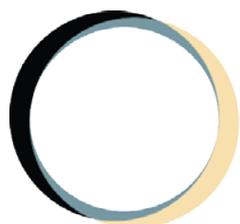


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Shakopee, MN

Community Livability Report

2016



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The National Citizen Survey™  
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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Shakopee. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

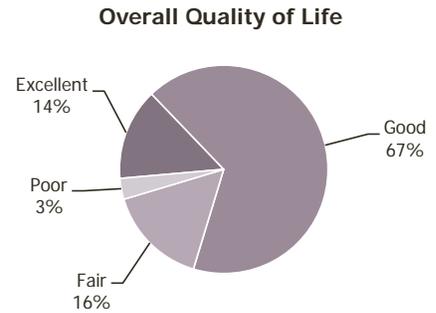
The Community Livability Report provides the opinions of a representative sample of 410 residents of the City of Shakopee. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Shakopee

Most residents rated the quality of life in Shakopee as excellent or good. This rating was similar to the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



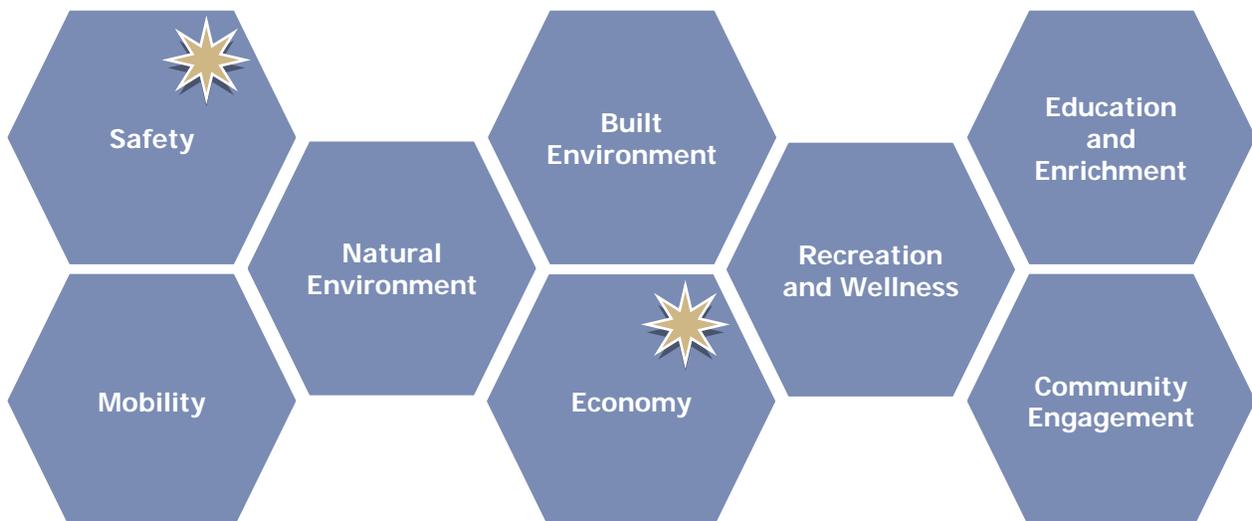
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Shakopee community in the coming two years. Ratings for all facets were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Shakopee's unique questions.

## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



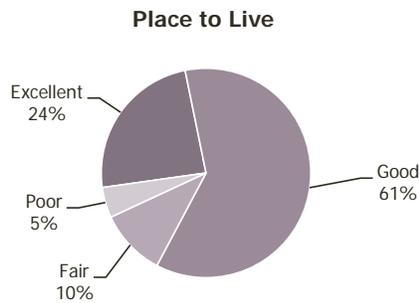
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Shakopee, 85% rated the City as an excellent or good place to live. Respondents' ratings of Shakopee as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Shakopee as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Shakopee and its overall appearance. About three-quarters of residents gave excellent or good ratings to their neighborhoods and Shakopee as a place to raise children. Around 6 in 10 gave favorable ratings to Shakopee's overall appearance, while about half positively rated Shakopee as a place to retire and the City's overall image. All of these aspects of community livability were similar to the national comparison, with the exception of the overall image of the City, which was lower than what is seen in comparison communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, results were similar to other communities and most aspects had positive ratings from a majority of respondents. Around 9 in 10 residents reported feeling safe in their neighborhoods and in the downtown/commercial area of Shakopee. Within Mobility, about 7 in 10 respondents or more rated ease of travel by car, public parking and traffic flow as excellent or good, and all of these aspects were higher than the national benchmark. At least 7 in 10 respondents rated all aspects of Natural Environment in

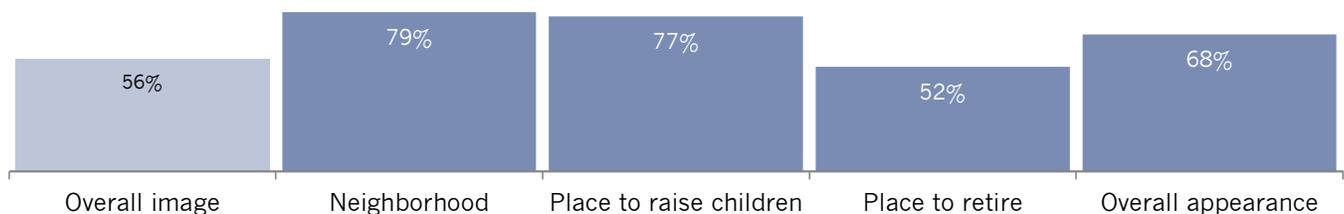


Shakopee favorably, while at least a majority of residents rated all aspects of Built Environment and Recreation and Wellness favorably. Aspects of Economy tended to be similar to the benchmark but varied; ratings ranged from 32% excellent or good (vibrancy of the downtown/commercial area) to 69% (Shakopee as a place to visit). Employment opportunities in the City (63% excellent or good) were rated higher than ratings in comparison communities. Of the remaining facets, all aspects received positive ratings that were similar to communities elsewhere with the exception of opportunities to attend cultural, arts and musical activities, which was rated positively by around 4 in 10 residents and was lower than the national comparison.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



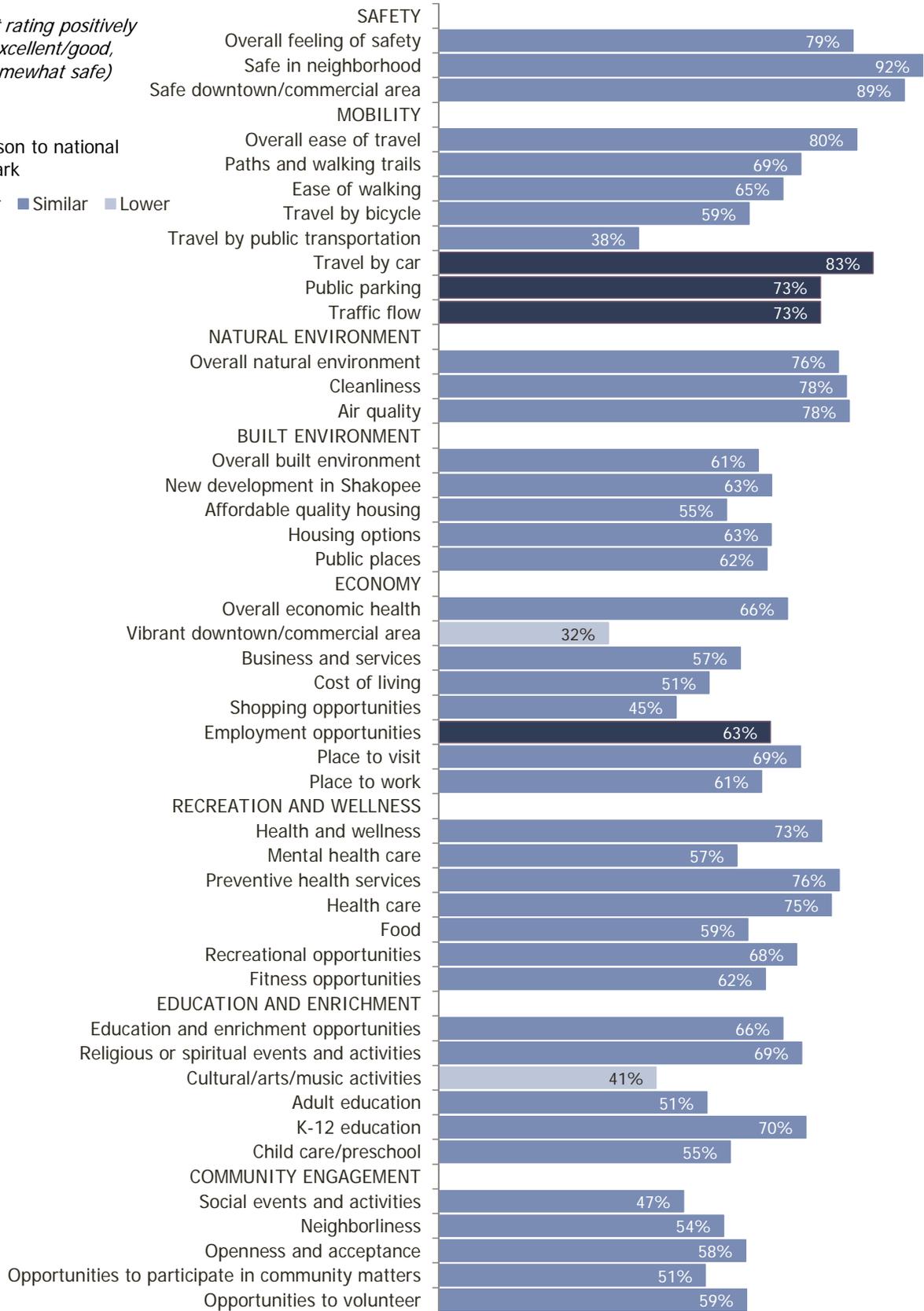
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)

Comparison to national  
benchmark

■ Higher ■ Similar ■ Lower



# Governance

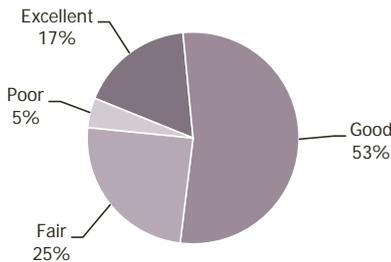
*How well does the government of Shakopee meet the needs and expectations of its residents?*

The overall quality of the services provided by Shakopee as well as the manner in which these services are provided are a key component of how residents rate their quality of life. The overall quality of services provided by the City of Shakopee received excellent or good ratings by about 7 in 10 residents, while the services provided by the Federal Government received positive ratings from about half of respondents. Both of these ratings were similar to the national benchmark.

Survey respondents also rated various aspects of Shakopee’s leadership and governance. Around three-quarters of residents gave favorable ratings to the overall customer service provided by Shakopee employees. At least a majority of residents positively rated the overall direction that the City was taking, confidence in City government, the government acting in the best interest of Shakopee, being honest and the government treating all residents fairly. All aspects measuring government performance were rated similarly to the national benchmark.

Respondents evaluated over 30 individual services and amenities available in Shakopee. Most services and amenities were rated positively by at least half of respondents and all were similar to or higher than the national benchmark comparisons. The highest rated services within the facet of Safety were police (85% excellent or good), fire services (91%) and fire prevention (82%). These aspects were all similar to the national benchmark. About 8 in 10 residents positively rated garbage collection, recycling, storm drainage, sewer services and City parks. These ratings as well as the remaining services all received ratings similar to the national benchmark with the exception of storm drainage, which was rated higher than in other communities across the nation.

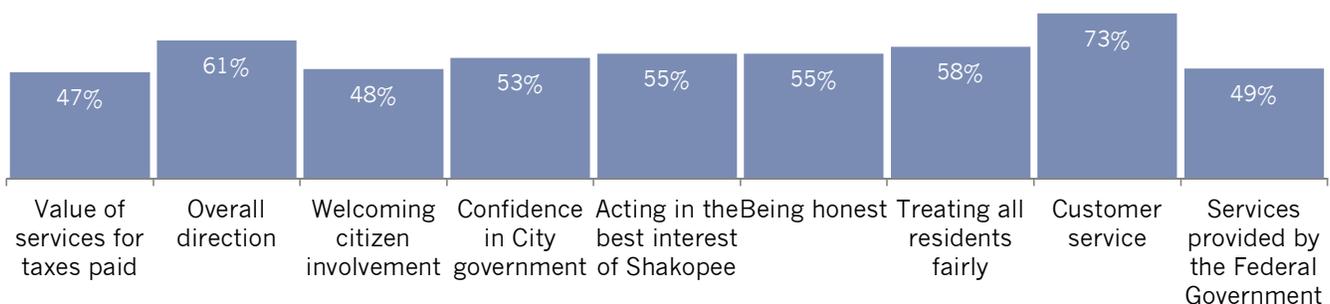
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

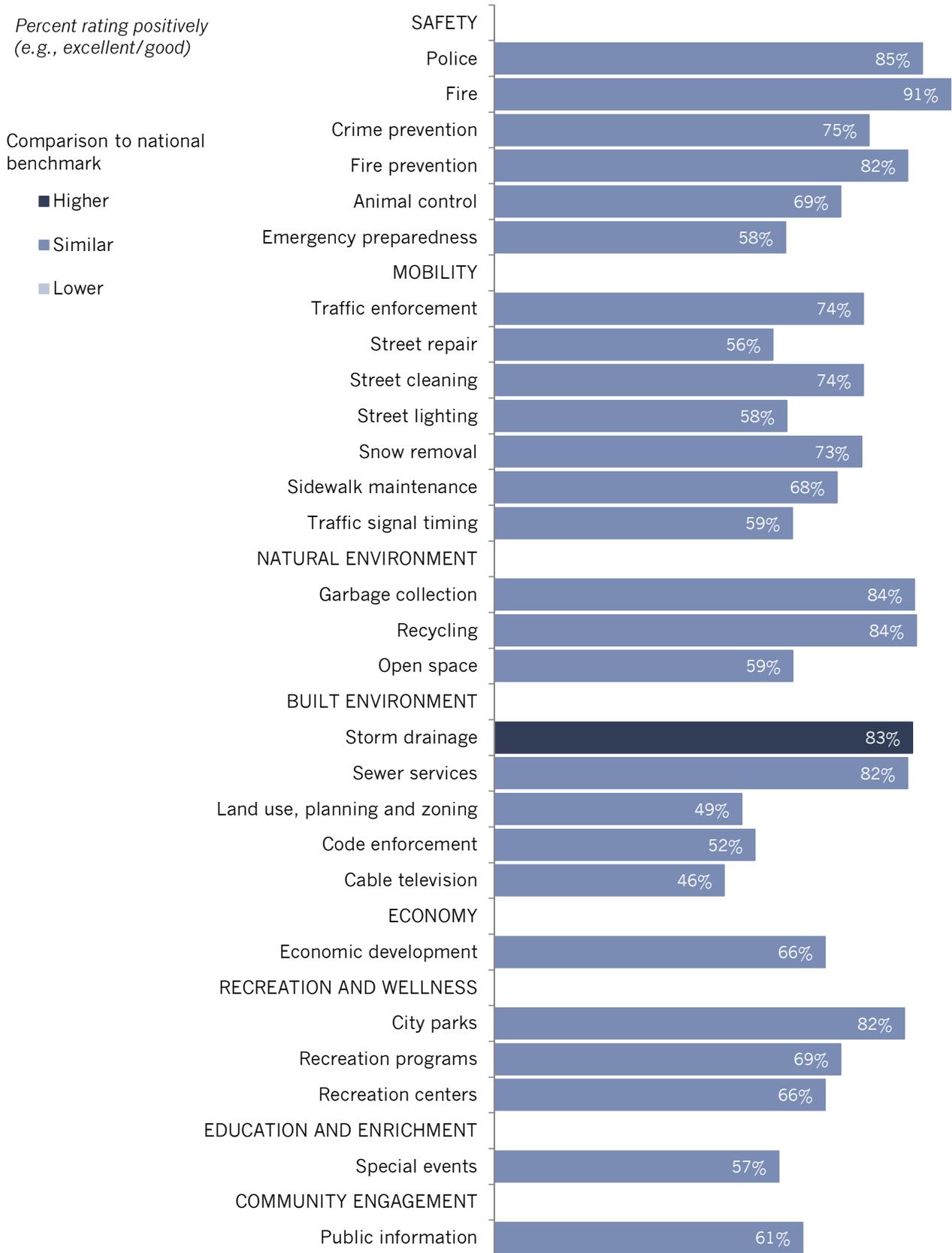
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



## The National Citizen Survey™

Figure 2: Aspects of Governance



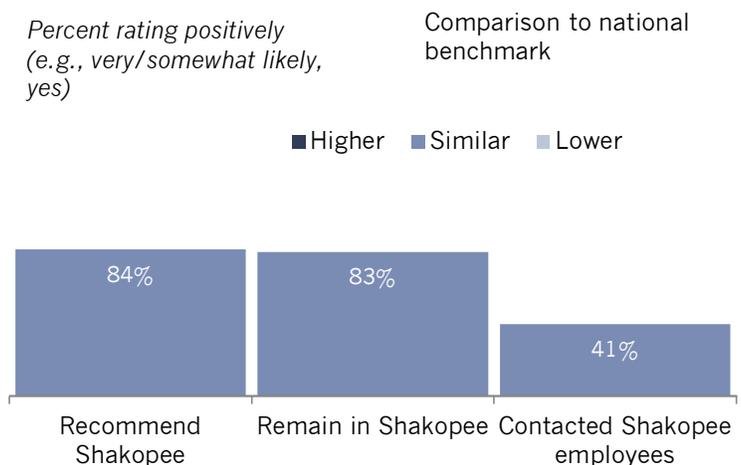
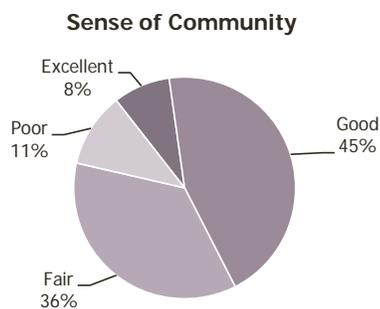
# Participation

*Are the residents of Shakopee connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Around half of residents gave a positive rating to the overall sense of community in Shakopee and this level was similar to what was seen in other benchmark communities nationwide.

More than four in five residents reported that they would recommend Shakopee to others and that they would remain in Shakopee for the next five years, and about 4 in 10 residents reported that they had contacted a City employee in the last 12 months. All of these ratings were similar to the national benchmark.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Rates of Participation were mixed across the different facets; however, most rates of Participation were similar to other benchmark communities. Almost all residents had purchased goods or services in Shakopee and about 9 in 10 reported that they had not been the victim of a crime, recycled at home and they had talked to or visited with neighbors in the 12 months prior to the survey. About 8 in 10 respondents indicated that they had not reported a crime, conserved water, visited a City park, ate 5 portions of fruit or vegetables a day, participated in moderate or vigorous activity, read or watched the local news and voted in local elections. These levels were similar to the national benchmark. Meanwhile, Shakopee residents were less likely to report that they had stocked supplies for an emergency, used public transportation instead of driving and attended a City-sponsored event compared to those in other communities. However, the proportion of respondents who reported that they had not observed a code violation in the past 12 months was higher than the national benchmark.



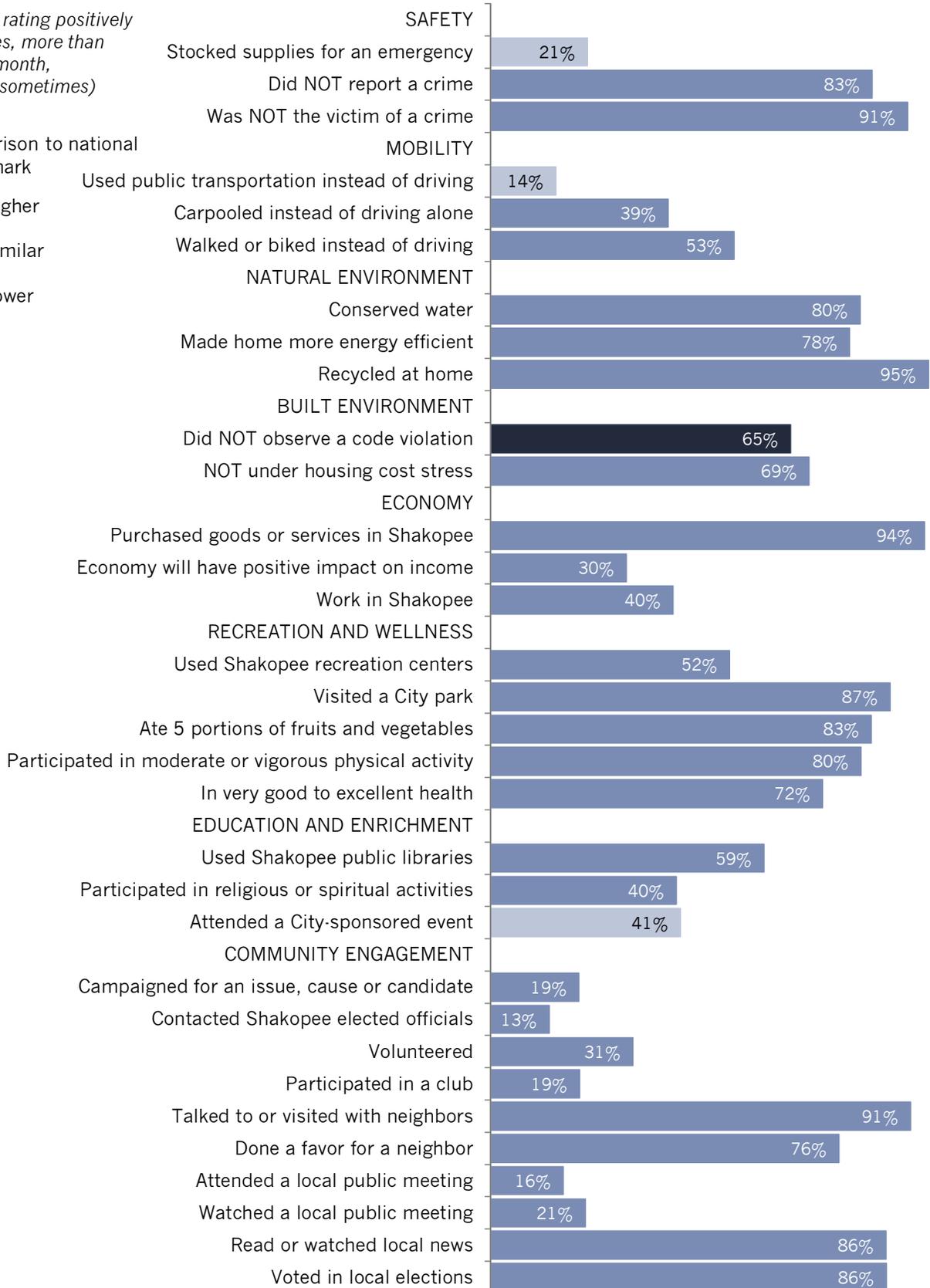
## The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

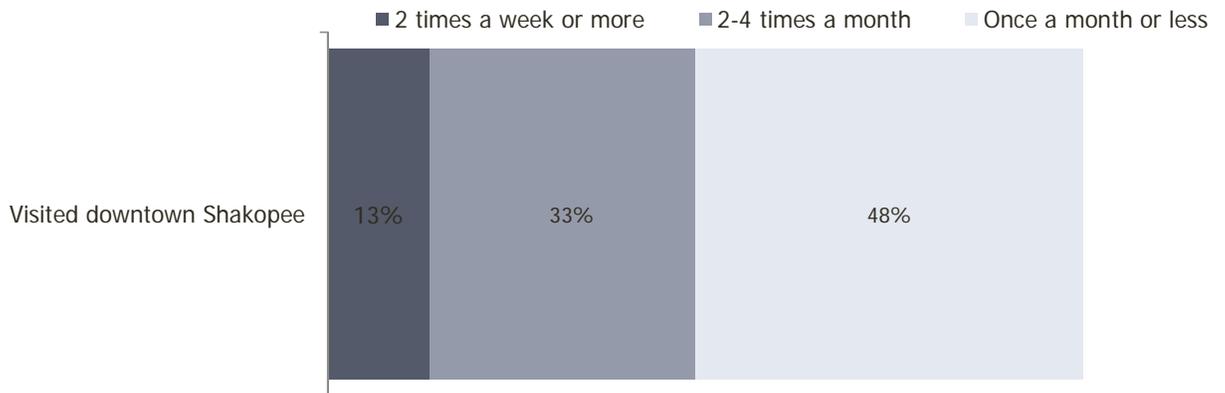
- Higher
- Similar
- Lower



# Special Topics

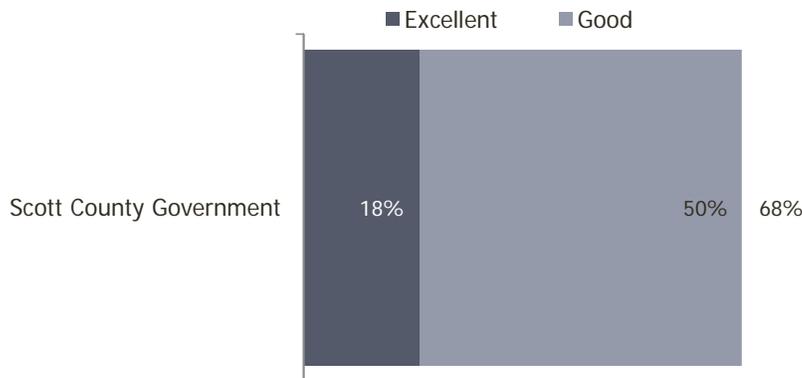
The City of Shakopee included several questions of special interest on The NCS. An additional line item asked residents about how often they visited downtown Shakopee. More than 4 in 10 residents reported visiting the downtown Shakopee area at least once in the 12 months prior to the survey.

Figure 4: Question 8 Additional Line Item - Visited Downtown Shakopee  
*In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Shakopee?*



The next special interest question inquired about the quality of services provided by Scott County. About two-thirds of survey participants rated the quality of services provide by Scott County as excellent or good.

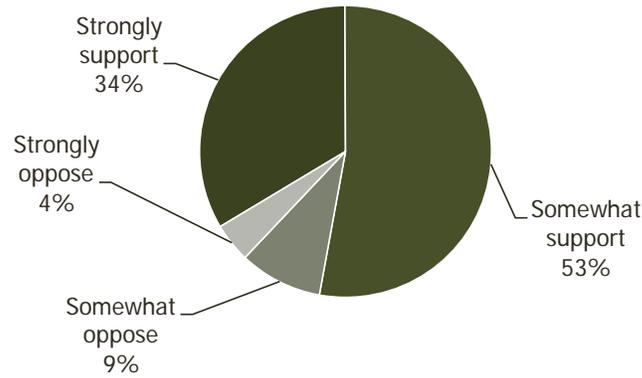
Figure 5: Question 11 Additional Line Item -Quality of Services Provided by Scott County  
*Overall, how would you rate the quality of the services provided by each of the following?*



The City also asked residents about the City's approach for the enforcement of residential property codes. About four in five respondents indicated that they at least somewhat supported a more active/strong approach from the City towards enforcement of residential property codes.

Figure 6: City Residential Property Code Enforcement

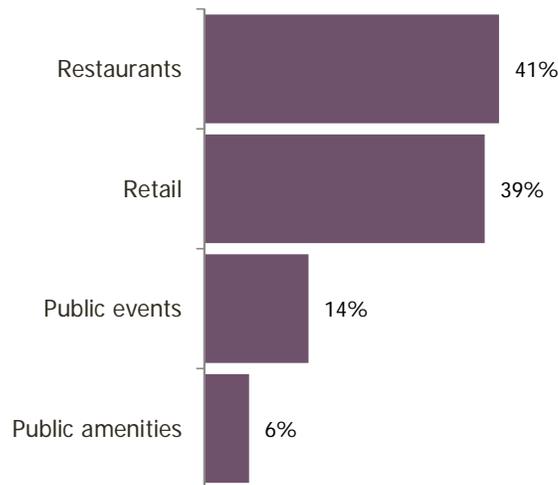
*To what degree would you support or oppose a more active/strong approach by the City in enforcement of residential property codes?*



Participants were also asked to respond to what would attract them downtown Shakopee more often. About 4 in 10 residents would go to downtown more often if there were more restaurants and slightly fewer reported that retail would attract them to downtown. Less than 1 in 10 residents chose public amenities as an item that would attract them to downtown.

Figure 7: Attraction to Downtown Shakopee

*Which of these items, if any, would attract you to Downtown Shakopee more often?*

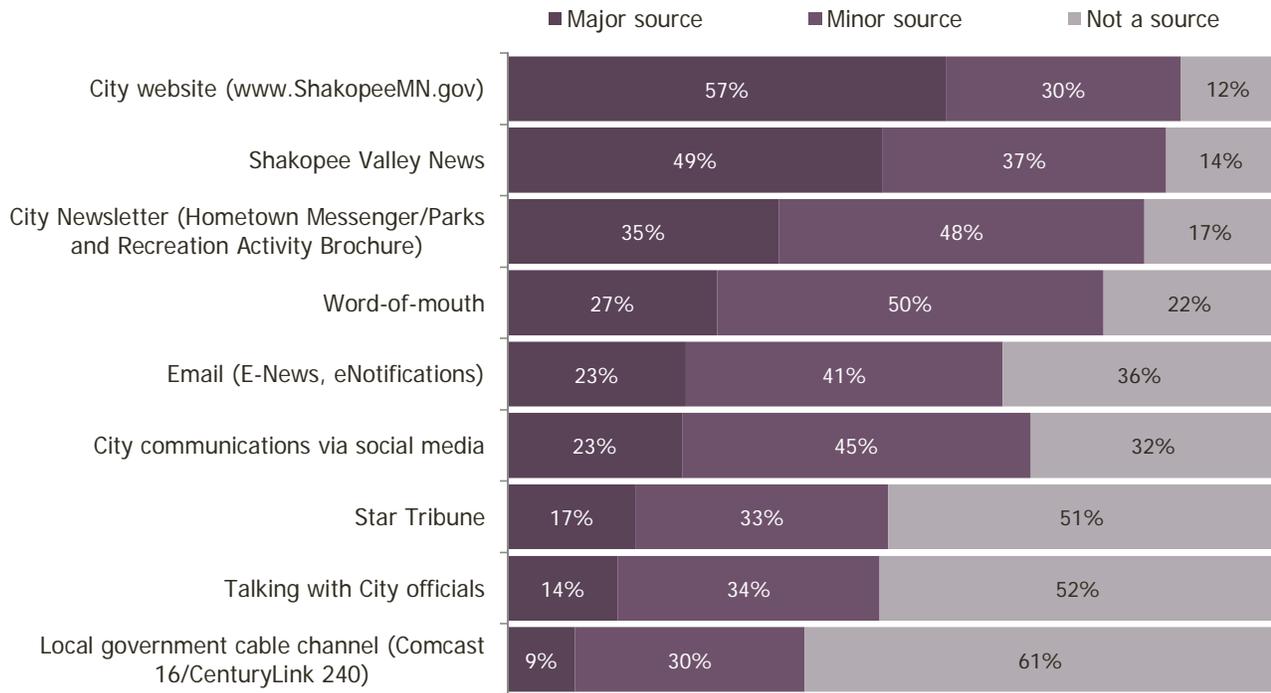


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Residents reported using a variety of sources for information about the City. Most residents said that they had used the City website, Shakopee Valley News and the City Newsletter as a major or minor source of information. The least cited sources of information included the Star Tribune, talking with City officials and the local government cable channel.

Figure 8: Sources of Information

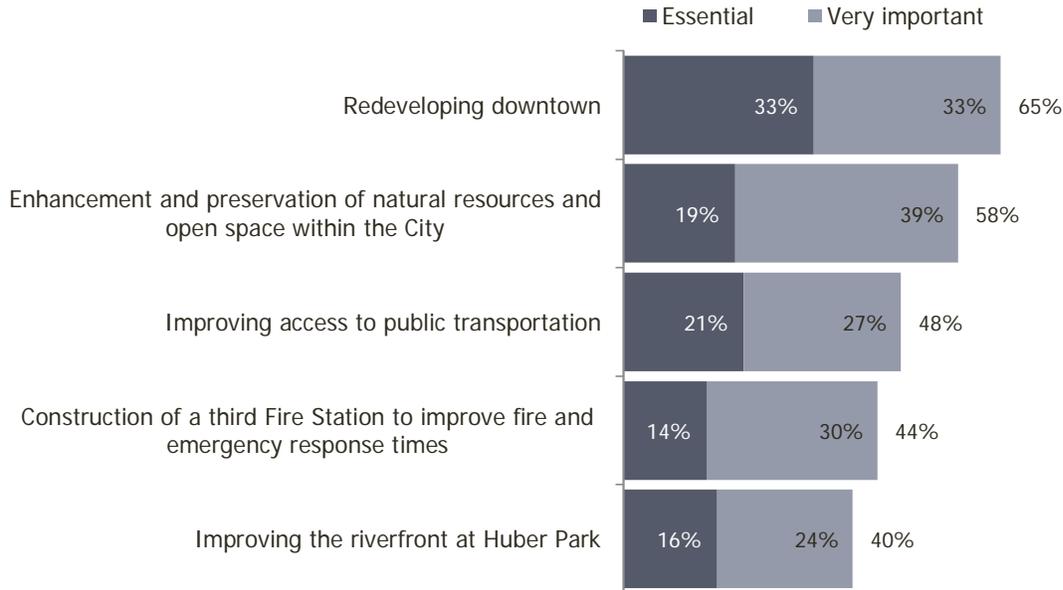
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



The final special interest question asked participants to rate the importance of several City issues. A majority rated redeveloping downtown and enhancement and preservation of natural resources and open space within the City as essential or very important.

Figure 9: Importance of Addressing City Projects

*Please indicate how important, if at all, each of the following projects and issues will be for the City to address over the next five years?*



# Conclusions

## Shakopee residents enjoy a high quality of life.

Most respondents rated the overall quality of life in Shakopee and the City as a place to live as excellent or good. About 4 in 5 respondents said they would recommend living in Shakopee to someone who asked and planned to remain living in Shakopee for the next five years. Ratings for features that enhance quality of life, such as Shakopee as a place to raise children and their neighborhoods as places to live were given positive ratings by about three-quarters or more of residents. Additionally, a majority of residents rated Shakopee's sense of community as excellent or good.

## The Economy is a top priority for residents.

Residents indicated that Economy was an important issue for the community to address in the next two years, and ratings within this facet varied across the three pillars of community livability. About 6 in 10 respondents or more gave high marks to the overall economic health of Shakopee, new development in Shakopee, employment opportunities, Shakopee as a place to visit and a place to work. These ratings were all strong and similar to ratings given in other communities, with the exception of employment opportunities which was higher than the national comparison. However, about one-third of participants gave favorable ratings to the vibrancy of Shakopee's downtown/commercial area, which was lower than ratings seen in comparison communities. Almost all respondents had purchased goods or services in Shakopee, and about 4 in 10 reported working in the City.

## Safety is an important and positive feature of the community.

Respondents also indicated that Safety was an important area for the community to focus on in the coming two years, and ratings within this facet were generally positive and similar to those given in other communities. About 9 in 10 respondents reported feeling safe in their neighborhoods, and 8 in 10 positively rated the overall feeling of safety in the City. At least 8 in 10 participants gave high marks to police, fire, and fire prevention services; ratings for all Safety-related services were similar to ratings seen in other communities nationwide. Additionally, about 4 in 5 participants had not reported a crime and about 9 in 10 had not been the victim of a crime in the 12 months prior to the survey.