

In 1999, the Wisconsin Legislature enacted new legislation that greatly expanded the scope and significance of comprehensive plans within the State. The legislation, often referred to as the State's "Smart Growth" law, provides a new framework for the development, adoption, and implementation of comprehensive plans by cities and other unit of government.

A comprehensive plan is a plan for future land use and infrastructure development and protection of natural resources, developed in accordance with the requirements Wisconsin Statutes. A comprehensive plan must address the nine elements specified in the Statutes; must provide opportunities for public participation; and must be adopted by an ordinance of the governing body.

As our community continues to grow in the years ahead, the City of Medford's job is to protect and enhance the quality of life for people who live here. To do that, the City will have to establish priorities and develop a plan that allows the City to achieve its goals as well as your goals for future growth.

To make sure that the City of Medford plans reflect what you want for your neighborhood, your family and your community, the City is collecting information about the attitudes of the people who live here about issues that affect them.

The enclosed questionnaire explores some of the issues related to growth in Medford and asks you to share your views on those issues. This information will be used as the City sets its goals and establish policies and regulations in the years ahead.

These questions will take about 15 minutes to complete, but they are an important investment in our future. All of the information you provide will remain strictly confidential, but the City's ability to plan for the future depends on help from people like you. It will help to formulate a plan for a strong and healthy future in Medford.

Please take a few minutes right now to complete this questionnaire and return with your utility payment or drop off at the City of Medford at 639 S. Second Street, Medford, WI. You can also drop this survey off at the library. Thank you for your help.

Sincerely,

Michael R. Wellner
Mayor

INFORMATION ONLY

(Please circle all answers)

General

- A. Are you a resident of the City of Medford? Y N
- B. Do you own property in the City of Medford? Y N
- C. Age? 25 or under 26 - 40 41 - 55 55 or older

Issues and Opportunities

1. How would you rate the quality of life in the City of Medford?
a. Excellent b. Good c. Fair d. Poor
2. During the next five years, do you expect the quality of life in the City of Medford to:
a. Improve b. Stay the same c. Decline

3. Please rate each of the following aspects of life in the City of Medford:

	<u>Needs a Lot of Improvement</u>	<u>Needs a Little Improvement</u>	<u>Needs No Improvement</u>	<u>No Opinion</u>
a. Affordable homes	1	2	3	4
b. Adequate rental property	1	2	3	4
c. Parks and green space	1	2	3	4
d. Public roads	1	2	3	4
e. Health care facilities	1	2	3	4
f. Having job opportunities	1	2	3	4
g. Police service	1	2	3	4
h. Fire protection service	1	2	3	4
i. Ambulance/Paramedic services	1	2	3	4
j. Public utilities (water, sewer, electric, garbage)	1	2	3	4
k. Recreation/Cultural opportunities	1	2	3	4
l. Retail (shopping)	1	2	3	4
m. Day care facilities	1	2	3	4
n. Elderly care facilities	1	2	3	4
o. Library services	1	2	3	4
p. Schools	1	2	3	4

Planning for Growth

4. Do you support the following types of growth for the City of Medford?

	<u>Strongly Support</u>	<u>Support Somewhat</u>	<u>Oppose Somewhat</u>	<u>Strongly Oppose</u>	<u>No Opinion</u>
a. Residential development that includes apartments as well as homes	1	2	3	4	5
b. Residential development that includes homes, but not apartments	1	2	3	4	5
c. Housing options for seniors	1	2	3	4	5
d. Low & moderate income housing for families	1	2	3	4	5
e. New business development	1	2	3	4	5
f. Industrial development	1	2	3	4	5
g. Retail shopping development	1	2	3	4	5

5. Which of these statements best describes your point of view?

- a. We must preserve the qualities that make our community special by severely limiting growth.
- b. Growth is necessary for the economy, and should be encouraged.
- c. No opinion.

6. Over the past five years, how much growth do you think the City of Medford has experienced?

- a. A great deal of growth
- b. Some growth, but not a lot
- c. Almost no growth
- d. No growth

Housing

7. How would you rate the need for housing in the City of Medford?

	Need More	Adequate	Need Less	No Opinion
a. Single-family Homes for first-time Buyers	1	2	3	4
b. Assisted Living for Seniors	1	2	3	4
c. Rental Housing for Families	1	2	3	4
d. Moderated Priced Homes	1	2	3	4
e. Low Income Housing	1	2	3	4
f. Higher Priced Homes	1	2	3	4
g. Condominiums	1	2	3	4
h. Apartments & Duplexes	1	2	3	4

8. Which of the following statements, best describes your opinion of our community?

- a. We should plan new neighborhoods with smaller lots, even if it means that homes have to be build closer together.
- b. We should plan new neighborhoods with larger lots even if it means that more land will be used to build these neighborhoods.

Transportation

9. During the next five years, should the City of Medford invest in the following areas?

Public Transportation - Taxi	Y	N
Improved Streets and Highways	Y	N
New Hiking or Biking trails	Y	N
More Parking	Y	N
More sidewalks	Y	N

10. When you travel around in the City of Medford, do you usually find the traffic is:

- a. Light b. Moderate c. Heavy d. Very heavy

11. How do you think that traffic volume has changed in the City of Medford over the past 5 years?

- a. It is much heavier b. It is a little heavier c. It has not changed much d. It is a little lighter e. It is much lighter

12. If a future highway development plan called for a bypass of STH 13 around the City would you support it? Y N

Natural & Cultural Resources

13. Do you feel the City of Medford should:

	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion
a. Maintain the existing parks & open spaces	1	2	3	4	5
b. Expand the riverwalk system	1	2	3	4	5
c. Preserve wetland in natural areas	1	2	3	4	5
d. Control wildlife population	1	2	3	4	5
e. Create new parks and open spaces	1	2	3	4	5

14. How would you rate the cultural aspects in the community?

	Needs a Lot of Improvement	Needs a Little Improvement	Needs No Improvement	No Opinion
a. Community events and celebrations	1	2	3	4
b. Historical building preservation	1	2	3	4
c. Youth recreation opportunities	1	2	3	4
d. Teen recreation opportunities	1	2	3	4
e. Adult recreation opportunities	1	2	3	4
f. Fine arts	1	2	3	4
g. Other _____	1	2	3	4

Economic Development

15. How would you describe the job opportunities in the City of Medford?

- a. Serious job shortage
 b. Minor job shortage
 c. We have a good supply of job opportunities
 d. No opinion

16. Businesses that are planning to expand or build consider several aspects when locating. Please tell us how you feel the City of Medford rates in terms of attracting new businesses:

	<u>Needs a Lot of Improvement</u>	<u>Needs a Little Improvement</u>	<u>Needs No Improvement</u>	<u>No Opinion</u>
a. Having enough workers with the following skills:				
General	1	2	3	4
Technical	1	2	3	4
Professional	1	2	3	4
b. Quality of life opportunities	1	2	3	4
c. Providing incentives to locate and expand	1	2	3	4
d. Public school system	1	2	3	4
e. Safe neighborhoods	1	2	3	4
f. Good transportation	1	2	3	4
g. Adequate supply of housing	1	2	3	4
h. Adequate utilities	1	2	3	4

Land Use & Implementation

17. Please rate the following statements:

	<u>Agree Strongly</u>	<u>Agree Somewhat</u>	<u>Disagree Somewhat</u>	<u>Disagree Strongly</u>	<u>No Opinion</u>
a. It is very important to attract new businesses and new jobs to this area.	1	2	3	4	5
b. We need to plan new housing developments in our area that include parks and green space even if it means that houses will cost more to buy.	1	2	3	4	5
c. We should encourage new businesses to locate in our community by offering incentives	1	2	3	4	5
d. We need to protect the unique qualities of our community more than we need more growth	1	2	3	4	5

18. Tax dollars should be spent for:

	Agree <u>strongly</u>	Agree somewhat	Disagree somewhat	Disagree strongly	No opinion
a. The development of new residential housing	1	2	3	4	5
b. The promotion and development of the downtown business area	1	2	3	4	5
c. The promotion and development of the STH 13 business corridor	1	2	3	4	5
d. The promotion and development of the STH 64 business corridor	1	2	3	4	5
e. The promotion and development of large retail business/shopping centers	1	2	3	4	5
f. The development of industrial parks to attract new manufacturing and industry	1	2	3	4	5
g. Development of more green space	1	2	3	4	5

*** End of Survey ***

Thank you for taking the time in completing this survey.

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