



City of Chippewa Falls Citizen Survey Report, 2011

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Executive Summary

In April 2011, the Survey Research Center (SRC) at the University of Wisconsin–River Falls mailed surveys to a random sample of 2,925 City of Chippewa Falls households. The overall response rate was 43 percent (1,257 completed questionnaires), resulting in a confidence interval of plus/minus 2.6 percent.

The questionnaire contained seven sections related to the City's comprehensive plan: transportation, natural and cultural resources, housing, economic development and land use, energy and sustainability, utility and community facilities/services, and City priorities.

The City's roads received particularly low ratings, with nearly three-fourths of respondents rating the overall adequacy of the roads as fair or poor. Approximately three in five (59%) said the City's sidewalks are excellent or good, and a large majority of respondents (82%) believe the City's bike trails are excellent or good. Respondents were nearly unanimous (96%) in their opinion that the City of Chippewa Falls should invest in improving existing roadways and large majorities supported investments in pedestrian amenities and transit opportunities. In terms of paying for transportation improvements, seven in ten respondents said they would support additional taxes or fees to improve existing roadways for vehicles, and half said they would oppose additional fees or taxes for improvements made to bicycling amenities.

Respondents expressed high levels of satisfaction with the environmental quality in the City of Chippewa Falls. Majorities ranging from 64 percent to 93 percent said they were "satisfied" or "very satisfied" with all ten environmental factors listed in the survey. Approximately 60 percent of respondents said current City policies and regulations adequately protect the local environment.

When asked to rate the priority of investing in each of 14 recreational facilities in the community, respondents gave relatively few high priority ratings. The top priorities were a pool, picnic areas, and playground equipment, but none of these were deemed a high priority by more than 35 percent of respondents. Majorities of respondents said investing in volleyball courts, skate board park, basketball courts, tennis courts, Frisbee golf course, cross country skiing, dog parks, ice skating rink, and athletic fields during the next 10 years is a low priority or not a priority. Respondents preferred a combination of taxes and fees to fund the creation or expansion of the City's recreation facilities and were opposed to using property taxes alone to fund recreation improvements.

More than three-fourths of respondents said the City of Chippewa Falls needs more affordable housing and programs to improve existing housing quality. The top two types of housing needed, according to respondents, were senior condominiums/apartments, and assisted living facilities for seniors. Majorities said more townhomes/condominiums, duplexes/apartments, and mobile home parks were not needed in the City of Chippewa Falls.

A slight majority of respondents think there are too few retail shops (56%) in the City. They are nearly evenly split regarding whether there is enough downtown development. Majorities believe the amount of restaurants, industrial development, commercial development, office development, medical/health, and residential development is “about right”.

When asked specifically about industrial development, large majorities support all the types of industrial establishments listed on the survey: light manufacturing, high technology, green/sustainable-technology industries, transportation industries, and heavy manufacturing.

A large majority (77%) believes it is important or very important for Chippewa Falls to become a more environmentally sustainable community.

City of Chippewa Falls respondents are generally pleased with the services provided by the City, with majorities rating most of the 13 services listed as “excellent” or “good.” Services with the highest ratings include park and recreation facilities, sanitary sewer service, police protection, and the public library. Consistent with earlier findings, the service with the lowest ratings is street and road maintenance (75% “fair” or “poor”).

The library building received a higher rating than the services and materials inside the building. Still, majorities rated their experiences with the library’s print collection, interlibrary loan, children’s area, magazines, and internet access as “excellent” or “good”.

When asked how important certain priorities are to the City as it grows, the top two priorities, according to survey respondents, are promoting economic development/job creation, and having high-quality surface and ground water.

Generally, the demographic profile of the sample aligns well with comparable data from the Census. However, the sample contains fewer young people and renters and a higher proportion of respondents with post-high school education. The sample contained somewhat fewer households with incomes between \$15,000 and \$24,999 than the Census. There were numerous significant differences in the opinions among demographic groups.

Survey Purpose

The purpose of this study was to gather opinions regarding issues to be considered in the process of updating the Comprehensive Plan for the City of Chippewa Falls. The West Central Wisconsin Regional Planning Commission and the City of Chippewa Falls chose to work with the Survey Research Center (SRC) at the University of Wisconsin–River Falls to collect and analyze the data.

Survey Methods

In April 2011, the SRC mailed surveys to a random sample of 2,925 City of Chippewa Falls residents.

The overall response rate from the public was 43 percent (1,257 usable questionnaires). Based on the estimated number of adults in the population of the City (10,206)¹, the results provided in this report from the public respondents are expected to be accurate to within plus or minus 2.6 percent with 95 percent confidence.

In addition to numeric data, respondents provided additional written answers. **Appendix A contains the compilation of the comments.**

Appendix B contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

¹ Source: U.S. Census Bureau, 2005-2009 American Community Survey.

Profile of Respondents

Table 1 summarizes the demographic profile of the residents who returned surveys. Where comparable data were available from the Census, they were included to indicate the degree to which the sample represents the underlying adult population in the City.²

Table 1. Demographic Profile of Respondents – City of Chippewa Falls Citizen Survey, 2011							
Gender	Count	Male	Female				
Sample	1,213	50%	50%				
Census (Age 18+)	10,206	51%	49%				
Age 18+	Count	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Sample	1,227	1%	11%	12%	21%	21%	35%
Census	10,206	14%	20%	16%	18%	12%	21%
Employment Status	Count	Full time	Part time	Self - Empl	Unempl.	Retired	Other
Sample	1,221	45%	9%	5%	3%	34%	3%
Census (Age 16+)	10,565	61%		5%	3%	31%	
Residence	Count	Own	Rent	Other			
Sample	1,238	94%	5%	1%			
Census households	5,550	58%	42%	---			
Adults in Household	Count	0	1	2	3	4	5+
Sample	1,209		29%	61%	8%	2%	0%
Children in Household	Count	0	1	2	3	4	5+
Sample	1,087	71%	12%	12%	3%	1%	0%
Census	5,550	61%	33%				
Household Income	Count	<\$15,000	\$15,000 – 24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 or More
Sample	1,179	7%	13%	34%	27%	10%	9%
Census	5,550	15%	16%	32%	21%	8%	9%
Length of Residency	Count	<1 yr	1 – 4	5 - 9	10 - 24	25+	
Sample ³	1,240	1%	7%	9%	23%	60%	
Highest Level of Education	Count	Less than High School	HS Diploma	Some College/ Tech	Tech College Graduate	Bachelor's Degree	Graduate/ Professional Degree
Sample	1,216	2%	25%	23%	17%	20%	12%
Census (age 25+)	8,800	12%	38%	19%	14%	13%	5%

² ACS Demographic and Housing Estimates: 2005-2009.

³ Census data does not contain a length of residence category.

Over all, the sample matches the Census numbers quite well. However, there are fewer people under 45 years of age in this sample (24%) than the Census indicates should have been included (50%) and fewer renters (5%) than reported in the Census (42%). Our experience is that younger residents and renters in most jurisdictions are less likely to participate in surveys. The sample contained a higher proportion of respondents with post-secondary education than was reported in the Census. The sample contained fewer households with incomes between \$15,000 and \$24,999 and more households with incomes above \$50,000.

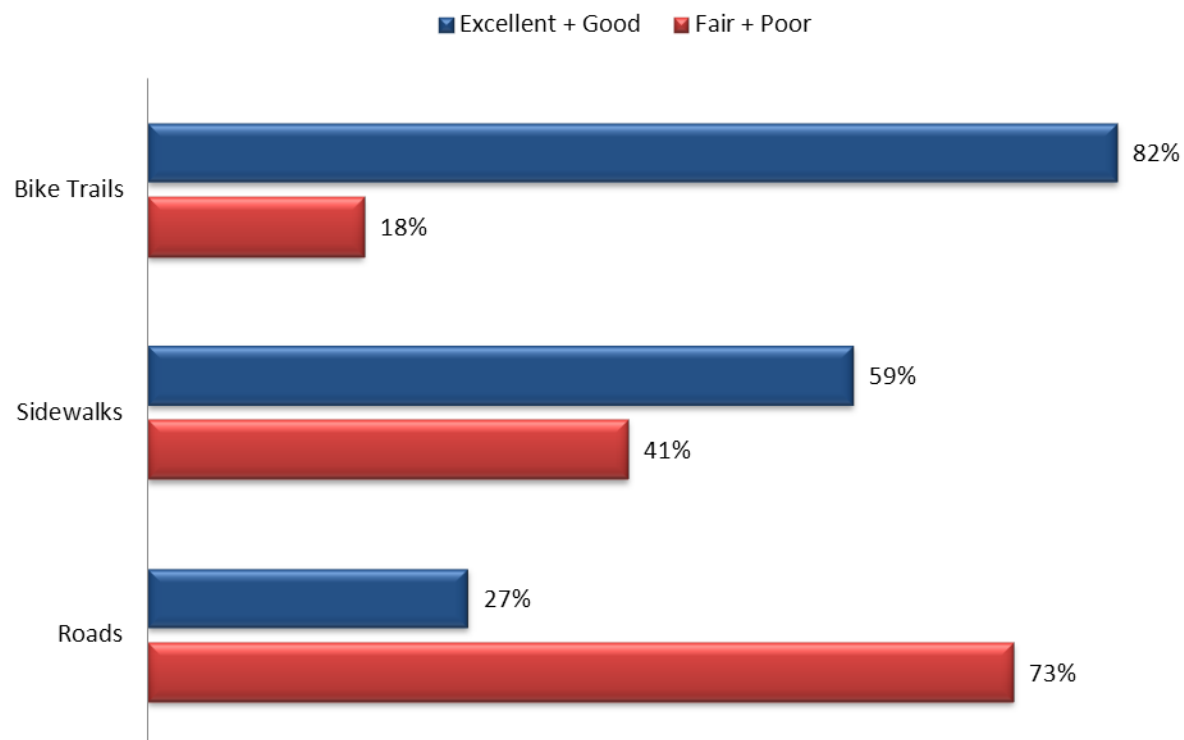
Throughout the report, we will identify when demographic groups vary in their response patterns.

Transportation

Adequacy. Residents were asked to comment on the overall adequacy of bike trails, roads, and sidewalks in the City of Chippewa Falls, and Figure 1 summarizes the responses.

Approximately four in five respondents (82%) said the City's bike trails are excellent or good (top bar). About three in five said the City's sidewalks are excellent or good. The City's roads received particularly low ratings, with nearly three-fourths of respondents saying the roads are fair or poor.

Figure 1: Overall Adequacy of Bike Trails, Sidewalks, and Roads in the City of Chippewa Falls

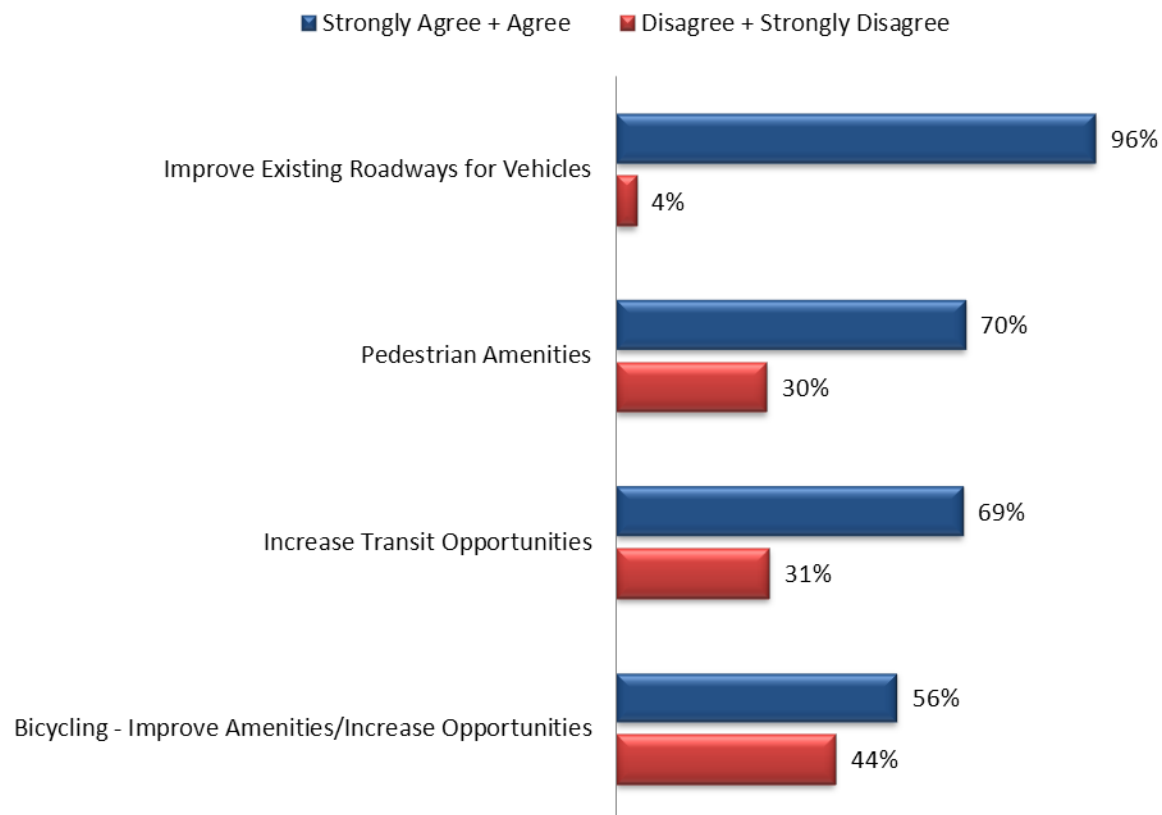


Among the demographic groups:

- Shorter-term residents (less than 10 years) and respondents with post-high school education were slightly less likely to give excellent or good ratings for the adequacy of the bike trails and roads in the City of Chippewa Falls.
- Older respondents rated the adequacy of bike trails higher than younger respondents.

City Investment in Transportation Alternatives. When asked about City investments in transportation alternatives over the next ten years, respondents' answers were consistent with the concerns suggested by Figure 1. As shown in Figure 2, 96 percent of respondents said they agreed or strongly agreed that the City should improve existing roadways for vehicles. Improving pedestrian amenities and increasing transit opportunities (in Chippewa Falls and/or to Eau Claire) were other fairly high priority items (approximately two-thirds agree with these investments). A slight majority supported improving bicycling amenities.

Figure 2: Transportation Alternatives for the Next 10 Years

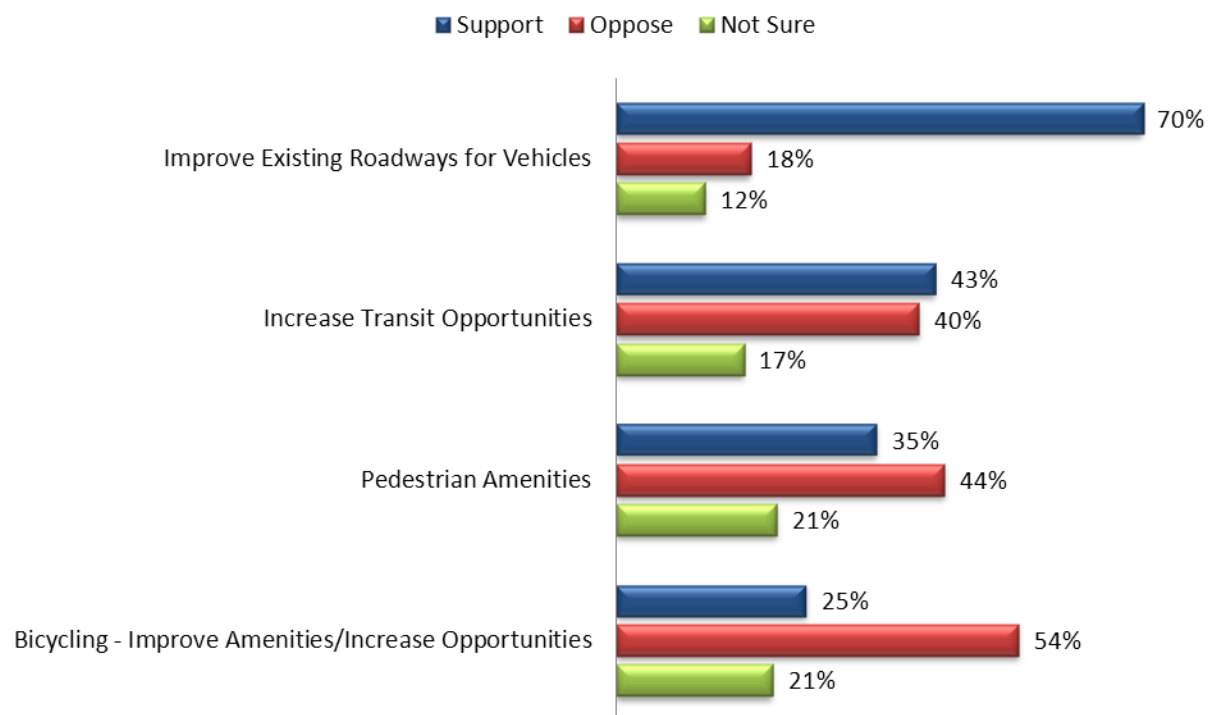


Differences among demographic groups - *investing in transportation alternatives:*

- Respondents in the following groups were more likely to agree or strongly agree that the City should invest in increasing transit opportunities: those over 45, non-employed, renters, those without children in their households, females, and lower income respondents.
- Respondents in the following groups were more likely to agree or strongly agree that the city should invest in improving bicycling amenities: those under age 45, employed, shorter-term residents, those with post-high school education, those with children in their household, females, and higher-income respondents.

Respondents were asked if they would support or oppose additional taxes or fees to improve the transportation services discussed in Figure 2 (*support = top bar, oppose = middle bar, not sure = bottom bar*). Road improvement was the only service for which a majority would support additional taxes and fees (Figure 3). Similar percentages both support (43%) and oppose (40%) an increase in taxes or fees to increase transit opportunities. More respondents oppose (44%) than support (35%) a tax/fee increase to improve pedestrian amenities in the City. A slight majority oppose additional fees or taxes for the improvement of bicycling amenities/opportunities.

Figure 3: Increased Taxes or Fees for Transportation Services



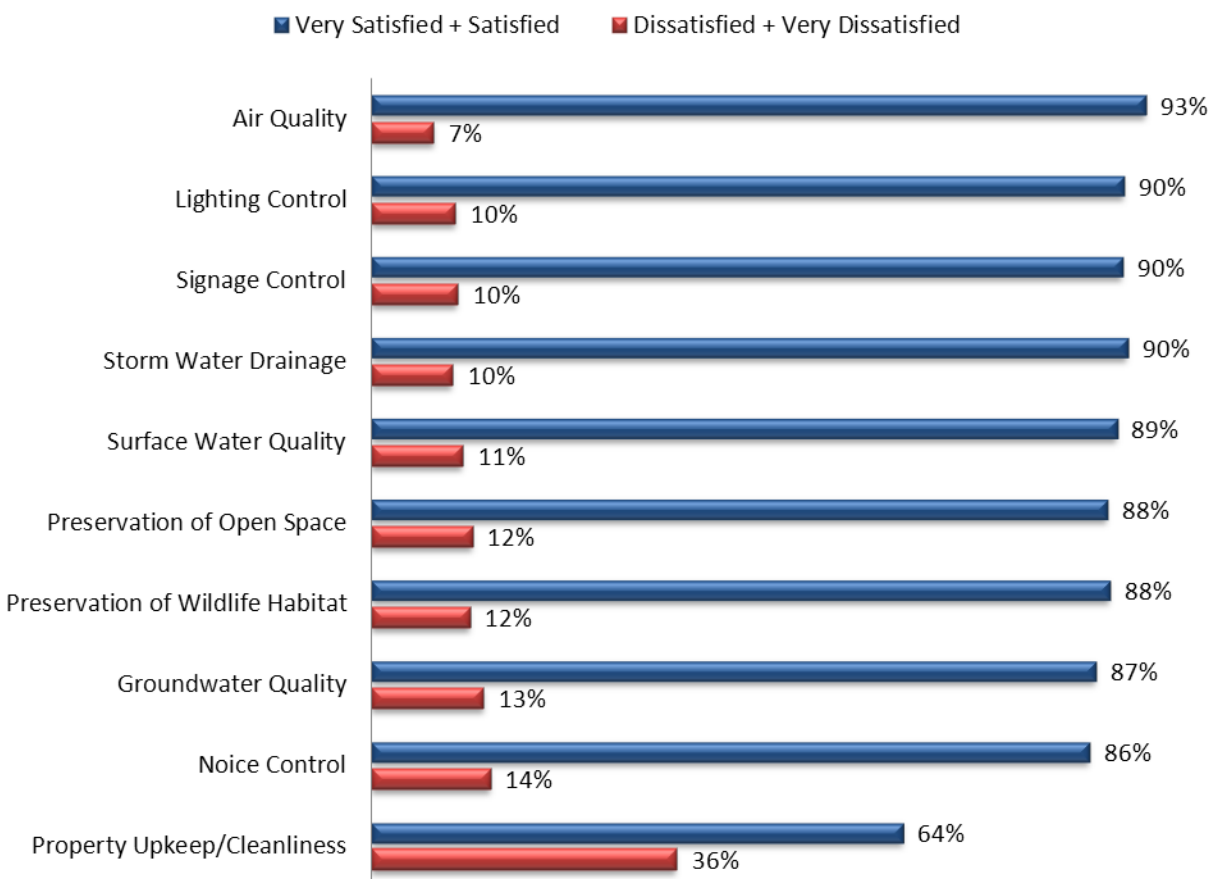
Differences among demographic groups – *paying for improving transportation services*:

- Longer-term residents (10 years or more) were more likely to support an increase in taxes or fees to improve existing roadways for vehicles.
- Females, older respondents, non-employed, renters, those without children in the home, and lower income respondents were more likely to support an increase in taxes or fees to increase transit opportunities in Chippewa Falls and/or to Eau Claire.
- Respondents in the following groups were more likely to support an increase in taxes or fees to improve bicycling amenities: employed respondents, those with post-high school education, females, and higher-income respondents.

Natural and Cultural Resources

Satisfaction with Environmental Quality. Figure 4 indicates that City of Chippewa Falls respondents were generally satisfied or very satisfied with environmental quality in their City. The highest satisfaction ratings were given to air quality, with 93 percent satisfaction. Large majorities, ranging between 86 percent and 90 percent said they are satisfied or very satisfied with lighting control, signage control, storm water drainage, surface water quality, the preservation of open space, wildlife habitat preservation, groundwater quality, and noise control. While about two-thirds were satisfied or very satisfied with property upkeep/cleanliness in the City of Chippewa Falls, this is substantially lower than the other items in the list, and there is a sizeable percentage (36%) of respondents who were dissatisfied/very dissatisfied.

Figure 4: Satisfaction with Environmental Quality

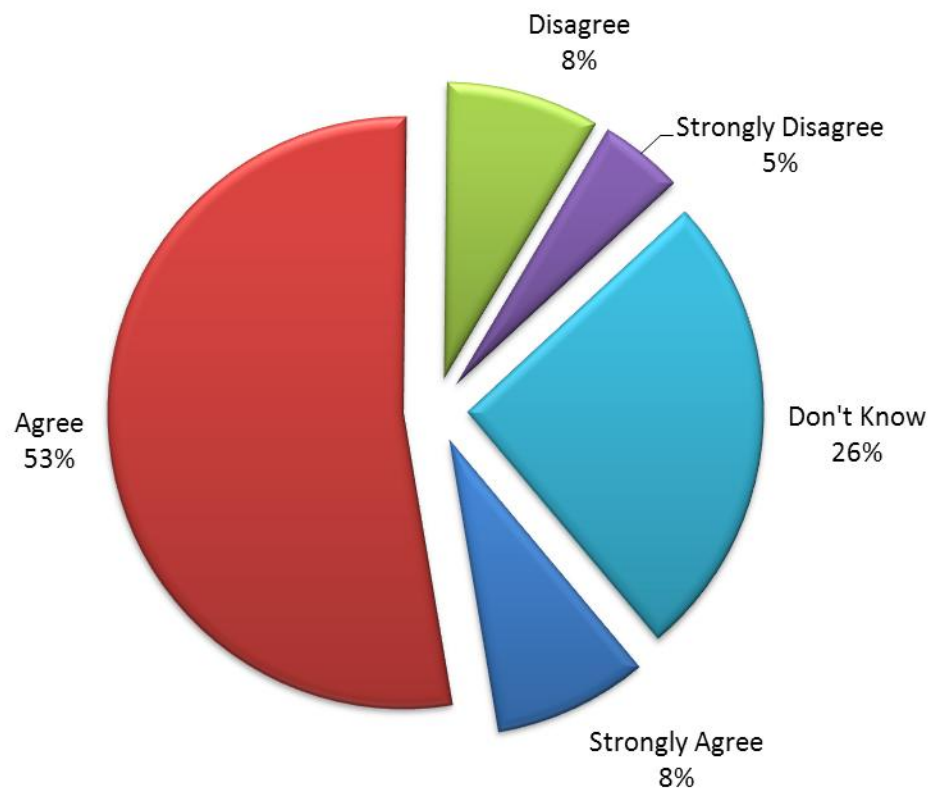


Demographic difference in responses - *environmental quality*:

- Shorter-term residents were more likely to be satisfied or very satisfied with property upkeep/cleanliness in the City of Chippewa Falls area than longer-term residents.

Environmental Policies and Regulations. Respondents were asked if current environmental policies and regulations in the City of Chippewa Falls adequately protect the local environment from damage or disruption (Figure 5). Possibly related to the high level of satisfaction with environmental quality in the City of Chippewa Falls (see Figure 4), a majority said they agree or strongly agree that current environmental policies and regulations in the City of Chippewa Falls adequately protect the local environment from damage or disruption.

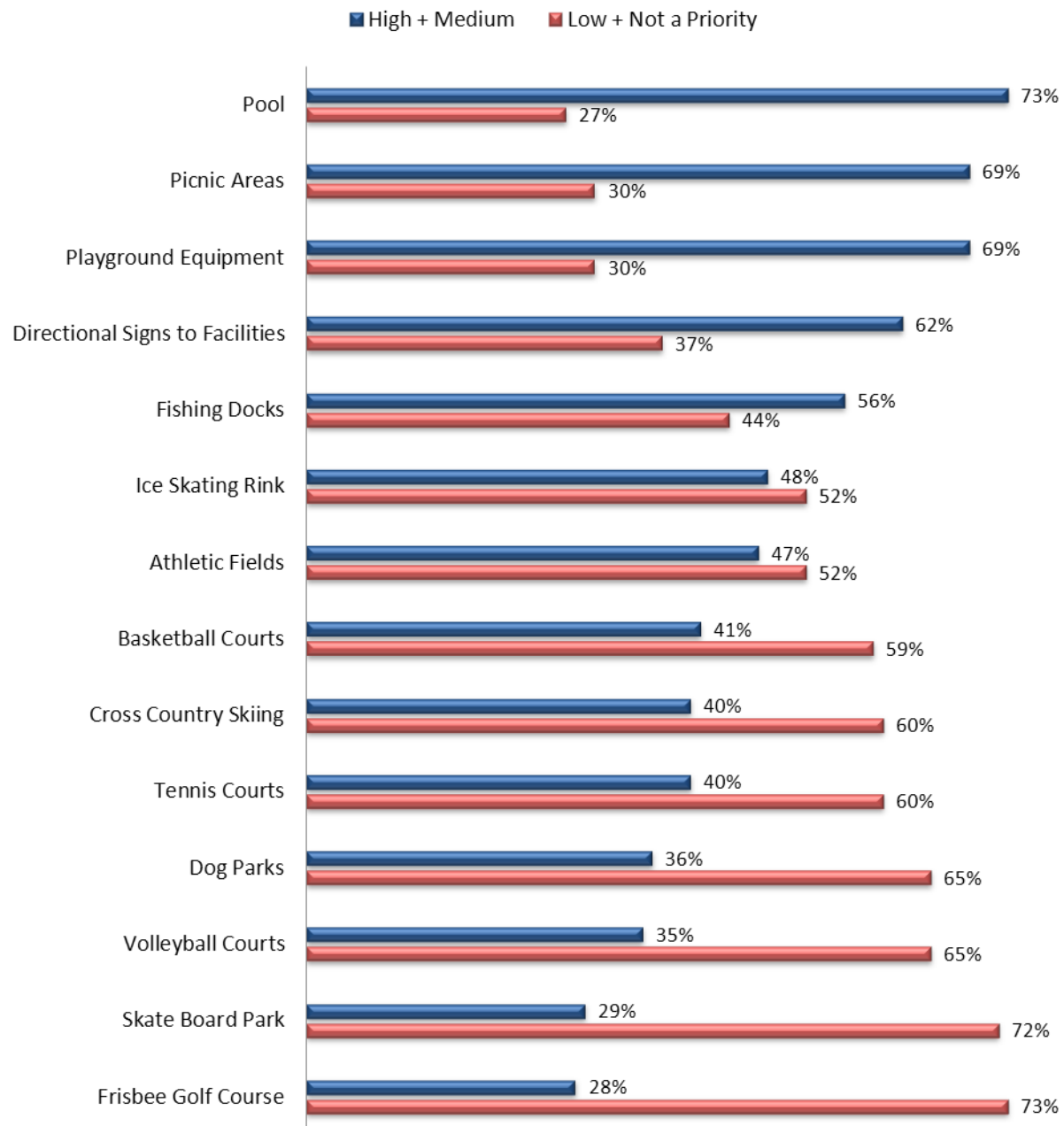
Figure 5: Current Environmental Policies and Regulations Adequately Protect the Environment



- Males, older respondents, and homeowners were more likely to strongly agree or agree that current environmental policies and regulations in the City of Chippewa Falls adequately protect the local environment from damage or disruption.

City Investment in Recreational Facilities. Respondents were asked to indicate a priority rating (*high + medium priority = top bar, low priority + not a priority = bottom bar*) for City investment, over the next 10 years, in the recreational facilities shown in Figure 6. A pool, picnic areas, playground equipment, directional signs to facilities, and fishing docks were the only items on the list for which a majority gave a combined “medium” or “high” priority rating. All other facilities were rated as a “low” priority or “not a priority” by more than half of the respondents.

Figure 6: Priority to Increase Recreation Facilities

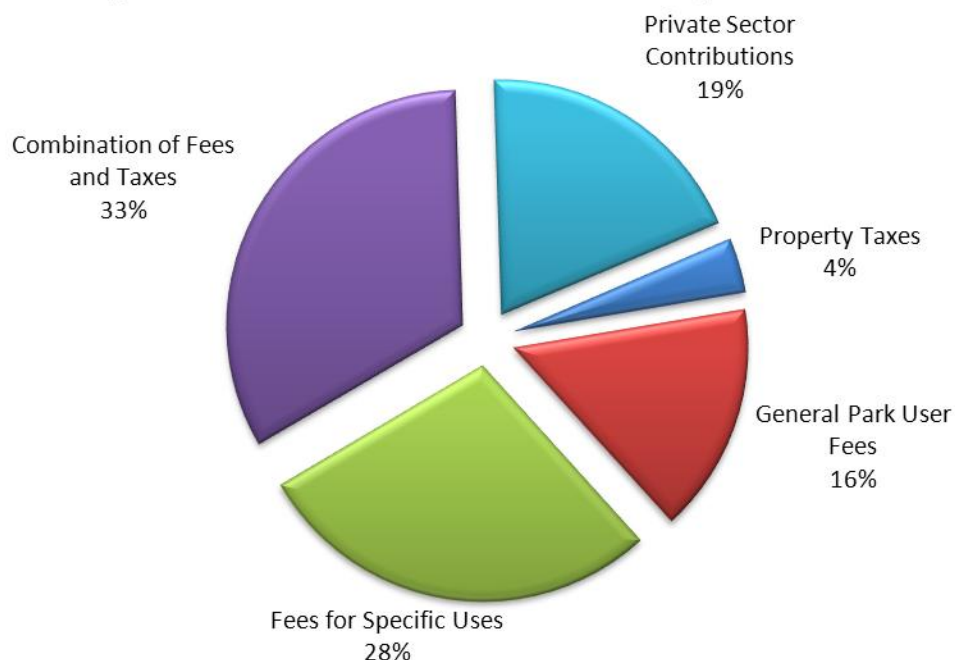


Differences among the demographic groups – *City investment in recreation facilities:*

- More younger respondents, those with kids in the home, and females said a pool was a “high” investment priority for the City over the next decade.
- Females placed a higher priority on picnic areas and directional signs to facilities than males.
- Playground equipment was a high priority to younger respondents, those with children in their households, the employed, and females.
- Respondents younger than 45 were more likely to place high priority on fishing docks than older respondents.
- Athletic fields were a high priority to those with children in their households.
- Renters place higher priority on dog parks than homeowners.
- Cross country skiing was a higher priority to those with post-high school education.
- Frisbee golf was a high priority to shorter-term residents, younger residents, and those with children in their household.

How to Pay for Recreational Improvements. As described above, City of Chippewa Falls respondents were somewhat lukewarm on investing in recreational facilities. However, if recreational facilities were to be created or expanded in the City of Chippewa Falls, the largest proportion of respondents (33%) preferred combining taxes and fees to pay for improvements. Slightly fewer respondents (28%) believed improvements should be paid through specific user fees. Funding recreation facilities solely with property taxes was favored by only 4 percent. (Figure 7).

Figure 7: How to Finance Recreation Improvements



There were no noteworthy differences in the responses among the demographic groups.

Housing

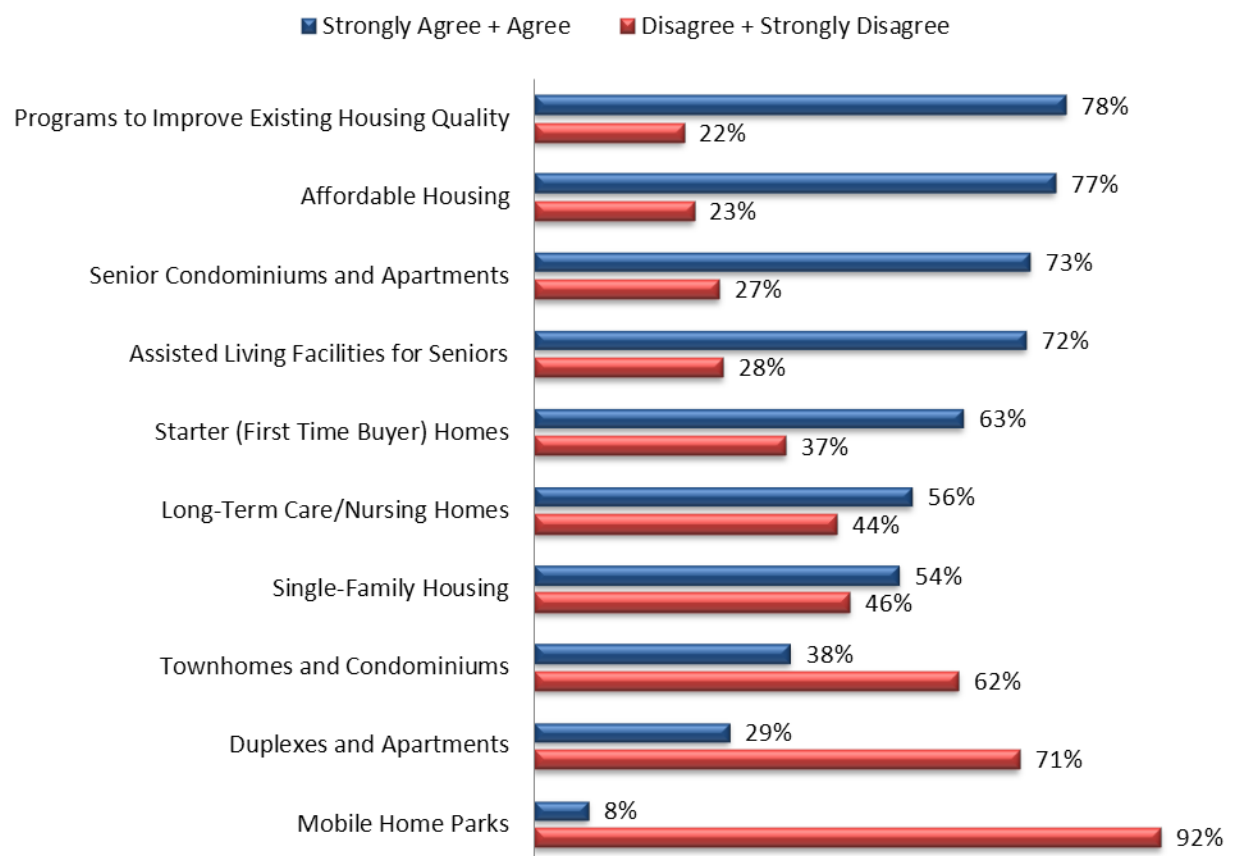
Housing Needs. Respondents were asked about the need for additional units of various types of housing and housing programs in the City of Chippewa Falls. As shown in Figure 8, roughly three-quarters of the respondents agreed that there is a need for four housing options/programs:

- programs to improve existing housing quality (78% agreed or strongly agreed)
- affordable housing (77% agreed or strongly agreed)
- senior condominiums and apartments (73% agreed or strongly agreed)
- assisted living facilities for seniors (72% agreed or strongly agreed)

Smaller majorities also agreed or strongly agreed that the City needs more starter homes (63%), long-term care/nursing homes (56%), and single family housing (54%).

Majorities of respondents said they disagree or strongly disagree with the need for additional townhomes/condominiums, and duplexes/apartments. More mobile home parks were almost unanimously opposed.

Figure 8: Housing Needed in the City of Chippewa Falls



Demographic comparisons - *housing needs*:

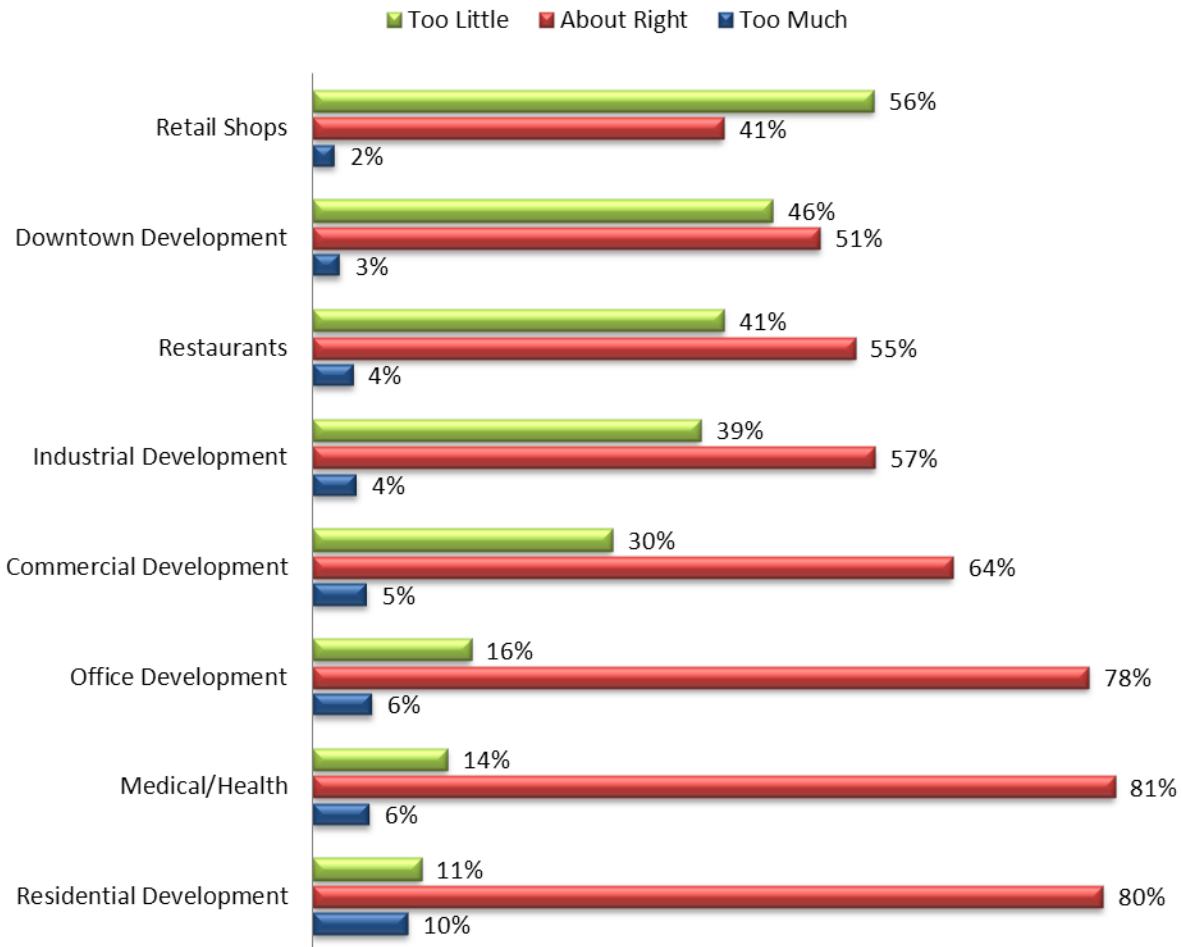
- Respondents age 45 and older were more likely to say there is a need for additional long-term care/nursing homes, affordable housing, apartments and condos for seniors, and assisted living facilities.
- A higher percentage of renters and those not employed said there is a need for affordable housing, long-term care/nursing homes, duplexes and apartments, and starter homes.
- Respondents with household incomes below \$50,000 were more likely to agree that more duplexes/apartments, long-term care/nursing homes, affordable housing, senior condominiums/apartments, assisted living facilities for seniors, and starter homes are needed in the City of Chippewa Falls.
- Two differences were found between the opinions of males and females regarding housing issues. Females were more likely to see a need for more affordable housing and programs to improve existing housing quality.
- Respondents without children in their households were more likely to see a need for more duplexes/apartments, long-term care/nursing homes, townhomes/condominiums, affordable housing, senior condominiums/apartments, and assisted living facilities for seniors.
- A higher percentage of respondents without post-high school education were more likely than those with more education to see a need for more long-term care/nursing homes, affordable housing, senior condominiums/apartments, and assisted living facilities.

Economic Development and Land Use

Current Amount of Development in the City of Chippewa Falls. Respondents were asked to rate the current amount of various types of development in the City (*too little = top bar, about right = middle bar, too much = bottom bar*). Figure 9 indicates that a slight majority of respondents believe there are too few retail shops in the City of Chippewa Falls. Slightly less than half of City of Chippewa Falls respondents also said there is too little downtown development, restaurants, and industrial development (top bar in each group). Nearly two-thirds of respondents (middle bar, 64%) believe that commercial development is “about right”.

When asked about the current amount of office, medical/health, and residential development, large majorities said the amount was “about right”. Few respondents felt that there is “too much” of any of the types of development listed on the survey.

Figure 9: Current Amount of Businesses by Category



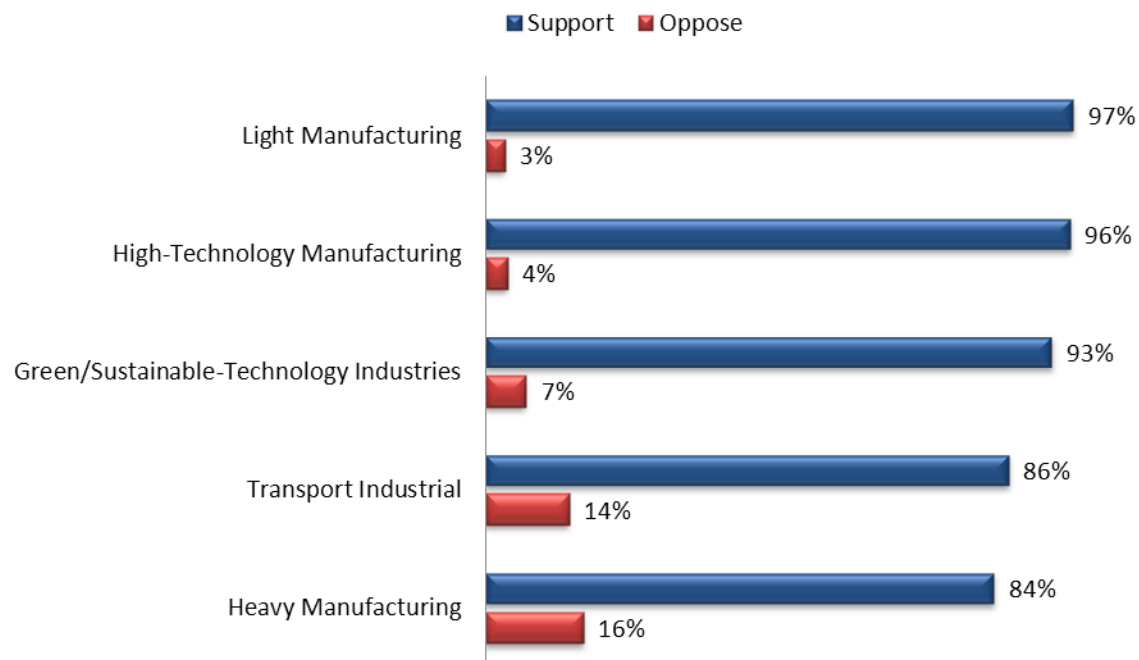
Differences among the demographic groups – *economic development*:

- Younger, higher educated, and more recent residents were more likely to say that there is too little office development.
- Males were more likely than females to say that there is too little industrial development.
- Females, more than males, believe there needs to be more downtown development and retail shops.
- Younger respondents, the employed, and females were more likely to say there are too few restaurants in the City.

Industrial Development. Respondents were given a list of five types of industrial establishments and asked if they supported, opposed, or had no opinion about the development of each in the City of Chippewa Falls. For those who had an opinion, large majorities ranging from 84 percent to 97 percent supported light manufacturing, high technology manufacturing, green/sustainable-technology industries, transport industrial, and heavy manufacturing.

Although a majority of respondents said the amount of industrial development is “about right” in the City of Chippewa Falls (see Figure 9), it appears that most residents with an opinion would welcome any of the types of industrial developments listed on the survey.

Figure 10: Industrial Development Preferences



Differences among the demographic groups – *industrial development*:

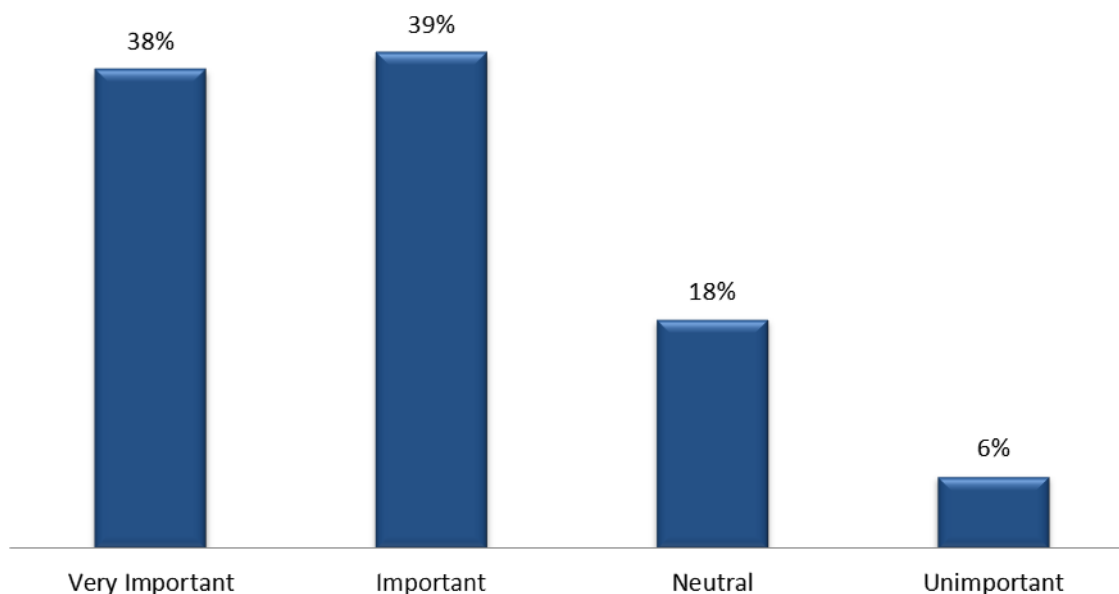
- Older respondents, males, homeowners, and longer-term residents were more supportive of light manufacturing (product assembly, product fabrication, etc.) in the City.
- High-technology manufacturing was favored by those with higher incomes, homeowners, higher educated respondents.
- The employed, those with higher incomes, and those with post-high school education were more likely to support the development of green/sustainable-technology industries in the City of Chippewa Falls.
- Transport industrial (warehousing, distribution center, etc.) establishments were more likely to be favored by males, the employed, homeowners, and higher income respondents.
- Lower income, those without post-high school education, and males were more likely to be supportive of heavy manufacturing (primary manufacturing) in the City.

Energy and Sustainability

About three-fourths of respondents said that it is important or very important for the City of Chippewa Falls to become a more environmentally sustainable community.

The importance placed on becoming more environmentally sustainable is consistent with earlier results showing that respondents are very supportive of green/sustainable-technology industries (Figure 10), and they generally approve of investing in transportation alternatives (Figure 2). It should be further noted that respondents were supportive of all the types of industrial development mentioned on the survey, so results shown in Figure 11 may suggest that if industrial development occurs in the City, respondents wish for it to be done in an environmentally responsible way.

Figure 11: Importance Placed on Chippewa Falls to Become a More Environmentally Sustainable Community

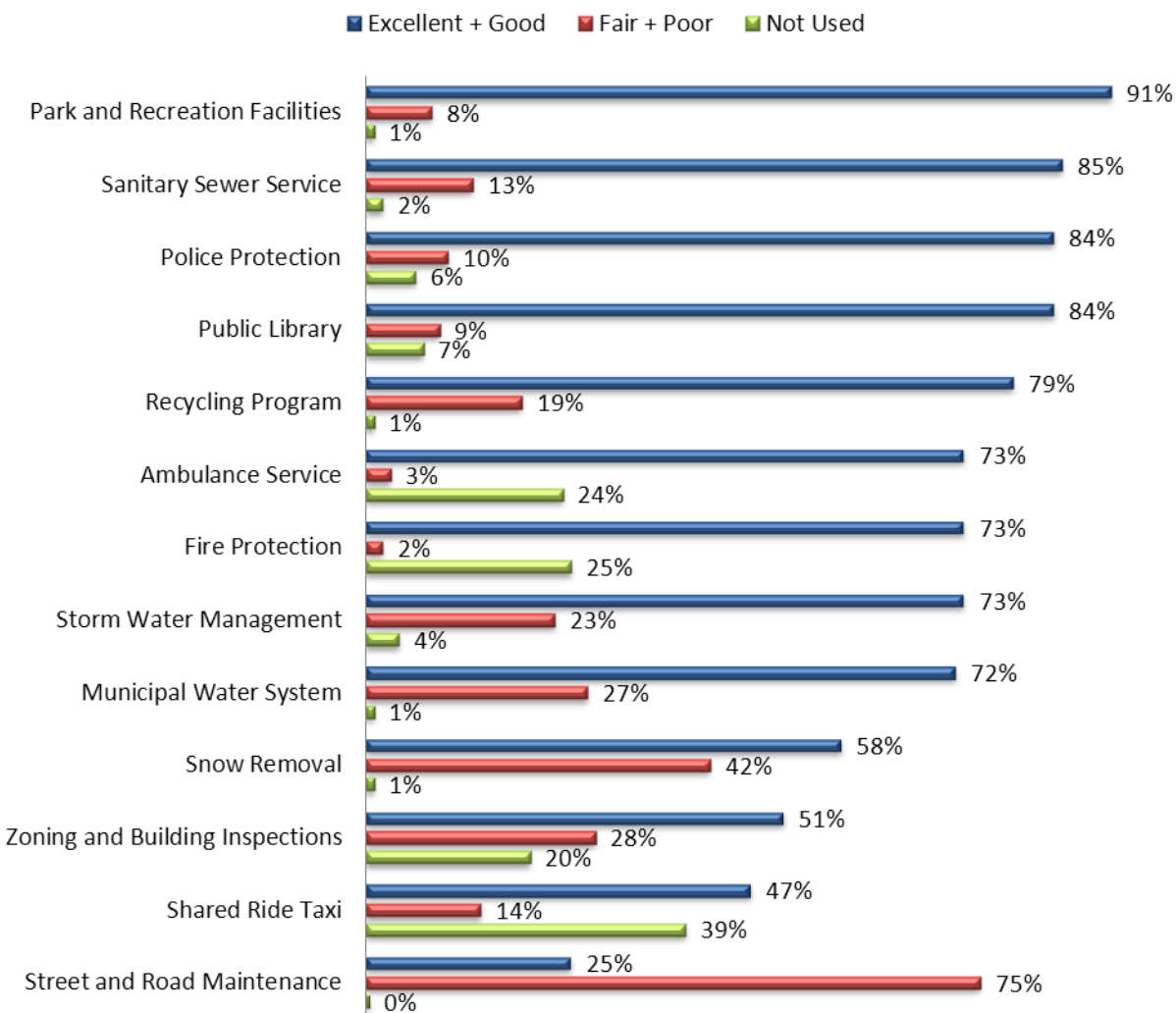


- Females placed higher importance on the City becoming a more environmentally sustainable community.

Utilities and Community Facilities/Services

Community Services Ratings. Respondents rated each of 13 City services on a scale ranging from “excellent” to “poor” (*excellent + good = top bar, fair + poor = middle bar, not used = bottom bar*). Most services fared well among respondents. As shown in Figure 12, park and recreation facilities, sanitary sewer service, police protection, and the public library had the highest ratings with more than 80 percent of respondents rating each as “excellent” or “good” (top bar in each grouping). About three-fourths of respondents gave high ratings to the recycling program, ambulance service, fire protection, storm water management, and municipal water system. About six in ten respondents said that snow removal was excellent or good. About one-half of the respondents said that zoning and building inspections and the shared ride taxi were excellent or good. However, it should be noted that relatively high percentages of residents have not used the shared ride taxi (39%), fire protection (25%), ambulance service (24%), or zoning and building inspection services (20%).

Figure 12: Community Services Ratings



Street and road maintenance received particularly low ratings; 75 percent of respondents gave it a “fair” or “poor” rating, and the highest percentage was in the “poor” category (39%). The ratings given street maintenance are a continuation of concerns expressed by respondents in previous sections of the survey (see Figures 1 and 2).

Age appears to be a defining factor in ratings for City of Chippewa Falls services and facilities:

- Older residents were more likely to give higher ratings to park and recreation facilities, police protection, the public library, shared ride taxi, recycling program, snow removal, and street and road maintenance. Younger respondents were more likely to report that they have not used the ambulance service, fire protection, and shared ride taxi.

Other significant demographic differences:

- Employed residents were less likely to give excellent or good ratings to the public library, shared ride taxi, recycling program, and snow removal.
- Respondents without children in their homes gave higher ratings to the public library, shared ride taxi, recycling program, and snow removal.
- Lower income residents were less likely to give excellent or good ratings to the sanitary sewer service and snow removal.

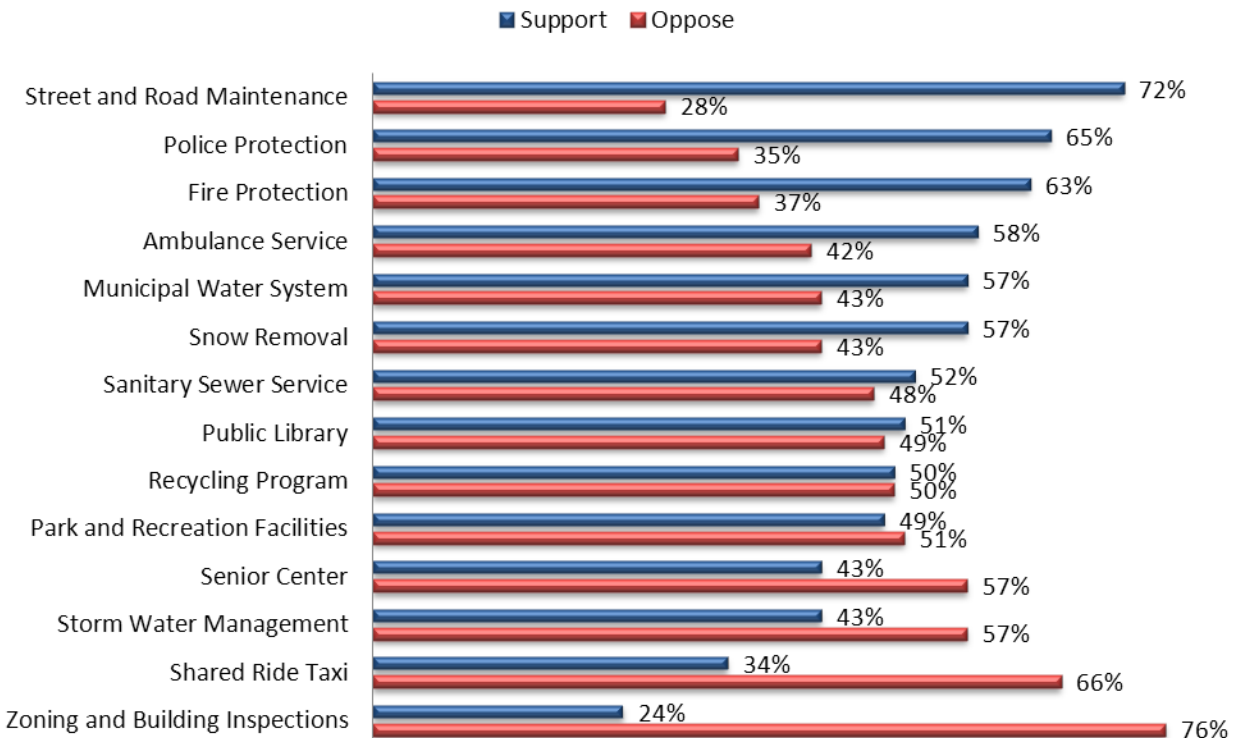
How to Pay for Improvements in Services. Respondents were asked whether they would support or oppose a tax or fee increase to improve each service shown in Figure 12. As shown in Figure 13, nearly three-fourths of City of Chippewa Falls respondents would support an increase in taxes or fees to address their dissatisfaction with street and road maintenance (which is consistent with earlier results showing that improving existing roadways was the only transportation improvement for which a majority would support additional taxes or fees (see Figure 3)).

Approximately two-thirds of respondents would support an increase to fund improvements in police and fire protection (respondents are generally satisfied with the police and fire protection service offered by the City). Slight majorities would support tax or fee increases for improvements in the following services: ambulance, municipal water, and snow removal.

Respondents were evenly split in their opinions regarding additional taxes or fees to fund improvements to the sanitary sewer, the public library, recycling programs, and park and recreation facilities.

Majorities of respondents said they opposed additional taxes for improvements to the senior center, storm water management, shared ride taxi, and zoning and building inspections.

Figure 13: Tax or Fee Increase for Community Services

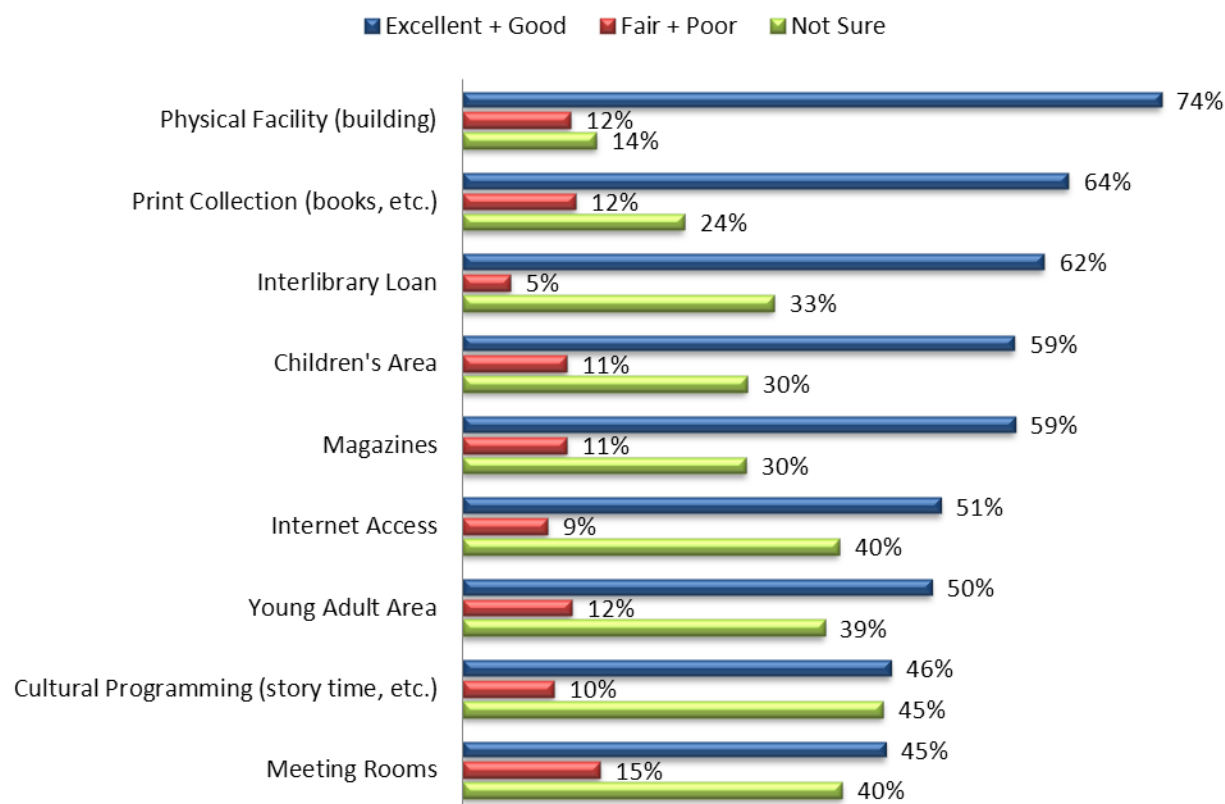


Noteworthy differences among demographic groups – *paying for improvements to community facilities/services*:

- Females were more supportive of increases in taxes or fees for improvements to the ambulance service, fire protection, police protection, public library, shared ride taxi, recycling program, and storm water management than males.
- Older respondents were more supportive of increases in taxes or fees for improvements to zoning and building inspections, municipal water system, police protection, shared ride taxi, sanitary sewer service, storm water management, and senior center.
- Higher income respondents were more likely to support tax/fee increases for improvements to park and recreation facilities.
- Homeowners were more opposed to tax/fee increases for improvements to ambulance service, the public library, recycling program, sanitary sewer service, and senior center.
- Employed respondents were more opposed to tax/fee increases for improvements to zoning/building inspections, shared taxi, storm water management, and senior center.
- Respondents without children in their homes were more supportive of tax/fee increases for improvements to the municipal water system, shared ride taxi, recycling program, sanitary sewer service, storm water management, and senior center.
- Respondents with post-high school education were more likely to support tax/fee increases for improvements to park and recreation facilities, the public library, recycling program, sanitary sewer service, snow removal, storm water management, and street and road maintenance.

Library Services and Facilities. Respondents were asked to rate their experiences with library services and facilities (*excellent + good = top bar, fair + poor = middle bar, not sure = bottom bar*). As shown in Figure 14, the library facility (building) received higher ratings than the materials or services inside.

Figure 14: Library Services and Facilities Ratings



The relatively high percentage of “not sure” responses probably reflects the responses of residents who have not used the library and lack the experience on which to base a judgment. If “not sure” responses are excluded, “excellent” or “good” ratings outnumbered “fair” or “poor” ratings by *at least* three to one for all the library services/facilities listed on the survey (Table 2).

Library Service or Facility	Count	Excellent + Good	Fair + Poor
Interlibrary Loan	795	92%	8%
Physical Facility (building)	1026	87%	13%
Internet Access	706	85%	15%
Print Collection	909	84%	16%
Magazines	831	84%	16%
Children's Area	830	84%	16%
Cultural Programming	658	82%	18%
Young Adult Area	730	81%	19%
Meeting Rooms	710	75%	25%

* “Not Sure” responses excluded.

Differences among the demographic groups – *library services and facilities*:

- Older respondents rated the library higher than younger respondents in multiple areas: library facility, meeting rooms, cultural programming, print collection, magazines, children's area, and young adult area.
- Respondents with children in their household were less likely to rate as "excellent" or "good" the library building, the children's area, the young adult area, and cultural programming.
- Respondents without post-high school education rated the interlibrary loan and meeting rooms higher than respondents with post-high school education.

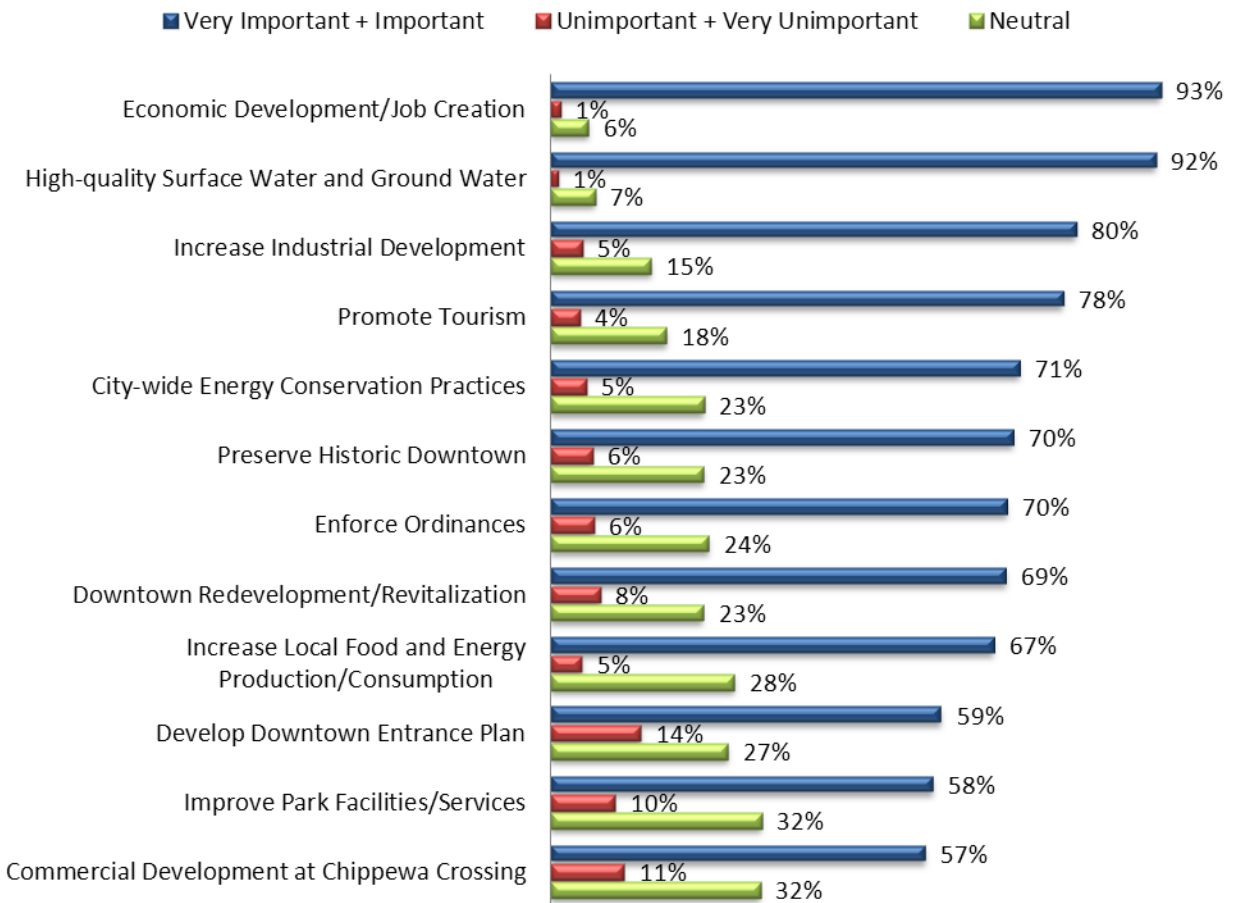
Priorities

Respondents were asked how important they believe various priorities should be as the City of Chippewa Falls grows. A scale of "very important" to "very unimportant" was used along with "neutral" and "don't know" categories (*very important + important = top bar, unimportant + very unimportant = middle bar, neutral = bottom bar in Figure 15*). For those with an opinion, it is clear that promoting economic development/job creation and having high-quality surface and ground water are the high priority items for this group of respondents. While a majority of respondents place importance on all other items listed, substantial percentages of the respondents have neutral opinions.

It is interesting to compare the results shown in Figure 15, with results presented earlier in the report. With the exception of retail development, the majority of respondents believe that the current amount of industrial, office, restaurant, commercial, residential, downtown, and medical/health development in the City is "about right" (Figure 9), so perhaps the wish is for established businesses to increase their employee numbers. Respondents were quite satisfied with water quality in the City (Figure 4) and, based on these results, want it to remain a priority in the future. Although only 58 percent of respondents believe that improving park facilities/services is very important or important, they previously gave such services their highest ratings (Figure 12).

In summary, respondents generally rate the importance of all the priorities listed on the survey quite high, particularly job creation and water quality. There remains, however, a substantial portion of the population who've not formed an opinion about these priorities.

Figure 15: Priorities as the City of Chippewa Falls Grows



Demographic differences City priorities:

- In terms of City priorities, promoting economic development/job creation was more important to homeowners than renters.
- Older respondents, males, homeowners, longer-term residents, and respondents without post-high school education placed higher importance on increasing industrial development.
- Improving park facilities/services, preserving historic downtown, and downtown redevelopment/revitalizations were more important priorities to females than males.
- Developing a downtown entrance plan was more of a priority to homeowners, older respondents, and higher educated respondents.
- Focusing on commercial development at Chippewa Crossing was less important to homeowners, and higher income respondents.
- Increasing local food and energy production and consumption was more important to younger respondents and females.

Open Comments

Respondents were given the opportunity to expand on any of the questions asked about in the survey. Approximately 40 percent of respondents provided input and responses were grouped into 7 specific topics plus a miscellaneous category and are summarized in Table 3. Selected quotes are used to illustrate these comments.

Of the 558 comments received, public services (roads, city enforcement, police, library, snow removal, etc.) received the highest percentage of comments. Road and street maintenance concerns accounted for nearly one-fifth of all comments and further underscores respondents' concerns about street maintenance as discussed earlier in the report.

Representative of road concern comments:

"Fix the roads, they are a hazard to our community and horrible. Something needs to be done very soon."

Two separate issues, the sand plant and job creation, were the main focus of comments regarding business.

"It is essential that good air quality standards be maintained in view of the possible pollution from the sand plant."

"The city needs to develop a plan to increase the younger family population; the elderly population exceeds the younger families. We need to create a job market to get younger families to move and stay in the area."

Table 3. Additional Comments		
Topic	Count	%
Public Services	184	33%
Business	98	18%
Taxes and Budget	61	11%
Environment	54	10%
Recreation	48	7%
Atmosphere	39	7%
Housing	24	4%
Miscellaneous	50	9%
Total	558	100%

Two other topics, taxes/budget and the environment, accounted for approximately one-fifth of all comments. The majority of tax and budget comments favored lower taxes.

"I'm making the same money I made two years ago and yet living and everything else has gone up. I cannot afford more taxes for anything."

Nearly half of the environment questions addressed water and air quality concerns, particularly the City's drinking water.

"Providing water you can drink would be a good start. Figuring out a more fair and equitable means of charging for foul tasting water. I spend \$115 annually so I can drink it."

The complete compilation of comments can be found in Appendix A of this report.

Conclusions

The results of this survey indicate that residents are generally satisfied with the services they receive from the City. However, residents of the City of Chippewa Falls want (and are willing to pay for) improvements to roads. When survey respondents were given an opportunity to share anything else they wanted to say about the questions asked on the survey, the highest percentage of comments addressed concern with road and street maintenance.

Perhaps reflecting the stalled economic recovery during the time that data were being gathered, respondents are nearly unanimous in their support of the City promoting economic development and job creation. Very high majorities of respondents support all the types of industrial development mentioned on the survey and increasing retail shops is a priority to a majority of survey respondents. However, respondent interest in economic development was coupled with a concern to maintain environmental quality in Chippewa Falls.

More housing options for seniors, more affordable housing, and programs to improve existing housing were the top priorities when respondents were asked about housing needs.

Respondents are generally satisfied with environmental quality in the city, and a majority of respondents said they believe that current environmental policies and regulations in the City of Chippewa Falls adequately protect the local environment from damage or disruption. Most respondents also believe it is important for the City to become a more environmentally sustainable community. One of the top priorities respondents have for the City as it grows is to have high-quality surface and ground water. Open ended comments from respondents draw attention to concerns with air and water quality.

Lastly, the report provides insights into the diversity of views that exist in the City. Opinions differ significantly depending on demographic grouping for many of the questions on the survey. For example,

- Females are generally more supportive of tax and fee increases for improvements to community services, are more likely to agree that the City should invest in transit opportunities and bicycling amenities, and are more likely to see a need for more affordable housing and programs to improve existing housing quality. Females, more than males, also believe there needs to be more downtown development, retail shops, and restaurants.
- Renters were more likely than homeowners to support increased transit opportunities, dog parks, and housing opportunities (affordable housing, long-term care/nursing homes, duplexes/apartments, and starter homes).
- Higher income respondents were more likely to agree that the City should invest in bike amenity improvements, and would be more supportive of a tax or fee increase to improve park and recreation facilities. Respondents with higher incomes are also more supportive of developing high-technology and green/sustainable-technology industries in the City of Chippewa Falls.

Appendix A – City of Chippewa Falls Written Comments

In addition to the comments written on mailed surveys, a few respondents took the time to enclose separate, additional comments with their returned surveys. These comments were forwarded to West Central Wisconsin Regional Planning Commission for submission to the City. The comments provided below are largely unedited and have been provided as written because it is felt that over-editing might reduce the feeling of some comments and not adequately communicate the writer's message. Some words were unreadable and are noted in the compilation. Profanity has been redacted.

**Q16. If you would like to expand on any of the above questions, please do so here:
“Other Responses” (558 Responses)**

PUBLIC SERVICES (184 RESPONSES)

Roads (103 responses)

Road Maintenance (75 responses)

- The roads are in terrible condition (8x)
- Fix city streets (5x)
- Street repair is poor (2x)
- All city streets are in terrible condition! No expense, but neglect by our city workers. They have time to grade alleys, sweep streets, but not time to fill in "pot holes" They are just trying to make a point. Ok, we don't have enough help! Maybe we should get new people that can work.
- CF is a very nice area; however, street maintenance is dismal and needs to be a very high priority.
- Columbia St. needs to be completely resurfaced from State Street to Island Street. It is a heavily traveled road and is in very rough shape all year round. Please do something about it! Filling in potholes is not the answer! It's just a band-aid over a much bigger problem.
- Don't allow dump trucks (dirt and gravel) on Residential streets (North Side of C.F.)
- Entrance coming into CF needs much improvement! Coming off bridge by Court Street is terrible.
- Existing roads are POOR. Spend money to fix our roads.
- Fix the road, shovel roads to Hallie, Zoning Mistakes to be corrected.
- Fix the roads we don't want to be like Eau Claire! They didn't used to be this bad.
- Fix the roads! The roads in Chippewa are embarrassingly bad.
- Fix the roads, they are a hazard to our community and horrible. Something needs to be done very soon.
- Fix what we have instead of building wasteful ones like behind Miron Cinema.
- Fixing the roads on the East and West hill should be a priority, Building new sub-divisions while not maintaining current roads are wrong!
- Get our roads back in shape. Summer & Winter.

- Get rid of one-way streets downtown-make 2-way.
- I feel the downtown entrance plan is a waste of money at this point.
- I mean police/fire/ems/streets/water, but I see the streets division seems like with a new boss, it seems not to care too much about street quality!
- I think the city crews do a great job in maintaining our roads.
- If you continue onto High Street it only gets worse, road is very poor, nothing to see. Can't see river.
- Improve roadways.
- Improve sidewalks and streets.
- It is very hard to navigate having just moved here. More direct routes (driving) and better road conditions I'd say are highest priorities.
- It was a tough year for roads. Most need help now.
- Many, many city streets are in horrible conditions. We need a referendum to pay for repair now!
- More money should be allocated for street repair.
- Noticed decreased adequacy of snow removal and road maintenance compared to previous years.
- Our city streets are in terrible condition.
- Our road care is terrible. Focus has been on heavy traffic areas for higher speeds. There are some heavy traffic low speed areas in Chippewa that might as well be dirt roads.
- Our roads are a joke!
- Our roadways are adequate for travel, but not necessarily in good shape.
- Please improve the quality of some of the streets! Very rough and broke up.
- Poor street condition.
- Quality of roads are very, very poor-for the amount of taxes we pay.
- Roads are exceptionally poor this year.
- Road improvement desperately needed on Kennedy Road Area. Now!
- Road maintenance- would be nice if crater were filled, but have watched patch trucks drive by and not fill them.
- Road Maintenance/Snow removal has drastically declined in quality in past two years.
- Roads are in need of work... STATE SE between Grand and Central by Kwik Trip especially
- Roads are terrible in town. Patch 1 and leave 2-no maintenance. Entrance fine-no signage from Hallie.
- Roads need major work and creating jobs should be a major priority. Many are destitute with out any change to move up.
- Roads need to be repaired, not patched year after year, write more speeding tickets to pay for it.
- Roads need work.
- Several streets in town are in need of surface improvement.

- Seymour Cray Blvd. Columbia St and Rushman Dr. to High St. We Garden is very bad as well.
- Start repairing the streets before the city cannot afford to do so. Streets are more important than a downtown entrance plan.
- Stop spending on things like round a bouts and fix repair existing roads.
- Street department workers need to work, not worry about getting back to shop for break or lunch. I see so much wasted time and fuel by the workers. There are cul-de-sac's by the shop that gets swept and fixed more than the roads that need it, because it's close to the shop. They can hide there and waste time on it. Our supervisor is also very overpaid. Also, I don't know why the supervisor gets to take city vehicles home at night, tax payers pay his fuel. One of the city employees makes sure his retired mother's dead-end road gets plowed before the main roads. They need to realize the taxpayers are paying their wages. I would be embarrassed to work for the city of Chippewa Falls "municipalities."
- Street Sweeper should keep city streets clean, not wheat (unreadable) on streets in Spring & Summer.
- Streets are falling apart, this needs to be corrected.
- Streets are terrible. Like driving thru land mine areas. Street department will fill a few holes then leave the rest untouched.
- The biggest issues that I deal with daily are poor street condition.
- The Chippewa Falls streets are in a deplorable condition, they are in desperate need of repair.
- The roads are terrible! I'm going to have to replace shocks, etc. on my car soon.
- The roads in Chippewa Falls need attention; they are in very bad shape.
- The roads need to be in better shape or people would rather avoid driving on them than come into town.
- The roads should be taken care of.
- The roads/streets are currently in "Swiss cheese" condition.
- The street department has been gutted also. That way our streets look like they have been bombed.
- The upkeep on our roads is not good. We have many nearly impassable roads including E Park Ave.
- We need to take (care) of what we already have much better, and then worry about expanding out. Our roads are ratty, but we go further & further out making it harder to maintain.
- We need to take a look at our roads, major roads need work. Should pay more attention to them rather than less traveled areas. Forget about additional curb and gutter development.

Pot Holes (20 responses)

- Too many potholes! (3x)
- At this point, we are seriously in need of pothole repair. It should be a high priority this summer.

- Every street you drive down is full of potholes; it's ridiculous how bad they are.
- Fix potholes-Columbia Street downtown is an embarrassment.
- Fix the potholes on street instead of running around on street sweeper and get these union (unreadable) to work harder.
- Hire someone who knows how to fix potholes in the streets.
- Increase chuck-hole patching.
- I already popped a tire on a pothole.
- Keep city streets free of potholes, not like they are now.
- Lots of potholes-Winter & Spring.
- People are trying to avoid potholes and almost causing accidents.
- Please fix the potholes in the road!
- Potholes are only half patched, when they do patch.
- Potholes are bad. Severe damage to vehicles. Separate threads on tires very, very costly to people. Fix the roads!
- Repair cracks and potholes more frequently. (And Railroad crossings.)
- The potholes in this town are horrible.
- The potholes in this town could swallow.
- The worst thing in C. Falls is potholes

Miscellaneous-Roads (8 responses)

- Hire more man power for street department
- Keep the street department and parks & recreation 2 completely separate departments.
- Make all streets 2-way again so I don't have to go around to get to my destination.
- Need enter/exit ramp on county P, too hard to get into Chippewa or onto main roads-29-53.
- Our road crews are fantastic, but under-funded.
- Re-open Bridge Street into a 2-way street with better signage for Rushman Dr. and Bay Street.
- Roads!
- We need another Hwy 53 into town (unreadable).

Police and City Enforcement (30 responses)

City Enforcement (17 responses)

- Enforce "housing violations" on West Hill. Houses being "held up" by scaffolding, rusting cars on lot, cars parked in alley "no parking area" Safety and aesthetic issue.
- Enforce laws regarding snow shoveling & bushes trimming from sidewalks.
- Enforce sidewalk snow removal.
- Have city ordinance that would restrict loudness/frequency of their whistles during 11 p.m. to 5 a.m. hours.
- I have a concern over air quality. Neighbor burns their garbage (including plastic) that produces noxious fumes. The authorities were called (fire protection) but they said there was nothing they could do.
- I wish Chippewa would enforce its snow shoveling rules.

- I would like to see the city issue guidance on garbage can placement/removal near the road. All too often garbage cans are left at the end of driveways all week.
- I would like to see the city remove leaves from boulevard areas twice a year to help clean up the beautification of the city, even if this increased taxes.
- Laws are on the books regarding air quality such as burning of trash, but not enforced. Laws that are not enforced are little more than good advice.
- Most negative responses are because the city is very poor at enforcing (unreadable) ground water.
- Obtaining building permits need to be enforced better.
- Ordinances regarding junk and unlicensed vehicles should be enforced for residents.
- Out law train horns (the use of) after 8 pm. No train horn until 8 am.
- Property upkeep is not enforced. There are several properties that look like landfills. All they are given is a warning. It has been this way for several years. Thanks for the survey.
- Streets are absolutely horrible in this town. Put up signs within city limits to BE QUIET - no loud trucks, motorcycles. Give us some peace and quiet. Why are trains blowing horns at 1 am, 2 am, tell them to reschedule during the day. FINE people without mufflers. ENFORCE speed limits. 40-50 school buses on this street/day with only 1-2 kids on each. Diesel pollution, noise and waste of money.
- There should be stronger enforcement of city inspector regulations referring to junkie yards, etc.
- The building inspector is a joy compared to the last three.

Police (13 responses)

- Could use more patrols on the West Hill to cut down on crime.
- Decrease car traffic or at the very least enforce the speed limit.
- Disband Chippewa Falls Police/County police force only!
- Improve integrity of police force.
- Improve noise control-slow down speeders.
- Low crime town could save money eliminating a few jobs at police station
- More speed limit signs in West Hill and a lot more patrolling for violators.
- Motorcycle noise not enforced.
- Noticing a dramatic increase in disregard for traffic regulations including rolling stops, running red lights and not using turn signals.
- Police response time is good however; we feel we need more officers & definitely should get better pay.
- Police should issue more tickets for ordinance violations and city should follow-up with removal of junk if homeowner doesn't comply.
- Speeders are a major problem on W. Elm Street.
- The police department lacks professionalism, sloppy reporting, thefts of money, when they do searches or respond to calls.

Library (15 responses)

- Actual computer lab @ library (more computers).
- I do not use the library. I am unable to use it, physically.

- I do not use the library-age, disability. I buy books, newspaper and magazines, and use the internet. The library has excellent regulation.
- I don't go to the library much, but I heard it is very good.
- I realize it is a good idea to have an inter library, but every time I want a book it is not available, very frustrating.
- I use the library often - please maintain the funding for it. Programs to improve fuel-efficient existing homes are needed. Our zoning and building areas are fine. Do NOT spend more money on this!!!
- It would be very beneficial to have internet access in the library meeting room. Such groups as the AARP taxable group will only be able to serve the CF people for a few more years without direct internet.
- Let's close the library or have seniors run it and end the patrol.
- Library hours should be expanded to Sundays. Kids programs-school/weekends.
- Library is great place by unwelcoming staff, lack of smiles and personality.
- Library service is important to me.
- Never use the library.
- Please invest in one library! Great staff, extremely poor selection and understanding facilities.
- The library only needs to be remodeled-great location.
- We cannot answer questions about the library because we do not use that service.

Snow Removal (15 responses)

- Alleys should be plowed. This is the only way we can get to our home.
- Keep streets plowed in winter full width of roadway.
- Larger budget for snow removal.
- Plow the sidewalks.
- Snow plowing has been great.
- Snow plowing needs to be done in alleys like a main road when that is the only access for parking.
- Snow removal - vehicles cannot be parked overnight on city street in winter, but alleys are not cleared for 2 or 3 days after snowfall. Those of us without 4-wheel drive cars are stuck!
- Snow removal for 1" to 3" included on major roads.
- Snow removal has been the worst I've ever seen. Please improve on the basics prior to funding any "extra" projects.
- Snow removal in Chippewa Fall-very poor. At 7 am people have to go to work-plow goes thru, blocks the end of street, can't get thru without being stuck, we had to go out and shovel to get thru. Plow doesn't return until 2 hours later to finish plowing the street. I don't know what they're thinking. We pay taxes, etc. & this is what we get. Very unhappy residents!
- Snow removal-did you do any this winter? Road conditions-worst they have ever been. A disgrace to the city.
- Snow removal- would be nice if streets in residential areas were plowed to the curb line the first time around instead of plowing two or three times and never getting to curb causing homeowners to keep shoveling. Including alleyways.

- They use way too much salt. The Dakotas have as much snow, but use more sand than salt.
- Use common sense when snow plowing-take advantage of no school days-per school calendar to snowplow, street sweep or repair. This past winter was utterly ridiculous on not widening, moving snow banks during Christmas break.
- Very proud of snow removal-police & fire protection.

Transportation (9 responses)

- As our elder population increases and ability to drive a vehicle decreases-we need access that is affordable to Eau Claire for medical appointments. Taxi service is costly and Shared Ride is city limits only. Many specialists are only in Eau Claire.
- Encourage development of private transportation to Eau Claire and back.
- I feel cross walks for pedestrians need additional and better marks. I feel an improved transportation system (local busses) is needed for aging population (me included).
- I feel strongly about the need for better public transportation especially back and forth to both Lake Hallie (Wal-Mart) and Eau Claire. This would provide citizens with more choices for food and medical care. When I retire, I will be moving to Eau Claire where this service is well planned.
- Increase mass transit from Chippewa Falls to Eau Claire. This is way overdue and other cities could assist with the venture. (This is a jewel waiting to be unearthed).
- It is important to form some type of public transportation (that is affordable) to get from Chippewa to Eau Claire, especially to hospitals.
- Please invest on a bus route! That would be great to have! Please system, Go "green" (wind, pay for service used).
- Please invest on a bus route! That would be great to have! Please.
- Public transportation services would be lovely :) Encourage younger generations to live here.

Schools (5 responses)

- Elementary schools need to be expanded.
- Just get the school district under control, which consumes about 75% of our taxes. Do we ever say no to these people?
- Less for the school districts is also a good idea to lower property taxes.
- Look at combining high school and public library.
- We also need to support the schools because contrary to popular belief school teachers ARE tax payers and local consumers.

Miscellaneous-Public Services (7 Responses)

- Ambulance service is excellent, but ridiculously pricey.
- Ambulance service should be run by hospitals or private enterprise, not the city fire department.
- Church bells serve no public service and a huge annoyance.
- Driveway motion lights are very important as a crime deterrent however, they should be limited to how far the light goes so as not to be intrusive to neighbors.
- I would like to see higher charges for ambulance intercepts with local towns & townships. We are wearing out our equipment with little payback. We have excellent emergency services.
- Postal service should only run Monday - Friday.

- We need sidewalks where there isn't any court St. Hill is one place that could use one also by the fairgrounds by cemetery area, I walk these areas and people don't watch for pedestrians. Thank you.

BUSINESS (98 RESPONSES)

Sand Plant (29 Responses)

- Get rid of sand plant! (2x)
- A silica sand plant has been built in the city of Chippewa Falls.
- Community, in regards to the sand plant & air quality regulations! Wake up.
- Don't want sand plant.
- I do wish the sand plant had NOT been allowed.
- I have reservations about the sand plant.
- I oppose the sand plant
- I support new business-like the sand plant.
- In question 4, I believe the city disregarded our environment (local) (especially quality) because of the new sand processing plant.
- Industry - yes to high tech, some manufacturing, and green/sustainable-technology! NO to sand mine types!
- It is essential that good air quality standards be maintained in view of the possible pollution from the sand plant.
- "Natural & Cultural Resources" I marked "strongly disagree" because of the Sand Plant being built so near a residential area so close to the city.
- No more sand plants.
- Open pit sand mining and the "FRACK" processing plant will change the environment of C.F. radically-pollution of the industry: light, noise, truck traffic, roads, visual, air. No questions about culture (unreadable).
- Sand mine bad idea, water will become very bad, roads will become junk.
- Sand Plant
- Sand Plant BAD MISTAKE so close to a city and lots of homes
- SHUT DOWN THE SAND MINE!
- Silent majority of C.F. residents wanted the jobs created Sand Plant. We need to welcome industry to C.F. Look at how that has helped Menomonie.
- Stop businesses that are not healthy for its citizens (sand development will affect air quality and health)
- The city has deserted its basic stated purpose of keeping this a healthy place to live by inviting and promoting the sand industry to the city.
- The sand plant affects us environmentally; noise, air & water, noise! (I live a 1/2 block from it).
- The sand plant going in disgusts many.
- The sand plant should have been considered by the whole community. The City of Chippewa Falls has endangered all of our health.

- We did not need the sand plant using our valuable water - nor their pollution and damage to our roads, nor the one way by Spring & Bridge.
- We need jobs and new businesses, but the sand company is causing many to move on-my house is worth little and the noise caused by the R.R. hauling is awful.
- We plan to move away from Chippewa due to the close proximity of the sand plant and the amount of air pollution and train noise it will cause. People did NOT want it and it was allowed anyways.
- We were dead-set against the sand mining but had no say in it.

Job Creation (17 Responses)

- Need to promote more jobs in the area. (2x)
- Create jobs.
- I believe we need to add to the high tech base of jobs in Chippewa. Also, bring in more manufacturing jobs.
- I feel more jobs are needed.
- It would be wise to focus on environmental improvements while expanding job opportunities through the development of downtown as a boutique shop/restaurant destination!
- Jobs are important to a community, but not at any cost.
- Need good paying jobs. Nothing keeping young people here.
- Need more jobs, not more taxes!
- Need to create jobs in Chippewa Falls to keep people in Chippewa Falls. Encourage more industry.
- The city needs to develop a plan to increase the younger family population; the elderly population exceeds the younger families. We need to create a job market to get younger families to move and stay in the area.
- The development of industry is very important. We need to bring good jobs to the area. The city has always been unwelcoming to potential major employers.
- We need jobs, affordable housing and services.
- We need more factories, more high development for jobs so our kids when they graduate, they stay here in Chippewa, not go to other cities. Otherwise, Chippewa is going to be all welfare and senior citizens. Get these 18 or 19 year olds a job so they can't sell dope or get in trouble or not have a baby and go on welfare.
- We need more high paying jobs!
- We need more local jobs that pay decent wages.
- We need to focus on job creation.

Downtown (11 Responses)

- Downtown needs to become a tourist destination. Promote unique & specialty shops & restaurants. This would help the whole community.
- Downtown parking for business owners.
- Encourage small unique shops to open up downtown. Take away parking limitations & meter supervisor & car-can use that money elsewhere. Get Target to come in off 29 entrances.
- Get business into downtown and help them to stay. There is almost no downtown community.

- Have a year round Whole Foods/Co-op store downtown.
- I would prefer the downtown remain viable before spending any public funds on further development at Chippewa Crossing. Did you guys/gals know we have a river and creek that runs thru downtown?
- It is important to keep the downtown alive, and yet preserve the historic look and feel of downtown. I always enjoy walking downtown from business to business. I love to go to small shops, craft shows and local activities. Keep the small town feel, clean air, safe environment and clean water.
- It should also welcome and promote new "green" industries and efforts as well as create a larger more vibrant downtown through retention of current great businesses and the creation of new multi-story/multi-use apartment buildings on run down lots. Urban density is a plus!
- Keep the downtown stores open later at night. 1-3 more hours.
- Need to look at securing and improving downtown before moving forward with other areas.
- Save money-cut any place that cannot support itself- library, tourist info center, museum. We try to deny businesses. Promote development downtown area a joke. One council member in the paper said she was glad a gas station or food place didn't go downtown-nice attitude, we all lose with that attitude. We messed up bad on the Hwy and Bypass Bad.

Restaurants (7 Responses)

- However, I would like to see a wider variety of restaurants! No more Subways please!
- I do wish we could create new jobs, but I am sick of seeing more land used. I really wish we could get a restaurant in Chippewa, like an Applebee's. I love the improvements in the park.
- It seems like every time we go out to eat, we have to go to Eau Claire!
- More restaurant & diners.
- More restaurants -Applebee's, Olive Garden, Perkins, Chili's.
- Need to expand selection of retail and restaurants-Most people travel to E.C. to eat and shop.
- With Dairy Queen being sold and the restaurant that took over going under, seasonal concession stand at the park could draw additional funds.

Retail Stores (6 Responses)

- A Home Depot store would be nice. Not Menards.
- Also, would like to see a Home Depot or Lowes come into the Chippewa Area.
- Building up Chippewa Crossing to include Target & some specialty stores only available in the cities like Trader Joes.
- I think it is very important to keep big retail, like Wal-Mart, out of Chippewa. It will close all downtown.
- More home improvements stores located in C.F. Home Depot or Lowe's would be nice.
- We need good development to bring a lot of jobs and tourism. A couple stores would help (Lowes or Home Depot).

Miscellaneous - Business (28 Responses)

- Building inspector NOT doing job regarding public nuisances.
- Can't there ever be a nice Museum like the one at Carver Park in Eau Claire!
- City services are important.

- Commercial development not needed @ Hwy 29 and 178. Too many ugly billboards along 53, can this be regulated? I feel lucky to live here.
- Expand and upgrade farmers market into a permanent structure/location.
- Expand farmers market & local food efforts.
- Expand Rev. with new business in area!
- Focus on business please... quit listening to the few.
- Funds for arts, of all kinds, not just industry. The fair and/or grounds is not "art" but a commercial venue.
- Highest focus on job creation of businesses.
- I do not understand why all 3-railroad depots just had to be torn down, but they base the (unreadable) metal sheds alone. Too bad they can't find a full size locomotive to put on display at park (unreadable).
- Increase efforts to attract commercial and green businesses rather than heavy industry. Attract them by increased focus on bike trails, high-speed rail, parks & green spaces, water quality.
- Less expenditure for opening new building sites that are not needed.
- Make the area like southern Eau Claire stores, hotels, restaurants. Continue to improve our city services, streets, police, and fire/ambulance.
- No big industry
- Our local government must support and promote business innovators by reducing regulations and requirements allowing these innovators to accept their own risk and rewards so any of them may thrive and prosper!
- Outlet malls/restaurants on SH178/ (unreadable) 29 would be awesome.
- Promote tourism with the apple orchards located just south of town, especially McIlquham orchards.
- The future focus should be on attracting companies that provide green, sustainable energy sources.
- The more industry and better paying jobs the more it helps small businesses. Small businesses are struggling!
- There should be more public areas and parks near the Chippewa River; instead, there are businesses and the City shop. (Very poor planning for a beautiful city!)
- We have an amazing farmer's market and it would be great if it were expanded!
- We need more hometown developing. Keep business in town by offering more. I don't know we need more developing buildings. Use what we already have empty.
- We need people back to work to get money circulating, someone... people prosper. If we don't expand, we will go under. When I graduated high school, the city population was 10,088. That was back in 1963, we should be growing faster.
- We need to keep our pool open! Keep investing in tourism and always, always support any industry that wants to make Chippewa Falls home.
- When entering of the buildings on the left (behind the area where the farmer's market is held) is an absolute eyesore.

- When it comes to hiring employees for the city, make sure they are mature with some experience.
- You see empty parking lots (falling apart) empty business! Looks like a ghost town.

TAXES AND BUDGETS (61 RESPONSES)

Taxes (47 Responses)

- Accelerate city street replacement thru one time tax increase like the 1/2% county tax, etc. Float a referendum question, if need be. I am sure residents would support this!
- Allow more private investment to grow tax revenues without increasing tax rates.
- Also: property tax on what hill are out of line!
- As taxpayers, we can now pay to repave the roads!
- Be careful or you could tax people on fixed incomes right out of their homes. Taxes are going up-wages are frozen or going down.
- Been paying taxes for over 40 years & the last 20 years, I don't know what they're going for. Chippewa Falls seems to have its priorities mixed up.
- Better use of past and current tax dollars, i.e. maintain CF infrastructure-roads, bridges, etc.
- Big difference between user fees and taxes.
- Combine city & county functions to save taxpayers money.
- Continuously increasing taxes will only hurt citizens of Chippewa. Our supervisors/board need to live within the means of the taxes collected. If this means letting people go, lowering benefit levels that is what needs to be done.
- DO NOT raise taxes! Be Smart!
- Do what's sustainable, affordable, and serves the public; where improvements can be made, I will pay more for fees and taxes.
- Due to improvements made for their infrastructure i.e. (roads, water, electrical) not getting the taxes for improvements made for industry).
- Give tax break to businesses to come into Chippewa & give a reason to stay with everything the city has to offer. Tax break you give, you will get back in job & people revenue.
- I also know expenses go up with inflation and the only way to raise money is taxes for services.
- I feel my taxes are high enough now, so anything that should be done to the city shouldn't increase my taxes. My taxes have gone up over \$100 in my first year here, and my road is in very poor shape, so where has my tax money gone? In addition, further information is needed to properly answer these questions.
- I think we could do more WITHOUT raising taxes by cutting some other programs.
- If we have to pay higher taxes, so be it. We are starting to look like a third world!
- I'm making the same money I made two years ago and yet living and everything else has gone up. I cannot afford more taxes for anything.
- In my opinion, there is no need to raise taxes.
- Instead of raising property taxes for home improvements, give people a break/incentive. What is rewarded gets done. If you want crappy looking buildings and yards to project a beautiful town, then reward people.

- It's important to provide services, but we can't afford much higher taxes.
- Many of the items could/should be supported by private enterprise. My tax dollars absolutely should not be used for such things as a dog park. Having a pet is a personal choice and the owner has to be prepared for the responsibilities that come with it!
- Must keep taxes low so people can keep heads above water.
- Need for improvement of job opportunities with improved economic pay scales. Heavier taxation on industries.
- Need to work with village of Lake Hallie on issues/taxes/sharing services etc. Tear down the "unreadable" of the existing staff that "unreadable" to be the stopping blocks. City council needs to really address the tax issue us keep talking about "unreadable" fee pool, library, etc.
- No new tax.
- No tax increases!
- No tax increases. Live within the means provided by taxes already collected.
- Our city has done a very poor job over the last few years especially with economic development, single-family homes have done a great job at raising taxes and supporting union pay increases!
- Please don't raise taxes.
- Put a hold on tax increase and spending until we get the economy moving and people working.
- Rather than raising taxes all the time the different city departments need to learn how to be more productive and quit wasting money.
- Re-evaluate current tax budgets to distribute money where city improvement are needed or required (i.e. sinkhole on Woodward Ave.)
- Remove school support from property taxes, so that these taxes can be focused on the city needs and developments.
- Tax dollars to address some of the needs for the community.
- Taxes are too high for property/land and what you rec. for taxes paid.
- Taxes at amount level or lower should be enough to improve streets, maintain public service, and promote development in my opinion.
- Taxes for real estate are plenty high enough for what Chippewa has to offer for wages and no clothing stores or much else for shopping. One must go to Eau Claire for anything major.
- Taxes on real estate too high! We have a very large police force in Chippewa County. This survey is quite expensive!
- Taxes should not need to be increased if business is attracted here revenues will go up. Create efficiencies and cut inappropriate spending to lower taxes.
- We are taxed enough already-don't take more, spend less work within your means like residents have to.
- We need less government and more private investments. Keep taxes low.
- We need less government spending and lower taxes. The free market cannot determine appropriate priorities.
- We pay enough in property taxes, if not too much. It's time to buckle down and start working with what you have.

- When applicable increasing user fees should be first step. Maybe with a combination of taxes and fees, so as not to exclude lower income from being able to make use of services.
- When it comes to our having a choice whether to use an item or service, a user fee over taxes is my choice. As for increases to both user fee and taxes, they should be determined and brought up for citizen approval at the time of their perceived need.

Budget (14 Responses)

- Budget -cuts - not a very good choice in magazines.
- Economic is important, but jobs that don't cause health problems are necessary. Individuals and local government must get creative. People must band together to support with money the things important to them.
- I think Chippewa needs better spending habits. They receive more than enough money in taxes. I see the misuse of funds all the time within the courthouse and road crews, water dept. is the worst.
- I think the city is adequate with most of these items, while understanding the city may have to spend some money for maintenance & upkeep of current facilities.
- Increased spending and increased government control over private citizen's life and property are not needed.
- Make a Budget- Stay within budget.
- People and government must live within means. Don't spend money we don't have.
- Please keep the budget balanced. Be an example of not overspending and please use funds wisely.
- Please work within the budget. Times are hard for homeowners & their families. Thank you.
- Promote combining services with the county to save money.
- Quit spending on recreation and spend where we NEED to.
- We need to be sure budget cost does not damage the good features we enjoy about living here.
- We need to cut back on engineers who get big salaries and don't know what their job is and how to do it!
- We realize the city council is facing budget challenges and some services will be reduced or cut completely.

ENVIRONMENT (54 RESPONSES)

Air and Water Quality (27 Responses)

Water (23 responses)

- Better water quality so we can get rid of chlorine treatment.
- Chippewa Falls needs to do something about the water quality. The tap water tastes horrible; it's the worst I've ever tasted, and fluoride should be added to the water.
- Chippewa's water is no longer good for drinking - have to have a filter in order to drink it. I have lived in Chippewa all my life (81 years) and Chippewa always had the BEST WATER, the Mayor should have gotten the public's opinion before voting to allow the Sand Plant Come to Chippewa.
- City water supply needs to be fluorinated. It's important for young families.

- Developing a healthy community. A development plan that encourages businesses can help support the cities budget and will out far increase fluoride in water and water taste is a priority.
- Fix the water.
- Ground water quality is excellent until the city adds chemicals. The water smells & tastes awful. I don't want industry that pollutes the air & water.
- I think the City of Chippewa Falls has put our quality of surface water and ground water in jeopardy by allowing the Silica Sand mine to build in Chippewa close to residential housing.
- I'm concerned about the water pollution by the new sand company.
- Need surface water filtration before it drains into Chippewa River.
- No more big companies please! Also, have the water department regulate the chlorine better. This last winter for about 3 months, I could not drink the water!
- Only Chippewa can take pure water & mess it up.
- Only time will tell what the sand plant will do to the water table of "home of the world's purest water" Who's watching?
- Our drinking water should not taste worse than St. Paul, MN water. Clean not chemically clean drinking water.
- Poor city water quality.
- Providing water you can drink would be a good start. Figuring out a more fair and equitable means of charging for foul tasting water. I spend \$115 annually so I can drink it. Reduce the house-to-house charge for storm water, which is technically sewer water. I have flowerbeds & have landscaped to reduce runoff, but I get no reduction. The triplex next to me pays the same rate as I for runoff.
- Purest water, with bleach in it, this is a joke on us! Needs to be fixed so we can have pride in your water again!
- Put fluoride in the water!
- Quality of drinking water is terrible-too much chlorine; however, that is better than too much bacteria.
- Stop using "home of the worlds purest water" on the letterhead of the city of Chippewa Falls (not there).
- The rain and ground water quality will be negatively affected by the mining, trucking and sand plant emissions. Chippewa Falls was once called the "City of Pure Water", is now known for a silica sand plant.
- The water in Chippewa Falls is very, very, very bad!
- The worst thing in Chippewa Falls is the city water. It is disgusting to advertise pure water.

Air (4 responses)

- Chippewa Falls has sold out air quality and sound pollution.
- Cutting down trees/forests in town for development lowers air quality and increases pollution, and displaces animals, nature, and habitat.
- I expect the air quality to be horrible after the sand plants finished.
- Keep our air quality healthy please!

RECYCLING (17 RESPONSES)

- Completely disapproved of handling of recycling costs.
- Free recycling program.
- Go green!
- I also think we need to recycle and not be a throw away city.
- Many cities do this as getting to recycle is difficult with hours.
- More items should be recycled.
- Please consider changing the company that is responsible for collecting recyclables - inconsistent, unprofessional, and lack of regard for customer service/communication.
- Recycling and green industrial manufacturing.
- Recycling is important to our city and to future generations.
- Recycling practice should be improved.
- Recycling provide very poor service.
- Recycling-allow enforcement for laws already on the books.
- Start recycling in Irvine Park.
- The one area that I am completely dissatisfied with is the city's continued use of Normacycle for recycling. If I must now pay for mandatory recycling, I want to choose my own recycling provider.
- The recycling is one of the worst ever. They sound good on their brochure, but in practice they are both picky and rude.
- We should do like La Crosse with recycling. If people put recycle items in garbage, they get a fine.
- Weekly recycling would be nice.

Miscellaneous-Environment (10 Responses)

- Any and all energy conservation, green alternatives, etc. should focus on efficiency and savings, not environmentalism.
- As long as you don't get on the global warming bandwagon-there is no global warming-it's seasonal like it always has been! We need to live within our means-cut spending!
- Become more green as a town and community.
- I do not want the local government focusing on "Green Technologies," I want them focusing on what we know works!
- In promoting economic development, we must be very concerned about preserving our natural environment!
- Keep it local-subsidize entrepreneurs-Green focus-Develop the entrance to the city-develop the river-encourage art & culture. Encourage-subsidize (unreadable) green industries.
- Let's not waste resources (i.e. time and money) on the phony "green" environmentalism. We surely don't need to raise taxes to promote it.
- Stop taking historical wild lands, and wildlife habitat for tourism or private profit! As in the Renaissance tells river and the land that surrounds it are far more valuable than to be floats, plants, ball parks, or theme parks!

- The city should use more solar energy. The vehicle should fleet should include electric vehicles. Keep utilizing user fees.
- We want green renewable energy - low energy - streetlights, solar electric power, and wind power

RECREATION (48 RESPONSES)

Bike Trails/Sidewalks (18 Responses)

- Be nice to have a bike trail in flats connecting by boat landing to trails on 178, also a bike/walking trail going parallel with business 53 towards Wal-Mart.
- Bicycle trails- should be included in the planning of street and sidewalk maintenance.
- Bike trail from Hallie should connect with one from Chippewa.
- Bike trail-I live across the street from the bike trail, about 5 bikes a week, I see on it, mostly youngsters learning to ride (professional riders use the street). Trail is used mostly for people walking their dogs or families pushing baby buggies. What a waste.
- Bike trails connecting Hallie & Chippewa Falls is not paved; it probably should be.
- Bike trails in city are needed - CF is a bike unfriendly city.
- Bike/walking trail not contiguous, i.e. along Park Ave bike path does not go through to Seymour Cray.
- Develop public access along river with a trail from Leinie's to main street bridge.
- Don't worry about bike paths-I have never seen anyone riding a bike on a bike path.
- I believe a bike trail should be expanded from 40th St, in Hallie to Main St Chippewa Falls connecting C.F., Hallie and Eau Claire.
- If bicycle trails are improved, they can be used for both pedestrians and bikes instead of single purpose sidewalks.
- If they redo a sidewalk, great but do it right! Draw plans up for walkways to be handy for bikes & wheelchairs going each way. It costs no more to have 2 access down. Just lack of brains to do it right first time.
- Put in place fees for extras i.e., bike trail, Skate Park.
- Same goes for city sidewalks. So many are so poor that it's a hazard to walk on. The curbside trees hang over the walkways, making it even more of a hazard. Fix what we have before building more!
- Sidewalks in older neighborhoods (East Hill) are in rough shape.
- The bike trails are in good shape, but we need more of them and want to connect Chippewa and Eau Claire, especially with price of gas increasing.
- Walking paths along the river into a small city centered downtown park may attract downtown workers & other to enjoy. (And stop by Olson's for a treat!)
- We would love to see all sidewalks or at least newly installed side walks to have ramps in every direction. That would promote more people to walk with strollers and to able to take the kids for a safe bike ride.

Park (17 Responses)

- Get the dogs out of Irvine park-tired of stepping in dog poop-and locking dogs up like caged animals.
- I LOVE Irvine Park!
- I love our parks and downtown.
- I think park services are very important, but Chippewa already has beautiful facilities.
- Irvine Park is Chippewa Falls crown jewel, maintain it!
- Irvine Park is great. Other parks in Chippewa are full of dog poop and kids can't play there. People need to pick up their poop!
- Like Irvine Park to remain a free park.
- One of the things I have enjoyed most is the amount of parks Chippewa and Hallie have. I visit Irvine Park every week with my daughter.
- Open the park back up to pitching a tent and camping in summer like it was when I was a kid.
- Our park is a great asset to our city.
- Park facilities are awesome and required no additional improvements.
- The Chippewa Dog Park is generally dirty; entrance area is dirty next to garbage cans and port-a-potty. Dogs escape at times and run through our yard. Most people who use dog park are not members or pay the small fee to use it.
- The most important asset in the city is Irvine Park and yet you continue to get the employees and shorten the hours. Bad!
- There is no place like Irvine Park! It's the best in the state.
- We love the Chippewa Falls Park system! They are the best!
- Would like increased pedestrian trains in Irvine Park.
- Would like to see the park on Grand Avenue have new equipment and stuff for kids to play on.

Miscellaneous-Recreation (13 Responses)

- Develop area of 178/business 29 (this is our front door to the community). Along with this, develop the Riverfront for recreation (I.E. like Phone Park in Eau Claire, WI).
- Develop our pool area.
- Have tennis leagues for senior citizens.
- I don't want people skate boarding on Church property and such, but they should have a place to go.
- I would like to see more publicity for school sports, music and cultural events/activities to encourage attendance and participation of those who do not have family members in school.
- I'd love to be on the Parks & Recreation Board.
- Increase expenditures on items for leisure, e.g. playground enhancement, etc. My motto has always been, "Anything for the kids." I don't mind paying more in taxes for fail or for things for kids and families.
- Keep industrial development in the industrial park. Get rid of outdoor pool, it is too expensive. We have YMCA, park, middle school, and Ray's Beach. We can't afford the outdoor pool, the structure, the labor, the chemicals, etc.
- Let people have the right to put up volleyball nets.

- Pool closing is unacceptable! Chippewa offers minimal entertainment to keep kids off of streets.
- There is only one disc golf course. It's incomplete and you can't effectively access it during school and throughout the school year. There are too many other activities; the course seems to run into such as football, baseball and gym.
- We need to improve the fishing opportunities in town. The Duncan Creek needs cleanup, too much sand everywhere had made fishing get worse.
- Winter ice skating rinks/hockey rinks. A city of this size should have two or three of each. It is a tragedy and no wonder our kids are so unhealthy.

ATMOSPHERE (39 RESPONSES)

- After 83 years, if it were possible I would move out of Chippewa Falls and Wisconsin. It's no longer a nice place to live. I'm trying to sell my burial lots so I don't need to be buried here.
- Because I am over 65 and now live in a condominium my views are different than when I was a homeowner living in a city community. Therefore, I based my answers on both. Thank you for the opportunity.
- Bringing more people to downtown is a win-win for all.
- C.F. is a great city. We feel fortunate to live here.
- CF is a great place to live.
- Chippewa Falls is a great place to live-we do not need industry that destroys our quality of life or negatively affects the environment.
- Chippewa Falls is so beautiful! Let's keep it that way and preserve what we have!
- Chippewa Falls is uniquely poised to become a destination as a naturally beautiful, historically fascinating city.
- Didn't the city spend \$12,000 on a survey that UWEC did in 2003?
- Downtown entrance plan is so needed! Doing so will boost the community ego therefore, leading to more pride in the city and making citizens more open to things like revitalization, local energy production and consumption. All will lead to more jobs for the community and a better city.
- Eau Claire is fast paced, Chippewa is not, and that's why we live here. Please keep that in mind.
- Economic development needs to be priority one. This is a great place to live; library, parks, fire, etc. are great. Need to be supported but not improved.
- Enjoy living here. Parks, trails, and downtown are great.
- Growing. All of Eau Claire shopping is on their south side. Why can't we be the shopping center of the north side?
- I appreciate living in Chippewa Falls. I have always been fairly well satisfied. If people leave me alone I will do the same.
- I live next to a gas station/car wash-the noise from the garbage trucks and dryer for the cars are so bad I can't sit outside in the summer. Plus the air conditioning from the gas station-very loud!!

- I love living in Chippewa Falls. The city is so nice-clean and well kept up, services are excellent, everything is conveniently located, great arts and cultural opportunities, wonderful library...I love it thanks!
- I see Chippewa Falls as a beautiful community that is unfortunately trying to be what it was 50 years ago. The city has and should take the opportunity to redefine itself as a biking/skiing/fishing/and boating community/hotspot in WI.
- I think preservations are extremely important. It sets us above other comparable cities and towns. It's what says, "We are Chippewa Falls." We need to expand tourism and promote our uniqueness like Hayward.
- I would like to see Chippewa Falls retain its small town atmosphere.
- I would like to see the Chamber of Commerce and the Main Street programs work together to promote tourism and improve facilities throughout the city and county.
- It would be great to have Chippewa Falls focus on having a great downtown & increasing the number of activities available to people & especially kids.
- It's a wonderful place to live.
- Let's focus on making Chippewa falls appealing to all.
- Many of above focus on tourism, jobs, and making Chippewa Falls a good place to live and bring up a family.
- No more increased traffic and no more people.
- One of our previous mayors wanted this city to remain small. The fact is we are in a metropolitan area of 125,000-140,000, you either grow or you die! Look what shopping Rice Lake has compared to Chippewa Falls. We are twice their size! Watch out "unreadable" will soon be bigger than Chippewa Falls. Look how Menomonie is.
- Promote Family Time. Promote young family, good living environment.
- Revitalization of downtown.
- Revitalizing downtown is important to Chippewa. With importance in tourism, high water quality (attracting tourism) and upkeep of our current parks (Irvine is great! as is the state park).
- The city looks like trash city. We have no real preservation of historical buildings - the carnages Library was torn down!
- The entrance to the City of Chippewa Falls is unattractive! We don't develop and enhance the areas of natural beauty in our city.
- The reason I love Chippewa Falls is the downtown atmosphere.
- This is a beautiful city and we love living here.
- Very happy to live in Chippewa Falls
- We (as a city) have driven away too many job opportunities in the past. We are not a bedroom community to Eau Claire. If we don't start to move forward, we will have no future.
- We have a beautiful city and riverfront; we need to exploit that to entire visitors and quality citizens. Attractions that show off our city and its diversity would be good.
- We love Chippewa Falls.
- Will Chippewa Falls "grow" without industrial & commercial development? We don't want to be a "sleepy town".

HOUSING (24 RESPONSES)

- Apartment buildings on Garden Street (Brown eight plexus) need to go. Put a park there instead.
- As economic development and jobs happen, there will be additional demand for housing.
- Creating housing developments in the country is ridiculous. We have many houses for sale in town and we shouldn't be destroying forests and taking away habitats for animals just to build new houses that will sit empty for months on end. STOP creating housing developments and start making neighborhoods in town better!
- Encourage condo and assisted-living facilities near downtown.
- Get rid of campers, boats and don't let home owners park in their front yards.
- Housing Development: I feel our areas of housing are adequate.
- Housing-there seems to be adequate affordable housing, but owners need to properly maintain and keep the property clean. Duplexes and apartments need regular, periodic supervision and inspection to guarantee up-keep and cleanliness.
- I am not in favor of single-family homes being converted into multi-family homes.
- I would like to see the half-built houses and the junk around them cleaned up.
- Make our city look better by fining people (homeowners) that houses are disgustingly not taking care of houses.
- Make property owners clean up junk in their yards. Some parts of the city look like a junk yard.
- Many homes and yards on the east side are trashy and the owners should be fined or disciplined. Thank you for your efforts.
- Many yards and parks are filled with garbage and junk. It looks terrible.
- More home exterior inspections for garbage & trash! The home on Brick across from 4:30 am Coffee Shop is a huge eye sore & close to downtown. Make them clean it up!
- No more junky apartment buildings built-looks awful approaching our downtown. We have some junkyard properties. The backside of Spring Street.
- Overall, I feel the city provides very affordable housing and is a well-rounded, pleasant place to live.
- Residential property upkeep.
- Same with housing, we build more & don't take care of what we have already!
- State Street is a very busy street and how the (some) of the houses look is a disgrace for people walking or driving by - who can live next to some of these?!
- There are 2-3 houses on the main arteries of Chippewa that are embarrassing. 2 on State Street and others on the bend of Grand heading towards the hospital. I thought we had laws, etc. about that.
- Too many homes have "junk" like cement trucks parked in their yards all year (Elm Street). Homes falling down "Cedar Street" due to digging by owner all year.
- We have so many homes for sale. Why build more at the present time?
- We need an overall campaign of cleaning up Chippewa. Clean up the yards, clean up two neighborhoods, help get grants for improvement projects and clean up the drug problem.

- We need duplex or small apartment to accommodate seniors in safe comfortable areas who are fixed on incomes without rent increases regularly. We have many of these recreational facilities in Chippewa Falls-we don't need the expense to add more.

MISCELLANEOUS (50 RESPONSES)

- Access. AARP will require direct internet access possibly as soon as 2014.
- As a member of State-wide Labor Management committee, during the 1980's I learned the value of "brainstorming" wherein each member was encouraged to give input to the issue under discussion. More of this, than not, looking at a problem from many different perspectives resulted in a viable solution or position.
- Because of flooding-changing could cause trouble controlling the water flow in downtown entrance
- Collusion is illegal! But all gas stations are the same-quick trip goes up-then all go up-40 miles north or south gas is cheaper if I didn't live here I wouldn't come here as a tourist.
- Concerns: water pollution, air quality, noise, real estate values, tourism, landscape.
- Do NOT want city to become a liberal Mecca (i.e. Madison) which seems to be a city council mindset.
- Do positive things for our city without digging a deeper hole (common sense).
- Downtown entrance very important. City regulations on industry are inadequate in instances where we rely on the DNR.
- Energy Prices are to high, need Xcel energy to have composition.
- Every city needs improvement. Some need better management of employees and disbursement of funds. More work time and less idle time. A job means you do your work not sit or stand around.
- Fertilized on streets, leaves, grass in streets. "Unreadable." Pet waste control "unreadable."
- Finishing packs and access to areas are being missed. Xcel energy should contribute to finishing access.
- Get xxxxx the xxxxx out of office (xxxxx).
- Get rid of under ground wiring!
- Have the city look at putting our waste (food from large facilities, garbage, etc.) to use as Eau Claire and La Crosse has done.
- I am also concerned that Ward 2 will be losing a top-notch alderman in Brian Flynn.
- I did these comments because my husband's been dead for 3 years. This is my home and these things are important to me.
- I didn't think the survey was written well enough to gain insight and develop priorities for the city. I could have indicated agree to everything in a category and that would have been of no benefit to this.
- I know these things cannot be done all at once, but I think every year these things can be looked at, and done across the board and try to get things going.
- I think the focus of future should be health promotion, empowering young parents and families and environmental and conservation issues. Thanks for asking!

- I think we need more things that families are able to do for free or minimal cost. I also believe we need to be more "senior" friendly and watch our natural resources.
- I would like to see the city enhance the Duncan Creek & river areas as other cities have done. It's a certain draw to visitors. (Also keep our Rainbow Buildings).
- I wrote some foot notes here and there. What would I like to see is some/all of the waste I see happening to stop. If we didn't spend millions on monument to the government (i.e. the new well building or the new garage behind the middle school. Administrators getting paid hundreds of thousands). When the waste, fraud, and abuse stops, I might feel like listening, otherwise you're not getting another penny from me.
- Menomonie opposes parking several cars (unreadable) household or lawn. Also, too many trailers (rec.) parked/stored on lawns.
- Most programs in Chippewa, you need to be either very rich or poor. Hard for middle income to participate.
- Need more stop signs (West Hill).
- No more mining or other heavy industry.
- Not sure of 15i questions. I don't understand 14b their meaning.
- Open Comments
- Our plan to develop the riverfront downtown could put us over the top. Our downtown is great but further development is crucial to its future.
- Parks, community services and family homes should be a top priority in C.F.
- Preserving shared ride program and economic development especially high tech, "green" or industrial important - for sustainable community.
- Questions too vague. No answers to most.
- Senior care is future.
- Small orgs, clubs are not able to find meeting rooms, etc. other than in the library and/or churches. The city hall and courthouse have such rooms but use is very restrictive or N/A.
- Some questions would be easier to answer if statistics were available to refer to.
- Streetlights should illuminate downward only. Replicating the mistakes of larger cities is not progress. Trees and brick are beautiful.
- Support your local public employees. What was done to our municipal employees was shameful!
- Survey is poor. Questions are very vague. What does "invest," mean. Maintain existing facilities or build new? What does "amenities" mean? What does "development of industrial establishments" mean? What are the current "environmental policies and regulations?"
- The last time the city conducted a survey, the mayor ruled that the survey was not legitimate and ignored the survey results. Spend money on essentials like police and fire protection. Reduce spending on wants (parks and recreation, etc.).
- The survey was too lengthy causing lost of interest.
- This should have been mailed out before the sand plant was brought in and the public should've had a voice in it instead of the city council voting in favor of it.
- Too much preservation.

- Union labor costs/benefits/holidays/sick days AND protection of lazy/poor workers is the biggest reason the evaluation of "services" is as low as it is. A priority is needed to accomplish/make these work force personnel comparable to the private sector. Poor negotiations gave the ship away. A good professional City Administrator is needed.
- Unused land on I by clinic a hospital-Windmills for electricity for C.F. residents and businesses.
- Utilize commercial development land for the purpose of wind turbines/natural energy sources.
- We need a meeting center (conference).
- Why bother with any of this as City council does what it wants regardless of citizens input and/or concerns. We banned Proppant plant. In these tough economic times, increasing taxes and/or adding fees are not the way to go.
- With the economy as it is, we shouldn't be concentrating on projects that aren't vital to our everyday life.
- With the higher cost of everything would be good to keep people in the area, both for jobs and shopping.

Q19. Employment Status: 'Other' Responses (24 Responses)

- Disabled (8x)
- Student (5x)
- Stay at home mom (3x)
- Homemaker (2x)
- 3 of the 5
- Graduate Student
- Seasonal at times
- SSDI
- SSI
- Student and work P.T.

Q20. Place of Residence: 'Other' Responses (4 Responses)

- Condo
- Life Estate
- Mortgage
- Rent to own

Appendix B – Quantitative Summary of Responses by Question

City of Chippewa Falls Citizen Survey - 2011

TRANSPORTATION

1. Rate the overall adequacy of the following in the City of Chippewa Falls .	Excellent	Good	Fair	Poor
a. Bike trails	24%	57%	15%	3%
b. Roads	1%	26%	39%	34%
c. Sidewalks	4%	55%	34%	7%
2. During the next 10 years, in which of the following transportation alternatives do you think the City of Chippewa Falls should invest?	Strongly Agree	Agree	Disagree	Strongly Disagree
a. Bicycling - improve amenities/increase opportunities	13%	43%	31%	13%
b. Improve existing roadways for vehicles (cars, trucks, etc.)	54%	42%	3%	1%
c. Pedestrian amenities - improve amenities/increase opportunities	14%	56%	25%	5%
d. Increase transit opportunities (in Chippewa Falls and/or to Eau Claire)	29%	40%	24%	7%
3. If the steps in Question 2 to improve transportation services required an increase in taxes or fees, would you support or oppose increases for the following?		Support	Oppose	Not Sure
a. Bicycling - improve amenities/increase opportunities		25%	54%	21%
b. Improve existing roadways for vehicles (cars, trucks, etc.)		70%	18%	12%
c. Pedestrian amenities - improve amenities/increase opportunities		35%	44%	21%
d. Increase transit opportunities (in Chippewa Falls and/or to Eau Claire)		43%	40%	17%

NATURAL AND CULTURAL RESOURCES

4. Current environmental policies and regulations in the City of Chippewa Falls adequately protect the local environment from damage or disruption.	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
	8%	53%	8%	5%	26%

5. How satisfied are you with the following aspects of environmental quality in the City of Chippewa Falls area?	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
a. Air quality	32%	60%	6%	1%
b. Surface water quality (rivers, lakes)	20%	70%	10%	1%
c. Groundwater quality	17%	69%	12%	2%
d. Storm water drainage	15%	76%	9%	1%
e. Preservation of open space	15%	73%	11%	1%
f. Preservation of wildlife habitat	16%	72%	10%	1%
g. Signage control	12%	78%	9%	1%
h. Noise control	11%	75%	12%	2%
i. Lighting control	12%	78%	9%	1%
j. Property upkeep/cleanliness	8%	55%	29%	8%
6. During the next 10 years, how high a priority do you think it is for the City of Chippewa Falls to invest in the following recreational facilities?	High	Medium	Low	Not a Priority
a. Athletic fields (soccer, softball, etc.)	11%	36%	31%	21%
b. Basketball courts	6%	35%	36%	23%
c. Skate board park	5%	24%	37%	35%
d. Ice skating rink	11%	37%	31%	21%
e. Dog parks	9%	27%	32%	33%
f. Frisbee golf course	7%	21%	34%	39%
g. Picnic areas	25%	44%	17%	13%
h. Playground equipment	22%	47%	18%	12%
i. Tennis courts	7%	33%	38%	22%
j. Volleyball courts	5%	30%	39%	26%
k. Pool	35%	38%	14%	13%
l. Fishing docks	17%	39%	27%	17%
m. Cross country skiing	8%	32%	34%	26%
n. Directional signs to facilities	20%	42%	23%	14%
7. If you believe that any of the resources above (Question 6) should be created or expanded, how should the improvements be paid for? (Mark (●) one only)				
Property taxes	General park user fees	Fees for specific uses	Combination of fees and taxes	Private sector contributions
4%	16%	28%	33%	19%

HOUSING

8. More of the following are needed in the City of Chippewa Falls:	Strongly Agree	Agree	Disagree	Strongly Disagree
a. Single-family housing	12%	42%	39%	8%
b. Mobile home parks	1%	7%	50%	42%
c. Duplexes (2 units) and apartments (3 or more units)	3%	26%	51%	20%
d. Long-term care/nursing homes	9%	46%	38%	7%
e. Townhomes and condominiums	5%	33%	49%	13%
f. Affordable housing	31%	45%	17%	6%
g. Senior condominiums and apartments	19%	54%	21%	6%
h. Assisted living facilities for seniors	18%	55%	23%	5%
i. Starter (first time buyer) homes	18%	45%	30%	7%
j. Programs to improve existing housing quality	30%	48%	16%	6%

ECONOMIC DEVELOPMENT AND LAND USE

9. Please rate the current amount of industrial, office, restaurant, retail, commercial, residential, downtown, and medical/health development in the City of Chippewa Falls .	Too Much	About Right	Too Little
a. Industrial Development	4%	57%	39%
b. Office Development	6%	78%	16%
c. Restaurants	4%	55%	41%
d. Retail Shops	2%	41%	56%
e. Commercial Development	5%	64%	30%
f. Residential Development	10%	80%	11%
g. Downtown Development	3%	51%	46%
h. Medical/Health	6%	81%	14%
10. Do you support or oppose the development of the following types of industrial establishments in the City of Chippewa Falls ?	Support	Oppose	No Opinion
a. Transport industrial (warehousing, distribution centers, etc.)	69%	11%	20%
b. Light manufacturing (product assembly, product fabrication, etc.)	88%	3%	9%
c. Heavy manufacturing (primary manufacturing)	70%	13%	17%
d. High-technology manufacturing	86%	3%	11%
e. "Green"/sustainable-technology industries	81%	6%	13%

ENERGY AND SUSTAINABILITY

11. How important is it for **Chippewa Falls** to become a more environmentally sustainable community?

Very Important

Important

Neutral

Unimportant

38%

39%

18%

6%

UTILITY AND COMMUNITY FACILITIES/SERVICES

12. Based on your experience, please rate the following **City of Chippewa Falls** services.

Excellent

Good

Fair

Poor

Not Used

a. Ambulance service	42%	31%	3%	0%	24%
b. Fire protection	44%	29%	2%	0%	25%
c. Zoning and building inspections	9%	42%	21%	7%	20%
d. Municipal water system	16%	56%	20%	6%	1%
e. Park and recreation facilities	41%	50%	7%	1%	1%
f. Police protection	37%	46%	8%	2%	6%
g. Public library	40%	44%	8%	1%	7%
h. Shared ride taxi	14%	33%	11%	4%	39%
i. Recycling program	27%	52%	15%	5%	1%
j. Sanitary sewer service	22%	64%	11%	2%	2%
k. Snow removal	16%	41%	28%	14%	1%
l. Storm water management	14%	59%	20%	3%	4%
m. Street and road maintenance	3%	21%	36%	39%	0%

13. If improvements required increases in your taxes or fees, would you support or oppose increases for the following services?

Support

Oppose

a. Ambulance service	58%	42%
b. Fire protection	63%	37%
c. Zoning and building inspections	24%	76%
d. Municipal water system	57%	43%
e. Park and recreation facilities	49%	51%
f. Police protection	65%	35%
g. Public library	51%	49%
h. Shared ride taxi	34%	66%
i. Recycling program	50%	50%
j. Sanitary sewer service	52%	48%
k. Snow removal	57%	43%
l. Storm water management	43%	57%
m. Street and road maintenance	72%	28%
n. Senior center	43%	57%

14. Based on your experiences, how would you rate the following Library services and facilities?	Excellent	Good	Fair	Poor	Not Sure
a. Physical Facility (building)	28%	46%	11%	1%	14%
b. Interlibrary Loan	28%	33%	5%	1%	33%
c. Internet Access	17%	34%	8%	1%	40%
d. Meeting Rooms	13%	32%	13%	2%	40%
e. Print Collection (books, etc.)	18%	46%	11%	2%	24%
f. Magazines	17%	42%	10%	1%	30%
g. Children's Area	21%	37%	10%	1%	30%
h. Young Adult Area	15%	35%	10%	1%	39%
i. Cultural Programming (story time, etc.)	15%	31%	8%	1%	45%

PRIORITIES

15. As the City of Chippewa Falls grows, how important are the following?	Very Important	Important	Neutral	Un-important	Very Un-important	Don't Know
a. Promoting tourism	34%	43%	17%	3%	1%	1%
b. Enforcing land use, zoning, subdivision ordinances	24%	42%	23%	5%	1%	4%
c. Promoting economic development/job creation	58%	34%	6%	1%	0%	1%
d. Focusing on increasing industrial development	42%	37%	15%	3%	2%	1%
e. Having high-quality surface water and ground water	54%	38%	7%	1%	0%	1%
f. Preserving historic Downtown	29%	41%	23%	4%	2%	0%
g. Downtown redevelopment/revitalization	27%	41%	23%	5%	3%	1%
h. Developing Downtown Entrance Plan	26%	31%	26%	9%	4%	4%
i. Focusing on commercial development at Chippewa Crossing (NE land - STH29/STH178)	19%	34%	30%	6%	4%	6%
j. City-wide energy conservation practices	26%	44%	23%	3%	2%	3%
k. Improve park facilities/services	15%	43%	32%	7%	3%	1%
l. Increasing local food and local energy production and consumption	23%	42%	27%	3%	2%	4%

16. **OPEN COMMENTS:** If you would like to expand on any of the above questions, please do so here: **See Appendix A**

DEMOGRAPHICS

17. Gender:	Male 50%	Female 50%						
18. Age:	18-24 1%	25-34 11%	35-44 12%	45-54 21%	55-64 21%	65 and older 35%		
19. Employment status:	Employed Full Time 45%	Employed Part Time 9%	Self Employed 5%	Unemployed 3%	Retired 34%	Other: See Appendix A 3%		
20. Place of residence:	Own 94%	Rent 5%	Other: See Appendix A 1%					
			0	1	2	3	4	5+
21. Number of adults (18 or older) in household:				29%	61%	8%	2%	0%
22. Number of children (under 18) in household:			71%	12%	12%	3%	1%	0%
23. Household income range:	Less than \$15,000 7%	\$15,000 – 24,999 13%	\$25,000 – 49,999 34%	\$50,000 – 74,999 27%	\$75,000 – 99,999 10%	\$100,000 or More 9%		
24. Highest level of education:	Less than high school 2%	High school diploma 25%	Some college/tech 23%	Tech college graduate 17%	Bachelor’s degree 20%	Graduate or professional degree 12%		
25. How many years have you lived in the City of Chippewa Falls ?	Less than 1 1%	1 – 4 7%	5 - 9 9%	10 - 24 23%	25+ 60%			

The City of Chippewa Falls thanks you for taking the time to provide your input regarding the importance of city programs and services. This information will be considered in our long range planning and budgeting.

Please return your survey in the enclosed postage-paid envelope by **xxxxxxx, 2011** to:

Survey Research Center
University of Wisconsin–River Falls
124 Regional Development Institute
410 S. Third Street
River Falls, WI 54022-5001