

2021

City of Port Washington Community Survey

Presented to the
City of Port Washington,
Wisconsin



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Executive Summary

City of Port Washington Community Survey (2021)

Executive Summary



Purpose

ETC Institute administered a community survey to residents of the City of Port Washington, on behalf of the City. The purpose of the survey was to gather information on residents' level of satisfaction with City services and to gather residents' opinions regarding various other topics. Input received will be used to help City leaders know where they are doing well and where they can improve; to make certain they are making decisions that align to the needs of the community.

Methodology

The survey instrument, cover letter, and postage paid return envelope were mailed to a random sample of households in the City. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Approximately, ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The e-mails contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the City from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain at least 300 surveys from residents surveyed. This goal was achieved by a total of 502 completed surveys. The overall residents for the sample of 502 households have a precision of at least +/- 4.2% at the 95% level of confidence.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- benchmark analysis comparing the City's results with regional and national averages,
- importance-satisfaction analysis,
- frequency tables that show the results of the random sample for each question on the survey, and
- a copy of the cover letter and survey instrument.

The major findings are on the following pages.

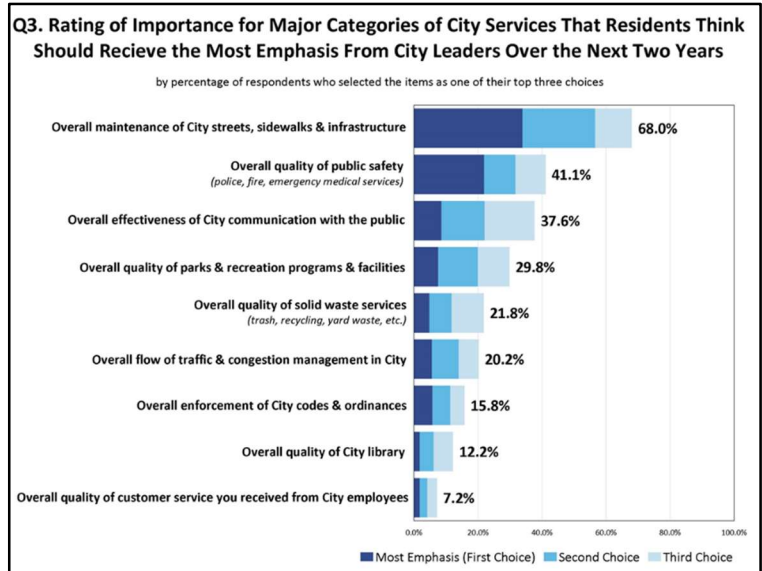
City of Port Washington Community Survey (2021) Executive Summary



Maintenance of City streets, sidewalks, and infrastructure, public safety services, and the effectiveness of City communication with the public are most important to residents.

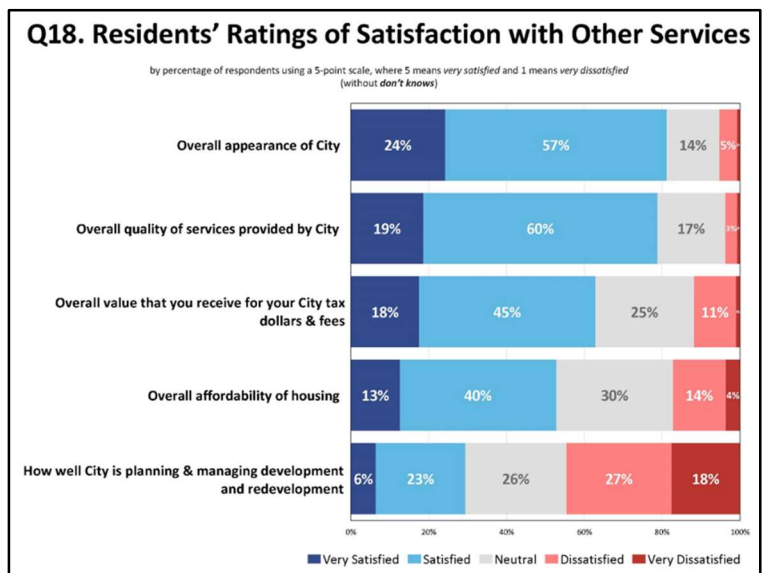
- Most residents indicated they were satisfied in the quality of public safety services (85.3%), the quality of the City library (83.5%), and the quality of parks and recreation programs and facilities (82.6%). The two City services that received the highest dissatisfaction ratings were the maintenance of City streets, sidewalks, and infrastructure (26.2%) and the effectiveness of City communication with the public (20.2%).

- The top three major categories of City services that residents think should receive the most emphasis from City leaders over the next two years are: the maintenance of City streets, sidewalks, and infrastructure (68.0%), the overall quality of public safety services (41.1%), and the overall effectiveness of City communication with the public (37.6%). See the chart to the right.



85.2% of residents surveyed indicated they would likely recommend the City of Port Washington to family or friends as a place to live.

- Most residents are satisfied with the City as a place to live (92.4%), as a place to raise children (88.8%), as a place to visit (83.1%), and as a place they are proud to call home (82.8%).
- The chart to the right shows that 78.8% of respondents are satisfied with the overall quality of services provided by the City.
- How well the City is planning and managing development and redevelopment is important to the majority (65.7%) of residents.



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The top three community priorities that had the highest percentage of respondents rating as a very high/high priority are the overall quality of life, overall quality of services provided by the City, and crime prevention.

- The table to the right shows how respondents rated community issues by very high/high priority, medium priority, and low/very low priority. Community priorities were ranked by the percentage of respondents that rated the issue as a very high/high priority to them.
- 90.5% of residents indicated that the overall quality of life is a very high/high priority.
- Residents were asked the level of agreement with statements regarding community issues. 73.0% of residents surveyed agree with the statement “the City should prioritize sustainable practices in policy and decision making” and 64.6% agree with the statement “the City should devote resources to raise awareness and understanding of sustainability”.

Ratings of Priority for Community Issues	High Priority	Medium Priority	Low Priority
Very High/High Priority Rating >70%			
Overall quality of life	90.5%	8.1%	1.4%
Overall quality of services provided by the City	77.1%	19.8%	3.1%
Crime prevention	76.1%	16.0%	7.9%
Quality & drivability of City streets	73.6%	21.2%	5.2%
A balanced City budget	73.4%	21.2%	5.5%
Vibrant business districts	71.8%	23.1%	5.1%
Walkability of business districts & other areas	70.8%	20.9%	8.3%
Flood prevention & stormwater management	70.7%	20.6%	8.8%
Very High/High Priority Rating 50-69%			
Variety of restaurants in business districts	66.0%	25.9%	8.1%
Historic preservation	63.7%	27.1%	9.1%
Variety of retail in business districts	63.3%	28.7%	8.0%
Green space	63.1%	25.7%	11.2%
Welcoming & inclusive initiatives	60.9%	23.2%	15.9%
Availability of parking in business districts near amenities	58.0%	29.0%	13.0%
Environmental awareness	55.5%	23.7%	20.7%
Very High/High Priority Rating <49%			
Arts & cultural amenities	46.4%	32.7%	21.0%
Diversity of housing choices	43.8%	28.1%	28.2%
Availability & integration of biking lanes & trails	38.9%	33.6%	27.4%

Majority of residents are satisfied with public safety services. Public safety items that are most important to residents surveyed are the City’s efforts to prevent crime, the overall quality of EMS, how quickly EMS personnel respond to emergencies, and the overall attitude and behavior the Police Department personnel have toward residents.

- At least 8 of 10 residents indicated they are satisfied with the overall quality of police services (85.7%), how quickly police respond to emergencies (85.2%), overall quality of fire services (84.5%), and the visibility of police in neighborhoods (81.6%).
- When comparing the City’s satisfaction ratings, for public safety items, with regional and national averages; the City had significantly higher ratings in 6 of 12 and 8 of 12 service items, respectively.
- The most significant benchmark between the City’s satisfaction rating and national average was a

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22.2% difference in satisfaction with the quality of police services (85.7% City of Port Washington versus 63.5% National Average).

- 86.3% of residents surveyed are satisfied with the overall quality of drinking water utility services.
- The City maintenance/public works items that received the highest satisfaction ratings were the maintenance of City owned buildings (84.6%), overall cleanliness of streets/other public areas (82.4%), and the maintenance of street signs and traffic signals (80.3%). Based on respondents' top three choices, the items with the highest importance to residents and that they think should receive the most emphasis from City leaders over the next two years, are listed below.
 - Condition of neighborhood streets (40.5%)
 - Condition of City sidewalks (39.0%)
 - Condition of major City streets (36.9%)
- 89.3% of residents are satisfied with the number of City parks, 7.7% are neither satisfied or dissatisfied (neutral), 2.6% dissatisfied, and 0.4% very dissatisfied. Based on the top two choices made by respondents, 33.3% of residents indicated they think the maintenance of City parks should receive the most emphasis from City leaders over the next two years.
- Over half of residents surveyed are satisfied with the enforcement of exterior maintenance of business properties (54.0%) and the quality of animal control (52.8%). Enforcing cleanup of litter/debris and mowing/trimming of lawns on private property have the highest ratings of dissatisfaction.
- Seven of ten residents are satisfied with the curbside trash collection services (74.7%) and the yard waste removal services (70.1%).
- Most (87.4%) of residents are satisfied with the overall helpfulness of the library staff and the quality of available materials (79.1%).

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Conclusion – Investment Priorities

Recommended Priorities for the Next Two Years. To help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on the overall satisfaction with services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the Major Categories of City Services. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of the Importance-Satisfaction Analysis, the major services that are considered *very high and high priorities* are listed below:

- Overall maintenance of City streets, sidewalks, and infrastructure (I-S Rating=0.3162)
- Overall effectiveness of City communication with the public (I-S Rating=0.2076)

Importance-Satisfaction (I-S) Analysis for 4 of the 9 major categories of City services analyzed is shown in the table below. The remainder of the Importance-Satisfaction Analysis can be found in Section 3 of this report.

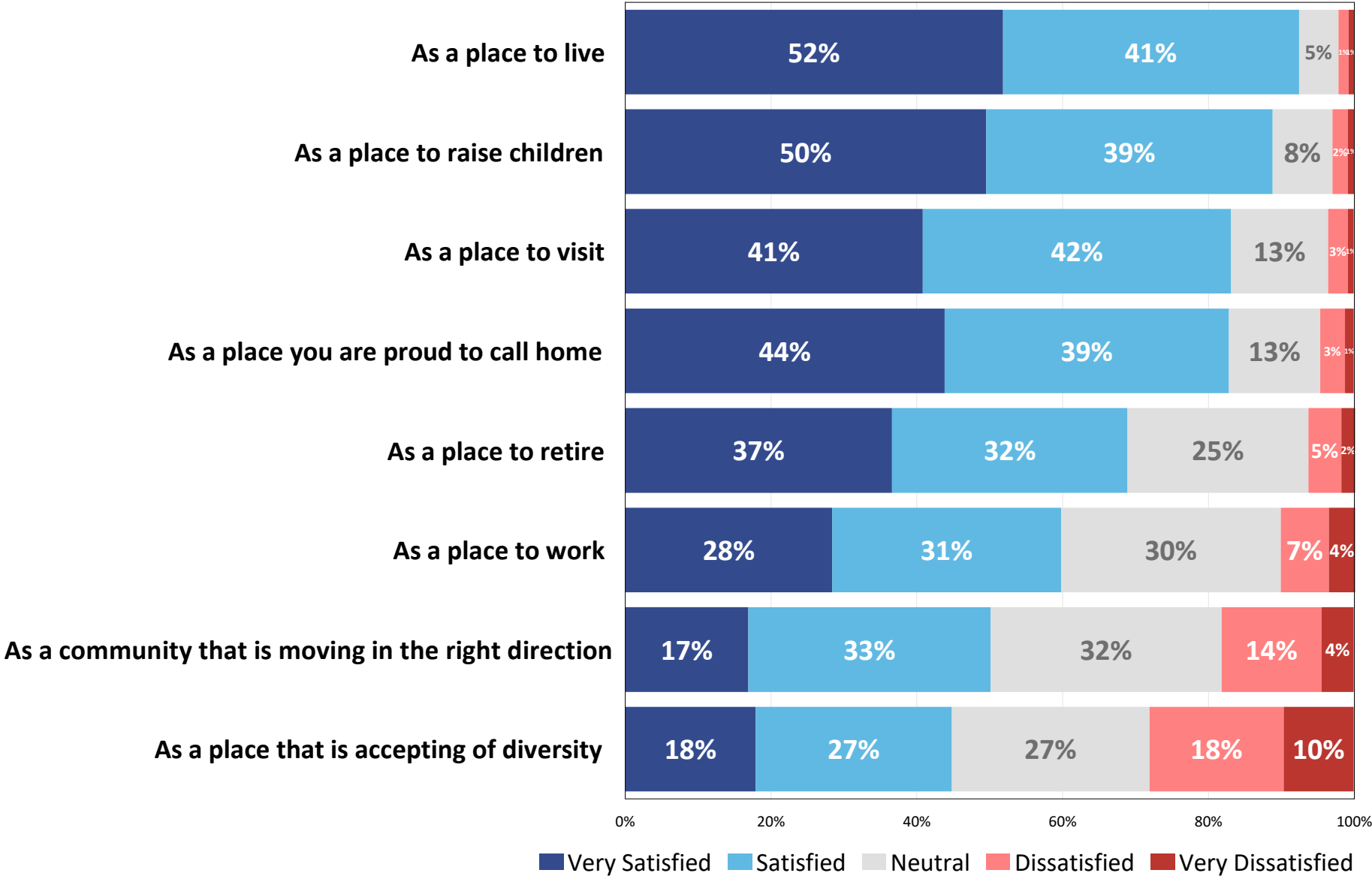
Importance-Satisfaction Rating (2021)						
Major Categories of City Services						
City of Port Washington, WI						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Overall maintenance of City streets, sidewalks & infrastructure	68%	1	54%	8	0.3162	1
Overall effectiveness of City communication with the public	38%	3	45%	9	0.2076	2
Medium Priority (I-S < 0.10)						
Overall enforcement of City codes & ordinances	16%	7	57%	7	0.0686	3
Overall quality of public safety (police, fire, emergency medical services)	41%	2	85%	1	0.0604	4



Charts of Overall Results

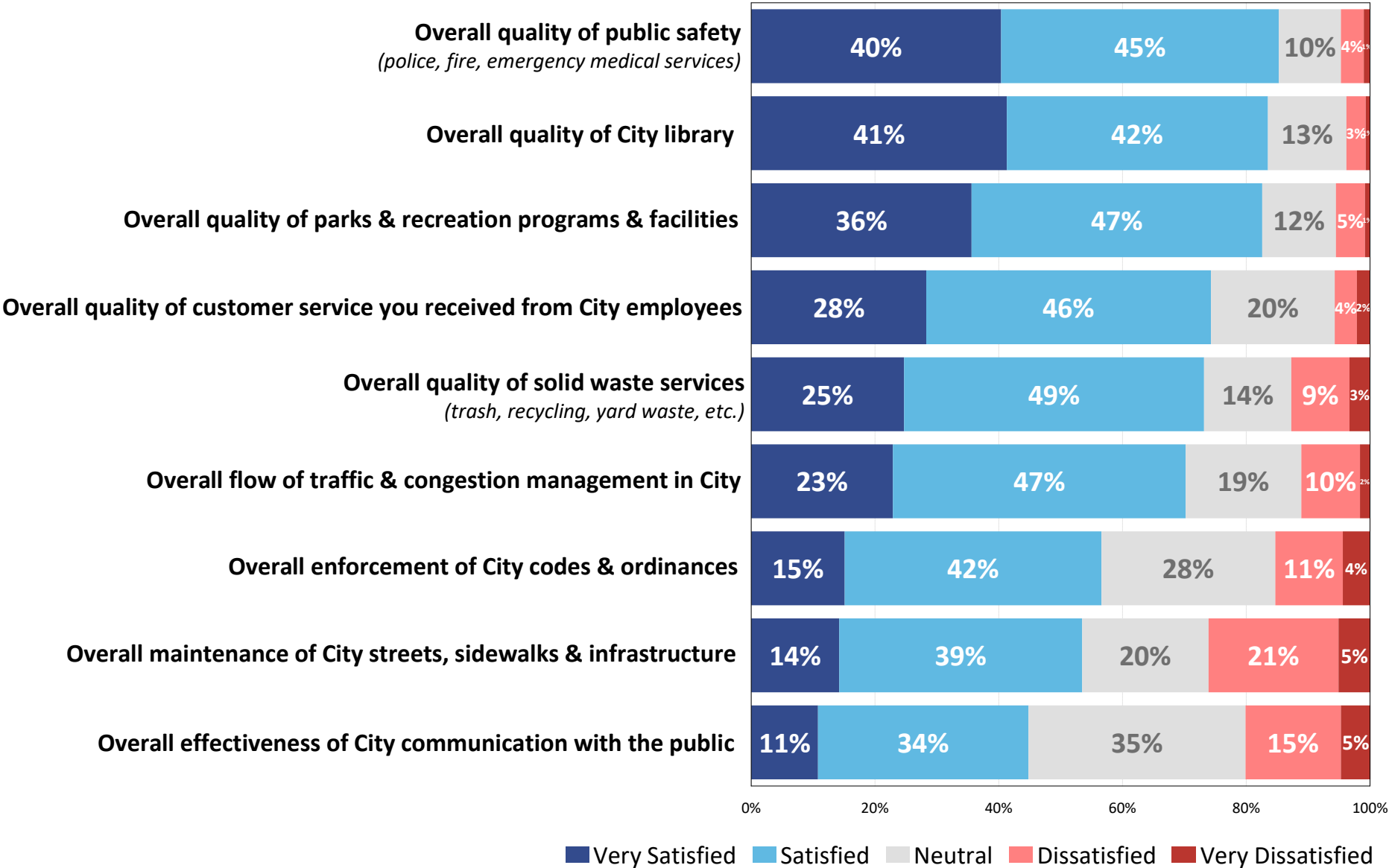
Q1. Residents' Ratings of Satisfaction with Various Perceptions of the City

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



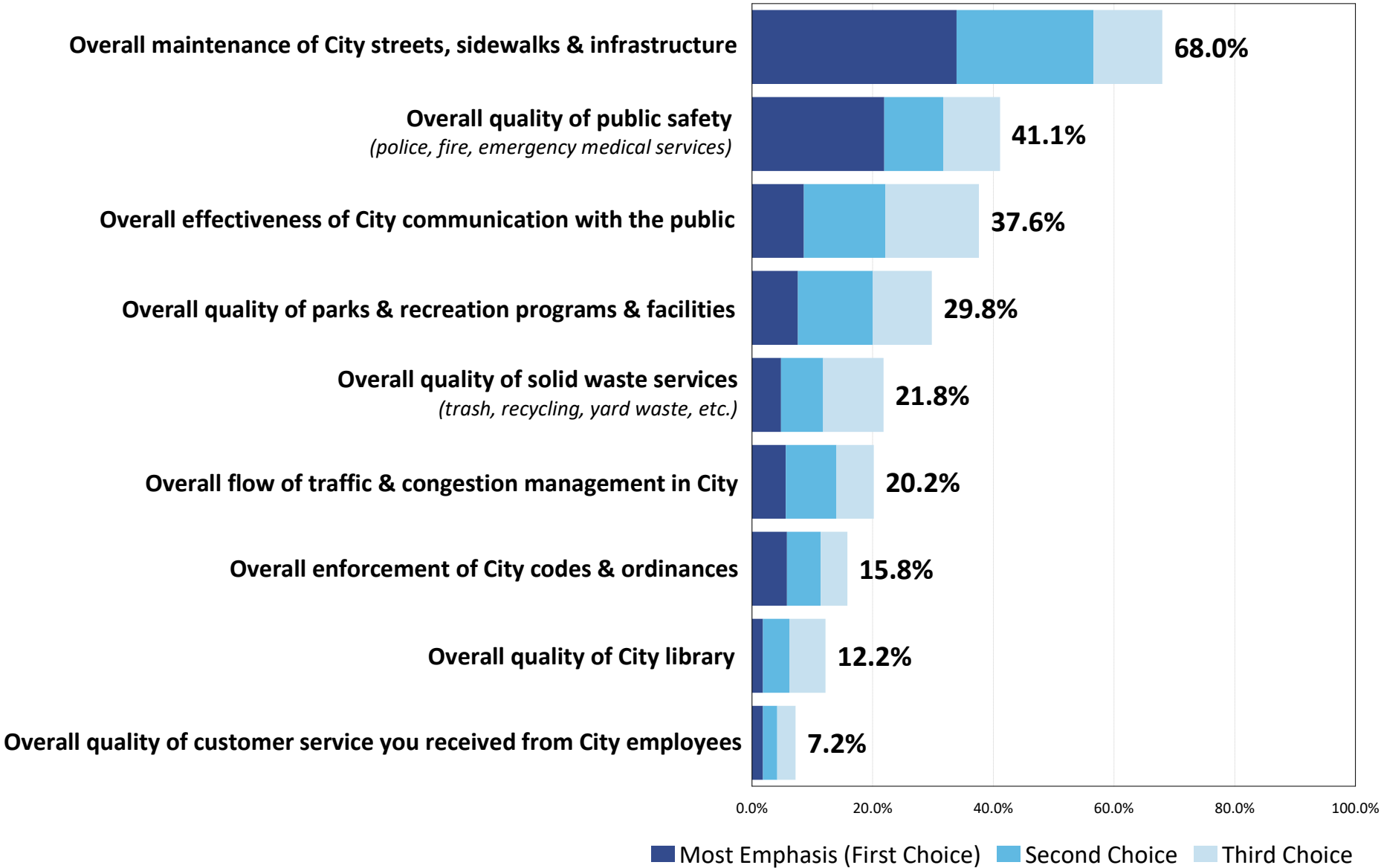
Q2. Residents' Ratings of Satisfaction with Major Categories of City Services

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



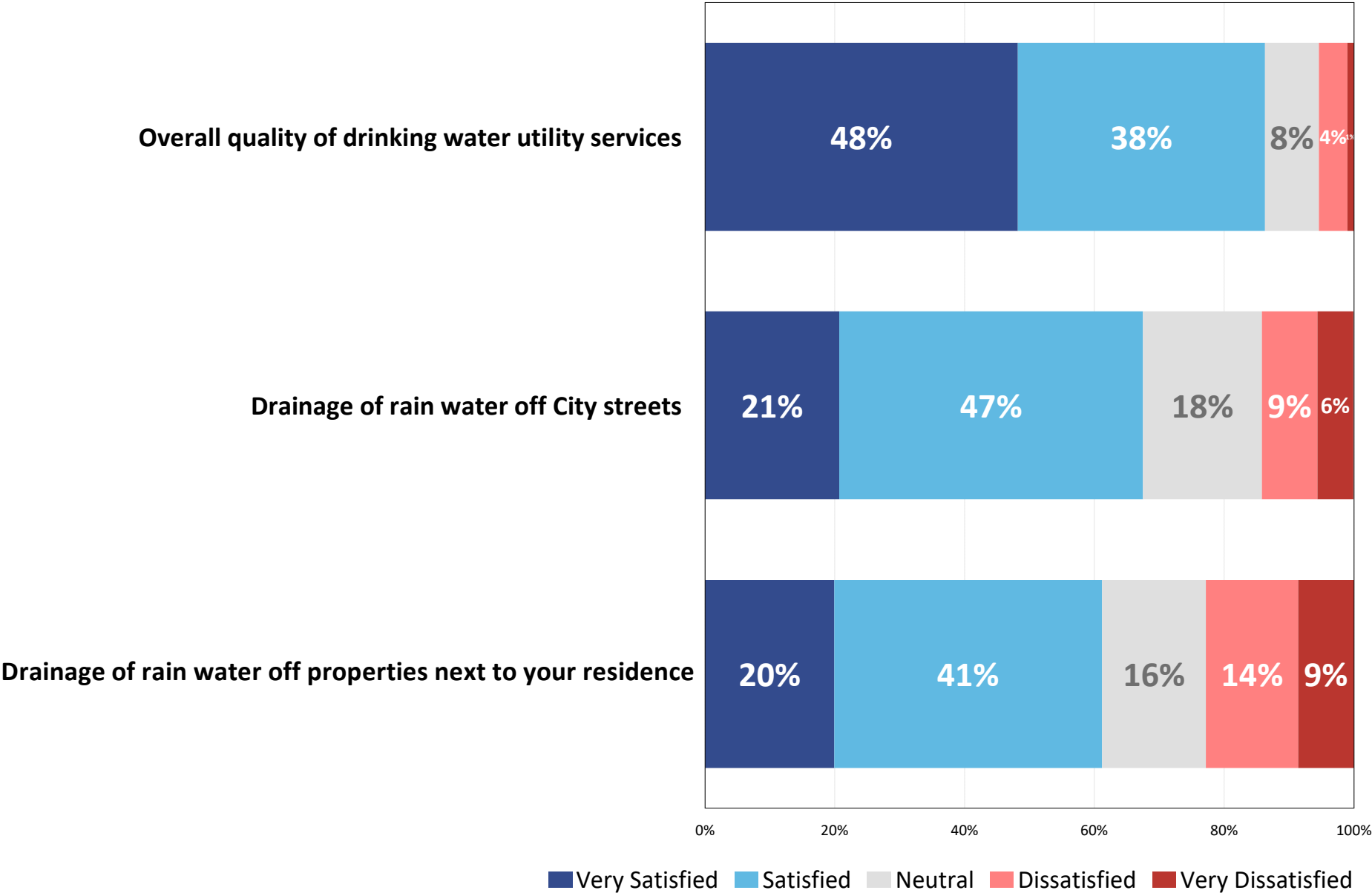
Q3. Rating of Importance for Major Categories of City Services That Residents Think Should Recieve the Most Emphasis From City Leaders Over the Next Two Years

by percentage of respondents who selected the items as one of their top three choices



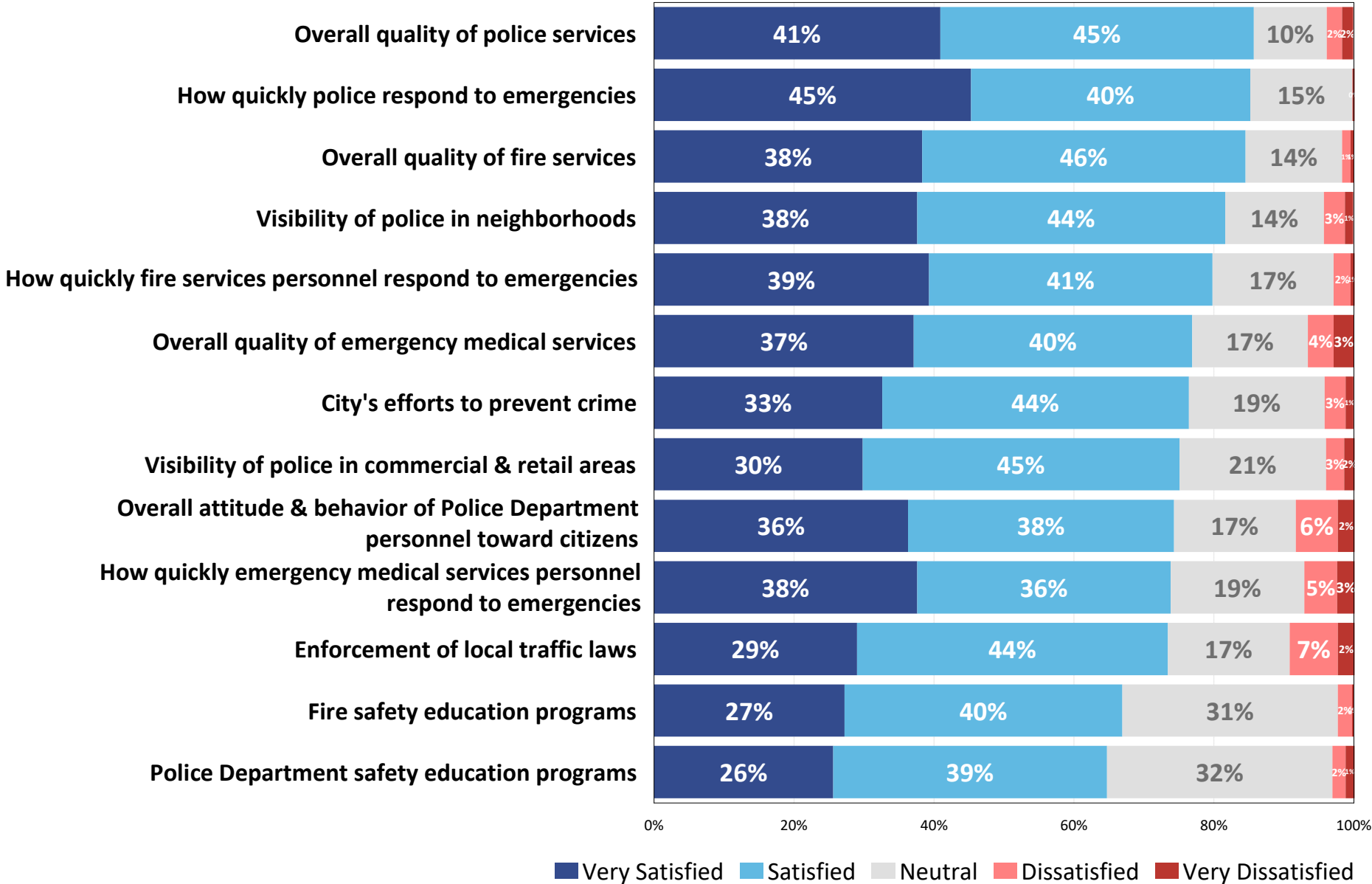
Q4. Residents' Ratings of Satisfaction with Utility Services

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



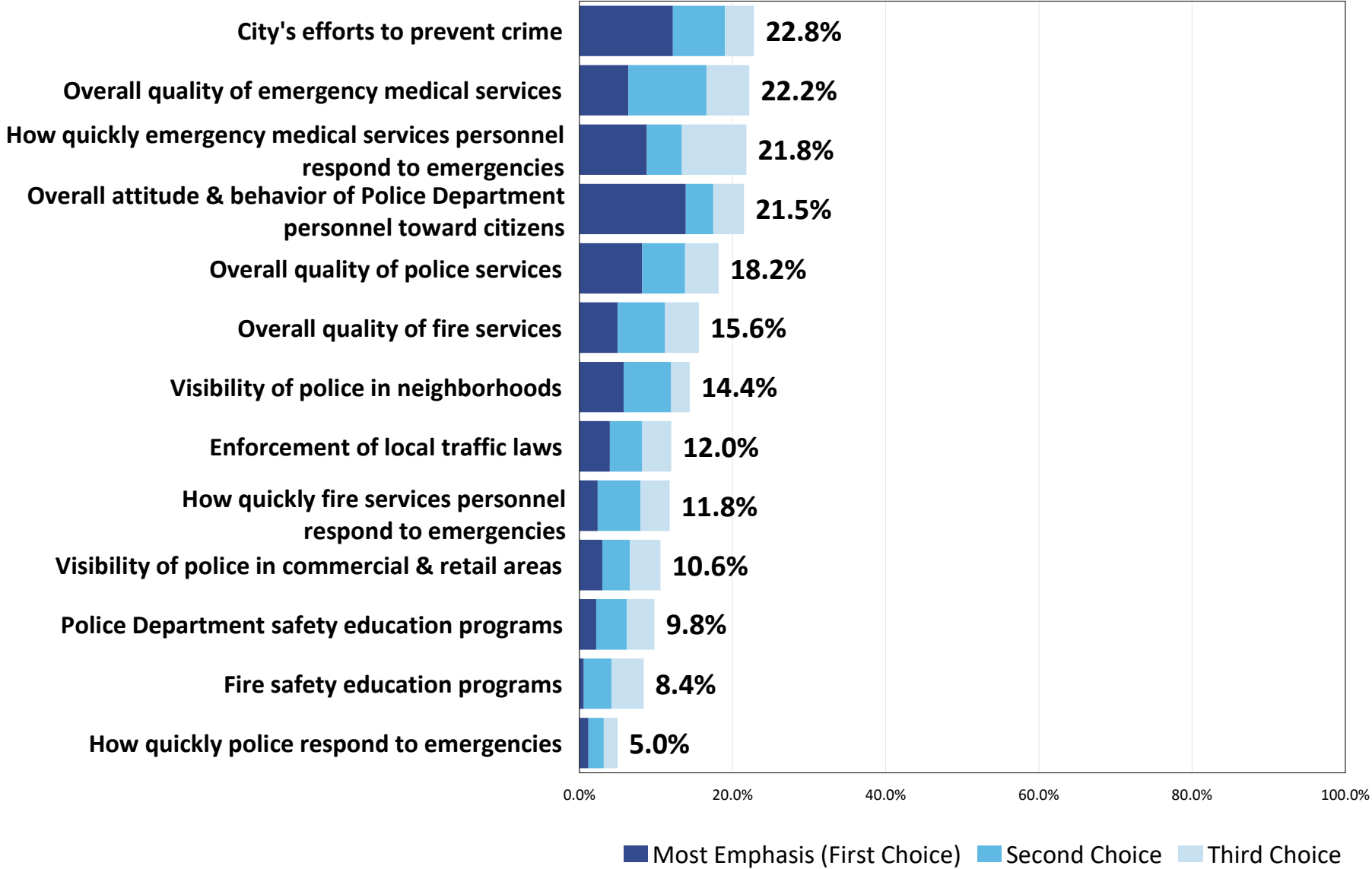
Q5. Residents' Ratings of Satisfaction with Public Safety

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



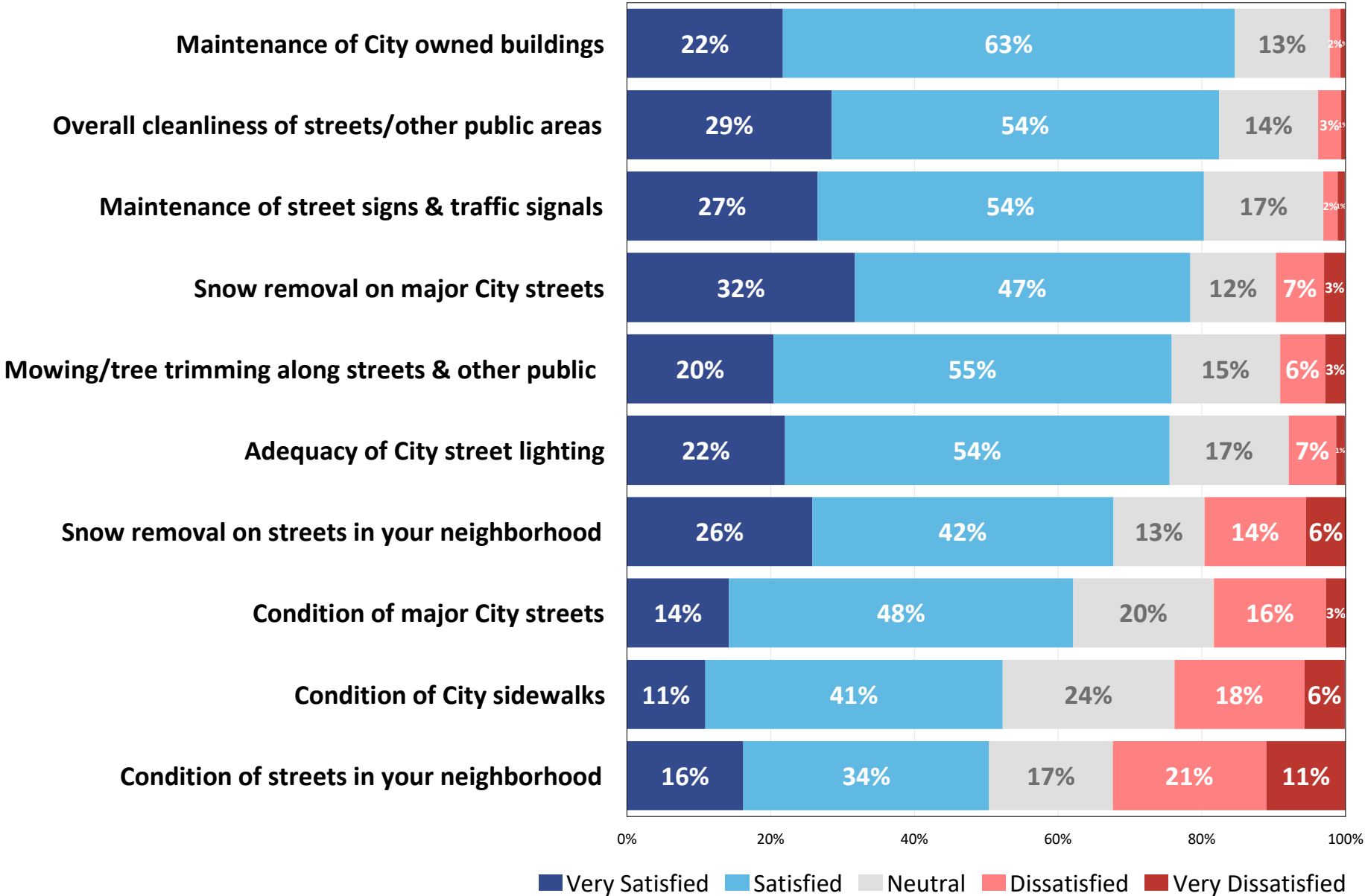
Q6. Rating of Importance for Public Safety Items That Residents Think Should Recieve the Most Emphasis From City Leaders Over the Next Two Years

by percentage of respondents who selected the items as one of their top three choices



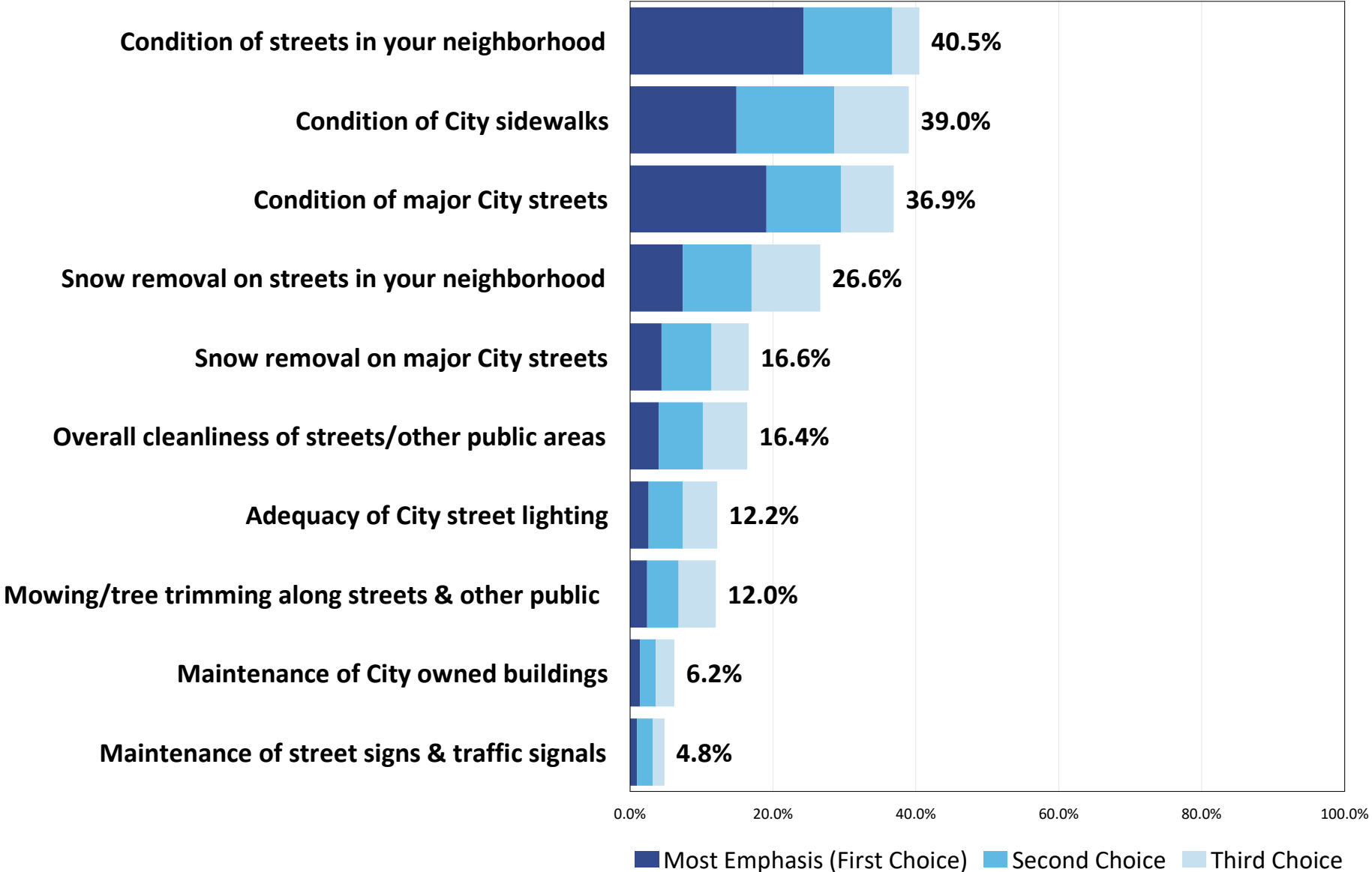
Q7. Residents' Ratings of Satisfaction with City Maintenance/Public Works

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



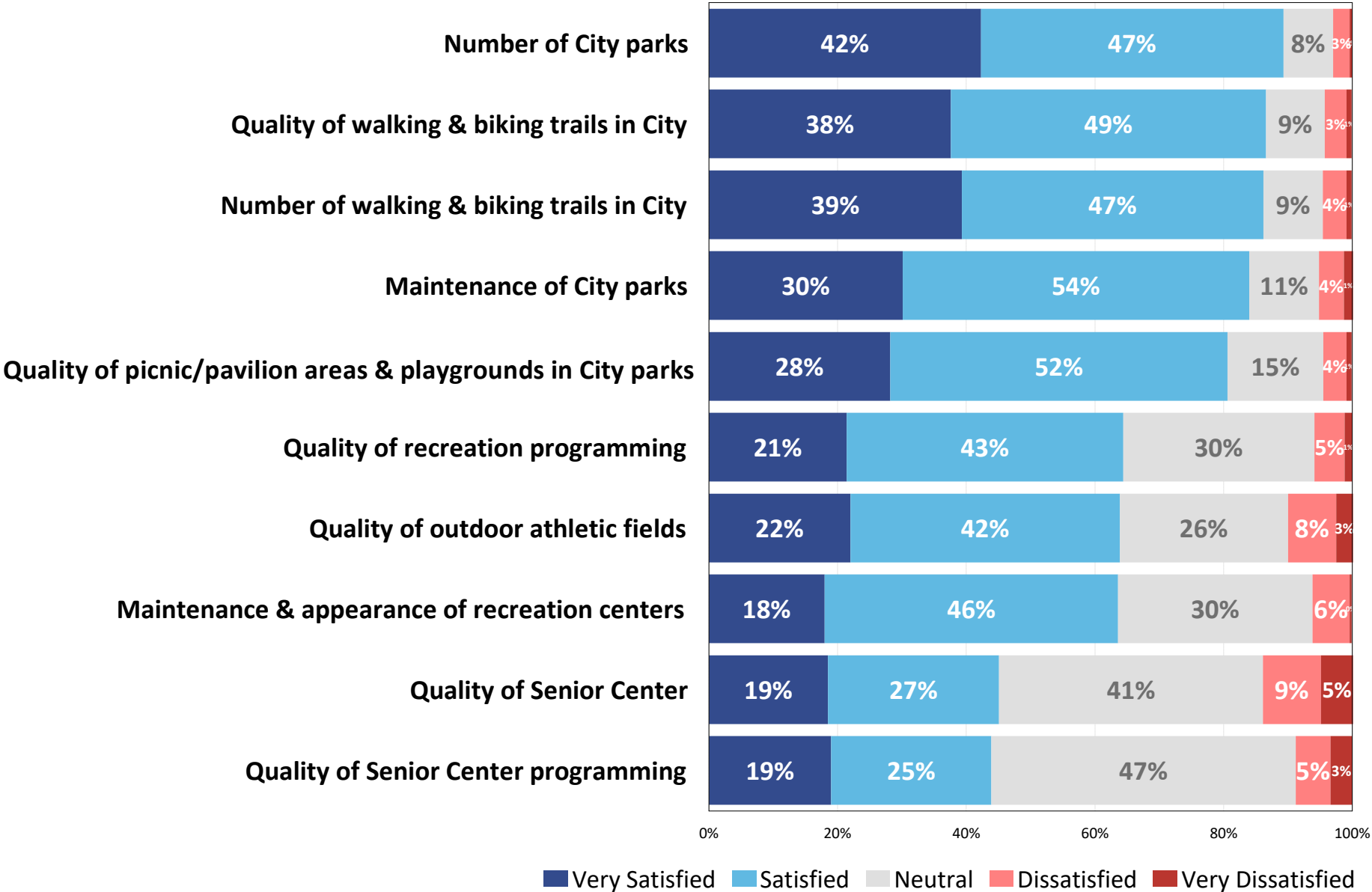
Q8. Rating of Importance for City Maintenance/Public Works Items That Residents Think Should Recieve the Most Emphasis From City Leaders Over the Next Two Years

by percentage of respondents who selected the items as one of their top three choices



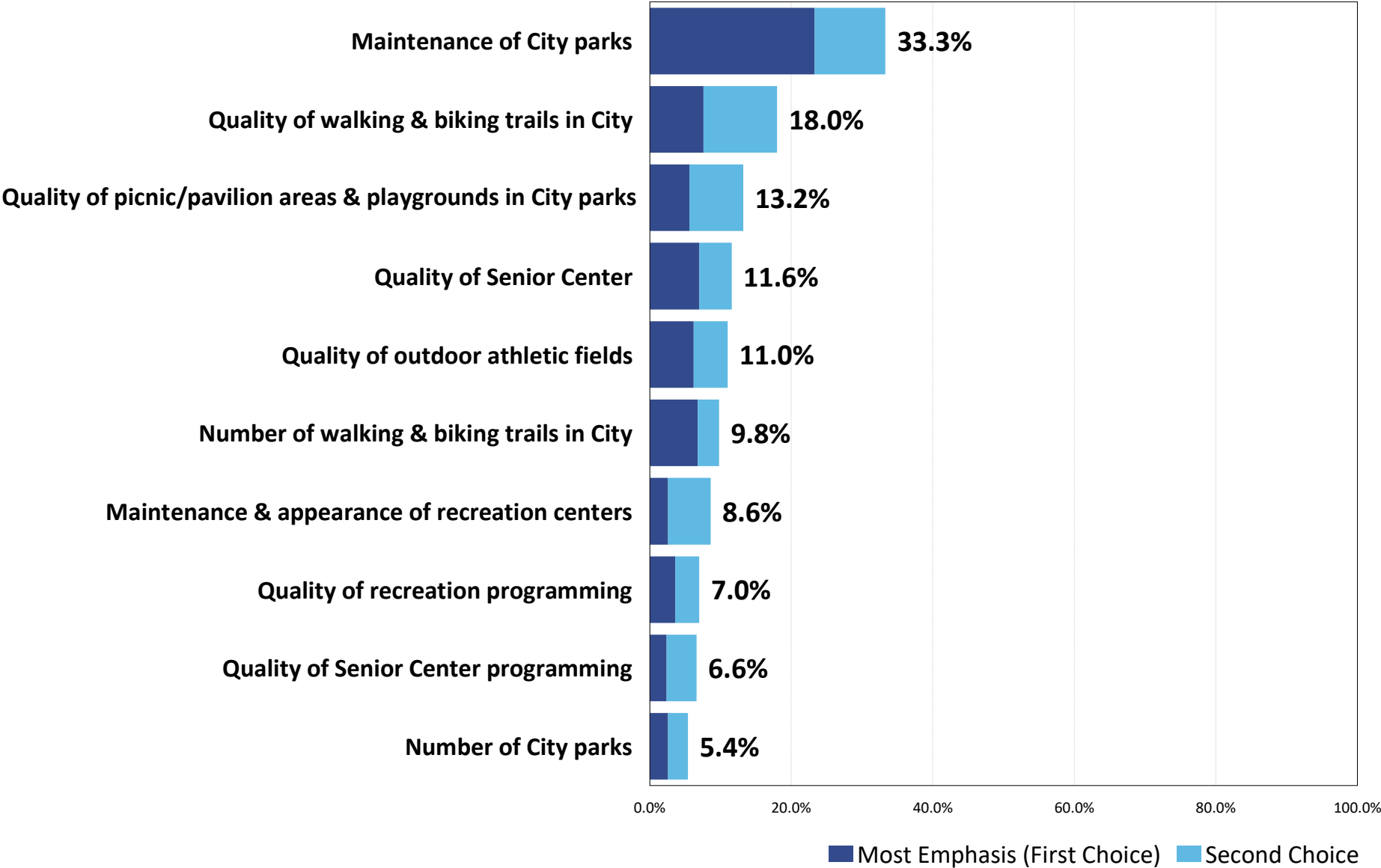
Q9. Residents' Ratings of Satisfaction with Parks and Recreation

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



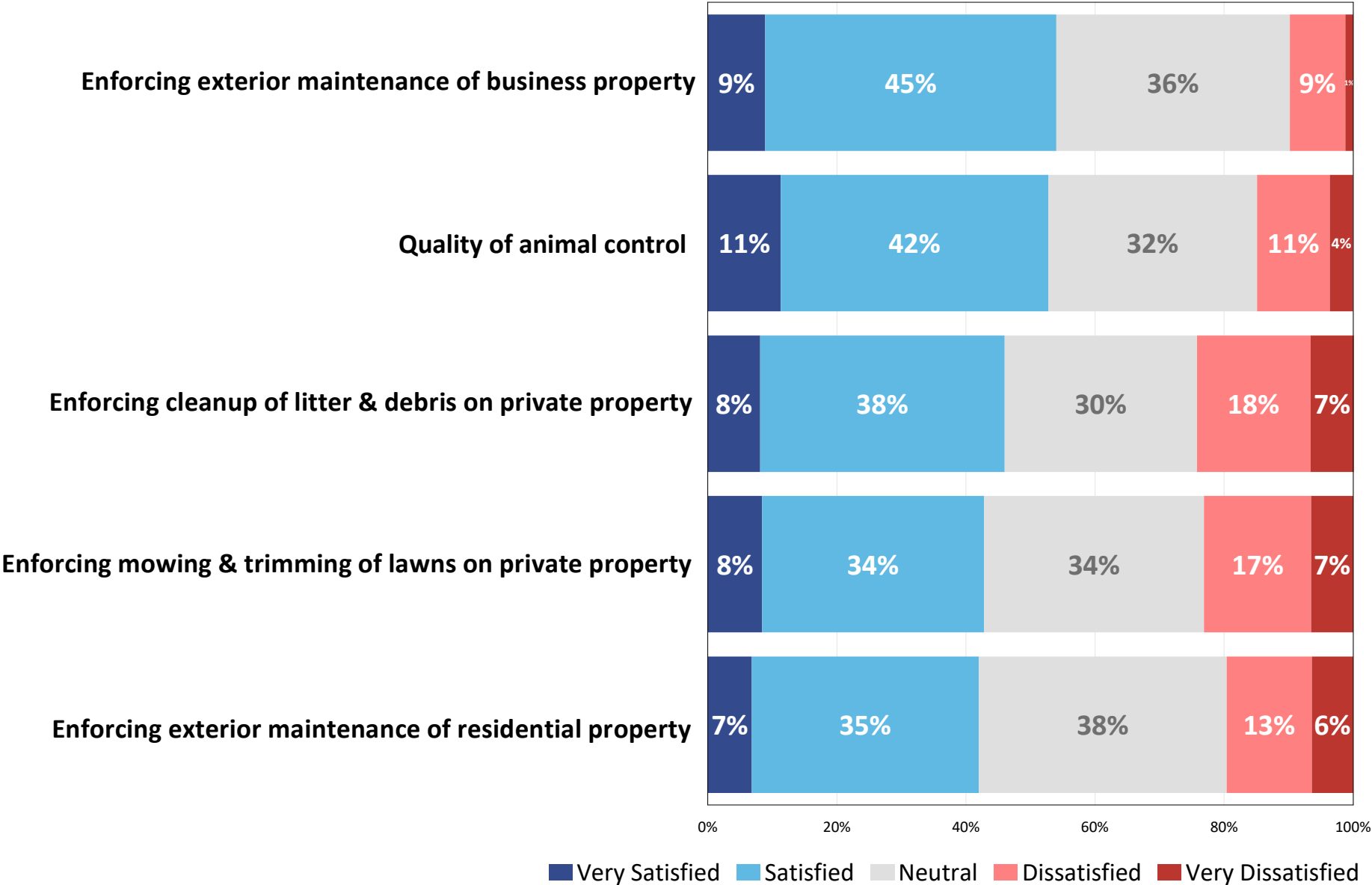
Q10. Rating of Importance for Parks and Recreation Services That Residents Think Should Recieve the Most Emphasis From City Leaders Over the Next Two Years

by percentage of respondents who selected the items as one of their top two choices



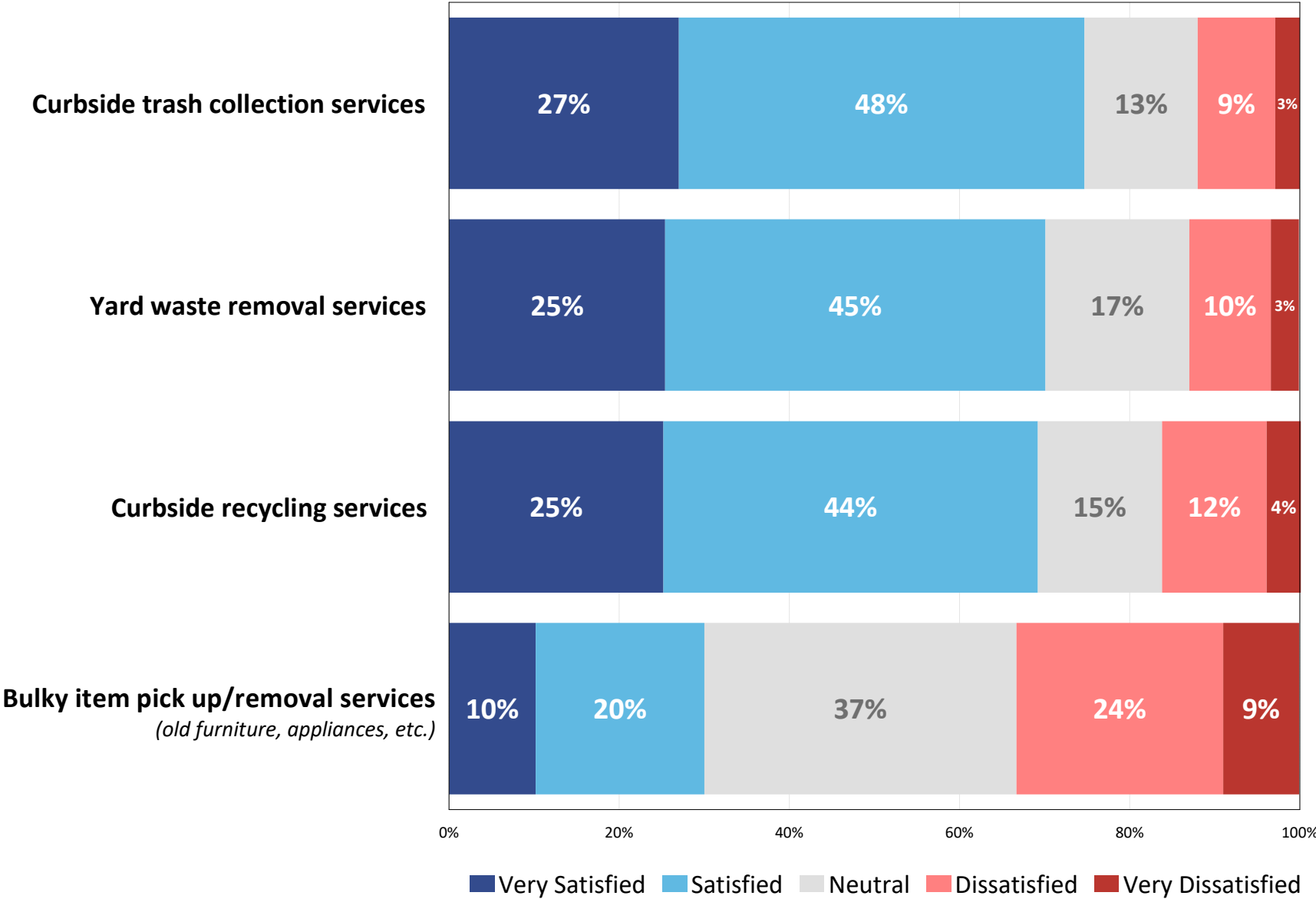
Q11. Residents' Ratings of Satisfaction with Property Maintenance Codes [Code Enforcement]

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



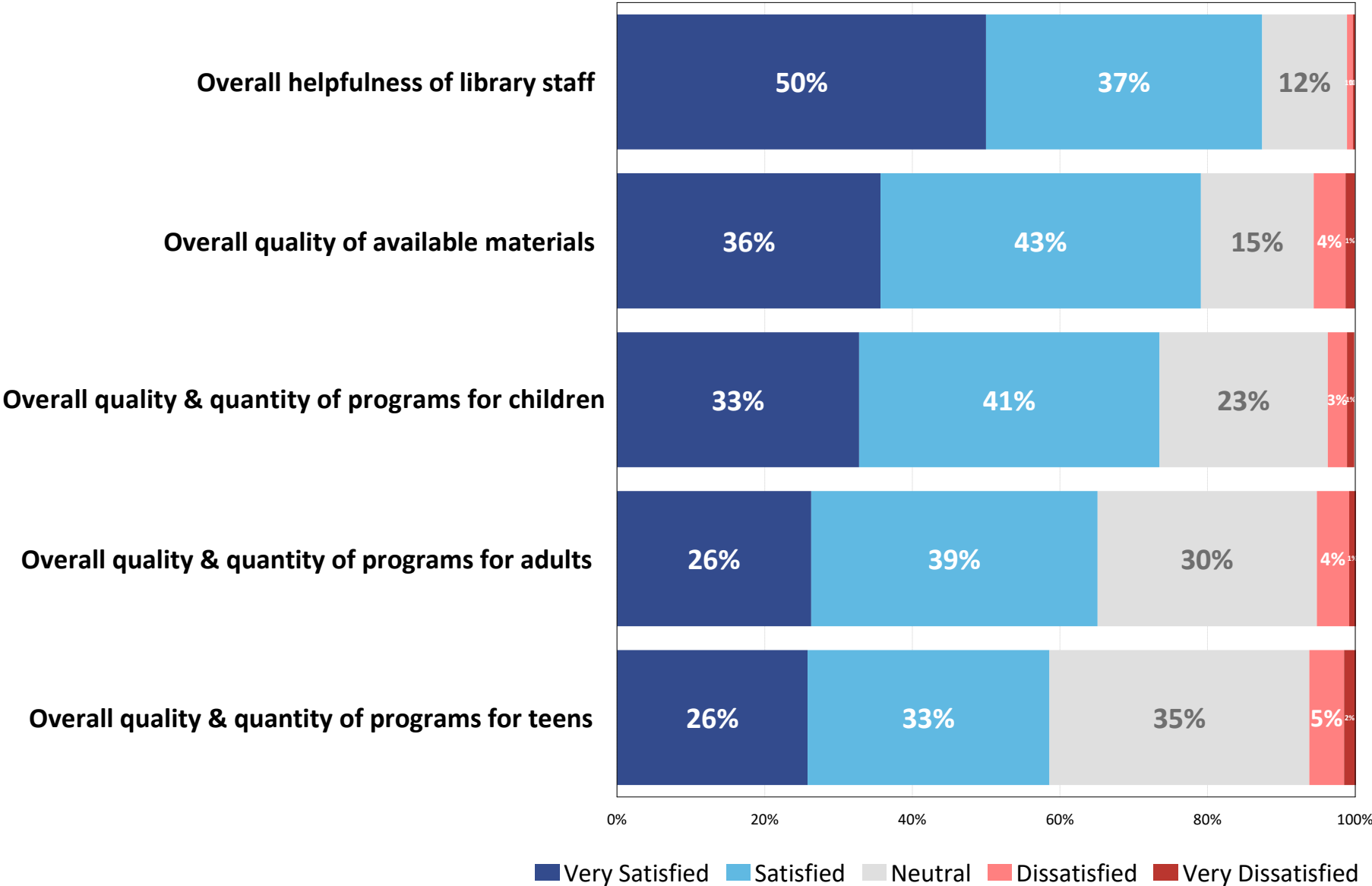
Q12. Residents' Ratings of Satisfaction with Trash Service

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



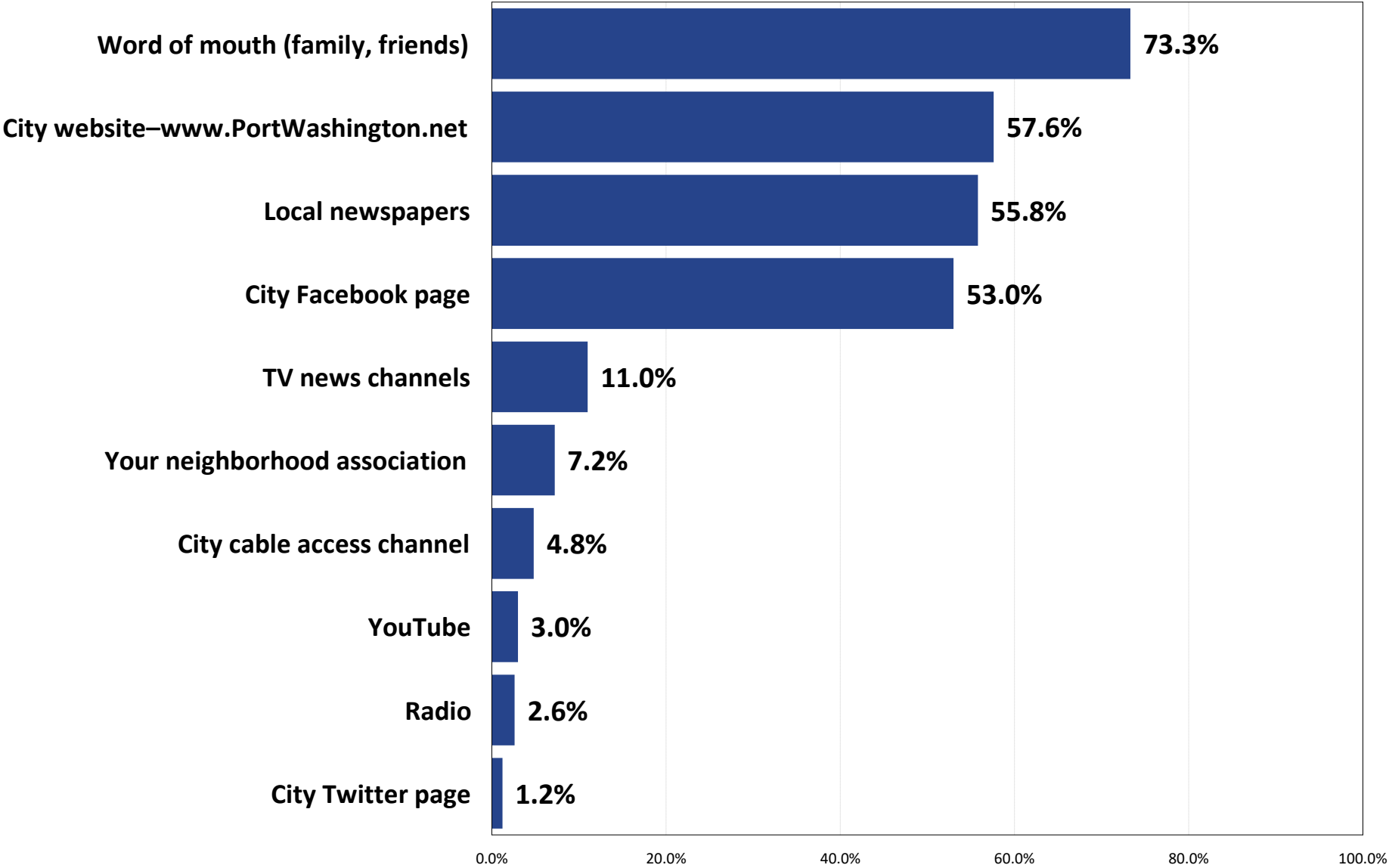
Q13. Residents' Ratings of Satisfaction with Library Services

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



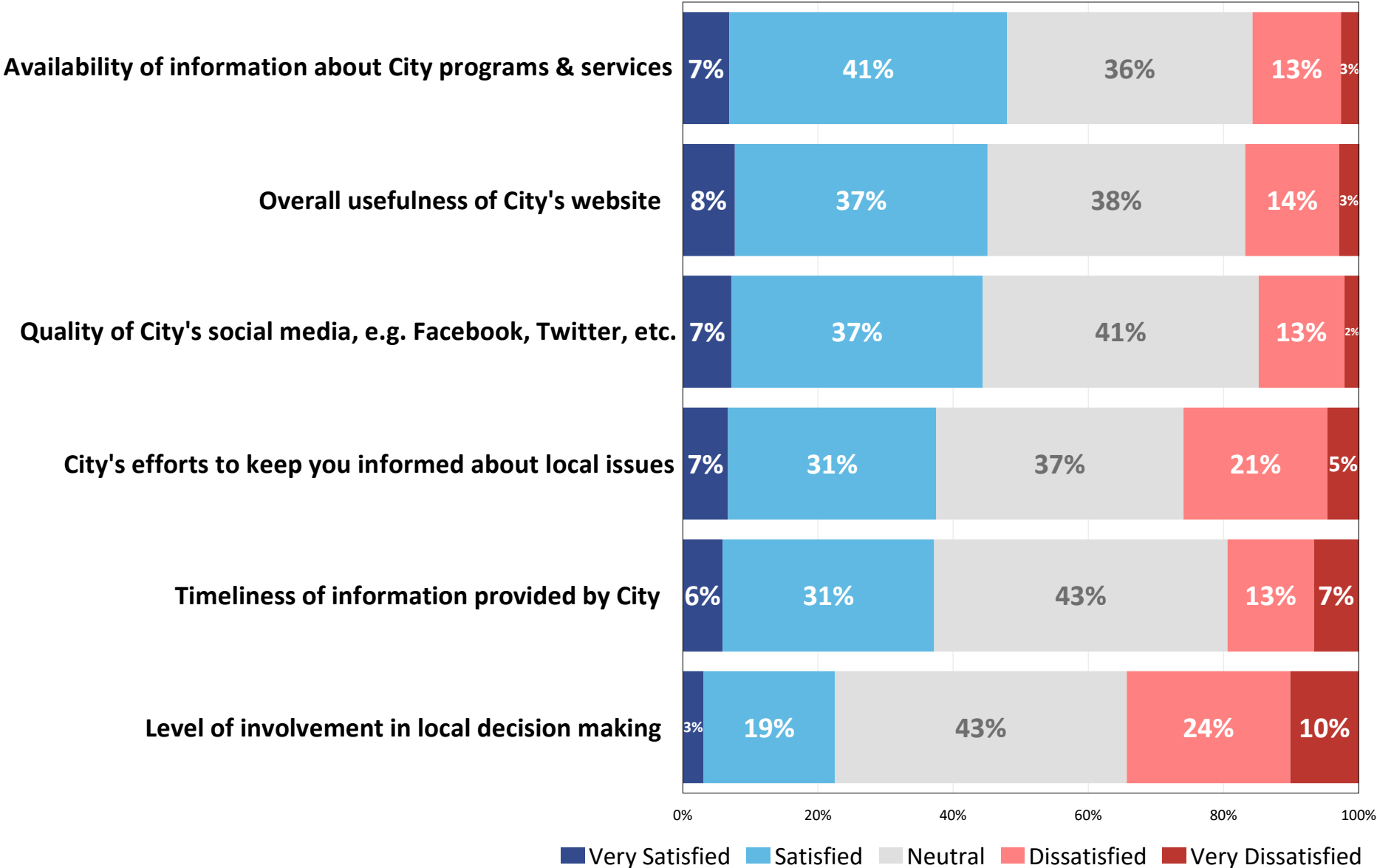
Q14. From which of the following sources do you currently get information about the City of Port Washington?

by percentage of respondents (multiple choices could be selected)



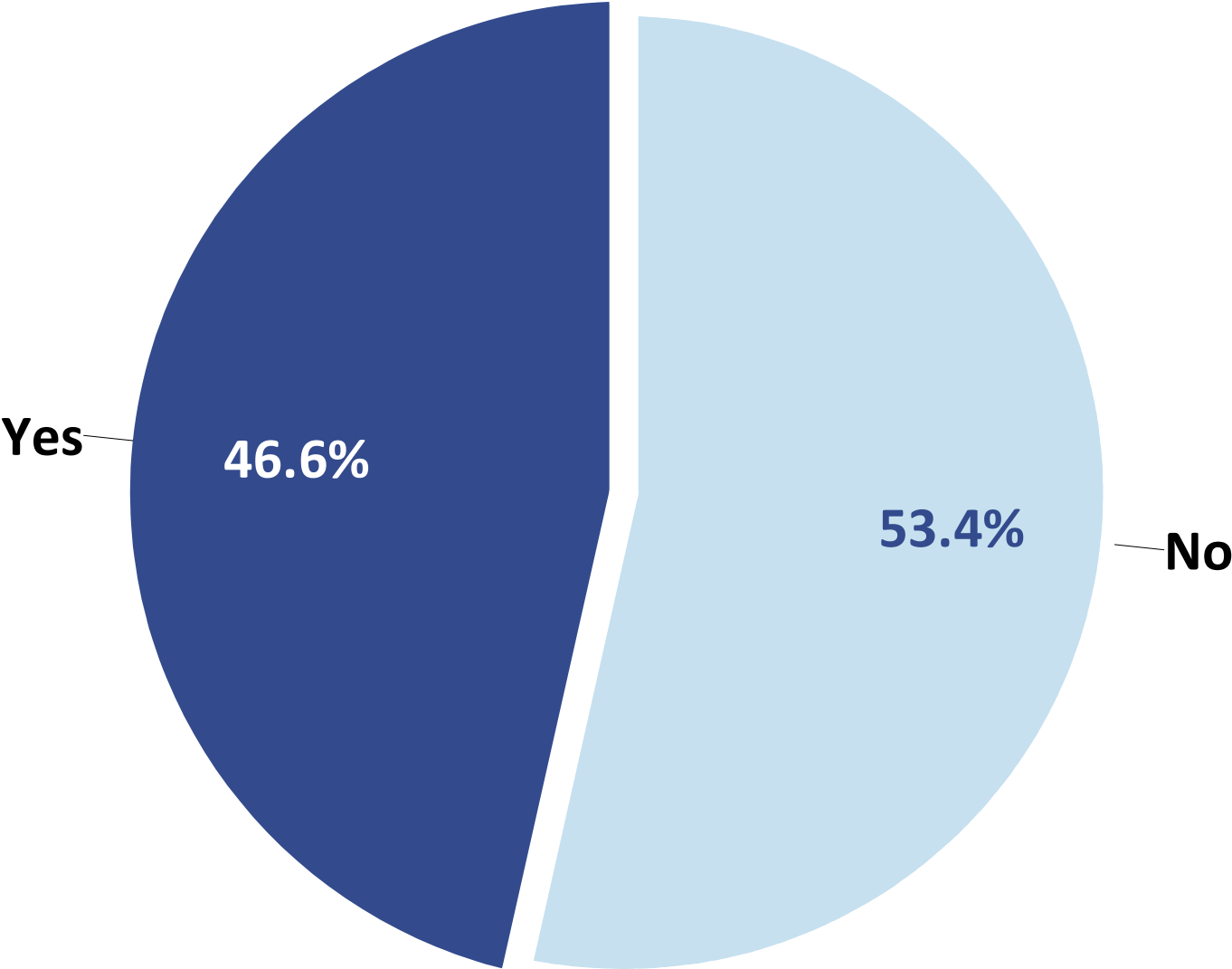
Q15. Residents' Ratings of Satisfaction with City Communications

by percentage of respondents, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



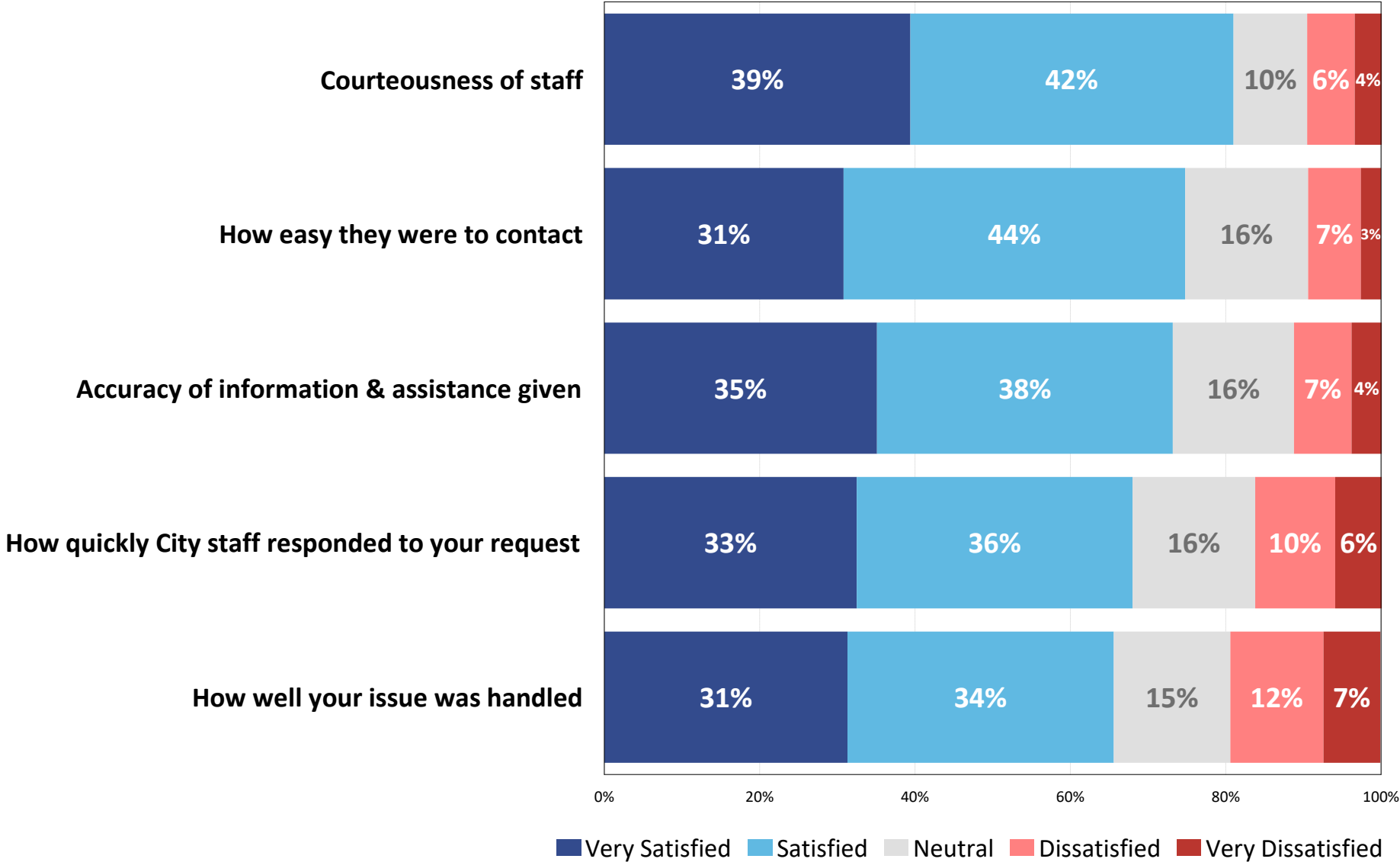
Q16. Customer Service: Have you contacted the City with a question, problem or complaint in the past year?

by percentage of respondents



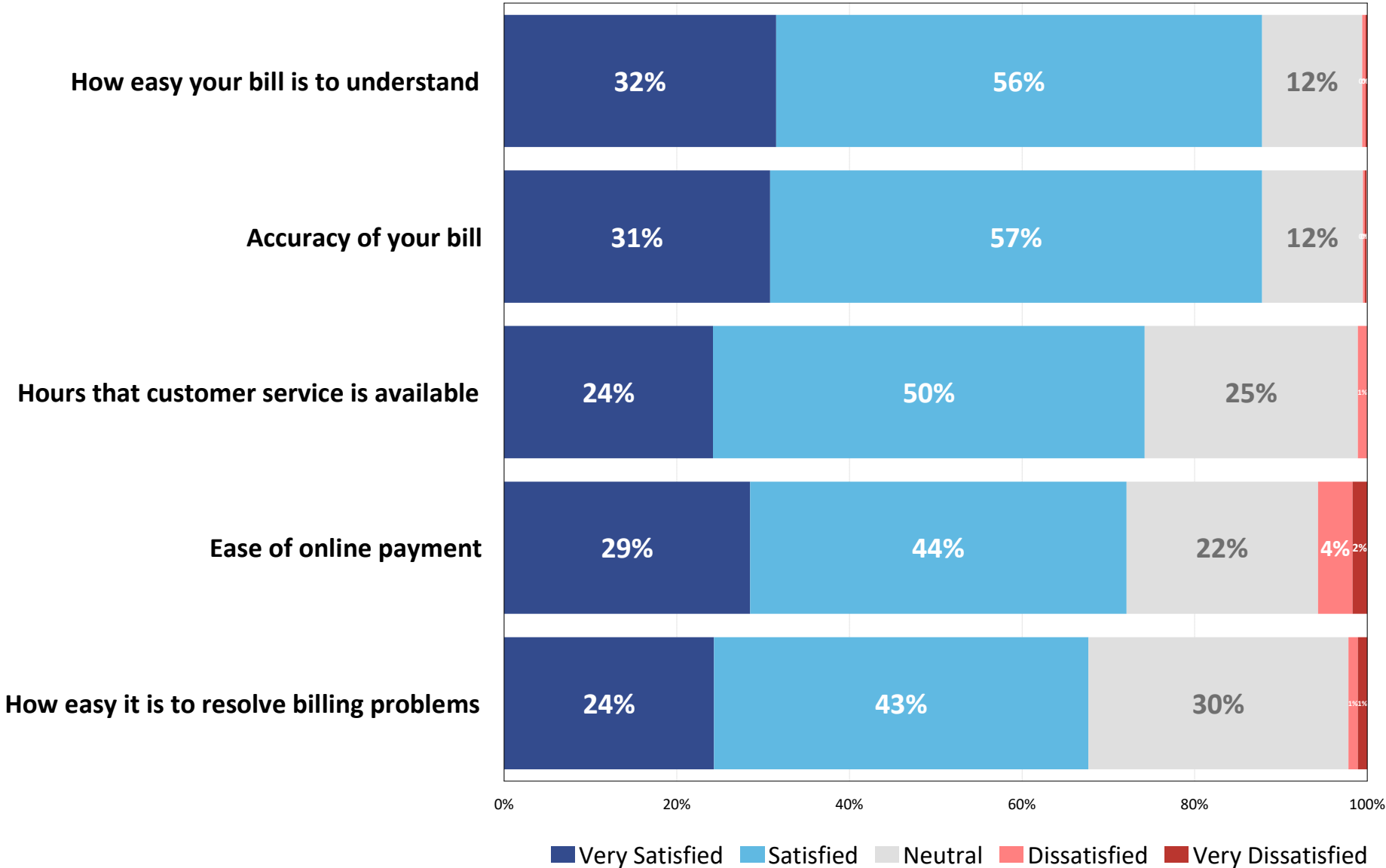
Q16a. Residents' Level of Satisfaction with the Customer Service Received From the City Employees

by percentage of respondents who contacted the City in the past year, using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied* (without *don't knows*)



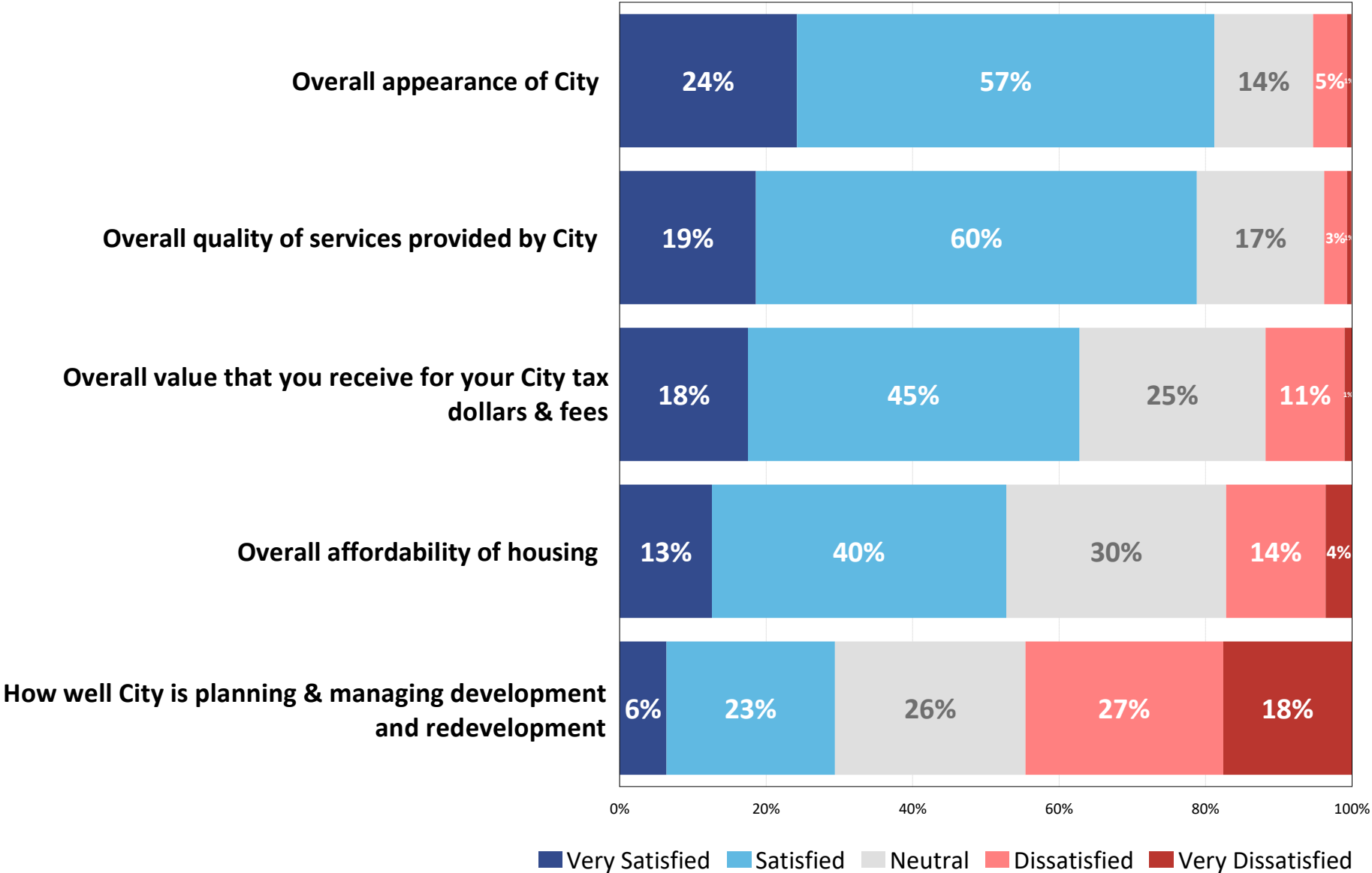
Q17. Residents' Ratings of Satisfaction with Billing

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(without *don't knows*)



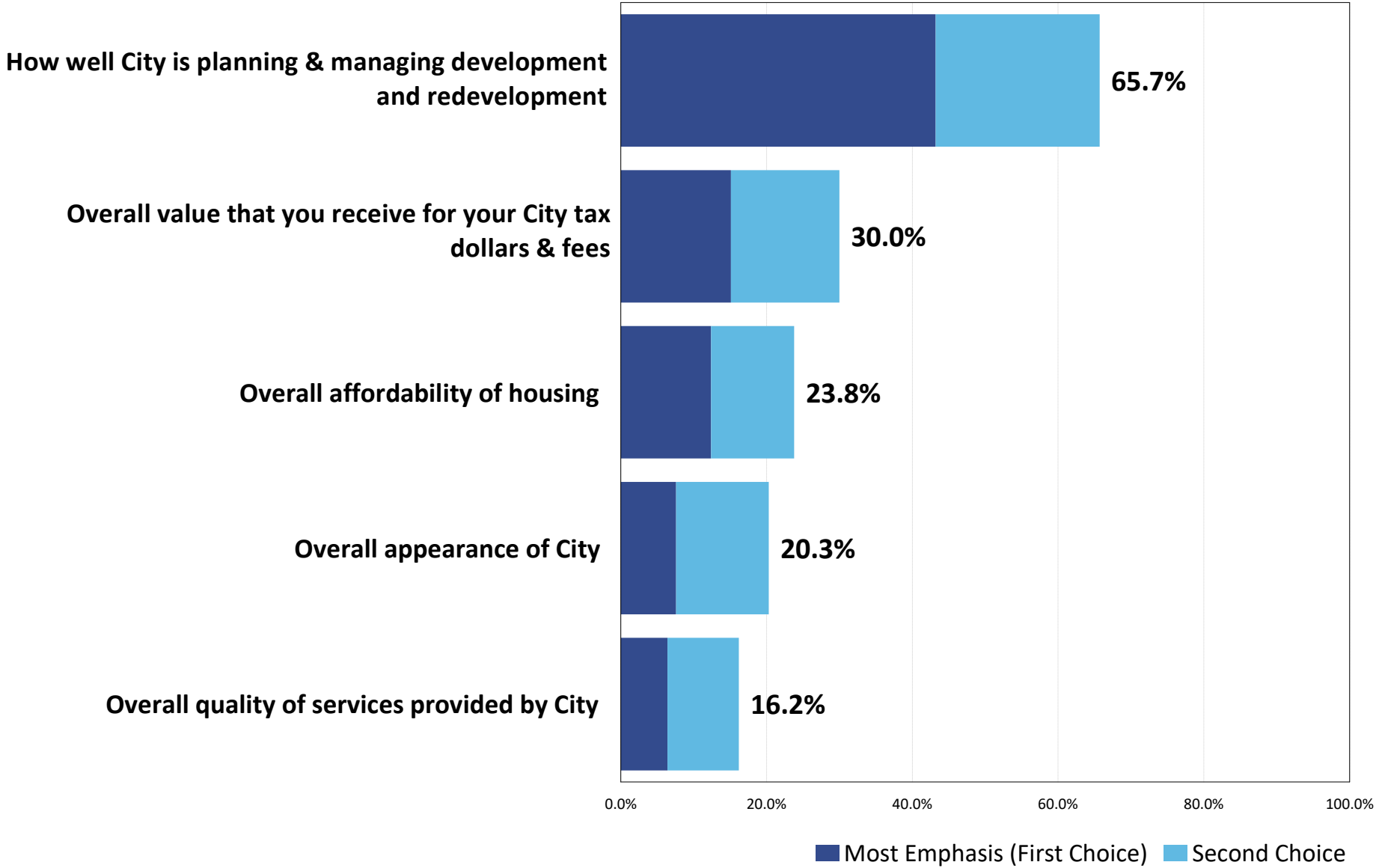
Q18. Residents' Ratings of Satisfaction with Other Services

by percentage of respondents using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(without *don't knows*)



Q19. Rating of Importance for Other Service Items That Residents Think Should Recieve the Most Emphasis From City Leaders Over the Next Two Years

by percentage of respondents who selected the items as one of their top two choices

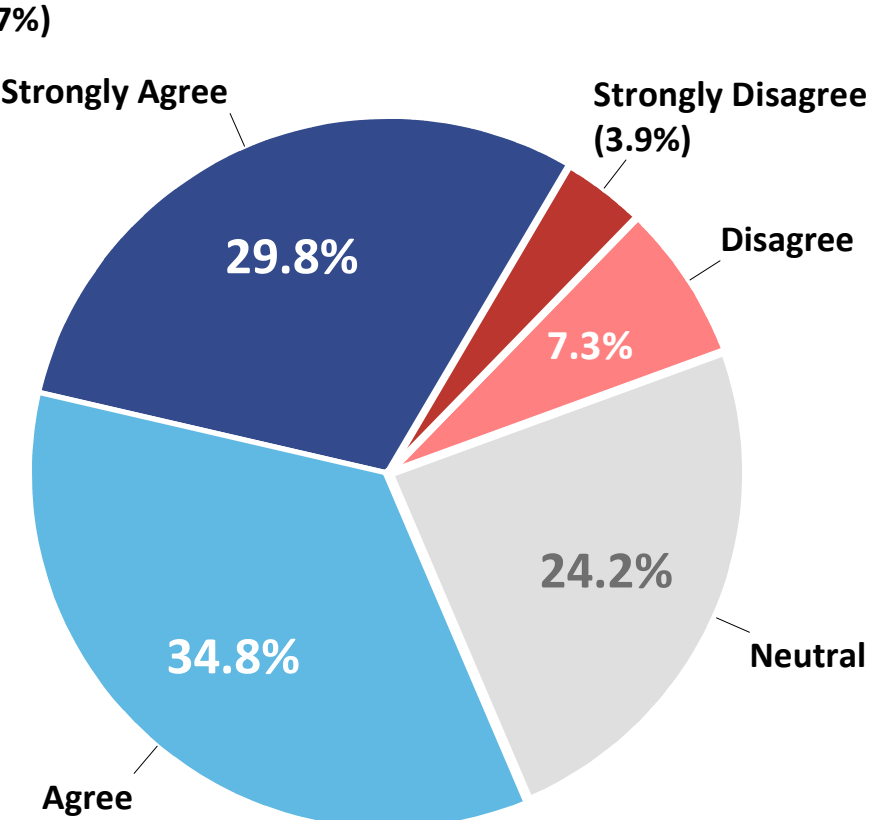
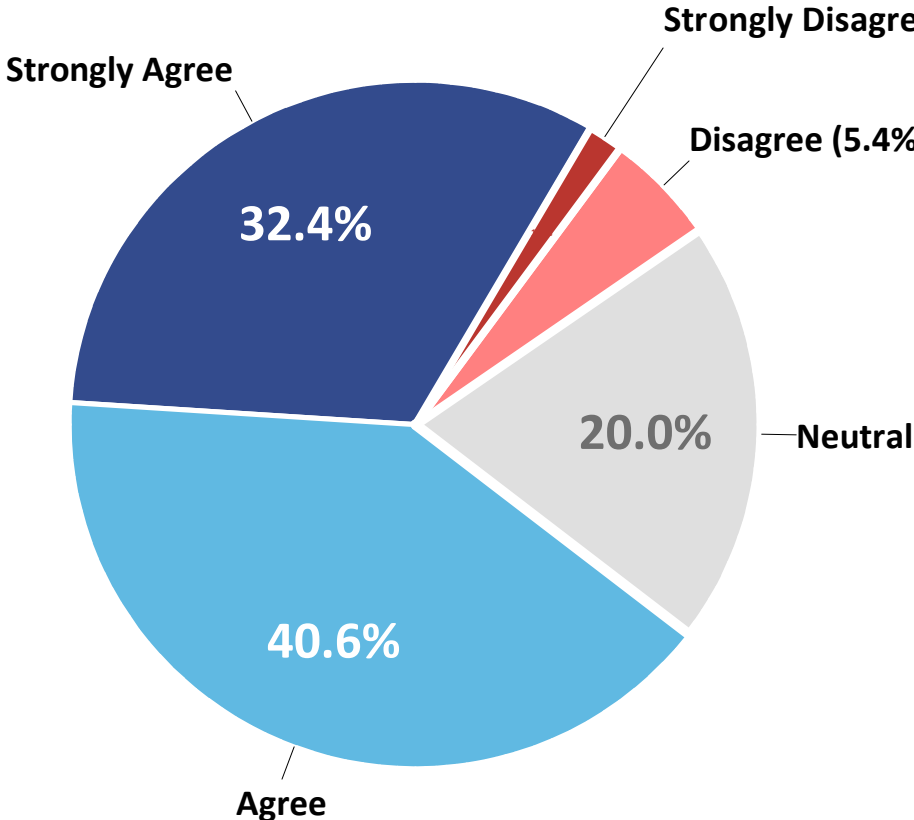


Q20. Residents' Level of Agreement with City Issues

by percentage of respondents (without *don't know*)

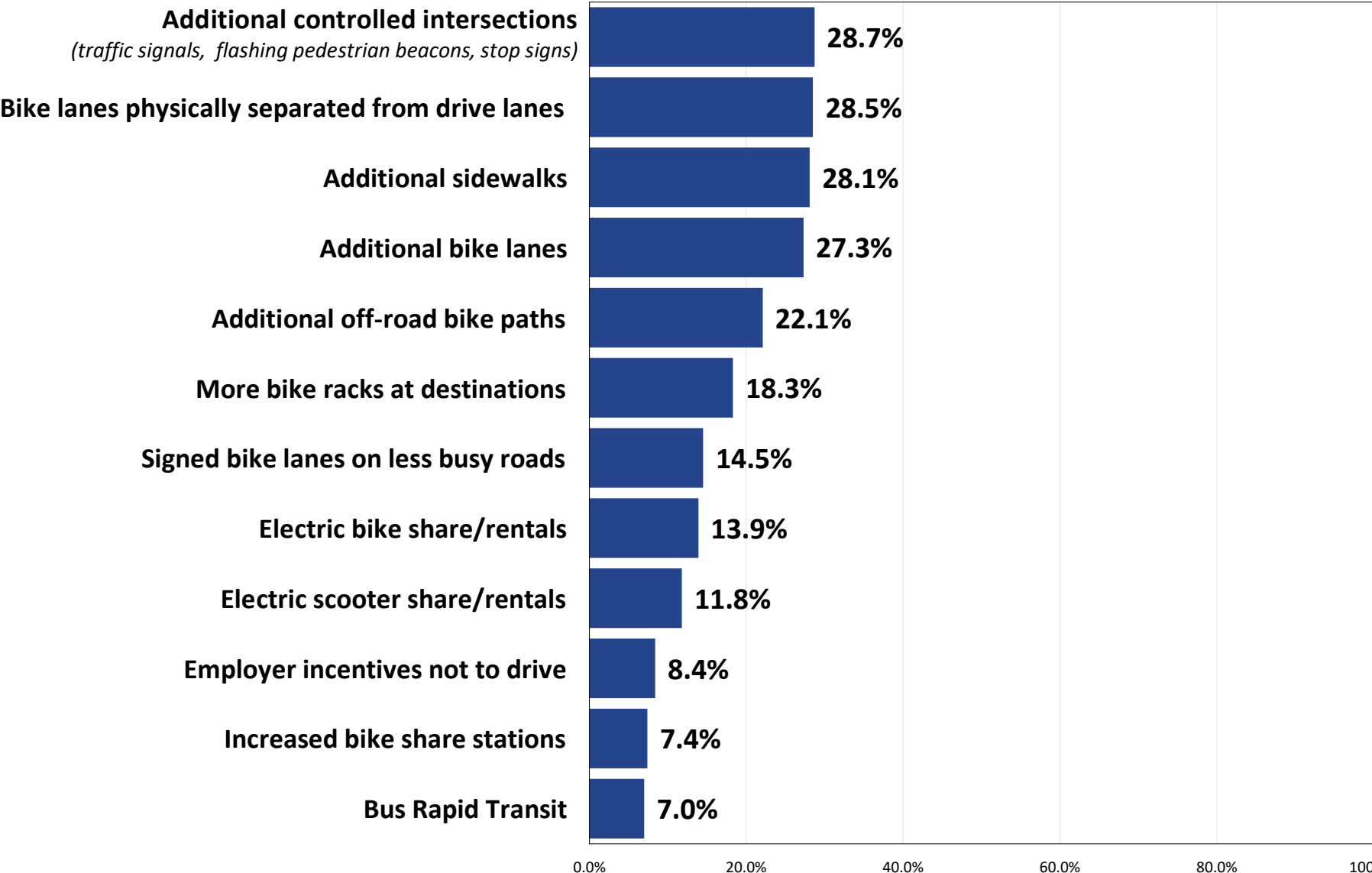
Issue: City should prioritize sustainable practices in policy & decision making

Issue: Issue: City should prioritize sustainable practices in policy & decision making



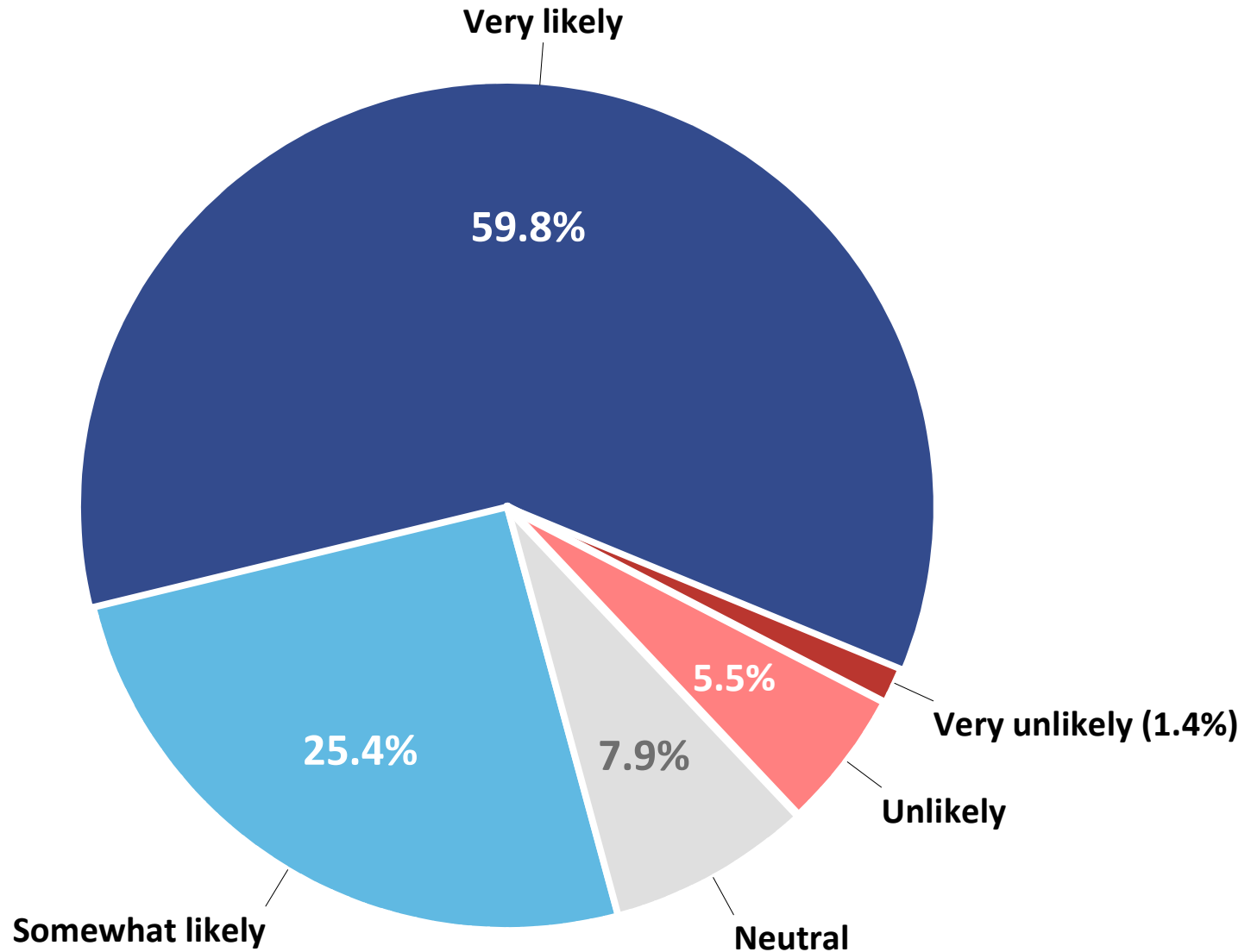
Q21. For trips that you and the members of your household take that are one mile or less, what would encourage you to NOT use your car?

by percentage of respondents (multiple choices could be selected)



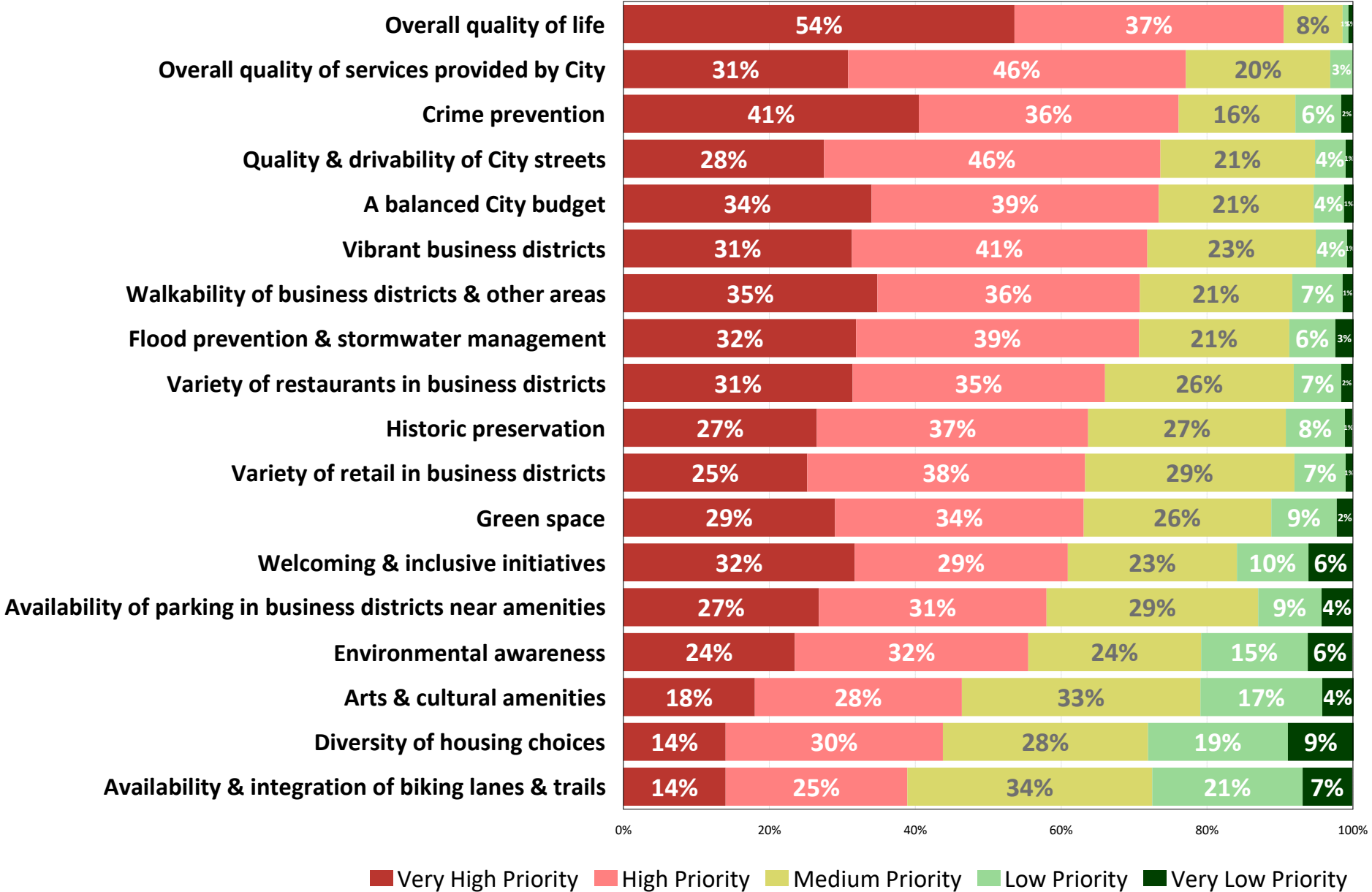
Q22. How likely would you be to recommend Port Washington to family or friends as a place to live?

by percentage of respondents (without *don't know*)



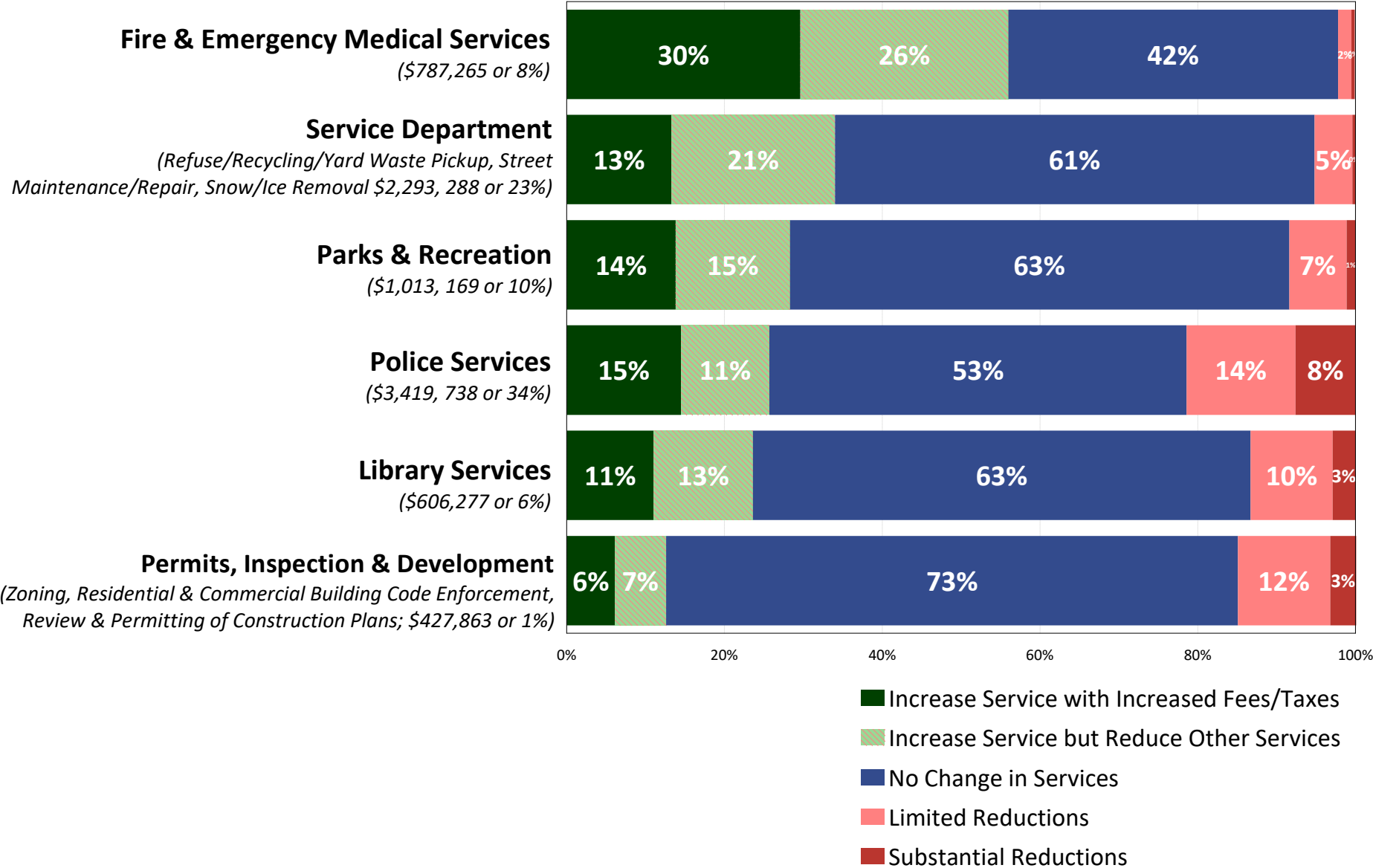
Q23. Residents' Ratings for the Importance of Community Priorities

by percentage of respondents, using a 5-point scale, where 5 means *very high priority* and 1 means *very low priority*
(without *don't knows*)



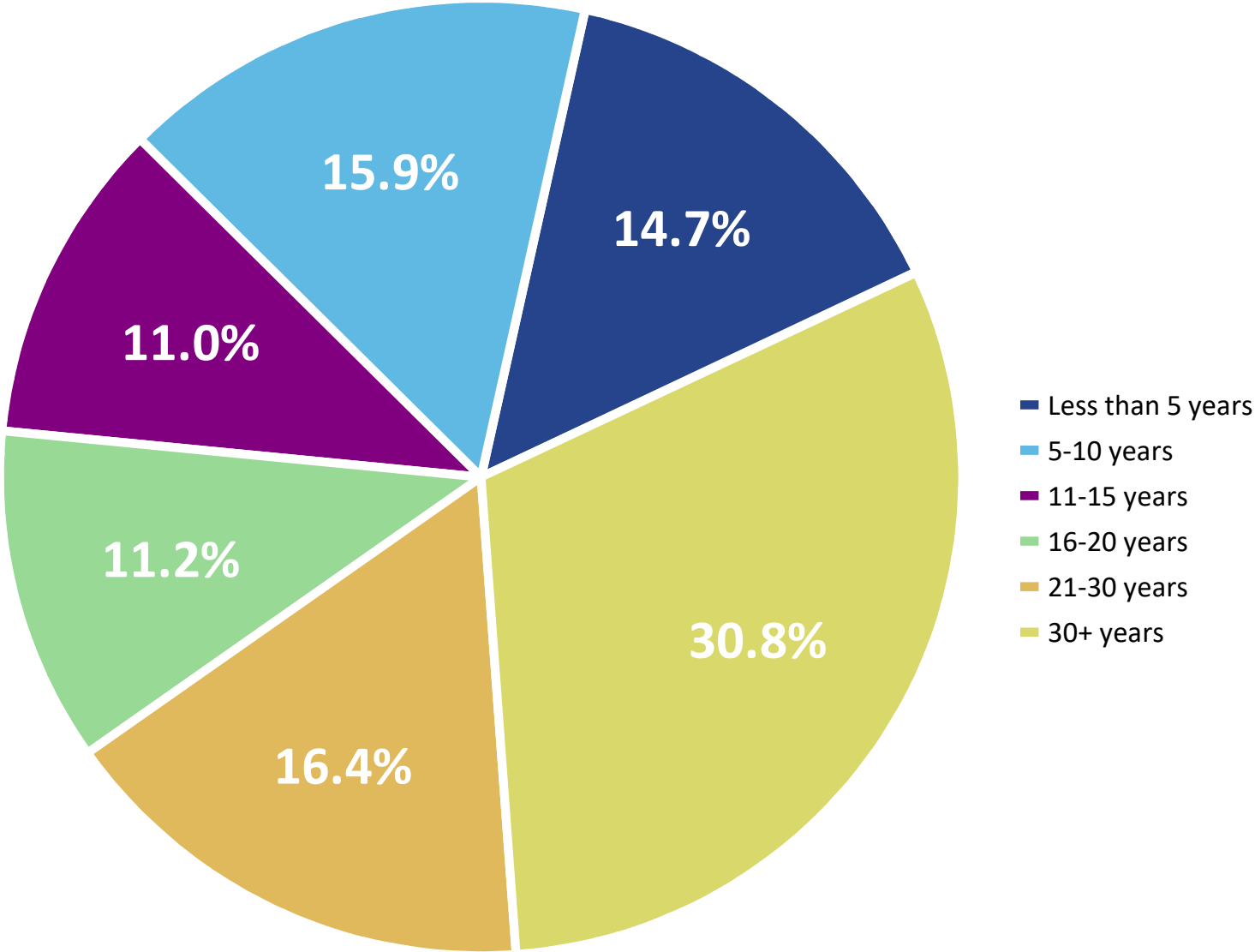
Q24. Residents' Support for Changes in Service Levels for Services That are Provided with General Fund Revenues

by percentage of respondents, using a 5-point scale, where 5 means *very high priority* and 1 means *very low priority* (without *don't knows*)



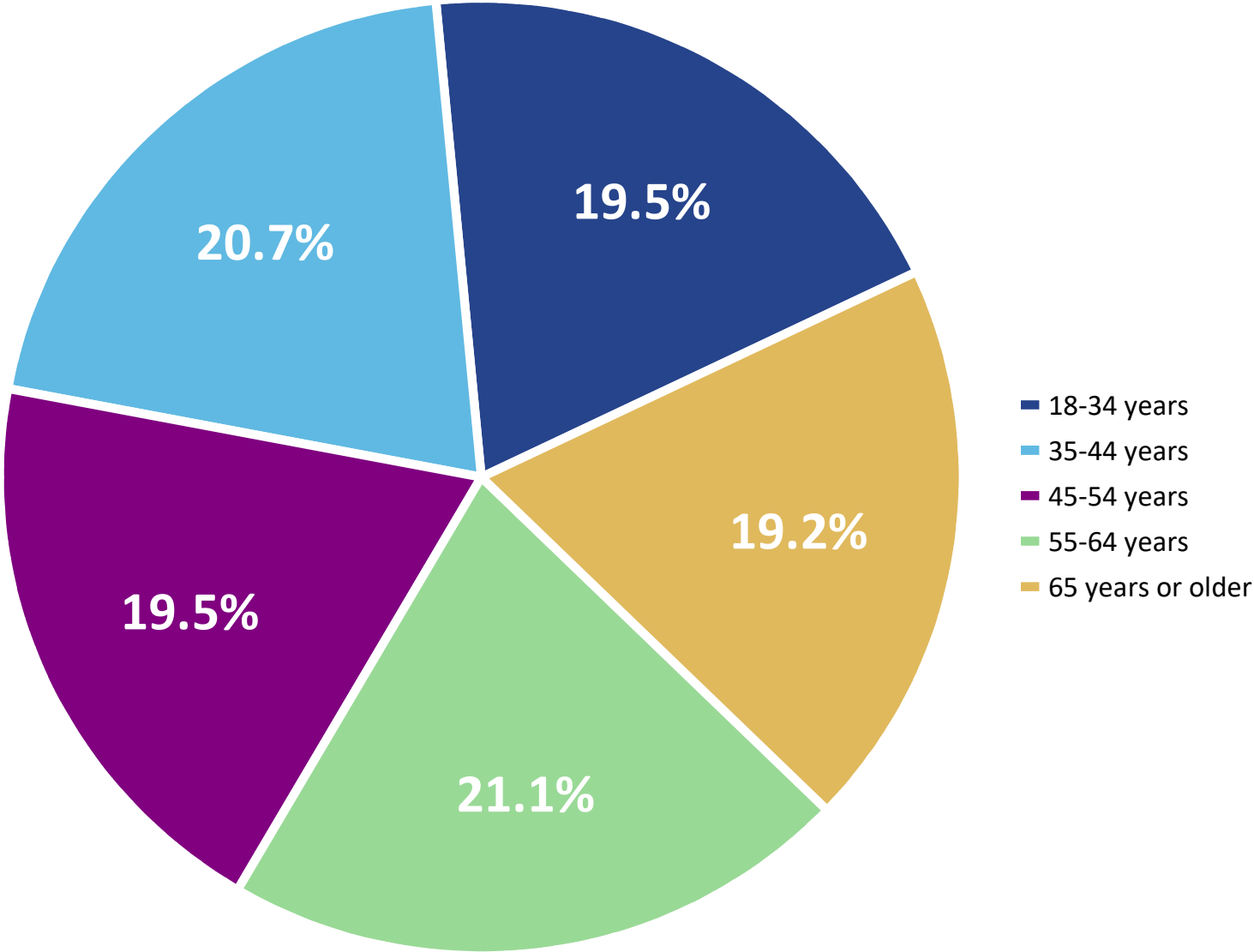
Demographics: Q25. Approximately how many years have you lived in the City of Port Washington?

by percentage of respondents (without *not provided*)



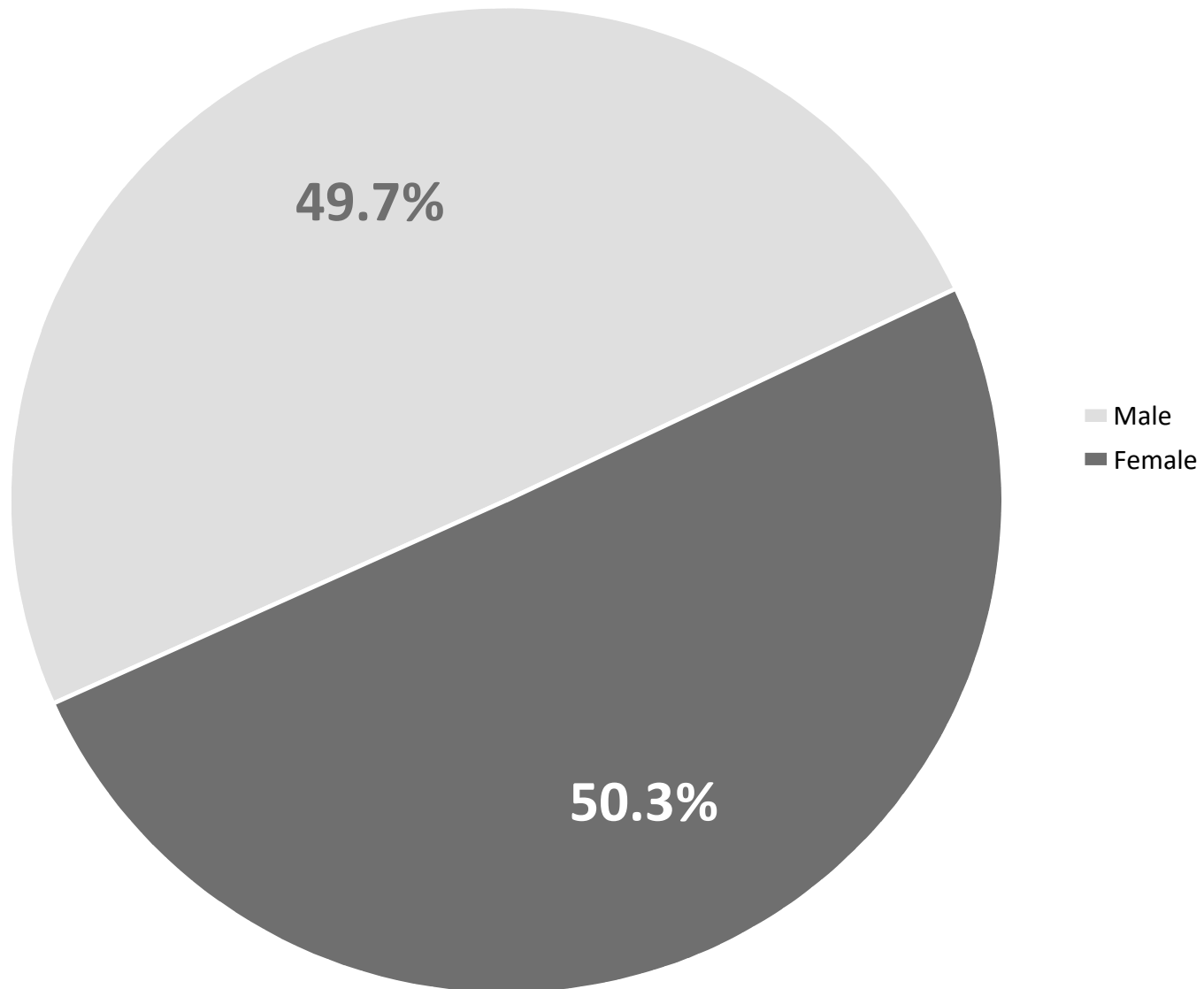
Demographics: Q26. What is your age?

by percentage of respondents (without *not provided*)



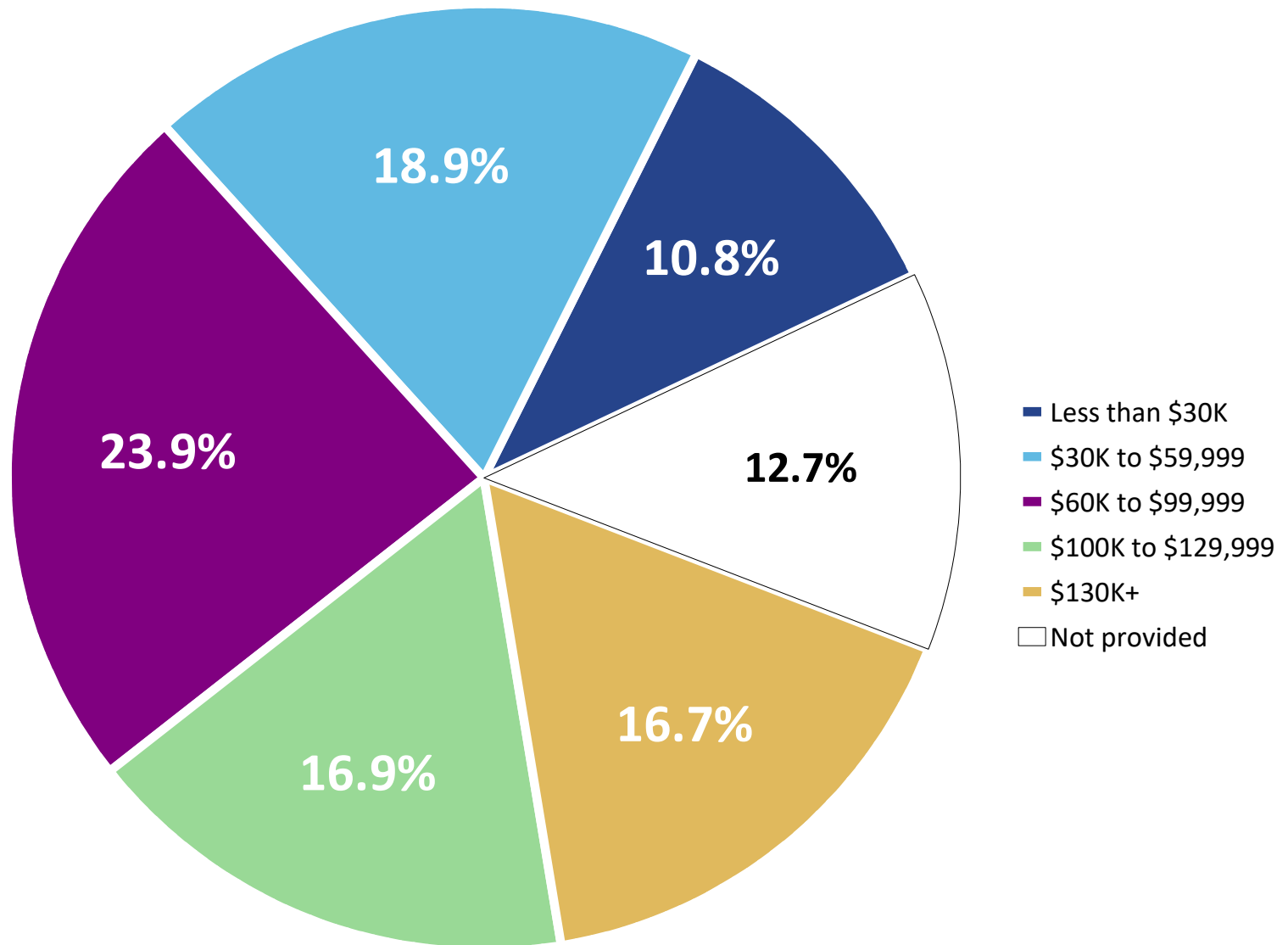
Demographics: Q27. What is your gender?

by percentage of respondents (without *not provided*)



Demographics: Q28. Which of the following best describes your household income?

by percentage of respondents





2 Benchmark Analysis

Benchmark Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 500 communities in 50 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of more than 5,000 residents across the United States, and a random sample of over 400 residents in the Plains Region of the United States.

Interpreting the Charts

The charts on the following pages show how the overall results for the City of Port Washington, WI compared to the national and regional averages based on the results of the 2020 survey that was administered by ETC Institute. The “National Average” shown in the charts reflect the overall results of ETC Institute’s national survey of more than 5,000 residents, and the “Plains Average” reflects the results of the regional survey of more than 400 residents in the Plains Region of the United States.

The following pages contain:

- Table 2.1 contains the comparisons of Port Washington, WI results (2021) and regional average results (Plains Region) for services analyzed.
- Table 2.2 contains the comparisons of Port Washington, WI results (2021) and the national average results for services analyzed.
- Benchmark charts with the City of Port Washington results, regional average results, and national average results.

Table 2.1

City of Port Washington Community Survey: Benchmark Analysis				
Port Washington, WI Results (2021) vs. U.S. Regional Average (Plains Region)				
Service Category	Service	Port Washington, WI	Regional Average (Plains Region)	Difference
Perception of the City	As a place to visit	83.1%	54.7%	28.4%
Utility Services	Overall quality of drinking water utility services	86.3%	60.8%	25.5%
Parks and Recreation	Maintenance & appearance of recreation centers	63.6%	38.7%	24.9%
Perception of the City	As a place to live	92.4%	69.6%	22.8%
Parks and Recreation	Quality of Senior Center programming	43.9%	22.8%	21.1%
Parks and Recreation	Quality of walking & biking trails in City	86.6%	65.8%	20.8%
Parks and Recreation	Quality of picnic/pavilion areas & playgrounds in City parks	80.6%	61.1%	19.5%
Trash Service	Yard waste removal services	70.1%	51.2%	18.9%
City Maintenance	Maintenance of City owned buildings	84.6%	65.7%	18.9%
Parks and Recreation	Quality of recreation programming	64.4%	46.2%	18.2%
Public Safety	How quickly police respond to emergencies	85.2%	67.9%	17.3%
City Maintenance	Overall cleanliness of streets/other public areas	82.4%	66.0%	16.4%
Major Category	Overall quality of customer service you received from City employees	74.3%	58.1%	16.2%
Public Safety	Police Department safety education programs	64.7%	49.2%	15.5%
Other Services	Overall value that you receive for your City tax dollars & fees	62.8%	47.5%	15.3%
Perception of the City	As a place to retire	68.9%	54.0%	14.9%
Public Safety	Overall quality of police services	85.7%	71.6%	14.1%
Major Category	Overall quality of parks & recreation programs & facilities	82.6%	68.7%	13.9%
Other Services	Overall appearance of City	81.2%	67.6%	13.6%
Perception of the City	As a place to raise children	88.8%	75.8%	13.0%
Parks and Recreation	Quality of outdoor athletic fields	63.9%	50.9%	13.0%
Other Services	Overall quality of services provided by City	78.8%	68.0%	10.8%
City Maintenance	Snow removal on streets in your neighborhood	67.7%	57.3%	10.4%
City Maintenance	Condition of major City streets	62.1%	52.7%	9.4%
Public Safety	Visibility of police in neighborhoods	81.6%	73.0%	8.6%
Major Category	Overall flow of traffic & congestion management in City	70.2%	61.6%	8.6%
Trash Service	Curbside recycling services	69.2%	60.7%	8.5%
Major Category	Overall quality of City library	83.5%	75.8%	7.7%
Public Safety	Visibility of police in commercial & retail areas	75.1%	67.8%	7.3%
City Maintenance	Maintenance of street signs & traffic signals	80.3%	73.2%	7.1%
Major Category	Overall quality of solid waste services (trash, recycling, yard waste, etc.)	73.2%	66.9%	6.3%
Public Safety	Fire safety education programs	66.9%	60.7%	6.2%
City Maintenance	Mowing/tree trimming along streets & other public areas	75.8%	69.8%	6.0%
Utility Services	Drainage of rain water off City streets	67.5%	61.8%	5.7%
Public Safety	City's efforts to prevent crime	76.4%	71.9%	4.5%
City Communication	Overall usefulness of City's website	45.1%	41.3%	3.8%
City Maintenance	Adequacy of City street lighting	75.5%	71.8%	3.7%
City Maintenance	Condition of City sidewalks	52.3%	48.7%	3.6%
Library Service	Overall quality & quantity of programs for teens	58.6%	55.8%	2.8%
Library Service	Overall quality of available materials	79.1%	76.5%	2.6%
Code Enforcement	Enforcing exterior maintenance of business property	54.0%	52.1%	1.9%
City Maintenance	Snow removal on major City streets	78.4%	76.6%	1.8%
Library Service	Overall quality & quantity of programs for adults	65.1%	63.5%	1.6%
Perception of the City	As a place to work	59.8%	59.6%	0.2%
Public Safety	Enforcement of local traffic laws	73.4%	73.3%	0.1%
Trash Service	Curbside trash collection services	74.7%	75.0%	-0.3%
Major Category	Overall maintenance of City streets, sidewalks & infrastructure	53.5%	53.9%	-0.4%
Code Enforcement	Quality of animal control	52.8%	53.4%	-0.6%
Library Service	Overall helpfulness of library staff	87.4%	88.0%	-0.6%
Major Category	Overall enforcement of City codes & ordinances	56.6%	57.3%	-0.7%
Public Safety	How quickly fire services personnel respond to emergencies	79.8%	81.1%	-1.3%
Major Category	Overall quality of public safety (police, fire, emergency medical services)	85.3%	86.9%	-1.6%
City Communication	Availability of information about City programs & services	48.0%	50.1%	-2.1%
Public Safety	Overall quality of fire services	84.5%	87.4%	-2.9%
Library Service	Overall quality & quantity of programs for children	73.5%	78.1%	-4.6%
Public Safety	Overall quality of emergency medical services	76.9%	83.1%	-6.2%
City Maintenance	Condition of streets in your neighborhood	50.4%	56.7%	-6.3%

Table 2.1 (continued)

City of Port Washington Community Survey: Benchmark Analysis				
Port Washington, WI Results (2021) vs. U.S. Regional Average (Plains Region)				
Service Category	Service	Port Washington, WI	Regional Average (Plains Region)	Difference
City Communication	Quality of City's social media, e.g. Facebook, Twitter, etc.	44.4%	50.8%	-6.4%
Code Enforcement	Enforcing mowing & trimming of lawns on private property	42.8%	50.0%	-7.2%
Code Enforcement	Enforcing cleanup of litter & debris on private property	46.0%	53.3%	-7.3%
Public Safety	How quickly emergency medical services personnel respond to emergencies	73.8%	81.4%	-7.6%
Code Enforcement	Enforcing exterior maintenance of residential property	42.0%	52.3%	-10.3%
Major Category	Overall effectiveness of City communication with the public	44.8%	56.8%	-12.0%
City Communication	Timeliness of information provided by City	37.2%	51.4%	-14.2%
Other Services	How well City is planning & managing development/redevelopment	29.4%	45.2%	-15.8%
Trash Service	Bulky item pick up/removal services (old furniture, appliances, etc.)	30.0%	47.4%	-17.4%
City Communication	Level of involvement in local decision making	22.5%	43.6%	-21.1%
City Communication	City's efforts to keep you informed about local issues	37.5%	59.8%	-22.3%

Table 2.2

City of Port Washington Community Survey: Benchmark Analysis
Port Washington, WI Results (2021) vs. National Average

Service Category	Service	Port Washington, WI	National Average	Difference
Parks and Recreation	Maintenance & appearance of recreation centers	63.6%	37.5%	26.1%
Utility Services	Overall quality of drinking water utility services	86.3%	62.0%	24.3%
Parks and Recreation	Quality of walking & biking trails in City	86.6%	62.5%	24.1%
Parks and Recreation	Quality of picnic/pavilion areas & playgrounds in City parks	80.6%	57.3%	23.3%
Major Category	Overall quality of parks & recreation programs & facilities	82.6%	59.4%	23.2%
Major Category	Overall quality of customer service you received from City employees	74.3%	51.1%	23.2%
Public Safety	Overall quality of police services	85.7%	63.5%	22.2%
City Maintenance	Overall cleanliness of streets/other public areas	82.4%	60.3%	22.1%
City Maintenance	Maintenance of City owned buildings	84.6%	63.2%	21.4%
Perception of the City	As a place to visit	83.1%	62.3%	20.8%
Other Services	Overall quality of services provided by City	78.8%	58.9%	19.9%
Parks and Recreation	Quality of recreation programming	64.4%	44.5%	19.9%
Public Safety	How quickly police respond to emergencies	85.2%	65.4%	19.8%
Public Safety	Visibility of police in neighborhoods	81.6%	62.3%	19.3%
Perception of the City	As a place to live	92.4%	73.2%	19.2%
Other Services	Overall value that you receive for your City tax dollars & fees	62.8%	44.3%	18.5%
Perception of the City	As a place to raise children	88.8%	71.2%	17.6%
Parks and Recreation	Quality of Senior Center programming	43.9%	27.7%	16.2%
City Maintenance	Mowing/tree trimming along streets & other public areas	75.8%	59.8%	16.0%
City Maintenance	Snow removal on streets in your neighborhood	67.7%	52.3%	15.4%
Other Services	Overall appearance of City	81.2%	65.9%	15.3%
Public Safety	Police Department safety education programs	64.7%	50.7%	14.0%
Major Category	Overall flow of traffic & congestion management in City	70.2%	56.4%	13.8%
Public Safety	City's efforts to prevent crime	76.4%	62.7%	13.7%
Public Safety	Enforcement of local traffic laws	73.4%	60.1%	13.3%
City Maintenance	Snow removal on major City streets	78.4%	65.3%	13.1%
Public Safety	Visibility of police in commercial & retail areas	75.1%	62.3%	12.8%
Perception of the City	As a place to retire	68.9%	57.2%	11.7%
Parks and Recreation	Quality of outdoor athletic fields	63.9%	52.7%	11.2%
Major Category	Overall quality of City library	83.5%	73.7%	9.8%
Trash Service	Yard waste removal services	70.1%	60.8%	9.3%
City Maintenance	Maintenance of street signs & traffic signals	80.3%	71.2%	9.1%
City Maintenance	Adequacy of City street lighting	75.5%	66.4%	9.1%
Major Category	Overall quality of public safety (police, fire, emergency medical services)	85.3%	77.1%	8.2%
Utility Services	Drainage of rain water off City streets	67.5%	59.4%	8.1%
City Maintenance	Condition of major City streets	62.1%	54.0%	8.1%
Trash Service	Curbside recycling services	69.2%	63.4%	5.8%
Public Safety	Fire safety education programs	66.9%	61.3%	5.6%
Major Category	Overall quality of solid waste services (trash, recycling, yard waste, etc.)	73.2%	67.9%	5.3%
Major Category	Overall enforcement of City codes & ordinances	56.6%	52.0%	4.6%
Library Service	Overall quality & quantity of programs for adults	65.1%	61.5%	3.6%
Major Category	Overall maintenance of City streets, sidewalks & infrastructure	53.5%	51.5%	2.0%
Library Service	Overall quality of available materials	79.1%	77.3%	1.8%
City Maintenance	Condition of City sidewalks	52.3%	51.0%	1.3%
Library Service	Overall quality & quantity of programs for teens	58.6%	57.7%	0.9%
Code Enforcement	Enforcing exterior maintenance of business property	54.0%	53.3%	0.7%
Perception of the City	As a place to work	59.8%	59.6%	0.2%
City Communication	Quality of City's social media, e.g. Facebook, Twitter, etc.	44.4%	44.2%	0.2%
Trash Service	Curbside trash collection services	74.7%	74.8%	-0.1%
Library Service	Overall helpfulness of library staff	87.4%	87.5%	-0.1%
Public Safety	Overall quality of fire services	84.5%	85.0%	-0.5%
Library Service	Overall quality & quantity of programs for children	73.5%	74.3%	-0.8%
Public Safety	How quickly fire services personnel respond to emergencies	79.8%	80.7%	-0.9%
Code Enforcement	Quality of animal control	52.8%	54.5%	-1.7%
Major Category	Overall effectiveness of City communication with the public	44.8%	48.1%	-3.3%
City Communication	Availability of information about City programs & services	48.0%	51.4%	-3.4%
Public Safety	Overall quality of emergency medical services	76.9%	80.7%	-3.8%
City Maintenance	Condition of streets in your neighborhood	50.4%	54.7%	-4.3%

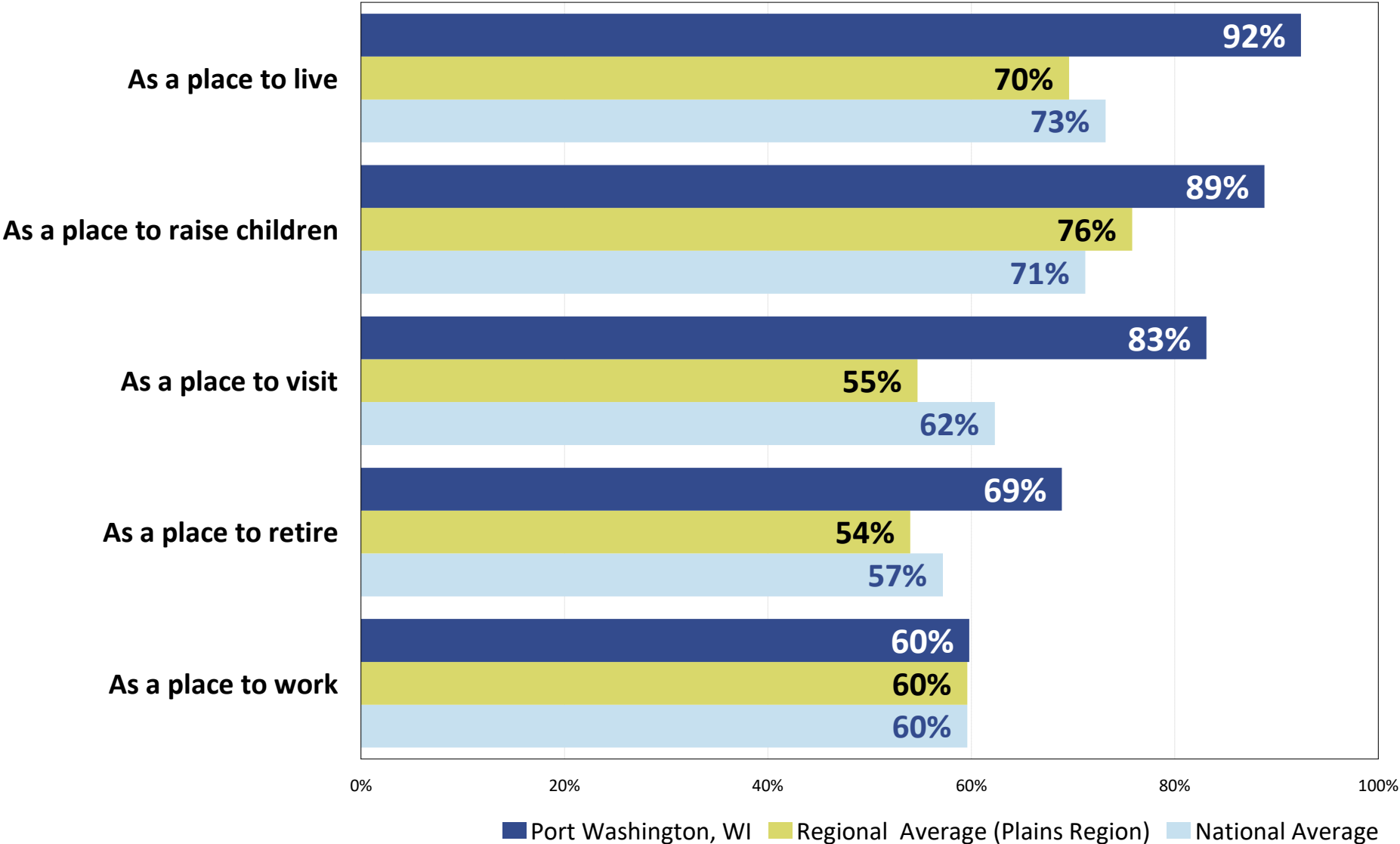
Table 2.2 (continued)

City of Port Washington Community Survey: Benchmark Analysis				
Port Washington, WI Results (2021) vs. National Average				
Service Category	Service	Port Washington, WI	National Average	Difference
Code Enforcement	Enforcing cleanup of litter & debris on private property	46.0%	50.4%	-4.4%
City Communication	Overall usefulness of City's website	45.1%	49.7%	-4.6%
Public Safety	How quickly emergency medical services personnel respond to emergencies	73.8%	79.9%	-6.1%
Code Enforcement	Enforcing mowing & trimming of lawns on private property	42.8%	49.4%	-6.6%
Code Enforcement	Enforcing exterior maintenance of residential property	42.0%	50.6%	-8.6%
City Communication	Timeliness of information provided by City	37.2%	49.0%	-11.8%
City Communication	City's efforts to keep you informed about local issues	37.5%	51.0%	-13.5%
Other Services	How well City is planning & managing development/redevelopment	29.4%	43.8%	-14.4%
City Communication	Level of involvement in local decision making	22.5%	37.9%	-15.4%
Trash Service	Bulky item pick up/removal services (old furniture, appliances, etc.)	30.0%	53.5%	-23.5%

Benchmarking: Residents' Ratings of Satisfaction with Various Perceptions of the City

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

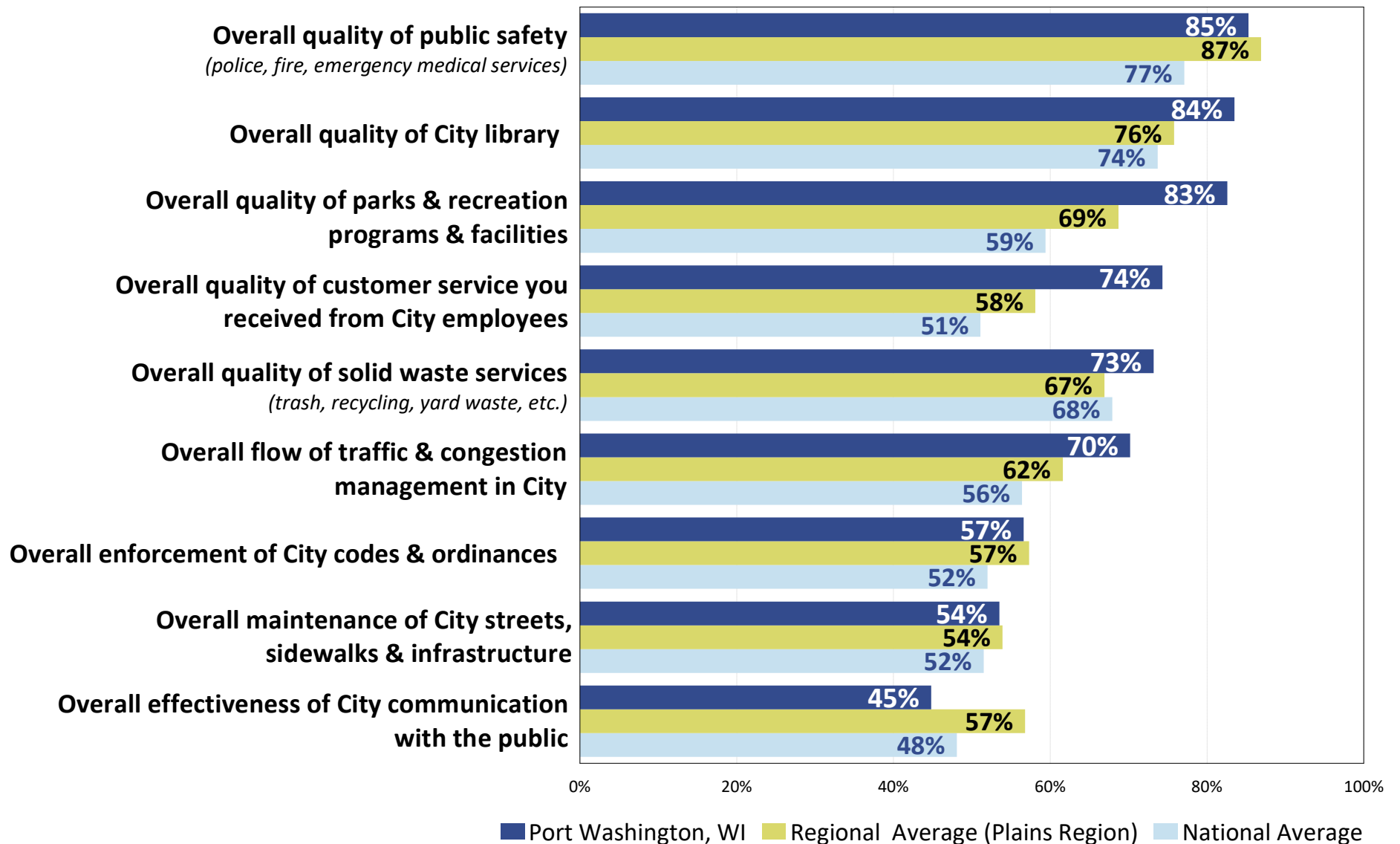
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Major Categories of City Services

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

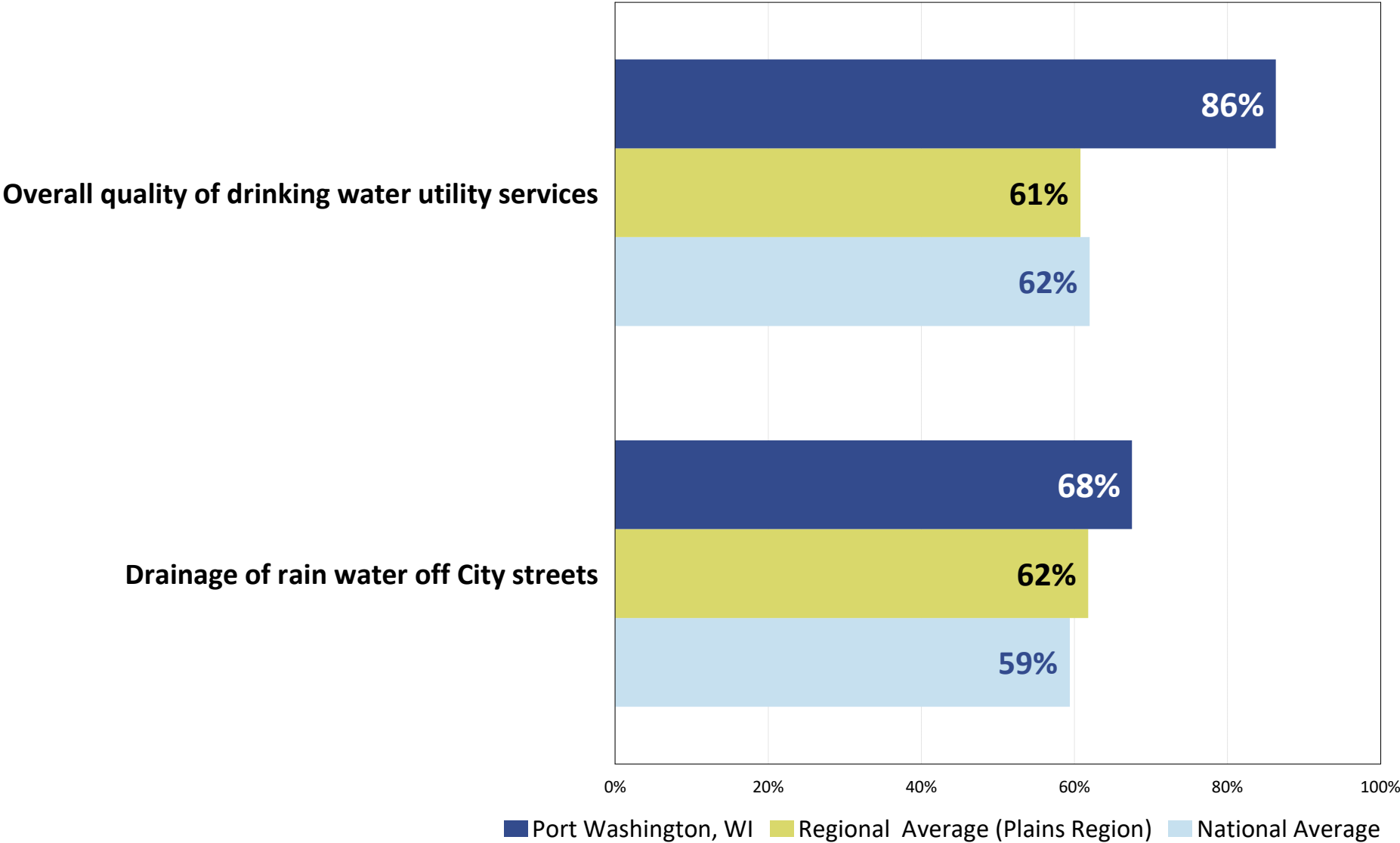
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Utility Services

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

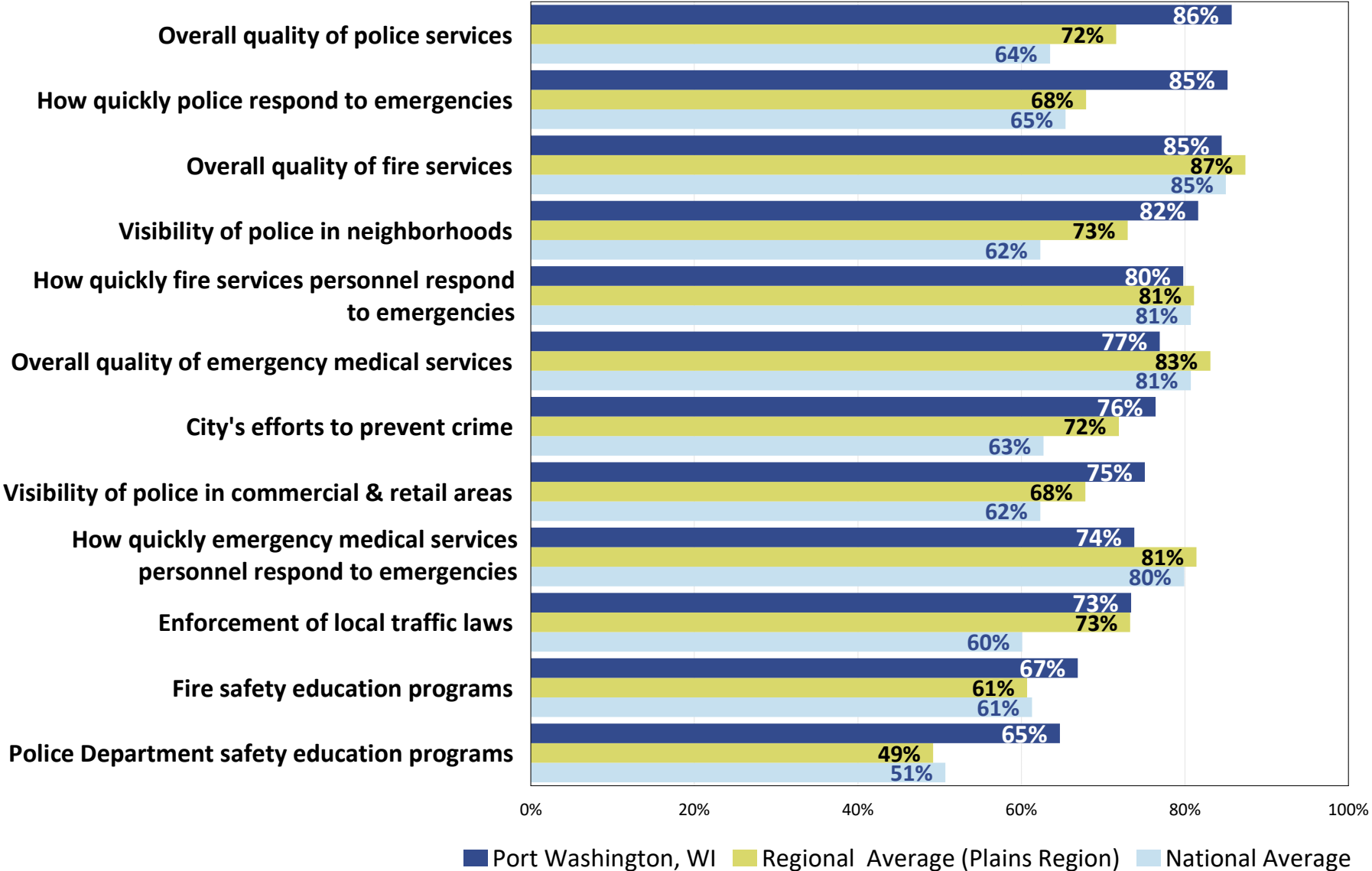
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Public Safety

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

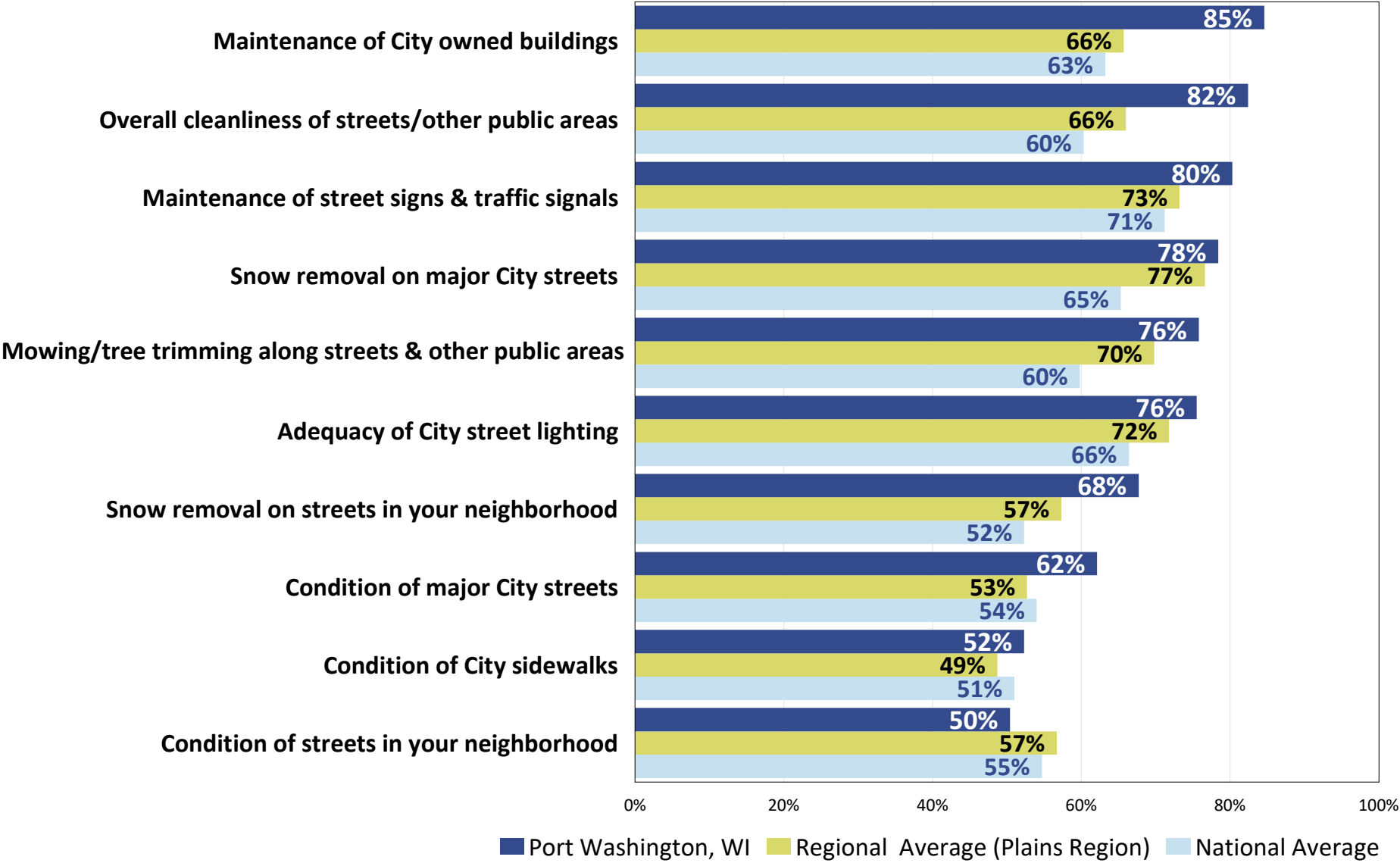
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with City Maintenance/Public Works

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

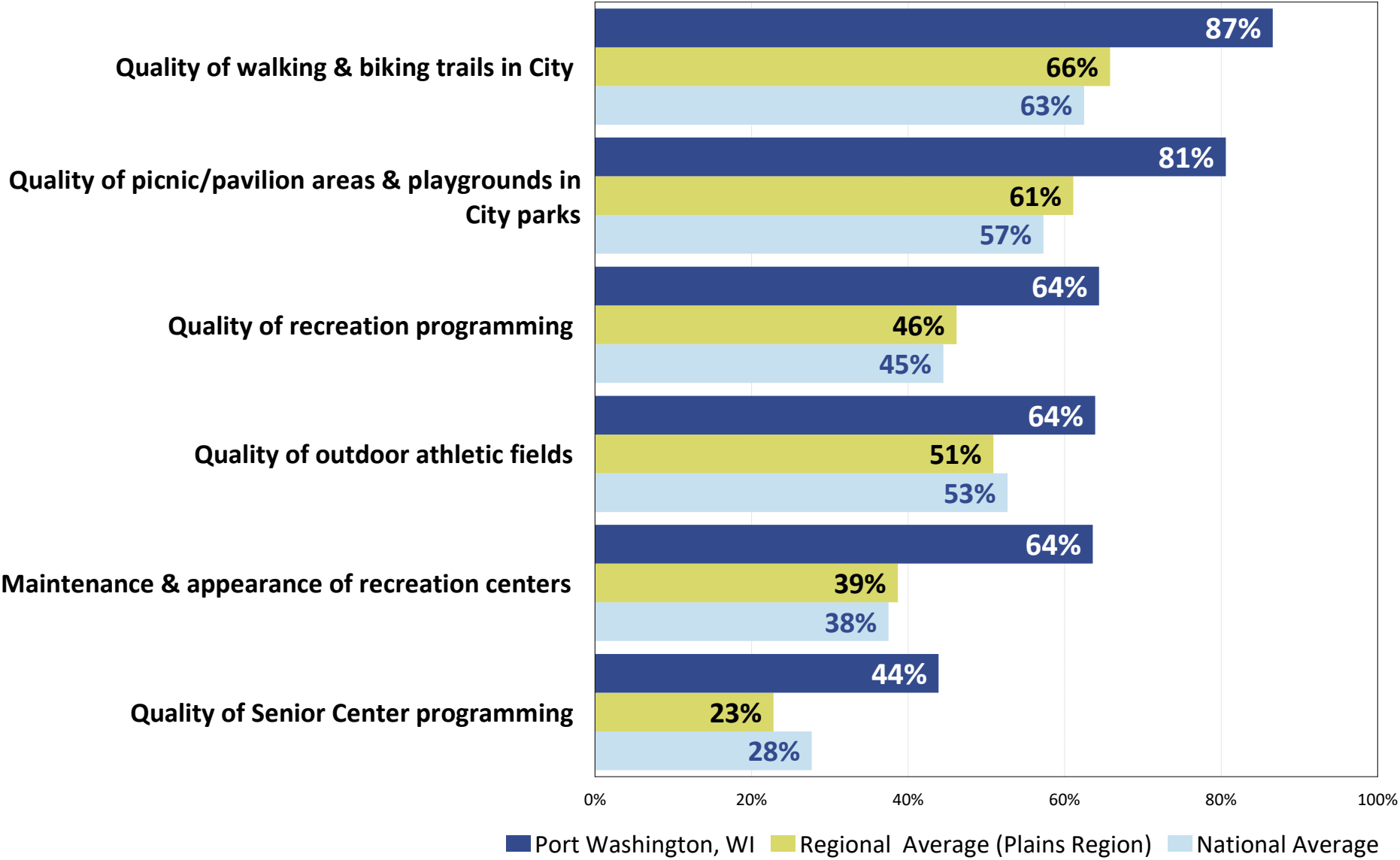
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Parks and Recreation

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

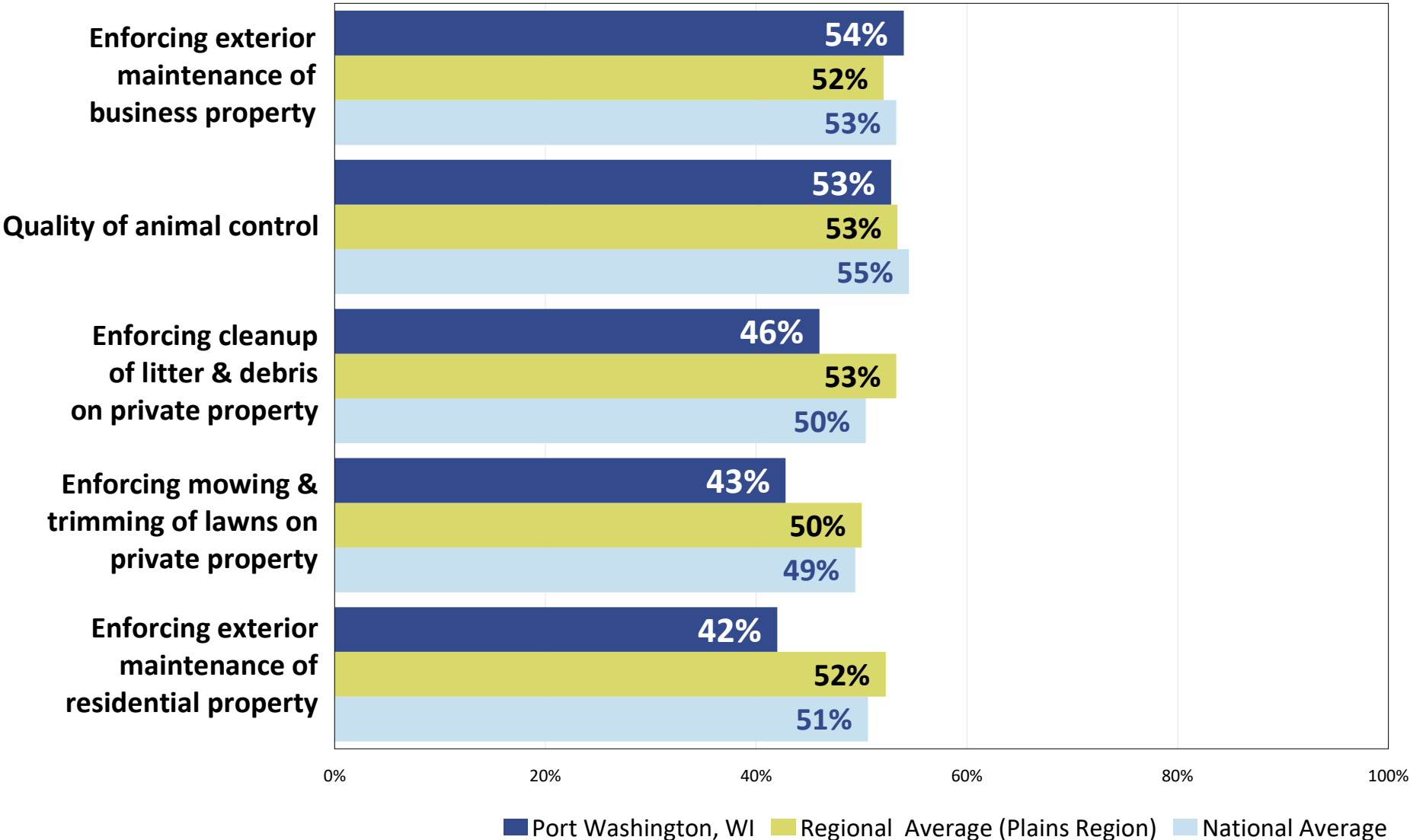
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Property Maintenance Codes [Code Enforcement]

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

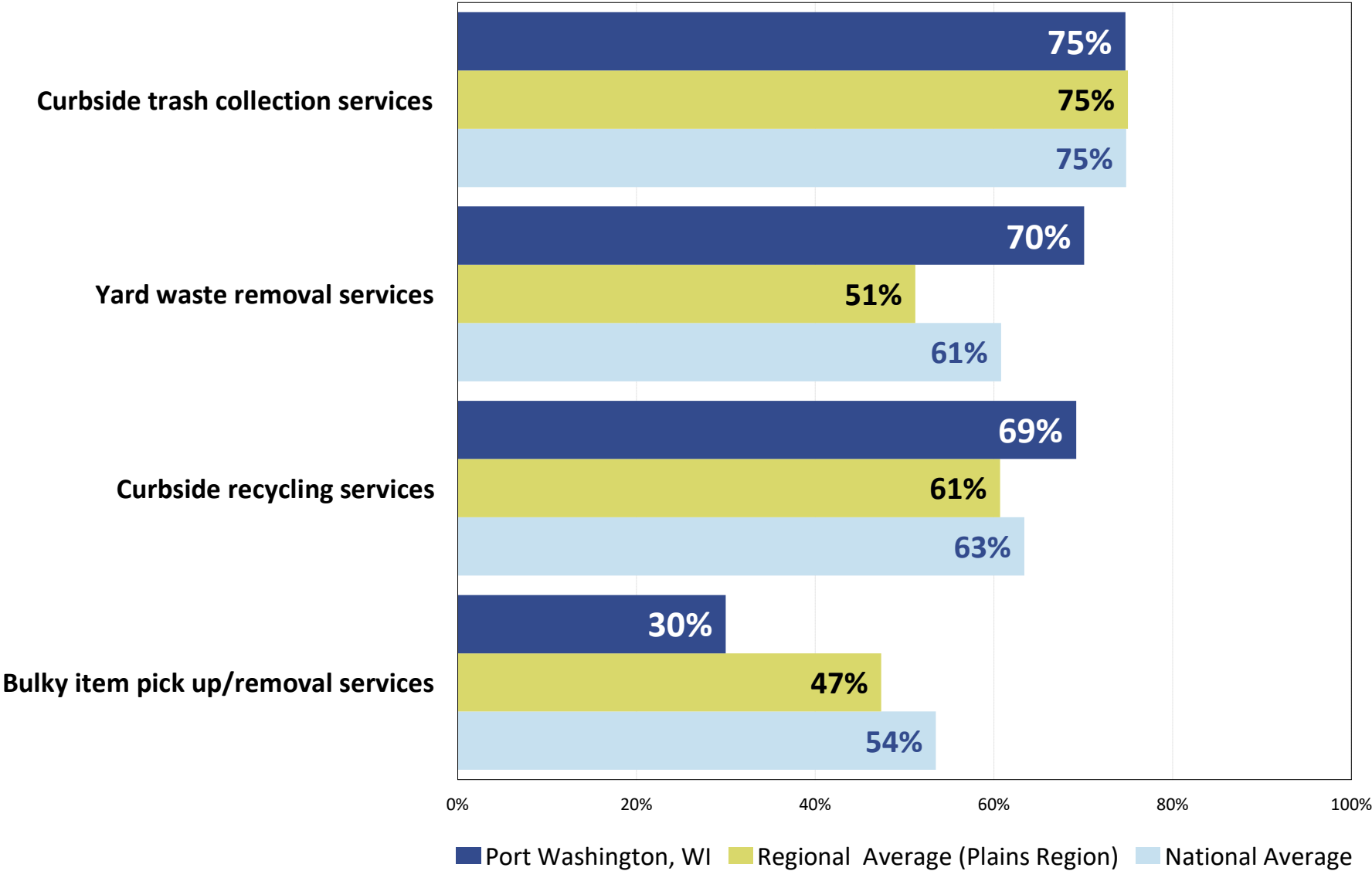
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Trash Service

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

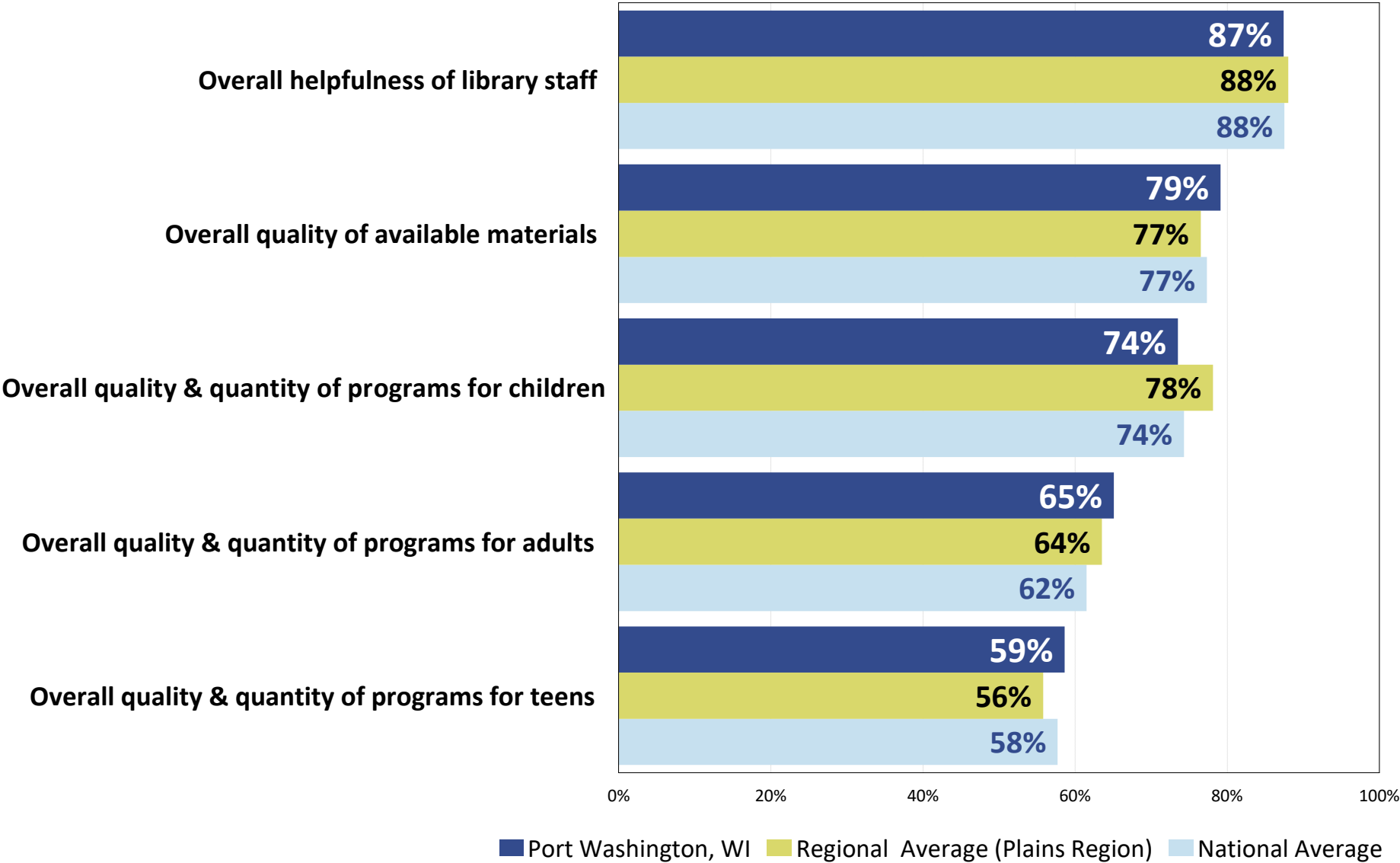
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Library Service

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

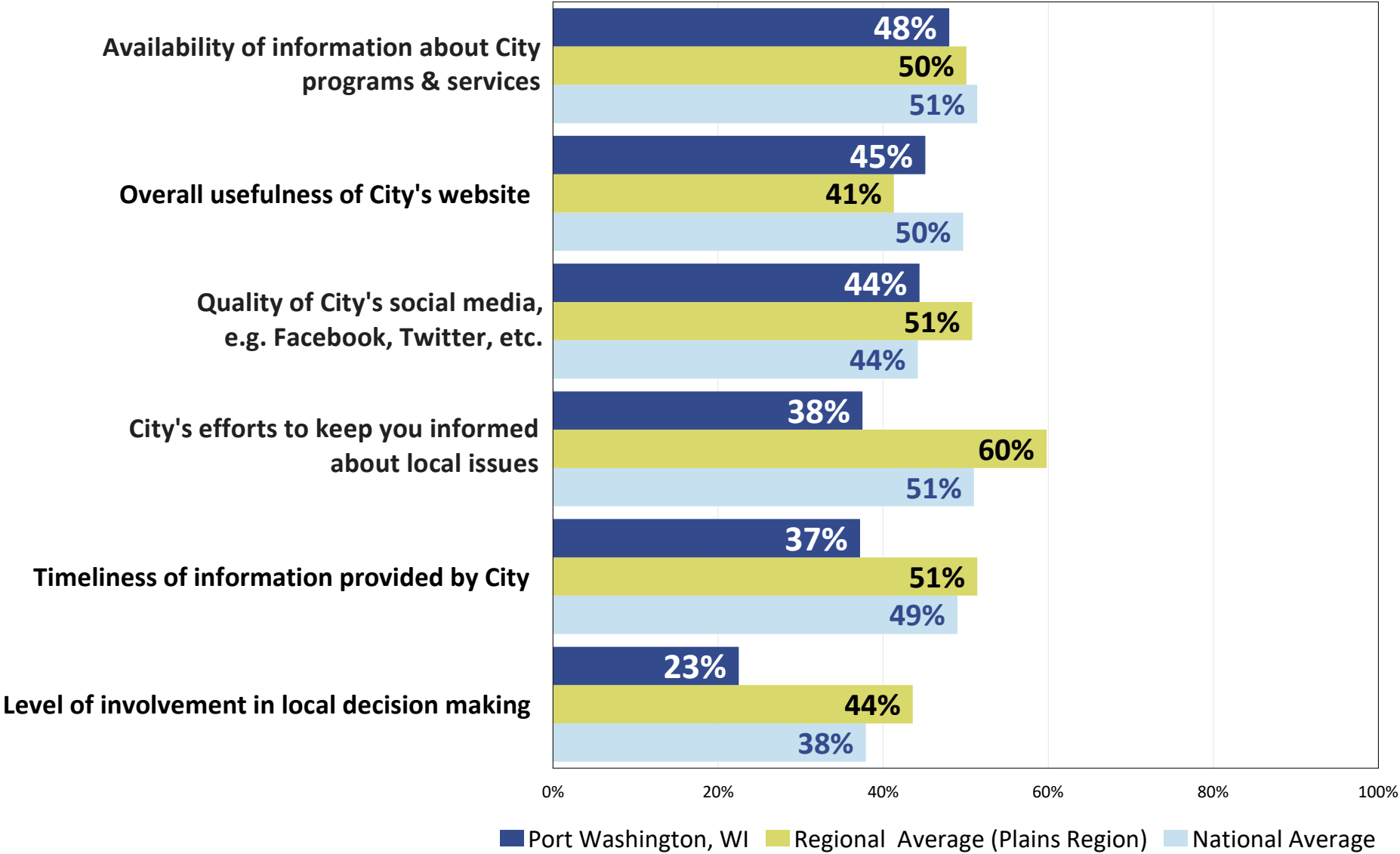
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with City Communication

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

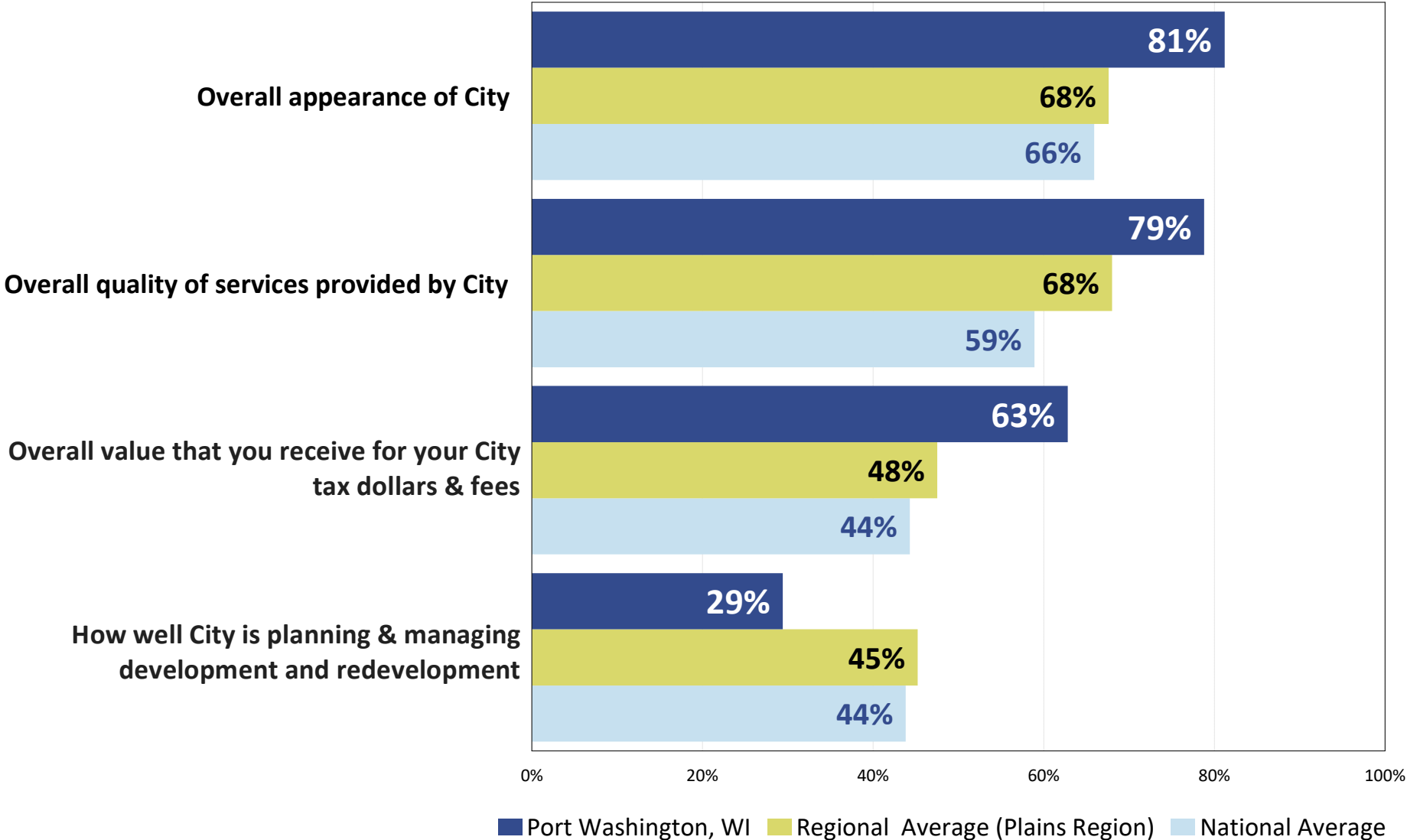
by percentage of respondents who were satisfied with the City service (excluding *don't knows*)



Benchmarking: Residents' Ratings of Satisfaction with Other Services

Port Washington, WI (2021) vs. Plains Region Average vs. National Average

by percentage of respondents who were satisfied with the City service (excluding *don't knows*)





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are;

- (1) to target resources toward services of the highest importance to residents and
- (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify major categories of City services they thought should receive the most emphasis over the next two years. Sixty-eight percent (68.0%) of respondents selected the *maintenance of City streets, sidewalks, and infrastructure* as one of the most important services for the City to provide.

Regarding satisfaction, 53.5% of respondents surveyed rated the City's overall performance regarding the *maintenance of City streets, sidewalks, and infrastructure* as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for *maintenance of City streets, sidewalks, and infrastructure* is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 68.0% was multiplied by 46.5% (1-0.535). This calculation yielded an I-S rating of 0.3162 which ranked first out of the 9 major categories of City services analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

Importance-Satisfaction Analysis



The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the two or three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS \geq 0.20)
- Increase Current Emphasis (0.10 \leq IS < 0.20)
- Maintain Current Emphasis (IS < 0.10)

The results for the City of Port Washington, WI are provided on the following pages.

Importance-Satisfaction Rating (2021)

Major Categories of City Services

City of Port Washington, WI

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Overall maintenance of City streets, sidewalks & infrastructure	68%	1	54%	8	0.3162	1
Overall effectiveness of City communication with the public	38%	3	45%	9	0.2076	2
Medium Priority (I-S < 0.10)						
Overall enforcement of City codes & ordinances	16%	7	57%	7	0.0686	3
Overall quality of public safety (police, fire, emergency medical services)	41%	2	85%	1	0.0604	4
Overall flow of traffic & congestion management in the City	20%	6	70%	6	0.0602	5
Overall quality of solid waste services (trash, recycling, yard waste, etc.)	22%	5	73%	5	0.0584	6
Overall quality of parks & recreation programs & facilities	30%	4	83%	3	0.0519	7
Overall quality of the City library	12%	8	84%	2	0.0201	8
Overall quality of the customer service you received from City employees	7%	9	74%	4	0.0185	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating (2021)

Public Safety

City of Port Washington, WI

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (I-S < 0.10)						
How quickly emergency medical services personnel respond to emergencies	22%	3	74%	10	0.0571	1
Overall attitude & behavior of the Police Department personnel toward citizens	22%	4	74%	9	0.0553	2
City's efforts to prevent crime	23%	1	76%	7	0.0538	3
Overall quality of emergency medical services	22%	2	77%	6	0.0513	4
Police Department safety education programs	10%	11	65%	13	0.0346	5
Enforcement of local traffic laws	12%	8	73%	11	0.0319	6
Fire safety education programs	8%	12	67%	12	0.0278	7
Visibility of police in neighborhoods	14%	7	82%	4	0.0265	8
Visibility of police in commercial & retail areas	11%	10	75%	8	0.0264	9
Overall quality of police services	18%	5	86%	1	0.0260	10
Overall quality of fire services	16%	6	85%	3	0.0242	11
How quickly fire services personnel respond to emergencies	12%	9	80%	5	0.0238	12
How quickly police respond to emergencies	5%	13	85%	2	0.0074	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating (2021)

City Maintenance/Public Works

City of Port Washington, WI

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Condition of streets in your neighborhood	41%	1	50%	10	0.2009	1
High Priority (I-S = 0.10-0.20)						
Condition of City sidewalks	39%	2	52%	9	0.1860	2
Condition of major City streets	37%	3	62%	8	0.1399	3
Medium Priority (I-S < 0.10)						
Snow removal on streets in your neighborhood	27%	4	68%	7	0.0859	4
Snow removal on major City streets	17%	5	78%	4	0.0359	5
Adequacy of City street lighting	12%	7	76%	6	0.0299	6
Mowing & tree trimming along streets/other public areas	12%	8	76%	5	0.0290	7
Overall cleanliness of streets/other public areas	16%	6	82%	2	0.0289	8
Maintenance of City owned buildings	6%	9	85%	1	0.0095	9
Maintenance of street signs & traffic signals	5%	10	80%	3	0.0095	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating (2021)

Parks and Recreation

City of Port Washington, WI

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (I-S < 0.10)						
Quality of the Senior Center	12%	4	45%	9	0.0637	1
Maintenance of City parks	33%	1	84%	4	0.0533	2
Quality of outdoor athletic fields	11%	5	64%	7	0.0397	3
Quality of the Senior Center programming	7%	9	44%	10	0.0370	4
Maintenance & appearance of the recreation centers	9%	7	64%	8	0.0313	5
Quality of picnic/pavilion areas & playgrounds in City parks	13%	3	81%	5	0.0256	6
Quality of recreation programming	7%	8	64%	6	0.0249	7
Quality of the walking & biking trails in City	18%	2	87%	2	0.0241	8
Number of walking & biking trails in City	10%	6	86%	3	0.0135	9
Number of City parks	5%	10	89%	1	0.0058	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating (2021)

Other Services

City of Port Washington, WI

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
How well City is planning & managing development/redevelopment	66%	1	29%	5	0.4638	1
High Priority (I-S = 0.10-0.20)						
Overall affordability of housing	24%	3	53%	4	0.1123	2
Overall value that you receive for your City tax dollars & fees	30%	2	63%	3	0.1116	3
Medium Priority (I-S < 0.10)						
Overall appearance of City	20%	4	81%	1	0.0382	4
Overall quality of services provided by City	16%	5	79%	2	0.0343	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



4

Tabular Data of Overall Results

Q1. Perception of the City. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. As a place to live	51.8%	40.6%	5.4%	1.4%	0.8%
Q1-2. As a place to raise children	49.5%	39.3%	8.2%	2.1%	0.9%
Q1-3. As a place to work	28.4%	31.4%	30.1%	6.6%	3.6%
Q1-4. As a place to retire	36.6%	32.3%	24.8%	4.5%	1.9%
Q1-5. As a place to visit	40.8%	42.3%	13.3%	2.7%	0.8%
Q1-6. As a place that is accepting of diversity	17.9%	26.9%	27.1%	18.4%	9.6%
Q1-7. As a place you are proud to call home	43.8%	39.0%	12.5%	3.4%	1.2%
Q1-8. As a community that is moving in the right direction	16.9%	33.2%	31.7%	13.7%	4.4%

Q2. Major Categories of City Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of public safety (police, fire, emergency medical services)	40.4%	44.9%	10.0%	3.7%	1.0%
Q2-2. Overall maintenance of City streets, sidewalks & infrastructure	14.2%	39.3%	20.4%	21.0%	5.2%
Q2-3. Overall flow of traffic & congestion management in City	22.9%	47.3%	18.7%	9.5%	1.6%
Q2-4. Overall quality of parks & recreation programs & facilities	35.6%	47.0%	11.9%	4.7%	0.8%
Q2-5. Overall quality of City library	41.3%	42.2%	12.7%	3.1%	0.7%
Q2-6. Overall enforcement of City codes & ordinances	15.1%	41.5%	28.1%	10.9%	4.4%
Q2-7. Overall quality of solid waste services (trash, recycling, yard waste, etc.)	24.7%	48.5%	14.1%	9.4%	3.3%
Q2-8. Overall effectiveness of City communication with the public	10.8%	34.0%	35.1%	15.4%	4.8%
Q2-9. Overall quality of customer service you received from City employees	28.3%	46.0%	20.0%	3.6%	2.1%

Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years?

Q3. Top choice	Number	Percent
Overall quality of public safety (police, fire, emergency medical services)	110	21.9 %
Overall maintenance of City streets, sidewalks & infrastructure	170	33.9 %
Overall flow of traffic & congestion management in City	28	5.6 %
Overall quality of parks & recreation programs & facilities	38	7.6 %
Overall quality of City library	9	1.8 %
Overall enforcement of City codes & ordinances	29	5.8 %
Overall quality of solid waste services (trash, recycling, yard waste, etc.)	24	4.8 %
Overall effectiveness of City communication with the public	43	8.6 %
Overall quality of customer service you received from City employees	9	1.8 %
None chosen	42	8.4 %
Total	502	100.0 %

Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years?

Q3. 2nd choice	Number	Percent
Overall quality of public safety (police, fire, emergency medical services)	49	9.8 %
Overall maintenance of City streets, sidewalks & infrastructure	114	22.7 %
Overall flow of traffic & congestion management in City	42	8.4 %
Overall quality of parks & recreation programs & facilities	62	12.4 %
Overall quality of City library	22	4.4 %
Overall enforcement of City codes & ordinances	28	5.6 %
Overall quality of solid waste services (trash, recycling, yard waste, etc.)	35	7.0 %
Overall effectiveness of City communication with the public	68	13.5 %
Overall quality of customer service you received from City employees	12	2.4 %
None chosen	70	13.9 %
Total	502	100.0 %

Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years?

Q3. 3rd choice	Number	Percent
Overall quality of public safety (police, fire, emergency medical services)	47	9.4 %
Overall maintenance of City streets, sidewalks & infrastructure	57	11.4 %
Overall flow of traffic & congestion management in City	31	6.2 %
Overall quality of parks & recreation programs & facilities	49	9.8 %
Overall quality of City library	30	6.0 %
Overall enforcement of City codes & ordinances	22	4.4 %
Overall quality of solid waste services (trash, recycling, yard waste, etc.)	50	10.0 %
Overall effectiveness of City communication with the public	78	15.5 %
Overall quality of customer service you received from City employees	15	3.0 %
None chosen	123	24.5 %
Total	502	100.0 %

Q3. Which THREE of the major categories of City services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

Q3. Top choice	Number	Percent
Overall quality of public safety (police, fire, emergency medical services)	206	41.0 %
Overall maintenance of City streets, sidewalks & infrastructure	341	67.9 %
Overall flow of traffic & congestion management in City	101	20.1 %
Overall quality of parks & recreation programs & facilities	149	29.7 %
Overall quality of City library	61	12.2 %
Overall enforcement of City codes & ordinances	79	15.7 %
Overall quality of solid waste services (trash, recycling, yard waste, etc.)	109	21.7 %
Overall effectiveness of City communication with the public	189	37.6 %
Overall quality of customer service you received from City employees	36	7.2 %
None chosen	42	8.4 %
Total	1313	

Q4. Utility Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of drinking water utility services	48.2%	38.1%	8.3%	4.4%	1.0%
Q4-2. Drainage of rain water off City streets	20.7%	46.8%	18.3%	8.6%	5.5%
Q4-3. Drainage of rain water off properties next to your residence	19.9%	41.3%	16.0%	14.2%	8.6%

Q5. Public Safety. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of police services	40.9%	44.8%	10.4%	2.2%	1.6%
Q5-2. Visibility of police in neighborhoods	37.6%	44.0%	14.1%	3.0%	1.2%
Q5-3. Visibility of police in commercial & retail areas	29.8%	45.3%	20.9%	2.6%	1.5%
Q5-4. City's efforts to prevent crime	32.6%	43.8%	19.4%	3.0%	1.1%
Q5-5. How quickly police respond to emergencies	45.3%	39.9%	14.6%	0.0%	0.3%
Q5-6. Overall attitude & behavior of Police Department personnel toward citizens	36.3%	38.0%	17.4%	6.0%	2.4%
Q5-7. Enforcement of local traffic laws	29.0%	44.4%	17.4%	6.9%	2.4%
Q5-8. Police Department safety education programs	25.6%	39.1%	32.2%	1.9%	1.3%
Q5-9. Overall quality of fire services	38.3%	46.2%	13.8%	1.2%	0.5%
Q5-10. Overall quality of emergency medical services	37.1%	39.8%	16.5%	3.7%	2.9%
Q5-11. How quickly fire services personnel respond to emergencies	39.3%	40.5%	17.3%	2.4%	0.6%
Q5-12. Fire safety education programs	27.2%	39.7%	30.8%	2.0%	0.3%
Q5-13. How quickly emergency medical services personnel respond to emergencies	37.6%	36.2%	19.1%	4.7%	2.5%

Q6. Which THREE of the items listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years?

Q6. Top choice	Number	Percent
Overall quality of police services	41	8.2 %
Visibility of police in neighborhoods	29	5.8 %
Visibility of police in commercial & retail areas	15	3.0 %
City's efforts to prevent crime	61	12.2 %
How quickly police respond to emergencies	6	1.2 %
Overall attitude & behavior of Police Department personnel toward citizens	70	13.9 %
Enforcement of local traffic laws	20	4.0 %
Police Department safety education programs	11	2.2 %
Overall quality of fire services	25	5.0 %
Overall quality of emergency medical services	32	6.4 %
How quickly fire services personnel respond to emergencies	12	2.4 %
Fire safety education programs	3	0.6 %
How quickly emergency medical services personnel respond to emergencies	44	8.8 %
None chosen	133	26.5 %
Total	502	100.0 %

Q6. Which THREE of the items listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years?

Q6. 2nd choice	Number	Percent
Overall quality of police services	28	5.6 %
Visibility of police in neighborhoods	31	6.2 %
Visibility of police in commercial & retail areas	18	3.6 %
City's efforts to prevent crime	34	6.8 %
How quickly police respond to emergencies	10	2.0 %
Overall attitude & behavior of Police Department personnel toward citizens	18	3.6 %
Enforcement of local traffic laws	21	4.2 %
Police Department safety education programs	20	4.0 %
Overall quality of fire services	31	6.2 %
Overall quality of emergency medical services	51	10.2 %
How quickly fire services personnel respond to emergencies	28	5.6 %
Fire safety education programs	18	3.6 %
How quickly emergency medical services personnel respond to emergencies	23	4.6 %
None chosen	171	34.1 %
Total	502	100.0 %

Q6. Which THREE of the items listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years?

Q6. 3rd choice	Number	Percent
Overall quality of police services	22	4.4 %
Visibility of police in neighborhoods	12	2.4 %
Visibility of police in commercial & retail areas	20	4.0 %
City's efforts to prevent crime	19	3.8 %
How quickly police respond to emergencies	9	1.8 %
Overall attitude & behavior of Police Department personnel toward citizens	20	4.0 %
Enforcement of local traffic laws	19	3.8 %
Police Department safety education programs	18	3.6 %
Overall quality of fire services	22	4.4 %
Overall quality of emergency medical services	28	5.6 %
How quickly fire services personnel respond to emergencies	19	3.8 %
Fire safety education programs	21	4.2 %
How quickly emergency medical services personnel respond to emergencies	42	8.4 %
None chosen	231	46.0 %
Total	502	100.0 %

Q6. Which THREE of the items listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

Q6. Top choice	Number	Percent
Overall quality of police services	91	18.1 %
Visibility of police in neighborhoods	72	14.3 %
Visibility of police in commercial & retail areas	53	10.6 %
City's efforts to prevent crime	114	22.7 %
How quickly police respond to emergencies	25	5.0 %
Overall attitude & behavior of Police Department personnel toward citizens	108	21.5 %
Enforcement of local traffic laws	60	12.0 %
Police Department safety education programs	49	9.8 %
Overall quality of fire services	78	15.5 %
Overall quality of emergency medical services	111	22.1 %
How quickly fire services personnel respond to emergencies	59	11.8 %
Fire safety education programs	42	8.4 %
How quickly emergency medical services personnel respond to emergencies	109	21.7 %
None chosen	133	26.5 %
Total	1104	

Q7. City Maintenance/Public Works. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Condition of major City streets	14.2%	47.9%	19.6%	15.6%	2.8%
Q7-2. Condition of streets in your neighborhood	16.2%	34.2%	17.2%	21.4%	11.0%
Q7-3. Maintenance of street signs & traffic signals	26.5%	53.8%	16.6%	2.0%	1.0%
Q7-4. Overall cleanliness of streets/other public areas	28.5%	53.9%	13.8%	3.2%	0.6%
Q7-5. Condition of City sidewalks	10.9%	41.4%	23.9%	18.1%	5.6%
Q7-6. Adequacy of City street lighting	22.0%	53.5%	16.6%	6.6%	1.2%
Q7-7. Mowing/tree trimming along streets & other public areas	20.4%	55.4%	15.1%	6.3%	2.8%
Q7-8. Maintenance of City owned buildings	21.7%	62.9%	13.2%	1.5%	0.7%
Q7-9. Snow removal on major City streets	31.7%	46.7%	11.9%	6.7%	3.0%
Q7-10. Snow removal on streets in your neighborhood	25.8%	41.9%	12.7%	14.1%	5.6%

Q8. Which THREE of the items listed in Question 7 do you think should receive the most emphasis from City leaders over the next TWO years?

Q8. Top choice	Number	Percent
Condition of major City streets	96	19.1 %
Condition of streets in your neighborhood	122	24.3 %
Maintenance of street signs & traffic signals	5	1.0 %
Overall cleanliness of streets/other public areas	20	4.0 %
Condition of City sidewalks	75	14.9 %
Adequacy of City street lighting	13	2.6 %
Mowing/tree trimming along streets & other public areas	12	2.4 %
Maintenance of City owned buildings	7	1.4 %
Snow removal on major City streets	22	4.4 %
Snow removal on streets in your neighborhood	37	7.4 %
None chosen	93	18.5 %
Total	502	100.0 %

Q8. Which THREE of the items listed in Question 7 do you think should receive the most emphasis from City leaders over the next TWO years?

Q8. 2nd choice	Number	Percent
Condition of major City streets	52	10.4 %
Condition of streets in your neighborhood	62	12.4 %
Maintenance of street signs & traffic signals	11	2.2 %
Overall cleanliness of streets/other public areas	31	6.2 %
Condition of City sidewalks	69	13.7 %
Adequacy of City street lighting	24	4.8 %
Mowing/tree trimming along streets & other public areas	22	4.4 %
Maintenance of City owned buildings	11	2.2 %
Snow removal on major City streets	35	7.0 %
Snow removal on streets in your neighborhood	48	9.6 %
None chosen	137	27.3 %
Total	502	100.0 %

Q8. Which THREE of the items listed in Question 7 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	37	7.4 %
Condition of streets in your neighborhood	19	3.8 %
Maintenance of street signs & traffic signals	8	1.6 %
Overall cleanliness of streets/other public areas	31	6.2 %
Condition of City sidewalks	52	10.4 %
Adequacy of City street lighting	24	4.8 %
Mowing/tree trimming along streets & other public areas	26	5.2 %
Maintenance of City owned buildings	13	2.6 %
Snow removal on major City streets	26	5.2 %
Snow removal on streets in your neighborhood	48	9.6 %
<u>None chosen</u>	<u>218</u>	<u>43.4 %</u>
Total	502	100.0 %

Q8. Which THREE of the items listed in Question 7 do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Condition of major City streets	185	36.9 %
Condition of streets in your neighborhood	203	40.4 %
Maintenance of street signs & traffic signals	24	4.8 %
Overall cleanliness of streets/other public areas	82	16.3 %
Condition of City sidewalks	196	39.0 %
Adequacy of City street lighting	61	12.2 %
Mowing/tree trimming along streets & other public areas	60	12.0 %
Maintenance of City owned buildings	31	6.2 %
Snow removal on major City streets	83	16.5 %
Snow removal on streets in your neighborhood	133	26.5 %
<u>None chosen</u>	<u>93</u>	<u>18.5 %</u>
Total	1151	

Q9. Parks and Recreation. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of City parks	30.1%	53.9%	10.8%	3.9%	1.4%
Q9-2. Number of City parks	42.3%	47.0%	7.7%	2.6%	0.4%
Q9-3. Number of walking & biking trails in City	39.3%	46.9%	9.2%	3.7%	0.8%
Q9-4. Quality of walking & biking trails in City	37.6%	49.0%	9.1%	3.4%	0.8%
Q9-5. Quality of outdoor athletic fields	22.0%	41.9%	26.1%	7.5%	2.6%
Q9-6. Quality of picnic/pavilion areas & playgrounds in City parks	28.2%	52.4%	14.9%	3.6%	0.8%
Q9-7. Quality of Senior Center	18.5%	26.6%	41.0%	9.0%	5.0%
Q9-8. Quality of Senior Center programming	19.0%	24.9%	47.3%	5.4%	3.4%
Q9-9. Quality of recreation programming	21.4%	43.0%	29.7%	4.7%	1.2%
Q9-10. Maintenance & appearance of recreation centers	18.0%	45.6%	30.2%	5.8%	0.3%

Q10. Which TWO of the items listed in Question 9 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	117	23.3 %
Number of City parks	13	2.6 %
Number of walking & biking trails in City	34	6.8 %
Quality of walking & biking trails in City	38	7.6 %
Quality of outdoor athletic fields	31	6.2 %
Quality of picnic/pavilion areas & playgrounds in City parks	28	5.6 %
Quality of Senior Center	35	7.0 %
Quality of Senior Center programming	12	2.4 %
Quality of recreation programming	18	3.6 %
Maintenance & appearance of recreation centers	13	2.6 %
<u>None chosen</u>	<u>163</u>	<u>32.5 %</u>
Total	502	100.0 %

Q10. Which TWO of the items listed in Question 9 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	50	10.0 %
Number of City parks	14	2.8 %
Number of walking & biking trails in City	15	3.0 %
Quality of walking & biking trails in City	52	10.4 %
Quality of outdoor athletic fields	24	4.8 %
Quality of picnic/pavilion areas & playgrounds in City parks	38	7.6 %
Quality of Senior Center	23	4.6 %
Quality of Senior Center programming	21	4.2 %
Quality of recreation programming	17	3.4 %
Maintenance & appearance of recreation centers	30	6.0 %
<u>None chosen</u>	<u>218</u>	<u>43.4 %</u>
Total	502	100.0 %

Q10. Which TWO of the items listed in Question 9 do you think should receive the most emphasis from City leaders over the next TWO years? (top 2)

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	167	33.3 %
Number of City parks	27	5.4 %
Number of walking & biking trails in City	49	9.8 %
Quality of walking & biking trails in City	90	17.9 %
Quality of outdoor athletic fields	55	11.0 %
Quality of picnic/pavilion areas & playgrounds in City parks	66	13.1 %
Quality of Senior Center	58	11.6 %
Quality of Senior Center programming	33	6.6 %
Quality of recreation programming	35	7.0 %
Maintenance & appearance of recreation centers	43	8.6 %
<u>None chosen</u>	<u>163</u>	<u>32.5 %</u>
Total	786	

Q11. Property Maintenance Codes. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Enforcing cleanup of litter & debris on private property	8.1%	37.9%	29.8%	17.6%	6.7%
Q11-2. Enforcing mowing & trimming of lawns on private property	8.4%	34.4%	34.1%	16.6%	6.5%
Q11-3. Enforcing exterior maintenance of residential property	6.8%	35.2%	38.4%	13.2%	6.4%
Q11-4. Enforcing exterior maintenance of business property	8.9%	45.1%	36.2%	8.6%	1.2%
Q11-5. Quality of animal control	11.3%	41.5%	32.3%	11.3%	3.6%

Q12. Trash Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Curbside trash collection services	27.0%	47.7%	13.3%	9.1%	2.9%
Q12-2. Curbside recycling services	25.2%	44.0%	14.6%	12.3%	4.0%
Q12-3. Yard waste removal services	25.4%	44.7%	16.9%	9.6%	3.3%
Q12-4. Bulky item pick up/removal services (old furniture, appliances, etc.)	10.2%	19.8%	36.7%	24.3%	8.9%

Q13. Library Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Overall quality & quantity of programs for children	32.8%	40.7%	22.8%	2.6%	1.0%
Q13-2. Overall quality & quantity of programs for teens	25.8%	32.8%	35.2%	4.7%	1.6%
Q13-3. Overall quality & quantity of programs for adults	26.3%	38.8%	29.7%	4.4%	0.9%
Q13-4. Overall helpfulness of library staff	50.0%	37.4%	11.5%	0.8%	0.3%
Q13-5. Overall quality of available materials	35.7%	43.4%	15.3%	4.3%	1.3%

Q14. From which of the following sources do you currently get information about the City of Port Washington?

Q14. From what sources do you currently get information about

City	Number	Percent
Local newspapers	280	55.8 %
City website—www.PortWashington.net	289	57.6 %
Radio	13	2.6 %
TV news channels	55	11.0 %
City Facebook page	266	53.0 %
City Twitter page	6	1.2 %
YouTube	15	3.0 %
Word of mouth (family, friends)	368	73.3 %
Your neighborhood association	36	7.2 %
City cable access channel	24	4.8 %
Total	1352	

Q15. City Communications. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Availability of information about City programs & services	6.9%	41.1%	36.3%	13.1%	2.6%
Q15-2. City's efforts to keep you informed about local issues	6.7%	30.8%	36.6%	21.3%	4.7%
Q15-3. Quality of City's social media, e.g. Facebook, Twitter, etc.	7.2%	37.2%	40.8%	12.7%	2.2%
Q15-4. Level of involvement in local decision making	3.1%	19.4%	43.2%	24.2%	10.1%
Q15-5. Overall usefulness of City's website	7.7%	37.4%	38.1%	13.9%	3.0%
Q15-6. Timeliness of information provided by City	5.9%	31.3%	43.4%	12.8%	6.6%

Q16. Customer Service. Have you contacted the City with a question, problem or complaint in the past year?

Q16. Have you contacted City with a question, problem or complaint in past year	Number	Percent
Yes	234	46.6 %
No	268	53.4 %
Total	502	100.0 %

Q16a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the customer service you received from the City employees. (without "don't know")

(N=234)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16a-1. How easy they were to contact	30.8%	44.0%	15.8%	6.8%	2.6%
Q16a-2. Courteousness of staff	39.4%	41.6%	9.5%	6.1%	3.5%
Q16a-3. Accuracy of information & assistance given	35.1%	38.1%	15.6%	7.4%	3.9%
Q16a-4. How quickly City staff responded to your request	32.5%	35.5%	15.8%	10.3%	6.0%
Q16a-5. How well your issue was handled	31.3%	34.3%	15.0%	12.0%	7.3%

Q17. Billing. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. How easy your bill is to understand	31.5%	56.3%	11.6%	0.4%	0.2%
Q17-2. Accuracy of your bill	30.8%	57.0%	11.7%	0.2%	0.2%
Q17-3. How easy it is to resolve billing problems	24.3%	43.4%	30.1%	1.1%	1.1%
Q17-4. Hours that customer service is available	24.2%	50.0%	24.7%	1.1%	0.0%
Q17-5. Ease of online payment	28.5%	43.6%	22.2%	4.0%	1.7%

Q18. Other Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=502)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall quality of services provided by City	18.6%	60.2%	17.4%	3.1%	0.6%
Q18-2. Overall value that you receive for your City tax dollars & fees	17.5%	45.3%	25.4%	10.8%	1.0%
Q18-3. Overall appearance of City	24.2%	57.0%	13.5%	4.6%	0.6%
Q18-4. Overall affordability of housing	12.6%	40.2%	30.0%	13.6%	3.6%
Q18-5. How well City is planning & managing development/redevelopment	6.4%	23.0%	26.0%	27.0%	17.6%

Q19. Which TWO of the categories listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years?

Q19. Top choice	Number	Percent
Overall quality of services provided by City	32	6.4 %
Overall value that you receive for your City tax dollars & fees	76	15.1 %
Overall appearance of City	38	7.6 %
Overall affordability of housing	62	12.4 %
How well City is planning & managing development/redevelopment	217	43.2 %
None chosen	77	15.3 %
Total	502	100.0 %

Q19. Which TWO of the categories listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years?

Q19. 2nd choice	Number	Percent
Overall quality of services provided by City	49	9.8 %
Overall value that you receive for your City tax dollars & fees	75	14.9 %
Overall appearance of City	64	12.7 %
Overall affordability of housing	57	11.4 %
How well City is planning & managing development/redevelopment	113	22.5 %
None chosen	144	28.7 %
Total	502	100.0 %

Q19. Which TWO of the categories listed in Question 18 do you think should receive the most emphasis from City leaders over the next TWO years? (top 2)

Q19. Top choice	Number	Percent
Overall quality of services provided by City	81	16.1 %
Overall value that you receive for your City tax dollars & fees	151	30.1 %
Overall appearance of City	102	20.3 %
Overall affordability of housing	119	23.7 %
How well City is planning & managing development/redevelopment	330	65.7 %
None chosen	77	15.3 %
Total	860	

Q20. For each of the issues listed, please indicate your level of agreement. (without "don't know")

(N=502)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q20-1. City should prioritize sustainable practices in policy & decision making	32.4%	40.6%	20.0%	5.4%	1.7%
Q20-2. City should devote resources to raise awareness & understanding of sustainability	29.8%	34.8%	24.2%	7.3%	3.9%

Q21. For trips that you and the members of your household take that are one mile or less, what would encourage you to NOT use your car?

Q21. What would encourage you not to use your car for trips that are one mile or less	Number	Percent
Additional bike lanes	137	27.3 %
Additional sidewalks	141	28.1 %
Additional off-road bike paths	111	22.1 %
Bus Rapid Transit (faster than the bus)	35	7.0 %
Signed bike lanes on less busy roads	73	14.5 %
Bike lanes physically separated from drive lanes	143	28.5 %
Increased bike share stations	37	7.4 %
Electric bike share/rentals	70	13.9 %
Electric scooter share/rentals	59	11.8 %
More bike racks at destinations	92	18.3 %
Additional controlled intersections (traffic signals, flashing pedestrian beacons, stop signs)	144	28.7 %
Employer incentives not to drive	42	8.4 %
Other	39	7.8 %
Total	1123	

Q22. How likely would you be to recommend Port Washington to family or friends as a place to live? (without "don't know")

Q22. How likely would you be to recommend Port Washington to family or friends as a place to live	Number	Percent
Very likely	294	59.8 %
Somewhat likely	125	25.4 %
Neutral	39	7.9 %
Unlikely	27	5.5 %
Very unlikely	7	1.4 %
Total	492	100.0 %

Q23. Community Priorities. Using a scale of 1 to 5, where 5 means "Very High Priority" and 1 means "Very Low Priority," please rate the importance of the following issues. (without "don't know")

(N=502)

	Very high priority	High priority	Medium priority	Low priority	Very low priority
Q23-1. Overall quality of services provided by City	30.8%	46.3%	19.8%	3.1%	0.0%
Q23-2. Flood prevention & stormwater management	31.9%	38.8%	20.6%	6.3%	2.5%
Q23-3. Quality & drivability of City streets	27.5%	46.1%	21.2%	4.2%	1.0%
Q23-4. Availability & integration of biking lanes & trails	14.0%	24.9%	33.6%	20.6%	6.8%
Q23-5. Crime prevention	40.5%	35.6%	16.0%	6.3%	1.6%
Q23-6. A balanced City budget	34.0%	39.4%	21.2%	4.2%	1.3%
Q23-7. Vibrant business districts	31.3%	40.5%	23.1%	4.3%	0.8%
Q23-8. Variety of restaurants in business districts	31.4%	34.6%	25.9%	6.5%	1.6%
Q23-9. Variety of retail in business districts	25.2%	38.1%	28.7%	7.0%	1.0%
Q23-10. Availability of parking in business districts near amenities	26.8%	31.2%	29.0%	8.7%	4.3%
Q23-11. Diversity of housing choices	14.0%	29.8%	28.1%	19.2%	9.0%
Q23-12. Environmental awareness	23.5%	32.0%	23.7%	14.6%	6.1%
Q23-13. Arts & cultural amenities	18.0%	28.4%	32.7%	16.7%	4.3%
Q23-14. Green space	29.0%	34.1%	25.7%	9.0%	2.2%
Q23-15. Historic preservation	26.5%	37.2%	27.1%	8.1%	1.0%
Q23-16. Overall quality of life	53.6%	36.9%	8.1%	0.8%	0.6%
Q23-17. Walkability of business districts & other areas	34.8%	36.0%	20.9%	6.9%	1.4%
Q23-18. Welcoming & inclusive initiatives	31.7%	29.2%	23.2%	9.8%	6.1%
Q23-19. Other	92.0%	6.0%	0.0%	0.0%	2.0%

Q24. Budget Issues. Please indicate your support for changes in service levels that you would support for services that are provided with general fund revenues. Listed below are direct services showing dollars and percentages of 2021 general fund expenditures for each service area. Using a scale of 1 to 5, where 5 means "Increase services with increased tax revenues" and 1 means "Substantial reductions in services," please indicate your support for changing the following city services. (without "don't know")

(N=502)

	Increase service with increased fees/taxes	Increase service but reduce other services	No change in services	Limited reductions	Substantial reductions
Q24-1. Police Services (\$3,419,738 or 34%)	14.5%	11.2%	52.9%	13.8%	7.6%
Q24-2. Fire & Emergency Medical Services (\$787,265 or 8%)	29.6%	26.4%	41.8%	1.7%	0.4%
Q24-3. Service Department (Refuse/Recycling/Yard Waste Pickup, Street Maintenance/Repair, Snow/Ice Removal \$2,293,288 or 23%)	13.3%	20.7%	60.8%	4.8%	0.4%
Q24-4. Parks & Recreation (\$1,013,169 or 10%)	13.8%	14.5%	63.3%	7.3%	1.1%
Q24-5. Permits, Inspection & Development (Zoning, Residential & Commercial Building Code Enforcement, Review & Permitting of Construction Plans; \$427,863 or 1%)	6.1%	6.5%	72.5%	11.7%	3.3%
Q24-6. Library Services (\$606,277 or 6%)	11.0%	12.6%	63.1%	10.4%	2.9%

Q25. Approximately how many years have you lived in the City of Port Washington? (without "not provided")

<u>Q25. How many years have you lived in City of Port Washington</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	71	14.7 %
5-10 years	77	15.9 %
11-15 years	53	11.0 %
16-20 years	54	11.2 %
21-30 years	79	16.4 %
30+ years	149	30.8 %
Total	483	100.0 %

Q26. What is your age? (without "not provided")

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	93	19.5 %
35-44	99	20.7 %
45-54	93	19.5 %
55-64	101	21.1 %
65+	92	19.2 %
Total	478	100.0 %

Q27. What is your gender? (without "not provided")

<u>Q27. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	247	49.7 %
Female	250	50.3 %
Total	497	100.0 %

Q28. Which of the following best describes your household income?

<u>Q28. Your household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$30K	54	10.8 %
\$30K to \$59,999	95	18.9 %
\$60K to \$99,999	120	23.9 %
\$100K to \$129,999	85	16.9 %
\$130K+	84	16.7 %
Not provided	64	12.7 %
Total	502	100.0 %



5

Survey Instrument



CITY OF PORT WASHINGTON | OFFICE OF CITY MAYOR
Theodore Neitzke IV, Mayor

May 2020

RE: CITY OF PORT WASHINGTON 2021 COMMUNITY SURVEY

Dear Resident,

Your ongoing satisfaction with the City's core services as well as your feedback on special projects and initiatives are important to the Mayor, Common Council, and staff. To this end, enclosed you will find the City's 2021 Community Survey. I am asking for your participation to assist in helping shape the future of Port Washington by responding to it. The survey contains a set of special questions that are designed to give the Mayor and Common Council, and staff a more informed foundation for a major strategic planning effort that will happen later this year.

To conduct the survey, we have selected ETC Institute, one of the nation's leading local government research firms. They have conducted scientifically valid surveys for hundreds of cities and counties nationwide. While all households in the City are invited to complete the enclosed survey, your household has been randomly selected to receive the survey.

We estimate the survey will take about 15 to 20 minutes to complete. Only one survey per household will be counted and your address will not be associated with your individual response. All individual responses will remain confidential. Your survey can be completed and submitted online at www.portwashingtonsurvey.org OR by completing the enclosed paper form and submitted by mail, per the instructions in the enclosed packet.

Please do not hesitate to contact the City Administrator's Office at (262) 284-5585 if you have any questions or need additional information regarding the survey.

The survey results will be presented to the Mayor and Council after all responses have been compiled at a Common Council meeting. The public is always welcome to attend these meetings. A comprehensive report will be posted on the city's website. We look forward to gathering your feedback and sharing the results once complete. Again, your time and thoughtfulness in completing the 2021 Community Survey are greatly appreciated!

Sincerely,

Theodore Neitzke IV
Mayor

100 West Grand Avenue • P.O. Box 307 • Port Washington, WI 53074
Phone: (262) 284-5585 • Fax (262) 284-7224
Email: tneitzke@cpwwi.org
www.CityofPortWashington.com



2021 City of Port Washington Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you prefer, you can complete the survey online at www.portwashingtonsurvey.org. If you have questions, please call the City Administrator at (262) 284-5585.

1. Perception of the City. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How would you rate the City...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place that is accepting of diversity	5	4	3	2	1	9
7. As a place you are proud to call home	5	4	3	2	1	9
8. As a community that is moving in the right direction	5	4	3	2	1	9

2. Major Categories of City Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Major Categories of City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of public safety (police, fire, emergency medical services)	5	4	3	2	1	9
02. Overall maintenance of City streets, sidewalks and infrastructure	5	4	3	2	1	9
03. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
04. Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
05. Overall quality of City library	5	4	3	2	1	9
06. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
07. Overall quality of solid waste services (trash, recycling, yard waste, etc.)	5	4	3	2	1	9
08. Overall effectiveness of city communication with the public	5	4	3	2	1	9
09. Overall quality of customer service you received from City employees	5	4	3	2	1	9

3. Which THREE of the major categories of city services listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 2, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

4. Utility Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Utility Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of drinking water utility services	5	4	3	2	1	9
2. Drainage of rain water off City streets	5	4	3	2	1	9
3. Drainage of rain water off properties next to your residence	5	4	3	2	1	9

5. Public Safety. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Public Safety		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of police services	5	4	3	2	1	9
02.	The visibility of police in neighborhoods	5	4	3	2	1	9
03.	The visibility of police in commercial and retail areas	5	4	3	2	1	9
04.	The City's efforts to prevent crime	5	4	3	2	1	9
05.	How quickly police respond to emergencies	5	4	3	2	1	9
06.	Overall attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
07.	Enforcement of local traffic laws	5	4	3	2	1	9
08.	Police Department safety education programs	5	4	3	2	1	9
09.	Overall quality of fire services	5	4	3	2	1	9
10.	Overall quality of emergency medical services	5	4	3	2	1	9
11.	How quickly fire services personnel respond to emergencies	5	4	3	2	1	9
12.	Fire safety education programs	5	4	3	2	1	9
13.	How quickly emergency medical services personnel respond to emergencies	5	4	3	2	1	9

6. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

7. City Maintenance/Public Works. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Maintenance/Public Works		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Condition of major City streets	5	4	3	2	1	9
02.	Condition of streets in your neighborhood	5	4	3	2	1	9
03.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
04.	Overall cleanliness of streets/other public areas	5	4	3	2	1	9
05.	Condition of City sidewalks	5	4	3	2	1	9
06.	Adequacy of City street lighting	5	4	3	2	1	9
07.	Mowing/tree trimming along streets and other public areas	5	4	3	2	1	9
08.	Maintenance of City-owned buildings	5	4	3	2	1	9
09.	Snow removal on major City streets	5	4	3	2	1	9
10.	Snow removal on streets in your neighborhood	5	4	3	2	1	9

8. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7, or circle NONE.]

1st: ____ 2nd: ____ 3rd: ____ NONE

9. Parks and Recreation. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of City parks	5	4	3	2	1	9
02.	Number of City parks	5	4	3	2	1	9
03.	Number of walking and biking trails in the City	5	4	3	2	1	9
04.	Quality of walking and biking trails in the City	5	4	3	2	1	9
05.	Quality of outdoor athletic fields	5	4	3	2	1	9
06.	Quality of picnic/pavilion areas and playgrounds in City parks	5	4	3	2	1	9
07.	Quality of Senior Center	5	4	3	2	1	9
08.	Quality of Senior Center programming	5	4	3	2	1	9
09.	Quality of recreation programming	5	4	3	2	1	9
10.	Maintenance and appearance of recreation centers	5	4	3	2	1	9

10. Which TWO of the items listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9, or circle NONE.]

1st: ____ 2nd: ____ NONE

11. Property Maintenance Codes. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Property Maintenance Codes	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
3.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
4.	Enforcing the exterior maintenance of business property	5	4	3	2	1	9
5.	Quality of animal control	5	4	3	2	1	9

12. Trash Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Trash Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Curbside trash collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Yard waste removal services	5	4	3	2	1	9
4.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9

13. Library Service. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Library Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality and quantity of programs for children	5	4	3	2	1	9
2.	Overall quality and quantity of programs for teens	5	4	3	2	1	9
3.	Overall quality and quantity of programs for adults	5	4	3	2	1	9
4.	Overall helpfulness of library staff	5	4	3	2	1	9
5.	Overall quality of available materials	5	4	3	2	1	9

14. From which of the following sources do you currently get information about the City of Port Washington? [Check all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Local newspapers | <input type="checkbox"/> (06) City Twitter Page |
| <input type="checkbox"/> (02) City website – www.PortWashington.net | <input type="checkbox"/> (07) YouTube |
| <input type="checkbox"/> (03) Radio | <input type="checkbox"/> (08) Word of mouth (family, friends) |
| <input type="checkbox"/> (04) TV news channels | <input type="checkbox"/> (09) Your Neighborhood Association |
| <input type="checkbox"/> (05) City Facebook Page | <input type="checkbox"/> (10) City Cable Access Channel |

15. City Communications. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

City Communications	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City’s efforts to keep you informed about local issues	5	4	3	2	1	9
3. The quality of the City’s social media, e.g. Facebook, Twitter, etc.	5	4	3	2	1	9
4. Level of involvement in local decision making	5	4	3	2	1	9
5. Overall usefulness of the City’s website	5	4	3	2	1	9
6. Timeliness of information provided by the City	5	4	3	2	1	9

16. Customer Service. Have you contacted the City with a question, problem or complaint in the past year?

- (1) Yes [Answer Q16a] (2) No [Go to Q17]

16a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the customer service you received from the City employees.

Customer Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy they were to contact	5	4	3	2	1	9
2. Courteousness of staff	5	4	3	2	1	9
3. The accuracy of the information and assistance given	5	4	3	2	1	9
4. How quickly City staff responded to your request	5	4	3	2	1	9
5. How well your issue was handled	5	4	3	2	1	9

17. Billing. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

Billing	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy your bill is to understand	5	4	3	2	1	9
2. The accuracy of your bill	5	4	3	2	1	9
3. How easy it is to resolve billing problems	5	4	3	2	1	9
4. Hours that customer service is available	5	4	3	2	1	9
5. Ease of online payment	5	4	3	2	1	9

18. Other Services. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

Other Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the City	5	4	3	2	1	9
2. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3. Overall appearance of the City	5	4	3	2	1	9
4. Overall affordability of housing	5	4	3	2	1	9
5. How well the city is planning and managing development/redevelopment	5	4	3	2	1	9

19. Which TWO of the categories listed in Question 18 on the previous page do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 18, or circle NONE.]
 1st: ____ 2nd: ____ NONE

20. For each of the issues listed, please indicate your level of agreement.

Environment and Sustainability		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The City should prioritize sustainable practices in policy and decision making	5	4	3	2	1	9
2.	The City should devote resources to raise awareness and understanding of sustainability	5	4	3	2	1	9

21. For trips that you and the members of your household take that are one mile or less, what would encourage you to **NOT** use your car? [Check all that apply.]

- ____ (01) Additional bike lanes
- ____ (02) Additional sidewalks
- ____ (03) Additional off-road bike paths
- ____ (04) Bus Rapid Transit (faster than the bus)
- ____ (05) Signed bike lanes on less busy roads
- ____ (06) Bike lanes physically separated from drive lanes
- ____ (07) Increased bike share stations
- ____ (08) Electric bike share/rentals
- ____ (09) Electric scooter share/rentals
- ____ (10) More bike racks at destinations
- ____ (11) Additional controlled intersections (traffic signals, flashing pedestrian beacons, stop signs)
- ____ (12) Employer incentives not to drive
- ____ (13) Other: _____

22. How likely would you be to recommend Port Washington to family or friends as a place to live?

- ____ (1) Very Likely
- ____ (2) Somewhat Likely
- ____ (3) Neutral
- ____ (4) Unlikely
- ____ (5) Very Unlikely
- ____ (9) Don't Know

23. **Community Priorities.** Using a scale of 1 to 5, where 5 means "Very High Priority" and 1 means "Very Low Priority," please rate the importance of the following issues.

		Very High Priority	High Priority	Medium Priority	Low Priority	Very Low Priority	Don't Know
01.	Overall quality of services provided by the City	5	4	3	2	1	9
02.	Flood prevention and stormwater management	5	4	3	2	1	9
03.	Quality and drivability of City streets	5	4	3	2	1	9
04.	Availability and integration of biking lanes and trails	5	4	3	2	1	9
05.	Crime prevention	5	4	3	2	1	9
06.	A balanced City budget	5	4	3	2	1	9
07.	Vibrant business districts	5	4	3	2	1	9
08.	Variety of restaurants in the business districts	5	4	3	2	1	9
09.	Variety of retail in the business districts	5	4	3	2	1	9
10.	Availability of parking in the business districts near amenities	5	4	3	2	1	9
11.	Diversity of housing choices	5	4	3	2	1	9
12.	Environmental awareness	5	4	3	2	1	9
13.	Arts and cultural amenities	5	4	3	2	1	9
14.	Green space	5	4	3	2	1	9
15.	Historic preservation	5	4	3	2	1	9
16.	Overall quality of life	5	4	3	2	1	9
17.	Walkability of the business districts and other areas	5	4	3	2	1	9
18.	Welcoming and inclusive initiatives	5	4	3	2	1	9
19.	Other: _____	5	4	3	2	1	9

24. Budget Issues. Please indicate your support for changes in service levels that you would support for services that are provided with general fund revenues. Listed below are direct services showing dollars and percentages of 2021 general fund expenditures for each service area. Using a scale of 1 to 5, where 5 means "Increase services with increased tax revenues" and 1 means "Substantial reductions in services," please indicate your support for changing the following city services.

	Increase service with increased fees/taxes	Increase service but reduce other services	No change in services	Limited reductions	Substantial reductions	Don't Know
1. Police Services (\$3,419,738 or 34%)	5	4	3	2	1	9
2. Fire and Emergency Medical Services (\$787,265 or 8%)	5	4	3	2	1	9
3. Service Department (Refuse/Recycling/Yard Waste Pickup, Street Maintenance/Repair, Snow/Ice Removal; \$2,293,288 or 23%)	5	4	3	2	1	9
4. Parks and Recreation (\$1,013,169 or 10%)	5	4	3	2	1	9
5. Permits, Inspection and Development (Zoning, Residential and Commercial Building Code Enforcement, Review and Permitting of Construction Plans; \$427,863 or 1%)	5	4	3	2	1	9
6. Library Services (\$606,277 or 6%)	5	4	3	2	1	9

Demographics

25. Approximately how many years have you lived in the City of Port Washington?

- (1) Less than 5 years (3) 11-15 years (5) 21-30 years
 (2) 5-10 years (4) 16-20 years (6) More than 30 years

26. What is your age? _____

27. What is your gender? (1) Male (2) Female

28. Which of the following best describes your household income?

- (1) Less than \$30,000 (4) \$100,000 to \$129,999
 (2) \$30,000 to \$59,999 (5) \$130,000+ or more
 (3) \$60,000 to \$99,999

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify the level of satisfaction with City services in your area. If your address is not correct, please provide the correct information.