



## Council Agenda Item

Meeting Date:	June 10, 2026
Agenda Item:	Community Survey Draft
Staff Contact (name, email, phone):	Becky Magestro <a href="mailto:bmagestro@whitewater-wi.gov">bmagestro@whitewater-wi.gov</a> 262-473-0101

### BACKGROUND

(Enter the who, what, when, where, why)

At the Council meeting held on June 2, 2026, Council members discussed several additional questions they would like included in the Community Survey. Following that discussion, I asked ETC to incorporate those questions into the survey.

ETC confirmed that the paper version of the survey will be distributed in English only. The cover letter will include a statement informing Spanish-speaking residents that they may complete the survey in Spanish either online or by calling ETC directly. The online version of the survey will be available in both English and Spanish.

Regarding survey length, ETC advised that a seven-page survey is feasible; however, longer surveys can negatively impact response rates due to increased participant drop-off. For that reason, ETC generally recommends keeping surveys to six pages or fewer whenever possible.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

### FINANCIAL IMPACT

(If none, state N/A)

N/A

### STAFF RECOMMENDATION

Recommendation: Given ETC's feedback regarding survey length and respondent drop-off, staff recommend reviewing the proposed questions to determine whether the survey can be condensed to six pages or fewer. A shorter survey may help increase participation and completion rates, resulting in more representative community feedback. If you chose to cut questions, suggestions would be:

Q13 (weekly recycling/would you recycle more)

Q35a-35d (shared-ride taxi follow-up battery) -- four sub-questions is a lot for a niche service; consider collapsing to one open-ended follow-up

Q27 (preferred communication channels) -- Q26 already captures this, Q27 is largely redundant

Q32 (special events attendance) -- low policy value; we can track this operationally

Q5a (barriers to civic participation) -- open-ended responses here are hard to analyze at scale and Q5 already gives us the behavioral data

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

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Attachment – Updated draft of the Community Survey. Neil Hicks recommendations.

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