

2007 City of Altoona Resident Survey

Background

A paper-based survey was administered in order to gain an understanding of the range of opinions and interests of City of Altoona residents. The survey results will be instrumental in guiding the development of a community vision, as well as appropriate goals and objectives for the City of Altoona Comprehensive Plan.

At their April 25th, 2007 meeting, the Altoona Plan Committee carefully reviewed and revised a draft survey, which would later be mailed to a sample of households across the City. The final survey consisted of 34 questions focusing on a wide range of issues pertinent to the comprehensive plan. A random sample of households received the following items:

- 1) Pre-survey postcard with an explanation of the survey effort and notification that a survey would arrive in the coming week (6/4/07)
- 2) Survey complete with instructions and pre-paid return postage (6/12/07)
- 3) Follow-up postcard to thank those that had returned the survey and to encourage those that had not yet replied to complete the form (6/28/07)

An important goal was to administer the resident survey in a way that would glean statistically valid results. Put simply, the survey effort was designed so that the responses (from randomly selected households) would best represent Altoona households as a whole. Based on the approach taken and the responses received, the surveys received are representative of all Altoona households as follows: *One can be 95% sure that the answers provided are within + or -13.3% of the answers that would have been provided by the entire population of Altoona households.* For example, if 70% of the respondents indicated that they strongly agree with something, we can be 95% sure that between 56.7% and 83.3% of all Altoona householders would strongly agree with it (see details at end of report).

Summary of Results

Demographics

A total of 53 surveys were received from Altoona households, representing a total of 128 people (32 people under the age of 18, 73 people between the ages of 18 and 64, and 23 people over the age of 65). Over 86% of the respondents live in single-family homes, and less than 10% rent their homes.

Quality of Life

When asked to pick the reasons they chose to live in Altoona, the top three responses were "Quality Neighborhood", "Low Crime Rate", and "Quality Schools". Of those on the list provided, the three *least* frequent responses were "Recreational Opportunities", "Property Tax", and "Historical Significance". Over 88% of respondents rated the overall quality of life in Altoona as good or excellent. 21% indicated that quality of life had worsened over the past 5 years, and 20% expected it to continue to worsen over the next five years. Only 21% indicated that they would be willing to accept higher taxes to achieve their vision for improving the quality of life in the City.

Transportation

The majority of respondents positively rated aspects of the Altoona transportation system, although many respondents were unsure about Altoona's bike trails, bus service, and shared ride van services. Over the next ten years, 90% of respondents indicated that *maintenance to existing roadways* was important. With regard to bicycling, the *development of separate bike trails* was supported (53%) to a greater extent than *widening shoulders on roadways* (32%). On the other hand, the improvement of existing sidewalks was supported (44%) to a greater extent than developing additional sidewalks (31%). For all categories except *road maintenance* and *subsidized transportation for the poor, elderly, and disabled*, a majority of respondents opposed tax increases for transportation improvements.

Agriculture, Natural, and Cultural Resources

Natural resources- In all cases, the majority of respondents were "satisfied" or "very satisfied" with current aspects of Altoona's environmental quality. *Air quality* and *groundwater quality* resulted in the highest levels of satisfaction, while the preservation of *wildlife habitat* and *open space* had the highest levels of dissatisfaction. With regard to preserving environmental features in the future, the majority of respondents stressed that *groundwater, lake and river shorelines, surface*

water, forests and woodlands, and scenic views are “very important” to preserve. None of the features were determined to be “not important” to preserve by any more than 25% of respondents.

Parks and recreation- 80% of respondents either agreed or strongly agreed that developers in Altoona should be required to provide neighborhood parks or recreational facilities as part of subdivision approval. At least a majority of respondents ranked all types of parks as either medium or high priority. Among the park types listed, *conservancy parks* were given highest priority, while *tot lots* were the least supported. When asked how Altoona should invest in recreational facilities over the next ten years, the three types of facilities supported most by respondents were *beaches, picnic areas, and fishing access*. The majority of respondents indicated that funding for these facilities should come from *user fees (59%)* or a *combination of fees and taxes (39%)*.

Housing

Of the types of housing developments listed, a majority of respondents felt that the City should encourage *single-family housing (86%)*, *focus on improving existing housing quality (82%)* *assisted living facilities for seniors (59%)*, *senior condominiums and apartments (56%)*, and *affordable housing (52%)*. 66% of respondents indicated that *mobile home parks* should be discouraged, and 49% indicated the same for *apartments with 3 or more units*.

Economic Development

With the exception of *heavy industrial*, respondents indicated strongly that the City should encourage nearly all types of commercial development, and 85% of respondents indicated that there should be a concentrated effort to recruit new businesses in the City. The types of commercial development most strongly supported by respondents were *family restaurants (90%)*, *light manufacturing facilities (81%)*, *small specialty retail shops (78%)*, and *high-technology manufacturing (77%)*. Those most strongly opposed by respondents were *heavy manufacturing (56%)*, *fast food restaurants (40%)*, and *upscale department stores (31%)*.

Utility and Community Facilities

Respondents were asked to rate a wide array of services (public and private), and indicate whether they would support taxes or fees to improve them if needed. In all cases, a majority of respondents indicated that services were “excellent” or “good”. Overall, the services with the lowest ratings were *cable/telecommunications* and *street and road maintenance*.

A majority (51%) of respondents supported increases in taxes and fees (when necessary) to improve *fire protection*, and over 40% of respondents supported such increases for *street/road maintenance, public library, police protection, municipal water, ambulance service* and the *public school system*.

Land Use

When taken as a whole, respondents indicated that they would like to see Altoona grow at its present projected rate or slower over the next 20 years. Only 10% of respondents felt that land use policies and regulations should be *less restrictive*, while 35% felt that they should be *more restrictive*.

Of the future visions for the City, two stood out as the most strongly supported. 20% strongly agreed and 43% agreed that Altoona should *promote development or redevelopment in the core of the community instead of annexing additional property*. 31% strongly agreed and 28% agreed that Altoona should be a *full service community where all shopping, service, housing, and healthcare needs can be met*.

With regard to neighborhood design, 85% of respondents agreed or strongly agreed that *a mix of lot sizes* was best for future neighborhoods, although *medium lots (10,000-15,000 sq. ft.)* had the highest level of support among lot sizes. Neighborhoods with sidewalks, recreational trails, open space, and parks within walking distance were all strongly supported by respondents.

Results: 2007 City of Altoona Resident Survey

Demographics

1) How long have you lived in Altoona?

N= 53 Less than 2 years: 3, 5.7% 2-10 years: 19, 35.8% More than 10 years: 31, 58.5

2) Your age

N= 53 18-34: 8, 15.1% 35-64: 30, 56.6% 65 and older: 15, 28.3%

3) People in represented households by age group (128 individuals represented)

| | | | | |
|----------|-----------|-----------|-----------|-------------|
| 0-5 yrs | 6-17 | 18-34 | 35-64 | 65 or older |
| 12, 9.4% | 20, 15.6% | 18, 14.1% | 55, 43.0% | 23, 18.0% |

4) What is your occupation?

N=53

| | | | | | |
|------------|---------|----------------|---------|-------------|-----------|
| Farming | 0, 0.0% | Transportation | 2, 3.8% | Retired | 19, 35.8% |
| Government | 3, 5.7% | Self-Employed | 4, 7.5% | Health Care | 7, 13.2% |
| Unemployed | 1, 1.9% | Manufacturing | 3, 5.7% | Other | 4, 7.5% |
| Technology | 2, 3.8% | Homemaker | 2, 3.8% | No Answer | 0, 0% |
| Education | 1, 1.9% | Retail | 0, 0.0% | | |
| Management | 3, 5.7% | Sales | 2, 3.8% | | |

5) Where is your place of employment?

N=33

| | | | |
|---------------------|-----------|------------------------------------|---------|
| City of Eau Claire: | 23, 69.7% | Elsewhere within Eau Claire County | 1, 3.0% |
| City of Altoona: | 6, 18.2% | Outside of Eau Claire County | 3, 9.1% |

6) What type of dwelling do you live in?

N=52

| | | | |
|--------------------|-----------|-------------------------------------|---------|
| Farmstead: | 0, 0.0% | Unit in a duplex | 3, 5.8% |
| Single-family home | 45, 86.5% | Unit in an apartment facility | 0, 0.0% |
| Condominium | 3, 5.8% | Unit in an assisted living facility | 0, 0.0% |
| Mobile home | 0, 0.0% | Other | 1, 1.9% |

7) Do you own or rent your home?

N= 51 Own: 46, 90.2% Rent: 5, 9.8%

Quality of Life

8) What are the five most important reasons you and your family choose to live in Altoona?

N=52 (52 respondents picked at least one answer, Answers are listed below in order of frequency)

| | | | |
|-------------------------|-----------|----------------------------|-----------|
| Quality Neighborhood | 32, 61.5% | Natural Beauty | 18, 34.6% |
| Low Crime Rate | 28, 53.8% | Appearance of Homes | 15, 28.8% |
| Quality Schools | 25, 48.1% | Affordability of Housing | 14, 26.9% |
| Community Atmosphere | 22, 42.3% | Other: | 7, 13.5% |
| Near Job | 21, 40.4% | Community Services | 5, 9.6% |
| Near Family and Friends | 19, 36.5% | Recreational Opportunities | 5, 9.6% |

Property Tax 4, 7.7% Historical Significance 0, 0.0%

9) Overall, how would you rate the quality of life here in Altoona?

N= 52 Excellent Good Fair Poor Not Sure
 15, 28.8% 31, 59.6% 1, 1.9% 5, 9.6% 0, 0.0%

10) In the last five years the quality of life in the Altoona has:

N=52 Improved Stayed the same Worsened Not Sure
 7, 13.5% 29, 55.8% 11, 21.2% 5, 9.6%

11) During the next five years I expect the quality of life in Altoona to:

N= 51 Improve Stay the same Worsen Not Sure
 12, 23.5% 24, 47.1% 10, 19.6% 5, 9.8%

12) If your vision for improving the quality of life in Altoona required an increase in taxes, how important is it that you achieve that vision?

N= 52
 Important -- I would accept higher taxes to achieve this vision: 11, 21.2%
 Important only if it can be done without an increase in taxes: 33, 63.5%
 Not important – I am more interested in lowering my tax rates: 8, 15.4%

Transportation

13) Rate the following in Altoona

| | Excellent | Good | Fair | Poor | Not Sure |
|--|-----------|-----------|-----------|----------|-----------|
| a) Roads N=51 | 1, 2.0% | 31, 60.8% | 12, 23.5% | 7, 13.7% | 0, 0.0% |
| b) Sidewalks N=50 | 2, 4.0% | 29, 58.0% | 15, 30.0% | 4, 8.0% | 0, 0.0% |
| c) Bike Trails N=47 | 6, 12.8% | 16, 34.0% | 5, 10.6% | 2, 4.3% | 18, 38.3% |
| d) Bus Service N=48 | 2, 4.2% | 17, 35.4% | 4, 8.3% | 3, 6.3% | 22, 45.8% |
| e) Shared Ride Van Services for seniors and disabled individuals N=46 | 1, 2.2% | 6, 13.0% | 1, 2.2% | 0, 0.0% | 38, 82.6% |
| f) Other: Traffic Noise (Poor); Local Govt (Poor); Walks- Tree Service (Excellent) | | | | | |

14) Local roads and streets in Altoona are in adequate condition.

N=50 Strongly Agree Agree Disagree Strongly Disagree Not Sure
 4, 8.0% 33, 66.0% 9, 18.0% 4, 8.0% 0, 0.0%

15) During the next ten years, which of the following transportation investments do you think would be best for Altoona?

| | Strongly Agree | Agree | Disagree | Strongly Disagree | Not Sure |
|--|----------------|-----------|-----------|-------------------|-----------|
| a) Maintenance to existing roadways N=51 | 17, 33.3% | 29, 56.9% | 3, 5.9% | 0, 0.0% | 2, 3.9% |
| b) Improve bicycling opportunities by widening shoulders on existing roads N=50 | 5, 10.0% | 11, 22.0% | 19, 38.0% | 6, 12.0% | 9, 18.0% |
| c) Improve bicycling opportunities by developing separate trails N=51 | 4, 7.8% | 23, 45.1% | 11, 21.6% | 6, 11.8% | 7, 13.7% |
| d) Improve pedestrian opportunities by improving existing sidewalks N=50 | 5, 10.0% | 17, 34.0% | 17, 34.0% | 4, 8.0% | 7, 14.0% |
| e) Improve pedestrian opportunities by developing additional sidewalks N=51 | 4, 7.8% | 12, 23.5% | 19, 37.3% | 6, 11.8% | 10, 19.6% |
| f) Improve Bus Service N=48 | 5, 10.4% | 14, 29.2% | 10, 20.8% | 2, 4.2% | 17, 35.4% |
| g) Support investments to publicly subsidized transportation for the elderly, poor, and disabled for medical appointments, work, job training, | 4, 8.2% | 21, 42.9% | 13, 26.5% | 2, 4.1% | 9, 18.4% |

| | | | | | |
|--------------|------|--|--|--|--|
| and shopping | N=49 | | | | |
|--------------|------|--|--|--|--|

16) If these steps to improve transportation services required increase in your taxes or fees, would you support or oppose increases for the following?

| | | Support | Oppose | Not Sure |
|---|------|-----------|-----------|-----------|
| a) Maintenance to existing roadways | N=51 | 27, 52.9% | 17, 33.3% | 7, 13.7% |
| b) Improve bicycling opportunities by widening shoulders on existing roads | N=51 | 7, 13.7% | 34, 66.7% | 10, 19.6% |
| c) Improve bicycling opportunities by developing separate trails | N=51 | 13, 25.5% | 32, 62.7% | 6, 11.8% |
| d) Improve pedestrian opportunities by improving existing sidewalks | N=51 | 14, 27.5% | 30, 58.8% | 7, 13.7% |
| e) Improve pedestrian opportunities by developing additional sidewalks | N=51 | 13, 25.5% | 34, 66.7% | 4, 7.8% |
| f) Improve Bus Service | N=51 | 11, 21.6% | 29, 56.9% | 11, 21.6% |
| g) Support investments to publicly subsidized transportation for the elderly, poor, and disabled for medical appointments, work, job training, and shopping | N=51 | 20, 39.2% | 19, 37.3% | 12, 23.5% |

Agriculture, Natural, and Cultural Resources

17) How satisfied are you with the following aspects of environmental quality in the Altoona area?

| | | Very Satisfied | Satisfied | Unsatisfied | Very Unsatisfied | Not Sure |
|--|------|----------------|-----------|-------------|------------------|----------|
| a) Air Quality | N=51 | 17, 33.3% | 30, 58.8% | 3, 5.9% | 0, 0.0% | 1, 2.0% |
| b) Surface Water Quality (rivers, lakes) | N=50 | 9, 18.0% | 26, 52.0% | 10, 20.0% | 2, 4.0% | 3, 6.0% |
| c) Groundwater Quality | N=51 | 14, 27.5% | 30, 58.8% | 4, 7.8% | 1, 2.0% | 2, 3.9% |
| d) Stormwater Drainage | N=51 | 11, 21.6% | 30, 58.8% | 5, 9.8% | 0, 0.0% | 5, 9.8% |
| e) Preservation of Open Space | N=50 | 5, 10.0% | 23, 46.0% | 13, 26.0% | 3, 6.0% | 6, 12.0% |
| f) Preservation of Wildlife Habitat | N=50 | 5, 10.0% | 21, 42.0% | 16, 32.0% | 4, 8.0% | 4, 8.0% |
| g) Signage Control | N=48 | 4, 8.3% | 35, 72.9% | 5, 10.4% | 1, 2.1% | 3, 6.3% |
| h) Noise Control | N=51 | 2, 3.9% | 33, 64.7% | 10, 19.6% | 6, 11.8% | 0, 0.0% |
| i) Lighting Control | N=50 | 5, 10.0% | 32, 64.0% | 9, 18.0% | 2, 4.0% | 2, 4.0% |
| j) Property upkeep/cleanliness | N=51 | 5, 9.8% | 31, 60.8% | 8, 15.7% | 3, 5.9% | 4, 7.8% |

18) Please indicate how important it is to preserve the following features in the City of Altoona.

| | | Very Important | Somewhat Important | Not Important | Not Sure |
|--|------|----------------|--------------------|---------------|----------|
| a) Wetlands | N=50 | 19, 38.0% | 21, 42.0% | 6, 12.0% | 4, 8.0% |
| b) Farmland | N=47 | 14, 29.8% | 20, 42.6% | 9, 19.1% | 4, 8.5% |
| c) Wildlife habitat | N=52 | 24, 46.2% | 18, 34.6% | 6, 11.5% | 4, 7.7% |
| d) Forests / Woodlands | N=52 | 31, 59.6% | 14, 26.9% | 5, 9.6% | 2, 3.8% |
| e) Lake and river shorelines | N=52 | 37, 71.2% | 12, 23.1% | 2, 3.8% | 1, 1.9% |
| f) Scenic views | N=51 | 27, 52.9% | 17, 33.3% | 6, 11.8% | 1, 2.0% |
| g) Undeveloped hilltops and hillsides | N=50 | 20, 40.0% | 22, 44.0% | 6, 12.0% | 2, 4.0% |
| h) Surface water | N=50 | 32, 64.0% | 14, 28.0% | 2, 4.0% | 2, 4.0% |
| i) Groundwater | N=49 | 38, 77.6% | 8, 16.3% | 1, 2.0% | 2, 4.1% |
| j) Cultural / Historic sites & buildings | N=50 | 14, 28.0% | 22, 44.0% | 12, 24.0% | 2, 4.0% |

19) Please indicate your level of agreement with the following statement: Current environmental policies and regulations in Altoona adequately protect the environment from damage or disruption:

| | | | | | |
|------|----------------|-----------|-----------|-------------------|-----------|
| N=49 | Strongly Agree | Agree | Disagree | Strongly Disagree | Not Sure |
| | 3, 6.1% | 17, 34.7% | 10, 20.4% | 5, 10.2% | 14, 28.6% |

20) Please indicate your level of agreement with the following statement: Developers should be required to provide neighborhood parks or other recreational facilities as part of subdivision approval:

| | | | | | |
|------|----------------|-----------|----------|-------------------|----------|
| N=50 | Strongly Agree | Agree | Disagree | Strongly Disagree | Not Sure |
| | 15, 30.0% | 25, 50.0% | 5, 10.0% | 1, 2.0% | 4, 8.0% |

21) Which of the following types of park and recreational facilities are currently needed to serve Altoona residents? (check boxes for level of priority)

| | High | Medium | Low | Not a Priority | Not Sure |
|--|-----------|-----------|-----------|----------------|----------|
| a) Tot lots (<1 acre, serves limited population) includes facilities such as benches and playground equipment N=50 | 3, 6.0% | 22, 44.0% | 12, 24.0% | 11, 22.0% | 2, 4.0% |
| b) Neighborhood Parks (1-5 acres, serves up to ¼ mi radius), includes multiple recreation facilities such as basketball courts, playground equipment N=50 | 13, 26.0% | 16, 32.0% | 12, 24.0% | 8, 16.0% | 1, 2.0% |
| c) Community Parks (5-20 acres, serves entire community), multiple facilities such as lighted fields, concessions, trails, shelters, swimming facilities, etc N=51 | 12, 23.5% | 18, 35.3% | 11, 21.6% | 8, 15.7% | 2, 3.9% |
| d) Conservancy Parks (>1 acre) includes nature trails, wildlife viewing areas, ponds, picnic areas, etc N=50 | 10, 20.0% | 24, 48.0% | 7, 14.0% | 6, 12.0% | 3, 6.0% |
| e) Bike & pedestrian trails N=50 | 11, 22.0% | 20, 40.0% | 7, 14.0% | 10, 20.0% | 2, 4.0% |

22) During the next ten years, which of the following recreational facilities do you think Altoona should invest in? (check boxes for level of priority)

| | High | Medium | Low | Not a Priority | Not Sure |
|---------------------------------------|-----------|-----------|-----------|----------------|----------|
| a) Community/Recreational Center N=48 | 10, 20.8% | 13, 27.1% | 10, 20.8% | 14, 29.2% | 1, 2.1% |
| b) Cross-country ski trails N=49 | 0, 0.0% | 8, 16.3% | 18, 36.7% | 22, 44.9% | 1, 2.0% |
| c) Picnic areas N=49 | 6, 12.2% | 22, 44.9% | 13, 26.5% | 8, 16.3% | 0, 0.0% |
| d) Beaches N=49 | 12, 24.5% | 19, 38.8% | 12, 24.5% | 5, 10.2% | 1, 2.0% |
| e) Bike & pedestrian trails N=49 | 15, 30.6% | 13, 26.5% | 11, 22.4% | 9, 18.4% | 1, 2.0% |
| f) Community garden N=47 | 2, 4.3% | 10, 21.3% | 11, 23.4% | 21, 44.7% | 3, 6.4% |
| g) Fishing access N=49 | 8, 16.3% | 17, 34.7% | 13, 26.5% | 8, 16.3% | 3, 6.1% |
| h) Frisbee golf courses N=49 | 1, 2.0% | 7, 14.3% | 11, 22.4% | 26, 53.1% | 4, 8.2% |
| i) Playground equipment N=49 | 2, 4.1% | 25, 51.0% | 11, 22.4% | 9, 18.4% | 2, 4.1% |
| j) Tennis courts N=49 | 1, 2.0% | 10, 20.4% | 15, 30.6% | 21, 42.9% | 2, 4.1% |
| k) Basketball courts N=49 | 2, 4.1% | 11, 22.4% | 16, 32.7% | 18, 36.7% | 2, 4.1% |
| l) Baseball/softball diamonds N=48 | 6, 12.5% | 9, 18.8% | 17, 35.4% | 15, 31.3% | 1, 2.1% |
| m) Dog parks N=49 | 4, 8.2% | 7, 14.3% | 11, 22.4% | 26, 53.1% | 1, 2.0% |
| n) Volleyball courts N=49 | 1, 2.0% | 12, 24.5% | 15, 30.6% | 19, 38.8% | 2, 4.1% |
| o) Outdoor Ice Rink N=49 | 6, 12.2% | 19, 38.8% | 5, 10.2% | 18, 36.7% | 1, 2.0% |

23) If you believe that any of the resources listed in Question #22 should be created or expanded, how should the improvements be paid for?

| | | | |
|---------|----------------|-----------|-----------------------------|
| N=46 | Property Taxes | User Fees | Combination of Fees & Taxes |
| 1, 2.2% | | 27, 58.7% | 18, 39.1% |

Housing

24) What should the City’s direction be concerning the following types of housing development?

| | Encourage | Allow, but not Encourage | Discourage | Not Sure |
|---|-----------|--------------------------|------------|----------|
| a) Single-family housing N=51 | 44, 86.3% | 5, 9.8% | 1, 2.0% | 1, 2.0% |
| b) Mobile home parks N=50 | 1, 2.0% | 14, 28.0% | 33, 66.0% | 2, 4.0% |
| c) Duplexes (2 units) N=49 | 15, 30.6% | 25, 51.0% | 7, 14.3% | 2, 4.1% |
| d) Apartments (3 or more units) N=51 | 4, 7.8% | 20, 39.2% | 25, 49.0% | 2, 3.9% |
| e) Townhomes and condominiums N=50 | 18, 36.0% | 22, 44.0% | 8, 16.0% | 2, 4.0% |
| f) Affordable Housing N=50 | 26, 52.0% | 17, 34.0% | 3, 6.0% | 4, 8.0% |
| g) Senior condominiums and apartments N=50 | 28, 56.0% | 16, 32.0% | 1, 2.0% | 5, 10.0% |
| h) Assisted living facilities for seniors N=51 | 30, 58.8% | 12, 23.5% | 3, 5.9% | 6, 11.8% |
| i) Starter (first time buyer) homes N=51 | 23, 45.1% | 20, 39.2% | 4, 7.8% | 4, 7.8% |
| j) Executive (high-end) homes N=50 | 20, 40.0% | 14, 28.0% | 13, 26.0% | 3, 6.0% |
| k) Focus on improving existing housing quality N=51 | 42, 82.4% | 4, 7.8% | 2, 3.9% | 3, 5.9% |

Economic Development

25) What should the City's direction be concerning the following types of development?

| | | Encourage | Allow, but not Encourage | Discourage | Not Sure |
|---|------|-----------|--------------------------|------------|----------|
| a) Light Industrial | N=50 | 35, 70.0% | 6, 12.0% | 8, 16.0% | 1, 2.0% |
| b) Heavy Industrial | N=50 | 16, 32.0% | 14, 28.0% | 18, 36.0% | 2, 4.0% |
| c) Commercial/Retail | N=50 | 34, 68.0% | 11, 22.0% | 4, 8.0% | 1, 2.0% |
| d) Office Development | N=49 | 35, 71.4% | 8, 16.3% | 5, 10.2% | 1, 2.0% |
| e) Restaurants | N=50 | 36, 72.0% | 11, 22.0% | 3, 6.0% | 0, 0.0% |
| f) Other: We need it all (Encourage); Multipurpose Rental Facility (Encourage); Retail Stores (Encourage) | | | | | |

26) Should a concentrated effort be undertaken to recruit new businesses in Altoona?

| | | | |
|------|-----------|---------|----------|
| N=47 | Yes | No | Not Sure |
| | 40, 85.1% | 2, 4.3% | 5, 10.6% |

27) Do you support or oppose the following development types in Altoona?

| | | Support | Oppose | Not Sure |
|--|------|-----------|-----------|-----------|
| a) Transport industrial (warehousing, distribution centers, etc.) | N=51 | 28, 54.9% | 15, 29.4% | 8, 15.7% |
| b) Light manufacturing (product assembly, product fabrication, etc.) | N=52 | 42, 80.8% | 9, 17.3% | 1, 1.9% |
| c) Heavy manufacturing (primary manufacturing such as foundries, etc.) | N=52 | 12, 23.1% | 29, 55.8% | 11, 21.2% |
| d) High-technology manufacturing | N=52 | 40, 76.9% | 8, 15.4% | 4, 7.7% |
| e) Business Park | N=50 | 34, 68.0% | 8, 16.0% | 8, 16.0% |
| f) Supermarkets | N=52 | 35, 67.3% | 10, 19.2% | 7, 13.5% |
| g) Specialty grocery stores | N=52 | 32, 61.5% | 11, 21.2% | 9, 17.3% |
| h) Fast food restaurants | N=52 | 25, 48.1% | 21, 40.4% | 6, 11.5% |
| i) Convenience stores | N=52 | 34, 65.4% | 14, 26.9% | 4, 7.7% |
| j) Family restaurants | N=50 | 45, 90.0% | 2, 4.0% | 3, 6.0% |
| k) Entertainment establishments | N=51 | 25, 49.0% | 15, 29.4% | 11, 21.6% |
| l) Small specialty retail shops | N=51 | 40, 78.4% | 4, 7.8% | 7, 13.7% |
| m) Discount department stores | N=51 | 31, 60.8% | 10, 19.6% | 10, 19.6% |
| n) Upscale department stores | N=52 | 27, 51.9% | 16, 30.8% | 9, 17.3% |
| o) Other: Hair Salons (Support); Multipurpose Hall and Auditoriums (Support); Spas (Support) | | | | |

Utility & Community Facilities

28) From your experience, please rate the following services in the City of Altoona.

| | | Excellent | Good | Fair | Poor | Not Sure |
|-----------------------------------|------|-----------|-----------|-----------|----------|-----------|
| a) Ambulance Service | N=51 | 13, 25.5% | 18, 35.3% | 1, 2.0% | 1, 2.0% | 18, 35.3% |
| b) Fire Protection | N=51 | 22, 43.1% | 16, 31.4% | 2, 3.9% | 0, 0.0% | 11, 21.6% |
| c) Garbage Collection | N=52 | 16, 30.8% | 31, 59.6% | 3, 5.8% | 1, 1.9% | 1, 1.9% |
| d) Municipal Water System | N=51 | 12, 23.5% | 22, 43.1% | 9, 17.6% | 5, 9.8% | 3, 5.9% |
| e) Park and Recreation Facilities | N=51 | 9, 17.6% | 33, 64.7% | 6, 11.8% | 1, 2.0% | 2, 3.9% |
| f) Police Protection | N=52 | 14, 26.9% | 29, 55.8% | 4, 7.7% | 2, 3.8% | 3, 5.8% |
| g) Public Library | N=51 | 18, 35.3% | 22, 43.1% | 5, 9.8% | 1, 2.0% | 5, 9.8% |
| h) Public School System | N=52 | 18, 34.6% | 17, 32.7% | 6, 11.5% | 2, 3.8% | 9, 17.3% |
| i) Recycling Program | N=51 | 9, 17.6% | 27, 52.9% | 6, 11.8% | 5, 9.8% | 4, 7.8% |
| j) Sanitary Sewer Service | N=51 | 10, 19.6% | 27, 52.9% | 6, 11.8% | 1, 2.0% | 7, 13.7% |
| k) Snow Removal | N=51 | 13, 25.5% | 24, 47.1% | 7, 13.7% | 5, 9.8% | 2, 3.9% |
| l) Stormwater Management | N=50 | 9, 18.0% | 24, 48.0% | 6, 12.0% | 4, 8.0% | 7, 14.0% |
| m) Street and Road Maintenance | N=52 | 8, 15.4% | 26, 50.0% | 12, 23.1% | 6, 11.5% | 0, 0.0% |
| n) Cable / Telecommunications | N=51 | 7, 13.7% | 23, 45.1% | 8, 15.7% | 9, 17.6% | 4, 7.8% |

29) Would you support or oppose taxes or fees to improve the following services?

| | | Support | Oppose | Not Sure |
|-----------------------------------|------|-----------|-----------|-----------|
| a) Ambulance Service | N=51 | 21, 41.2% | 19, 37.3% | 11, 21.6% |
| b) Fire Protection | N=51 | 26, 51.0% | 17, 33.3% | 8, 15.7% |
| c) Garbage Collection | N=51 | 7, 13.7% | 35, 68.6% | 9, 17.6% |
| d) Municipal Water System | N=51 | 23, 45.1% | 18, 35.3% | 10, 19.6% |
| e) Park and Recreation Facilities | N=50 | 18, 36.0% | 24, 48.0% | 8, 16.0% |
| f) Police Protection | N=51 | 22, 43.1% | 22, 43.1% | 7, 13.7% |
| g) Public Library | N=52 | 23, 44.2% | 21, 40.4% | 8, 15.4% |
| h) Public School System | N=52 | 21, 40.4% | 25, 48.1% | 6, 11.5% |
| i) Recycling Program | N=50 | 14, 28.0% | 27, 54.0% | 9, 18.0% |
| j) Sanitary Sewer Service | N=51 | 19, 37.3% | 23, 45.1% | 9, 17.6% |
| k) Snow Removal | N=51 | 19, 37.3% | 23, 45.1% | 9, 17.6% |
| l) Stormwater Management | N=51 | 15, 29.4% | 24, 47.1% | 12, 23.5% |
| m) Street and Road Maintenance | N=51 | 24, 47.1% | 21, 41.2% | 6, 11.8% |
| n) Cable / Telecommunications | N=50 | 8, 16.0% | 32, 64.0% | 10, 20.0% |

Land Use

30) From year 2005 to 2025, Altoona’s population is projected to increase 23 percent from 6,728 to 8,303. At what rate would you like to see growth occur?

N=51 Faster than projected 7, 13.7% Present projected rate 16, 31.4% Slower than projected 22, 43.1% Not Sure 6, 11.8%

31) How would you direct Altoona civic leaders and planners with regard to land use policies and regulations?

N=49 Be less restrictive 5, 10.2% Current policies are okay 27, 55.1% Be more restrictive 17, 34.7%

32) In the future, Altoona should strive to:

| | | Strongly Agree | Agree | Disagree | Strongly Disagree | Not Sure |
|--|------|----------------|-----------|-----------|-------------------|-----------|
| a) Be a full service community where all work, shopping, service, housing, and healthcare needs can be met | N=51 | 16, 31.4% | 14, 27.5% | 13, 25.5% | 5, 9.8% | 3, 5.9% |
| b) Focus on becoming a manufacturing or business-based community | N=52 | 5, 9.6% | 21, 40.4% | 13, 25.0% | 5, 9.6% | 8, 15.4% |
| c) Focus on becoming a nature-based tourism community | N=51 | 5, 9.8% | 20, 39.2% | 15, 29.4% | 4, 7.8% | 7, 13.7% |
| d) Focus on becoming cultural arts, entertainment, and recreational community | N=51 | 5, 9.8% | 21, 41.2% | 13, 25.5% | 7, 13.7% | 5, 9.8% |
| e) Promote development or redevelopment in the core of the community instead of annexing additional property | N=51 | 10, 19.6% | 22, 43.1% | 8, 15.7% | 1, 2.0% | 10, 19.6% |

33) Indicate your level of agreement with how new housing and neighborhoods in Altoona should be designed.

| | | Strongly Agree | Agree | Disagree | Strongly Disagree | Not Sure |
|--|------|----------------|-----------|-----------|-------------------|-----------|
| a) Small lots (under 10,000 sq. ft; under 80’ by 125’) | N=43 | 0, 0.0% | 16, 37.2% | 16, 37.2% | 2, 4.7% | 9, 20.9% |
| b) Medium lots (10,000-15,000 sq. ft.) | N=44 | 7, 15.9% | 22, 50.0% | 7, 15.9% | 0, 0.0% | 8, 18.2% |
| c) Large lots (over 15,000 sq ft.) | N=44 | 3, 6.8% | 14, 31.8% | 15, 34.1% | 2, 4.5% | 10, 22.7% |
| d) A mix of lot sizes | N=47 | 11, 23.4% | 29, 61.7% | 3, 6.4% | 0, 0.0% | 4, 8.5% |
| e) With sidewalks | N=48 | 14, 29.2% | 20, 41.7% | 10, 20.8% | 1, 2.1% | 3, 6.3% |
| f) With recreational trails and open space | N=46 | 15, 32.6% | 17, 37.0% | 6, 13.0% | 1, 2.2% | 7, 15.2% |
| g) With parks within walking distance of residents | N=47 | 13, 27.7% | 21, 44.7% | 8, 17.0% | 2, 4.3% | 3, 6.4% |

34) Additional Comments

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| <p>The noise pollution in this town is horrible. I suggest that you approach the DOT about building a sound barrier along the 53 bypass corridor so that the residents that live along it can get a decent nights sleep. As far as that River Prairie goes, it's been nothing but a pain in the butt. I figure it's already cost me over \$6,000 dollars in special assessments and extra taxes. I suggest you give it back to the Indians and let them build a casino.</p> |
| <p>1) Discontinue the "Good Ol Boy System" in Altoona Govt; neighborhoods: Just because newcomers aren't from Altoona originally or don't have a lucrative business to locate here, doesn't mean they should have any less voice in public matters/decisions. Hire the most qualified people for jobs- not the most connected to "old money" in Altoona. 2) Quit building high-end home districts where people w/ children live (family homes, large) to overburden the already overpopulated school system!! Where will these kids go to school? Think! 3) Taxes are above average (way above) for WI communities of this size, and we have little to no retail/festival/entertainment venues to show for it. How about a theater/flea market/craft sale site? 4) Follow the governments rules you set: Noise- stop the damned motorcycles w/out baffles speeding down 10th St. constantly and cars revving engines on Spooner(at repair shops as loudly as possible) Prohibit burning of trees cleared for bypass & developments (it's stinky, toxic, polluting, etc.!)</p> |
| <p>Be more open with the public about what the plans are to develop vacant land. When developing River Prairie Drive the prime concern should be in providing a tax base other than residential and provide jobs. This land should be developed with tourist and through travelers in mind considering Altoona is located halfway between Chicago and the Canadian Border. A mixture of motels along with Cracker Barrel and IHOP & Fast Food restaurants with gas stations convenience stores available. We seem to be lagging behind the Village of Lake Hallie in this type of development. We wonder why all the secrecy in this development. It seems like civic leaders do not want input from the public.</p> |
| <p>People please we are taxed enough. Why do you always want to dip in our pockets when it's time to improve things. Someone should be looking at obtaining grants for business developments & affordable housing through Eau Claire County Housing Authority & HUD. People- there is free money out there if you know where to look.</p> |
| <p>1) Yield signs at the intersection of Valmont Ave. & Harvest St. and all crossing intersections of Valmont Ave. 2) Sidewalks on Fairfax St, Hamilton St., & Valmont Ave. 3) Signs telling drivers to be cautious of children playing 4) Making business owner put up fencing/trees to separate parking lots/residential lots. 5)Helping to improve Hobbs Ice Center It is used by everyone in community I moved to this community after growing up in EC. I chose Altoona so my children would feel the importance of a "tight-knit" community. By cutting teachers/after school activities, taking away from us the whole reason of moving into a small community in the first place.</p> |
| <p>I would like City park lights not to be on when there are no kids playing. Better control around parks.</p> |
| <p>I would like to see peoples yards cleaned up, trash, garbage, old cars removed, or else make them pay a fine if not cleaned up in 30 days. Also, I have a neighbor who has a compost pile that joins my property: almost every week I have fish and fish heads, meat bones, etc. that are in my yard. It's disgusting, and when the temperature gets hot, the smell is unbearable. I shouldn't have to put up with that.</p> |
| <p>Altoona needs to fix the streets. Roads are in horrible shape.</p> |
| <p>I think the recent single-family housing developments are a disgrace. I do not sense a commitment to preserving and maximizing the city's natural beauty from city officials, with the exception of Colleen Weber. Altoona is not, and never will be, the yuppie development the River Prairie folks are hoping for. It's a disgrace to see the heart of Altoona in such disrepair as so many new homes are being built. I'm interested to see the results of this survey, and how City officials react. I do not sense any forward thinking that appropriately reflects the nature of this community.</p> |
| <p>Altoona has always been a great place to grow up. Taxes (prop) are already very high. It would be great to see retail/entertainment/arts, etc. come but at what cost to the taxpayers. I feel many people (including our family) like to be in a smaller community where the schools are not overcrowded. We worry that will happen if the City of Altoona wants to greatly increase it's growth. Keep it smaller, comfortable, and safe. Keep up parks/rec as well as the school system. Eau Claire is minutes away with most amenities people need/want to access without having to live there.</p> |
| <p>I would like to see an alleyway subdivision in Altoona. Extra wide alleys, garages in alleys, garbage can in alley. A clutter free front yard.</p> |
| <p>Altoona's priorities should be the following: First, clean up the city's water supply: not just River Prairie's water supply, but the water for the rest of the city as well. It appears current residents are expected to bear the cost of providing clean water to River Prairie to enable development in that area, while it is common knowledge the quality of the rest of the city's water supply is questionable at best. Second, improve the mail delivery. Current mail to much of the "city", particularly the commercial areas, remains rural route delivery. The rural carrier's route extends well into the Town of Washington, including the Wal-Mart & Sam's Club areas, which results in incredible delivery delays. During the Christmas rush, it is not uncommon for my office mail to arrive after the close of business. When</p> |

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| <p>Mon. is a federal holiday, mail usually does not arrive until after COB on Tues. At least 1-day delay is common in mail delivery to and from Altoona on a regular basis. Close the current post office- all services provided at that post office are available at Mega Foods East all day, 7 days a week. W/ its limited services, the current post office only serves to cause confusion with respect to claiming oversized packages, certified mail, smartpost deliveries, and retrieving held mail.</p> <p>Third, Altoona should stop deluding itself into thinking it should model itself after communities like Fox Point, Whitefish Bay, and the like. Those communities have something Altoona does not and will not have for a century or two, if ever: OLD money. (Altoona's idea of old money is Jim Carter). Specialty shops and restaurants in Altoona to the exclusion of other types of industry and shopping establishments are a recipe for business failures. (The Secret Garden vs The Altoona Family Restaurant?) Encourage development of business and industry which will attract people to Altoona and result in them spending some money here- say, for example, a HOME DEPOT! Then surround it with specialty shops and restaurants. People will drive to the Home Depot, then walk to the shops and restaurants- people will not walk to River Prairie during January just to browse some specialty shop no matter how nice the pedestrian and bike trails.</p> |
| <p>Railroad property along Spooner Ave should have sidewalks, and be paved back to 20 feet from tracks. This isn't the 19th century. Get er done.</p> |
| <p>Make developers pay for impact fees before they can sell any lots + a 50% surcharge.</p> |
| <p>Please help us get back our clean neat looking area too much junk piled up in home lots also too many cars parked anywhere on lots- we need better rubbish take away- meaning yard clippings and tree branches etc.</p> |
| <p>I would love to see some smaller retail shops go up in the new River Prairie Dr. area. How about a nice (not expensive) sit down family restaurant. My ideas follow those of the one out by the mall. (TGI Fridays, Applebees, TJ Maxx's, Panera Bread, Linens & Things) I love these types of shops, but hate to always have to go out to the mall area (like all the rest of Altoona and EC) to enjoy them, especially at Xmas time!</p> |
| <p>More accountability on use of property taxes and local utility costs, water, etc. Very unqualified decisions being made- especially on water costs. Tax increased b/c of inactivity in use of land that needs tax producing businesses, etc. Residents are paying too much for lack of aggressive income monies.</p> |
| <p>If mill rates were fixed, say 1% valuation for school, 1% income tax for schools, then there would never be referendums for tax increases. This city could tack on additional fixed tax - say, .25% even .5% for city& county then everyone could budget knowing the future revenues. Tax increases would come from increases in valuation resulting from inflation and construction. Maybe annexation. Elderly and other fixed income residents could rest in peace. Departments could even budget for savings for future projects without retribution from taxpayers because referendums for increases cause political turmoil.</p> |
| <p>New Hwy 53 is too noisy. Do something about it.</p> |
| <p>Why does Altoona have sidewalks? Citizens I have observed walk in the street! The sidewalks we have include many in disrepair, have foliage overgrowth, or are not shoveled. Either make them usable or forget building them. Based on limited budgets, just get rid of sidewalks!</p> <p>Please draft restriction on camper/boat/vehicle street and property parking. There is a property near us that has "campers" parked on the property year round. If I wanted to live in a trailer court, I'd have bought a trailer and moved there.</p> <p>Why were trees removed and a "holding pond" developed on S. Wilson? It washed out twice and now without the trees that were there, allows noise from 53 bypass to grace our neighborhood. Fail!</p> <p>I would like to see taxes raised to provide the services (I.e. remove park use fees, etc.) I expect to pay for the excellent service the city provides and for the great schools! Tax crybabies can move to TX or FL.</p> |

ⁱ Using a 2007 list of City of Altoona properties, County staff used a random number generator to randomly select 186 of the 2,926 residential households in the City, and 53 responses were received (28.5% response rate, and 1.8% of all households). Statistical significance varies very slightly for each individual question, since for most questions, a small number of respondents omitted answers. When all 53 respondents answered a question, the margin of error was plus or minus 11.2% at a 90% level of confidence.

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| # Altoona Households | 2,926 |
| Surveys Mailed | 186 |
| Responses Received | 53 |
| Response Rate | 28.5% |
| % of Households Represented | 1.8% |
| Confidence Level | 95% |
| Margin of Error | +/- 13.3% |