



2025 Shorewood Community Survey Results

Process & Survey Methods

- 2025 Community Survey made available to complete April 14-May 23, 2025
- 295 surveys completed online + 6 paper surveys received = 301
- Same questions used as 2011 community survey
 - A randomly selected sample of 1,330 households were mailed
 - 1,307 delivered, 613 completed surveys received

Characteristics of Survey Respondents

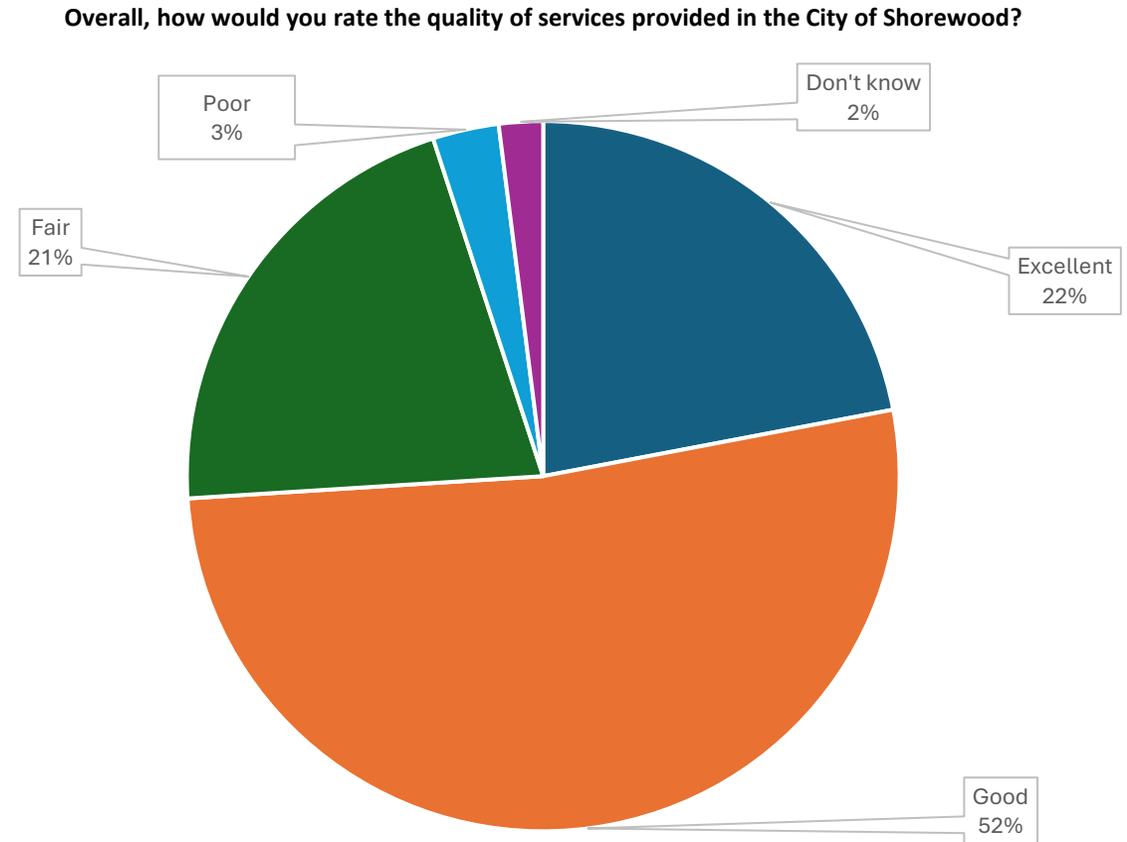
- 99% live in Shorewood
- 69% have lived, worked, or owned a business in Shorewood for more than 11 years
- 92% single-family households
- 99% own their home
- 28% have children under the age of 18 living at home
- 72% over the age of 55
- 43% earn income over \$200k

Quality of Life & Community

- The overall quality of life in the City was believed to be “excellent” or “good” by 91% of respondents
- Survey respondents were provided a list of 21 different characteristics (sense of community, recreational opportunities, ease of travel, availability of trails, air quality, etc.) of the community and asked to evaluate the quality of each as they related to Shorewood as a whole. An average of 60% of respondents believed these characteristics were “excellent” or “good”
- One-fifth of respondents said they have contact with their neighbors just about every day.
- 62% of respondents strongly agree that Shorewood is a safe community. 96% of respondents were not a victim of a crime in the past 12 months

Services Provided in Shorewood

- Respondents were asked to rate the overall quality of services provided in Shorewood, including the quality of individual services provided by the City and special districts and the quality of their most recent contact with City employees.



Quality of Services: 2011 vs. 2025 Results

Please rate the quality of each of the following services in Shorewood.																
	2011	2025	% change	2011	2025	% change	2011	2025	% change	2011	2025	% change	2011	2025	% change	
	Excellent			Good			Fair			Poor			Don't know			
Fire district's response to calls	24%	36%	33%	16%	12%	-31%	1%	1%	0%	0%	0%	#DIV/0!	59%	51%	-17%	
Fire district's education and prevention	23%	33%	31%	30%	23%	-29%	4%	2%	-64%	0%	0%	0%	42%	40%	-4%	
Fire district's visibility in the community	31%	36%	13%	36%	32%	-13%	11%	8%	-38%	2%	2%	0%	21%	22%	5%	
Fire district services overall	25%	37%	32%	30%	23%	-30%	4%	2%	-91%	0%	0%	0%	41%	38%	-9%	
Police response to calls	27%	36%	24%	24%	18%	-30%	4%	3%	-44%	1%	1%	4%	43%	42%	-2%	
Police education and crime prevention	15%	22%	33%	31%	23%	-35%	9%	6%	-44%	2%	2%	0%	43%	46%	7%	
Police visibility in the community	25%	33%	23%	46%	37%	-24%	15%	13%	-14%	2%	8%	76%	13%	9%	-44%	
Police services overall	24%	36%	34%	42%	29%	-45%	9%	5%	-72%	1%	2%	43%	24%	28%	14%	
Ambulance or emergency medical services	18%	28%	35%	16%	17%	4%	2%	2%	-15%	1%	0%	#DIV/0!	63%	54%	-17%	
Animal control services	6%	9%	34%	15%	10%	-49%	8%	5%	-64%	3%	4%	22%	68%	72%	6%	
Traffic enforcement	12%	17%	30%	45%	34%	-33%	16%	15%	-4%	6%	11%	46%	21%	23%	7%	
Street maintenance/repair (i.e., filling potholes)	5%	7%	28%	37%	39%	5%	36%	35%	-2%	19%	18%	-6%	2%	1%	-94%	
Street cleaning/sweeping	8%	18%	55%	48%	56%	14%	30%	20%	-50%	8%	6%	-45%	6%	1%	-335%	
Street resurfacing	6%	5%	-15%	38%	40%	5%	34%	30%	-14%	19%	21%	9%	4%	4%	4%	
Street lighting	8%	10%	19%	37%	42%	13%	34%	27%	-24%	15%	17%	11%	5%	4%	-42%	
Street signage and street markings	14%	21%	33%	59%	60%	1%	22%	14%	-62%	4%	5%	11%	1%	1%	28%	
Snowplowing on city streets	25%	35%	28%	48%	47%	-2%	18%	12%	-52%	4%	5%	23%	5%	1%	-260%	
Applying materials on icy streets	21%	25%	17%	54%	52%	-3%	15%	13%	-13%	3%	4%	28%	6%	5%	-23%	
Road condition	8%	8%	-5%	50%	48%	-4%	31%	31%	0%	10%	13%	22%	2%	0%	-471%	
Sidewalk/trail maintenance	17%	23%	25%	51%	43%	-18%	14%	14%	2%	2%	11%	83%	17%	9%	-96%	
Storm drainage	10%	20%	50%	51%	47%	-8%	16%	16%	0%	6%	4%	-55%	17%	13%	-34%	
Sanitary sewer services	17%	30%	44%	52%	45%	-16%	8%	9%	13%	1%	1%	6%	22%	14%	-52%	
Recycling services	n/a	40%		n/a	45%		n/a	9%		n/a	2%		n/a	3%		
Shorewood parks	31%	39%	20%	54%	44%	-24%	5%	7%	32%	0%	1%	100%	9%	9%	0%	
Parks and recreation programs or classes	13%	11%	-16%	28%	21%	-31%	5%	8%	40%	1%	1%	29%	53%	58%	8%	
Shorewood Community & Event Center programs or classes	9%	10%	9%	22%	22%	-1%	4%	8%	48%	0%	3%	100%	64%	58%	-11%	
Shorewood Community & Event Center overall	10%	15%	34%	24%	31%	21%	4%	8%	48%	1%	2%	53%	62%	45%	-39%	
Building inspections	6%	10%	39%	24%	31%	22%	13%	11%	-15%	5%	3%	-77%	52%	45%	-14%	
Land use, planning and zoning	4%	4%	6%	26%	21%	-23%	15%	18%	17%	5%	15%	67%	49%	41%	-19%	
Code enforcement (weeds, abandoned buildings, etc.)	3%	5%	35%	26%	17%	-53%	15%	17%	12%	6%	12%	52%	49%	49%	0%	

Services Provided: 2011 vs. 2025 Results

Overall, how would you rate the quality of services provided in the City of Shorewood?

	2011	2025
Answer Choices	Responses	
Excellent	17%	22%
Good	62%	52%
Fair	14%	21%
Poor	6%	3%
Don't know	2%	2%

City Water

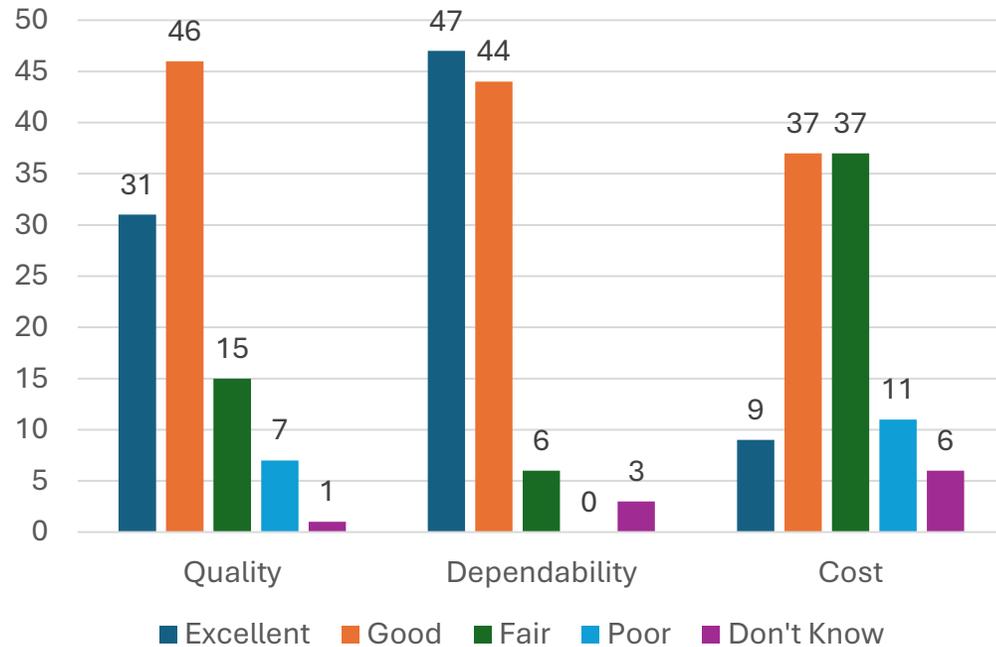
- 131 respondents reported their water is supplied by the City.
- Those who reported having municipal water service were asked to rate several aspects of the service. Nearly half (48%) believe the quality or taste of water is “excellent” or “good.” Over half (61%) feel the dependability of the service is “excellent” or “good.” A little over one-third (35%) said the cost of City water is “fair” or “poor.”

If you HAVE municipal water, please rate each of the following aspects.

	Excellent	Good	Fair	Poor	Don't know	Total
Quality (e.g., taste of water)	17%	31%	14%	6%	32%	100%
Dependability of service	34%	27%	4%	2%	34%	100%
Cost	6%	23%	23%	12%	35%	100%

City Water: 2011 vs. 2025 Results

2011 Survey Results



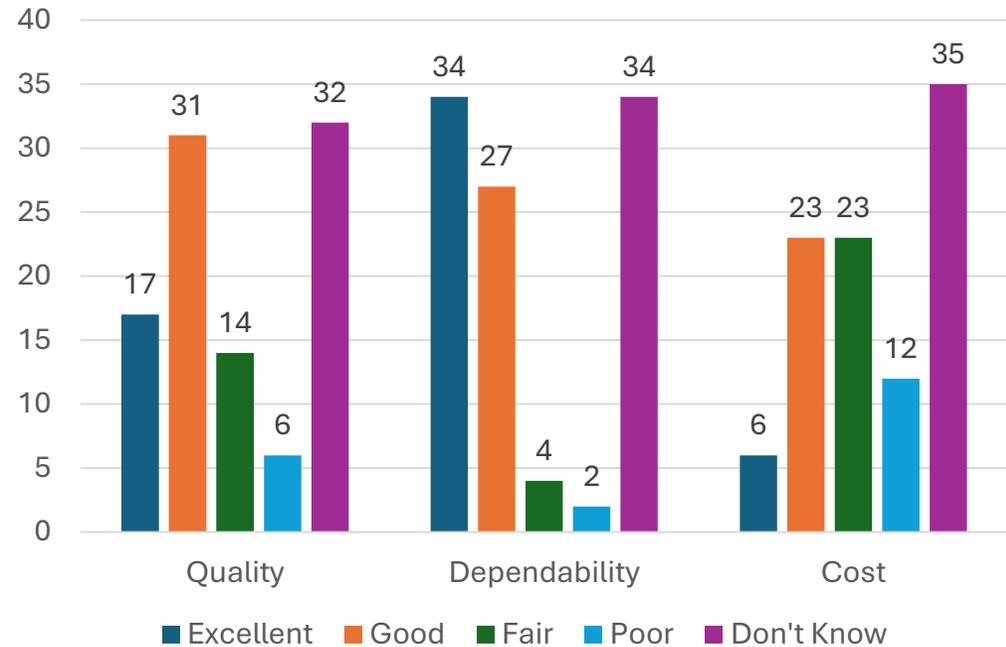
of respondents

267

266

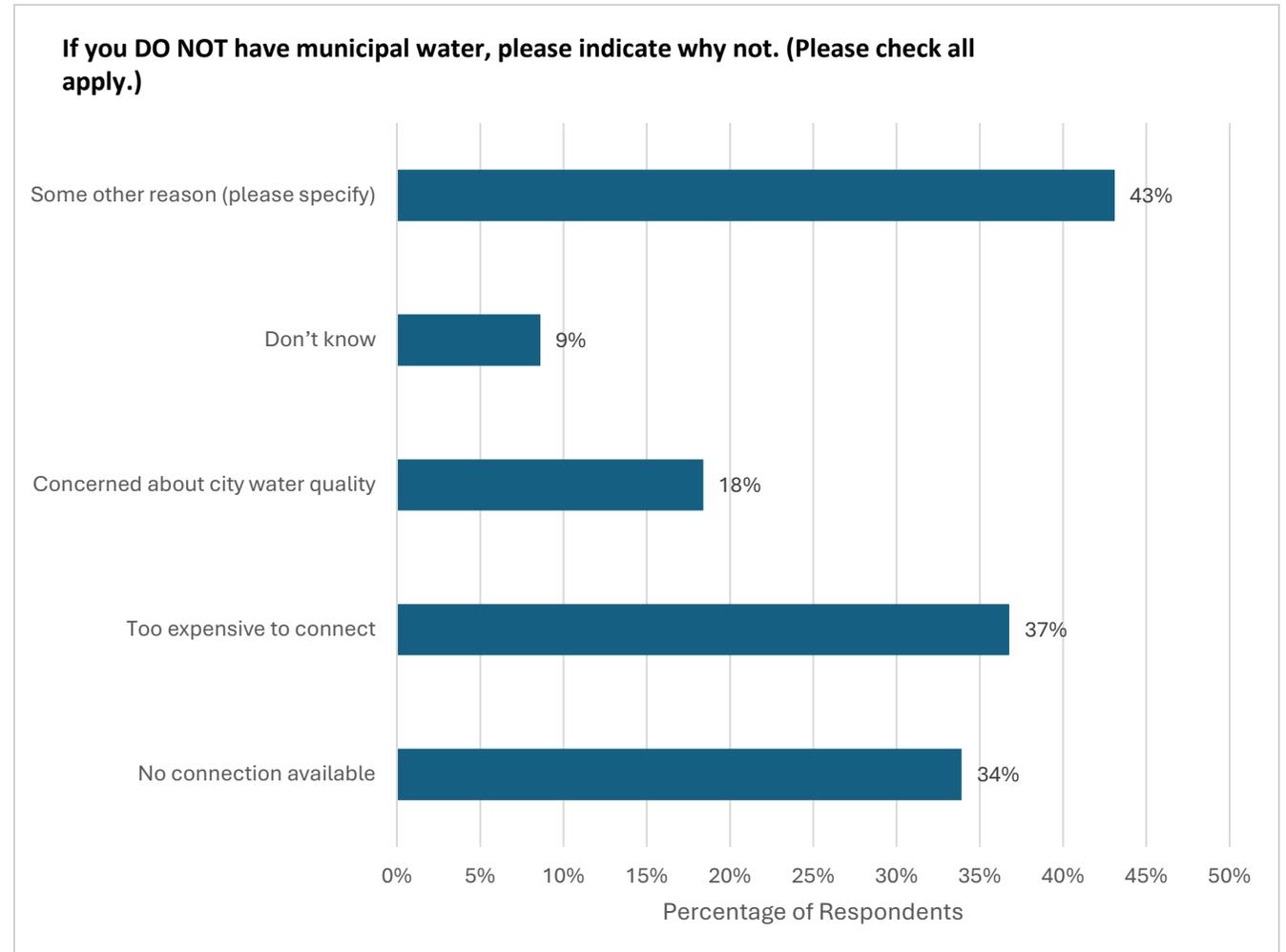
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2025 Survey Results



Reasons for Not Having City Water

- Those who reported not having City water service were asked to indicate the reasons they did subscribe to the service. Respondents were prompted to indicate multiple choices, if applicable. Most reported “some other reason.” Of those responses, most were related to having a well.



City Employees

- 75% of survey respondents said they had in-person, phone or email contact with a City employee in the 12 months prior to the survey.
- 74% of respondents reported the overall impression of the employee in their most recent contact was “excellent” or “good”

City Government & Administration Performance

- The 2025 survey asked respondents to rate different aspects of City government and City Administration performance.
- 43% of respondents reported the overall direction that Shorewood is taking is “fair” or “poor.”
- Response to resident complaints and concerns was split. 34% reported “excellent” or “good” response; and 34% reported “fair” or “poor” response.
- 46% of respondents rated public meetings about City plans as “excellent” or “good.” 31% rated as “fair” or “poor.”
- 42% of respondents believe transparency and accountability is “fair” or “poor.”

Please rate the following categories of Shorewood government performance.						
	Excellent	Good	Fair	Poor	Don't know	Total
The value of services for the taxes paid to Shorewood	6%	38%	31%	19%	6%	100%
Opportunities to participate in City government decisions	8%	30%	26%	20%	16%	100%
Shorewood's elected officials' consideration of what people like me think	9%	27%	21%	27%	16%	100%
Running Shorewood's local government in the best interest of residents	11%	30%	23%	22%	14%	100%
Shorewood's government as an example of how best to provide services	7%	29%	23%	21%	19%	100%
The overall direction Shorewood is taking	9%	37%	25%	18%	12%	100%
Answered: 293 Skipped: 8						

Please rate the following categories of performance of the City of Shorewood Administration.						
	Excellent	Good	Fair	Poor	Don't know	Total
Response to resident complaints and concerns	10%	24%	18%	16%	32%	100%
Public meetings about City plans	13%	33%	19%	12%	24%	100%
Transparency and accountability	8%	27%	18%	24%	22%	100%
Information about City plans and programs	14%	34%	23%	15%	13%	100%
Quality of the City's Web site (www.shorewoodmn.gov)	13%	46%	26%	4%	10%	100%
Online services available on the City's Web site	12%	39%	22%	4%	22%	100%
Answered: 292 Skipped: 9						

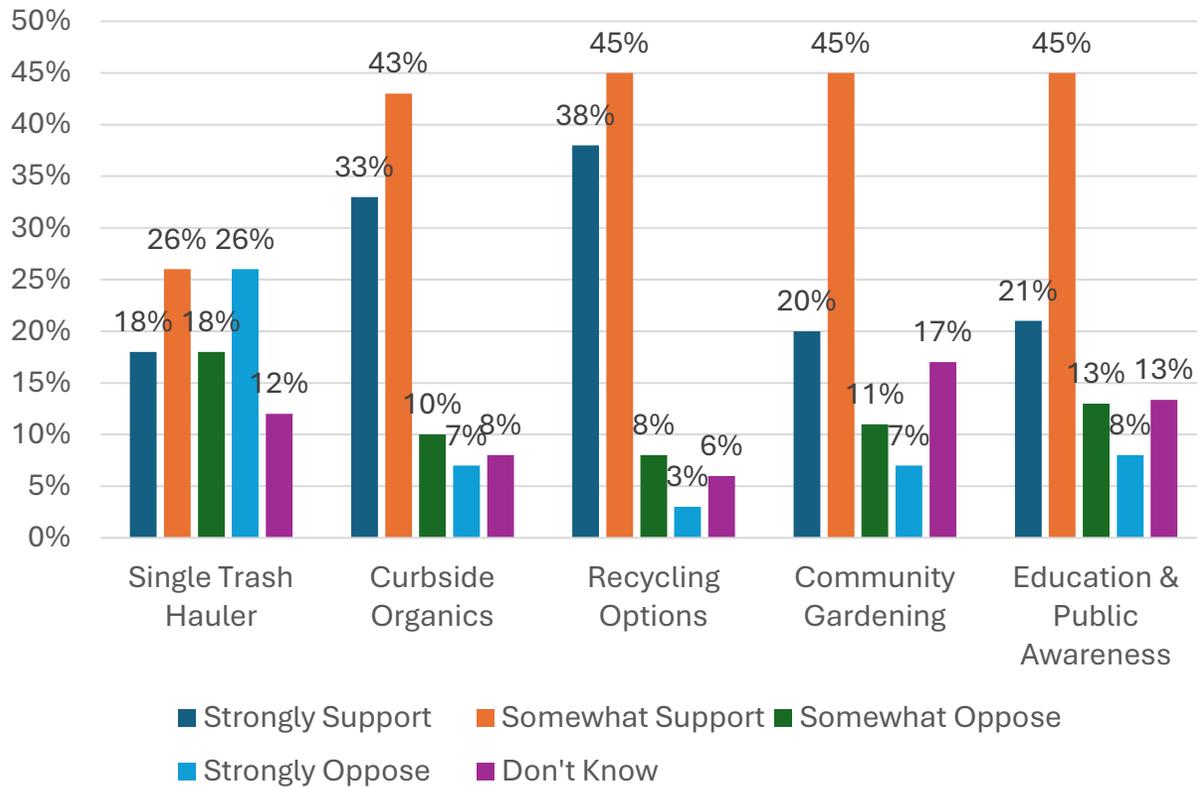
Potential Improvements & Initiatives

A number of survey questions were devoted to assessing resident perspectives about the importance of potential projects and improvements in Shorewood, as well as their level of support for five different initiatives:

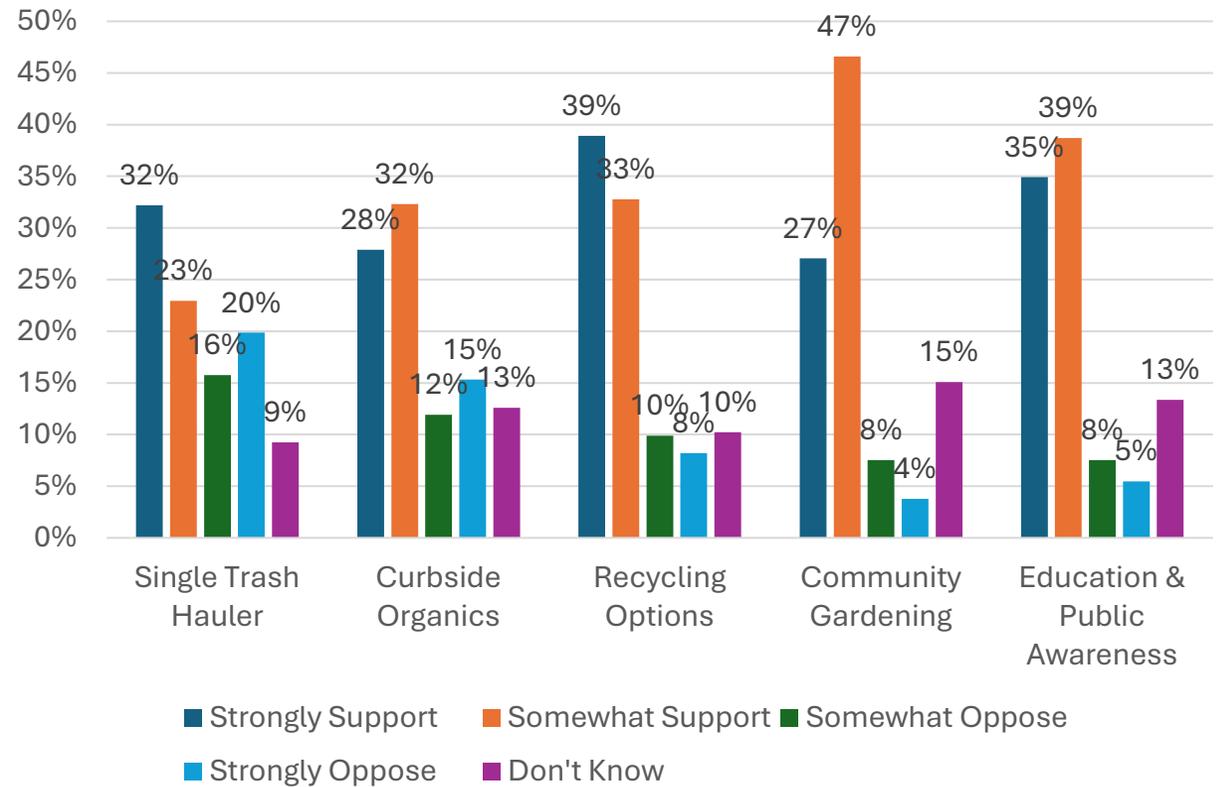
1. 55% of respondents strongly or somewhat support a **single trash hauler**. 36% somewhat or strongly oppose.
2. 60% of respondents strongly or somewhat support **curbside organics collection**. 27% somewhat or strongly oppose.
3. 72% strongly or somewhat support **increased recycling options** for residents. 18% somewhat or strongly oppose.
4. 74% strongly or somewhat support increased **encouragement of community gardening**. 12% somewhat or strongly oppose.
5. 74% strongly or somewhat support increased **environmental education and public awareness programs**. 13% somewhat or strongly oppose.

Support for or Opposition to Initiatives: 2011 vs. 2025 Results

2011 Survey Results



2025 Survey Results



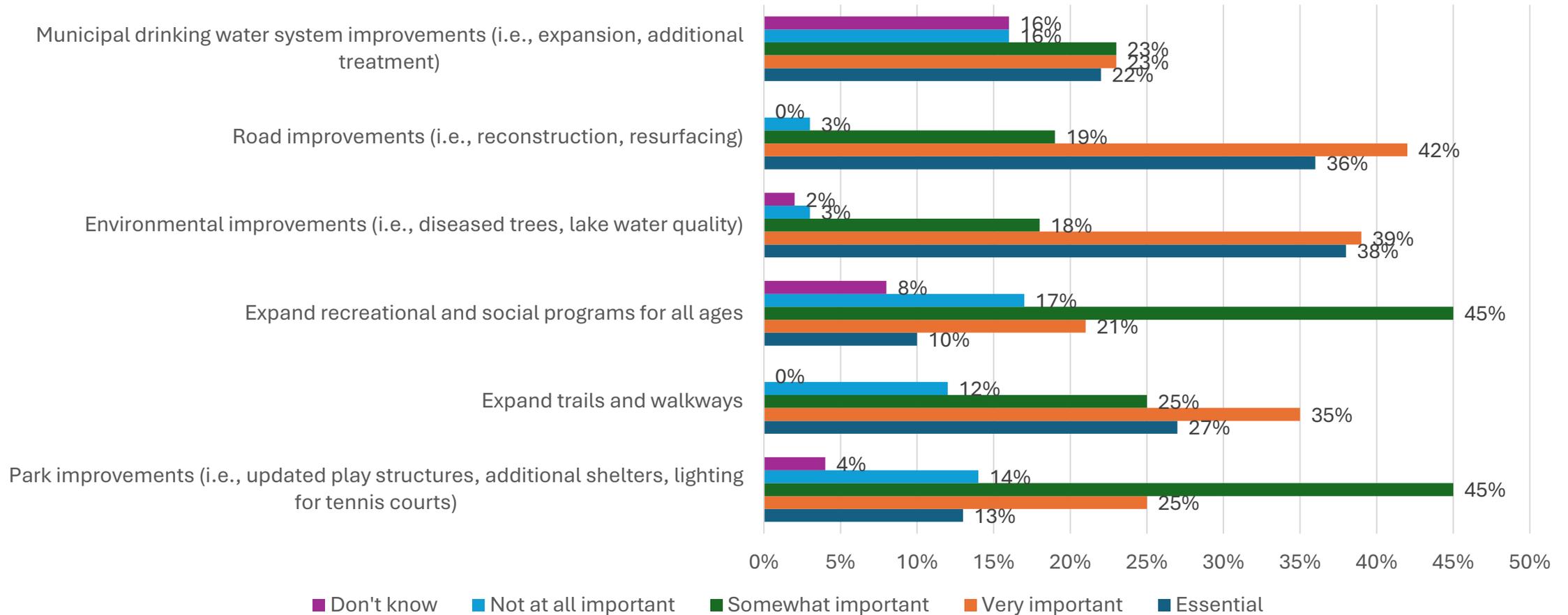
Potential Improvements

Total percent of respondents who reported the following potential improvements are “essential” or “very important”:

- Park improvements: 38%
- Expand trails and walkways: 62%
- Expand recreational and social programs: 31%
- Environmental improvements: 77%
- Road improvements: 78%
- Municipal drinking water system improvements: 45%

Importance of Potential Improvements

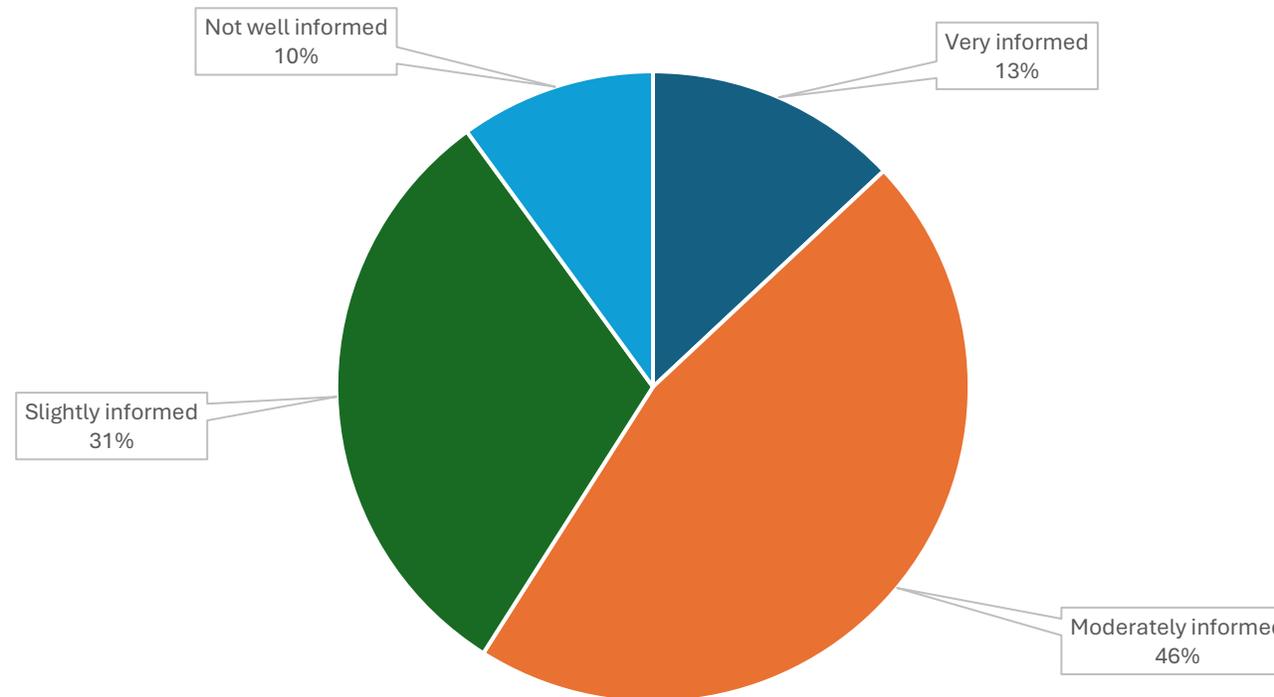
Thinking about the next 5 years, please indicate how important, if at all, each of the following potential improvements are for Shorewood.



Public Information

Level of Awareness about City Issues & Operations

How informed or not informed do you consider yourself to be about local government issues and operations of the City of Shorewood?



Information Sources

How frequently, if ever, do you use the following sources to gain information about the City of Shorewood?

