

Appendix B:

COMMUNITY SURVEY



Appendix B summarizes the Brodhead Community Survey Results which were collected during November 2016. The survey was hosted online on Survey Monkey and hard copies were available at City Hall. Information regarding the availability of the survey was provided through a poster with take home slips during the November 8 Election, via a poster with take home slips at City Hall, slips given to the Piggly Wiggly to hand out, a press release and emails from the School District to all parents. In total 293 individuals responded to the survey. Approximately 60% of those who took the survey were from the City of Brodhead, 17% were from the Town of Decatur, 8% were from Rock County (not in community listed) and the remaining 15% were primarily from Green County, Town of Spring Grove and Town of Spring Valley.

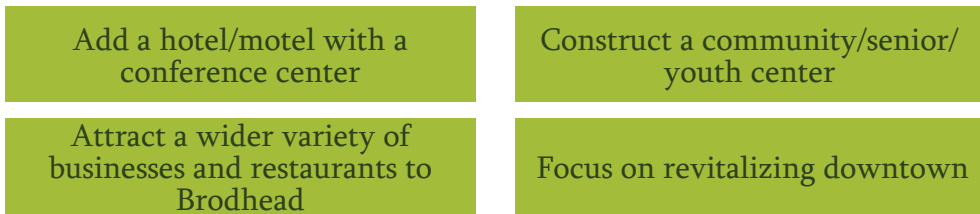
The survey represents a diverse group demographically, though certain groups were under- or over-represented. Generally younger members of the community were under-represented and older members were overrepresented. The figure depicting respondents' answers to their corresponding age group compared to 2010 US Census data is shown under question 2 on page B-2.

Questions with additional comment/open-ended responses will be marked with an asterisk (e.g. Q1*) along with a summary of common responses. A comprehensive list of all responses to open-ended questions is on file with the City Clerk.

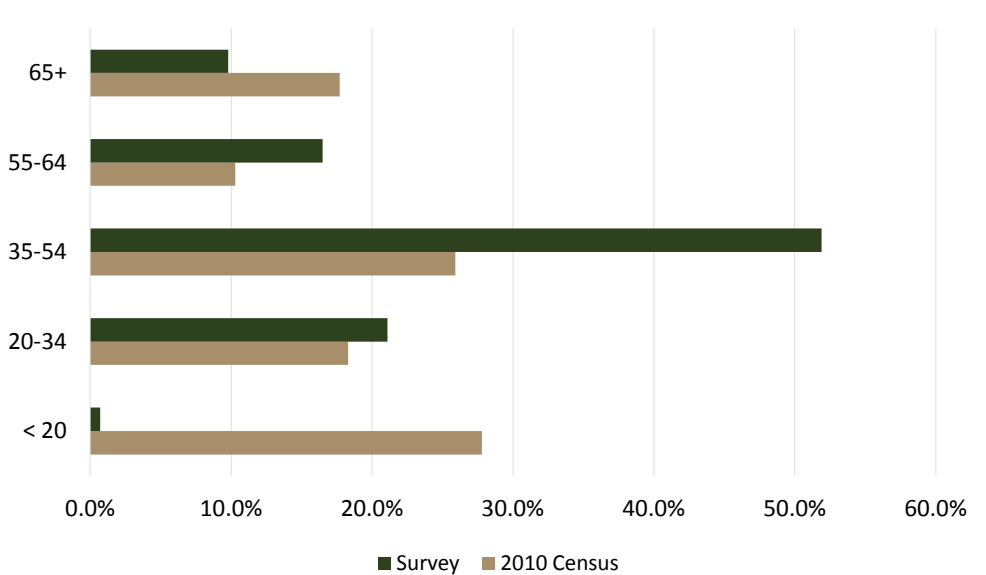
Q1*

Imagine if we as a community could change/fix/bring/do one thing in the community that would have a long-lasting impact in making Brodhead a better place to live, work, shop, play and stay. What should we do? You can be as specific or as general as you like. Ideas can be small to big, inexpensive to expensive. However, please limit your response to your top idea. Essentially, how would you like to improve our community

COMMON RESPONSES

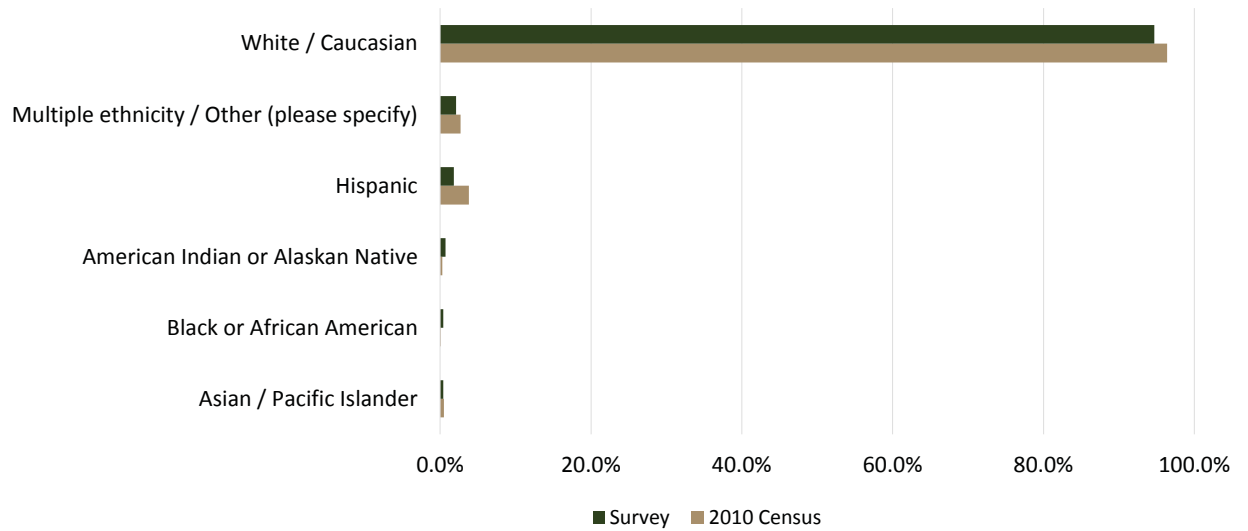


Q2 What is your age?



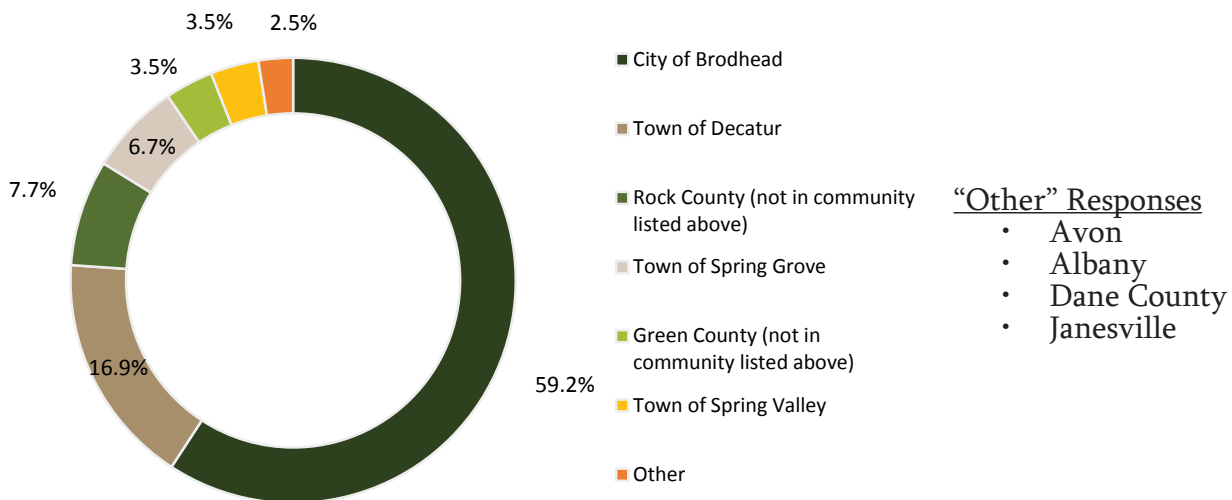
Q3*

Which race/ethnicity best describes you? (Please choose only one.)

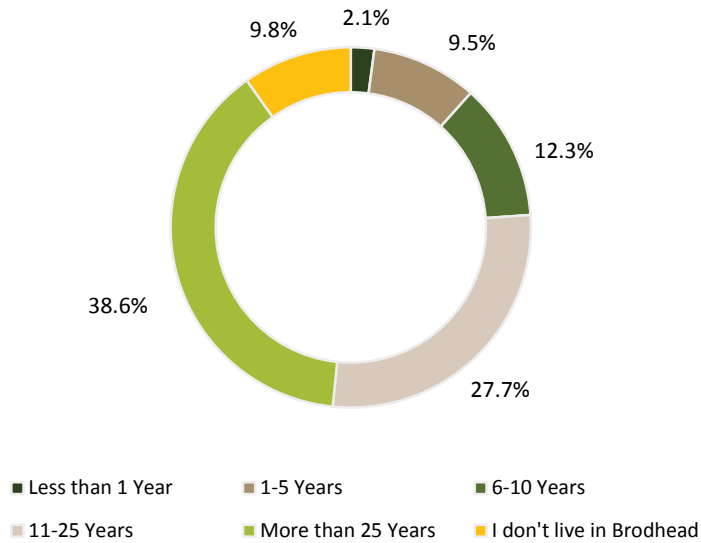


Q4*

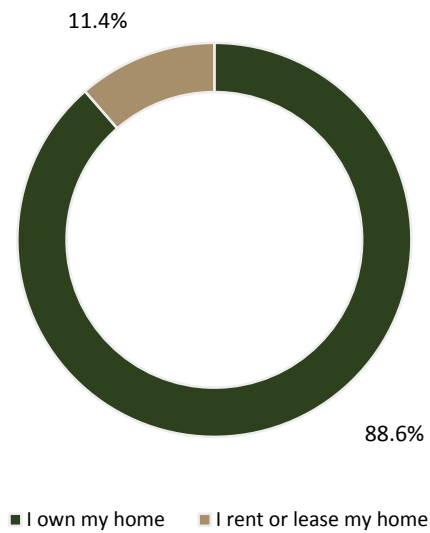
Where do you currently live? (Check one)



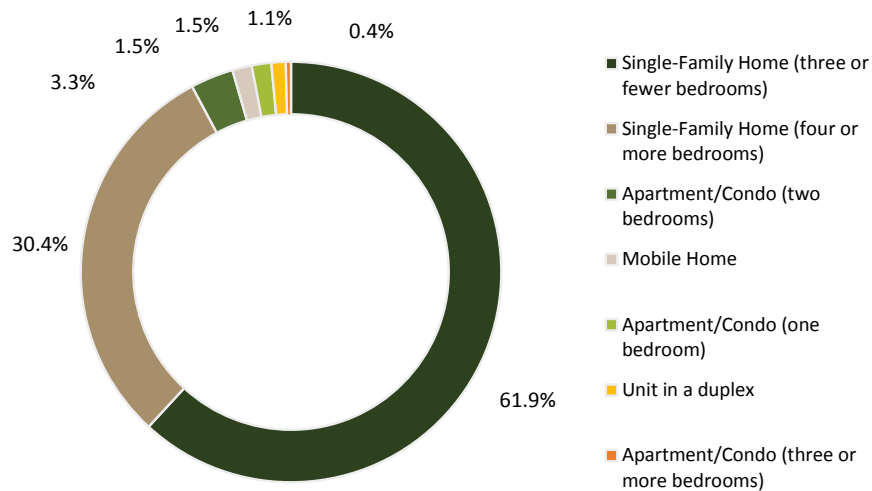
Q5 How long have you lived in Brodhead?



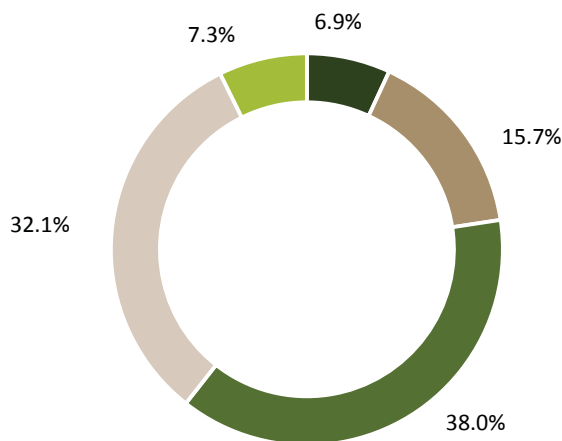
Q6 Do you rent or own your dwelling?



Q7 What type of dwelling do you live in?



Q8* How likely are you to move away from Brodhead over the next 10 years? If Very Likely or Likely please tell us why.

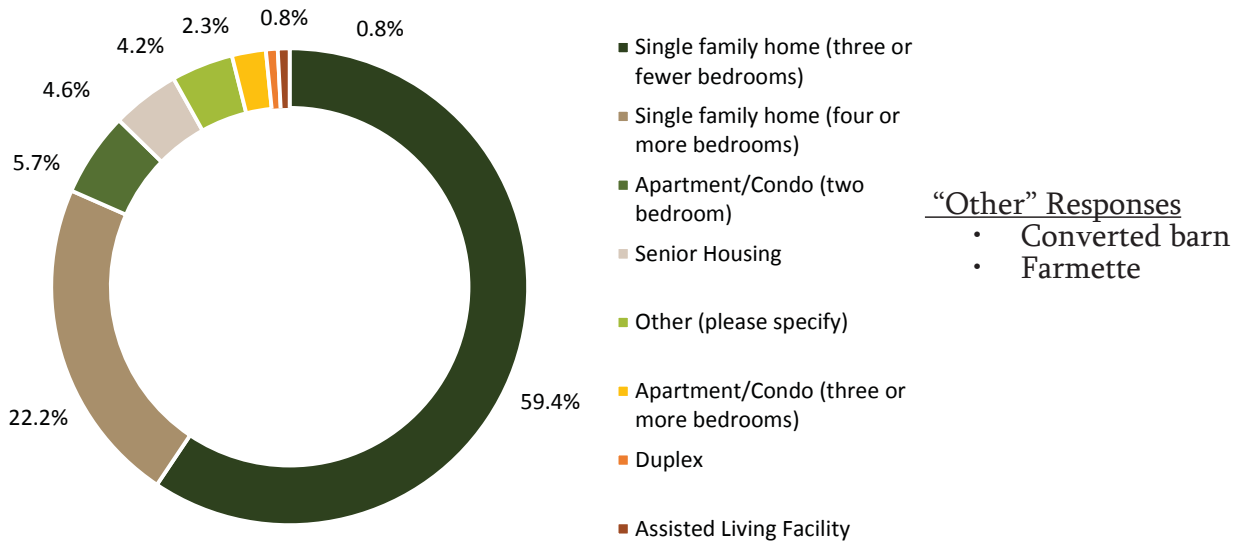


Common Responses

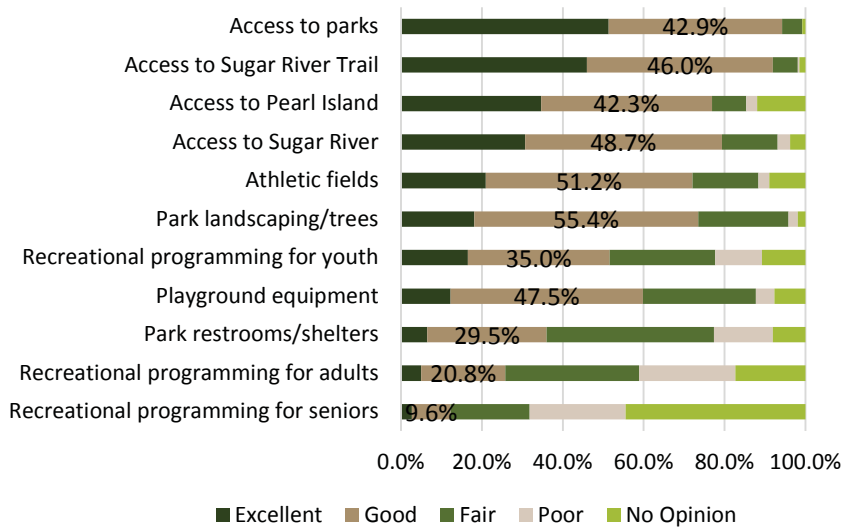
- To be closer to family
- Employment opportunities elsewhere
- Retirement

■ Very likely ■ Likely ■ Unlikely ■ Very unlikely ■ I don't live in Brodhead at this time

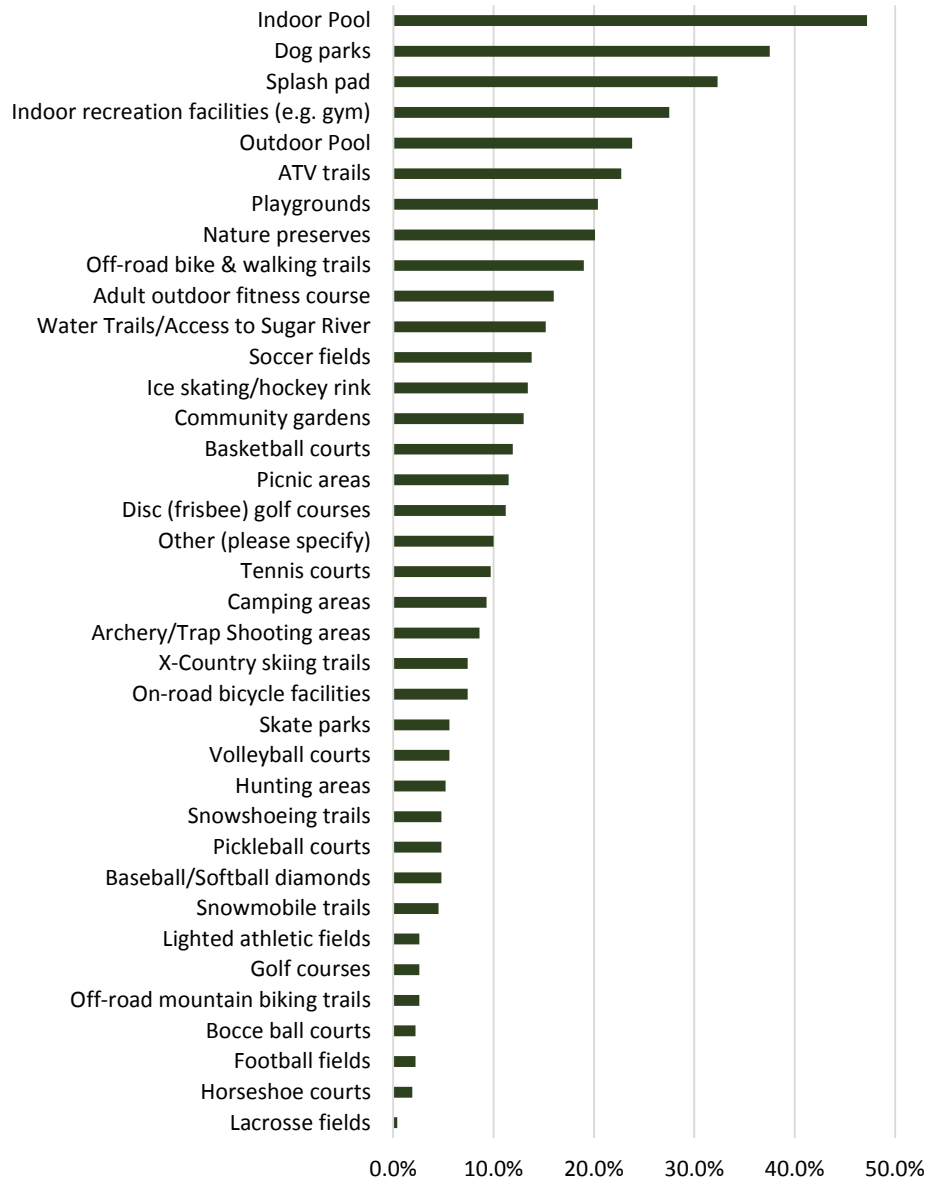
Q9* If you were to move (within or outside of Brodhead) in the next 10 years, what type of housing would you be likely to seek?



Q10 How do you rate the following aspects of the City of Brodhead?



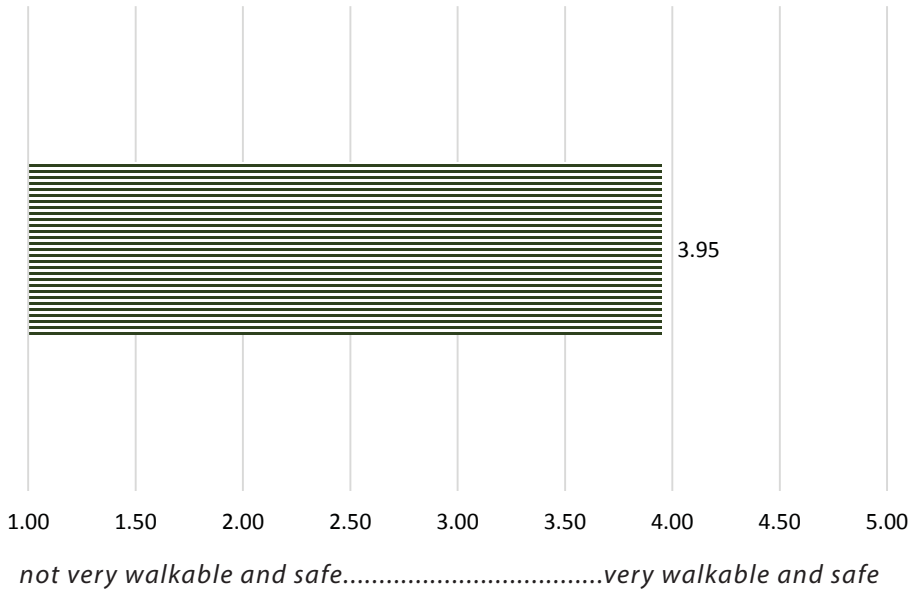
Q11* Please indicate the types of recreational amenities that you would like to see expanded or improved in the Brodhead area, either by the City or other public or private entities. (SELECT UP TO 6)



Common “Other” Responses

- Fitness center
- Improvements along the Sugar River
- Youth Center/programming

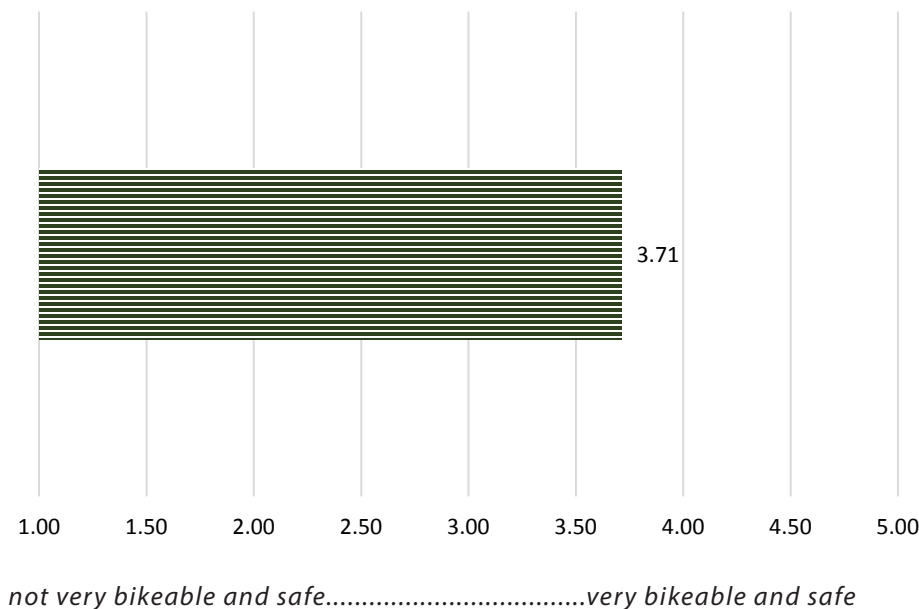
Q12* On a scale of 1 to 5, do you feel the City of Brodhead is walkable and safe for pedestrians? 1 = not very walkable and safe, 5 = very walkable and safe. Please describe specific opportunities or locations for improvements.



Common Opportunities or Locations for Improvements

- Improve safety of intersections
- Add stop lights or 4-way stop signs at intersections
- Improve condition of and add more sidewalks

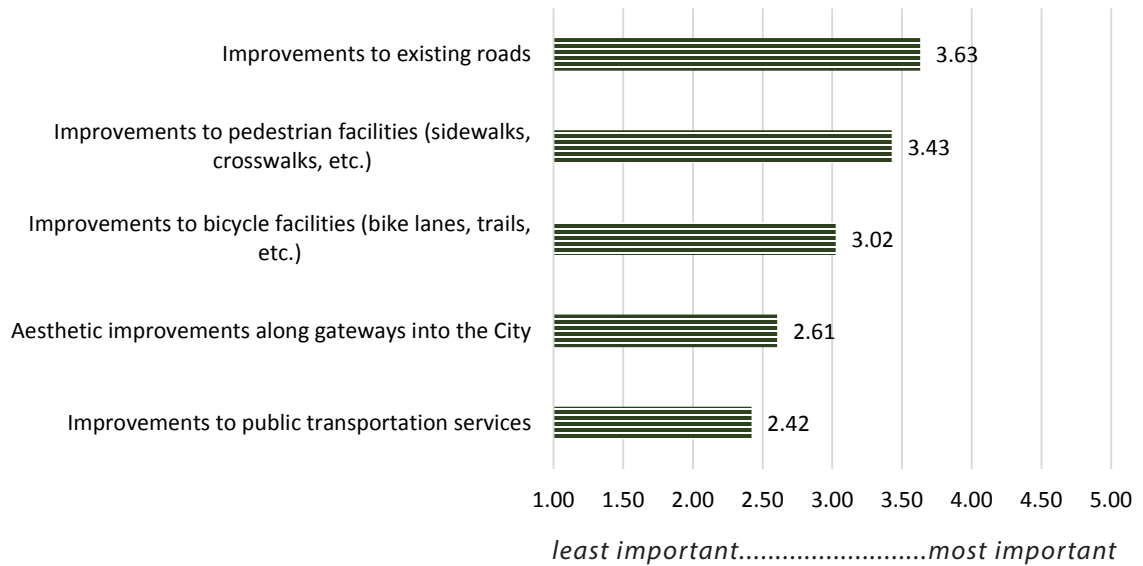
Q13* On a scale of 1 to 5, do you feel the City of Brodhead is bikeable and safe for bicyclists? 1 = not very bikeable and safe, 5 = very bikeable and safe. Please describe specific opportunities or locations for improvements.



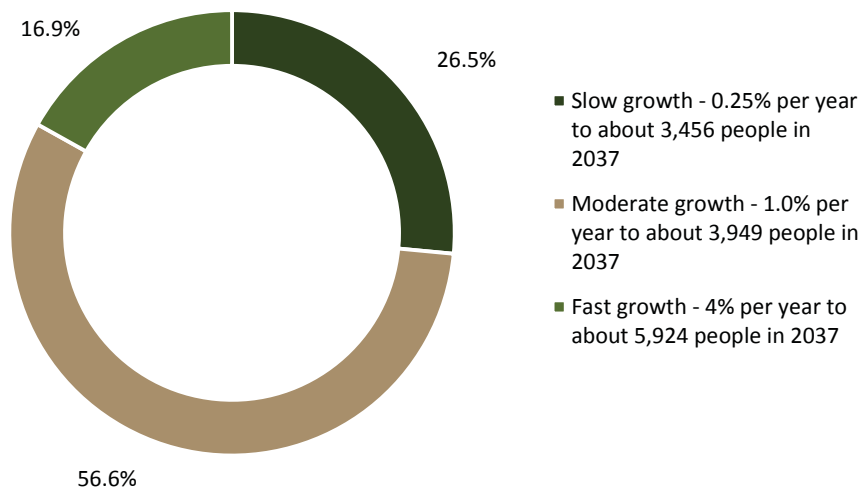
Common Opportunities or Locations for Improvements

- Add designated bike lanes (e.g. on Center Street)
- Improve safety of trails (e.g. install lights, signage, flatten severe slopes)
- It is difficult to bike downtown - too much traffic

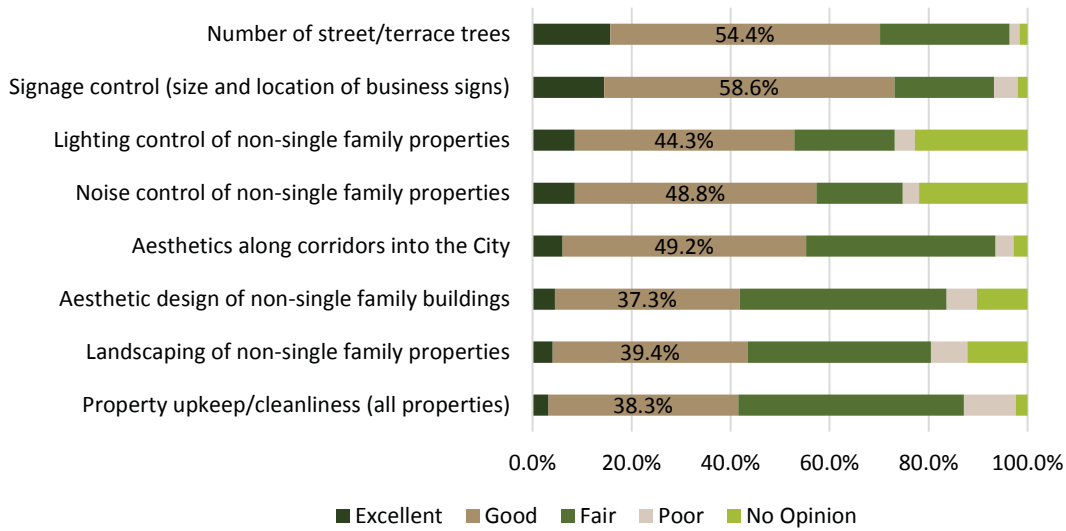
Q14 Please rank the importance of the following transportation investments over the next 10 years from 1 to 5, with “1” being least important and “5” being most important.



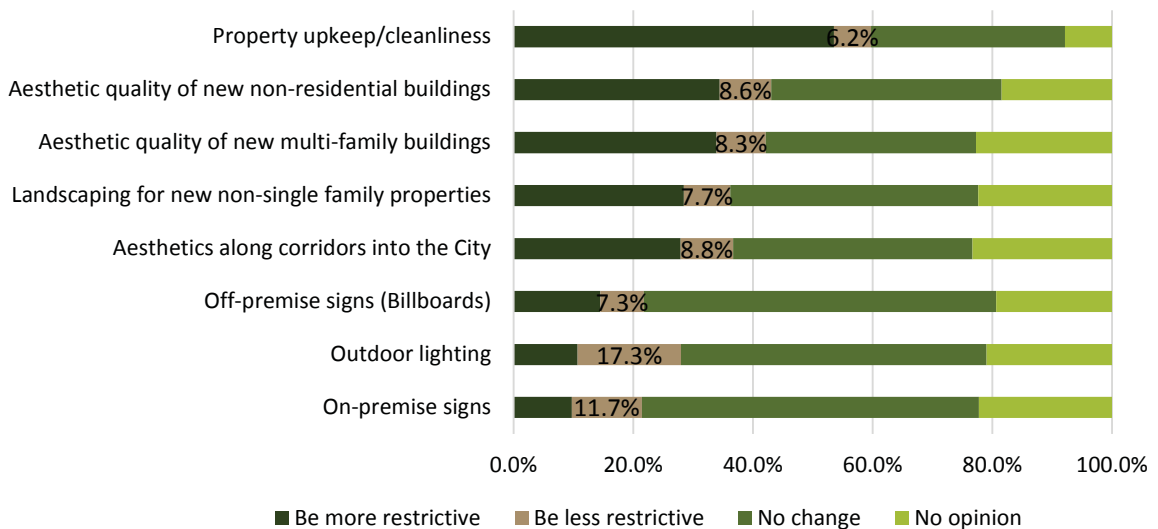
Q15 From year 1990 to 2010 the City of Brodhead grew in population by 4% while Green County grew by 21% and the State by 16%. The current population is about 3,291. Which of the following growth scenarios would you prefer over the next 20 years?



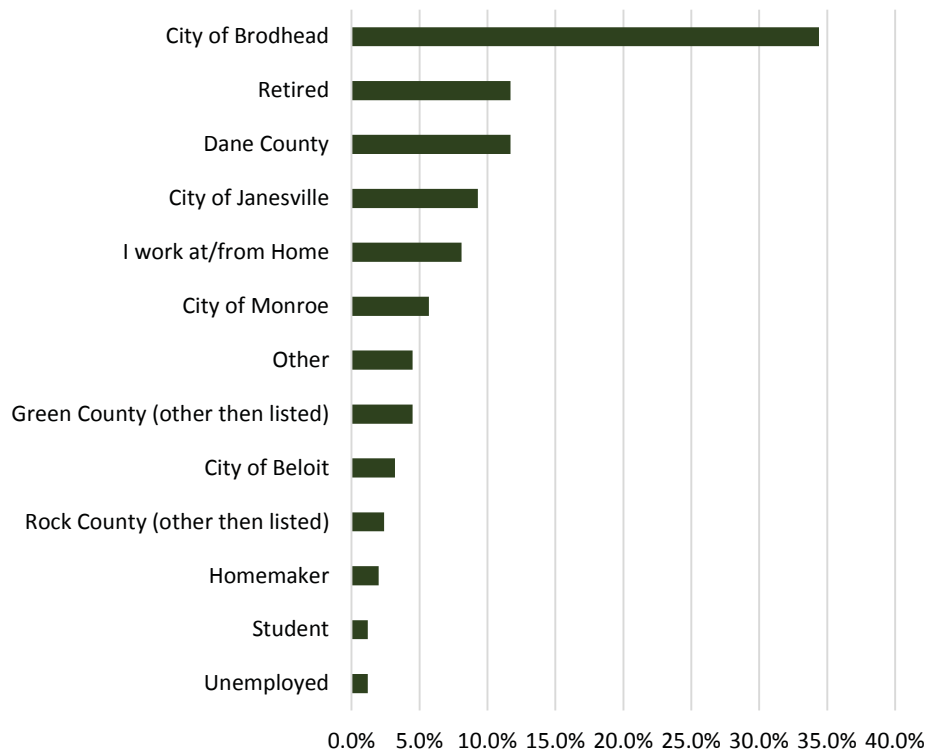
Q16 How do you rate the following aspects of the City of Brodhead?



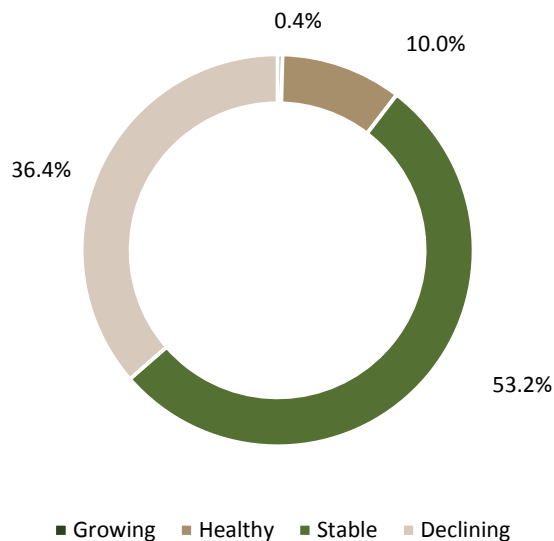
Q17 How would you direct City leaders with regard to regulation of the following?



Q18 Where is your place of employment?

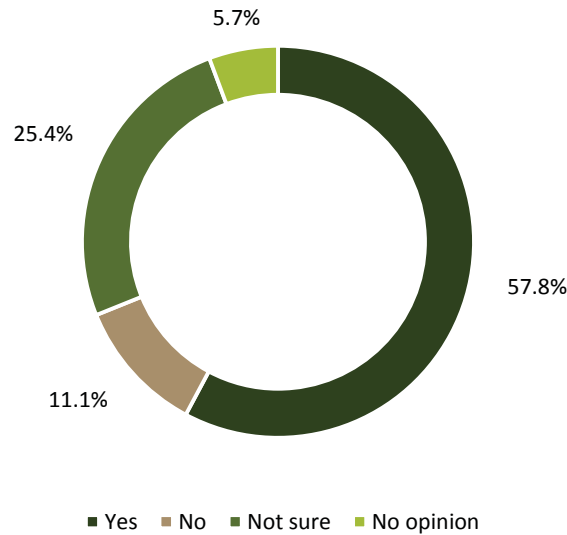


Q19 How would you describe Brodhead's economy?



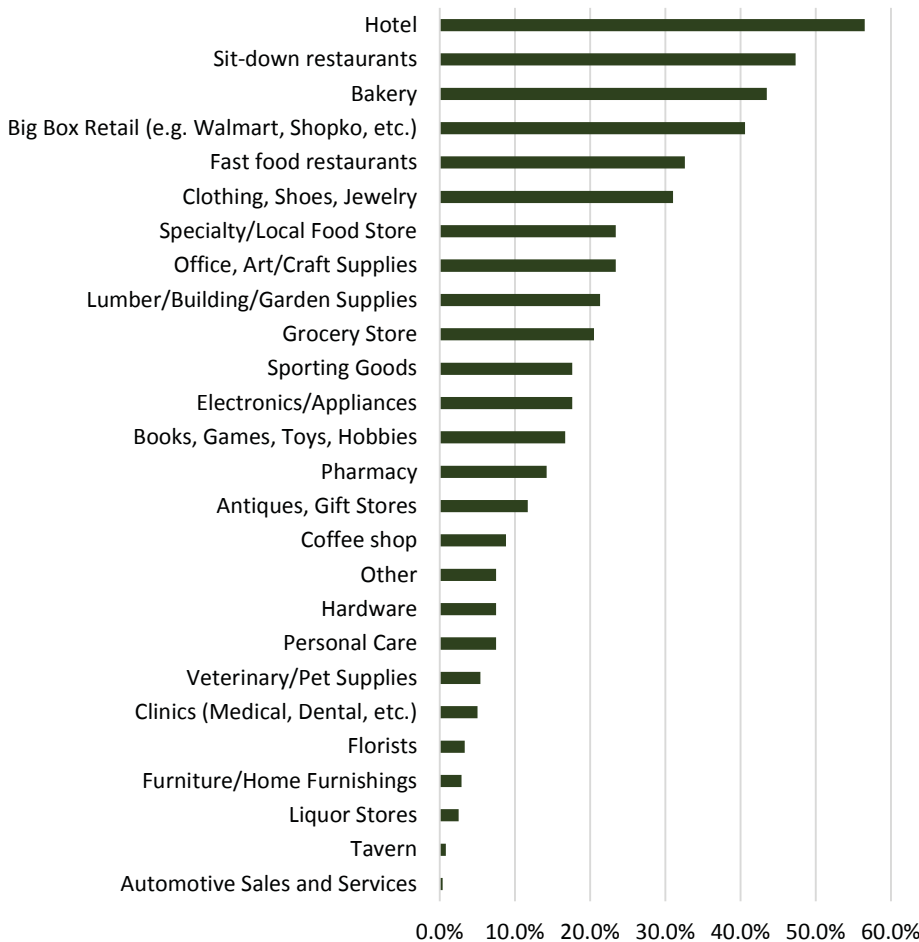
Q20

Do you believe the City of Brodhead should direct more local tax dollars, through marketing, incentives, etc. to help grow businesses and jobs in the community?



Q21*

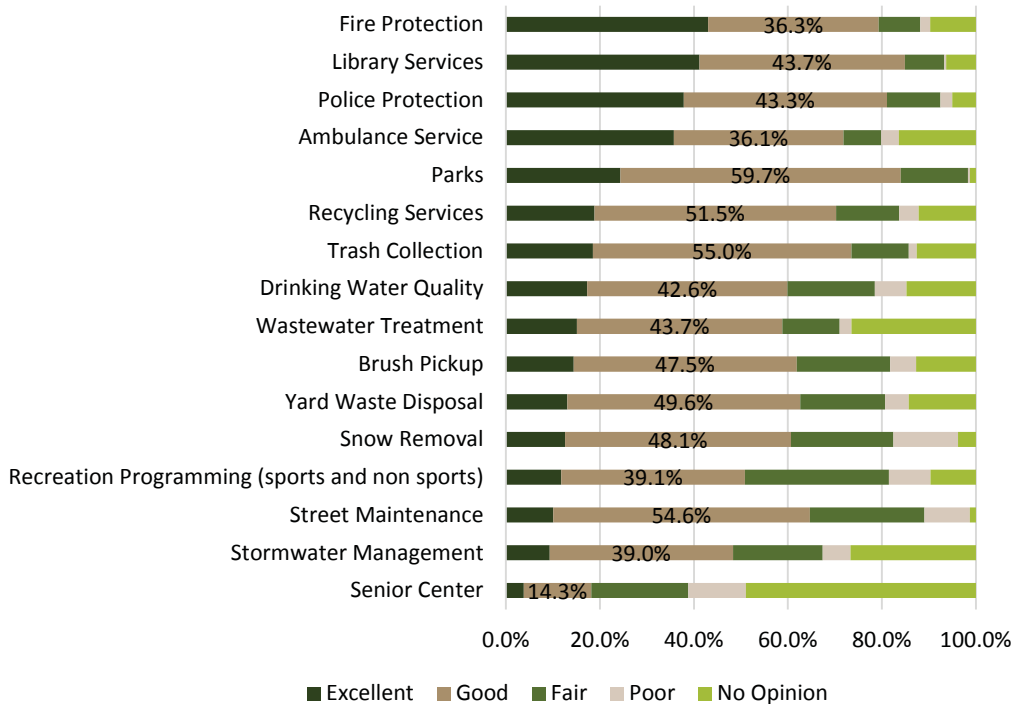
Are there any specific new retail businesses or business types you think we need, or need more of, in Brodhead (check all that apply)?



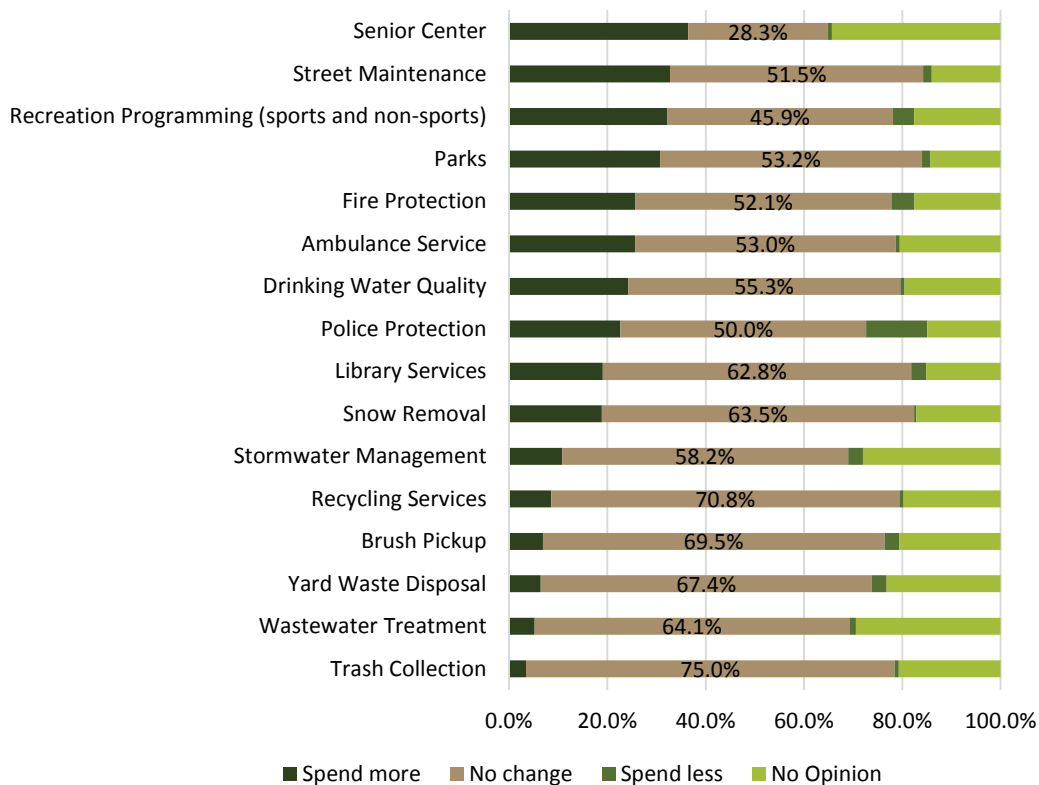
Common "Other" Responses

- Local businesses
- Taco Bell
- Health clinic

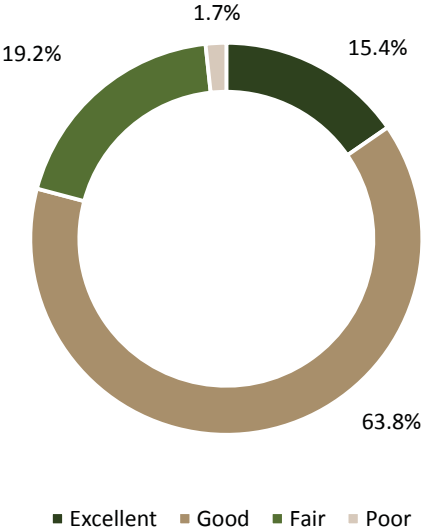
Q22 How would you rate the following services in Brodhead?



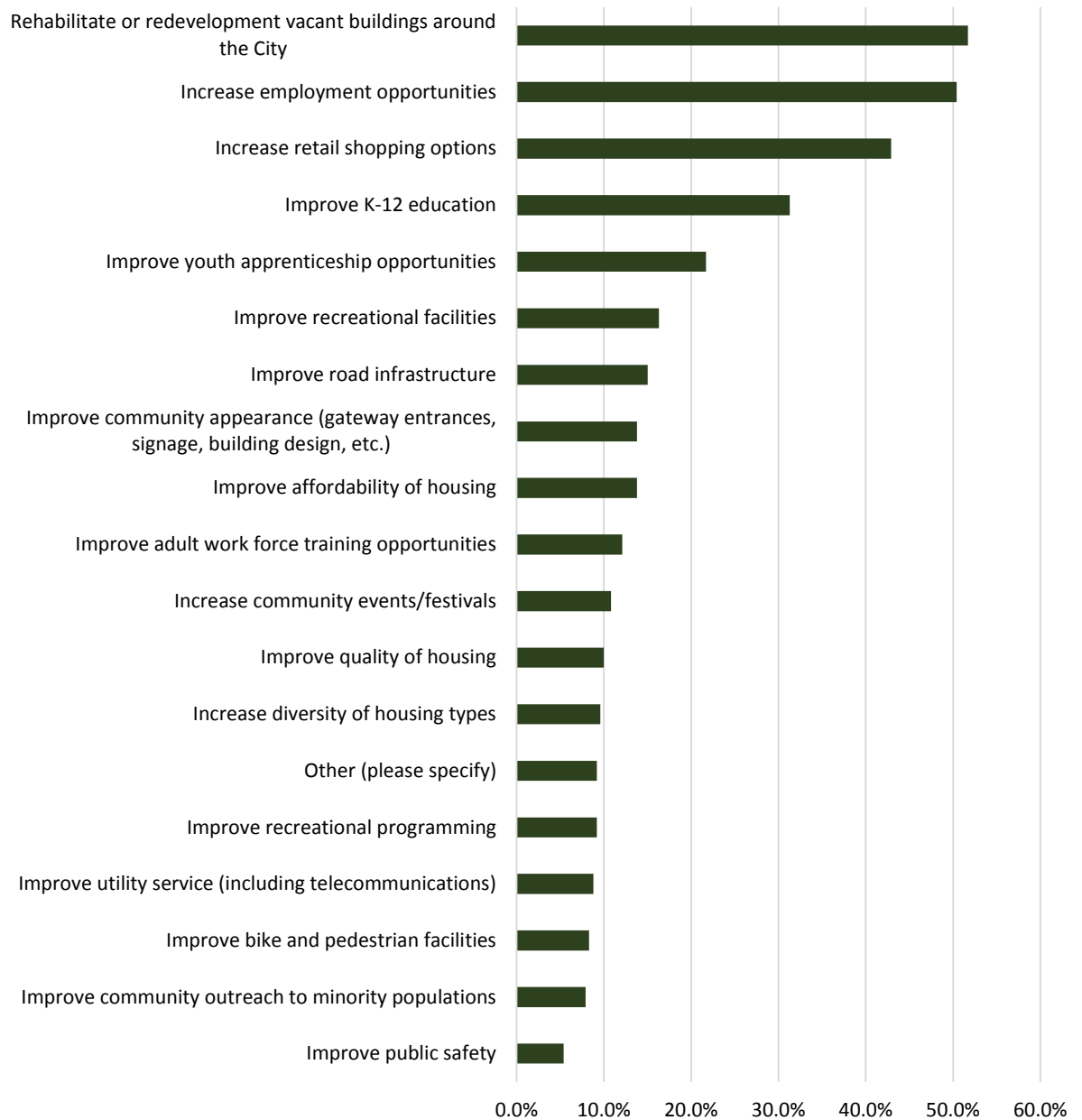
Q23 Should our community adjust our investment of tax dollars in any of the following public services?



Q24 Overall, how would you rate the quality of life in the Brodhead area?



Q25* Please indicate your top changes you think would improve the quality of life in the Brodhead area. (SELECT UP TO 4)



Common “Other” Responses

- Support business growth
- Improve community appearance
- Increase use of senior center

Q26* Are there any improvements you would like to see in Brodhead's future that were not covered in this survey?

COMMON RESPONSES

Maintain and promote "small town" feel

Add more stop signs

Improve code enforcement

Add high speed internet infrastructure