

Memorandum

TO: City Council Workshop
FROM: Renee Eisenbeisz , Assistant City Manager
DATE: February 17, 2026
SUBJECT: Survey results discussion
ITEM NUMBER: 1.a
SECTION: GENERAL BUSINESS

REQUESTED MOTION

INTRODUCTION

The city council is being asked to discuss the 2025 community survey results and provide direction to staff on next steps. Additionally, staff would like to briefly discuss the 2025 equity and inclusion survey that the human rights commission conducted.

DISCUSSION

2025 COMMUNITY SURVEY

Since the late 1980's, the city has conducted community surveys every three to four years to determine resident satisfaction levels with various city services and programs, as well as opinions on a variety of topics. The city hired the National Research Center at Polco in 2025 to conduct a community survey. The survey was open in the fall and mailed out to 3,000 households. The city received 574 responses (19% response rate). The city also opened the survey to all residents September 25 - October 9 and received 241 responses from that. Polco presented the 2025 survey results at the December 15 city council meeting.

The full results, a comparison of the random sample vs. open participation, and the PowerPoint presentation from December 15 are attached. Below are key takeaways from the survey.

Benchmark comparison - the full results and presentation show how the city compares to national benchmarks (about 400 communities) and local benchmarks (20 metro communities). Overall, the city is doing very well when compared to both benchmark sets.

Community livability - Polco has identified 10 areas that measure community livability. Throughout the survey, residents were asked the overall quality, as well as how important it is for the city to focus on each area. When comparing the two, it's important to note any gaps where residents give a higher rating for importance and lower rating for quality as those are areas that the city will want to focus on. When looking at the city's gap analysis, eight of the 10 areas have higher quality ratings indicating a high level of satisfaction. The two areas that have higher importance ratings are mobility and utilities.

- Parks and recreation
- Safety

- Natural environment
- Economy
- Health and wellness
- Utilities
- Community design
- Education, arts, and culture
- Inclusivity and engagement
- Mobility

Quality of life - the city's quality of life continues to receive high marks, which places us as the top city with our peers.

- Shoreview as a place to live - 97%
- Overall quality of life - 96%
- Overall image or reputation - 93%

Governance - despite national sentiment towards government, our residents continue to have high confidence in city leadership and governance.

- Overall customer service - 94%
- Being honest - 80%
- Overall direction that Shoreview is taking - 79%

Safety - residents continue to feel safe in Shoreview and provide high ratings to our safety services.

- Fire services - 97%
- Overall feeling of safety - 94%
- Sheriff services - 89%

Parks, recreation, and natural environment - our parks and recreation and natural environment ratings continue to outperform both national and local benchmarks and stand out as valued assets.

- City parks - 97%
- Overall quality of parks and recreation opportunities - 96%
- Overall quality of natural environment - 94%

Areas for improvement - ratings for mobility and economic opportunities both stand out as areas for improvement. However, it's important to note that many of these areas are outside of the city's control including:

- Availability of affordable quality healthcare, food, and childcare
- Availability of public transportation

Custom questions - the city asked a variety of custom questions. The below were new questions added this year.

- Election activities - residents were asked to rate the quality of their election day experience, absentee voting experience, and communications on election activities. These were asked to identify a baseline now that the city contracts with Ramsey County for election services. Overall, residents rated their election day experience and communications positively. Over half selected "Don't know" for absentee voting
- Overnight parking - residents were asked if they support or oppose the city's current overnight parking regulations. This was added based on a social media post that went viral in June 2025. Overall, the majority of residents support the city's overnight parking

regulations.

- Public engagement - residents were asked to identify how much of a barrier certain factors were for them engaging more with the city. The biggest factors were lack of time due to other commitments (44%), lack of awareness about the overall process or opportunities (29%), and difficulty finding information (22%).

EQUITY AND INCLUSION SURVEY

The human rights commission also conducted a survey via Polco in early 2025 on equity and inclusion. The city received 264 responses. Over the course of 2025, a commission subcommittee reviewed the results, drafted an analysis, and recommended next steps. The commission approved the analysis and recommendations in September 2025 and the city council accepted them at their October 6, 2025 meeting.

The analysis and results slide deck are attached. Overall, the results are similar to the community survey in terms of Shoreview being viewed as a safe, welcoming, and respectful community. However, when the results are broken down based on a variety of demographics, that viewpoint is not universally shared. As such, the commission's analysis includes the following recommendations:

- Create a "Welcome to Shoreview" campaign to:
 - Welcome new residents.
 - Share opportunities for diverse populations to join community events and advisory boards.
 - Promote the city's value of inclusion and encourage residents to live by it.
- Showcase our community diversity by:
 - Fostering an environment for all residents.
 - Hosting multicultural events that represent different groups in the city.

RECOMMENDATION

It is recommended that the city council review and discuss both surveys and provide direction on the following:

- Community survey - are there any areas that the city council would like staff to look into more based on the results?
- Equity and inclusion survey - is the city council comfortable with the recommended actions from the human rights commission? If so, the commission will expand on these for their 2027 - 2028 action plan.

ATTACHMENTS

[Community survey results](#)

[Random sample vs. open participation](#)

[Community survey PowerPoint presentation](#)

[Equity and inclusion survey analysis](#)

[Equity and inclusion survey PowerPoint](#)