2026 City of Whitewater Community Survey

Findings Report

Presented to the City of Whitewater, Wisconsin

September, 2026

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2026 City of Whitewater Community Survey
Executive Summary

Purpose

During July and August of 2026, ETC Institute conducted a community survey on behalf of the City of Whitewater to gather resident feedback on the delivery of city services, community amenities and priorities for the future. The findings will provide City leaders with insights to guide future planning and decision-making. This marks the first time ETC Institute has conducted a community survey for the City of Whitewater.

Methodology

A seven-page survey, accompanied by a cover letter and a postage-paid return envelope, was mailed to a randomly selected sample of households in Whitewater. The cover letter outlined the survey's purpose and encouraged recipients to complete and return it by mail or participate online.

To ensure the integrity of the random sample, respondents who completed the survey online were asked to provide their home address, which was matched against the original sample file. Responses from individuals who were not included in the random sample were maintained separately and were not included in the statistically valid results. To further boost participation, ETC Institute conducted follow-up outreach to sampled households and promoted the survey through targeted social media advertisements on platforms such as Facebook and Instagram.

The goal of the survey was to obtain at least 500 completed responses. This target was exceeded, with a total of 512 residents completing the survey. The results for the random sample of 512 residents have a precision of at least ±4.3% at the 95% level of confidence.

Executive Summary Takeaway

Whitewater performs strongly in several core service areas, particularly public safety, solid waste collection, wastewater services, utility customer service, and library services. At the same time, residents expressed less confidence in the City's future direction, growth planning, the condition of streets and sidewalks, utility value, and City communication. Streets and sidewalks emerged as the clearest near-term service priority, while housing availability, economic development, and community growth represent important longer-term planning considerations.

Notes on Reporting:

The results presented in this report are based on statistically valid data and are representative of Whitewater households. For reporting purposes, satisfaction results are shown as the combined percentage of respondents who rated services as "very satisfied" or "satisfied," excluding "don't know" responses.

Perceptions of Whitewater

The highest rated measures were the overall quality of life in the City (50%) and the overall quality of services provided by the City (49%). Four in ten residents (40%) were satisfied with the City's overall image. Comparatively lower ratings were given for the overall value residents receive for their City taxes and fees (31%) and how well the City is planning for growth (25%).

Residents viewed Whitewater most favorably as a place to live (61%) and as a place to raise children (56%). Ratings were lower for Whitewater as a place to retire (41%) and as a community moving in the right direction (33%). Overall, residents viewed Whitewater favorably as a place to live and raise a family but expressed less confidence in the City's future direction, growth planning, and the value received for City taxes and fees.

Major City Services and Street Maintenance

Residents expressed generally positive satisfaction with Whitewater's major services. Solid waste services received the highest rating (81%), followed by wastewater and sanitary sewer services (73%), water utility services (68%), and stormwater management and flood control (67%). Satisfaction was comparatively lower for the overall maintenance of City streets and sidewalks (52%).

Streets and sidewalks also emerged as the most important major service, selected by 58% of residents, followed by water utility services (47%). Street maintenance results reinforce this finding. While residents provided favorable ratings for street sweeping (63%), cleanliness of streets and public areas (62%), mowing and tree trimming (61%), and street signs and pavement markings (61%), satisfaction was lower for sidewalks (45%), streets (41%), and on-street bicycle infrastructure and signage (40%).

When asked which street maintenance services should receive the most emphasis over the next two years, residents identified the condition of City streets as the clear top priority (69%), followed by snow removal (50%) and the condition of City sidewalks (38%). Overall, the combination of high importance and comparatively lower satisfaction identifies streets and sidewalks as Whitewater's clearest infrastructure priority.

Public Safety

Nearly nine in ten residents (88%) felt safe in their neighborhoods during the day. Residents also provided favorable ratings for safety in City parks (79%), the downtown area (76%), and the community overall (76%). Although still positive, the rating for safety in neighborhoods at night was comparatively lower (72%).

Fire and emergency medical services received the highest satisfaction ratings among the public safety services evaluated. The highest-rated measures were the overall quality of fire services (84%), how quickly ambulance and emergency medical personnel respond to emergencies (82%), the overall quality of emergency medical and ambulance services (82%), and how quickly fire personnel respond to emergencies (80%). Among police services, the highest ratings were for emergency response times (79%), the professionalism of City police personnel (74%), police visibility throughout the City (72%), and the overall quality of police services (70%).

When asked which four public safety services are most important for the City to provide, residents placed the greatest emphasis on emergency response and crime prevention. The leading priorities were how quickly ambulance and emergency medical personnel respond to emergencies (48%), how quickly police personnel respond to emergencies (43%), how quickly fire personnel respond to emergencies (35%), and the City's efforts to prevent crime (35%).

Overall, the findings indicate that residents feel safe in Whitewater and are highly satisfied with the City's fire, emergency medical, and police response services. The results identify emergency response as an established strength, while crime prevention emerged as an opportunity for continued attention within public safety.

Solid Waste and Utility Services

The highest rated solid waste services were the Thursday bulk pickup services offered during May (88%), monthly bulk pickup services (85%), and biweekly curbside recycling (84%). Residents also provided favorable ratings for brush collection (71%), spring leaf and yard waste pickup (64%), and fall leaf and yard waste pickup (63%).

When asked which two collection services should receive the most emphasis from City leaders over the next two years, residents identified biweekly curbside recycling as the highest priority (39%), followed by monthly bulk pickup services (35%) and fall leaf and yard waste pickup (25%).

Ratings for water and wastewater utility services were more varied. The highest rated services were customer service provided by water utility employees (72%), the ease of understanding the water bill (66%), customer service provided by wastewater utility employees (66%), and the ease of using the online utility account (64%). Satisfaction was lower for the overall quality of drinking water (53%), communication about water-quality issues or service disruptions (49%), and resolving billing problems (48%). The lowest ratings were for the amount residents are charged for water (30%) and wastewater services (27%).

Residents identified the overall quality of drinking water as the top utility priority (54%), followed by water rates (42%) and wastewater rates (28%). Overall, the findings reflect strong satisfaction with solid waste collection services, while drinking-water quality and utility costs emerged as the primary areas for continued attention.

Library Services and Parks and Recreation

Library services represent one of Whitewater's strongest-performing service areas. The highest ratings were for the overall quality of library services (80%), library facilities (80%), customer service provided by library staff (76%), and the quality of library materials (75%). Library programs for youth and teens were identified as the highest priority for future emphasis (20%).

Parks and recreation received more moderate ratings, residents were most satisfied with the maintenance of City parks (66%), the quality of park facilities (61%), walking and biking trails (60%), and outdoor athletic fields (60%). Residents identified park maintenance (34%), walking and biking trails (23%), and adult recreation programs (22%) as the most important services for the City to provide.

Housing and Economic Development

Residents expressed the greatest need for additional single-family homes (69%), followed by small-lot single-family housing (55%), workforce housing for teachers, nurses, public safety personnel, and other workers (52%), and affordable housing for low- and moderate-income households (48%). When asked which housing types should receive the highest priority over the next five to ten years, residents again placed single-family homes first (59%), followed by affordable housing (37%), housing for older adults and seniors (29%), and small-lot single-family housing (28%).

Housing costs emerged as the most significant barriers to purchasing or renting a home in Whitewater. The leading concerns were high housing prices (69%), high property taxes (66%), high rental prices (54%), and a lack of affordable housing (52%). Residents considered programs that help seniors remain in their homes as they age (80%), housing rehabilitation and home-improvement programs (72%), and affordable housing initiatives (70%) to be the most important strategies for addressing local housing needs. Overall, 60% of residents supported the City taking action to increase housing availability, compared with 18% who were opposed.

Economic development priorities centered on expanding local amenities and opportunities. The highest priorities for the next five years were adding more shopping, dining, and entertainment options (55%), supporting downtown development (54%), creating more career opportunities (47%), and encouraging additional commercial and industrial growth (40%). More than six in ten residents (61%) believed the City should place greater emphasis on recruiting retail and restaurant businesses. The most desired additions were grocery and food stores (70%), casual and fine-dining restaurants (56%), clothing and shoe stores (47%), entertainment options (40%), and specialty shops (34%).

City Communication

Facebook and the City website are residents' primary sources of City information. However, satisfaction was comparatively low for the timeliness of information (30%), the accessibility and responsiveness of elected officials (30%), and public involvement in local decision-making (23%). Efforts to keep residents informed, the availability of information, and public involvement were the most frequently selected communication services residents for additional emphasis.

Comparison To Plains and National Averages

Whitewater exceeded both the Plains and national averages in 29 of the 45 areas compared (64%). The City's strongest performance was concentrated in public safety, solid waste collection, wastewater services, stormwater management, library services, cleanliness, and selected street-maintenance functions.

Whitewater rated below one or both the comparison benchmarks in several areas, including the City's overall image, growth planning, drinking-water quality, utility rates, communication, and parks and recreation. The City also rated below the national average across all comparable parks and recreation measures, with the largest gaps involving the ease of registering for programs, the quality of recreation programs, and park maintenance.

Importance–Satisfaction Analysis

ETC Institute's Importance–Satisfaction (I–S) Analysis **(Section 3)** identified three overarching areas with the greatest potential to affect resident satisfaction: infrastructure maintenance, utility quality and value, and City communication and public involvement. Crime prevention and parks and recreation programs were also identified as high priorities.

Very High-Priority Areas

The analysis identified 10 services as very high priorities for the City:

Major City Services	Water and Wastewater Utilities
• Overall maintenance of City streets and sidewalks	• What residents are charged for water • Overall quality of drinking water • What residents are charged for wastewater
Street Maintenance Services	**Communication**
• Condition of City streets • Snow removal on City streets • Condition of City sidewalks	• City efforts to keep residents informed about City-related issues • Level of public involvement in local decision-making • Availability of information about city programming, services, and events

High-Priority Areas

Nine additional services were identified as high priorities:

Major City Services	Public Safety
• Overall quality of water utility services	• City efforts to prevent crime
Parks and Recreation	**Communication**
• Adult recreation programs • Maintenance of City parks • Youth recreation programs	• Responsiveness of City Hall to residents' calls and concerns • Timeliness of information provided by the City • Accessibility and responsiveness of the City's elected officials
Street Maintenance Services	
• Overall cleanliness of City streets and other public areas	

Established Service Strengths

Several core services received relatively high satisfaction ratings and were not identified as high or very high priorities. These included fire and emergency medical services, most police services, solid waste collection, wastewater and sanitary sewer services, stormwater management, and library services. This indicates that the City is generally meeting resident expectations in these areas and that improvements to the priority services listed above are likely to have the greatest impact on overall satisfaction.

Conclusion

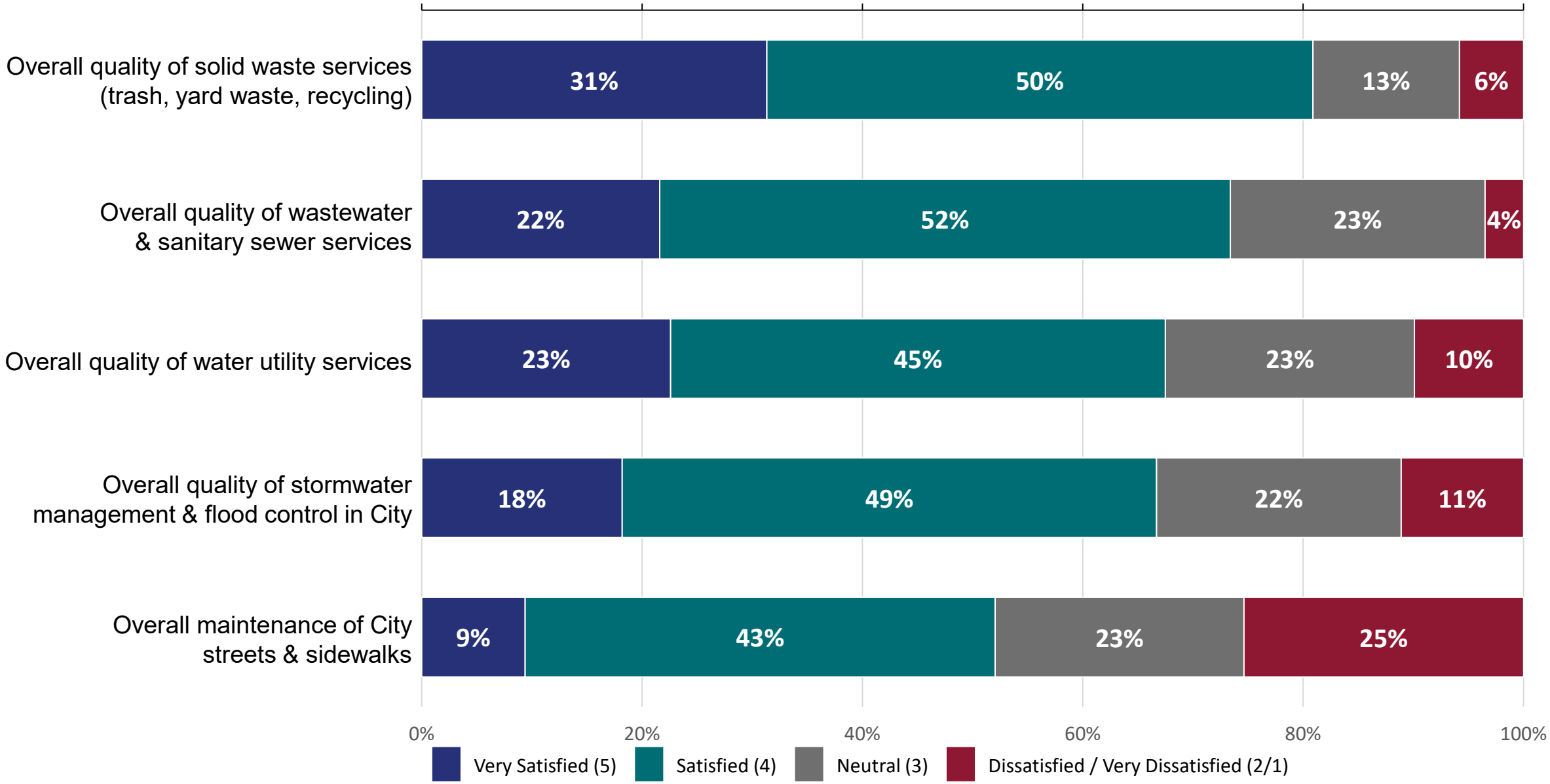
Overall, the 2026 Community Survey shows that residents value Whitewater as a safe and desirable place to live. The City's strongest results were concentrated in fire and emergency medical services, police response, library services, solid waste collection, wastewater services, and utility customer service. Whitewater also exceeded both the Plains and national averages in nearly two-thirds of the areas evaluated.

The findings identify streets and sidewalks, snow removal, drinking-water quality, utility rates, City communication, public involvement, crime prevention, and parks and recreation as the principal areas for continued attention. Housing availability, economic development, and growth planning represent additional longer-term considerations. Together, these results provide City leaders with a clear framework for understanding which services residents believe are working well and which issues are most important to future planning and decision-making.

1 Charts and Graphs

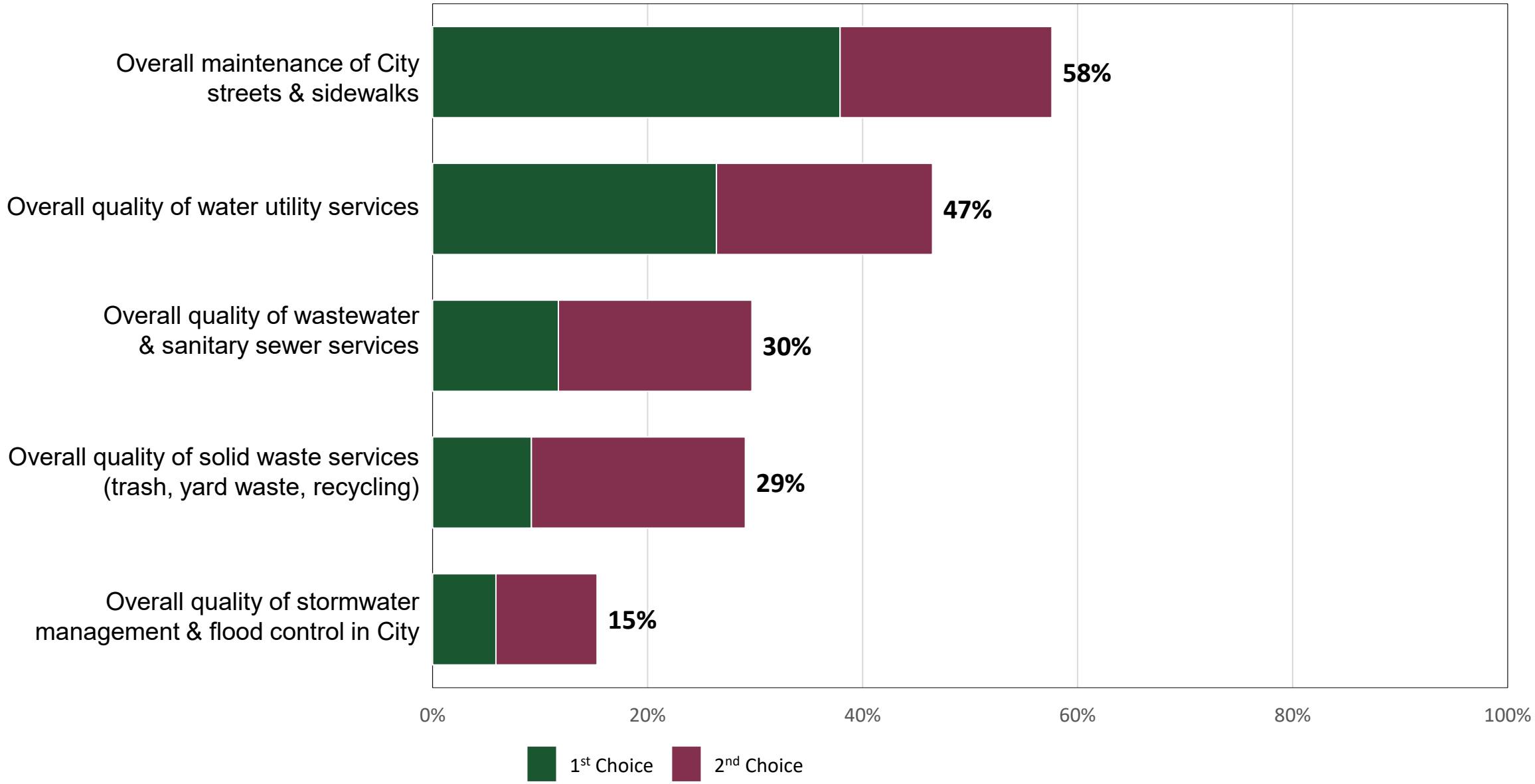
Q1. Overall Services

by percentage of respondents (excluding don't know)



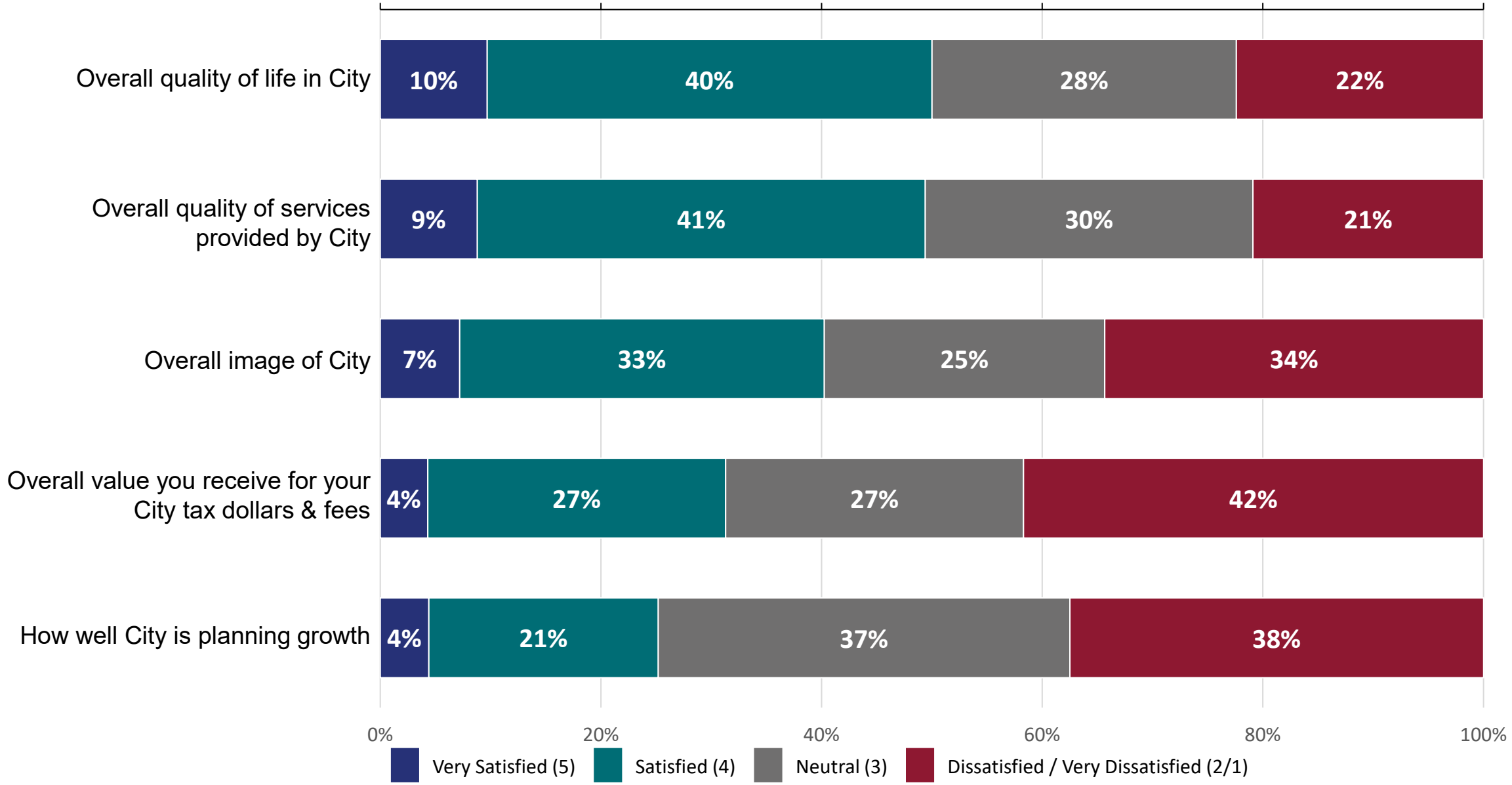
Q2. Which Two Major Services Do You Consider Most Important For The City To Provide?

by percentage of respondents who selected the item as one of their top two choices



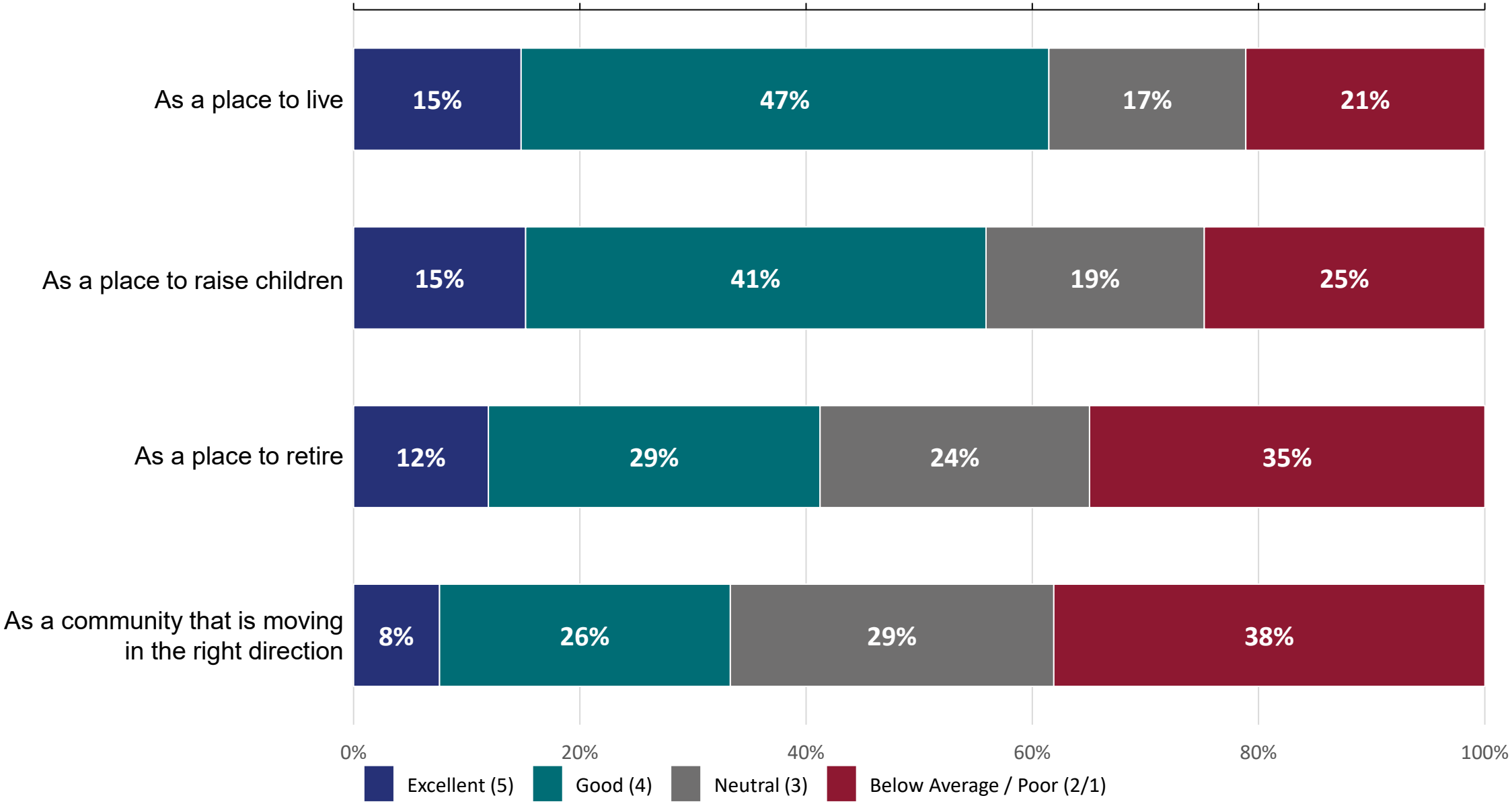
Q3. Perceptions Of Whitewater

by percentage of respondents (excluding don't know)



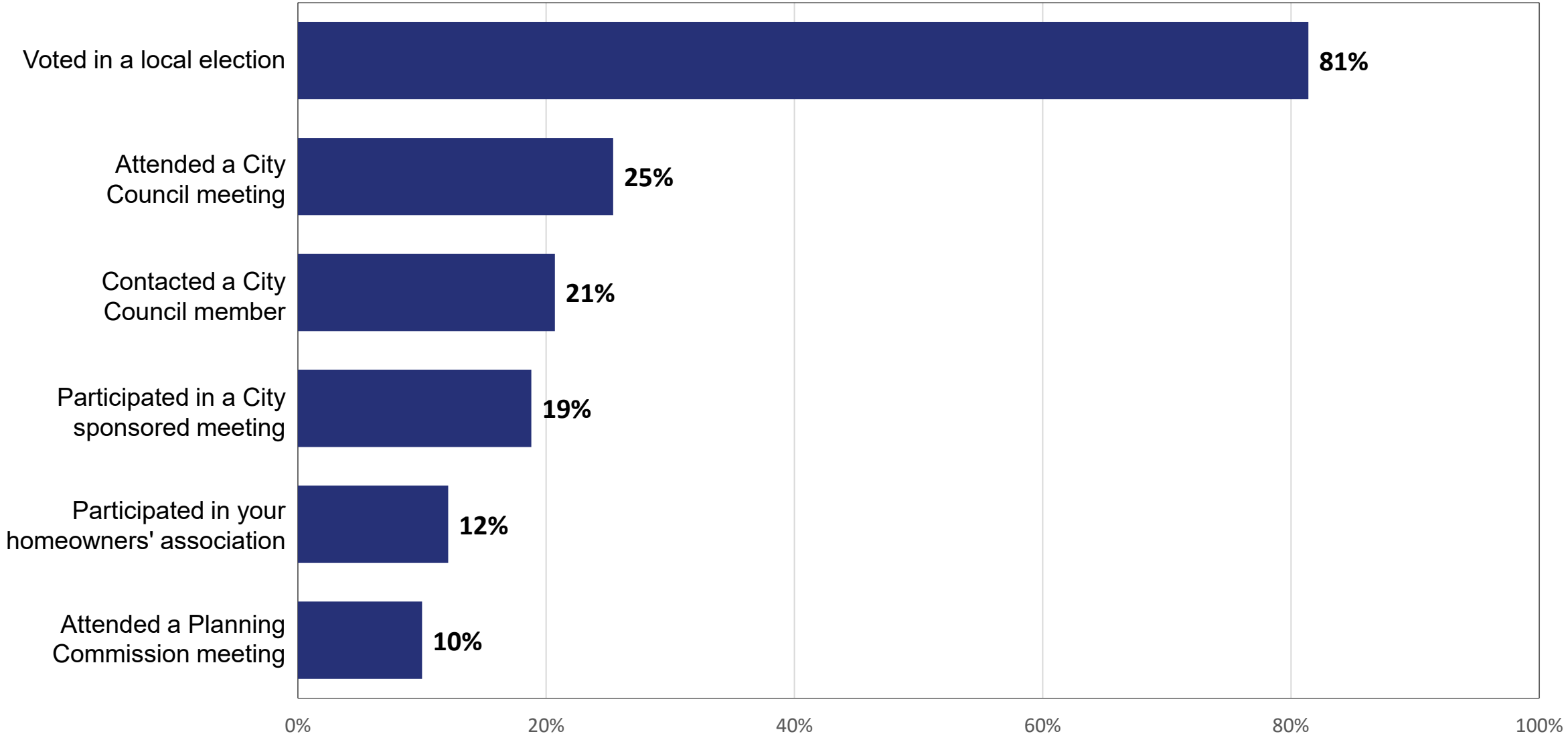
Q4. Overall Ratings Of Whitewater

by percentage of respondents (excluding don't know)



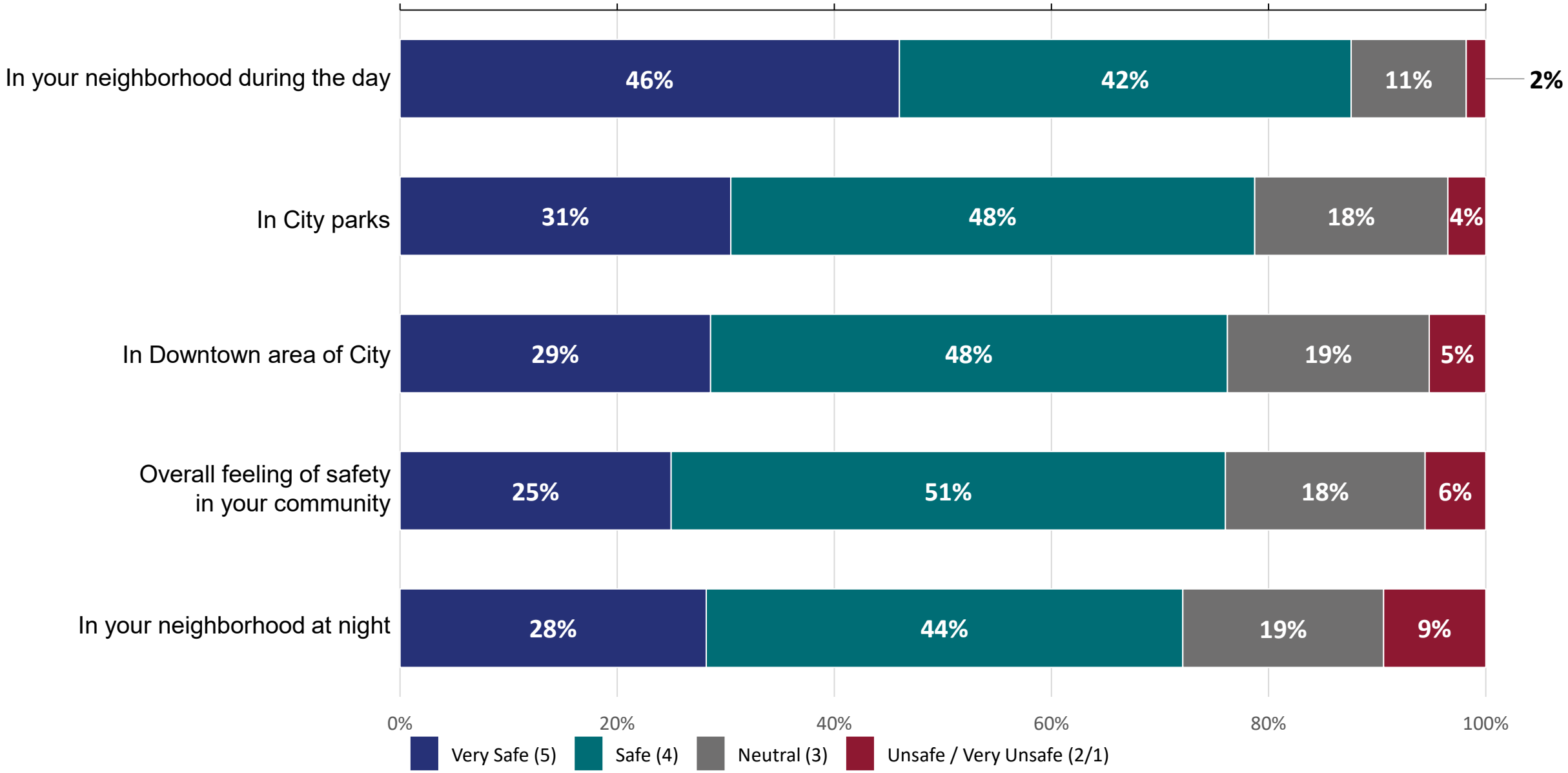
Q5. In The Last Year, Have You Or Any Members Of Your Family...

by percentage of respondents



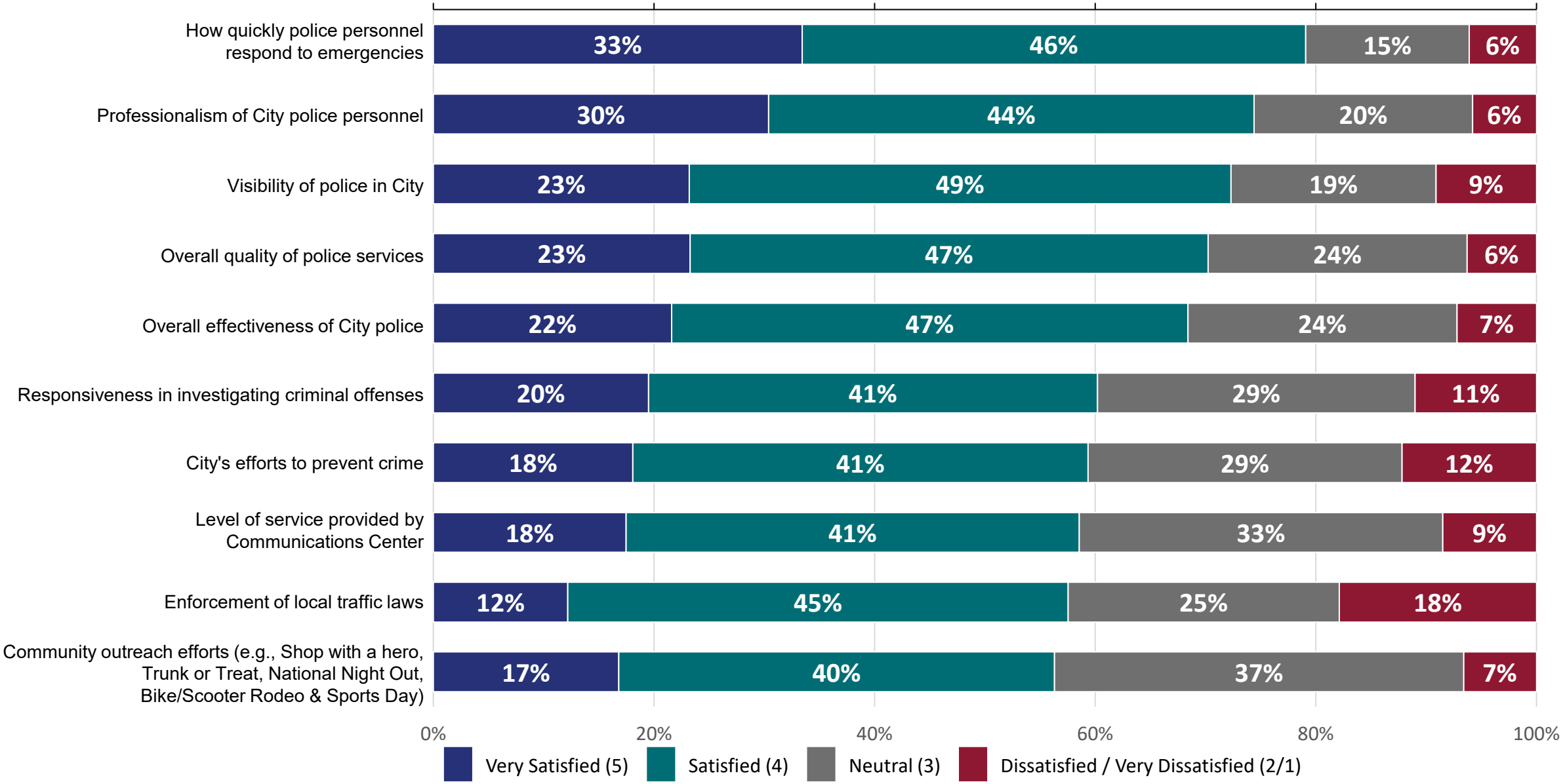
Q6. Safety

by percentage of respondents (excluding don't know)



Q7. Police Services

by percentage of respondents (excluding don't know)

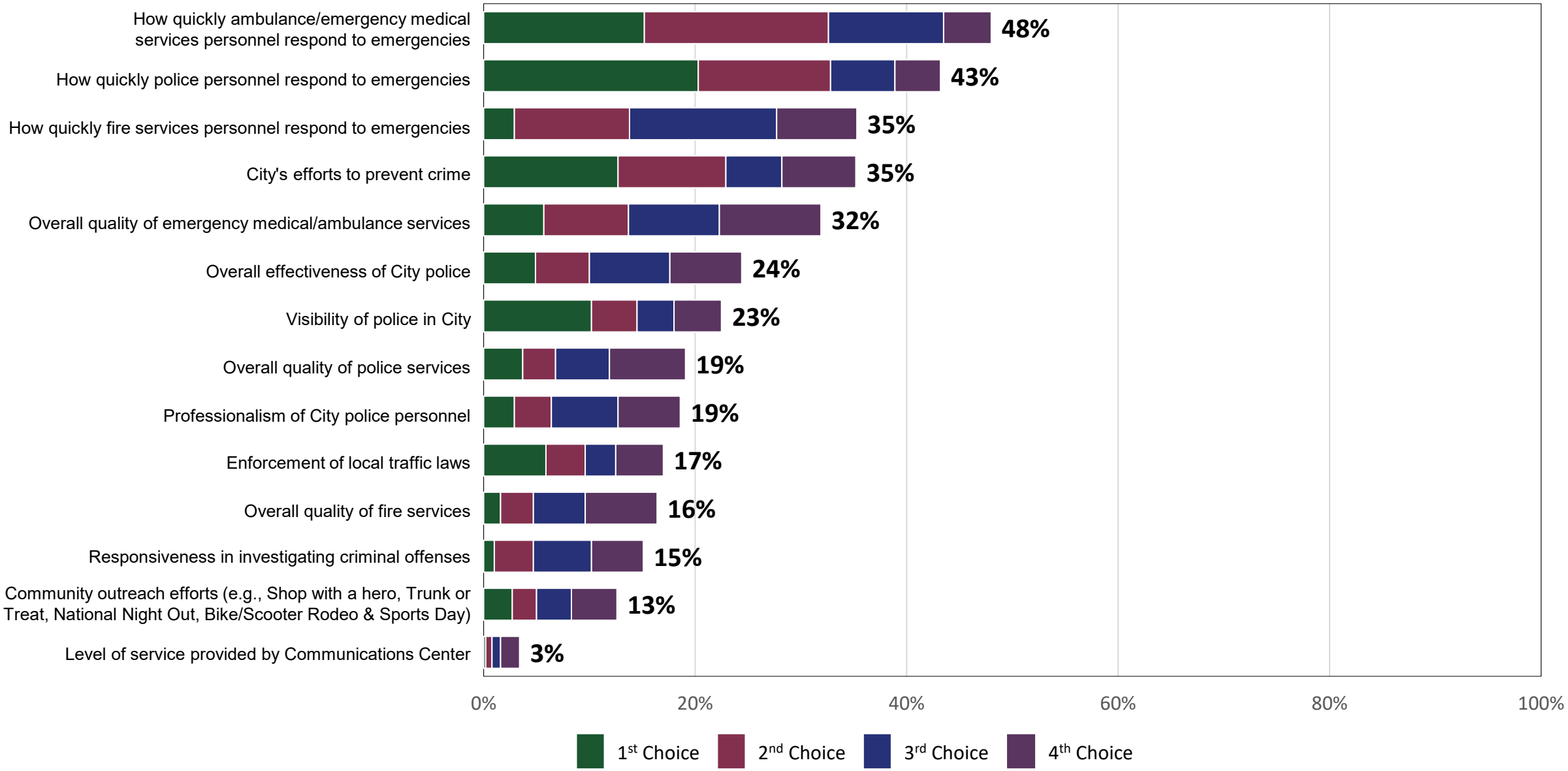


Q7. Fire And Emergency Medical Services

by percentage of respondents (excluding don't know)

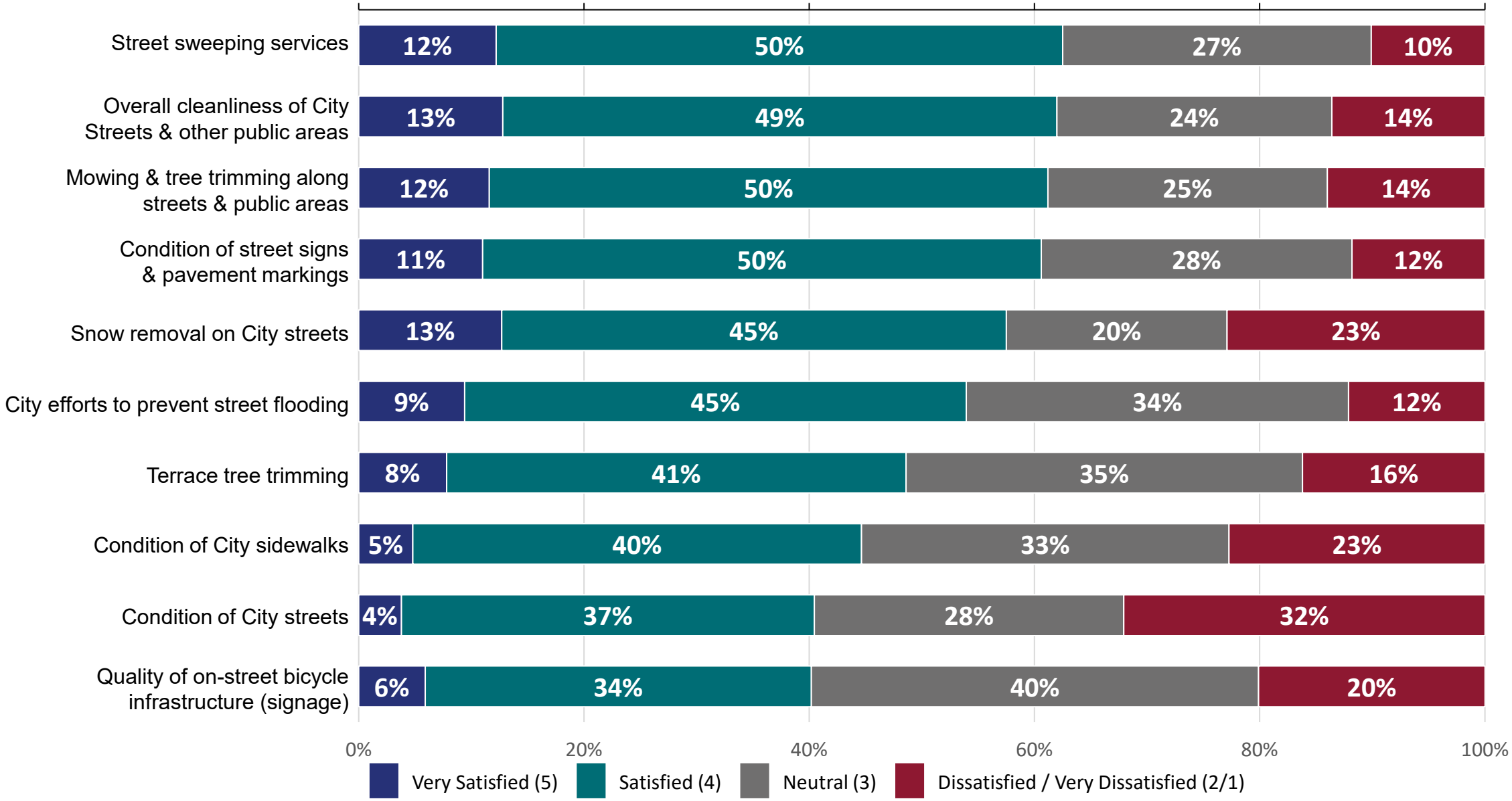
Q8. Which Four Public Safety Services Do You Consider Most Important For The City To Provide?

by percentage of respondents who selected the item as one of their top four choices



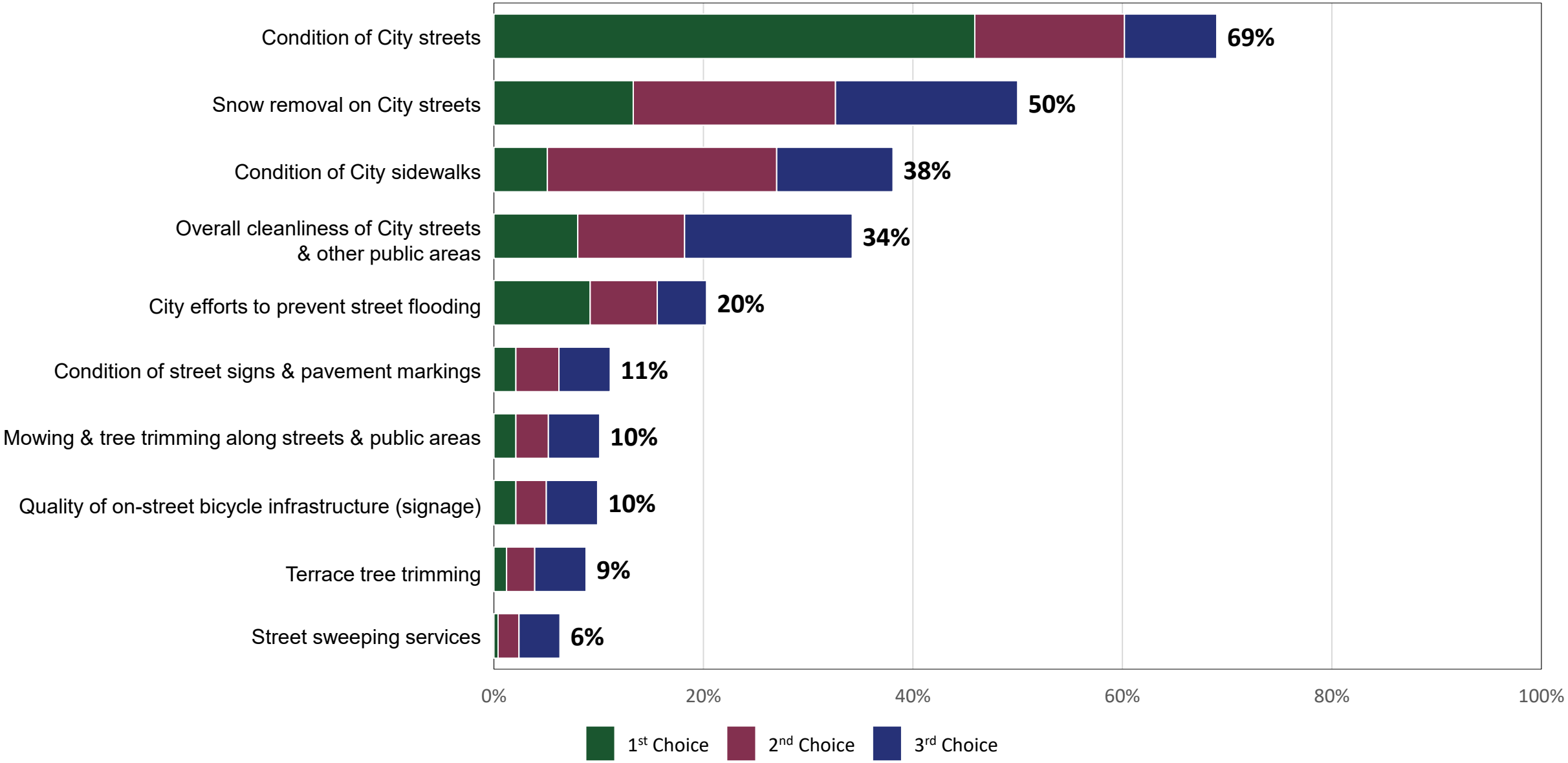
Q9. Street Maintenance Services

by percentage of respondents (excluding don't know)



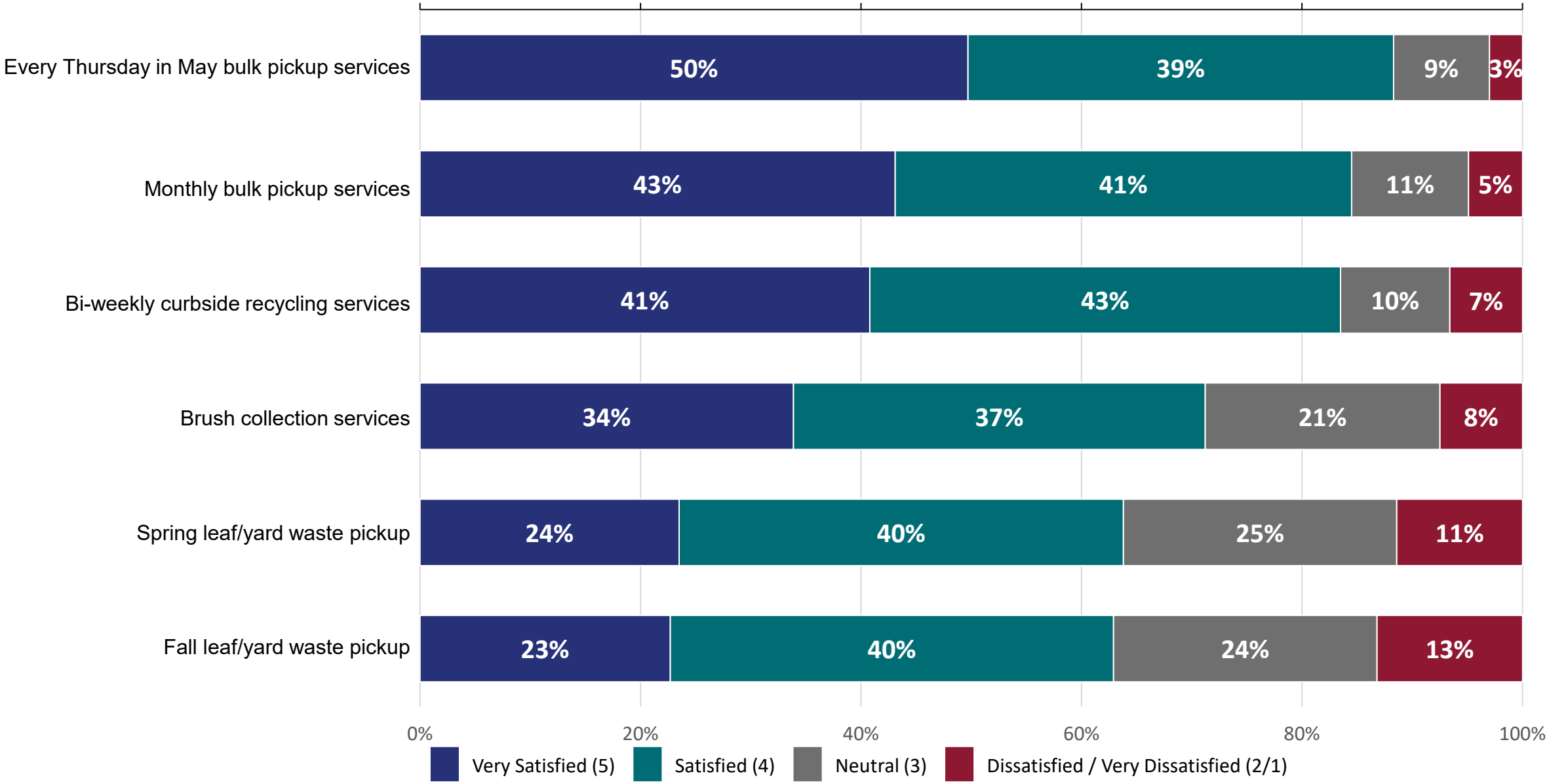
Q10. Which Three Street Maintenance Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top three choices



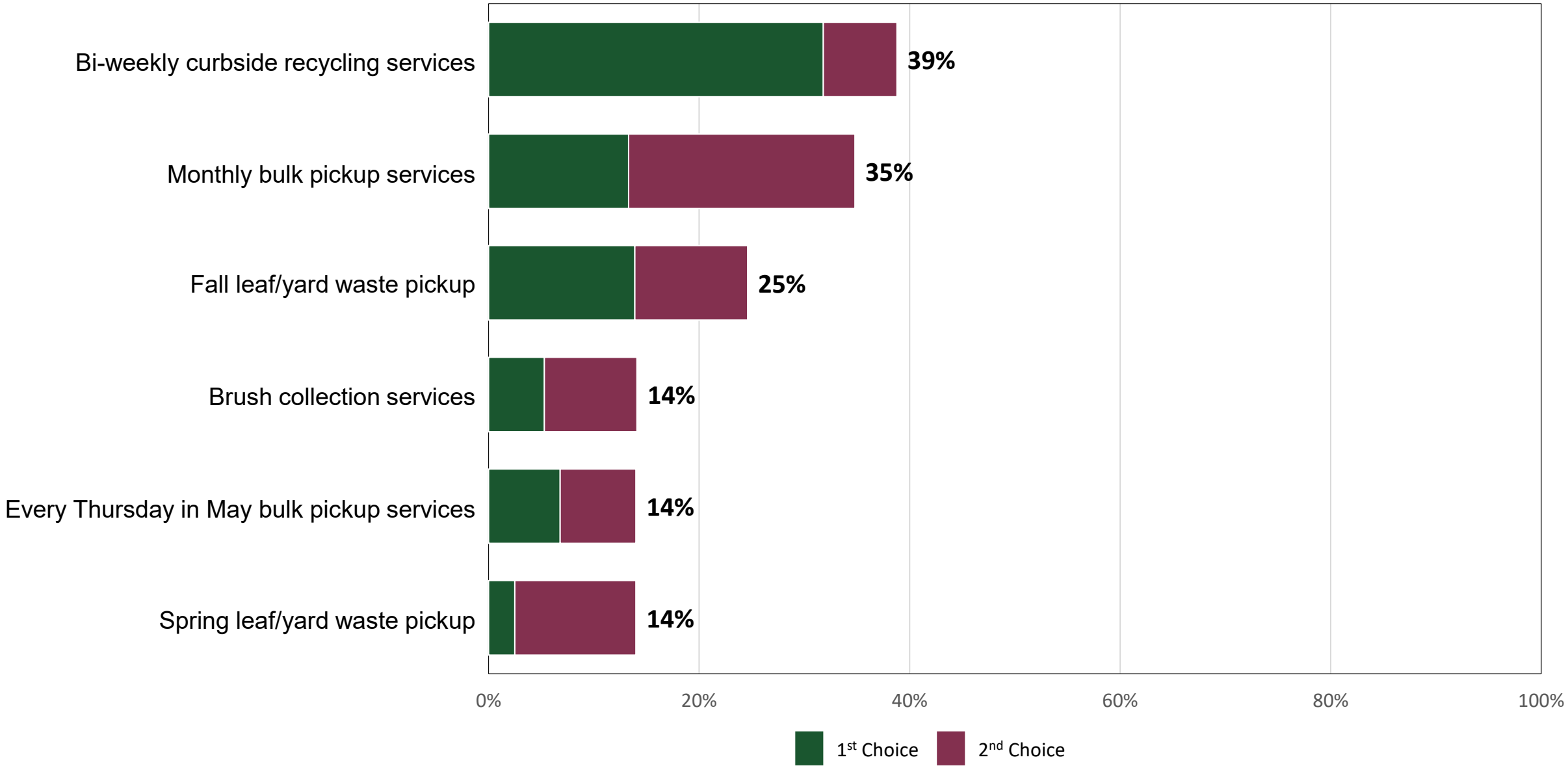
Q11. Weekly Trash/Garbage Collection Services

by percentage of respondents (excluding don't know)



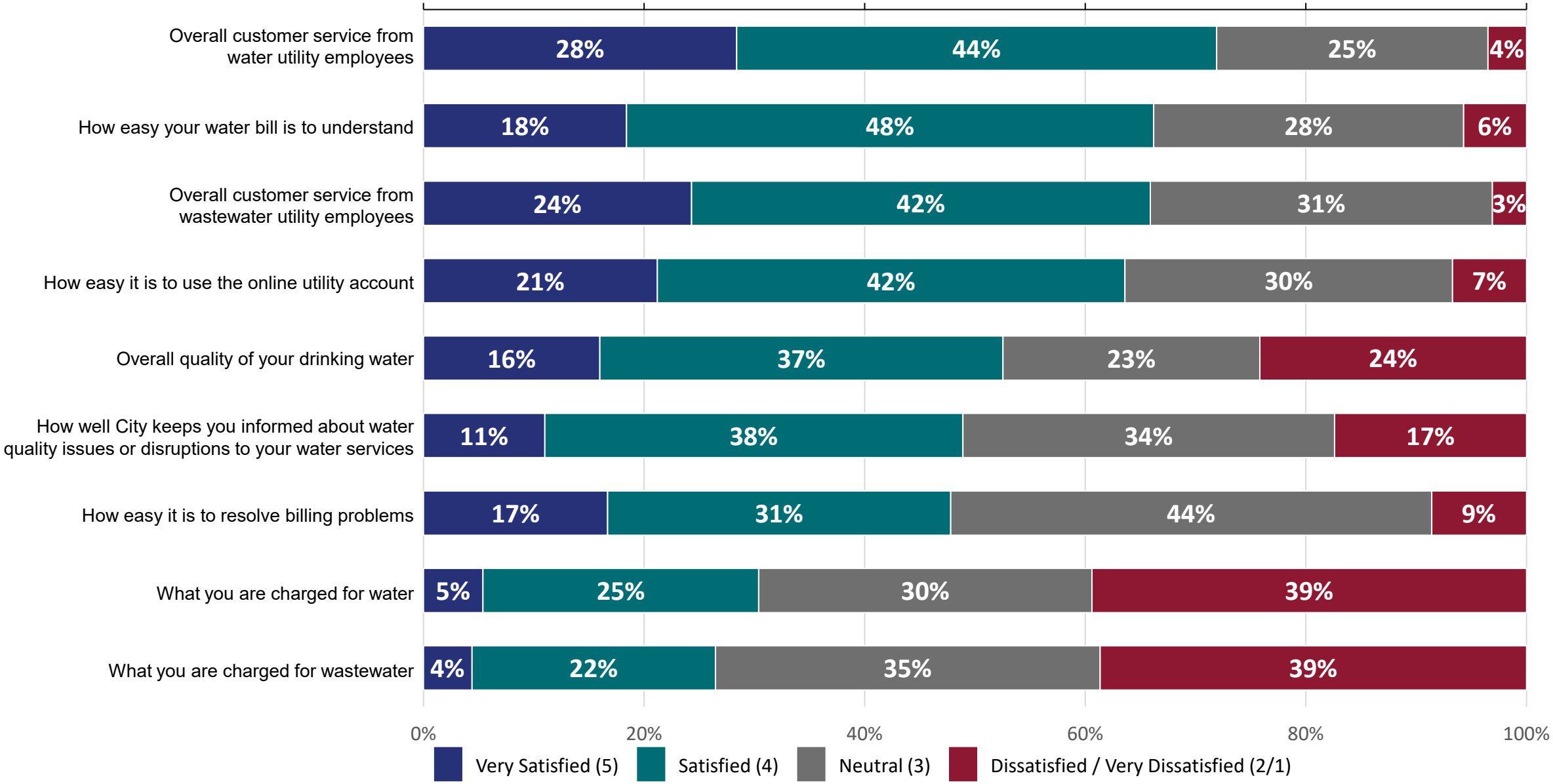
Q12. Which Two Weekly Trash/Garbage Collection Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top two choices



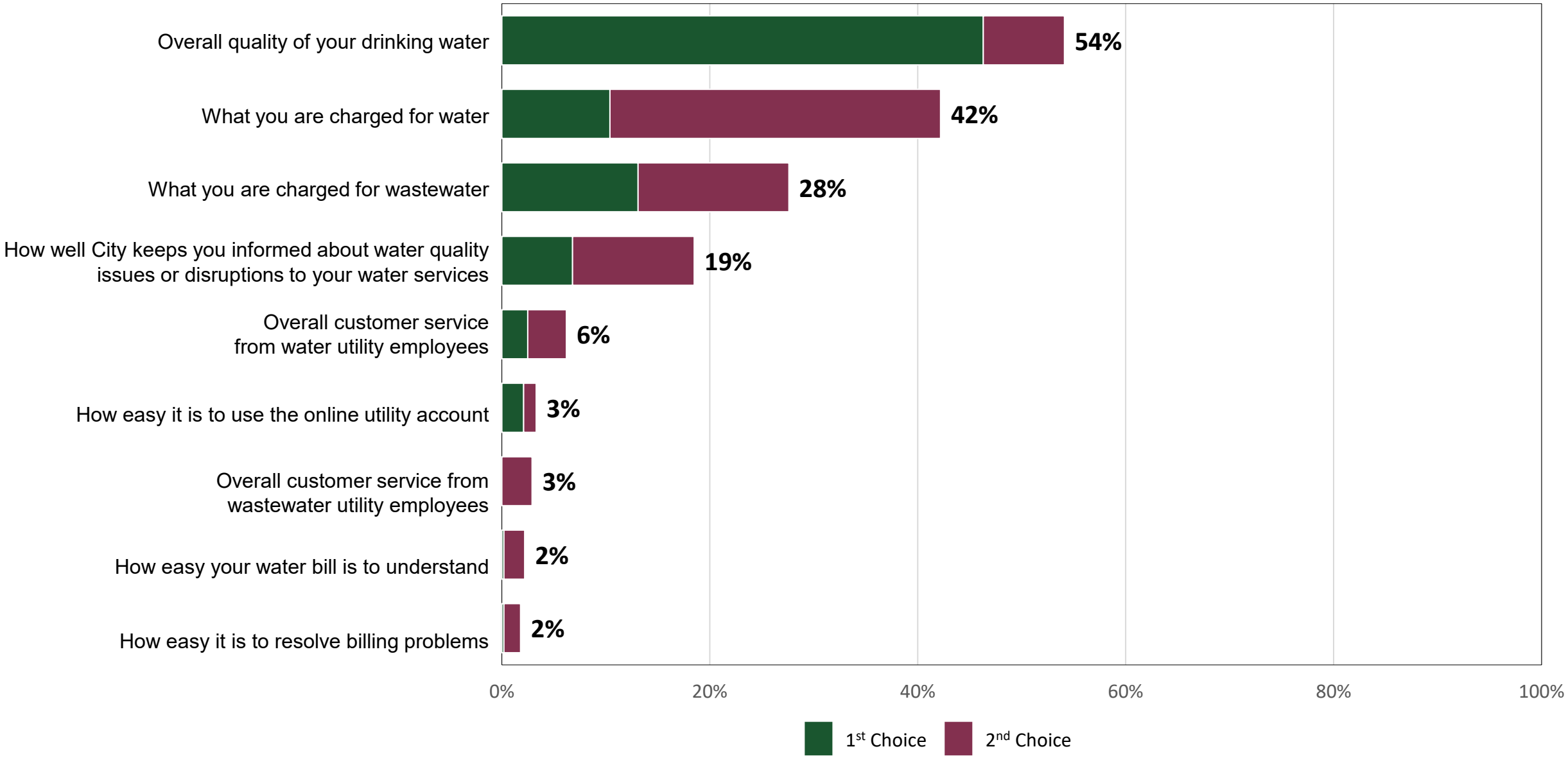
Q13. Water and Wastewater Utilities

by percentage of respondents (excluding don't know)



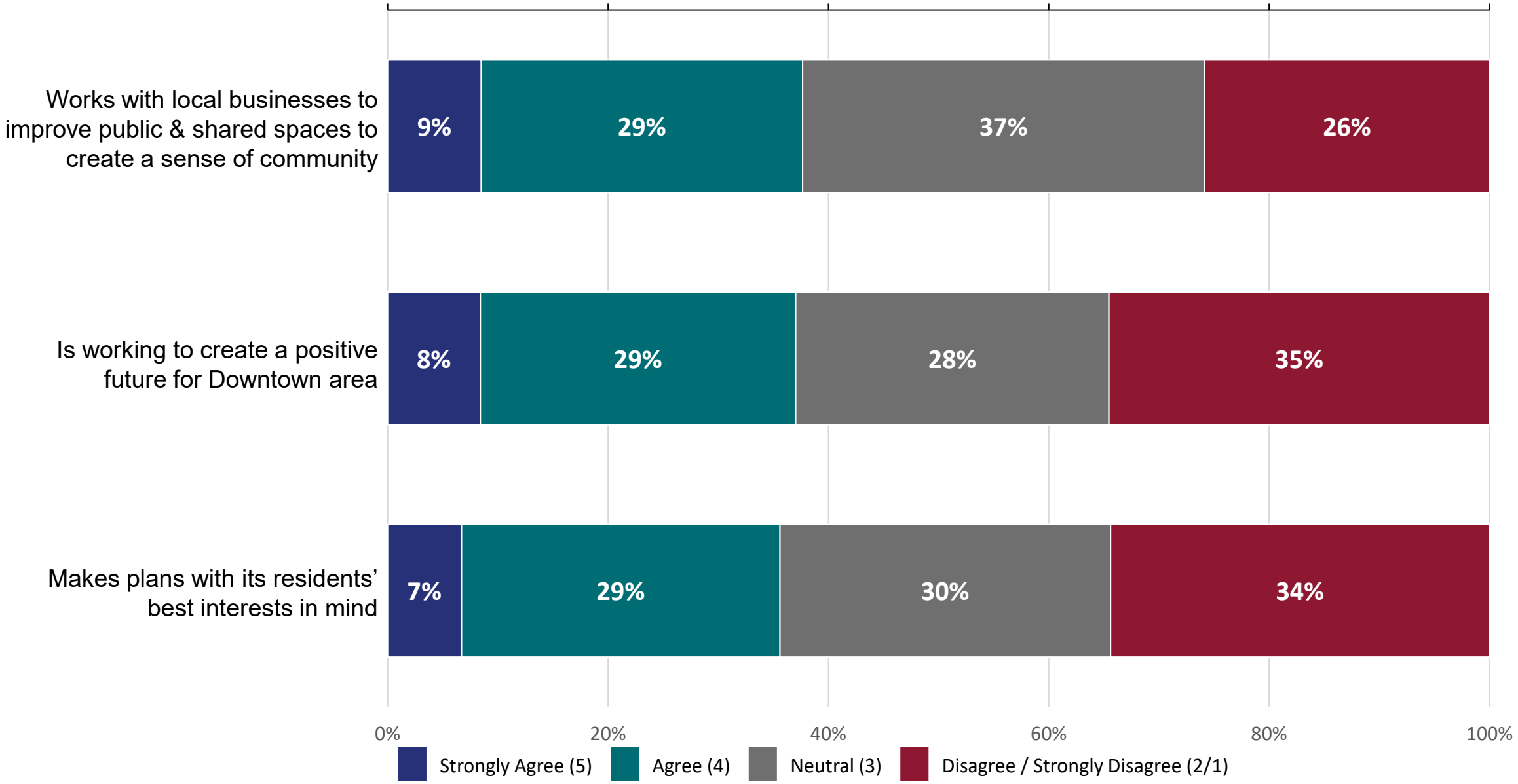
Q14. Which Two Water and Wastewater Utilities Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top two choices



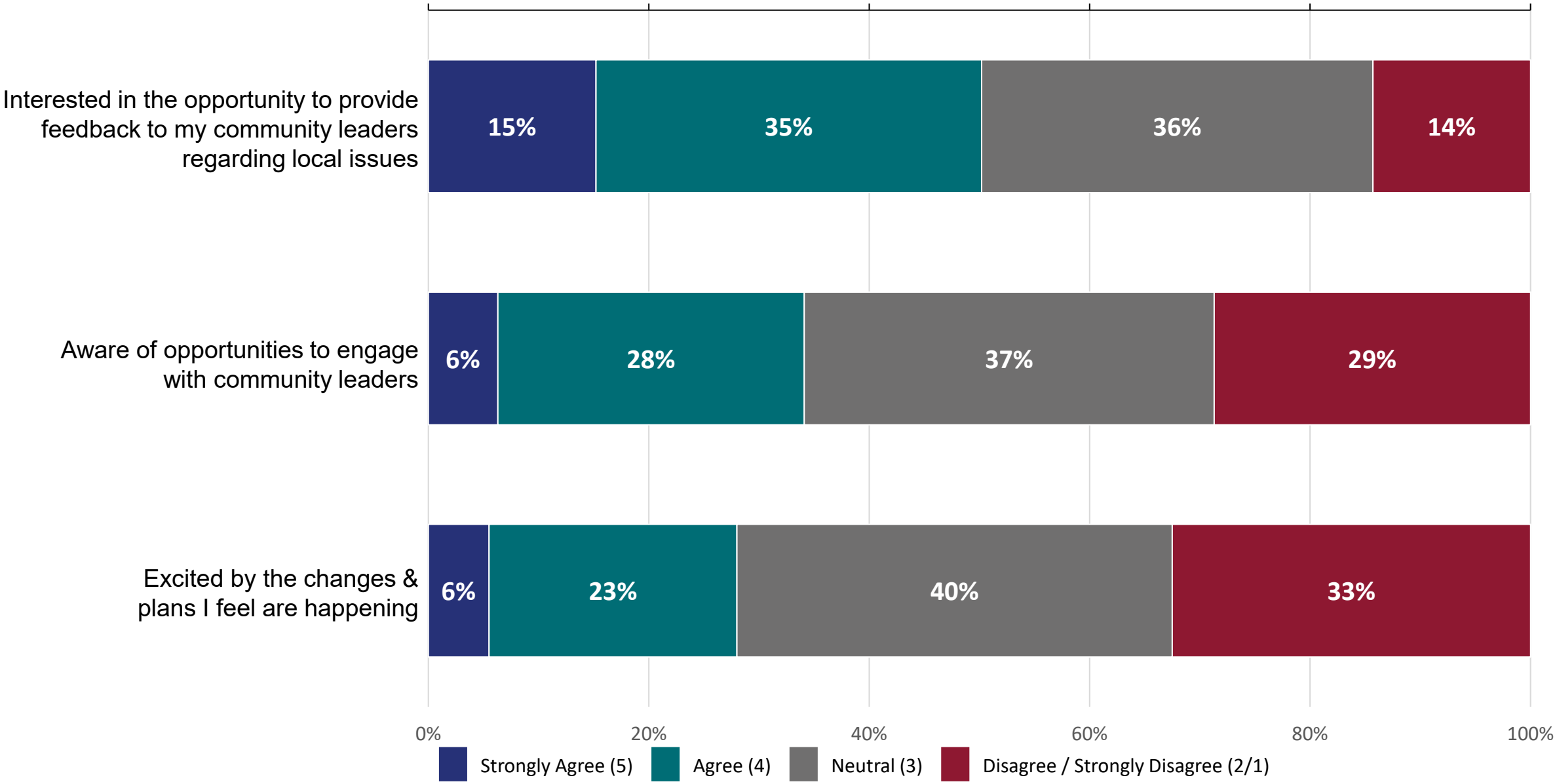
Q15. My Community…

by percentage of respondents (excluding don't know)



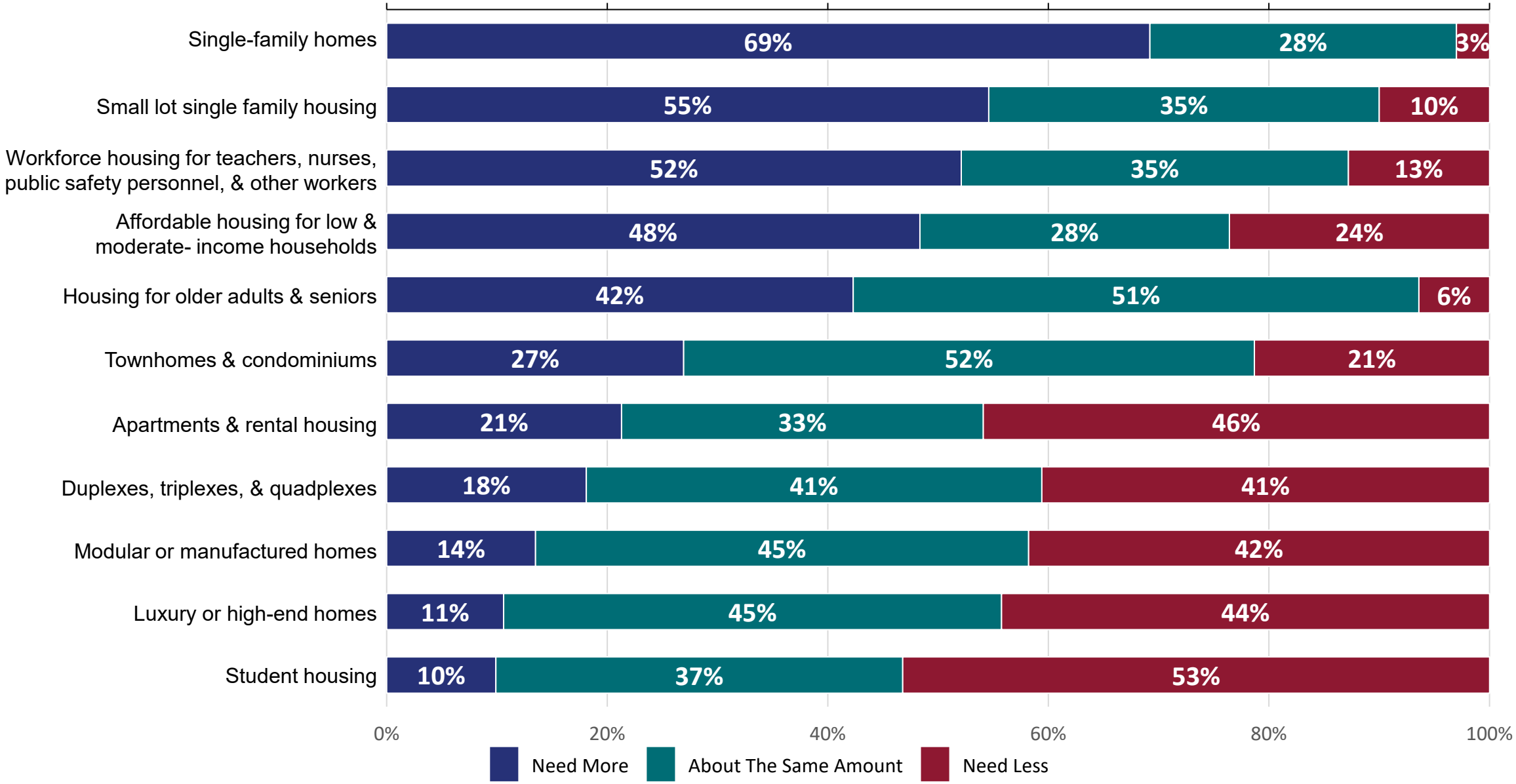
Q15. When It Comes To My Community I Am…

by percentage of respondents (excluding don't know)



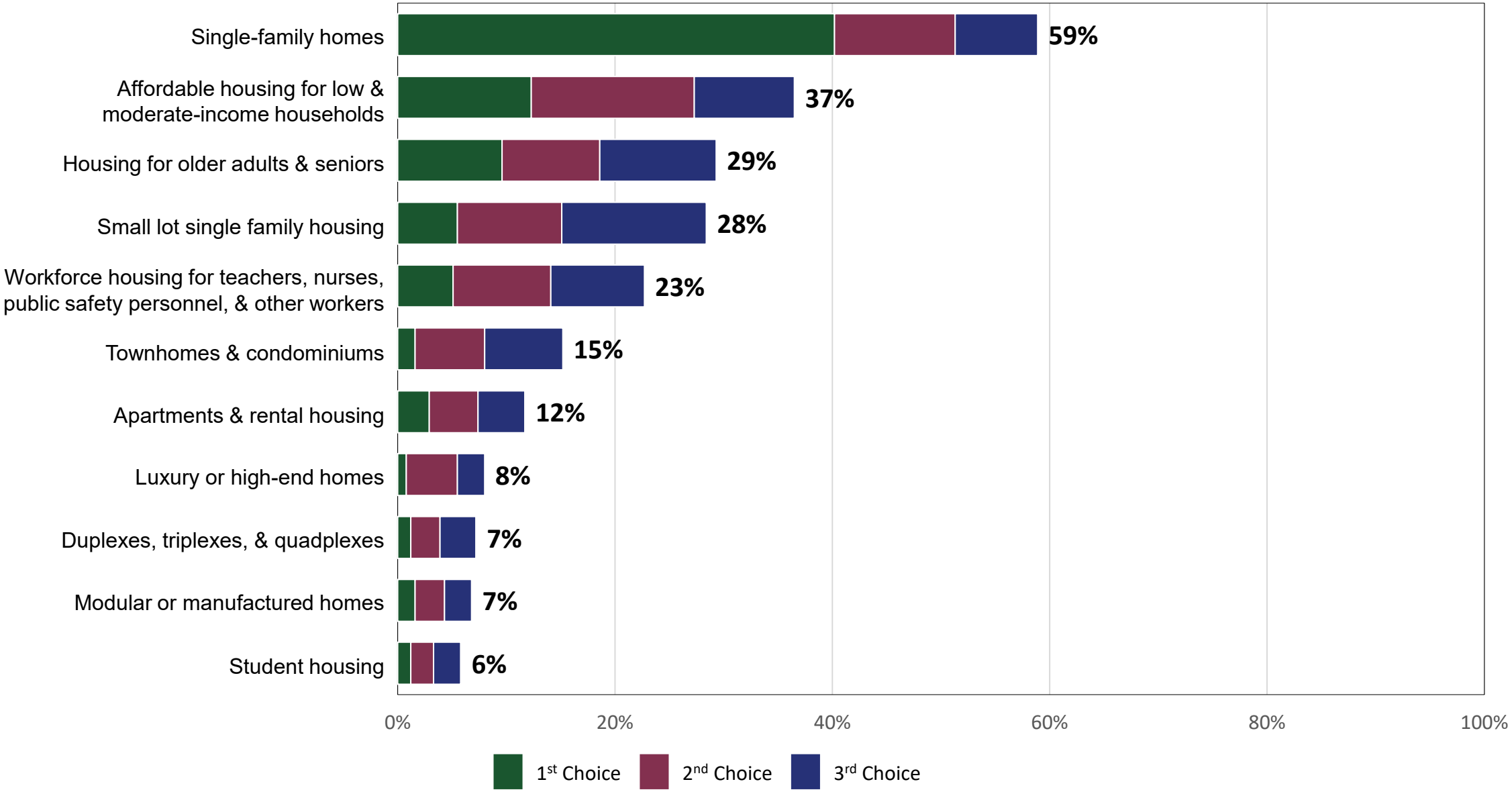
Q16. In Your Opinion, Does Whitewater Need More, About The Same Amount, Or Less Of Each Of The Following Types Of Housing?

by percentage of respondents (excluding don't know)



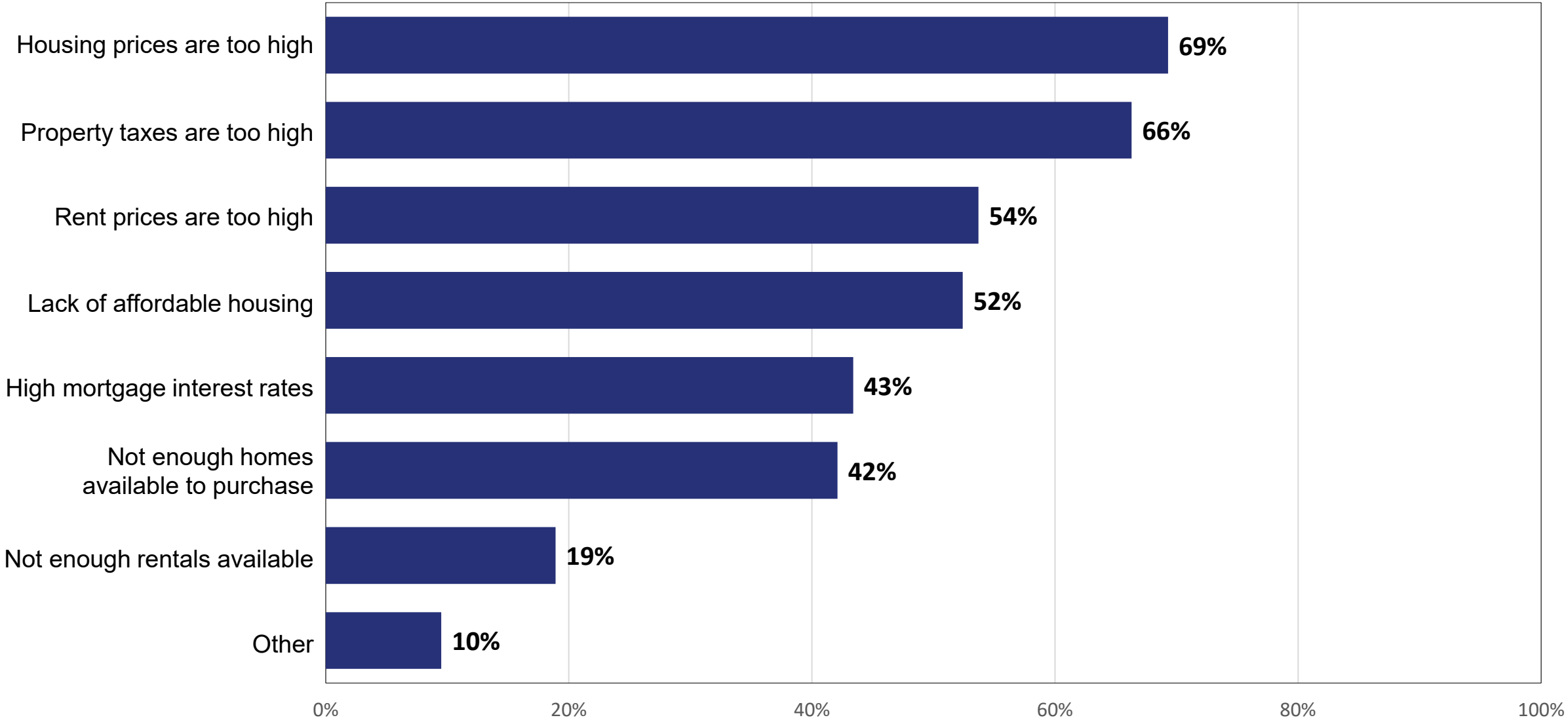
Q17. Which Three Types Of Housing Do You Think Should Receive The Highest Priority From City Leaders Over The Next 5-10 Years?

by percentage of respondents who selected the item as one of their top three choices



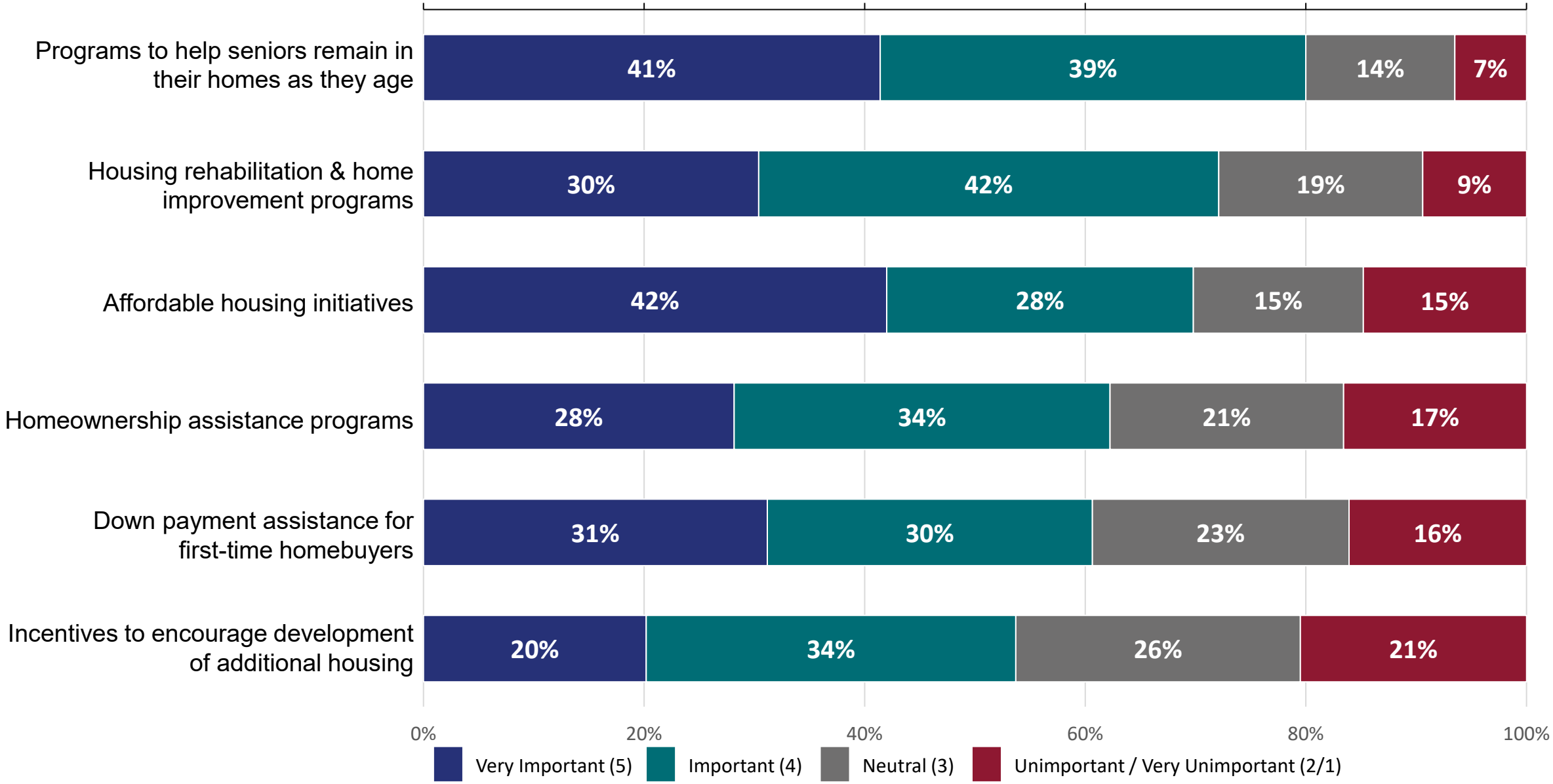
Q18. Which Of The Following, If Any, Do You Believe Are Barriers To Purchasing Or Renting A Home In Whitewater?

by percentage of respondents, multiple selections could be made (excluding don't know)



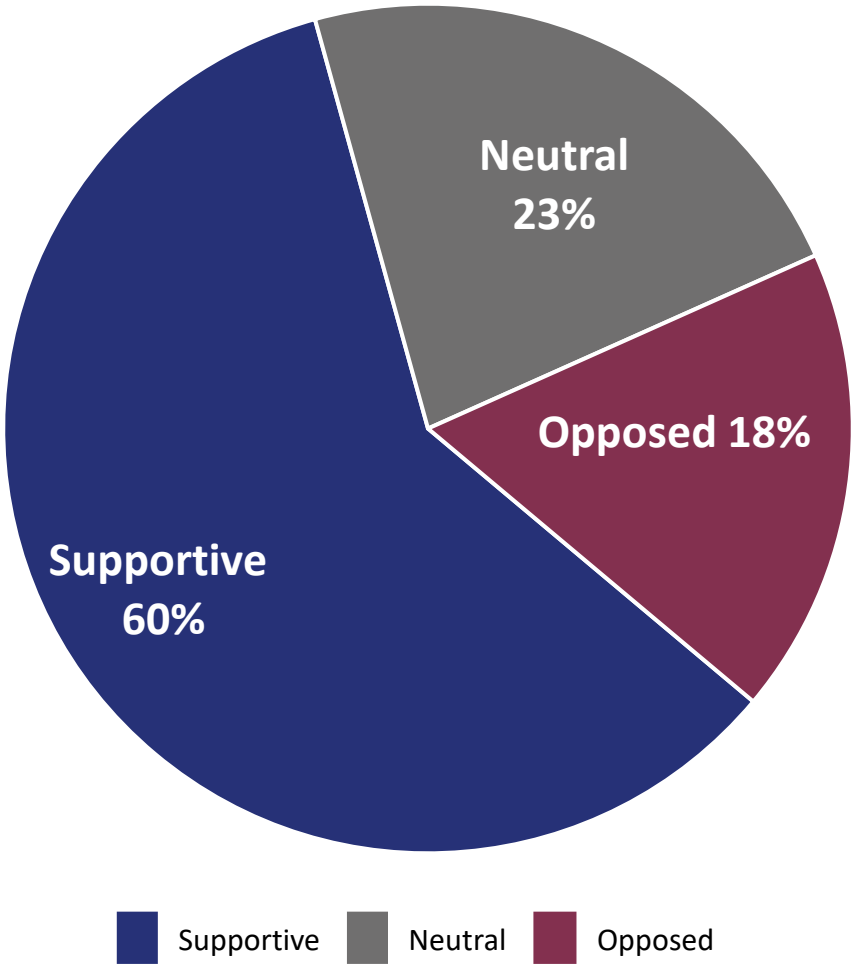
Q19. How Important Do You Believe Each Of The Following Housing Initiatives Would Be For Helping Address Housing Needs In Whitewater?

by percentage of respondents (excluding don't know)



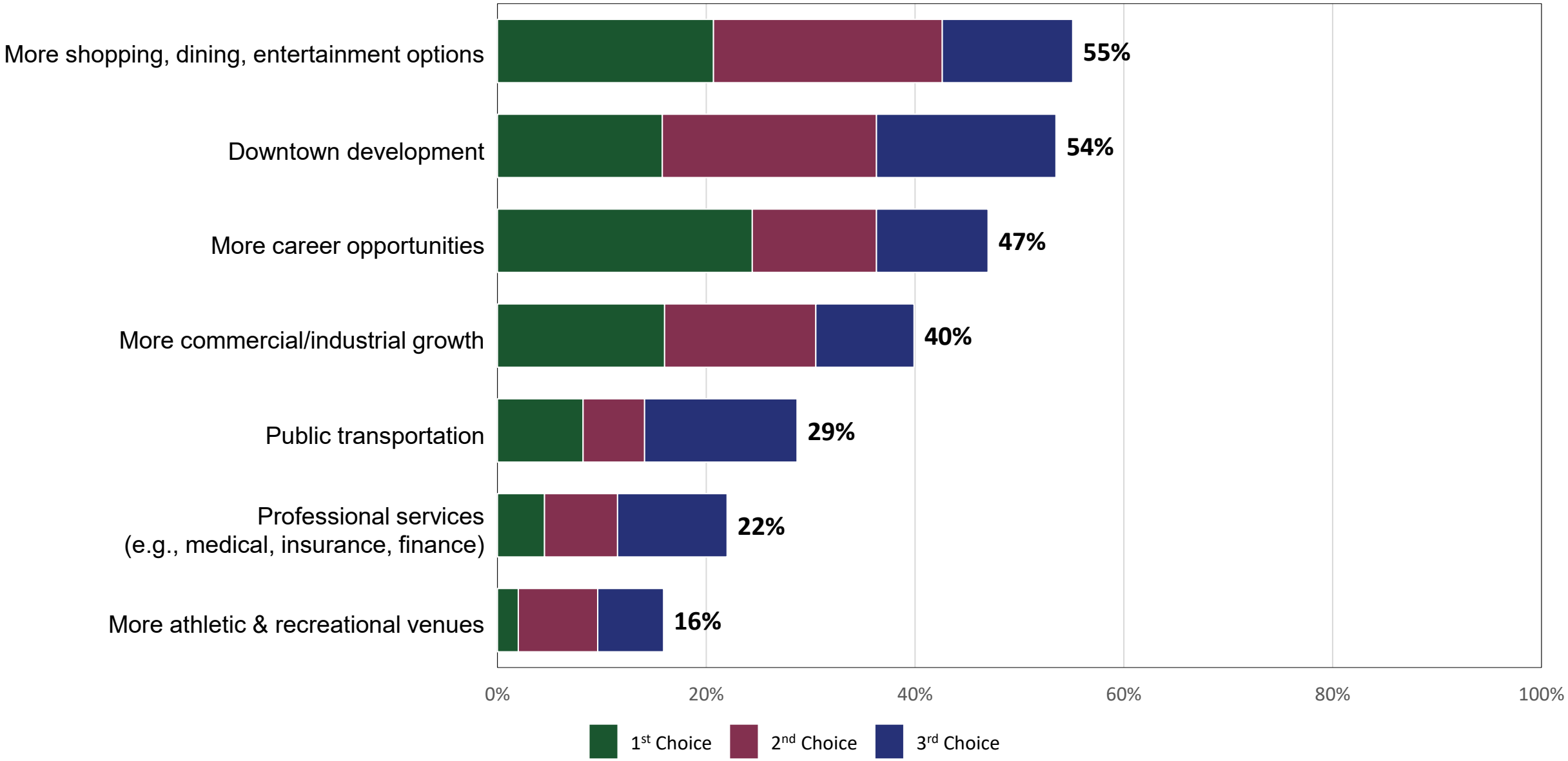
Q20. How Supportive Would You Be Of The City Taking Actions To Increase The Availability Of Housing In Whitewater?

by percentage of respondents (excluding don't know)



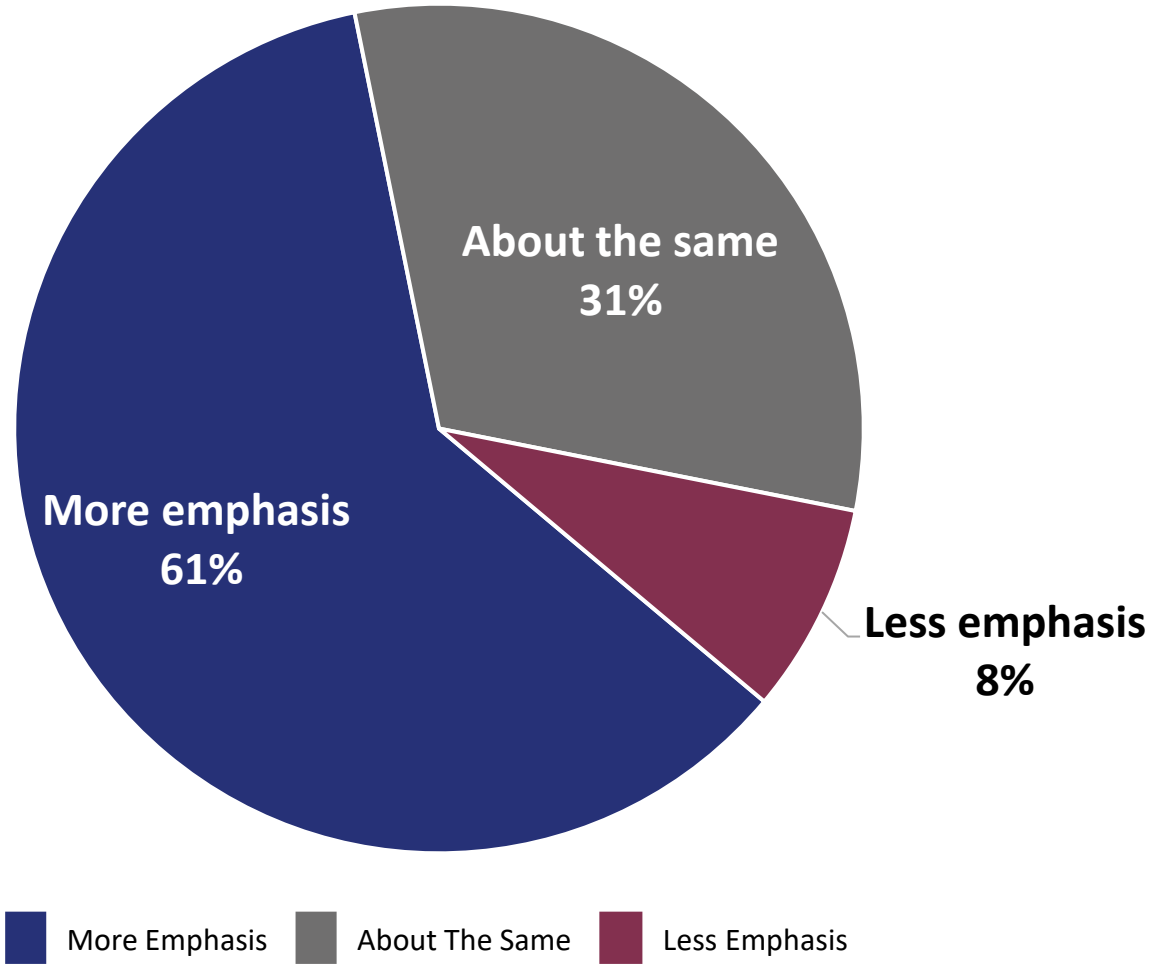
Q21. Which Three Economic Development Priorities Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Five Years?

by percentage of respondents who selected the item as one of their top three choices



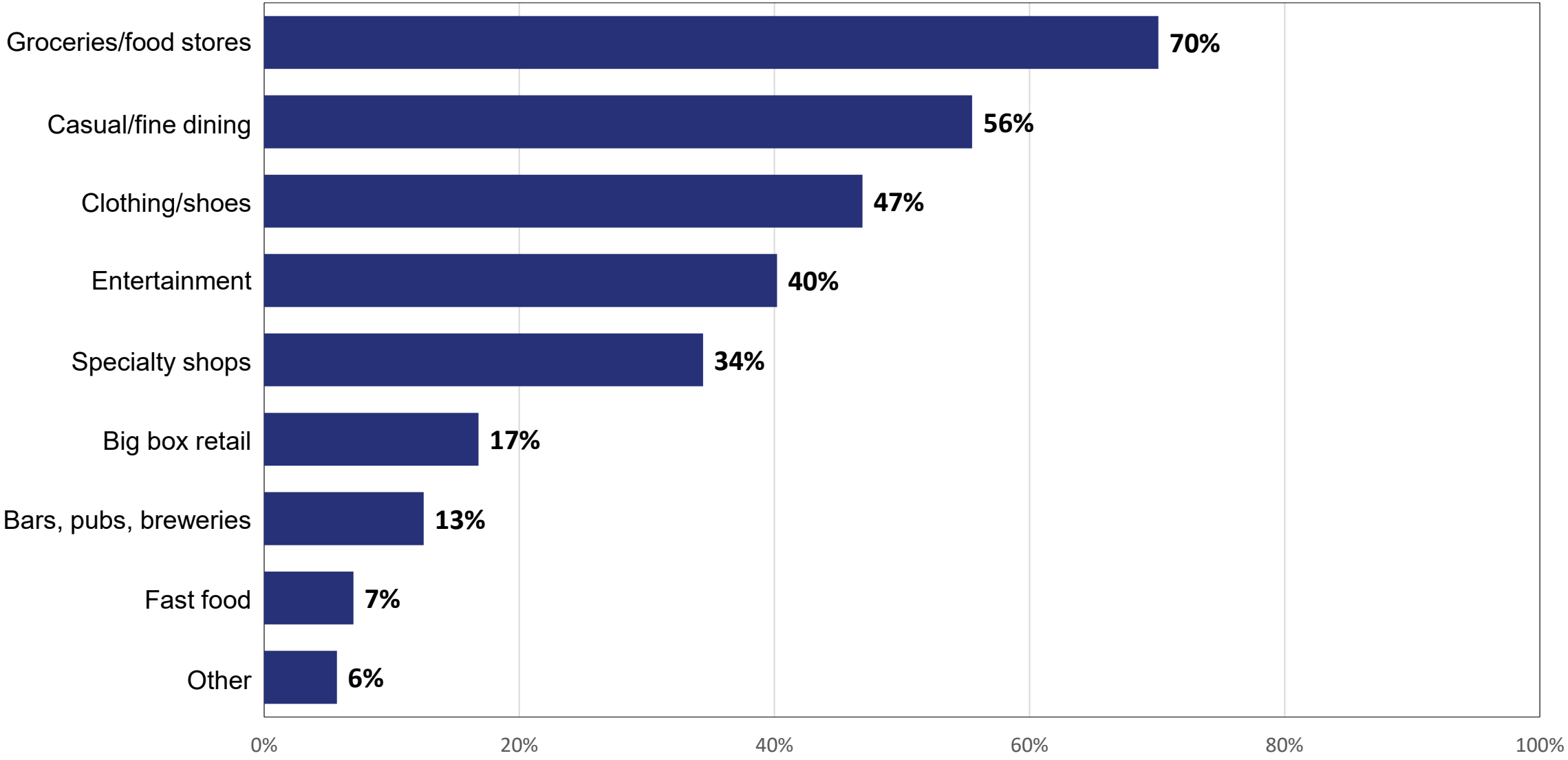
Q23. How Much Emphasis Should The City Place On Recruiting Retail And Restaurant Businesses?

by percentage of respondents (excluding don't know)



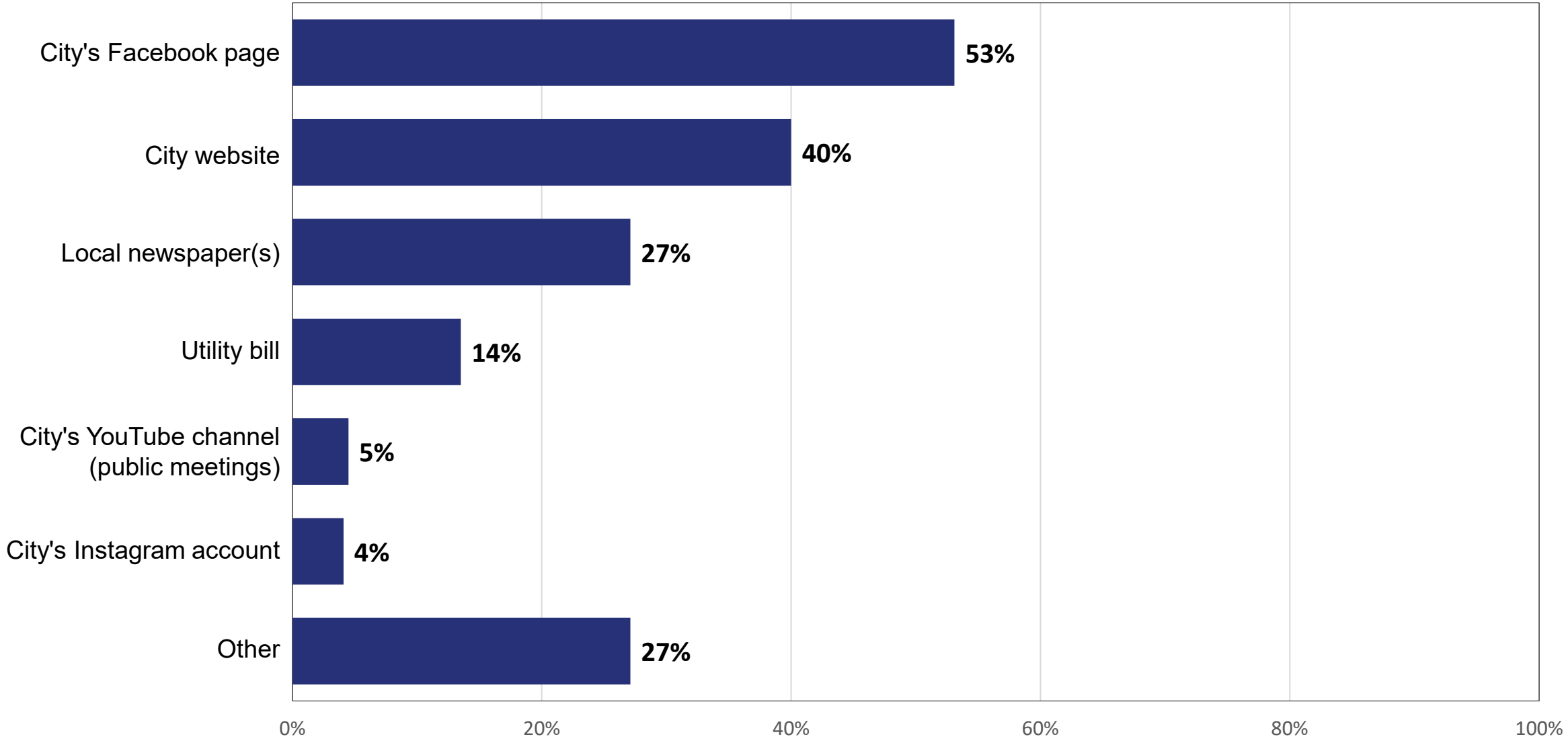
Q24. What Types Of Retail And Restaurant Options Would You Like To See In Whitewater?

by percentage of respondents, multiple selections could be made (excluding don't know)



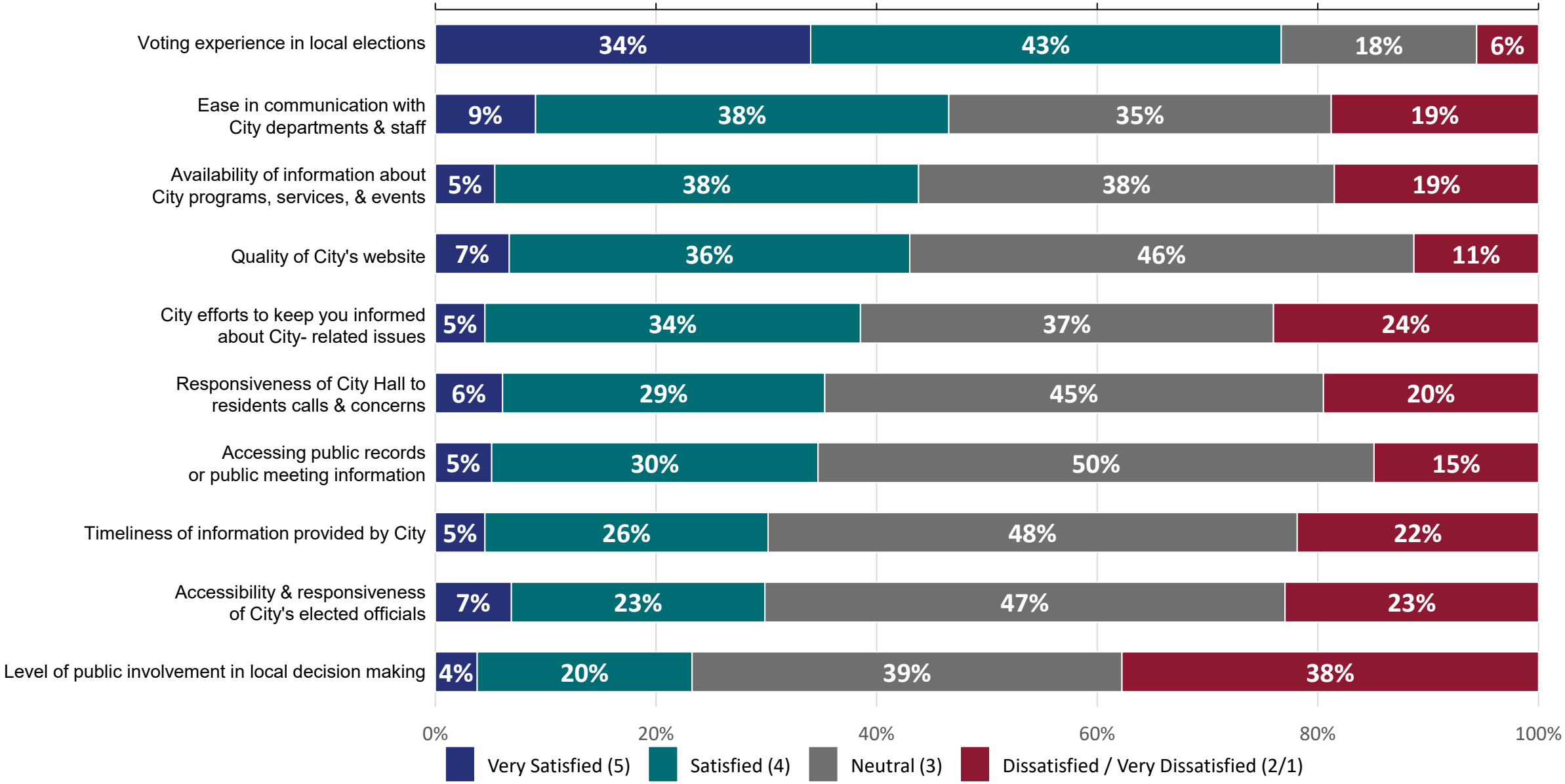
Q25. Where Do You Currently Get News And Information About City Programs, Services, And Events?

by percentage of respondents (excluding don't know)



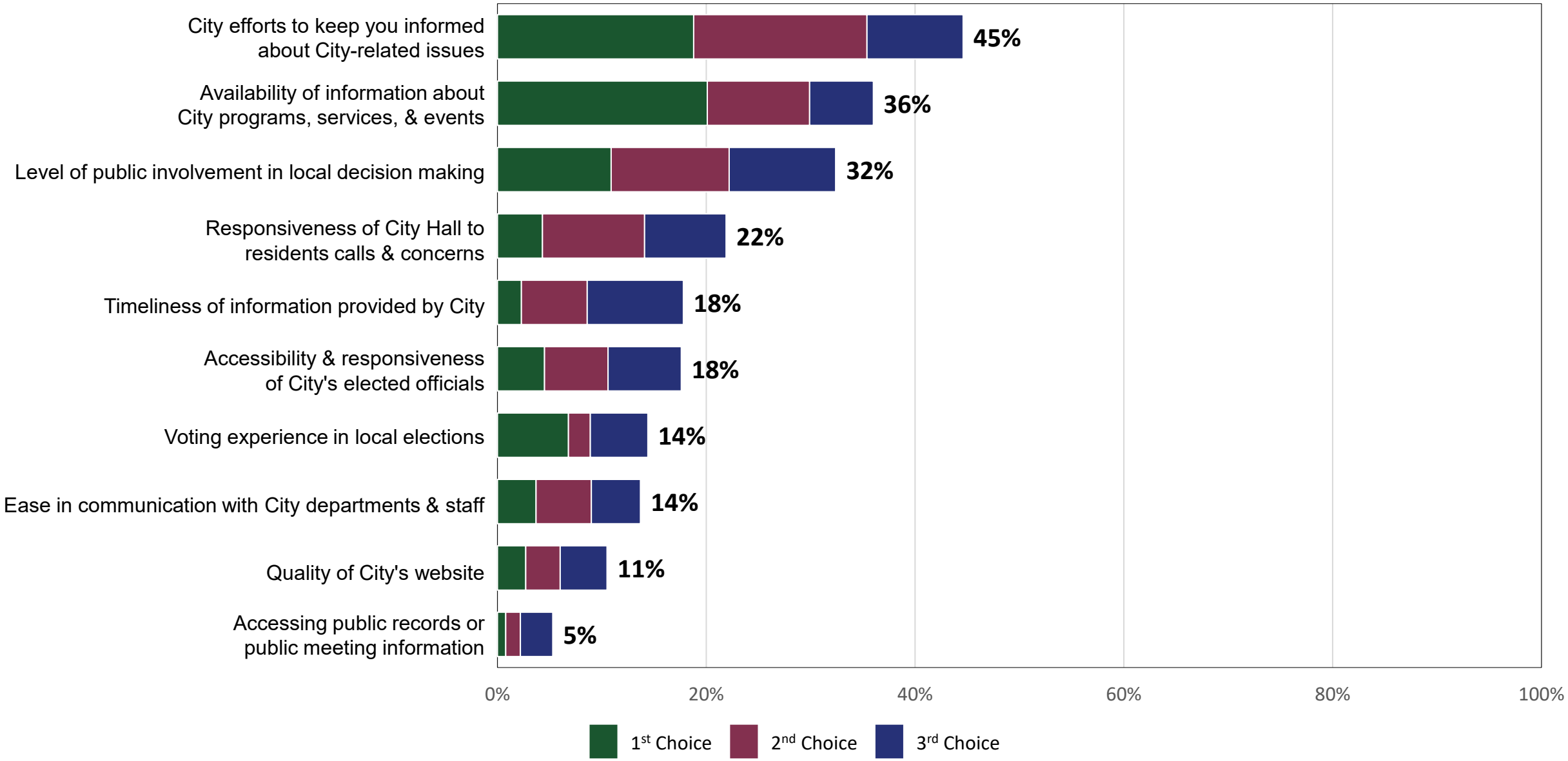
Q26. Communication Services

by percentage of respondents (excluding don't know)



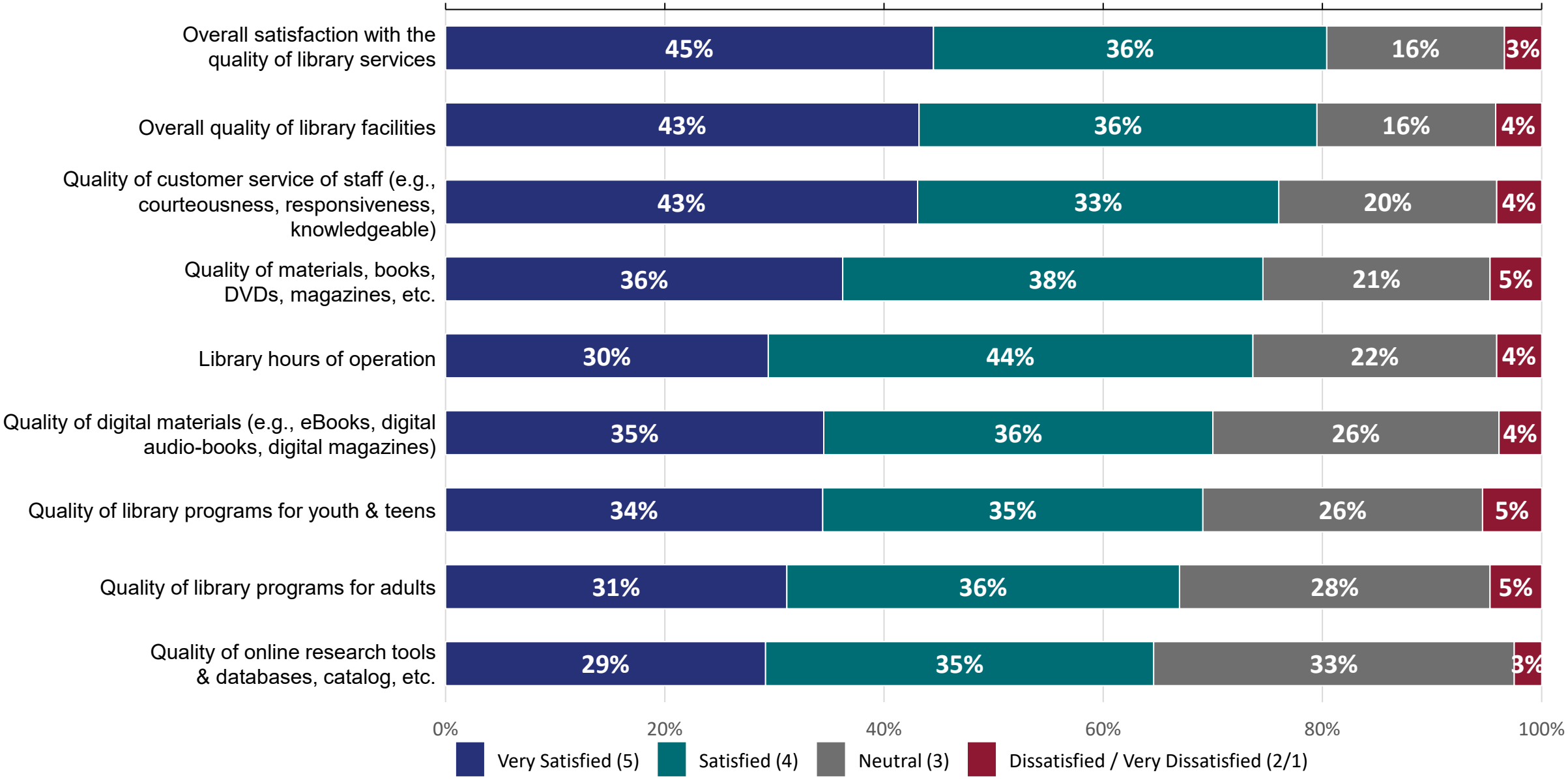
Q27. Which Three Communication Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top three choices



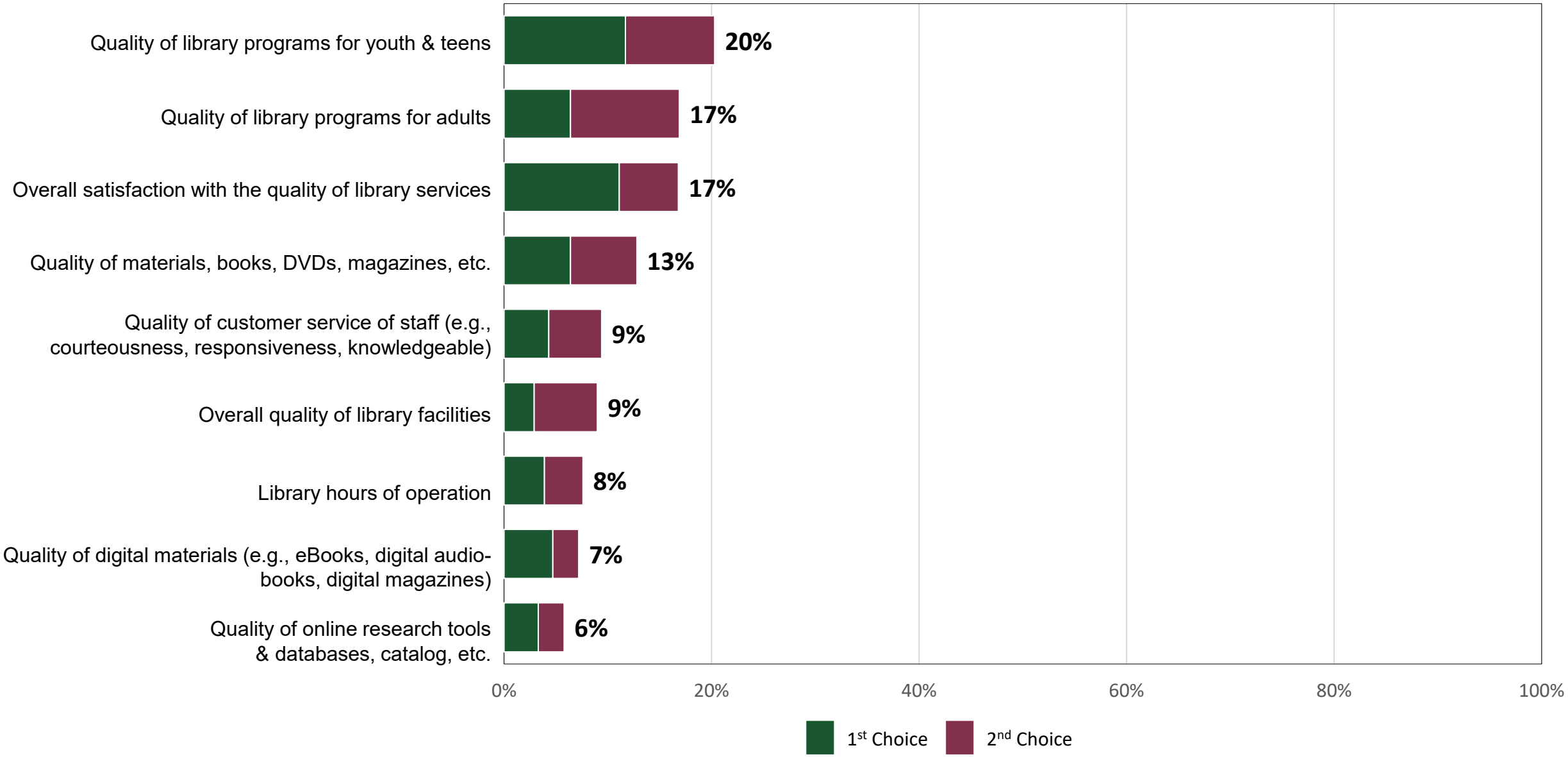
Q28. Library Services

by percentage of respondents (excluding don't know)



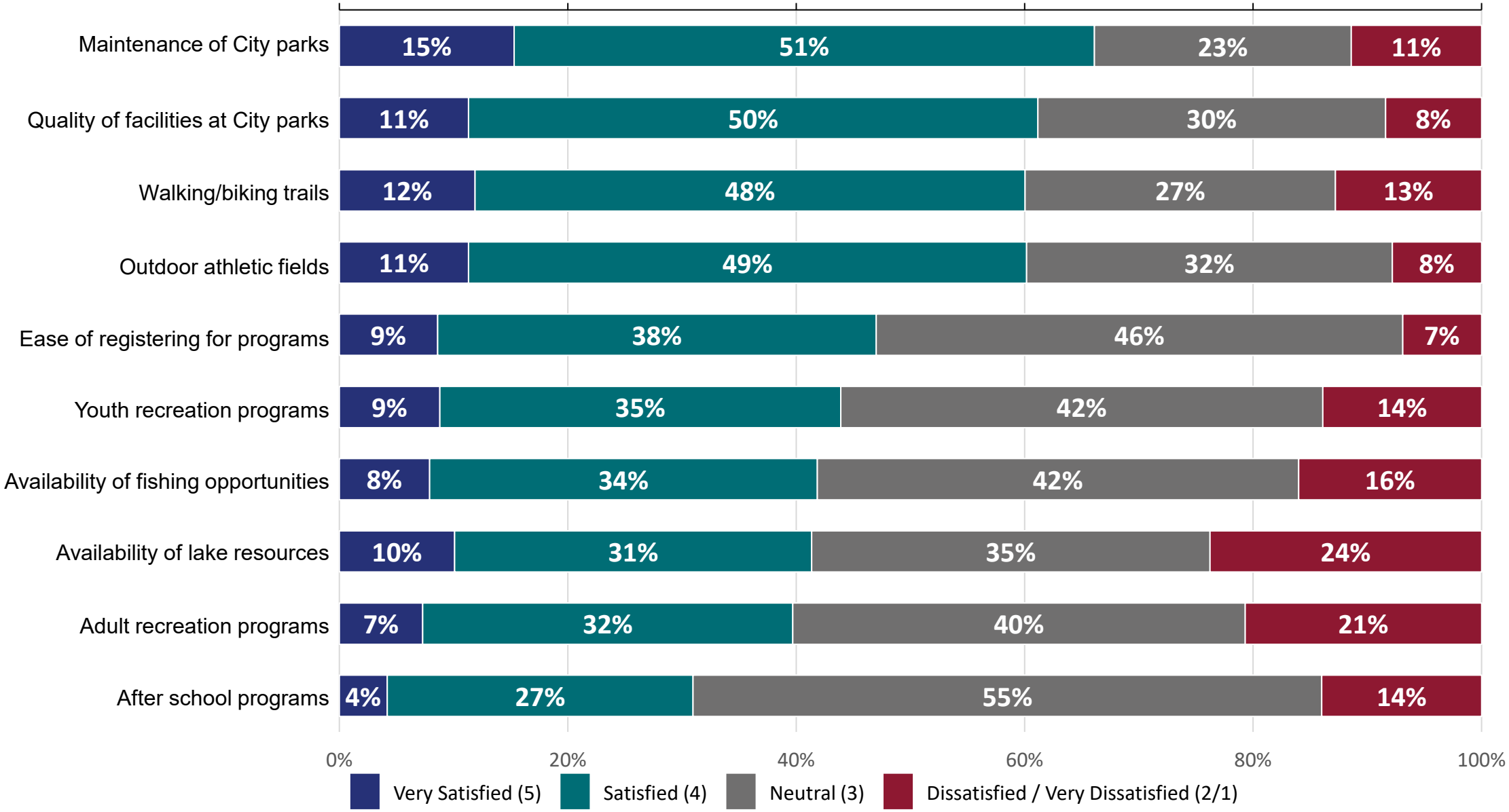
Q29. Which Two Library Services Would You Recommend Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top two choices



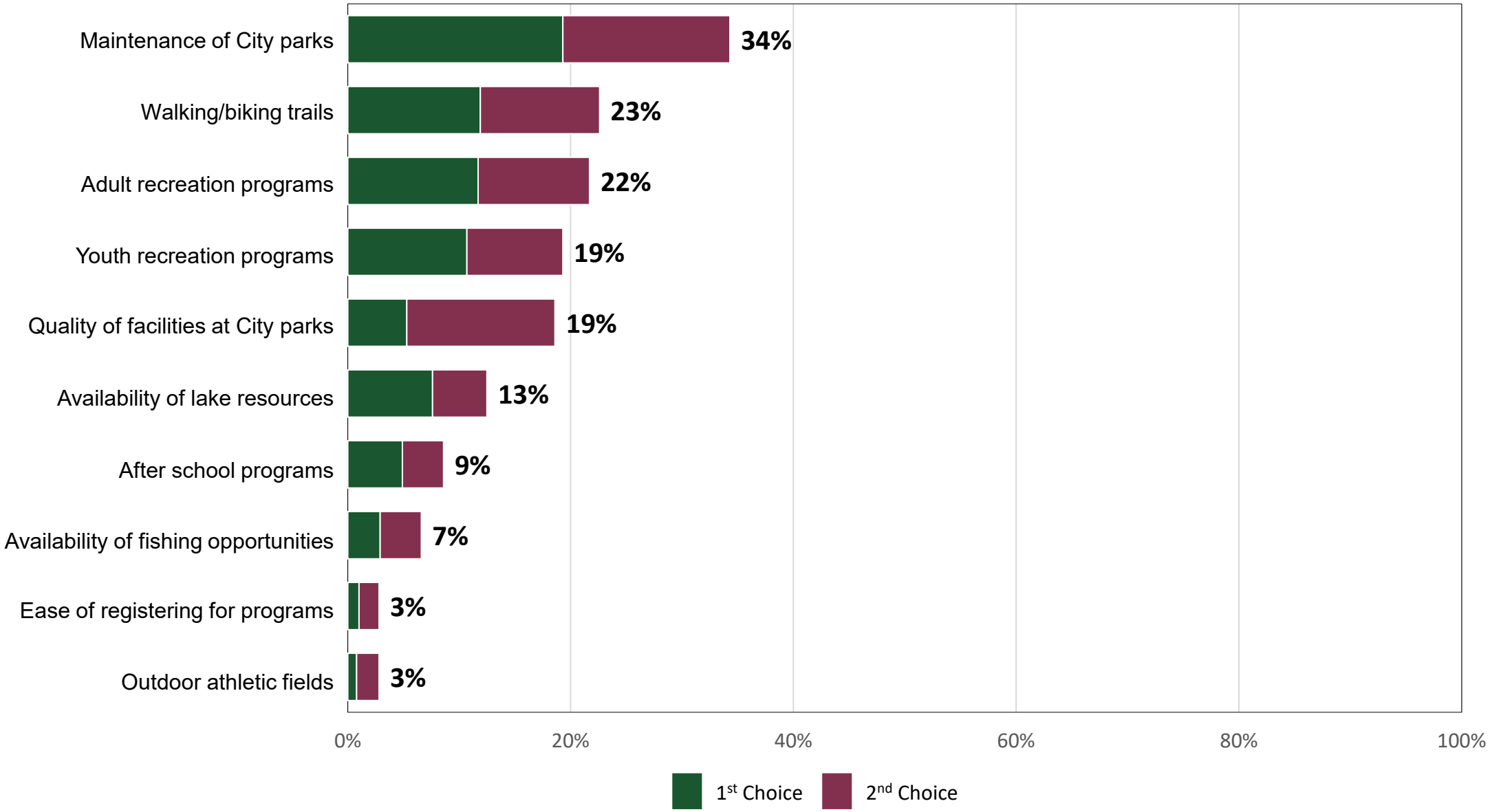
Q30. Parks And Recreation

by percentage of respondents (excluding don't know)



Q31. Which Two Parks And Recreation Services Do You Consider Most Important For The City To Provide?

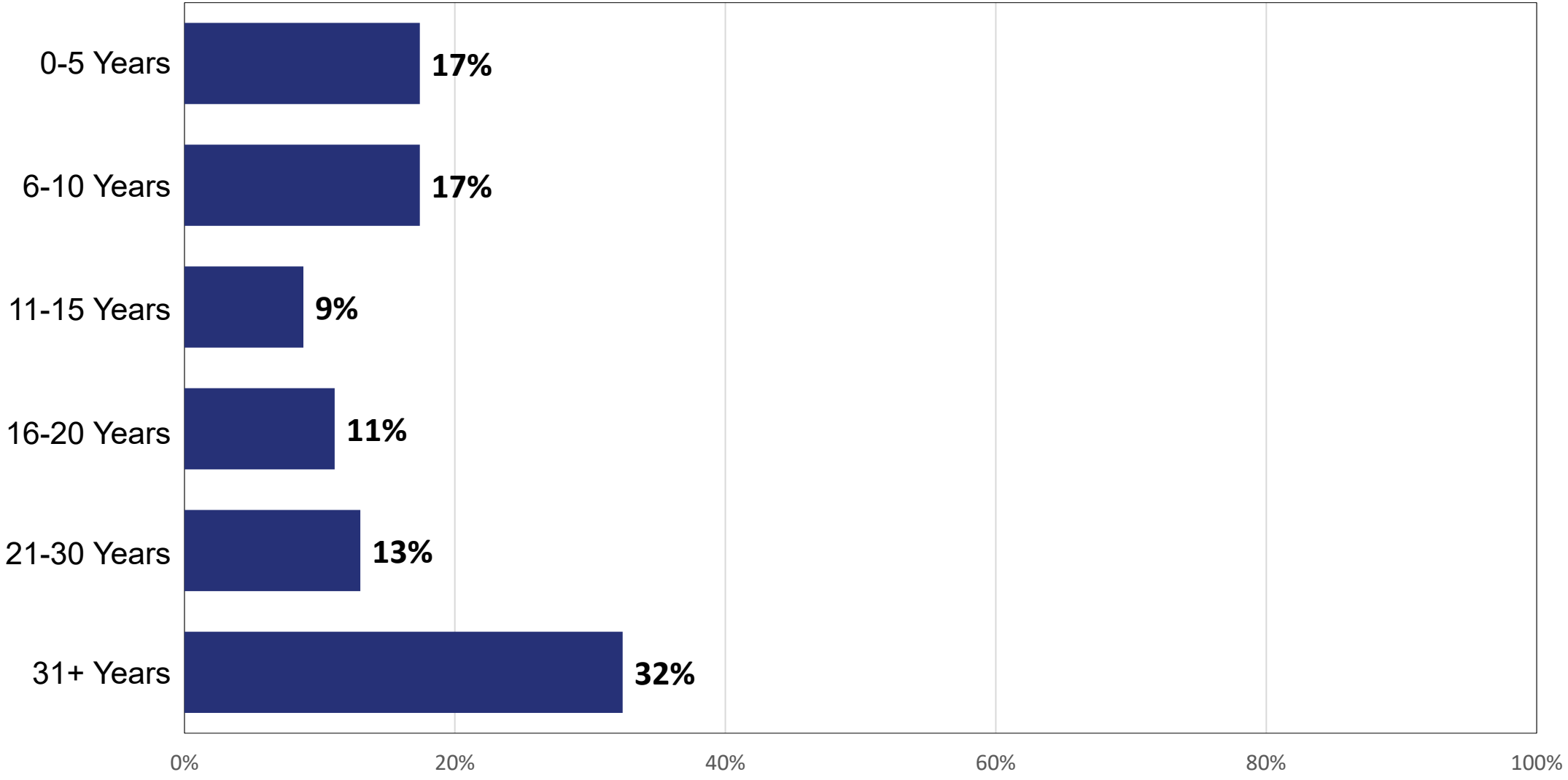
by percentage of respondents who selected the item as one of their top two choices



Demographics

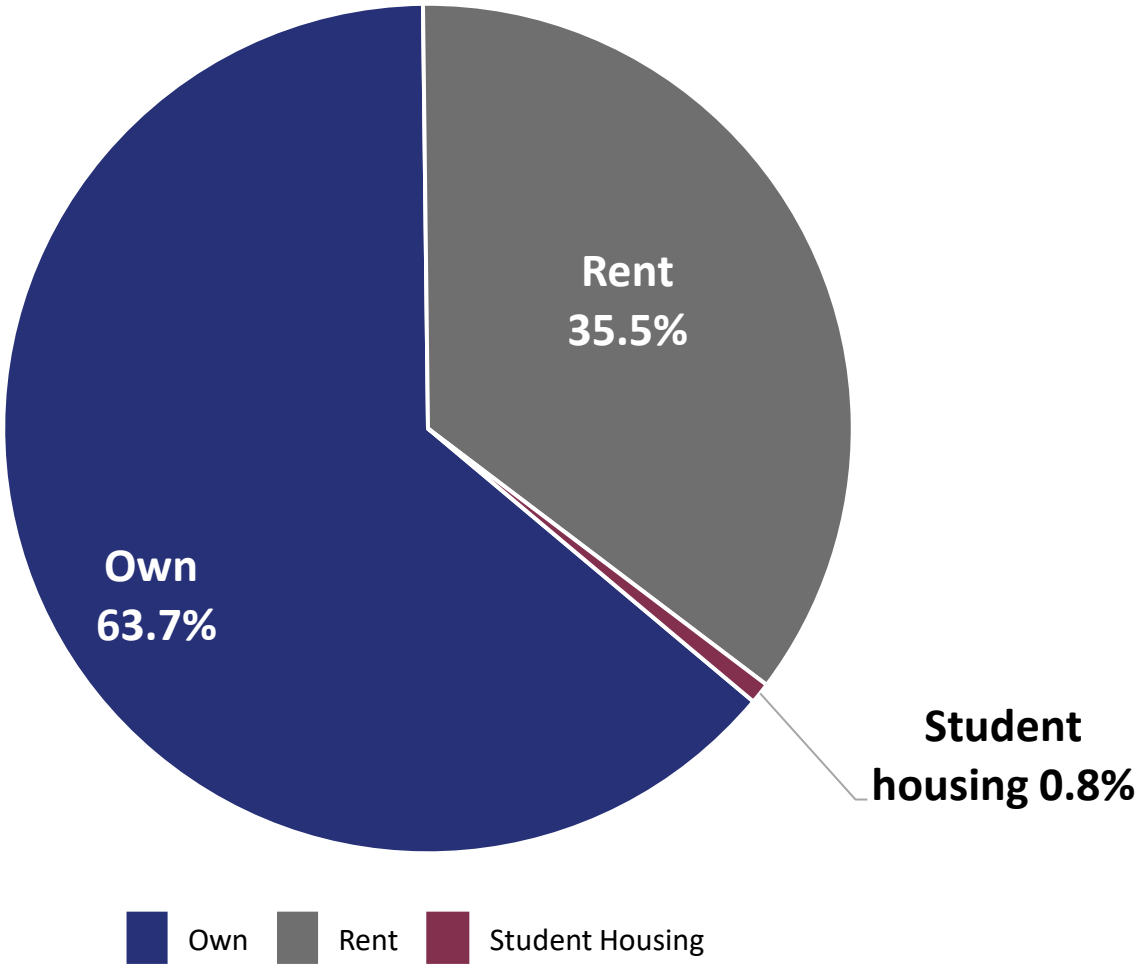
Q32. How Many Years Have You Lived In Whitewater?

by percentage of respondents (excluding not provided)



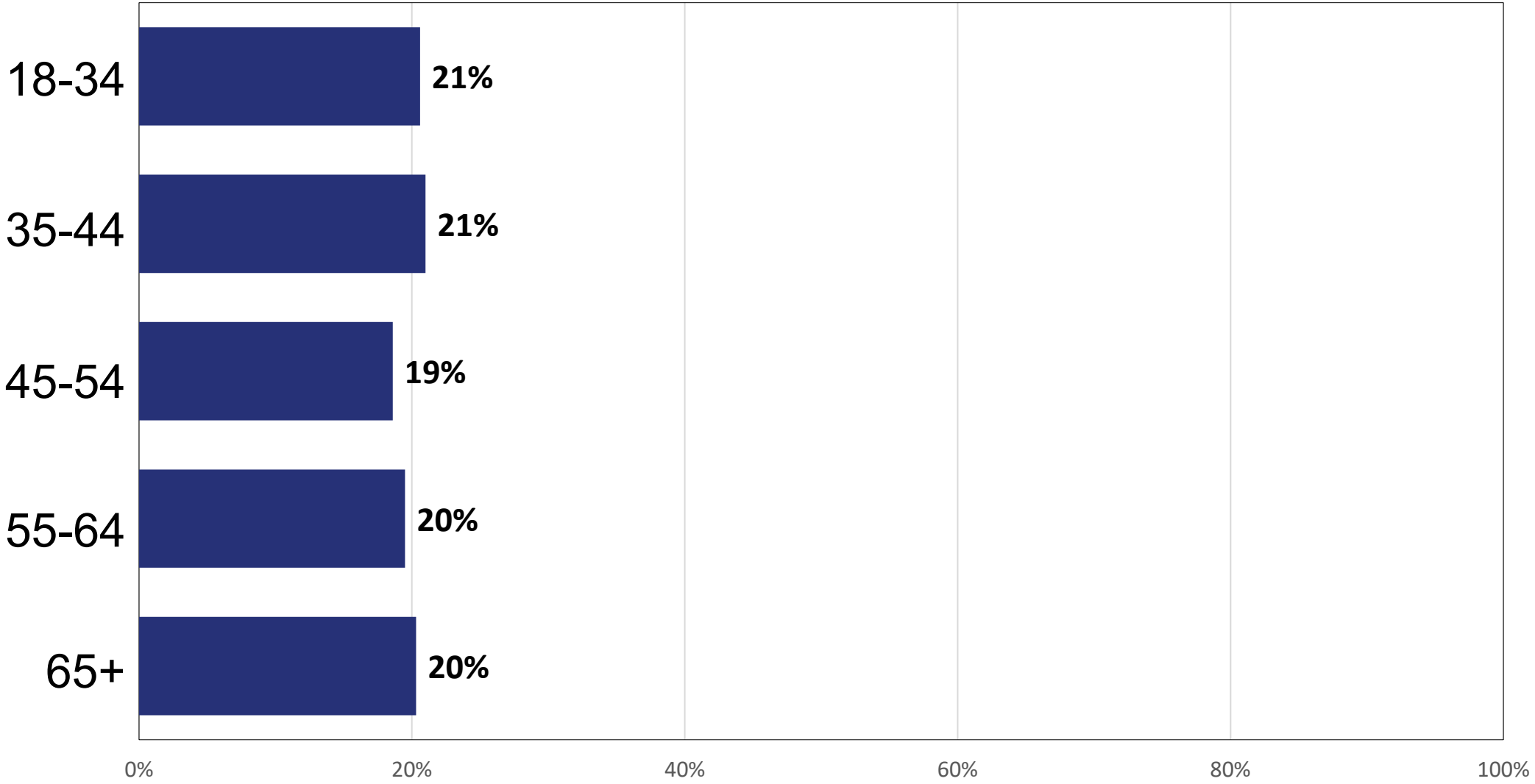
Q33. Do You Own Or Rent Your Current Residence?

by percentage of respondents (excluding don't know)



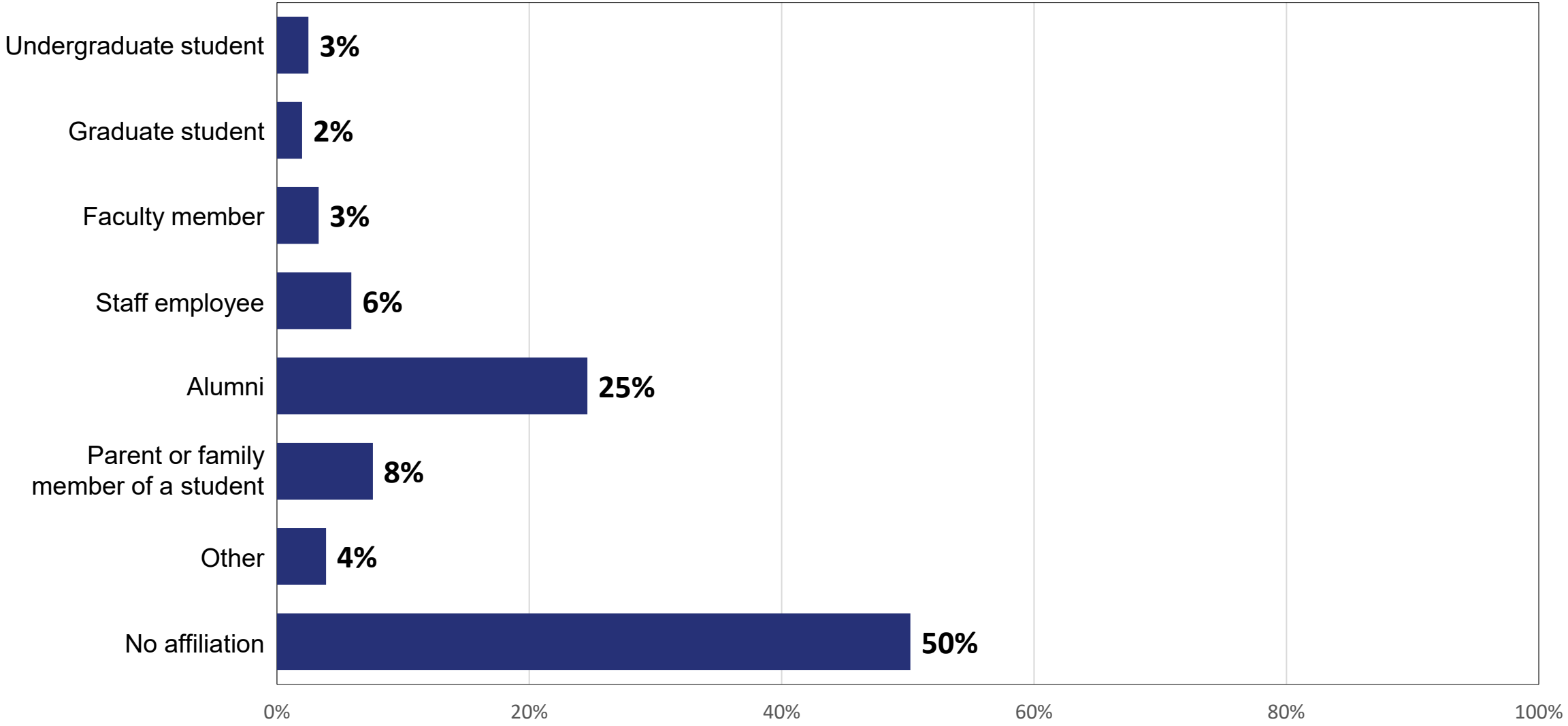
Q34. Your Age:

by percentage of respondents (excluding not provided)



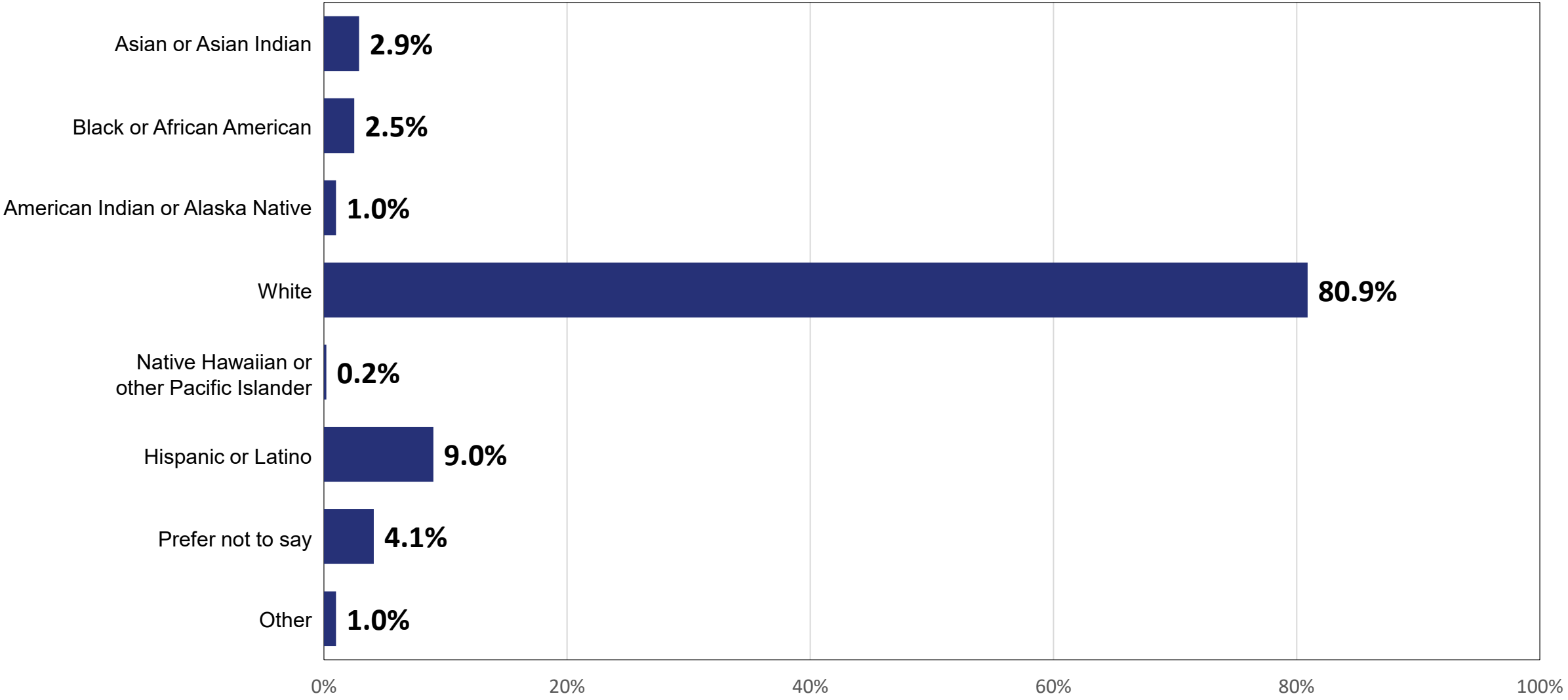
Q35. Are You Affiliated With The University Of Wisconsin-Whitewater?

by percentage of respondents (excluding not provided)



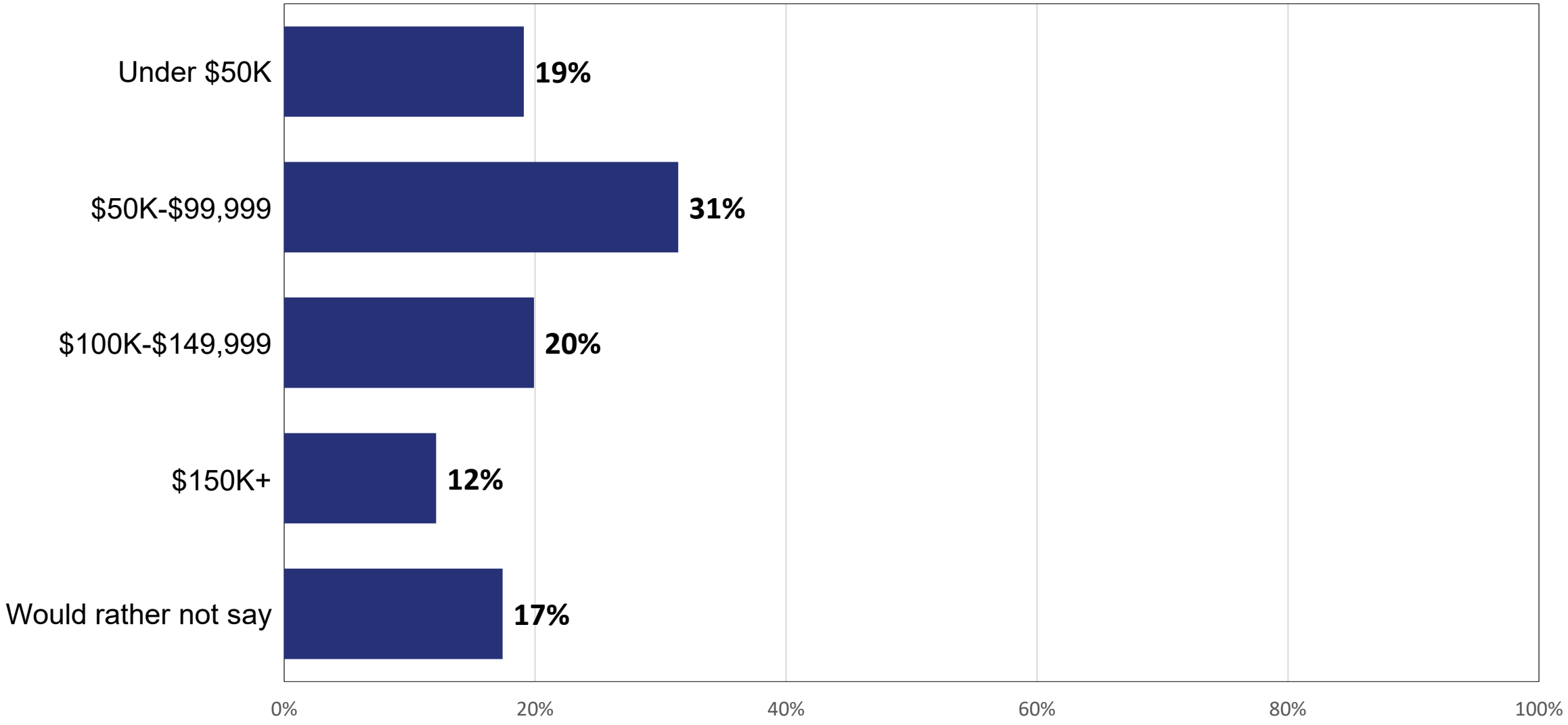
Q36. Your Race/Ethnicity:

by percentage of respondents



Q37. Your Total Annual Household Income:

by percentage of respondents



2 Benchmarking Analysis

Benchmarking Summary

Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report includes benchmarking data from two primary sources: (1) a national survey conducted by ETC Institute during the summer of 2025 with a random sample of more than 5,000 residents across the continental United States, and (2) from this national survey, the responses from the respondents living in states in the plains area. The states included in the Plains average are below.

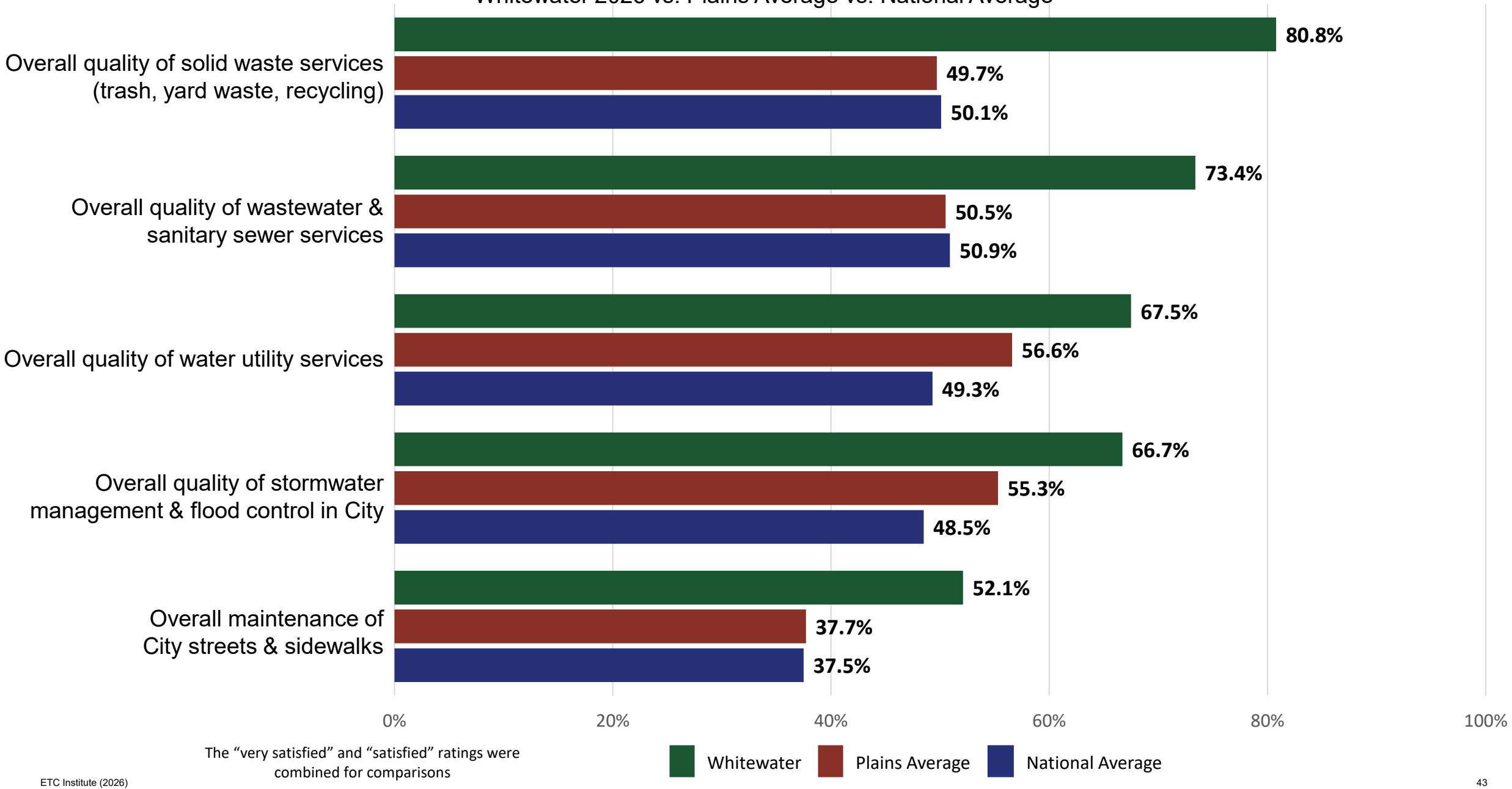
- Illinois
- Iowa
- Kansas
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Oklahoma
- South Dakota
- Wisconsin

The charts on the following pages show how the results for the City of Whitewater compare to the national and plains average. The combined percentage of respondents who reported being "very satisfied" or "satisfied" is used to facilitate meaningful comparisons across items.

ETC Institute does not maintain benchmarking data for all of the items that were included in the City's 2026 survey. Only items that ETC Institute maintains benchmarking data for are included in this section.

Q1. Overall Services

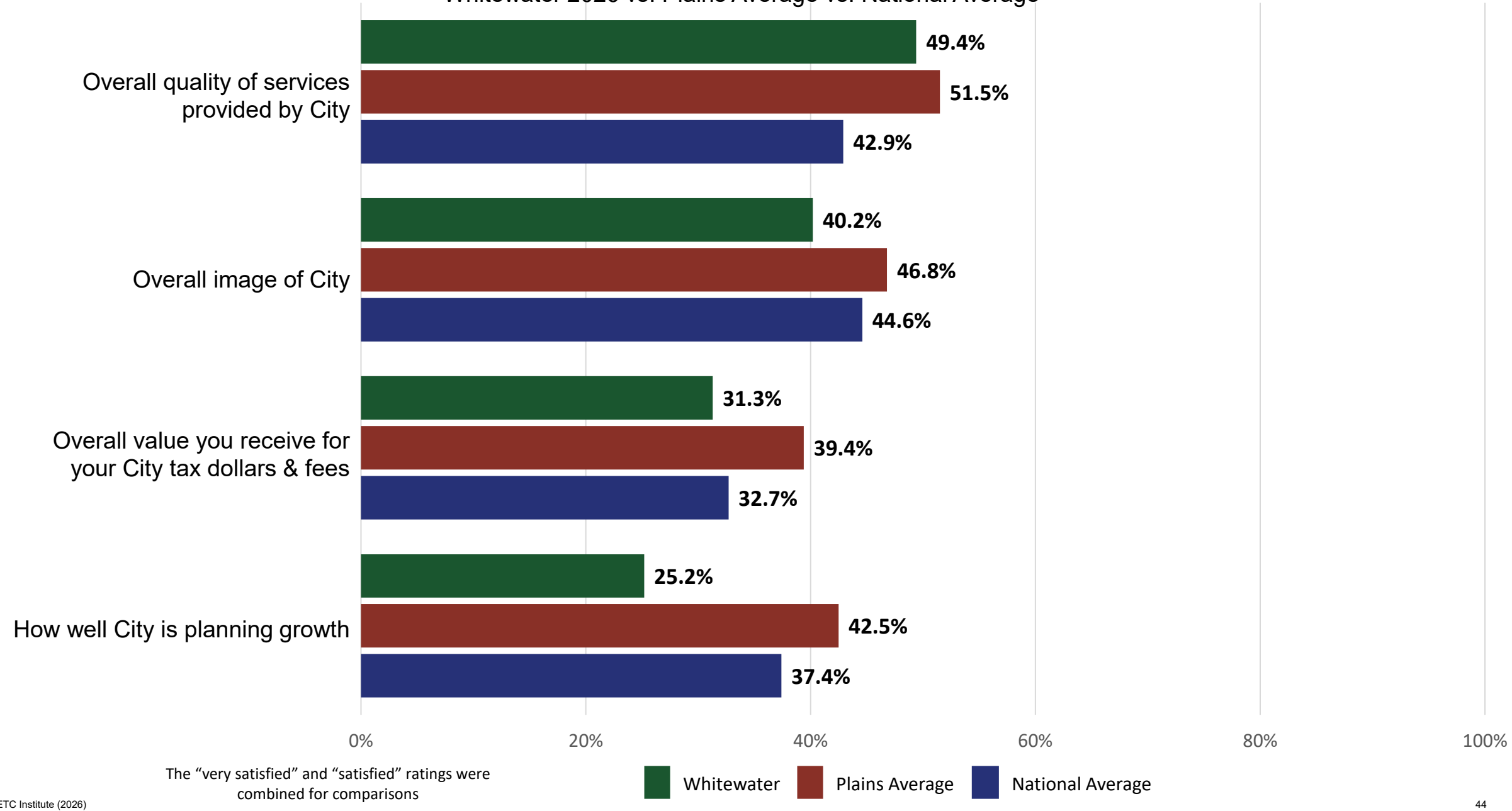
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q3. Perceptions Of Whitewater

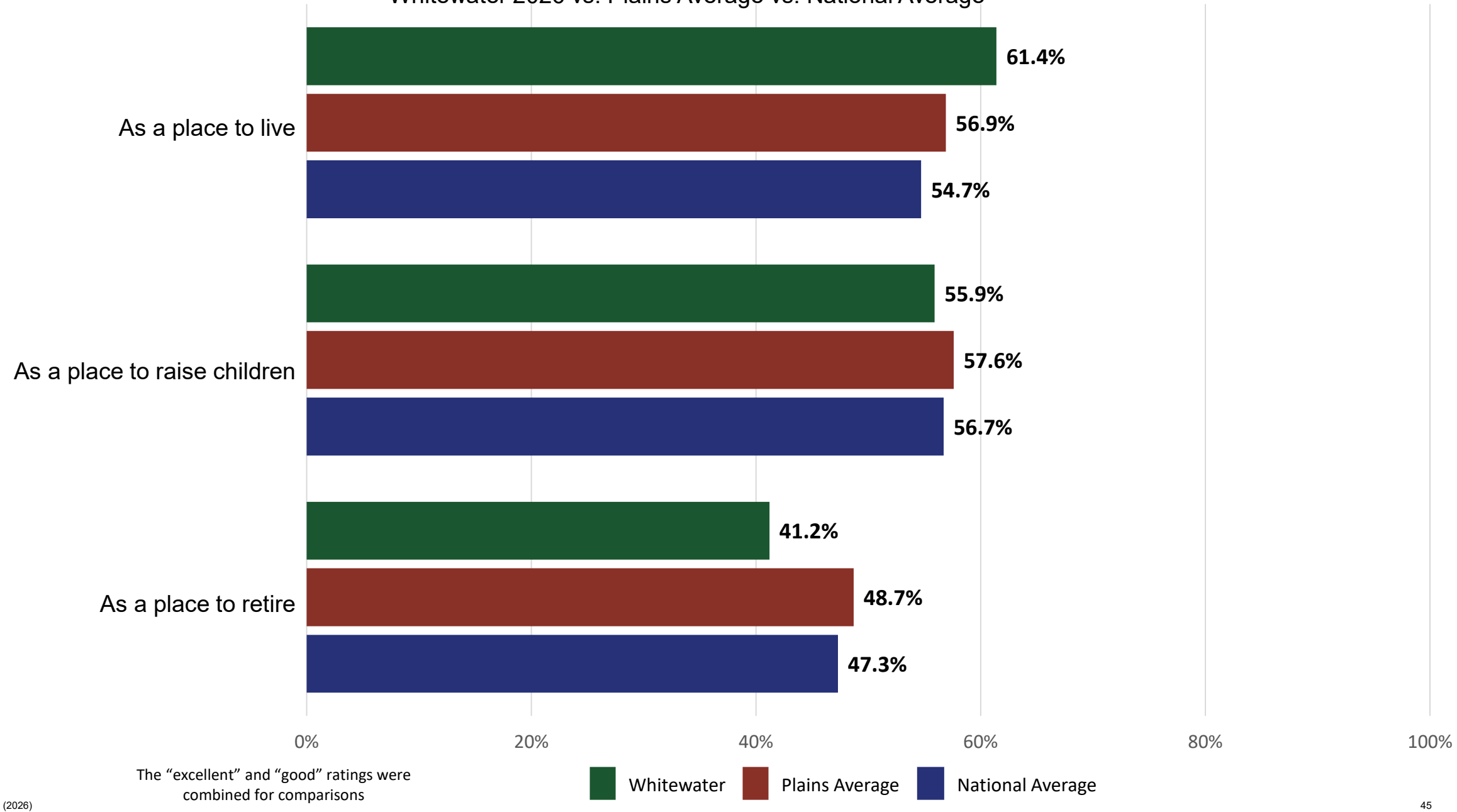
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q4. Overall Ratings Of Whitewater

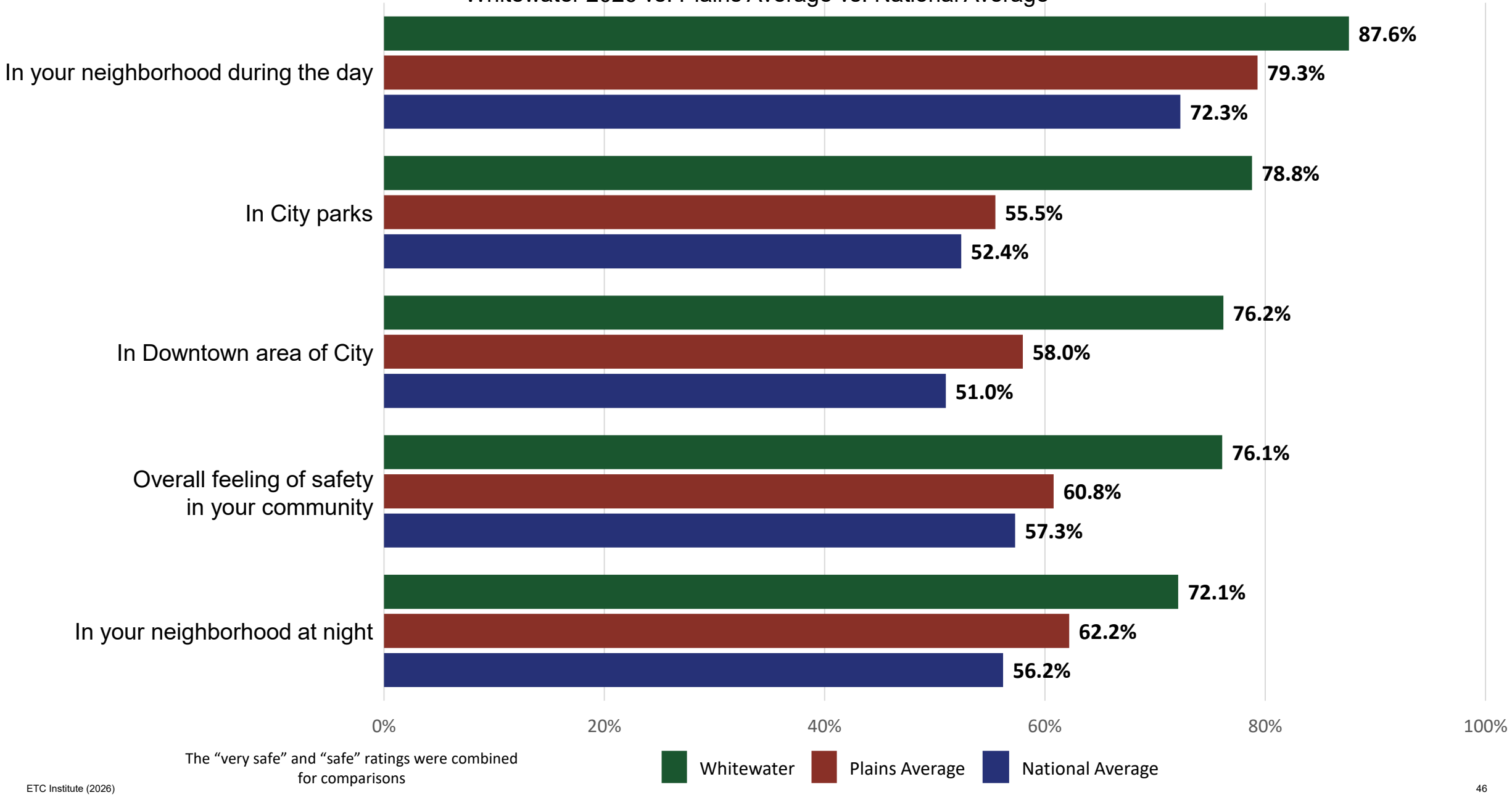
Whitewater 2026 vs. Plains Average vs. National Average



The "excellent" and "good" ratings were combined for comparisons

Q6. Safety

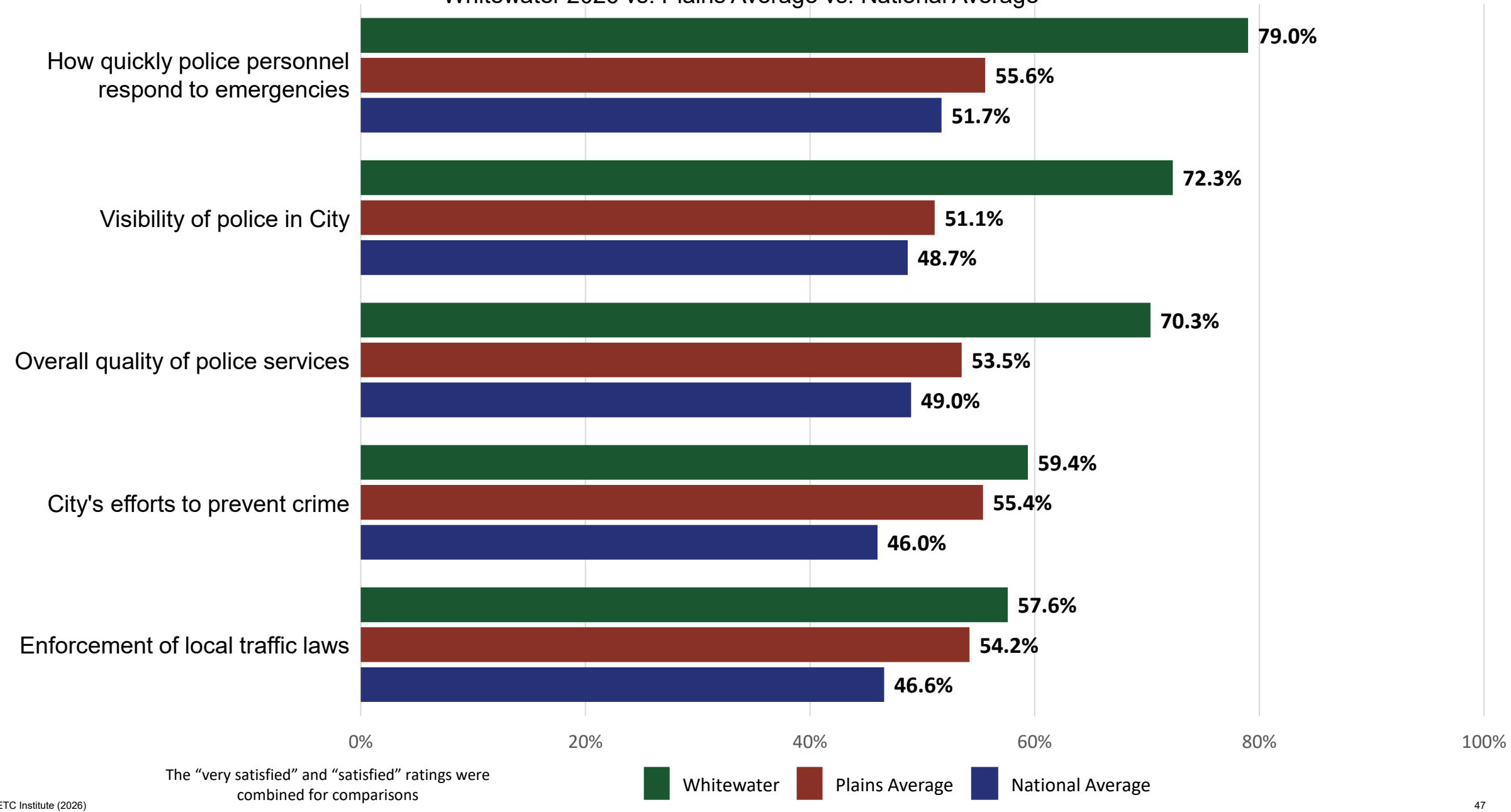
Whitewater 2026 vs. Plains Average vs. National Average



The "very safe" and "safe" ratings were combined for comparisons

Q7. Police Services

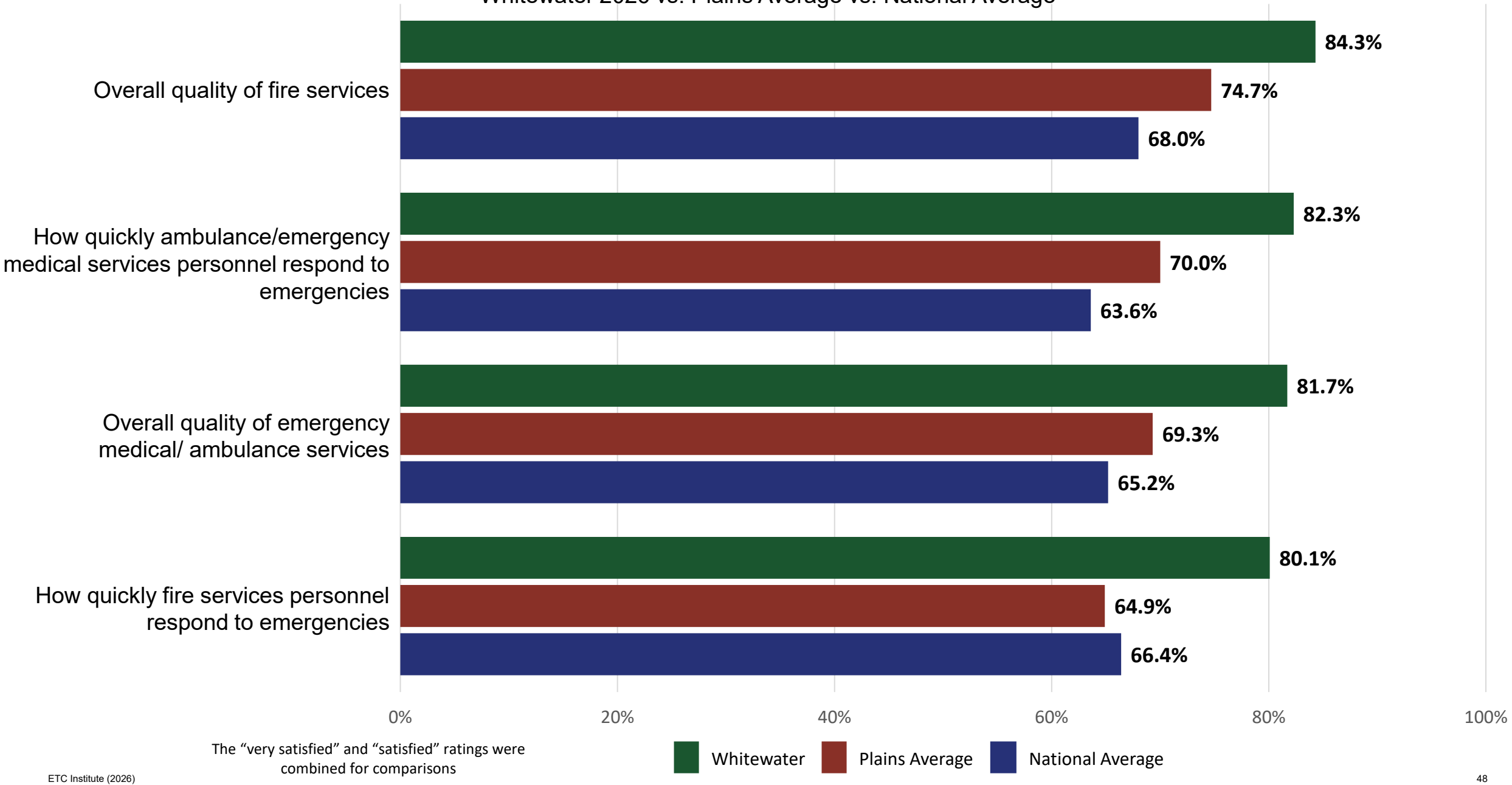
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q7. Fire And Emergency Medical Services

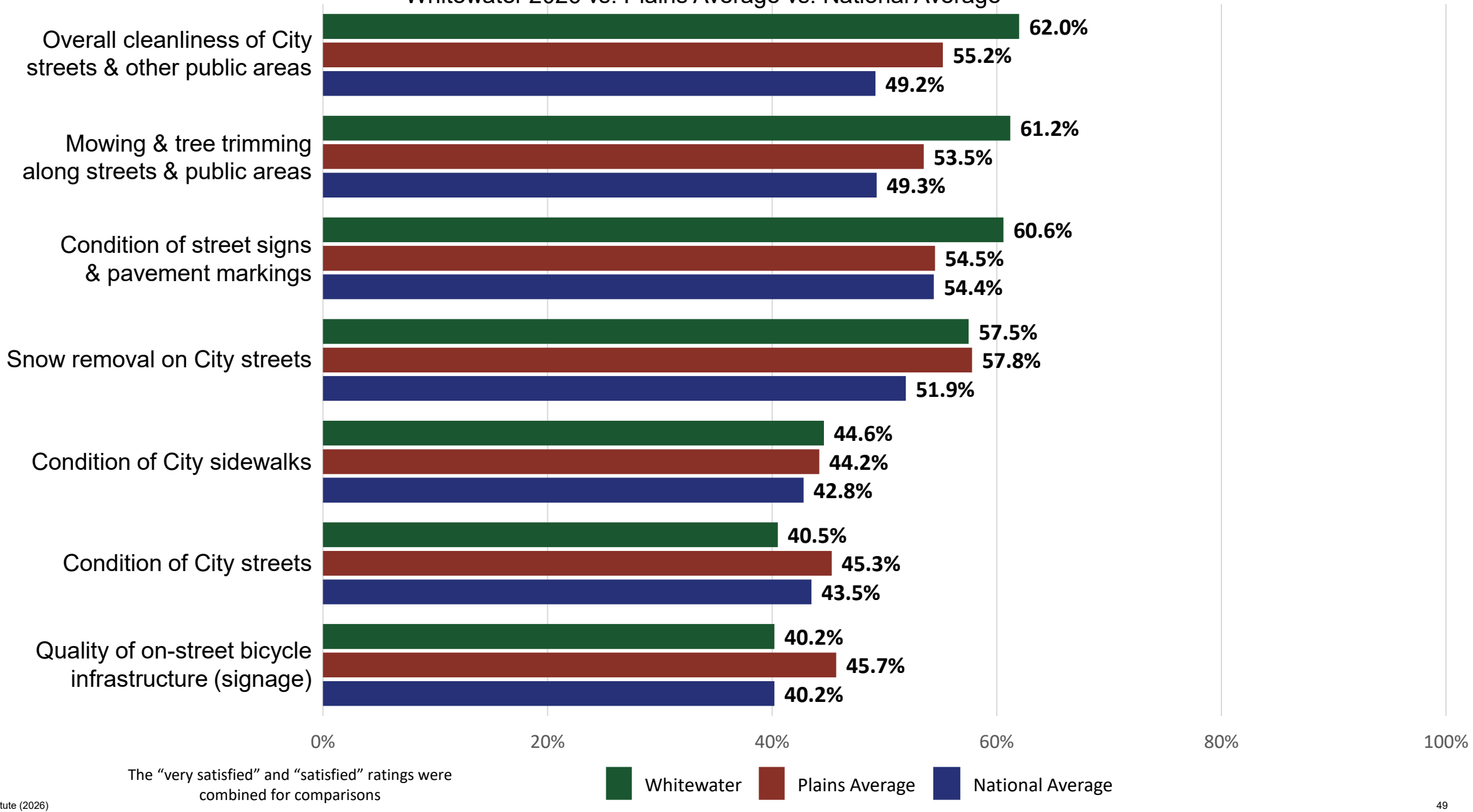
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q9. Street Maintenance Services

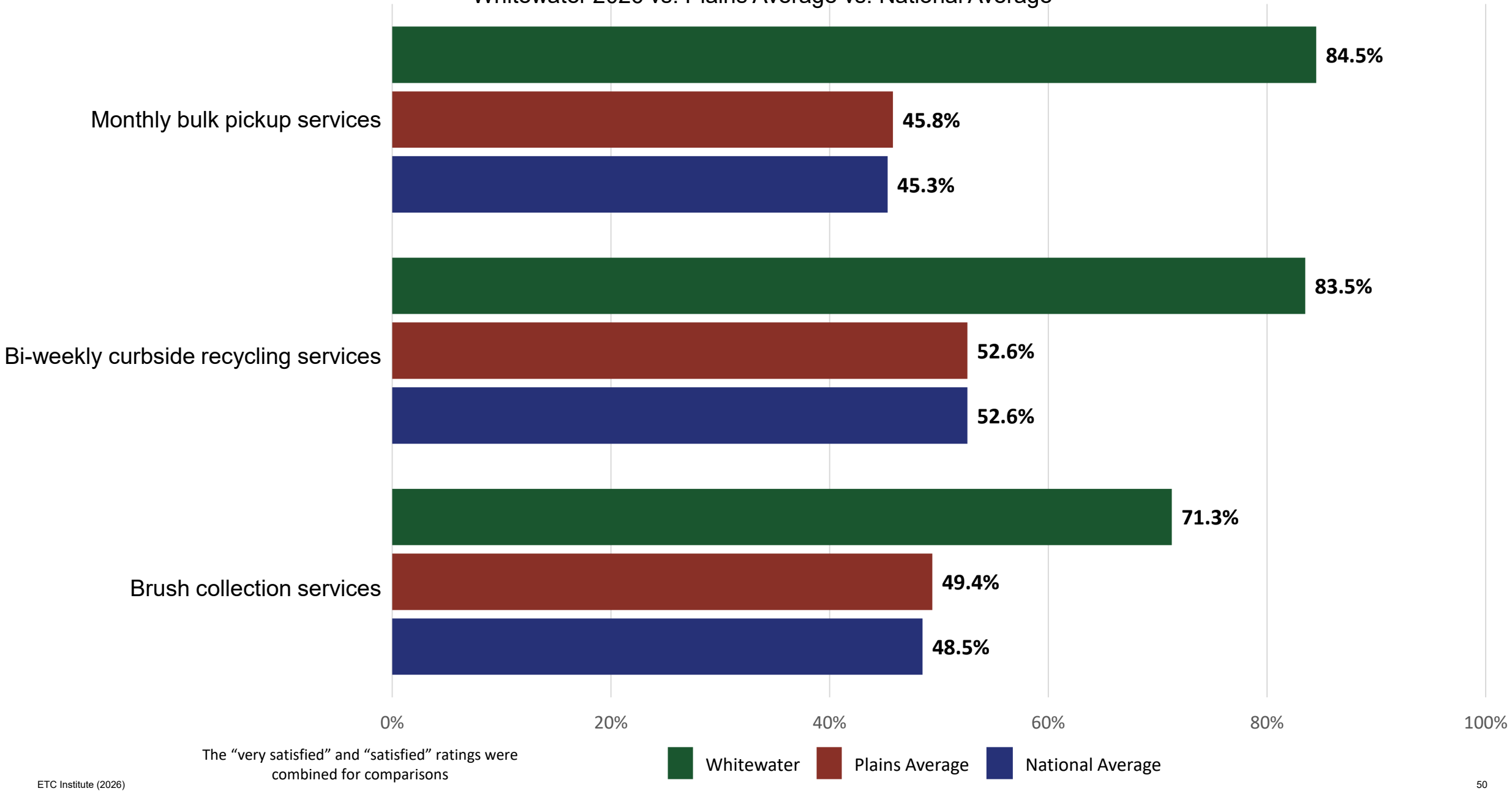
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q11. Weekly Trash/Garbage Collection Services

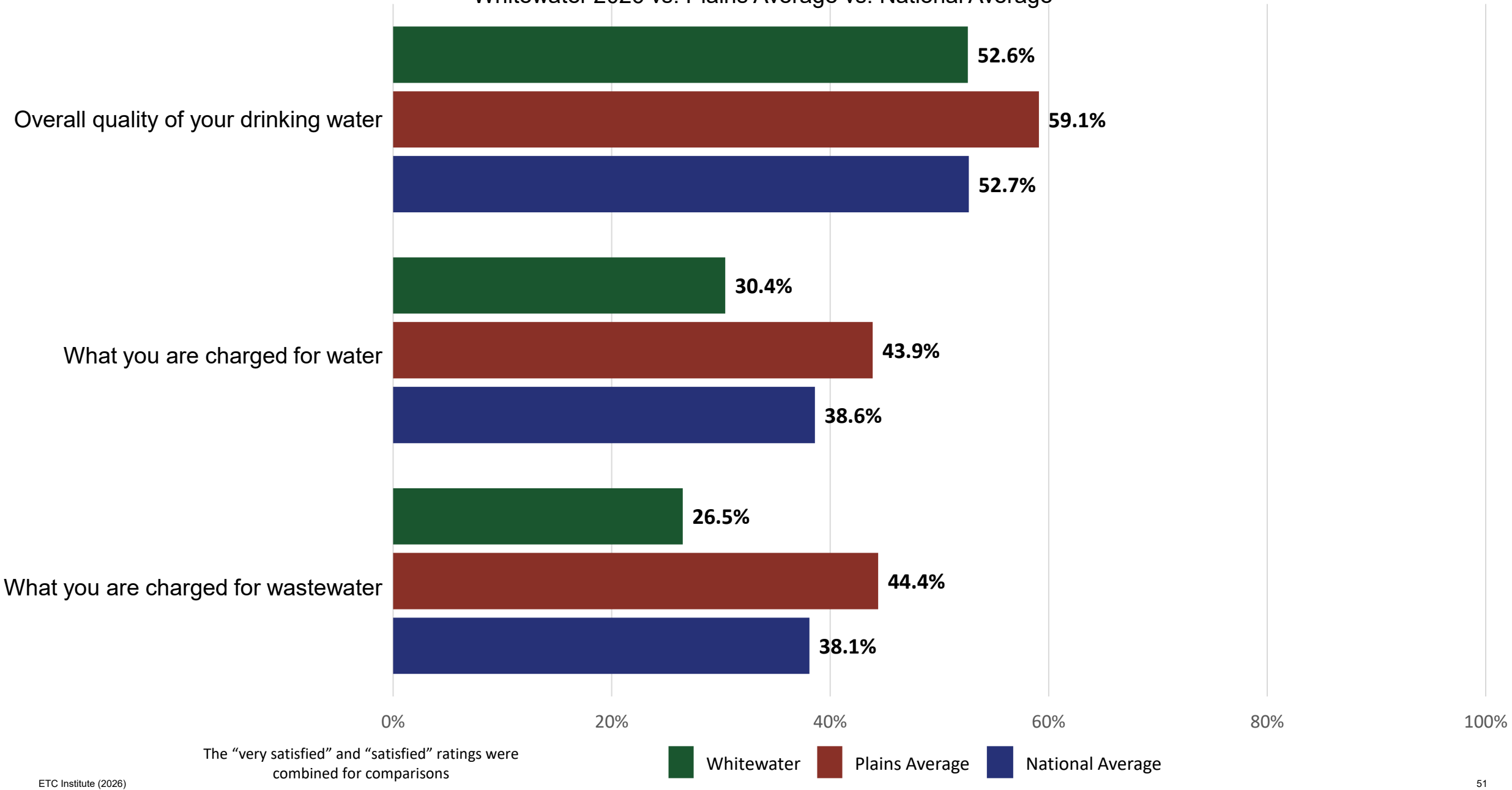
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q13. Water and Wastewater Utilities

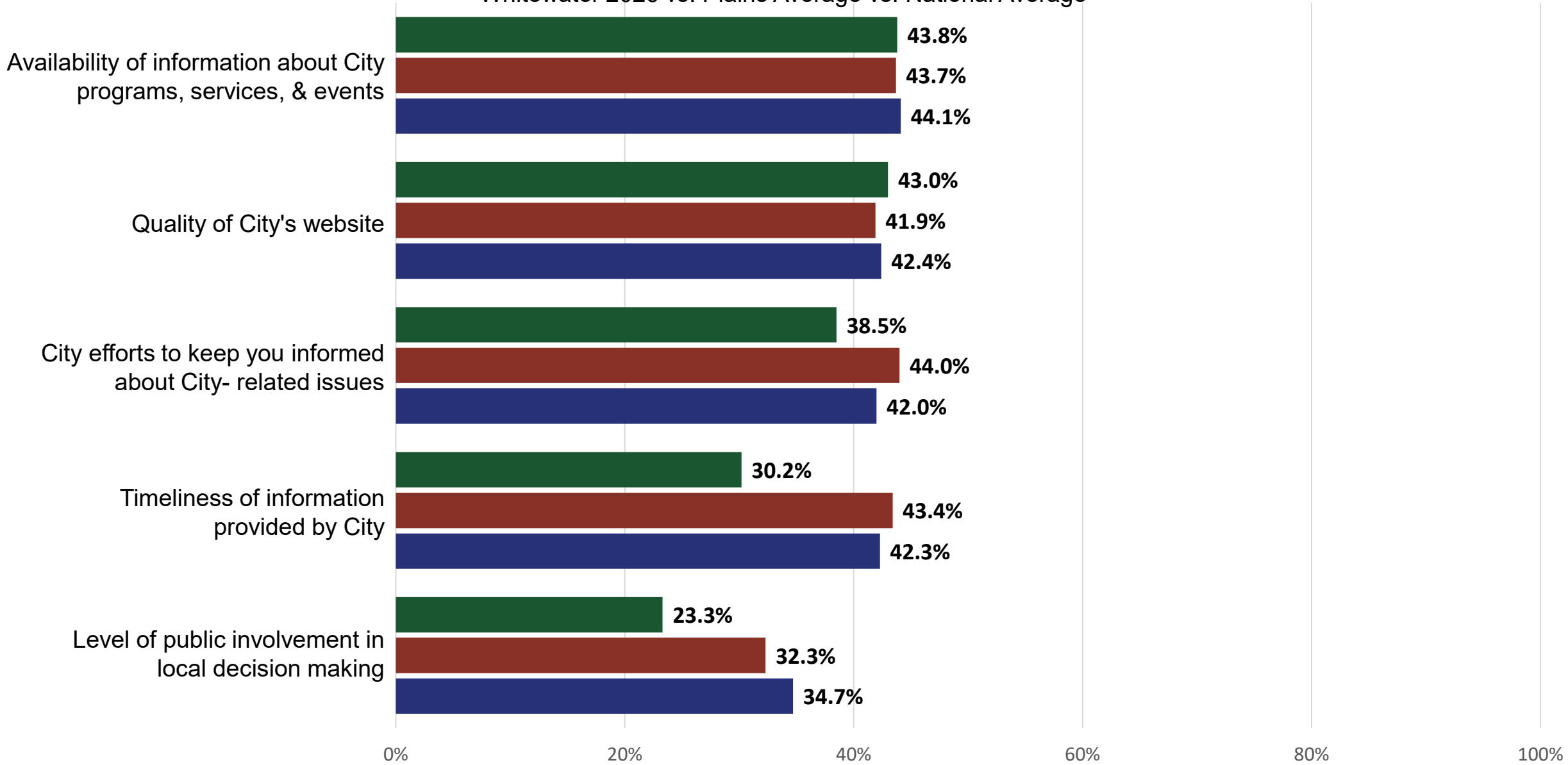
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q26. Communication Services

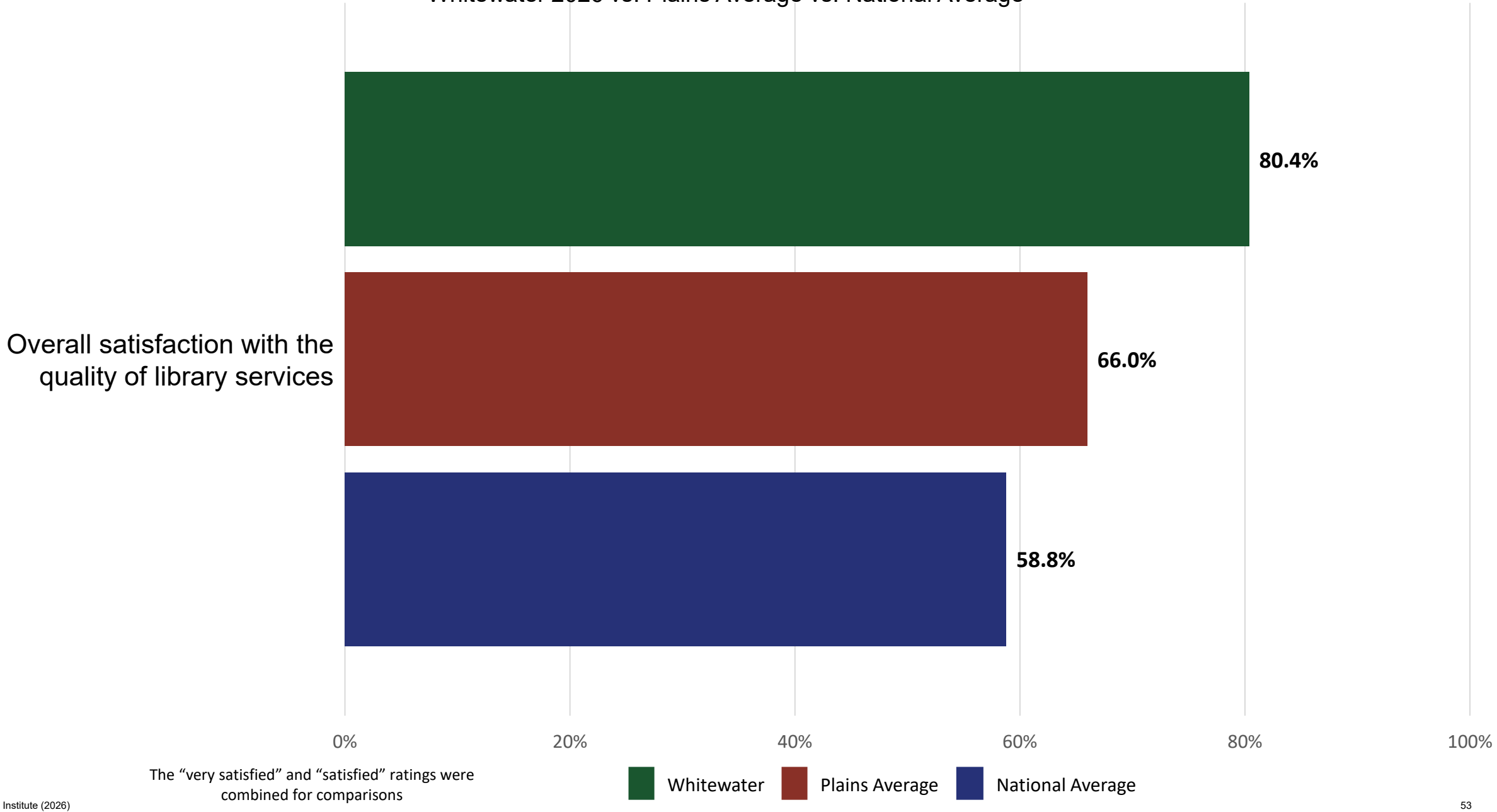
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q28. Library Services

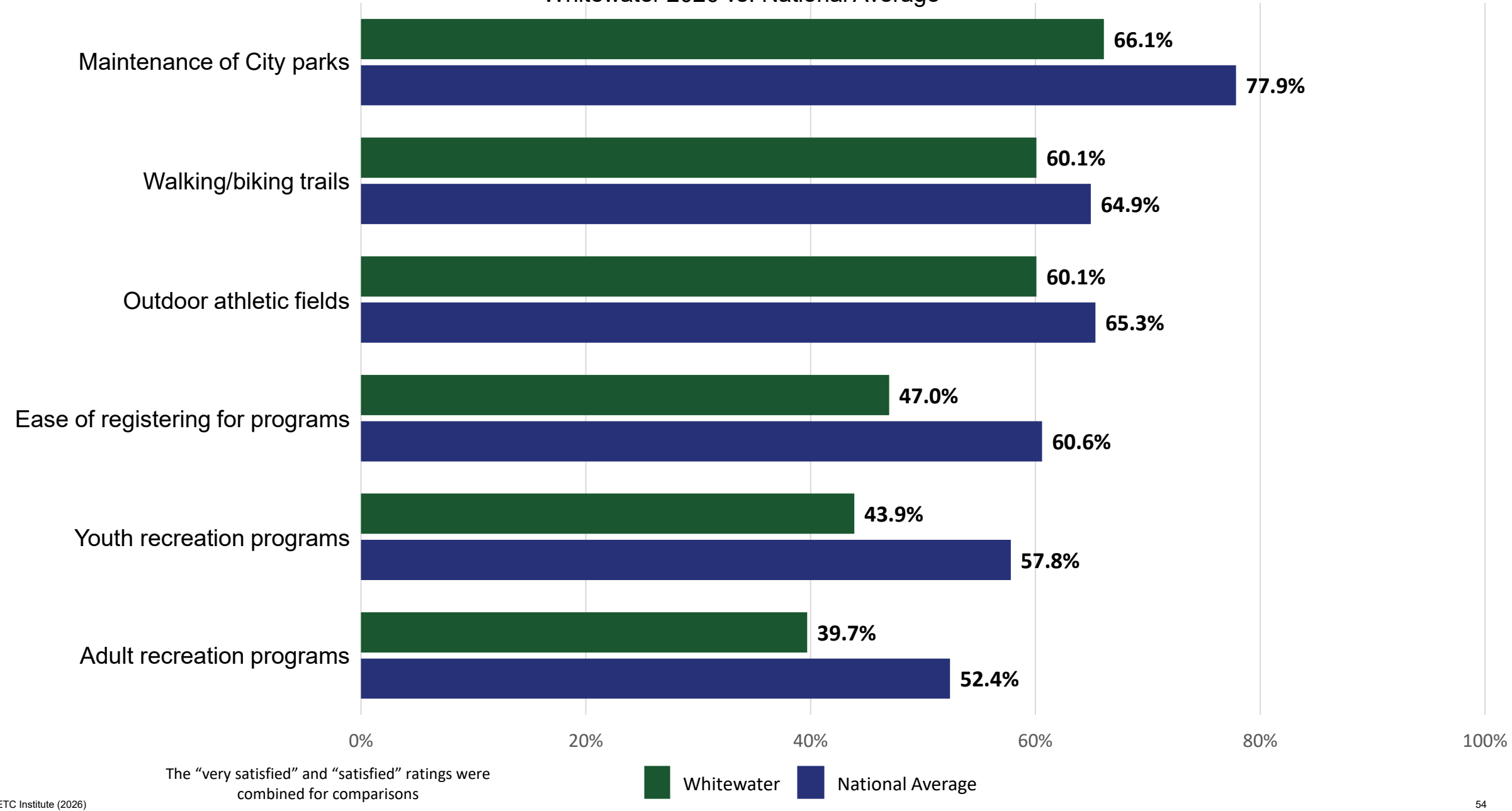
Whitewater 2026 vs. Plains Average vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

Q30. Parks And Recreation

Whitewater 2026 vs. National Average



The "very satisfied" and "satisfied" ratings were combined for comparisons

3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Importance-Satisfaction Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

[IS=Importance x (1-Satisfaction)]

Example of the Calculation: Respondents were asked to identify the overall services they think are most important for the City to provide. Fifty-eight percent (57.6%) of respondents selected the overall maintenance of City streets and sidewalks as the most important service for the City to provide.

Regarding satisfaction, fifty-two percent (52.1%) of respondents surveyed rated the overall maintenance of City streets and sidewalks as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for the overall maintenance of City streets and sidewalks was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 57.6% was multiplied by 47.9% (1-0.521). This calculation yielded an I-S rating of 0.2759 which ranked first out of five overall services.

Example: Overall maintenance of City streets and sidewalks

[57.6% x (1-52.1%)] = 0.2759

Importance-Satisfaction Analysis

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas for the Town to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Very High Priority / Significantly Increase Emphasis (IS>=0.20)
- High Priority / Increase Emphasis (0.10<=IS<0.20)
- Medium Priority / Maintain Current Emphasis (IS<0.10)

The results for the City of Whitewater are provided on the following pages.

Importance-Satisfaction Analysis

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Overall Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	Overall maintenance of City streets & sidewalks	58%	52%	0.2759
High	Overall quality of water utility services	47%	68%	0.1511
Medium	Overall quality of wastewater & sanitary sewer services	30%	73%	0.0790
Medium	Overall quality of solid waste services (trash, yard waste, recycling)	29%	81%	0.0559
Medium	Overall quality of stormwater management & flood control in City	15%	67%	0.0509

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Public Safety

Priority	Service Area	Importance	Satisfaction	I-S Score
High	City's efforts to prevent crime	35%	59%	0.1429
Medium	How quickly police personnel respond to emergencies	43%	79%	0.0907
Medium	How quickly ambulance/emergency medical services personnel respond to emergencies	48%	82%	0.0850
Medium	Overall effectiveness of City police	24%	68%	0.0771
Medium	Enforcement of local traffic laws	17%	58%	0.0721
Medium	How quickly fire services personnel respond to emergencies	35%	80%	0.0702
Medium	Visibility of police in City	23%	72%	0.0623
Medium	Responsiveness in investigating criminal offenses	15%	60%	0.0601
Medium	Overall quality of emergency medical/ambulance services	32%	82%	0.0584
Medium	Overall quality of police services	19%	70%	0.0567
Medium	Community outreach efforts	13%	56%	0.0551
Medium	Professionalism of City police personnel	19%	74%	0.0476
Medium	Overall quality of fire services	16%	84%	0.0257
Medium	Level of service provided by Communications Center	3%	59%	0.0141

Importance-Satisfaction Analysis

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Street Maintenance Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	Condition of City streets	69%	41%	0.4106
Very High	Snow removal on City streets	50%	58%	0.2125
Very High	Condition of City sidewalks	38%	45%	0.2111
High	Overall cleanliness of City streets & other public areas	34%	62%	0.1300
Medium	City efforts to prevent street flooding	20%	54%	0.0936
Medium	Quality of on-street bicycle infrastructure (signage)	10%	40%	0.0592
Medium	Terrace tree trimming	9%	49%	0.0452
Medium	Condition of street signs & pavement markings	11%	61%	0.0437
Medium	Mowing & tree trimming along streets & public areas	10%	61%	0.0392
Medium	Street sweeping services	6%	63%	0.0236

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Weekly Trash/Garbage Collection Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Medium	Fall leaf/yard waste pickup	25%	63%	0.0913
Medium	Bi-weekly curbside recycling services	39%	84%	0.0640
Medium	Monthly bulk pickup services	35%	85%	0.0539
Medium	Spring leaf/yard waste pickup	14%	64%	0.0507
Medium	Brush collection services	14%	71%	0.0405
Medium	Every Thursday in May bulk pickup services	14%	88%	0.0164

Importance-Satisfaction Analysis

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Water and Wastewater Utilities

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	What you are charged for water	42%	30%	0.2937
Very High	Overall quality of your drinking water	54%	53%	0.2564
Very High	What you are charged for wastewater	28%	27%	0.2029
Medium	How well City keeps you informed about water quality issues or disruptions to y	19%	49%	0.0945
Medium	Overall customer service from water utility employees	6%	72%	0.0174
Medium	How easy it is to use the online utility account	3%	64%	0.0120
Medium	Overall customer service from wastewater utility employees	3%	66%	0.0099
Medium	How easy it is to resolve billing problems	2%	48%	0.0094
Medium	How easy your water bill is to understand	2%	66%	0.0074

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Library Services

Priority	Service Area	Importance	Satisfaction	I-S Score
Medium	Quality of library programs for youth & teens	20%	69%	0.0627
Medium	Quality of library programs for adults	17%	67%	0.0559
Medium	Overall satisfaction with the quality of library services	17%	80%	0.0329
Medium	Quality of materials, books, DVDs, magazines, etc.	13%	75%	0.0326
Medium	Quality of customer service of staff (e.g., courteousness, responsiveness, know	9%	76%	0.0225
Medium	Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	7%	70%	0.0216
Medium	Quality of online research tools & databases, catalog, etc.	6%	65%	0.0205
Medium	Library hours of operation	8%	74%	0.0199
Medium	Overall quality of library facilities	9%	80%	0.0185

Importance-Satisfaction Analysis

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Communication

Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	City efforts to keep you informed about City-related issues	45%	39%	0.2743
Very High	Level of public involvement in local decision making	32%	23%	0.2485
Very High	Availability of information about City programs, services, & events	36%	44%	0.2023
High	Responsiveness of City Hall to residents calls & concerns	22%	35%	0.1417
High	Timeliness of information provided by City	18%	30%	0.1242
High	Accessibility & responsiveness of City's elected officials	18%	30%	0.1234
Medium	Ease in communication with City departments & staff	14%	47%	0.0732
Medium	Quality of City's website	11%	43%	0.0599
Medium	Accessing public records or public meeting information	5%	35%	0.0346
Medium	Voting experience in local elections	14%	77%	0.0337

2026 Importance-Satisfaction Ratings
Whitewater, Wisconsin
Parks and Recreation

Priority	Service Area	Importance	Satisfaction	I-S Score
High	Adult recreation programs	22%	40%	0.1309
High	Maintenance of City parks	34%	66%	0.1163
High	Youth recreation programs	19%	44%	0.1083
Medium	Walking/biking trails	23%	60%	0.0902
Medium	Availability of lake resources	13%	41%	0.0733
Medium	Quality of facilities at City parks	19%	61%	0.0724
Medium	After school programs	9%	31%	0.0593
Medium	Availability of fishing opportunities	7%	42%	0.0384
Medium	Ease of registering for programs	3%	47%	0.0148
Medium	Outdoor athletic fields	3%	60%	0.0112

4 Open-ended Comments

Open-ended Comments

Q5a. Are there any barriers that prevent you from participating in any of the above?

- $300 to attend Board of Zoning Appeals is too much.
- aches & pains
- age, night driving bad vision, handicapped wife
- At times, last minute notice of meetings.
- baby sitting. I work.
- Busy schedule
- Childcare availability
- City managers including current one only do things to pad their own resume. Never consider needs and wants of citizens.
- Communication and time
- community meetings should have more options to participate. Emails, more dates for meetings and better times,
- Competition with school activities
- Conflicting personal schedule
- Dates and times
- Disability
- disabled
- Disabled
- Don't know when it happens.
- Events are not communicated
- Family with young kids, timing of meetings is difficult to get to. Meeting agenda isn't released beforehand too
- Grind down the uneven sidewalk gaps that are not safe for walking g without tripping.
- Haven't been able to drive.
- Having clear information about the date, time, and location of meetings.
- health
- Health and mobility issues
- Health challenges, evening meetings
- Health Issues.
- Holding one full time job and 3 part time jobs, limited on free time
- I am a college student
- I am deaf so I rarely attend meetings.
- I am not very aware of who city council members are, nor how to contact them; where and when the various committees and commissions meet; and where to find informs out local politics that is not social media.
- I do not belong to a homeowner's association
- I do not have enough time to participate.
- I do not have the time, and doubt if my voice would be influential.
- I have no idea when any of these things are happening. I can only assume these things are notified by social media. I have zero social media presence - and I never will. If you want participation from the community - you should find better ways to notify citizens. In 7 years of living here - I have never seen anything that lets me know these events are occurring. And - no - I don’t have time to look for this information - I am busy living my life and making money to pay these ridiculous taxes.
- I haven't searched for these opportunities & certainly could have, but maybe they could be better publicized?
- I just retired from a fulltime second shift job on April 30, 2026 after 14.5 years. Since I am now 74 years old, I spend my free time relaxing and trying to stay healthy. I have put off many projects for when I retire, so I am very busy.

Open-ended Comments

- I live outside city limits
- I often work a lot but I know a city council member who I can talk with easily
- I vote absentee, use a walker
- I was going to vote, but I was sick.
- I will make a concerted effort to involve myself
- I work full time.
- I work evenings
- I work evenings. Also I am not in a homeowners association, for which I am grateful, so no meetings to attend.
- I work night shift. Not available.
- I work on the road and when I'm home, I have to make up for the time that I missed. I would like to be more active, but seeing as decent paying jobs are hard to come by, I need to keep my current job. I would love to attend more meetings and be much more active.
- Immobility
- in wheelchair
- Income and increasing cost of living
- Just not told when they are.
- Just time
- Lack of notice of the meetings. I follow the city's page on Facebook but don't always see the posts in my feed to know when meetings/elections are held and what they are about.
- Limited mobility, disabled, doc says I should not drive
- Meeting schedule with advance notice including topics. Zoom access if possible.
- Meeting start times can be a challenge. I work in Madison on the far west side and getting back to Whitewater for a 6pm or earlier meeting is difficult.
- Meeting times, availability of information and communication of the issues due to be discussed.
- Meetings conflict with my work hours
- More active accommodation of ability needed.
- My age-have accessed senior problems, always vote
- My attitude and my ability to keep my mouth shut.
- Need to own our home first, we just rent now to have a voice in the above
- new here
- Newsletter would be helpful
- No barriers
- No local newspapers for info.
- No longer drive
- No one knows when they take place or where.
- No satisfaction with people contacted.
- nobody listens
- Nobody would listen to concerns or help, It would red flag you and be a conflict.
- Not enough advertising/reach for these type of events
- Not feeling safe
- Not fond of the city manager, can't believe anything he says.
- Not part of any HOA
- Not that I know of.
- Nothing besides lack of time.
- Notices of meetings
- Notification

Open-ended Comments

- Part time resident
- Political tourism from people who do not live in the city, but think their voice is more important.
- Seems like Whitewater has a lot of in fighting.
- Some overly vocal members of the community attend every meeting and skew the decision making processes, which is frustrating to those of us who are not power brokers.
- Some place were we can get information. Web site does not give good information.
- Teronomy stopped holding yearly HOA meetings-Now we just get a yearly bill of $100.
- The City Manager seems a bit edgy.
- The cost
- The last I knew, meetings were still virtual. I would prefer in-person meetings to online.
- Time
- Time
- Time
- Time
- Time
- Time
- Time
- Time and commitments
- Time and overall lack of any accountability and action taking place
- Time consuming meetings
- time offerings, limited time as a citizen
- time restraints
- Time, child care
- Time, I'd like to see meetings on a Saturday late am
- Time, Notification of such events.
- Time, schedule
- Time
- Times are not always convenient and lack of notice
- transparency in meeting schedules
- Unable to attend if the meeting is during work hours.
- We attend when it involves us or our block/city
- We don't have a homeowners association that I'm aware of.
- We don't live in an HOA to participate in. I also work 2nd shift, and most meetings or committee gatherings occur when I work.
- We have no idea when they happen or where to find that out. We do not have an HOA and don't want one.
- We have no voice. Plans already decided.
- We just moved here in April.
- What is the use? Who listens.
- Work
- Work
- Work
- Work schedule
- Work schedule
- work, kids, college, animals, single parent
- Yes, we moved to Whitewater last August and were in Texas from Oct 30-May 4.

Open-ended Comments

Q18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater? Other:

- Affordable housing.
- College landlords running the housing market.
- Few stores, few restaurants...I like Whitewater, but we really don't have anything that attracts people.
- From my conversations when I purchased my house, people did not like how college rental properties were encroaching in residential areas. Therefore, people were looking at home in Milton, Jefferson, and Janesville.
- High utility bills
- Home insurance is too high
- It's all student housing
- Lack of efficiency in schools and cultural amenities
- lack of grocery choices
- lack of houses with private land and privacy
- Lack of local careers that pay living wages
- Less rentals more ownership. More business opportunities support.
- migrant housing
- Monopoly by DLK rentals
- need alternative energy options
- need more non-college neighborhoods.
- Need programs to rehabilitate rental properties to single-family homes especially in Starin Park area
- no sustainable jobs to pay for homes. Have to drive out of town to get better food or clothing
- no work here, need jobs
- Not enough family rentals.
- Not the type of established neighborhood I would want to live in.
- Quality of schools, lack of "sophisticated" shopping and dining experiences, lack quality childcare, lack of quality grocery store
- School and city referendums
- School negative reputation
- Senior housing
- sex offenders near school
- Start helping residents and quit with college students housing.
- Student rentals in neighborhoods
- The city should give incentives to builders and first time home buyers by giving them no property tax on buyers (primary home only) for 2 years and then 25% of tax year three and 50% year 5 and 75% on year 7 and 10 100%. This is a way the city can make buying a residence (not a rental or investment) without doing that dumbshit thing you fuckers did with those not affordable housing halt duplexes on main street. You uncreative morons. More inventory is the way to get affordable housing. Also make zoning easier.
- There is no grocery store and the town only cares about the college to many bars and small business doesn't last long
- too many flipped homes
- Too many home owners/landlords practice discrimination when choosing tenants. Too many times they won't rent to you because you aren't the very specific tenants they're looking for. For example, only renting to students or people who make more than "x" amount of money even though they still make enough money to cover all the bills.
- Too many homes are being bought by visitors and turned into student housing.
- Too many homes owned by college rentals like DLK.

Open-ended Comments

- Too many houses get turned into rental properties
- Too much student housing, not enough single family or single person housing.
- We have a landlord hoarding problem.
- We need higher wages and more tax on big businesses.

Q21. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from city leaders over the next FIVE years? Other:

- A decent grocery store
- Affordable childcare
- Emphasis on single family homeowners, less emphasis on rentals.
- Get a real city newspaper
- grocery store
- Homeless shelters for teens who have been thrown out of their homes.
- Housing
- HOUSING REHABILITATION
- It would be great to have a (real) grocery store. I have been able to find things I need at Aldi, so that's been a plus. Walmart not so great. A real big box grocery store would be great! I would love to have a Pick and Save come to town! But if we get the Piggly Wiggly that many are talking about I'd be happy with that as well.
- Limit landlords purchasing.
- lower property taxes
- Lower property taxes
- Making immigrants happy
- More subdevelopments - encourage unused land or farm land to be converted to subdivisions.
- Motorized bike and scooter regulations
- Pave Turtle mound
- People who already work here need wages that can sustain a family.
- Recreation like bringing another Bowling alley back into town. since Hawk Bowl is not here anymore.
- Reduce truck traffic on Main St
- Services for disabled
- taxi or other options
- tourism
- Whitewater misses many opportunities to stand out and be attractive. Arboretum is not utilized. "Road to Nowhere" could be a great linear park. A steam train between Whitewater and Waukesha would draw thousands of visitors and transform the economy. Connected bicycle and golf cart loops would attract young professionals, and retirees. Supporting "foodie" culture would enhance the city's image. Etcetera.

Open-ended Comments

Q22. What ONE issue should City leaders focus on most during the next five years?

- Back out of loans subsidized by the city to build housing
- #5-downtown development
- "4 wheeler troubles on Janesville, high and center streets.
- More development of big brick park for the kids"
- A better budget and publish where the tax dollars go.
- A full service grocery store.
- Additional single family housing
- Affordable housing--- less things for the college and more for the FAMILIES in Whitewater.
- Affordability for seniors to stay in their own homes
- Affordable family housing
- Affordable housing
- Affordable housing
- Affordable housing
- Affordable housing
- affordable housing
- Affordable housing crisis
- Affordable housing especially for disabled people.
- affordable housing for families
- Affordable housing for mid to low income families.
- Affordable housing for young families and individuals.
- Affordable housing low income
- Affordable housing needs to take priority. Stop giving in to the slumlords and create housing that is affordable at all income brackets. As a single person, I cannot afford to purchase a home in this community.
- Affordable rentals and housing
- Affordable single family homes, less than 300,000.
- All potholes, curbs in disrepair and uneven sidewalks eradicated.
- Allowing more housing to be developed for reasonable prices available to people of local median incomes.
- Assistance for first home buyers.
- Attracting opportunities for middle class professionals such as teachers, medical professionals, state and municipal employees.
- Being transparent with citizens about plans, etc. Before deals are made; less referendums for money. Residents on fixed income will suffer.
- Better downtown shopping
- Better leaf collection-but the leaf supplies like other cities.
- Bicycle and shared paths and signage
- Bike lanes
- Bring businesses and industry, stop catering to the university.
- Bring full time residents to the community
- Bring in more businesses and decrease property taxes.
- Bring in more Industry! Attract more jobs. Help bring back small businesses to the downtown area.
- Bring more young professionals to Whitewater and have them stay
- Bringing businesses into the dying downtown area.
- Bringing jobs to Whitewater.
- Bringing more businesses to the city. Both commercial/industrial as well as restaurants and entertainment. It’s expensive to move and to live, but if you have to travel for work, and to do something after work, and to buy decently priced groceries. You don’t want to live here. If people can have good jobs here in the city, along with more places to go and things to do. I think that will bring more people in, as well as influence the cost of living within the Whitewater community.
- Bringing new homeowners to town. The town is going to stagnant if the focus stays on helping the elderly to age

Open-ended Comments

in place. New business/career growth can only go so far with commuters, we need more homeowners who are invested in our community and want to see it grow. Lowering our property taxes may help attract homeowners too.

- Bringing some culture into the city: interesting restaurants and a museum or two (of Art, Natural History, WI History, Children's interest....anything!), would make a WORLD of difference for families considering a move to Whitewater. Supporting the Young so that more performers are interested in the venue. And supporting the WAFC however needed....that is one true gem already here!
- Budgeting in an effort to either lower property tax. We might have to move.
- Building a safe and kind community.
- Building more housing units
- Building positive community relations amongst neighbors and with the university
- Business supports, jobs, industrial growth
- Cancel Flock camera contracts
- Career opportunities
- Career opportunities
- Cheap rent, and housing
- child care
- City development all around, improving what we have to bring in more people.
- City leaders should prioritize practical services that benefit residents by providing curbside leaf pickup without requiring bags and removing Flock cameras to protect residents' privacy.
- City Parks.
- City planning in relation to commercial/industry/business growth.
- City/university relationship
- Clean up the city. Streets are a mess. Enforce codes businesses should not have foot tall weeds, dead bushes and shrubs out front. The city does not properly trim weeds. Trim back overgrowth from trees along sidewalks. Cut down problem trees. Fix streets the right way the first time. Tratt street has had the same potholes since the 1990s poor patch jobs. Stop dumping asphalt on streets creating a hump, instead train city workers how to do things properly the first time.
- Commercial and industrial growth
- Commercial and industrial growth
- Commercial and industrial growth
- Commercial traffic routes off residential streets.
- Community safety: with even sidewalks, bushes not extending over sidewalks, police presence to keep sidewalks and roads safe with bicycles and scooters not flying down sidewalks, sidewalks always clear or snow, deep puddles and vehicles extending.
- Community spirit, and bringing people together
- Continue to rid the town of illegal activity
- Control speed limit on main street.
- Cost of living.
- Create a positive future for the city.
- Creating more entry level career opportunities
- Crime prevention
- Decreasing property taxes.
- Develop East side of town
- Developing neighborhoods to attract future people to be interested in our city.
- Development of public amenities (beaches, trails, sidewalks)
- Dining options
- Diversity, we have enough coffee shops, Mexican, sub, and pizza places... maybe a Perkins or a Dennys...
- don't borrow money that the city does not have. Don't expect taxpayers to foot the bill on expenditures that are not needed and only desired. Be responsible with taxpayer money. The city of Whitewater needs to live by its

Open-ended Comments

means not by what it desires.
- Downtown development
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- Downtown development
- Downtown development
- Downtown development
- Downtown development
- Downtown development-it is horrible right now!
- Downtown development, especially Center Street and Whitewater Street.
- Downtown development. It feels dumpty compared to other small towns. No business stays,. Why? Road by Jessicas was torn up and then patched, it looks terrible.
- Downtown growth-filling in stores and businesses that are open. Thanks to encourage families to stay, enjoy and spend money. Update the look of downtown. It looks old and rundown.
- Downtown improvement
- Downtown is dying
- downtown revitalization
- Downtown there are a lot of abandoned buildings.
- Downtown vibrancy
- Downtown!!!! The empty storefronts need to be filled. The closed storefronts need to have an OPEN business in them. The service industry type businesses need to get moved to those basement offices by fanatic. Why is quiet hut and nailtique in prime locations but not even open? We could have an amazing downtown with the lake right there.
- Downtown/Piggly Wiggly on East side
- Ebikes need to be prohibited on sidewalks. Kids 12 and under should not be allowed to use ebikes or motorized scooters. It's very dangerous bc kids and adults are driving high-speed ebikes and scooters on sidewalks.
- Economic development
- Education opportunities
- Employment for citizens
- Encourage growth and retail and professional businesses
- Encouraging growth and development of downtown Whitewater.
- Enforce home conditions - tall weeds, paint, unkempt property
- enforcing ordinances
- Enhancing downtown and neighborhoods
- Environmental impact of development, making sure that we are leaving our community better than we found it, standing against data centers in our community (to include not using AI generated posters for every event put on by the city)
- Establishing the right conditions to bring in regional professional services.

Open-ended Comments

- Feeling like we are a community that is like home
- Filling pot holes in a timely manner and re-paving as needed. Snow removal should start when the snow is heavy, not at 8 am or whenever it is that you guys start. People need to get to work early in the morning sometimes
- Finding a balance between increasing affordable housing and business/industrial development so that one doesn't outpace the other.
- First time homebuyers getting affordable housing
- Fix up the downtown!!!!!!!!
- Fixing the roads faster.
- Fixing the corrupt police
- Focus on developing initiation that support families and first time homeowners.
- Focus on diverse employment opportunities.
- Focus on public safety and resource management.
- Focus on staying out of DEI issues.
- Focus on the middle class and building the middle class up more. There is way too much focus on low income and multicultural initiatives that do not help the city prosper.
- Focus on the small town atmosphere.
- Focus on variety of business for downtown area. We do not need anymore pizza places or coffee shops.
- Fostering income-earning opportunities to employ tax-payers.
- Get government help to reduce real estate taxes.
- Get out of funding housing.
- Getting a full service grocery store in town.
- Getting more industrial factory jobs in the community. Grow the industrial Park. Find places for manufacturing that can hire more than 20 medium wage jobs. We need to bring families to the community and the only way you will get families is by getting jobs in building reasonable housing or zoning out all the duplexes and getting the housing prices to come down.
- Getting more people in town when students are not in town and welcome students instead of hating them when the students are in town
- Give people a reason to move to Whitewater
- Grocery store on the east side
- grocery stores
- Have UWW pay its fair share in taxes, we have too many non-profits in this town not helping with taxes.
- having a 24 hour transportation option for students and community people, especially in the winter
- Healthcare for rural community. No specialists are here.
- Helping local, small businesses. I see a lot of chains coming in, at least one that ran out a local business. I don't want to see Whitewater full of chain stores that make them look like any other town. We need a more vibrant downtown and events that attract visitors. Fort Atkinson has an amazing Grown Up Book Fair that attracted multitudes of people to the city. It is good for residents and businesses.
- High property taxes
- High taxes
- High taxes or horrible roads. Both awful.
- Holding prices down on taxes
- Home tax increase slowing.
- Homeless shelter for teens.
- Housing
- Housing
- Housing
- Housing
- Housing
- Housing

Open-ended Comments

- Housing
- Housing affordability
- Housing and transportation
- Housing for low incomes
- Housing rehabilitation
- Housing that is more affordable
- Housing, professional services
- Housing-new hires at UWW; can't afford to live in Whitewater
- HOW to bring down City Property Taxes!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- I presented my one idea already. Stop doing new shit and wasting taxpayer dollars on shit like that dumb library expansion
- I saw the biggest waste of money is the officers employed to ticket people for not bringing back garbage cans, cars on grass, etc. That money should be better spent on true law enforcement like speeding on Harper Street.
- Ignoring political tourism and the college rental cartel.
- Illegal immigrants
- Illegal immigration!
- I'm certainly not educated on the ins and out of running a city but it seems nearby communities just have a more balanced and attractive downtown. Fort for example, a drive through on the weekend shows life and people browsing stores. Its just not like that here.
- Image-general care and maintenance of what we have.
- Immigration
- Improve quality and access to the lakes.
- Improving Downtown Business Growth
- Improving the appeal, look of downtown areas
- Improving the quality of housing and encourage the upkeep of properties in town
- Incentives for people who work here to be able to afford living here.
- Increase housing inventory, especially single family homes (not small lots), and work to bring housing prices ACROSS the spectrum (luxury to low income) down to reasonable ranges. The modular home development on Bluff Rd is well-intended, but to describe those small modular homes (with a busy road to the front and a train to the back) as affordable at $350k is insulting. With a combined two-income household around $150k utilizing professional degrees in white collar jobs (education and tech) our family would not be able to put even 10% down on one of those, let alone afford the monthly mortgage rate.
- Increase the supply of residential housing
- Increasing downtown businesses
- Increasing the number of families with who live in Whitewater.
- Intentional community building among people.
- Job creating industries and lowering taxes
- Just actually being part of the community. Most of the time it feels like those in charge either think they're better then everyone and/or they're so out of touch with the community. Stop sitting on your high horse and actually get to know the community for once.
- Keep costs under control while maintaining quality services for its citizens.
- KEEP OUR COMMUNITY AND AFFORDABLE.
- Keep property taxes low by combating runaway spending by city and school district
- Keep real estate taxes down
- Keep taxes DOWN.
- Keep the current homeowners happy, and attract future homeowners by not letting DLK and other large rental companies from purchasing homes to then rent to college students, somehow (I don’t know how) help the current situation of citizens purchasing homes and then renting them to college students, in areas and neighborhoods that are not zoned for so many unrelated people to be living together, and keep those areas for couple and families.

Open-ended Comments

- Keeping and encouraging small businesses to operate locally.
- keeping residents and students safe.
- Less emphasis on college and more on city
- Lower property taxes
- Lower property taxes
- lower property taxes
- Lower property taxes
- LOWER Property Taxes a lot, look at other municipalities-Whitewater is at the extreme high end for property taxes
- Lower property taxes, it is getting unaffordable to own a home.
- Lower property taxes.
- Lower property taxes. Also assessments of houses.
- Lower taxes
- Lower taxes
- Lowering our property tax
- Lowering property tax, find ways to work with an affordable budget that your homeowners can realistically provide.
- Lowering property tax.
- Lowering property tax.
- Lowering property taxes to make obtaining home ownership more affordable.
- Lowering taxes
- Lowering taxes
- Lowering taxes
- Lowering taxes. In Texas, they kept at 65 for seniors.
- Lowering taxes. This is insane! I know people that have houses worth 5x what my house is worth and pay LESS than half of what I pay in taxes. My taxes are more than my mortgage and insurance combined! Reduce spending - Grow Business
- Maintain and upgrade parks.
- Maintaining current initiatives
- Make a place where people want to visit and spend money.
- Make better use of the Arboretum
- Make local businesses and home owners take better care of their property. Most of the town looks very ragged, overgrown and run down. Dollar General looks horrible, missing siding on the front, overgrown weeds, and generally run down looking
- Make Main Street vibrant like Monroe WI.
- Make the tap water more drinkable.
- make the town more appealing for the future population.
- Make Whitewater affordable to live in and be able to purchase a home.
- Making Cravath Lake a lake that people will want to visit to swim and do other water sports like kayaking and paddle boarding. We have a huge opportunity to create a gem in whitewater with our lake. It'll take removing the invasive plants and focusing on improving the water quality.
- Making Cravath Lake a recreational destination for its residents should be a major focus. Support boating, fishing, swimming, and other lake recreation. Make kayaks and paddle boards available to rent. Put in a beach area. Make this a tourist destination.
- Making downtown more appealing to the general population-less bars
- Making Whitewater affordable for people who already work and live here.
- Medical services
- Moore, recreation, department, activities and sports for children
- more affordable housing.
- More career opportunities

Open-ended Comments

- More career opportunities
- More career opportunities
- More career opportunities
- More career opportunities-too much part time college work.
- more commercial growth
- More commercial, industrial growth
- More commercial/industrial growth
- More commercial/industrial growth
- More commercial/industrial growth
- More commercial/industrial growth
- More commercial/industrial growth - ideally with more "white collar" career opportunities.
- More commercial/industrial growth
- More grocery stores in town!
- More jobs so people will want to move here.
- More low income housing
- More non-car connectivity with nearby communities (bus routes, cycle routes, etc.).
- More opportunities for economic growth.
- More shopping , dining and entertainment options.
- More shopping ,dining, entertainment options.
- More shopping to keep revenues and taxes in town
- More shopping, dining , entertainment options
- More shopping, dining and entertainment options. People with discretionary income should be able to spend their money in town, rather than in other cities.
- More shopping, dining, and entertainment options
- More shopping, dining, and entertainment options
- More shopping, dining, and entertainment options
- More shopping, dining, and entertainment options.
- More shopping, dining, and entertainment options.
- More shopping, dining, entertainment options
- More shopping, dining, entertainment options
- More shopping, dining and entertainment options
- More single family affordable homes.
- More transportation
- Multi use affordable housing.
- Need grocery store
- Need to develop more opportunities for businesses to thrive
- NEED TO RESTOCK TRIPPE CRAVATH LAKE FOR FISHING
- New city manager
- New single and duplex housing
- no career opportunities
- Not allowing school boards to steamroll homeowners. Lower property taxes NOW. $8500/year is robbery. You'd think I was living in Delafield. Greedy school board pigs.
- Opening housing to families over landlords.
- Optimizing local, non-student event infrastructure to bridge gaps from a college town to a tourism destination to provide economic benefits. Think outside box.
- Partnering with the University leaders to bring more industry opportunities to the city to increase employment opportunities and expand the tax base to lower property taxes.
- PLEASE SLOW DOWN with the snowplow on Milwaukee St. and stop filling my sidewalk back in after this 69 year old shoveled it. Thas happened multiple times and it's a waste of my time to shovel slush when I just got done shoveling snow. I understand filling the driveway with the plow but not plowing the street so fast that it fills the

Open-ended Comments

sidewalk.
- Police and streets
- Police, fire, emergency, medical services
- Potholes
- Present Whitewater as a city with a bright future.
- Preserving the quality of education in K-12.
- Prime and illegal residents
- Professional services
- Professional services (e.g., medical, insurance, finance)
- Programs to help seniors remain in their homes as their age
- Property taxes.
- Property taxes. We don’t need any more school improvements, police, fire or EMS. My single family home on a tiny city lot is 7k in taxes. All surrounding areas are way less and the towns have more to offer!
- Protecting our immigrant community members. Providing jobs and housing and financial assistance.
- Providing a national chain grocery store
- Providing a real grocery store, nice food opportunities.
- Providing support for restaurants to bring in live music. Solo artists/Duos etc. severely lacking and quite honestly embarrassing.
- Public transportation
- Public transportation
- Public transportation
- Public transportation
- Public transportation, and downtown development
- Public transportation, at least one shuttle or bus on a loop.
- Public transport-taxi service interior was dirty
- Reducing property taxes
- Reducing the number of immigrants residing illegally.
- Rehabbing the current houses in the city. Bringing career opportunities and commercial industrial job opportunities will bring more housing on its own without the intervention of the city. That’s the way the economy works. Please don’t bring in more crime with low income housing. The affordable single family housing is the way to go along with rehabbing current older homes.
- Removing drug and child abuse
- Safety
- Safety
- Safety and school district efficiency
- Save and care for beautiful natural areas-especially marsh on west side, no more businesses there and Indian Mound areas!
- Schools
- Sex offender housing allowed to be close to schools.
- Shopping
- Shopping, dining , entertainment options
- Shopping, dining downtown.
- shopping, dining, entertainment
- Single family housing that isn't rentals. Whitewater has become a collection of transient families.
- Single, affordable family homes
- Single-family housing; developing downtown businesses
- Speeding on city streets. People speed on the street I live. I really don’t see police patrolling that much. My mailbox was destroyed by a speeder this year.
- Stop adding new projects until you can take care of what we have here now.
- Stop being a college town and be a nice small town and fix your plow service to home owner rds. not just

Open-ended Comments

downtown and college rds.

- Stop charging so much for water, for taxes, for living in such a small poor community. Do not lend developers money. Encourage interior repairs of businesses. Encourage a growth of small businesses through an ""Invigorate Whitewater"" program. Post signs on empty buildings/office spaces that encourage new and existing businesses to set up shop. Actively recruit locals to become entrepreneurs. Offer 6mo free utility, or 1yr free subscription to Chamber of Commerce, or whatever other incentives can draw people in. Offer businesses referral incentives for referring a business to the empty space. Hold more community events which attract shoppers to the downtown area. Fix the roads. Spruce up the parks.
- Stop giving away our revenue to shifty friends! Make investments in whitewater, I heard chatter of a sprinkler pad for little ones, Milton's is a huge draw for whitewater people.
- Stop giving our tax dollars away with no return rate for a bill the minority of the city has to cover. 27% owner occupied homes is shameful. We need industry to bring people here before we start building any residential anything. It will cause another elementary school! Which means more taxes!
- Stop making taxes increase. It will tax people out of town.
- Stop placing the responsibility of home and apartment development on the current residents through TIF. If the builder/developers have very little to lose while the residents will be forced to pay for the City Manager's failed plans. Especially if that city manager is actively looking for other employment to leave behind a mess for the residents to clean up.
- Stop the spread of college housing throughout the city. The entire core area of the city has seen more student rentals in what were single family homes. The police have become less responsive to everyday quality of life issues like noise complaints, open burning & smoke, unlicensed drivers, When called, officers mostly say ""It's a gray area."" SPRING SPLASH IS A RIDICULOUS DISPLAY! along with several others throughout the year. One example pretty much sums it up. There is a home on the northeast corner of Prince St. & Peck St., directly across from Lincoln Elementary School. It has been a single family home since it was built, I suspect somewhere around 100 years ago, maybe more. Somehow in the last 2 years it has turned into a student rental, barn and all. Now there are large parties (including Spring Splash), and other nice weather days in the Fall & Spring, OUTSIDE. Bottom line: there is fundamentally something wrong with a community government that allows college students playing beer pong in the yard, less than 100 feet from the school windows. Yes, I've seen this while school was in session. The table is permanently stored leaning up against the fence. Is this a ""gray area""? That image tells me all I need to know about a community. We desperately want to move out but since the housing market is still constipated, there are few options. It's the ONLY reason we're still here.
- Street maintenance
- Support local businesses, and better store options
- Support middle class families, not special interest groups
- Tax reduction.
- Taxes
- Taxes
- Taxes
- Taxes
- The city leaders should focus on the huge drainage, zoning, and flood issues regarding George Street. My home along with several others were severely damaged from the storms and flooding back in April and we won't be getting any financial assistance from FEMA because Walworth County wasn't included in the federally declared disaster like Rock County was. Our home is still in unlivable condition and the city did absolutely nothing before or after the flood to help us. Not to mention supposedly our house wasn't in the floodway so we weren't required to buy flood insurance when purchasing the home but our neighbors on either side of us were. This doesn't make sense considering our house is quite literally in the middle of the floodway according to FEMA maps. On the night of the flood my brother and I called 911 SEVERAL times and they did absolutely nothing to help us. When the water started to enter our home we decided to leave and when we told a police officer that we were leaving they said "Okay we weren't going to be checking on people down there anyway." The city of Whitewater also did NOTHING to try and close the street during the flood besides some barricades that people still drove around. There was an excessive amount of people that decided to drive at high speeds up and down

Open-ended Comments

the street and it only pushed MORE water into our home and front door causing MORE damage. The city needs to do something with the creek to prevent this kind of flood again, otherwise it WILL happen again.

- The city must continue to focus on housing. The recent TIF money being used to incentivize affordable housing was excellent. Please continue this creativity.
- The city needs to focus on lowering individual property taxes. We need to eliminate programs that drain taxpayers unnecessarily or don't benefit the majority of those people paying them. We need to increase transparency and communication over the tax expenditures that remain. Lower taxes would help to encourage more people to buy into the community and would result in a higher tax income for the city in the long run.
- The growth of Whitewater through bringing in more families and thus more children. There has to be more incentives to move here, more jobs through the school district and more athletic venues that will support the athletics for children.
- The issue with bird/geese poop in the park against cravath lake is overwhelming. hard to walk even on the grass or sidewalk without watching every step. besides that the garbage is well maintained. we need more maintenance for the park that's the heart of downtown, make it look maintained.
- THE ROADS/SIDEWALKS OTHER THAN MAIN ST, ARE HORRIBLE.
- There are enough existing homes but some are in very bad shape instead of making more new homes focus should be on improving existing homes, increasing number of first time home buyers rather than people buying homes to rent out. This will help maintain older homes and the general appearance of our town.
- There are many services, but services for seniors and disabled are FEW. Quit trying to attract these to come here when there are no services.
- They should worry more about current residents instead of future residents. Our taxes are so incredibly high, we're being priced out if our own home.
- To enforce the rules!! More focus on the East side.
- too many rentals
- tourism, make it a place worth visiting and living in.
- Traffic safety, including bike lanes, speed bumps on local streets, speed limit signs and add more yield/stop signs
- Transportation
- Transportation
- Transportation
- Truly revitalizing the downtown by investing into the vacant spaces, ensuring the sidewalks and streets are clean, and ensuring garbage services are frequent enough to reduce overflow.
- Upgrade streets and sidewalks.
- upgrading downtown
- Upskilling citizens and existing workforce in AI and technology, blue collar/vocational skills. AI enabled, and AI-proof.
- wages
- WATER IMPROVEMENT
- We need more small, independent retailers in Whitewater. Without these retail options, the city feels dull, uninteresting and without character. Downtown retail space rent is unsustainable for most entrepreneurs. Perhaps give landlords incentives to freeze rent or lower costs. The loss of Dale's will be felt by the whole community, as it was a destination for many, bringing in many ppl from out of town. A lively, vibrant downtown is critical to a positive sense of space and community. Whereas blocks of empty storefronts make the whole city look blighted.
- Why are veteran police officers leaving the city?
- Working with the community

Open-ended Comments

Q24. What types of retail and restaurant options would you like to see in Whitewater? Other:

- Bike/transportation stores
- chic-fil-a
- Child care other community center.
- Hardware store with better stock
- high end restaurant
- Menards, Home Depot
- Miniature golf course for all ages
- More construction/building supply outlets.
- More places for children and adults to gather
- motels clean small , fitness area
- Natural Coop
- No more coffee shops
- No more coffee shops. Jesus Christ.Leave the business community to bring in business just get out of their way - even if someone wants to bring in a strip club or something.
- Non-medical health & wellness businesses would be good for the community and a draw to people from other communities.
- Pet/feed stores
- Please, please, please: a MUSEUM. I cant believe that we are a university town without a single museum!!!
- Popeye Chicken
- Promote small town charm
- Recreational centers like bowling or helping the movie theater expand and upgrade
- Services like hair salons, mailing/packaging store, tailoring, etc.
- Shoe store
- small engine repair shop, bicycle shops, sports shops
- Small, independently owned businesses. We don't need any more chains. Let people drive to other communities to do their eating and shopping if they want the same thing as everyone else. Let Whitewater be attractive for things you can only get here and give us character.
- Some sort of community center development@old high school grounds
- T-Mobile/cell
- Whitewater Banner Site

Open-ended Comments

Q25. Where do you currently get news and information about city programs, services, and events?
Other:

- (E-mail) newsletter
- Banner
- Banner
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- City app on my phone
- City communication is extremely limited in my opinion.
- Facebook
- Facebook page (not city's)
- FB page, Banner, website
- Friends and co workers
- From neighbors
- I talk to people
- Internet and personal news sources.
- library
- Library
- My wife
- Neighbors
- Neighbors
- Neighbors and Whitewater Banner
- Newsfeed
- NPR

Open-ended Comments

- online Whitewater Banner
- Other Facebook pages / community orgs
- People
- People
- Public Library postings, public signage, city (newsletter?) emails
- senior center monthly news
- Social media
- The Banner
- The Banner
- The Banner, Whitewater Patch
- Town people
- Usually hear about important things on FB
- Whitewater Anything Forum and other community pages.
- Whitewater anything forum on Facebook
- Whitewater Anything Forum on Facebook. Although I follow the city's social media, it doesn't show up consistently on my feed and is poorly designed.
- Whitewater Anything Forum page on Facebook.
- Whitewater anything page
- Whitewater banner
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Open-ended Comments

- Whitewater Banner
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- Whitewater Banner
- Whitewater Banner and City newsletter
- Whitewater Banner and friends
- Whitewater Banner on line
- Whitewater Banner Site
- Whitewater Banner, Freewhitewater.com
- Whitewater Banner, such as it is. Not the best source but even the city's website is often out of date or does not even have the information being sought.
- whitewaterbanner.com
- WhitewaterBanner.com. Thank goodness we have this source since it is accurate, easily accessible and updated frequently.
- Word from people at restaurants
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth
- Word of mouth from concerned citizens

Open-ended Comments

Q38. If you have any other suggestions you would like to make, please write them in the space provided below.

- Responses to citizens are zero. City Manager involved in day-to-day of emergency personnel is concerning. Let the professionals do their jobs. Why is there an excess of $1.2M taxes in our water utility account, which then gets loaned to a developer? This money should be refunded to the citizens. When do the citizens of a city need to be responsible for other people's housing? When did using taxpayer money to help pay for other people's bills and money problems become a regular thing? Taxpayer money is designated for improving infrastructure and shared recreation. Not houses. An entire industry of professionals should be building homes, not the citizens' money.
- #1 priority is leaf collection-I will gladly pay more property tax for it.
- Additional park facilities to serve older children and teens at Minnieska Park in Waters Edge South. 2, Build a Splash Pad for kids somewhere in the city. 3. Continue to attract professional people and middle class families to buy homes in Whitewater along with providing decent housing for lower income groups.
- 1. No data centers. 2. Study Minocqua Wi for their success to develop seasonal tourism for a sustainable year round economy. Whitewater needs to be a regional brand. Monetize our unique geography and improve bike and walkability. Embrace co-opetition through regional clustering. 3. Build a multi-season infrastructure. Tax base alternative to more housing is tourism. Need bike loop, not dead end in subdivision, connect to major park bike paths. Provide opportunities for bike races, events.
- A grocery store with all amenities like a large Walmart, Specialty shop
- A speed bump on Fremont St at 500 N Fremont St. The speed limit is 25 MPH but people come flying into town and I'm on the other side of the hill and I can't see the cars coming when I get my mail or crossing the street to walk my dog on the pathway. The police don't clock speeders on this road. It's especially bad when the college is in session. Although the garbage trucks, and other work vehicles and big semis come barreling into town also. It's not patrolled and there needs to be a stop sign there or a speed bump to slow people down!
- Add more layers to the city GIS map such as street lights and utility lines.
- ALL city employees need to be Whitewater residents
- Anyone in city government needs to live in the Whitewater area school District.
- Be more apt in the upkeep of our city parks. The swings at Starin Park are due to return in two weeks. They took 2 1/2 months with no updates other than 'they are coming.'
- Being able to go to WW city with concerns, property, neighbors and nuisances. You make it feel like we are the bad guys. Neighbors breaking ordinances, laws and get away with it. Being bullies.
- Better cohesiveness with city markets and more efforts to bring people together.
- better communication about community events, programs and developments for us to voice our opinions.
- Better work done on road side edges/ditches. Cut grass, pick up trash, ETC.
- Bring the city market back around the depot
- Brush and weeds at intersections are not trimmed back, they block traffic vision.
- Cap for seniors on Real Estate taxes.
- Care about the weeks of illegal fireworks in neighborhoods that continue to 2 - 3 am. It becomes extremely stressful and disruptive when they just keep shooting them off.
- City is based on college student interest. Restaurants, beer and pizza. Nothing for adults for good food unless you drive to another town. Healthcare for major illness is non-accessible for months since doctors have to come one day per month for Madison.
- City planner needs to be more involved and invested in Whitewater. More hands on and visible
- Clean up the dilapidated buildings, nothing else tear them down and make parking lots.
- Clean up Tripp lake. It's becoming a swamp. The path by the shelter is really neglected.
- Community events should be low cost; the farmers market is sad. Let vendors attend for a very nominal fee to build it up and encourage attendance. It is sad compared to other small communities. Events for children and adults with less cost. Look at other communities for ideas.
- Community service-more policing of citizens not complying with rules

Open-ended Comments

- Concentrate on existing homeownership and lowering taxes. Correction will follow.
- Considering that the college kids are a majority of the police/ambulance calls, the university should take a higher percentage of the taxes that cover those services instead of imposing them on homeowners.
- Continue to do community involvement events
- Continue to offer the great variety of recreation opportunities for seniors.
- Cost of living is high!
- Create more bike lanes. In the winter place snow from streets and better places than on crosswalks as it prevents accessibility.
- Criminals who don't speak English are moving here by the hundreds. They ruin jobs and housing. Creating an unsafe environment for my family and others. Get Federal Agencies here to help.
- Curb leaf pick up
- Dark lettering on dark police vehicles make them hard to identify.
- Do something about the 4 wheelers racing on our streets and the loud noise!! Do more with big brick park
- Don't let people that don't own real estate in Whitewater vote on issues that have an impact on real estate taxes in Whitewater.
- Downtown rentals need to be upgraded. This would give the city a better look.
- E-bikes must be banned from sidewalks. Any kids too young to ride on the street should not be operating an e-bike. Adults go fast on the sidewalks. It's very dangerous for pedestrians, dog walking, etc.
- Either bring more to the city, or lower the cost. Perhaps some difficult conversations need to be had resulting in our public services getting better (new city garage, increased emergency service staffing) instead of spending money on non-essential things.
- End flock, block outsiders from having undue influence (especially on social media).
- Enforce noise standards in the city involving dirt bikes and 4 wheelers during early and late hours of the day. Specifically on South Janesville St next to the Whitewater Bible Church.
- Eradicate the Japanese knotweed growing in the Armory parking lot. Install path lighting along the Skate park pathway, Enhanced Whitewater signage at city entrances
- Facebook is not the best platform for sharing city news as many people are leaving the site, and young people do not use it.
- FIGURE OUT A WAY TO ENSURE SENIORS CAN STAY IN THEIR HOMES AND AREN'T TAXED OUT OF THEM
- Figure out how to make property owners maintain their buildings and yards, especially on the main entrances to the city and along major streets. The edges of town look trashy and unkempt.
- Fix cools, lower taxes, and improved quality of life; increase hours and days open of compost site.
- Fix the lake it's an embarrassment.
- Fix the roads. Keep scooters and bikes off sidewalks. slow them down.
- For years the American Legion has placed flags along Main Street for most Federal holidays. Members are getting too old for this. Could the city put flag holders high, above the baskets of flowers and put flags there for Memorial Day through Veterans Day? It is done in neighboring towns like that like Cambridge. The Legion would offer to pay for some or all of the cost for the flags.
- Geese making a mess at the lake.
- Good survey
- Having an officer to manage speeding on Newcomb, cars/semis go too fast . Kids/animals are not safe.
- Hold open economic development brainstorming sessions. Move away from student housing as the main economic engine. Move away from excessive rentals to more home ownership.
- household composting services added to solid waste and current recyclables pick up
- Housing is too expensive and property tax is too high.
- How about laws to protect elders against T.O. Park raising rent every year when we live month-to-month with fixed income. Is there a grandfather law.
- How about the city manager divide up sections of the town to manageable size? Then offer a meeting to discuss this and perhaps other items.
- Hwy 59 (Newcomb St) is not good. Semi's bounce over uneven cement and manhole covers and our home

Open-ended Comments

shakes. Never got any satisfaction when we complained to the city, county. No one would accept responsibility. The Eastside is so neglected.

- I am newly retired, big drop in income, property tax increase this past year was crippling.
- I do not pay attention to a lot of things. My kids are grown.
- I do not want to be taxed out of our home. I understand budgets, but our taxes have risen $3000 in just a few years.
- I don't think the city should be subsidizing housing with taxpayer funds. The last tax increase because of city obligations in purchasing new vehicles and equipment was brutal. My increase was over $900.
- I generally like this community. I am always impressed at how many activities are going on any given weekend. I am glad I live here. The July 4th Parade is the absolute best. Thanks to all city staff.
- I love that the city keeps the walking path near me plowed during the winter! Thank you. Whitewater was a great place to raise my sons-great schools! Day care through university.
- I love WW. It does seem like the city caters to the university. From food choices at Walmart to current fast food restaurants. It seems like all communities around us offer more opportunities and choices. It hasn't changed much since I was a student. As a former educator, I know many teachers chose not to live here because of housing expense, and lack of shopping opportunities.
- I recognize it is not cost effective to increase recycling to weekly. However, please continue to evaluate if increasing recycling is feasible. Please continue to evaluate how to maintain the lakes and make the tough decisions regarding how much money to spend on maintenance/restoration.
- I think that putting in an effort to clean the lake shore path sidewalk from goose poop is needed. That's a constant complaint I hear from our community. Clean up our lake and people will use it! Add rentals for kayaks, paddle boards, and canoes and people will use it! Add a swimming area with a snack shack and ice cream and people will use it!
- I would appreciate as much transparency as possible with "hot button" issues (e.g., how illegal immigrants are being handled; the city's stance on tax-payer funded housing initiatives, etc.), as well as the city's financial status and/or philosophy regarding debt, which projects are departments focused on, what issues are being debated, etc. Perhaps a quarterly "highlights" email letter to those interested?
- I would like to see a dance floor by the band concert and much better food served at our function at Cravath Park
- I would love to see some of the older downtown building get fixed up to look a little nicer some of the siding and such needs repairs. It would be nice to see the city find ways to do grants for local businesses to do repairs to help local ones remain
- I'm assuming this is all confidential. I'd like when I call the police dept about a concern in my neighborhood and am told by dispatch that someone will call me back about my concerns and several days have gone by and I have never received a call back. And I will say I am very happy that the duckling was saved, I'm not complaining that it was saved, but shouldn't what's going on in my neighborhood that is not good, in fact illegal is not addressed? I bet I have called the police maybe twice in my 64 years. So I'm not an annoying or repeat caller, but a concerned citizen and I get no courtesy call back even if the police feel my complaint is wrong it should have been responded to. As a tax payer I would expect that much!
- Improve roads, lighting, sidewalks that don't abruptly end. Support local small businesses, more industry jobs, less immigration.
- Improve signage, blinking speed limit reduction signs at city limits, esp. North Tratt. Strive to keep tax assessments low. Use city planning strategies to support existing infrastructure.
- Improve the fall/spring yard waste pick up, as some cannot drive to the compost site. Improve downtown businesses, most businesses cater to college students.
- Increase of housing availability as desirable, but let's limit the amount of assistance and subsidized programs that will rely on existing homeowners for funding. Taxes are way too high with more to come, and these programs put an unfair burden on homeowners who are already struggling financially.
- It took too long to fix up the skate park. The disrepair not the graffiti.
- It would be nice if the recycling was weekly. I think people are starting to produce more recycling than trash and it would help with not having to throw away items that could be recycled.

Open-ended Comments

- It would be nice to have recycling every week.
- It's disappointing that the city, against citizens opinion, gave loans to developers, interest-free or low interest.
- I've already given you my suggestion. Do it.
- Just again, get to actually know the residents. Stop with all this catering to the minority and focus on those of us who actually care about the community
- Keep geese out of the lakefront parks; too many weeds, growing on downtown sidewalks; stop the trains from blowing horns
- Keep on top of properties to keep the city from looking trashy. Coolers and chairs on roofs? Piles of beer cans that live in front lawns for days at a time (especially in summer when I don't know if there is as much patrolling for that as there is on known party weekends). It is easy to pick out college rental houses and apartments because of the overall garbage and poor maintenance of the property. Not attractive to possible homeowners.
- Keep the lake shore path clean. There's lots of goose poop that could be cleaned regularly, this is a popular recreational area and path
- Lake management needs to be top priority. We destroyed what we should be developing. It would be grand to have more trails along the lakes as well as kayak entry piers.
- Lakefront park/Cranth Park-need to take care of goose feces so we can walk on the paths.
- Less low-income rentals. It is difficult to form a strong community if people do not have the pride of ownership.
- Less on programs focus on residents development to keep people here, not transit.
- Let's stop caring about the university and more about the property owners, not about what university wants. They do not live in Whitewater, they commute.
- Like all citizens, I have complaints, but overall I am mostly satisfied with the results.
- Lower our property tax, or some of us will be forced to move out of Whitewater
- Lower our taxes
- Lower property tax, reduce size of PD, TOO MANY cops for such a small town
- LOWER PROPERTY TAXES
- LOWER property taxes , City Budget cuts - specifically Public Safety spending is out of proportion to the population
- Lower taxes-landlords need to keep properties looking better. Attract some high paying jobs before building un-affordable homes.
- Maintenance in many aspects of Whitewater is 5 years overdue. It's time to get with the program no more excuses. Taxes are way too high for almost every street to be in such disrepair. It is especially worrisome that UW whitewater is known for wheelchair accessibility yet city sidewalks and ramps are in such disrepair they can't be navigated by those in wheelchairs. The edges of Tratt st are crumbled and dangerous to pedestrians, bicyclists, and those in wheelchairs. Shame!
- Make a little park area next to the bridge people fish at, next to the brass rail lot, get a local grocery store started, expand bike paths not just as a narrow unsafe painted lines on busy roads. Add public transport that is usable for people who are physically disabled.
- Make the water good to drink
- Make way for old folks.
- More bike trails; a way to know who to contact at the city instead of guessing from vague titles.
- more connections with the school district, less with UWW. More recognition to those who truly contribute to the city, not the same 5 people. Need to increase participation and public involvement. Quarterly recognition of a specific person for their contributions to the community.
- More focus on our entrances to the city. Those who own property on edge should clean up and better signage to make it more inviting.
- More mutual aid opportunities
- More police presence on the east side; take down the shoe hanging on the wire on north and Cherry Street intersection; encourage newcomers to learn rules of the road.
- More publicity for events, etc. Without a daily paper events are not always well attended. So many opportunities. The library should have a drive thru drop box to return books.

Open-ended Comments

- More support for WW seniors-lower taxes so I can afford to stay in my home.
- More walking/bike trails off street. Look at Fort Atkinson, Milton, Janesville and they're walking, bike paths. Long and off streets.
- more youth programming
- Most cities pick up leaves in the fall, off the curb with a vacuum. We're behind. Still bagging, a big waste of time and money.
- Most residents want our park back for July 4th , also clean up Trippe and Cravath lakes.
- Move the fireworks on the 4th back to Starin Park the lake is too dangerous.
- Native plants in public spaces; hanging baskets are expensive and very water dependent.
- Need a grocery store, satellite emergency services on East side. Train tracks could delay services.
- Need affordable senior housing for those on Social Security
- Need all of the people who work for whitewater, chamber, downtown whitewater, to somehow do more in making Whitewater a place to visit and love and live.
- Need to focus less on UWW and more on taxpayer's who get no value from the taxes.
- New city manager
- No more fund raisers instead of property taxes by referendums.
- None of your questions involved inclusivity. Existing city structures — boards, commissions, etc. — do not reflect the growing Spanish-speaking portion of our community. Having a plan to meaningfully incorporate this population into our planning and decision-making will be critical going forward. Otherwise, we are leaving a good population out of the conversation.
- Nothing here to attract families or professionals to live here. Expand the light show into downtown.
- On Walton drive, we do not have storm sewers. Why do we have to pay for it?
- One idea for parks and rec to rent a bounce house or other equipment for use in the parks or in private property.
- Ordinance enforcement in the city is terrible. Trash sits on terraces for weeks at a time waiting for large collection day.
- Our property taxes are outrageously high I have to pay the city almost 6K for a 350000 house. they must be lowered if you want people to make Whitewater a city where people can be able to own homes.
- Overall, I think the healthiest communities focus on homeowners because those people have already invested into their community. They have stakes in the game. They are permanent residents and therefore have more reasons to care about what is going on and be involved. How can you get people like me to be able to know what is going on and see the importance of being involved? Be more active in awareness campaigns that reach homeowners. Brainstorm ways that interact with citizens personally, without them having to go looking for you on social media or spot something on a digital board as they drive by. Strong communities are built around in-person functions that build relationships. Want people to care about city council meetings? Try making them potlucks or cookie exchanges and see how many more people show up. Have district block parties to get to know the community you serve. Think outside the box.
- Overall, we have been satisfied with WW. There needs to be a concerted effort to repair the road through Turtle Mound. It's like riding in the Baja. I do not like the mosque on the west side. It is incompatible with our founding.
- Pickleball courts!!! Pickleball courts!!!
- Please fix the roads and lower property taxes. Whitewater is too expensive.
- Please focus housing incentive programs on the people who buy, sell, and improve homes, not primarily on developers. We would also like the city to provide curbside leaf pickup without requiring residents to bag their leaves and to remove the Flock license plate cameras because of privacy concerns. Thank you for working to make Whitewater a more vibrant, attractive, and enjoyable place through trees, green spaces, seasonal decorations, community events, neighborhood improvements, and a lively downtown. We love living in Whitewater and want it to be the best possible place to live, work, play, shop, and relax.
- Please provide more information to Jefferson Daily Union about initiatives in Whitewater. We rarely see this in our daily paper.
- Please see earlier comments on the desired programming to attract visitors to our community.
- Please stop using AI generated flyers for events put on by the city. They're ugly and they will undermine any attempt to avoid having a data center in our community.

Open-ended Comments

- Please update the city website to make grants for families, more accessible and limit the number of development, grants and special tax zones you are granting. Less student and senior housing development unless it is by the college i.e. dorms. Bring feasible working class people into the community. We need middle-aged working class people and families the college kids need to move back on campus for their freshman and sophomore year then hopefully they are mature enough to take care of their houses/apartments. Require all city and school district staff to live within the city limits or at least the school district. The UTV/ATV laws need to be enforced. Someone is going to get killed in Whiton/Peck St area. Our police force needs to be trained better pertaining to domestic situations, OWIDWI situations and de-escalation of all situations I personally have had interactions with law-enforcement in the last two years and almost all of them have been negative and none of them had to do with me as far as complaints or request for service. I have been a bystander downtown in the evenings and see horrible interaction between the police department and college students and I have also been present for two phone calls to private residence which in both instances have been horrible interactions on the police behalf. I think we have a young police force that has a lot to learn and they need more training. I am a firm backer of the badge. De-escalation in all of these situations was needed and the police force did just the opposite. The inexperience in our police force is overwhelmingly evident.
- Plowing on Janesville Street is frustrating. The problem is plowing to the curb. Frequently it is 6 to 10 feet away. That's a lot to leave especially compared to inches that other streets are plowed within.
- Plows in the winter could be outfitted to not bury driveways after they have been plowed/shoveled.. as a business owner it's very frustrating when my parking lot gets cleared and the plows come through after and make my driveway inaccessible
- Poor planning to place the WW billboard in front of the fountain. Totally blocks the view traveling east.
- Property tax has increased by 30 percent. My home is now a 300K property?
- Property taxes are quickly pricing people out of the market. Most budget problems are a result of spending. wasteful spending. They can cut out wasteful spending. I would like to see a clear transparent budget provided on the web site each year before it is voted on. Then allow citizens meet with City officials to voice their support or why they are against. Continuing to increase taxes is not an option. People will leave the city. When the tax revenues starts to dry up, the city will be forced to rein in spending.
- Property taxes cannot go up again.
- Provide more group recreation, opportunities, and a better community gym space for people who do not have kids. It seems the aquatic center is targeted to seniors and people with kids and there’s not a lot of options for after work and weekend programming
- Providing opportunities for businesses to come into Whitewater by easing some restrictions, but to also increase access to industrial sites by adding rail spurs. Provide incentives for absentee landlords to sell underutilized properties and then help families refurbish them.
- Put July 4th back at Starin Park. Close up and condemn trip lake park. Plant more trees at dog park. Abandon arboretum at Starin park. Regulate motorized scooters and bikes before someone is killed. Put in bike lanes on main, Starin, prairie, Tratt, prince, Fremont, Milwaukee, Walworth, Janesville streets
- Rather than spending lots of money for outside person to paint the boxes along Main street. I feel upper Elementary, MS and HS students should do this. That would really tie in schools to downtown.
- Rent needs to be lower; we need to stop catering to illegals. We have a lot of homeless people no one cares about.
- Repave Indian Mound Parkway. very bad.
- Replace Awnings at Cultural Arts Center. Do a matching grant for awnings on Main St. Reduce semi trucks on Main and make Main attractive-too much cement.
- Slow growth, save rural areas. Continue street and infrastructure maintenance. Branches growing into streets are hazardous to bicyclists.
- Snow plowing city streets could be better. I’ve seen some streets taken care of. The other year my street was not and one day there were a lot of accidents in a small area because the snow wasn’t plowed and it turned to ice underneath.
- Some of the personnel in positions that interact with public need to remember, they work for the people and work to make time for them. It may make be good use of a human relations course.

Open-ended Comments

- Stop allowing so many bars for college kids and start making this a city people want to live in
- Stop raising property taxes so much. Making it extremely hard to afford housing as a new homeowner with growing family.
- Stop sweeping streets on the same day as garbage pickup. Having to maneuver around trash cans defeats the purpose. Offer more activities for children and families to enjoy. Splashpad, sports, etc. Please provide leaf collection services. The rules are strict and finding bags is difficult.
- Stress to public to keep garbage/recycle bins out of the street; enforce the burning code, too many toxic materials are being burned at recreational bonfires; stop wasting money on the mud holes they call lakes.
- Suggest caution with new builds-quality important, Street repair-potholes, etc., Safety when walking Main street-more signage for crossing, Save natural and unique beauty (marsh, lakes), Services for disabled.
- Suggestions to develop the town further-- more flood prevention/landscaping, a splash pad for kids, an outdoor pool area, more affordable housing for families and less worrying about the students. Abide by the UWW max enrollment and stop over-accepting students. Fix the student parking issue by building a parking structure with solar panels on top on Starin Road by Wells. A Hy-Vee/Piggly Wiggly/Festival developed on the East side of town by Bluff Ridge.
- Taxes keep going up. Fund in this order; public safety; DPW; library last.
- Thank you for the survey.
- Thanks for seeking input and feedback.
- The city needs to focus on making Whitewater attractive to businesses that provide high-income careers and which will give home developers the incentive to risk starting single family home subdivisions in the area. Enough with the low-income focus and TIFs.
- The Community Engagement Center needs a better program manager who will work to engage the community more in usage.
- The cost of home or property ownership is too high! While the costs for services do continue to rise, increasing property taxes makes it harder to afford to live in the community. There has to be other sources of tax revenue, such as attracting new businesses to the community. Public services could also explore more grant opportunities that already align with the local community outcomes.
- The departments are doing a great job but I wish there was more emphasis on code enforcement.
- The new housing going up is not affordable to the average family and rent for 1 bedroom is too high for one individual
- The next time a city manager is hired, incentivize local residency. Keep license plate reading cameras. Snow removal in residential areas doesn't seem as effective as in other municipalities. Continue offering leaf pickup later in fall as in '25. Code enforcement is suffering for lack of CSOs. Faded wayfinding signs. Still need more Badger Books for major elections, especially on campus - but I realize it's not easy to recruit poll workers. The hardest thing about moving from a larger city is the lack of dining options, but how many more can we support?
- The off road biking trails are short and not connected unless riding on a street.
- The recreation department needs two people for the coordinator job. It's way too much for one person to take on, not to mention the fact that the entirety of the programs need to be refined.
- The sidewalk should be clear of garbage and feces downtown and by the lake front
- There is no sense of community in Whitewater. Compared to surrounding areas Whitewater is very lacking as a destination. Property taxes way to high for value
- This is more of an overall thought versus a suggestion: It is challenging to support community initiatives (i.e. various housing projects) when people making decisions for the community aren't affected by the decisions they make.
- This town is so mediocre, it's painful. Seems like every other town around us shines in one way or another, but not us.
- This was a nice extensive survey, covering many of my thoughts and concerns. Thank you.
- Thursday night concerts were great.
- Too many fast food restaurants geared for college aged adults. Limited shopping except Walmart.
- Too much money spent on police. We don’t need three different kinds of enforcement. I can see bringing in extra officers for big college events but we don’t have so much crime that we need two police riding around with

Open-ended Comments

each other at one time. Also, if you're going to give out high ticket ordinance infractions then at least make it fair for everyone

- Town needs to become a town again
- Try to cut down the types of crime here. Improve on anti-poverty initiatives, with influx of foreign refugee populations.
- VERY much need a full grocery store. There needs to be oversight of home/yard/storefront upkeep. Indian Mound Parkway needs to be resurfaced. The entrance to Ace/Pet Supplies Plus parking lot needs to be redone.
- Walton Eastgate Park needs new mulch. Maybe install basketball hoops and Pickleball courts at some of the parks for adults.
- We are trying to move because we can't afford rent and these are not affordable houses. We need houses that are $200,000 and livable
- We do not do much here. We have to drive to get things we need, groceries, shoes, vehicles, etc. Everything is higher in Whitewater, even the gas prices.
- We have a landlord problem, both corporate and local.
- We have biking and walking trails that are very poorly maintained and are in need of repair. Especially the city Trail along the wall of Whitewater Creek. It seems ignored by the city.
- We have to try to get more money from the state for our schools.
- We live in the subdivision off Bluff Rd. The Walton East Gate park has so much potential, but it is so neglected. The wood chip area of the playground is almost entirely overgrown with grass. There is so much potential for beautiful landscaping, and the large open area could be used for recreation like a basketball court, a winter hockey rink, or a splash pad, maybe a pavilion or shelter with a grilling area. Please give renewed attention to this neglected area. The neighborhood has lots of kids and young families!
- We need a grocery store
- We need an outdoor swimming pool
- We need better and more comprehensive support for the Hispanic community, and we need to acknowledge that our school district depends on them for substantial funding. Greater language support resources within the city government, especially.
- We need better signage to keep the out-of-town semi-trucks off of Walworth Avenue so they don't damage our street again with potholes. We have all 3 schools near this area with school traffic. I just retired from Generac Warehouse in the Industrial Park after over 14 years and I know a lot of the drivers don't speak English well and most likely can't read the signs. Maybe the GPS systems need to be updated or fines need to be given for those truck drivers.
- We need doctors, a Medical Center/Healthcare/rehab facilities here in Whitewater. We have to travel to Scotia and other cities for Healthcare. We have no way to get there due to no public transportation other than by ambulance to an ER.
- We need to rehabilitate the city's lakes. Investigate more facilities for youth, like artistic opportunities, golf, and baseball practice businesses, outdoor aquatic center, and more events to engage seniors.
- What in the world was the City Council thinking when they placed the gigantic electronic sign in Flat Iron Park so that the view of the most beautiful historical Monument of the Birge Fountain and the Carnegie Library would be totally blocked as you entered the town from the east. An embarrassing, poorly thought out and secretive move by our government. What a shame.
- When I email council members, I rarely get a response. There seems to be too much spending on things like no-interest loans for housing repairs when people cannot afford basics. It creates animosity towards city.
- Where I grew up, the police and local theater teamed up to create a youth group/gathering.
- Whitewater is better when it's a smaller community, with safe streets and clean parks. Good things are only good if they have some level of exclusivity.
- Whitewater is full of coffee places, pizza places, sub shops, & bars...please concentrate on developing interest for ADULTS. Thank you!
- With development plan street access better. Walmart/Aldi area is a hazard. I like to walk yet I do not feel safe walking near Main St on West side.
- Work on city image and development.

Open-ended Comments

- Would appreciate the road into the city compost site being repaved and the days the site is open being increased.
- Would love seeing Trippe beach and swimming area.
- Would love to see the City invest in the Grocery Co-Op and all its local businesses

5 Tabular Data

Q1. Overall. Please rate your overall satisfaction with the following major categories of services provided by the City of Whitewater using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall maintenance of City streets & sidewalks	9.2%	41.8%	22.1%	19.7%	5.1%	2.1%
Q1-2. Overall quality of solid waste services (trash, yard waste, recycling)	30.3%	47.9%	12.9%	4.5%	1.2%	3.3%
Q1-3. Overall quality of stormwater management & flood control in City	17.0%	45.3%	20.7%	7.0%	3.3%	6.6%
Q1-4. Overall quality of wastewater & sanitary sewer services	20.1%	48.2%	21.5%	2.3%	1.0%	6.8%
Q1-5. Overall quality of water utility services	21.5%	42.6%	21.5%	6.1%	3.3%	5.1%

WITHOUT "DON'T KNOW"

Q1. Overall. Please rate your overall satisfaction with the following major categories of services provided by the City of Whitewater using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall maintenance of City streets & sidewalks	9.4%	42.7%	22.6%	20.2%	5.2%
Q1-2. Overall quality of solid waste services (trash, yard waste, recycling)	31.3%	49.5%	13.3%	4.6%	1.2%
Q1-3. Overall quality of stormwater management & flood control in City	18.2%	48.5%	22.2%	7.5%	3.6%
Q1-4. Overall quality of wastewater & sanitary sewer services	21.6%	51.8%	23.1%	2.5%	1.0%
Q1-5. Overall quality of water utility services	22.6%	44.9%	22.6%	6.4%	3.5%

Q2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide?

Q2. Top choice	Number	Percent
Overall maintenance of City streets & sidewalks	194	37.9 %
Overall quality of solid waste services (trash, yard waste, recycling)	47	9.2 %
Overall quality of stormwater management & flood control in City	30	5.9 %
Overall quality of wastewater & sanitary sewer services	60	11.7 %
Overall quality of water utility services	135	26.4 %
None chosen	46	9.0 %
Total	512	100.0 %

Q2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide?

Q2. 2nd choice	Number	Percent
Overall maintenance of City streets & sidewalks	101	19.7 %
Overall quality of solid waste services (trash, yard waste, recycling)	102	19.9 %
Overall quality of stormwater management & flood control in City	48	9.4 %
Overall quality of wastewater & sanitary sewer services	92	18.0 %
Overall quality of water utility services	103	20.1 %
None chosen	66	12.9 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide? (top 2)

Q2. Top choice	Number	Percent
Overall maintenance of City streets & sidewalks	295	57.6 %
Overall quality of solid waste services (trash, yard waste, recycling)	149	29.1 %
Overall quality of stormwater management & flood control in City	78	15.2 %
Overall quality of wastewater & sanitary sewer services	152	29.7 %
Overall quality of water utility services	238	46.5 %
None chosen	46	9.0 %
Total	958	

Q3. Perceptions of Whitewater. Several items that may influence your perception of the City of Whitewater are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value you receive for your City tax dollars & fees	4.1%	25.6%	25.6%	23.8%	15.6%	5.3%
Q3-2. Overall image of City	7.0%	32.4%	25.0%	25.6%	8.2%	1.8%
Q3-3. How well City is planning growth	4.1%	19.5%	35.0%	23.8%	11.3%	6.3%
Q3-4. Overall quality of life in City	9.6%	39.6%	27.1%	15.2%	6.8%	1.6%
Q3-5. Overall quality of services provided by City	8.6%	39.5%	28.9%	14.6%	5.7%	2.7%

WITHOUT "DON'T KNOW"

Q3. Perceptions of Whitewater. Several items that may influence your perception of the City of Whitewater are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value you receive for your City tax dollars & fees	4.3%	27.0%	27.0%	25.2%	16.5%
Q3-2. Overall image of City	7.2%	33.0%	25.4%	26.0%	8.3%
Q3-3. How well City is planning growth	4.4%	20.8%	37.3%	25.4%	12.1%
Q3-4. Overall quality of life in City	9.7%	40.3%	27.6%	15.5%	6.9%
Q3-5. Overall quality of services provided by City	8.8%	40.6%	29.7%	15.1%	5.8%

Q4. Please rate the City of Whitewater with regard to each of the following using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor."

(N=512)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	14.6%	46.1%	17.2%	14.8%	6.1%	1.2%
Q4-2. As a place to raise children	13.7%	36.5%	17.4%	13.5%	8.8%	10.2%
Q4-3. As a place to retire	11.1%	27.3%	22.3%	15.8%	16.8%	6.6%
Q4-4. As a community that is moving in the right direction	7.2%	24.6%	27.3%	20.9%	15.6%	4.3%

WITHOUT "DON'T KNOW"

Q4. Please rate the City of Whitewater with regard to each of the following using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor." (without "don't know")

(N=512)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	14.8%	46.6%	17.4%	15.0%	6.1%
Q4-2. As a place to raise children	15.2%	40.7%	19.3%	15.0%	9.8%
Q4-3. As a place to retire	11.9%	29.3%	23.8%	16.9%	18.0%
Q4-4. As a community that is moving in the right direction	7.6%	25.7%	28.6%	21.8%	16.3%

Q5. In the last year, have you or any members of your family...

Q5. What following have your family members done in last year	Number	Percent
Attended a City Council meeting	130	25.4 %
Attended a Planning Commission meeting	51	10.0 %
Contacted a City Council member	106	20.7 %
Voted in a local election	417	81.4 %
Participated in a City sponsored meeting	96	18.8 %
Participated in your homeowners' association	62	12.1 %
Total	862	

Q6. Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=512)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. In City parks	29.1%	46.1%	17.0%	2.5%	0.8%	4.5%
Q6-2. In Downtown area of City	27.9%	46.5%	18.2%	4.3%	0.8%	2.3%
Q6-3. In your neighborhood at night	27.7%	43.2%	18.2%	7.6%	1.6%	1.8%
Q6-4. In your neighborhood during the day	45.1%	40.8%	10.4%	1.2%	0.6%	2.0%
Q6-5. Overall feeling of safety in your community	24.6%	50.4%	18.2%	4.3%	1.2%	1.4%

WITHOUT "DON'T KNOW"

Q6. Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=512)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. In City parks	30.5%	48.3%	17.8%	2.7%	0.8%
Q6-2. In Downtown area of City	28.6%	47.6%	18.6%	4.4%	0.8%
Q6-3. In your neighborhood at night	28.2%	43.9%	18.5%	7.8%	1.6%
Q6-4. In your neighborhood during the day	46.0%	41.6%	10.6%	1.2%	0.6%
Q6-5. Overall feeling of safety in your community	25.0%	51.1%	18.4%	4.4%	1.2%

Q7(1-10). Police Services: Please rate your satisfaction with each of the following.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Visibility of police in City	22.5%	47.5%	18.0%	5.5%	3.3%	3.3%
Q7-2. Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	13.9%	32.6%	30.7%	3.7%	1.8%	17.4%
Q7-3. How quickly police personnel respond to emergencies	27.7%	37.9%	12.3%	2.7%	2.3%	17.0%
Q7-4. City's efforts to prevent crime	16.0%	36.5%	25.2%	7.2%	3.5%	11.5%
Q7-5. Enforcement of local traffic laws	11.3%	42.2%	22.9%	11.3%	5.3%	7.0%
Q7-6. Responsiveness in investigating criminal offenses	13.9%	28.9%	20.5%	4.7%	3.1%	28.9%
Q7-7. Professionalism of City police personnel	27.9%	40.4%	18.2%	2.5%	2.7%	8.2%
Q7-8. Overall effectiveness of City police	19.9%	43.2%	22.5%	4.1%	2.5%	7.8%
Q7-9. Level of service provided by Communications Center	12.1%	28.5%	22.9%	3.5%	2.3%	30.7%
Q7-10. Overall quality of police services	21.7%	43.8%	21.9%	3.5%	2.3%	6.8%

WITHOUT "DON'T KNOW"

Q7(1-10). Police Services: Please rate your satisfaction with each of the following. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Visibility of police in City	23.2%	49.1%	18.6%	5.7%	3.4%
Q7-2. Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	16.8%	39.5%	37.1%	4.5%	2.1%
Q7-3. How quickly police personnel respond to emergencies	33.4%	45.6%	14.8%	3.3%	2.8%
Q7-4. City's efforts to prevent crime	18.1%	41.3%	28.5%	8.2%	4.0%
Q7-5. Enforcement of local traffic laws	12.2%	45.4%	24.6%	12.2%	5.7%
Q7-6. Responsiveness in investigating criminal offenses	19.5%	40.7%	28.8%	6.6%	4.4%
Q7-7. Professionalism of City police personnel	30.4%	44.0%	19.8%	2.8%	3.0%
Q7-8. Overall effectiveness of City police	21.6%	46.8%	24.4%	4.4%	2.8%
Q7-9. Level of service provided by Communications Center	17.5%	41.1%	33.0%	5.1%	3.4%
Q7-10. Overall quality of police services	23.3%	47.0%	23.5%	3.8%	2.5%

Q7(11-14). Fire and Emergency Medical Services: Please rate your satisfaction with each of the following.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-11. How quickly ambulance/ emergency medical services personnel respond to emergencies	32.6%	32.8%	10.9%	1.2%	2.0%	20.5%
Q7-12. How quickly fire services personnel respond to emergencies	28.5%	30.7%	12.5%	1.2%	1.0%	26.2%
Q7-13. Overall quality of emergency medical/ambulance services	30.7%	33.6%	11.5%	1.0%	2.0%	21.3%
Q7-14. Overall quality of fire services	28.7%	34.0%	10.4%	0.6%	0.8%	25.6%

WITHOUT "DON'T KNOW"

Q7(11-14). Fire and Emergency Medical Services: Please rate your satisfaction with each of the following. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-11. How quickly ambulance/emergency medical services personnel respond to emergencies	41.0%	41.3%	13.8%	1.5%	2.5%
Q7-12. How quickly fire services personnel respond to emergencies	38.6%	41.5%	16.9%	1.6%	1.3%
Q7-13. Overall quality of emergency medical/ ambulance services	39.0%	42.7%	14.6%	1.2%	2.5%
Q7-14. Overall quality of fire services	38.6%	45.7%	13.9%	0.8%	1.0%

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide?

Q8. Top choice	Number	Percent
Visibility of police in City	52	10.2 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	14	2.7 %
How quickly police personnel respond to emergencies	104	20.3 %
City's efforts to prevent crime	65	12.7 %
Enforcement of local traffic laws	30	5.9 %
Responsiveness in investigating criminal offenses	5	1.0 %
Professionalism of City police personnel	15	2.9 %
Overall effectiveness of City police	25	4.9 %
Level of service provided by Communications Center	1	0.2 %
Overall quality of police services	19	3.7 %
How quickly ambulance/emergency medical services personnel respond to emergencies	78	15.2 %
How quickly fire services personnel respond to emergencies	15	2.9 %
Overall quality of emergency medical/ambulance services	29	5.7 %
Overall quality of fire services	8	1.6 %
None chosen	52	10.2 %
Total	512	100.0 %

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide?

Q8. 2nd choice	Number	Percent
Visibility of police in City	22	4.3 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	12	2.3 %
How quickly police personnel respond to emergencies	64	12.5 %
City's efforts to prevent crime	52	10.2 %
Enforcement of local traffic laws	19	3.7 %
Responsiveness in investigating criminal offenses	19	3.7 %
Professionalism of City police personnel	18	3.5 %
Overall effectiveness of City police	26	5.1 %
Level of service provided by Communications Center	3	0.6 %
Overall quality of police services	16	3.1 %
How quickly ambulance/emergency medical services personnel respond to emergencies	89	17.4 %
How quickly fire services personnel respond to emergencies	56	10.9 %
Overall quality of emergency medical/ambulance services	41	8.0 %
Overall quality of fire services	16	3.1 %
None chosen	59	11.5 %
Total	512	100.0 %

Missing Cases = 0

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide?

Q8. 3rd choice	Number	Percent
Visibility of police in City	18	3.5 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	17	3.3 %
How quickly police personnel respond to emergencies	31	6.1 %
City's efforts to prevent crime	27	5.3 %
Enforcement of local traffic laws	15	2.9 %
Responsiveness in investigating criminal offenses	28	5.5 %
Professionalism of City police personnel	32	6.3 %
Overall effectiveness of City police	39	7.6 %
Level of service provided by Communications Center	4	0.8 %
Overall quality of police services	26	5.1 %
How quickly ambulance/emergency medical services personnel respond to emergencies	56	10.9 %
How quickly fire services personnel respond to emergencies	71	13.9 %
Overall quality of emergency medical/ambulance services	44	8.6 %
Overall quality of fire services	25	4.9 %
None chosen	79	15.4 %
Total	512	100.0 %

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide?

Q8. 4th choice	Number	Percent
Visibility of police in City	23	4.5 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	22	4.3 %
How quickly police personnel respond to emergencies	22	4.3 %
City's efforts to prevent crime	36	7.0 %
Enforcement of local traffic laws	23	4.5 %
Responsiveness in investigating criminal offenses	25	4.9 %
Professionalism of City police personnel	30	5.9 %
Overall effectiveness of City police	35	6.8 %
Level of service provided by Communications Center	9	1.8 %
Overall quality of police services	37	7.2 %
How quickly ambulance/emergency medical services personnel respond to emergencies	23	4.5 %
How quickly fire services personnel respond to emergencies	39	7.6 %
Overall quality of emergency medical/ambulance services	49	9.6 %
Overall quality of fire services	35	6.8 %
None chosen	104	20.3 %
Total	512	100.0 %

SUM OF TOP FOUR CHOICES

Q8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide? (top 4)

Q8. Top choice	Number	Percent
Visibility of police in City	115	22.5 %
Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo & Sports Day)	65	12.7 %
How quickly police personnel respond to emergencies	221	43.2 %
City's efforts to prevent crime	180	35.2 %
Enforcement of local traffic laws	87	17.0 %
Responsiveness in investigating criminal offenses	77	15.0 %
Professionalism of City police personnel	95	18.6 %
Overall effectiveness of City police	125	24.4 %
Level of service provided by Communications Center	17	3.3 %
Overall quality of police services	98	19.1 %
How quickly ambulance/emergency medical services personnel respond to emergencies	246	48.0 %
How quickly fire services personnel respond to emergencies	181	35.4 %
Overall quality of emergency medical/ambulance services	163	31.8 %
Overall quality of fire services	84	16.4 %
None chosen	52	10.2 %
Total	1806	

Q9. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. City efforts to prevent street flooding	8.2%	38.7%	29.5%	7.0%	3.5%	13.1%
Q9-2. Condition of City streets	3.7%	35.7%	26.8%	24.4%	6.8%	2.5%
Q9-3. Condition of City sidewalks	4.7%	38.7%	31.6%	17.8%	4.3%	2.9%
Q9-4. Condition of street signs & pavement markings	10.7%	48.4%	27.0%	7.8%	3.7%	2.3%
Q9-5. Mowing & tree trimming along streets & public areas	11.3%	48.4%	24.2%	9.0%	4.7%	2.3%
Q9-6. Overall cleanliness of City streets & other public areas	12.5%	48.0%	23.8%	10.0%	3.3%	2.3%
Q9-7. Quality of on-street bicycle infrastructure (signage)	4.9%	28.3%	32.8%	12.7%	3.9%	17.4%
Q9-8. Snow removal on City streets	12.3%	43.4%	18.9%	15.0%	7.0%	3.3%
Q9-9. Street sweeping services	11.3%	46.7%	25.4%	6.8%	2.5%	7.2%
Q9-10. Terrace tree trimming	6.8%	35.5%	30.7%	10.2%	3.9%	12.9%

WITHOUT "DON'T KNOW"

Q9. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. City efforts to prevent street flooding	9.4%	44.5%	33.9%	8.1%	4.0%
Q9-2. Condition of City streets	3.8%	36.7%	27.5%	25.1%	7.0%
Q9-3. Condition of City sidewalks	4.8%	39.8%	32.6%	18.3%	4.4%
Q9-4. Condition of street signs & pavement markings	11.0%	49.6%	27.6%	8.0%	3.8%
Q9-5. Mowing & tree trimming along streets & public areas	11.6%	49.6%	24.8%	9.2%	4.8%
Q9-6. Overall cleanliness of City streets & other public areas	12.8%	49.2%	24.4%	10.2%	3.4%
Q9-7. Quality of on-street bicycle infrastructure (signage)	5.9%	34.3%	39.7%	15.4%	4.7%
Q9-8. Snow removal on City streets	12.7%	44.8%	19.6%	15.6%	7.3%
Q9-9. Street sweeping services	12.2%	50.3%	27.4%	7.4%	2.7%
Q9-10. Terrace tree trimming	7.8%	40.8%	35.2%	11.7%	4.5%

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. Top choice	Number	Percent
City efforts to prevent street flooding	47	9.2 %
Condition of City streets	235	45.9 %
Condition of City sidewalks	26	5.1 %
Condition of street signs & pavement markings	11	2.1 %
Mowing & tree trimming along streets & public areas	11	2.1 %
Overall cleanliness of City streets & other public areas	41	8.0 %
Quality of on-street bicycle infrastructure (signage)	11	2.1 %
Snow removal on City streets	68	13.3 %
Street sweeping services	2	0.4 %
Terrace tree trimming	6	1.2 %
None chosen	54	10.5 %
Total	512	100.0 %

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 2nd choice	Number	Percent
City efforts to prevent street flooding	33	6.4 %
Condition of City streets	73	14.3 %
Condition of City sidewalks	112	21.9 %
Condition of street signs & pavement markings	21	4.1 %
Mowing & tree trimming along streets & public areas	16	3.1 %
Overall cleanliness of City streets & other public areas	52	10.2 %
Quality of on-street bicycle infrastructure (signage)	15	2.9 %
Snow removal on City streets	99	19.3 %
Street sweeping services	10	2.0 %
Terrace tree trimming	14	2.7 %
None chosen	67	13.1 %
Total	512	100.0 %

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q10. 3rd choice	Number	Percent
City efforts to prevent street flooding	24	4.7 %
Condition of City streets	45	8.8 %
Condition of City sidewalks	57	11.1 %
Condition of street signs & pavement markings	25	4.9 %
Mowing & tree trimming along streets & public areas	25	4.9 %
Overall cleanliness of City streets & other public areas	82	16.0 %
Quality of on-street bicycle infrastructure (signage)	25	4.9 %
Snow removal on City streets	89	17.4 %
Street sweeping services	20	3.9 %
Terrace tree trimming	25	4.9 %
None chosen	95	18.6 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q10. Which THREE of the items listed in Question 9 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q10. Top choice	Number	Percent
City efforts to prevent street flooding	104	20.3 %
Condition of City streets	353	68.9 %
Condition of City sidewalks	195	38.1 %
Condition of street signs & pavement markings	57	11.1 %
Mowing & tree trimming along streets & public areas	52	10.2 %
Overall cleanliness of City streets & other public areas	175	34.2 %
Quality of on-street bicycle infrastructure (signage)	51	10.0 %
Snow removal on City streets	256	50.0 %
Street sweeping services	32	6.3 %
Terrace tree trimming	45	8.8 %
None chosen	54	10.5 %
Total	1374	

Q11. Weekly Trash/Garbage Collection Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Bi-weekly curbside recycling services	38.5%	40.2%	9.4%	3.1%	3.1%	5.7%
Q11-2. Monthly bulk pickup services	39.6%	38.1%	9.8%	3.1%	1.4%	8.0%
Q11-3. Every Thursday in May bulk pickup services	44.7%	34.8%	7.8%	1.6%	1.2%	10.0%
Q11-4. Fall leaf/yard waste pickup	19.5%	34.6%	20.5%	7.2%	4.1%	14.1%
Q11-5. Spring leaf/yard waste pickup	20.1%	34.6%	21.3%	6.8%	2.9%	14.3%
Q11-6. Brush collection services	28.5%	31.4%	18.0%	4.7%	1.6%	15.8%

WITHOUT "DON'T KNOW"

Q11. Weekly Trash/Garbage Collection Services. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Bi-weekly curbside recycling services	40.8%	42.7%	9.9%	3.3%	3.3%
Q11-2. Monthly bulk pickup services	43.1%	41.4%	10.6%	3.4%	1.5%
Q11-3. Every Thursday in May bulk pickup services	49.7%	38.6%	8.7%	1.7%	1.3%
Q11-4. Fall leaf/yard waste pickup	22.7%	40.2%	23.9%	8.4%	4.8%
Q11-5. Spring leaf/yard waste pickup	23.5%	40.3%	24.8%	8.0%	3.4%
Q11-6. Brush collection services	33.9%	37.4%	21.3%	5.6%	1.9%

Q12. Which TWO of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. Top choice	Number	Percent
Bi-weekly curbside recycling services	163	31.8 %
Monthly bulk pickup services	68	13.3 %
Every Thursday in May bulk pickup services	35	6.8 %
Fall leaf/yard waste pickup	71	13.9 %
Spring leaf/yard waste pickup	13	2.5 %
Brush collection services	27	5.3 %
None chosen	135	26.4 %
Total	512	100.0 %

Q12. Which TWO of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
Bi-weekly curbside recycling services	36	7.0 %
Monthly bulk pickup services	110	21.5 %
Every Thursday in May bulk pickup services	37	7.2 %
Fall leaf/yard waste pickup	55	10.7 %
Spring leaf/yard waste pickup	59	11.5 %
Brush collection services	45	8.8 %
None chosen	170	33.2 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q12. Which TWO of the items listed in Question 11 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q12. Top choice	Number	Percent
Bi-weekly curbside recycling services	199	38.9 %
Monthly bulk pickup services	178	34.8 %
Every Thursday in May bulk pickup services	72	14.1 %
Fall leaf/yard waste pickup	126	24.6 %
Spring leaf/yard waste pickup	72	14.1 %
Brush collection services	72	14.1 %
None chosen	135	26.4 %
Total	854	

Q13. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Overall customer service from water utility employees	21.9%	33.6%	18.9%	2.0%	0.8%	22.9%
Q13-2. Overall customer service from wastewater utility employees	17.0%	29.1%	21.7%	1.2%	1.0%	30.1%
Q13-3. Overall quality of your drinking water	15.0%	34.4%	21.9%	16.2%	6.4%	6.1%
Q13-4. What you are charged for wastewater	3.9%	19.7%	31.3%	22.1%	12.5%	10.5%
Q13-5. What you are charged for water	4.9%	22.7%	27.3%	22.9%	12.9%	9.4%
Q13-6. How easy it is to resolve billing problems	10.2%	18.9%	26.6%	3.3%	2.0%	39.1%
Q13-7. How easy it is to use the online utility account	14.6%	29.3%	20.5%	2.9%	1.8%	30.9%
Q13-8. How easy your water bill is to understand	15.8%	41.2%	24.2%	3.3%	1.6%	13.9%
Q13-9. How well City keeps you informed about water quality issues or disruptions to your water services	9.0%	31.1%	27.5%	9.0%	5.3%	18.2%

WITHOUT "DON'T KNOW"

Q13. Water and Wastewater Utilities. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Overall customer service from water utility employees	28.4%	43.5%	24.6%	2.5%	1.0%
Q13-2. Overall customer service from wastewater utility employees	24.3%	41.6%	31.0%	1.7%	1.4%
Q13-3. Overall quality of your drinking water	16.0%	36.6%	23.3%	17.3%	6.9%
Q13-4. What you are charged for wastewater	4.4%	22.1%	34.9%	24.7%	14.0%
Q13-5. What you are charged for water	5.4%	25.0%	30.2%	25.2%	14.2%
Q13-6. How easy it is to resolve billing problems	16.7%	31.1%	43.6%	5.4%	3.2%
Q13-7. How easy it is to use the online utility account	21.2%	42.4%	29.7%	4.2%	2.5%
Q13-8. How easy your water bill is to understand	18.4%	47.8%	28.1%	3.9%	1.8%
Q13-9. How well City keeps you informed about water quality issues or disruptions to your water services	11.0%	37.9%	33.7%	11.0%	6.4%

Q14. Which TWO of the items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. Top choice	Number	Percent
Overall customer service from water utility employees	13	2.5 %
Overall quality of your drinking water	237	46.3 %
What you are charged for wastewater	67	13.1 %
What you are charged for water	53	10.4 %
How easy it is to resolve billing problems	1	0.2 %
How easy it is to use the online utility account	11	2.1 %
How easy your water bill is to understand	1	0.2 %
How well City keeps you informed about water quality issues or disruptions to your water services	35	6.8 %
None chosen	94	18.4 %
Total	512	100.0 %

Q14. Which TWO of the items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q14. 2nd choice	Number	Percent
Overall customer service from water utility employees	19	3.7 %
Overall customer service from wastewater utility employees	15	2.9 %
Overall quality of your drinking water	40	7.8 %
What you are charged for wastewater	74	14.5 %
What you are charged for water	163	31.8 %
How easy it is to resolve billing problems	8	1.6 %
How easy it is to use the online utility account	6	1.2 %
How easy your water bill is to understand	10	2.0 %
How well City keeps you informed about water quality issues or disruptions to your water services	60	11.7 %
None chosen	117	22.9 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q14. Which TWO of the items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q14. Top choice	Number	Percent
Overall customer service from water utility employees	32	6.3 %
Overall customer service from wastewater utility employees	15	2.9 %
Overall quality of your drinking water	277	54.1 %
What you are charged for wastewater	141	27.5 %
What you are charged for water	216	42.2 %
How easy it is to resolve billing problems	9	1.8 %
How easy it is to use the online utility account	17	3.3 %
How easy your water bill is to understand	11	2.1 %
How well City keeps you informed about water quality issues or disruptions to your water services	95	18.6 %
None chosen	94	18.4 %
Total	907	

Q15(1-3). My community: Please rate your agreement with each of the following.

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q15-1. Makes plans with its residents' best interests in mind	6.1%	26.0%	27.0%	18.8%	12.1%	10.2%
Q15-2. Works with local businesses to improve public & shared spaces to create a sense of community	7.0%	24.2%	30.3%	14.5%	7.0%	17.0%
Q15-3. Is working to create a positive future for Downtown area	7.2%	24.6%	24.4%	18.2%	11.5%	14.1%

WITHOUT "DON'T KNOW"

Q15(1-3). My community: Please rate your agreement with each of the following. (without "don't know")

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q15-1. Makes plans with its residents' best interests in mind	6.7%	28.9%	30.0%	20.9%	13.5%
Q15-2. Works with local businesses to improve public & shared spaces to create a sense of community	8.5%	29.2%	36.5%	17.4%	8.5%
Q15-3. Is working to create a positive future for Downtown area	8.4%	28.6%	28.4%	21.1%	13.4%

Q15(4-6). When it comes to my community I am... Please rate your agreement with each of the following.

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q15-4. Excited by the changes & plans I feel are happening	4.9%	20.1%	35.4%	14.8%	14.3%	10.5%
Q15-5. Aware of opportunities to engage with community leaders	5.5%	24.0%	32.2%	15.8%	9.0%	13.5%
Q15-6. Interested in the opportunity to provide feedback to my community leaders regarding local issues	13.5%	31.1%	31.4%	7.0%	5.7%	11.3%

WITHOUT "DON'T KNOW"

Q15(4-6). When it comes to my community I am... Please rate your agreement with each of the following. (without "don't know")

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q15-4. Excited by the changes & plans I feel are happening	5.5%	22.5%	39.5%	16.6%	15.9%
Q15-5. Aware of opportunities to engage with community leaders	6.3%	27.8%	37.2%	18.3%	10.4%
Q15-6. Interested in the opportunity to provide feedback to my community leaders regarding local issues	15.2%	35.0%	35.5%	7.9%	6.4%

Q16. Housing. In your opinion, does Whitewater need more, about the same amount, or less of each of the following types of housing?

(N=512)

	Need more	About the same	Need less	Don't know
Q16-1. Single-family homes	63.3%	25.4%	2.7%	8.6%
Q16-2. Luxury or high-end homes	9.4%	39.8%	39.1%	11.7%
Q16-3. Modular or manufactured homes	11.1%	36.7%	34.4%	17.8%
Q16-4. Duplexes, triplexes, & quadplexes	16.0%	36.5%	35.9%	11.5%
Q16-5. Apartments & rental housing	19.3%	29.7%	41.6%	9.4%
Q16-6. Townhomes & condominiums	24.4%	46.9%	19.3%	9.4%
Q16-7. Student housing	8.4%	31.3%	45.1%	15.2%
Q16-8. Affordable housing for low & moderate-income households	44.1%	25.6%	21.5%	8.8%
Q16-9. Workforce housing for teachers, nurses, public safety personnel, & other workers	43.0%	28.9%	10.5%	17.6%
Q16-10. Housing for older adults & seniors	37.5%	45.5%	5.7%	11.3%
Q16-11. Small lot single family housing	48.2%	31.3%	8.8%	11.7%

WITHOUT "DON'T KNOW"

Q16. Housing. In your opinion, does Whitewater need more, about the same amount, or less of each of the following types of housing? (without "don't know")

(N=512)

	Need more	About the same	Need less
Q16-1. Single-family homes	69.2%	27.8%	3.0%
Q16-2. Luxury or high-end homes	10.6%	45.1%	44.2%
Q16-3. Modular or manufactured homes	13.5%	44.7%	41.8%
Q16-4. Duplexes, triplexes, & quadplexes	18.1%	41.3%	40.6%
Q16-5. Apartments & rental housing	21.3%	32.8%	45.9%
Q16-6. Townhomes & condominiums	26.9%	51.7%	21.3%
Q16-7. Student housing	9.9%	36.9%	53.2%
Q16-8. Affordable housing for low & moderate-income households	48.4%	28.1%	23.6%
Q16-9. Workforce housing for teachers, nurses, public safety personnel, & other workers	52.1%	35.1%	12.8%
Q16-10. Housing for older adults & seniors	42.3%	51.3%	6.4%
Q16-11. Small lot single family housing	54.6%	35.4%	10.0%

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders over the next 5-10 years?

Q17. Top choice	Number	Percent
Single-family homes	206	40.2 %
Luxury or high-end homes	4	0.8 %
Modular or manufactured homes	8	1.6 %
Duplexes, triplexes, & quadplexes	6	1.2 %
Apartments & rental housing	15	2.9 %
Townhomes & condominiums	8	1.6 %
Student housing	6	1.2 %
Affordable housing for low & moderate-income households	63	12.3 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	26	5.1 %
Housing for older adults & seniors	49	9.6 %
Small lot single family housing	28	5.5 %
None chosen	93	18.2 %
Total	512	100.0 %

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders over the next 5-10 years?

Q17. 2nd choice	Number	Percent
Single-family homes	57	11.1 %
Luxury or high-end homes	24	4.7 %
Modular or manufactured homes	14	2.7 %
Duplexes, triplexes, & quadplexes	14	2.7 %
Apartments & rental housing	23	4.5 %
Townhomes & condominiums	33	6.4 %
Student housing	11	2.1 %
Affordable housing for low & moderate-income households	77	15.0 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	46	9.0 %
Housing for older adults & seniors	46	9.0 %
Small lot single family housing	49	9.6 %
None chosen	118	23.0 %
Total	512	100.0 %

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders over the next 5-10 years?

Q17. 3rd choice	Number	Percent
Single-family homes	39	7.6 %
Luxury or high-end homes	13	2.5 %
Modular or manufactured homes	13	2.5 %
Duplexes, triplexes, & quadplexes	17	3.3 %
Apartments & rental housing	22	4.3 %
Townhomes & condominiums	37	7.2 %
Student housing	13	2.5 %
Affordable housing for low & moderate-income households	47	9.2 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	44	8.6 %
Housing for older adults & seniors	55	10.7 %
Small lot single family housing	68	13.3 %
None chosen	144	28.1 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q17. Which THREE of the items listed in Question 16 do you think should receive the HIGHEST PRIORITY from City leaders over the next 5-10 years? (top 3)

Q17. Top choice	Number	Percent
Single-family homes	302	59.0 %
Luxury or high-end homes	41	8.0 %
Modular or manufactured homes	35	6.8 %
Duplexes, triplexes, & quadplexes	37	7.2 %
Apartments & rental housing	60	11.7 %
Townhomes & condominiums	78	15.2 %
Student housing	30	5.9 %
Affordable housing for low & moderate-income households	187	36.5 %
Workforce housing for teachers, nurses, public safety personnel, & other workers	116	22.7 %
Housing for older adults & seniors	150	29.3 %
Small lot single family housing	145	28.3 %
None chosen	93	18.2 %
Total	1274	

Q18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater?

Q18. Which following are barriers to purchasing or renting a home in Whitewater	Number	Percent
Housing prices are too high	329	64.3 %
Rent prices are too high	255	49.8 %
Not enough homes available to purchase	200	39.1 %
Not enough rentals available	90	17.6 %
Lack of affordable housing	249	48.6 %
High mortgage interest rates	206	40.2 %
Property taxes are too high	315	61.5 %
Other	45	8.8 %
Don't know	37	7.2 %
Total	1726	

WITHOUT "DON'T KNOW"

Q18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater? (without "don't know")

Q18. Which following are barriers to purchasing or renting a home in Whitewater	Number	Percent
Housing prices are too high	329	69.3 %
Property taxes are too high	315	66.3 %
Rent prices are too high	255	53.7 %
Lack of affordable housing	249	52.4 %
High mortgage interest rates	206	43.4 %
Not enough homes available to purchase	200	42.1 %
Not enough rentals available	90	18.9 %
Other	45	9.5 %
Total	1689	

Q19. How important do you believe each of the following housing initiatives would be for helping address housing needs in Whitewater?

(N=512)

	Very important	Important	Neutral	Unimportant	Very unimportant	Don't know
Q19-1. Affordable housing initiatives	37.7%	25.0%	13.9%	6.3%	7.0%	10.2%
Q19-2. Down payment assistance for first-time homebuyers	28.5%	27.0%	21.3%	6.6%	8.0%	8.6%
Q19-3. Homeownership assistance programs	25.2%	30.5%	18.9%	7.0%	7.8%	10.5%
Q19-4. Housing rehabilitation & home improvement programs	27.9%	38.3%	17.0%	4.1%	4.5%	8.2%
Q19-5. Incentives to encourage development of additional housing	18.4%	30.5%	23.4%	9.8%	8.8%	9.2%
Q19-6. Programs to help seniors remain in their homes as they age	38.3%	35.7%	12.5%	3.7%	2.3%	7.4%

WITHOUT "DON'T KNOW"

Q19. How important do you believe each of the following housing initiatives would be for helping address housing needs in Whitewater? (without "don't know")

(N=512)

	Very important	Important	Neutral	Unimportant	Very unimportant
Q19-1. Affordable housing initiatives	42.0%	27.8%	15.4%	7.0%	7.8%
Q19-2. Down payment assistance for first-time homebuyers	31.2%	29.5%	23.3%	7.3%	8.8%
Q19-3. Homeownership assistance programs	28.2%	34.1%	21.2%	7.9%	8.7%
Q19-4. Housing rehabilitation & home improvement programs	30.4%	41.7%	18.5%	4.5%	4.9%
Q19-5. Incentives to encourage development of additional housing	20.2%	33.5%	25.8%	10.8%	9.7%
Q19-6. Programs to help seniors remain in their homes as they age	41.4%	38.6%	13.5%	4.0%	2.5%

Q20. How supportive would you be of the City taking actions to increase the availability of housing in Whitewater?

Q20. How supportive would you be of City taking actions to increase the availability of housing in Whitewater	Number	Percent
Supportive	264	51.6 %
Neutral	100	19.5 %
Opposed	79	15.4 %
Don't know	69	13.5 %
Total	512	100.0 %

WITHOUT "DON'T KNOW"

Q20. How supportive would you be of the City taking actions to increase the availability of housing in Whitewater? (without "don't know")

Q20. How supportive would you be of City taking actions to increase the availability of housing in Whitewater	Number	Percent
Supportive	264	59.6 %
Neutral	100	22.6 %
Opposed	79	17.8 %
Total	443	100.0 %

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years?

Q21. Top choice	Number	Percent
More career opportunities	125	24.4 %
More commercial/industrial growth	82	16.0 %
More shopping, dining, entertainment options	106	20.7 %
More athletic & recreational venues	10	2.0 %
Downtown development	81	15.8 %
Professional services (e.g., medical, insurance, finance)	23	4.5 %
Public transportation	42	8.2 %
Other	11	2.1 %
None chosen	32	6.3 %
Total	512	100.0 %

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years?

Q21. 2nd choice	Number	Percent
More career opportunities	61	11.9 %
More commercial/industrial growth	74	14.5 %
More shopping, dining, entertainment options	112	21.9 %
More athletic & recreational venues	39	7.6 %
Downtown development	105	20.5 %
Professional services (e.g., medical, insurance, finance)	36	7.0 %
Public transportation	30	5.9 %
Other	4	0.8 %
None chosen	51	10.0 %
Total	512	100.0 %

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years?

Q21. 3rd choice	Number	Percent
More career opportunities	55	10.7 %
More commercial/industrial growth	48	9.4 %
More shopping, dining, entertainment options	64	12.5 %
More athletic & recreational venues	32	6.3 %
Downtown development	88	17.2 %
Professional services (e.g., medical, insurance, finance)	54	10.5 %
Public transportation	75	14.6 %
Other	8	1.6 %
None chosen	88	17.2 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q21. Economic Development Priorities. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from City leaders over the next FIVE years? (top 3)

Q21. Top choice	Number	Percent
More career opportunities	241	47.1 %
More commercial/industrial growth	204	39.8 %
More shopping, dining, entertainment options	282	55.1 %
More athletic & recreational venues	81	15.8 %
Downtown development	274	53.5 %
Professional services (e.g., medical, insurance, finance)	113	22.1 %
Public transportation	147	28.7 %
Other	23	4.5 %
None chosen	32	6.3 %
Total	1397	

Q23. How much emphasis should the City place on recruiting retail and restaurant businesses?

Q23. How much emphasis should City place on recruiting retail & restaurant businesses	Number	Percent
More emphasis	287	56.1 %
About the same	148	28.9 %
Less emphasis	38	7.4 %
Don't know	39	7.6 %
Total	512	100.0 %

WITHOUT "DON'T KNOW"

Q23. How much emphasis should the City place on recruiting retail and restaurant businesses? (without "don't know")

Q23. How much emphasis should City place on recruiting retail & restaurant businesses	Number	Percent
More emphasis	287	60.7 %
About the same	148	31.3 %
Less emphasis	38	8.0 %
Total	473	100.0 %

Q24. What types of retail and restaurant options would you like to see in Whitewater?

Q24. Types of retail & restaurant options you would like to see in Whitewater	Number	Percent
Clothing/shoes	240	46.9 %
Casual/fine dining	284	55.5 %
Entertainment	206	40.2 %
Fast food	36	7.0 %
Big box retail	86	16.8 %
Specialty shops	176	34.4 %
Bars, pubs, breweries	64	12.5 %
Groceries/food stores	359	70.1 %
Other	29	5.7 %
Total	1480	

Q25. City Communication. Where do you currently get news and information about City programs, services, and events?

Q25. Where do you currently get news & information about City programs, services, & events	Number	Percent
Local newspaper(s)	139	27.1 %
City website	205	40.0 %
City's Facebook page	272	53.1 %
City's Instagram account	21	4.1 %
City's YouTube channel (public meetings)	23	4.5 %
Utility bill	69	13.5 %
Other	139	27.1 %
Total	868	

Q26. Communication. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q26-1. Availability of information about City programs, services, & events	4.9%	34.8%	34.2%	13.1%	3.7%	9.4%
Q26-2. City efforts to keep you informed about City-related issues	4.1%	30.7%	33.8%	16.4%	5.3%	9.8%
Q26-3. Ease in communication with City departments & staff	7.6%	31.3%	28.9%	10.2%	5.5%	16.6%
Q26-4. Accessibility & responsiveness of City's elected officials	5.1%	17.0%	35.0%	11.3%	5.7%	26.0%
Q26-5. Quality of City's website	5.5%	29.5%	37.1%	7.2%	2.0%	18.8%
Q26-6. Responsiveness of City Hall to residents calls & concerns	4.1%	19.5%	30.3%	8.4%	4.7%	33.0%
Q26-7. Level of public involvement in local decision making	2.9%	15.2%	30.5%	20.1%	9.4%	21.9%
Q26-8. Timeliness of information provided by City	3.7%	21.1%	39.5%	12.5%	5.5%	17.8%
Q26-9. Accessing public records or public meeting information	3.5%	20.5%	35.0%	6.4%	3.9%	30.7%
Q26-10. Voting experience in local elections	30.7%	38.5%	16.0%	3.9%	1.2%	9.8%

WITHOUT "DON'T KNOW"

Q26. Communication. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q26-1. Availability of information about City programs, services, & events	5.4%	38.4%	37.7%	14.4%	4.1%
Q26-2. City efforts to keep you informed about City-related issues	4.5%	34.0%	37.4%	18.2%	5.8%
Q26-3. Ease in communication with City departments & staff	9.1%	37.5%	34.7%	12.2%	6.6%
Q26-4. Accessibility & responsiveness of City's elected officials	6.9%	23.0%	47.2%	15.3%	7.7%
Q26-5. Quality of City's website	6.7%	36.3%	45.7%	8.9%	2.4%
Q26-6. Responsiveness of City Hall to residents calls & concerns	6.1%	29.2%	45.2%	12.5%	7.0%
Q26-7. Level of public involvement in local decision making	3.8%	19.5%	39.0%	25.8%	12.0%
Q26-8. Timeliness of information provided by City	4.5%	25.7%	48.0%	15.2%	6.7%
Q26-9. Accessing public records or public meeting information	5.1%	29.6%	50.4%	9.3%	5.6%
Q26-10. Voting experience in local elections	34.0%	42.6%	17.7%	4.3%	1.3%

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q27. Top choice	Number	Percent
Availability of information about City programs, services, & events	103	20.1 %
City efforts to keep you informed about City-related issues	96	18.8 %
Ease in communication with City departments & staff	19	3.7 %
Accessibility & responsiveness of City's elected officials	23	4.5 %
Quality of City's website	14	2.7 %
Responsiveness of City Hall to residents calls & concerns	22	4.3 %
Level of public involvement in local decision making	56	10.9 %
Timeliness of information provided by City	12	2.3 %
Accessing public records or public meeting information	4	0.8 %
Voting experience in local elections	35	6.8 %
None chosen	128	25.0 %
Total	512	100.0 %

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q27. 2nd choice	Number	Percent
Availability of information about City programs, services, & events	50	9.8 %
City efforts to keep you informed about City-related issues	85	16.6 %
Ease in communication with City departments & staff	27	5.3 %
Accessibility & responsiveness of City's elected officials	31	6.1 %
Quality of City's website	17	3.3 %
Responsiveness of City Hall to residents calls & concerns	50	9.8 %
Level of public involvement in local decision making	58	11.3 %
Timeliness of information provided by City	32	6.3 %
Accessing public records or public meeting information	7	1.4 %
Voting experience in local elections	11	2.1 %
None chosen	144	28.1 %
Total	512	100.0 %

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q27. 3rd choice	Number	Percent
Availability of information about City programs, services, & events	31	6.1 %
City efforts to keep you informed about City-related issues	47	9.2 %
Ease in communication with City departments & staff	24	4.7 %
Accessibility & responsiveness of City's elected officials	36	7.0 %
Quality of City's website	23	4.5 %
Responsiveness of City Hall to residents calls & concerns	40	7.8 %
Level of public involvement in local decision making	52	10.2 %
Timeliness of information provided by City	47	9.2 %
Accessing public records or public meeting information	16	3.1 %
Voting experience in local elections	28	5.5 %
None chosen	168	32.8 %
Total	512	100.0 %

SUM OF TOP THREE CHOICES

Q27. Which THREE of the items listed in Question 26 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q27. Top choice	Number	Percent
Availability of information about City programs, services, & events	184	35.9 %
City efforts to keep you informed about City-related issues	228	44.5 %
Ease in communication with City departments & staff	70	13.7 %
Accessibility & responsiveness of City's elected officials	90	17.6 %
Quality of City's website	54	10.5 %
Responsiveness of City Hall to residents calls & concerns	112	21.9 %
Level of public involvement in local decision making	166	32.4 %
Timeliness of information provided by City	91	17.8 %
Accessing public records or public meeting information	27	5.3 %
Voting experience in local elections	74	14.5 %
None chosen	128	25.0 %
Total	1224	

Q28. Library. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q28-1. Overall satisfaction with the quality of library services	35.4%	28.5%	12.9%	1.8%	1.0%	20.5%
Q28-2. Quality of library programs for youth & teens	22.7%	22.9%	16.8%	2.3%	1.2%	34.2%
Q28-3. Quality of library programs for adults	21.9%	25.2%	19.9%	2.3%	1.0%	29.7%
Q28-4. Quality of materials, books, DVDs, magazines, etc.	27.0%	28.5%	15.4%	2.5%	1.0%	25.6%
Q28-5. Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	22.3%	22.9%	16.8%	2.0%	0.6%	35.5%
Q28-6. Quality of online research tools & databases, catalog, etc.	18.4%	22.3%	20.7%	1.2%	0.4%	37.1%
Q28-7. Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	33.4%	25.6%	15.4%	1.4%	1.8%	22.5%
Q28-8. Library hours of operation	23.0%	34.6%	17.4%	2.5%	0.6%	21.9%
Q28-9. Overall quality of library facilities	34.2%	28.7%	12.9%	2.0%	1.4%	20.9%

WITHOUT "DON'T KNOW"

Q28. Library. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q28-1. Overall satisfaction with the quality of library services	44.5%	35.9%	16.2%	2.2%	1.2%
Q28-2. Quality of library programs for youth & teens	34.4%	34.7%	25.5%	3.6%	1.8%
Q28-3. Quality of library programs for adults	31.1%	35.8%	28.3%	3.3%	1.4%
Q28-4. Quality of materials, books, DVDs, magazines, etc.	36.2%	38.3%	20.7%	3.4%	1.3%
Q28-5. Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	34.5%	35.5%	26.1%	3.0%	0.9%
Q28-6. Quality of online research tools & databases, catalog, etc.	29.2%	35.4%	32.9%	1.9%	0.6%
Q28-7. Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	43.1%	33.0%	19.9%	1.8%	2.3%
Q28-8. Library hours of operation	29.5%	44.3%	22.3%	3.3%	0.8%
Q28-9. Overall quality of library facilities	43.2%	36.3%	16.3%	2.5%	1.7%

Q29. Which TWO of the library items listed in Question 28 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?

Q29. Top choice	Number	Percent
Overall satisfaction with the quality of library services	57	11.1 %
Quality of library programs for youth & teens	60	11.7 %
Quality of library programs for adults	33	6.4 %
Quality of materials, books, DVDs, magazines, etc.	33	6.4 %
Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	24	4.7 %
Quality of online research tools & databases, catalog, etc.	17	3.3 %
Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	22	4.3 %
Library hours of operation	20	3.9 %
Overall quality of library facilities	15	2.9 %
None chosen	231	45.1 %
Total	512	100.0 %

Q29. Which TWO of the library items listed in Question 28 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years?

Q29. 2nd choice	Number	Percent
Overall satisfaction with the quality of library services	29	5.7 %
Quality of library programs for youth & teens	44	8.6 %
Quality of library programs for adults	54	10.5 %
Quality of materials, books, DVDs, magazines, etc.	33	6.4 %
Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	13	2.5 %
Quality of online research tools & databases, catalog, etc.	13	2.5 %
Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	26	5.1 %
Library hours of operation	19	3.7 %
Overall quality of library facilities	31	6.1 %
None chosen	250	48.8 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q29. Which TWO of the library items listed in Question 28 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q29. Top choice	Number	Percent
Overall satisfaction with the quality of library services	86	16.8 %
Quality of library programs for youth & teens	104	20.3 %
Quality of library programs for adults	87	17.0 %
Quality of materials, books, DVDs, magazines, etc.	66	12.9 %
Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	37	7.2 %
Quality of online research tools & databases, catalog, etc.	30	5.9 %
Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	48	9.4 %
Library hours of operation	39	7.6 %
Overall quality of library facilities	46	9.0 %
None chosen	231	45.1 %
Total	774	

Q30. Parks and Recreation. Please rate your satisfaction with each of the following using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q30-1. Availability of lake resources	8.2%	25.4%	28.3%	14.5%	4.9%	18.8%
Q30-2. Adult recreation programs	5.5%	24.4%	29.9%	11.9%	3.7%	24.6%
Q30-3. After school programs	2.1%	13.9%	28.5%	6.3%	1.0%	48.2%
Q30-4. Availability of fishing opportunities	5.1%	21.9%	27.1%	8.0%	2.3%	35.5%
Q30-5. Ease of registering for programs	5.7%	25.2%	30.3%	2.7%	1.8%	34.4%
Q30-6. Maintenance of City parks	14.1%	46.9%	20.7%	7.0%	3.5%	7.8%
Q30-7. Outdoor athletic fields	8.4%	36.3%	23.8%	4.5%	1.4%	25.6%
Q30-8. Quality of facilities at City parks	10.0%	43.8%	26.8%	5.3%	2.1%	12.1%
Q30-9. Walking/biking trails	10.2%	41.2%	23.2%	8.2%	2.7%	14.5%
Q30-10. Youth recreation programs	5.1%	20.3%	24.4%	5.5%	2.5%	42.2%

WITHOUT "DON'T KNOW"

Q30. Parks and Recreation. Please rate your satisfaction with each of the following using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q30-1. Availability of lake resources	10.1%	31.3%	34.9%	17.8%	6.0%
Q30-2. Adult recreation programs	7.3%	32.4%	39.6%	15.8%	4.9%
Q30-3. After school programs	4.2%	26.8%	55.1%	12.1%	1.9%
Q30-4. Availability of fishing opportunities	7.9%	33.9%	42.1%	12.4%	3.6%
Q30-5. Ease of registering for programs	8.6%	38.4%	46.1%	4.2%	2.7%
Q30-6. Maintenance of City parks	15.3%	50.8%	22.5%	7.6%	3.8%
Q30-7. Outdoor athletic fields	11.3%	48.8%	32.0%	6.0%	1.8%
Q30-8. Quality of facilities at City parks	11.3%	49.8%	30.4%	6.0%	2.4%
Q30-9. Walking/biking trails	11.9%	48.2%	27.2%	9.6%	3.2%
Q30-10. Youth recreation programs	8.8%	35.1%	42.2%	9.5%	4.4%

Q31. From the Parks and Recreation services listed in Question 30, which TWO do you consider MOST IMPORTANT for the City to provide?

Q31. Top choice	Number	Percent
Availability of lake resources	39	7.6 %
Adult recreation programs	60	11.7 %
After school programs	25	4.9 %
Availability of fishing opportunities	15	2.9 %
Ease of registering for programs	5	1.0 %
Maintenance of City parks	99	19.3 %
Outdoor athletic fields	4	0.8 %
Quality of facilities at City parks	27	5.3 %
Walking/biking trails	61	11.9 %
Youth recreation programs	55	10.7 %
None chosen	122	23.8 %
Total	512	100.0 %

Q31. From the Parks and Recreation services listed in Question 30, which TWO do you consider MOST IMPORTANT for the City to provide?

Q31. 2nd choice	Number	Percent
Availability of lake resources	25	4.9 %
Adult recreation programs	51	10.0 %
After school programs	19	3.7 %
Availability of fishing opportunities	19	3.7 %
Ease of registering for programs	9	1.8 %
Maintenance of City parks	77	15.0 %
Outdoor athletic fields	10	2.0 %
Quality of facilities at City parks	68	13.3 %
Walking/biking trails	55	10.7 %
Youth recreation programs	44	8.6 %
None chosen	135	26.4 %
Total	512	100.0 %

SUM OF TOP TWO CHOICES

Q31. From the Parks and Recreation services listed in Question 30, which TWO do you consider MOST IMPORTANT for the City to provide? (top 2)

Q31. Top choice	Number	Percent
Availability of lake resources	64	12.5 %
Adult recreation programs	111	21.7 %
After school programs	44	8.6 %
Availability of fishing opportunities	34	6.6 %
Ease of registering for programs	14	2.7 %
Maintenance of City parks	176	34.4 %
Outdoor athletic fields	14	2.7 %
Quality of facilities at City parks	95	18.6 %
Walking/biking trails	116	22.7 %
Youth recreation programs	99	19.3 %
None chosen	122	23.8 %
Total	889	

Q32. Approximately how many years have you lived in Whitewater?

Q32. How many years have you lived in Whitewater	Number	Percent
0-5	83	16.2 %
6-10	83	16.2 %
11-15	42	8.2 %
16-20	53	10.4 %
21-30	62	12.1 %
31+	155	30.3 %
Not provided	34	6.6 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Approximately how many years have you lived in Whitewater? (without "not provided")

Q32. How many years have you lived in Whitewater	Number	Percent
0-5	83	17.4 %
6-10	83	17.4 %
11-15	42	8.8 %
16-20	53	11.1 %
21-30	62	13.0 %
31+	155	32.4 %
Total	478	100.0 %

Q33. Do you own or rent your current residence?

Q33. Do you own or rent your current residence	Number	Percent
Own	321	62.7 %
Rent	179	35.0 %
Student housing	4	0.8 %
Not provided	8	1.6 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q33. Do you own or rent your current residence? (without "not provided")

Q33. Do you own or rent your current residence	Number	Percent
Own	321	63.7 %
Rent	179	35.5 %
Student housing	4	0.8 %
Total	504	100.0 %

Q34. What is your age?

Q34. Your age	Number	Percent
18-34	96	18.8 %
35-44	98	19.1 %
45-54	87	17.0 %
55-64	91	17.8 %
65+	95	18.6 %
Not provided	45	8.8 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q34. What is your age? (without "not provided")

Q34. Your age	Number	Percent
18-34	96	20.6 %
35-44	98	21.0 %
45-54	87	18.6 %
55-64	91	19.5 %
65+	95	20.3 %
Total	467	100.0 %

Q35. Are you affiliated with The University of Wisconsin-Whitewater?

Q35. Are you affiliated with The University of Wisconsin-Whitewater	Number	Percent
Undergraduate student	12	2.3 %
Graduate student	10	2.0 %
Faculty member	16	3.1 %
Staff employee	29	5.7 %
Alumni	120	23.4 %
Parent or family member of a student	37	7.2 %
Other	19	3.7 %
No affiliation	245	47.9 %
Not provided	24	4.7 %
Total	512	100.0 %

WITHOUT "NOT PROVIDED"

Q35. Are you affiliated with The University of Wisconsin-Whitewater? (without "not provided")

Q35. Are you affiliated with The University of Wisconsin-Whitewater	Number	Percent
Undergraduate student	12	2.5 %
Graduate student	10	2.0 %
Faculty member	16	3.3 %
Staff employee	29	5.9 %
Alumni	120	24.6 %
Parent or family member of a student	37	7.6 %
Other	19	3.9 %
No affiliation	245	50.2 %
Total	488	100.0 %

Q35-7. Other:

Q35-7. Other	Number	Percent
Former employee	18	94.7 %
Transfered to UW Madison	1	5.3 %
Total	19	100.0 %

Q36. Which of the following best describes your race/ethnicity?

Q36. Your race/ethnicity	Number	Percent
Asian or Asian Indian	15	2.9 %
Black or African American	13	2.5 %
American Indian or Alaska Native	5	1.0 %
White	414	80.9 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic or Latino	46	9.0 %
Prefer not to say	21	4.1 %
Other	5	1.0 %
Total	520	

WITHOUT "PREFER NOT TO SAY"

Q36. Which of the following best describes your race/ethnicity? (without "prefer not to say")

Q36. Your race/ethnicity	Number	Percent
White	414	84.3 %
Hispanic or Latino	46	9.4 %
Asian or Asian Indian	15	3.1 %
Black or African American	13	2.6 %
American Indian or Alaska Native	5	1.0 %
Other	5	1.0 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Total	499	

Q36-7. Self-describe your race/ethnicity:

Q36-7. Self-describe your race/ethnicity	Number	Percent
Mixed race	2	40.0 %
More than one	1	20.0 %
Swiss	1	20.0 %
Native American	1	20.0 %
Total	5	100.0 %

Q37. Would you say your total annual household income is...

Q37. Your total annual household income	Number	Percent
Under $50K	98	19.1 %
$50K-$99,999	161	31.4 %
$100K-$149,999	102	19.9 %
$150K+	62	12.1 %
Would rather not say	89	17.4 %
Total	512	100.0 %

WITHOUT "WOULD RATHER NOT SAY"

Q37. Would you say your total annual household income is... (without "would rather not say")

Q37. Your total annual household income	Number	Percent
Under $50K	98	23.2 %
$50K-$99,999	161	38.1 %
$100K-$149,999	102	24.1 %
$150K+	62	14.7 %
Total	423	100.0 %

6 Survey Instrument

City of WHITEWATER
City Manager's Office

www.whitewater-wi.gov
Telephone: 262-473-0104

Office of the City Manager
312 W. Whitewater St.
Whitewater, WI 53190

Dear Whitewater Resident:

Thank you for choosing to call Whitewater home. Your voice matters, and we invite you to participate in the City of Whitewater Community Survey.

Your household has been randomly selected to provide feedback on City services, community amenities, and priorities for the future. The results will help City leaders make informed decisions about programs, services, and investments that affect our community.

The survey takes approximately 10–15 minutes to complete. Please return your completed survey in the enclosed postage-paid envelope or complete it online using the information provided. ETC Institute, an independent research firm, will compile the results and present them to City staff and elected officials. All responses will remain confidential and will only be reported in summary form.

Your input is important as we work together to make Whitewater an even better place to live, learn, work, and play.

Thank you for your time and participation.

Sincerely,

John S. Weidl
City Manager for the City of Whitewater

You can complete this survey online at cityofwhitewatersurvey.org

Para completar esta encuesta en español, llame al ETC Institute al 844-811-0411

2026 City of Whitewater Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's planning process and will be used by City leaders to make planning and investment decisions. If you have questions, please contact Becky Magestro at 262-473-0101 or bmagestro@whitewater-wi.gov. If you prefer to take the survey online, you may do so at whitewatersurvey.org. *Respondents who fully complete the survey will have an opportunity to enter a drawing for a $500 prepaid Visa gift card.*

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1. Overall. Please rate your overall satisfaction with the following major categories of services provided by the City of Whitewater using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall maintenance of city streets and sidewalks	5	4	3	2	1	9
2.	Overall quality of solid waste services (trash, yard waste, recycling)	5	4	3	2	1	9
3.	Overall quality of stormwater management and flood control in the city	5	4	3	2	1	9
4.	Overall quality of wastewater and sanitary sewer services	5	4	3	2	1	9
5.	Overall quality of water utility services	5	4	3	2	1	9

2. From the major services listed in Question 1, which TWO do you consider MOST IMPORTANT for the City to provide? *[Write in your answers below using the numbers from the list in Question 1, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

3. Perceptions of Whitewater. Several items that may influence your perception of the City of Whitewater are listed below. Please rate your satisfaction with each item using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
2.	Overall image of the city	5	4	3	2	1	9
3.	How well the city is planning growth	5	4	3	2	1	9
4.	Overall quality of life in the city	5	4	3	2	1	9
5.	Overall quality of services provided by the city	5	4	3	2	1	9

4. Please rate the City of Whitewater with regard to each of the following using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor."

	How would you rate The City of Whitewater...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	As a place to live	5	4	3	2	1	9
2.	As a place to raise children	5	4	3	2	1	9
3.	As a place to retire	5	4	3	2	1	9
4.	As a community that is moving in the right direction	5	4	3	2	1	9

5. In the last year, have you or any members of your family... *[Check all that apply.]*

____(1) Attended a City Council meeting
____(2) Attended a Planning Commission meeting
____(3) Contacted a City Council member
____(4) Voted in a local election
____(5) Participated in a City sponsored meeting
____(6) Participated in your homeowners' association

5a. Are there any barriers that prevent you from participating in any of the above?

_____

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6. Safety. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

	How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In city parks	5	4	3	2	1	9
2.	In the downtown area of the city	5	4	3	2	1	9
3.	In your neighborhood at night	5	4	3	2	1	9
4.	In your neighborhood during the day	5	4	3	2	1	9
5.	Overall feeling of safety in your community	5	4	3	2	1	9

7. Public Safety. Please rate your satisfaction with each of the following.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
	Police Services						
01.	The visibility of police in the City	5	4	3	2	1	9
02.	Community outreach efforts (e.g., Shop with a hero, Trunk or Treat, National Night Out, Bike/Scooter Rodeo and Sports Day)	5	4	3	2	1	9
03.	How quickly police personnel respond to emergencies	5	4	3	2	1	9
04.	The City's efforts to prevent crime	5	4	3	2	1	9
05.	Enforcement of local traffic laws	5	4	3	2	1	9
06.	Responsiveness in investigating criminal offenses	5	4	3	2	1	9
07.	Professionalism of City police personnel	5	4	3	2	1	9
08.	The overall effectiveness of City police	5	4	3	2	1	9
09.	The level of service provided by the Communications Center	5	4	3	2	1	9
10.	Overall quality of police services	5	4	3	2	1	9
	Fire and Emergency Medical Services						
11.	How quickly ambulance/emergency medical services personnel respond to emergencies	5	4	3	2	1	9
12.	How quickly fire services personnel respond to emergencies	5	4	3	2	1	9
13.	Overall quality of emergency medical/ambulance services	5	4	3	2	1	9
14.	Overall quality of fire services	5	4	3	2	1	9

8. From the public safety services listed in Question 7, which FOUR do you consider MOST IMPORTANT for the City to provide? *[Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

9. Street Maintenance. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services provided by the City.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	City efforts to prevent street flooding	5	4	3	2	1	9
02.	Condition of city streets	5	4	3	2	1	9
03.	Condition of city sidewalks	5	4	3	2	1	9
04.	Condition of street signs and pavement markings	5	4	3	2	1	9
05.	Mowing and tree trimming along streets and public areas	5	4	3	2	1	9
06.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
07.	Quality of on-street bicycle infrastructure (signage)	5	4	3	2	1	9
08.	Snow removal on city streets	5	4	3	2	1	9
09.	Street sweeping services	5	4	3	2	1	9
10.	Terrace tree trimming	5	4	3	2	1	9

10. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

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11. <u>Weekly Trash/Garbage Collection Services</u>. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Weekly curbside recycling services	5	4	3	2	1	9
2.	Monthly bulk pickup services	5	4	3	2	1	9
3.	Every Thursday in May bulk pickup services	5	4	3	2	1	9
4.	Fall leaf/yard waste pickup	5	4	3	2	1	9
5.	Spring leaf/yard waste pickup	5	4	3	2	1	9
6.	Brush collection services	5	4	3	2	1	9

12. Which TWO of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

13. <u>Water and Wastewater Utilities</u>. Please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following services.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall customer service from water utility employees	5	4	3	2	1	9
2.	Overall customer service from wastewater utility employees	5	4	3	2	1	9
3.	Overall quality of your drinking water	5	4	3	2	1	9
4.	What you are charged for wastewater	5	4	3	2	1	9
5.	What you are charged for water	5	4	3	2	1	9
6.	How easy it is to resolve billing problems	5	4	3	2	1	9
7.	How easy it is to use the online utility account	5	4	3	2	1	9
8.	How easy your water bill is to understand	5	4	3	2	1	9
9.	How well the city keeps you informed about water quality issues or disruptions to your water services	5	4	3	2	1	9

14. Which TWO of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 13, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

15. <u>Community</u>. Please rate your agreement with each of the following.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
	My community...						
1.	Makes plans with its residents' best interests in mind	5	4	3	2	1	9
2.	Works with local businesses to improve public and shared spaces to create a sense of community	5	4	3	2	1	9
3.	Is working to create a positive future for the downtown area	5	4	3	2	1	9
	When it comes to my community I am...						
4.	Excited by the changes and plans I feel are happening	5	4	3	2	1	9
5.	Aware of opportunities to engage with community leaders	5	4	3	2	1	9
6.	Interested in the opportunity to provide feedback to my community leaders regarding local issues	5	4	3	2	1	9

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16. <u>Housing</u>. In your opinion, does Whitewater need more, about the same amount, or less of each of the following types of housing?

		Need More	About the Same	Need Less	Don't Know
01.	Single-family homes	3	2	1	9
02.	Luxury or high-end homes	3	2	1	9
03.	Modular or manufactured homes	3	2	1	9
04.	Duplexes, triplexes, and quadplexes	3	2	1	9
05.	Apartments and rental housing	3	2	1	9
06.	Townhomes and condominiums	3	2	1	9
07.	Student housing	3	2	1	9
08.	Affordable Housing for low and moderate-income households	3	2	1	9
09.	Workforce housing for teachers, nurses, public safety personnel, and other workers	3	2	1	9
10.	Housing for older adults and seniors	3	2	1	9
11.	Small lot single family housing	3	2	1	9

17. Which THREE of the items listed above do you think should receive the HIGHEST PRIORITY from city leaders over the next 5-10 years? *[Write in your answers below using the numbers from the list in Question 16, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

18. Which of the following, if any, do you believe are barriers to purchasing or renting a home in Whitewater? *[Check all that apply.]*

____(1) Housing prices are too high
____(2) Rent prices are too high
____(3) Not enough homes available to purchase
____(4) Not enough rentals available
____(5) Lack of affordable housing
____(6) High mortgage interest rates
____(7) Property taxes are too high
____(8) Other: _____
____(9) Don't know

19. How important do you believe each of the following housing initiatives would be for helping address housing needs in Whitewater?

	How important...	Very Important	Important	Neutral	Unimportant	Very Unimportant	Don't Know
1.	Affordable Housing initiatives	5	4	3	2	1	9
2.	Down payment assistance for first-time homebuyers	5	4	3	2	1	9
3.	Homeownership assistance programs	5	4	3	2	1	9
4.	Housing rehabilitation and home improvement programs	5	4	3	2	1	9
5.	Incentives to encourage the development of additional housing	5	4	3	2	1	9
6.	Programs to help seniors remain in their homes as they age	5	4	3	2	1	9

20. How supportive would you be of the City taking actions to increase the availability of housing in Whitewater?

____(3) Supportive ____(2) Neutral ____(1) Opposed ____(9) Don't know

21. <u>Economic Development Priorities</u>. Which THREE of the items listed below do you think should receive the MOST EMPHASIS from city leaders over the next FIVE years?

1. More career opportunities
2. More commercial/industrial growth
3. More shopping, dining, entertainment options
4. More athletic and recreational venues
5. Downtown development
6. Professional services (e.g., medical, insurance, finance)
7. Public transportation
8. Other: _____

1st: ____ 2nd: ____ 3rd: ____ NONE

22. What ONE issue should City leaders focus on most during the next five years?

_____

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23. How much emphasis should the City place on recruiting retail and restaurant businesses?

____(3) More emphasis ____(2) About the same ____(1) Less Emphasis ____(9) Don't know

24. What types of retail and restaurant options would you like to see in Whitewater? *[Check all that apply.]*

____(1) Clothing/shoes
____(2) Casual/fine dining
____(3) Entertainment
____(4) Fast food
____(5) Big box retail
____(6) Specialty shops
____(7) Bars, pubs, breweries
____(8) Groceries/food stores
____(9) Other: _____

25. City Communication. Where do you currently get news and information about city programs, services, and events? *[Check all that apply.]*

____(1) Local newspaper(s)
____(2) City website
____(3) City's Facebook page
____(4) City's Instagram account
____(5) City's YouTube Channel (public meetings)
____(6) Utility bill
____(7) Other: _____

26. Communication. For each of the following, please rate your satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of information about City programs, services, and events	5	4	3	2	1	9
02.	City efforts to keep you informed about city-related issues	5	4	3	2	1	9
03.	Ease in communication with City departments and staff	5	4	3	2	1	9
04.	Accessibility and responsiveness of City's elected officials	5	4	3	2	1	9
05.	Quality of City's website	5	4	3	2	1	9
06.	Responsiveness of City Hall to residents calls and concerns	5	4	3	2	1	9
07.	The level of public involvement in local decision making	5	4	3	2	1	9
08.	The timeliness of information provided by the city	5	4	3	2	1	9
09.	Accessing public records or public meeting information	5	4	3	2	1	9
10.	Voting experience in local elections	5	4	3	2	1	9

27. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 26, or circle "NONE."]*

1st: ____ 2nd: ____ 3rd: ____ NONE

28. Library. Please rate your satisfaction with each of the following items using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall satisfaction with the quality of library services	5	4	3	2	1	9
2.	Quality of library programs for youth and teens	5	4	3	2	1	9
3.	Quality of library programs for adults	5	4	3	2	1	9
4.	Quality of materials, books, DVDs, magazines, etc.	5	4	3	2	1	9
5.	Quality of digital materials (e.g., eBooks, digital audio-books, digital magazines)	5	4	3	2	1	9
6.	Quality of online research tools and databases, catalog, etc.	5	4	3	2	1	9
7.	Quality of customer service of staff (e.g., courteousness, responsiveness, knowledgeable)	5	4	3	2	1	9
8.	Library hours of operation	5	4	3	2	1	9
9.	Overall quality of library facilities	5	4	3	2	1	9

29. Which TWO of the library items listed above would you recommend receive the MOST EMPHASIS from city leaders over the next TWO years? *[Write in your answers below using the numbers from the list in Question 28, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

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30. Parks and Recreation. Please rate your satisfaction with each of the following using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Availability of lake resources	5	4	3	2	1	9
02.	Adult recreation programs	5	4	3	2	1	9
03.	After school programs	5	4	3	2	1	9
04.	Availability of fishing opportunities	5	4	3	2	1	9
05.	Ease of registering for programs	5	4	3	2	1	9
06.	Maintenance of City parks	5	4	3	2	1	9
07.	Outdoor athletic fields	5	4	3	2	1	9
08.	Quality of facilities at City parks	5	4	3	2	1	9
09.	Walking/biking trails	5	4	3	2	1	9
10.	Youth recreation programs	5	4	3	2	1	9

31. From the Parks and Recreation services listed above, which TWO do you consider MOST IMPORTANT for the City to provide? *[Write in your answers below using the numbers from the list in Question 30, or circle "NONE."]*

1st: ____ 2nd: ____ NONE

DEMOGRAPHICS

32. Approximately how many years have you lived in Whitewater? _____ years

33. Do you own or rent your current residence? ____(1) Own ____(2) Rent ____(3) Student housing

34. What is your age? _____ years

35. Are you affiliated with The University of Wisconsin-Whitewater?

____(1) Undergraduate student
____(2) Graduate student
____(3) Faculty member
____(4) Staff employee
____(5) Alumni
____(6) Parent or family member of a student
____(7) Other (please specify): _____
____(8) No affiliation

36. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

____(01) Asian or Asian Indian
____(02) Black or African American
____(03) American Indian or Alaska Native
____(04) White
____(05) Native Hawaiian or other Pacific Islander
____(06) Hispanic or Latino
____(88) Prefer not to say
____(99) Other: _____

37. Would you say your total annual household income is...

____(1) Under $50,000
____(2) $50,000 - $99,999
____(3) $100,000 - $149,999
____(4) $150,000 or more
____(5) Would rather not say

38. If you have any other suggestions you would like to make, please write them in the space provided below.

_____

_____

_____

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39. OPTIONAL: Would you like to be entered into a drawing for a chance to win one (1) prepaid $500 Visa Gift Card? You must complete all sections of the survey to qualify. The gift card will be sent via email and is limited to one entry per household.

____(1) Yes *[Please answer Question 39a.]* ____(2) No

39a. Please provide your contact information.

Name: _____ Phone Number: _____

Email Address: _____

40. Would you be willing to participate in future surveys sponsored by the City of Whitewater?

____(1) Yes *[Please answer Question 40a.]* ____(2) No

40a Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. Thank you.

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