

THE NCSTM

The National Citizen SurveyTM

Shakopee, MN

Trends over Time

DRAFT
2019



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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. 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). This report discusses trends over time, comparing the 2019 ratings for the City of Shakopee to its previous survey results in 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Shakopee represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than seven percentage points between the 2016 and 2019 surveys, otherwise the comparisons between 2016 and 2019 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Shakopee for 2019 generally remained stable. Of the 125 items for which comparisons were available, 103 items were rated similarly in 2016 and 2019, 13 items showed a decrease in ratings and nine showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, most ratings remained stable from 2016 to 2019. Ratings of vibrant downtown/commercial areas, opportunities to attend cultural/arts/music activities and availability of affordable quality child care/preschool improved from 2016 to 2019. There were eight aspects for which ratings decreased: the overall feeling of safety in the City, ease of public parking, overall quality of new development in Shakopee, cost of living, openness and acceptance of the community toward people of diverse backgrounds, overall quality of life, Shakopee as a place to retire and the overall image or reputation of Shakopee.
- In Governance, assessments of land use, planning and zoning; recreation centers or facilities; City-sponsored special events and overall customer service by Shakopee employees improved from 2016 to 2019. Ratings for traffic enforcement decreased from over time.
- From 2016 to 2019, levels of participation for most items remained stable in Shakopee. An increased proportion of residents reported they had used Shakopee recreation centers or their services or attended a City-sponsored event. Fewer residents reported they worked in Shakopee, were in very good to excellent health, visited a neighborhood or City park or contacted the City of Shakopee for help or information.



Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Overall quality of life	81%	72%	Lower	Similar	Similar
Overall image	56%	48%	Lower	Lower	Lower
Place to live	85%	80%	Similar	Similar	Similar
Neighborhood	79%	77%	Similar	Similar	Similar
Place to raise children	77%	70%	Similar	Similar	Similar
Place to retire	52%	44%	Lower	Similar	Lower
Overall appearance	68%	73%	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Overall feeling of safety	79%	64%	Lower	Similar	Lower
	Safe in neighborhood	92%	93%	Similar	Similar	Similar
	Safe downtown/commercial areas	89%	86%	Similar	Similar	Similar
Mobility	Overall ease of travel	80%	75%	Similar	Similar	Similar
	Paths and walking trails	69%	71%	Similar	Similar	Similar
	Ease of walking	65%	72%	Similar	Similar	Similar
	Travel by bicycle	59%	66%	Similar	Similar	Similar
	Travel by public transportation	38%	40%	Similar	Similar	Similar
	Travel by car	83%	80%	Similar	Higher	Similar
	Public parking	73%	62%	Lower	Higher	Similar
	Traffic flow	73%	71%	Similar	Higher	Higher
Natural Environment	Overall natural environment	76%	72%	Similar	Similar	Similar
	Cleanliness	78%	75%	Similar	Similar	Similar
	Air quality	78%	71%	Similar	Similar	Similar
Built Environment	Overall built environment	61%	59%	Similar	Similar	Similar
	New development in Shakopee	63%	55%	Lower	Similar	Similar
	Affordable quality housing	55%	53%	Similar	Similar	Similar
	Housing options	63%	61%	Similar	Similar	Similar
	Public places	62%	69%	Similar	Similar	Similar
Economy	Overall economic health	66%	61%	Similar	Similar	Similar
	Vibrant downtown/commercial areas	32%	41%	Higher	Lower	Similar
	Business and services	57%	53%	Similar	Similar	Similar
	Cost of living	51%	42%	Lower	Similar	Similar
	Shopping opportunities	45%	45%	Similar	Similar	Similar
	Employment opportunities	63%	56%	Similar	Higher	Higher
	Place to visit	69%	65%	Similar	Similar	Similar
	Place to work	61%	60%	Similar	Similar	Similar
Recreation and Wellness	Health and wellness	73%	69%	Similar	Similar	Similar
	Mental health care	57%	54%	Similar	Similar	Similar
	Preventive health services	76%	76%	Similar	Similar	Similar
	Health care	75%	73%	Similar	Similar	Similar
	Food	59%	64%	Similar	Similar	Similar
	Recreational opportunities	68%	62%	Similar	Similar	Similar
	Fitness opportunities	62%	65%	Similar	Similar	Similar
Education and Enrichment	Education and enrichment opportunities	66%	59%	Similar	Similar	Similar
	Religious or spiritual events and activities	69%	72%	Similar	Similar	Similar
	Cultural/arts/music activities	41%	53%	Higher	Lower	Similar
	Adult education	51%	49%	Similar	Similar	Similar
	K-12 education	70%	67%	Similar	Similar	Similar
	Child care/preschool 	55%	63%	Higher	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Community Engagement	Social events and activities	47%	53%	Similar	Similar	Similar
	Neighborhoodness	54%	48%	Similar	Similar	Similar
	Openness and acceptance	58%	51%	Lower	Similar	Similar
	Opportunities to participate in community matters	51%	55%	Similar	Similar	Similar
	Opportunities to volunteer	59%	55%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Services provided by Shakopee	71%	76%	Similar	Similar	Similar
Customer service	73%	81%	Higher	Similar	Similar
Value of services for taxes paid	47%	43%	Similar	Similar	Similar
Overall direction	61%	54%	Similar	Similar	Similar
Welcoming citizen involvement	48%	47%	Similar	Similar	Similar
Confidence in City government	53%	47%	Similar	Similar	Similar
Acting in the best interest of Shakopee	55%	51%	Similar	Similar	Similar
Being honest	55%	48%	Similar	Similar	Similar
Treating all residents fairly	58%	52%	Similar	Similar	Similar
Services provided by the Federal Government	49%	43%	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Police	85%	85%	Similar	Similar	Similar
	Fire	91%	90%	Similar	Similar	Similar
	Crime prevention	75%	70%	Similar	Similar	Similar
	Fire prevention	82%	80%	Similar	Similar	Similar
	Animal control	69%	75%	Similar	Similar	Similar
	Emergency preparedness	58%	61%	Similar	Similar	Similar
Mobility	Traffic enforcement	74%	66%	Lower	Similar	Similar
	Street repair	56%	55%	Similar	Similar	Similar
	Street cleaning	74%	68%	Similar	Similar	Similar
	Street lighting	58%	61%	Similar	Similar	Similar
	Snow removal	73%	67%	Similar	Similar	Similar
	Sidewalk maintenance	68%	64%	Similar	Similar	Similar
Natural Environment	Traffic signal timing	59%	55%	Similar	Similar	Similar
	Garbage collection	84%	81%	Similar	Similar	Similar
	Recycling	84%	80%	Similar	Similar	Similar
Built Environment	Open space	59%	62%	Similar	Similar	Similar
	Storm drainage	83%	77%	Similar	Higher	Similar
	Sewer services	82%	83%	Similar	Similar	Similar
	Land use, planning and zoning	49%	57%	Higher	Similar	Similar
	Code enforcement	52%	57%	Similar	Similar	Similar
	Cable television	46%	47%	Similar	Similar	Similar
Economy	Economic development	66%	64%	Similar	Similar	Similar
Recreation and Wellness	City parks	82%	79%	Similar	Similar	Similar
	Recreation programs	69%	70%	Similar	Similar	Similar
	Recreation centers	66%	80%	Higher	Similar	Similar
Education and Enrichment	Special events	57%	65%	Higher	Similar	Similar
Community Engagement	Public information	61%	65%	Similar	Similar	Similar

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
	2016	2019		2016	2019
Sense of community	53%	50%	Similar	Similar	Similar
Recommend Shakopee	84%	80%	Similar	Similar	Similar
Remain in Shakopee	83%	77%	Similar	Similar	Similar
Contacted Shakopee employees	41%	33%	Lower	Similar	Lower

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2016	Comparison to benchmark	
		2016	2019		2016	2019
Safety	Stocked supplies for an emergency	21%	22%	Similar	Lower	Lower
	Did NOT report a crime	83%	85%	Similar	Similar	Similar
	Was NOT the victim of a crime	91%	90%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	14%	13%	Similar	Lower	Lower
	Carpooled instead of driving alone	39%	33%	Similar	Similar	Lower
	Walked or biked instead of driving	53%	49%	Similar	Similar	Similar
Natural Environment	Conserved water	80%	75%	Similar	Similar	Similar
	Made home more energy efficient	78%	78%	Similar	Similar	Similar
	Recycled at home	95%	96%	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	65%	67%	Similar	Higher	Higher
	NOT under housing cost stress	69%	74%	Similar	Similar	Similar
Economy	Purchased goods or services in Shakopee	94%	93%	Similar	Similar	Similar
	Economy will have positive impact on income	30%	28%	Similar	Similar	Similar
	Work in Shakopee	40%	32%	Lower	Similar	Lower
Recreation and Wellness	Used Shakopee recreation centers	52%	59%	Higher	Similar	Similar
	Visited a City park	87%	79%	Lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	83%	80%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	80%	86%	Similar	Similar	Similar
	In very good to excellent health	72%	60%	Lower	Similar	Similar
Education and Enrichment	Used Shakopee public libraries	59%	56%	Similar	Similar	Similar
	Participated in religious or spiritual activities	40%	38%	Similar	Similar	Similar
	Attended a City-sponsored event	41%	50%	Higher	Lower	Similar
Community Engagement	Campaigned for an issue, cause or candidate	19%	19%	Similar	Similar	Similar
	Contacted Shakopee elected officials	13%	12%	Similar	Similar	Similar
	Volunteered	31%	35%	Similar	Similar	Similar
	Participated in a club	19%	19%	Similar	Similar	Similar
	Talked to or visited with neighbors	91%	88%	Similar	Similar	Similar
	Done a favor for a neighbor	76%	78%	Similar	Similar	Similar
	Attended a local public meeting	16%	12%	Similar	Similar	Lower
	Watched a local public meeting	21%	21%	Similar	Similar	Similar
	Read or watched local news	86%	85%	Similar	Similar	Similar
	Voted in local elections	86%	85%	Similar	Similar	Similar