



CITY OF DE PERE CITY SERVICES 2022 FINAL REPORT

CITY OF DE PERE SERVICES REPORT SUMMER 2022

Conducted by the St. Norbert College Strategic Research Institute



RESEARCH OBJECTIVES

PRIMARY RESEARCH OBJECTIVE:

To measure and understand citizen perception of services offered and operated by the City of De Pere.

MORE SPECIFICALLY, THE 2022 STUDY WILL:

- Determine the level importance regarding city services
- Assess overall satisfaction with City of De Pere
- Identify potential changes to city services including but no limited to parking, compost, and pools
- Assess options on future De Pere issues including DEI, policing, and city services

METHODOLOGY

ONLINE SURVEY

An online survey of City of De Pere adults.

- Online survey dates were from February 11, 2022 to February 21, 2022.
- 999 City of De Pere residents aged 18 or older completed the online survey.

The analyses are weighted to reflect the age and gender demographic profile of the City of De Pere.

All questions were cross tabulated with the various demographic groups; only differences at the .05 level are reported. Group differences at the .05 level suggests that we can be 95% sure that the association between two values did not occur by chance only.

Survey recruitment included postcards mailed to every De Pere residence, social media posts, and news articles.

METHODOLOGY

ONLINE SURVEY QUALITY

Respondents were recruited from multiple sources and vetted for quality. Criteria for exclusion include:

- Illogical or inconsistent response patterns
- High frequency of non-response
- Rapid survey completion
- Multiple responses from a single address that without variation in survey responses

INTERPRETING THE RESULTS

USING THE MARGIN OF ERROR:

- Every random sample study has a Margin of Error associated with the study since a sample was taken rather than using the entire population. This is an online sample, and we are adopting the conventional approach to Margin of Error.
- The Margin of Error for this study is assumed to be +/- 3% at the 95% Confidence Interval.
- If the Margin of Error is +/- 3% and the percent in the sample who rate the City of De Pere as an Excellent place to live is 51%, you would subtract 3% from 51% and add 3% to 51% to create the 95% Confidence Interval (CI). In this case, the 95% CI would be 48% to 54%.
- We would be 95% certain that if all community members had completed the survey, the true population proportion that rate the City of De Pere as Excellent would fall between 48% to 54%.

Percentages in some tables and graphs may not total 100% due to rounding.

SAMPLE CHARACTERISTICS

AGE (YEARS) %

18 to 34	36
35 to 44	15
45 to 54	14
55 to 64	16
65 and over	18

LENGTH OF RESIDENCE %

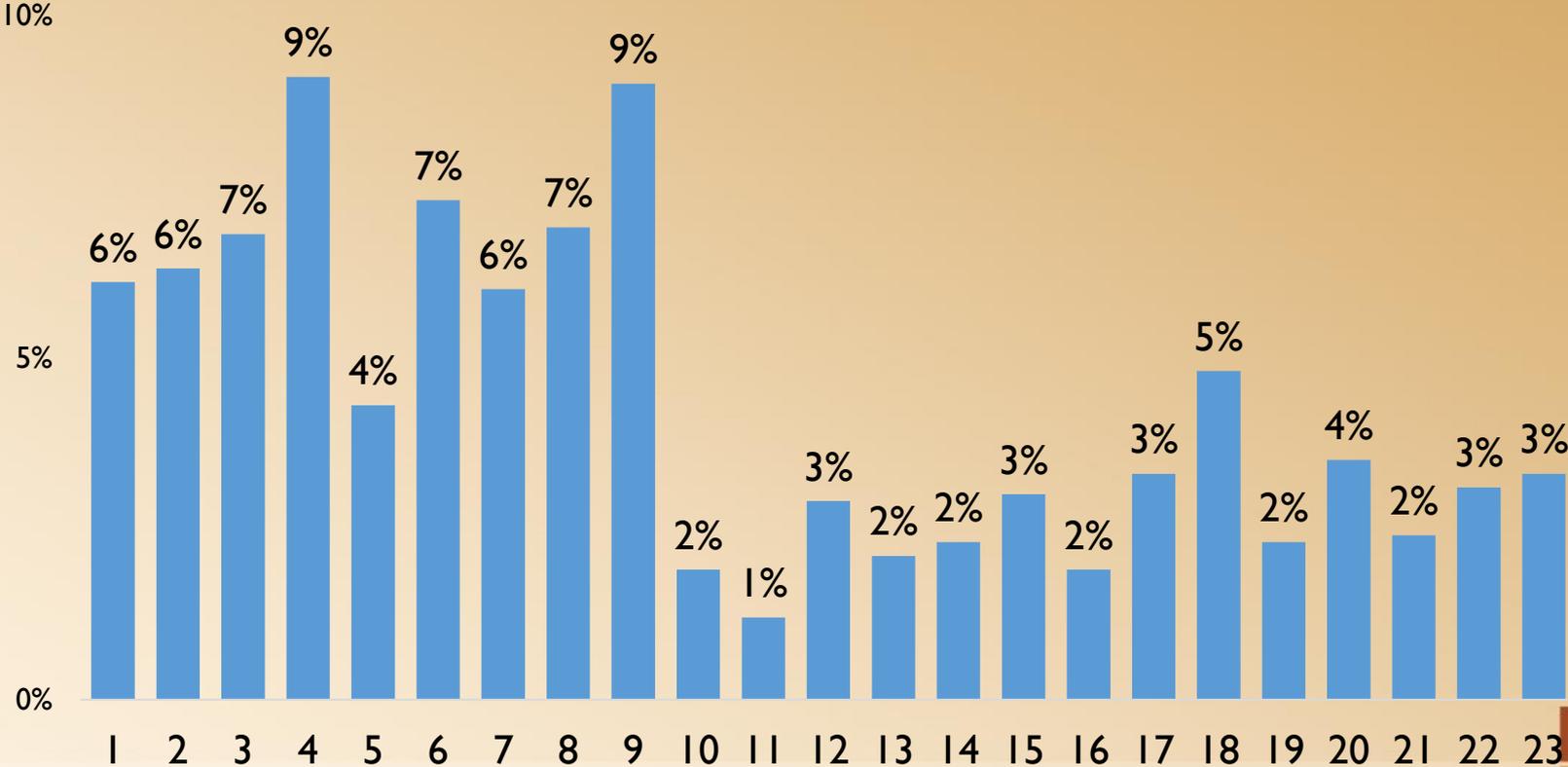
Less than 1 year	3
1 to 5 years	25
6 to 10 years	16
11 to 15 years	12
16 to 20 years	8
More than 20 years	35

GENDER %

Male	46
Female	54

SAMPLE CHARACTERISTICS

What ward do you live in?



KEY FINDINGS SUMMARY

- The primary reasons that people live in De Pere? High quality of life and Excellent schools.
- Half (51%) of residents rate De Pere as an Excellent place to live and most say that it has become a better place to live (38%) or stayed about the same (42%) during the past five years.
- Two-thirds or more (66%-87% respectively) of residents put a high level of importance on critical city services such as water supply/quality, fire protection, snow plowing, ambulance service, garbage, condition of city streets, wastewater sewer services, and recycling collection. Least important are senior citizen recreational services, adult recreational services, and city communications.
- Two-fifths (40%) of residents are willing to pay higher property taxes to maintain existing municipal services they think are important, especially among younger residents and females. Additionally, close to two-fifths (37%) are willing to pay higher property taxes to increasing existing municipal services or add new ones they think are important, especially among younger residents.

KEY FINDINGS SUMMARY

- If the City of De Pere were to reduce less important services, most people would be most in Favor of using the savings to stabilize taxes (74%), increase more important services (66%), or reduce taxes (56%).
- Most residents have not used the VFW Aquatic Facility in the past year (79%) or the Legion Pool in the last 3 years (77%).
- Slightly over four-fifths (81%) of residents are Satisfied (24% Very, 57% Somewhat) with the quality of information provided by the City of De Pere about its policies and services.
- Most De Pere residents favor a move to Online transactions from in-person service transactions, including registrations for programs (69%), licenses (63%), fee payments (63%), tax payments (59%), and building permits (56%). A minority of mostly older residents prefer In-person service transactions only.

KEY FINDINGS SUMMARY

- 60% of residents would be willing to drive up to 10 minutes to a compost site, with 46% willing to drive 6 to 10 minutes.
- Close to two-thirds (62%) of residents think police officers currently spend About the Right of time policing their neighborhood. Only 8% say Too Much and 21% say Too Little.
- 86% of residents do not watch city meetings or municipal programming on television.
- Most residents prefer to access City information in the future via the City website (52%). 31% of residents prefer to access this information via social media and 9% via mobile apps.

KEY FINDINGS SUMMARY

- Slightly over half (56%) of residents Favor allowing overnight parking on residential streets that are currently restricted from 2:00AM to 5:00 AM Monday to Friday while 31% Oppose overnight parking.
- Most residents Strongly Agree (65%) De Pere is a place where they feel welcome, followed by 43% who Strongly Agree all residents feel welcome in business establishments, 38% Strongly Agree De Pere is a place where everyone is welcome, and 36% Strongly Agree De Pere provides equal employment opportunities for all residents.
- 70% of residents indicate the City should place a High Priority on expanding efforts to preserve the natural environment and 55% indicate a High Priority should be placed on strengthening support of sustainable infrastructure.

CITY OF DE PERE AS A PLACE TO LIVE

RATING CITY OF DE PERE AS A PLACE TO LIVE

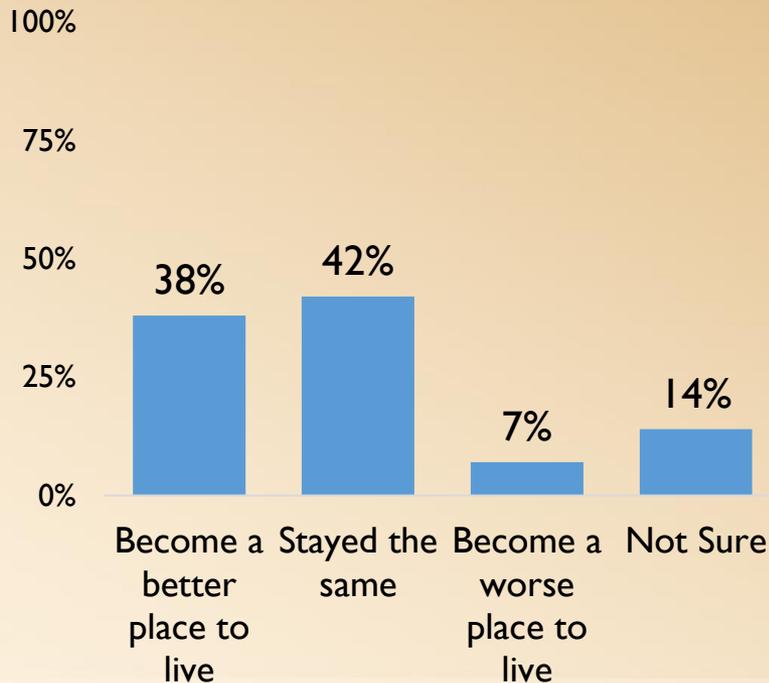
Overall, how would you rate the City of De Pere as a place to live?



- 51% of City of De Pere residents rate their community as an Excellent place to live.
- 44% say Good and 5% say Fair.

HOW WOULD YOU SAY DE PERE HAS CHANGED?

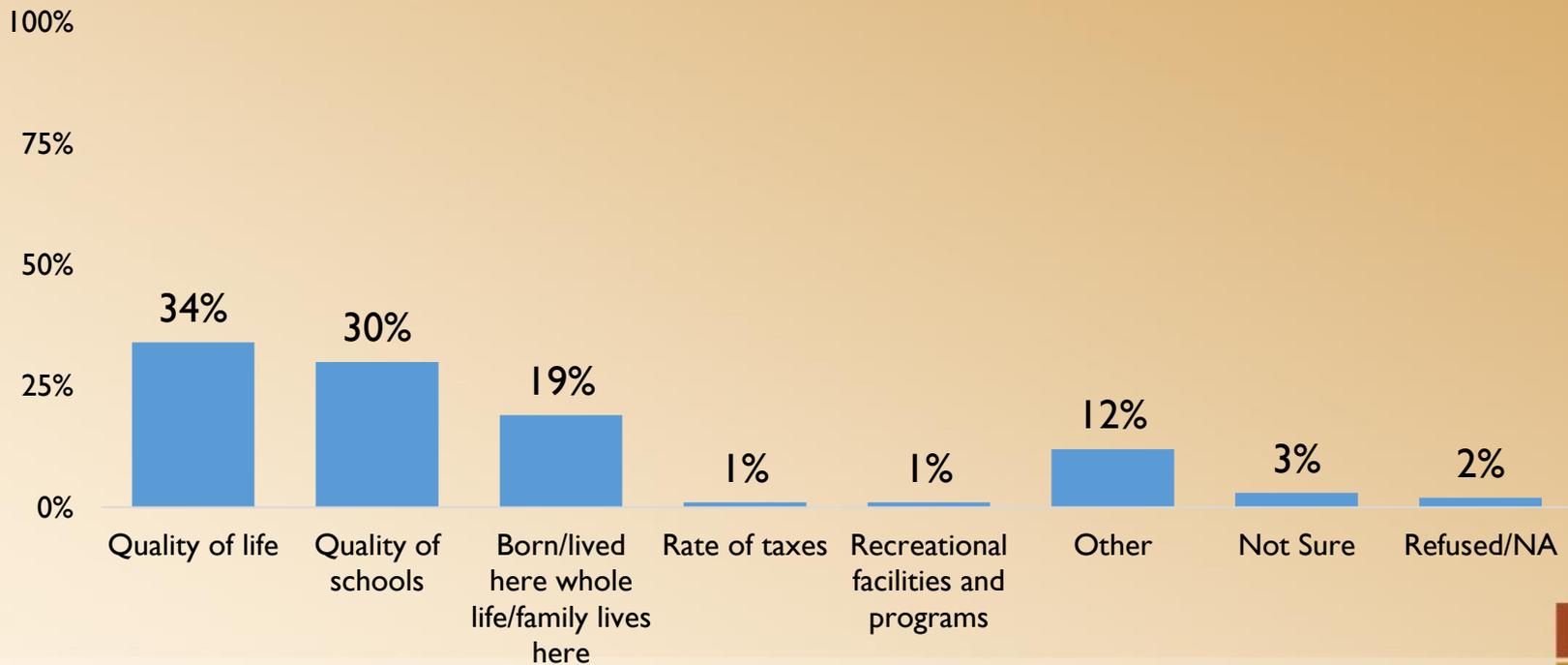
During the past five years, how would you say the City of De Pere has changed?



- 38% feel the City of De Pere has become a Better place to live during the past five years.
- 42% feel it has Stayed the Same, 7% feel it has become a Worse place to live, and 14% are Not Sure.

PRIMARY REASON FOR SELECTING DE PERE AS PLACE OF RESIDENCE

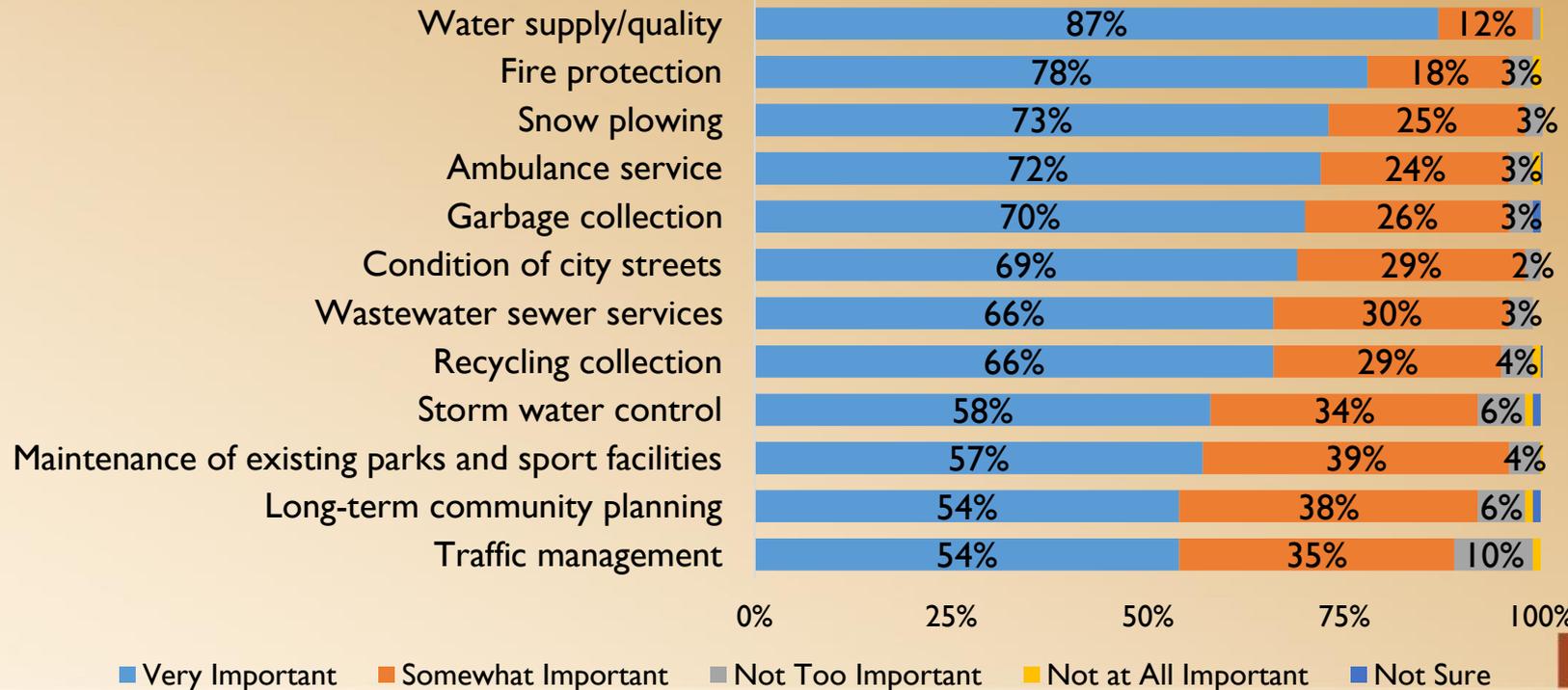
Apart from its proximity to your place of employment, what was your **primary** reason for selecting De Pere as your place of residence?



PERCEPTION OF DE PERE CITY SERVICES

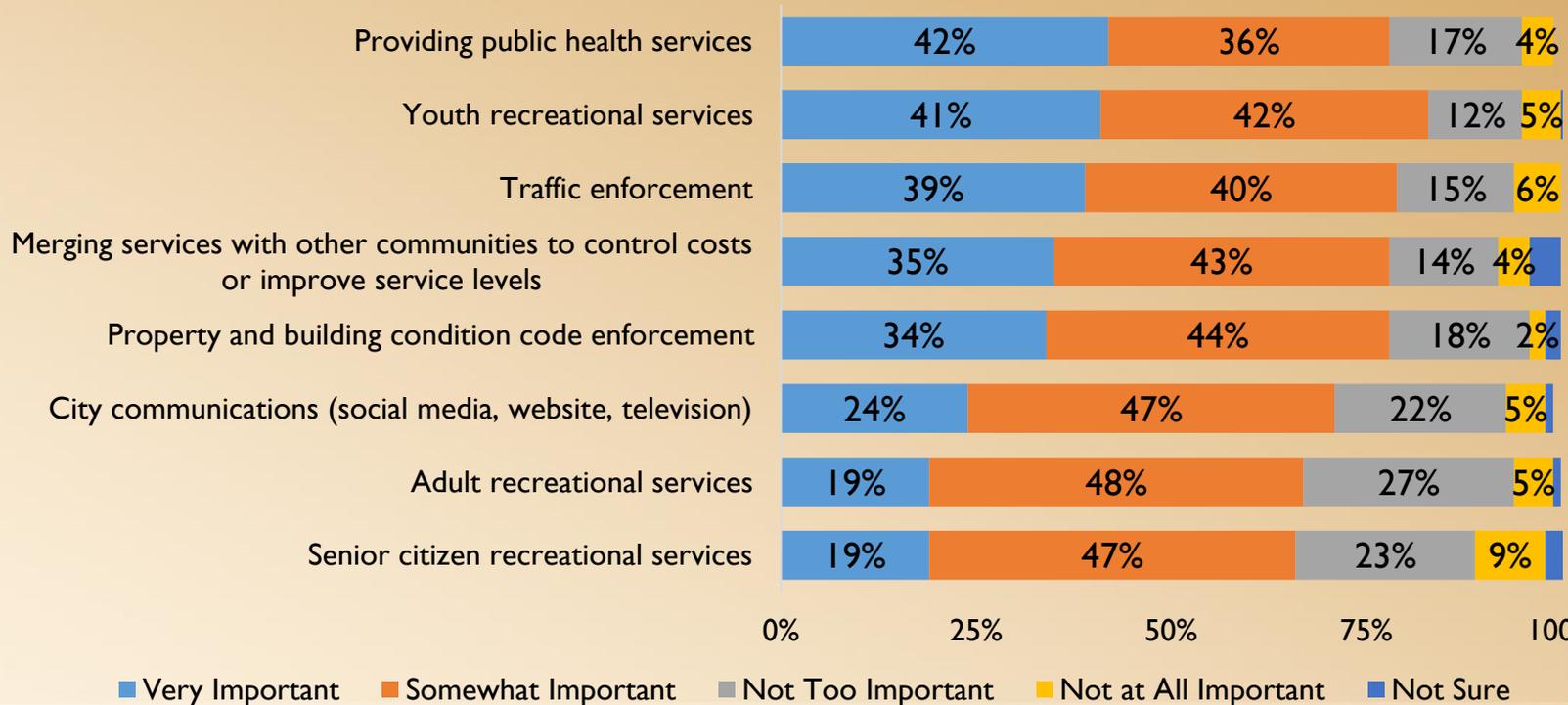
IMPORTANCE OF CITY SERVICES

Please indicate how important each of the following City services are to you.



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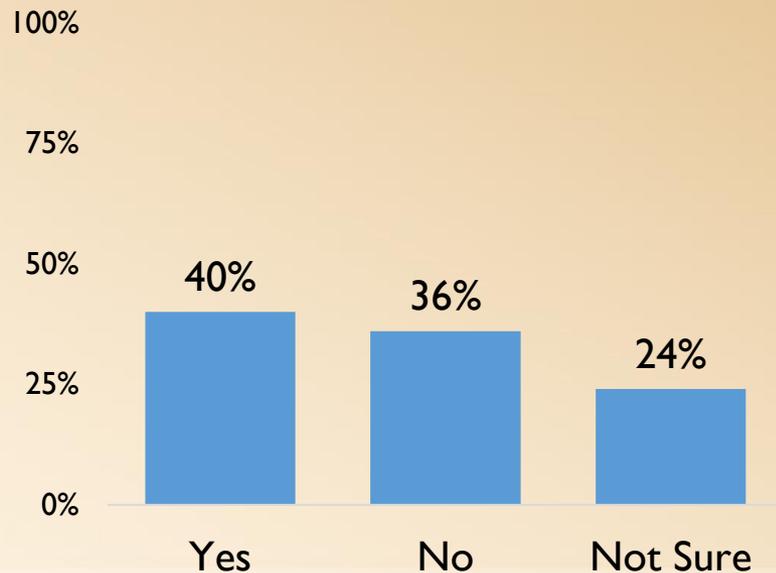


IMPORTANCE OF CITY SERVICES

- When looking at the level of importance residents give several city services, the highest priority is given to those critical services such as water quality/supply (87% Very Important rating), fire protection (78%), snow plowing (73%), ambulance service (72%), garbage collection (70%), and condition of city streets (69%).
- Services including senior citizen recreational services (19%), adult recreational services (19%), and city communications (24%) were very low priorities.

WILLINGNESS TO PAY HIGHER TAXES TO MAINTAIN SERVICES

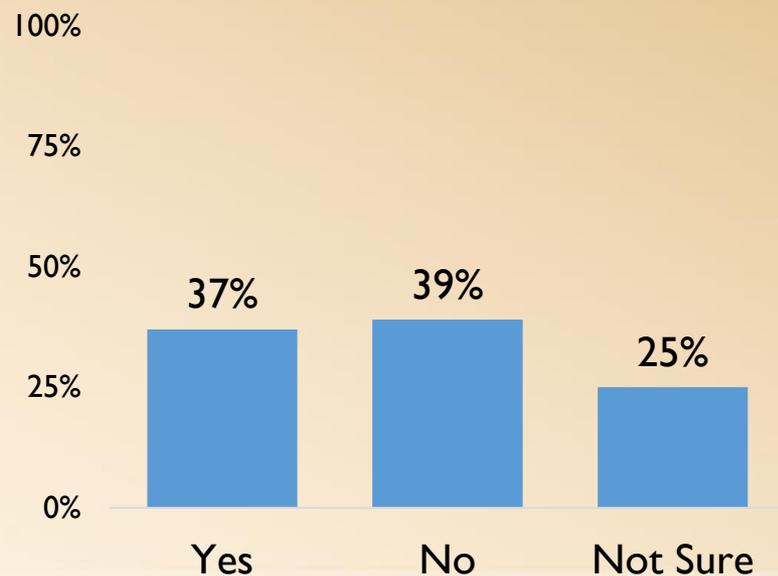
Would you be willing to pay higher property taxes to maintain existing municipal services you think are important?



- 40% indicate they would be willing to pay higher property taxes to maintain existing municipal services they think are important.
- 36% would not be willing to pay higher property taxes to maintain existing municipal services they think are important and 24% are Not Sure.
- In general, younger adults (age 18-34) are more likely to say Yes than older adults.
- More females (42%) than males (38%) say Yes.

WILLINGNESS TO PAY HIGHER TAXES TO INCREASE SERVICES OR ADD NEW ONES

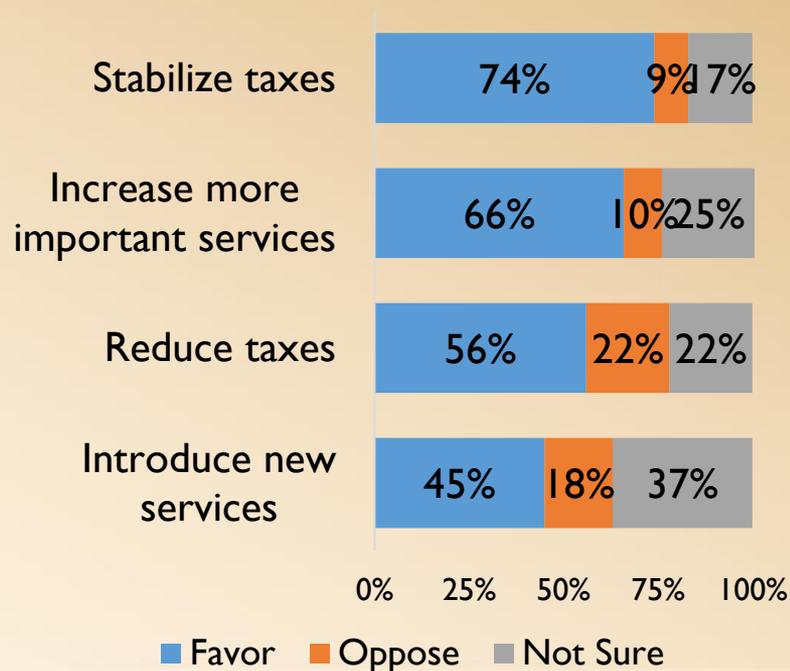
Would you be willing to pay higher property taxes to increase existing municipal services or add new ones you think are important?



- 37% indicate they would be willing to pay higher property taxes to increase existing municipal services or add new ones they think are important.
- 39% would not be willing to pay higher property taxes to increase existing municipal services or add new ones they think are important and 25% are Not Sure.
- In general, younger adults (age 18-34) are more likely to say Yes than older adults.
- More males (39%) than females (35%) say Yes while more females (31%) than males (17%) say Not Sure.

FAVOR OR OPPOSE CITY REDUCING LESSER IMPORTANT SERVICES

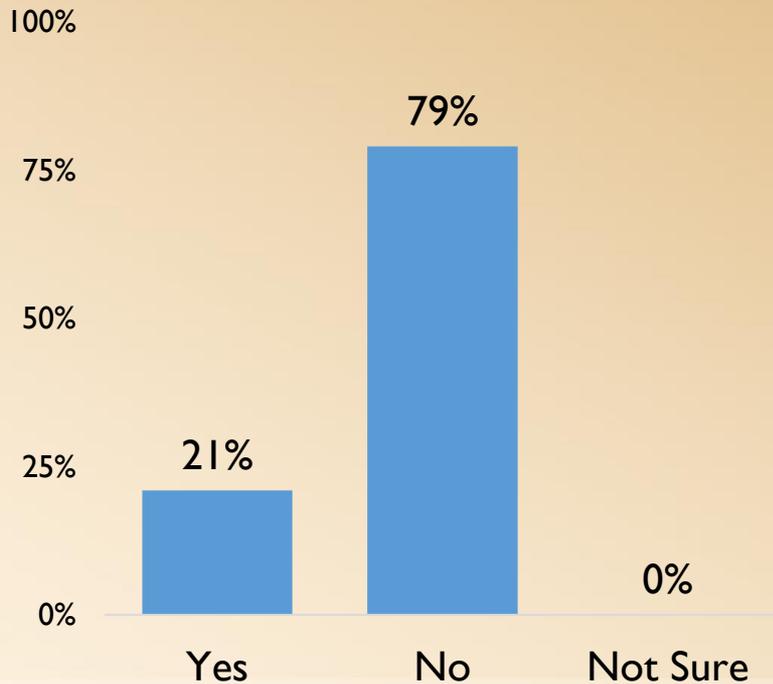
Do you favor or oppose the City reducing lesser important services, enabling them to...



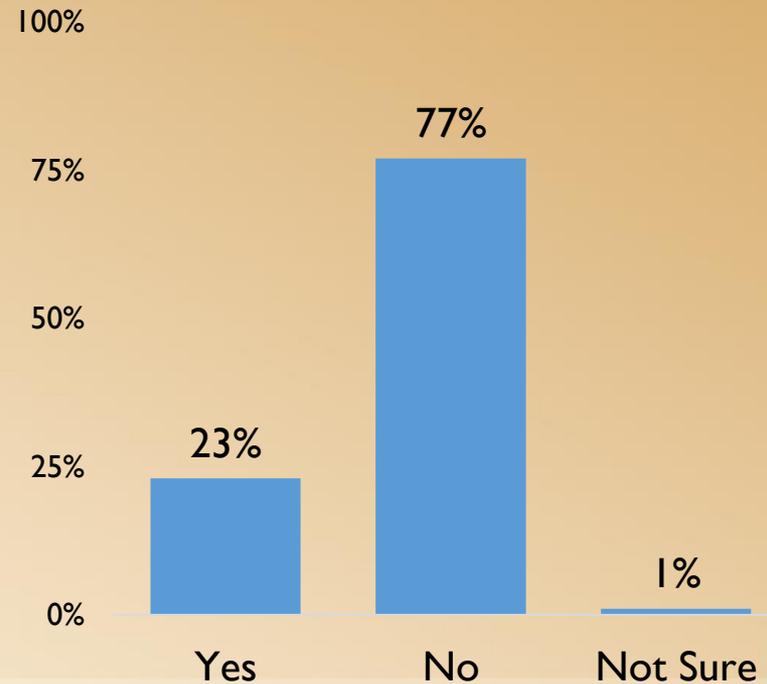
- If the City were to reduce lesser important services, residents are more in Favor of using the savings to stabilize taxes (74%), increase more important services (66%), or reduce taxes (56%).
- A smaller but still high percentage say to use the money to introduce new services (45%).

USED VFW AQUATIC FACILITY OR LEGION POOL

Have you or your family used the VFW Aquatic Facility in the past year?

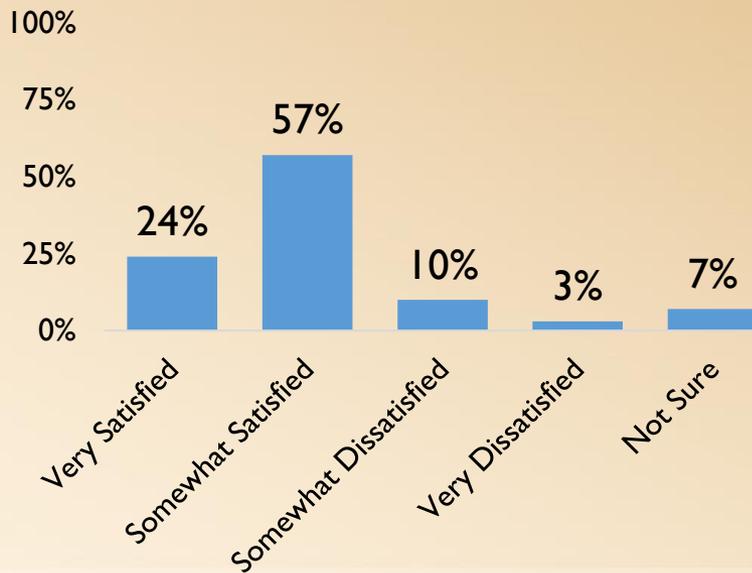


Have you or your family used the Legion Pool in the last 3 years?



QUALITY OF CITY INFORMATION

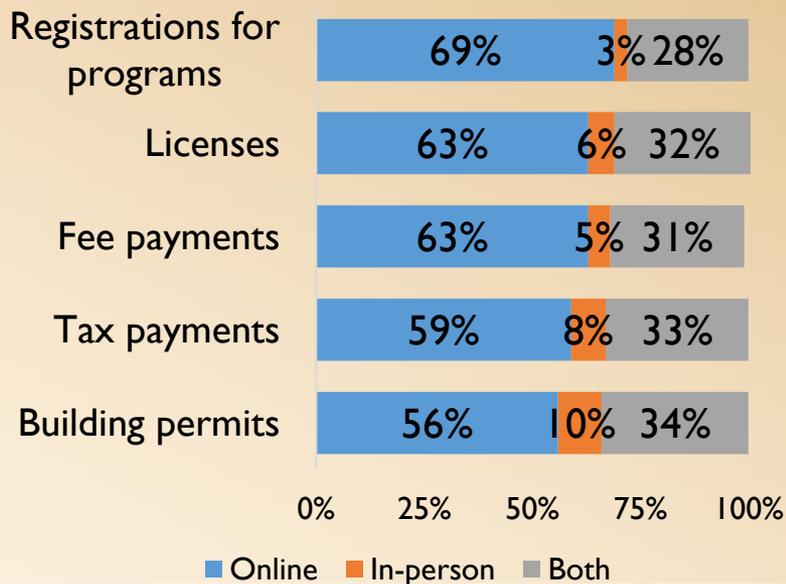
Which of the following best describes your views regarding the quality of information provided by the City about its policies and services?



- 81% are Satisfied (24% Very, 57% Somewhat) with the quality of information provided by the City about its policies and services.
- 13% are Dissatisfied (10% Somewhat, 3% Very) and 7% are Not Sure.

MOVING TO ONLINE TRANSACTIONS

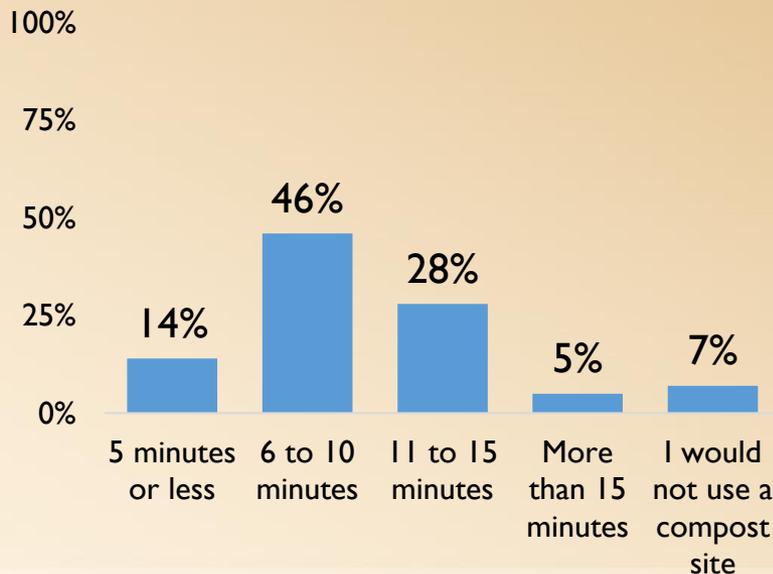
The City is considering moving many in-person service transactions online. Please indicate whether you would prefer to access the following services online, in-person, or both?



- Most (56%-69% respectively) De Pere residents favor a move to Online service transactions.
- About one-third (28%-34% respectively) support Both in-person and online transactions.
- A minority of mostly older residents prefer In-person access only.

NEW COMPOST SERVICES DRIVE TIME

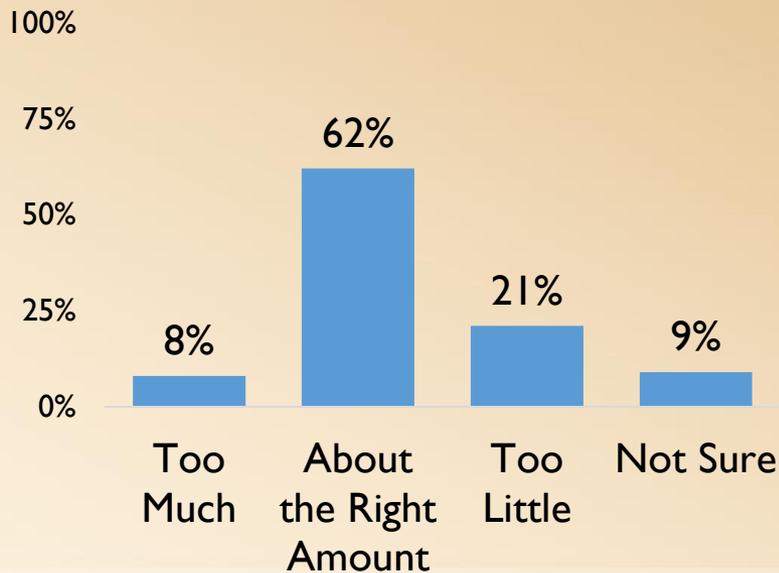
The City of De Pere is in the process of selecting a new location for compost services. How far would you be willing to drive to a compost site?



- 60% of respondents would be willing to drive up to 10 minutes to a compost site, with 46% willing to drive 6 to 10 minutes.
- 28% would be willing to drive 11 to 15 minutes and only 5% would be willing to drive more than 15 minutes; 7% said they would not use a compost site.

POLICE OFFICERS TIME SPENT POLICING NEIGHBORHOOD

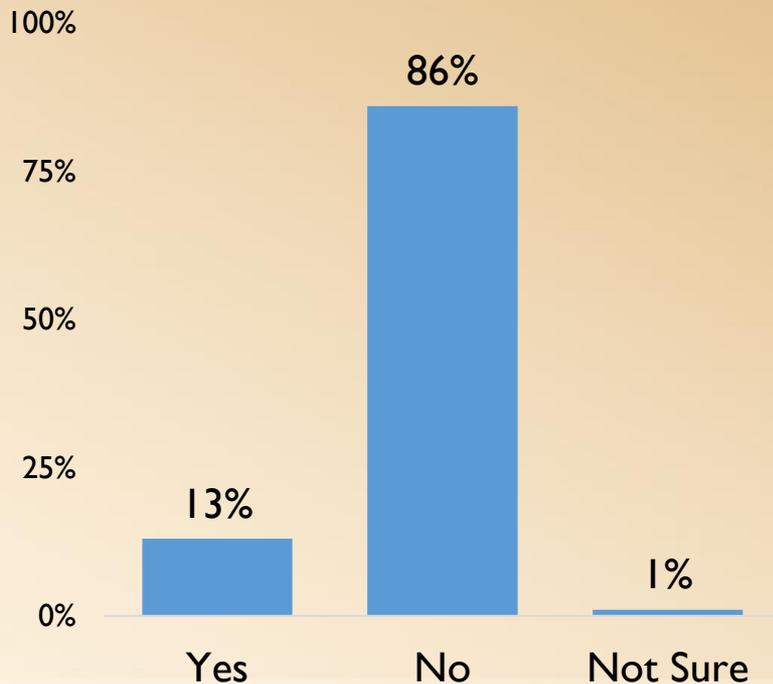
Do you think that police officers currently spend too much, too little, or about the right amount of time policing your neighborhood?



- Only 8% think police officers currently spend Too Much time policing their neighborhood.
- 62% say About the Right Amount of Time, 21% say Too Little, and 9% are Not Sure.

CITY MEETING AND MUNICIPAL PROGRAMMING

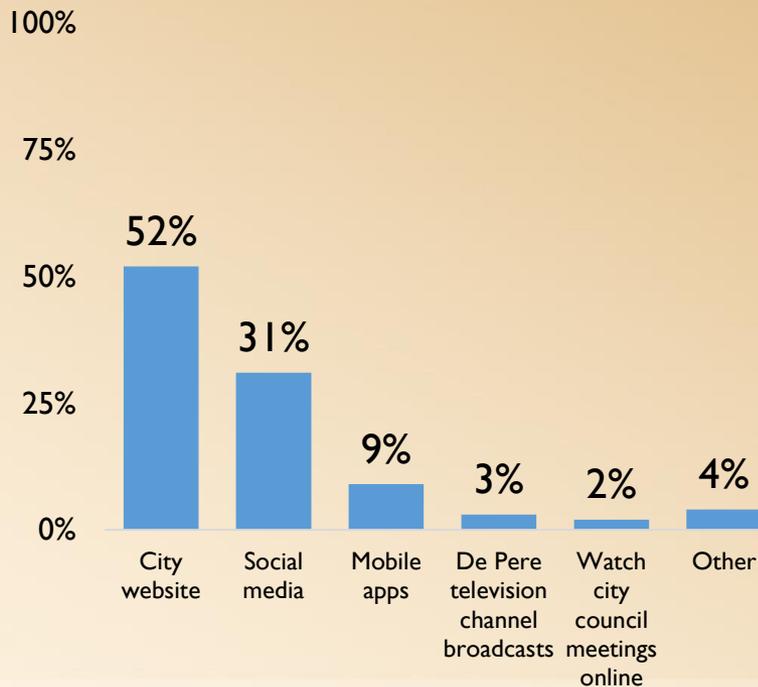
Do you watch City meetings or other De Pere municipal programming on television?



- 86% do not watch City meetings or other De Pere municipal programming on television.
- Only 13% of residents tend to tune into these broadcasts.

PREFERRED ACCESS TO CITY INFORMATION

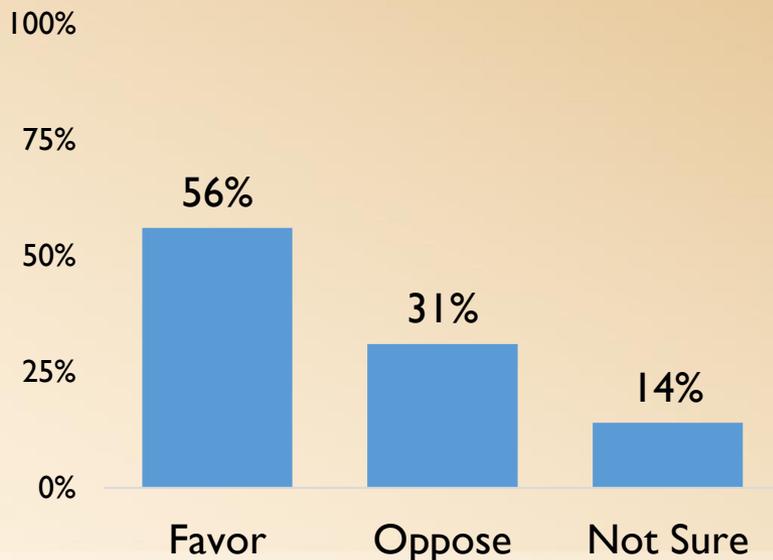
Which of these options is your **MOST** preferred way to access City information in the future?



- 52% indicate their preferred way to access City information in the future is on the City website and close to one-third (31%) said via social media.
- 9% prefer mobile apps, 3% the De Pere television channel broadcasts, 2% watch city council meetings online, and 4% Other.

FAVOR OR OPPOSE OVERNIGHT PARKING ON RESIDENTIAL STREETS

The City is evaluating future parking needs for the community. Do you favor or oppose allowing overnight parking on residential streets that are currently restricted from 2:00 AM to 5:00 AM Monday to Friday?

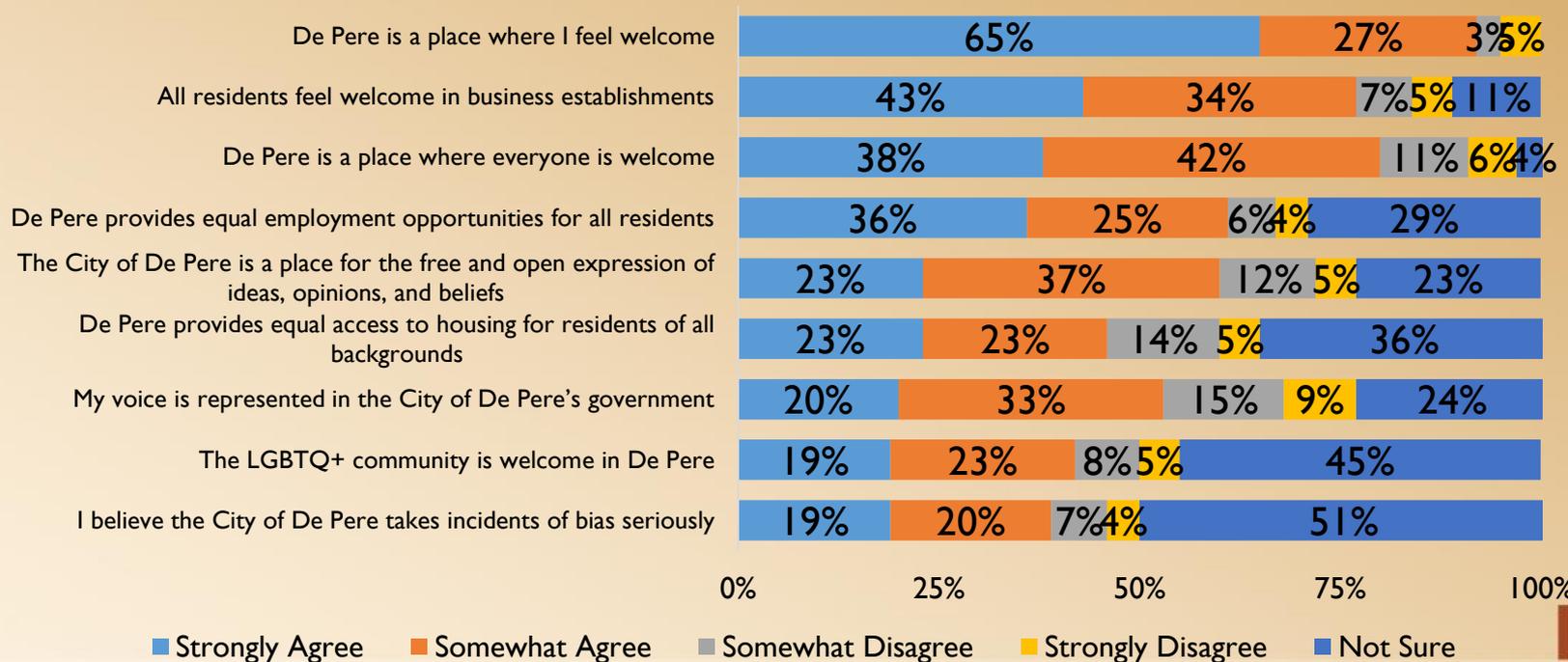


- Slightly over half (56%) Favor allowing overnight parking on residential streets that are currently restricted from 2:00 AM to 5:00 AM Monday to Friday.
- 31% Oppose and 14% are Not Sure.
- In general, as age increases, the percentage of residents who Favor allowing overnight parking decreases (70%-31% respectively).

INCLUSION

RELATIONS BETWEEN PEOPLE

The next questions have to do with relations between people in the City of De Pere. Please indicate if you agree or disagree with the following statements...



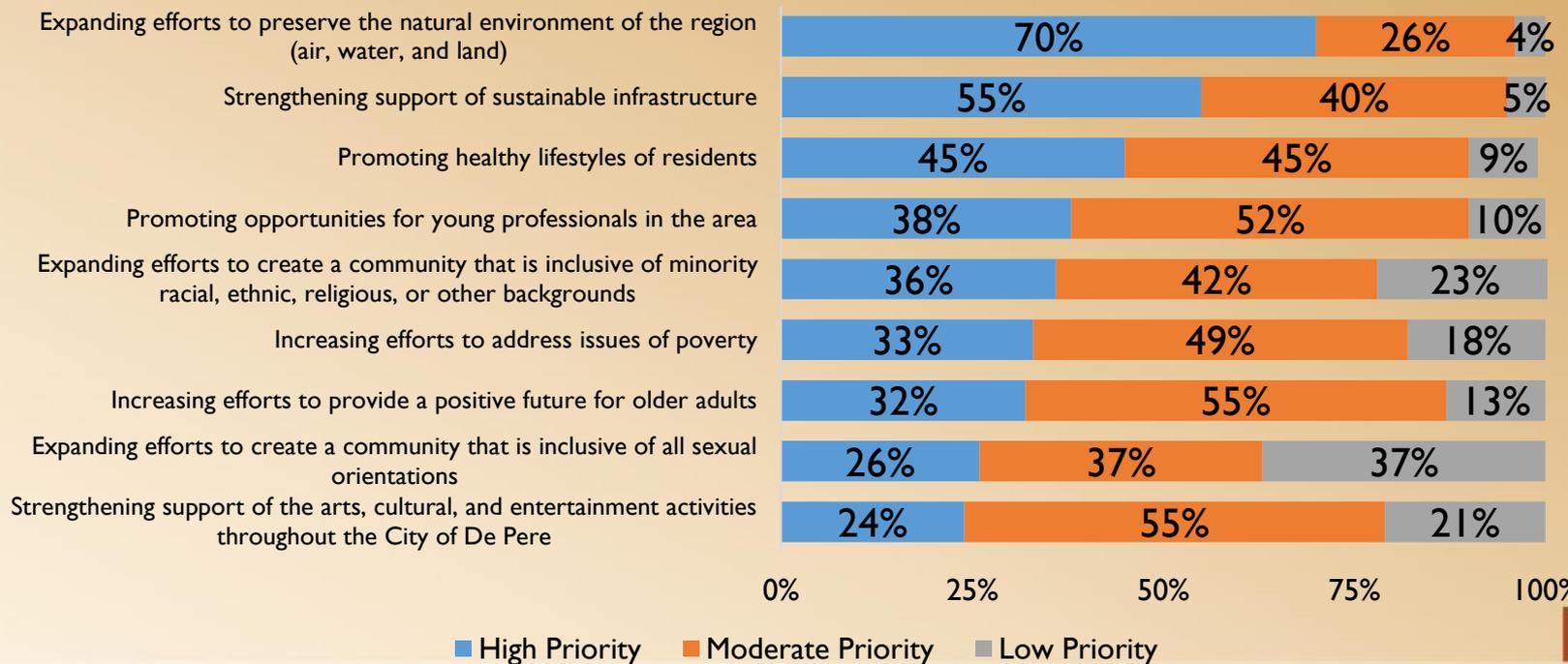
ONE THING TO IMPROVE DIVERSITY, EQUITY, AND INCLUSION (DEI)

- Improved and affordable housing for all residents.
- Public commitment to DEI by city officials and offices. Support includes hiring and recruitment with language associated with DEI, public support for holidays and celebrations, and other displays of support by city offices and officials.
- Many respondents oppose efforts to improve DEI.
- Many respondents believe the city is doing a good job of supporting DEI and should expand current efforts.

FUTURE PRIORITIES

FUTURE PRIORITIES

The City of De Pere is considering the following priorities. Please indicate whether the City should place a low or high priority on each of the following priorities. Please reserve “high priority” for only a few items.



SPECIFIC ADDITIONAL BUSINESS IN DE PERE

SPECIFIC ADDITIONAL BUSINESSES DESIRED

- Restaurants
- Grocery stores, supermarkets
- Retail stores, clothing stores
- Fast food
- Gym/Fitness center, YMCA

CITY OF DE PERE ISSUES AND IMPROVEMENTS

MOST IMPORTANT ISSUE TO ADDRESS OVER THE NEXT 5 YEARS

- Economic development
- Property taxes, lower assessment costs
- Schools (population, quality, crowding, etc.)
- City services (snow removal, garbage, recycling, etc.)
- Bridge/traffic issues
- Crime, police, safety, drugs → maintain/increase safety, reduce crime
- Environmental management/drinking water/water quality
- Affordable housing, additional housing options, low-income housing

ONE IMPROVEMENT TO THE CITY OF DE PERE

- Traffic (flow, lights, one-ways, build another bridge)
- City services
- Recreation, parks, trees
- More retail, businesses, restaurants
- Improve roads
- Police, crime, safety
- Lower taxes
- Improve downtown (preserve, beautify)

THANK YOU!

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