

**For Immediate Release – August 30<sup>th</sup>, 2010**  
**For More Info call: 715-241-2600**



## **Survey Results Yield Good Planning Advice**

**Traffic Issues, Landscaping Maintenance Lead Concerns**

WESTON – Weston is better off than it was five years ago according to a targeted planning survey conducted by village officials in early August.

Ninety-one percent (91%), of 73 survey respondents, agreed that “as a whole, the Village of Weston is a better community to live in than it was five years ago”. In addition, 87% of those responding agreed that the Village of Weston has been a “strong fiscal steward in the use of tax dollars”.

“Our satisfaction rate is up 8% since our last survey in 2005 and we are very pleased in our taxpayers service numbers, where 95% of those responding thought that our staff was timely & courteous and 91% found our service to be detailed and helpful”, said Village President Fred Schuster.

The Village survey used a sample of seventy taxpayers from eleven distinct geographic districts who have had experience with the Village of Weston in the last five years and thirty community influencers that included business owners, educators, clergy, key volunteers, and neighborhood leaders.

“Our intent with this survey was to engage people who know what we do in an effort to improve our operational systems and delivery of government. We also used the survey as a planning tool as we prepare to address next year’s budget, refine our communication systems, and modify our staffing”, said Dean Zuleger, Village Administrator.

Specifically, taxpayers were asked a series of questions in the areas of development & planning, quality of life, street & utility operations, public safety, communication, and general Village welfare. In addition, there were three opportunities to “sound off” about nuisance issues, as well as the best and worst things the Village has done in the last five years.

“As always traffic, especially speeding, led the way on nuisance responses followed by dog issues and the number of junk cars around the community. In terms of the best – worst response, our Schofield Avenue landscaping led both categories. But in the “worst” landscaping responses we know that traffic visibility and maintenance were the biggest concerns”, said Schuster.

From an operational standpoint, the survey noted some inconsistency in snow plowing, further explanation of the storm water utility, some scrutiny on the number of apartments that will be allowed, and continued work on property value protection.

“Thirty-nine percent of taxpayer-respondents noted that we have to be more consistent in our snowplowing and twenty-three taxpayers do not know what the storm water utility is supposed to accomplish. So we have some work to do in a couple of our critical front door services”, said Zuleger.

On the public safety front, ninety-four percent responding agreed that the Everest Metro Police partnership has served the community well and 75% believed that the Village of Weston should explore further fire department partnerships to improve efficiency.

“The survey sample was financially savvy when it came to cost savings. They understand that by working with other community’s we can keep the tax rate low”, said Village Finance Director John Jacobs.

Neighborhood safety and traffic led the way on policing priorities where “Neighborhood Patrol” garnered 41% of the votes and “Traffic / Speeding” came in second with 26%. The new portable speed boards led the preference for new EMPD technology and Red Zone Traffic Policing was the favorite targeted program.

The survey also asked a series of questions on communication vehicles, website preferences, and social networking to determine the best way to reach taxpayers. Not surprisingly, one method was still the preference with taxpayers.

“Overwhelmingly our newsletter, The Focus, continues to be the way our residents want to be informed. We know that we have over five hundred Facebook subscribers and there is more daily website use, but people still want that piece of paper that they can hang on to”, said Renee Hodell, Taxpayer Relations Coordinator.

Survey results will now be analyzed departmentally in anticipation of the Village of Weston’s Board Planning Retreat to be held on September 10<sup>th</sup>, 2010. Overall results will be posted on the community’s website at [www.westonwisconsin.org](http://www.westonwisconsin.org) and released to the 537 Facebook participants.

## Village of Weston 2011 Planning Survey Results (82 Responses)

**NOTE:** *The Village of Weston 2011 Planning Survey is intended to guide staff as they design and modify operational systems to improve service delivery to our taxpayers*

### **1.0 Community Development & Planning**

1.1 **Residential to Commercial Balance** – Do you believe the ratio of residential homes to commercial business:

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| A. Just Right <b>60%</b>         | C. Too Many Homes <b>5%</b>         |
| B. Too Many Businesses <b>2%</b> | D. Too Many Rental Units <b>23%</b> |
|                                  | E. More Business <b>12%</b>         |

1.2 **Woodland, Wetland, Green Space Conservation** – The Village of Weston has adequately protected sensitive environmental areas:

- |                              |                                 |
|------------------------------|---------------------------------|
| A. Strongly Agree <b>15%</b> | C. Don't Really Know <b>15%</b> |
| B. Agree <b>68%</b>          | D. Strongly Disagree <b>1%</b>  |
|                              | E. Disagree <b>1%</b>           |

1.3 **Property Value Protection** – Through an aggressive approach of nuisance enforcement, property surveillance, and intervention, the Village of Weston has improved the appearance of the community and has protected individual property values:

- |                              |                                  |
|------------------------------|----------------------------------|
| A. Strongly Agree <b>22%</b> | C. Don't Really Know <b>3.5%</b> |
| B. Agree <b>59%</b>          | D. Disagree <b>3.5%</b>          |
|                              | E. Do More <b>12%</b>            |

**The biggest nuisance problem in my neighborhood is**\_\_ **\*see attached list**\_\_\_\_\_

1.4 **Around Town** - The Village of Weston has spent money properly on creating main traffic corridors for autos (ie Ross Ave, Mesker St., Schofield Ave.) and by using maintenance funds to keep neighborhood roads in good repair:

- |                              |  |
|------------------------------|--|
| A. Strongly Agree <b>36%</b> | C. Disagree <b>3.5%</b>                              |
| B. Agree <b>54%</b>          | D. Re-focus on <b>*see list</b> __ <b>6.5%</b> _____ |

1.5 **Quality of Life** – Which of the three qualities listed below do you feel should be the priorities in building community in the Village of Weston? (Pick 3 – *Number Indicates Response*)

- |  |  |
|--|--|
| <b>47</b> __ Family-Friendly Atmosphere      | <b>9</b> __ Relaxed Pace                 |
| <b>13</b> __ Suburban (Elbow Room) Character | <b>22</b> __ Scenic, Natural Environment |
| <b>38</b> __ Safe, Secure Structure          | <b>10</b> __ Activities Abound           |
| <b>26</b> __ Affordable                      | <b>10</b> __ Bustling Commerce           |

**Does Weston have too many signs?** Yes \_\_ **33%**\_\_ No \_\_ **67%**\_\_

## **2.0 Street Operations**

- 2.1 **Winter Maintenance** - The Village of Weston snow plowing crew generally has my snow cleared by **\_8:45 (avg)\_** **AM/PM**, the time I need to be to school / work / daycare, etc:
- |                              |  |
|------------------------------|--|
| A. Strongly Agree <b>36%</b> | C. Disagree <b>9%</b>                              |
| B. Agree <b>29%</b>          | D. Depends on the severity of the storm <b>20%</b> |
|                              | E. Other <b>_8% mostly rural_</b>                  |
- 2.2 **Tidying Up the Neighborhood** – The Village of Weston Street Crew promptly and attentively picks up yard waste in the spring and autumn of each year:
- |                              |                                |
|------------------------------|--------------------------------|
| A. Strongly Agree <b>41%</b> | C. Disagree <b>16%</b>         |
| C. Agree <b>43%</b>          | D. Strongly Disagree <b>2%</b> |
- 2.3 **Street Condition** – On a scale of 1-5 (5=Best), rate the performance of the Village of Weston street crew on road maintenance (pot holes, surface cracks, street sweeping et al)
- |               |               |                |                |                |
|---------------|---------------|----------------|----------------|----------------|
| 1 – <b>0%</b> | 2 - <b>5%</b> | 3 - <b>18%</b> | 4 – <b>52%</b> | 5 – <b>25%</b> |
|---------------|---------------|----------------|----------------|----------------|
- 2.4 **Convenience** – When the Village of Weston engages in street construction, the project schedule, detour plan and road delays allow for the least interruptions in traffic and inconvenience to the commuters
- |                              |  |
|------------------------------|--|
| A. Strongly Agree <b>25%</b> | C. Disagree <b>1%</b>                        |
| B. Agree <b>59%</b>          | D. Construction Disrupted My Life <b>15%</b> |

## **3.0 Utilities**

- 3.1 **Water Quality** – Village of Weston provided water is:
- |   |                                |
|---|--------------------------------|
| <b>_70%</b> Good Quality, Good Tasting    | <b>_13%</b> Stains My Fixtures |
| <b>_5%</b> Tastes Bad, Needs Treatment    | <b>_1%</b> Discolored          |
| <b>_11%</b> Not applicable to my property |                                |
- 3.2 **Storm water Management** - The Village of Weston has used my storm water fees to improve community drainage – especially after storms and spring thaw:
- |                              |  |
|------------------------------|--|
| A. Strongly Agree <b>14%</b> | C. Disagree <b>7%</b>                      |
| B. Agree <b>46%</b>          | D. What does the SW program do? <b>33%</b> |
- 3.3 **Sewer Management** – Through sewer cleaning and general maintenance, the Village of Weston has managed its sewer system to avoid odor, sewer back-ups, and other sanitary problems:
- |                              |                       |
|------------------------------|-----------------------|
| A. Strongly Agree <b>44%</b> | C. Disagree <b>6%</b> |
| B. Agree <b>50%</b>          | D. Other _____        |

## **4.0 Public Safety**

- 4.1 **Working Together** -For the most part the Weston Fire Dept. partnership with Wausau FD (aerial) and St. Clares (paramedic intercept) has served the community well:
- |                              |   |
|------------------------------|---|
| A. Strongly Agree <b>42%</b> | C. Disagree <b>2.5%</b>                   |
| B. Agree <b>54%</b>          | D. Other <b>_1.5% - bring aerial back</b> |

- 4.1.1 **Getting Better** - The Village of Weston should explore further fire department partnerships to improve efficiency and manage costs:
- |                              |                                     |
|------------------------------|-------------------------------------|
| A. Strongly Agree <b>35%</b> | C. Disagree <b>9%</b>               |
| B. Agree <b>42%</b>          | D. Other <b>14% if cost savings</b> |
- 4.2 My overall feeling about the Fire Dept is:
- |                                     |                                 |
|-------------------------------------|---------------------------------|
| A. Well trained <b>40%</b>          | C. Need Some Work – <b>1.5%</b> |
| B. Serves Community Well <b>57%</b> | D. Other <b>1.5%</b> - _____    |
- 4.3 **Staying Safe** -For the most part, the Everest Metro Police partnership with Schofield and the Town of Weston has served the community well:
- |                                |  |
|--------------------------------|--|
| A. Strongly Agree <b>48.7%</b> | C. Disagree – <b>2.1%</b>                |
| B. Agree <b>43.1%</b>          | D. Weston should go it alone <b>6.1%</b> |
- 4.4 **Targeted Enforcement** - When I think about what I want my police department to do for me, I think about:
- |                                   |                                  |
|-----------------------------------|----------------------------------|
| <u>44%</u> Neighborhood Patrol    | <u>28%</u> Traffic / Speeding    |
| <u>9%</u> Policing the Schools    | <u>9%</u> Drug / Alcohol Enforce |
| <u>7%</u> Domestic / Sexual Abuse | <u>2%</u> Other                  |
- 4.5 **Tools & Technology** -What is the most useful tool the Everest Metro has purchased in the last five years:
- |                         |                                  |
|-------------------------|----------------------------------|
| <u>26.5%</u> Drug Dog   | <u>12%</u> Traffic Motorcycle    |
| <u>37%</u> Speed Boards | <u>24.5%</u> In-Car Video camera |
- 4.6 In your opinion, which new public safety program has been the most successful in dealing with the targeted issue
- |                                      |  |
|--------------------------------------|--|
| <u>35%</u> Red Zone Traffic Policing | <u>7%</u> Parents Who Host Lose the Most |
| <u>39.5%</u> Everest Men Respect     | <u>10%</u> Click It or Ticket            |
| <u>8.5%</u> DARE                     |  |

## **5.0 Nice Things ☺**

- 5.1 **Little Things Make a Big Difference** -Please pick your three favorite things in the Village created to improve quality of life and serve the taxpayer: *(Number Indicates Rank)*
- |                            |   |
|----------------------------|---|
| <u>2</u> Farmer's Market   | <u>5</u> Community Rummage Sales        |
| <u>7</u> Arts & Craft Show | <u>1</u> <b>Trails &amp; Bike Paths</b> |
| <u>3</u> Aquatic Center    | <u>6</u> Dog Park                       |
| <u>4</u> Weston Fest       | <u>8</u> Smith Nature Conservancy       |
- 5.2 **Image Building** - Village of Weston landscaping has improved the overall look of the community: **(Be advised there were 17 specific comments on poor maintenance)**
- |                                |   |
|--------------------------------|---|
| A. Strongly Agree <b>32.5%</b> | C. Disagree <b>1%</b>                   |
| B. Agree <b>40.5%</b>          | D. Too much, gets in the way <b>26%</b> |

5.3 **Herding Bullfrogs** - New items like the skateboard park, disc golf, extreme slide has helped to keep our teenagers engaged and out of trouble:

- |                              |                             |
|------------------------------|-----------------------------|
| A. Strongly Agree <b>25%</b> | C. Disagree <b>2%</b>       |
| B. Agree <b>64%</b>          | D. Waste of Money <b>9%</b> |

5.4 **Quick Information** - The Village – Lamar Billboard partnership has been useful in providing timely information on community events and news alerts?

- |                              |                               |
|------------------------------|-------------------------------|
| A. Strongly Agree <b>13%</b> | C. Disagree <b>7%</b>         |
| B. Agree <b>60%</b>          | D. Haven't seen it <b>20%</b> |

### **6.0 Taxpayer Service & Communication**

6.1 When I have an issue within the Village of Weston, the Village staff is:

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| A. Timely & Courteous <b>94%</b> | C. Gives Me The Runaround <b>5%</b> |
| B. Bureaucratic                  | D. Other <b>1%</b> _____            |

6.2 When receiving requested information from the Village I find that it is:

- |  |                            |
|--|----------------------------|
| A. Detailed & Helpful <b>92%</b>       | C. Confusing               |
| B. Vague & Needs Explanation <b>6%</b> | D. Too Technical <b>2%</b> |
|  | E. Other _____             |

6.3 On a scale of (1-5, 5=Best) rate the communication vehicles used by the Village:

- |   |                               |
|---|-------------------------------|
| ___2___ Website                           | ___1___ Focus Newsletter      |
| ___4___ Weston Wire                       | ___5___ Neighborhood Meetings |
| ___4___ Facebook                          | ___6___ Twitter               |
| ___3___ Personal Phone or E-Mail Response |                               |

**Do you have a smart phone? Yes 31% No 69%**

6.4 **What Do You Click For** - What should the Village's website be used for:

- |  |
|--|
| ___2___ Records Storage & Look-up(Minutes, Agendas, Municipal Code, etc) |
| ___1___ Current Events   |
| ___5___ Interactive On-line Conversation about the Village               |
| ___3___ Community Quality of Life Features                               |
| ___2___ Board & Staff Directory Listing                                  |
| ___4___ Other <u>Maps</u> _____  |

### **7.0 Generalities**

7.1 The Village has made efforts to be inclusive (age, race, gender, economic class et al) in its policies and program development:

- |                              |   |
|------------------------------|---|
| A. Strongly Agree <b>40%</b> | C. Disagree <b>2%</b>                     |
| B. Agree <b>53%</b>          | D. Too Much Time Spent on <b>5%</b> young |

7.2 The Village of Weston has been a strong fiscal steward in the use of my tax dollars:  
A. Strongly Agree **42%** C. Disagree **4% (all businesses)**  
B. Agree **47%** D. Other **7%** \_\_\_\_\_

7.3 As a whole, the Village of Weston is a better community to live in than it was 5 Years ago:  
A. Strongly Agree **55%** C. Disagree **3%**  
B. Agree **39%** D. Did Not Live Here 5 Years Ago **4%**

**The Best Thing the Village Has Done in the Last 5 Years** \_\_\_\*see list attached\_\_\_\_\_

**The Worst Thing the Village Has Done in the Last 5 Years** \_\_\_\*see list attached\_\_\_\_\_

## Verbatim Answers

**Street Repair Concentration:** Camp Phillips (north), Neupert, Ryan Street, Alderson (2)

### The Biggest Nuisance problem in my Neighborhood?

Junk Cars (7)	Mobile Home Courts
Dogs (8)	Delivery Trucks (2)
Loud Cars (3)	Yard Waste facility Smell (2)
Traffic / Speeding (11)	Dumping (2)
Neighbors (4)	Highway 29 Noise (1)
Weeds (3)	Turkeys (1)
Run Down Properties (3)	Gravel Pit (1)
Trash (3)	Child in Street (1)
Delivery Trucks (2)	Yaeger Cousineau (1)

### Best Thing the Village has Done in the Last Five Years?

Landscape (11)  
Low Taxes (7)  
Bike Paths (10)  
Clean-Up Community (6)  
Park Upgrade (6)  
Farmers Market (5)  
Weston Fest (5)  
St Clares (4)  
Skate Park (3)  
New Business / Rest. (5)  
YMCA (2)  
New Slide (2)  
Elderly Housing (2)  
Planning (2)  
Cam Phillips Road (2)  
Identity (2)  
Roundabout (2)  
EMPD (1)  
Fire Protection (1)

### Worst Thing?

Landscape (6)  
Taxes (4)  
Move Yard Waste Site (3)  
Ws (2)  
Apts/ Low income Housing (3)  
Stormwater Fee (2)  
Reassessment (3)  
Chip Seal (2)  
Sidewalk Policy (2)  
Skate Park (1)  
Not Finish Ped Bridge (1)  
Build Ped Bridge (1)  
Growth (1)  
Roundabout (1)  
Aerial (1)  
Police Sitting Around (1)  
Poor Brush Cutting)  
Neighborhood Burning  
Not Concent on N Camp Phillips  
Arguing w/ Rothschild