

Wausau Budget/Services/Facilities Survey: Analysis and Summary

Introduction

This report provides a summary and analysis of a City Budget Survey that was undertaken in mid-2002.

The survey was commissioned by the Mayor and Common Council President and was intended to give the Common Council and other City officials an idea of how a cross-section of the community views various City services and facilities and to also provide some direction for making budget cuts in order to compensate for anticipated State revenue shortfalls.

In early 2002, Governor McCallum suggested that State revenue sharing provided to municipalities be greatly reduced during 2002 and totally eliminated beginning in 2003. Under the Governor's proposal, Wausau would lose \$1,521,100 in State aid in 2002 and \$6,237,547 in 2003 and thereafter. Faced with this proposition, the City of Wausau would need to either cut services and facilities, generate additional revenue, or a combination thereof. To receive broad, unbiased citizen input on this effort, a survey with cover letter was mailed to 2,000 of the City of Wausau's 15,678 (2000 Census) households. The cover letter and complete survey are attached as *Appendix A*. The households that were mailed the survey were randomly selected from the March, 2002 edition of the Verizon telephone directory. The telephone directory was utilized since it provided a very current listing of Wausau residents and included both property owners and renters. Use of this directory also avoided surveys being sent to people who do not live within the city limits.

The survey was mailed on June 21, and the survey was to be returned by July 15.

A total of 803 surveys were returned during the three-week period, which represents a response rate of 40 percent. It should be noted that survey researchers consider a response rate of 25 percent for a mail-out survey to be exceptionally high.

Survey Analysis

The survey consisted of five questions followed by a request for basic socioeconomic information about the respondent. The first question asked respondents to rate the overall quality of life in the City of Wausau. This question served as an introduction to the next three questions which listed 31 different City services and facilities and asked respondents to indicate: **how important** these services and facilities are to them; **how satisfied** they are with these City services and facilities; and finally, to what extent, if any, **they would cut funding** for these services and facilities. The last survey question sought input about seven different ways that the City might be able to increase revenue to offset some of the anticipated loss in State financial aid.

The final page of the survey offered respondents an opportunity to provide hand-written comments about City services, facilities or finances. Almost one out of every two surveys contained comments in this space. These comments have all been copied into a bound document and are available for review from the Planning office and City Clerk.

Below is a more detailed discussion of the results of each of the survey questions.

1) How would you rate the overall quality of life in the City of Wausau?

The overwhelming majority of the survey respondents hold a positive perception about living in the City of Wausau. Almost 92 percent of the respondents with an opinion on this question ranked the quality of life in Wausau as *Excellent, Very Good, or Good*. Only 8% indicated the quality of life is *Fair or Poor*. This response is quite similar to the results of a survey conducted by City staff in May, 1997 when 92 percent of the respondents to a community-wide sample survey agreed with the statement, “*Wausau is an excellent place to live.*” A complete breakdown of the results for this question are provided on *Table I*. Note that the results in *Table I* show the percent distribution of responses with and without the *No Opinion* answer included in the total number of responses.

2) Importance of City services and facilities

Survey respondents were asked to indicate the importance of each of 31 different services and facilities. Respondents were given five opportunities to respond, ranging from *Very Important* to *Not Important* and *No Opinion*. The intent of this question was to help identify the level of value or significance placed on each of the listed services and facilities.

Detailed rankings for responses to this question are provided on *Table II*, which lists the importance of these services and facilities based upon the *Very Important* rating. Fire Protection, Police Patrols/Police Protection, and Paramedic Service received extremely high ratings, **with over 600 of the 800 respondents** identifying these services as *Very Important*.

At the other end of the spectrum, the following services/facilities had very few respondents indicating that they are *Very Important* (see *Table II*):

Services/Facilities	No. of Respondents Ranking <i>Very Important</i>
City Cable Access Channel	19
City Newsletter	20
Developing New Parks	29
City Financial Contribution for Public Festivals and Events	34
Expanding/Maintaining the Municipal Airport	41

All of the services and facilities listed immediately above were graded by many respondents as *Not Important*. Rankings for this response are shown on *Table III*. Here, the Cable Access Channel, Developing New Parks, and the City Newsletter were identified as the three principal services/facilities receiving the most *Not Important* responses. However, the rankings for the Cable Access Channel and Developing New Parks should be viewed with some scepticism. People who do not have cable television service would not be able to view the City Cable Access Channel and would therefore not find this service to be important. Most new parks are established in developing parts of the City where there are very few residents. Thus, most of the survey respondents live near an existing park and have little interest in seeing new parks established.

This contention is supported by the fact that only 15 people indicated that Maintaining Our Existing Parks is *Not Important* while 404 respondents indicated that Developing New Parks was *Not Important*.

Finally, if the *Very Important* responses and the *Important* responses are added together, the ranking for the various services and facilities changes very little, as indicated in *Table IV*. The Cable Access Channel, City Newsletter, Developing New Parks, the Municipal Airport, and Funding Public Festivals and Events all have a very low level of importance to Wausau residents.

3) Satisfaction with existing City services and facilities

After identifying how important the 31 services and facilities were, respondents were then asked to indicate how **satisfied** they are with the existing services and facilities. The survey explained that, “By *SATISFIED*, we mean do these services and facilities meet your needs, expectations, and/or desires?” Respondents were given five categories of response, from *Very Satisfied* to *Very Dissatisfied*, as well as the *No Opinion* option.

Overall, City residents appear to be quite satisfied with all of the services and facilities listed in the survey. This is detailed in *Table VI* through *Table X*. Garbage Collection had the highest number of respondents indicating that they were *Very Satisfied* with the service. While most respondents were *Very Satisfied* with the City’s protective services, Collection of Recyclables, the Yard Waste Drop-Off Site, Fall Leaf Collection, Snow Plowing, and Spring Clean-up Collection all had over 50 percent of the survey respondents indicating they were *Very Satisfied* with these services.

At the other end of the spectrum, dissatisfaction with City Services was quite low. The Cable Access Channel, which had the lowest level of satisfaction still had over 53 percent of the people with an opinion on the service indicate that they were *Very Satisfied* or *Somewhat Satisfied* with the service (bottom of *Table VII*).

Not surprisingly, a high proportion of the respondents did not have an opinion on many of the services and facilities listed since they are probably unfamiliar with these. Thirteen of the 31 services and facilities had over 200 respondents (over 25%) indicate they did not have an opinion on their level of satisfaction with the service or facility. The City Cable Access Channel had the highest level of *No Opinion*, with over 50% of the respondents checking that box. Again, this probably relates strongly to the number of respondents who do not subscribe to cable television service. At the other extreme, few respondents checked *No Opinion* for many of the City’s most common services. As indicated at the bottom of *Table VIII*, only 17 respondents did not have an opinion about their level of satisfaction with Garbage Collection and only 21 checked *No Opinion* about Police Patrols/Police Protection.

4) Funding Cuts

The fourth question of the survey presented a hypothetical situation to survey respondents. It stated, “Now let’s say you were given the job of cutting \$5 million (about 15%) from the Wausau City budget. To what extent, if any, would you cut the following City services?”. Again, the 31 services/facilities listed in the earlier two questions were listed here and respondents were given the option to *Cut Funding Significantly*, *Cut Funding a Little*, *Don’t Cut At All*, or finally to indicate *No Opinion*.

As indicated in *Table XI*, over 50% of the respondents **do not want to see any cuts** in the four protective service categories listed nor in Snow Plowing, Garbage Collection, Providing Housing for the Elderly, or Street Repair. At the other end of the spectrum, as indicated in *Table XII*, Cable Access, the City Newsletter, and Developing New Parks all had over 50% of the respondents suggesting that funding for these be **cut significantly**. On a middle ground, as indicated in *Table XIII*, Street Sweeping, Sidewalk Construction and Replacement, and Street Reconstruction had over 50% of the respondents suggesting that funding be **cut a little**.

A careful review of these three tables provides a relatively good indication of the services and facilities in the community that have both strong public support as well as weak public support. Some programs, however, are closely split, such as Maintaining/Improving the Downtown, where 197 respondents suggested that funding be cut significantly, while 170 indicated that funding should not be cut at all. Most people having an opinion on the downtown (350 respondents) suggested that funding should be **cut a little**.

When it comes to budget reductions, the number of people checking *No Opinion* was considerably lower than for Question Number 3 (*Table XIV*). Thus, while many respondents did not have an opinion on how satisfied they were with a particular service or facility, they did have an opinion on reducing the level of funding for many of those services and facilities.

5) Tax/Revenue Increases

Finally, respondents were asked for an opinion on seven different means that the City might be able to use to increase the revenue available to fund City services and facilities. *Table XV* ranks the seven methods by most popular, least popular, and respondents indicating they had *No Opinion*.

The only revenue-generating method receiving more positive responses than negative was **increasing the fees charged for City services, licenses, and permits**. Over 58 percent of the people with an opinion on this revenue generation means supported this option. A local sales tax, a gambling casino, and a \$10 vehicle registration fee also had considerable support, but the level of opposition was greater than the level of support. Clearly, the survey respondents **did not favor** establishing a local income tax, increasing property taxes, or having residents pay for garbage collection and recycling directly as a means to offset State revenue cuts to the City.

Socio-Economic Characteristics of Respondents

Based upon a comparison of available demographic data from the 2000 Census, the overall makeup of the survey respondents differed from the general population of the City in several areas, including:

1. The age of the survey respondents was much higher than that of the City population in general. Householders less than 45 years old were under-represented in the survey, while householders 65 years old or over were over-represented by 10 percentage points. Almost 37% of the survey respondents were 65 years old or over while, according to the 2000 Census only 27% of the households in the City has a householder 65 years old or over.

2. People who rent their living quarter were very poorly represented in the survey. Approximately 38 percent of the householders in the community rent their living quarters according to the 2000 Census, however, only 16 percent of the survey respondents indicated they rented their home. Thus, owner-occupied household were over-represented in the survey (84 percent in survey compared to 62 percent in the 2000 Census).
3. Single person households were slightly under represented in the survey. The 2000 Census found that one-person households comprised approximately 34 percent of all of the City's households. However, only 29 percent of the survey respondents lived in a single person household.

At the time this report was prepared, the U.S. Bureau of the Census was still processing the data for Wisconsin communities for marital status, education, income, and other demographic characteristics. Therefore, no comparisons of the survey respondents to the entire population of the community is possible at this time. However, other interesting characteristics of the respondent population include the following:

- A. **Seventy percent** of the survey respondents indicated that they have lived in Wausau for 20 years or more. Thus, one could expect the survey respondents to be well informed and knowledgeable about many of the City services and facilities that were the focus of the survey.
- B. Fifty-two percent of the respondents were men.
- C. Thirty-nine percent of the respondents were college graduates.
- D. Over thirty-three percent of the households responding to the survey had a 2001 income in excess of \$50,000.

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2002SurveyAnalysis&Summary

Table I

Wausau Budget/Services/Facilities Survey Results

1) How would you rate the overall quality of life in the City of Wausau?

	Excellent *****	Very Good *****	Good *****	Fair *****	Poor *****	No Opinion *****
<u>Number Of Responses</u>	87	371	221	49	14	61
Percent of respondents.	11%	46%	28%	6%	2%	8%

Note: Total number of responses = 803

Without "No Opinion" Responses

	Excellent	Very Good	Good	Fair	Poor
<u>Number Of Responses</u>	87	371	221	49	14
Percent of respondents.	12%	50%	30%	7%	2%

Note: Total number of responses = 742

Table II

Wausau Budget/Services/Facilities Survey Results

2) How IMPORTANT to you are each of these services and facilities?

Ranked By "Very Important" Response.

Number Of Responses

Services/Facilities

	Very Important *****	Important *****	Somewhat Important *****	Not Important *****	No Opinion *****
Fire Protection	657	126	11	0	9
Police Patrols/Police Protection	638	134	23	1	7
Paramedic (Ambulance) Service	631	142	18	3	9
Snow Plowing	426	310	53	4	10
Garbage Collection	394	332	64	3	10
Enforcement of Traffic Laws	319	334	119	12	19
Providing Housing for the Elderly	237	331	161	51	23
Street Repair	213	453	121	4	12
Helping Businesses Grow/Expanding Job Opportunities	212	313	193	57	28
Street Lighting	206	342	207	20	28
Collection of Recyclables	185	330	205	66	17
Maintaining Our Existing Parks	149	393	219	15	27
Yard Waste Drop-Off Site	148	297	269	64	25
City Bus Service	139	209	209	192	54
Enforcement of Building/Housing Codes	131	320	254	65	33
Maintaining/Improving the Downtown	123	242	258	144	36
Fall Leaf Collection	122	231	275	150	25
Spring Clean-Up Collection	121	198	285	175	24
Expanding the Industrial Park	119	275	256	98	55
Street Reconstruction	117	310	301	48	27
Providing Low- Interest Home Improvement Loans	108	206	280	157	52
Sidewalk Construction and Replacement	95	224	358	109	17
Snow Removal from Boulevards	89	196	288	191	39
Operating Three Outdoor Swimming Pools	75	259	258	157	54
Expanding the River Edge Walkway	63	136	250	300	54
Planting and Maintaining Street Trees	57	171	355	188	32
Street Sweeping	50	183	391	162	17
Expanding/Maintaining the Municipal Airport	41	134	256	310	62
City Financial Contribution for Public Festivals and Events	34	140	271	301	57
Developing New Parks	29	83	239	404	48
City Newsletter	20	82	299	370	32
City Cable Access Channel	19	46	160	528	50

Note: Total number of responses = 803

Table III

Wausau Budget/Services/Facilities Survey Results

2) How IMPORTANT to you are each of these services and facilities?

Ranked By "Not Important" Response.

Number Of Responses

Services/Facilities

	Very Important *****	Important *****	Somewhat Important *****	Not Important *****	No Opinion *****
City Cable Access Channel	19	46	160	528	50
Developing New Parks	29	83	239	404	48
City Newsletter	20	82	299	370	32
Expanding/Maintaining the Municipal Airport	41	134	256	310	62
City Financial Contribution for Public Festivals and Events	34	140	271	301	57
Expanding the River Edge Walkway	63	136	250	300	54
City Bus Service	139	209	209	192	54
Snow Removal from Boulevards	89	196	288	191	39
Planting and Maintaining Street Trees	57	171	355	188	32
Spring Clean-Up Collection	121	198	285	175	24
Street Sweeping	50	183	391	162	17
Operating Three Outdoor Swimming Pools	75	259	258	157	54
Providing Low- Interest Home Improvement Loans	108	206	280	157	52
Fall Leaf Collection	122	231	275	150	25
Maintaining/Improving the Downtown	123	242	258	144	36
Sidewalk Construction and Replacement	95	224	358	109	17
Expanding the Industrial Park	119	275	256	98	55
Collection of Recyclables	185	330	205	66	17
Enforcement of Building/Housing Codes	131	320	254	65	33
Yard Waste Drop-Off Site	148	297	269	64	25
Helping Businesses Grow/Expanding Job Opportunities	212	313	193	57	28
Providing Housing for the Elderly	237	331	161	51	23
Street Reconstruction	117	310	301	48	27
Street Lighting	206	342	207	20	28
Maintaining Our Existing Parks	149	393	219	15	27
Enforcement of Traffic Laws	319	334	119	12	19
Street Repair	213	453	121	4	12
Snow Plowing	426	310	53	4	10
Garbage Collection	394	332	64	3	10
Paramedic (Ambulance) Service	631	142	18	3	9
Police Patrols/Police Protection	638	134	23	1	7
Fire Protection	657	126	11	0	9

Note: Total number of responses = 803

Table IV

Wausau Budget/Services/Facilities Survey Results

2) How IMPORTANT to you are each of these services and facilities?

Ranked By "Very Important" PLUS "Important" Responses.

<u>Services/Facilities</u>	<u>Number Of Responses</u>			
	Very Important PLUS Important *****	Somewhat Important *****	Not Important *****	No Opinion *****
Fire Protection	783	11	0	9
Paramedic (Ambulance) Service	773	18	3	9
Police Patrols/Police Protection	772	23	1	7
Snow Plowing	736	53	4	10
Garbage Collection	726	64	3	10
Street Repair	666	121	4	12
Enforcement of Traffic Laws	653	119	12	19
Providing Housing for the Elderly	568	161	51	23
Street Lighting	548	207	20	28
Maintaining Our Existing Parks	542	219	15	27
Helping Businesses Grow/Expanding Job Opportunities	525	193	57	28
Collection of Recyclables	515	205	66	17
Enforcement of Building/Housing Codes	451	254	65	33
Yard Waste Drop-Off Site	445	269	64	25
Street Reconstruction	427	301	48	27
Expanding the Industrial Park	394	256	98	55
Maintaining/Improving the Downtown	365	258	144	36
Fall Leaf Collection	353	275	150	25
City Bus Service	348	209	192	54
Operating Three Outdoor Swimming Pools	334	258	157	54
Spring Clean-Up Collection	319	285	175	24
Sidewalk Construction and Replacement	319	358	109	17
Providing Low- Interest Home Improvement Loans	314	280	157	52
Snow Removal from Boulevards	285	288	191	39
Street Sweeping	233	391	162	17
Planting and Maintaining Street Trees	228	355	188	32
Expanding the River Edge Walkway	199	250	300	54
Expanding/Maintaining the Municipal Airport	175	256	310	62
City Financial Contribution for Public Festivals and Events	174	271	301	57
Developing New Parks	112	239	404	48
City Newsletter	102	299	370	32
City Cable Access Channel	65	160	528	50

Note: Total number of responses = 803

Table V

Wausau Budget/Services/Facilities Survey Results

2) How IMPORTANT to you are each of these services and facilities?

Ranked By "No Opinion" Response.

<u>Services/Facilities</u>	<u>Number Of Responses</u>				
	Very Important *****	Important *****	Somewhat Important *****	Not Important *****	No Opinion *****
Expanding/Maintaining the Municipal Airport	41	134	256	310	62
City Financial Contribution for Public Festivals and Events	34	140	271	301	57
Expanding the Industrial Park	119	275	256	98	55
Operating Three Outdoor Swimming Pools	75	259	258	157	54
City Bus Service	139	209	209	192	54
Expanding the River Edge Walkway	63	136	250	300	54
Providing Low- Interest Home Improvement Loans	108	206	280	157	52
City Cable Access Channel	19	46	160	528	50
Developing New Parks	29	83	239	404	48
Snow Removal from Boulevards	89	196	288	191	39
Maintaining/Improving the Downtown	123	242	258	144	36
Enforcement of Building/Housing Codes	131	320	254	65	33
City Newsletter	20	82	299	370	32
Planting and Maintaining Street Trees	57	171	355	188	32
Helping Businesses Grow/Expanding Job Opportunities	212	313	193	57	28
Street Lighting	206	342	207	20	28
Maintaining Our Existing Parks	149	393	219	15	27
Street Reconstruction	117	310	301	48	27
Fall Leaf Collection	122	231	275	150	25
Yard Waste Drop-Off Site	148	297	269	64	25
Spring Clean-Up Collection	121	198	285	175	24
Providing Housing for the Elderly	237	331	161	51	23
Enforcement of Traffic Laws	319	334	119	12	19
Sidewalk Construction and Replacement	95	224	358	109	17
Street Sweeping	50	183	391	162	17
Collection of Recyclables	185	330	205	66	17
Street Repair	213	453	121	4	12
Garbage Collection	394	332	64	3	10
Snow Plowing	426	310	53	4	10
Paramedic (Ambulance) Service	631	142	18	3	9
Fire Protection	657	126	11	0	9
Police Patrols/Police Protection	638	134	23	1	7

Note: Total number of responses = 803

Table VI

Wausau Budget/Services/Facilities Survey Results

3) How SATISFIED are you with the existing services and facilities?

Ranked By "Very Satisfied" Response.

Number Of Responses

Services/Facilities

	Very Satisfied *****	Somewhat Satisfied *****	Not Satisfied *****	Very Dissatisfied *****	No Opinion *****
Garbage Collection	638	139	7	2	17
Fire Protection	609	128	5	0	61
Collection of Recyclables	569	172	17	6	39
Paramedic (Ambulance) Service	550	153	4	1	95
Yard Waste Drop-Off Site	470	185	22	3	123
Fall Leaf Collection	453	202	21	9	118
Police Patrols/Police Protection	449	290	32	11	21
Snow Plowing	446	283	35	6	33
Spring Clean-Up Collection	438	210	31	11	113
Street Lighting	371	326	44	10	52
Maintaining Our Existing Parks	353	325	25	9	91
Street Sweeping	333	288	37	14	131
Planting and Maintaining Street Trees	311	275	44	24	149
Enforcement of Traffic Laws	300	359	75	31	38
Operating Three Outdoor Swimming Pools	247	245	32	20	259
Sidewalk Construction and Replacement	245	321	67	23	147
Snow Removal from Boulevards	240	254	48	20	241
City Bus Service	231	183	30	25	334
Providing Housing for the Elderly	190	330	56	24	203
Enforcement of Building/Housing Codes	188	313	53	33	216
City Newsletter	186	246	64	70	237
Street Repair	173	446	118	24	42
Street Reconstruction	172	427	78	18	108
Maintaining/Improving the Downtown	169	348	110	50	126
Helping Businesses Grow/Expanding Job Opportunities	157	333	90	38	185
City Financial Contribution for Public Festivals and Events	151	232	67	60	293
Expanding the Industrial Park	148	293	65	23	274
Expanding the River Edge Walkway	138	265	80	55	265
Expanding/Maintaining the Municipal Airport	122	224	49	53	355
Providing Low- Interest Home Improvement Loans	119	228	60	30	366
Developing New Parks	116	215	70	46	356
City Cable Access Channel	85	142	80	90	406

Note: Total number of responses = 803

Table VII

Wausau Budget/Services/Facilities Survey Results

3) How SATISFIED are you with the existing services and facilities?

Ranked By "Very Satisfied" Plus "Somewhat Satisfied".

<u>Services/Facilities</u>	<u>Number Of Responses</u>		
	Very Satisfied	Not Satisfied	
	PLUS	PLUS	
	Somewhat Satisfied *****	Very Dissatisfied *****	No Opinion *****
Garbage Collection	777	9	17
Collection of Recyclables	741	23	39
Police Patrols/Police Protection	739	43	21
Fire Protection	737	5	61
Snow Plowing	729	41	33
Paramedic (Ambulance) Service	703	5	95
Street Lighting	697	54	52
Maintaining Our Existing Parks	678	34	91
Enforcement of Traffic Laws	659	106	38
Fall Leaf Collection	655	30	118
Yard Waste Drop-Off Site	655	25	123
Spring Clean-Up Collection	648	42	113
Street Sweeping	621	51	131
Street Repair	619	142	42
Street Reconstruction	599	96	108
Planting and Maintaining Street Trees	586	68	149
Sidewalk Construction and Replacement	566	90	147
Providing Housing for the Elderly	520	80	203
Maintaining/Improving the Downtown	517	160	126
Enforcement of Building/Housing Codes	501	86	216
Snow Removal from Boulevards	494	68	241
Operating Three Outdoor Swimming Pools	492	52	259
Helping Businesses Grow/Expanding Job Opportunities	490	128	185
Expanding the Industrial Park	441	88	274
City Newsletter	432	134	237
City Bus Service	414	55	334
Expanding the River Edge Walkway	403	135	265
City Financial Contribution for Public Festivals and Events	383	127	293
Providing Low- Interest Home Improvement Loans	347	90	366
Expanding/Maintaining the Municipal Airport	346	102	355
Developing New Parks	331	116	356
City Cable Access Channel	227	170	406

Note: Total number of responses = 803

Table VIII

Wausau Budget/Services/Facilities Survey Results

3) How SATISFIED are you with the existing services and facilities?

Ranked By "No Opinion"

Number Of Responses

<u>Services/Facilities</u>	Very Satisfied *****	Somewhat Satisfied *****	Not Satisfied *****	Very Dissatisfied *****	No Opinion *****
City Cable Access Channel	85	142	80	90	406
Providing Low- Interest Home Improvement Loans	119	228	60	30	366
Developing New Parks	116	215	70	46	356
Expanding/Maintaining the Municipal Airport	122	224	49	53	355
City Bus Service	231	183	30	25	334
City Financial Contribution for Public Festivals and Events	151	232	67	60	293
Expanding the Industrial Park	148	293	65	23	274
Expanding the River Edge Walkway	138	265	80	55	265
Operating Three Outdoor Swimming Pools	247	245	32	20	259
Snow Removal from Boulevards	240	254	48	20	241
City Newsletter	186	246	64	70	237
Enforcement of Building/Housing Codes	188	313	53	33	216
Providing Housing for the Elderly	190	330	56	24	203
Helping Businesses Grow/Expanding Job Opportunities	157	333	90	38	185
Planting and Maintaining Street Trees	311	275	44	24	149
Sidewalk Construction and Replacement	245	321	67	23	147
Street Sweeping	333	288	37	14	131
Maintaining/Improving the Downtown	169	348	110	50	126
Yard Waste Drop-Off Site	470	185	22	3	123
Fall Leaf Collection	453	202	21	9	118
Spring Clean-Up Collection	438	210	31	11	113
Street Reconstruction	172	427	78	18	108
Paramedic (Ambulance) Service	550	153	4	1	95
Maintaining Our Existing Parks	353	325	25	9	91
Fire Protection	609	128	5	0	61
Street Lighting	371	326	44	10	52
Street Repair	173	446	118	24	42
Collection of Recyclables	569	172	17	6	39
Enforcement of Traffic Laws	300	359	75	31	38
Snow Plowing	446	283	35	6	33
Police Patrols/Police Protection	449	290	32	11	21
Garbage Collection	638	139	7	2	17

Note: Total number of responses = 803

Table IX

Wausau Budget/Services/Facilities Survey Results

3) How SATISFIED are you with the existing services and facilities?

Ranked By "Very Dissatisfied" Response.

Number Of Responses

Services/Facilities

	Very Satisfied *****	Somewhat Satisfied *****	Not Satisfied *****	Very Dissatisfied *****	No Opinion *****
City Cable Access Channel	85	142	80	90	406
City Newsletter	186	246	64	70	237
City Financial Contribution for Public Festivals and Events	151	232	67	60	293
Expanding the River Edge Walkway	138	265	80	55	265
Expanding/Maintaining the Municipal Airport	122	224	49	53	355
Maintaining/Improving the Downtown	169	348	110	50	126
Developing New Parks	116	215	70	46	356
Helping Businesses Grow/Expanding Job Opportunities	157	333	90	38	185
Enforcement of Building/Housing Codes	188	313	53	33	216
Enforcement of Traffic Laws	300	359	75	31	38
Providing Low- Interest Home Improvement Loans	119	228	60	30	366
City Bus Service	231	183	30	25	334
Street Repair	173	446	118	24	42
Providing Housing for the Elderly	190	330	56	24	203
Planting and Maintaining Street Trees	311	275	44	24	149
Expanding the Industrial Park	148	293	65	23	274
Sidewalk Construction and Replacement	245	321	67	23	147
Snow Removal from Boulevards	240	254	48	20	241
Operating Three Outdoor Swimming Pools	247	245	32	20	259
Street Reconstruction	172	427	78	18	108
Street Sweeping	333	288	37	14	131
Spring Clean-Up Collection	438	210	31	11	113
Police Patrols/Police Protection	449	290	32	11	21
Street Lighting	371	326	44	10	52
Maintaining Our Existing Parks	353	325	25	9	91
Fall Leaf Collection	453	202	21	9	118
Collection of Recyclables	569	172	17	6	39
Snow Plowing	446	283	35	6	33
Yard Waste Drop-Off Site	470	185	22	3	123
Garbage Collection	638	139	7	2	17
Paramedic (Ambulance) Service	550	153	4	1	95
Fire Protection	609	128	5	0	61

Note: Total number of responses = 803

Table X

Wausau Budget/Services/Facilities Survey Results

3) How SATISFIED are you with the existing services and facilities?

Ranked By "Not Satisfied" Plus "Very Dissatisfied".

Number Of Responses

Services/Facilities

	Very Satisfied	Not Satisfied	
	PLUS	PLUS	
3) How SATISFIED you are with the existing services and facilities?	Somewhat Satisfied *****	Very Dissatisfied *****	No Opinion *****
City Cable Access Channel	227	170	406
Maintaining/Improving the Downtown	517	160	126
Street Repair	619	142	42
Expanding the River Edge Walkway	403	135	265
City Newsletter	432	134	237
Helping Businesses Grow/Expanding Job Opportunities	490	128	185
City Financial Contribution for Public Festivals and Events	383	127	293
Developing New Parks	331	116	356
Enforcement of Traffic Laws	659	106	38
Expanding/Maintaining the Municipal Airport	346	102	355
Street Reconstruction	599	96	108
Sidewalk Construction and Replacement	566	90	147
Providing Low- Interest Home Improvement Loans	347	90	366
Expanding the Industrial Park	441	88	274
Enforcement of Building/Housing Codes	501	86	216
Providing Housing for the Elderly	520	80	203
Snow Removal from Boulevards	494	68	241
Planting and Maintaining Street Trees	586	68	149
City Bus Service	414	55	334
Street Lighting	697	54	52
Operating Three Outdoor Swimming Pools	492	52	259
Street Sweeping	621	51	131
Police Patrols/Police Protection	739	43	21
Spring Clean-Up Collection	648	42	113
Snow Plowing	729	41	33
Maintaining Our Existing Parks	678	34	91
Fall Leaf Collection	655	30	118
Yard Waste Drop-Off Site	655	25	123
Collection of Recyclables	741	23	39
Garbage Collection	777	9	17
Paramedic (Ambulance) Service	703	5	95
Fire Protection	737	5	61

Note: Total number of responses = 803

Table XI

Wausau Budget/Services/Facilities Survey Results

4) To what extent, if any, would you CUT the following City services?

Ranked By "Don't Cut At All".

Number Of Responses

Services/Facilities

	Cut Funding Significantly	Cut Funding A Little	Don't Cut At All	No Opinion
	*****	*****	*****	*****
Fire Protection	6	75	694	28
Paramedic (Ambulance) Service	7	71	693	32
Police Patrols/Police Protection	11	139	602	51
Snow Plowing	18	205	533	47
Garbage Collection	19	237	510	37
Providing Housing for the Elderly	57	201	479	66
Street Repair	18	306	432	47
Enforcement of Traffic Laws	32	309	408	54
Street Lighting	30	322	391	60
Maintaining Our Existing Parks	20	378	347	58
Helping Businesses Grow/Expanding Job Opportunities	97	319	315	72
Collection of Recyclables	96	344	312	51
Enforcement of Building/Housing Codes	71	387	266	79
Yard Waste Drop-Off Site	108	368	262	65
Operating Three Outdoor Swimming Pools	128	331	262	82
City Bus Service	129	280	259	135
Providing Low- Interest Home Improvement Loans	161	313	233	96
Street Reconstruction	106	408	222	67
Expanding the Industrial Park	112	377	216	98
Fall Leaf Collection	172	351	214	66
Spring Clean-Up Collection	224	328	188	63
Sidewalk Construction and Replacement	121	429	183	70
Maintaining/Improving the Downtown	197	350	170	86
Snow Removal from Boulevards	215	353	163	72
Expanding the River Edge Walkway	271	311	141	80
Expanding/Maintaining the Municipal Airport	287	283	123	110
Planting and Maintaining Street Trees	238	394	112	59
Street Sweeping	195	455	101	52
City Financial Contribution for Public Festivals and Events	318	324	75	86
Developing New Parks	435	227	59	82
City Newsletter	457	209	59	78
City Cable Access Channel	508	147	40	108

Note: Total number of responses = 803

Table XII

Wausau Budget/Services/Facilities Survey Results

**4) To what extent, if any, would you CUT the following City services?
Ranked By "Cut Funding Significantly".**

Number Of Responses

Services/Facilities

	Cut Funding Significantly *****	Cut Funding A Little *****	Don't Cut At All *****	No Opinion *****
City Cable Access Channel	508	147	40	108
City Newsletter	457	209	59	78
Developing New Parks	435	227	59	82
City Financial Contribution for Public Festivals and Events	318	324	75	86
Expanding/Maintaining the Municipal Airport	287	283	123	110
Expanding the River Edge Walkway	271	311	141	80
Planting and Maintaining Street Trees	238	394	112	59
Spring Clean-Up Collection	224	328	188	63
Snow Removal from Boulevards	215	353	163	72
Maintaining/Improving the Downtown	197	350	170	86
Street Sweeping	195	455	101	52
Fall Leaf Collection	172	351	214	66
Providing Low- Interest Home Improvement Loans	161	313	233	96
City Bus Service	129	280	259	135
Operating Three Outdoor Swimming Pools	128	331	262	82
Sidewalk Construction and Replacement	121	429	183	70
Expanding the Industrial Park	112	377	216	98
Yard Waste Drop-Off Site	108	368	262	65
Street Reconstruction	106	408	222	67
Helping Businesses Grow/Expanding Job Opportunities	97	319	315	72
Collection of Recyclables	96	344	312	51
Enforcement of Building/Housing Codes	71	387	266	79
Providing Housing for the Elderly	57	201	479	66
Enforcement of Traffic Laws	32	309	408	54
Street Lighting	30	322	391	60
Maintaining Our Existing Parks	20	378	347	58
Garbage Collection	19	237	510	37
Street Repair	18	306	432	47
Snow Plowing	18	205	533	47
Police Patrols/Police Protection	11	139	602	51
Paramedic (Ambulance) Service	7	71	693	32
Fire Protection	6	75	694	28

Note: Total number of responses = 803

Table XIII

Wausau Budget/Services/Facilities Survey Results

4) To what extent, if any, would you CUT the following City services?

Ranked By "Cut Funding A Little".

Number Of Responses

Services/Facilities

	Cut Funding Significantly	Cut Funding A Little	Don't Cut At All	No Opinion
	*****	*****	*****	*****
Street Sweeping	195	455	101	52
Sidewalk Construction and Replacement	121	429	183	70
Street Reconstruction	106	408	222	67
Planting and Maintaining Street Trees	238	394	112	59
Enforcement of Building/Housing Codes	71	387	266	79
Maintaining Our Existing Parks	20	378	347	58
Expanding the Industrial Park	112	377	216	98
Yard Waste Drop-Off Site	108	368	262	65
Snow Removal from Boulevards	215	353	163	72
Fall Leaf Collection	172	351	214	66
Maintaining/Improving the Downtown	197	350	170	86
Collection of Recyclables	96	344	312	51
Operating Three Outdoor Swimming Pools	128	331	262	82
Spring Clean-Up Collection	224	328	188	63
City Financial Contribution for Public Festivals and Events	318	324	75	86
Street Lighting	30	322	391	60
Helping Businesses Grow/Expanding Job Opportunities	97	319	315	72
Providing Low- Interest Home Improvement Loans	161	313	233	96
Expanding the River Edge Walkway	271	311	141	80
Enforcement of Traffic Laws	32	309	408	54
Street Repair	18	306	432	47
Expanding/Maintaining the Municipal Airport	287	283	123	110
City Bus Service	129	280	259	135
Garbage Collection	19	237	510	37
Developing New Parks	435	227	59	82
City Newsletter	457	209	59	78
Snow Plowing	18	205	533	47
Providing Housing for the Elderly	57	201	479	66
City Cable Access Channel	508	147	40	108
Police Patrols/Police Protection	11	139	602	51
Fire Protection	6	75	694	28
Paramedic (Ambulance) Service	7	71	693	32

Note: Total number of responses = 803

Table XIV

Wausau Budget/Services/Facilities Survey Results

4) To what extent, if any, would you CUT the following City services?

Ranked By "No Opinion".

Number Of Responses

Services/Facilities

	Cut Funding Significantly	Cut Funding A Little	Don't Cut At All	No Opinion
	*****	*****	*****	*****
City Bus Service	129	280	259	135
Expanding/Maintaining the Municipal Airport	287	283	123	110
City Cable Access Channel	508	147	40	108
Expanding the Industrial Park	112	377	216	98
Providing Low- Interest Home Improvement Loans	161	313	233	96
Maintaining/Improving the Downtown	197	350	170	86
City Financial Contribution for Public Festivals and Events	318	324	75	86
Developing New Parks	435	227	59	82
Operating Three Outdoor Swimming Pools	128	331	262	82
Expanding the River Edge Walkway	271	311	141	80
Enforcement of Building/Housing Codes	71	387	266	79
City Newsletter	457	209	59	78
Helping Businesses Grow/Expanding Job Opportunities	97	319	315	72
Snow Removal from Boulevards	215	353	163	72
Sidewalk Construction and Replacement	121	429	183	70
Street Reconstruction	106	408	222	67
Fall Leaf Collection	172	351	214	66
Providing Housing for the Elderly	57	201	479	66
Yard Waste Drop-Off Site	108	368	262	65
Spring Clean-Up Collection	224	328	188	63
Street Lighting	30	322	391	60
Planting and Maintaining Street Trees	238	394	112	59
Maintaining Our Existing Parks	20	378	347	58
Enforcement of Traffic Laws	32	309	408	54
Street Sweeping	195	455	101	52
Collection of Recyclables	96	344	312	51
Police Patrols/Police Protection	11	139	602	51
Snow Plowing	18	205	533	47
Street Repair	18	306	432	47
Garbage Collection	19	237	510	37
Paramedic (Ambulance) Service	7	71	693	32
Fire Protection	6	75	694	28

Note: Total number of responses = 803

Table XV

Wausau Budget/Services/Facilities Survey Results

5) Which of the following tax/revenue increases, IF ANY, would you support?

Ranked By **Most Popular**.

Number Of Responses

	Yes	No	No Opinion
Increase the fees charged for City services, licenses, and permits	408	290	105
Establish a City sales tax of 1 percent	329	388	86
Attempt to locate a gambling casino in the City	326	362	115
Establish a City \$10 motor vehicle registration fee	317	405	81
Have residents pay for garbage collection and recycling directly	136	583	84
Increase property taxes	76	668	59
Establish a local income tax	42	694	67

Ranked By **Least Popular**.

Number Of Responses

	Yes	No	No Opinion
Establish a local income tax	42	694	67
Increase property taxes	76	668	59
Have residents pay for garbage collection and recycling directly	136	583	84
Establish a City \$10 motor vehicle registration fee	317	405	81
Establish a City sales tax of 1 percent	329	388	86
Attempt to locate a gambling casino in the City	326	362	115
Increase the fees charged for City services, licenses, and permits	408	290	105

Ranked By **"No Opinion"**.

Number Of Responses

	Yes	No	No Opinion
Attempt to locate a gambling casino in the City	326	362	115
Increase the fees charged for City services, licenses, and permits	408	290	105
Establish a City sales tax of 1 percent	329	388	86
Have residents pay for garbage collection and recycling directly	136	583	84
Establish a City \$10 motor vehicle registration fee	317	405	81
Establish a local income tax	42	694	67
Increase property taxes	76	668	59

Note: Total number of responses = 803