

THE NCSTM
The National Citizen SurveyTM

Shakopee, MN
Community Livability Report

DRAFT
2019



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The NCS™ is presented by NRC in collaboration with ICMA.

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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).

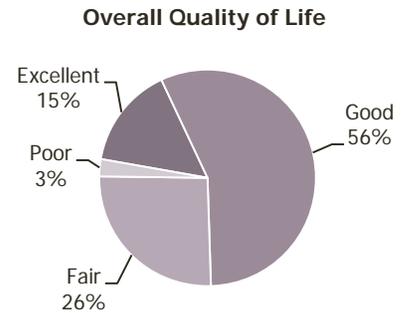
The Community Livability Report provides the opinions of a representative sample of 408 residents of the City of Shakopee. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* 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 comparison (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.



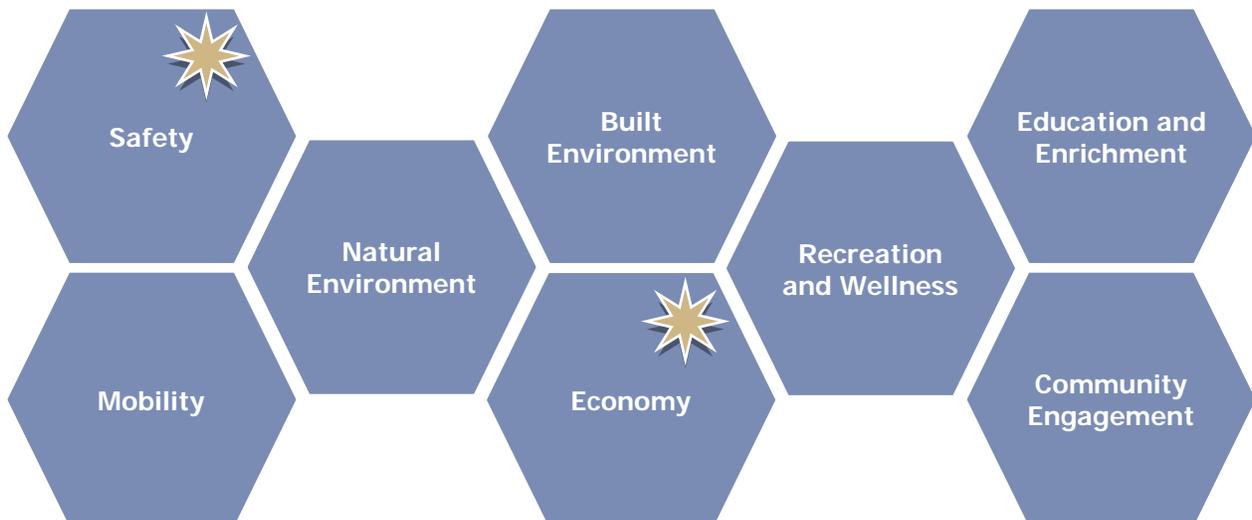
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. As in 2016, residents identified Safety and Economy as priorities for the Shakopee community in the coming two years. All facets had evaluations that were positive and similar to the national averages. 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



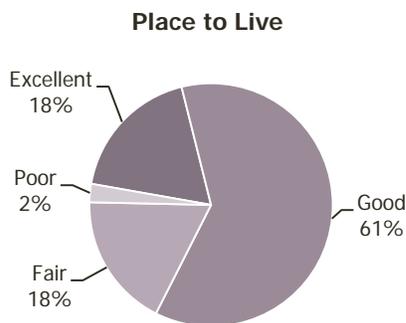
Community Characteristics

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, 80% rated the city as an excellent or good place to live. Respondents' reviews of Shakopee as a place to live were similar to those observed 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 favorable marks to their neighborhood as a place to live, and about 7 in 10 residents gave favorable marks to Shakopee as a place to raise children and the overall appearance of Shakopee. These ratings were similar to the national benchmarks. Just below half of respondents positively rated the overall image or reputation of Shakopee and Shakopee as a place to retire; these ratings were lower than the national averages and declined since 2016 (for more information please see the *Trends over Time* report under separate cover).

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Ratings for all aspects within the facets of Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment, and Community Engagement were on par with comparison communities nationally.



Within the facet of Safety, about 9 in 10 residents reported feeling safe in their neighborhood and in the downtown/commercial areas, while two-thirds of residents positively rated their overall feeling of safety. The rating for overall feeling of safety was lower than the national average and declined from 2016 to 2019.

All of the ratings for Mobility were positive and similar to the national benchmarks except for traffic flow on major streets, which was higher. However, the assessment for for public parking declined from 2016 to 2019.

In Economy, about 6 in 10 respondents gave high marks to the overall economic health of Shakopee as well as the city as a place to work and to visit. From 2016 to 2019, ratings for vibrant commercial/downtown areas improved, with 4 in 10 rating this positively. Assessments of employment opportunities, at 56% excellent or good, were above average. While about 4 in 10 residents gave high marks to cost of living, this proportion decreased from 2016 to 2019.

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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



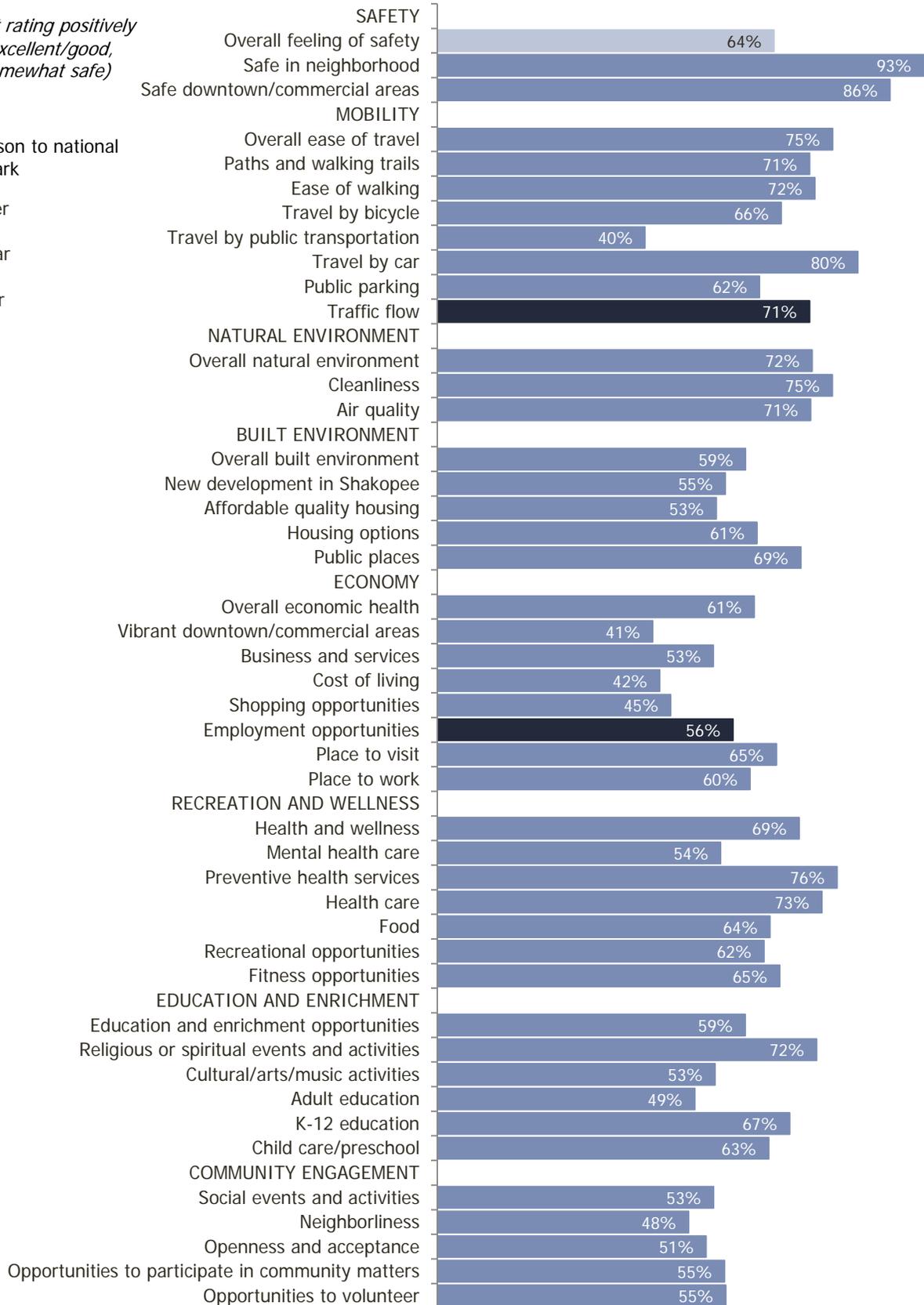
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Figure 1: Aspects of Community Characteristics

*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?

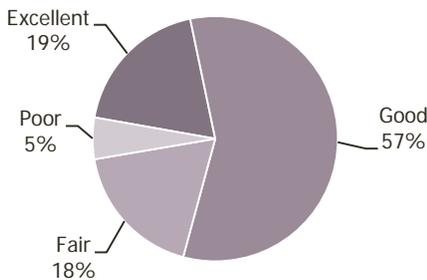
The overall quality of the services provided by Shakopee as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About three-quarters of respondents gave excellent or good ratings to the overall quality of City services while about 4 in 10 respondents gave positive reviews to the Federal Government. These evaluations were on par with comparison communities nationwide.

Survey respondents also rated various aspects of Shakopee’s leadership and governance. The overall customer service provided by Shakopee employees received the highest marks, with 81% of respondents rating this aspect as excellent or good; this rating also increased from 2016 to 2019. Roughly half of residents gave excellent or good ratings to all remaining aspects of government performance and these were similar to national averages.

Respondents evaluated over 30 individual services and amenities available in Shakopee. Almost all services were evaluated positively by a majority of residents and were on par with the national averages. The highest-rated services, with about 8 in 10 respondents awarding excellent or good ratings, were police, fire, fire prevention, garbage collection, recycling, sewer services, City parks and recreation centers.

When compared to 2016, ratings for three aspects improved in 2019: land use, planning and zoning; recreation centers or facilities; and City-sponsored special events. Only one rating, traffic enforcement, declined over time.

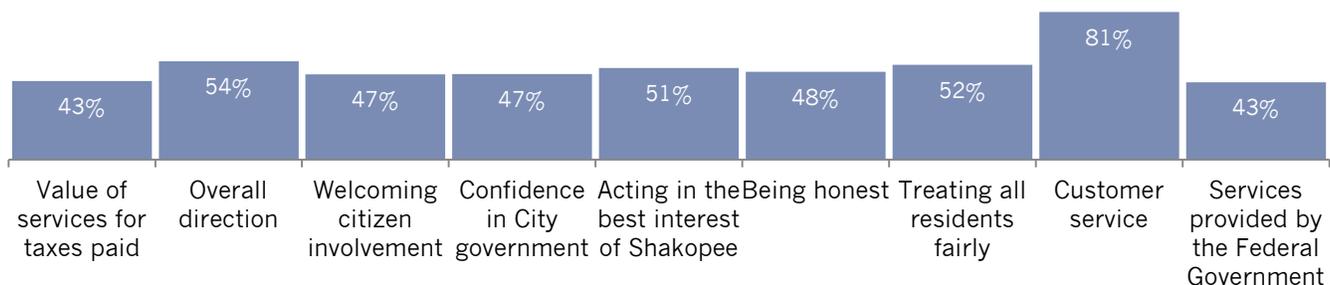
Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



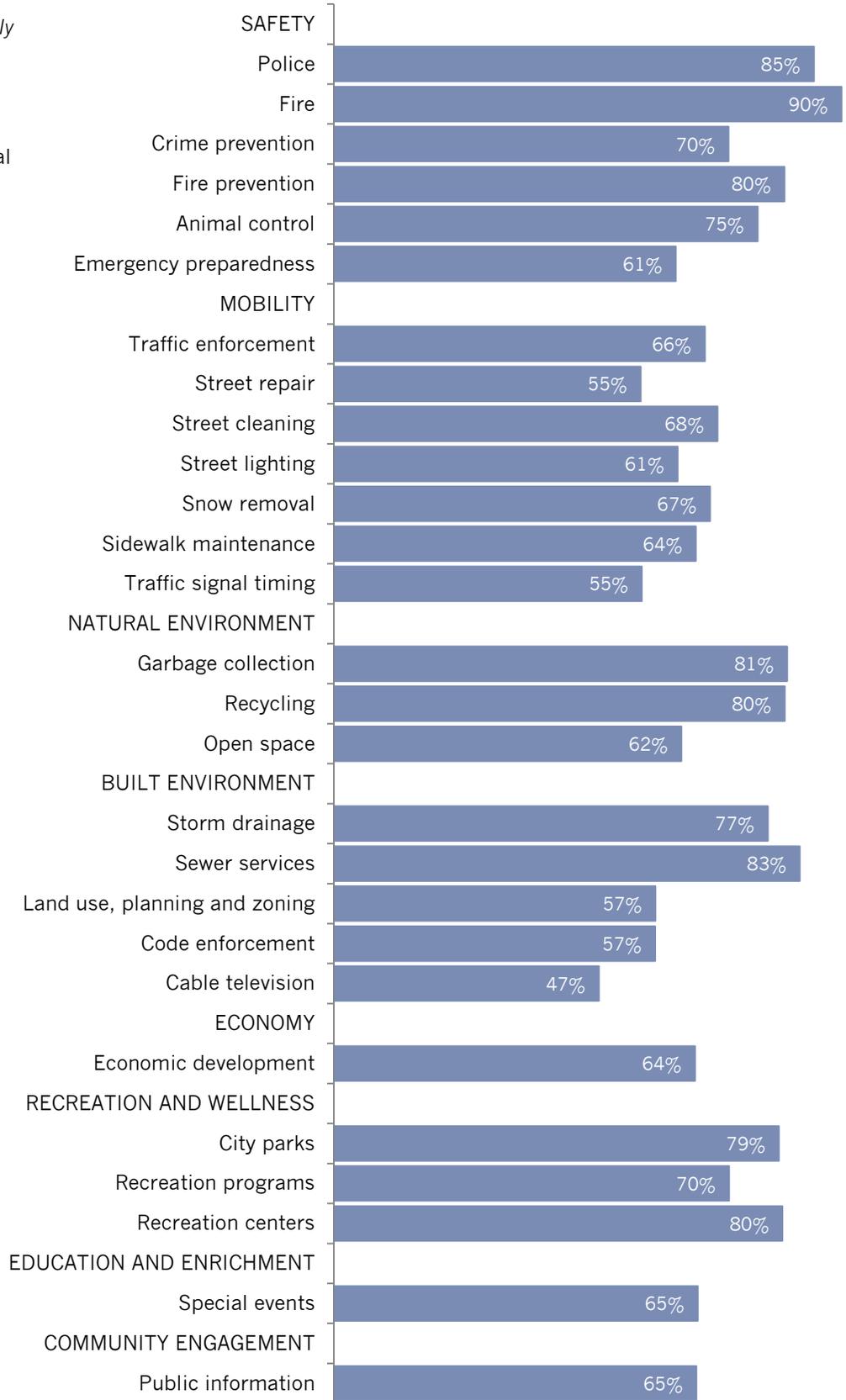
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

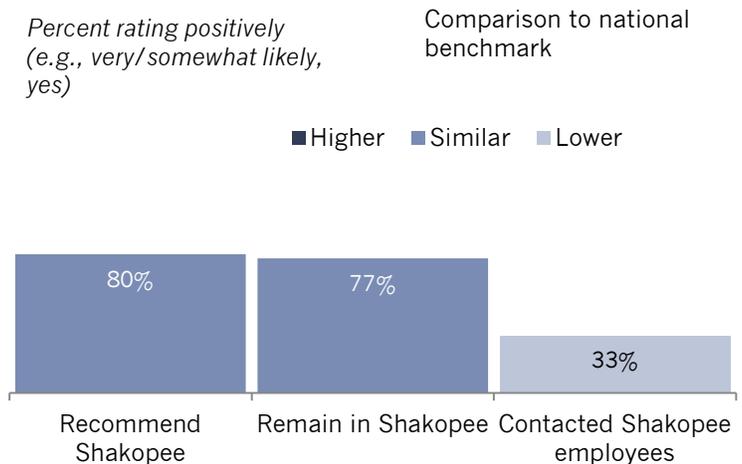
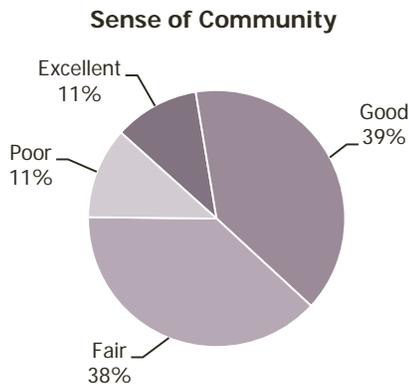
Are the residents of Shakopee connected to the community and each other?

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. About half of Shakopee residents gave high marks to the overall sense of community, while 8 in 10 residents were likely to recommend living in Shakopee to someone who asked and planned to remain in Shakopee for the next five years. These ratings were similar to the national benchmarks. About one-third of residents surveyed had contacted Shakopee employees to ask for help or information in the 12 months prior to the survey; this rate of contact was lower than the national average and declined from 2016 to 2019.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates within Shakopee varied widely, making the comparison to the benchmarks, as well as comparisons to Shakopee over time, useful for interpreting the results.

Levels of participation within the facets of Natural Environment, Recreation and Wellness, and Education and Enrichment were all on par with comparison communities. Shakopee residents were less likely than those who lived elsewhere to have stocked supplies for an emergency, used public transportation, carpooled, attended a local public meeting or to work in the community, but also less likely to have observed a code violation

Fewer residents in 2019 reported they worked in Shakopee, were in good health or visited a City park compared to 2016; yet, more residents reported attending a City-sponsored event and using Shakopee recreation centers.



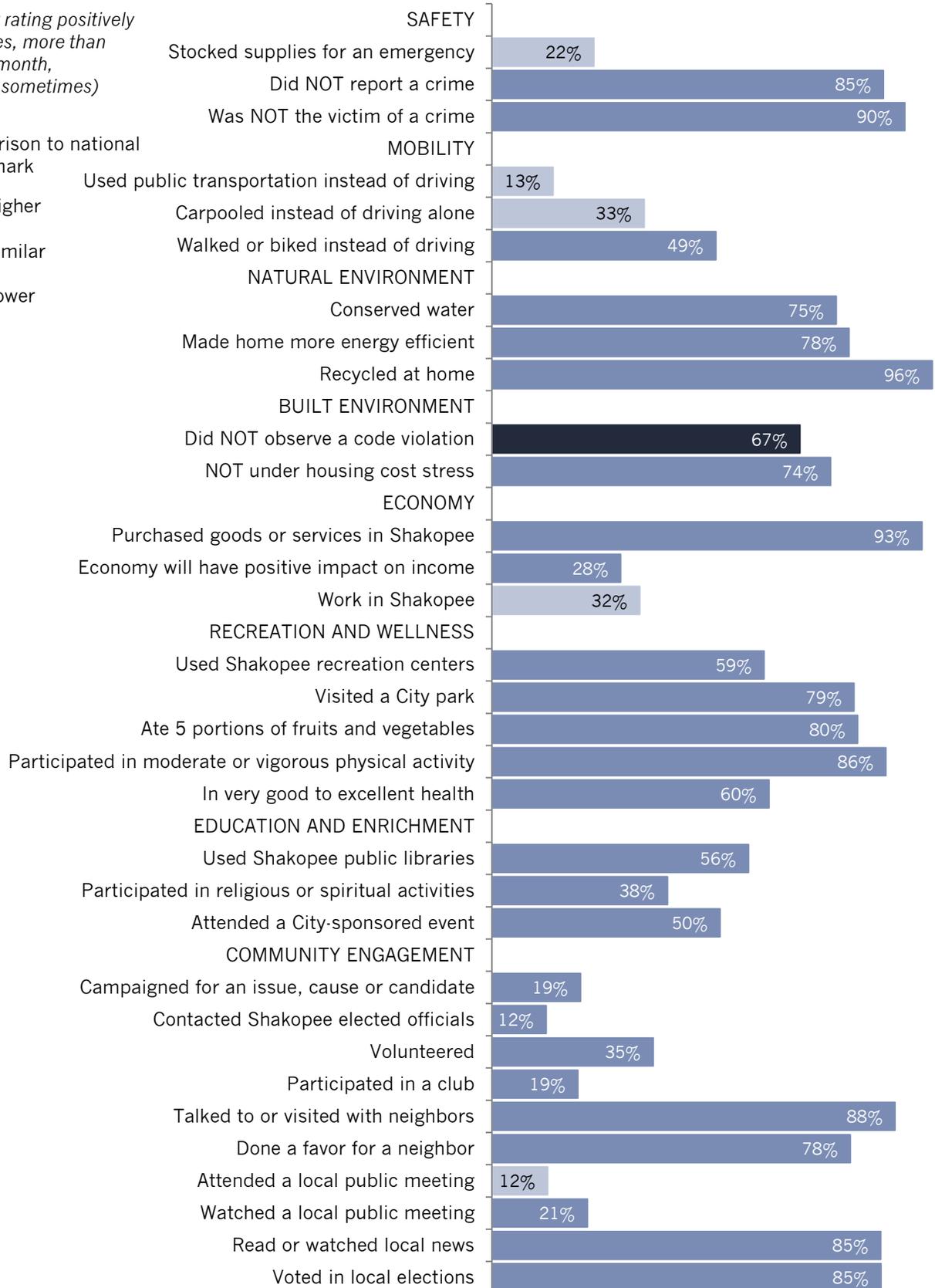
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Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



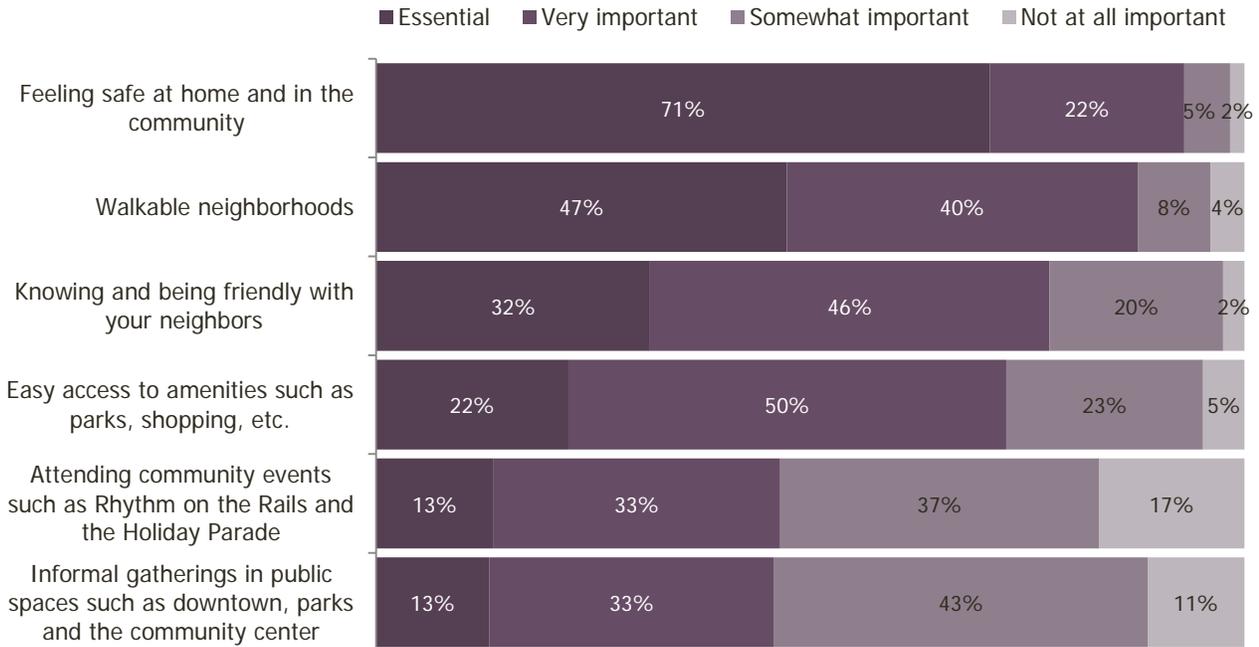
Special Topics

The City of Shakopee included five questions of special interest on The NCS. Shakopee residents rated the importance of preserving and maintaining the “small town feel,” the importance of City projects, the value of City services and their involvement in various organizations and activities.

Community members rated how important it was to preserve various aspects that contribute to the “small town feel” in Shakopee. About 9 in 10 respondents felt it was essential or very important that they feel safe at home and in the community and that the neighborhoods are walkable to maintain the “small town feel.” Additionally, about three-quarters of residents felt it was essential or very important that they know and are friendly with their neighbors and that there is easy access to amenities such as parks, shopping, etc.

Figure 4: Preservation of “Small Town Feel”

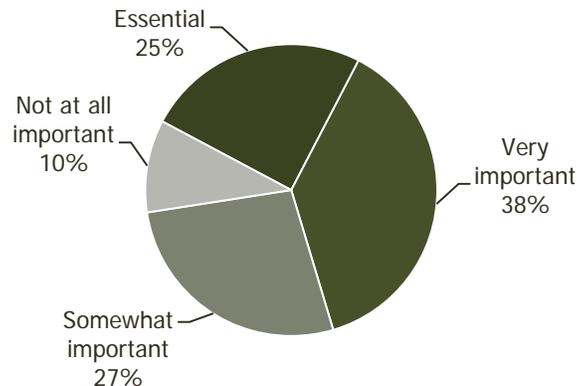
How important to you, if at all, are each of these aspects to preserve the “small town feel” in Shakopee?



Respondents were asked how important it was to maintain the “small town feel” in Shakopee. About one-quarter of respondents said it was essential and about 4 in 10 respondents said it was very important. Only 1 in 10 respondents said it was not at all important to maintain the “small town feel.”

Figure 5: Importance of Maintaining “Small Town Feel”

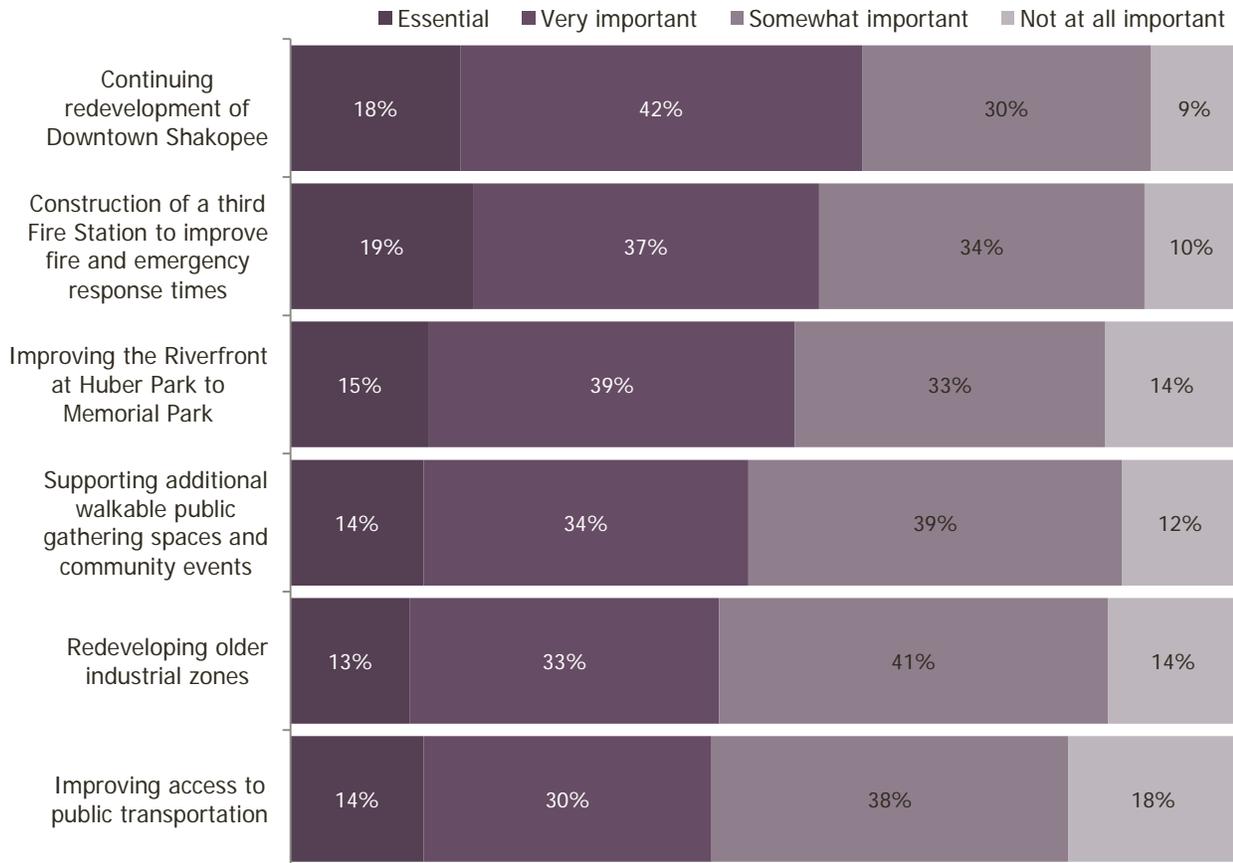
How important to you, if at all, is it to maintain the “small town feel” in Shakopee?



Community members were asked how important it was that the City address a variety of projects over the next five years. Roughly 6 in 10 community members felt it was essential or very important for the City to continue redevelopment of Downtown Shakopee and to construct a third Fire Station to improve fire and emergency response times. About half of residents felt it was important to improve the Riverfront at Huber Park to Memorial Park. Just under half of residents felt it was important for the City to support additional walkable public gathering spaces and community events, redevelop older industrial zones and improve access to public transportation.

Figure 6: Importance of City Projects

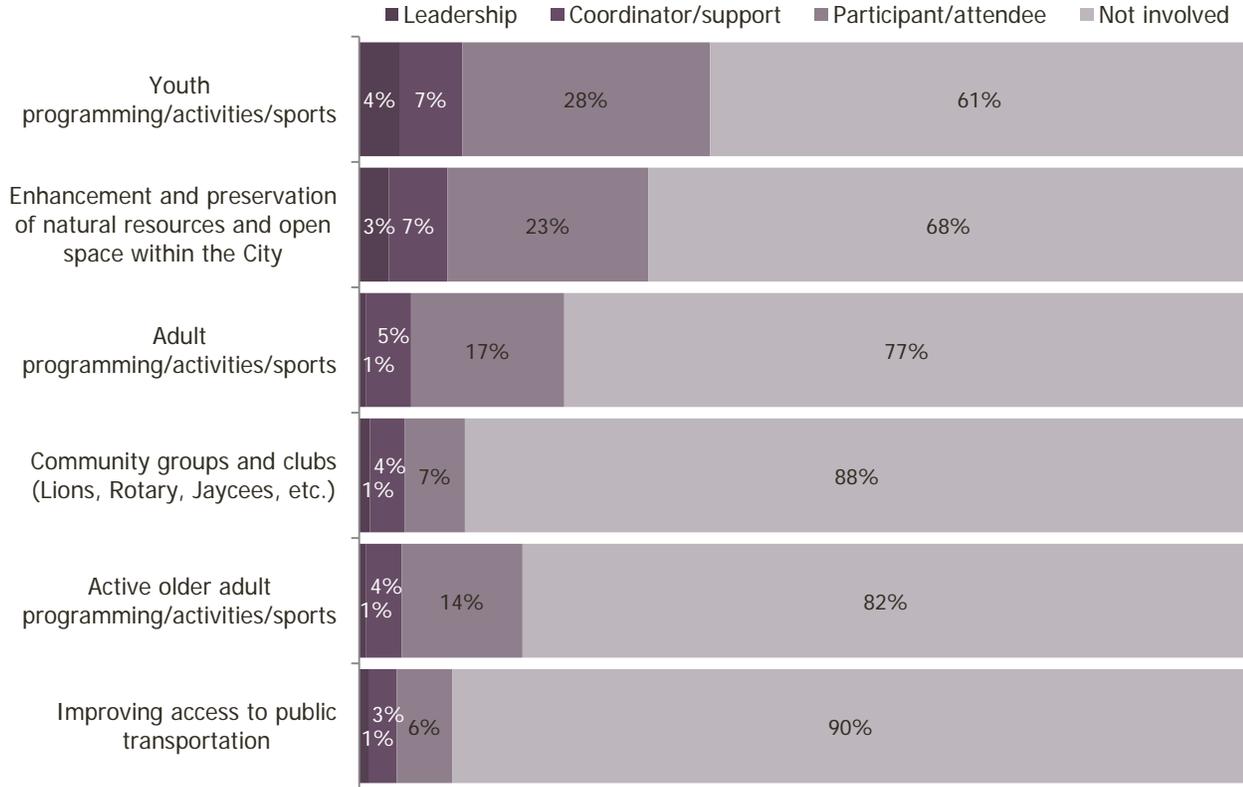
Please indicate how important, if at all, each of the following projects will be for the City to address over the next five years:



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Residents were asked which organizations and activities their household members were involved in. Less than 1 in 10 residents were involved in any of the organizations and activities in a leadership or coordinator/support position. The organizations and activities where residents were most commonly a participant/attendee were youth programming/activities/sports and enhancement and preservation of natural resources and open space within the City, with one-quarter of residents involved in these. The organizations and activities with the highest proportions of residents that were not involved in any capacity were improving access to public transportation and community groups and clubs, with 9 in 10 residents having no involvement.

Figure 7: Involvement in Organizations and Activities
In which of the following organizations and activities, if any, are you or other household members involved?

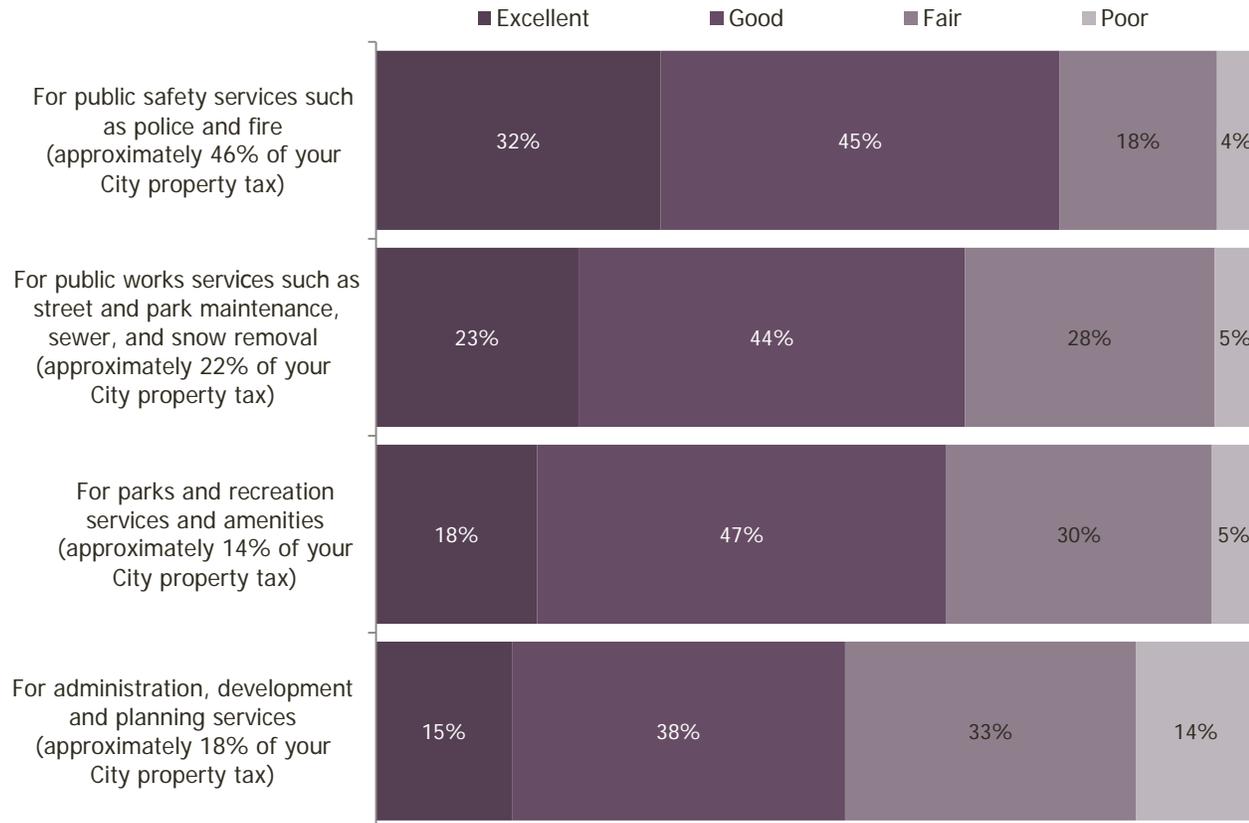


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Residents rated the value they receive for City services for taxes paid to Shakopee. The highest-rated City service was for public safety services such as police and fire, with three-quarters of residents rating these services as excellent or good. Two-thirds of residents gave positive reviews to public works and parks and recreation services, and half were pleased with administration, development and planning services.

Figure 8: Value of City Services

Keeping in mind that the City of Shakopee is approximately 1/3 of your property tax bill, please rate the value that you feel you receive for each of the following City services:



Conclusions

Shakopee continues to be a great place to live, with Safety as an important feature that contributes to quality of life.

About three-quarters of community members gave high marks to the overall quality of life in Shakopee and the city and their neighborhood as a place to live. About 7 in 10 residents positively rated the overall appearance of Shakopee and Shakopee as a place to raise children, and 8 in 10 residents were likely to recommend living in Shakopee to someone who asked and planned to remain in Shakopee for the next five years. Half of residents gave high marks to the sense of community in the city, and about two-thirds of residents felt it was essential or very important to maintain the “small town feel” of Shakopee.

Safety was a top priority for residents. About 9 in 10 residents rated they felt safe in their neighborhoods and in the downtown/commercial areas. About 9 in 10 residents reported that feeling safe at home and in the community was essential or very important to preserving the “small town feel” in Shakopee. Three-quarters of residents rated the value they felt they received for public safety services such as police and fire as excellent or good. However, about two-thirds of residents positively rated the overall feeling of safety in Shakopee; this rating was below average and declined from 2016 to 2019. Additionally, about half of residents felt it was essential or very important for the City to construct a third Fire Station to improve fire and emergency response times over the next five years.

Residents are pleased with Mobility but public transportation may be an area of focus for the City.

About 7 in 10 residents positively assessed the overall ease of travel in Shakopee, ease of travel by bicycle, availability of paths and walking trails, and ease of walking. Half of residents reported they had walked or biked instead of driving. About 7 in 10 residents gave high marks to traffic flow, which was higher than the national benchmark. About two-thirds of community members positively rated public parking and traffic enforcement; while these scores were on par with comparison communities, they declined from 2016 to 2019. About 7 in 10 residents expressed that easy access to amenities such as parks, shopping, etc. was essential or very important to preserving the “small town feel” of Shakopee, while 9 in 10 residents expressed the same importance for walkable neighborhoods. Approximately half of residents rated the value they felt they received for public works services such as street and park maintenance, sewer and snow removal as excellent or good.

About 4 in 10 residents rated travel by public transportation as excellent or good, which was similar to the national average. However, only 1 in 10 residents reported using public transportation instead of driving and one-third of residents reported carpooling instead of driving alone; both of these scores were lower than the national benchmarks. Just under half of residents felt it was essential or very important for the City to improve access to public transportation over the next five years.

The Economy is a priority and residents support efforts toward redevelopment.

The facet of Economy was also identified as a continued priority for the community in the coming two years. Similarly to 2016, two-thirds of residents rated the overall economic health of Shakopee and economic development positively. Two-thirds of residents positively rated Shakopee as a place to visit and work. Evaluations of the overall quality of business and services and shopping opportunities were positive and on par with comparison communities nationally. Ratings for employment opportunities were strong and higher than the national benchmarks. Ratings for overall quality of new development in Shakopee were on par with comparison communities nationally, but declined from 2016 to 2019. However, evaluations of vibrant downtown/commercial areas and land use, planning and zoning improved from 2016 to 2019. A majority of residents felt it was essential or very important for the City to continue redevelopment of Downtown Shakopee and half of residents felt similarly about the City redeveloping older industrial zones.