

2026 City Of Whitewater Community Survey

Presented by ETC Institute

October 2026



Who We Are

ETC Institute is the Nation's leading provider of market research for local governments

Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents





Agenda

01. Perceptions & Ratings

02. Major Services

03. Public Safety

04. City Maintenance

05. Trash Services

06. Sustainability

07. Communication

2026 Whitewater Community Survey

Purpose

- To objectively assess City programs and services
- To gather input from residents to help City leaders set priorities
- To identify areas of improvement for the community

Methodology

- Administered by mail, phone, and online with follow-ups by text, email, and social media to the random sample of residential addresses.
- Sample designed to ensure results are statistically valid and representative.
- 512 completed surveys were collected, MOE: +/-4.3% at 95% level of confidence
 - Goal was 500.
- First community survey conducted

What to Know

61%

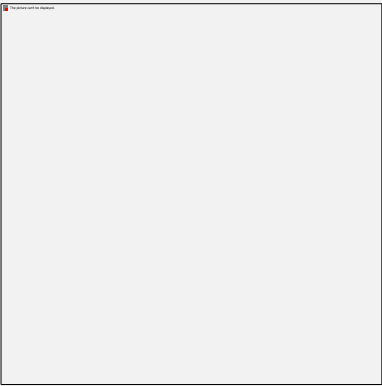
Percentage of respondents who rated Whitewater as an “excellent” or “good” place to live.

56%

Percentage of respondents who rated Whitewater as an “excellent” or “good” place to raise children.

50%

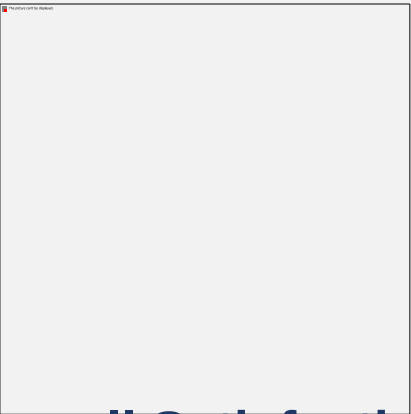
Percentage of respondents who were “very satisfied” or “satisfied” with the overall quality of life in Whitewater.



Police and Fire/EMS Services are Highly Rated

Benchmarking

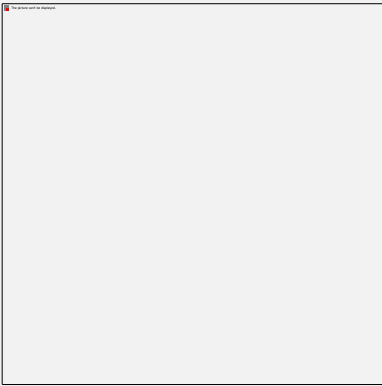
When compared to ETC Institute’s Plains and National Averages, Whitewater performs above the averages in all the Police, Fire and EMS areas.



Overall Satisfaction With City Services is Strong

Overall Services

Overall, Whitewater performed well in key areas especially solid waste, wastewater, water utility, and stormwater management.



Opportunities for Improvement for Whitewater

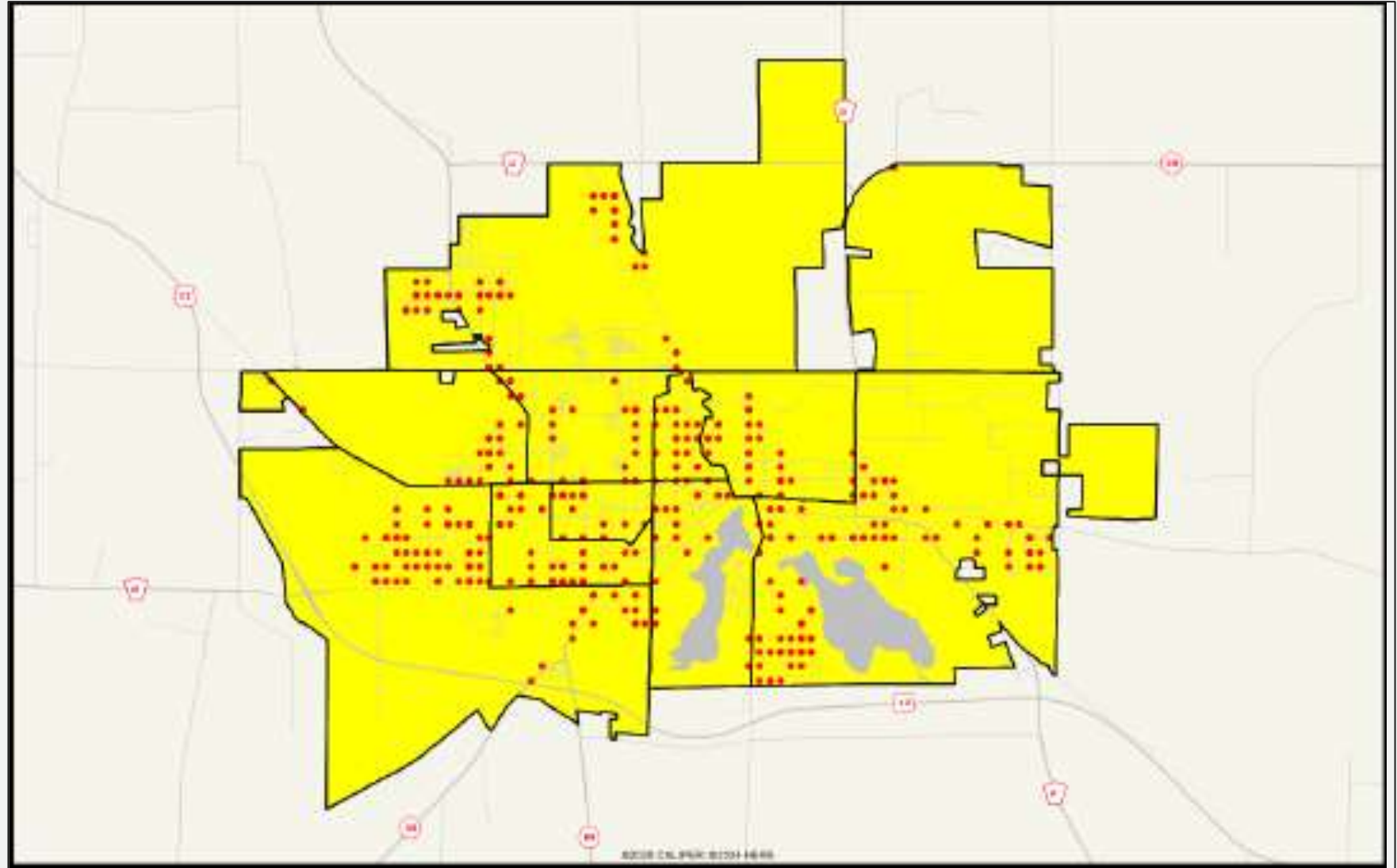
Priorities for Improvement

Maintenance of streets and sidewalks, snow removal on streets, water and wastewater costs, drinking water quality and city communication were highlighted areas for improvement.

Distribution of Responses

ETC Institute designs the sample to ensure all areas of the City are equally represented. Throughout the survey administration process, ETC Institute monitors response distribution to maintain geographic balance.

Responses have been coded to the block level to maintain respondent anonymity.



Perceptions & Ratings



Overall Ratings of Whitewater

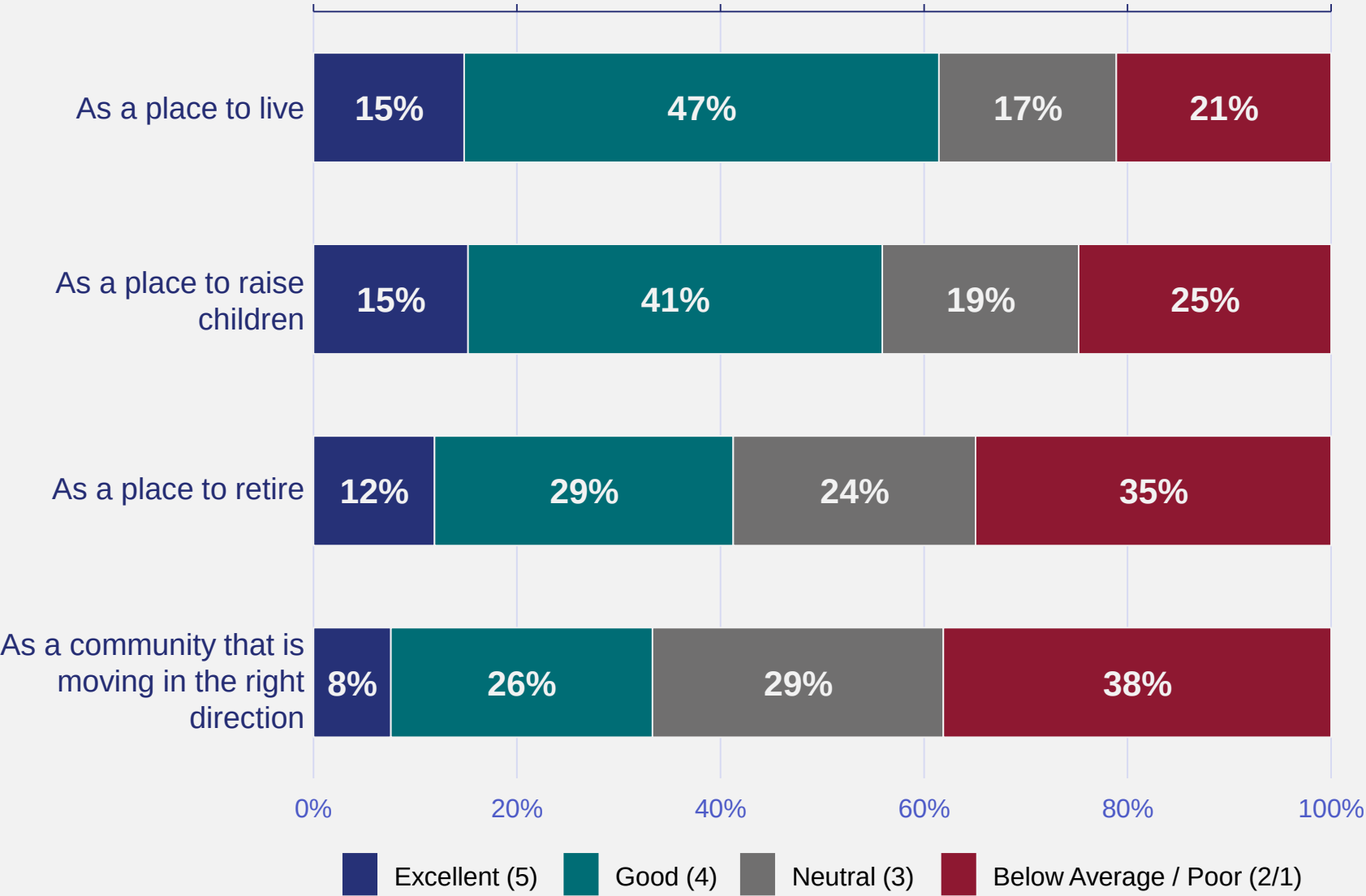
Whitewater received ratings above 50% in 2/4 of the areas assessed.

The Big Ones

- As a place to live – 61%
- As a place to raise children – 56%

Q4. Overall Ratings Of Whitewater

by percentage of respondents (excluding don't know)



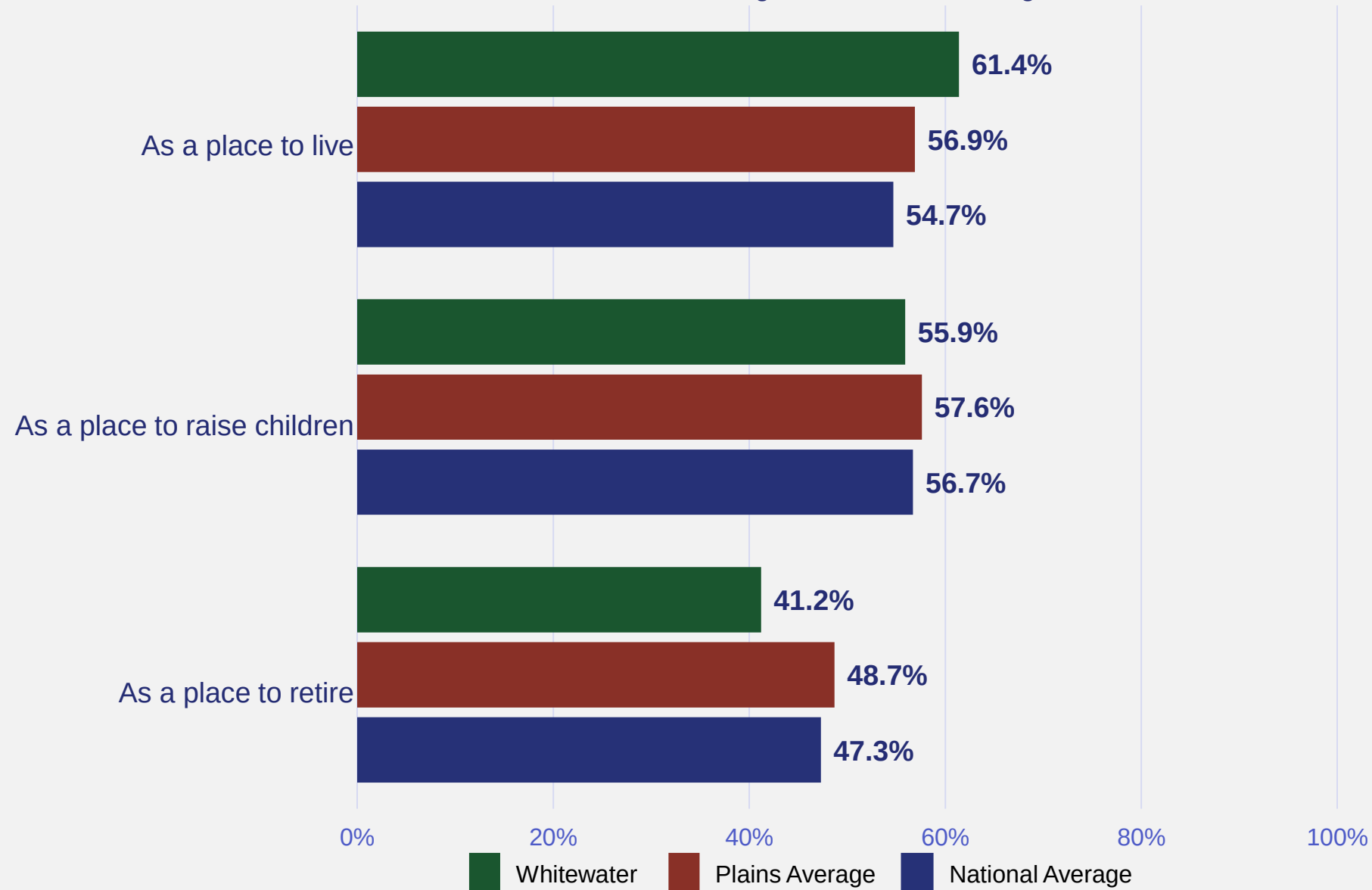
Overall Ratings: Benchmarking

Whitewater is above the regional and national averages for **As a place to live**.

As a place to raise children is on par with the averages and **as a place to retire** is below.

Q4. Overall Ratings Of Whitewater

Whitewater 2026 vs. Plains Average vs. National Average



Overall Perceptions

Highest Rated

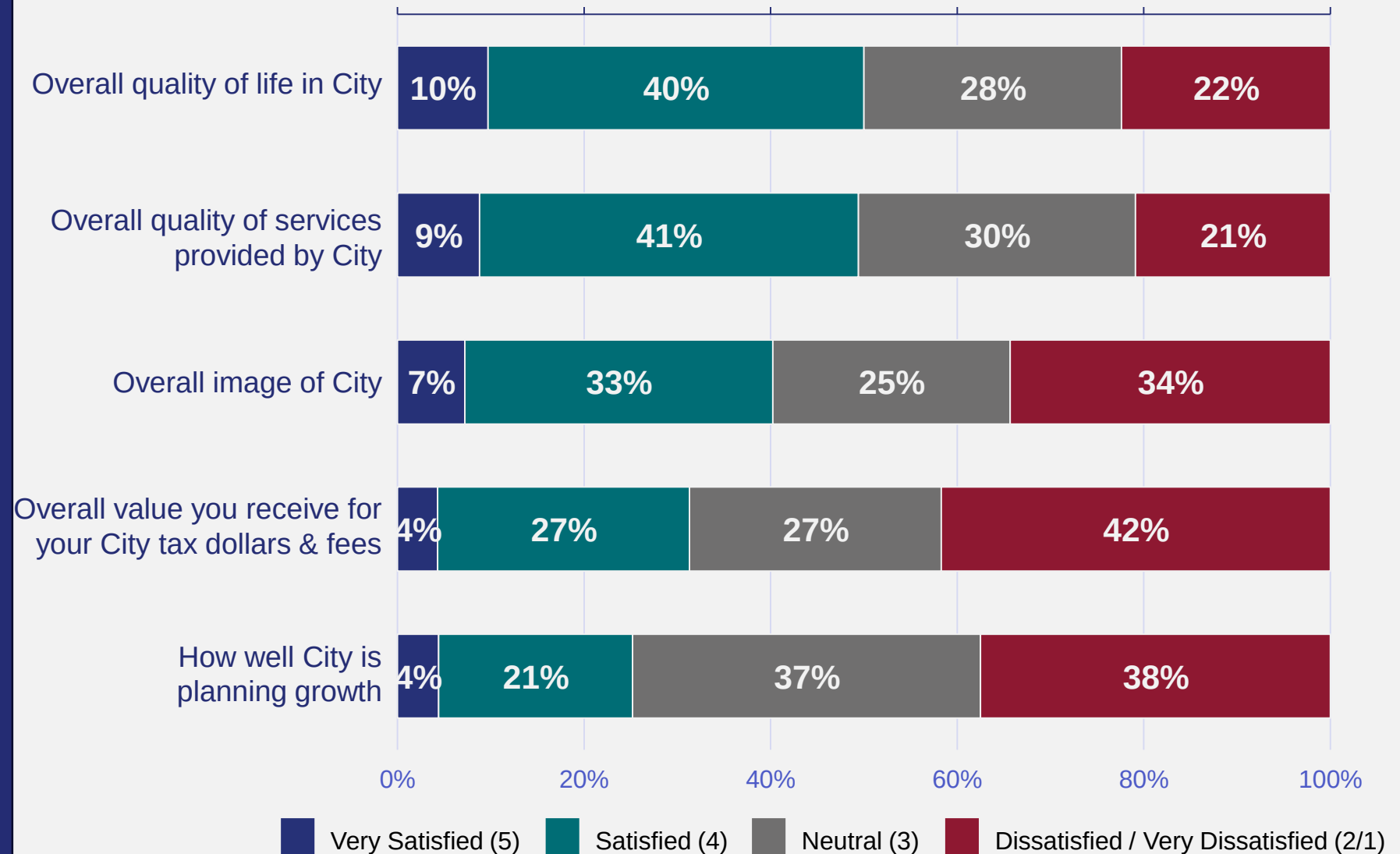
- Overall quality of life – 50%
- Overall quality of services – 50%
- Image of the City – 40%

Lowest Rated

- Value for tax dollars – 31%
- Planning Growth – 25%

Q3. Perceptions Of Whitewater

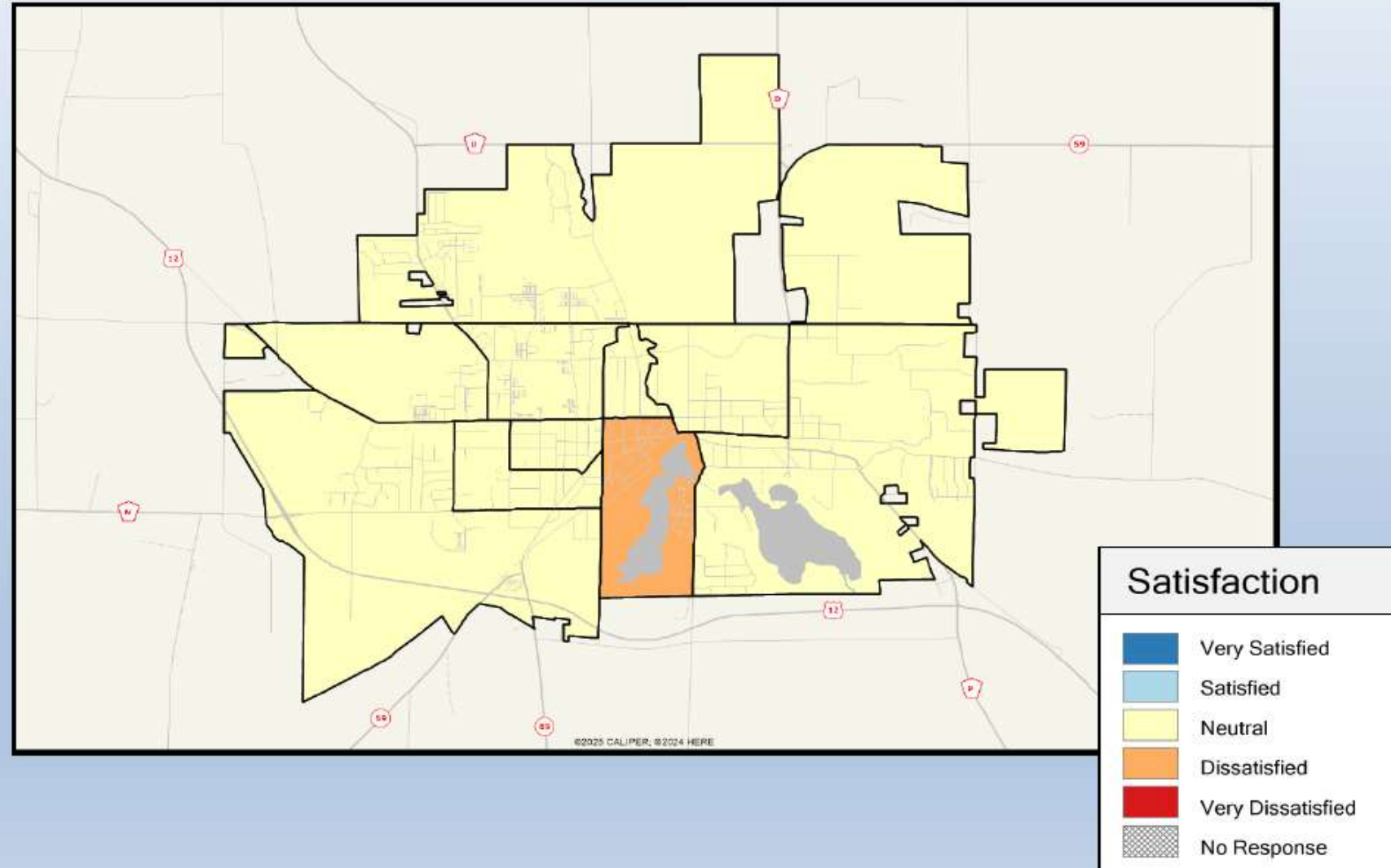
by percentage of respondents (excluding don't know)



GIS Maps: Planning for Growth

GIS Maps can help highlight how different areas of the City rated each question on the survey. As seen here, most of the City is neutral but there is one area more dissatisfied than others.

Q3.03: How well the city is planning growth
Mean: 2.80



Overall Services



Overall Services

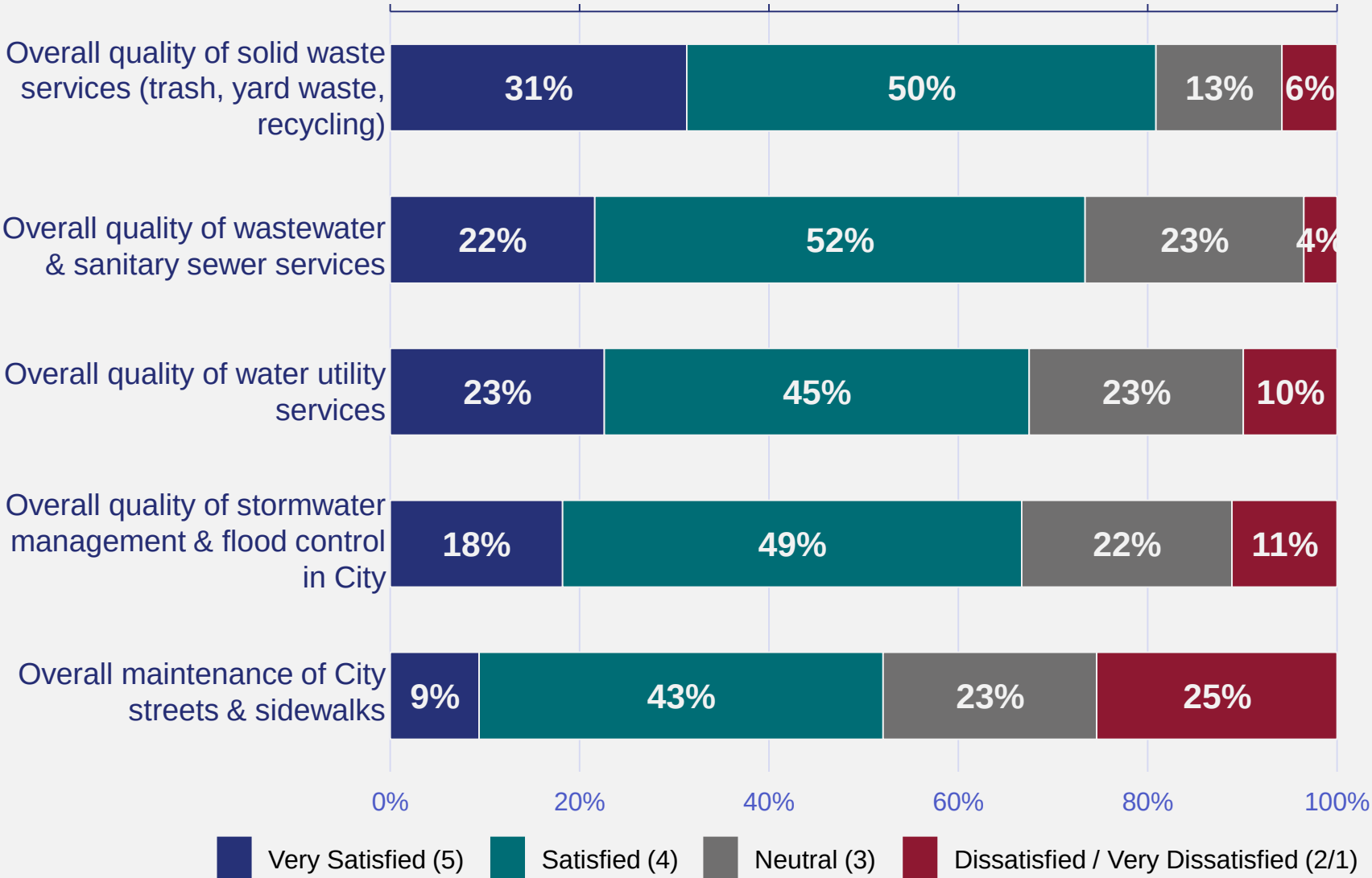
More than half of respondents were satisfied in all the areas assessed.

Highest Rated

- Solid Waste – 81%
- Wastewater and Sanitary – 74%
- Water Utility – 68%
- Stormwater Management – 67%
- Maintenance of streets/sidewalks – 53%

Q1. Overall Services

by percentage of respondents (excluding don't know)

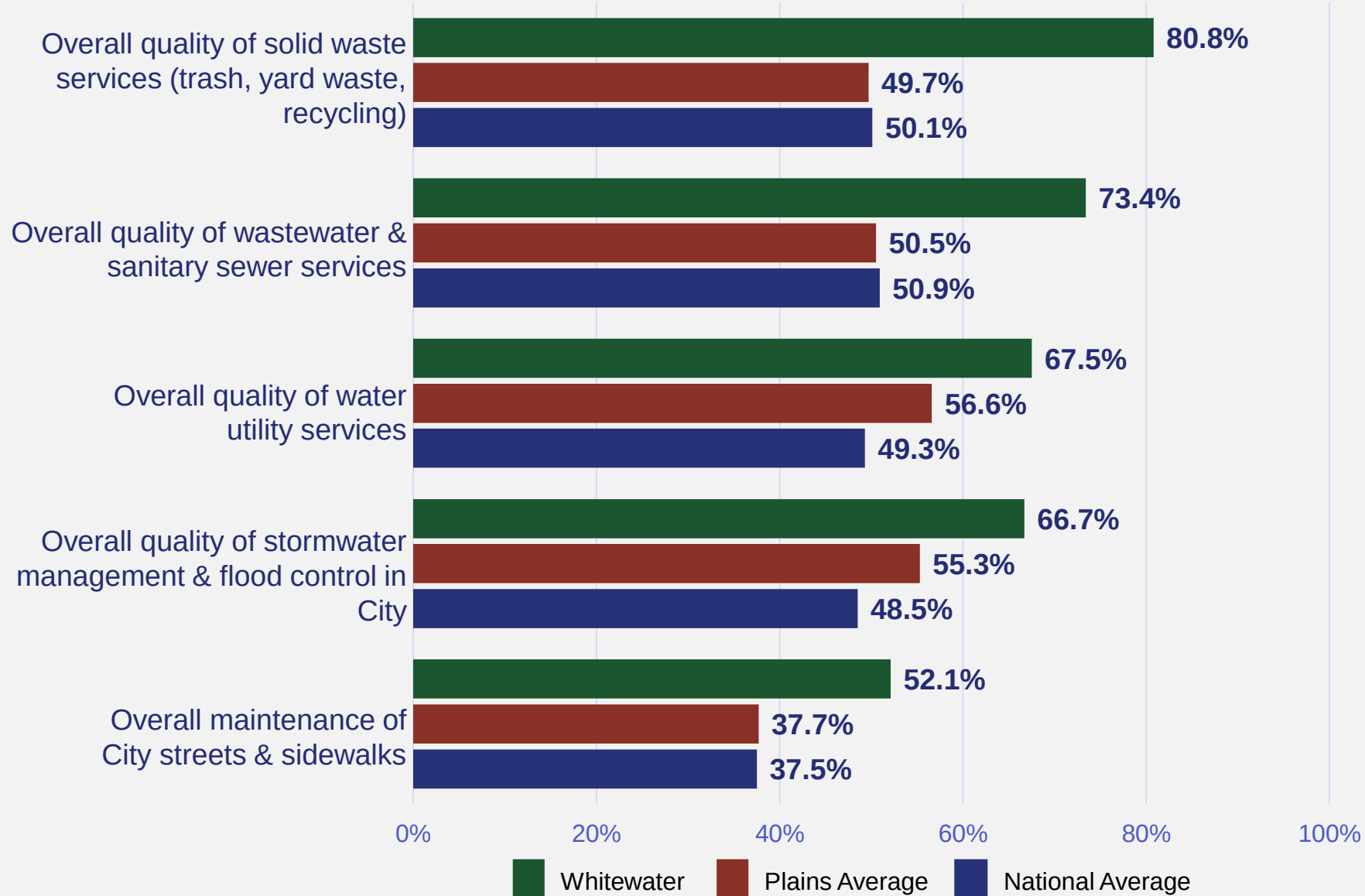


Overall Services Benchmarks

Compared to the Plains and National Benchmarks, Whitewater is leading the way in all service areas.

Q1. Overall Services

Whitewater 2026 vs. Plains Average vs. National Average

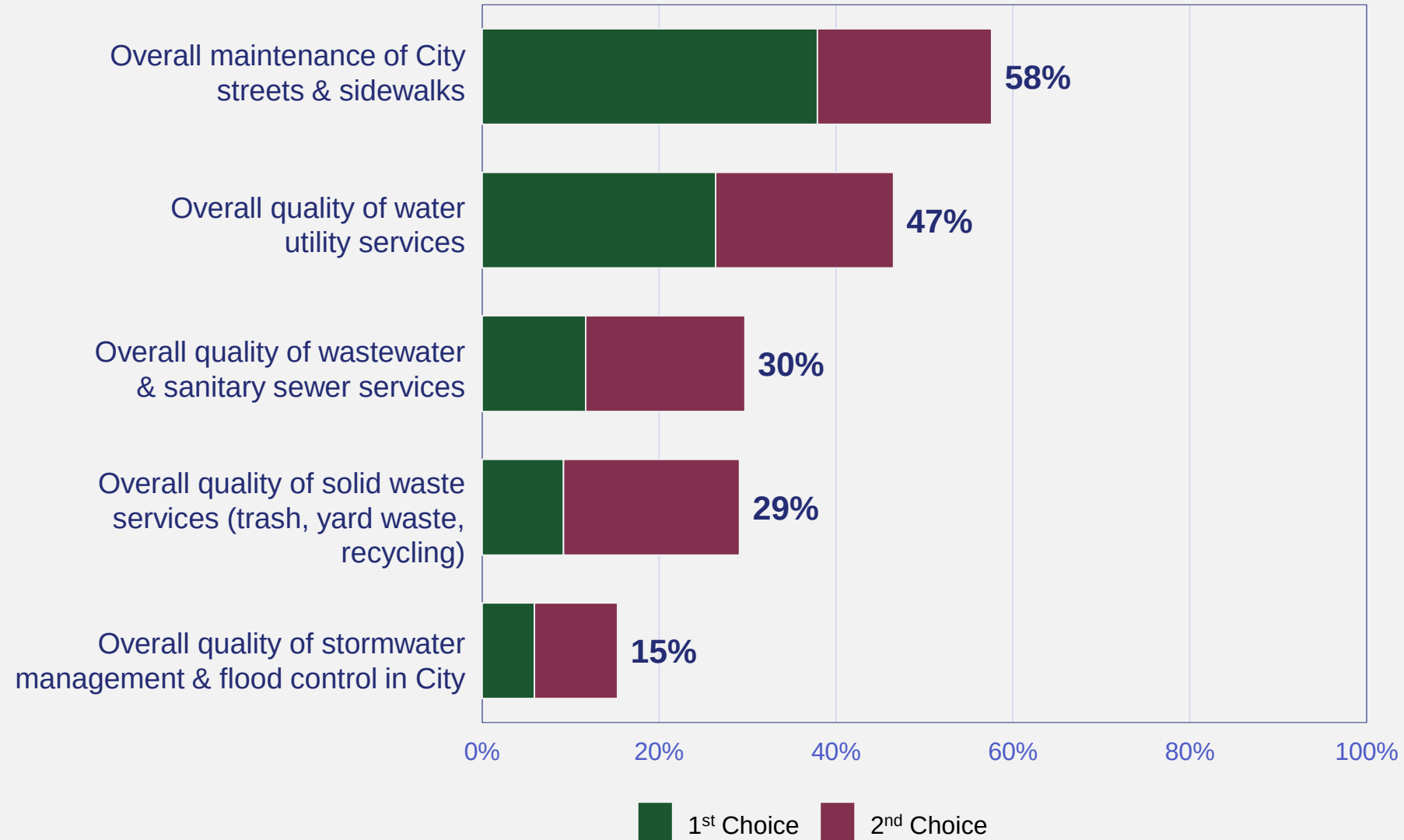


Overall Services Importance

The clear top choice by residents was **overall maintenance of City streets and sidewalks**. This was followed by **overall quality of water services**.

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

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



Overall Services: Priorities for Investment

ETC's Importance-Satisfaction Analysis for Overall City services identified two areas that were a "very high" or "high" priority.

1. Overall maintenance of City streets and sidewalks
2. Overall quality of water utility services

2026 Importance-Satisfaction Ratings Whitewater, Wisconsin Overall Services



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

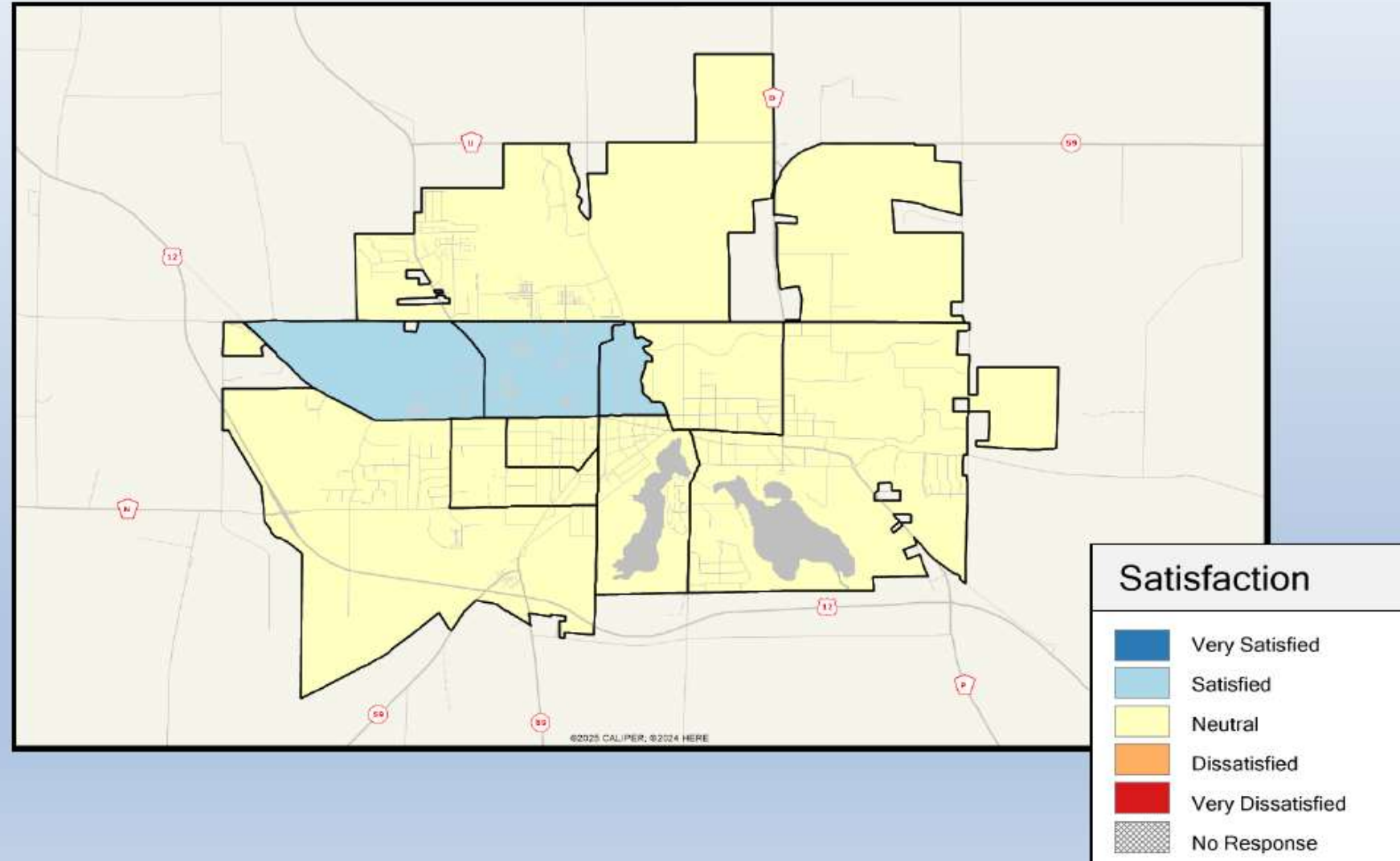
GIS Maps:

Overall maintenance of City streets and sidewalks

GIS Maps can help highlight how different areas of the City rated each question on the survey. As seen here, most of the city is neutral but there are a few areas that are more satisfied than others.

Q1.01: Overall maintenance of city streets and sidewalks

Mean: 3.31



Public Safety

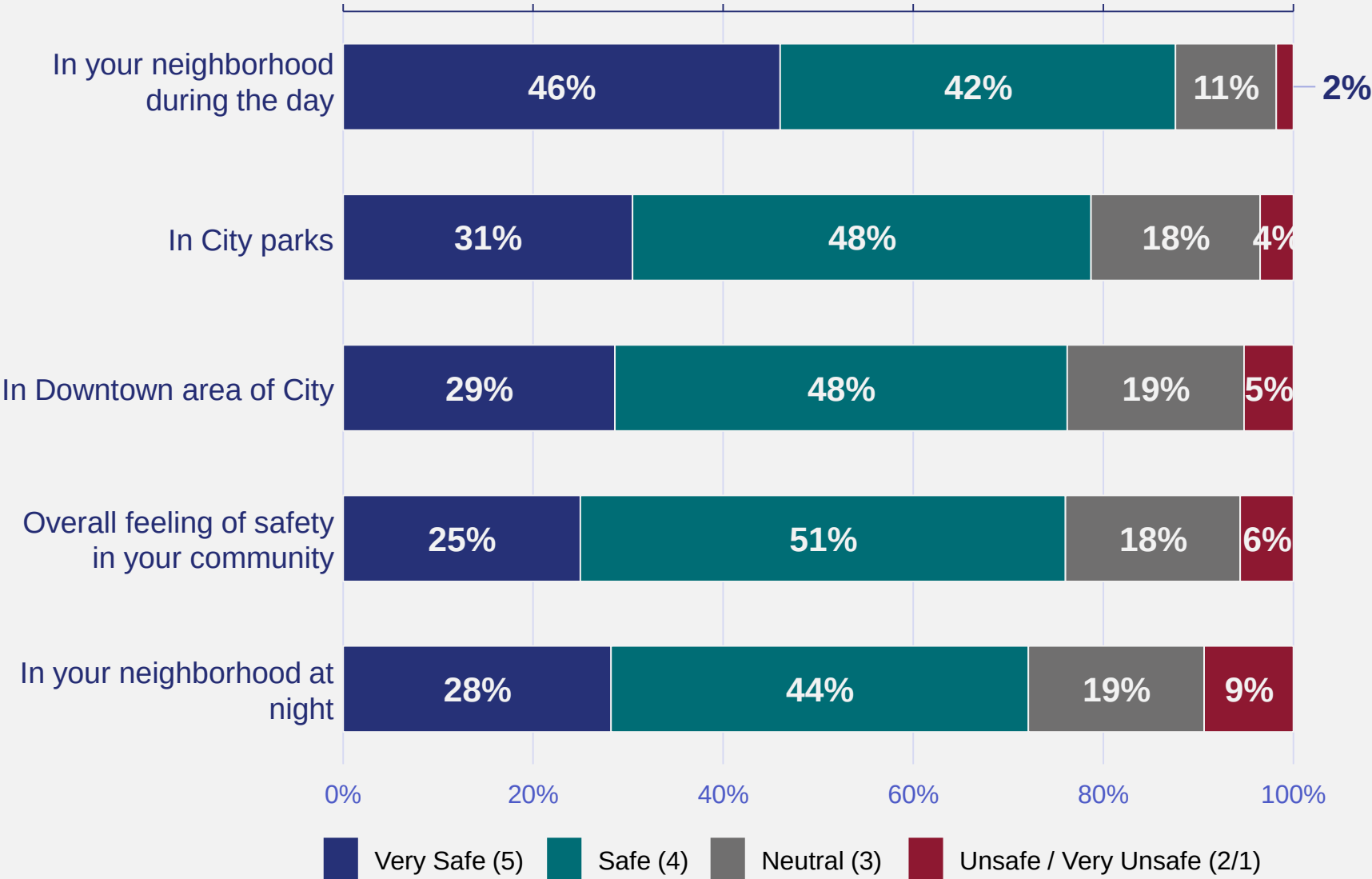


Feelings of Safety

Overall, respondents feel safe in Whitewater. The lowest rated area was **in your neighborhood at night** at 72%.

Q6. Safety

by percentage of respondents (excluding don't know)



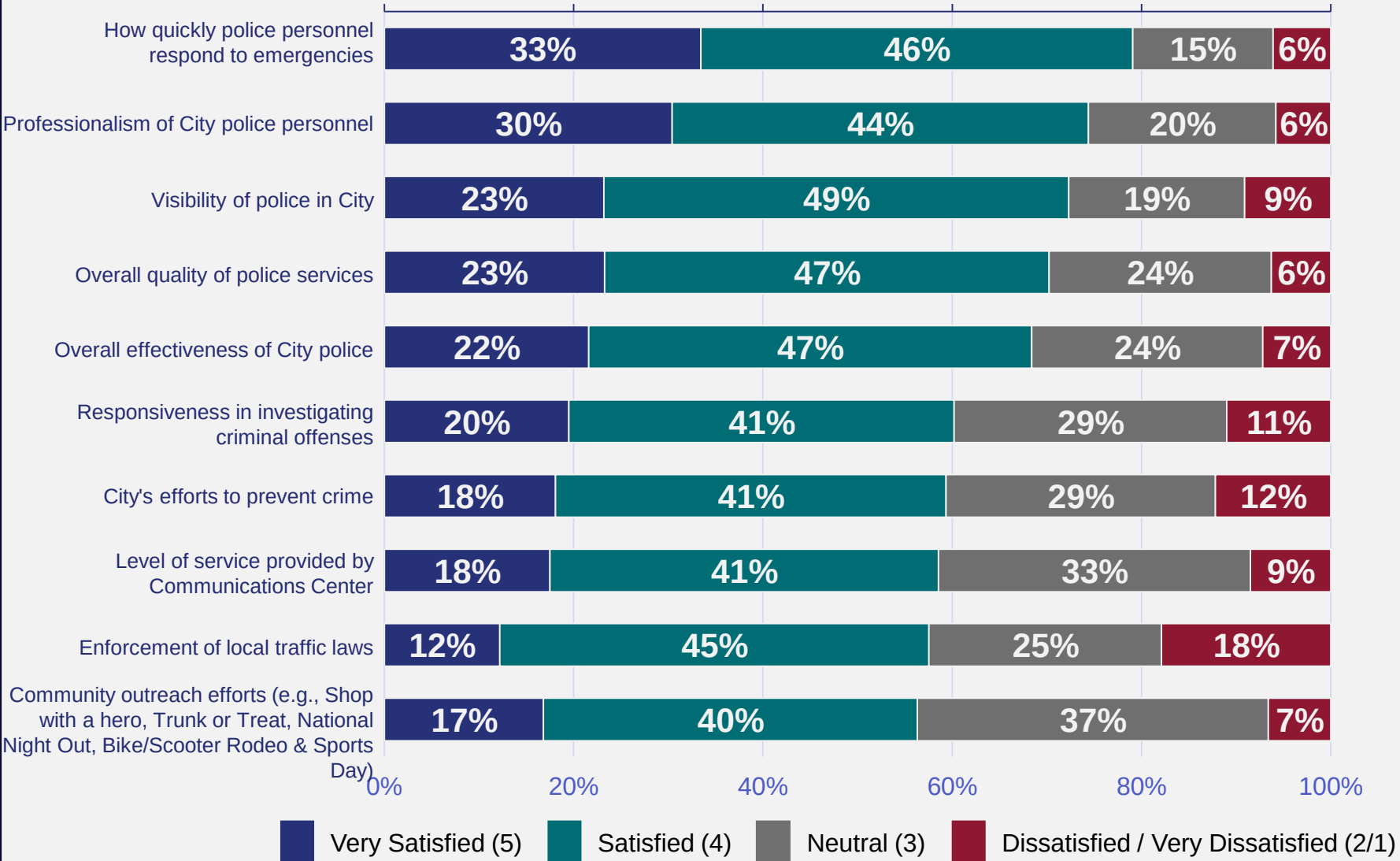
Police Services

Police response times, professionalism of police personnel and visibility of police were the highest rated items.

The lowest rated item was community outreach events at 67% indicating an opportunity for the Police to continue educating the public about these events.

Q7. Police Services

by percentage of respondents (excluding don't know)

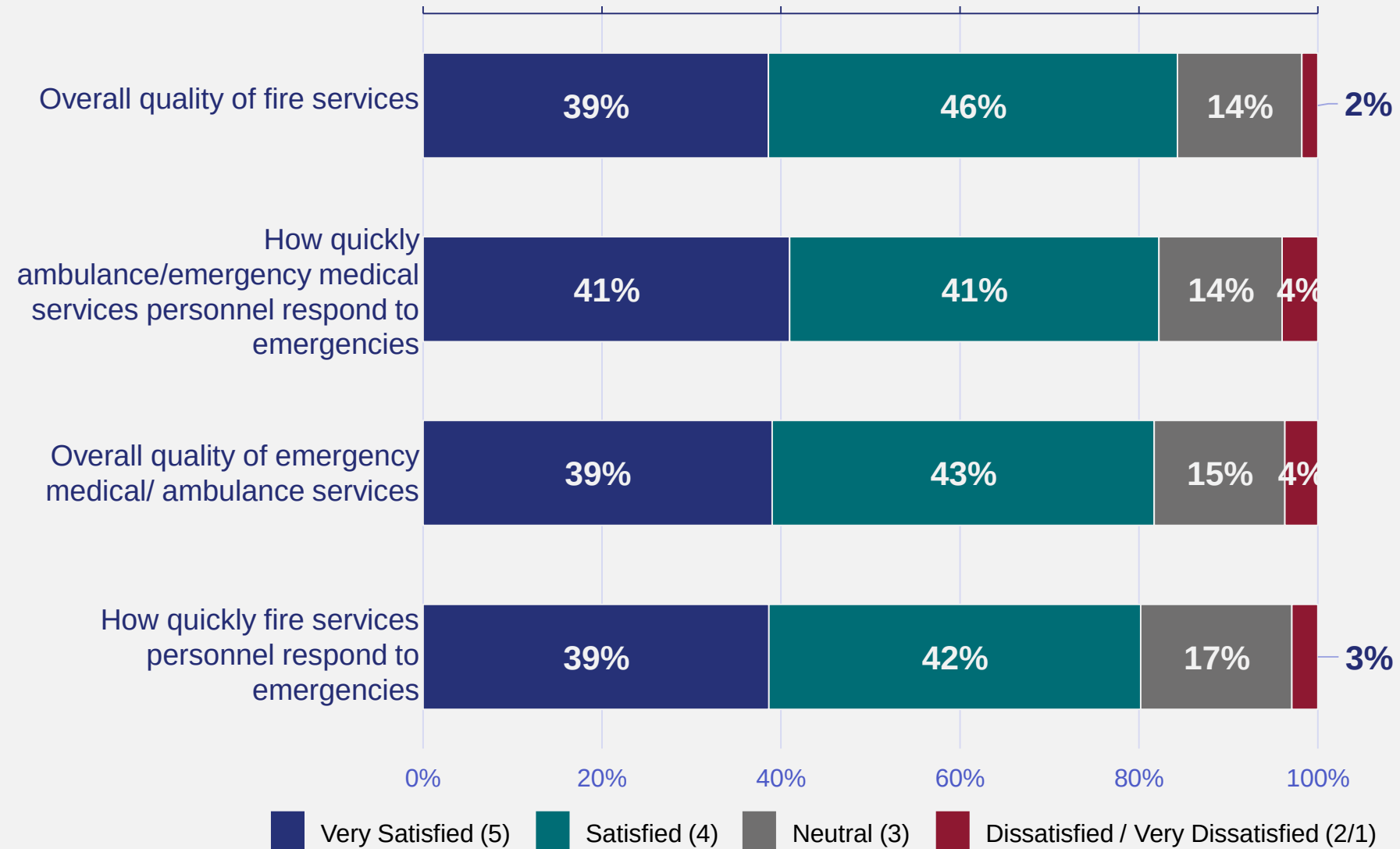


Fire and EMS Services

Fire and EMS Services saw some of the highest ratings on the survey.

Q7. Fire And Emergency Medical Services

by percentage of respondents (excluding don't know)

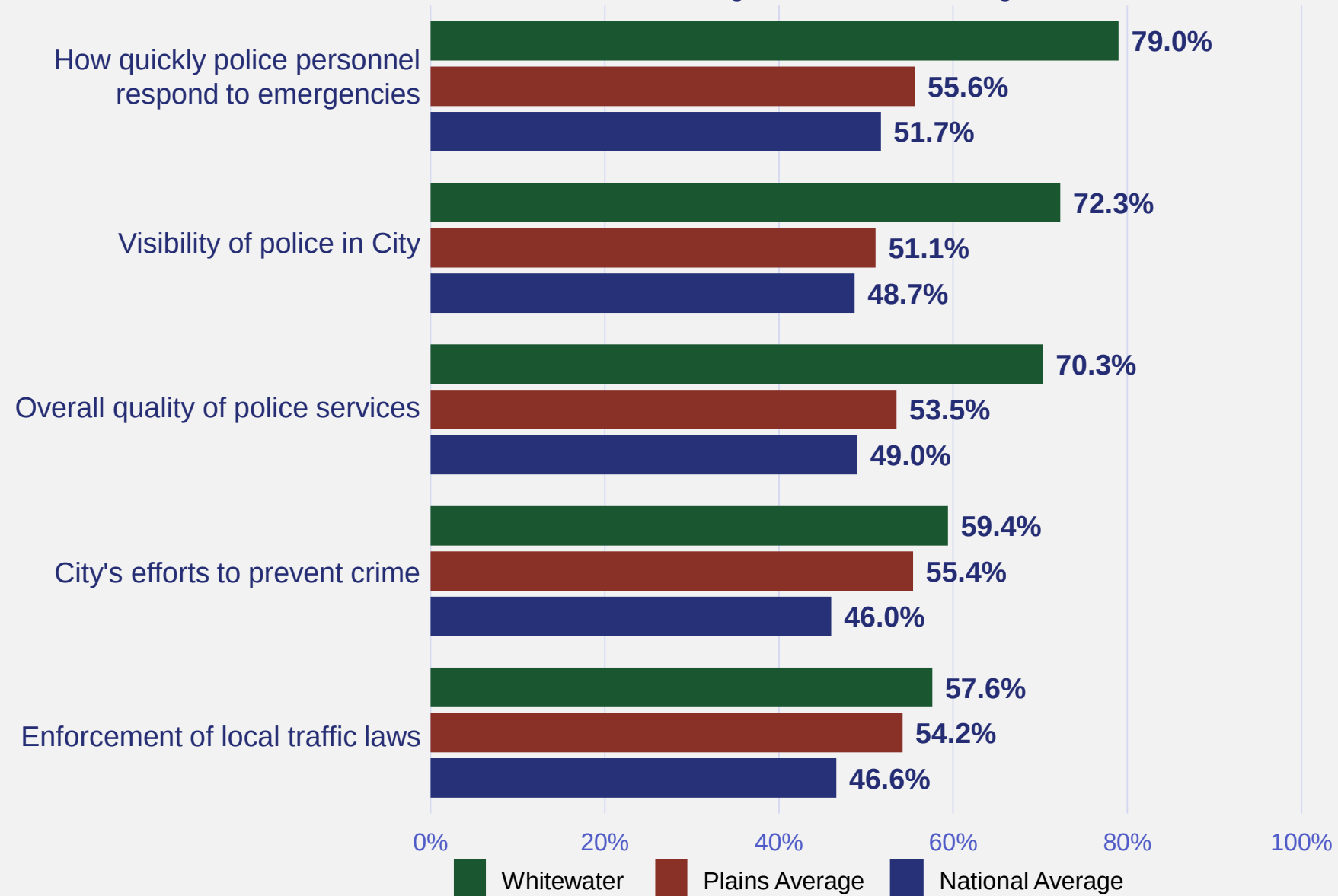


Police Services: Benchmarks

Whitewater is leading the way in all the areas assessed.

Q7. Police Services

Whitewater 2026 vs. Plains Average vs. National Average

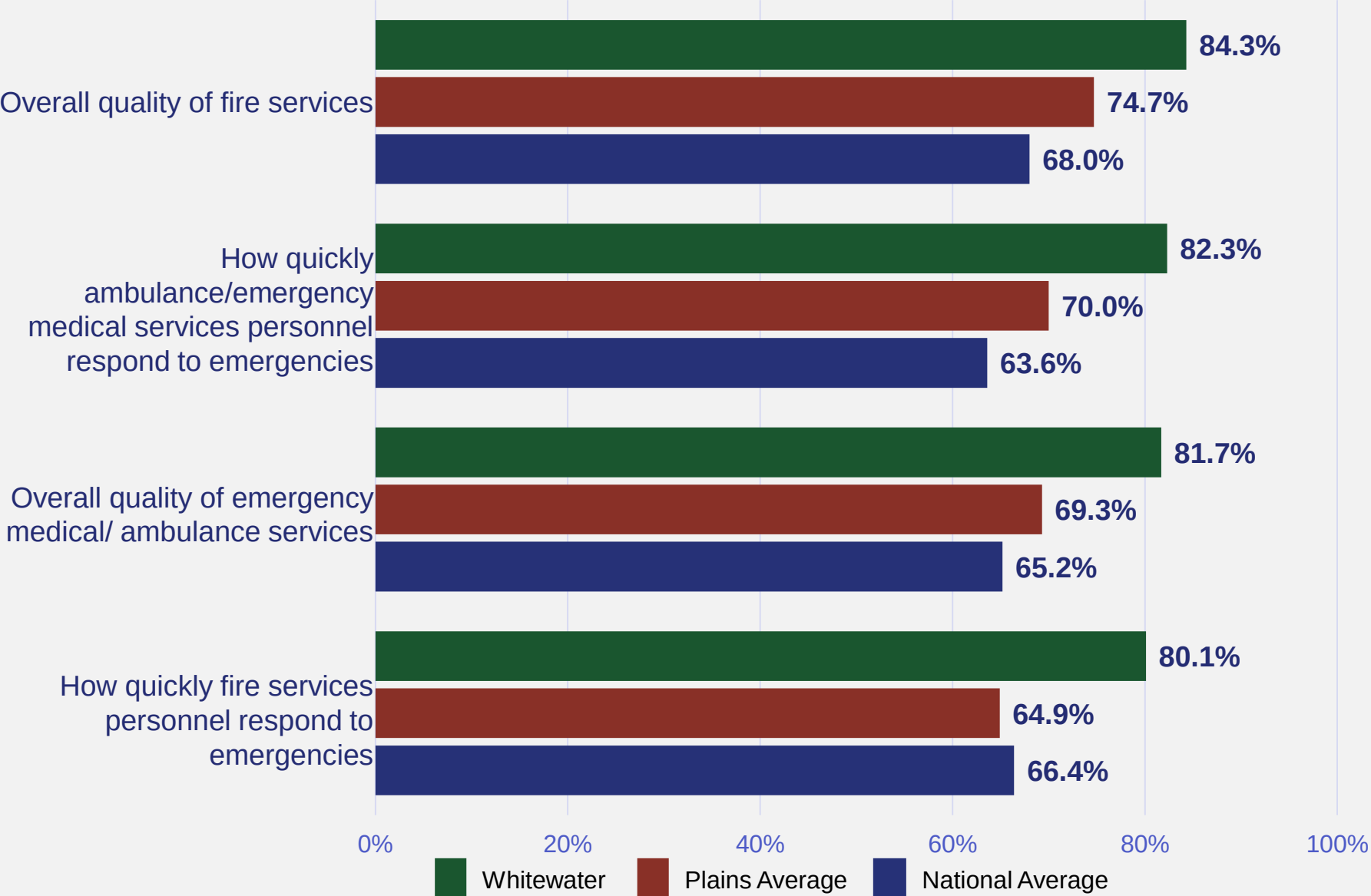


Fire and EMS : Benchmarks

Once again, Whitewater is leading the way in all the areas assessed.

Q7. Fire And Emergency Medical Services

Whitewater 2026 vs. Plains Average vs. National Average



Public Safety: Priorities for Investment

Not surprisingly, with already high satisfaction ratings for public safety services, only one item was identified as a “high” priority for Whitewater.

1. City's efforts to prevent crime

2026 Importance-Satisfaction Ratings Whitewater, Wisconsin Public Safety

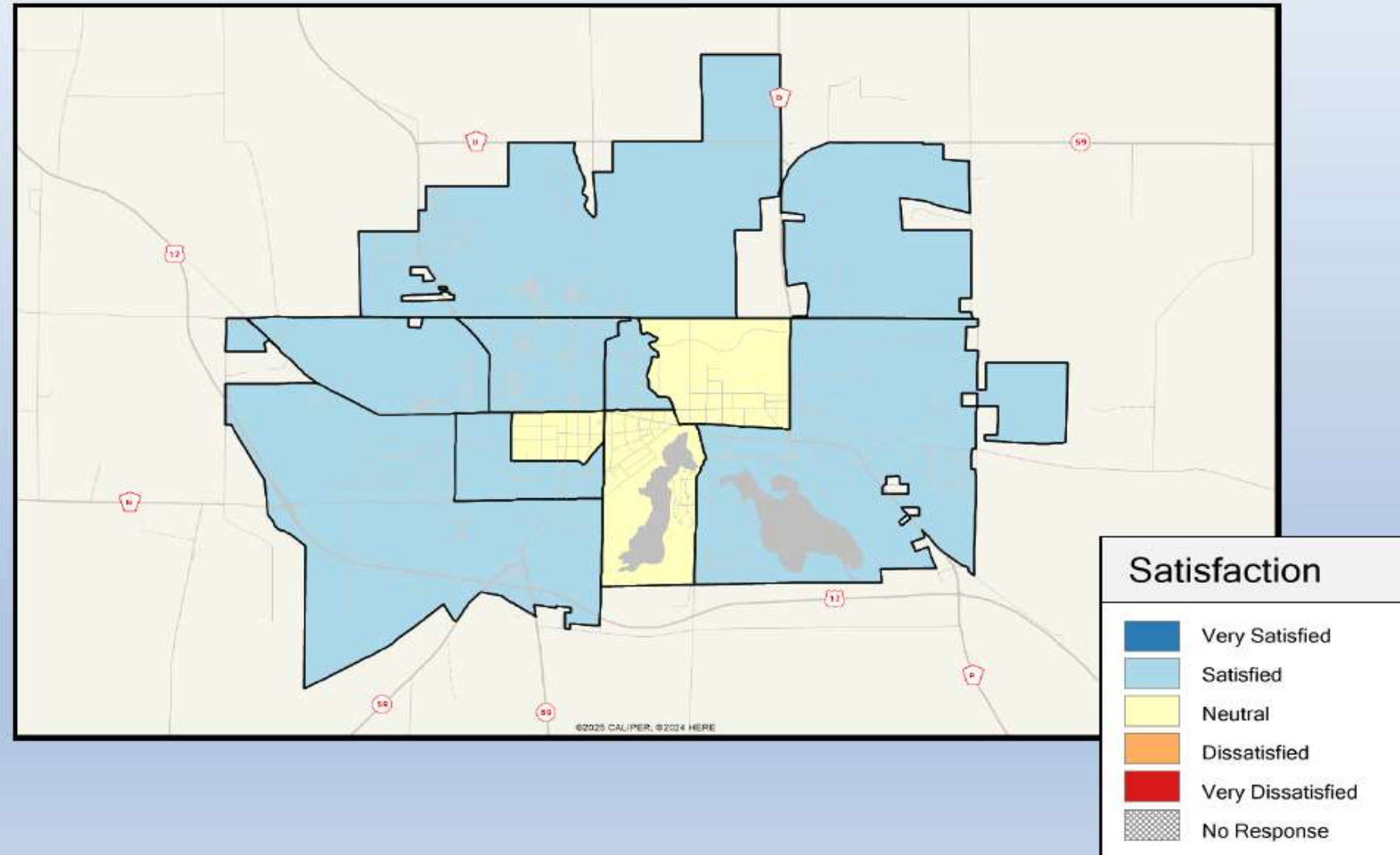


Priority	Service Area	Importance	Satisfaction	I-S Score
High	City's efforts to prevent crime	35%	59%	0.1429
Medium	How quickly police personnel respond to emergencies	43%	79%	0.0907
Medium	How quickly ambulance/emergency medical services personnel respond to emergencies	48%	82%	0.0850
Medium	Overall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

GIS Maps: City's efforts to prevent crime

GIS Maps can help highlight how different areas of the City rated each question on the survey. No areas of the City are dissatisfied currently with the City's efforts to prevent crime.

Q7.04: The City's efforts to prevent crime Mean: 3.61



Street Maintenance

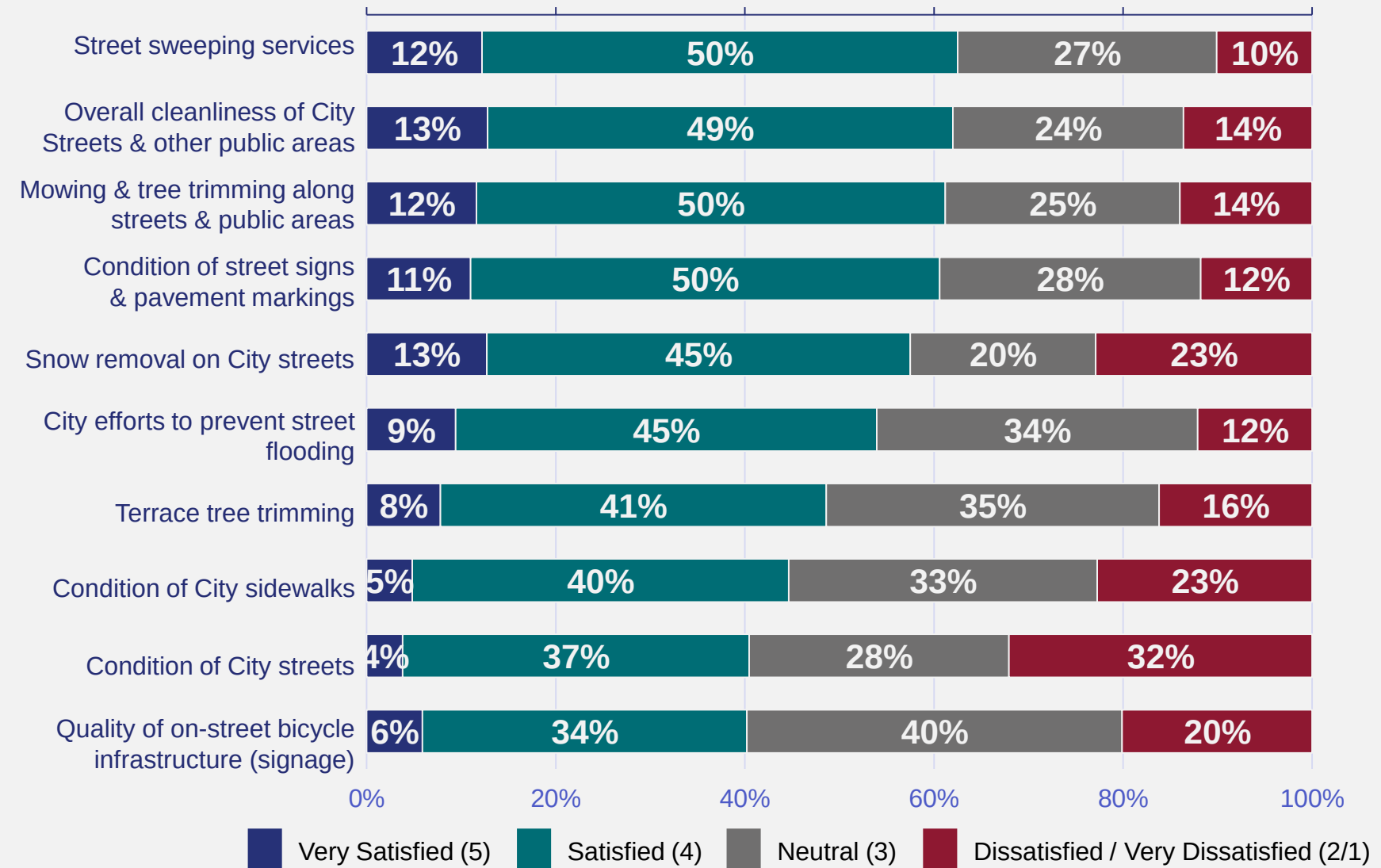


Street Maintenance Services

Street maintenance services saw some very impressive ratings. The lowest rated item still received 40% satisfaction scores.

Q9. Street Maintenance Services

by percentage of respondents (excluding don't know)

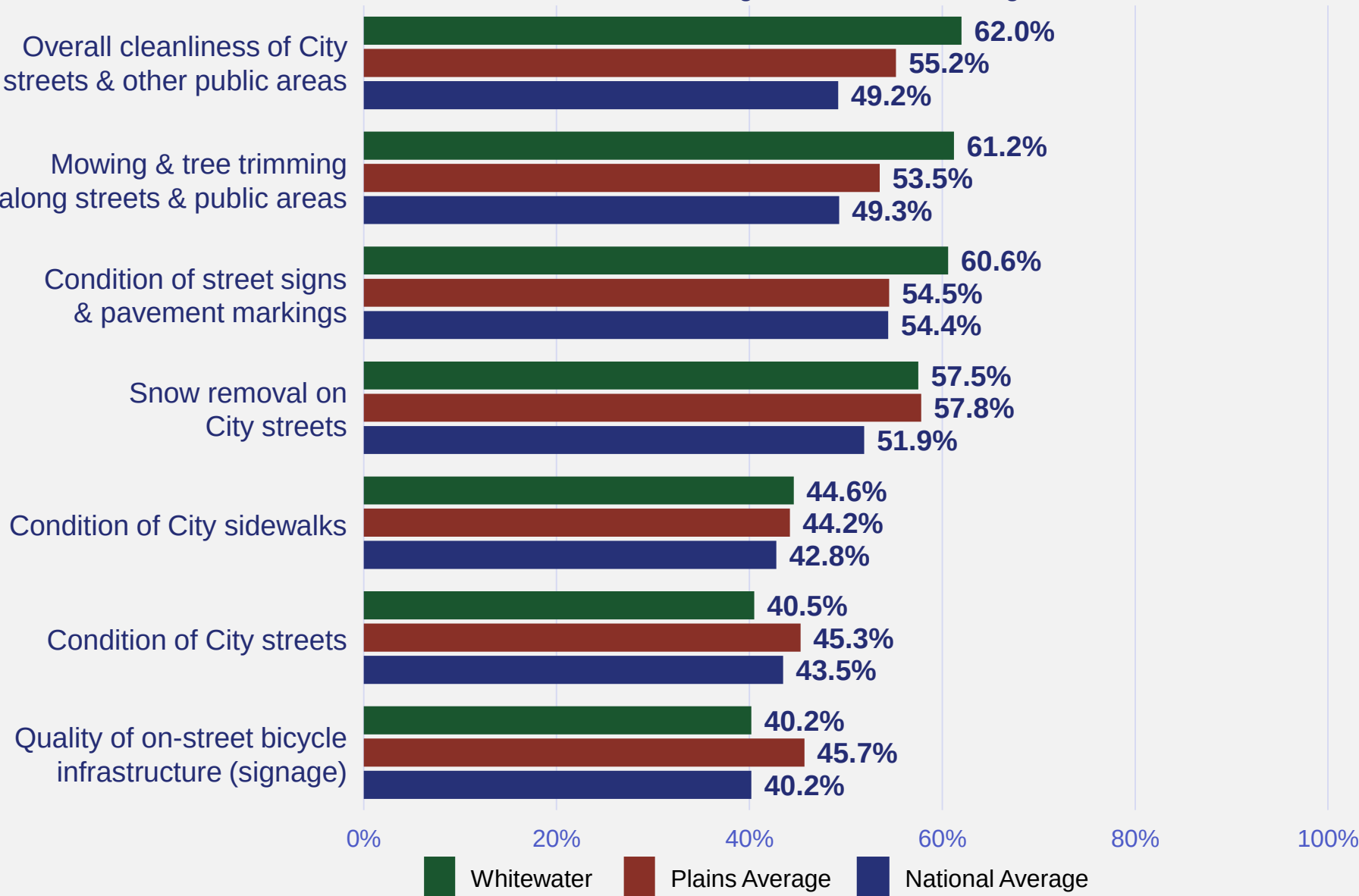


Street Maintenance Services: Benchmarks

Whitewater is leading the way in several of the areas assessed. Only two items were lagging the regional and national averages.

Q9. Street Maintenance Services

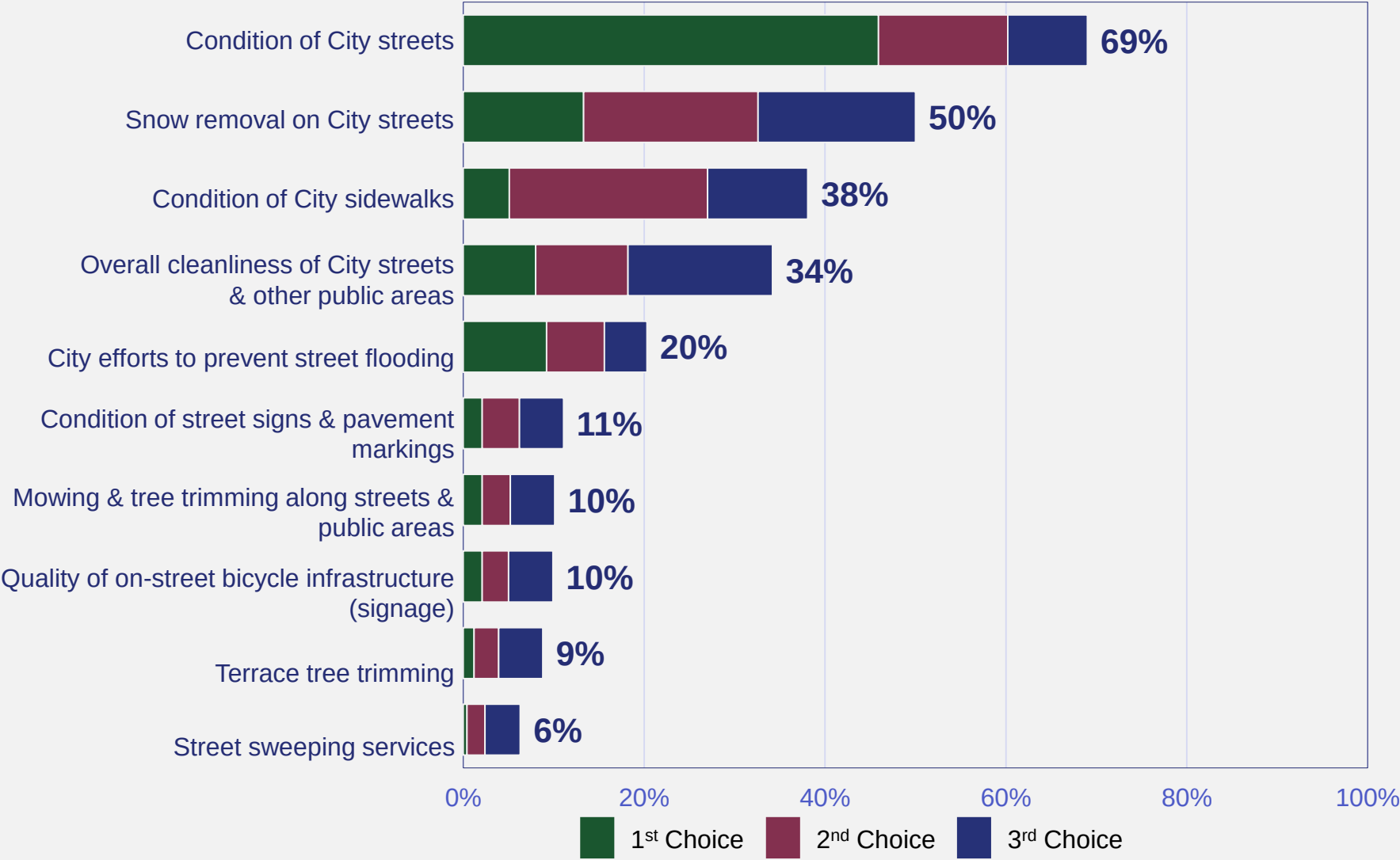
Whitewater 2026 vs. Plains Average vs. National Average



Street Maintenance Services: Importance

The clear most important street maintenance item for residents is the **condition of City streets**, followed by **snow removal on City streets**.

Q10. Which Three Street Maintenance Services Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?
by percentage of respondents who selected the item as one of their top three choices



Street Maintenance Services: Priorities for Investment

Four items were identified as “very high” or “high” priority items for the City.

1. Condition of City streets
2. Snow removal on City streets
3. Condition of sidewalks
4. Overall cleanliness of City streets and other public areas.

2026 Importance-Satisfaction Ratings Whitewater, Wisconsin Street Maintenance Services

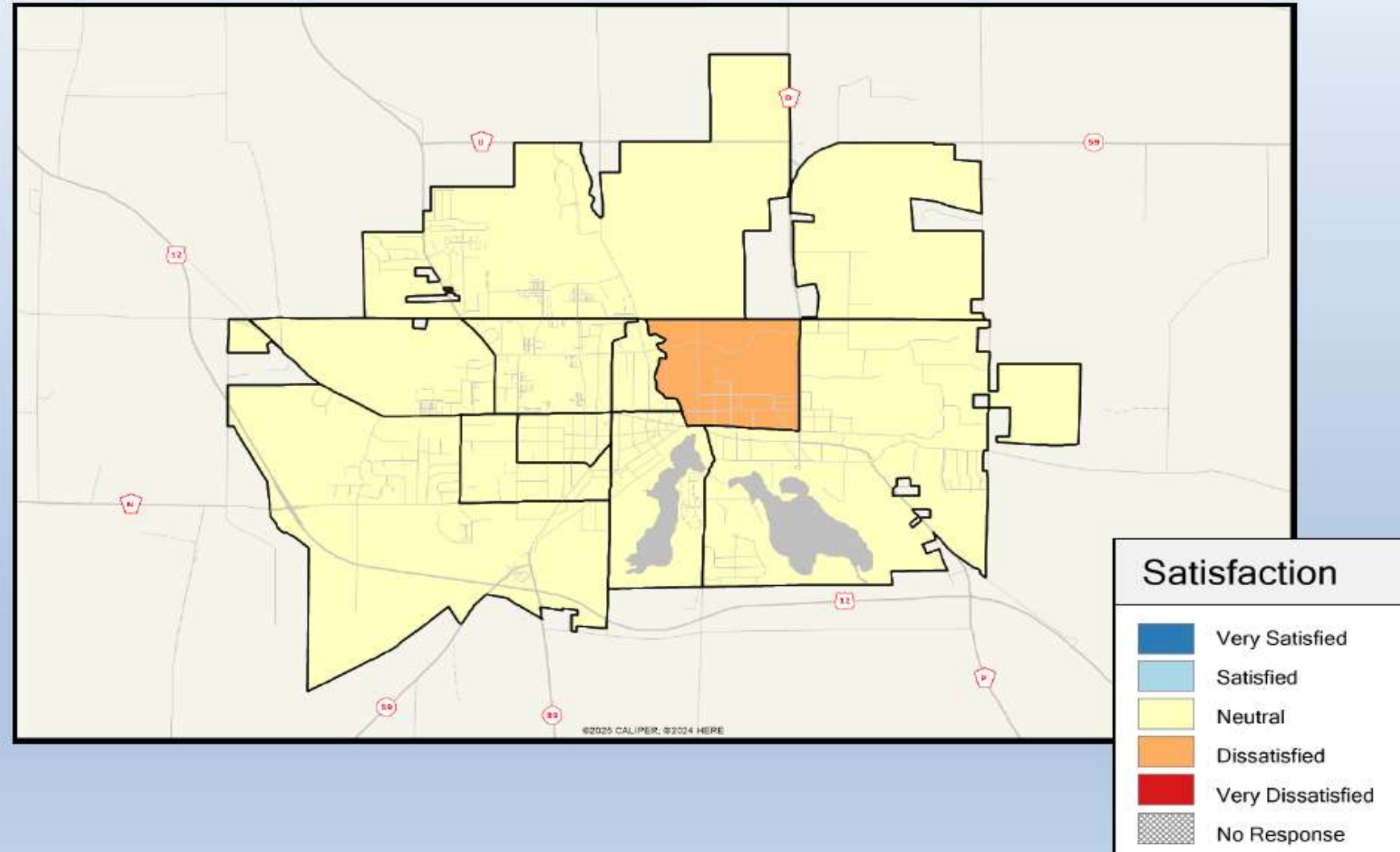


Priority	Service Area	Importance	Satisfaction	I-S Score
Very High	Condition of City streets	69%	41%	0.4106
Very High	Snow removal on City streets	50%	58%	0.2125
Very High	Condition of City sidewalks	38%	45%	0.2111
High	Overall cleanliness of City streets & other public areas	34%	62%	0.1300
Medium	City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

GIS Maps: Condition of City Streets

GIS Maps can help highlight how different areas of the City rated each question on the survey. One area of the City is more dissatisfied than others.

Q9.02: Condition of city streets Mean: 3.05



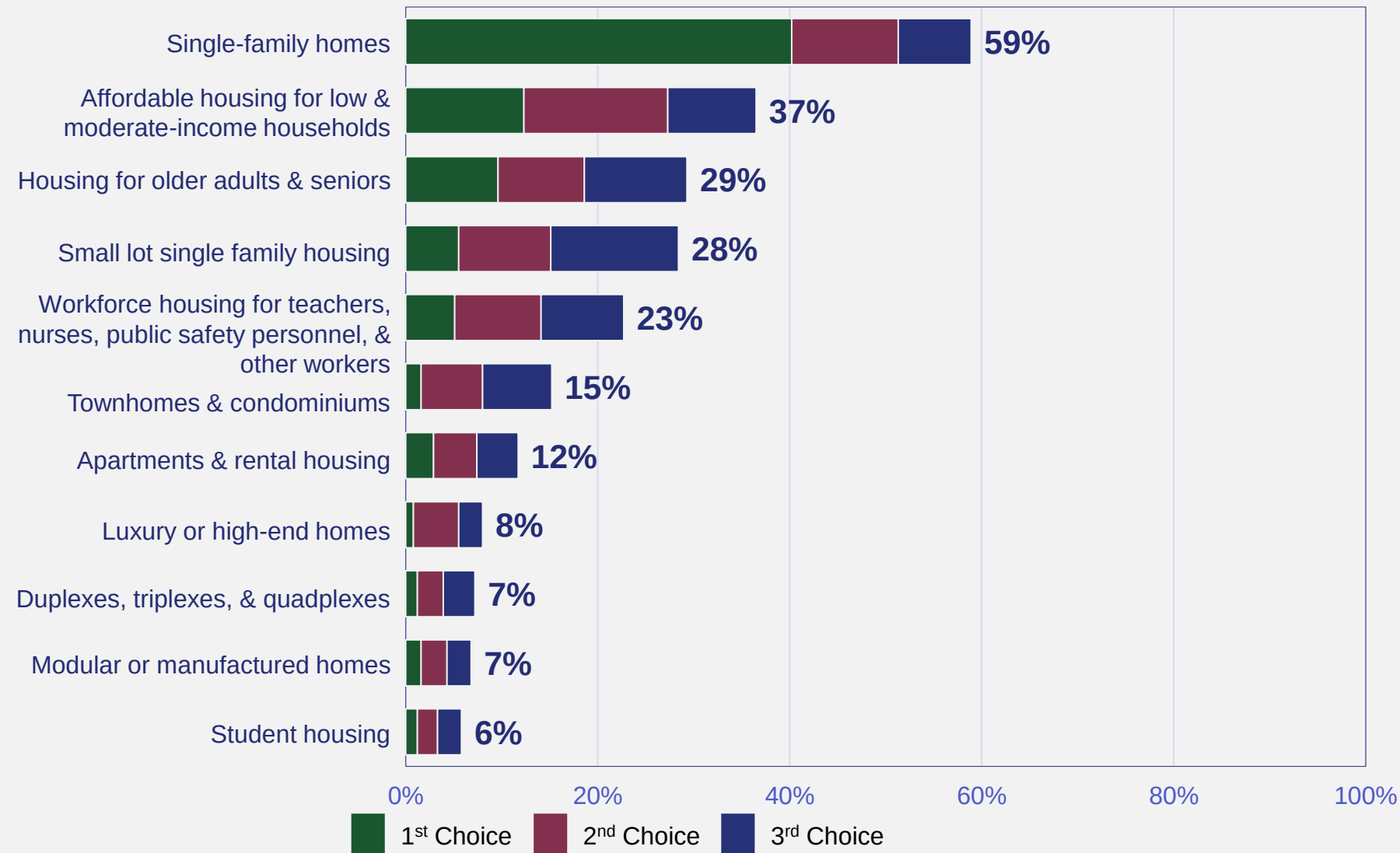
Housing and Development



Housing Priorities

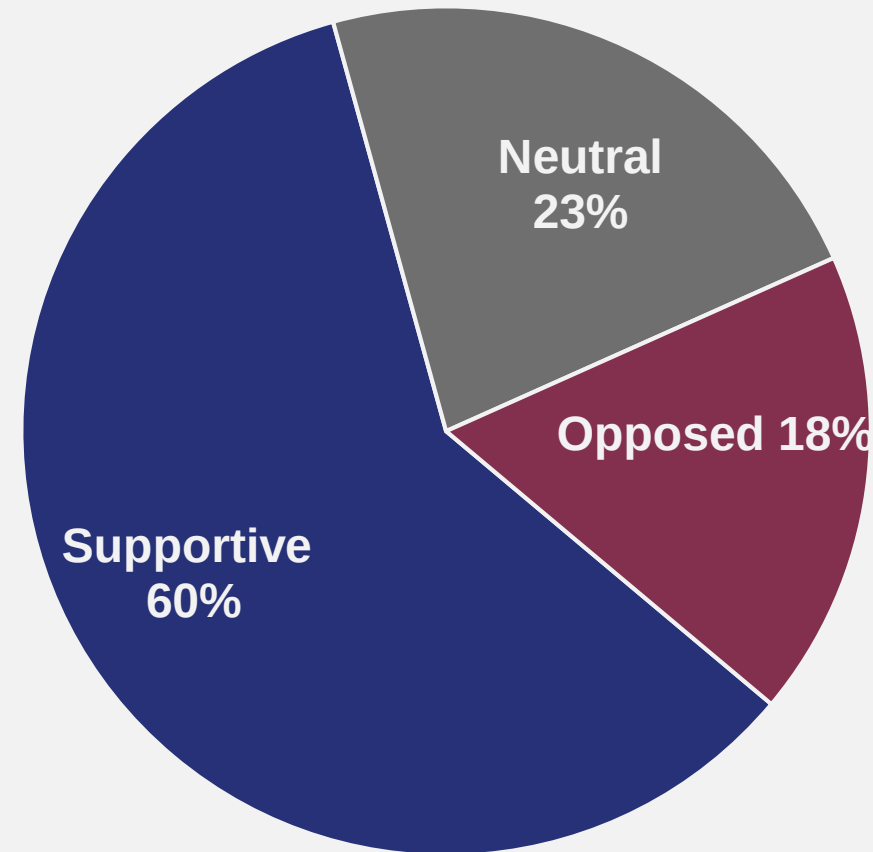
The clear top housing priority for residents was **Single-family homes**, followed by **affordable housing for low- and moderate-income households**.

Q17. Which Three Types Of Housing Do You Think Should Receive The Highest Priority From City Leaders Over The Next 5-10 Years?
by percentage of respondents who selected the item as one of their top three choices



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

by percentage of respondents (excluding don't know)



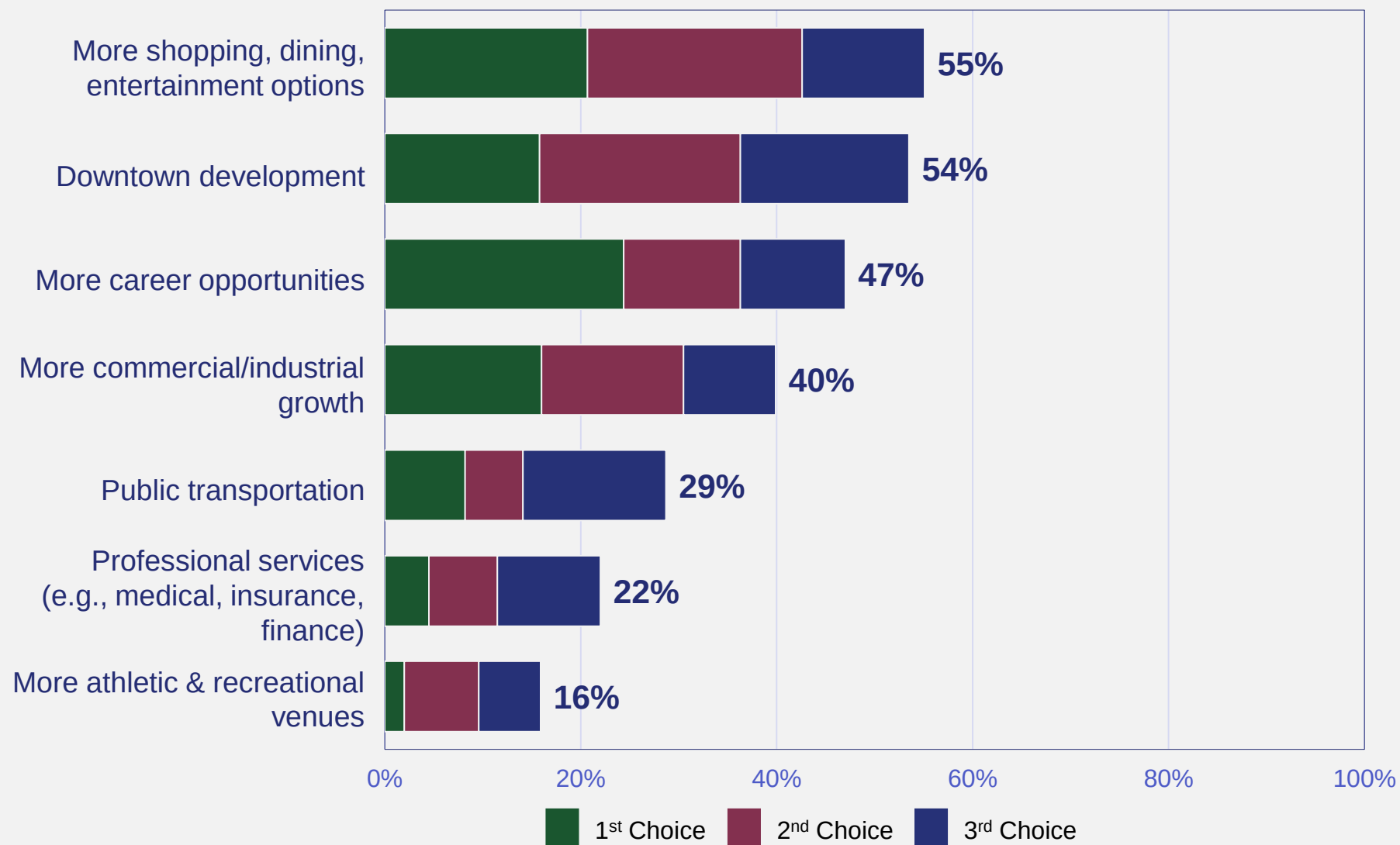
Supportive Neutral Opposed

60% of respondents would be supportive of the City taking actions to increase housing availability in Whitewater. 18% would be opposed.

Economic Development

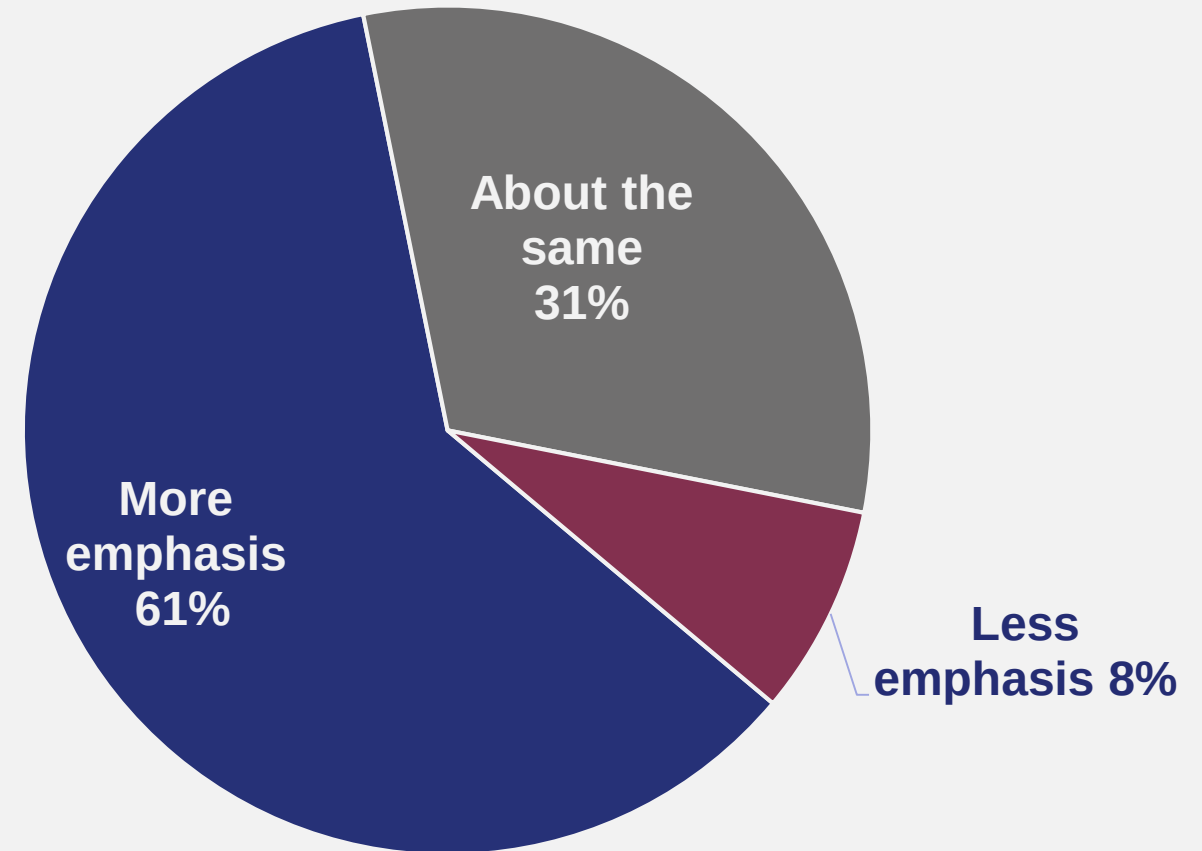
Respondents indicated a top three of more shopping, dining, and entertainment options, downtown development, and more career opportunities.

Q21. Which Three Economic Development Priorities Do You Think Should Receive The Most Emphasis From City Leaders Over The Next Five Years?
by percentage of respondents who selected the item as one of their top three choices



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

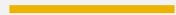
by percentage of respondents (excluding don't know)



More Emphasis About The Same Less Emphasis

61% of respondents believe the City should place more emphasis on recruiting retail and restaurant businesses. 31% believe the emphasis should remain the same.

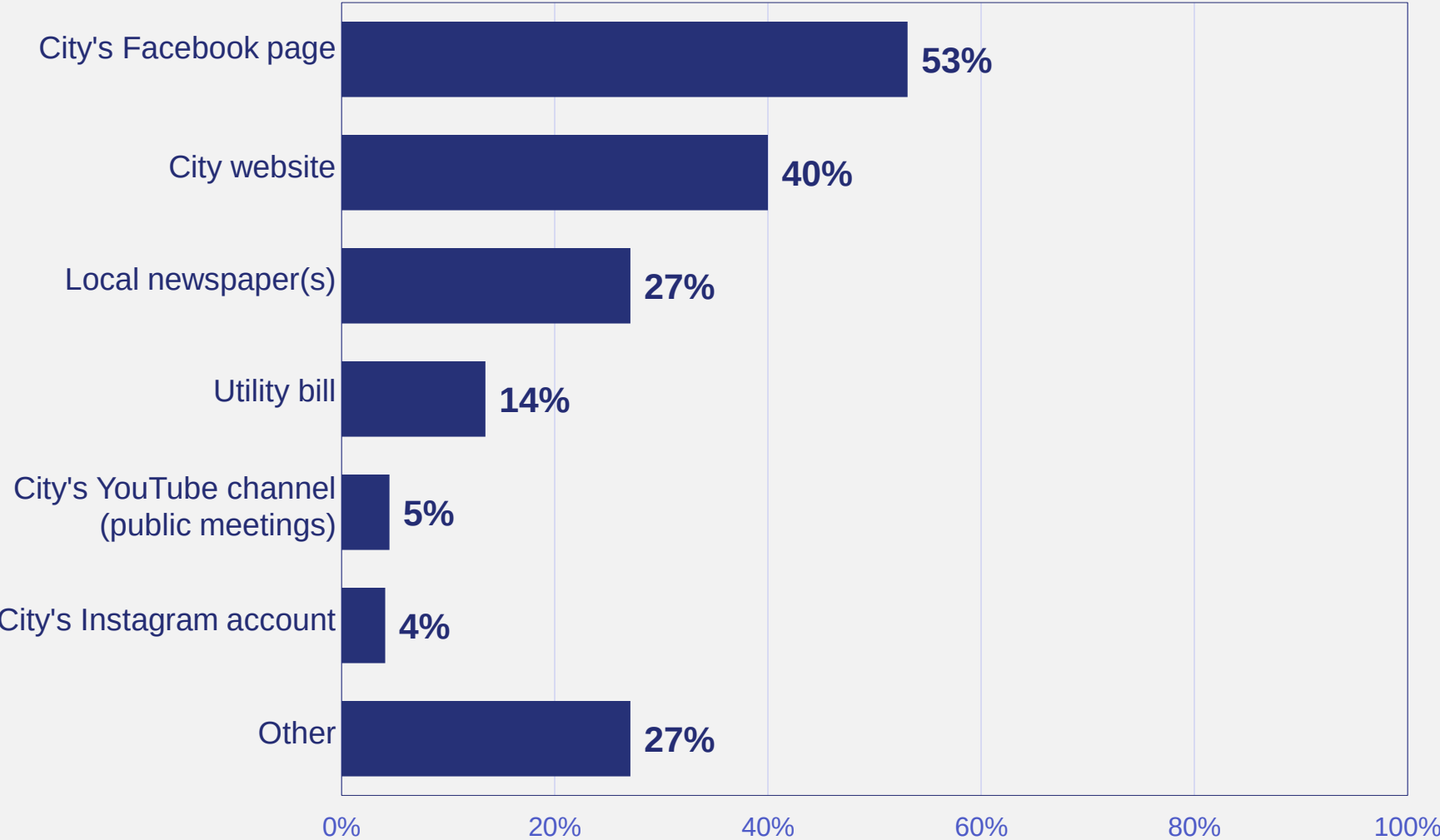
Whitewater Communication



Communication Preferences

Residents top source of information about the City is the **City Facebook Page (53%)**, followed by City website (40%) and local newspaper(s) (27%).

Q25. Where Do You Currently Get News And Information About City Programs, Services, And Events?
by percentage of respondents (excluding don't know)

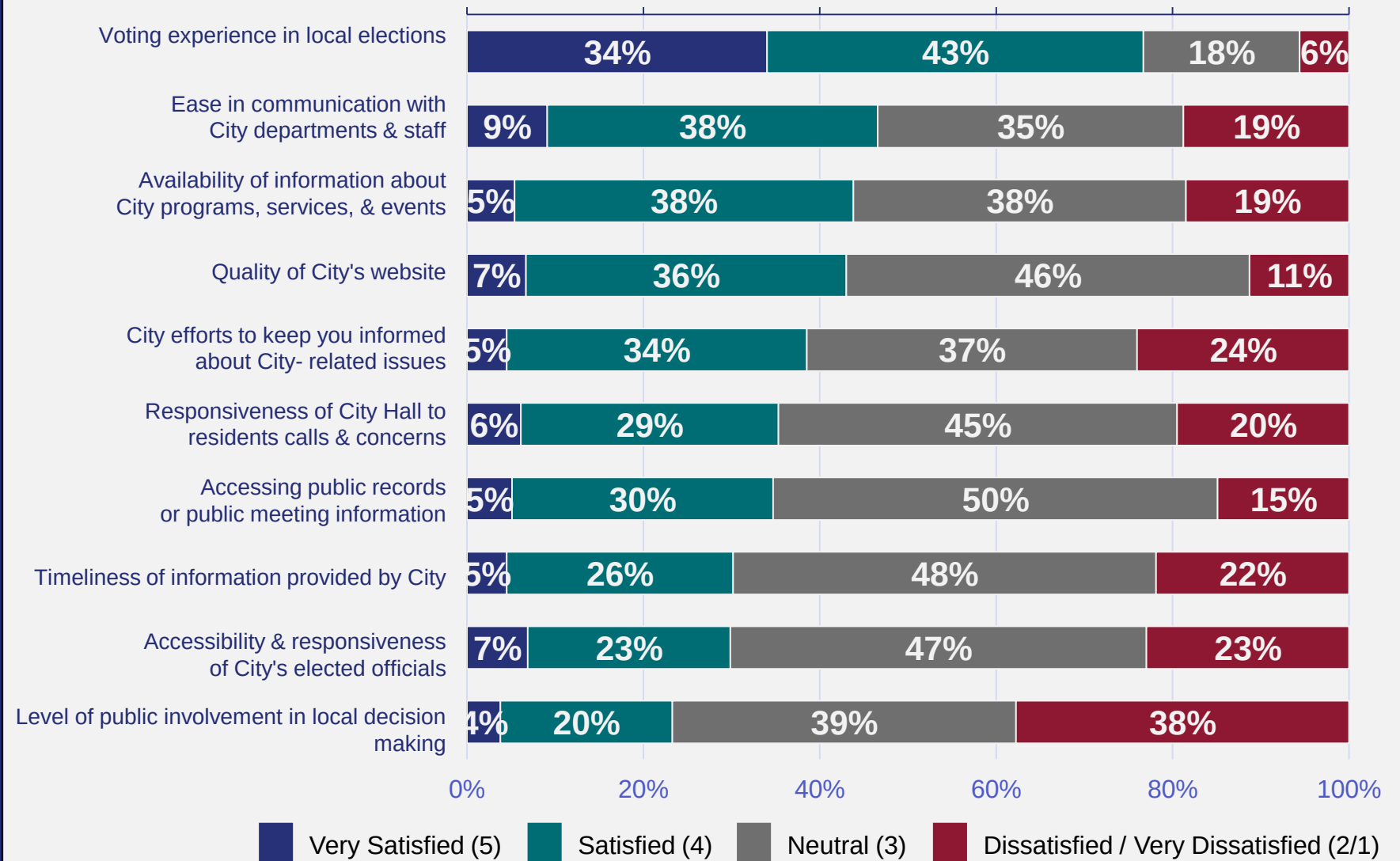


Communication Services

High neutral ratings indicate an opportunity for the City to educate and inform residents about where they can find information about the city and how they can interact with City leadership

Q26. Communication Services

by percentage of respondents (excluding don't know)

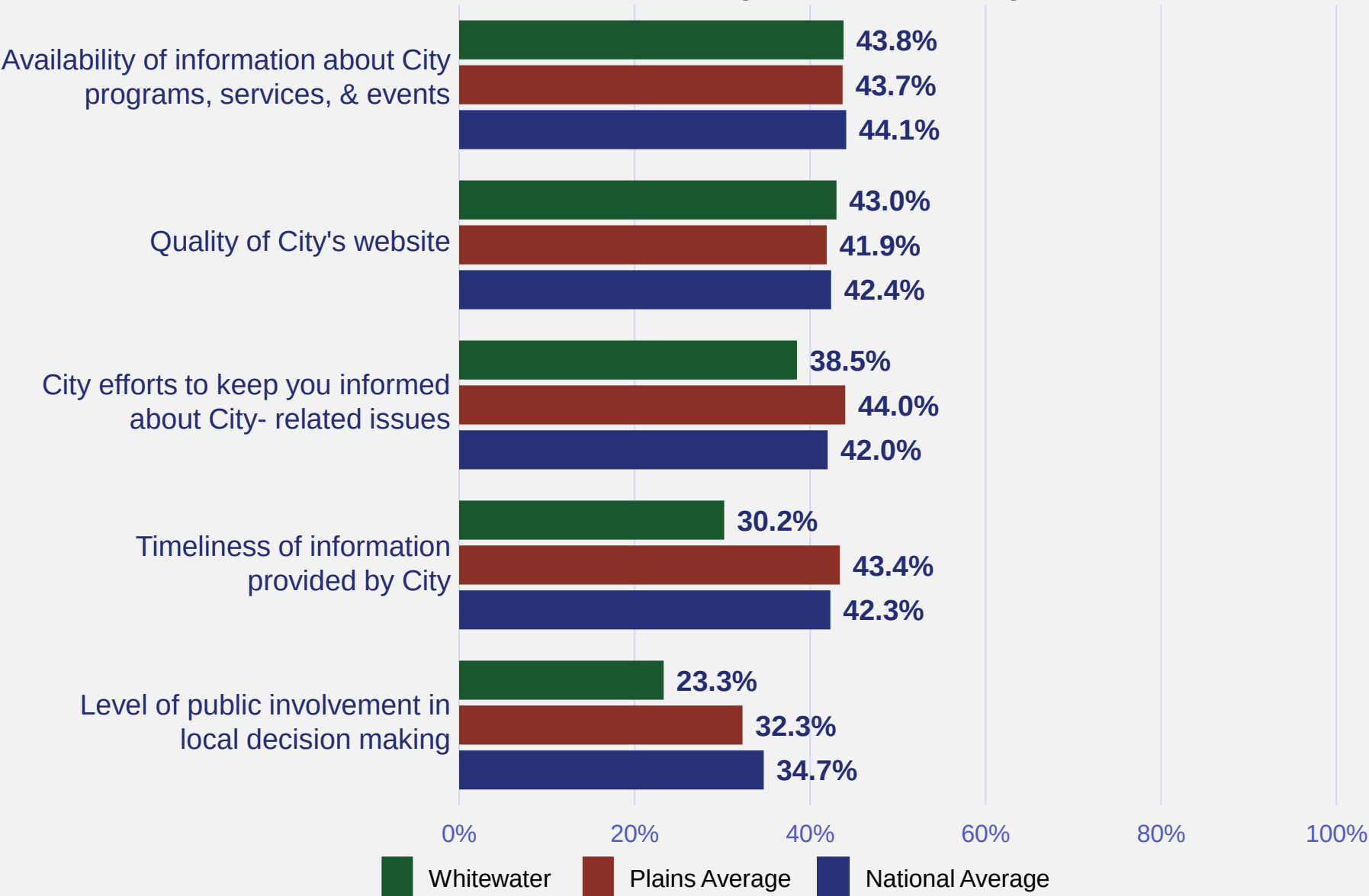


Communication: Benchmarking

When it comes to benchmarking, Whitewater is on par with regional and national averages in two areas. This shows an opportunity for the City to improve communication with the community.

Q26. Communication Services

Whitewater 2026 vs. Plains Average vs. National Average



Communication Services: Priorities for Investment

Six items were identified as “very high” or “high” priority items for the City. The “very high” priority items were:

1. City efforts to keep you informed about City-related issues
2. Level of public involvement in local decision making
3. Availability of information about City programs, services and events

2026 Importance-Satisfaction Ratings Whitewater, Wisconsin Communication



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

Summary

- Whitewater's as a place to live score is higher than the regional and national averages
- Overall services are highly regarded by residents.
 - Solid waste, wastewater, water utility, and stormwater management received the highest ratings.
- Whitewater is leading the way when compared to the regional and national benchmarks in Public Safety.
- Maintenance of streets and sidewalks, snow removal on streets, water and wastewater costs, drinking water quality and city communication were the top priorities identified for Whitewater.
- The biggest opportunity for the City is to continue educating residents about ways to interact with the City, and how they can find the City information important to them.

Questions?

Thank you!

Get In Touch



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