

# *2021 Community Survey*

## *City of Port Washington, WI*

Presented by



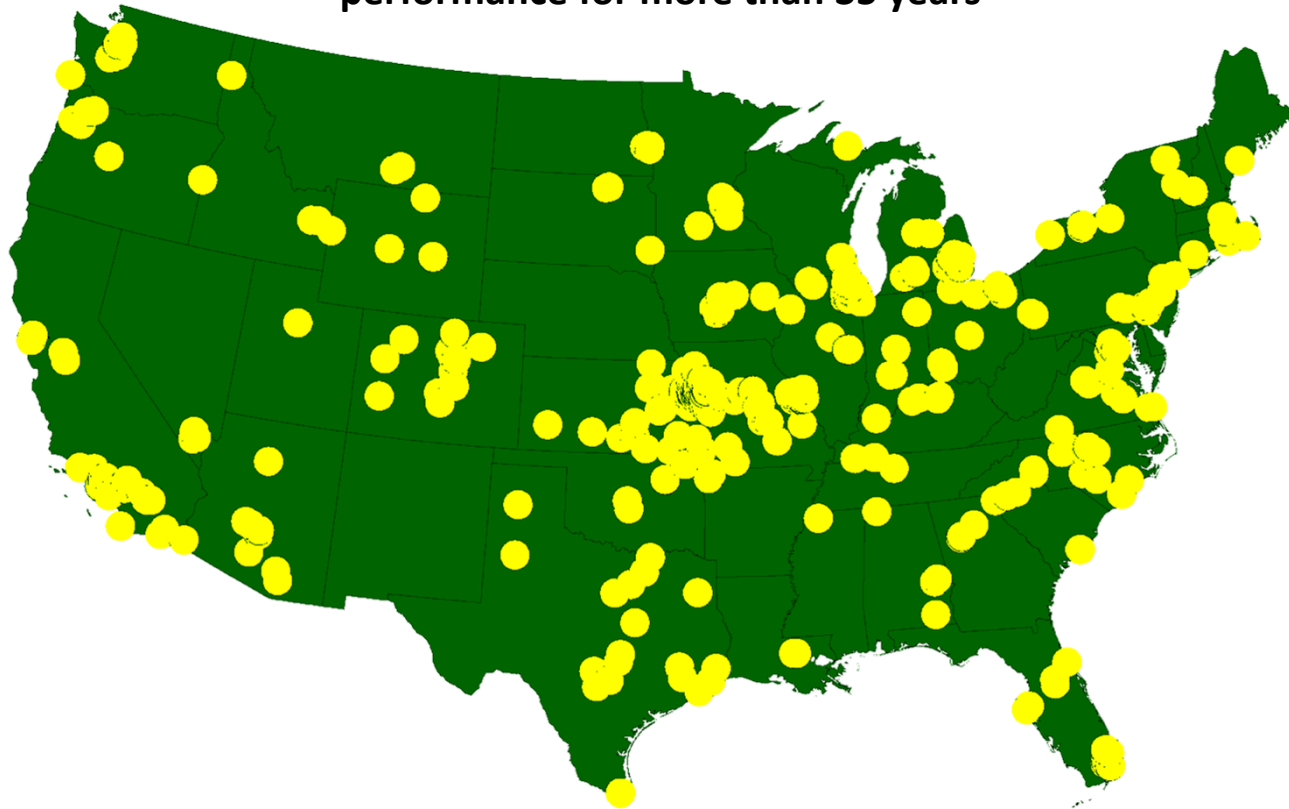
**ETC**  
INSTITUTE

August 2021

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years



More than 2,300,000 Persons Surveyed Since 2011  
for more than 900 communities in 49 States

# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

# Purpose

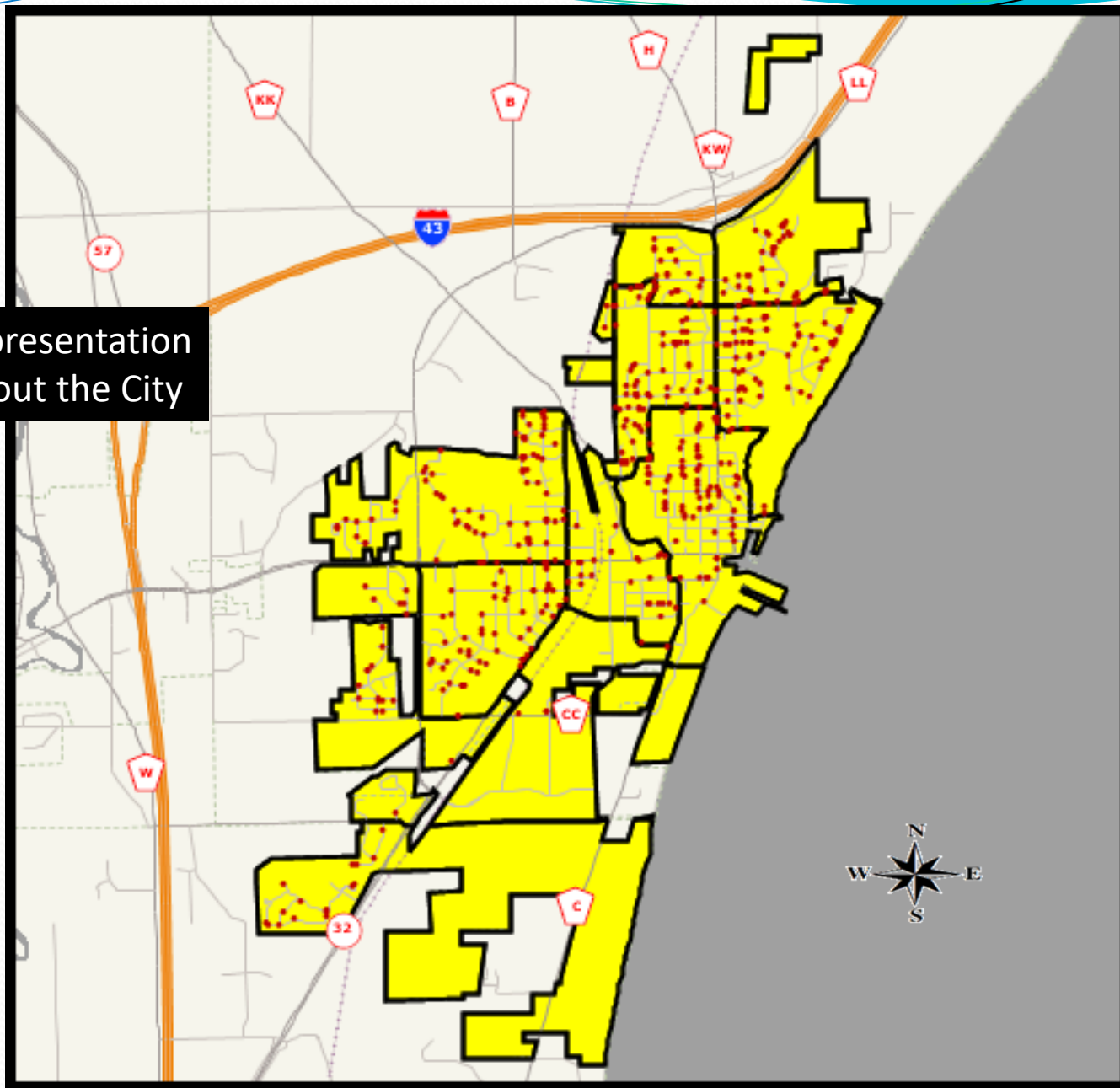
- **To objectively assess resident satisfaction with the delivery of City services**
- **To help determine priorities for the community**
- **To set a baseline for future surveys**
- **To compare Port Washington's performance with other communities regionally and nationally**

# Methodology

- **Survey Description**
  - ❑ six-page survey
  - ❑ each survey took approximately 15-20 minutes to complete
- **Method of Administration**
  - ❑ by mail and online to randomly selected sample of households throughout the City
- **Sample size:**
  - ❑ 502 completed surveys (far exceeded goal was 300)
  - ❑ demographics of survey respondents accurately reflects the actual population of the City
- **Confidence level:** 95%
- **Margin of error:** +/- 4.2% overall

# Location of Survey Respondents

Good representation  
throughout the City



# Bottom Line Up Front

- **Residents Have a Very Positive Perception of the City**
  - ❑ 92% are satisfied with Port Washington as a place to live
  - ❑ 89% are satisfied with Port Washington as a place to raise children
- **Satisfaction with City Services is Much Higher in Port Washington Than Other Communities**
  - ❑ Port Washington rated higher than the U.S. Average in 46 of 68 areas
  - ❑ Satisfaction with the Overall Quality of City Services rated 20% above the U.S. Average
  - ❑ Satisfaction with the Overall Quality of Customer Service rated 23% above the U.S. Average
- **Top Community Priorities:**
  - ❑ Maintenance of Streets, Sidewalks and Infrastructure
  - ❑ Communication with the Public
  - ❑ Planning and Managing Development/Redevelopment

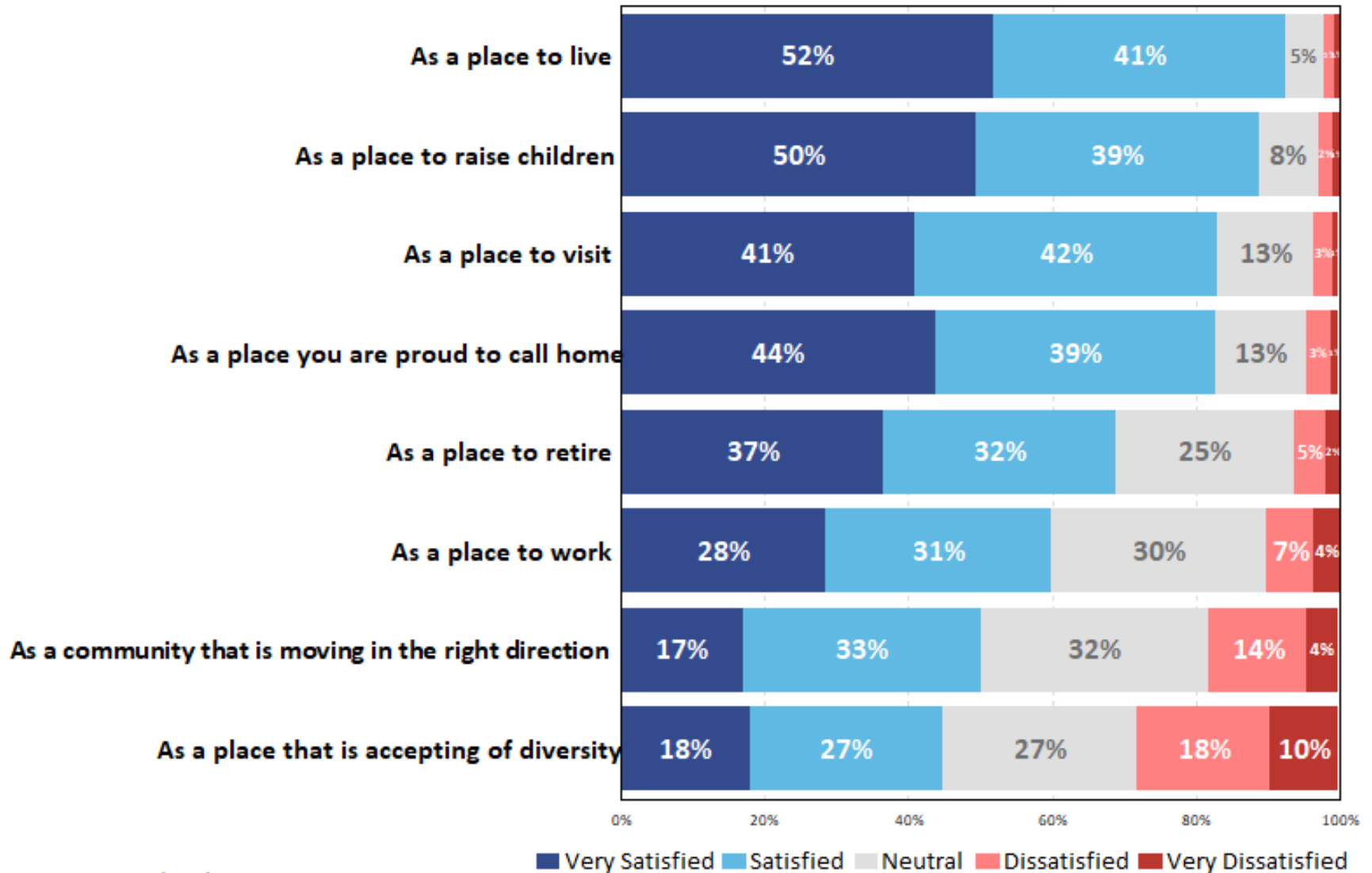
# **Major Finding #1**

**Residents Have a Positive  
Perception of the City**



# 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*)

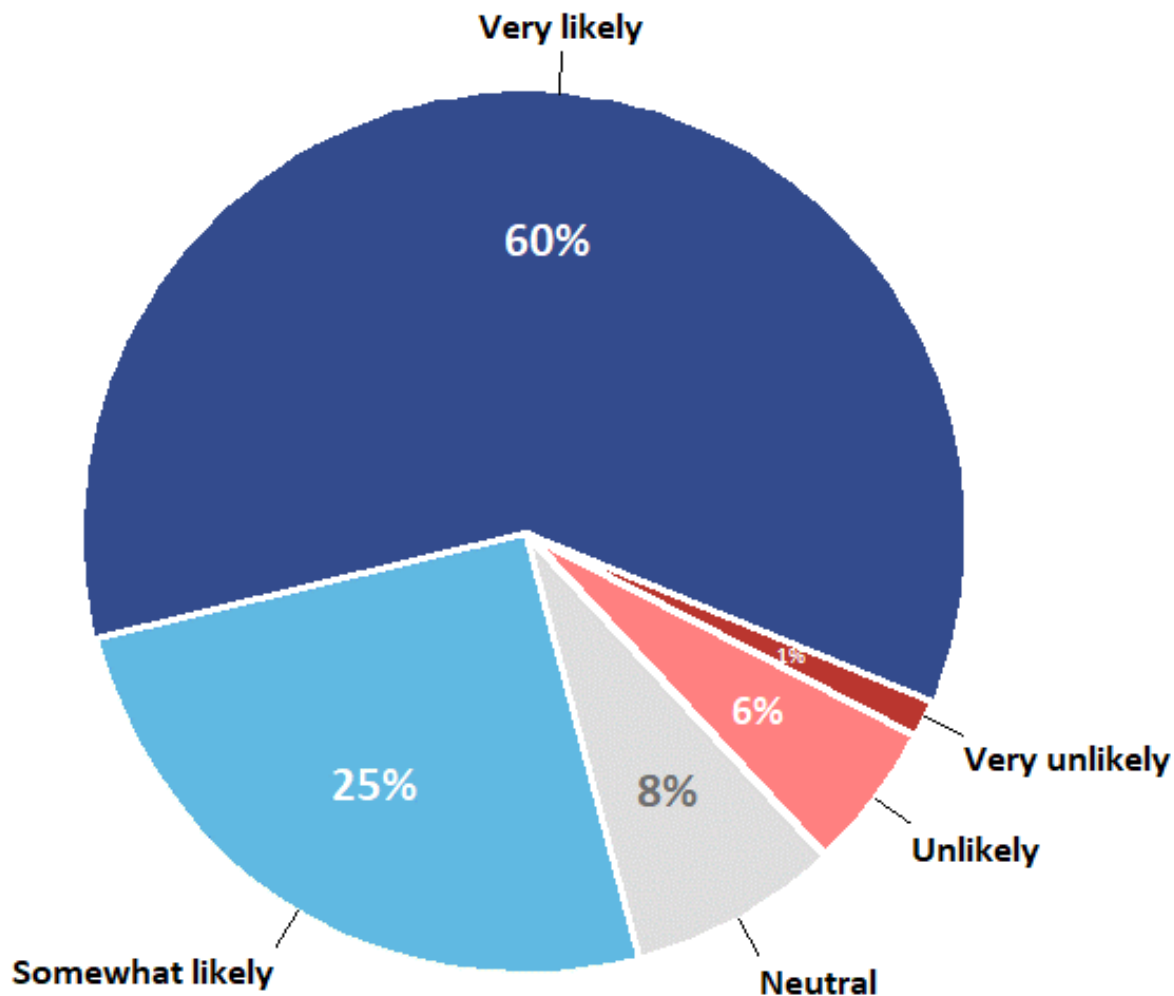


Source: ETC Institute (2021)

**Most Residents Are Satisfied with Port Washington as a Place to Live and Raise Children**

## 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*)

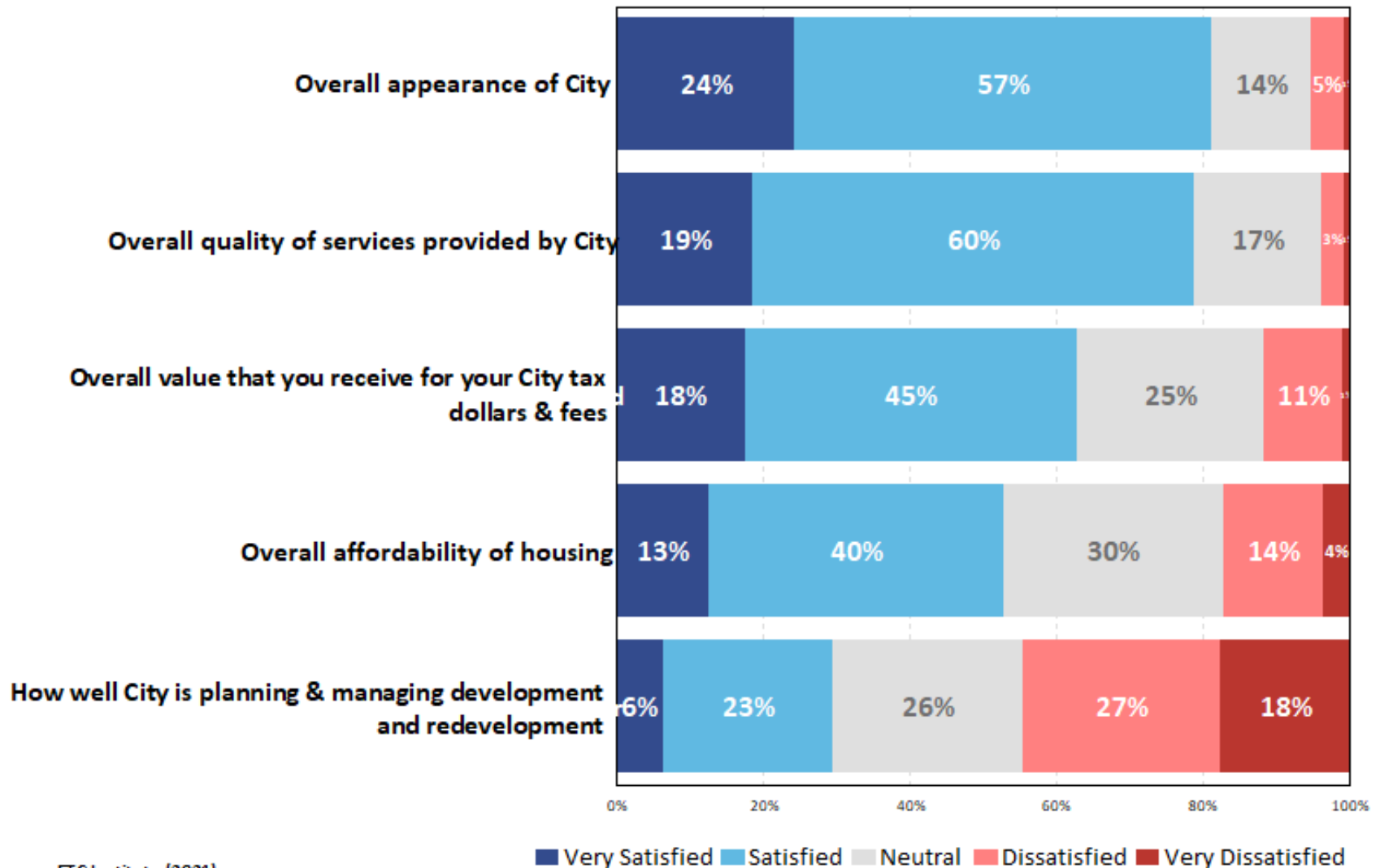


Source: ETC Institute (2021)

**85% of Residents Would Be Likely to Recommend Port Washington to Family or Friends as a Place to Live**

# 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*)

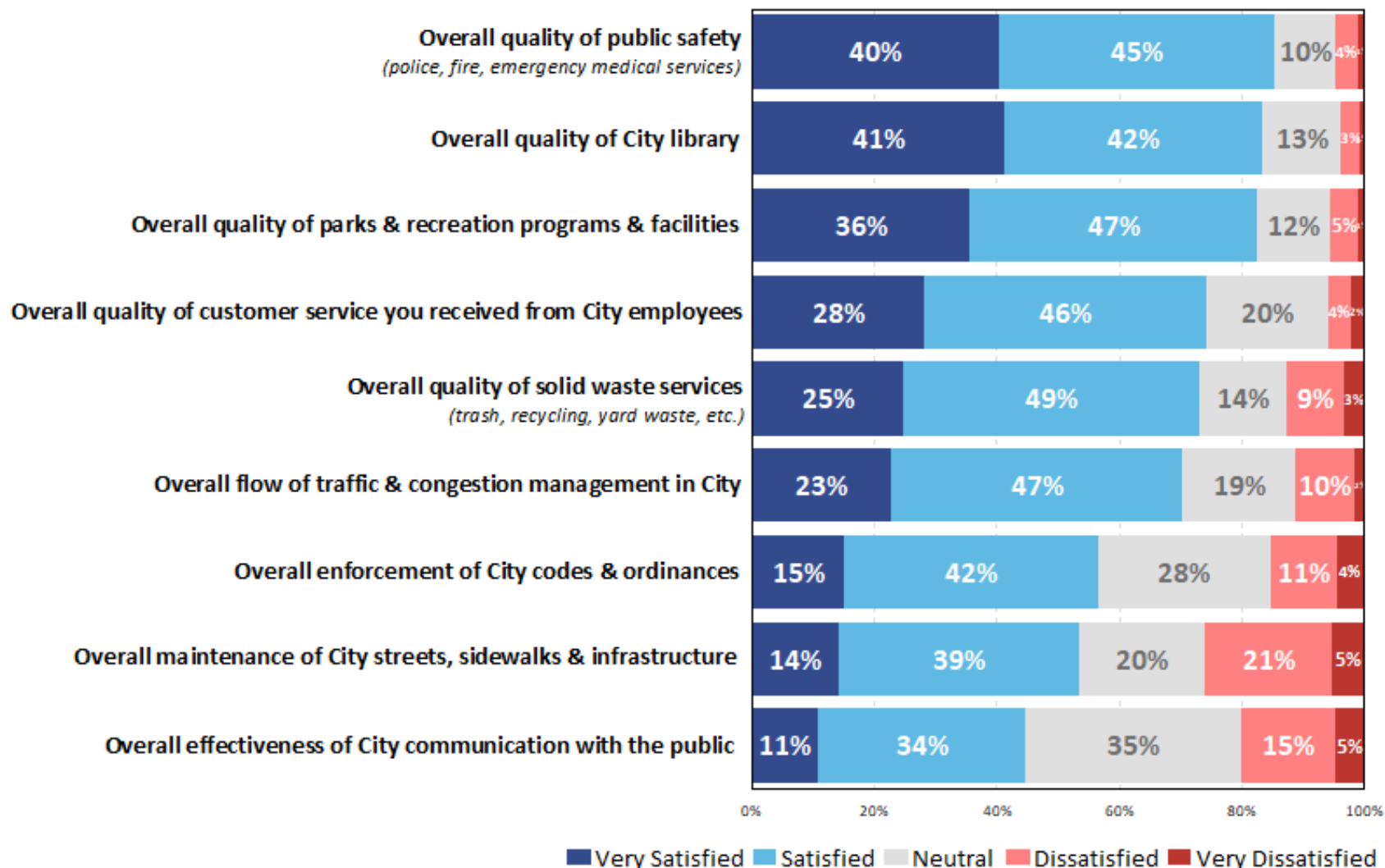


Source: ETC Institute (2021)

**79% of Residents Are Satisfied with the Overall Quality of Services Provided by the City, Compared to Only 4% Who Are Dissatisfied**

## 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*)



Source: ETC Institute [2021]

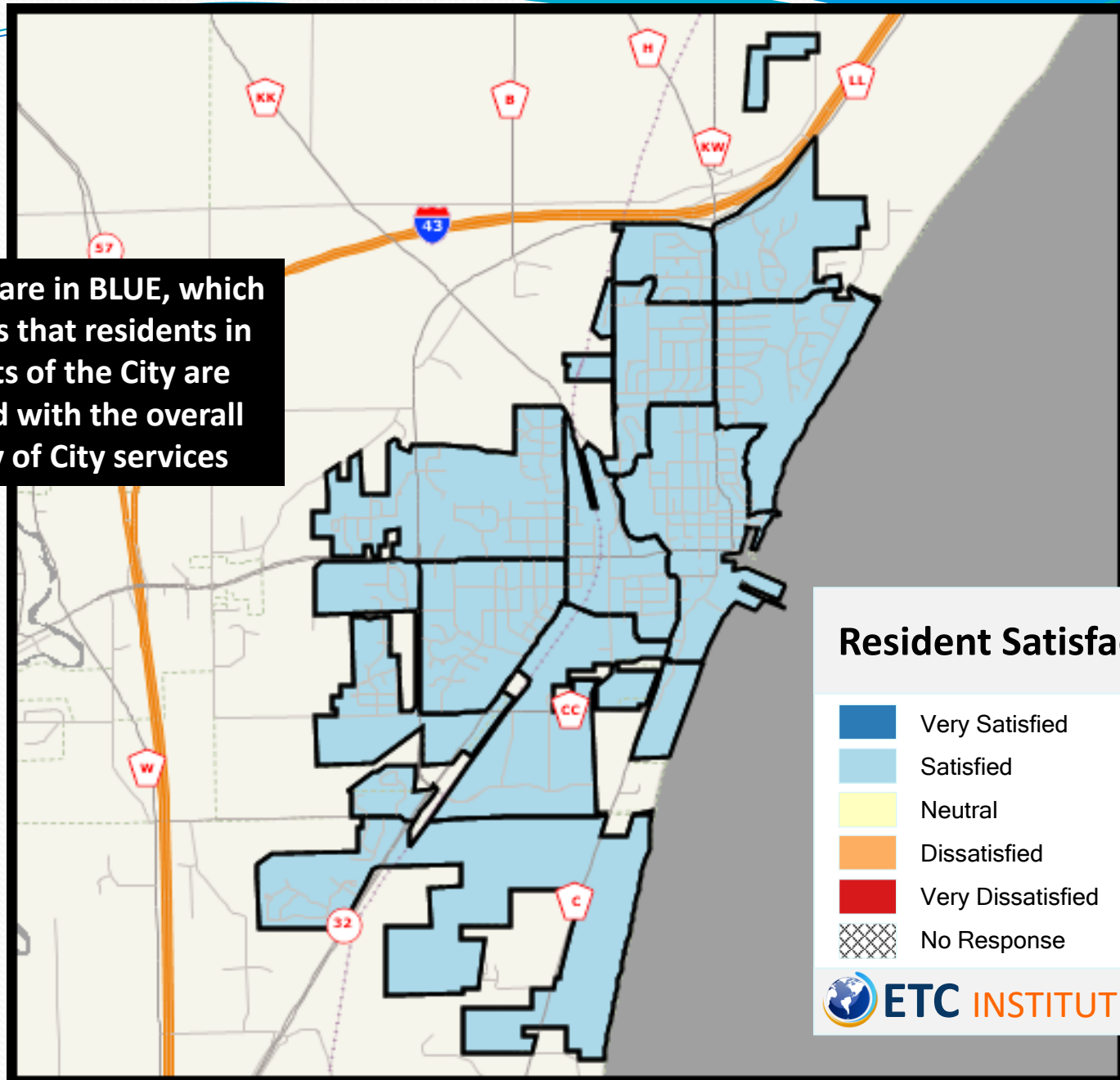
Most Major Categories of City Services Received High Ratings

## **Major Finding #2**

**Residents Throughout the City  
Are Satisfied with City Services**

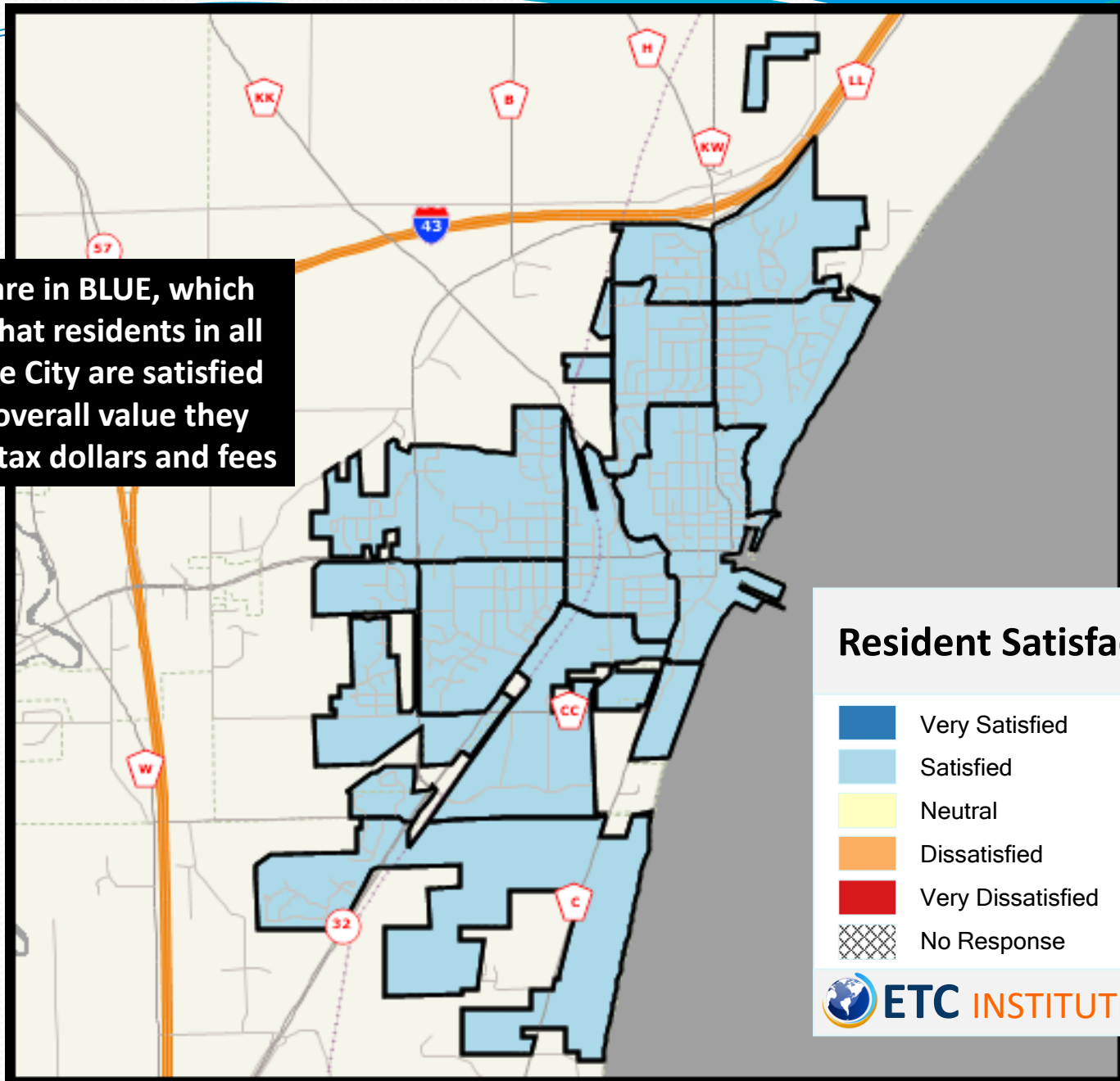
# Overall Quality of Services Provided by the City

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied with the overall quality of City services



# Overall Value Received for Tax Dollars and Fees

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied with the overall value they receive for tax dollars and fees



## **Major Finding #3**

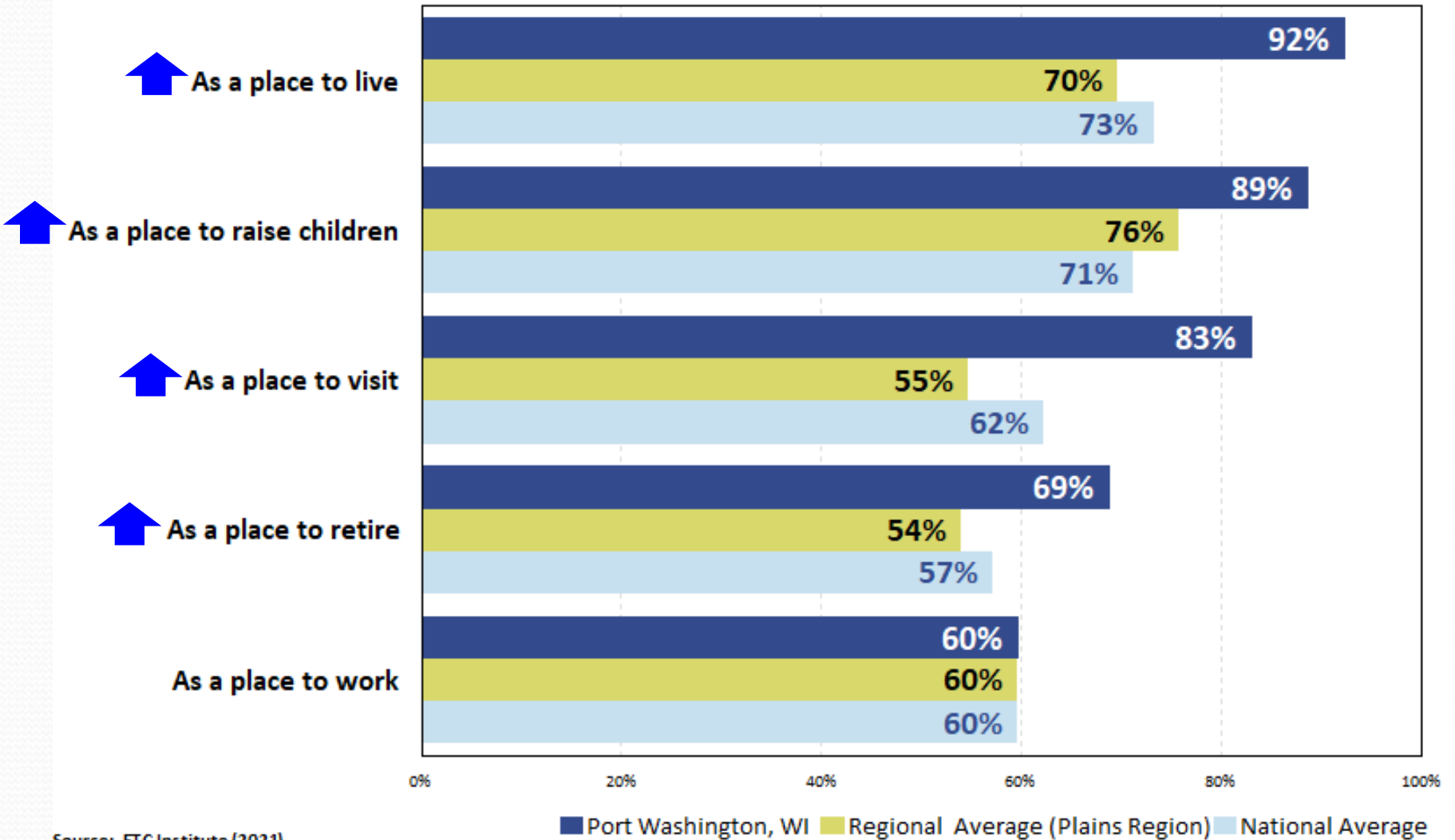
**Satisfaction with City Services Is  
Much Higher in Port Washington  
Than Other Communities**



# 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*)



Source: ETC Institute (2021)

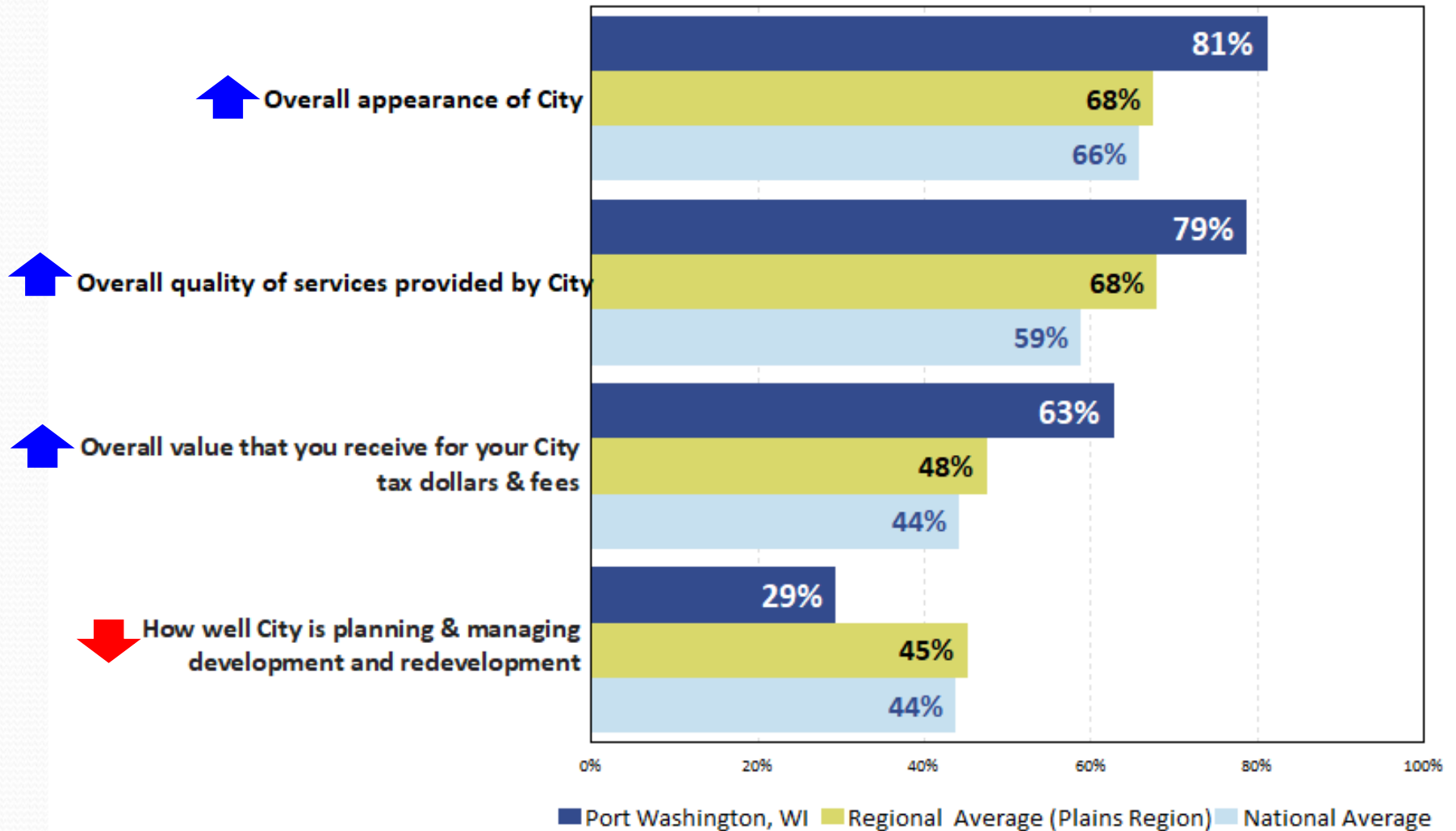
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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*)



Source: ETC Institute (2021)

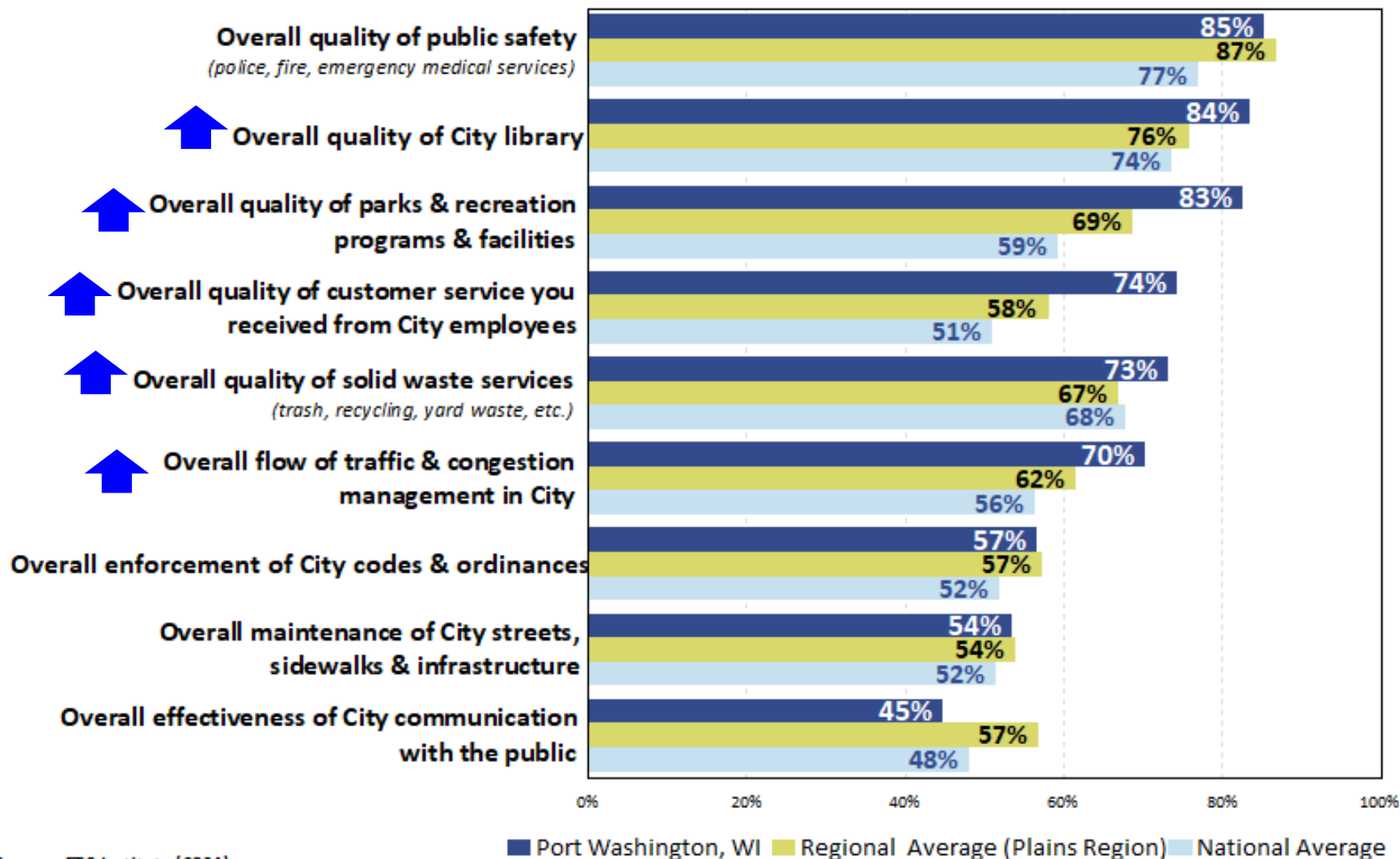
**Significantly Higher:** ↑

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# 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*)



Source: ETC Institute (2021)

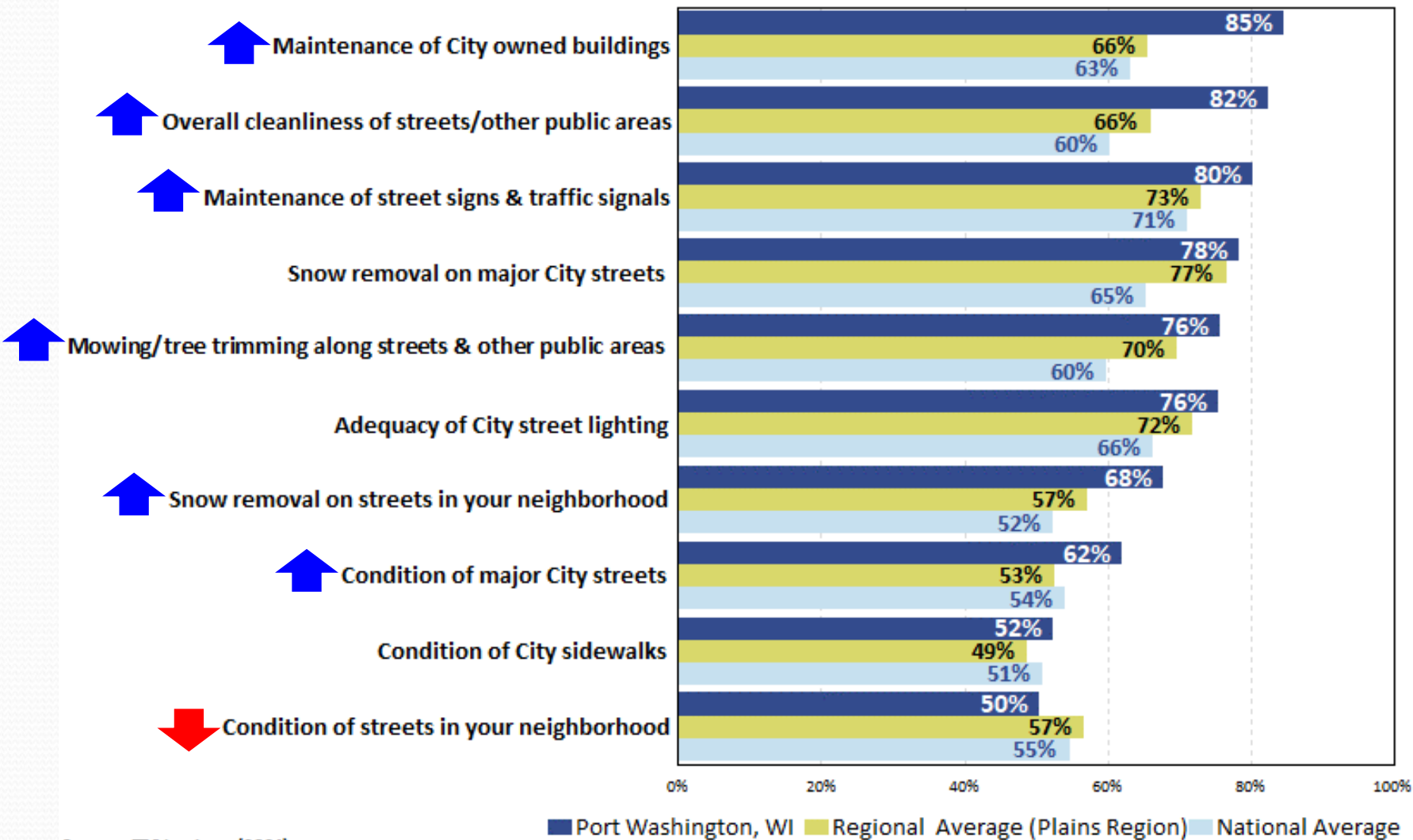
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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*)



Source: ETC Institute (2021)

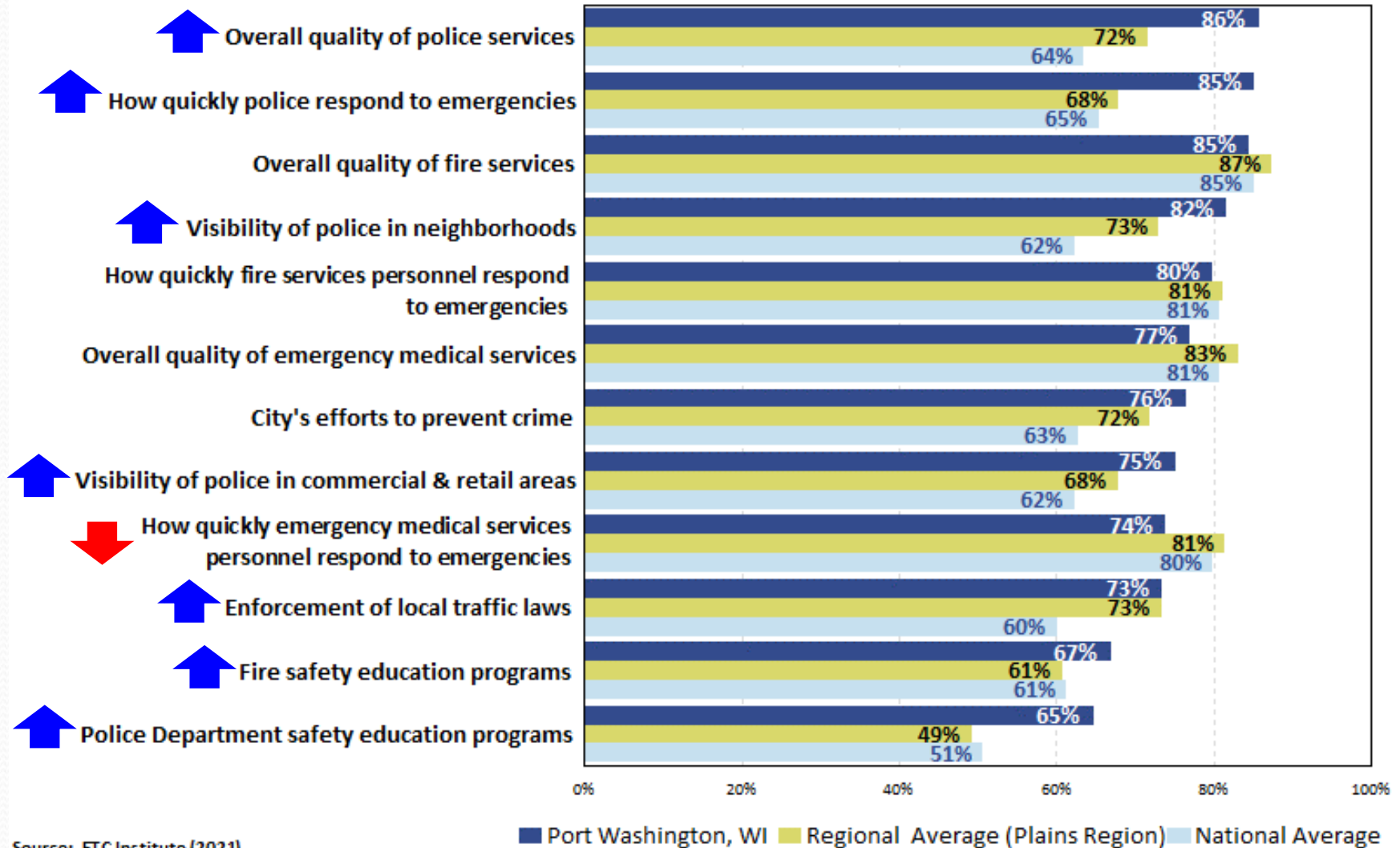
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# 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*)



Source: ETC Institute (2021)

**Significantly Higher:** ↑

**Significantly Lower:** ↓

# **Major Finding #4**

## **Top Community Priorities**

# 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
<b>Very High Priority (I-S &gt; 0.20)</b>						
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
<b>Medium Priority (I-S &lt; 0.10)</b>						
Overall enforcement of City codes & ordinances	16%	7	57%	7	0.0686	3
Overall quality of public safety (police, fire, EMS)	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)	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 received from City employees	7%	9	74%	4	0.0185	9

Overall Priorities: 

# 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
<b>Very High Priority (I-S &gt; 0.20)</b>						
Condition of streets in your neighborhood	41%	1	50%	10	0.2009	1
<b>High Priority (I-S = 0.10-0.20)</b>						
Condition of City sidewalks	39%	2	52%	9	0.1860	2
Condition of major City streets	37%	3	62%	8	0.1399	3
<b>Medium Priority (I-S &lt; 0.10)</b>						
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

**Roadway Infrastructure Priorities:** 



# 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
<b>Very High Priority (I-S &gt; 0.20)</b>						
How well City's planning/managing development/redevelopment	66%	1	29%	5	0.4638	1
<b>High Priority (I-S = 0.10-0.20)</b>						
Overall affordability of housing	24%	3	53%	4	0.1123	2
Overall value received for your City tax dollars & fees	30%	2	63%	3	0.1116	3
<b>Medium Priority (I-S &lt; 0.10)</b>						
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

City Services Priorities: 

# 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
<b>Medium Priority (I-S &lt; 0.10)</b>						
How quickly emergency medical services personnel respond	22%	3	74%	10	0.0571	1
Overall attitude & behavior of the Police Department personnel	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

**Public Safety Priorities:** 

# 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
<b>Medium Priority (I-S &lt; 0.10)</b>						
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

Parks and Recreation Priorities: 

# *Summary*

# Bottom Line Up Front

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# Questions?

THANK YOU!!