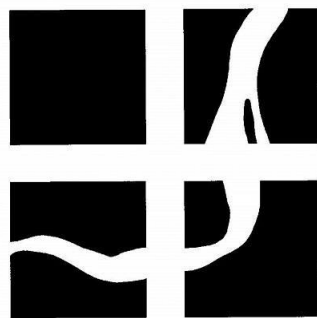


# Community Survey Summary



VILLAGE OF



**Shorewood**

ILLINOIS

— Est. 1957 —

November 2019

# The National Community Survey

In the summer of 2019, the Village of Shorewood partnered with the National Research Center, Inc. (NRC) to conduct a community survey to solicit resident feedback on various issues and services. The results of the survey are intended to help inform policy makers as they update the Village's strategic plan.

In September, the survey was mailed to 1,700 randomly selected households. This survey approach was chosen because it will yield results that can be generally viewed as representative of the community as a whole. A total of 598 surveys were completed, resulting in a 36% response rate. This response rate is considered very strong.

A separate opt-in survey was made available online to the public after the mail survey was completed. The results of the online survey, which are generally consistent with the mail survey, are not the basis of this summary.

This is not the first time the Village has partnered with the NRC. Similar surveys were also conducted in 2007 and 2014. Many questions from previous surveys were repeated in the 2019 survey. This past experience offers the Village an opportunity to identify trends in resident satisfaction by comparing results over the years.

## Summary of Results

Village staff has prepared this concise summary of results based upon the extensive data generated by NRC. In addition to briefly highlighting results, this summary identifies trends over time, benchmarks Shorewood response to other communities, and groups similar topics in order to provide a cohesive explanation.

### **Community**

In terms of general community characteristics, Shorewood has historically received very positive ratings from residents. More than nine out of ten residents (94%) would Recommend Shorewood to others. All but one characteristic improved between 2014 and 2019. For example, increases in positive ratings were seen in Overall Quality of Life (89% to 92%), Shorewood as a Place to Live (93% to 96%), and Shorewood as a Place to Raise Children (90% to 93%). However, positive ratings as a Place to Retire decreased from 70% in 2014 to 57% in 2019.

### **Village Government**

Resident perceptions of village government were extensively measured in the survey. Nearly two-thirds (64%) of residents say the overall direction the Village is taking and their confidence in Shorewood government (58%) is either excellent or good. A majority gave the Village positive ratings for being honest (63%), generally acting in the best interest of the community (64%), and treating all residents fairly (69%).

Some of these ratings have declined since 2014, including confidence in village government (-8%), and being honest (-10%). However, Shorewood's ratings for honesty and confidence are on par with other communities across the nation that recently completed the survey.

Village employees received a positive rating for customer service from 8 out of 10 residents. The village's customer service rating increased by 10% since 2007. When asked to rate the quality of services provided by the Village, 81% gave an excellent or good rating. Interestingly, residents are split on the value of services for the taxes paid to the Village. Forty-nine percent of residents gave a positive response to this question.

Several Village services received high marks, including Police (90%), Parks (87%), and Snow Removal (80%). Residents gave positive responses to other village services, including:

- Utility Billing (74%)
- Village-sponsored special events (74%)
- Drinking Water (70%)
- Street repair (68%)
- Recreation Programs and Classes (67%)
- Land Use, Planning and Zoning (60%)
- Code Enforcement (58%)

The dissemination of public information by the Village has improved since 2007. In 2007, 58% of residents gave a positive rating. In 2019, the village received a positive rating from 70% of residents. Residents ranked the top four sources of village information: Village Newsletter (87%), Word of Mouth (83%), Village Website (77%), and Social Media (76%). The least popular source for village news is the Shorewood Community Cable Television (29%).

In terms of social media, Facebook is the most commonly used platform (68%) among residents. YouTube (36%) and Instagram (33%) ranked second and third among social media users. Approximately 20% of Shorewood residents don't use social media.

## **Public Safety**

Public safety services received high marks. Residents gave excellent or good ratings for police services (90%), fire services (94%), emergency medical services (92%), crime prevention (80%), fire prevention and education (85%), traffic enforcement (80%), emergency preparedness (72%).

Over the next two years, 95% of residents said it is essential or very important for the Village to focus on safety. The top reason residents choose to live in Shorewood is because of low crime (70%). Nine out of ten residents said the overall feeling of safety in Shorewood was either excellent or good. An overwhelming majority of residents feel very safe or somewhat safe in their neighborhood during the day (98%) and in Shorewood's commercial area during the day (97%).

The law enforcement issues that are of greatest concern to residents are crimes against property (97% Very Concerned or Somewhat Concerned) and crimes against people (83% Very Concerned or Somewhat Concerned). Ninety-three percent of residents have not been a victim of a crime in Shorewood over the past 12 months.

## **Economy, Economic Development, and Employment**

Over the next two years, 92% of residents said it is essential or very important to focus on Shorewood's overall economic health. To that point, 77% said it's essential or very important to encourage entrepreneurship/small business development. And nearly two-thirds of residents said attracting high-skilled, high wage jobs should be a Village priority.

Approximately 3 out of 4 residents give Shorewood's overall economic health a positive rating (excellent/good). Resident perception of how the economy will impact their family income over the next six months was mixed. Half felt it would have a neutral impact, 30% said it would have a positive impact, and 19% said it would have a negative impact.

Slightly more than half (55%) of residents rated the village's economic development services as either excellent or good. Nearly two-thirds of residents rate the overall quality of business and service establishments in Shorewood as excellent or good.

The employment status for most residents is working full-time (63%). Nine percent is working part-time, 1% is unemployed and looking for work, 1% is unemployed and not looking for work, and 26% are fully retired.

While the percentage of positive ratings have nearly doubled since 2007 (23% to 42%), a relatively high percentage of residents (58%) gave the village a fair or poor rating for employment opportunities in 2019. The percentage of residents working in Shorewood has slightly increased from 16% in 2014 to 22% in 2019. However, this percentage is much lower than other communities across the nation that recently completed a similar survey.

Only 2% of residents said they choose to live in Shorewood because of employment opportunities. However, a majority (52%) indicated they choose to live in Shorewood because of its close proximity to work.

## **Housing**

Slightly more than a third of residents choose to live in Shorewood because housing is affordable. The variety of housing options in Shorewood is viewed as either excellent or good by nearly 3 out of 4 (72%) of residents. A positive rating (62%) was also given for the availability of affordable quality housing.

A large majority of residents live in single-family detached homes and 89% are owner occupied. Using resident provided data for monthly housing costs and annual household income, 74% of residents do not appear to be under housing cost stress. This is the same percentage as in 2014.

In terms of new housing, 2 out of 3 residents said it's important to diversify housing types to meet the preferences and needs of all age groups (17% Essential, 17% Very Important, 34% Somewhat Important). Approximately 9 out of 10 residents said it's important to add housing that is affordable to families making between \$75,000 and \$125,000/year (18% Essential, 34% Very Important, 37% Somewhat Important). A similar number of residents (86%) believe it's important

to add housing that is affordable to families making over \$125,000/year (16% Essential, 33% Very Important, 37% Somewhat Important). A majority (60%) also said it's important to add housing that is affordable to families making less than \$75,000/year (16% Essential, 14% Very Important, 29% Somewhat Important).

### **Resident Participation**

The survey asked several questions regarding resident participation in Village government and the community generally. About half (49%) gave the Village a fair or poor rating for welcoming resident involvement. This rating has fallen by 8% since the 2014 survey. Resident engagement in community issues has reduced over the years. The percentage of residents that have watched a local public meeting has declined from 53% in 2007 to 24% in 2014 and then to 16% in 2019. The percentage of residents that have volunteered in the community has fallen from 26% in 2007 to 16% in 2019. And resident participation in a club has declined from 21% in 2014 to 16% in 2019.

### **Services by Others**

Residents also rated several important services that are not provided by the Village. Services provided by others that were ranked very positively, include Fire (95%), Garbage Collection (93%), Recycling (90%), and Public Libraries (87%).

## Benchmarking

The survey provided an opportunity for Shorewood to benchmark or compare itself to other communities in Illinois and throughout the country.

Positive responses, which are when one of the top two most positive options are selected (i.e. excellent and good), by Shorewood residents were compared to a national database of over 600 communities and also against jurisdictions in Illinois with populations between 10,000 and 100,000. Being rated as “higher” or “lower” than the benchmark means that Shorewood’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower” it was 20 points different when compared to the benchmark and is identified with an asterisk below. Several characteristics/services are not included in the lists below because the ratings given by Shorewood residents is similar to the benchmarks.

### Shorewood Compared to National Benchmark

As the list below indicates, Shorewood residents gave a higher positive rating for many services and characteristics than residents in other communities across the United States. There were also items that had a lower rating, including two that had a much lower rating: Worked Inside the Community and Volunteered.

<u>Higher</u>	<u>Lower</u>
Overall Community Image/Reputation	Worked Inside the Community*
Availability of Affordable Quality Housing	Volunteered*
Variety of Housing Options	Vibrant Downtown/Commercial Area
Traffic Enforcement	As A Place to Visit
Street Repair	Opportunities to Attend Cultural/Arts/Music Activities
Street Cleaning	Bus or Transit Service
Snow Removal	Stock Emergency Supplies
Yard Waste Pickup	Carpooled Instead of Driving Alone
Storm Drainage	Participated in a Club
Recycling at Home	

### **Shorewood Compared to Illinois Benchmark**

The list below illustrates that Shorewood residents did not rate any characteristics or services higher than the average positive rating for Illinois communities with populations between 10,000 and 100,000. As previously stated, Shorewood ratings that were similar to the benchmark are not included in the list below. Two characteristics received a much lower rating than the Illinois benchmark: Ease of Travel by Public Transportation and Bus or Transit Service.

#### **Higher**

#### **Lower**

Ease of Travel by Public Transportation\*

Bus or Transit Service\*

Vibrant Downtown/Commercial Area

As a Place to Visit

Availability of Affordable Quality Mental Health  
Care

Availability of Affordable Quality Health Care

Availability of Preventive Health Services

Recreation Opportunities

Opportunities to Attend Cultural/Arts/Music  
Activities

Carpooled Instead of Driving Alone

Walked or Biked Instead of Drive

Used Public Library