



THE NCSTM
The National Citizen SurveyTM

Shakopee, MN

Comparisons by Geographic Subgroups

2016



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by subarea.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subarea are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (410 completed surveys). For each subarea (subarea 1, subarea 2, subarea 3 and subarea 4), the margin of error rises to approximately plus or minus 13 percentage points since sample sizes were approximately 102 for subarea 1, 156 for subarea 2, 96 for subarea 3 and 56 for subarea 4. Notable differences between subareas included the following:

- Residents living in subarea 1 tended to rate Shakopee as a place to live lower than those living in other subareas, while residents of subareas 1 and 2 tended to give lower ratings to Shakopee as a place to raise children than residents elsewhere. Where differences were significant, residents living in subarea 4 tended to rate aspects of Built Environment higher than their counterparts. A vast majority of subarea 4 residents favorably rated the availability of affordable quality health care in Shakopee.
- In Governance, subarea 4 residents were more likely to positively rate the services provided by the City of Shakopee and the job Shakopee government does at welcoming citizen involvement than their peers. Additionally, where significance was noted, subarea 4 residents tended to rate aspects of Mobility higher than those living in the other subareas. Roughly half of subarea 1 residents rated the economic development in Shakopee favorably which was lower than ratings given in other subareas.
- Within the pillar of Participation, subarea 1 residents reported being less likely to recommend living in Shakopee to someone who asked that residents living in the other four subareas. Respondents residing in subarea 4 were significantly more likely to report that they had carpooled with other adults or children instead of driving alone and to report being in “very good” or “excellent” health compared to their counterparts.
- When asked about their support or opposition to the City implementing a stronger approach to code enforcement, subarea 1 and 2 residents were more likely to be in favor compared to the other three subareas. Sources of information were utilized differently by different subareas; subarea 1 residents used the City website less frequently as a source of information compared to their peers, while subarea 2 residents utilized the Star Tribune as more of a source than those in the other subareas. Also, subarea 3 reported the local government cable channel was less of a source of information for them compared to residents living elsewhere in the City. Differences were also seen among residents when asked about the importance of addressing certain projects and issues over the next five years. Subareas 2 and 4 residents tended to be more in favor of the City improving the riverfront at Huber Park compared to their counterparts and subareas 1 and 2 residents were more likely to report that improving access to public transportation was very important or essential compared to residents in other subareas.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
The overall quality of life in Shakopee	76%	82%	81%	86%	81%
Overall image or reputation of Shakopee	51%	55%	53%	72%	56%
Shakopee as a place to live	71%	89%	88%	89%	85%
Your neighborhood as a place to live	71%	78%	82%	87%	79%
Shakopee as a place to raise children	68%	72%	87%	87%	77%
Shakopee as a place to retire	55%	51%	46%	56%	52%
Overall appearance of Shakopee	61%	71%	65%	70%	68%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Overall feeling of safety in Shakopee	75%	80%	79%	81%	79%
In your neighborhood during the day	91%	91%	97%	90%	92%
In Shakopee's downtown/commercial areas during the day	88%	88%	87%	95%	89%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Overall ease of getting to the places you usually have to visit	75%	85%	75%	77%	80%
Traffic flow on major streets	75%	73%	72%	67%	73%
Ease of public parking	59%	74%	82%	76%	73%
Ease of travel by car in Shakopee	79%	78%	92%	87%	83%
Ease of travel by public transportation in Shakopee	36%	32%	46%	48%	38%
Ease of travel by bicycle in Shakopee	65%	57%	56%	64%	59%
Ease of walking in Shakopee	61%	69%	60%	73%	65%
Availability of paths and walking trails	70%	71%	66%	67%	69%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Quality of overall natural environment in Shakopee	68%	81%	73%	76%	76%
Air quality	74%	80%	77%	83%	78%
Cleanliness of Shakopee	84%	71%	82%	81%	78%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Overall "built environment" of Shakopee (including overall design, buildings, parks and transportation systems)	46%	66%	58%	74%	61%
Public places where people want to spend time	64%	64%	60%	58%	62%
Variety of housing options	43%	69%	63%	81%	63%
Availability of affordable quality housing	38%	57%	59%	72%	55%
Overall quality of new development in Shakopee	57%	65%	60%	73%	63%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Overall economic health of Shakopee	64%	65%	68%	72%	66%
Shakopee as a place to work	77%	58%	52%	69%	61%
Shakopee as a place to visit	70%	71%	63%	71%	69%
Employment opportunities	60%	67%	54%	72%	63%
Shopping opportunities	42%	51%	39%	42%	45%
Cost of living in Shakopee	45%	50%	53%	66%	51%
Overall quality of business and service establishments in Shakopee	59%	60%	50%	57%	57%
Vibrant downtown/commercial areas	41%	33%	22%	37%	32%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Health and wellness opportunities in Shakopee	72%	71%	76%	76%	73%
Fitness opportunities (including exercise classes and paths or trails, etc.)	66%	65%	51%	65%	62%
Recreational opportunities	73%	68%	66%	64%	68%
Availability of affordable quality food	57%	57%	61%	65%	59%
Availability of affordable quality health care	67%	74%	75%	94%	75%
Availability of preventive health services	73%	73%	77%	93%	76%
Availability of affordable quality mental health care	51%	60%	52%	66%	57%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Overall opportunities for education and enrichment	66%	64%	66%	69%	66%
Availability of affordable quality child care/preschool	56%	49%	59%	71%	55%
K-12 education	70%	67%	71%	76%	70%
Adult educational opportunities	53%	54%	43%	51%	51%
Opportunities to attend cultural/arts/music activities	37%	48%	34%	43%	41%
Opportunities to participate in religious or spiritual events and activities	71%	67%	68%	73%	69%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Opportunities to participate in social events and activities	47%	46%	47%	48%	47%
Opportunities to volunteer	57%	51%	70%	63%	59%
Opportunities to participate in community matters	41%	46%	59%	67%	51%
Openness and acceptance of the community toward people of diverse backgrounds	51%	54%	71%	63%	58%
Neighborliness of residents in Shakopee	48%	51%	65%	55%	54%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
The City of Shakopee	65%	74%	63%	84%	71%
The value of services for the taxes paid to Shakopee	55%	50%	35%	47%	47%
The overall direction that Shakopee is taking	57%	62%	57%	73%	61%
The job Shakopee government does at welcoming citizen involvement	37%	57%	37%	63%	48%
Overall confidence in Shakopee government	54%	56%	42%	63%	53%
Generally acting in the best interest of the community	54%	60%	45%	59%	55%
Being honest	46%	59%	51%	65%	55%
Treating all residents fairly	52%	60%	54%	68%	58%
Overall customer service by Shakopee employees (police, receptionists, planners, etc.)	67%	74%	69%	88%	73%
The Federal Government	48%	51%	43%	53%	49%
Scott County Government	68%	71%	61%	73%	68%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Police services	84%	85%	83%	93%	85%
Fire services	82%	94%	93%	94%	91%
Crime prevention	69%	74%	75%	85%	75%
Fire prevention and education	89%	81%	78%	83%	82%
Animal control	60%	66%	77%	81%	69%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	49%	63%	56%	66%	58%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Traffic enforcement	76%	76%	67%	73%	74%
Street repair	48%	56%	50%	78%	56%
Street cleaning	70%	76%	67%	83%	74%
Street lighting	57%	55%	54%	79%	58%
Snow removal	71%	72%	74%	82%	73%
Sidewalk maintenance	61%	67%	69%	83%	68%
Traffic signal timing	68%	52%	57%	74%	59%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Garbage collection	75%	86%	82%	94%	84%
Recycling	91%	82%	78%	94%	84%
Shakopee open space	59%	58%	58%	69%	59%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Storm drainage	80%	84%	80%	93%	83%
Sewer services	75%	81%	87%	90%	82%
Land use, planning and zoning	47%	52%	43%	56%	49%
Code enforcement (weeds, abandoned buildings, etc.)	48%	54%	45%	65%	52%
Cable television	49%	45%	42%	50%	46%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Economic development	54%	67%	67%	79%	66%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
City parks	77%	83%	80%	87%	82%
Recreation programs or classes	66%	75%	58%	75%	69%
Recreation centers or facilities	64%	70%	58%	69%	66%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
City-sponsored special events	54%	57%	56%	64%	57%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Public information services	51%	61%	66%	73%	61%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Sense of community	47%	54%	52%	62%	53%
Recommend living in Shakopee to someone who asks	74%	86%	89%	88%	84%
Remain in Shakopee for the next five years	77%	81%	87%	91%	83%
Contacted the City of Shakopee (in-person, phone, email or web) for help or information	45%	40%	38%	44%	41%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Was NOT the victim of a crime	90%	87%	97%	91%	91%
Did NOT report a crime	85%	83%	81%	82%	83%
Stocked supplies in preparation for an emergency	15%	23%	23%	24%	21%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Walked or biked instead of driving	64%	51%	52%	44%	53%
Carpooled with other adults or children instead of driving alone	30%	34%	45%	58%	39%
Used bus or other public transportation instead of driving	14%	14%	13%	16%	14%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Recycle at home	86%	97%	98%	97%	95%
Made efforts to make your home more energy efficient	68%	82%	73%	92%	78%
Made efforts to conserve water	71%	82%	85%	82%	80%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
NOT under housing cost stress	60%	72%	72%	69%	69%
Did NOT observe a code violation	66%	66%	56%	77%	65%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Purchase goods or services from a business located in Shakopee	99%	92%	95%	90%	94%
Economy will have positive impact on income	28%	25%	33%	43%	30%
Work in Shakopee	41%	44%	32%	36%	40%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Used Shakopee recreation centers or their services	45%	49%	56%	66%	52%
Visited a neighborhood park or City park	76%	88%	92%	93%	87%
Eat at least 5 portions of fruits and vegetables a day	75%	82%	87%	91%	83%
Participate in moderate or vigorous physical activity	74%	79%	83%	93%	80%
Reported being in "very good" or "excellent" health	62%	71%	74%	91%	72%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Used Shakopee public libraries or their services	59%	58%	67%	48%	59%
Participated in religious or spiritual activities in Shakopee	39%	36%	44%	51%	40%
Attended a City-sponsored event	38%	37%	49%	47%	41%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Campaigned or advocated for an issue, cause or candidate	22%	15%	20%	30%	19%
Contacted Shakopee elected officials (in-person, phone, email or web) to express your opinion	20%	10%	11%	14%	13%
Volunteered your time to some group/activity in Shakopee	33%	24%	36%	42%	31%
Participated in a club	18%	17%	20%	30%	19%
Talked to or visited with your immediate neighbors	83%	93%	95%	93%	91%
Done a favor for a neighbor	74%	75%	75%	82%	76%
Attended a local public meeting	13%	11%	24%	24%	16%
Watched (online or on television) a local public meeting	18%	22%	18%	24%	21%
Read or watch local news (via television, paper, computer, etc.)	91%	85%	85%	82%	86%
Vote in local elections	89%	84%	84%	93%	86%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Overall feeling of safety in Shakopee	96%	93%	96%	86%	94%
Overall ease of getting to the places you usually have to visit	74%	78%	77%	68%	76%
Quality of overall natural environment in Shakopee	78%	80%	79%	71%	78%
Overall "built environment" of Shakopee (including overall design, buildings, parks and transportation systems)	76%	77%	84%	75%	78%
Health and wellness opportunities in Shakopee	80%	78%	69%	71%	75%
Overall opportunities for education and enrichment	85%	76%	75%	80%	78%
Overall economic health of Shakopee	84%	89%	94%	96%	90%
Sense of community	80%	83%	87%	77%	82%

Table 29: Question 8 Additional Line Item - Visited Downtown Shakopee

	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Visited downtown Shakopee	98%	94%	92%	87%	93%

Table 30: City Residential Property Code Enforcement

	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
To what degree would you support or oppose a more active/strong approach by the City in enforcement of residential property codes?	92%	90%	80%	77%	86%

Table 31: 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: (Percent rating as "Major" or "Minor source").	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
City website (www.ShakopeeMN.gov)	73%	91%	89%	99%	88%
Shakopee Valley News	82%	86%	88%	88%	86%
Star Tribune	47%	58%	40%	43%	49%
Local government cable channel (Comcast 16/CenturyLink 240)	37%	47%	25%	38%	39%

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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: (Percent rating as "Major" or "Minor source").	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
City Newsletter (Hometown Messenger/Parks and Recreation Activity Brochure)	81%	83%	81%	88%	83%
Talking with City officials	46%	48%	47%	57%	48%
City communications via social media	66%	68%	68%	74%	68%
Word-of-mouth	86%	75%	76%	76%	78%
Email (E-News, eNotifications)	58%	64%	68%	73%	64%

Table 32: 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? (Percent rating as "Essential" or "Very important").	Subarea				Overall
	Subarea 1	Subarea 2	Subarea 3	Subarea 4	
Redeveloping downtown	70%	71%	56%	59%	65%
Improving the riverfront at Huber Park	29%	49%	32%	41%	40%
Enhancement and preservation of natural resources and open space within the City	52%	65%	53%	53%	58%
Improving access to public transportation	62%	53%	33%	37%	48%
Construction of a third Fire Station to improve fire and emergency response times	53%	42%	36%	50%	44%