

Fill the circle that most closely matches your response with blue or black ink.

## CITY OF WEST ALLIS CITIZEN SURVEY – 2016

Like this: ● Not like this: ✓ ✗ /

### QUALITY OF LIFE

1. West Allis is a desirable place to live. (● Mark one only)

Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2%	7%	24%	51%	16%

2. What is the primary reason you choose to live in West Allis? (● Mark one only)

4%	a. Access to quality public education	11%	h. Job
1%	b. Diverse mix of businesses	18%	i. Location within the metro area
0%	c. Downtown amenities	0%	j. Recreational opportunities
3%	d. Effective city government	11%	k. Safe place to live
0%	e. Entertainment/Restaurants	1%	l. Tax Rate
18%	f. Family ties	1%	m. Walkability
25%	g. Housing costs	7%	n. Other, please specify: <u>See Appendix B</u>

3. From the list below, what are the five most important factors that enhance or improve community quality of life? (●Mark five only)

21%	a. Access to healthy food	32%	f. Health care access	50%	k. Parks and recreation
38%	b. Access to quality public education	22%	g. Healthy behaviors and lifestyles	20%	l. Religious and spiritual values
52%	c. Affordable housing	27%	h. Healthy business economy	41%	m. Strong family environment
11%	d. Arts and cultural events	5%	i. Low adult death & disease rates	29%	n. Walkable community
61%	e. Clean environment	71%	j. Low crime	3%	o. Other, please specify: <u>See Appendix B</u>

### SERVICES

4. As City of West Allis cost for services increases, which five services do you feel are the most important to maintain? (●Mark five only)

54%	a. Biweekly recycling collection	28%	h. Economic development & commercial property programs
27%	b. City-led annual community events (parades, National Night Out, fireworks)	16%	i. Homebuyer & homeownership support programs
32%	c. Code enforcement & property maintenance services	56%	j. Non-emergency crime/safety/police, fire & health safety services (Crimestoppers, Neighborhood Watch, vehicle accident response)
14%	d. Communications & public affairs (websites, social media, newsletters, etc.)	46%	k. Parks, community gardens & outdoor recreation services
0%	e. Community awards programs	24%	l. Rat abatement & pickup of dead animals
12%	f. Community education programs across age groups	73%	m. Street maintenance
19%	g. Community health programs/services across age groups	86%	n. Weekly garbage collection

5. Which of the following **five** departments or functions should the city of West Allis consider combining with other municipalities? (● **Mark five only**)

- |   |                               |
|---|-------------------------------|
| 32% a. Assessor                                     | 18% j. Fire                   |
| 26% b. Attorney                                     | 31% k. Health                 |
| 28% c. Building Inspections & Neighborhood Services | 30% l. Human Resources        |
| 12% d. City Administrator                           | 45% m. Information Technology |
| 14% e. Clerk  | 33% n. Library                |
| 42% f. Communications                               | 22% o. Municipal Court        |
| 25% g. Development                                  | 16% p. Police                 |
| 24% h. Engineering                                  | 18% q. Public Works           |
| 16% i. Finance                                      | 40% r. Senior Center          |

## PRIORITIES

6. What do you believe to be the **five** most important priorities for West Allis to consider? (● **Mark five only**)

- |   |  |
|---|--|
| 92% a. Delivering public safety (police and fire) | 28% h. Maintaining a vibrant downtown                      |
| 34% b. Furthering redevelopment projects          | 15% i. Providing entertainment/arts/cultural opportunities |
| 12% c. Having enough housing options              | 10% j. Providing online city services                      |
| 41% d. Having opportunities for living-wage jobs  | 44% k. Providing park/recreational opportunities           |
| 13% e. Improving pedestrian and bicycle access    | 53% l. Supporting new business growth                      |
| 77% f. Maintaining/improving roads                | 7% m. Other, please specify: _____                         |
| 57% g. Maintaining/improving sewer and water      |  |

## REBRANDING

7. Please use the box below to provide suggestions on how the city could work with residents to improve the image of West Allis.

See Appendix B

## COMMUNICATION AND INFORMATION SERVICES

8. Please answer the following:	Yes	No
a. Do you have access to internet/an internet service provider?	<b>84%</b>	<b>16%</b>
b. Do you have a computer in your home?	<b>79%</b>	<b>21%</b>
c. Do you have a tablet in your home?	<b>59%</b>	<b>41%</b>
d. Do you have a smartphone?	<b>64%</b>	<b>36%</b>

  

9. In the last 3 months, which of the following have you used to engage the City? (● Mark all that apply)	
<b>10%</b> a. City Channel 25	<b>18%</b> f. Next Door (private social media resource)
<b>8%</b> b. City meetings	<b>4%</b> g. Twitter
<b>79%</b> c. City newsletter	<b>6%</b> h. YouTube
<b>41%</b> d. City website	<b>11%</b> i. Other, please specify: <u>See Appendix B</u>
<b>18%</b> e. Facebook	

## DEMOGRAPHICS (used for statistical purposes only)

10. Gender:	Male	Female	Other			
	<b>55%</b>	<b>45%</b>	<b>0%</b>			

  

11. Age:	18-24	25-34	35-44	45-54	55-64	65 and older
	<b>1%</b>	<b>12%</b>	<b>12%</b>	<b>14%</b>	<b>25%</b>	<b>37%</b>

  

12. Place of residence:	Own	Rent	Other, specify: <u>See Appendix B</u>			
	<b>77%</b>	<b>21%</b>	<b>2%</b>			

  

13. Highest level of education:	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor's degree	Graduate or professional degree
	<b>3%</b>	<b>24%</b>	<b>24%</b>	<b>13%</b>	<b>22%</b>	<b>13%</b>

  

14. Years you have lived in the City of West Allis:	Less than 1	1 - 4	5 - 9	10 - 14	15 – 19	20+
	<b>2%</b>	<b>11%</b>	<b>12%</b>	<b>10%</b>	<b>9%</b>	<b>55%</b>

Thank you for your participation.

Please return your survey in the enclosed postage-paid envelope by **July 28, 2016** to:

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