across all households, there is an average of 1.78 adults and 0.55 children in each household. Thus, the average household size is 2.33 people per household. Thirty percent of survey respondents indicated one or more child in their household.

Table 2. Number of Children & Adults per Household				
Household Characteristic	Average	Median	Minimum	Maximum
Number of Adults in Household	1.78	2	1	4
Number of Children in Household	0.55	0	0	6

Employment Status. Survey participants were asked how many adult members of their household are employed, not employed, or retired. Table 3 below reveals the average number of adults in each household that are employed, not employed, or retired. Fifty-seven percent of all households have all adults that are employed. Thirteen percent of all households described by survey respondents have one or more adult that is not employed. Lastly, 19% of all households were retired, in which all adults reported in the household were retired, whether the number of adults is one or two (and in one case: three).

¹ Percentages for most tables are rounded to the nearest whole number so that totals do not always equal 100%; some tables may total 99% or 101%.

Table 3. Employment Status of Adults per Household				
Employment Status	Average	Median	Minimum	Maximum
Adults Employed	1.26	1	0	4
Adults Not Employed	0.15	0	0	3
Adults Retired	0.36	0	0	3

Housing Characteristics. There were two survey items related to housing: ownership status and type of housing.

Ownership Status

Survey respondents were asked whether they own their residence or if they rent. A vast majority – more than four of five respondents (81%) – reported ownership of their residence.

Type of Housing

Respondents were asked in which kind of housing they currently reside. Almost two-thirds of all respondents (64%) live in single-family housing, and 19% live in duplexes. Table 4 reveals the complete findings.

Table 4. Housing Type	
Category	Percentage
Single-family home	64%
Duplex	19%
Apartment Building (3 or more units)	10%
Condominium	8%

Household Income. Survey participants were also asked to categorize their annual household income before taxes. The seven categories and their percentages are listed in Table 5 below. Most respondents reported annual income in the \$100,000 to \$149,999 income range (23%), while the fewest reported the lowest income range, less than \$25,000 (8%).

Table 5. Household Income	
Income Category	Percentage
Less than \$25,000	8%
\$25,000 to \$49,999	14%
\$50,000 to \$74,999	17%
\$75,000 to \$99,999	15%
\$100,000 to \$149,999	23%
\$150,000 to \$199,999	11%
Over \$200,000	12%

Characteristics of Survey Respondents. Table 6 provides a summary of the characteristics detailed above along with comparison figures from a similar 2003 survey and 2000 Census figures.

The table shows that the survey respondents should not be construed as a representative sample of Shorewood's population. In particular, homeowners and higher income households are over-represented among survey respondents than the households found in the Village of Shorewood. However, it may be interesting to note that income measures are not standardized, so it is entirely possible that both survey respondent and Shorewood resident populations are becoming increasingly wealthier, especially compared with 2000 Census figures.

Table 6. Characteristics of Survey Respondents and Village of Shorewood Populations

Characteristic	Survey Respondents (2008)	Survey Respondents (2003)	2000 Census
Average Length of Residency	- ²	16.9 years	-
Average Household Size	2.3	2.5	2.1
Households with Children	30%	32%	26%
Retired Households	19%	17%	-
Owners	81%	80%	48%
Housing Type			
<i>Single Family</i>	64%	62%	-
<i>Duplex</i>	19%	19%	-
<i>Condominium</i>	8%	7%	-
<i>Apartment Complex</i>	10%	-	-
Household Income			
<i>Less than \$25,000</i>	8%	9%	24%
<i>\$25,000 to \$49,999</i>	14%	21%	28%
<i>\$50,000 to \$74,999</i>	17%	21%	19%
<i>\$75,000 to \$99,999</i>	15%	16%	11%
<i>\$100,000 to \$149,999</i>	23%	22%	10%
<i>\$150,000 to \$199,999</i>	11%	5%	3%
<i>Over \$200,000</i>	12%	7%	5%

² Table 1 shows that 49% of survey respondents have resided in Shorewood for 16 or more years.

Opinions about Property Taxes, User Fees, and Special Assessments

Respondents were given background information to keep in mind when answering three questions about village revenues and services:

Although the Village of Shorewood collects your property taxes, the village portion of your property tax bill comprises only about 26% of your total bill. The remainder of your property taxes goes to the Shorewood School District, Milwaukee County, Milwaukee Area Technical College, Metropolitan Milwaukee Sewerage District, and the State of Wisconsin.

Property Taxes and Village Services. The survey explained that the Village Board is attempting to determine whether it is more important to maintain the current level of Village services or to minimize an increase in property taxes. It continued with an explanation about how maintaining the current level of services may require increased expenditures due to factors such as inflation and cost increases. Survey respondents were asked to pick a hypothetical option they would prefer, considering the level of services and the possible effects on property taxes.

As shown in Table 7 below, the most popular option (60%) is to maintain services, keeping any increase in property taxes at no more than the rate of inflation. Over two-thirds of the respondents do not oppose a tax increase in order to maintain or expand services.

Table 7. Opinions about Property Taxes and Village Services			
Option	Overall	Owners	Renters
Expand services, which will require an increase in property taxes more than the rate of inflation.	9%	9%	9%
Maintain services, keeping any increase in property taxes at no more than the rate of inflation.	60%	60%	60%
Reduce services as needed to maintain current property taxes.	17%	18%	13%
Reduce as many services as needed to reduce property taxes.	12%	13%	6%
No opinion.	3%	1%	13%

Table 7 also exhibits some differences between homeowners and renters. Similar percentages of homeowners and renters chose the first two options. However, regarding the third and fourth options, a greater share of homeowners (31%) prefers service reductions than renters (18%). Crosstab analysis also reveals that homeowners are much more likely to support service reductions than renters.³

The results found in Table 7 differ from the results of the 2003 survey, which found that “84 percent of respondents indicated that they are open in principle to some reductions in services.” However, it should be noted that changing fiscal situations and different question wording makes exact comparison impossible. For example, the 2003 survey included the option “Maintain current level of services, increase property taxes by 7.5%.”

³ Crosstab was calculated without “no opinion” responses. Both Pearson’s chi-square and gamma (0.214) coefficients were found to be statistically significant ($p < 0.01$).

Property Taxes and User Fees. Survey respondents were informed that service costs can be paid through property taxes, user fees/charges, or a combination of both. In addition, establishing new or raising existing user fees could be used to offset property tax increases, although only property taxes are deductible from state and federal income taxes. Survey respondents were asked to choose the option they preferred most. Table 8 displays the results.

Table 8. Opinions on Property Taxes and User Fees			
Option	Overall	Owners	Renters
Increase property taxes; do not increase user fees and charges.	27%	27%	25%
Use a combination of increased property taxes and increased user fees and charges.	35%	36%	33%
Increase user fees and charges; do not increase property taxes.	32%	33%	25%
No opinion.	6%	4%	17%

Overall, the most frequently chosen option (35%) was using a combination of property taxes and user fees, and both homeowners and renters agreed in preferring the combination option most. No significant differences exist between homeowners and renters. Furthermore, the findings are consistent with 2003 survey results in which the combination option was most popular.

Property Taxes and Special Assessments. The survey explained that the Village currently pays for all alley resurfacing with property taxes so that all property owners share in the costs. Many communities use “special assessments” for alley resurfacing, where property owners adjacent to the alley being resurfaced are charged for some or all of the costs. Property taxes are tax deductible while special assessments are not. Survey respondents were thus asked to choose which option they prefer. Table 9 shows that most residents (38%) still prefer using only property taxes for alley reconstruction.⁴

Table 9. Opinions on Property Taxes and Special Assessments for Alley Resurfacing Projects			
Option	Overall	Live Adjacent to Alley?	
		Yes	No
Use only general property taxes for alley resurfacing; do not use special assessments.	38%	66%	24%
Use a combination of general property taxes and special assessments for alley resurfacing.	26%	18%	29%
Use only special assessments for alley resurfacing; do not use general property taxes.	29%	12%	38%
No opinion.	7%	4%	9%

⁴ Questions about street resurfacing projects were not included in the survey, as they were in the 2003 survey (in which the vast majority supported using property taxes for street resurfacing projects). Also, it may be argued that the results are slightly biased, given the priming about tax deduction benefits for property taxes, without listing any advantages for the other options.

Significant differences in preferred options appear when considering whether survey respondents live adjacent to an alley. Among alley adjacent survey respondents, the most popular option is using only property taxes. However, the most popular option among non-alley adjacent survey respondents is using only special assessments. Clearly, whether one lives adjacent to an alley is related to which option is more likely to be preferred. Compared with the 2003 survey, these levels do not differ much; there is only a 3% decrease in support for the property tax only option.

Perceptions about Neighborhood Conditions and Initiatives

Neighborhood Conditions. Respondents were next asked to share their perceptions about a variety of neighborhood conditions over the past few years. They were asked to rate the availability of parking, housing maintenance, noise/nuisance issues, and traffic issues on a four-point scale (poor, fair, good, or excellent); no opinion responses were also allowed. Table 10 displays the results.

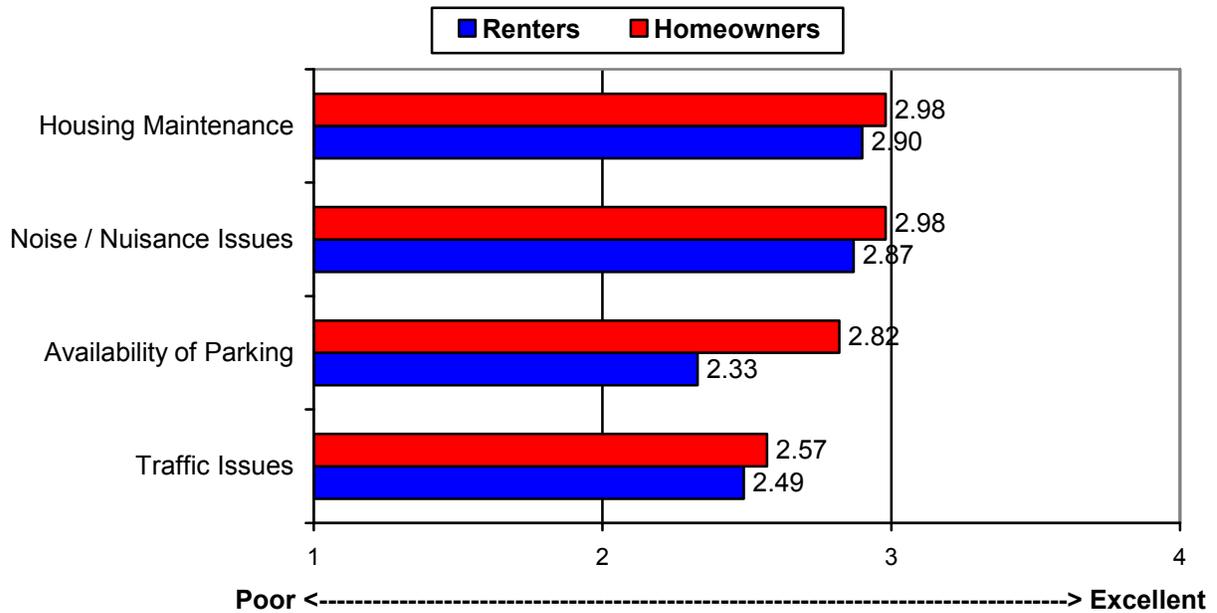
Noise/nuisance issues received the highest percentage of “excellent” feedback at 25 percent of survey respondents, while traffic issues received the highest percentage of “poor” feedback at 13 percent.

Table 10. Perceptions about Neighborhood Conditions						
	Excellent	Good	Fair	Poor	No Opinion	Mean Score
Housing Maintenance	19%	57%	16%	4%	4%	2.96
Noise / Nuisance Issues	25%	50%	17%	6%	3%	2.96
Availability of Parking	19%	42%	22%	12%	5%	2.72
Traffic Issues	12%	43%	30%	13%	2%	2.55

Mean scores for each neighborhood condition are also listed in the last column of Table 9 (below the double-line). Mean scores are calculated by converting each rating to a whole number on a four-point scale (1 = poor, 2 = fair, 3 = good, and 4 = excellent), and taking the average of those ratings for each neighborhood condition. We find that survey respondents, on average, give housing maintenance and noise/nuisance issues a rating of 2.96, while traffic issues are given a rating of 2.55.

When considering perceptions about neighborhood conditions between homeowners and renters, we find significant differences. For example, on average, all survey respondents gave availability of parking a score of 2.72. However, the mean score for renters is much lower (2.33), compared with a mean score of 2.82 for homeowners. This is perhaps due to homeowners’ availability of parking in their own driveway. On the following page, Figure 1 displays the mean scores for each neighborhood condition by renters and homeowners, and it is evident that renters consistently view neighborhood conditions worse than homeowners.

Figure 1. Renters and Homeowners Perceptions about Neighborhood Conditions



In follow up to this, respondents were asked which of the four issues above, or other issue, requires the most attention. The results are presented in Table 10-A.

Table 10-A. Neighborhood Issues Requiring the Most Attention	
Issue	Percentage
Traffic	38.7%
Parking	23.1%
Housing Maintenance	14.8%
Street/Alley/Sidewalk Conditions	11.6%
Noise/Nuisance	11.1%
Public Safety/Crime	1.3%
Snow Plowing/Shoveling	0.8%
Atwater Beach	0.4%
Garbage/Trash/Litter	0.4%
Economic Development	0.4%
Reduce Property Taxes	0.3%
Schools	0.3%
Street Cleaning	0.2%
Other	2.2%

Over one-third of all respondents to this question (38.7%) mentioned traffic issues as requiring the most attention. Traffic issues include many different issues, including speeding, traffic congestion, enforcing traffic violations, placement of stop signs, installing crossing guards at busy intersections, traffic calming, and timing of traffic lights. Parking issues was the next most frequently mentioned priority issue (23.1%). Parking issues were also numerous and included (but was not limited to) calls for more parking enforcement, both tightening and loosening permitting, changing parking rules on specific blocks, etc. It is important to note that overlap exists between housing maintenance and noise/nuisance issues; these two categories combined amount to almost 30% of all respondents, the second most important issue mentioned by respondents.

It is interesting to note that the top issue outside the four core issues above was street/alley/sidewalk conditions. Nearly 12% of respondents to this question wrote in about the dilapidated or poor condition of the streets, alleys, and/or sidewalks within various areas of Shorewood. Potholes were a common complaint, as was the urgent need for resurfacing.

For a complete listing of responses, see Appendix C.

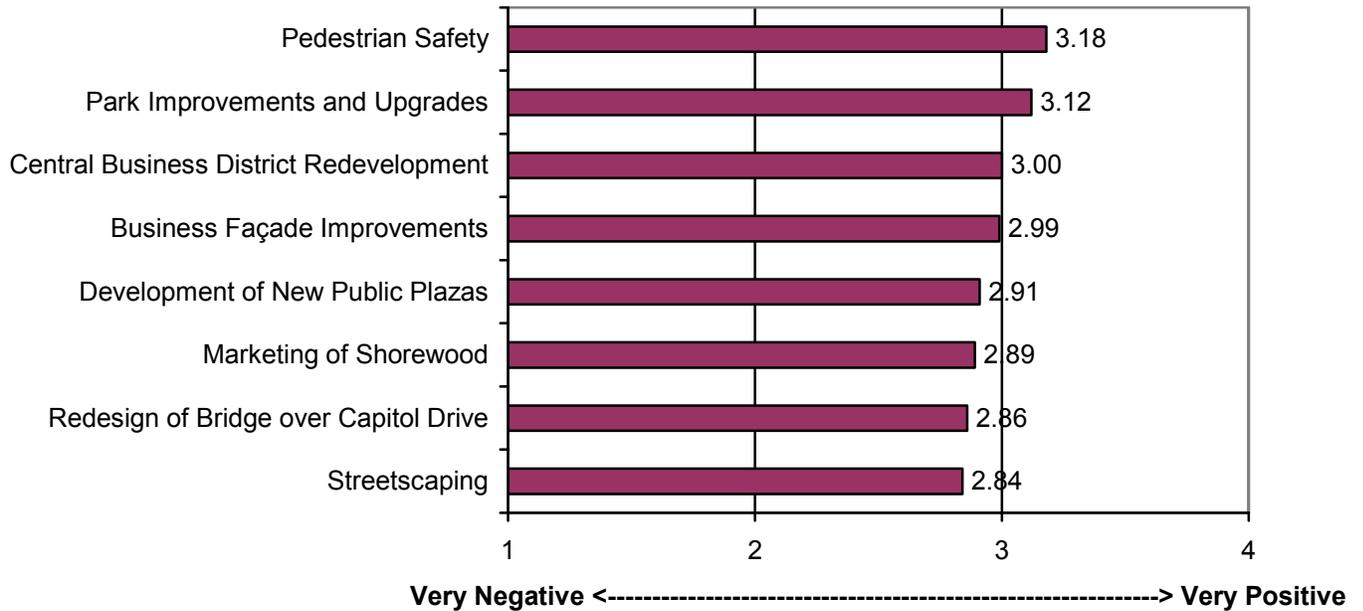
Shorewood Initiatives. Survey respondents were informed that the Village of Shorewood is planning and implementing various initiatives designed to enhance the community and increase property tax base. Respondents were asked to rate their perceptions of each initiative. Responses were determined along a four-point scale (very negative, negative, positive, and very positive); unaware and no opinion responses were also options. Table 11 displays the findings, along with computed mean scores.

Table 11. Perceptions of Shorewood Initiatives							
	Very Positive	Positive	Negative	Very Negative	Unaware	No Opinion	Mean Score
Pedestrian Safety	31%	53%	8%	3%	1%	5%	3.18
Park Improvements and Upgrades	24%	57%	9%	2%	3%	6%	3.12
Central Business District Redevelopment	18%	58%	11%	3%	1%	8%	3.00
Business Façade Improvements	18%	55%	12%	3%	2%	10%	2.99
Development of New Public Plazas	19%	48%	15%	5%	4%	9%	2.91
Marketing of Shorewood	13%	56%	14%	5%	2%	11%	2.89
Redesign of Bridge over Capitol Drive	19%	41%	16%	7%	5%	12%	2.86
Streetscaping	17%	53%	16%	8%	0%	6%	2.84

We find that the highest rated Shorewood Initiative is pedestrian safety, with survey respondents giving an average score of 3.18 out of 4. The lowest rated initiative was streetscaping with a mean score of 2.84. Figure 2 on the next page displays each initiative with its mean score in order, from highest to lowest score.

The least known initiative appears to be the redesign of the bridge over Capitol Drive. Five percent of all respondents indicated that they were unaware of the project. The initiative also received the highest percentage of “no opinion” responses (12%).

Figure 2. Perceptions about Village of Shorewood Initiatives



When looking at homeowners and renters, there does not appear to be any significant differences, with one exception. Homeowners were less likely than renters to give a positive rating to the redesign of the Capitol Drive bridge.

Service Sharing. Survey respondents were next informed that the Village currently shares service delivery with other North Shore communities, including fire protection and emergency medical response (North Shore Fire Department), emergency police and fire dispatch (Glendale and Whitefish Bay), refuse and waste collection center (Whitefish Bay), and public health (Whitefish Bay). Furthermore, they were asked whether they were in favor of or opposed to the Village exploring a variety of opportunities for service sharing. Again, responses were based on a four-point scale (strongly oppose, oppose, favor, strongly favor), and an option for “no opinion.”

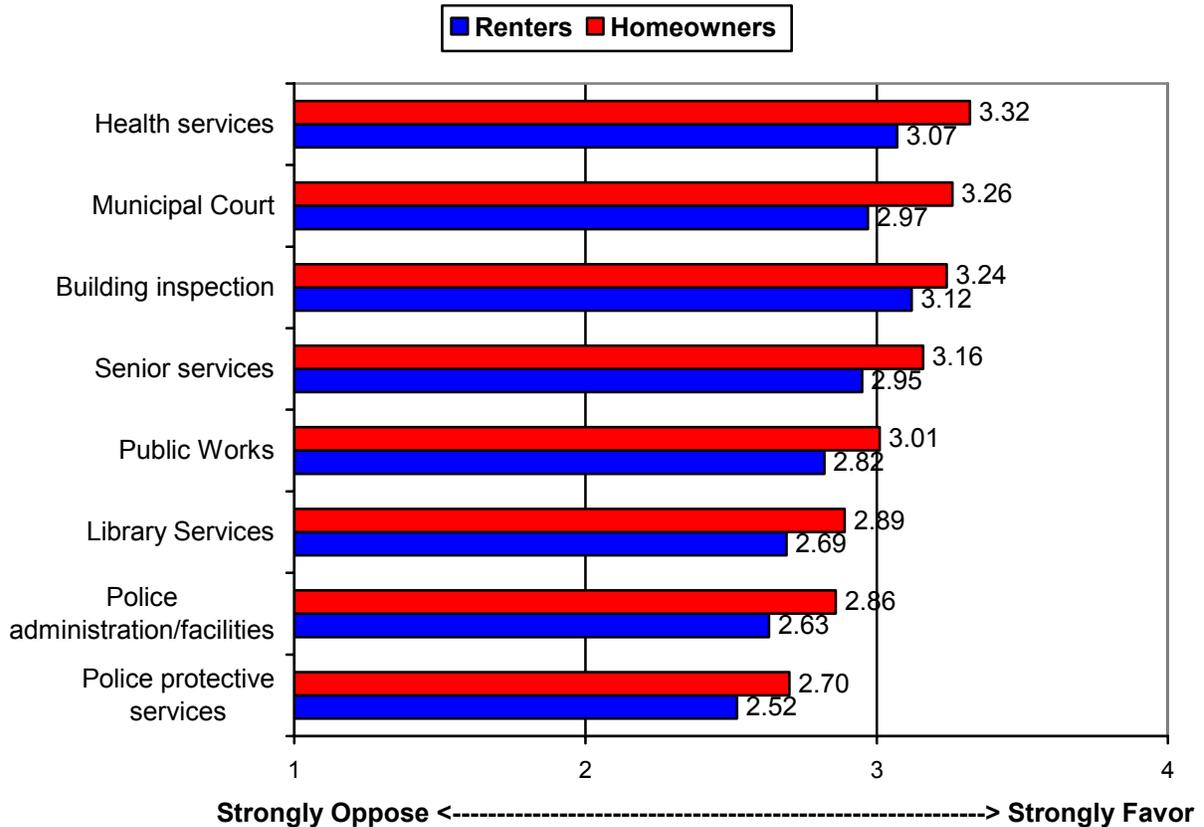
Table 12 on the following page lists the percentages for each response, as well as the average mean score for each service sharing opportunity. The analysis reveals that respondents are most in favor of exploring service sharing for health services (36% strongly favor) and building inspection (35% strongly favor). These services also have the highest average scores with 3.28 and 3.22 respectively.

Table 12. Opinions about Service Sharing Opportunities						
	Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion	Mean Score
Health services	36%	45%	7%	2%	10%	3.28
Building inspection	34%	43%	9%	3%	10%	3.22
Municipal Court	33%	41%	10%	3%	14%	3.21
Senior services	31%	37%	12%	4%	16%	3.13
Public Works	27%	41%	18%	5%	9%	2.98
Library Services	29%	33%	23%	10%	6%	2.85
Police administration/facilities	25%	33%	26%	8%	8%	2.82
Police protective services	23%	30%	30%	12%	6%	2.67

Overall, exploring health services is the most favored service sharing opportunity (mean score of 3.28), compared with police protective services, the least favored of all service sharing opportunities. Police administration/facilities and services do not appear to have as strong support as other services. In the 2003 survey, support for police service sharing was also comparatively low. It was also the second-least favored service sharing opportunity out of twelve services (with 59% of respondents favoring exploration).

Figure 3 on the following page presents a graphic representation of the mean scores for each service sharing opportunity by renter or homeowner. As the figure details, significant differences exist between renters and homeowners about service sharing. For each service sharing opportunity, renters tend to offer less support than homeowners. Furthermore, homeowners appear to have the most support for sharing health services (mean score = 3.32), while renters have the most support for sharing building inspection services (mean score = 3.12).

Figure 3. Support for Exploring Service Sharing Opportunities



Environmentally-Friendly Landscaping Services. Survey respondents were informed that the Village of Shorewood has been testing the use of environmentally-friendly landscaping services and products at two sites: Menlo Boulevard and the Village Center/Library. These services and products tend to have a higher cost.

Use of Environmentally-Friendly Products and Services

Survey participants were first asked how much they favor the use of environmentally-friendly landscaping services and products, even though it costs more. They were allowed five options along a scale from one to four: strongly oppose, oppose, favor, strongly favor, as well as a no opinion option which is not included in the scale. Table 13 below displays the results.

Seventy-two percent of respondents chose either “strongly favor” or “favor,” while 20% chose “oppose” or “strongly oppose.” Eight percent did not have an opinion. On average, respondents gave a score of 3.07 (a score of four being “strongly favor”).

Table 13. Support for Environmentally-Friendly Landscaping						
	Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion	Mean Score
Using environmentally-friendly services and products	33%	39%	14%	6%	8%	3.07

Importance of Using Environmentally-Friendly Products and Services

Survey respondents were next asked how important it is to use environmentally-friendly services and products, even though they may cost more. They were allowed to choose from a range of four options of increasing importance, as well as a no opinion option. Table 14 lists the results.

Seventy-nine percent of respondents felt that using environmentally-friendly services and products was very important or somewhat important. Eighteen percent thought it was not very important or unimportant. Only three percent reported no opinion. Lastly, on average, respondents gave a score of 3.27 for this scenario (out of a possible 4).

Table 14. Opinions on Importance of Using Environmentally-Friendly Landscaping						
	Very Important	Somewhat Important	Not Very Important	Unimportant	No Opinion	Mean Score
Importance of using environmentally-friendly services and products	42%	37%	12%	6%	3%	3.27

Compared with the mean score for the question above, it appears that there is less support for using environmentally-friendly services and products than there is belief in the importance of using these services and products.

Satisfaction with Shorewood Customer Service and Service Delivery

Customer Service. Survey respondents were asked to rate their satisfaction with Village customer service over the last two years in a variety of departments. They were given examples of how one might judge customer satisfaction, such as courteous staff, respectful, helpful, etc. Respondents rated customer service on a four-point scale from poor to excellent, and they were also given “no interactions” and “no opinion” options.

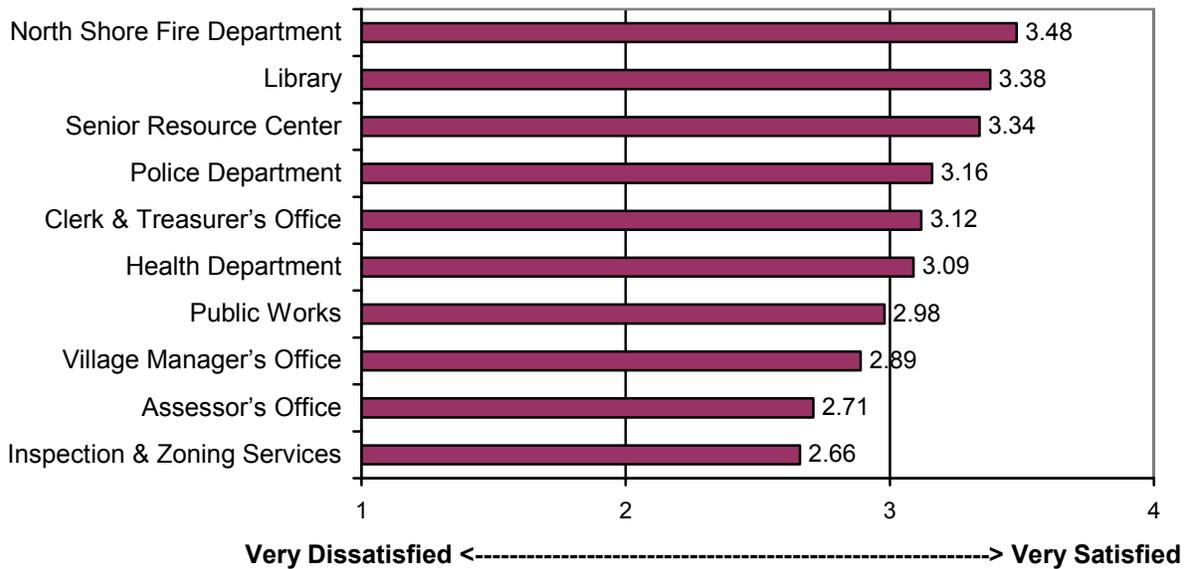
We see from Table 15 that the Shorewood library received the highest amount of excellent responses (43%) of all departments, and the Assessor’s Office received the highest percentage of poor ratings (7%).

Table 15. Satisfaction with Village Customer Service							
	Excellent	Good	Fair	Poor	No Interactions	No Opinion	Mean Score
North Shore Fire Department	23%	19%	1%	0%	51%	6%	3.48
Library	43%	37%	6%	2%	10%	2%	3.38
Senior Resource Center	11%	11%	2%	1%	63%	13%	3.34
Police Department	28%	35%	9%	4%	22%	3%	3.16
Clerk & Treasurer’s Office	20%	39%	8%	2%	26%	7%	3.12
Health Department	9%	16%	4%	1%	59%	11%	3.09
Public Works	20%	35%	12%	4%	23%	5%	2.98
Village Manager’s Office	8%	17%	7%	3%	55%	10%	2.89
Assessor’s Office	9%	26%	11%	7%	38%	9%	2.71
Inspection & Zoning Services	8%	24%	13%	6%	41%	10%	2.66

Mean scores were also computed to compare customers service satisfaction within the various departments. Mean scores indicate what the average respondent gave as a rating out of a possible high score of four. Figure 4 (following page) shows the mean score for each department. On average, the North Shore Fire Department was rated highest (mean score = 3.48), followed by the library (3.38). The lowest rated department in customer service on average was Inspection & Zoning Services (2.66).

Of note are the high percentages of respondents that had no interactions with individual Village services. Four services had “no interaction” percentages over 50%: North Shore Fire Department (51%), Village Manager’s Office (55%), Health Department (59%), and Senior Resource Center (63%). High percentages of “no interactions” may skew the frequencies of that service’s ratings. Therefore, mean scores were employed to compare average ratings for each service.

Figure 4. Customer Service Ratings for Various Departments



Service Delivery. The survey asked respondents to rate their level of satisfaction with a variety of village services. Respondents were allowed to rate each service along a four-point scale from very dissatisfied to very satisfied. Options for “not used” and “no opinion” were also allowed. Table 17 on the next page shows the perceived levels of satisfaction with each village service.

Consistent with the 2003 survey, only a handful of services received dissatisfaction percentages over 10% (plowing and salting, building inspection, and street and alley maintenance).⁵ Library services received the highest percentage of “very satisfied” responses (46%), while street and alley maintenance received the highest percentage of “very dissatisfied” responses (13%). Senior services was reported as the least used service; 64% of respondents to this question reported that the service was “not used.”

⁵ Dissatisfaction as a measure is used here since “not used” frequencies are sometimes high, and would dilute a measure of “satisfaction.” For example, while EMS and Library services both have extremely low levels of dissatisfaction, comparing their frequencies of satisfaction would show dissimilar levels of satisfaction. Therefore, mean scores are also employed to allow satisfaction comparisons. The mean scores for EMS (3.51) and Library services (3.47) give a clearer picture.

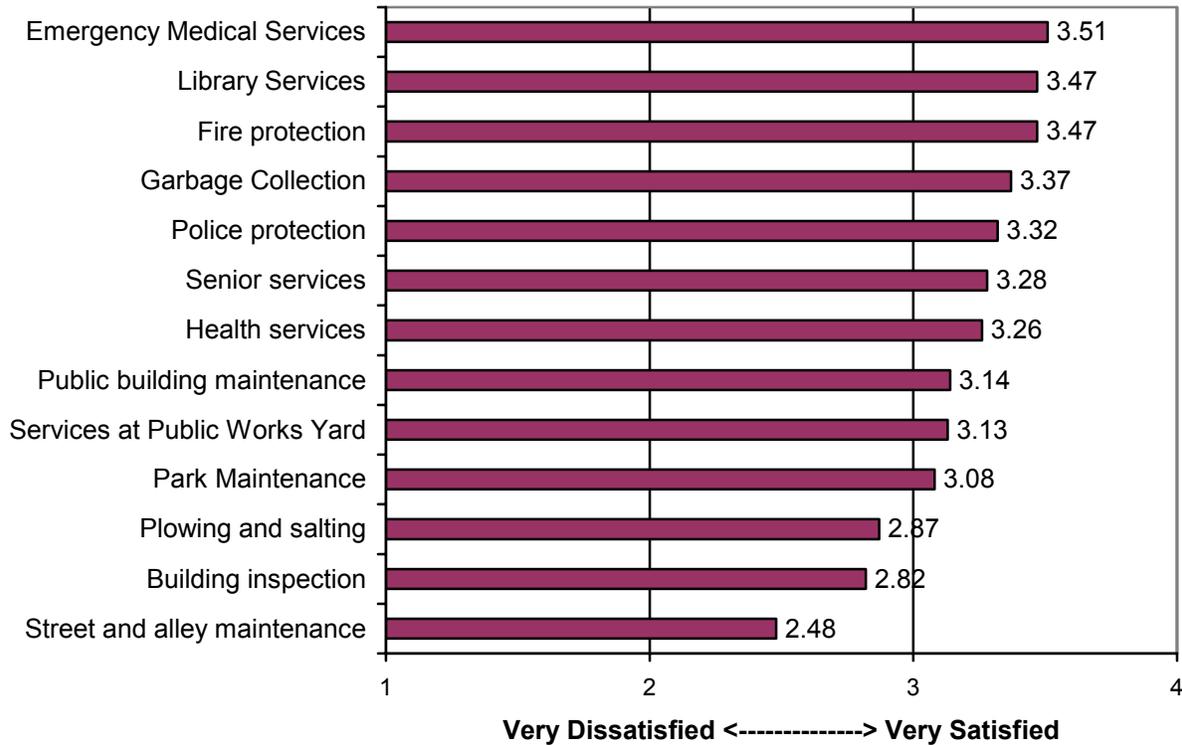
Table 16. Satisfaction with Village Services

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used	No Opinion	Mean Score
Emergency Medical Services	17%	15%	0%	0%	62%	6%	3.51
Fire protection	17%	17%	0%	0%	60%	5%	3.47
Library Services	46%	38%	3%	1%	10%	2%	3.47
Garbage Collection	42%	46%	5%	1%	4%	1%	3.37
Police protection	33%	50%	2%	1%	12%	2%	3.32
Senior services	10%	15%	1%	1%	64%	11%	3.28
Health services	10%	18%	1%	1%	63%	8%	3.26
Public building maintenance	16%	58%	4%	1%	13%	10%	3.14
Services at Public Works Yard	16%	42%	5%	1%	29%	8%	3.13
Park Maintenance	17%	59%	7%	2%	9%	5%	3.08
Plowing and salting	19%	56%	18%	7%	0%	1%	2.87
Building inspection	8%	36%	10%	5%	35%	8%	2.82
Street and alley maintenance	6%	42%	27%	13%	8%	5%	2.48

Mean scores are also listed for each service, showing the average score respondents gave out of a possible high score of four. Emergency Medical Services (EMS) had the highest score of 3.51, and street and alley maintenance received the lowest score of 2.48. Record snowfall during the winter of 2007-2008 might account for high levels of dissatisfaction for plowing and salting services and street and alley maintenance. However, these services received similar levels of satisfaction and dissatisfaction for the 2003 survey.

Figure 5 on the next page shows the average relative satisfaction levels for each service, excluding “not used” and “no opinion” responses. The average is based on a scale of 1 to 4, where 1 = very dissatisfied and 4 = very satisfied. The midpoint of the scale is 2.5; values greater than 2.5 indicate that, on average, citizens are satisfied with the service. Note that respondents, on average, appear to be satisfied with every service, except street and alley maintenance.

Figure 5. Satisfaction with Village Services

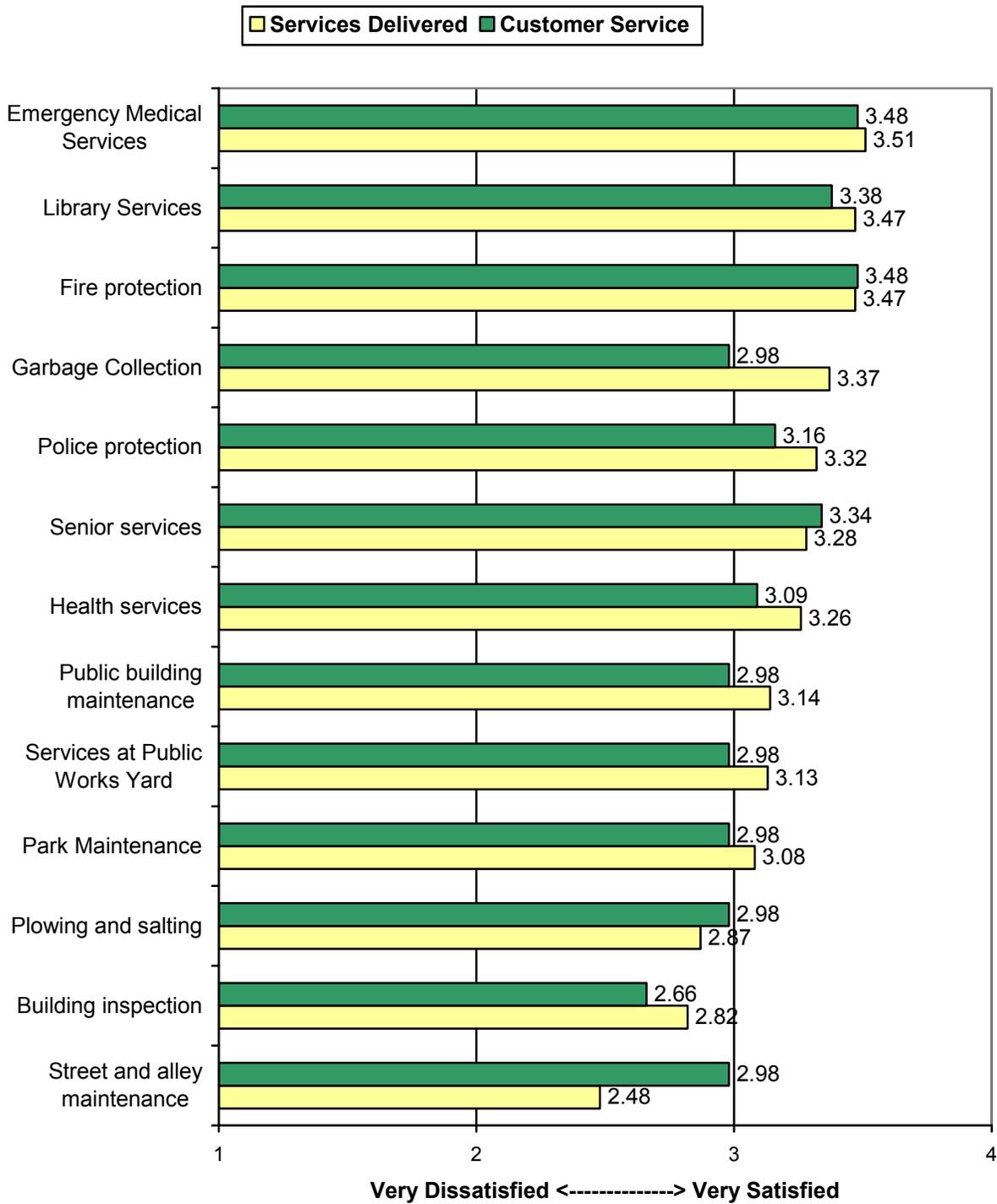


Comparing Customer Service and Services Delivered. The analysis of various departments' level of customer service satisfaction (i.e., *how one was treated*) and satisfaction with services delivered (i.e., *what was done*) provides an opportunity for comparison of mean scores. It might be expected that satisfaction with customer service and services delivered mean scores would be similar. However, the two capture rather different concepts, and significant differences were found.

For the comparisons, departments were linked with the service(s) they provide. For example, Public Works was linked with street and alley maintenance, plowing and salting, park maintenance, services at Public Works Yard, public building maintenance, and garbage collection. EMS and fire protection was linked with the North Shore Fire Department.

Figure 5-A gives a visual presentation of the results. It appears that survey respondents on average have higher levels of satisfaction for service delivery than for customer service. In other words, on average, survey respondents are more satisfied with the actual service offered than the customer service they receive. This is especially the case with garbage collection. The level of satisfaction with garbage collection (3.37) is significantly higher than with Public Works customer service (2.98). Conversely, we found that respondents were more satisfied with Public Works customer service (2.98) than they were with street and alley maintenance services (2.48).

Figure 5-A. Comparison of Customer Service and Services Delivered Satisfaction



Public Communication

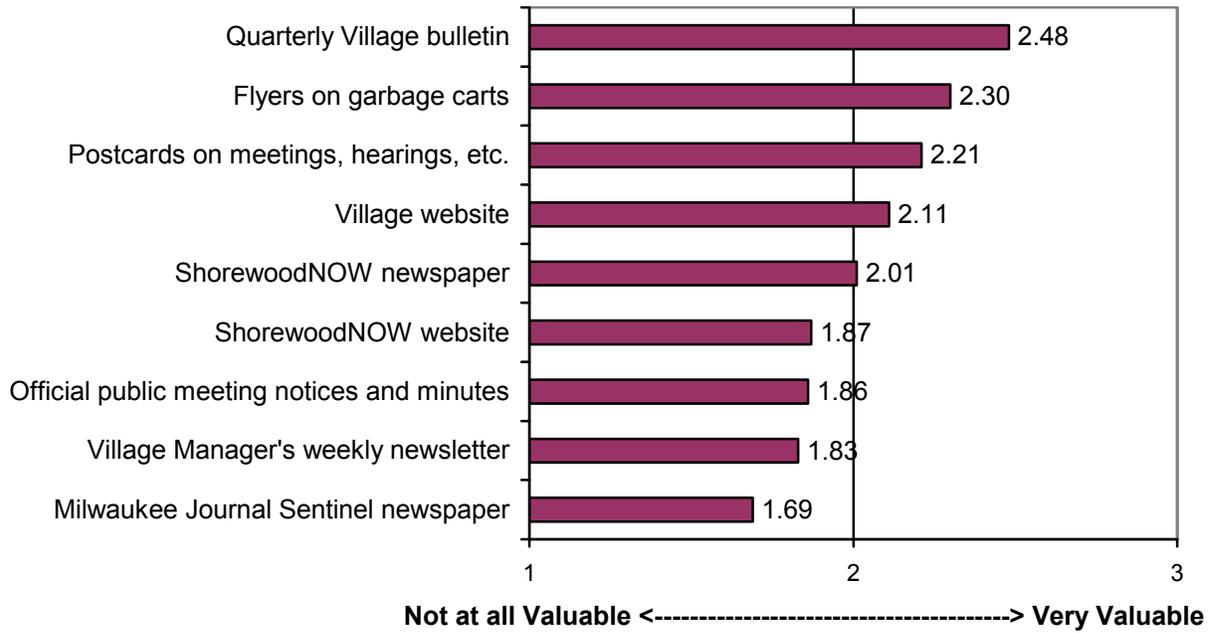
The survey explained that the Village of Shorewood communicates with the public using several methods. Survey participants were then asked how valuable these sources of information are personally. Three options were offered: very valuable, somewhat valuable, and not at all valuable. Instead of a rating, respondents could also choose an “unaware” or “no opinion” option.

Percentages and mean scores are listed below in Table 17. Flyers on garbage carts had the highest percentage of “very valuable” responses (50%), while the Village website had the highest percentage of “not at all valuable” responses (37%). It is also important to mention that there were a few sources of public communication that a relatively high percentage of survey respondents were unaware of. For example, 32% of respondents were unaware of *ShorewoodNOW* newspaper and 48% were unaware of the Village Manager’s newsletter.

Table 17. Opinions on Value of Sources of Village Communications						
	Very Valuable	Somewhat Valuable	Not at all Valuable	Unaware	No Opinion	Mean Score
Quarterly <i>Village Bulletin</i>	50%	41%	5%	3%	2%	2.48
Flyers on garbage carts	38%	39%	12%	8%	3%	2.30
Postcards on meetings, hearings, etc.	39%	46%	11%	9%	5%	2.21
Village website	20%	33%	13%	20%	14%	2.11
<i>ShorewoodNOW</i> newspaper	19%	34%	19%	22%	5%	2.01
<i>ShorewoodNOW</i> website	13%	23%	20%	32%	12%	1.87
Official public meeting notices and minutes	12%	43%	23%	13%	9%	1.86
Village Manager's weekly newsletter	9%	19%	16%	48%	9%	1.83
<i>Milwaukee Journal Sentinel</i> newspaper	12%	32%	37%	16%	4%	1.69

Figure 6 presents a visual of each method’s mean score in order from highest to lowest. On average, respondents gave a score of 2.48 (out of a possible 3) for quarterly *Village Bulletin* and 1.69 for the *Milwaukee Journal Sentinel* newspaper.

Figure 6. Perceived Value of Sources of Village Communications



Appendix A: 2008 Shorewood Survey



Dear Shorewood Resident:

The Shorewood Village Board wants to know what you think.

The purpose of this important survey is to provide the Shorewood Village Board with your perceptions and opinions about services, and current and future initiatives. Your answers will help direct Village officials as they establish policies for the type and level of services to be provided. Your input as a resident of Shorewood will serve as an important guide for the Village Board as it plans to meet the needs of Shorewood residents – now and in the future.

Every household in the Village will receive this survey. All of the responses are strictly **ANONYMOUS** and **CONFIDENTIAL**. You will not be asked to write your name anywhere on the survey. The information from the survey will be used to provide summaries only, and particular answers will not be disclosed or identified. We sincerely appreciate and value your opinion. Your feedback is extremely valuable and we ask that you take a few minutes to fill out the questionnaire.

Please answer according to the opinions and perceptions of the adults in your household. If there is a strong difference of opinions among the adults in your home, additional copies of the survey can be obtained by calling the Village Manager’s office at 847-2701.

The Village of Shorewood is working with the Center for Urban Initiatives and Research (CUIR) at the University of Wisconsin-Milwaukee for the administration of this survey. CUIR has extensive experience working with area communities in survey research, focus groups, and planning.

Should you have any questions about the questionnaire or would like more information about this project, please contact Chris Swartz, Village Manager, by telephone at 847-2701, or by email at cswartz@villageofshorewood.org.

For the citizen involvement process to be its most effective, we are asking each household to complete and return the survey in the enclosed postage-paid envelope by May 21, 2008. A report of the survey results will be available to the public in July 2008 at the Village Hall and on the Village website (www.villageofshorewood.org).

Thank you for your participation and helping make Shorewood the great community that it is.

Sincerely,

Shorewood Village Board

Guy Johnson
Village President

Dawn Anderson
Trustee

Ellen Eckman
Trustee

Michael Phinney
Trustee

Jeff Hanewall
Trustee

Margaret Hickey
Trustee

Michael Maher
Trustee

Chris Swartz
Village Manager

*The Village of Shorewood Board thanks you for taking the time to complete this important survey.
Please check the box or fill in the lines, as appropriate.*

When answering these questions please keep in mind that although the Village of Shorewood collects your property taxes, the *village portion* of your property tax bill comprises only about 26% of your total bill. The remainder of your property taxes goes to the Shorewood School District, Milwaukee County, Milwaukee Area Technical College, Milwaukee Metropolitan Sewerage District, and the State of Wisconsin.

1. The Village Board is attempting to determine whether it is more important to maintain the current level of Village services or to minimize an increase in property taxes. Maintaining services at the current level may require increased expenditures due to factors such as inflation, cost increases, etc.

Considering level of services and the possible effects on property taxes, which **hypothetical** option would you prefer? *(Please choose only one).*

- Expand services, which will require an increase in property taxes more than the rate of inflation.
- Maintain services, keeping any increase in property taxes at no more than the rate of inflation.
- Reduce services as needed to maintain current property taxes.
- Reduce as many services as needed to reduce property taxes.
- No opinion.

2. The cost of Village services can be paid through property taxes, user fees and charges, or a combination of both. In addition, establishing new or raising current user fees for Village services could be used to offset increases in property taxes. However, property taxes *are* deductible on state and federal income taxes while user fees and charges *are not* deductible.

If you had to choose between increasing property taxes or increasing fees and charges, which option would you prefer? *(Please choose only one).*

- Increase property taxes; do not increase user fees and charges.
- Use a combination of increased property taxes and increased user fees and charges.
- Increase user fees and charges; do not increase property taxes.
- No opinion.

3. The Village currently pays for *alley* resurfacing with property taxes so all property owners share in the costs. Many communities use “special assessments” for alley resurfacing, where property owners adjacent to the alley being resurfaced are charged for some or all of the costs. Property taxes *are* deductible on state and federal income taxes; special assessments *are not* deductible.

If you had to choose between using general property taxes or special assessments for alley resurfacing, which option would you prefer? *(Please choose only one)*

- Use only general property taxes for alley resurfacing; do not use special assessments.
- Use a combination of general property taxes and special assessments for alley resurfacing.
- Use only special assessments for alley resurfacing; do not use general property taxes.
- No opinion.

3a. Is your residence adjacent to an alley? Yes No

4. Please tell us your perceptions of the following neighborhood conditions over the last two years.

	Excellent	Good	Fair	Poor	No Opinion
a. Availability of Parking	<input type="checkbox"/>				
b. Housing Maintenance	<input type="checkbox"/>				
c. Noise / Nuisance Issues	<input type="checkbox"/>				
d. Traffic Issues	<input type="checkbox"/>				

4a. Which of the above – or other issue – requires the most attention? _____

5. The Village of Shorewood is planning and implementing several new initiatives to enhance the community and increase the property tax base. Please rate your perceptions of the following:

	Very Positive	Positive	Negative	Very Negative	Unaware of Initiative	No Opinion
a. Business Facade Improvements	<input type="checkbox"/>					
b. Central Business District Redevelopment	<input type="checkbox"/>					
c. Development of New Public Plazas	<input type="checkbox"/>					
d. Marketing of Shorewood	<input type="checkbox"/>					
e. Park Improvements and Upgrades	<input type="checkbox"/>					
f. Pedestrian Safety	<input type="checkbox"/>					
g. Redesign of Bridge over Capitol Drive	<input type="checkbox"/>					
h. Streetscaping	<input type="checkbox"/>					

6. The Village currently shares service delivery with other North Shore communities, including fire protection and emergency medical response (North Shore Fire Department), emergency police and fire dispatch (Glendale and Whitefish Bay), refuse and yard waste collection center (Whitefish Bay), and public health (Whitefish Bay).

Would you favor or oppose the Village exploring the following opportunities for sharing services?

	Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion
a. Building inspection	<input type="checkbox"/>				
b. Health services	<input type="checkbox"/>				
c. Library services	<input type="checkbox"/>				
d. Municipal Court	<input type="checkbox"/>				
e. Police administration / facilities	<input type="checkbox"/>				
f. Police protective services	<input type="checkbox"/>				
g. Public Works	<input type="checkbox"/>				
h. Senior services	<input type="checkbox"/>				

7. The Village of Shorewood has been testing the use of environmentally-friendly landscaping services and products at two sites: Menlo Boulevard and the Village Center / Library. These services and products tend to have a higher cost.

How much do you favor the use of environmentally-friendly landscaping services and products, even though it costs more?

Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion
<input type="checkbox"/>				

7b. How important is the use of environmentally-friendly services and products to you?

Very Important	Somewhat Important	Not Very Important	Unimportant	No Opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Please rate your satisfaction with Village customer service over the last two years in the following departments (for example: staff are courteous, respectful, helpful, etc.).

	Excellent	Good	Fair	Poor	No Interactions	No Opinion
a. Assessor's Office	<input type="checkbox"/>					
b. Clerk & Treasurer's Offices	<input type="checkbox"/>					
c. Health Department	<input type="checkbox"/>					
d. Inspection & Zoning Services	<input type="checkbox"/>					
e. Library	<input type="checkbox"/>					
f. North Shore Fire Department	<input type="checkbox"/>					
g. Police Department	<input type="checkbox"/>					
h. Public Works	<input type="checkbox"/>					
i. Senior Resource Center	<input type="checkbox"/>					
j. Village Manager's Office	<input type="checkbox"/>					

9. The Village currently communicates with the public using several methods. How valuable are these sources of information to you?

	Very Valuable	Somewhat Valuable	Not at all Valuable	Unaware of this Method	No Opinion
a. Flyers on garbage carts	<input type="checkbox"/>				
b. <i>Milwaukee Journal Sentinel</i> newspaper	<input type="checkbox"/>				
c. Official public meeting notices and minutes	<input type="checkbox"/>				
d. Postcards on meetings, hearings, etc.	<input type="checkbox"/>				
e. Quarterly <i>Village Bulletin</i>	<input type="checkbox"/>				
f. <i>ShorewoodNOW</i> newspaper	<input type="checkbox"/>				
g. <i>ShorewoodNOW</i> website	<input type="checkbox"/>				
h. Village Manager's weekly newsletter	<input type="checkbox"/>				
i. Village website	<input type="checkbox"/>				

10. Please rate your satisfaction with the following services. *(Please choose only one response per service listed).*

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used	No Opinion
a. Building inspection	<input type="checkbox"/>					
b. Emergency Medical Services	<input type="checkbox"/>					
c. Fire protection	<input type="checkbox"/>					
d. Garbage collection	<input type="checkbox"/>					
e. Health services	<input type="checkbox"/>					
f. Library services	<input type="checkbox"/>					
g. Park maintenance	<input type="checkbox"/>					
h. Plowing and salting	<input type="checkbox"/>					
i. Police protection	<input type="checkbox"/>					
j. Public building maintenance	<input type="checkbox"/>					
k. Senior services	<input type="checkbox"/>					
l. Services at Public Works Yard	<input type="checkbox"/>					
m. Street and alley maintenance	<input type="checkbox"/>					

The following demographic items are only for comparison to the Village of Shorewood population. Remember that all of your responses are anonymous and confidential.

11. How long have you been a resident of Shorewood?

- Less than 1 year 6 – 15 years
 1 – 5 years 16 or more years

12. How many adults and children under the age of 18 live in your household?

_____ Number of Adults in household _____ Number of Children in household

13. Of the *adult* members of your household, how many are employed, not employed, or retired?

_____ Number Employed _____ Number Not Employed _____ Number Retired

14. Do you rent or own your home?

- Rent Own

15. In what kind of housing do you live?

- | | |
|---|---|
| <input type="checkbox"/> Single family home | <input type="checkbox"/> Condominium |
| <input type="checkbox"/> Duplex | <input type="checkbox"/> Apartment Building (3 or more units) |

16. Which of the following categories best describes your total annual household income before taxes?

- | | |
|---|---|
| <input type="checkbox"/> Less than \$25,000 | <input type="checkbox"/> \$100,000 to \$149,999 |
| <input type="checkbox"/> \$25,000 to \$49,999 | <input type="checkbox"/> \$150,000 to \$199,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> Over \$200,000 |
| <input type="checkbox"/> \$75,000 to \$99,999 | |

17. Do you have any comments or suggestions that you would like to add?

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Thank you for taking the time to complete this survey.

Please return the survey in the postage-paid envelope provided.

If you're interested in learning more about the services, initiatives, or policies of the Village of Shorewood, please visit our website at www.villageofshorewood.org or contact Chris Swartz at the Village of Shorewood Manager's office at 847-2701, or via email at cswartz@villageofshorewood.org.

Appendix B: 2008 Shorewood Survey Results

When answering these questions please keep in mind that although the Village of Shorewood collects your property taxes, the *village portion* of your property tax bill comprises only about 26% of your total bill. The remainder of your property taxes goes to the Shorewood School District, Milwaukee County, Milwaukee Area Technical College, Milwaukee Metropolitan Sewerage District, and the State of Wisconsin.

1. The Village Board is attempting to determine whether it is more important to maintain the current level of Village services or to minimize an increase in property taxes. Maintaining services at the current level may require increased expenditures due to factors such as inflation, cost increases, etc.

Considering level of services and the possible effects on property taxes, which **hypothetical** option would you prefer? (*Please choose only one*).

- 8.2% Expand services, which will require an increase in property taxes more than the rate of inflation.
- 56.9% Maintain services, keeping any increase in property taxes at no more than the rate of inflation.
- 16.6% Reduce services as needed to maintain current property taxes.
- 11.0% Reduce as many services as needed to reduce property taxes.
- 2.6% No opinion.
- 4.7% *Missing / No response*

2. The cost of Village services can be paid through property taxes, user fees and charges, or a combination of both. In addition, establishing new or raising current user fees for Village services could be used to offset increases in property taxes. However, property taxes *are* deductible on state and federal income taxes while user fees and charges *are not* deductible.

If you had to choose between increasing property taxes or increasing fees and charges, which option would you prefer? (*Please choose only one*).

- 25.4% Increase property taxes; do not increase user fees and charges.
- 33.3% Use a combination of increased property taxes and increased user fees and charges.
- 30.3% Increase user fees and charges; do not increase property taxes.
- 5.9% No opinion.
- 5.1% *Missing / No Response*

3. The Village currently pays for **alley** resurfacing with property taxes so all property owners share in the costs. Many communities use “special assessments” for alley resurfacing, where property owners adjacent to the alley being resurfaced are charged for some or all of the costs. Property taxes **are** deductible on state and federal income taxes; special assessments **are not** deductible.

If you had to choose between using general property taxes or special assessments for alley resurfacing, which option would you prefer? *(Please choose only one)*

- 37.0%** Use only general property taxes for alley resurfacing; do not use special assessments.
- 24.8%** Use a combination of general property taxes and special assessments for alley resurfacing.
- 28.2%** Use only special assessments for alley resurfacing; do not use general property taxes.
- 7.2%** No opinion.
- 2.7%** *Missing / No response*

3a. Is your residence adjacent to an alley?

- 32.2%** Yes
- 62.9%** No
- 4.9%** *Missing / No response*

4. Please tell us your perceptions of the following neighborhood conditions over the last two years.

	Excellent	Good	Fair	Poor	No Opinion	Missing
a. Availability of Parking	18.6%	41.4%	21.3%	11.4%	5.1%	2.2%
b. Housing Maintenance	18.8%	55.4%	15.8%	3.4%	3.8%	2.9%
c. Noise / Nuisance Issues	24.5%	48.4%	16.2%	6.1%	2.5%	2.3%
d. Traffic Issues	12.1%	42.0%	29.0%	12.9%	1.9%	2.1%

4a. Which of the above – or other issue – requires the most attention? See Appendix C

5. The Village of Shorewood is planning and implementing several new initiatives to enhance the community and increase the property tax base. Please rate your perceptions of the following:

	Very Positive	Positive	Negative	Very Negative	Unaware of Initiative	No Opinion	Missing
a. Business Facade Improvements	15.1%	47.6%	10.2%	2.7%	2.0%	8.2%	14.1%
b. Central Business District Redevelopment	16.6%	52.6%	10.3%	3.1%	1.2%	7.2%	9.0%
c. Development of New Public Plazas	14.6%	37.7%	12.0%	4.3%	3.0%	7.0%	21.5%
d. Marketing of Shorewood	11.5%	49.0%	11.9%	4.0%	1.5%	9.6%	12.5%
e. Park Improvements and Upgrades	19.1%	46.2%	7.6%	1.2%	2.5%	4.7%	18.7%
f. Pedestrian Safety	27.2%	47.4%	6.7%	2.9%	1.1%	4.0%	10.7%
g. Redesign of Bridge over Capitol Drive	14.5%	31.0%	12.1%	5.6%	3.7%	9.5%	23.6%
h. Streetscaping	16.2%	49.9%	15.5%	7.3%	0.3%	5.5%	5.2%

6. The Village currently shares service delivery with other North Shore communities, including fire protection and emergency medical response (North Shore Fire Department), emergency police and fire dispatch (Glendale and Whitefish Bay), refuse and yard waste collection center (Whitefish Bay), and public health (Whitefish Bay).

Would you favor or oppose the Village exploring the following opportunities for sharing services?

	Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion	Missing
a. Building inspection	33.8%	42.6%	9.3%	2.7%	10.0%	2.7%
b. Health services	35.1%	44.1%	6.7%	1.8%	9.6%	2.7%
c. Library services	28.0%	31.7%	21.8%	9.9%	5.4%	3.1%
d. Municipal Court	32.0%	40.2%	9.2%	2.6%	13.1%	3.0%
e. Police administration / facilities	24.6%	32.1%	25.0%	7.7%	7.5%	3.1%
f. Police protective services	22.2%	28.8%	29.6%	11.2%	5.6%	2.6%
g. Public Works	26.2%	39.8%	17.9%	4.9%	8.6%	2.6%
h. Senior services	30.1%	36.3%	11.3%	4.1%	15.9%	2.4%

7. The Village of Shorewood has been testing the use of environmentally-friendly landscaping services and products at two sites: Menlo Boulevard and the Village Center / Library. These services and products tend to have a higher cost.

How much do you favor the use of environmentally-friendly landscaping services and products, even though it costs more?

Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion	Missing
31.9%	38.2%	13.9%	5.9%	8.1%	1.9%

7b. How important is the use of environmentally-friendly services and products to you?

Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion	Missing
41.6%	36.8%	11.4%	5.8%	2.7%	1.7%

8. Please rate your satisfaction with Village customer service over the last two years in the following departments (for example: staff are courteous, respectful, helpful, etc.).

	Excellent	Good	Fair	Poor	No Interactions	No Opinion	Missing
a. Assessor's Office	8.8%	25.6%	10.3%	6.8%	37.2%	8.4%	2.7%
b. Clerk & Treasurer's Offices	19.1%	37.9%	7.9%	1.5%	25.1%	6.3%	2.2%
c. Health Department	8.9%	16.1%	3.8%	1.3%	56.6%	10.5%	3.2%
d. Inspection & Zoning Services	7.3%	22.7%	12.1%	5.7%	38.8%	9.3%	4.1%
e. Library	41.8%	35.7%	6.3%	1.7%	9.7%	2.2%	2.6%
f. North Shore Fire Department	22.4%	18.3%	1.3%	0.3%	49.2%	5.9%	2.6%
g. Police Department	27.4%	33.8%	8.7%	3.6%	21.5%	3.1%	1.9%
h. Public Works	18.8%	34.0%	11.9%	4.2%	22.7%	5.1%	3.3%
i. Senior Resource Center	10.9%	10.9%	1.7%	0.4%	61.2%	12.2%	2.7%
j. Village Manager's Office	8.0%	16.9%	6.8%	2.6%	53.8%	9.8%	2.6%

9. The Village currently communicates with the public using several methods. How valuable are these sources of information to you?

	Very Valuable	Somewhat Valuable	Not at all Valuable	Unaware of this Method	No Opinion	Missing
a. Flyers on garbage carts	37.4%	38.3%	11.5%	8.3%	2.9%	1.7%
b. <i>Milwaukee Journal Sentinel</i> newspaper	11.2%	30.8%	35.7%	15.6%	3.7%	2.9%
c. Official public meeting notices and minutes	11.5%	40.9%	22.0%	12.8%	8.6%	4.2%
d. Postcards on meetings, hearings, etc.	28.0%	44.6%	10.7%	8.7%	5.0%	3.0%
e. Quarterly <i>Village Bulletin</i>	48.7%	39.6%	4.4%	3.3%	1.6	2.4%
f. <i>ShorewoodNOW</i> newspaper	18.6%	33.4%	18.2%	21.6%	5.2%	2.9%
g. <i>ShorewoodNOW</i> website	12.1%	22.0%	19.0%	31.0%	11.7%	4.1%
h. Village Manager's weekly newsletter	8.3%	18.0%	15.3%	46.6%	8.3%	3.5%
i. Village website	19.5%	32.2%	12.6%	19.2%	13.5%	2.9%

10. Please rate your satisfaction with the following services. (Please choose only one response per service listed).

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Used	No Opinion	Missing
a. Building inspection	8.0%	34.5%	9.3%	4.5%	33.5%	7.3%	2.9%
b. Emergency Medical Services	16.5%	14.5%	0.2%	0.1%	61.0%	5.6%	2.1%
c. Fire protection	16.9%	16.7%	0.4%	0.3%	58.8%	4.5%	2.4%
d. Garbage collection	41.5%	44.8%	5.0%	1.2%	4.0%	1.3%	2.2%
e. Health services	9.4%	17.2%	1.0%	0.5%	60.5%	8.0%	3.4%
f. Library services	45.3%	37.2%	2.9%	0.8%	10.0%	2.1%	1.7%
g. Park maintenance	16.9%	57.7%	6.6%	1.7%	9.1%	5.1%	2.9%
h. Plowing and salting	18.1%	54.3%	17.8%	6.4%	0.3%	1.0%	2.2%
i. Police protection	32.2%	48.4%	2.3%	1.3%	11.2%	2.2%	2.4%
j. Public building maintenance	15.6%	56.2%	3.4%	0.8%	12.2%	9.3%	2.5%
k. Senior services	9.0%	14.6%	0.6%	0.6%	62.3%	10.6%	2.2%
l. Services at Public Works Yard	15.2%	40.7%	4.6%	1.3%	28.4%	7.7%	2.1%
m. Street and alley maintenance	6.3%	40.6%	26.1%	12.1%	7.3%	4.8%	2.8%

The following demographic items are only for comparison to the Village of Shorewood population. Remember that all of your responses are anonymous and confidential.

11. How long have you been a resident of Shorewood?

- 4.2% Less than 1 year
- 19.3% 1 – 5 years
- 27.1% 6 – 15 years
- 48.3% 16 or more years
- 1.0% *Missing / No Response*

12. How many adults and children under the age of 18 live in your household?

Number of <u>Adults</u> in household	
1.78	Mean (Average)
2.00	Median
2	Mode (most common)
1	Minimum
4	Maximum

Number of <u>Children</u> in household	
0.55	Mean (Average)
0	Median
0	Mode (most common)
0	Minimum
6	Maximum

Number of <u>Adults</u> in household		
<i>Number</i>	<i>Count</i>	<i>Percentage</i>
1	450	28.7%
2	1,003	64.0%
3	86	5.5%
4	11	0.7%
<i>Missing</i>	16	1.0%
	1,566	100%

Number of <u>Children</u> in household		
<i>Number</i>	<i>Count</i>	<i>Percentage</i>
0	1,079	68.9%
1	203	13.0%
2	188	12.0%
3	61	3.9%
4	11	0.7%
5	5	0.3%
6	3	0.2%
<i>Missing</i>	16	1.0%
	1,566	100%

13. Of the **adult** members of your household, how many are employed, not employed, or retired?

Number <u>Employed</u>	
1.26	Mean (Average)
2.00	Median
2	Mode (most common)
0	Minimum
4	Maximum

Number <u>Not Employed</u>	
0.15	Mean (Average)
0.00	Median
0	Mode (most common)
0	Minimum
3	Maximum

Number of <u>Retired</u>	
0.26	Mean (Average)
0.00	Median
0	Mode (most common)
0	Minimum
3	Maximum

Number <u>Employed</u>		
<i>Number</i>	<i>Count</i>	<i>Percentage</i>
0	343	21.9%
1	512	32.7%
2	646	41.3%
3	42	2.7%
4	3	0.2%
<i>Missing</i>	4	0.3%
	1,566	100%

Number <u>Not Employed</u>		
<i>Number</i>	<i>Count</i>	<i>Percentage</i>
0	1,332	85.1%
1	190	12.1%
2	17	1.1%
3	1	0.1%
<i>Missing</i>	16	1.0%
	1,566	100%

Number of <u>Retired</u>		
<i>Number</i>	<i>Count</i>	<i>Percentage</i>
0	1,116	71.3%
1	292	18.6%
2	131	8.4%
3	1	0.1%
<i>Missing</i>	16	1.0%
	1,566	100%

14. Do you rent or own your home?

- 18.1%** Rent
- 81.3%** Own
- 3.3%** *Missing / No Response*

15. In what kind of housing do you live?

- 63.3%** Single family home
- 18.6%** Duplex
- 7.9%** Condominium
- 9.4%** Apartment Building (3 or more units)
- 0.8%** *Missing / No Response*

16. Which of the following categories best describes your total annual household income before taxes?

7.1%	Less than \$25,000
12.7%	\$25,000 to \$49,999
15.8%	\$50,000 to \$74,999
14.3%	\$75,000 to \$99,999
21.6%	\$100,000 to \$149,999
10.5%	\$150,000 to \$199,999
10.9%	Over \$200,000
7.0%	<i>Missing / No Response</i>

Appendix C: Open-Ended Responses to Question 4a

<u>Availability of Parking</u>
Allow overnight parking except in winter.
Availability of parking (x 29 responses)
availability of parking if you own a house, you should be able to park car in front
Daytime parking the school should have their own parking lot!
For entire village parking
I am unable to park in front of my house even 10 min to unload groceries without a ticket in winter.
Increased parking (I'm thinking overnight parking for renters)
more on and off street parking
More ticketing of student parking in 2 hour neighborhood parking.
Night parking!
On street overnight parking availability
Overnight parking (x 3 responses)
Overnight parking should be allowed on Wilson dr. however, semi trucks shall not be allowed to idle their engine on and off as it increases noise and exhaust pollution nuisance for neighbors.
Overnight street parking! There should be an SOT to purchase monthly/yearly permits to park on the street.
Parking (x 126 responses)
Parking (20 not 10 call ins per year)
Parking (for renters)
Parking (in general in village)
Parking at Atwater Park.
Parking at library -Village hall I often have to drive around let several times to use library! Some spaces should be less than 4 hr!
Parking availability
parking availability especially overnight
Parking charge for on street overnight pkg!
Parking- especially on Oakland and Capitol
Parking for businesses
parking in business area
Parking in neighborhoods
parking is a huge issue need more on street parking
parking issues
Parking issues will inhibit investment in new business.
Parking near Atwater, library, and HS
Parking of trailers/trucks on residential streets.
parking on Oakland Avenue
parking on Oakland-Glendale
parking on street
Parking only on one side of streets.
parking overnight
Parking- problems with UWM students- park all day
Parking should alternate sides of the street. Not always one side. No parking on other.
Parking should not be so complicated for residents and guests.
Parking sucks
Parking, I guess
Parking-overnight

Parking-there should be night parking permits
People parking in the alley at night.
please allow overnight parking on city streets
Reduce parking restrictions on Menlo Blvd.
remove "no parking" on east side of Ardmore Ave. 4500 Block
Residents should be able to park on the street.
Residents should be given a placard to place in cars, so that we can have overnight parking on all streets
Semis should not be allowed to park on Wilson Dr. overnight
Should be allowed to park on street in front of house at night
Should have overnight parking permits
street parking
Winter rules/do away with only "odd" # street busy in winter.
would like to park in front of my home without paying for a permit

<u>Housing Maintenance</u>
Building department needs to enforce correction of code violations
destroyed part of lawn during maintenance and replaced with interior grass and water maintenance
Duplexes not owner occupied are neglected aesthetically.
ease up on housing maintenance enforcement
Fees to people who don't shovel sidewalks or maintain house/lawn.
House exteriors in disrepair and properties full of junk.
House maintenance (x 3 responses)
House maintenance- Harris and Murray 2nd house in North side of street
Housing (x 3 responses)
Housing maintenance (x 95 responses)
Housing maintenance (the yellow house)
Housing maintenance- encourage upkeep and owner occupied rental properties.
Housing maintenance- enforce it
Housing maintenance- exterior neatness
Housing maintenance- get those people to fix up their home
Housing maintenance -look around, people can't afford to live here anymore!
Housing maintenance of rental properties
Housing maintenance- rental properties
housing maintenance -some homes really need work to make them up to community standards
Housing maintenance, especially of some neighborhood rental property.
housing maintenance/storage
I'm sure parking is a problem; however, I see too many homes with deteriorating yards.
Land lords and property owners taking care of their properties
maintenance
Maintenance. Of business exteriors, trash, debris
Maintenance-has been going downhill
My neighbor does not maintain his house properly.
Owners: pay attention to snow removal and exterior peeling of paint.
People taking care of their property.
rental units look like dumps
Rundown apartment buildings
stricter housing code enforcement

There are houses that are not taken care of. You don't need to wait for their sale. Just drive around and take a look outside.
There is an awfully maintained house on Lake Bluff Blvd which should be dealt with.
Upkeep on properties. Many people are afraid to make improvements because they fear even higher taxes
Vinyl and Aluminum siding should be banned.
Yard and housing maintenance

Noise / Nuisance Issues
2 houses on the block need attention- 1 is a young family.
Alley use by the trash pick up at 6 a.m. business.
Barking dogs
Dog problems, including running loose and dog waste on sidewalks and lawns.
Dogs-barking
House and yard maintenance
I live near Legion hall -it gets noisy sometimes.
I live next to the Village Pub and Britt Inn and noise at bar time is terrible.
Loud summer evening parties, irritating noisy skateboarding and jumping with skateboards.
more late night ruckus on streets
Next door-2 people live in house, 5 cars, 4 of which are always in the driveway.
Noise (<i>x 26 responses</i>)
Noise can be an issue mainly due to proximity of houses.
Noise -contractors who come in with radio blaring. It's awful.
Noise- enforce ordinances
noise from kids/cars/litter from recycling bins
Noise from multiple dogs at one residence.
Noise in the spring/summer with cars with loud stereos. Also, the street sweeper coming by at 1 am.
Noise Issues
Noise issues- the little league field abuts two neighborhoods- all of us suffer from the almost daily noise of the practices and games. The announcing is especially LOUD.
Noise- Pick'n Save: delivery trucks, garbage collection, coolers A/C, etc! Often early in the morning.
Noise pollution-this is a crowded community
Noise! Terrible renters next door
Noise!!
Noise, esp. gas blowers for lawns, construction noise on weekends at after 6.
Noise/nuisance (<i>x 12 responses</i>)
Noise/Nuisance (student housing)
Noise/nuisance caused by nearby businesses
Noise/nuisance issues (<i>x 16 responses</i>)
Noise/Nuisance Issues *especially police and fire sirens late at night -really necessary?
noise/nuisance issues from young people living in duplexes
Noise/nuisance issues. Motorcycles at 5:45 a.m.? Tied dogs to front door for long periods of time who bark continuously.
Noise/Nuisance- people ignoring hours/rules about lawn mowing, snow blowing.
Noise-construction, lawn services, public Shorewood trucks working before 8 AM is ridiculous!
Noise-dogs
Noise-DPW vehicles especially street cleaning vehicles
Noise-people need to stop honking car horns when locking/unlocking doors
Noise-please do not run street vacuum/street cleaner so early in the morning.
Noisy neighbors

Nuisance
Nuisance issues (<i>x 2 responses</i>)
Nuisance issues-public disregard for private property
Nuisance issues--there is litter and noise pollution from Houses.
outdoor fireplaces can't open window's because of smoke
Street sweeping at 2 am is very loud.
Teach those people that live in the low rent housing at the south west corner of Shorewood to live indoors so the fire trucks do not wail down Murray two or three times a week.
We're sick of noise being generate on Sunday by contractors. This should be not allowed.

<u>Traffic Issues</u>
better traffic patterns
Capitol and Oakland
Capitol Drive redesign
Capitol Drive traffic
Cars driving too fast down Morris
Cars speed down Morris Blvd and more often than not roll through the stop sign.
Closing lanes on Oakland Ave.
Corner of Morris and Capitol Drive increase walkability of village
Crossing at Oakland and Capitol light too short
crossing guard issues for student
d. stop signs and speed limits are becoming optional
Eliminate intersections without stop signs at stop lights. Put up more stop signs.
Enforce speed limits and stopping at stop signs.
Enforcement of rolling stops!
fast drivers
Fix lights on intersection of Capitol and Oakland- timing needs to be adjusted.
High schoolers crossing at Capitol in the morning is really a hazard! (On Bartlett and Capitol) needed a very competent crossing guard or maybe a uniform police officer.
How to further encourage shoppers to walk or bike to Oakland.
Improve pedestrian access and safety.
Intersection at Pick N Save I've had very close calls of being hit by cars leaving store.
Lake Bluff St. could be one way along with the street that ends right at school entrance.
lengthening of light at corners (Shorewood Blvd. and Oakland and Oakland and Capital) during construction
Need stop light on sign at pick n save on Oakland
Need stop sign at Stratford and cab pick up too much speed between Edgewood and Menlo.
Our alley has a great deal of fast moving traffic- this is dangerous for our kids
Pedestrian crossings (<i>x 2 responses</i>)
Pedestrian safety (<i>x 7 responses</i>)
Pedestrian safety in intersections
People do not stop at stop signs.
People running stop signs, so many speeders on our street (Murray) and a lot of congestion due to the street construction
People using residential streets at excessive speeds to avoid congested main thorough fairs.
Police focus on speeding and running stop signs
Regular traffic lights on the corners of Kensington and Oakland Ave.
Road! (traffic)
Shorewood HS students crossing Capitol-very dangerous. They don't pay attention.
Slower traffic

Some answer for a permanent way of slowing traffic through the Shorewood shortcut (Morris/Menlo Blvd, Capitol-Oakland.) It is out of control there--calling in a complaint and then officers responding to sit for a short time after to watch and issue traffic tickets is not the answer.
Speed of cars
Speed on Lake Dr.
Speeding (<i>x 2 responses</i>)
Speeding cars- not stopping at stop signs. Pet owners not cleaning up after themselves!
Speeding in neighborhoods
Speeding on our streets. Need speed bumps or some deterrent!
speeding on side streets
Speeding on Wilson Drive.
speeding or residential streets
Speeding traffic (<i>x 2 responses</i>)
Speeding, no full stops at congested intersections
Speeding/ running stop signs
Speed-too fast on Oakland Ave.
Stop sign needs to be installed at Prospect/Lake Bluff and Prospect/Marion
Street construction obstructing traffic
The corners of Farwell and Capitol Drive is dangerous. How can we get the traffic to slow down on stops? I'd like to see a 4-way stop sign there.
The intersection at Jarvis and Oakland is a problem because of the entrance to Pick N Save. Right of way is confused. Stronger limits in and out of the parking lot are necessary.
Too much through traffic
Too much work on Oakland Ave requiring lanes to be closed
Traffic (<i>x 97 responses</i>)
Traffic (for biker)
Traffic along Capitol Drive.
Traffic around Oakland/Capitol
Traffic at pick n save very dangerous getting out to the street.
Traffic cars not stopping at stop signs
traffic congestion
Traffic- congestion on Oakland, Capitol and Maryland etc.
traffic due to construction
Traffic during peak activity periods
Traffic enforcement
traffic enforcement, esp. speed, signaling, stop signs
Traffic especially the Capitol Oakland intersection
Traffic- excessive speeds
Traffic flow and light coordination
Traffic flow on Oakland Ave
Traffic is too fast on some side streets (i.e.. Jarvis)
Traffic issue-problems with Congress St. Safety problems
Traffic issues (<i>X 97 responses</i>)
Traffic issues (intersection of Woodruff and Kensington) and other areas
Traffic issues- alley behind Walgreens is used as a street. Have seen many "almost" accidents and questionable people driving.
Traffic issues around Lake Bluff school
traffic issues at Capitol and Murray
traffic issues capitol and Oakland
Traffic issues- Capitol Drive needs much calming if Shorewood is to enhance its walkability significantly.

Traffic issues- coordination of lights
Traffic issues due to speeding on side streets
Traffic issues in alleys
Traffic issues- most cars do not stop at the stop sign on Morris Blvd. south of Capitol
Traffic issues on 4000 block of Stowell
Traffic issues on Capitol Drive as school is beginning and ending
Traffic issues on Oakland Ave.
Traffic issues- pedestrian safety (especially for children)
Traffic issues- speed limits
traffic issues -speeding on N. Alpine Avenue
Traffic issues- speeding, not stopping for pedestrians in market cross-walks, or at stop signs.
Traffic issues- this is probably temporary and due to all the construction.
Traffic issues, especially Capitol and Oakland
Traffic issues, especially pedestrian safety
Traffic issues. Ignoring stop signs- speeding- large vehicles on residential streets.
Traffic issues. In a day where fuel conservation is a necessity, Shorewood's stoplights stop you almost every time. Vehicle sensors should be used to diminish fuel consumers' idle time at lights.
Traffic issues/speeding
Traffic issues-erratic out of control driving.
Traffic Issues-Even when work is NOT being done on Oakland Ave, it is too congested!
Traffic issues-need more enforcement of speed limits on residential streets; Dec. to March parking restriction-next block south does not have one-what's up with that?
Traffic issues-No left turn to/from East Jarvis St. and Capitol
Traffic issues-some, of course, related to the Streetscaping and other construction. However, some is more endemic- e.g., People speeding on Capitol Drive and Oakland, posing hazards to pedestrians and particularly school children.
Traffic issues-speeding
Traffic -just due to new road surface -please do asap!
Traffic- Oakland and Capitol
Traffic on bad roads.
Traffic on Capitol
Traffic on Capitol Drive lights are poorly timed.
Traffic on Kensington Blvd.
Traffic on Lake Drive- have radar speed surveillance.
Traffic on North Oakland Ave.
Traffic on Oakland (x 5 responses)
traffic on Oakland and Capitol Drive
Traffic on Oakland is often congested; entrances to Sendik's and Pick N' Save from Oakland causes many problems.
Traffic on Oakland that run the red light- a child is going to get hit.
TRAFFIC on Oakland. The traffic keeps people from shopping there. Put parking meters there. Get a shuttle loop going so we don't have to drive to shopping!
Traffic on Olive
Traffic on streets like Downer Maryland way too fast
traffic -rude and dangerous drivers
Traffic running stop signs
Traffic safety
Traffic should improve when street redoes are complete.
Traffic- speed and failure to stop. We need a light on bike path trail head.
Traffic speed- no stopping signs- no ticketing for night parking.
Traffic- speeders on residential streets.

traffic speeders, failure to yield
traffic -speeding
Traffic- speeding and dangerous driving. Also, concerns over "party houses" in the Village.
Traffic- Speeding and lack of yielding @ pedestrian crossings
Traffic speeding in residential school zones
traffic -speeding on Olsen Ave.
Traffic- speeding on our street
Traffic speeds, snow removal at bus stops
Traffic- summer only
Traffic- uncontrolled intersections on Glendale
Traffic, especially during the Shorewood construction
Traffic, especially flow.
Traffic, pedestrian safety
Traffic/cleanliness
Traffic/pedestrian safety
Traffic/streets
Traffic/streetscaping issues
Traffic-Capitol and Murray and Oakland Ave.
Traffic-cars ignoring pedestrian crosswalks
Traffic-crazy drivers, especially on Oakland-pedestrian crossing signs not adhered to.
Traffic--more pedestrian walkways at more intersections
Traffic-on Oakland-stop blocking the street for these stupid cosmetic things!
Traffic-Pedestrian safety
Traffic-pedestrian walkways/stoplights
Traffic-speeding and disregard to stop signs.
Traffic-speeding through neighborhoods
Traffic-too much-scared of children crossing
Trucks from pick and save have to use alley way behind pick and save to enter loading dock. Then after a loading they should leave via Oakland.
Uncontrolled intersections
Walking right of way
West-bound congestion east of Oakland on Capitol
Who is the idiot who decided to do Oakland Ave and Morris Blvd at the same time?
Yielding to pedestrians in crosswalks!

<u>Street / Alley / Sidewalk Maintenance</u>
Alleys are deteriorating and are in bad shape.
Capitol Drive surface
Condition of streets (x 3 responses)
Condition of village streets is terrible
Construction
Construction on Oakland avenue is a hardship -hopefully all will improve when completed!
Finish the streets
Finishing street construction asap
Fix the bumps on Larkin St. (Capitol to Olive)
Fix the potholes
Fix the potholes on Capitol Drive under the overpass at Wilson Drive. Take out the humps in the road on Wilson Drive.

Fix the roads! They're in terrible shape.
I am disappointed that when you did the work on Oakland Ave, you didn't just do the street at the same time. The street is falling apart and now we have bricks to walk on. Not my first priority.
kensington needs repair
Most roads really need to be repaved
No problem with the above. Street surfaces need attention
Pavement condition
Please fix the streets they are an embarrassment
Poor street maintenance and allowing our neighborhood to turn into a slum
Pot holes (<i>x 5 responses</i>)
Pot holes- alley and Kensington etc.
Pot holes! And digging up Oakland again
Pothole Maintenance
Potholes on village streets need repair!!
Potholes- streets!
potholes, "bumps" in old streets
Repair of roads and streets
Repair street- Richland Ct.
Repaving some local streets
resurface streets
Re-surfacing of residential streets; they are currently terrible!
road condition sink hole not repair
Road conditions (potholes, etc.)
Road conditions (<i>x 2 responses</i>)
Road maintenance (<i>x 2 responses</i>)
Road repair (<i>x 8 responses</i>)
road resurfacing
road resurfacing/repair (not alley)
Road surface is poor
Road Surfaces
Road surfacing- Shorewood approximated a 3rd world nation in road surfacing.
Road work- pot holes
Road/Alley maintenance
Roads (<i>x 2 responses</i>)
Roads (surfaces)
Roads are in horrible condition should hold contractors liable if roads don't hold up and stop using salt on roads.
Roads need to be repaved
Sidewalk and pothole care.
Sidewalks
some roads need to be resurfaced
Sorry condition of Capitol Dr. pavement
Street and sidewalk maintenance
Street conditions
Street conditions are poor on many blocks
Street maintenance (<i>x 9 responses</i>)
Street maintenance and repair
Street maintenance and resurfacing
Street maintenance/repaving very poor
Street maintenance-has really deteriorated in the last few years.

Street pavements, potholes
street paving maintenance -pothole problems
Street repair (x 5 responses)
Street repair, pot holes and ridges.
Street repair/curb
Street repairs after such a hard winter
street repaving
Street resurfacing (x 3 responses)
Streets are a mess -potholes, crumbling curbs.
Streets need repairs
Streets need resurfacing
Traffic- many street are filled with potholes
Traffic-if that means road conditions-answer would be poor.
Village-hired cement contractors over last several years have delivered horrible product that crumbles and breaks apart after just a few years!
Why are we digging up Oakland again? What a waste.

Other (and Combined Responses)
Cleaning up the nature preserve along the lake near Newton and Lake Drive 2. Resurfacing Murray Ave. north of Capitol Drive.
All
Alley garbage! Rental props.
Alley/street maintenance/snow removal
allow dogs in parks
Allow downspout disconnection through the village at no cost.
At water beach needs attention and improvement. It's a great asset.
Attention by whom? The question is unclear
Atwater Beach access/maintenance
Atwater Beach and nature trail improvement
Atwater Beach!
Better parking, more reasonably priced condos.
Blowing trash when Veolia comes through.
Break ins crime
Commercial vacancies on Oakland and Capital Dr.
Condition of parks-playgrounds
Constant use of the alley for delivery. APT house, garbage trucks.
Crime (x 3 responses)
Crime prevention (x 2 responses)
Cut taxes
economic development
Environment sustainability
Future expansion of tax base; i.e. merge with other communities.
Home maintenance and parking
Home maintenance/nuisance
House maintenance and parking
Housing and street maintenance
Housing Maintenance, Noise, Traffic issues
Housing maintenance, particularly in areas south of Capitol Drive-also noise/nuisance issues-issues are related.

Housing/building maintenance also: poorly timed traffic lights.
Housing/street/sidewalk maintenance
I love to walk so traffic and noise
In some neighborhoods, traffic, in other, housing maintenance and alleys.
increasing school enrollment
Keeping crime out! I very much appreciate having the police patrol regularly.
Kensington--too much speeding, poor road conditions. I live near village pub/very noise-cops don't show up when called.
Lack of recycling on due dates- sometimes recycling truck comes one day later.
Litter and shopping cart collection
Lowering property taxes
More and better street cleaning.
more trash can on Oakland Ave.
My answers relate directly to my block not all of Shorewood.
Noise (neighbors) and housing maintenance
Noise and Traffic (<i>x 4 responses</i>)
Noise/Nuisance and parking. Laws regarding parking are randomly enforced.
None
None, we can handle things ourselves- we just want police officers when necessary.
Nuisance/Crime
Oakland Ave is horrible.
Parking and Housing Maintenance (<i>x 5 responses</i>)
parking and maintenance of apt. and buildings
Parking and Traffic (<i>x 5 responses</i>)
Parking and traffic (@ Oakland and Capitol)
parking and traffic especially in downtown area
Parking, then noise
Parking; alley resurfacing
Pedestrian safety; better road conditions
people shoveling
Pesticide free environment
Planting trees
Plow snow from sidewalks
Plowing in winter
Police force
Promote the creation of neighborhood associations (similar to Wauwatosa)
reduce taxes to retain diversity
Rental properties/absentee landlords
Safety and crime (<i>x 2 responses</i>)
Safety-police need a new building
School -marketing them and maintaining excellence!
Schools
Snow banks removal so we can park in front of stores, etc.
Solicitors for 'charitable' causes- especially when it is dark.
Speed -no stopping at signs and no ticketing for night parking.
Stop cutting trees.
Street cleaning
Street lighting- more street repair needed desperately
Streets need to be repaved and plow alleys

The Oakland construction has put a lot of traffic on Murray Ave. and beat it to be in poor condition.
too many restrictions
Traffic and condition of the roads.
Traffic and parking
Traffic and village street repair
traffic back-up at Oakland/Capitol and noise/nuisance issues at Atwater Park
traffic coming off of Capitol; parking on adj. streets to Capitol
traffic issues and parking
traffic, road resurface, redesign
Traffic. Road repairs, speed bump removed capitol drive safety for children and disabled.
Traffic/construction
Traffic/Street Repairs
traffic/winter parking/no handicap parking
Traffic--continue ticketing for parking violations and failure to stop for pedestrians
wasteful spending on Oakland
We could benefit from bike lanes, and requiring all business buildings to have bike racks.
wheel chair access
Winter parking violations and lack of snow removal from sidewalks in front of residences
Winter sidewalks