

# The MORRIS LEATHERMAN Company

## CITY OF SHOREVIEW

### 2018 RESIDENTIAL SURVEY

#### *Findings and Implications*

##### *Residential Demographics:*

Twenty-five percent of Shoreview residents report moving to the community within the past five years, while 29% lived there for more than twenty years. The median residential longevity is 11.8 years, 4.7 years less than in the 2015 study. Seventy-seven percent of the residents, down 5% in three years, anticipate staying for at least a decade, if not longer. Thirteen percent think they will leave the community during the next five years.

Seniors can be found in 22% of the community's residences; 50-64 year olds are present in 35% of the households; and, 18-49 year olds are in 64% of the city's households, an increase of four percent in three years. School-aged children and pre-schoolers are found in 35% of the households. The average age of an adult resident is 49.0 years old. In fact, 41% of the population lies in the 45-64 year age range, also a seven percent decrease in three years. Married couples with children in residence account for 33% of the households, while married couples without children are 39% of the households. Singles, with no other family members at home, comprise another 20%.

Using U.S. Census categories, 79% of survey respondents self-classify as "White." Nine percent are "Asian-Pacific Islander," while five percent self-classify as "African-American." Two percent are "Hispanic-Latino," while one percent are "Native American." Two percent are also "Mixed or Bi-Racial." Ninety-four percent report there is no language other than English spoken in their homes.

Seventy-nine percent of the sample report owning their current residence. The median residential property value is \$269,000.00. Nineteen percent of the city households report membership in a private health club. Women outnumber men by two percent in the sample. The median yearly household income is \$79,250.00, much higher than the Metropolitan Area suburban average of \$61,500.00. Moreover, while 17% post household incomes of \$50,000.00 or less annually, 25% percent list incomes of over \$100,000.00 per year.

The precinct of each respondent was also noted. Twenty-seven percent reside in Precincts One and Two. Thirty-five percent live in Precincts Three and Four. And, 38% live in Precincts Five and Six. Ninety-two percent report they reside in the Mounds View Area Public School District,

while four percent live in the Roseville Area Public School District, and four percent are unsure.

### ***General Quality of Life Issues:***

Shoreview citizens remain very content with their community. Ninety-seven percent approve of their quality of life; 60% rate it “excellent.” This level of satisfaction is now one of the top two communities in the Metropolitan Area. When asked what they like most about the City, residents point to its “strong community spirit,” “quiet and peacefulness,” “nice people,” “rural nature and open spaces,” and “schools.” Two serious issues facing the community are also identified: “growth,” at 13%, and “high taxes,” at 19%. Twenty-seven percent are “boosters” who currently see no serious issues facing the City of Shoreview. This remains the highest percentage of “boosters” in the Metropolitan Area.

The most important factor in selecting Shoreview as a place to live is “housing/ neighborhood,” mentioned by 27%. “Closeness to family and friends,” at 17%, “good schools,” at 16%, and “closeness to jobs,” at 13%, follow. An unusually large 12% report they “have always lived in Shoreview.” Nineteen percent of current residents moved from “Saint Paul,” and 11% did so from “Minneapolis.” Residents from “Roseville” account for another seven percent, while “White Bear Lake,” “Little Canada,” and “Vadnais Heights” combine for ten percent. Residents arriving from outside Minnesota are 11%.

When asked about the most important components of their quality of life, most residents point to three aspects: twenty-five percent cite “public safety,” down 11% since 2013, while 19% point to “sense of community,” and nine percent, to “good schools.” Eight percent mention “parks and trails.” These results are somewhat typical of second-ring and third-ring suburban communities, but “public safety” is cited less often than the norm. “Streets,” at eight percent, is the aspect of the community that residents think should be fixed or improved in the future; in fact, 31% see no aspects of the community which should be improved or fixed in the future. Only “retail opportunities” and “restaurants,” cited by six percent each, are the aspects of the community currently missing from the City of Shoreview which, if present, would greatly improve the quality of life for residents. But, 44% think there is “nothing” missing from the community which would greatly improve the residential quality of life.

In ranking the importance of ten characteristics which are part of the overall quality of life in a community, 95% see “public safety,” 81% point to “schools,” 70% label “parks and trails,” and 51% view “open space” as “very important.” In rating the City of Shoreview on each of these characteristics, 97% rate public safety services highly, 96% rate schools positively, 99% rate parks and trails favorably, and 91% view open space the same way.

An unusually strong 93% feel the community is headed in the “right direction,” consistent with the 2015 study results. Only five percent disagree, primarily pointing to “high growth rates.” Ninety-four percent rate their sense of community identity as “very strong” or “somewhat

strong,” in line with other suburban communities. Forty percent report their strongest connection is to their neighborhood; thirteen percent report their closest tie is to the School District, while 21% point to the entire City of Shoreview. Uniquely, 14% are closest to “family and friends,” and six percent each point to “church” or “workplace.” Ninety-eight percent report they “feel accepted and welcomed in the City of Shoreview.” A similar 92% think the community of Shoreview is welcoming and accepting too people of all colors, races and religions; only five percent disagree.

### ***Recreational Opportunities:***

Ninety-eight percent rate the park and recreational facilities in Shoreview as either “excellent” or “good,” while only two percent rate them as “only fair.” The most frequently visited park is “Snail Lake Park,” at 15%, followed by “Turtle Lake,” at 11%. Ten percent most often go to “Lake Owasso.” Nine percent each go to “Island Lake” or “Shoreview Commons.” Eight percent most frequently visit “McCullough Park,” while seven percent go to “Lake Judy.”

Ninety-eight percent rate the upkeep and maintenance of Shoreview City Parks as “excellent” or “good,” still among the highest ratings in the Metropolitan Area. Ninety-six percent also feel the current mix of recreational or sports facilities meet the needs of their household members. Nine percent, though, would like to see the City of Shoreview offer residents a “teen center,” and nine percent place “tennis courts” on their wish list.

A very high 53%, up 13% in three years, report members of their household participated in a city-sponsored park and recreational program in the past year. Non-participants point to “lack of time,” “lack of interest,” and “age and health” as the primary obstacles. Ninety-two percent feel the current mix of city-sponsored recreational programs meet their household needs; five percent are critical.

Eighty-eight percent, about the same as the 2013 survey result, report household members use the trail system within Shoreview; but, 43% do so at least weekly, weather permitting, reflecting a 13% in these avid trail users. Fourteen percent would like to see more trails about the city’s lakes, while six percent suggest trails along Highway 96.

Fifty-five percent of the households sampled report using the Shoreview Community Center during the past year, up five percent from the 2015 level. Non-users point to “age or health,” “lack of time” or “lack of interest” as the major reasons for their absence. Among the current users, 59% are current members, an increase of nineteen percent in three years, while 10% are former members. Former members report three reasons for dropping their membership: “insufficient use,” “no children” and “lack of need.” Non-members could be induced to join if costs were lowered, hours were expanded, or more programs were offered.

The typical user visits the Community Center two or three times per month, although 41% of the

users do so at least weekly. The “Tropics Water Park” is the most popular facility in the Center, followed by the “Fitness Center.” Sixty-two percent of Community Center visitors, down eight percent since the 2013 study, report taking recreational programs, such as swimming lessons or fitness classes. Visitors very highly rate – at least 88% positive – “customer service,” “operating hours,” “cleanliness,” and “overall experience.” But, over 20% are negative about two aspects: “cost of membership” and “cost of programs.” Although 62% can think of no change or improvement that would induce them to visit more often, 11% suggest “lower cost,” eight percent would like to see “more programs,” and seven percent propose controls to make the facility “less crowded.”

### ***City Services:***

City service ratings are again among the highest in the Metropolitan Area. Over 90% approve of “police protection,” “fire protection,” “drainage and flood control,” and “trail maintenance.” Eighty-eight percent each positively rate “animal control,” while 86% favorably rate “building inspections,” and 81% feel the same way about “snow plowing of residential streets.” Seventy-four percent rate “street repair and maintenance” highly. Even though this positive rating is among the lowest among city services, it is still 22% above the suburban norm. At the bottom, only 71% favorably rate “snow plowing of trails.” Four main reasons are cited for lower service ratings: “dirty pond water,” “flooding,” and “wild turkeys,” and “barking dogs.”

Eighty percent, a 6% drop since the 2015 study, rate the quality of drinking water as “excellent” or “good;” nineteen percent are more critical. Critics base their low ratings primarily on “bad taste,” “rusty,” “odor,” and “chlorine.”

When comparing the property tax they pay and the quality of city services they receive, 82% rate the value as either “excellent” or “good,” while 15% rate the value negatively. Even so, the residents split, 51%-42%, in favor of a property tax increase if it were needed to maintain city services at their current level.

### ***City Government and Staff:***

Eighty-seven percent think the City does a good job of seeking input from residents; six percent disagree, generally because the “City does not ask for input” or “the City does not listen.” Even so, 76%, down six percent in five years, of the respondents feel they could have a say about the way the City of Shoreview runs things; eighteen percent, about two-thirds the suburban norm, feel unempowered. Fifty-eight percent know either “a great deal” or “a fair amount” about the work of the Mayor and City Council, a decrease of ten percent in five years. A very high 91% approve of the job of the Mayor and City Council, while only five percent disapprove. The almost 18-to-1 ratio of favorable-to-unfavorable opinions is the highest in the Metropolitan Area.

Thirty-four percent report having “quite a lot” or “some” contact with Shoreview City Staff, down 22% from the 2013 level. Eighty-eight percent rate staff job performance as either “excellent” or “good,” while six percent see it as “only fair” or “poor.” Higher ratings are based upon “perceived overall good job,” “helpfulness and friendliness,” and “lack of problems in the community.” Lower ratings stem from “lack of listening.” The almost 15-to-1 ratio of favorable-to-unfavorable opinions also ranks at the high end of the Metropolitan Area.

Forty-five percent telephoned or visited Shoreview City Hall during the past year. As in the past, a hearty 97% rate the overall service provided as either “excellent” or “good.”

### ***Development and Redevelopment:***

Ninety-five percent rate the general condition and appearance of homes in their neighborhood as “excellent” or “good,” while 94% also rate the condition and appearance of yards similarly. Fifty-nine percent, a 14% decrease, feel the appearance of their neighborhood has “remained about the same” during the past two years; with 34%, a 13% increase, seeing it as “improved.”

Eighty-three percent deem the City of Shoreview as “doing enough” in providing residents and business owners opportunities to maintain and improve the appearance of their properties; twelve percent disagree and think the City is doing “too little.” Thirty-six percent, down seven percent since the 2013 study, report they did remodeling or home improvements during the past five years. Most housing projects included “deck or patio,” “siding or roof” “windows,” or “kitchen.” Most respondents who had not undertaken any remodeling or home improvements say there was “no need” or “rent their current residence.”

Between 76% and 82% think the code enforcement on eight nuisances is “about right:” weeds and tall grass on residential properties, animal control, junk cars, messy yards, noise, storage of garbage and recycling bins, storage of RVs on residential properties, and storage of boats on residential properties. On each type of nuisance, though, between 10% and 21% regard the enforcement level as “not tough enough;” specifically, “noise” and “weeds and tall grass on residential properties” post the highest negative ratings.

By a 57%-36% majority, residents favor a more active approach by the City in the enforcement of residential property codes. While still very supportive, the majority is lower than the 68%-24% split found in 2013.

Seventy-two percent think the City has “about the right amount” of wildlife such as deer. Fourteen percent see “too much,” while 13% see “too little.”

### ***Public Safety:***

Twenty-three percent, a moderate level, up 10% in five years, feel there are areas in Shoreview where they would be afraid to walk alone at night. Of this group, 34% say “everywhere in the city,” while 26% point to “parks or trails.” “Lexington Avenue,” at 12%, and “Highway 96,” at ten percent, are also “hot spots.” Residents rate four concerns as serious problems facing the community: “traffic speeding,” at 40%, “youth crimes and vandalism,” at 24%, down 8% in three years, “break-ins and theft from automobiles,” at 23%, and “drugs,” at 20%.

Seventy-four percent, down 12% in three years, think the amount of patrolling in their neighborhood by the Ramsey County Sheriff’s Department is “about right;” twenty-three percent, *over double the 2015 level*, feel it is “not enough.” Speeding automobiles are seen as a neighborhood traffic problem by 52%. Both “distracted driving” and “speeding” are viewed as the most serious traffic concerns in the city.

### ***Development Issues:***

In assessing the current state of the city, majorities think the city has “about the right amount” of population, luxury rental units, condominiums, townhouses, “move up” housing, higher cost housing, assisted living for seniors, nursing homes, one level housing for seniors maintained by an association, racial diversity, income diversity, age diversity, parks and open spaces, trails and bikeways, as well as service and retail establishments and entertainment and dining opportunities. But, at least 40% of residents think there is “too little” affordable housing, starter homes for young families, affordable rental units, entertainment and dining opportunities, and full-time job opportunities. Only one characteristic, luxury rental units, is rated by more than 20% as “too many.”

If they were going to move from their current home for upgrading, 76%, down six percent since the 2013 study, would be “very committed” or “somewhat committed” to staying in Shoreview. Similarly, if they were going to move from their current home for downsizing, 78% would be at least “somewhat committed” to staying in the community.

Sixteen percent each report they feel “family sit-down restaurants” or “fine dining restaurants” are limited or lacking in Shoreview. In addition, “entertainment opportunities” mentioned by 11%, exceeds the ten percent threshold. Thirty-two percent report, though, there are no retail or business service opportunities missing or lacking from the community.

Shoreview residents place a moderate-to-high importance on most sustainability-related issues. The only exceptions are reducing waste, which is viewed by 57% as “very important,” and energy conservation, which is viewed the same way by 52%. Forty-nine percent think similarly about the Farmer’s Market, while 36% rate development of community gardens, and 32% rate environmentally responsible yard care the same way.

Eighty-five percent rate the water quality in city lakes as either “excellent” or “good;” thirteen percent think it is “only fair” or “poor.” Fourteen percent of the sample actually lives on a lake. Among non-lakefront home owners, 68%, a 14% increase in five years, say members of their household use city lakes for recreational purposes; they swim, boat, or fish in city lakes.

By a 56%-33% majority, residents oppose the City designating a hauler to serve the community. Two key reasons are offered by opponents: thirty-seven percent “want to make the choice” and 25% “like their current hauler.” Supporters point to “lower cost,” at 13%; “less truck traffic” and “less pollution,” each at eight percent, and “less noise,” at five percent.

If Shoreview were to start a curbside collection program for compostable waste, 14% of surveyed households are “very likely” to participate and 22% are “somewhat likely” to do so. But, 29% are “not too likely” and 32% are “not at all likely” to do so. However, once a participation fee of \$15.00-\$25.00 per month is charged, only 58% of likely participants would still enroll. Using standard market projection techniques, 13% of city households would be expected to follow through and participate, given no fee.

### ***Transportation:***

Fifty-four percent of the respondents report leaving Shoreview on a regular or daily basis for work. Destinations include Minneapolis, for 38%, Saint Paul or Roseville, each for 12%, and Arden Hills, indicated by nine percent. But, only 11% report household members regularly use public transportation to and from work. Non-users cite the preference or need for a car, at 47%, and lack of need for public transportation, at 29%. The only change or improvement which could make it more likely for non-users to switch is “more routes to their destinations” or “more frequent service.”

While 59% never use transportation services such as Uber or Lyft, 26% do so at least “occasionally.” Ninety-one percent also never use Metro Mobility; six percent do so at least “occasionally.”

Sixteen percent think Shoreview needs more transportation options for residents. Suggestions for further options include: “more frequent buses,” at 24%; “light rail,” at 27%; “more Ubers,” at nine percent; and, “more options for seniors,” at eight percent.

Eight percent work at home in a full-time or part-time business.

### ***Communications:***

Ninety-one percent of the respondents rate the overall performance in communicating key local

issues to residents as “excellent” or “good;” only nine percent are more critical. The positive rating is among the top three communities in the Metropolitan Area suburbs.

Forty-three percent report their primary source of information is the City Newsletter, down 9% in three years. Twelve percent rely upon local newspapers, while 27% use the City’s website, more than double the 2015 level. Fifty-six percent also report the most effective method to receive information about the City is through the City Newsletter, City mailings, or other City publications. Nineteen percent want “e-mail” and 16% point to the City’s website.

Seventy-nine percent, down nine percent in three years, recall receiving the city newsletter, “The ShoreReview,” during the past year. Ninety-two percent of this group report members of their household regularly read it, establishing a readership of 73% of the city’s households. Sixty-seven percent, at least half the, time keep it around for future reference. Ninety-three percent feel the newsletter is “effective” in keeping them informed about activities in the community. In separating the two sections of the publication, 55% report they tend to read “both,” while 39% read only the “city newsletter” and three percent read only the “recreational program catalog.” Ninety-six percent of the readers of the quarterly Recreation Program catalog consider it to be effective in keeping them informed about city-sponsored recreation programs.

Fifty-two percent of the sampled households currently subscribe to cable television, while 26% subscribe to satellite television. Among cable subscribers, 44%, up seven percent since the 2015 study, watched Local Government Access Channel 16 during the past six months. Forty-one percent watched City Council Meeting telecasts, up 11% in three years, and 32% viewed Planning Commission Meeting cablecasts, up seven percent in three years. The reach of cable television remains somewhat lower than the Metropolitan Area suburban norm.

Seventy percent of city visited the City of Shoreview’s website, a 20% increase over the 2015 level. Ninety-seven percent rate the content of the City’s website highly, and 94% rate the ease of navigating the site similarly. Visitors of the website tend to seek general information about the community, just browse, city news, and park and recreation information. More information about City Council decisions and more detailed budget information are two suggested changes by about one-fifth of the city.

Seventy-five percent use Facebook; seventy-six percent of these users are likely to use Facebook to obtain information about the City. Fifty-seven percent use YouTube; of the latter, sixty-three percent are likely to use it as a source of city information. Forty-nine percent use e-mail blasts; among “blasters,” 92% are likely to use them as a source of information. Forty-two percent tweet; sixty-nine percent are likely to use Twitter to obtain city information. Thirty-four percent access Next Door; ninety-one percent are likely to consider Next Door as a source of city

information. Twenty-five percent Instagram; thirty-six percent of this social media are likely to use it for city information.

### ***Concluding Thoughts:***

Demographically, Shoreview remains the quintessential “Gold Collar” suburban community. Generational renewal is occurring apace, particularly with the addition of growing numbers of affluent young families. There is also silver among the gold, though, with the high numbers of retiree and close-to-retirement households. Residents express pride in key community values: sense of connection, strong neighborhoods, safe streets, exemplary park system, and affordably excellent city services. They have high expectations; but, as in the past, the City continues to meet or exceed most residents’ expectations. In fact, they continue to exhibit among the strongest levels of confidence in the direction of their community found within the suburbs. The quality of life rating awarded the City of Shoreview remains among the highest in the Metropolitan Area.

The community continues to be one of the highest rated suburbs in the Metropolitan Area. City services are delivered effectively and efficiently. On the two most important characteristics in their overall quality of life – “public safety” and “schools” – virtually unanimous positive ratings are awarded the City. On the second-tier quality of life characteristics which majorities rate as “very important” – “parks and trails” and “open space” – over 90% of residents favorably rate the City. People who are so inclined feel empowered within the community, and think they can impact change, if needed. But, for most, the jobs of the City Council and City Staff are so positively rated that direct participation is considered unnecessary.

The park and recreation system -- both facilities and programs -- remain well-regarded, particularly important in light of the value most residents place upon it and the influx of young families. Comparatively high user rates, given the demographics of the city’s population, and virtually unanimous positive evaluations are the norm. In addition, a premium is placed upon open space in the community, and protection and preservation remain highly rated values. Also, as in the past, sustainability issues are prioritized, especially “reducing waste” and “energy conservation.”

Perspectives on city taxes moderated during the past three years, very much in line with suburban communities across the area. A majority of residents, 51%-42%, favor a tax increase to maintain city services, if it were needed. This result is unsurprising, given the high marks on city services and the high marks awarded to the value of city services when considering property taxes paid.

A fair number of issues need to be monitored for the next couple of years, although none have reached levels of major concern:

- The trade-off between growth and property taxes
- Street repair and maintenance
- Expansion of the trail system around the city’s lakes

Recreational programs at the Community Center  
Updates of the Tropics Water Park and Fitness Center at the Community Center  
Attracting more full-time job opportunities and entertainment and dining opportunities  
Attracting more housing opportunities for young families  
Pond maintenance  
Plowing of city trails  
Enforcement of noise ordinances, especially dealing with barking dogs  
Traffic speeding in neighborhoods  
Distracted driving throughout the community  
Continued publishing of “The Shore Views”

The summary phrase reflecting the current mode of residents is “affordable excellence.” In other words, policies should reflect maintaining and improving upon the key values which define Shoreview. As in the past, Shoreview remains overall at the top of the best-run and smoothly functioning suburbs within the Metropolitan Area.

## **METHODOLOGY**

This report is based upon the results of a survey administered to 400 randomly selected adult residents of the City of Shoreview. Professional interviewers conducted the survey by telephone between July 12<sup>th</sup> and August 3<sup>rd</sup>, 2018. Both cell phone telephone numbers and landline telephone numbers were part of the sample frame. The typical respondent took 31 minutes to complete the questionnaire. The results of the study are projectable to all adult Shoreview residents within  $\pm 5.0\%$  in 95 out of 100 cases.