

City of Silver Bay Comprehensive Plan

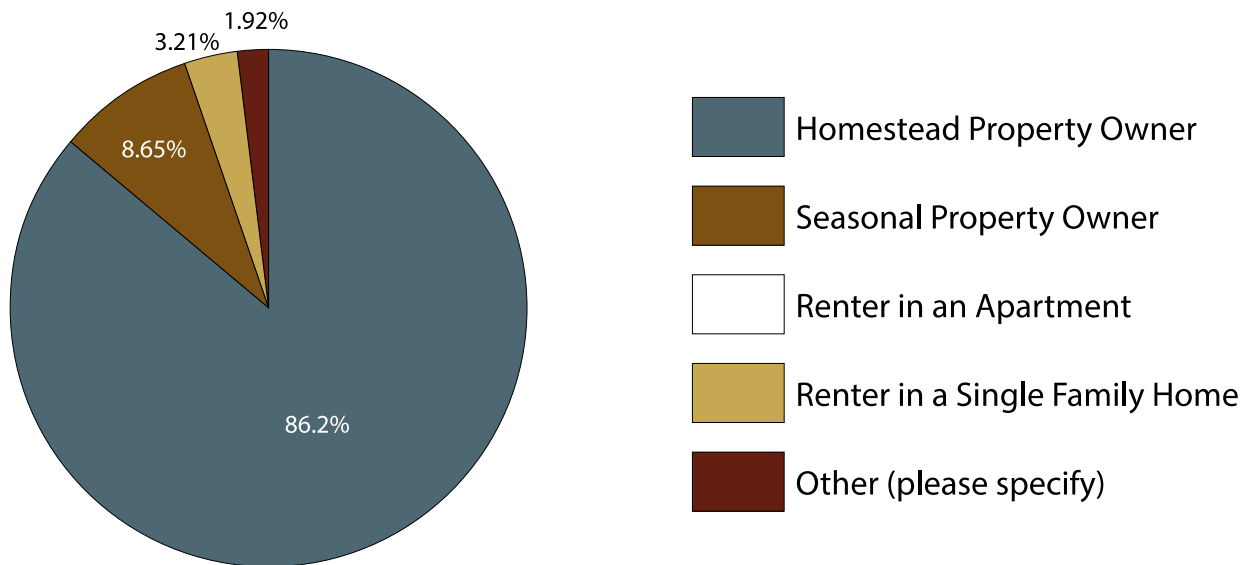
Complete Survey Results

Question 1

Which of the following best describes your residency? (check one)

Answer Options	Response Percent	Response Count
Homestead Property Owner	86.2%	269
Seasonal Property Owner	8.65%	27
Renter in an Apartment	0.0%	0
Renter in a Single Family Home	3.21%	10
Other (please specify)	1.92%	6
	Answered	312
	Skipped	0

Respondents' Residency



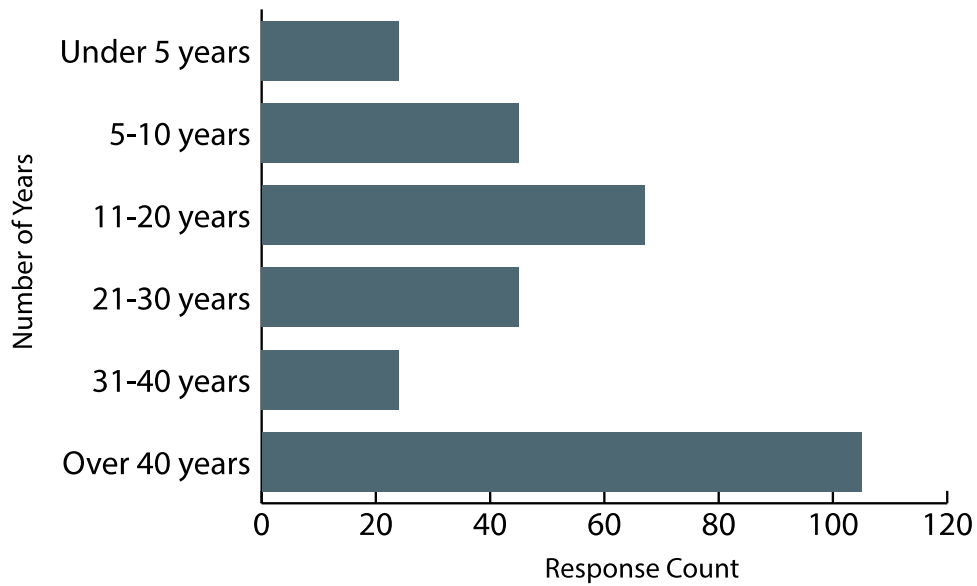
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Question 2

How many years have you lived or owned property in Silver Bay? (check one)

Answer Options	Response Percent	Response Count
Under 5 years	7.74%	24
5-10 years	14.52%	45
11-20 years	21.61%	67
21-30 years	14.52%	45
31-40 years	7.74%	24
Over 40 years	33.87%	105
	Answered	310
	Skipped	2

Years Lived or Owned Property in Silver Bay

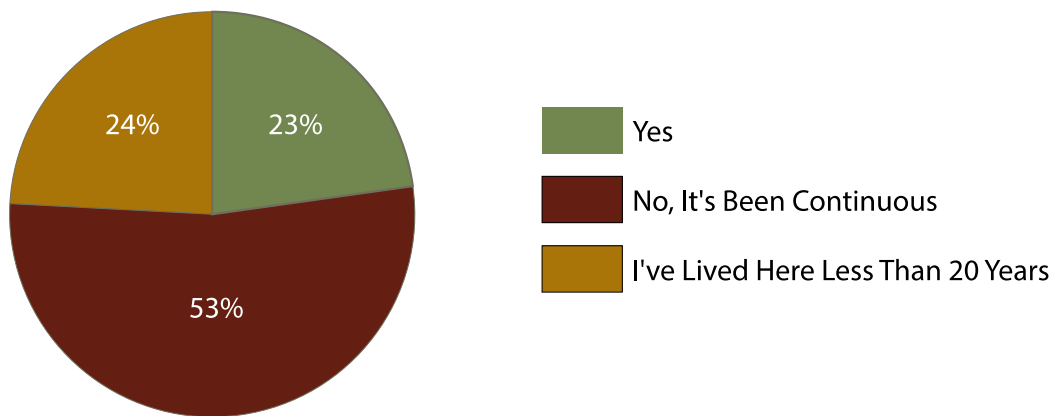


Question 3

If you have lived in Silver Bay for more than 20 years, did you move away and come back?

Answer Options	Response Percent	Response Count
Yes	23.08%	60
No, it's been continuous	53.08%	138
I've lived here less than 20 years	23.85%	62
	Answered	260
	Skipped	52

Returning Residents



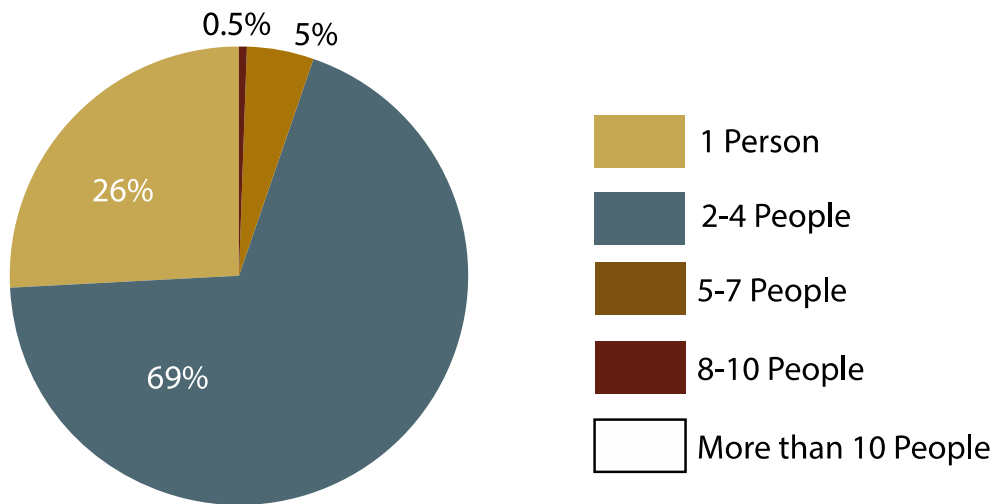
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Question 4

How many people live in your household? (check one)

Answer Options	Response Percent	Response Count
1	25.65%	79
2-4	68.83%	212
5-7	4.87%	15
8-10	0.65%	2
More than 10	0.0%	0
	Answered	308
	Skipped	4

Number of People in Household



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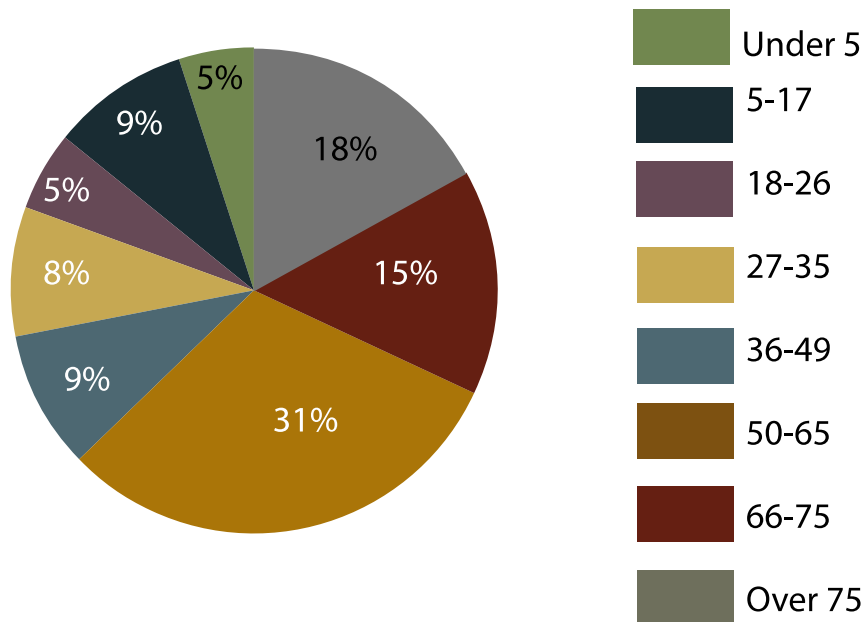
Question 5

Check which age groups your household has at least one person.

(Multiple selections per response)

Answer Options	Response Percent	Response Count
Under 5	4.98%	22
5-17	9.05%	40
18-26	5.20%	23
27-35	8.60%	38
36-49	9.28%	41
50-65	30.77%	136
66-75	14.93%	66
Over 75	17.19%	76
	Answered	309 (442)
	Skipped	3

Age of Household Members



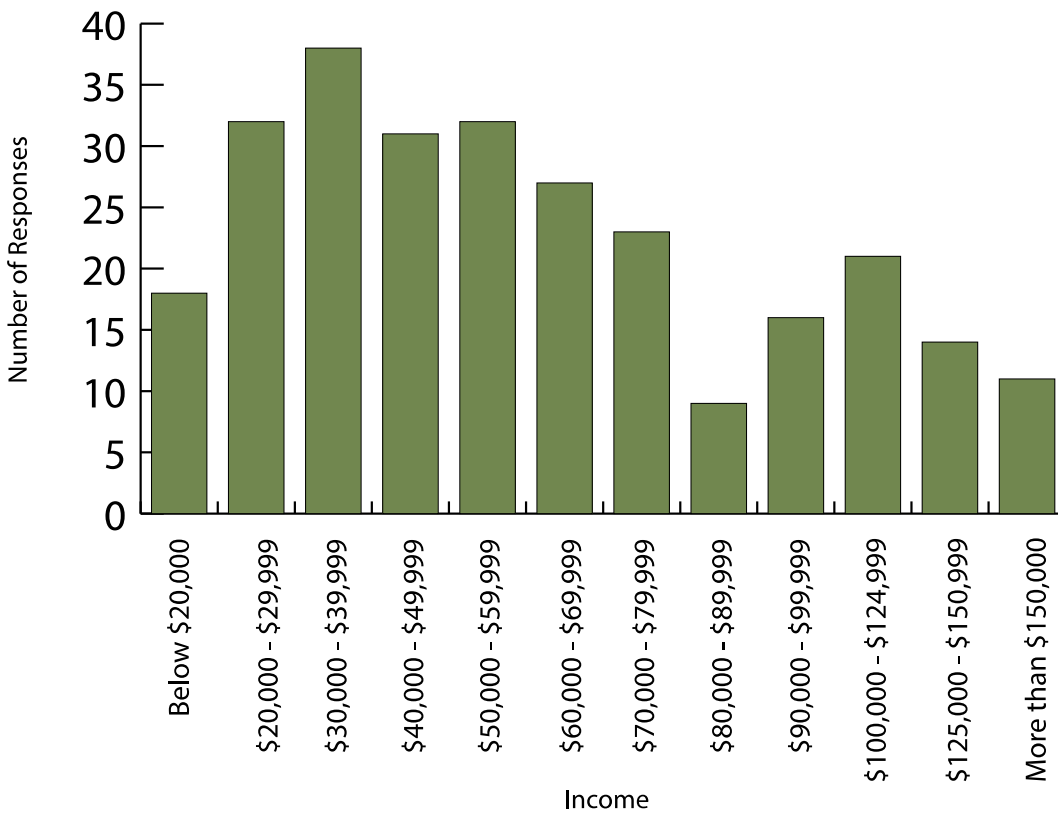
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Question 6

What is your household gross income of all who are living with you?

Answer Options	Response Percent	Response Count
Below \$20,000	6.62%	18
\$20,000 - \$29,999	11.76%	32
\$30,000 - \$39,999	13.97%	38
\$40,000 - \$49,999	11.40%	31
\$50,000 - \$59,999	11.76%	32
\$60,000 - \$69,999	9.93%	27
\$70,000 - \$79,999	8.46%	23
\$80,000 - \$89,999	3.31%	9
\$90,000 - \$99,999	5.88%	16
\$100,000 - \$124,999	7.72%	21
\$125,000 - \$150,000	5.15%	14
More than \$150,000	4.04%	11
	Answered	272
	Skipped	40

Household Income



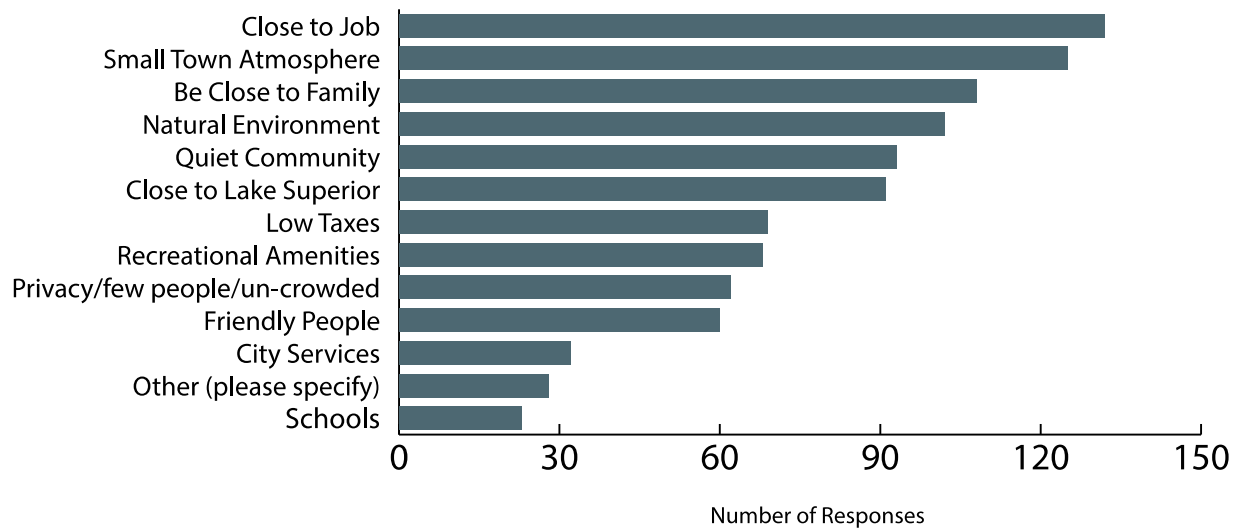
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Question 7

Select the main reasons why you moved to, or continue to live, in Silver Bay (select up to 3).

Answer Options	Response Percent	Response Count
Quiet Community	9.37%	93
Close to Job	13.29%	132
Schools	2.32%	23
Natural Environment	10.27%	102
Low Taxes	6.95%	69
Friendly People	6.04%	60
Recreational Amenities	6.85%	68
City Services	3.22%	32
Close to Lake Superior	9.16%	91
Privacy/few people/un-crowded	6.24%	62
Small Town Atmosphere	12.59%	125
Be Close to Family	10.88%	108
Other (please specify)	2.82%	28
	Answered	450 (993)
	Skipped	3

Why do you live in Silver Bay?

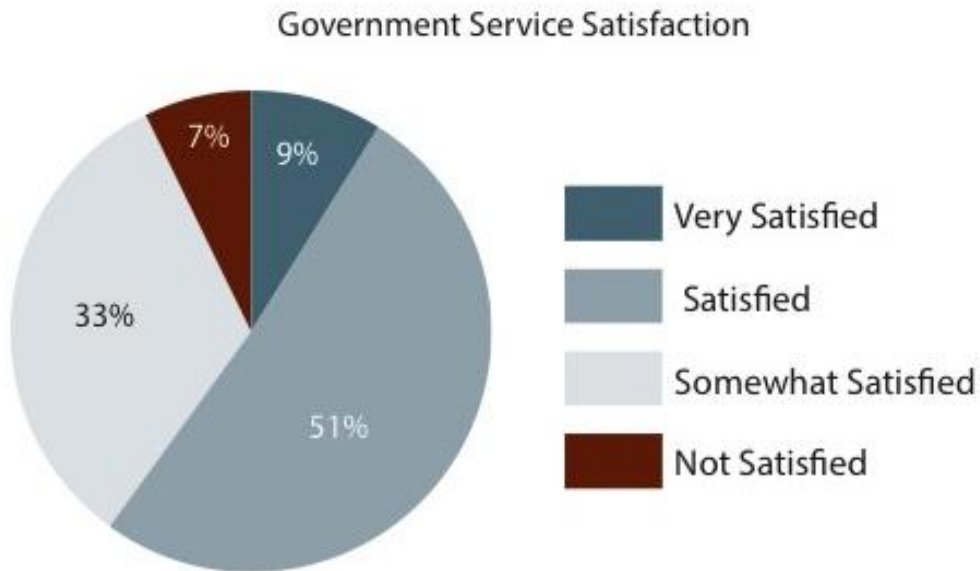


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Question 8

Overall, how satisfied are you with your city government services?

Answer Options	Response Percent	Response Count
Not Satisfied	7.17%	22
Somewhat Satisfied	32.57%	100
Satisfied	51.14%	157
Very Satisfied	9.12%	28
	Answered	307
	Skipped	5



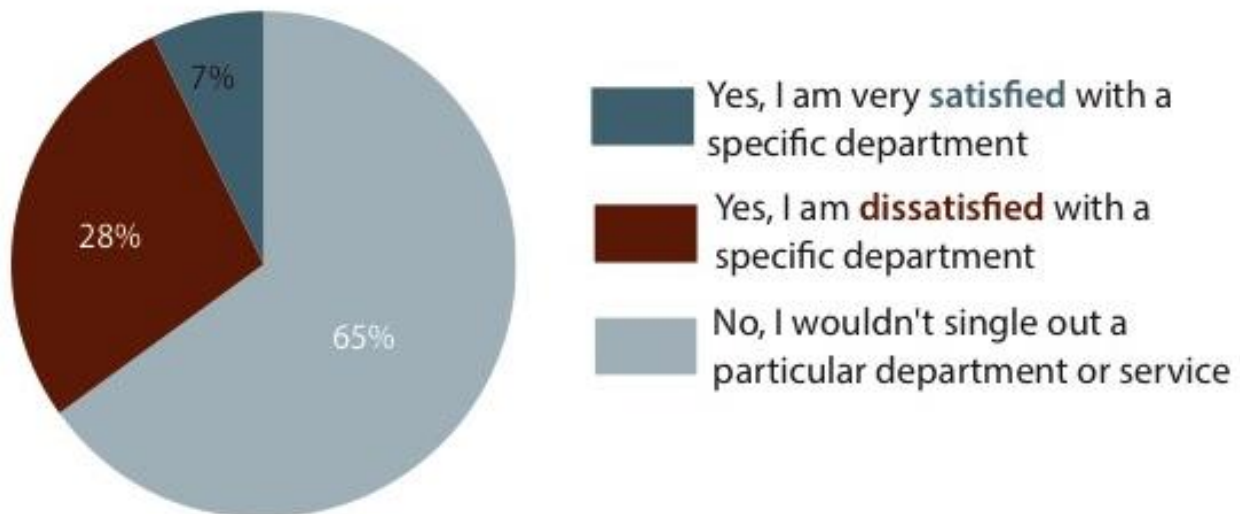
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Question 9

Is there a particular city government department or service with which you are not satisfied or very satisfied?

Answer Options	Response Percent	Response Count
No, I wouldn't single out a particular department or service	65.28%	188
Yes, I am dissatisfied with a specific department	27.43%	79
Yes, I am very satisfied with a specific department	7.29%	21
	Answered	288
	Skipped	24

Government Department Satisfaction



Question 10

What government department or service are you particularly dissatisfied with?

Answered	78
Skipped	234

Answers reviewed but withheld to maintain anonymity

Question 11

What government department or service are you very satisfied with?

Answered	21
Skipped	291

Answers reviewed but withheld to maintain anonymity

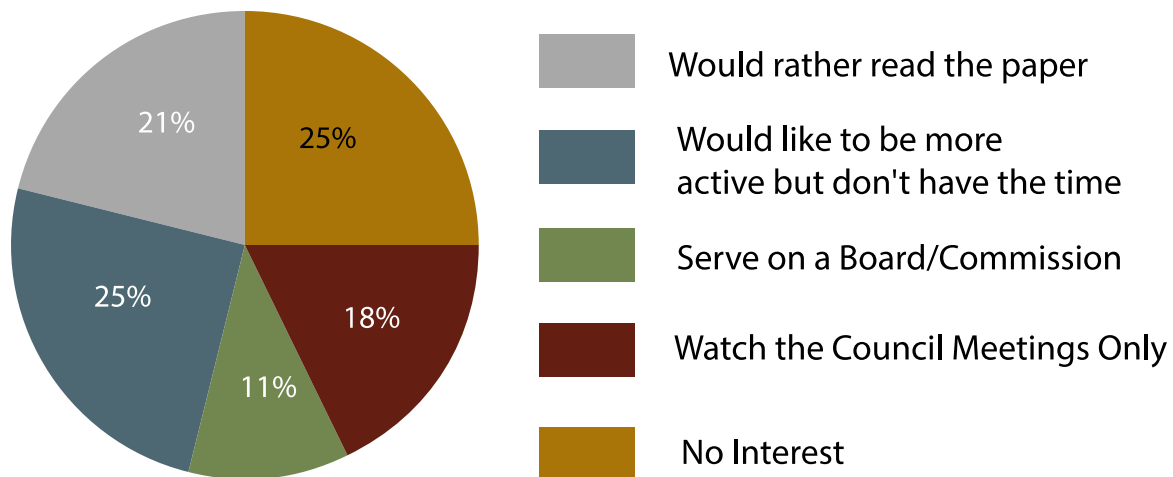
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Question 12

How active is your participation in City government?

Answer Options	Response Percent	Response Count
No Interest	24.91%	71
Watch the Council meetings only	18.25%	52
Serve on a Board/Commission	10.88%	31
Would like to be more active but don't have time	25.26%	72
Would rather read the paper	20.70%	59
	Answered	285
	Skipped	27

City Government Participation



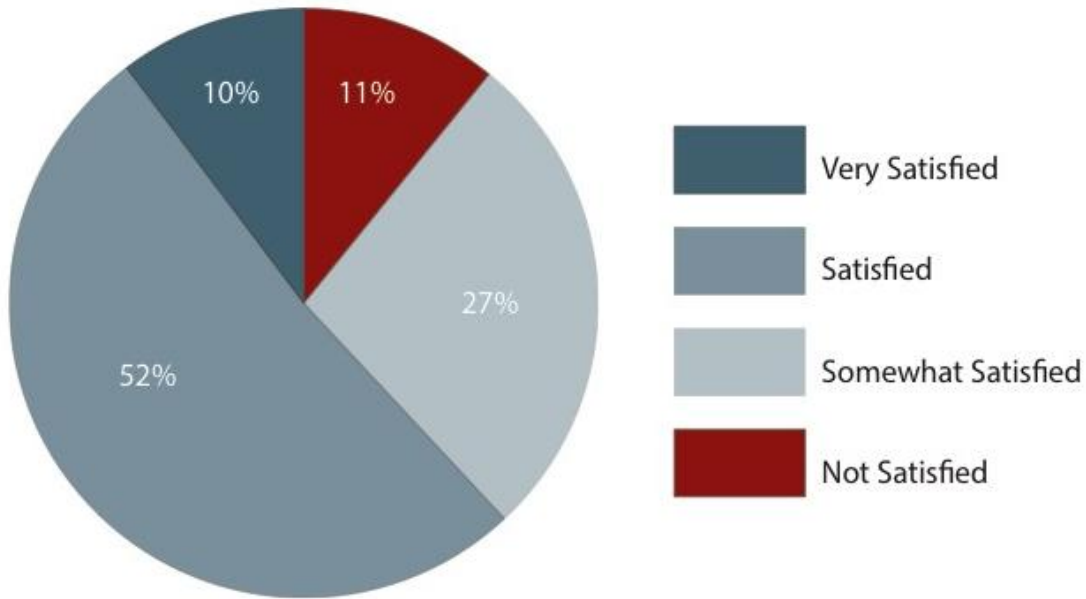
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Question 13

How satisfied are you with your taxes when compared to the City services that you receive?

Answer Options	Response Percent	Response Count
Not Satisfied	10.93%	33
Somewhat Satisfied	27.15%	82
Satisfied	51.66%	156
Very Satisfied	10.26%	31
	Answered	302
	Skipped	10

Satisfaction with Taxes



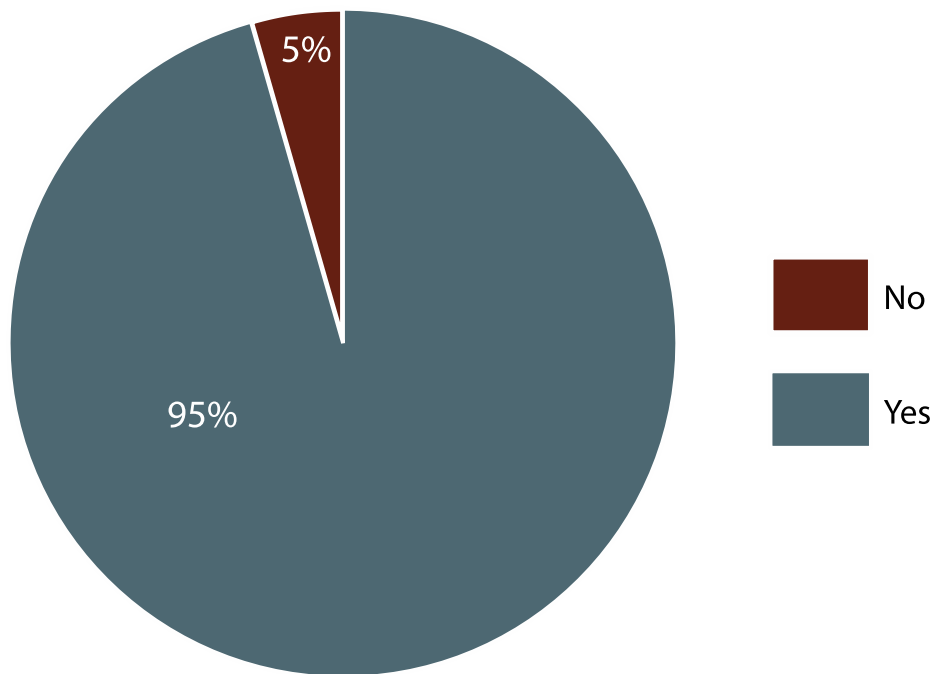
City of Silver Bay Comprehensive Plan

Question 14

Do you view that housing in Silver Bay is affordable?

Answer Options	Response Percent	Response Count
Yes	95.58%	281
No	4.42%	14
	Answered	294
	Skipped	18

Is Silver Bay Affordable?



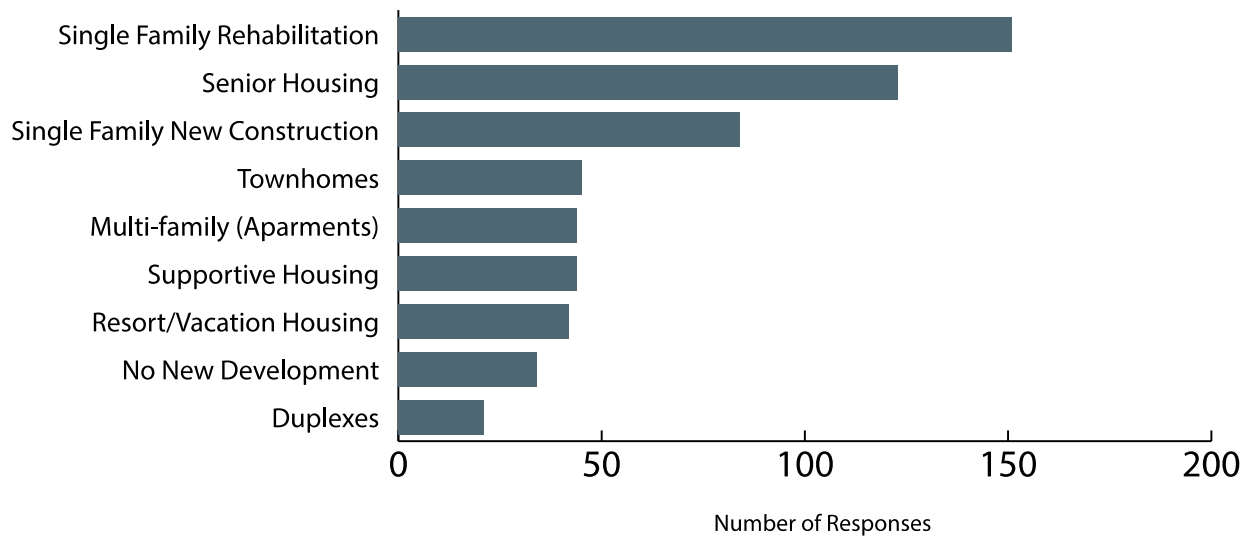
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Question 15

Which type of housing would you like to see more of in Silver Bay? (Select multiple answers)

Answer Options	Response Percent	Response Count
Single Family Rehabilitation	25.68%	151
Single Family New Construction	14.29%	84
Senior Housing	20.92%	123
Supportive Housing	7.48%	44
Townhomes	7.65%	45
Duplexes	3.57%	21
Resort/Vacation Housing	7.14%	42
No New Development	5.78%	34
Multi-family (Apartments)	7.48%	44
	Answered	286 (588)
	Skipped	26

Housing Type Preference



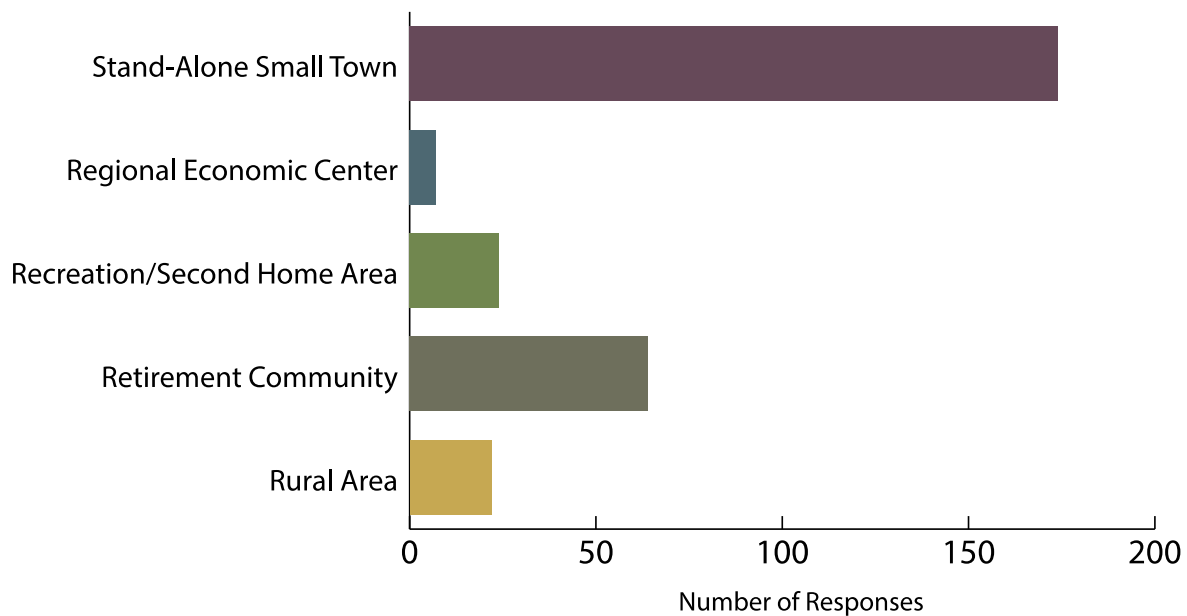
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Question 16

How do you primarily view Silver Bay today?

Answer Options	Response Percent	Response Count
Stand-Alone Small Town	59.79%	174
Regional Economic Center	2.41%	7
Recreation/Second Home Area	8.25%	24
Retirement Community	21.99%	64
Rural Area	7.56%	22
	Answered	291
	Skipped	21

How Silver Bay is Viewed Now



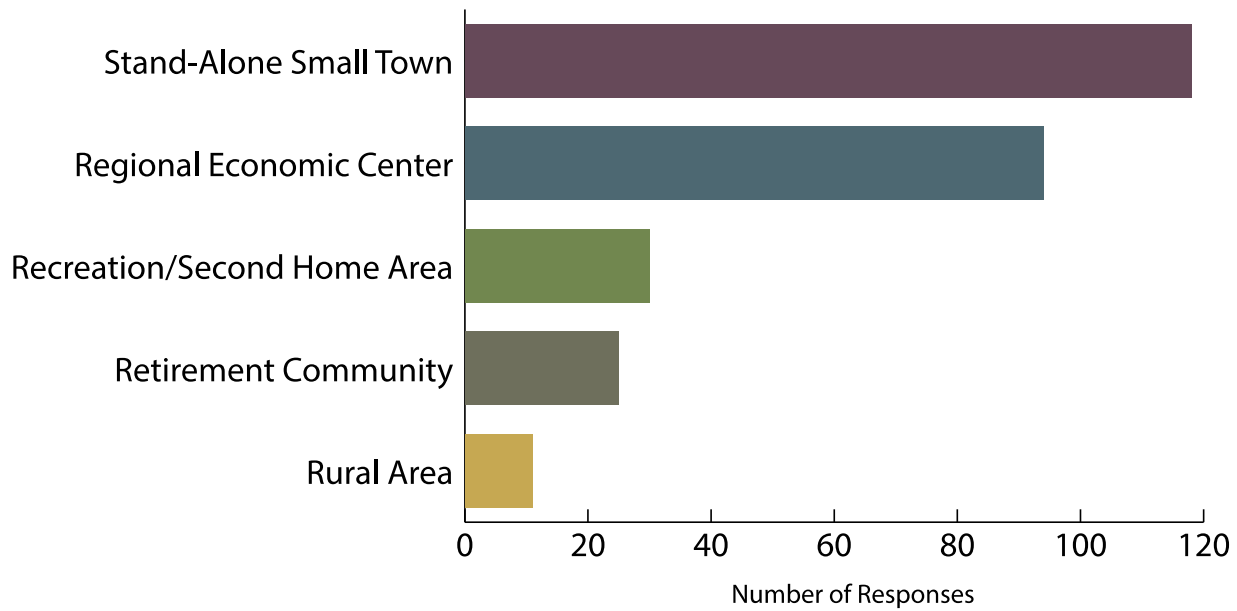
Question 17

City of Silver Bay Comprehensive Plan

In the future, I think Silver Bay should become or remain one of the following:

Answer Options	Response Percent	Response Count
Stand-Alone Small Town	42.45%	118
Regional Economic Center	33.81%	94
Recreation/Second Home Area	10.79%	30
Retirement Community	8.99%	25
Rural Area	3.96%	11
	Answered	278
	Skipped	34

Silver Bay in the Future



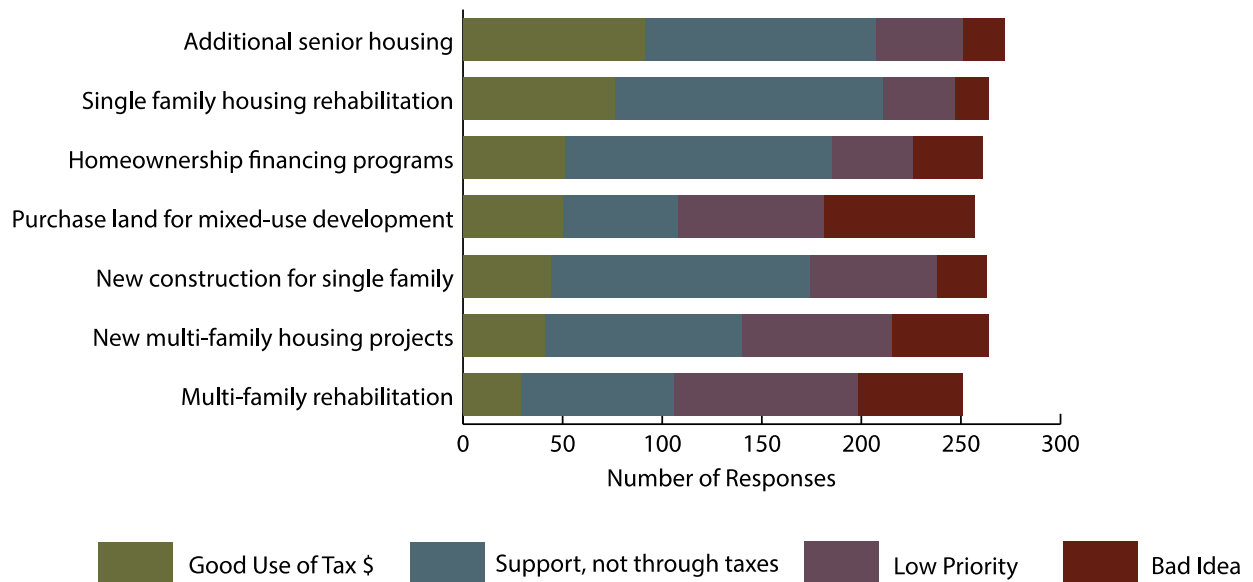
City of Silver Bay Comprehensive Plan

Question 18

How should the City invest in housing developments in the future?

Answer Options	Good Use of Tax \$	Support but not through taxes	Low priority for city action	Bad Idea	Response Count
Support single family housing rehabilitation programs	76	135	36	17	264
Support new construction single family housing programs	44	130	64	25	263
Support new multi-family housing projects (townhomes, apts, etc.)	41	99	75	49	264
Support multi-family rehabilitation programs	29	77	92	53	251
Support homeownership financing programs	51	134	41	35	261
Support additional senior housing	91	116	44	21	272
Purchase land for new housing and mixed-use development	50	58	73	76	257
				Answered	285
				Skipped	27

Future City Housing Development Investment



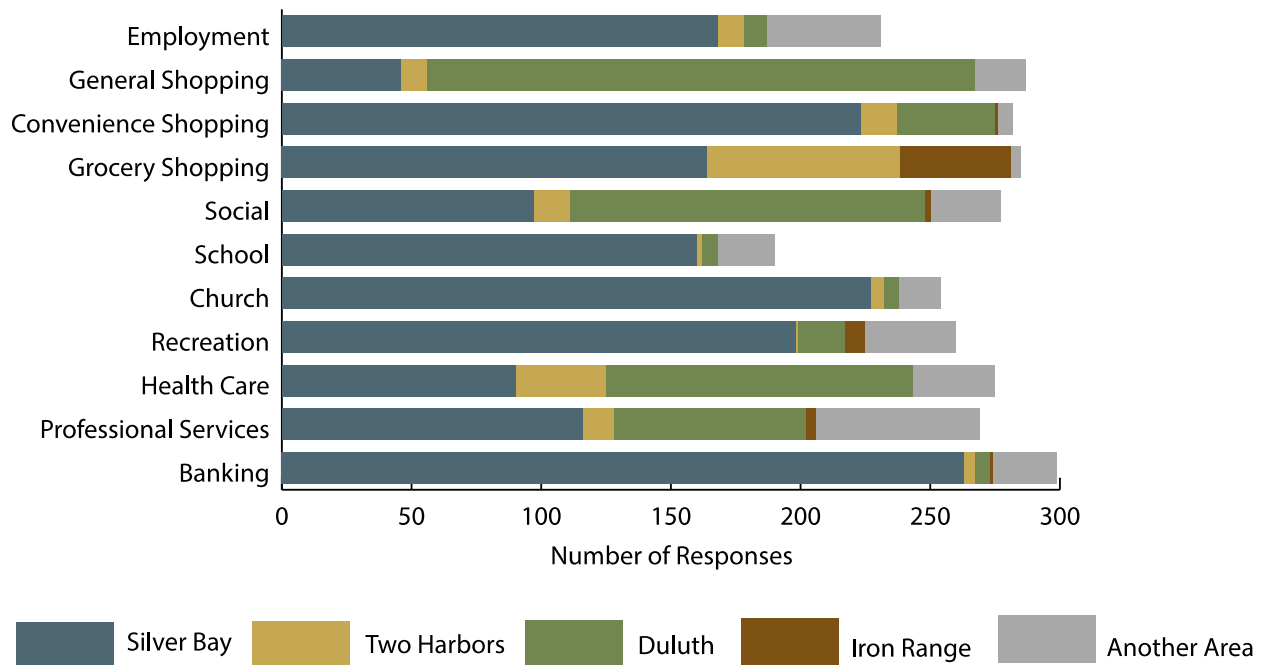
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Question 19

Where does your household primarily go for the following purposes or services?

Answer Options	Silver Bay Area	Two Harbors Area	Duluth Area	Iron Range Area	Another Area	Response Count
Employment	168	10	9	0	44	231
General shopping (clothes, hardware, etc.)	46	10	211	0	20	287
Convenience shopping	223	14	38	1	6	282
Grocery shopping	164	74	43	0	4	285
Social (restaurants, bars, movies, entertainment services)	97	14	137	2	27	277
School	160	2	6	0	22	190
Church	227	5	6	0	16	254
Recreation	198	1	18	8	35	260
Health Care	90	35	118	0	32	275
Professional Services (legal, tax, etc.)	116	12	74	4	63	269
Banking	263	4	6	1	25	299
					Answered	304
					Skipped	8

Where Residents Go for Purposes or Services



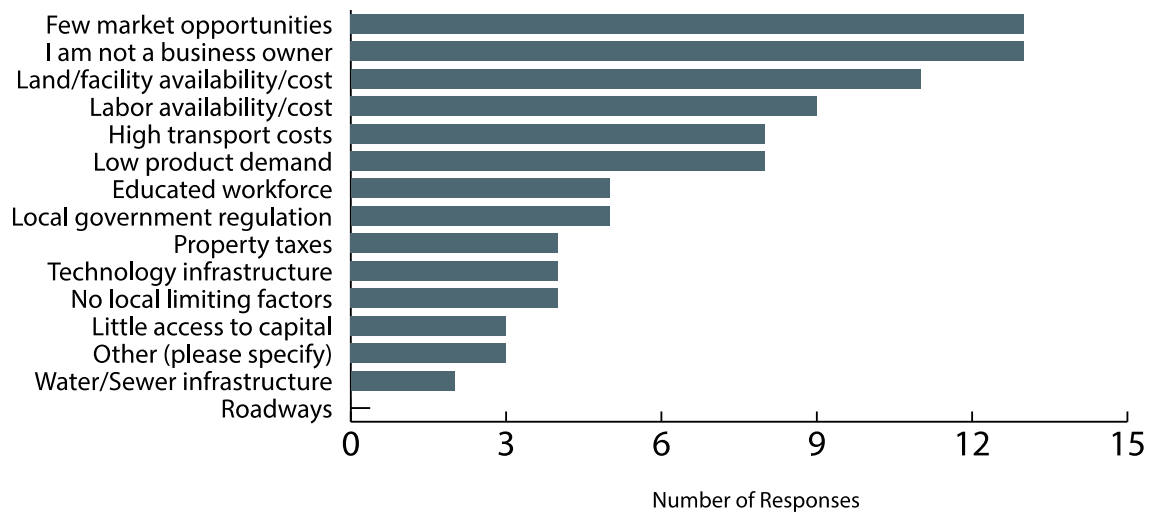
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Question 20

If you are a business owner, what local factors limit your ability to expand in Silver Bay? This includes home-based businesses. (Multiple selections/response)

Answer Options	Response Percent	Response Count
Few market opportunities	28.89%	13
High transport costs	17.78%	8
Educated workforce	11.11%	5
Property taxes	8.89%	4
Roadways	0.0%	0
Little access to capital	6.67%	3
Labor availability/cost	20.00%	9
Water/Sewer infrastructure	4.44%	2
Technology infrastructure	8.89%	4
Land/facility availability/cost	24.44%	11
Local government regulation	11.11%	5
Low product demand	17.78%	8
No local limiting factors	8.89%	4
I am not a business owner	28.89%	13
Other (please specify)	6.67%	3
	Answered	45
	Skipped	267

Factors Limiting Business Expansion



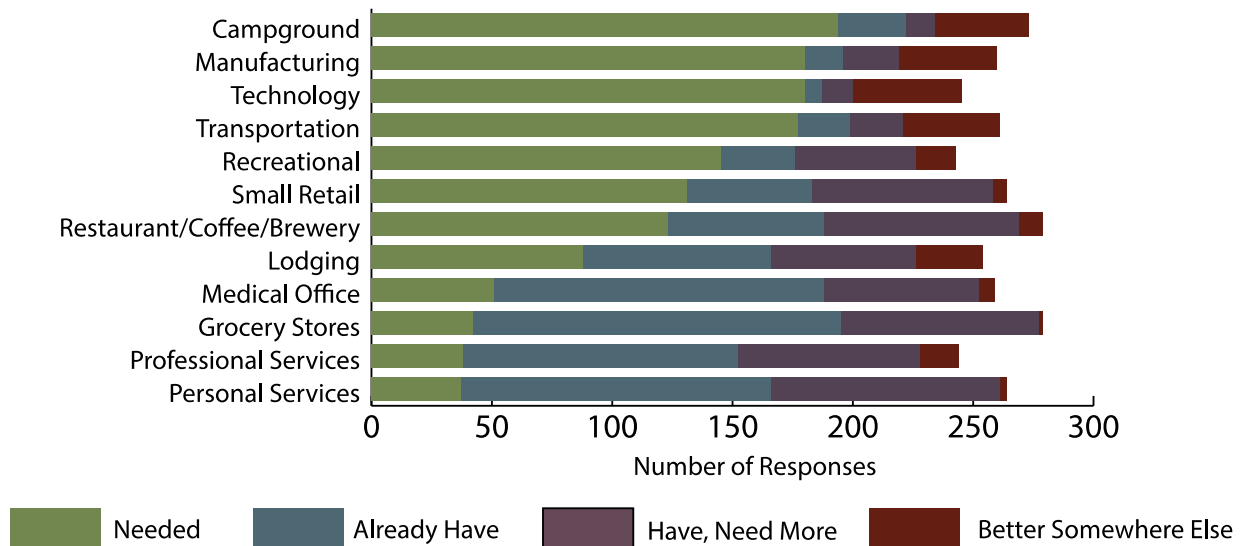
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Question 21

Identify the types of business that are needed for Silver Bay? (Multiple selections/response)

Answer Options	Needed	Not needed - already have one	Have this business, but need more	Better suited for somewhere else	Response Count
Small Retail Shopping	131	52	75	6	264
Grocery Stores	42	153	82	2	279
Restaurant/Coffee Shop/Microbrewery	123	65	81	10	279
Personal Services (salon, auto, etc.)	37	129	95	3	264
Campground	194	28	12	39	273
Lodging/Bed & Breakfast	88	78	60	28	254
Recreational Oriented Businesses	145	31	50	17	243
Medical Office	51	137	64	7	259
Professional Services (legal, accountant, etc.)	38	114	76	16	244
Transportation Services (taxi, shuttle)	177	22	22	40	261
Technology Businesses	180	7	13	45	245
Manufacturing Oriented Businesses	180	16	23	41	260
Other (please specify)					17
				Answered	299
				Skipped	13

Businesses need for Silver Bay



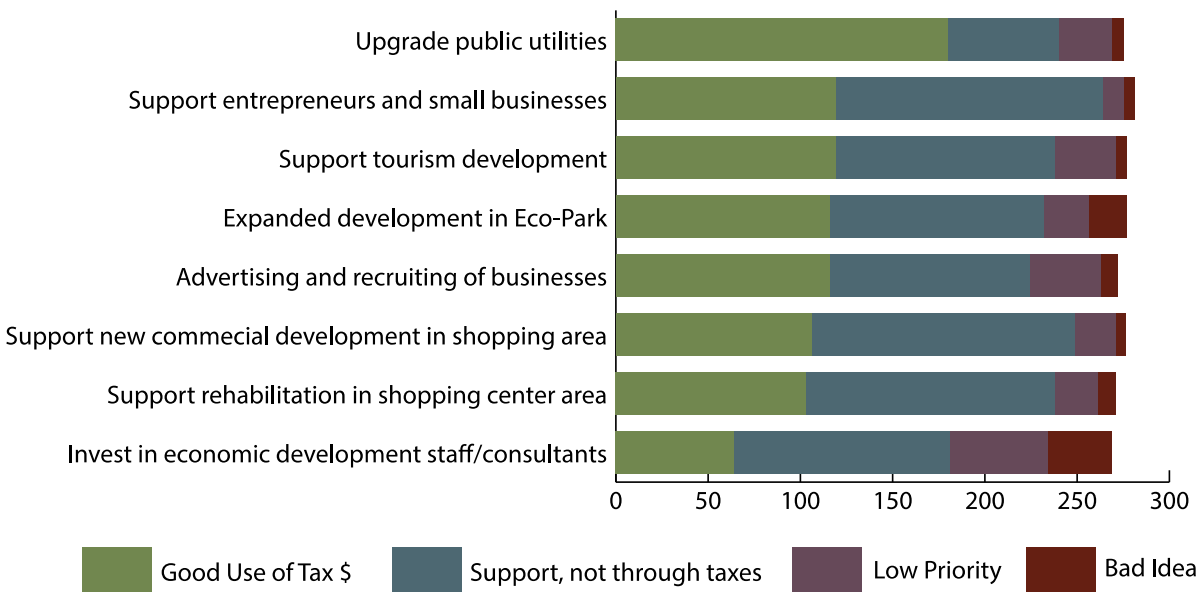
City of Silver Bay Comprehensive Plan

Question 22

How should the City use public dollars to financially invest in economic development?

Answer Options	Good use of tax \$	Support but not through taxes	Low priority for city action	Bad idea	Response Count
Support new commercial development in shopping center area	106	143	22	5	276
Support entrepreneurs and new small businesses	119	145	11	6	281
Support rehabilitation in shopping center area	103	135	23	10	271
Support expanded development, infrastructure, in Highway 61 Eco-Park	116	116	24	21	277
Support tourism development	119	119	33	6	277
Upgrade public utilities	180	60	29	6	275
Invest in advertising, recruitment of businesses	116	108	39	9	272
Invest in economic development staff/consultants	64	117	53	35	269
				Answered	292
				Skipped	20

Public Investment in Economic Development



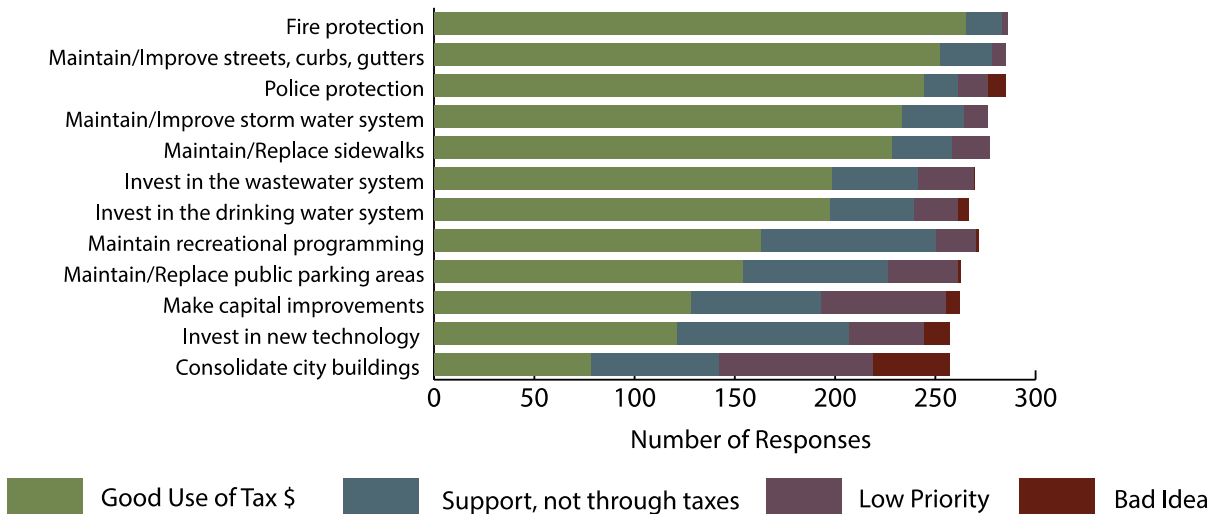
City of Silver Bay Comprehensive Plan

Question 23

How should the City use public dollars to financially invest in the services it provides?

Answer Options	Good use of tax \$	Support but not through taxes	Low priority for city	Bad idea	Response Count
Police protection	244	17	15	9	285
Fire protection	265	18	3	0	286
Maintain recreational programming	163	87	20	2	272
Maintain/Improve storm water system	233	31	12	0	276
Maintain/Improve streets, curbs, gutters	252	26	7	0	285
Maintain/Replace sidewalks	228	30	19	0	277
Maintain/Replace public parking areas	154	72	35	2	263
Invest in new technology to improve city services	121	86	37	13	257
Consolidate city buildings into a single Government Center (return other buildings/lots to private sector/tax base)	78	64	77	38	257
Make capital improvements to city buildings, equipment	128	65	62	7	262
Invest in the wastewater (sewer) system	198	43	28	1	270
Invest in the drinking water system	197	42	22	6	267
				Answered	292
				Skipped	20

Public Investment in City Services



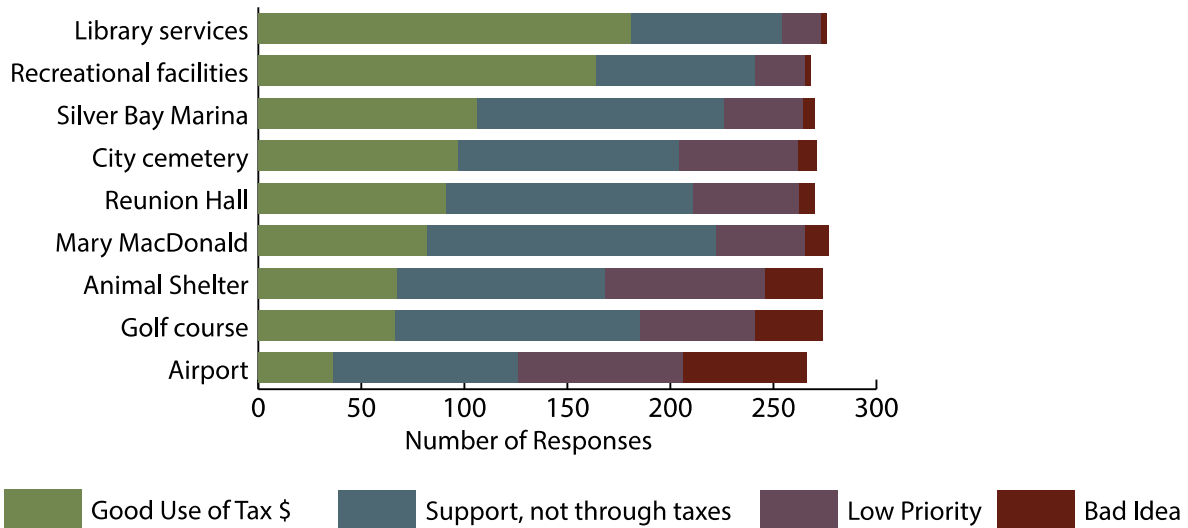
City of Silver Bay Comprehensive Plan

Question 24

How should the City use public dollars to maintain, improve, or expand the following services?

Answer Options	Good use of tax \$	Support but not through taxes	Low priority for city	Bad idea	Response Count
The golf course	66	119	56	33	274
The animal shelter	67	101	78	28	274
The city cemetery	97	107	58	9	271
The Reunion Hall space	91	120	51	8	270
Mary MacDonald Business Center	82	140	43	12	277
Silver Bay Marina	106	120	38	6	270
Library Services	181	73	19	3	276
Recreational facilities and parks	164	77	24	3	268
The municipal airport	36	90	80	60	266
Other (please specify)					19
				Answered	286
				Skipped	26

City Investment in Public Services

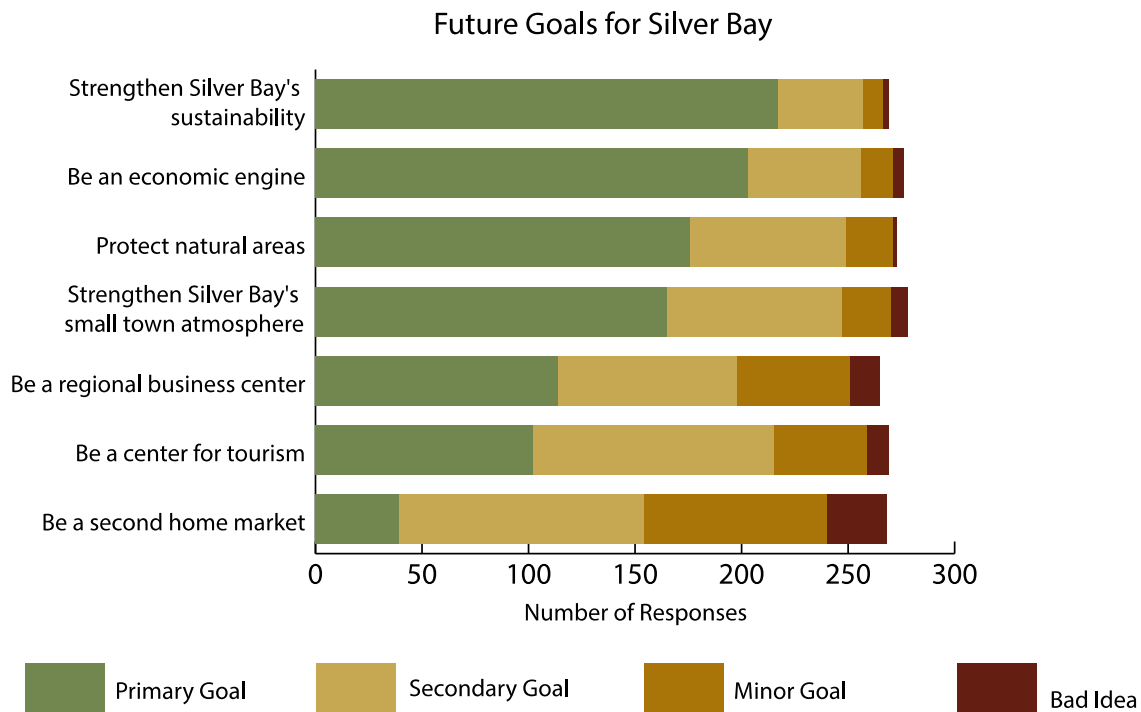


City of Silver Bay Comprehensive Plan

Question 25

Looking 20 years into the future, which of the following are goals that should be addressed by the City and placed into the comprehensive plan?

Answer Options	Primary Goal	Secondary Goal	Minor Goal	Bad Idea	Response Count
Be a center for tourism	102	113	44	10	269
Be a regional business center	114	84	53	14	265
Protect natural areas and water quality	176	73	22	2	273
Become a "second home" market for visitors	39	115	86	28	268
Strengthen Silver Bay's small town atmosphere	165	82	23	8	278
Strengthen Silver Bay's sustainability	217	40	9	3	269
Be an economic engine with living-wage jobs	203	53	15	5	276
Write an alternative long-term primary goal:					27
				Answered	286
				Skipped	26

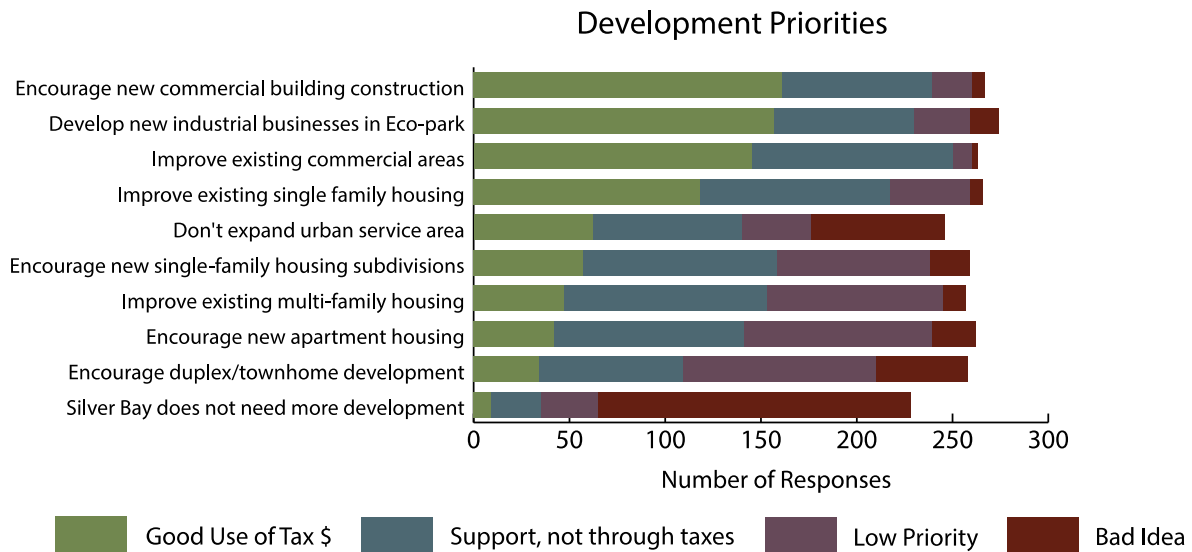


City of Silver Bay Comprehensive Plan

Question 26

Over the next 20 years, what are development priorities the City of Silver Bay should encourage?

Answer Options	High Priority	Mid Priority	Low Priority	Bad Idea	Response Count
Improve existing commercial areas	145	105	10	3	263
Encourage new commercial building construction	161	78	21	7	267
Develop new industrial businesses in Eco-park	157	73	29	15	274
Encourage new single-family housing subdivisions	57	101	80	21	259
Encourage new apartment housing	42	99	98	23	262
Improve existing single family housing	118	99	42	7	266
Improve existing multi-family housing	47	106	92	12	257
Encourage duplex/townhome development	34	75	101	48	258
Don't expand urban service area; keep new development in existing developed area	62	78	36	70	246
Silver Bay does not need more development	9	26	30	163	238
Other (please specify)					15
				Answered	280
				Skipped	32



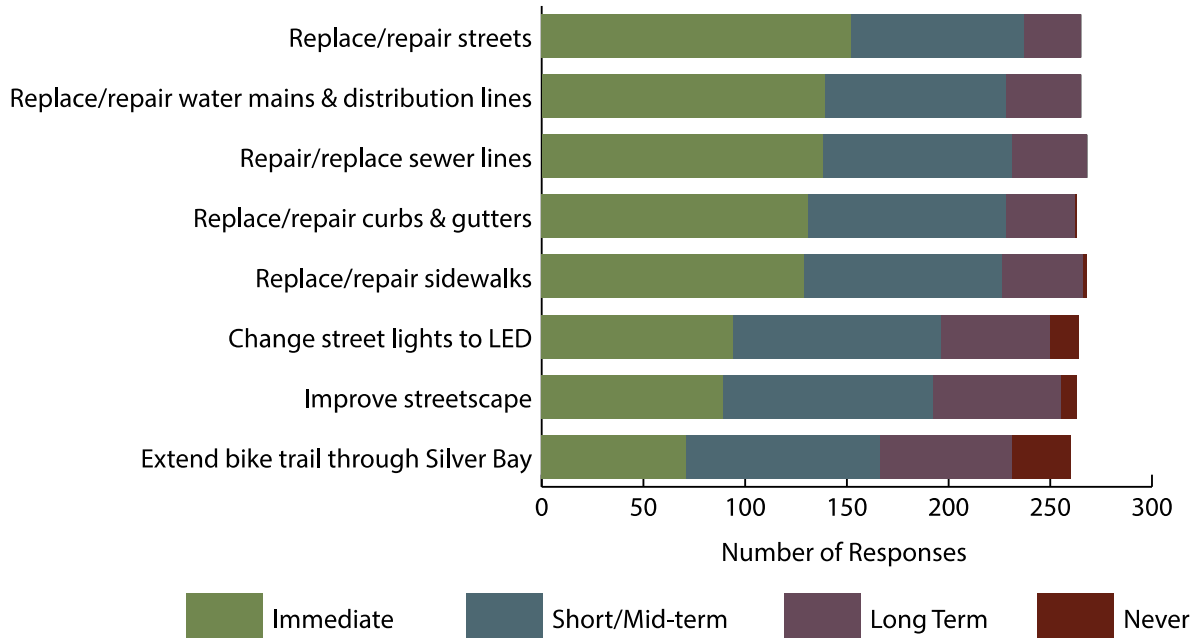
City of Silver Bay Comprehensive Plan

Question 27

Public Infrastructure: Looking out 20 years, list what you believe should be the City of Silver Bay's immediate, short-term, and long-term priorities in public facilities or services.

Answer Options	Immediate (up to 5 years)	Short/Mid-term (5-10 years)	Long-term (10-20 years)	Never	Response Count
Replace/Repair curbs and gutters	131	97	34	1	263
Replace/Repair streets	152	85	28	0	265
Replace/Repair water mains and distribution lines	139	89	37	0	265
Replace/Repair sewer lines	138	93	37	0	268
Replace/Repair sidewalks	129	97	40	2	268
Extend bike trail through Silver Bay	71	95	65	29	260
Improve the streetscape (the curb appeal) of the City	89	103	63	8	263
Change street light illumination to LED	94	102	54	14	264
				Answered	282
				Skipped	30

Priorities for Public Infrastructure



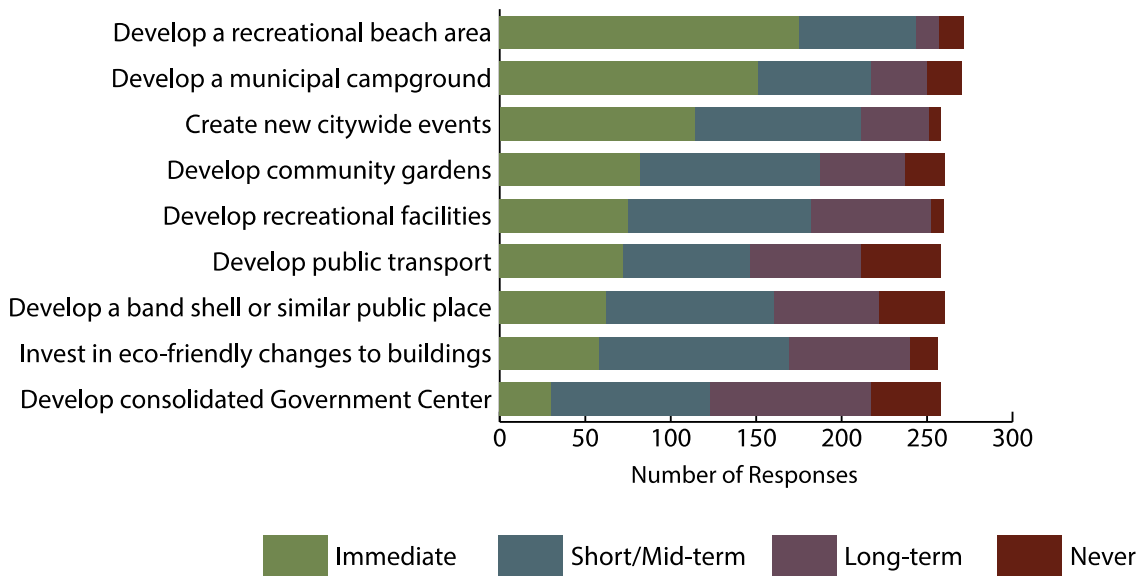
City of Silver Bay Comprehensive Plan

Question 28

New Government Facilities or Services: Looking out 20 years, list what you believe should be the City of Silver Bay’s immediate, short-term, and long-term priorities in public facilities or services.

Answer Options	Immediate (up to 5 years)	Short/Mid-term (5-10 years)	Long-term (10-20 years)	Never	Response Count
Develop consolidated Government Center	30	93	94	41	258
Develop new recreational facilities	75	107	70	8	260
Develop municipal campground	151	66	33	20	270
Develop a recreational beach area	175	68	14	14	271
Create new citywide events	114	97	40	7	258
Develop community gardens	82	105	50	23	260
Develop a band shell or similar public place	62	98	62	38	260
Develop public transportation	72	74	65	47	258
Invest in eco-friendly changes to buildings	58	111	71	16	256
				Answered	276
				Skipped	36

Priorities for Government Facilities & Service



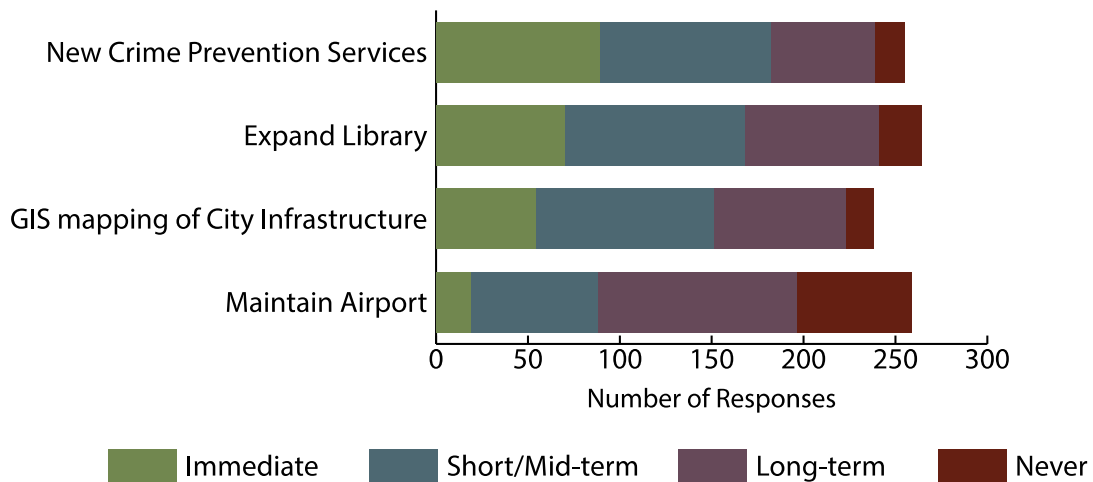
City of Silver Bay Comprehensive Plan

Question 29

Public Services: Looking out 20 years, list what you believe should be the City of Silver Bay’s immediate, short-term, and long-term priorities in public facilities or services.

Answer Options	Immediate (up to 5 years)	Short/Mid-term (5-10 years)	Long-term (10-20 years)	Never	Response Count
Expand library	70	98	73	23	264
Maintain airport	19	69	108	63	259
GIS mapping of City infrastructure	54	97	72	15	238
New crime prevention services	89	93	57	16	255
				<i>Answered</i>	274
				<i>Skipped</i>	38

Priorities for Public Services



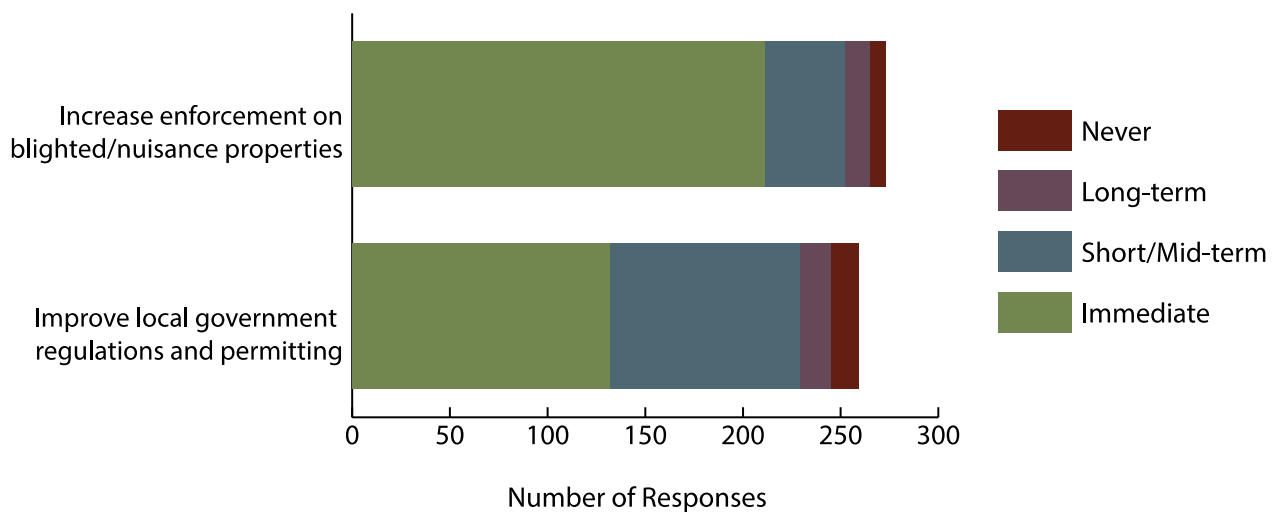
City of Silver Bay Comprehensive Plan

Question 30

Regulation: Looking out 20 years, list what you believe should be the City of Silver Bay’s immediate, short-term, and long-term priorities in public facilities or services.

Answer Options	Immediate (up to 5 years)	Short/Mid-term (5-10 years)	Long-term (10-20 years)	Never	Response Count
Increase enforcement on blighted/nuisance properties	211	41	13	8	273
Improve local government regulations and permitting	132	97	16	14	259
				Answered	279
				Skipped	33

Priorities for Public Services



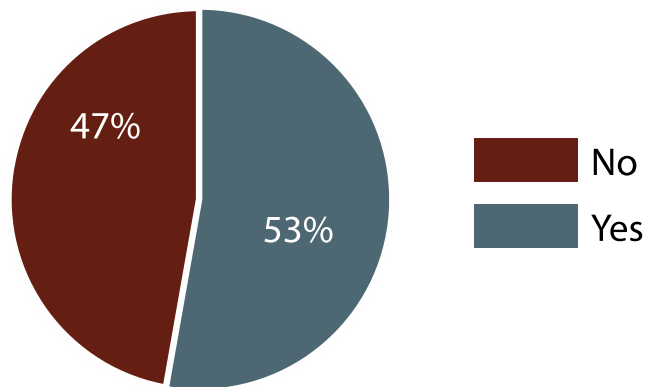
City of Silver Bay Comprehensive Plan

Question 31

Do you think the type of households and people living in Silver Bay in 20 years should be significantly different from the community today?

Answer Options	Response Percent	Response Count
Yes, the community should look different	52.88%	147
No, the community should look mostly the same	47.12%	131
	Answered	278
	Skipped	34

Should housing look different in 20 years?



Question 32

City of Silver Bay Comprehensive Plan

If you answered yes to the previous question, briefly describe the community you think will be in Silver Bay in 20 years.

Answered	138
Skipped	174

Answers reviewed but removed to maintain anonymity of response

Question 33

What suggestions or ideas do you have for improving Silver Bay over the next 20 years?

Answered	189
Skipped	123

Answers reviewed but removed to maintain anonymity of response

Question 34

What important issues to the future of Silver Bay were not included in this survey?

Answered	103
Skipped	209

Answers reviewed but removed to maintain anonymity of response

Question 35

Are you interested in serving on the steering committee to guide the direction of the City's future?

Answer Options	Response Percent	Response Count
Yes	12.20%	30
No	87.80%	216
	Answered	246
	Question	66

Answers reviewed but removed to maintain anonymity of response