



2026 City of Whitewater Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's planning process and will be used by City leaders to make planning and investment decisions. If you have questions, please contact Becky Magestro at 262-473-0101 or bmagestro@whitewater-wi.gov.

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

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

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

1st: _____ 2nd: _____ NONE

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

10. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 9.]

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

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

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

12. Which TWO of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 11.]

1st: ____ 2nd: ____ NONE

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

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

14. Which TWO of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 13.]

1st: ____ 2nd: ____ NONE

15. **Community.** Please rate your agreement with each of the following.

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

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

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

17. Which THREE of the items listed above do you think should receive the HIGHEST PRIORITY from city leaders over the next 5-10 years? [Write in your answers below using the numbers from the list in Question 16.]

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

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

- ____(01) Housing prices are too high
- ____(02) Rent prices are too high
- ____(03) Not enough homes available to purchase
- ____(04) Not enough rentals available
- ____(05) Lack of affordable housing
- ____(06) High mortgage interest rates
- ____(07) Property taxes are too high
- ____(08) Don't know
- ____(09) Other: _____

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

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

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

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

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

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

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

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

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

____(4) More emphasis ____ (3) About the same ____ (2) Less Emphasis ____ (1) Don't know

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

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

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

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

26. From the City Communication sources listed above, which THREE would you prefer to get information from the city? [Write in your answers below using the numbers from the list in Question 25, or circle "NONE."]

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

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

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

28. Which THREE of the items listed above do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 27.]

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

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

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

30. Which TWO of the library items listed above would you recommend receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 29.]

1st: ____ 2nd: ____ NONE

31. Special Events. In the past 12 months, have you or members of your household attended any of the City organized events listed below? [Check all that apply.]

- | | |
|--|--|
| <input type="checkbox"/> (01) Christmas at Cravath | <input type="checkbox"/> (05) Food Truck Fest |
| <input type="checkbox"/> (02) Movies in the park | <input type="checkbox"/> (06) Have not attended any events |
| <input type="checkbox"/> (03) Messyfest | <input type="checkbox"/> (07) Don't know |
| <input type="checkbox"/> (04) Easter Egg hunt | <input type="checkbox"/> (08) Other: _____ |

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

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

33. From the Parks and Recreation services listed above, which TWO do you consider MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 32, or circle "NONE".]

1st: ____ 2nd: ____ NONE

34. How often do you use the shared-ride taxi service?

- | | | |
|--|--|---|
| <input type="checkbox"/> (1) Multiple times a week | <input type="checkbox"/> (3) Several times a month | <input type="checkbox"/> (5) Never [Go to Q35.] |
| <input type="checkbox"/> (2) Once a week | <input type="checkbox"/> (4) Occasionally | |

34a. Does the current service meet your transportation needs for work, medical appointments, shopping or other essential trips?

- (1) Always (2) Usually (3) Sometimes (4) Rarely (5) Never

34b. How long do you typically wait for a ride after requesting it?

- (1) 0-10 minutes (2) 10-20 minutes (3) 20-40 minutes (4) 40 minutes or longer

34c. What issues have you experienced with the current shared-ride taxi service?

- | | |
|--|--|
| <input type="checkbox"/> (1) Long wait times | <input type="checkbox"/> (5) Driver behavior |
| <input type="checkbox"/> (2) Missed pickups | <input type="checkbox"/> (6) Vehicle condition |
| <input type="checkbox"/> (3) Difficulty scheduling | <input type="checkbox"/> (7) Cost |
| <input type="checkbox"/> (4) Poor communication | <input type="checkbox"/> (8) Other: _____ |

34d. If the service required scheduling rides at least 24 hours in advance, how would that affect your ability to use it?

- | | |
|--|--|
| <input type="checkbox"/> (1) Major inconvenience | <input type="checkbox"/> (3) I would not be able to use it |
| <input type="checkbox"/> (2) Minor inconvenience | <input type="checkbox"/> (4) No impact |

DEMOGRAPHICS

35. **Approximately how many years have you lived in Whitewater?** _____ years
36. **Do you own or rent your current residence?** ____ (1) Own ____ (2) Rent ____ (3) Student housing
37. **What is your age?** _____ years
38. **Are you affiliated with The University of Wisconsin-Whitewater?**
____ (1) Undergraduate student ____ (5) Alumni
____ (2) Graduate student ____ (6) Parent or family member of a student
____ (3) Faculty member ____ (7) Other (please specify): _____
____ (4) Staff employee ____ (8) No affiliation
39. **Which of the following best describes your race/ethnicity? [Check all that apply.]**
____ (01) Asian or Asian Indian ____ (05) Native Hawaiian or other Pacific Islander
____ (02) Black or African American ____ (06) Hispanic or Latino
____ (03) American Indian or Alaska Native ____ (88) Prefer not to say
____ (04) White ____ (99) Other: _____
40. **Would you say your total annual household income is...**
____ (1) Under \$50,000 ____ (4) \$150,000 +
____ (2) \$50,000 - \$100,000 ____ (5) Would rather not say
____ (3) \$100,000 - \$150,000
41. **If you have any other suggestions you would like to make, please write them in the space provided below.**

42. **OPTIONAL: Would you like to be entered into a drawing for a chance to win one (1) prepaid \$500 Visa Gift Card? You must complete all sections of the survey to qualify. The gift card will be sent via email and is limited to one entry per household.**
____ (1) Yes [Please answer Question 42a.] ____ (2) No
- 42a. **Please provide your contact information.**
Mobile Phone Number: _____
Email Address: _____
43. **Would you be willing to participate in future surveys sponsored by the City of Whitewater?**
____ (1) Yes [Please answer Question 44a.] ____ (2) No
- 43a **Please provide your contact information.**
Mobile Phone Number: _____
Email Address: _____

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

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061