

**\*\*\*ATTACHMENTS\*\*\***

**CITY OF SHEBOYGAN**

**REQUEST FOR STRATEGIC FISCAL PLANNING COMMITTEE CONSIDERATION**

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**ITEM DESCRIPTION:** Resolution authorizing the issuance of the City of Sheboygan's 2016 Strategic Plan Community Survey

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**REPORT PREPARED BY:** Darrell Hofland, City Administrator

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**REPORT DATE:** June 21, 2016

**MEETING DATE:** June 30, 2016

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**FISCAL SUMMARY:**

**STATUTORY REFERENCE:**

Budget Line Item: N/A  
Budget Summary: N/A  
Budgeted Expenditure: N/A  
Budgeted Revenue: N/A

Wisconsin Statutes: N/A  
Municipal Code: N/A

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**BACKGROUND / ANALYSIS:**

In anticipation of the Common Council's review of the 2017 Executive Budget, it is appropriate for the Common Council to update its Strategic Plan. The goal of the Strategic Plan is to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment.

In order to obtain feedback from the citizens of Sheboygan, a community survey has been developed. The survey will provide critical information to the Common Council as they consider the update of the Strategic Plan.

**STAFF COMMENTS:**

Attached is a draft Strategic Plan Community Survey for your consideration. The survey will be available to citizens on Survey Monkey, an on-line survey service.

Also attached is a copy of a Community Survey Outreach Plan developed by the Department of Planning and Development. The Outreach Plan will assist the City in its promotion of the survey.

The survey will be available for citizens to participate from July 7 – July 22.

In the next 2 weeks, Common Council members will be queried on their availability during the first half of August for a mini-retreat (approximately 3 hours) to update the City of Sheboygan's Strategic Plan.

**ACTION REQUESTED:**

Motion to recommend the Common Council approve Resolution No. 45-16-17 authorizing the issuance of the City of Sheboygan's 2016 Strategic Plan Community Survey.

**ATTACHMENTS:**

- I. Strategic Plan Community Survey
- II. Strategic Plan Community Survey Outreach Plan
- III. Resolution No. 45-16-17 A Resolution authorizing the issuance of Community Survey



## City of Sheboygan Strategic Plan Community Survey

1. Which of the following best describes your opinion of the general quality of life in the City of Sheboygan?

- Excellent
- Good
- Fair
- Poor

2. In your opinion, in which direction is the city headed?

- Improving
- Declining
- Steady/The same

3. What one thing do you like best about living in Sheboygan?

4. When you think about the way things are going in Sheboygan, what one thing most concerns you?

5. How do you think the City of Sheboygan is doing in each of the following areas?

	Excellent	Good	Fair	Poor
Overall performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing the taxpayer's money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping citizens informed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivering services efficiently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focusing on the priorities that matter most to residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Using the list of services and functions provided by the city, please indicate how important each city function is to you and your household:

	Very important	Important	Neutral	Not Important	N/A
Attracting and keeping businesses in Sheboygan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of sidewalks and walking paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of bike lanes/paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building permits and inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency medical services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leaf pick-up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall City administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting our natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public access to Lake Michigan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transit services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling and garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential yard waste site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services for people in need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow plowing/ice control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street maintenance/pavement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street tree maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very important	Important	Neutral	Not Important	N/A
Support for neighborhoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for the arts in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WSCS - Cable TV (city owned station)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoning and land use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Using the same list, please indicate how well you think the city is doing in each area. Use an A thru F grading scale in which "A" means Excellent, "B" means Above Average, "C" is Average, "D" is Below Average, and "F" is Failing.

	A: Excellent	B: Above Average	C: Average	D: Below Average	F: Failing
Attracting and keeping businesses in Sheboygan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of sidewalks and walking paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of bike lanes/paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building permitting and inspections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency medical services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leaf pick-up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall city administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting our natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public access to Lake Michigan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transit services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	A: Excellent	B: Above Average	C: Average	D: Below Average	F: Failing
Recycling and garbage collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential yard waste site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services for people in need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snow plowing/ice control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street maintenance/pavement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street tree maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for neighborhoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for the arts in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wastewater Treatment Plant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WSCS - Cable TV (city owned station)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoning and land use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How would you rate the overall services received from the following departments?

	Excellent	Good	Fair	Poor
Building Inspection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Attorney's Office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Clerk's Office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Common Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property Assessment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human Resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing Authority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mayor's Office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mead Public Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Municipal Court	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning & Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Works	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior Activity Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shoreline Metro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Utility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Thinking about the types of shopping options available in Sheboygan, would you say that you are:

- Very Satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- Don't know

10. In general, how safe do you feel walking alone in your neighborhood during the day?

- Very safe
- Safe
- Unsafe
- Very Unsafe
- N/A

11. How safe do you feel walking alone in your neighborhood after dark?

- Very safe
- Safe
- Unsafe
- Very Unsafe
- N/A

12. If you feel unsafe, why do you feel unsafe?

13. In general, how satisfied are you with your neighborhood's infrastructure such as streets, sidewalks, and landscaping?

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

14. Which of the following, if any, do you use for information about the City of Sheboygan? Check all that apply.

- City website
- Police Department website
- Police Department Facebook
- Water Utility website
- Sheboygan Sun
- Shoreline Metro website
- Sheboygan Press
- Plymouth Review -The Beacon
- WSCS - Cable Television Channel (city owned station)
- WHBL - Radio
- Mayor's Blog
- Twitter
- Nextdoor.com (neighborhood social networking website)
- Neighborhood Association meetings
- Other (please specify)

15. Do you own or rent the place in which you live?

- Own or buying
- Rent

16. What are the three most important reasons you or your family chose Sheboygan as a place to live?

	Most important	Second most important	Third most important
Appearance of neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Close to Milwaukee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of house or apartment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low crime rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native to Sheboygan and family or friends are near	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Near employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property tax level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specific house or apartment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urban atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
County atmosphere/open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity to Lake Michigan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

17. The cost of providing city services continues to rise due to a number of factors. Those city services can be paid through property taxes, direct user fees and charges, or a combination of both. How would you prefer the City to address rising costs? (Please choose only one)

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

18. What is your gender?

- Male
- Female

19. How long have you lived in Sheboygan?

- <2 years
- 2-5 years
- 6-10 years
- 11-25 years
- 25+ years
- I am not a city resident

20. Please share with us any other comments you wish to make.

21. Thank you for taking the time to complete the 2016 Community Survey. If you would like a chance to win a \$100.00 Sheboygan County Chamber Cash Gift Certificate, please complete the following information:

**Name**

**Email Address\***

**Phone Number**

\*If your email address is provided, we will send you the results of this survey (and future city notifications).