



2015 Community Survey Summary

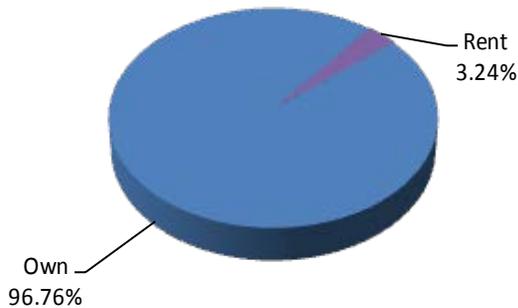
Survey Highlights

- There were 440 responses to the survey, which is approximately 7.5% household response rate.
- 90% of are proud to say they live in the City of Glendale.
- 89% describe the quality of life in Glendale as excellent or good.
- 39% of respondents have lived in Glendale for over 20 years.
- 95% of respondents reside in a single family home.
- 88% of respondents said Glendale's overall appearance and cleanliness is excellent or good.
- 78% of respondents said Glendale has an excellent or good reputation.
- 70% of respondents favor the current level of services and required funding.
- 61% of respondents feel the level of City communications is excellent or good.
- 68% felt the communication content is excellent or good.
- 91% of survey respondents said they read the city newsletter.
- The majority of respondents favor sharing services with other communities with support ranging from 54% to 75% except they oppose sharing police services (56%).
- 82% of those surveyed attend the Glendale 4th of July event in 2014.
- Top five effects which contribute to the quality of life in Glendale are:
 - Police Presence
 - Property maintains/increases in value
 - Quality of City Services
 - Quality of schools
 - Water System
- The top two communication methods are the City Newsletter and Website. Social media had an overwhelming "no opinion" response.
- Of our respondents that use social media, 93% said they use Facebook followed by 18% who use Nixle and 14% who use Twitter.
- 72% of respondents visited the city's website at least once a month.
- The majority of respondents favoring maintaining the level of services they receive
- 62% of respondents oppose or strongly oppose the concept of charges for services to reduce the reliance of property taxes.

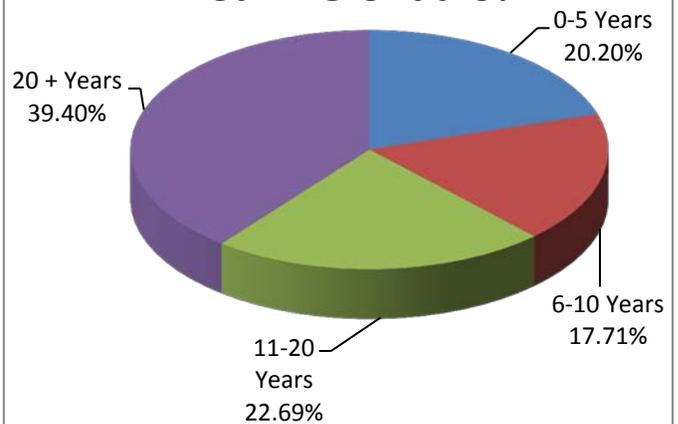
Demographics

- 71% of respondents have two adults living in the household.
- 64% of respondents have no children living in the household.
- The top four locations for employment of respondents by household is listed below:
 - City of Milwaukee 23%
 - Milwaukee County 20%
 - Retired 19%
 - City of Glendale 12%

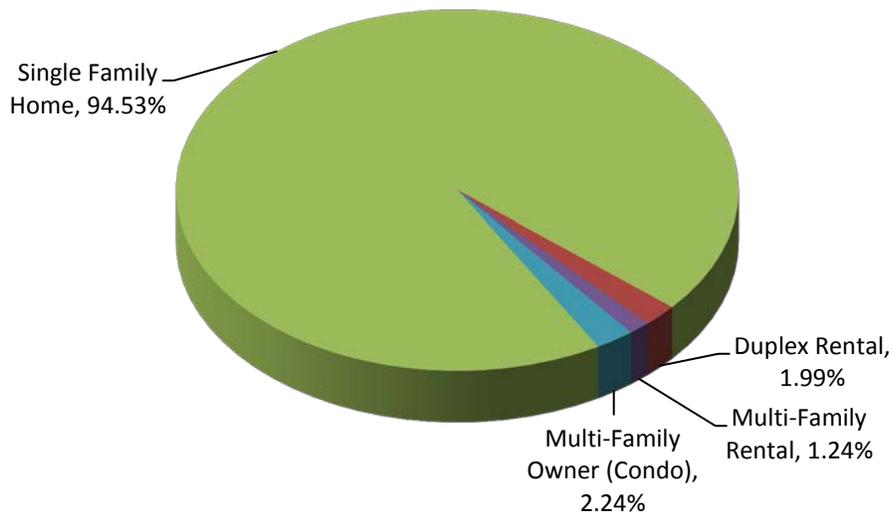
Do you Own or Rent your residence?



How many years have you lived in Glendale?

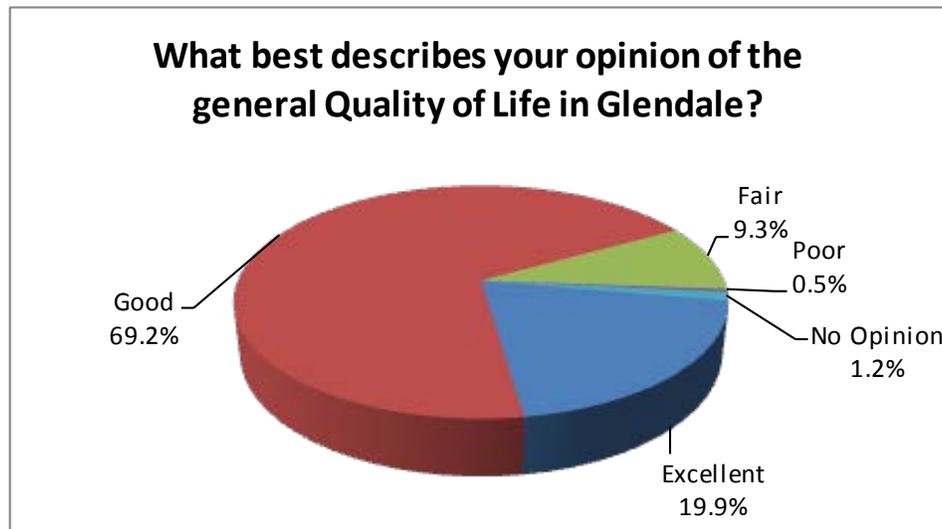


What type of residence to do you live in?



Quality of Life

- 89% describe the quality of life in Glendale as excellent or good.

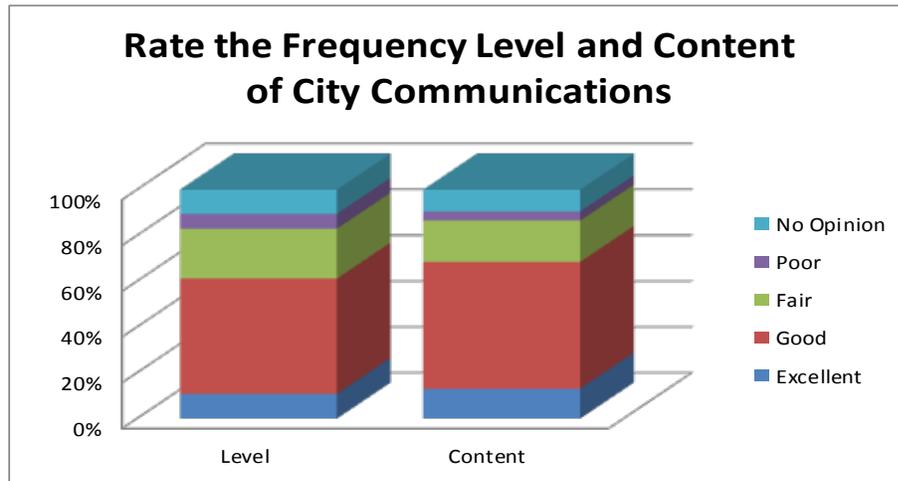


- Respondents rated the factors which contribute to the quality of life in Glendale. Based on a five point scale from 'excellent' (1) to having 'no opinion' (5). The top five rated services are as followed:

Police Presence	1.31
Property maintains/increases in value	1.40
Quality of City Services	1.52
Quality of Schools	1.52
Water System	1.54

Communication

Responses are favorable to the City's communication methods.



- Respondents rated City's communication methods. Based on a five point scale from 'excellent' (1) to having 'no opinion' (5). The services were rated are as followed:

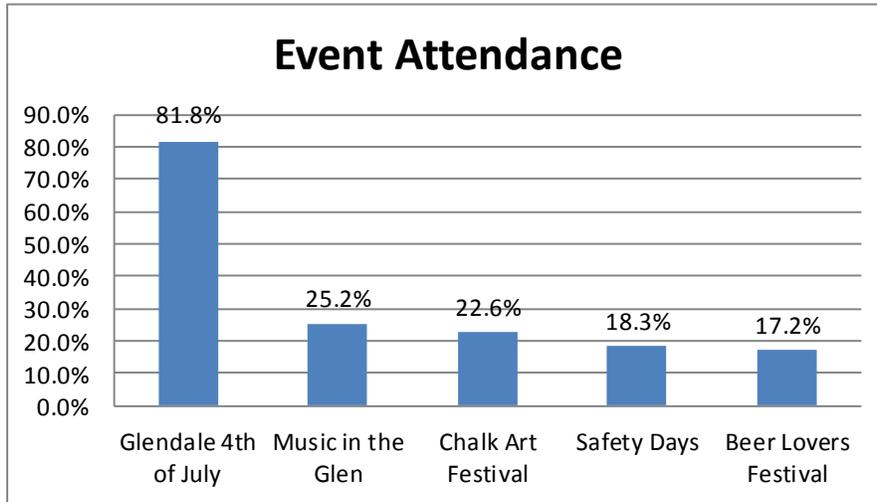
City Newsletter	2.03
Website	2.53
Local News Media	3.44
Posting Boards	4.04
Facebook	4.07
Twitter	4.58

- 91% read the City printed newsletter.
- 95% find the content of the City newsletter useful.
- 72% of respondents visited the city's website at least once a month.

Community Commitment

Overall, the respondents take pride in being a part of the Glendale community.

- 90% of are proud to say they live in the City of Glendale.



Property maintenance concerns have been minimal over the past 2 years.

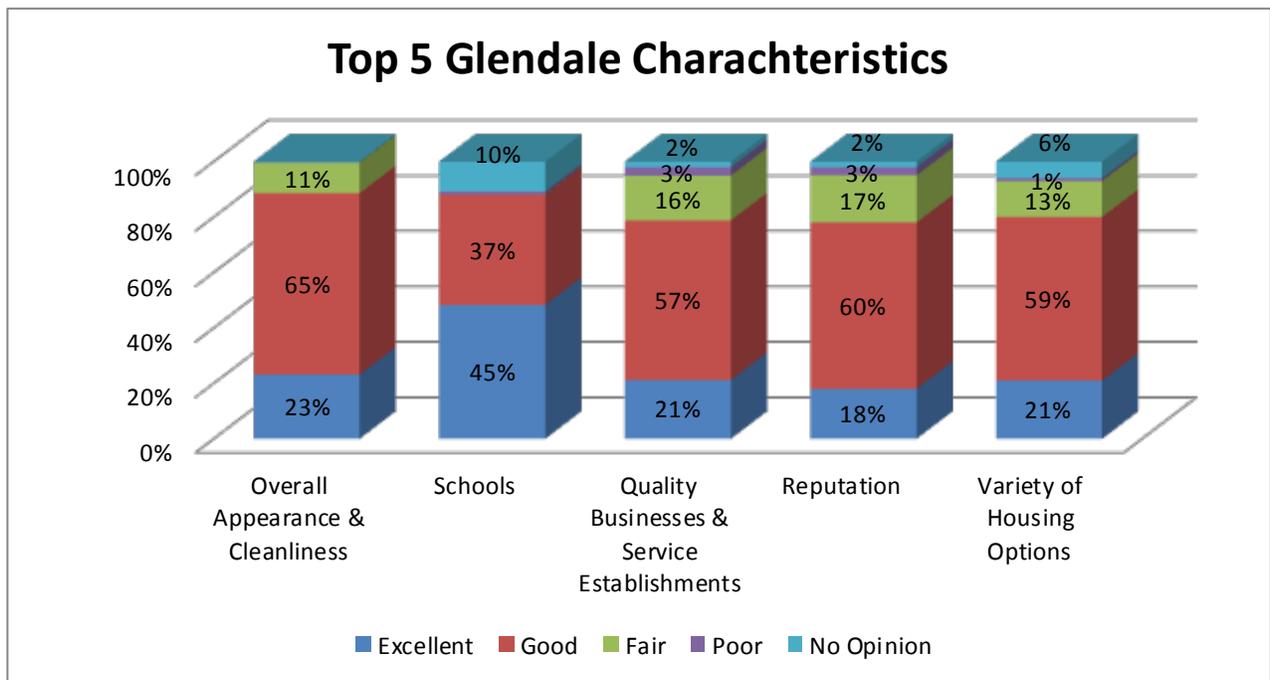
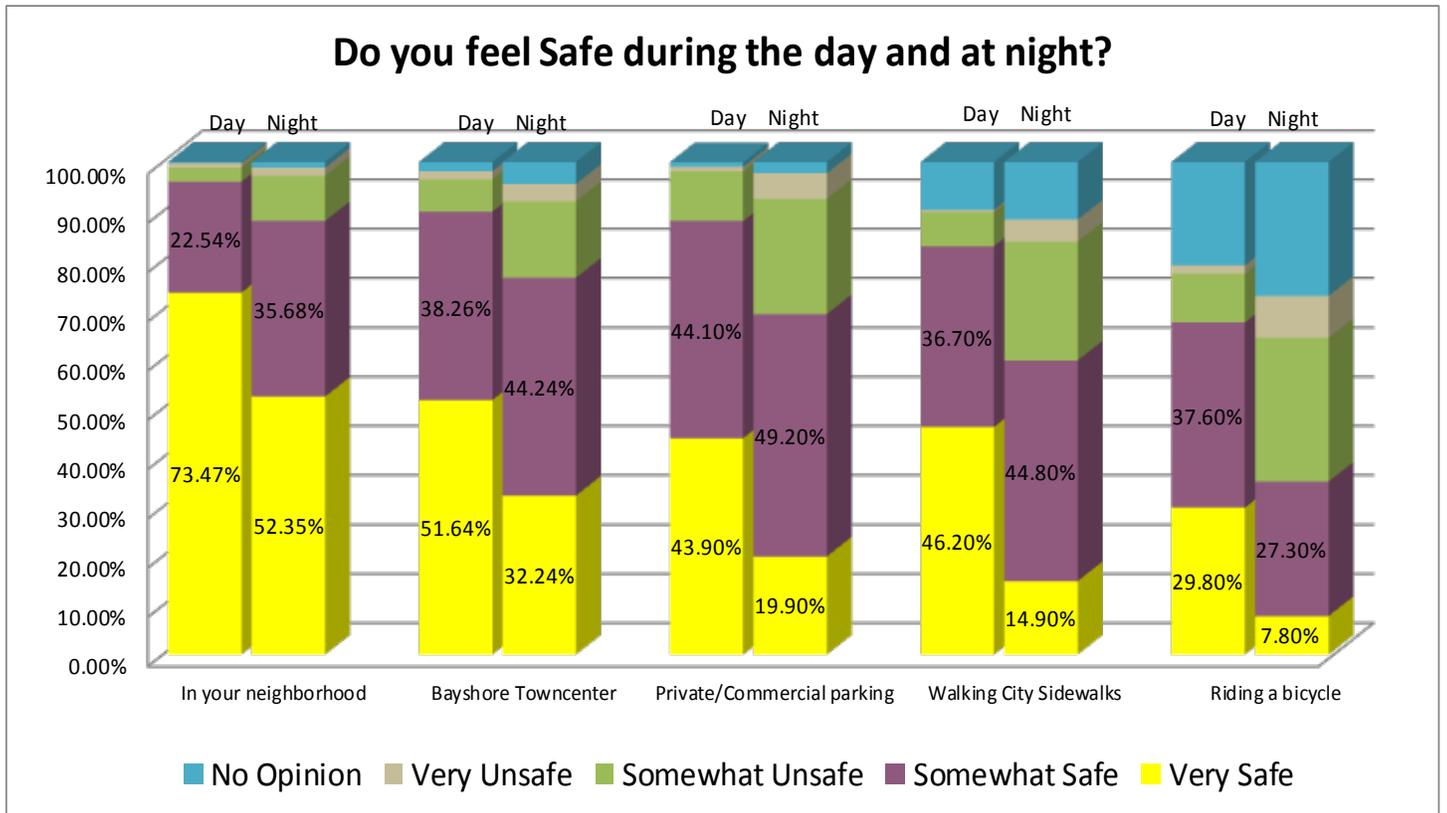
- Only 20% of respondents reported a property maintenance concern to the City in the past two years.
- 47% of reported property maintenance concerns were satisfied with the City's response.
- Respondents rated the degree in which they felt unmaintained properties, weed lots, or junk vehicles were a problem on a five point scale from 'excellent' (1) to having 'don't know' (5).

On your block	1.73
In your neighborhood	1.95
City wide	2.63

- Respondents rated the degree in which they felt abandoned/foreclosed properties, weed lots, or junk vehicles were a problem on a five point scale from 'excellent' (1) to having 'don't know' (5).

On your block	1.62
In your neighborhood	1.85
City wide	2.79

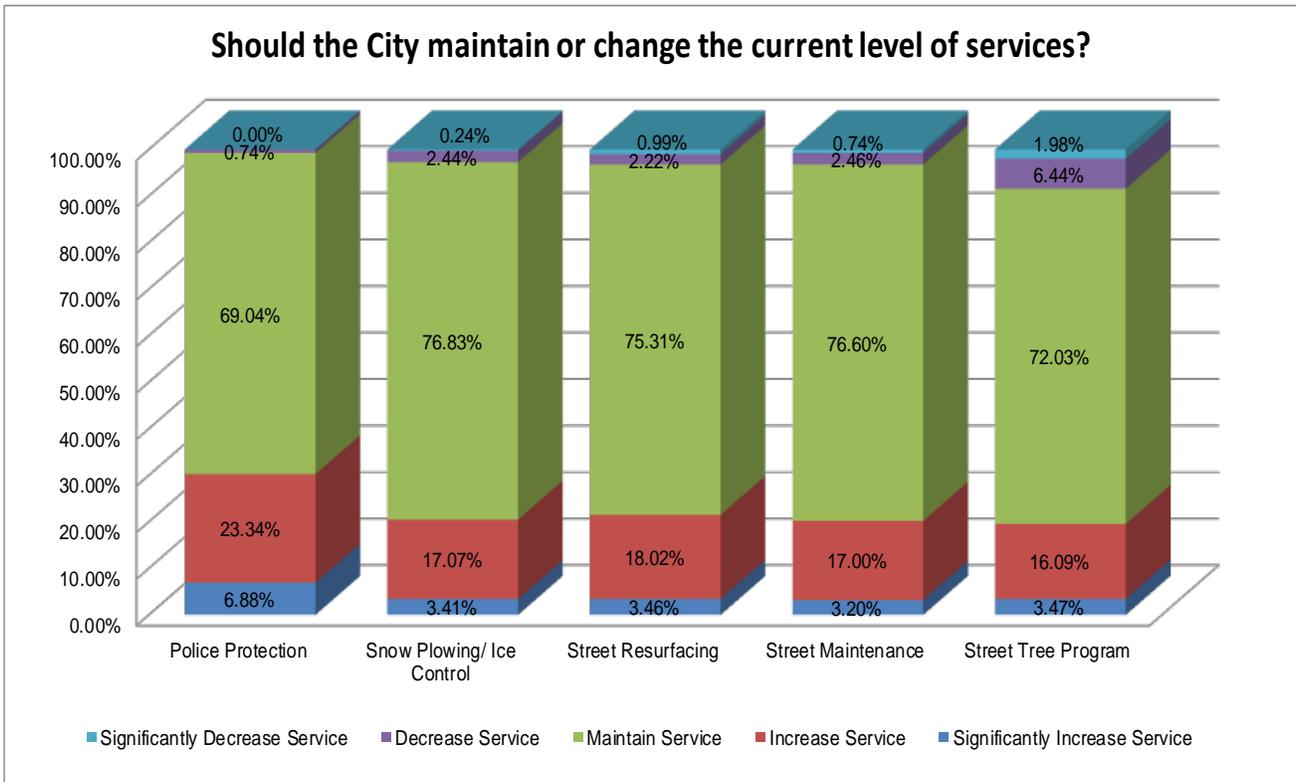
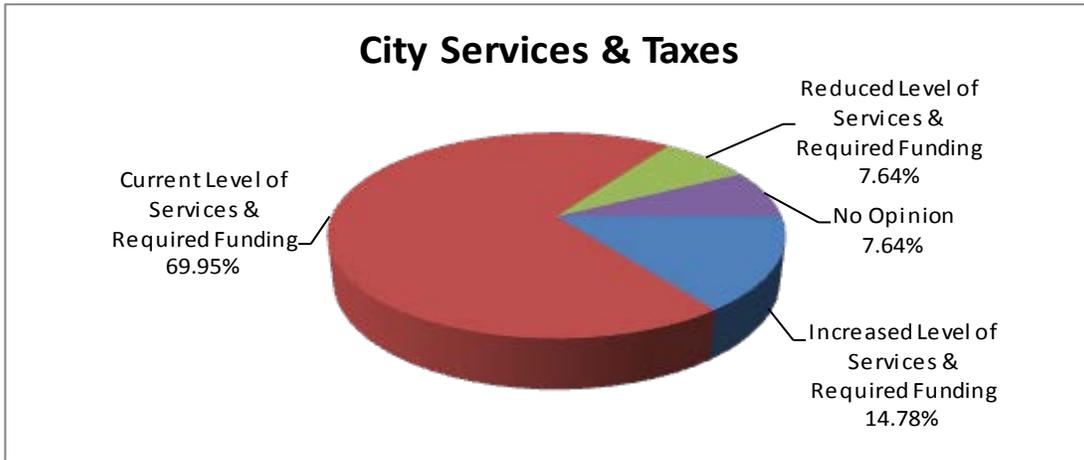
Respondents feel the safest during the day in their neighborhood.



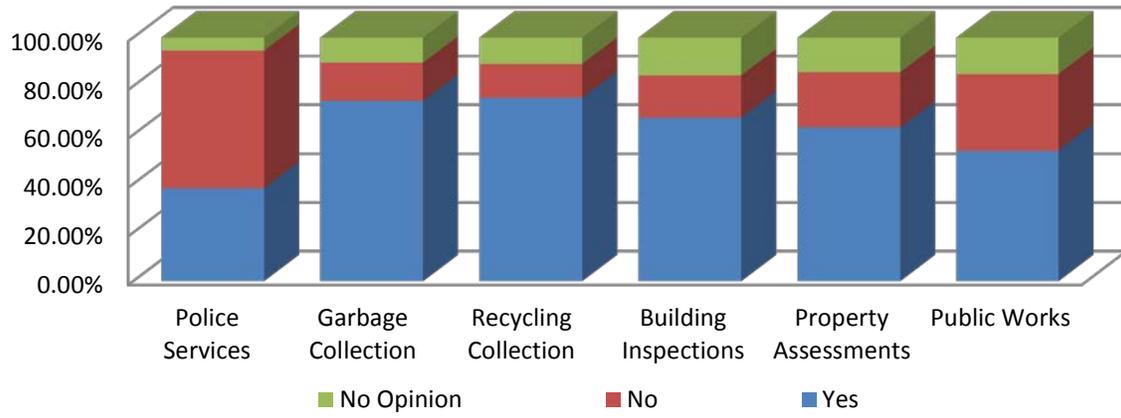
Services/Taxation

➤ Respondents rated various services that they receive from Glendale employees on a five point scale from 'excellent' (1) to having 'no opinion' (5). The top five rated services are as followed:

Police Department	2.09
North Shore Water	2.79
City Hall	2.80
City Services- Public Works	2.83
North Shore Fire Department	2.92



Do you support the sharing of services with other North Shore Communities?



Open Ended Questions

- Respondents were asked, what would be one improvement they would make to the City of Glendale. Answers varied but were able to be categorized. The top three categories are as followed:
 - Public Safety: 19.24%
 - Sidewalks: 11.36%
 - Business/Property Development: 11.36%

- Respondents were asked, what is the biggest challenge the City of Glendale will have to address over the next five years. Answers varied but were able to be categorized. The top categories are as followed:
 - Public Safety: 35.90%
 - Taxes/Budgets/Services: 26.92%
 - Schools: 11.54%
 - Business/Property Development: 10.90%

- It was repeatedly noted that many respondents are satisfied with police services.