



Village of Shorewood: Resident Survey 2013

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Executive Summary

This report presents the results of a 2013 online 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 twenty items, and is an updated version of resident surveys collected in 2003 and 2008.

The survey was collected from September 11 – October 18, 2013. All residential households in the Village of Shorewood were able to participate. An invitation to participate was sent to every household via a postcard sent via US Mail, with reminders sent out in October with the water bill and on flyers for garbage cans.

A total of 1,590 surveys were returned. According to 2010 US Census data, there are 6,750 households in the Village of Shorewood. Assuming one response per household, this would correspond to a response rate of 23.6%.

It should be noted that respondents to this survey are self-selected and should not be construed as a “sample.” Characteristics of scientifically drawn probability samples such as “confidence intervals,” “statistical significance,” and “margin of error” are not relevant for these survey results. However, the fact of the matter is that 1,590 individuals took the time and effort to respond to the survey, and these responses comprise a large body of public opinion data. While the results of the survey may not be interpreted in terms of “statistical significance,” they should be viewed as “substantively significant.”

This executive summary provides abridged information and key findings of the results from the full report. A later section compares responses of homeowners to renters.

Survey Respondent Demographics

Survey respondents were asked a variety of questions about their household characteristics, summarized below.

Almost half (48%) have resided in Shorewood for 16 years or more.

The average household size is 2.4 persons per household – with an average of 1.9 adults and 0.6 children in each household. One third of households (33%) indicated one or more child in their household.

In terms of adults, about half (49%) of all households have all adults that are employed. Eighteen percent of all households described by survey respondents have one or more adult that is not employed. Lastly, 14% of all households were retired, in which all adults reported in the household were retired.

Four out of five (81%) own their own home, with and the majority (68%) living in single-family homes.

Respondents tended to have higher household incomes than the average Shorewood resident in comparison to Census 2010 findings. Income in the \$100,000 to \$149,999 was the most frequent range, with 25% of respondents.

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.

Just over two-thirds of respondents indicated a preference to either *maintain or expand services*, both of which may include user fees and/or property tax increases. The most popular option was to maintain services, keeping any increase in user fees and/or property taxes at no more than the rate of inflation (60%). However, one quarter indicated a preference to reduce services, either to maintain or decrease the current level of user fees and/or property taxes.

Regarding the relationship between property taxes and user fees, the most frequently chosen option was using a *combination of property taxes and user fees* (42%). A third reported a preference for increasing only user fees and charges, and one in five preferred only an increase in property taxes.

Regarding alley resurfacing, the most popular option overall was the *use of general property taxes only*, with about one-third of all respondents. However, whether one's residence is adjacent to an alley is related to which option is more likely to be preferred: alley-adjacent respondents preferred the use of general property taxes only (59%) while non-alley adjacent survey respondents preferred the use of special assessments only (35%).

Village of Shorewood Comprehensive Sewer Improvements

Survey participants were asked to describe their level of support for these comprehensive sewer improvements.

Respondents were *overwhelmingly supportive* of these sewer improvements, with four out of five respondents indicating were either "very supportive" or "somewhat supportive" of the Village of Shorewood comprehensive sewer improvements.

Perceptions about Shorewood, Neighborhood Conditions, Parking, and Initiatives

Survey respondents answered several questions about their perceptions regarding characteristics about Shorewood, neighborhood conditions, parking, and village initiatives.

Respondents were asked to provide their perceived rating of the Village of Shorewood along twelve different characteristics along a four-point scale: (1) poor, (2) fair, (3) good, or (4) excellent.

In general, respondents indicated that the *characteristics of Shorewood are positive*, with all at or above the level of “good” (3). Schools had the highest mean rating at 3.7, followed closely by ease of walking at 3.6. Traffic on major streets showed the lowest mean rating at 2.9, followed by quality of businesses at 3.0.

Respondents were next asked to share their perceptions about a variety of neighborhood conditions over the last two years. They were asked to rate the availability of parking, housing maintenance, noise/nuisance issues, and traffic issues on the same four-point scale: (1) poor, (2) fair, (3) good, or (4) excellent.

Overall, respondents rated *neighborhood conditions at or near the “good” level*. The highest average ratings were found for housing maintenance and noise/nuisance issues – each with a rating of 3.0. Availability of parking received the lowest average rating at 2.6.

Survey respondents were asked to rate the ease or difficulty of finding parking in Shorewood in three situations: on his/her street, at night, or in the business district. Response options (values) were very easy (4), somewhat easy (3), somewhat difficult (2), and very difficult (1).

Parking at one’s home and at night were both rated on average as “somewhat easy” – 3.4 and 3.1, respectively. Parking in the business district had an average rating of 2.6, putting it at the level of “somewhat difficult.”

Survey respondents were informed that the Village of Shorewood is implementing various initiatives designed to enhance the community and increase the property tax base. Respondents were asked to rate their perceptions of each initiative along a four-point scale: (1) very negative, (2) negative, (3) positive, and (4) very positive.

For those respondents who are aware of the initiative and have a clear opinion, all of the listed *initiatives are at or slightly above the level of “positive” feedback*. Park improvements and upgrades and conservation and green initiatives each had average ratings of 3.3. Pedestrian and bicycle safety had the lowest average rating at 3.1.

Survey respondents were informed that the Village of Shorewood has been using of environmentally-friendly services and products throughout the Village, and that these services and products may to have a higher cost. Survey participants were asked how much they favor or oppose the use of these along a scale from one to four: strongly oppose, oppose, favor, strongly favor, as well as a no opinion option.

Respondents very much *favor of the use of environmentally-friendly products and services*, even though these may have a higher cost. Four out of five respondents (83%) either “strongly favor” or “favor” the use of environmentally-friendly services and products which may have a higher cost.

Opinions about Shared Services

Survey respondents were asked whether they were in favor of or opposed to the Village exploring a variety of opportunities for service sharing. Responses were based on a four-point scale: strongly oppose (1), oppose (2), favor (3) and strongly favor (4).

Building inspection is the service among the group most favored for the sharing of services (3.2), followed closely by municipal court and senior services (3.1, each). The least favored service for sharing is police department at 2.6.

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: (1) poor, (2) fair, (3) good, and (4) excellent.

Survey respondents were asked to rate their satisfaction with Village customer service over the last two years in a variety of departments. Examples were given of how one might judge customer satisfaction: courteous staff, respectful, helpful, etc.

All but two departments were rated at or above the level of “good” customer service. Highest average ratings were found for the Front Desk at the Village Hall and for the North Shore Fire and Emergency Medical services (3.6, each). Assessor’s Office and Building Inspections had the lowest average rating for customer service satisfaction, with both at 2.8.

The survey asked respondents to rate their level of satisfaction services received from a variety of village departments or providers.

All but four services were rated at or above “good” by those who had a clear opinion. Emergency Medical services had the highest rating at 3.6, followed by Fire Protection and Library Services at 3.5, each. Both garbage collection and senior services had ratings of 3.4. However, the lowest rated service was alley maintenance at 2.1. Street maintenance and Parking Administration followed with each at 2.5, and building inspection at 2.7.

Public Communication

Survey participants were asked how valuable a variety of sources of information are personally in receiving Village communications.

The quarterly *Shorewood Today* magazine and flyers on garbage cans were most valuable sources of communication, with 47% and 45% of “very valuable” ratings, respectively.

Least valuable sources of communication were Twitter and Facebook, with 39% and 33% of “not at all valuable” ratings, respectively. These were also the least well-known.

Full Report

This report presents the results of a 2013 online 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 twenty items, and is an updated version of resident surveys collected in 2003 and 2008. See Appendix A for a copy of the 2013 survey. For an executive summary of 2008 Shorewood Survey results, see Appendix B.

The survey was collected from September 11 – October 21, 2013. All residential households in the Village of Shorewood were able to participate. An invitation to participate was sent to every household via a postcard sent via US Mail, with reminders sent out in October with the water bill and on flyers for garbage cans.

A total of 1,590 surveys were returned. According to 2010 US Census data, there are 6,750 households in the Village of Shorewood. Assuming one response per household, this would correspond to a response rate of 23.6%.

It should be noted that respondents to this survey are self-selected and should not be construed as a “sample.” Characteristics of scientifically drawn probability samples such as “confidence intervals,” “statistical significance,” and “margin of error” are not relevant for these survey results. However, the fact of the matter is that 1,590 individuals took the time and effort to respond to the survey, and these responses comprise a large body of public opinion data. While the results of the survey may not be interpreted in terms of “statistical significance,” they should be viewed as “substantively significant.”

Survey Respondent Demographics

There were six questions asked of respondents related to their household characteristics, including residence, number of children and adults, income, employment status, and housing status. The following section summarizes the results.

Residency. Respondents were asked how long they have been a resident of the Village of Shorewood. The most frequent response for length of residency in Shorewood was 16 or more years, with nearly half of all responses. Just over a quarter have been a resident for 6 to 15 years, and about one in 5 for 1 to 5 years. Six percent have been residents of Shorewood for less than 1 year.

Table 1. Length of Residency		
<i>Category</i>	Count	Percentage¹
Less than 1 year	89	5.9%
1 – 5 years	277	18.5%
6 – 15 years	413	27.6%
16 or more years	719	48.0%
TOTAL	1,498	100%

Household Membership. 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 1.9 adults and 0.6 children in each household. Thus, the average household size is 2.4 people per household. One third of survey respondents (33%) indicated one or more child in their household.

Table 2. Number of Children and Adults per Household				
<i>Household Characteristic</i>	Average	Median	Minimum	Maximum
Number of Household Members (total)	2.4	2	1	14
Number of Adults in Household	1.9	2	1	5
Number of Children in Household	.6	0	0	12

¹ Percentages are calculated based on the number of responses per item. In addition, percentages are rounded to the first decimal point so that totals may not sum to exactly 100%; some tables may total 99% or 101%.

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.

Forty-nine percent of all households have all adults that are employed. Eighteen percent of all households described by survey respondents have one or more adult that is not employed. Lastly, 14% of all households were retired, in which all adults reported in the household were retired.

Table 3. Employment Status of Adults per Household				
<i>Employment Status</i>	Average	Median	Minimum	Maximum
Employed	1.3	1	0	4
Not Employed	.2	0	0	4
Retired	.4	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 – four of five respondents (80.7%) – reported ownership of their residence. Renter status was reported by one in five (19.3%).

Type of Housing

Respondents were asked in which kind of housing they currently reside. About seven in ten respondents (68.1%) reported a single-family home as residence, with 18.3% reported duplexes. Table 4 reveals the complete findings.

Table 4. Housing Type		
<i>Category</i>	Count	Percentage
Single-family home	1006	68.1%
Duplex	271	18.3%
Apartment Building (3 or more units)	75	5.1%
Condominium	125	8.5%
TOTAL	1,477	100%

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 (25.0), while the fewest reported the lowest income range, less than \$25,000 (4.9%).

Table 5. Household Annual Income (before taxes)		
<i>Income Category</i>	Count	Percentage
Less than \$25,000	69	4.9%
\$25,000 to \$49,999	179	12.7%
\$50,000 to \$74,999	243	17.2%
\$75,000 to \$99,999	241	17.1%
\$100,000 to \$149,999	352	25.0%
\$150,000 to \$199,999	151	10.7%
Over \$200,000	175	12.4%
TOTAL	1,410	100%

Characteristics of Survey Respondents. Table 6 on the following page provides a summary of the characteristics detailed above along with comparison figures from similar surveys in 2003 and 2008, and 2010 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, the respondent population for 2013 is similar in many respects to the 2008 survey respondent population. However, a notable exception is the percentage of fully retired households (down from 19% in 2008 to 14% in 2013).

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

<i>Characteristic</i>	2013 Survey	2010 Census	2008 Survey	2003 Survey
Average Length of Residency	- ²	n/a	- ³	16.9 years
Average Household Size	2.4	2.1	2.3	2.5
Households with Children	33%	23%	30%	32%
Retired Households	14%	n/a	19%	17%
Owners	81%	49% ⁴	81%	80%
<i>Household Type</i>	2013 Survey	2010 Census	2008 Survey	2003 Survey
Single Family	68%	43.3%	64%	62%
Duplex	18%	16.9%	19%	19%
Condominium	5%	n/a	8%	7%
Apartment Complex	9%	39.7%	10%	n/a
<i>Household Income</i>	2013 Survey	2010 Census	2008 Survey	2003 Survey
Less than \$25,000	5%	24%	8%	9%
\$25,000 to \$49,999	13%	14%	14%	21%
\$50,000 to \$74,999	17%	20%	17%	21%
\$75,000 to \$99,999	17%	10%	15%	16%
\$100,000 to \$149,999	25%	15%	23%	22%
\$150,000 to \$199,999	11%	5%	11%	5%
Over \$200,000	12%	8%	12%	7%

² In 2013, 48% of survey respondents reported residency in Shorewood for 16 or more years.

³ In 2008, 49% of survey respondents reported residency in Shorewood for 16 or more years.

⁴ Owners are defined as owner-occupied.

Opinions about Property Taxes and User Fees

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

*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 28% 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.*

Property Taxes, User Fees, 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 possible option they would prefer, considering the level of services and the possible effects on property taxes.

Just over two-thirds of respondents indicated a preference to either maintain or expand services, both of which may include user fees and/or property tax increases. The most popular option was to maintain services, keeping any increase in user fees and/or property taxes at no more than the rate of inflation, with three of five responses (59.8%). One in ten indicated an opinion to expand services, which may require an increase in user fees and/or property taxes more than the rate of inflation.

One quarter of respondents indicated a preference to reduce services, either to maintain or decrease the current level of user fees and/or property taxes. Sixteen percent indicated a choice of reduction in services to maintain current levels of fees and/or taxes, and 9% indicated a reduction in services with a reduction in fees and/or taxes. Five percent had no opinion.

Table 7. Opinions about Property Taxes, User Fees, and Village Services		
<i>Option</i>	Count	Percentage
Expand services, which may require an increase in user fees and/or property taxes more than the rate of inflation.	151	10.0%
Maintain services, which may increase user fees and/or property taxes at no more than the rate of inflation.	901	59.8%
Reduce services as needed to try to maintain current user fees and/or property taxes.	247	16.4%
Reduce as many services as needed to try to reduce user fees and/or property taxes.	132	8.8%
No opinion.	76	5.0%
TOTAL	1,507	100%

Property Taxes, User Fees, or Both. 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.

The most frequently chosen option was using a combination of property taxes and user fees with about two in five responses. A third reported a preference for increasing only user fees and charges, and one in five preferred only an increase in property taxes.

Table 8. Opinions on Increase in Property Taxes, User Fees, or Both		
Option	Count	Percentage
Increase property taxes; do not increase user fees and charges.	273	18.2%
Use a combination of increased property taxes and increased user fees and charges.	629	41.8%
Increase user fees and charges; do not increase property taxes.	471	31.3%
No opinion.	130	8.6%
TOTAL	1,503	100%

Property Taxes and Special Assessments for Alley Resurfacing

The survey explained:

*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.*

Survey respondents were asked to choose which option they prefer.

As seen in Table 9 below, the most popular option was the use of only general property taxes for alley reconstruction, with about one-third of respondents.⁵

It is evident that whether one’s residence is adjacent to an alley is related to which option is more likely to be preferred.⁶ Overall, a third of respondents (33.6%) reported a residence as adjacent to an alley.

Among alley adjacent survey respondents, three out of five prefer the use of general property taxes only. However, the most popular option among non-alley adjacent survey respondents is the use of special assessments only – as well as a large proportion on “no opinion” responses.

Table 9. Opinions on Property Taxes and Special Assessments for Alley Resurfacing Projects

<i>Option</i>	Overall		Live Adjacent to Alley?	
	Count	Percent	Yes	No
Use only general property taxes for alley resurfacing; do not use special assessments.	481	31.9%	59.4%	17.5%
Use a combination of general property taxes and special assessments for alley resurfacing.	373	24.7%	21.9%	26.9%
Use only special assessments for alley resurfacing; do not use general property taxes.	406	26.9%	11.9%	34.8%
No opinion.	248	16.4%	6.8%	21.4%
TOTAL	1,508	100%	100%	100%

⁵ 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.

⁶ Statistically significant differences were found between those who live adjacent to an alley and those who do not.

Village of Shorewood Comprehensive Sewer Improvements

Survey respondents were reminded -

Due to the street flooding and basement back-ups that occurred during the July 2010 rain storms and during other storms of recent years, the Village of Shorewood began planning for a Comprehensive Sanitary Sewer and Stormwater Drainage Facility Plan. The plan outlines a 10-year, \$30-\$35 million program for making improvements to sanitary sewer pipes, stormwater collection systems, combined sewer pipes and private property laterals.

Survey participants were asked to describe their level of support for these comprehensive sewer improvements. They were allowed five response options: very supportive, somewhat supportive, not very supportive, not at all supportive, and a not sure/undecided opinion.

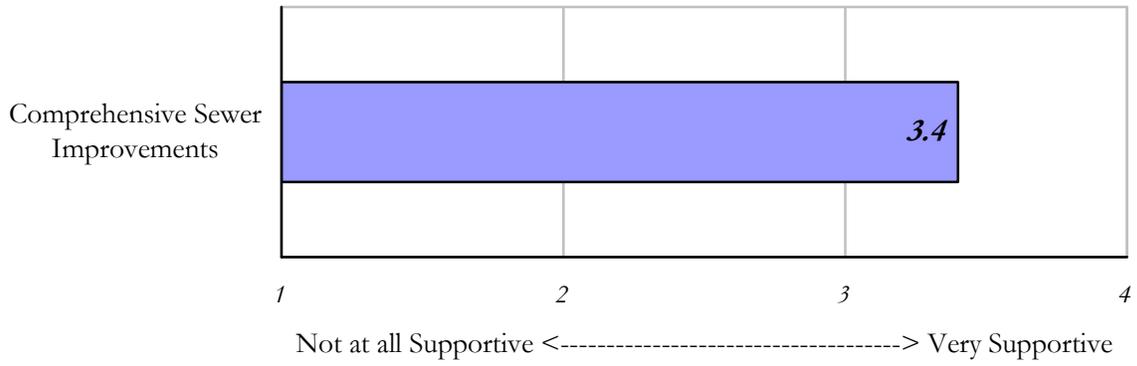
Respondents were overwhelmingly supportive of these sewer improvements. Four out of five respondents were either “very supportive” or “somewhat supportive” of the Village of Shorewood comprehensive sewer improvements. Only about one in twenty respondents were either “not very” or “not at all supportive.” One in ten respondents reported not sure or undecided.

Table 10. Support for Comprehensive Sewer Improvements		
<i>Response</i>	Count	Percentage
Very Supportive	688	45.5%
Somewhat Supportive	568	37.5%
Not Very Supportive	70	4.6%
Not at All Supportive	27	1.8%
Not sure / undecided	160	10.6%
TOTAL	1,513	100%

Another method of visualizing the data is through the use of mean scores (averages). Mean scores were calculated by converting each response to a whole number on a four-point scale (1 = not at all supportive, 2 = not very supportive, 3 = somewhat supportive, and 4 = very supportive), with “not sure/undecided” excluded. See Figure 1 on the following page.

On average, respondents gave a score of 3.4 (a score of four being “very supportive”).

Figure 1. Mean Support for Village of Shorewood Comprehensive Sewer Improvements



Perceptions about Shorewood, Neighborhood Conditions, Parking, and Initiatives

Survey respondents were asked a series of questions related to their perceptions related to general characteristics of the Village of Shorewood, neighborhood conditions, parking issues, and community initiatives.

Characteristics of Shorewood. Respondents were next asked to provide their perceived rating of the Village of Shorewood along twelve different characteristics along a four-point scale from poor to excellent, with a “no opinion” option. Table 11 displays the results⁷.

Ease of walking received the highest percentage of “excellent” feedback, with 70.1% of survey respondents, followed by 64.5% for Shorewood schools. Traffic flow on major streets received the lowest percentage of “excellent” feedback at 17.7%, and also the highest percentage of “poor” feedback at 5.9% percent.

Table 11. Perceptions about Characteristics of Shorewood

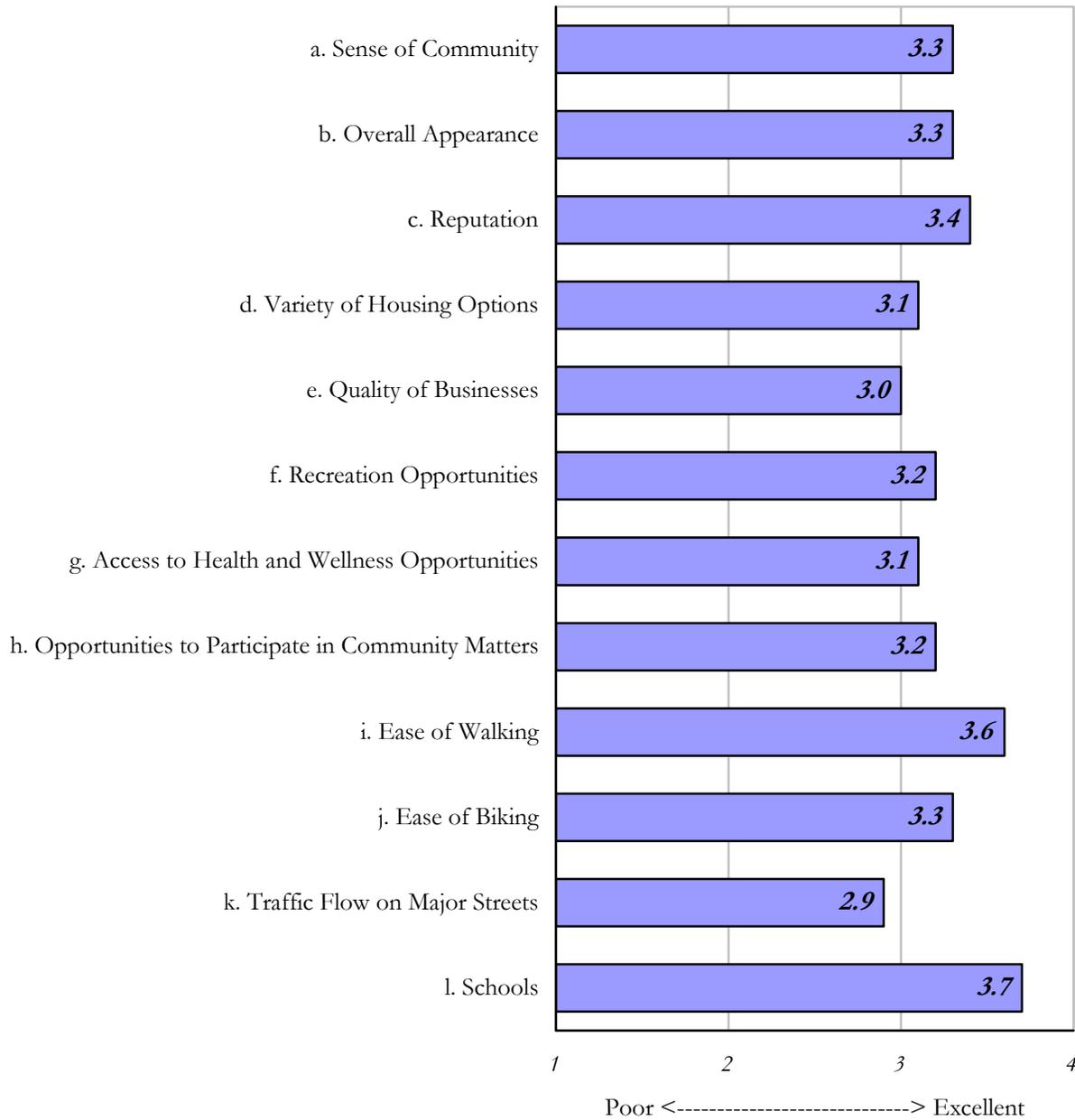
<i>Characteristic</i>	Rating / Response				
	Excellent	Good	Fair	Poor	No Opinion
a. Sense of Community	43.3%	45.6%	8.5%	0.8%	1.8%
b. Overall Appearance	35.2%	57.8%	6.3%	0.6%	0.2%
c. Reputation	49.4%	44.7%	4.3%	0.8%	0.8%
d. Variety of housing options	31.4%	50.7%	14.3%	2.0%	1.6%
e. Quality of businesses	19.5%	61.1%	17.7%	1.1%	0.6%
f. Recreation Opportunities	33.3%	50.5%	12.9%	1.5%	1.8%
g. Access to Health and Wellness Opportunities	25.1%	46.9%	13.0%	1.6%	13.3%
h. Opportunities to participate in Community Matters	32.9%	43.3%	13.1%	2.9%	7.7%
i. Ease of Walking	70.1%	25.4%	3.4%	1.0%	0.2%
j. Ease of Biking	41.0%	37.4%	11.2%	2.5%	8.0%
k. Traffic Flow on Major Streets	17.7%	56.4%	20.4%	5.2%	0.4%
l. Schools	64.5%	22.4%	2.6%	0.4%	10.1%

⁷ For the sake of readability, only percentages are included in larger tables from this point forward.

Mean scores were 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. Responses of “no opinion” were not included. See Figure 2.

In general, respondents indicated that the characteristics of Shorewood are positive, with all at or above the level of “good” (3). Schools had the highest mean rating at 3.7, followed closely by ease of walking at 3.6. Traffic on major streets showed the lowest mean rating at 2.9, followed by quality of businesses at 3.0.

Figure 2. Mean Ratings of Characteristics of Shorewood



Neighborhood Conditions. Respondents were next asked to share their perceptions about a variety of neighborhood conditions over the past two 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 12 displays the results.

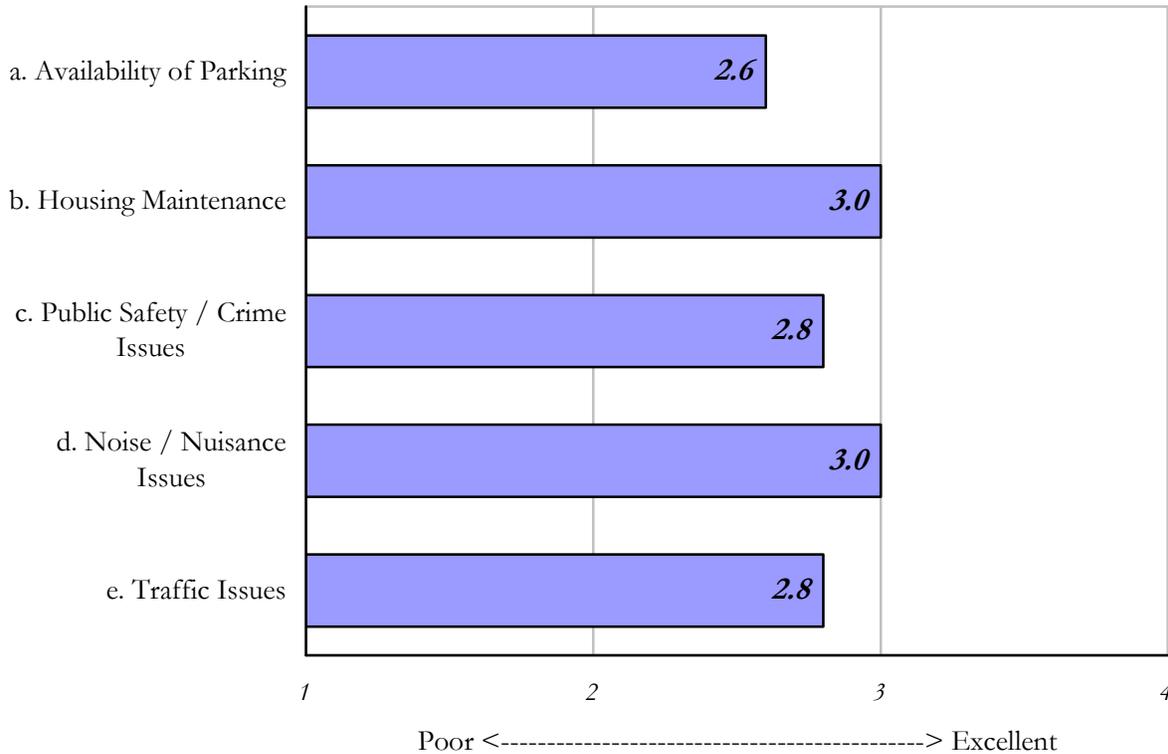
Noise/nuisance issues received the highest percentage of “excellent” feedback with 23.2% of survey respondents, followed by 16.5% for public safety/crime issues. The issue of availability of parking received the lowest percentage of “excellent” feedback (11.9%) and the highest percentage of “poor” feedback” with 12.3%.

Table 11. Perceptions about Neighborhood Conditions					
<i>Condition</i>	Rating / Response				
	Excellent	Good	Fair	Poor	No Opinion
a. Availability of Parking	11.9%	44.8%	27.9%	12.3%	3.1%
b. Housing Maintenance	15.5%	63.8%	15.0%	1.9%	3.7%
c. Public Safety/Crime Issues	16.5%	51.9%	22.4%	7.4%	1.9%
d. Noise / Nuisance Issues	23.2%	55.7%	14.1%	3.8%	3.3%
e. Traffic Issues	14.9%	58.1%	19.4%	5.2%	2.4%

As with the previous item, mean scores were 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. Responses of “no opinion” were not included in these calculations. See Figure 3 on the following page.

Respondents rated neighborhood conditions at or near the “good” level. The highest average ratings were found for housing maintenance and noise/nuisance issues – each with a rating of 3.0. Availability of parking received the lowest average rating at 2.6.

Figure 3. Mean Ratings of Neighborhood Conditions Over the Past Two Years



In follow up to this, respondents were asked which of the five issues above, or other issue, requires the most attention. Responses were received from 1,047 respondents; this was nearly two-thirds of all surveys received (65.8%). Some respondents gave more than one issue for attention.

Table 12a on the following page shows the ten most frequently cited issues most in need of attention. For brevity, the four themes identified by 10% or more respondents are discussed below.

Public Safety and Crime Issues. Nearly two in five respondents (36.4%) identified public safety and crime issues as most in need of attention. In addition to general comments, many sub-themes emerged regarding specific crimes (home break-ins, burglaries, armed robberies, assaults, and theft). Other comments reported the perception that crime is – or may be increasing in the Village of Shorewood, and that there is a need for better or more effective policing and to raise community awareness on the issue.

Parking Issues. A quarter of respondents (24.7%) indicated issues related to parking as most in need of attention. The most common sub-theme was the general availability of parking in Shorewood. Other identified issues were related to overnight parking restrictions and regulation, parking in the business district or around businesses, and on-street parking in front of one’s residence.

Traffic Flow and Safety. One in five reported issues with traffic (18.8%). This issue was often intertwined with parking as well as street conditions. Congestion and heavy traffic, with specific areas, was a common sub-theme among respondents. Many respondents indicated the need for police to do a more related to enforcement of traffic laws (e.g., speed limits, obeying posted signs, etc.). Safety concerns were also frequent: general pedestrian and bicyclist safety as well as safe crosswalks.

Housing and Housing Maintenance. One in eight respondents reported issues related to housing maintenance (11.6%). By far the most common sub-theme was related to upkeep of neighborhood properties, with rental properties mentioned frequently. Other emergent sub-themes were the need to reduce the number of rental properties, increase the availability of affordable housing, and increase the variety of housing.

It is interesting to note that the top issue outside the four core issues above was street/alley/sidewalk maintenance and repair. Just fewer than 10% of respondents to this question identified poor conditions of streets, alleys, and sidewalks within various areas of Shorewood. Potholes were a common complaint, as was the urgent need for resurfacing.

Table 12a. Top 10 Neighborhood Conditions Requiring the Most Attention		
<i>Condition</i>	Count	Percentage⁸
Public Safety / Crime Issues	381	36.4%
Parking Issues	258	24.7%
Traffic Flow and Safety	197	18.8%
Housing and Housing Maintenance	121	11.6%
Street / Alley / Sidewalk Maintenance and Repair	93	8.9%
Noise and Nuisance Issues	64	6.1%
Bicycling Issues / Safety	35	3.3%
Pedestrian Safety / Walkability	26	2.5%
Government / Municipal Issues	21	2.0%
High Taxes	20	1.9%
Business / Economic Development	20	1.9%

For a full listing of all eighteen themes and corresponding sub-themes under each, see Appendix C.

⁸ Percentage was calculated out of the number of respondents who provided a response to this item: 1,047.

Parking in Shorewood. Survey respondents were asked to rate the ease or difficulty of finding parking in Shorewood in three situations: on his/her street, at night, or in the business district. Response options were very easy, somewhat easy, somewhat difficult, and very difficult. No opinion was also an option. Table 13 presents these results.

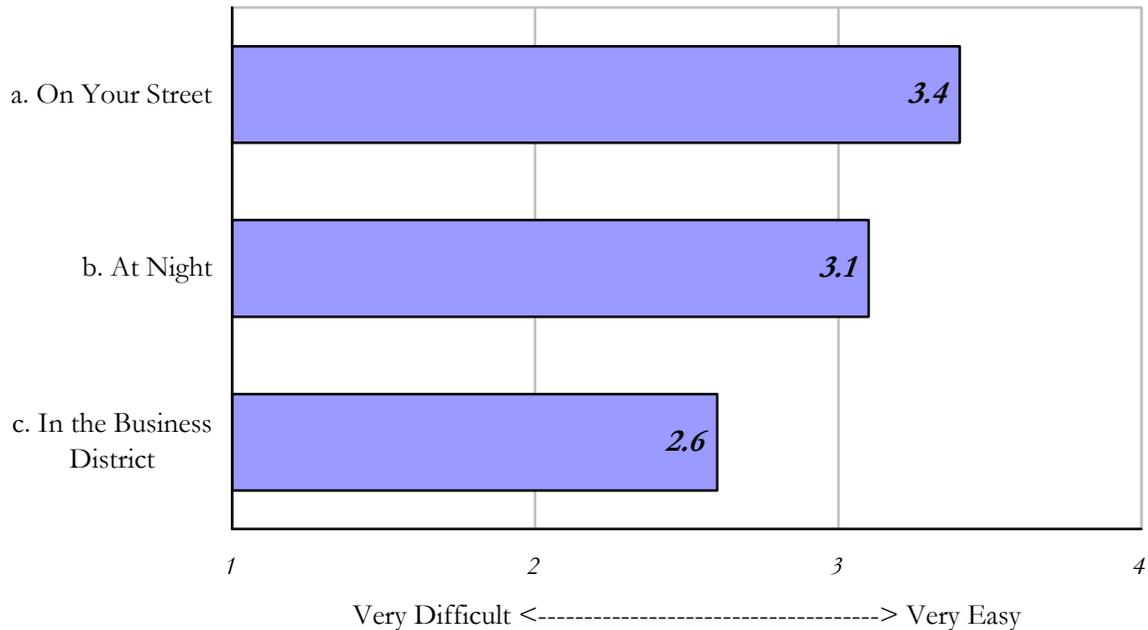
Parking on one’s own street had the highest percentage of “very easy” responses, with 55.6% of respondents. Nighttime parking received 42.6% “very easy” responses. However, only 12.2% reported “very easy” for parking in the business district.

Table 13. Perceptions about Parking in Shorewood					
<i>Situation</i>	Rating / Response				
	Very Easy	Somewhat Easy	Somewhat Difficult	Very Difficult	No Opinion
a. On Your Street	55.6%	24.3%	11.7%	5.0%	3.4%
b. At Night	42.6%	22.4%	14.4%	8.4%	12.2%
c. In the Business District	12.2%	41.2%	32.9%	9.1%	4.5%

Mean scores were calculated by converting each rating to a whole number on a four-point scale (1 = very difficult, 2 = somewhat difficult, 3 = somewhat easy, and 4 = very easy, and taking the average of those ratings for the ease of parking in each situation. No opinion responses were excluded. See Figure 4.

Parking at one’s home and at night were both rated on average as “somewhat easy” – 3.4 and 3.1, respectively. Parking in the business district had an average rating of 2.6, putting it at the level of “somewhat difficult.”

Figure 4. Mean Ratings of Ease of Parking in Shorewood



Respondents were asked to provide any comments related to parking in the Village of Shorewood. Table 13a on the following page shows the ten most frequently cited issues most in need of attention. For brevity, the four themes identified by 10% or more respondents are discussed below.

Location of Parking Issues. Nearly one-third of respondents (28.5%) indicated non-residential locations of parking-related issues. A quarter reported parking difficulties in or near businesses or the business district. Word frequency from commentary found the following areas most frequently mentioned: Oakland (23% of respondents), Kensington (11%), North / North End (10%), and Capitol (5%). Other locations with much lower frequencies were schools⁹, new developments, construction areas, and near municipal buildings.

Positive Parking Comments. One in five respondents reported a positive comment related to parking in Shorewood (22.1%). The situation was reported as good, adequate, or manageable by 18.8% of respondents, and as improving by another 2.8%. A few indicated an appreciation that parking was free, and one person reported an appreciation of the holiday reprieve for parking restrictions.

Overnight Parking. One in eight respondents (12.8%) commented related to overnight (night) parking. A preference to allow or expand overnight and night parking accounted for 11.4% of respondents. However, only 1.3% indicated a preference to limit (or maintain limits) on overnight parking.

⁹ 4% of respondents cited areas near the University of Wisconsin-Milwaukee.
Village of Shorewood: Resident Survey 2013
 Prepared by University of Wisconsin – Milwaukee: Center for Urban Initiatives and Research

Parking Structures and Lots. One in ten respondents (101%) provided comments related to parking structures or lots within the Village of Shorewood. Three percent reported liking or an appreciation of a parking structure or lot, while 2.7% indicated the need for more public parking structures or lots. In contrast, two percent of respondents reported disliking a particular structure or lot, with 1.5% commented that no more structures or lots should be opened. Having difficulty parking in a structure or lot was indicated by 1.0% of respondents. The structures or lots most mentioned across all commentary were at or near Sendik's (4% of respondents) and Walgreens (3%).

Issues related to parking issues on residential streets were cited by just less than 10% of respondents, as was the call to increase availability of parking. For a full listing of all nineteen themes and corresponding sub-themes under each, see Appendix D.

Table 13a. Top 10 Themes from Parking Commentary		
<i>Condition</i>	Count	Percentage¹⁰
Location of Parking Issues	172	28.5%
Positive Parking Comments	133	22.1%
Overnight Parking	77	12.8%
Parking Structures and Lots	61	10.1%
Residential Street Parking	56	9.3%
Increase Availability of Parking	54	9.0%
Issues with Non-Residents	46	7.6%
Enforcement	38	6.3%
Traffic and Parking	31	5.1%
Rules and Regulations	31	5.1%

¹⁰ Percentage was calculated out of the number of respondents who provided a response to this item: 603.

Shorewood Initiatives. Survey respondents were informed that the Village of Shorewood is 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 14 displays the results.

Looking at all responses, the highest percentage of “very positive” feedback was found for business district development at 30.6%, followed by 28.8% for streetscaping at Oakland and Capitol. Pedestrian and bicycle safety had the lowest at 20.0%, with marketing of Shorewood following at 20.6%.

However, the percentages of “unaware” provide information on the lesser-known initiatives. This can be used by the Village of Shorewood to highlight initiatives to the general public and raise awareness. One in five respondents reported “unaware” regarding development of new public spaces. In addition, one in six respondents reported “unaware” of conservation and green initiatives.

Table 14. Perceptions about Shorewood Initiatives

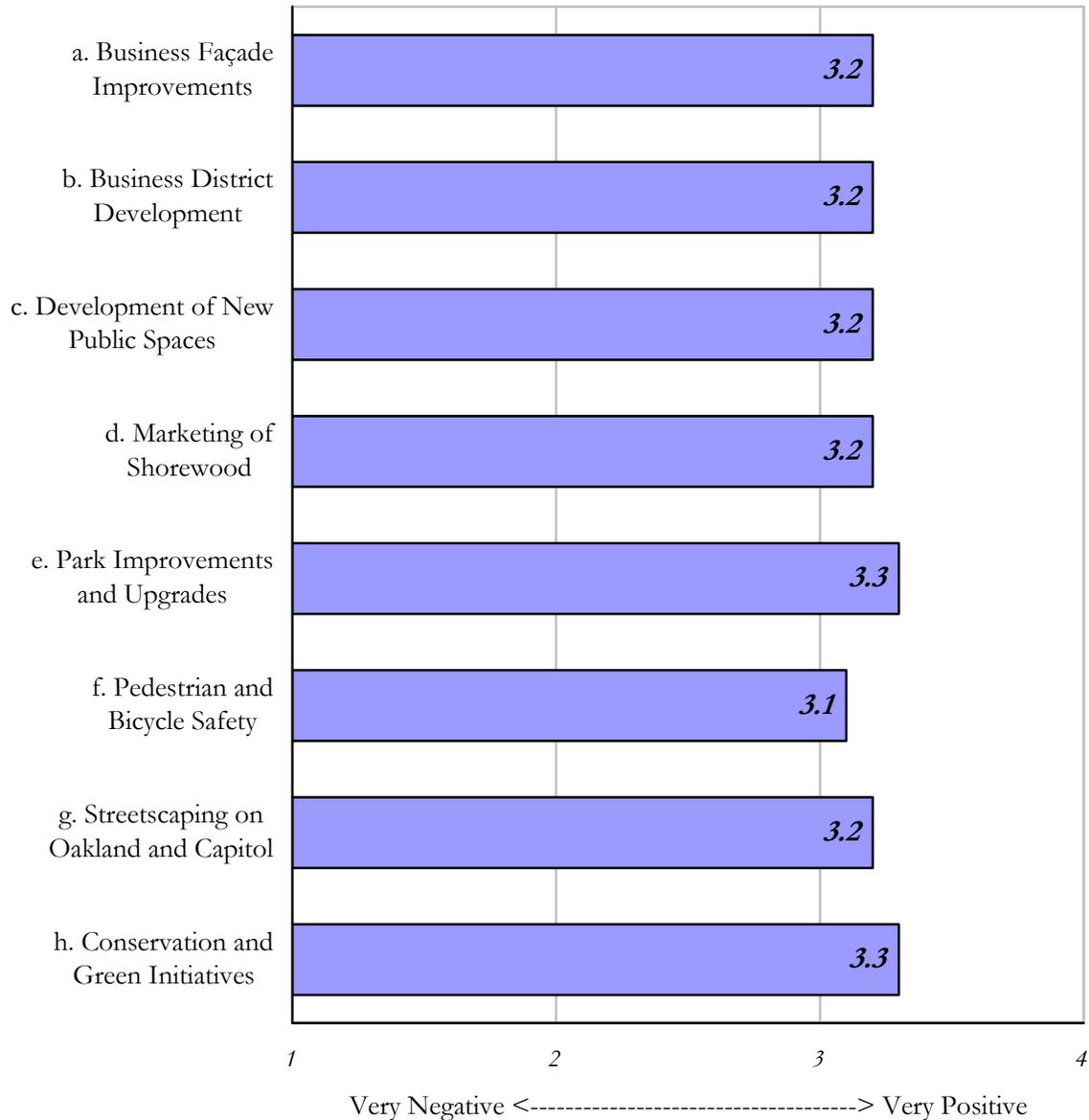
<i>Initiative</i>	Rating / Response					
	Very Positive	Positive	Negative	Very Negative	Unaware	No Opinion
a. Business Facade Improvements	23.2%	54.9%	4.7%	1.2%	9.8%	6.3%
b. Business District Redevelopment	30.6%	49.4%	6.7%	1.9%	5.6%	5.9%
c. Development of New Public Spaces	21.7%	44.7%	3.9%	1.2%	21.2%	7.3%
d. Marketing of Shorewood	20.6%	51.3%	4.7%	1.4%	11.3%	10.7%
e. Park Improvements and Upgrades	24.8%	52.3%	2.9%	0.9%	13.2%	5.8%
f. Pedestrian and Bicycle Safety	20.0%	51.9%	6.8%	3.0%	13.0%	5.3%
g. Streetscaping on Oakland and Capitol	28.8%	51.8%	7.8%	3.0%	4.5%	4.1%
h. Conservation and Green Initiatives	25.5%	45.1%	3.6%	1.4%	16.5%	7.8%

For this item, mean scores may be more helpful in determining perceptions on these initiatives.

Mean scores were calculated by converting each rating to a whole number on a four-point scale (1 = very negative, 2 = negative, 3 = positive, and 4 = very positive, and taking the average of those ratings for each initiative. Unaware and No opinion responses were excluded. See Figure 5 on the next page.

For those respondents who are aware of the initiative and have a clear opinion, all of the listed initiatives are at or slightly above the level of “positive” feedback. Park improvements and upgrades and conservation and green initiatives each had average ratings of 3.3. Pedestrian and bicycle safety had the lowest average rating at 3.1.

Figure 5. Mean Ratings of Various Shorewood Initiatives



Environmentally-Friendly Services and Products. Survey respondents were informed that the Village of Shorewood has been using of environmentally-friendly services and products throughout the Village, and that these services and products may to have a higher cost. Survey participants were asked how much they favor the use of these, even though it may cost 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.

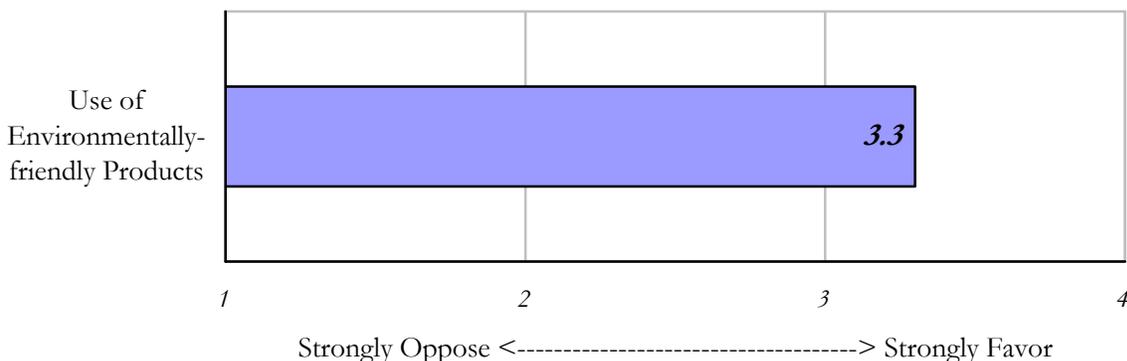
Four out of five respondents (83%) either “strongly favor” or “favor” the use of environmentally-friendly services and products which may have a higher cost. About one in ten either “oppose” or “strongly oppose”, while 6% have no opinion.

Table 15. Use of Environmental-friendly Products in the Village of Shorewood		
<i>Response</i>	Count	Percentage
Strongly Favor	610	39.3%
Favor	674	43.5%
Oppose	130	8.4%
Strongly Oppose	50	3.2%
No Opinion	87	5.5%
TOTAL	1,551	100%

Mean scores were calculated by converting each rating to a whole number on a four-point scale (1 = strongly oppose, 2 = oppose, 3 = favor, and 4 = strongly favor). No opinion responses were excluded. See Figure 6.

Respondents favor the use of environmentally-friendly services and products, with an average rating of 3.3 (a score of four being “strongly favor”).

Figure 6. Mean Favor / Oppose of the Use of Environmentally-friendly Products in the Village of Shorewood



Opinions about Shared Services

Survey respondents were prompted regarding the Village of Shorewood and shared services:

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 (Bayside Dispatch), refuse and yard waste collection center (Whitefish Bay), and public health (North Shore Health Department).

They were then asked whether they were in favor of or opposed to the Village exploring a variety of opportunities for service sharing. Responses were based on a four-point scale (strongly oppose, oppose, favor, strongly favor), and an option for “no opinion.” See Table 16 below.

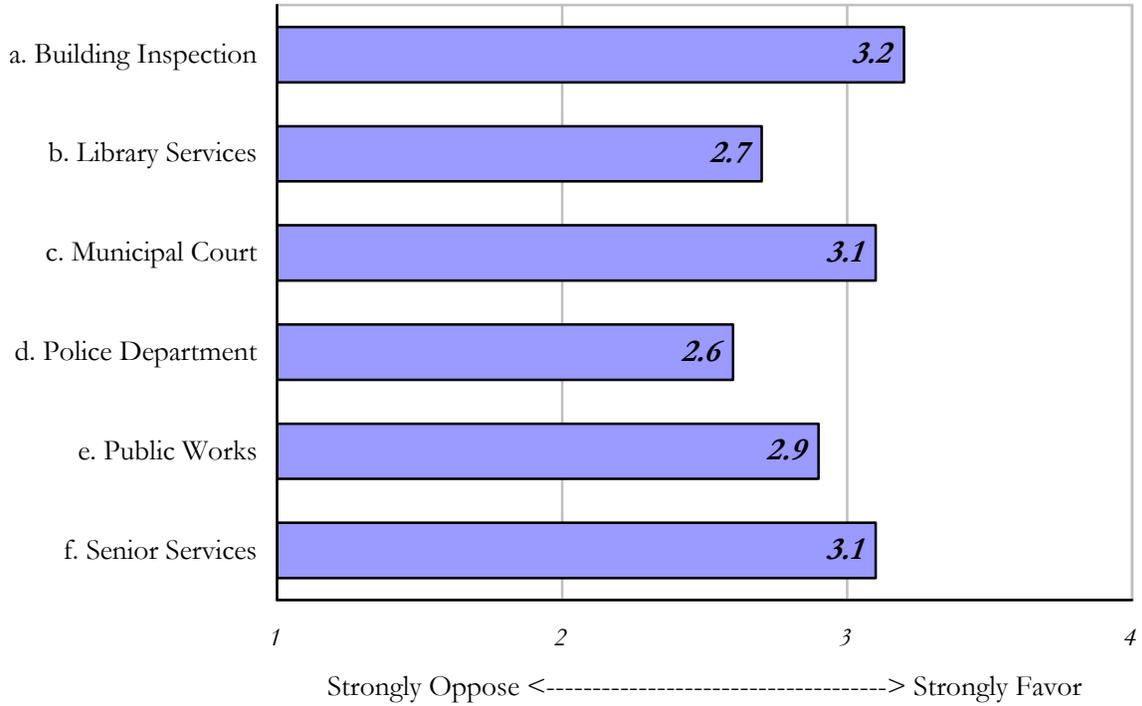
The results show that respondents are most in favor of exploring service sharing for inspection (32.2% strongly favor), municipal court (28.4% strongly favor), and senior services (27.9% strongly favor). However, all of these services, and Public Works, have percentage of “no opinion” at greater than 10%. Police department had the least percentage of “strongly favor” responses at 18.9%.

Table 16. Favor / Oppose Service Sharing Opportunities for Shorewood					
<i>Service</i>	Rating / Response				
	Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion
a. Building inspection	32.2%	41.1%	11.9%	2.8%	12.1%
b. Library services	23.0%	30.9%	28.1%	11.5%	6.4%
c. Municipal Court	28.4%	41.7%	11.8%	2.6%	15.5%
d. Police Department	18.9%	27.9%	32.2%	13.8%	7.2%
e. Public Works	23.8%	38.6%	21.5%	6.0%	10.1%
f. Senior services	27.9%	37.6%	13.1%	3.8%	17.5%

To counter some of the effects of those without a clear opinion, mean scores were calculated by converting each response to a whole number on a four-point scale (1 = strongly oppose, 2 = oppose, 3 = favor, and 4 = strongly favor), with “no opinion” excluded. See Figure 7 on the following page.

Results are consistent with the above: Building inspection is the service among the group most favored for the sharing of services (3.2), followed closely by municipal court and senior services (3.1, each). The least favored service for sharing is police department at 2.6.

Figure 7. Mean Favorability of Service Sharing Opportunities for Shorewood



Satisfaction with Customer Service and Services

Survey respondents were asked two questions related to satisfaction with Village of Shorewood service delivery: customer service and actual service provision.

Customer Service. Survey respondents were asked to rate their satisfaction with Village customer service over the last two years in a variety of departments. Examples were given of how one might judge customer satisfaction: 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. Table 17 on the following page displays the percentages of responses to each.

The Shorewood library received the highest percentage of “excellent” ratings for customer service, with 51.4%, followed closely by the Front Desk at the Village Hall with 50.2% of “excellent” ratings. The Police Department received 30.9% “excellent” ratings, with 27.2% for Public Works, and 26.9% for North Shore Fire and Emergency Medical services.

The lowest percentages of “excellent” ratings of customer service were reported for the Assessor’s Office (7.4%), Building Inspections (11.2%), and North Shore Health (11.6%).

No department received 5% or more of “poor” ratings of customer service.

However, one should note the high percentages of respondents that had no interactions with individual Village services¹¹.

- Three services had “no interaction” percentages of 40% or higher: Senior Resource Center (45.1%), North Shore Health (44.4%), and Assessor’s Office (40.8%).
- Two departments had “no interaction” percentages between 30% and 40%: Village Manager’s Office (38.7%) and North Shore Fire and Emergency Medical (36.6%)

High percentages of “no interaction” or “no opinion” may skew the interpretation of that service’s ratings. Therefore, mean scores were employed to compare average ratings for each service.

¹¹ There were also several examples of departments with percentages of “no opinion” responses above 20%. For brevity, these are not highlighted.

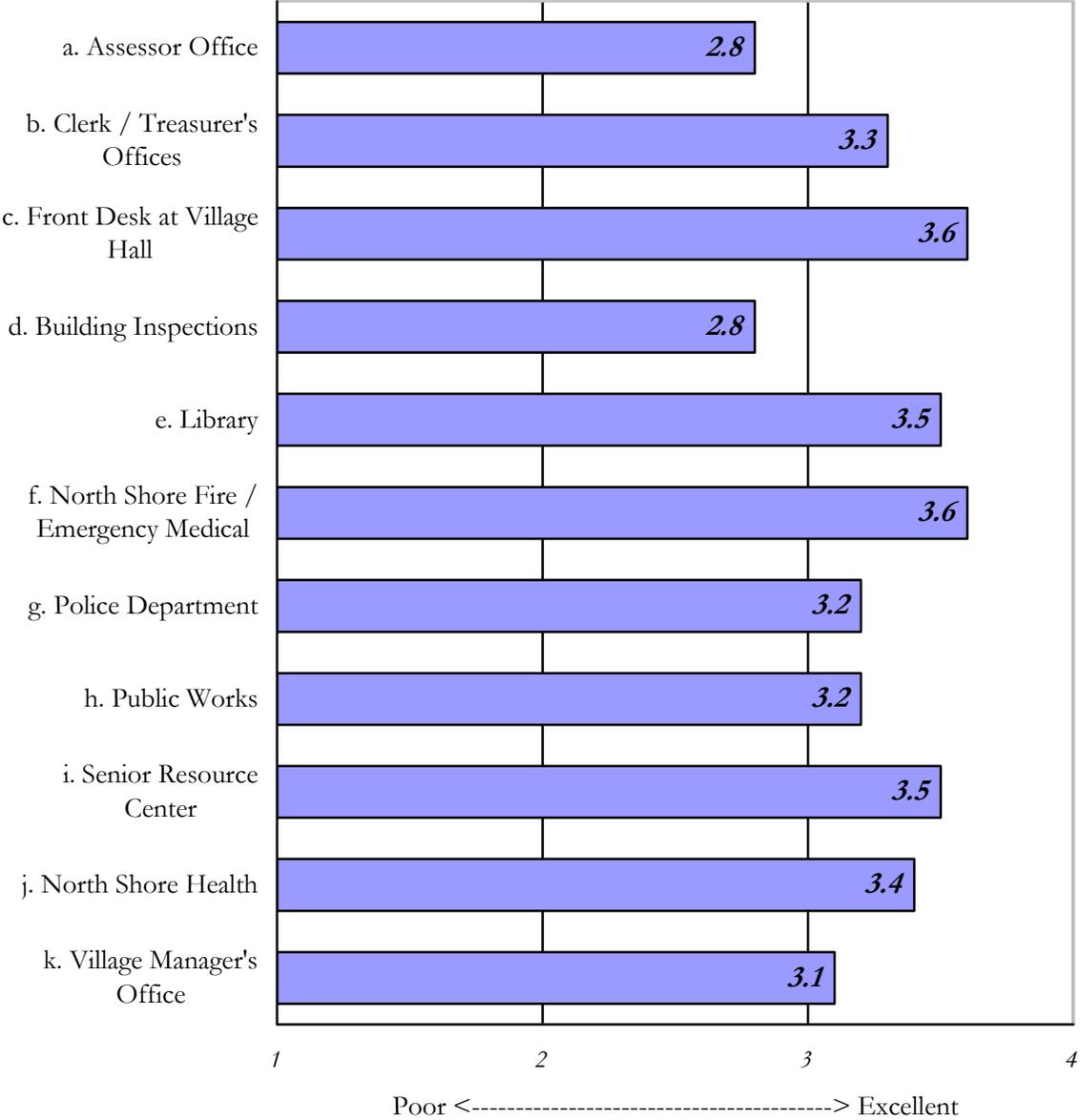
Table 17. Perceptions of Customer Service from Village of Shorewood Services

<i>Service</i>	Rating / Response					
	Excellent	Good	Fair	Poor	No Interaction	No Opinion
a. Assessor Office	7.4%	17.4%	7.6%	4.3%	40.8%	22.5%
b. Clerk/ Treasurer's Offices	23.6%	28.5%	5.0%	0.7%	26.1%	16.1%
c. Front Desk at Village Hall	50.2%	28.6%	3.3%	0.7%	10.6%	6.6%
d. Building Inspections	11.2%	23.8%	10.9%	6.2%	29.7%	18.2%
e. Library	51.4%	30.7%	4.1%	1.0%	7.5%	5.2%
f. North Shore Fire and Emergency Medical	26.9%	16.2%	1.1%	0.2%	36.6%	19.0%
g. Police Department	30.9%	30.7%	8.3%	3.7%	17.3%	9.1%
h. Public Works	27.2%	34.9%	8.8%	2.0%	17.1%	10.1%
i. Senior Resource Center	13.9%	9.3%	1.3%	0.3%	45.1%	30.1%
j. North Shore Health	11.6%	12.2%	1.7%	0.3%	44.4%	29.8%
k. Village Manager's Office	14.6%	16.0%	4.9%	2.4%	38.7%	23.4%

To counter the possible skewing of results due to significant percentages of “no interaction” and “no opinion” responses, mean scores were computed to compare customer service satisfaction within the various departments which exclude these responses. Thus only those with a clear opinion or interaction were included. (1 = poor, 2 = fair, 3 = good, and 4 = excellent). See Figure 8 on the next page.

All but two departments were rated at or above the level of “good” customer service (3). Highest average ratings were found for the Front Desk at the Village Hall and for the North Shore Fire and Emergency Medical services (3.6, each). Assessor’s Office and Building Inspections had the lowest average rating for customer service satisfaction, with both at 2.8.

Figure 8. Mean Rating of Customer Service from Village of Shorewood Services



Service Delivery. The survey asked respondents to rate their level of satisfaction with a variety of village services. Respondents rated customer service on a four-point scale from poor to excellent, and they were also given “not used” and “no opinion” options. See Table 18 on the next page.

The Shorewood library received the highest amount of “excellent” ratings of services received (52.4%), which mirrored the customer service ratings. This was followed by Garbage Collection with 44.5% and Police Protection at 30.5%.

Alley Maintenance received the lowest percentage of “excellent” ratings with 4.3%, followed by Parking Administration with 5.7%, and Building Inspection at 8.6%.

Only two services had “poor” ratings at greater than 10%: Street maintenance (17.5%) and Alley maintenance (15.5%).

As with the previous item, there were high percentages of responses related either to non-use or no opinion, and these may skew interpretation.

- Two services had “not used” percentages over 50%: Senior Services (51.0%) and Health Services (50.8%).
- Five additional services had “not used” percentages from 30% to 50%: Fire protection (49.5%), Emergency Medical services (49.0%), Building inspection (34.4%), Alley maintenance (33.3%), and Parking administration (31.4%).

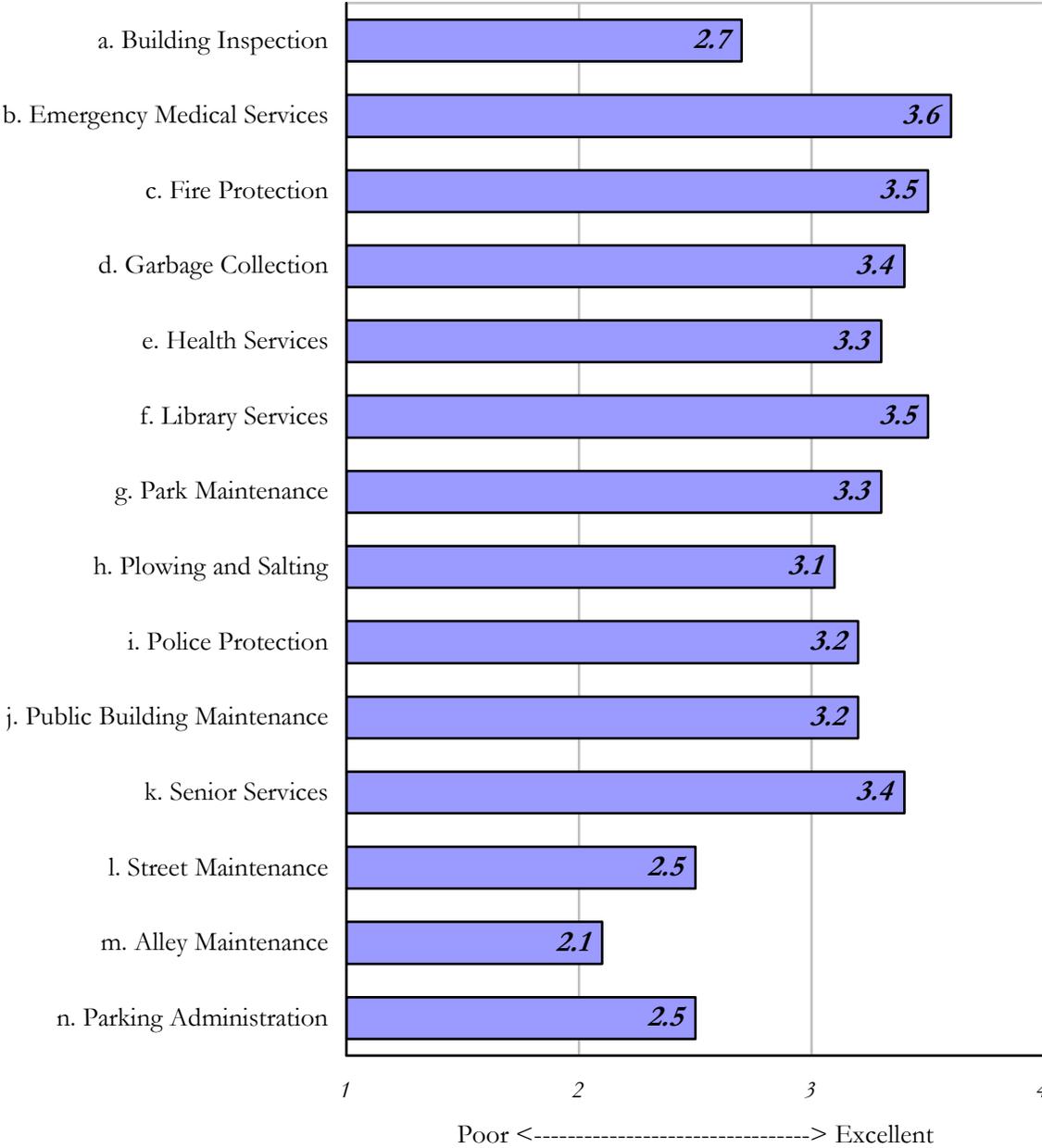
Table 18. Perceptions of Service Delivery from Village of Shorewood Services

<i>Service</i>	Rating / Response					
	Excellent	Good	Fair	Poor	Not Used	No Opinion
a. Building inspection	8.6%	23.4%	11.8%	6.7%	34.4%	15.2%
b. Emergency Medical Services	18.7%	11.6%	0.9%	0.3%	49.0%	19.6%
c. Fire protection	17.6%	14.4%	0.9%	0.2%	49.5%	17.4%
d. Garbage collection	44.5%	41.1%	6.2%	1.5%	3.7%	3.0%
e. Health services	11.5%	14.2%	2.1%	0.4%	50.8%	21.0%
f. Library services	52.4%	30.9%	3.6%	0.9%	8.2%	4.0%
g. Park maintenance	30.1%	47.0%	6.2%	1.3%	10.0%	5.3%
h. Plowing and salting	27.6%	48.8%	12.3%	4.1%	4.1%	3.0%
i. Police protection	30.5%	40.4%	10.0%	3.5%	11.2%	4.4%
j. Public building maintenance	21.3%	44.6%	6.1%	1.3%	15.6%	11.1%
k. Senior services	12.3%	10.0%	2.1%	0.3%	51.0%	24.3%
l. Street maintenance	12.4%	34.8%	27.0%	17.5%	5.5%	2.9%
m. Alley maintenance	4.3%	12.0%	14.0%	15.5%	33.3%	20.9%
n. Parking administration	5.7%	20.8%	13.8%	8.9%	31.4%	19.4%

Mean scores were computed to compare satisfaction with services from the various departments which excluded non-use or no opinion responses. (1 = poor, 2 = fair, 3 = good, and 4 = excellent). See Figure 9 on the next page.

All but four services were rated at or above “good” by those who had a clear opinion. Emergency Medical services had the highest rating at 3.6, while Alley maintenance was lowest at 2.1.

Figure 9. Mean Rating of Services from Village of Shorewood



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. Respondents could also choose an “unaware” or “no opinion” option.

Percentages of responses are listed below in Table 19. The quarterly *Shorewood Today* magazine had the highest percentage of “very valuable” ratings with 46.5%, followed closely by Flyers on garbage cans at 45.3%. Twitter and Facebook had the lowest percentages of “very valuable” responses, with 3.5% and 7.8%, respectively.

There were a few sources of public communication that a relatively high percentage of survey respondents were unaware of. One in three reported a lack of awareness of the Village Manager’s weekly email newsletter. In addition, 23.7% were unaware of the use of Twitter and 21.7% were unaware of the use of Facebook.

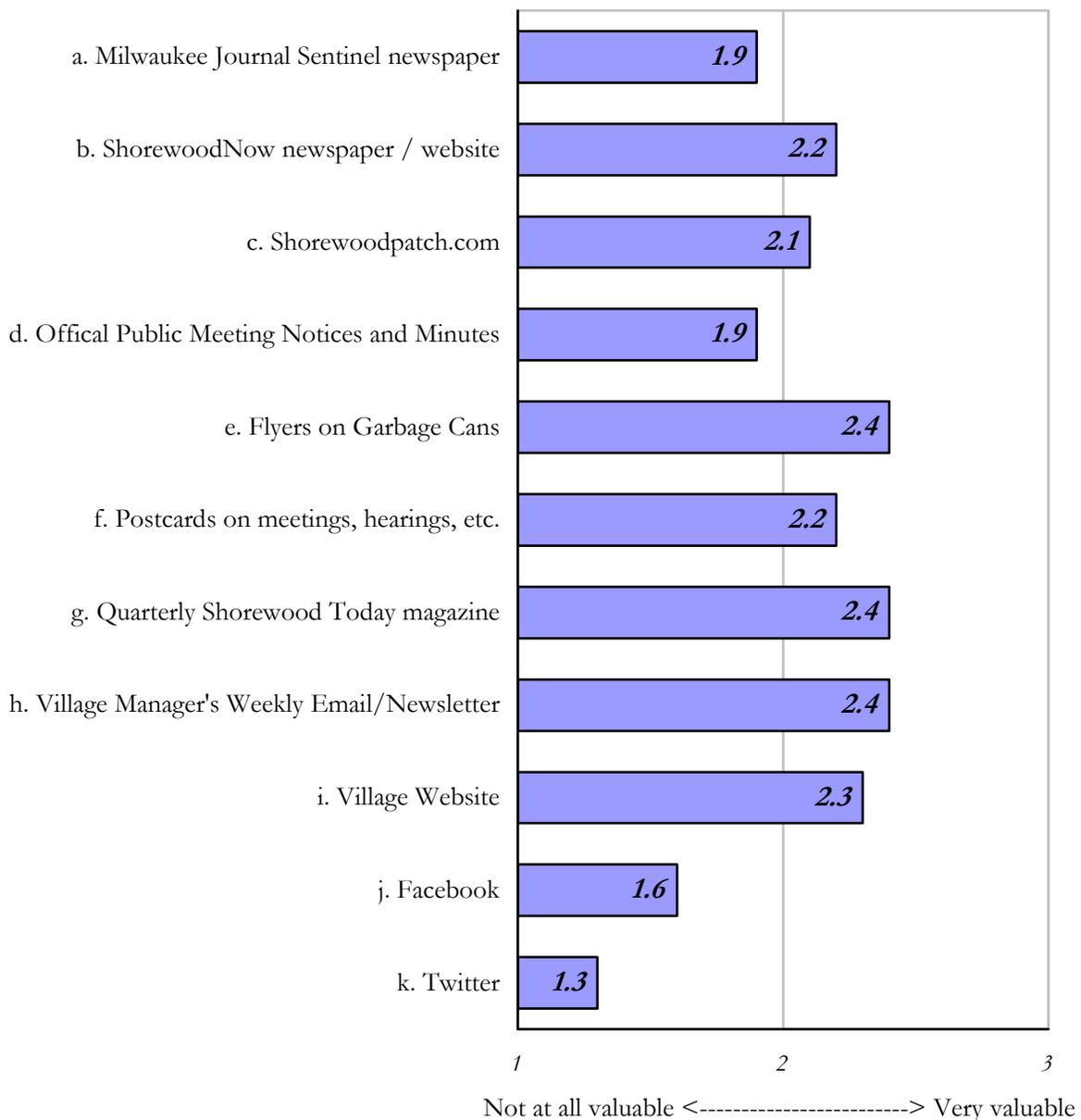
Table 19. Perceptions of Value of Methods of Public Communication Used by the Village of Shorewood

<i>Service</i>	Rating / Response				
	Very Valuable	Somewhat Valuable	Not at All Valuable	Unaware of Method	No Opinion
a. <i>Milwaukee Journal Sentinel</i> newspaper	20.1%	34.9%	25.5%	11.8%	7.6%
b. <i>ShorewoodNOW</i> newspaper/Website	25.1%	40.7%	12.8%	14.4%	7.0%
c. <i>Shorewoodpatch.com</i>	22.7%	36.1%	14.2%	17.0%	9.9%
d. Official public meeting notices & minutes	12.6%	39.3%	21.6%	12.9%	13.7%
e. Flyers on garbage carts	45.3%	37.2%	8.6%	4.8%	4.1%
f. Postcards on meetings, hearings, etc.	26.1%	42.3%	11.1%	12.4%	8.2%
g. Quarterly <i>Shorewood Today</i> magazine	46.5%	38.9%	7.5%	3.7%	3.4%
h. Village Manager’s email weekly newsletter	28.4%	20.0%	8.5%	33.1%	9.9%
i. Village website	32.4%	44.2%	6.7%	7.8%	8.8%
j. Facebook	7.8%	14.7%	32.6%	21.0%	23.9%
k. Twitter	3.5%	7.7%	38.9%	23.7%	26.2%

Mean scores were computed to compare respondent ratings for value for the various methods of communication. (1 = not at all valuable, 2 = somewhat valuable, and 3 = very valuable; unaware of method and no opinion responses excluded).

All but four methods were rated on average as “somewhat valuable.” The most valued methods of communication were Flyers on garbage cans, the quarterly Shorewood Today magazine, and the Village Manager’s weekly email newsletter (2.4, each). The least valued methods were Twitter at 1.3 and Facebook at 1.6.

Figure 10. Mean Value Rating of Methods of Public Communication used by the Village of Shorewood



Digging Deeper: Comparing Homeowners and Renters

This section of the report will compare the responses of homeowners to renters among select items. The purpose is to demonstrate differences which may exist by housing ownership status. It is a duplication of analysis conducted in 2008.

Survey Respondent Demographics

Characteristics of Homeowners and Renters. As seen in below, the demographic characteristics of homeowners differ significantly from those of renters. Some highlights of the differences include:

- Homeowners are more likely to be long-term residents than Renters.
- Homeowners have larger households on average, and are more likely to have children in the household than Renters.
- Most homeowners reside in single family households, while most Renters reside in duplexes.
- Homeowners tend to have higher total annual household income than do Renters.

Table 20. Characteristics of Survey Respondents: Homeowners and Renters

<i>Characteristic</i>	Homeowners	Renters
Average Length of Residency	55% - 16 or more years	39% - 1 to 5 years
Average Household Size	2.6	1.9
Households with Children	36%	23%
Retired Households	14%	14%
<i>Household Type</i>	Homeowners	Renters
Single Family	83%	6%
Duplex	11%	51%
Condominium	6%	1%
Apartment Complex	<1%	43%
<i>Household Income</i>	Homeowners	Renters
Less than \$25,000	2%	16%
\$25,000 to \$49,999	9%	28%
\$50,000 to \$74,999	15%	28%
\$75,000 to \$99,999	18%	15%
\$100,000 to \$149,999	29%	8%
\$150,000 to \$199,999	13%	3%
Over \$200,000	15%	3%

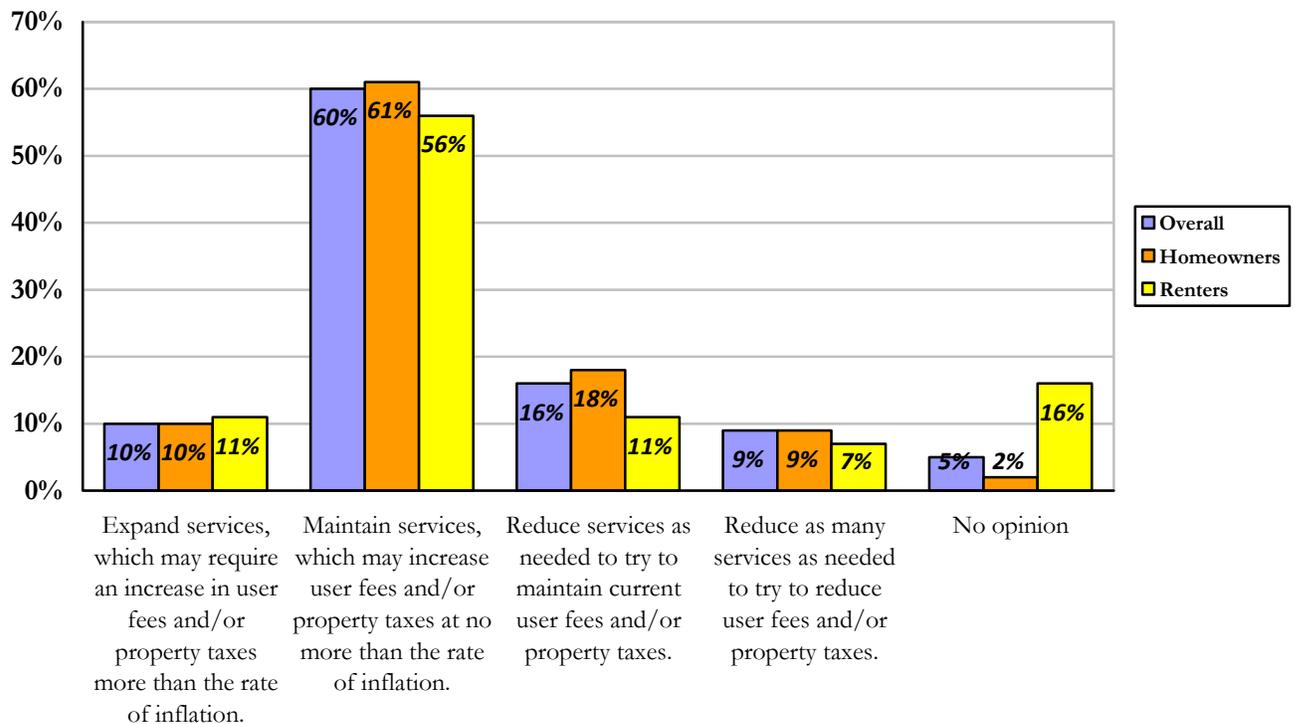
Opinions about Property Taxes and User Fees

Property Taxes, User Fees, 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 possible option they would prefer, considering the level of services and the possible effects on property taxes.

Responses are somewhat comparable between Homeowners and Renters on this issue. The most common response for each was to maintain services which may increase user fees and/or property taxes at no more than the rate of inflation: 61% of Homeowners and 56% of Renters. Like percentages were also found between the groups for the option to expand services (10% of Homeowners and 11% of Renters) and the option to reduce services so that user fees and/or property taxes are reduced (9% of Homeowners and 7% of Renters).

However, there were differences. Eighteen percent of Homeowners but only 11% of Renters chose to reduce services so as to incur no increase in fees or taxes. In addition, Renters were much more likely to report “no opinion” than Homeowners (16% to 2%, respectively). However, this may be explainable by the assumption that Renters do not pay property taxes.

Figure 11: Level of Services and Effect on User Fees and/or Property Taxes: Homeowners and Renters

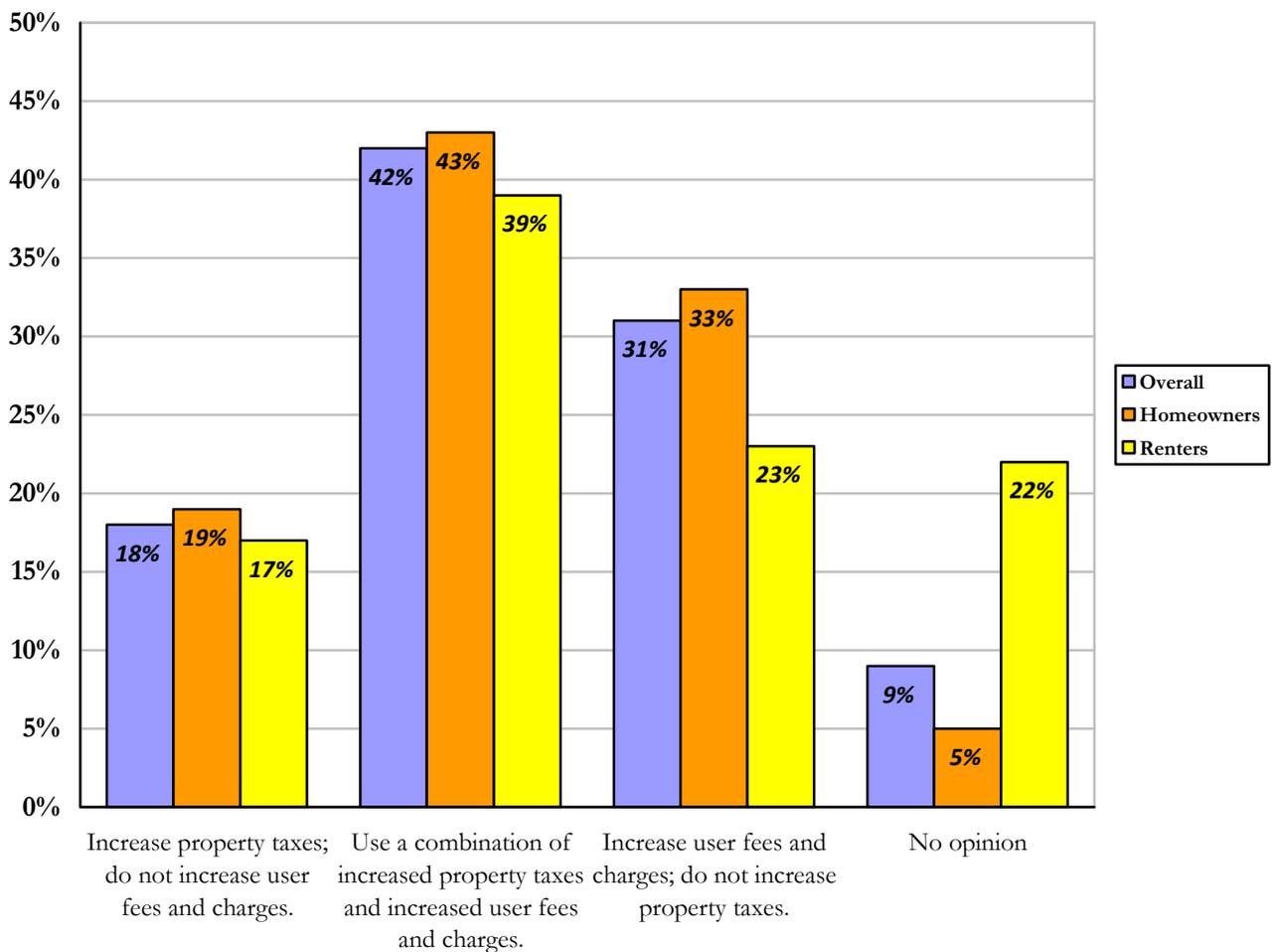


Property Taxes, User Fees, or Both. Survey respondents were informed that service costs can be paid through property taxes, user fees/charges, or a combination of both. In addition, establishing new or raising existing user fees could be used to offset property tax increases, although only property taxes are deductible from state and federal income taxes. Survey respondents were asked to choose the option they preferred most. See Figure 12.

Use of a combination of increased property taxes and user fees was the most common response for each group, with 43% of Homeowners and 39% of Renters. Another similarity was found for the opinion to only increase property taxes, with 19% of Homeowners and 17% of Renters.

Again, there were differences. The option to only increase user fees was selected by 33% of Homeowners but only 23% of Renters. Renters were much more likely to report “no opinion” than Homeowners (22% to 5%, respectively).

Figure 12: Opinions on Increases in Property Taxes, User Fees, or Both: Homeowners and Renters



Property Taxes and Special Assessments for Alley Resurfacing

The survey explained:

*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.*

Survey respondents were thus asked to choose which option they prefer.

Looking at responses overall, the use of general property taxes for alley resurfacing was the most common opinion for both Homeowners and Renters (33% and 27% of responses, respectively). Like percentages also chose the use of a combination of general property taxes and special assessments, with 25% of Homeowners and 22% of Renters.

However, 29% of Homeowners and 18% of Renters chose the use of special assessments only for alley resurfacing. In addition, the percentage of “no opinion” responses from Renters was nearly triple that of Homeowners (34% to 12%, respectively).

**Figure 13a: Opinions on Property Taxes and Special Assessments for Alley Resurfacing Projects:
Homeowners and Renters - Overall**

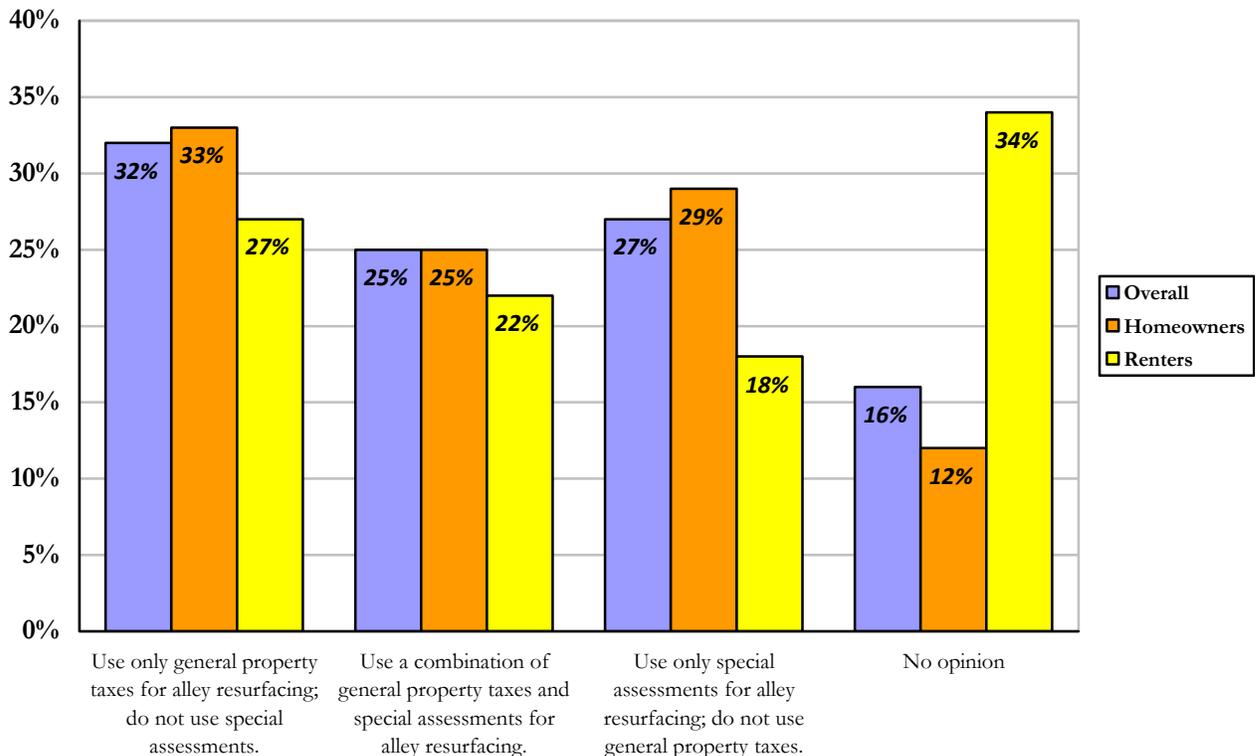


Figure 13b shows results for respondents who live in a residence that is adjacent to an alley.

The use of general property taxes only for alley resurfacing was the most common opinion for both, but with a large difference in percentages (67% of Homeowners and 27% of Renters). This would spread the cost out to all homeowners as opposed to only those living adjacent to an alley.

Much more similar percentages were found for those who chose the use of a combination of general property taxes and special assessments (21% of Homeowners and 24% of Renters) as well as those who chose the use of special assessments only for alley resurfacing (10% of Homeowners and 14% of Renters).

However, the difference in percentage of “no opinion” responses between the two is quite striking: 23% from Renters but only 1% of Homeowners.

Figure 13b: Opinions on Property Taxes and Special Assessments for Alley Resurfacing Projects: Homeowners and Renters - Living Alley Adjacent

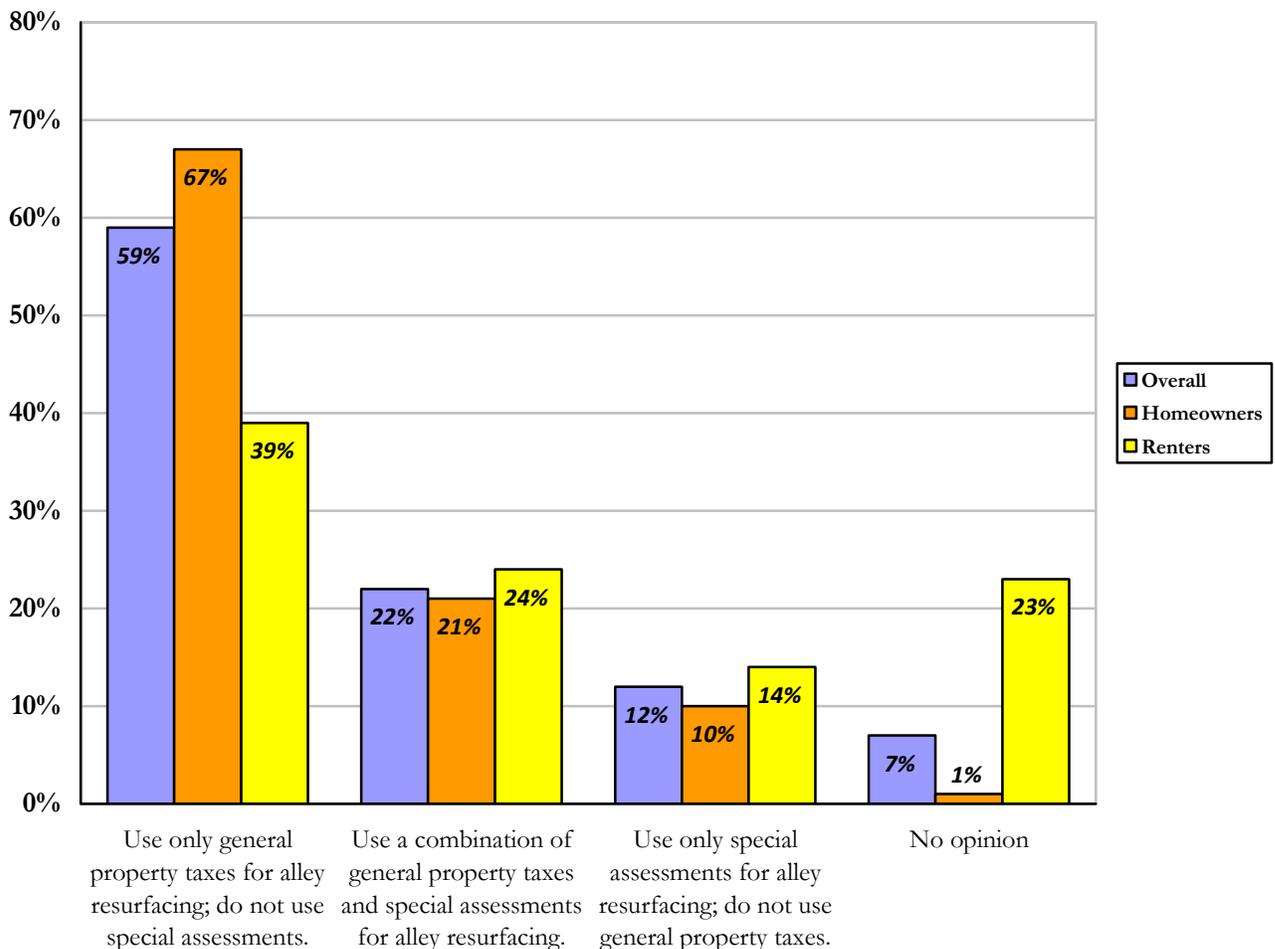


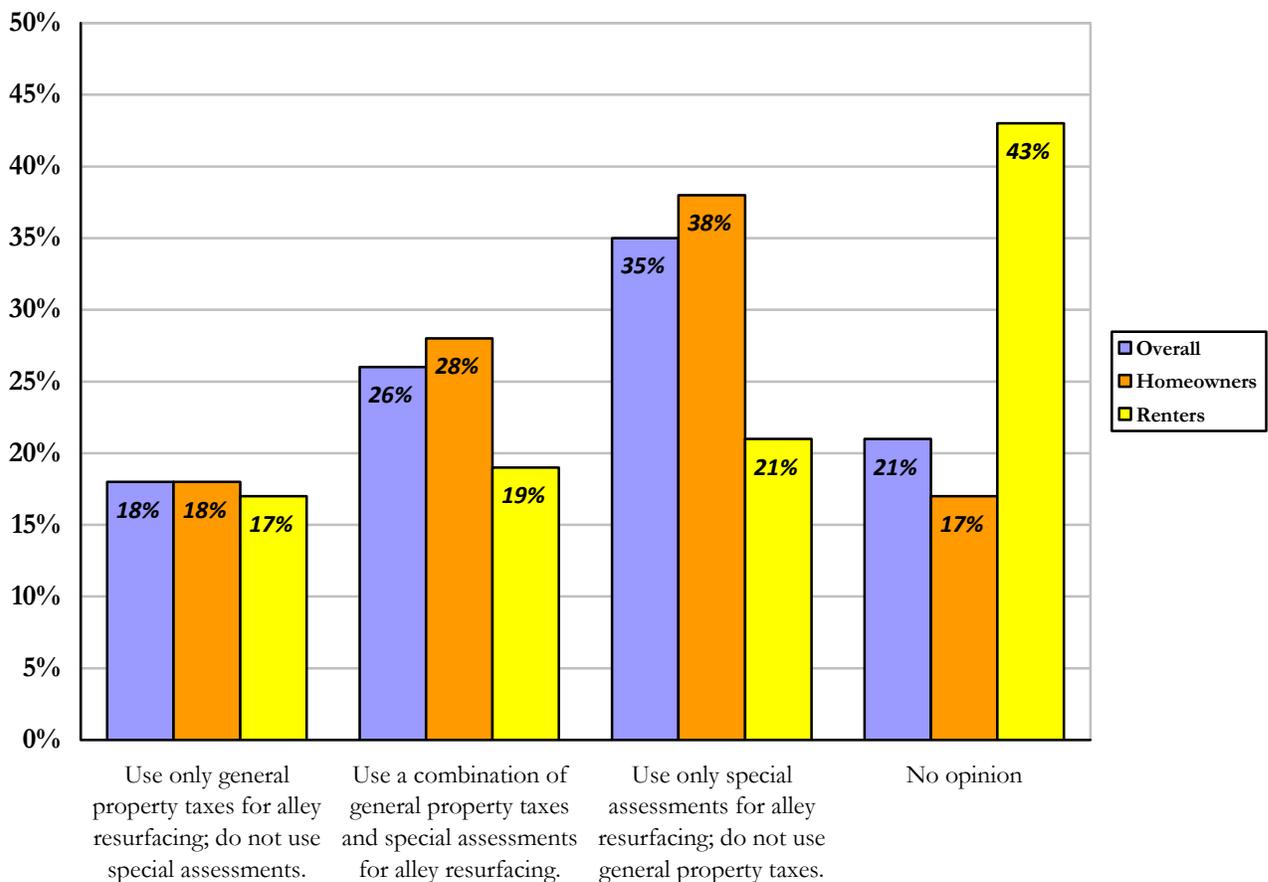
Figure 13c shows results for respondents who do not live in a residence that is adjacent to an alley.

The use of special assessments only for alley resurfacing was the most common opinion for both, but with a large difference in percentages (38% of Homeowners and 21% of Renters). In contrast to those who live adjacent to an alley, this options places responsibility squarely and only on those who live adjacent to an alley.

Similar percentages were found for those who chose the use of general property taxes only for alley resurfacing, with 18% of Homeowners and 17% of Renters. However, 28% of Homeowners and only 19% of Renters chose use of a combination of general property taxes and special assessments.

There is another large difference between groups in the percentage of “no opinion” responses: 43% from Renters, but only 17% of Homeowners.

Figure 13b: Opinions on Property Taxes and Special Assessments for Alley Resurfacing Projects: Homeowners and Renters - NOT Living Alley Adjacent



Village of Shorewood Comprehensive Sewer Improvements

Respondents were reminded -

Due to the street flooding and basement back-ups that occurred during the July 2010 rain storms and during other storms of recent years, the Village of Shorewood began planning for a Comprehensive Sanitary Sewer and Stormwater Drainage Facility Plan. The plan outlines a 10-year, \$30-\$35 million program for making improvements to sanitary sewer pipes, stormwater collection systems, combined sewer pipes and private property laterals.

Survey participants were asked to describe their level of support for these comprehensive sewer improvements. They were allowed five response options: very supportive, somewhat supportive, not very supportive, not at all supportive, and a not sure/undecided opinion.

As seen in Table 21, responses are generally similar between Homeowners and Renters. Both groups are supportive of the comprehensive sewer improvements, with 85% of Homeowners and 76% of Renters either “very supportive” or “somewhat supportive.” The real difference is in the percentage of “no opinion” responses, with 8% of Homeowners and 23% of Renters.

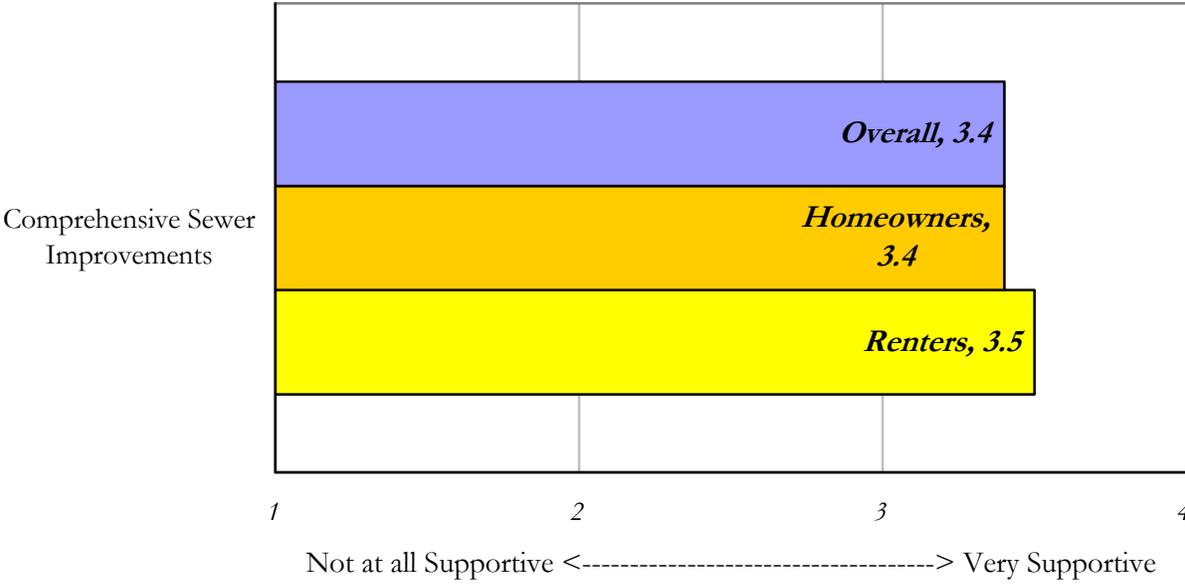
Table 21. Support for Comprehensive Sewer Improvements: Homeowners and Renters		
Response	Homeowners	Renters
Very Supportive	46%	43%
Somewhat Supportive	39%	33%
Not Very Supportive	5%	2%
Not at All Supportive	2%	0%
Not sure / undecided	8%	23%
TOTAL	100%	100%

Mean scores (averages) will be used to visualize only those responses where a respondent has a clear opinion, with “not sure/undecided” excluded¹². See Figure 14 on the following page.

As shown, the difference between mean scores for both Homeowners (3.4) and Renters (3.5) is very slight, but is statistically significant. However, for practical purposes, these show that both groups are supportive of the comprehensive sewer improvements of the Village of Shorewood.

¹² Numerical conversions of responses for this section are in keeping with the *Full Report* section.

Figure 14. Mean Support for Village of Shorewood Comprehensive Sewer Improvements: Homeowners and Renters



Perceptions about Shorewood, Neighborhood Conditions, Parking, and Initiatives

Survey respondents were asked a series of questions related to their perceptions related to general characteristics of the Village of Shorewood, neighborhood conditions, parking issues, and community initiatives.

Characteristics of Shorewood. Respondents were next asked to provide their perceived rating of the Village of Shorewood along twelve different characteristics along a four-point scale from poor to excellent, with a “no opinion” option. Mean ratings will be visualized including only those responses where a respondent has a clear opinion, with “no opinion” excluded. See Figure 15 on the following page.

The five highest rated characteristics for the Village of Shorewood as perceived by Homeowners and Renters are shown below.

<u>Homeowners</u>		<u>Renters</u>	
1. Schools	3.7	1. Schools	3.7
1. Ease of Walking	3.7	2. Ease of Walking	3.6
3. Reputation	3.4	3. Reputation	3.5
3. Sense of Community	3.4	4. Overall Appearance	3.4
5. Ease of Biking	3.3	5. Sense of Community	3.3
5. Overall Appearance	3.3		

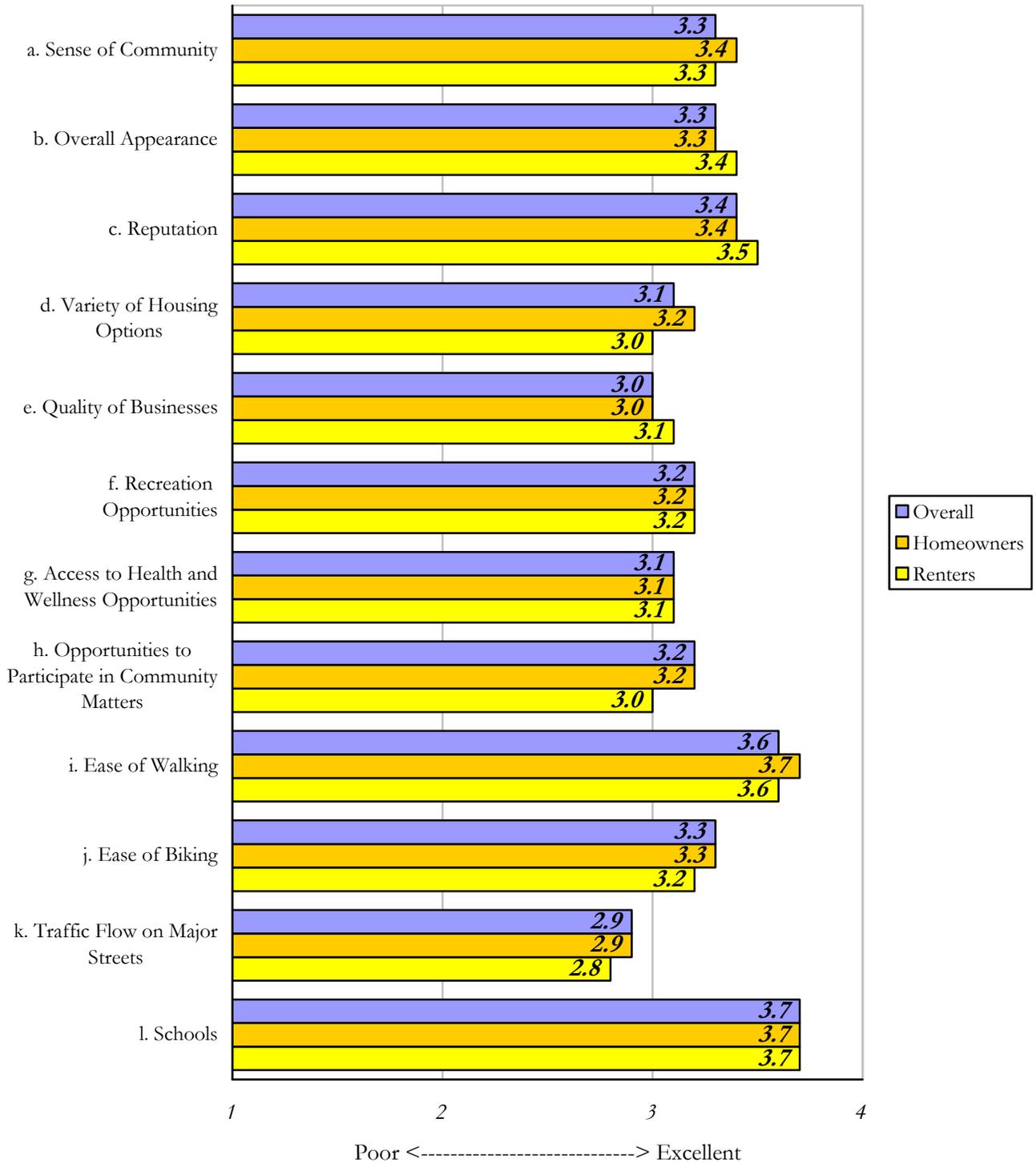
Across the twelve different characteristics, mean scores are either identical or only slightly different.

Statistically significant differences were found for -

- Overall Appearance (3.3 for Homeowners and 3.4 for Renters)
- Variety of Housing Options (3.4 for Homeowners and 3.5 for Renters)
- Quality of Businesses (3.0 for Homeowners and 3.1 for Renters)
- Opportunities to Participate in Community Matters (3.2 for Homeowners and 3.0 for Renters)

However, for practical purposes, these differences are inconsequential, as both groups tend to agree on the positive ratings.

Figure 15. Mean Ratings of Characteristics of Shorewood: Homeowners and Renters



Neighborhood Conditions. Respondents were next asked to share their perceptions about a variety of neighborhood conditions over the past two 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. Mean ratings will be visualized including only those responses where a respondent has a clear opinion, with “no opinion” excluded. See Figure 16 on the following page.

Shown below is how each group rated the five neighborhood conditions.

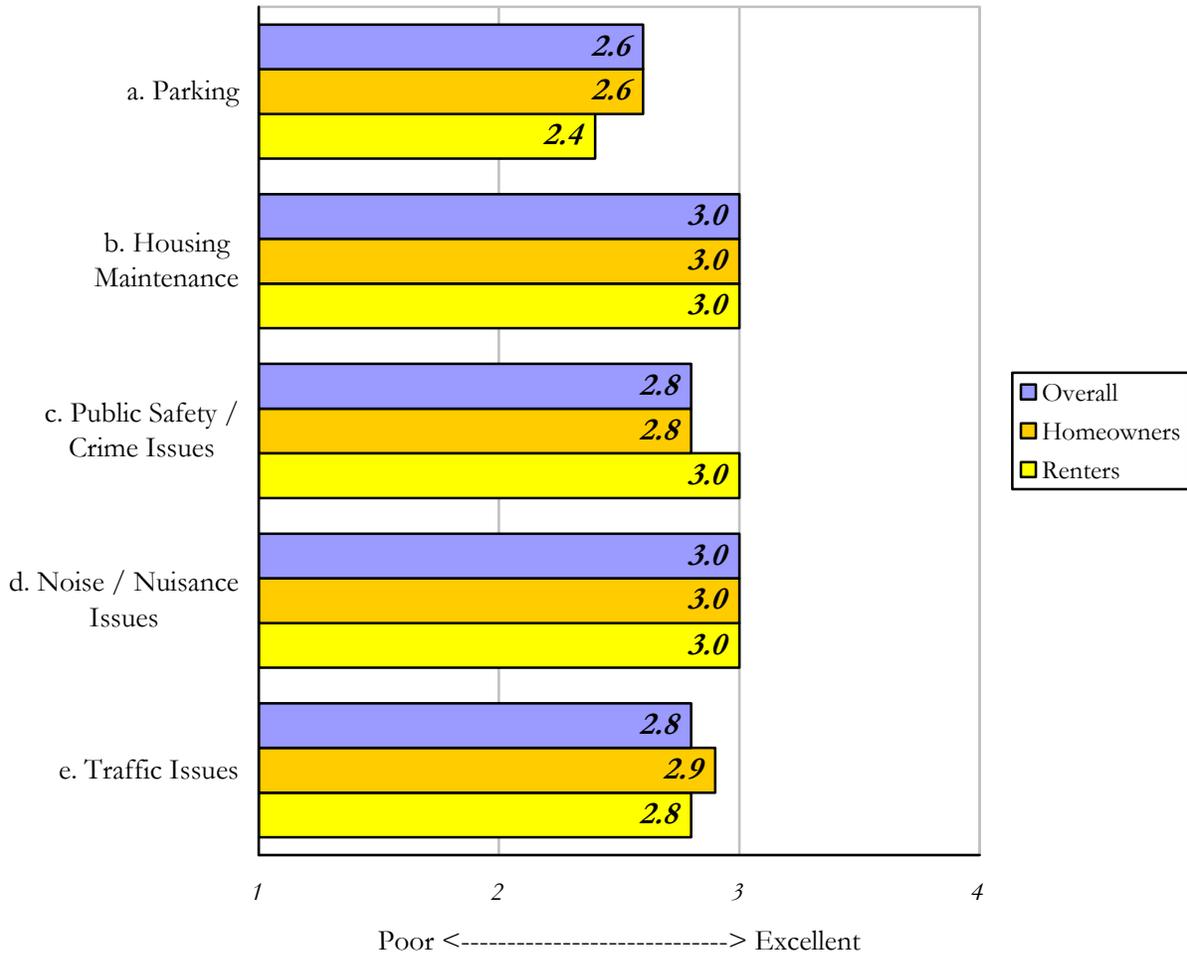
<u>Homeowners</u>		<u>Renters</u>	
1. Noise/ Nuisance Issues	3.0	1. Noise/ Nuisance Issues	3.0
1. Housing Maintenance	3.0	1. Public Safety / Crime Issues	3.0
3. Traffic Issues	2.9	1. Housing Maintenance	3.0
4. Public Safety / Crime Issues	2.8	4. Traffic Issues	2.8
5. Availability of Parking	2.6	5. Availability of Parking	2.4

Across the five different characteristics, mean scores are very similar or identical. However, statistically significant differences were found for -

- Availability of Parking (2.6 for Homeowners and 2.4 for Renters)
- Public Safety / Crime Issues (2.8 for Homeowners and 3.0 for Renters)
- Traffic Issues (2.9 for Homeowners and 2.8 for Renters)

Practically speaking, these differences are inconsequential, as both groups tend to agree.

Figure 12. Mean Ratings of Neighborhood Conditions Over the Past Two Years: Homeowners and Renters



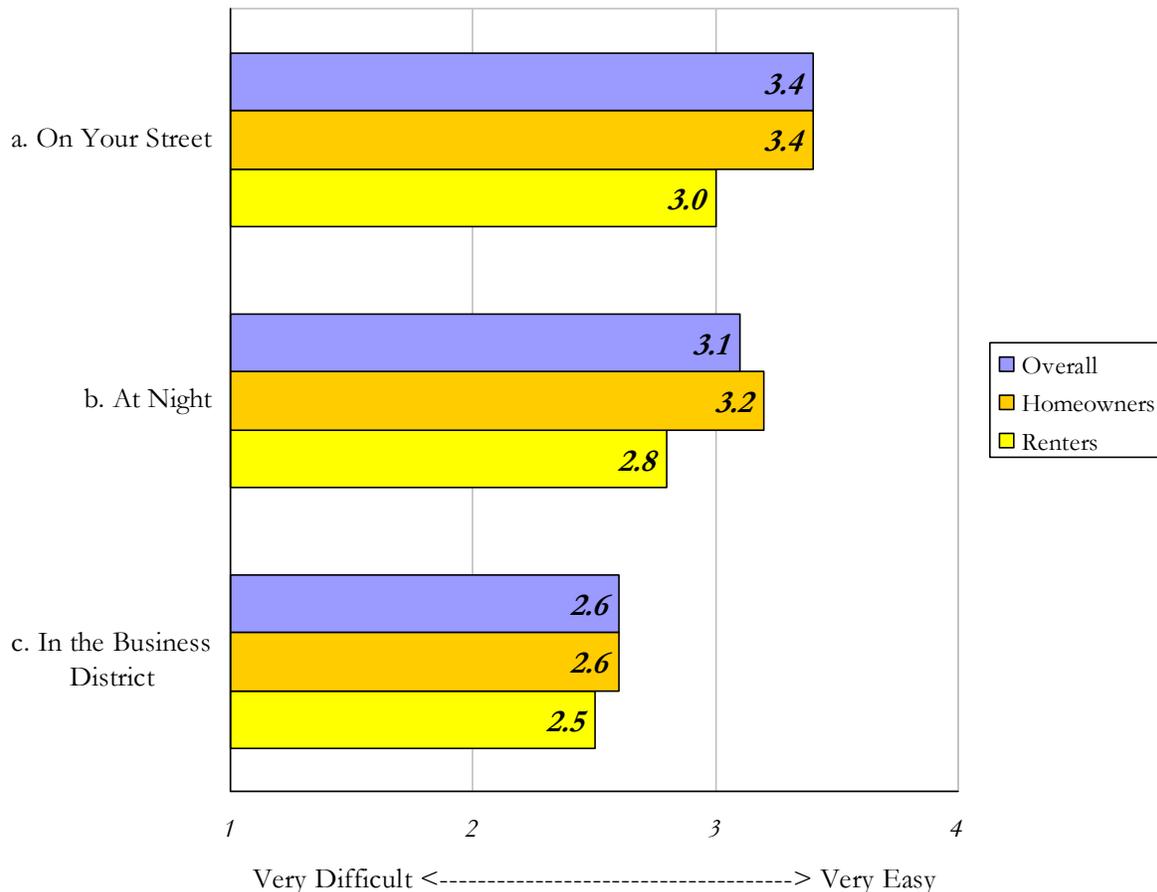
Parking in Shorewood. Survey respondents were asked to rate the ease or difficulty of finding parking in Shorewood in three situations: on his/her street, at night, or in the business district. Response options were very easy, somewhat easy, somewhat difficult, and very difficult. No opinion was another option. Mean ratings are visualized, excluding “no opinion” responses. See Figure 17.

Ratings for parking in each of the three situations are shown. Parking on one’s own street was rated as easiest, while parking in the business district was rated as least easy.

<u>Homeowners</u>		<u>Renters</u>	
1. On Your Street	3.4	1. On Your Street	3.0
2. At Night	3.2	2. At Night	2.8
3. In the Business District	2.6	3. In the Business District	2.5

In general, Renters found parking situations less easy than did Homeowners. Moreover, wider differences between groups were seen, especially on one’s street or at night. Each of these was statistically significant.

Figure 17. Mean Ratings of Ease of Parking in Shorewood: Homeowners and Renters

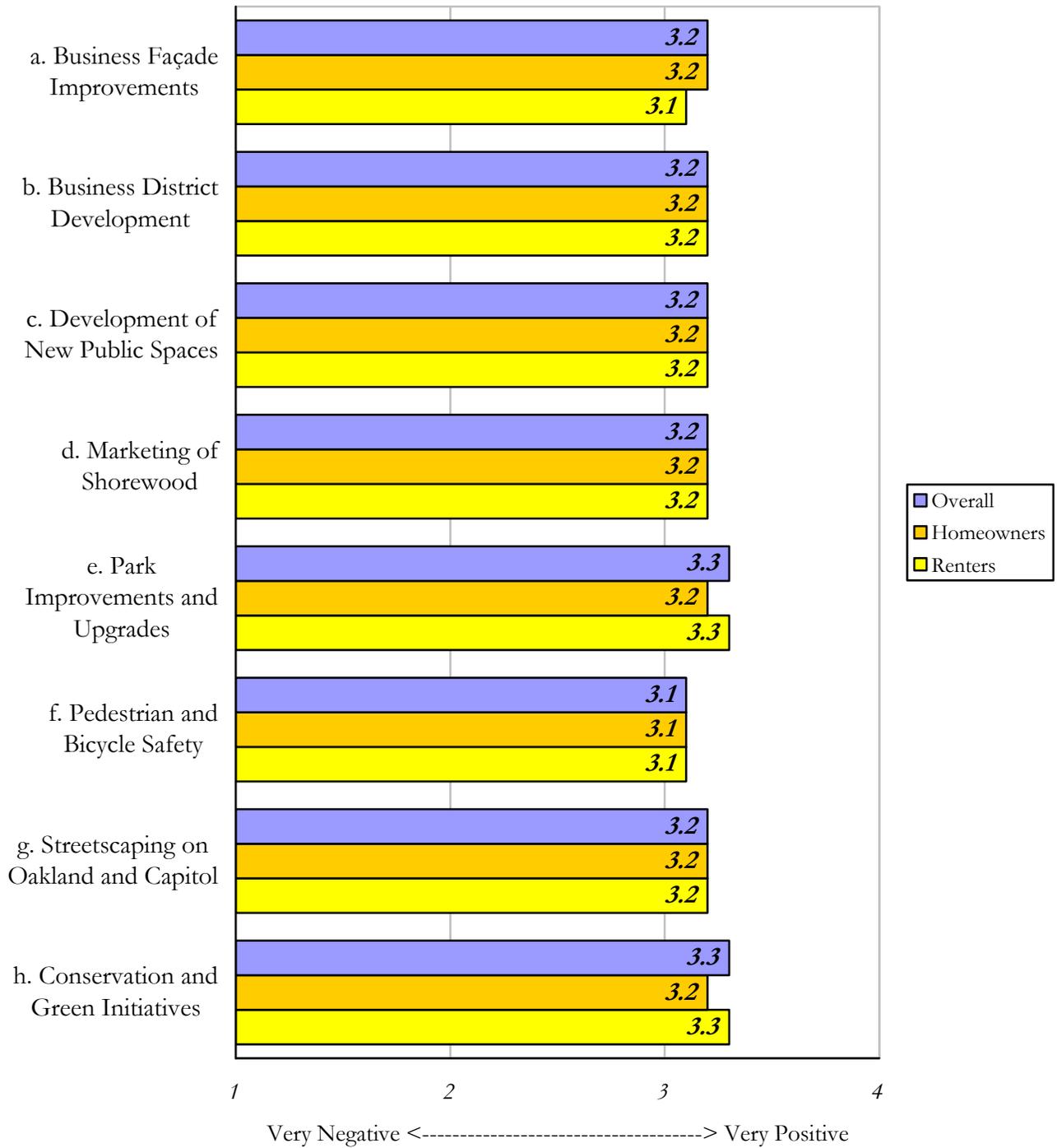


Shorewood Initiatives. Survey respondents were informed that the Village of Shorewood is implementing various initiatives designed to enhance the community and increase property tax base. Respondents were asked to rate their perceptions of each initiative. Responses were determined along a four-point scale (very negative, negative, positive, and very positive); unaware and no opinion responses were also options. Mean ratings are shown in Figure 18 on the next page, with “no opinion” and “unaware” responses excluded.

No statistically significant differences were found between Homeowners and Renters in ratings across the eight initiatives. All ratings were at the level of “good” (3.0).

However, Renters have higher percentages than Homeowners of “unaware” responses for each of the eight initiatives. In addition, Renters were more likely than Homeowners to indicate “no opinion” for all initiatives except pedestrian and bicycle safety. This suggests that the Village of Shorewood may consider increasing outreach and information exchange for Renters related to initiatives.

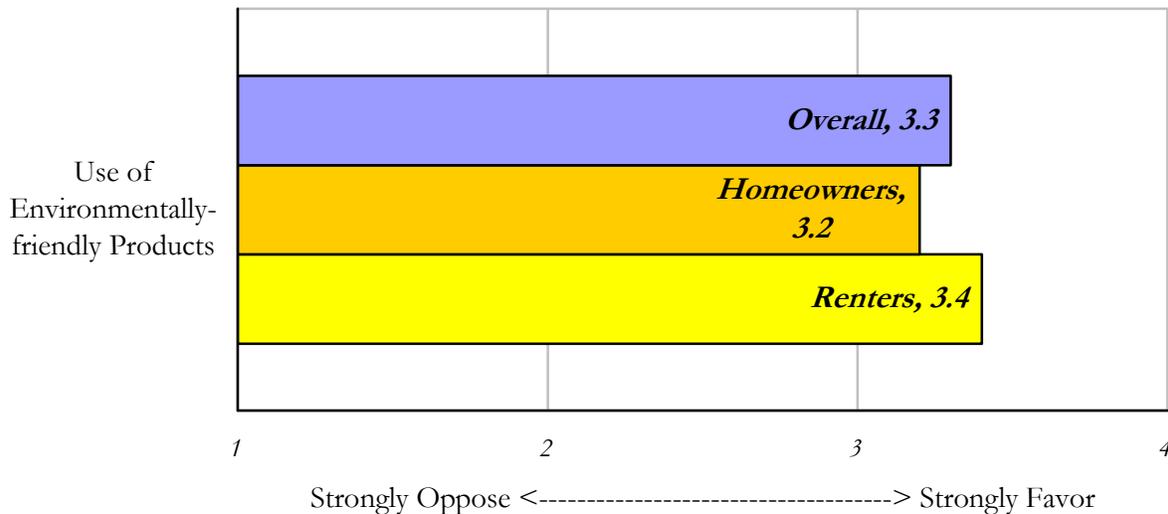
Figure 18. Mean Ratings of Various Shorewood Initiatives: Homeowners and Renters



Environmentally-Friendly Services and Products. Survey respondents were informed that the Village of Shorewood has been using of environmentally-friendly services and products throughout the Village, and that these services and products may to have a higher cost. Survey participants were asked how much they favor the use of these, even though it may cost 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. In calculation of mean support rating, no opinion responses were excluded.

The difference between mean scores for both Homeowners (3.2) and Renters (3.4) is small, but is statistically significant. However, the responses are practically the same, as both groups show that they favor the use of environmentally-friendly services and products in the Village of Shorewood.

Figure 19. Mean Favor / Oppose of the Use of Environmentally-friendly Products in the Village of Shorewood: Homeowners and Renters



Opinions about Shared Services

Survey respondents were prompted regarding the Village of Shorewood and shared services:

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 (Bayside Dispatch), refuse and yard waste collection center (Whitefish Bay), and public health (North Shore Health Department).

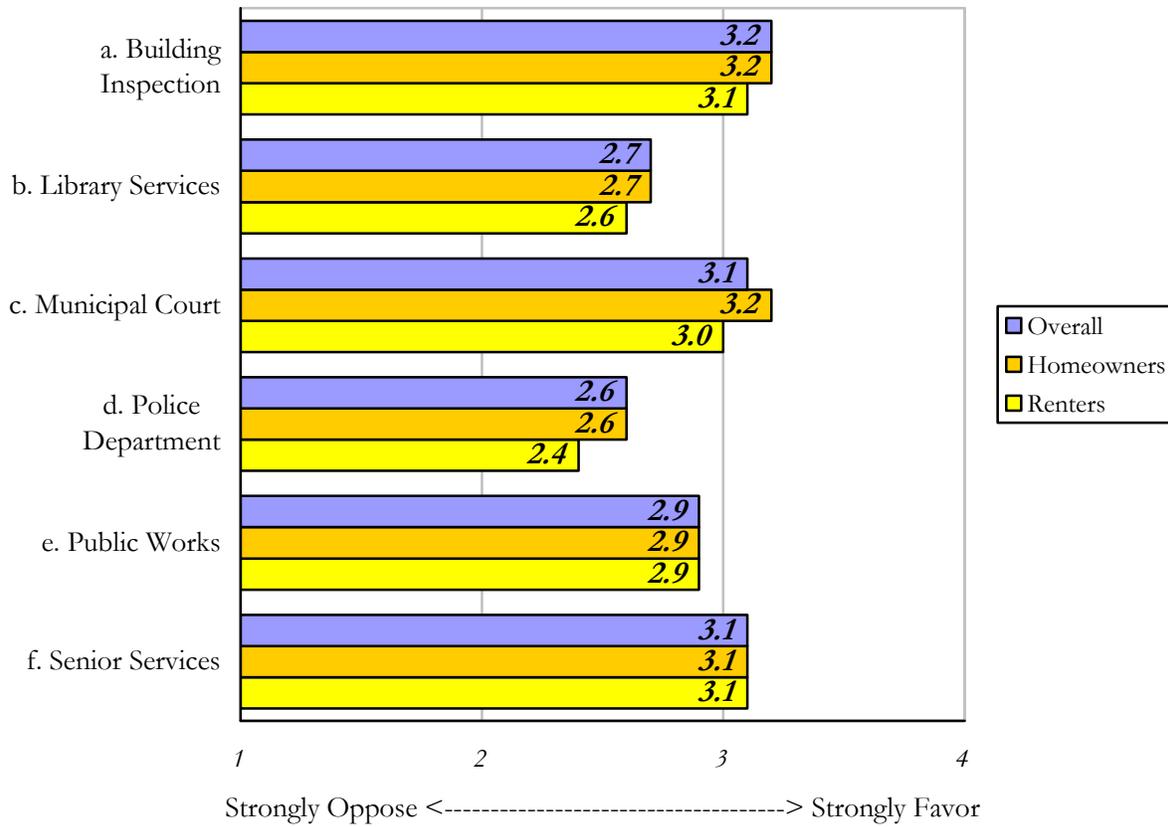
They were then asked whether they were in favor of or opposed to the Village exploring a variety of opportunities for service sharing. Responses were based on a four-point scale (strongly oppose, oppose, favor, strongly favor), and an option for “no opinion”. Mean scores were calculated without “no opinion” responses. See Figure 20 on the following page.

How supportive each group was for the six service sharing options are shown below. The rankings are quite similar. Building inspection, Municipal Court, and senior services are the most favored for possible sharing, while the Police Department is the least favored for sharing.

<u>Homeowners</u>		<u>Renters</u>	
1. Building Inspection	3.2	1. Building Inspection	3.1
1. Municipal Court	3.2	1. Senior Services	3.1
3. Senior Services	3.1	3. Municipal Court	3.0
4. Public Works	2.9	4. Public Works	2.9
5. Library Services	2.7	5. Library Services	2.6
6. Police Department	2.6	6. Police Department	2.4

In general, Homeowners were somewhat more supportive of service sharing than were Renters. Statistically significant differences – although not clearly of practical significance – were found related to Municipal Court and Police Department.

Figure 20. Mean Favorability of Service Sharing Opportunities for Shorewood: Homeowners and Renters



Satisfaction with Customer Service and Services

Survey respondents were asked two questions related to satisfaction with Village of Shorewood service delivery: customer service and actual service provision.

Customer Service. Survey respondents were asked to rate their satisfaction with Village customer service over the last two years in a variety of departments. Examples were given of how one might judge customer satisfaction: 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. Mean scores were calculated without “no opinion” and “no interaction” responses. See Figure 21 on the following page.

The customer service ratings for each department by group are listed below. In general, ratings were positive – at or near the level of “good.”

North Shore Fire / Emergency Medical topped ratings for both Homeowners and Renters. Front desk at the Village Hall and the Library were also high on both lists. Building inspection and the Assessor office were found on the bottom of each list, albeit with different ratings and rankings.

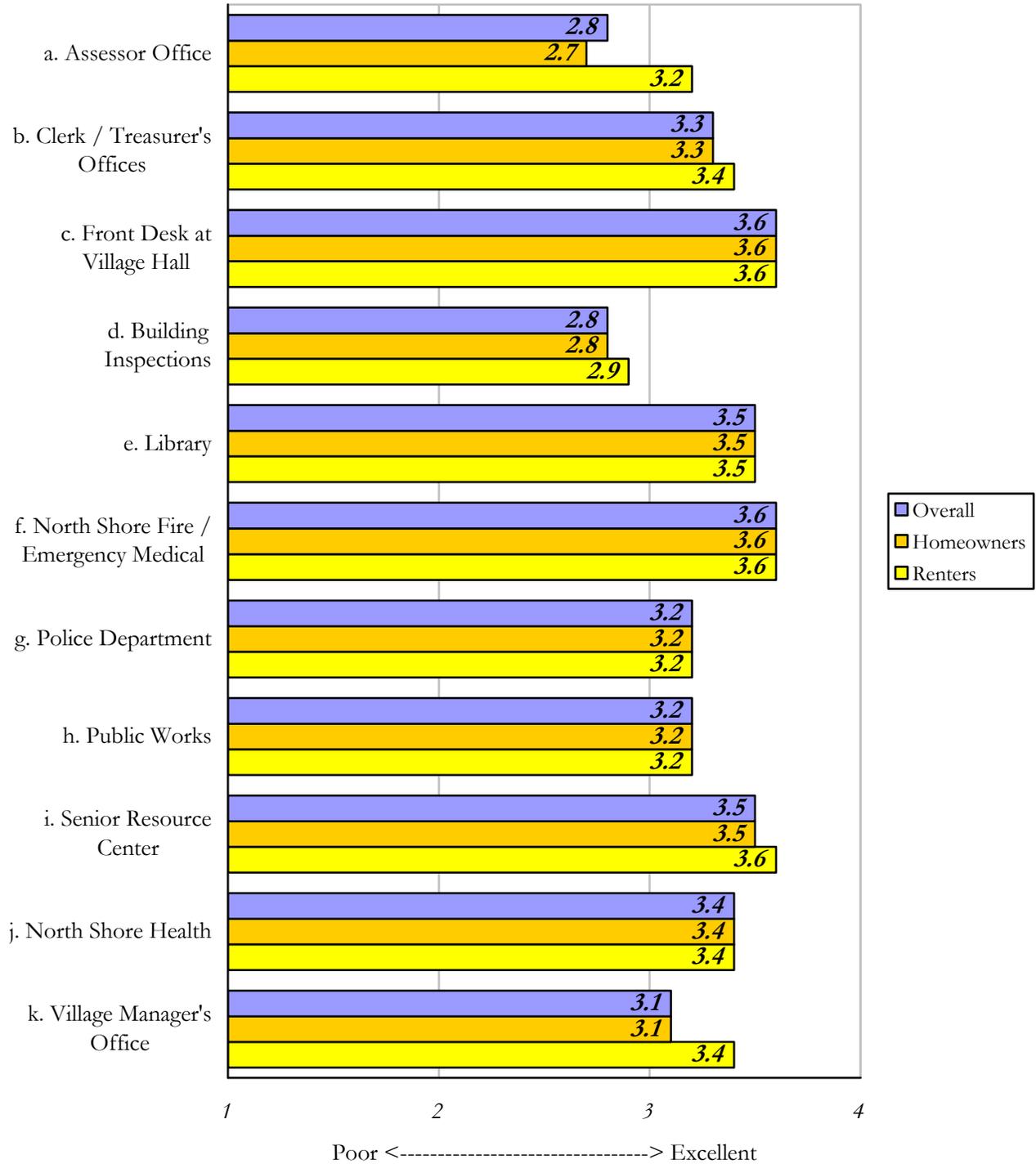
Homeowners

Renters

1. North Shore Fire / Emergency Medical	3.6	1. North Shore Fire / Emergency Medical	3.6
1. Front Desk at Village Hall	3.6	1. Senior Resource Center	3.6
3. Library	3.5	1. Front Desk at Village Hall	3.6
3. Senior Resource Center	3.5	4. Library	3.5
5. North Shore Health	3.4	5. Clerk / Treasurer's Offices	3.4
6. Clerk / Treasurer's Offices	3.3	5. North Shore Health	3.4
7. Police Department	3.2	5. Village Manager's Office	3.4
7. Public Works	3.2	8. Police Department	3.2
9. Village Manager's Office	3.1	8. Assessor Office	3.2
10. Building Inspections	2.8	8. Public Works	3.2
11. Assessor Office	2.7	11. Building Inspections	2.9

Statistically significant differences between groups were found for Assessor office (2.7 for Homeowners and 3.2 for Renters) and the Village Manager’s office (3.1 for Homeowners and 3.4 for Renters).

Figure 21. Mean Rating of Customer Service from Village of Shorewood Services: Homeowners and Renters



Service Delivery. The survey asked respondents to rate their level of satisfaction with a variety of village services. Respondents rated customer service on a four-point scale from poor to excellent, and they were also given “not used” and “no opinion” options. Mean scores were calculated without “no opinion” and “not used” responses. See Figure 22 on the following page.

Satisfaction with services received for each of the fourteen listed by group are shown below. In general, a vast majority of ratings were positive – at, near, or somewhat above the level of “good.” Ratings were similar between groups for each.

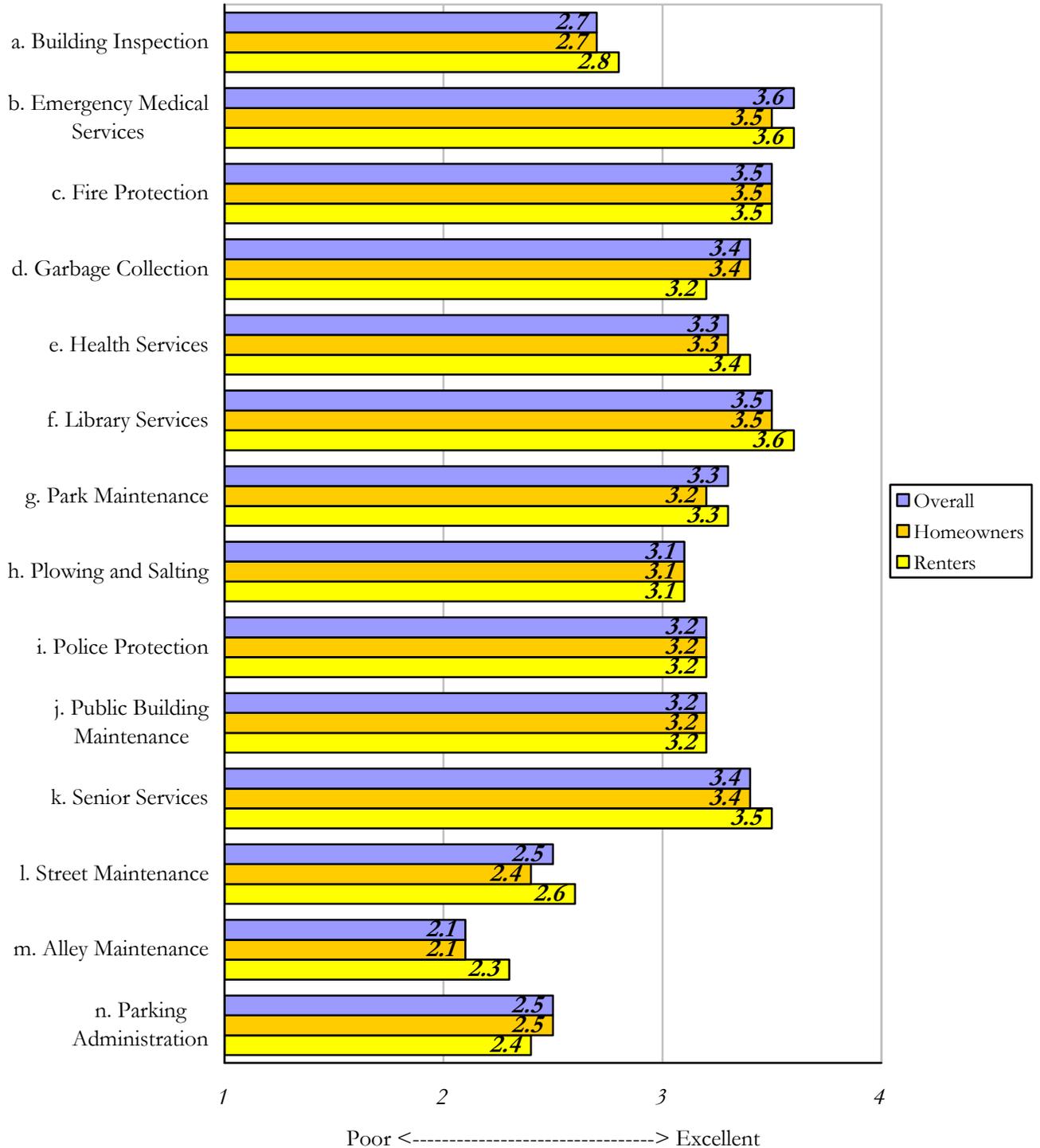
Emergency Medical Services, Library Services, and Fire Protection were the services with the highest level of satisfaction for both groups. Street maintenance, alley maintenance, and parking administration were found at the bottom of both groups’ lists.

<u>Homeowners</u>		<u>Renters</u>	
1. Emergency Medical Services	3.5	1. Emergency Medical Services	3.6
1. Library Services	3.5	1. Library Services	3.6
1. Fire Protection	3.5	3. Fire Protection	3.5
4. Garbage Collection	3.4	3. Senior Services	3.5
4. Senior Services	3.4	5. Health Services	3.4
6. Health Services	3.3	6. Park Maintenance	3.3
7. Park Maintenance	3.2	7. Public Building Maintenance	3.2
7. Public Building Maintenance	3.2	7. Police Protection	3.2
7. Police Protection	3.2	7. Garbage Collection	3.2
10. Plowing and Salting	3.1	10. Plowing and Salting	3.1
11. Building Inspection	2.7	11. Building Inspection	2.8
12. Parking Administration	2.5	12. Street Maintenance	2.6
13. Street Maintenance	2.4	13. Parking Administration	2.4
14. Alley Maintenance	2.1	14. Alley Maintenance	2.3

Statistically significant differences between groups were found related to garbage collection (3.4 for Homeowners and 3.2 for Renters), street maintenance (2.4 for Homeowners and 2.6 for Renters), and alley maintenance (2.1 for Homeowners and 2.3 for Renters).

In general, Renters have higher percentages than Homeowners of “not used” responses for each of the above services. In addition, Renters were more likely than Homeowners to indicate “no opinion” for all but a few services.

Figure 22. Mean Rating of Services from Village of Shorewood: Homeowners and Renters



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. Respondents could also choose an “unaware” or “no opinion” option. Mean scores were calculated without “no opinion” and “not used” responses. See Figure 23 on the following page.

The five most valued sources of public communication for each group are shown below. Ratings were very similar among the groups for each source of communication. All but two sources are found for both Homeowners and Renters (*ShorewoodNow* newspaper / website for Homeowners, and Shorewoodpatch.com for Renters).

Homeowners valued flyers on garbage cans the most, while Renters reported that the Quarterly *Shorewood Today* magazine was most valuable.

Homeowners

Renters

1. Flyers on Garbage Cans	2.5	1. Quarterly <i>Shorewood Today</i> magazine	2.4
2. Quarterly <i>Shorewood Today</i> magazine	2.4	2. Village Website	2.3
2. Village Manager's Weekly Email/Newsletter	2.4	3. Village Manager's Weekly Email/Newsletter	2.2
4. Village Website	2.3	3. Postcards on meetings, hearings, etc.	2.2
5. Postcards on meetings, hearings, etc.	2.2	3. <u>Shorewoodpatch.com</u>	2.2
5. <i>ShorewoodNow</i> newspaper / website	2.2	3. Flyers on Garbage Cans	2.2

Four statistically significant differences between groups were found: Flyers on garbage cans (2.5 for Homeowners and 2.2 for Renters), Village Manager's weekly email/newsletter (2.4 for Homeowners and 2.2 for Renters), Facebook (1.5 for Homeowners and 1.8 for Renters), and Twitter (1.2 for Homeowners and 1.5 for Renters).

Appendix A: 2013 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 access to this survey either online or in hard copy at designated areas. All of the responses are **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. 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, each adult can complete the online survey, or additional hard copies of the survey can be obtained by calling the Village Manager's office at 847-2701 or going to the library or Village Hall.

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 **please complete the survey by October 18, 2013**. A report of the survey results will be available to the public in November 2013 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

*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.*

1. Please rate the following characteristics as they relate to Shorewood as a whole.

	Excellent	Good	Fair	Poor	No Opinion
a. Sense of Community	<input type="checkbox"/>				
b. Overall Appearance	<input type="checkbox"/>				
c. Reputation	<input type="checkbox"/>				
d. Variety of housing options	<input type="checkbox"/>				
e. Quality of businesses	<input type="checkbox"/>				
f. Recreation Opportunities	<input type="checkbox"/>				
g. Access to Health and Wellness Opportunities	<input type="checkbox"/>				
h. Opportunities to participate in Community Matters	<input type="checkbox"/>				
i. Ease of Walking	<input type="checkbox"/>				
j. Ease of Biking	<input type="checkbox"/>				
k. Traffic Flow on Major Streets	<input type="checkbox"/>				
l. Schools	<input type="checkbox"/>				

2. 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. Public Safety/Crime Issues	<input type="checkbox"/>				
d. Noise / Nuisance Issues	<input type="checkbox"/>				
e. Traffic Issues	<input type="checkbox"/>				

2a. Which of the above – or other issue – requires the most attention? _____

3. How easy or difficult is it to find parking in the following situations?

	Very Easy	Somewhat Easy	Somewhat Difficult	Very Difficult	No Opinion
a. On your Street	<input type="checkbox"/>				
b. At Night	<input type="checkbox"/>				
c. In the Business District	<input type="checkbox"/>				

3a. Please provide any comments about the parking in the Village. _____

4. The Village of Shorewood has implemented 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. Business District Redevelopment	<input type="checkbox"/>					
c. Development of New Public Spaces	<input type="checkbox"/>					
d. Marketing of Shorewood	<input type="checkbox"/>					
e. Park Improvements and Upgrades	<input type="checkbox"/>					
f. Pedestrian and Bicycle Safety	<input type="checkbox"/>					
g. Streetscaping on Oakland and Capital	<input type="checkbox"/>					
h. Conservation and Green Initiatives	<input type="checkbox"/>					

5. The Village of Shorewood has been using environmentally-friendly products throughout the Village. These services and products may have a higher cost.

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

Strongly Favor	Favor	Oppose	Strongly Oppose	No Opinion
<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 (Bayside Dispatch), refuse and yard waste collection center (Whitefish Bay), and public health (North Shore Health Department).

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. Library services	<input type="checkbox"/>				
c. Municipal Court	<input type="checkbox"/>				
d. Police Department	<input type="checkbox"/>				
e. Public Works	<input type="checkbox"/>				
f. Senior services	<input type="checkbox"/>				

7. 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 Interaction	No Opinion
a. Assessor Office	<input type="checkbox"/>					
b. Clerk/ Treasurer's Offices	<input type="checkbox"/>					
c. Front Desk at Village Hall	<input type="checkbox"/>					
d. Building Inspections	<input type="checkbox"/>					
e. Library	<input type="checkbox"/>					
f. North Shore Fire and Emergency Medical	<input type="checkbox"/>					
g. Police Department	<input type="checkbox"/>					
h. Public Works	<input type="checkbox"/>					
i. Senior Resource Center	<input type="checkbox"/>					
j. North Shore Health	<input type="checkbox"/>					
k. Village Manager's Office	<input type="checkbox"/>					

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

	Excellent	Good	Fair	Poor	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. Street maintenance	<input type="checkbox"/>					
m. Alley maintenance	<input type="checkbox"/>					
n. Parking administration	<input type="checkbox"/>					

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 28% 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.

9. 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 and/or user fees. 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 user fees and/or property taxes, which **possible** option would you prefer? (*Please choose only one*).

- Expand services, which may require an increase in user fees and/or property taxes more than the rate of inflation
- Maintain services, which may increase user fees and/or property taxes at no more than the rate of inflation.
- Reduce services as needed to try to maintain current user fees and/or property taxes.
- Reduce as many services as needed to try to reduce user fees and/or property taxes.
- No opinion.

10. 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.

11. 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.

- 11a. Is your residence adjacent to an alley? Yes No

6

12. Due to the street flooding and basement back-ups that occurred during the July 2010 rain storms and during other storms of recent years, the Village of Shorewood began planning for a Comprehensive Sanitary Sewer and Stormwater Drainage Facility Plan. The plan outlines a 10-year, \$30-\$35 million program for making improvements to sanitary sewer pipes, stormwater collection systems, combined sewer pipes and private property laterals.

In general, how would you describe your level of support for the Village comprehensive sewer improvements?

Very Supportive	Somewhat Supportive	Not Very Supportive	Not at All Supportive	Not Sure/Undecided
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

	Very Valuable	Somewhat Valuable	Not at all Valuable	Unaware of Method	No Opinion
a. <i>Milwaukee Journal Sentinel</i> newspaper	<input type="checkbox"/>				
b. <i>ShorewoodNOW</i> newspaper/Website	<input type="checkbox"/>				
c. <i>Shorewoodpatch.com</i>	<input type="checkbox"/>				
d. Official public meeting notices & minutes	<input type="checkbox"/>				
e. Flyers on garbage carts	<input type="checkbox"/>				
f. Postcards on meetings, hearings, etc.	<input type="checkbox"/>				
g. Quarterly <i>Shorewood Today</i> magazine	<input type="checkbox"/>				
h. Village Manager's email weekly newsletter	<input type="checkbox"/>				
i. Village website	<input type="checkbox"/>				
j. Facebook	<input type="checkbox"/>				
k. Twitter	<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.

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

- | | |
|---|---|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 6 – 15 years |
| <input type="checkbox"/> 1 – 5 years | <input type="checkbox"/> 16 or more years |

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

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

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

_____ Number Employed _____ Number Not Employed _____ Number Retired

17. Do you rent or own your home?

- Rent Own

18. 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) |

19. 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 | |

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

Thank you for taking the time to complete this survey.
Please return the completed survey to the Village Manager's Office
Village of Shorewood Hall
3930 N. Murray Avenue
Shorewood, WI 53211



Village of Shorewood: Resident Survey 2008

July 2008

**Prepared by G. Scott Davis, John Kovari, and Stephen Percy
Center for Urban Initiatives and Research
University of Wisconsin-Milwaukee**

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.

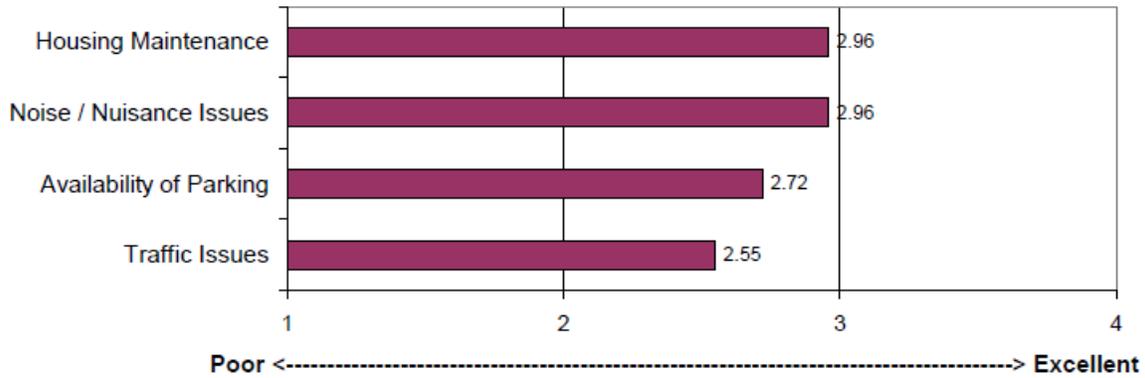
When considering funding options for alley resurfacing, most residents (38%) still prefer using only property taxes for alley reconstruction, not special assessments. However, major differences in preferences were found between those who live adjacent to an alley and those who do not. Those who do not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



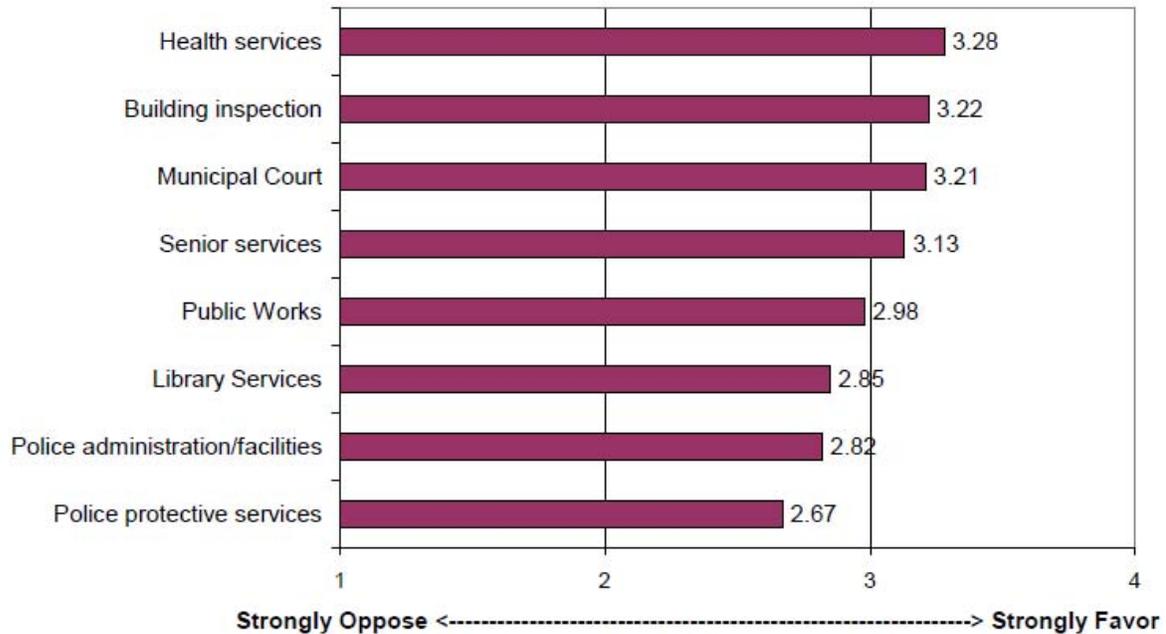
Survey participants were asked to rate their perceptions of a variety of Village initiatives. Pedestrian safety was the highest rated Shorewood initiative with an average score of 3.18 out of 4. The lowest rated initiative was streetscaping with a mean score of 2.84. See Figure B below.

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.

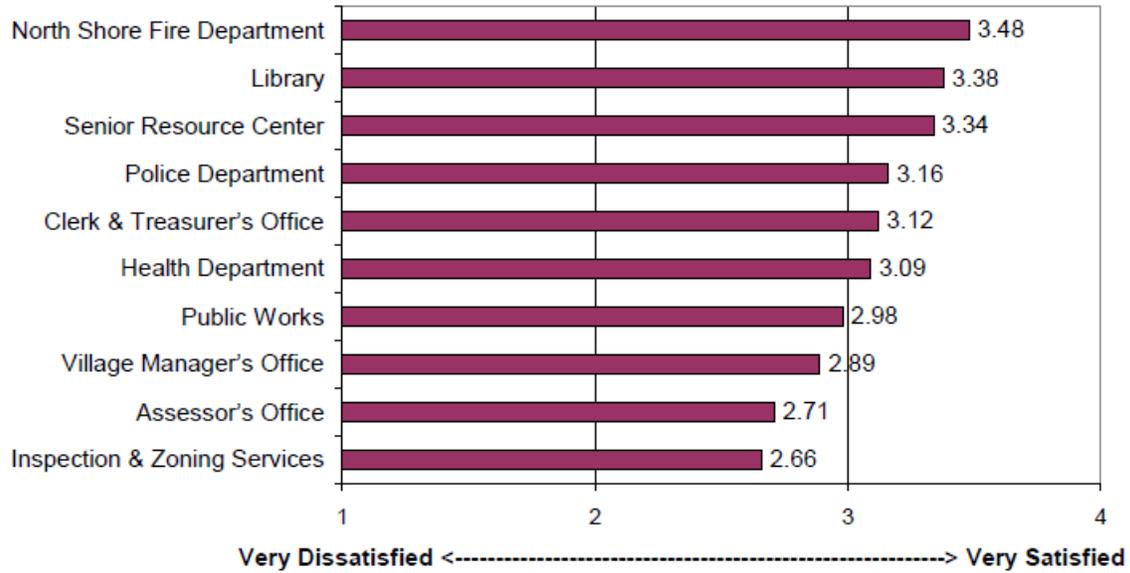
Comparing results from the two questions, it appears that there is slightly less support for using environmentally-friendly services and products than there is belief in the importance of using these services and products.

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.

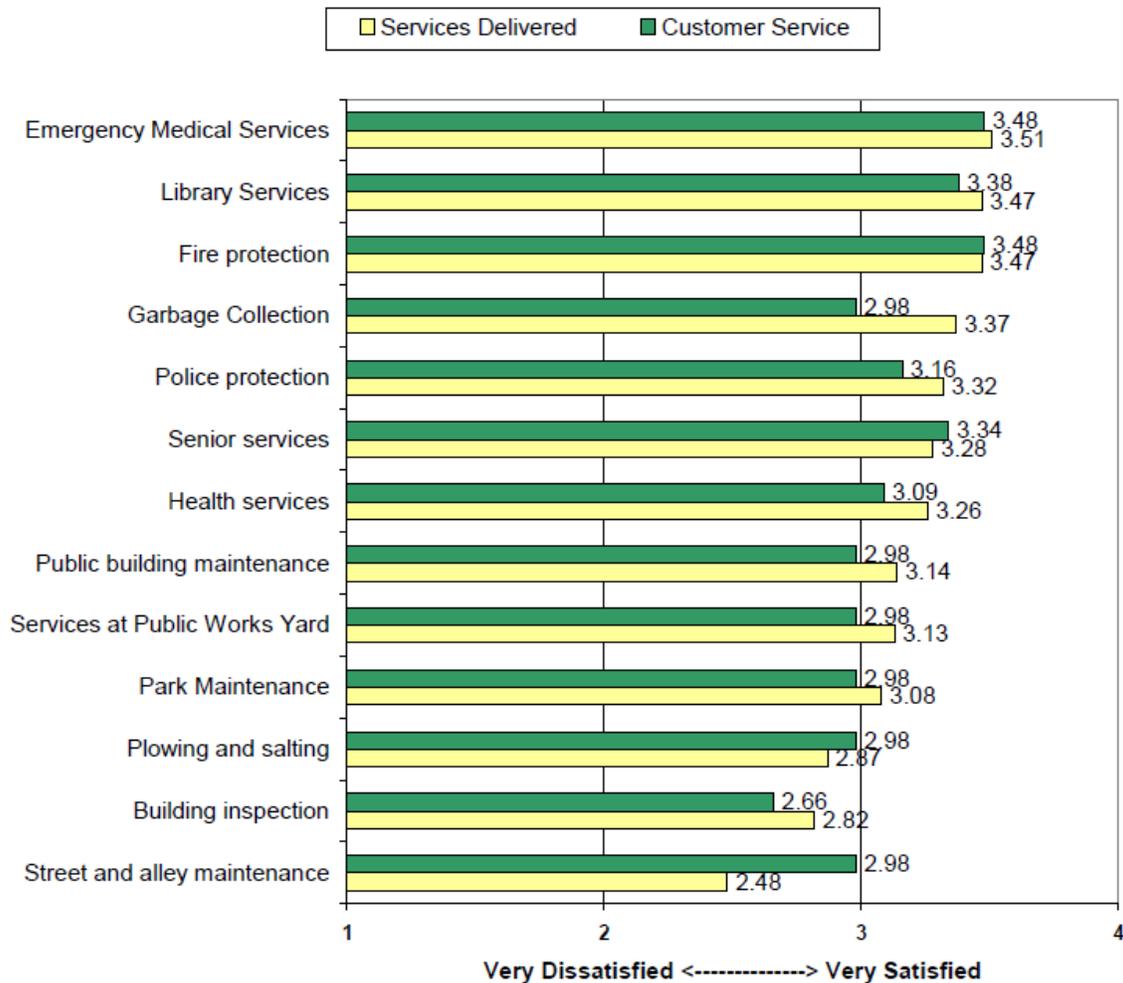
Figure E. Satisfaction with Village Services



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%).

Appendix C: Neighborhood Condition or Other Issue Requiring Attention

1,047 out of 1,590 respondents (65.8%) provided one or more issue for attention related to neighborhood conditions. Percentage is calculated on the number of respondents who responded.

Table 22: Neighborhood Condition or Issue Requiring the Most Attention		
Theme / Sub-Theme	Count	Percentage
Public Safety / Crime Issues	381	36.4%
• Home Break-ins/Burglaries	52	5.0%
• Armed Robberies / Assaults	26	2.5%
• Better / More Effective Policing	26	2.5%
• Increasing in Community	23	2.2%
• Thefts / Street / Petty Crime	16	1.5%
• More Community Awareness / Education	6	0.6%
• Drug Dealings	1	0.1%
Parking Issues	258	24.7%
• Overnight	23	2.2%
• Businesses / Business District	18	1.7%
• Street / Side Streets	14	1.3%
• By Non-residents / UWM	7	0.7%
• For Renters	7	0.7%
• Cost	6	0.6%
• Longer	5	0.5%
• More Enforcement	4	0.4%
• Alley	3	0.3%
• Too Restrictive	3	0.3%
• Winter	2	0.2%
• Less	1	0.1%
Traffic Flow and Safety	197	18.8%
• Congestion / Heavy Traffic	27	2.6%
• More Enforcement	24	2.3%
• Better Lights / Signage	21	2.0%
• Pedestrian and Bicyclist Safety	21	2.0%
• Safe Crosswalks	21	2.0%
• Too Fast	13	1.2%
• U-turns	2	0.2%

Housing and Housing Maintenance	121	11.6%
• Less Rental Property	6	0.6%
• Affordable Housing	5	0.5%
• Variety of Housing Options	4	0.4%
Street / Alley / Sidewalk Maintenance and Repair	93	8.9%
Noise and Nuisance Issues	64	6.1%
• Neighbors	14	1.3%
• Animals / Pets	9	0.9%
• Businesses	6	0.6%
• Traffic	5	0.5%
• Construction	3	0.3%
• Sirens	3	0.3%
• Buildings	2	0.2%
• More Enforcement	1	0.1%
Bicycling Issues / Safety	35	3.3%
• More Bike Lanes	18	1.7%
• Promote Bicycling	4	0.4%
• Allow Bicycling on Sidewalk	1	0.1%
• Bicycle Safety Education	1	0.1%
• More Bike Racks	1	0.1%
• Re-route Bicycle Race	1	0.1%
Pedestrian Safety / Walkability	26	2.5%
• Bicycles on Sidewalk	15	1.4%
• Clear / Safe Pathways	6	0.6%
• Access for Disabled	1	0.1%
• Bicycling on Sidewalk	1	0.1%
• Promote Walkability	1	0.1%
Government / Municipal Issues	21	2.0%
• Better Community Relations	5	0.5%
• Decline of Services	4	0.4%
• More Community Involvement and Input	3	0.3%
• Poor Use of Tax Dollars	3	0.3%
• Better Planning	2	0.2%
• Accountability	1	0.1%
• Excessive Permit Requirements	1	0.1%

• Poor Planning	1	0.1%
• Stop Marketing Shorewood	1	0.1%
High Taxes	20	1.9%
• Tax Freeze / Control Growth	3	0.3%
• Hard on Seniors	2	0.2%
• Unpaid Taxes	1	0.1%
Business / Economic Development	20	1.9%
• More Businesses	10	1.0%
• Quality Businesses	4	0.4%
• Hardware Store	2	0.2%
• Ban Smoking	1	0.1%
• Capital Drive	1	0.1%
• More Family Restaurants	1	0.1%
• Stop Financial Support	1	0.1%
Snow Removal	9	0.9%
Schools	8	0.8%
Garbage / Recycling Collection Improvements	8	0.8%
Sewer System	8	0.8%
Recreation Programs / Areas	7	0.7%
• Oak Leaf Trail	2	0.2%
Unappealing Appearance/Aesthetics	5	0.5%
• Lighthouse Structure	2	0.2%
• Gaudy New Buildings / Signage	1	0.1%
• Rear of Commercial Buildings	1	0.1%
• Western Edge	1	0.1%
Other	5	0.5%
• Lack of Diversity	2	0.2%

Appendix D: Parking Commentary

603 out of 1,590 respondents (37.9%) provided one or more comment related to parking in the Village of Shorewood. Percentage is calculated on the number of respondents who responded.

Table 23: Themes and Sub-themes from Parking Commentary		
Theme / Sub-theme	Count	Percentage
Location of Parking Issues	172	28.5%
• Business District / Near Businesses	149	24.7%
• Schools	9	1.5%
• New Developments	8	1.3%
• Construction Areas	4	0.7%
• Municipal Buildings	2	0.3%
Positive Parking Comments	133	22.1%
• Situation is Good / Adequate / Manageable	111	18.4%
• Situation is Improving	17	2.8%
• Free	4	0.7%
• Holiday Reprieve	1	0.2%
Overnight Parking	77	12.8%
• Allow Overnight Parking	69	11.4%
• Limit Overnight Parking	8	1.3%
Parking Structures and Lots	61	10.1%
• Like a Structure / Lot	18	3.0%
• More Public Structures / Lots	16	2.7%
• Dislike a Structure / Lot	12	2.0%
• No More Structures / Lots	9	1.5%
• Difficulty Parking in Structure / Lot	6	1.0%
Residential Street Parking	56	9.3%
• Allow / Expand Street Parking	37	6.1%
• Limit Street Parking	11	1.8%
• Restrict Parking for Non-residents / Business Customers	6	1.0%
• Prohibit Alley Parking	2	0.3%
Increase Availability of Parking	54	9.0%
• General Parking	24	4.0%
• Longer Allowed Parking (2 hrs+)	24	4.0%
• Handicapped Parking	4	0.7%

• Seniors	2	0.3%
Issues with Non-Residents	46	7.6%
• Difficulty for Guests/ Visitors	25	4.1%
• Non-residents Parking (i.e., UWM, Commuters)	21	3.5%
Enforcement	38	6.3%
• Better / More Enforcement	26	4.3%
• Reduce Enforcement	8	1.3%
• Ticket Forgiveness	4	0.7%
Traffic and Parking	31	5.1%
• Two-sided Street Parking is Too Congested / Unsafe	23	3.8%
• Heavy Traffic Unsafe	4	0.7%
• Obstructed Views / Reduced Visibility	4	0.7%
Rules and Regulations	31	5.1%
• Too Restrictive / Strict	10	1.7%
• Cumbersome / Problematic	9	1.5%
• Allow Alternate-side Parking	6	1.0%
• Complicated / Confusing	5	0.8%
• Unfair / Biased	1	0.2%
Permit Issues and Suggestions	30	5.0%
• Resident Stickers	9	1.5%
• Longer-term (Monthly, Annually)	6	1.0%
• Allow Renters to Purchase	4	0.7%
• Difficult to Obtain	3	0.5%
• Homeowners Park Free	3	0.5%
• Reduce Permits	1	0.2%
• Call-in: Staff Rude	1	0.2%
• Allow Condo Owners to Purchase	1	0.2%
• Other	1	0.2%
• Pay Online	1	0.2%
Better / More Options for Renters / Condo Owners	26	4.3%
Time-related Parking Difficulties	23	3.8%
• Weekends	8	1.3%
• Evenings	5	0.8%
• Daytime	4	0.7%
• Peak Times	4	0.7%

• Weekdays	2	0.3%
Suggestions	22	3.6%
• Remove Concrete Planters	7	1.2%
• Parking Meters	4	0.7%
• Install / Improve Signage	4	0.7%
• Remove Painted Parking Lines	2	0.3%
• Angle Parking	2	0.3%
• One-side Parking Only	2	0.3%
• Allow / Keep Two-sided Street Parking	1	0.2%
• Cost	19	3.2%
• Too Expensive	18	3.0%
• Should Not be Free	1	0.2%
Better Planning and Addressing of Need	19	3.2%
• Current Needs	9	1.5%
• Future Needs	5	0.8%
• Business Growth	5	0.8%
Winter Parking Restrictions	17	2.8%
• Based on Snowfall, Not Calendar	17	2.8%
Reduce Demand for Parking	13	2.2%
• Encourage / Facilitate Increased Walking / Biking	13	2.2%
Other	4	0.7%