



2011 Resident Strategic Plan Survey Results

The Village of Suamico is preparing a Strategic Plan for 2012-2014 that will outline the primary objectives the Village will work to accomplish in that timeframe. To ensure that the Village correlates its initiatives with the needs of the Suamico residency and local businesses, the Village developed the 2011 strategic planning survey. There are two versions of this survey, a survey for local business owners/managers sent in March 2011 and a community-wide survey of residents which was distributed in the 2011 Village second quarterly newsletter. The newsletter with the Resident survey was sent to approximately 4,277 homes in Suamico. 537 responded for a return rate of 12.56%. The survey consisted of 17 questions for residents to complete and offered a section for further suggestions. Due to the limited response rate, these results may not reflect the perspectives of all residents. The following are the results of the 2011 Resident Strategic Plan Survey which offers an opportunity for the Village to work more effectively and efficiently at meeting the needs of our community and to promote community supported projects to encourage economic and community development.

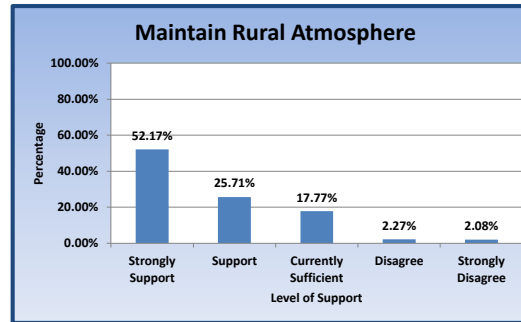
Number Sent:	Number Received:	Return Rate:
4,277	537	12.56%

Community Development:

1) It is important that Suamico maintains its rural character and atmosphere while experiencing growth and development.

	Number of Responses:	Percentage:
Strongly Support	276	52.17%
Support	136	25.71%
Currently Sufficient	94	17.77%
Disagree	12	2.27%
Strongly Disagree	11	2.08%
Total	529	100.00%

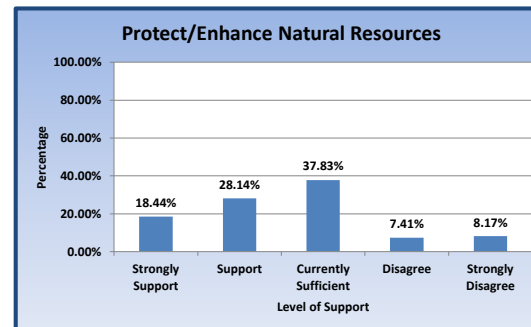
	Number of Responses:	Percentage
Support/Strongly Support	412	77.88%
Currently Sufficient	94	17.77%
Disagree/Strongly Disagree	23	4.35%
Total	529	100.00%



2) Should the Village allocate funds to protect and enhance the natural resources on Village owned property?

	Number of Responses:	Percentage:
Strongly Support	97	18.44%
Support	148	28.14%
Currently Sufficient	199	37.83%
Disagree	39	7.41%
Strongly Disagree	43	8.17%
Total	526	100.00%

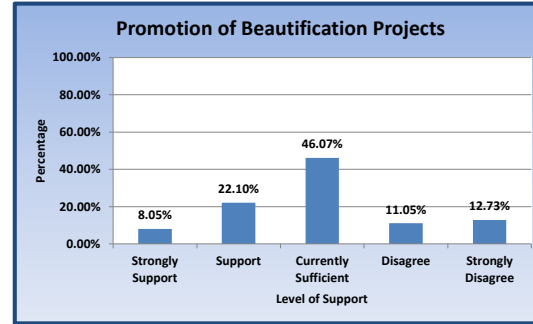
	Number of Responses:	Percentage
Support/Strongly Support	245	46.58%
Currently Sufficient	199	37.83%
Disagree/Strongly Disagree	82	15.59%
Total	526	100.00%



3) Should the Village allocate funds to promote beautification projects (flower gardens, welcome signs, etc.) within the Village?

	Number of Responses:	Percentage:
Strongly Support	43	8.05%
Support	118	22.10%
Currently Sufficient	246	46.07%
Disagree	59	11.05%
Strongly Disagree	68	12.73%
Total	534	100.00%

	Number of Responses:	Percentage
Support/Strongly Support	161	30.15%
Currently Sufficient	246	46.07%
Disagree/Strongly Disagree	127	23.78%
Total	534	100.00%



If you support, what type(s) of beautification projects?

*The following is a chart of the most common resident responses. ALL resident suggestions/comments have been sent to the Village Board and carefully considered for the final strategic plan.

5 Most Common Responses:	Number of Responses:
Flower Gardens	45
Signage (Welcome & Destination)	37
Landscaping & Clean Up	16
Plant Trees	7
Protect Native Plant life	6
Total Responses	109

Resident Comments on beautification locations:
12 Residents commented on beautification projects and landscaping of roundabouts.

6 Residents commented that flower gardens and other beautification projects should be in the community parks.

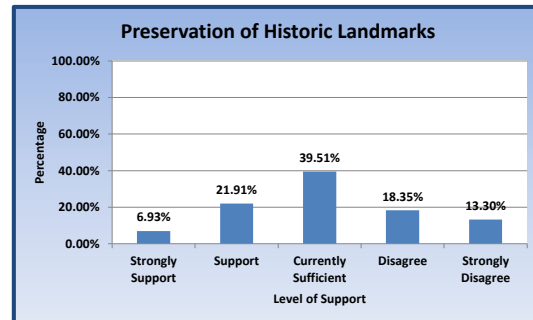
3 Resident commented to put flowers by Village Hall.

2 Residents commented to keep intersections weed free and grasses alongside well trimmed

4) Should the Village, in conjunction with the Howard/Suamico Historical Society, allocate funds to purchase, renovate, and preserve historical sites throughout the Village?

	Number of Responses:	Percentage:
Strongly Support	37	6.93%
Support	117	21.91%
Currently Sufficient	211	39.51%
Disagree	98	18.35%
Strongly Disagree	71	13.30%
Total	534	100.00%

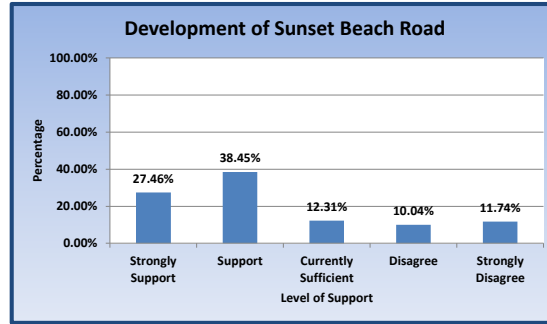
	Number of Responses:	Percentage
Support/Strongly Support	154	28.84%
Currently Sufficient	211	39.51%
Disagree/Strongly Disagree	169	31.65%
Total	534	100.00%



5) The Village has acquired bay front property on Sunset Beach Road. Should the Village allocate funds to develop this area for public enjoyment? (i.e., better access to the bay, playground equipment, picnic tables etc.)

	Number of Responses:	Percentage:
Strongly Support	145	27.46%
Support	203	38.45%
Currently Sufficient	65	12.31%
Disagree	53	10.04%
Strongly Disagree	62	11.74%
Total	528	100.00%

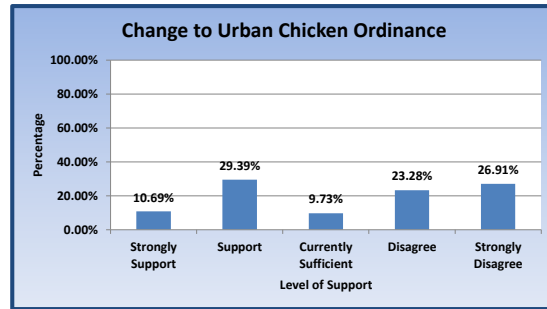
	Number of Responses:	Percentage
Support/Strongly Support	348	65.91%
Currently Sufficient	64	12.31%
Disagree/Strongly Disagree	115	21.78%
Total	527	100.00%



6) Should Suamico consider allowing up to three chickens per residential lot? They must be fenced in at all times, no roosters, pens kept clean, annually permitted, and allowed with adjoining property approval. Would you support such an ordinance change?

	Number of Responses:	Percentage:
Strongly Support	56	10.69%
Support	154	29.39%
Currently Sufficient	51	9.73%
Disagree	122	23.28%
Strongly Disagree	141	26.91%
Total	524	100.00%

	Number of Responses:	Percentage
Support/Strongly Support	210	40.08%
Currently Sufficient	51	9.73%
Disagree/Strongly Disagree	263	50.19%
Total	524	100.00%

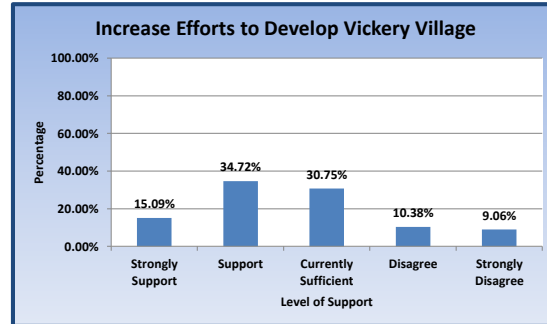


Commercial Development:

7) Should the Village increase efforts to develop Vickery Village and Riverside Drive area?

	Number of Responses:	Percentage:
Strongly Support	80	15.09%
Support	184	34.72%
Currently Sufficient	163	30.75%
Disagree	55	10.38%
Strongly Disagree	48	9.06%
Total	530	100.00%

	Number of Responses:	Percentage
Support/Strongly Support	264	49.81%
Currently Sufficient	163	30.75%
Disagree/Strongly Disagree	103	19.43%
Total	530	100.00%



Additional specific areas the Village should encourage commercial development:

*The following is a chart of the most common resident responses. ALL resident suggestions/comments have been sent to the Village Board and carefully considered for the final strategic plan.

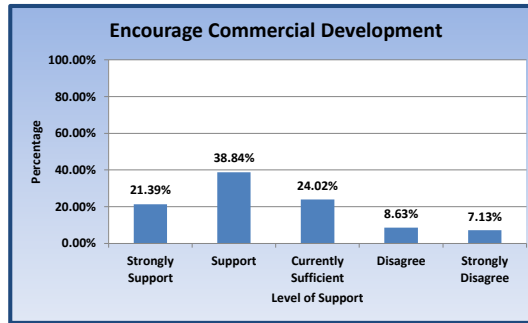
5 Most Common Responses:	Number of Responses:
Lineville	29
Hwy. 41	28
Velp Ave.	21
Deerfield	5
Frontage Rd.	5
Total Responses	109

Additional Areas Recommended by Residents:
 Riverside Drive
 Urban Edge
 Revolinski Land bought by Village
 Flintville
 Cardinal
 Sunset Beach Road

8) Should the Village encourage commercial development within Suamico? (i.e. with developer incentives)

	Number of Responses:	Percentage:
Strongly Support	114	21.39%
Support	207	38.84%
Currently Sufficient	128	24.02%
Disagree	46	8.63%
Strongly Disagree	38	7.13%
Total	533	100.00%

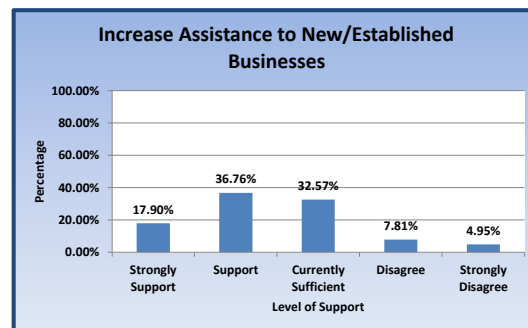
	Number of Responses:	Percentage
Support/Strongly Support	321	60.23%
Currently Sufficient	128	24.02%
Disagree/Strongly Disagree	84	15.76%
Total	533	100.00%



9) Should the Village increase efforts to assist new and/or established businesses in Suamico?

	Number of Responses:	Percentage:
Strongly Support	94	17.90%
Support	193	36.76%
Currently Sufficient	171	32.57%
Disagree	41	7.81%
Strongly Disagree	26	4.95%
Total	525	100.00%

	Number of Responses:	Percentage
Support/Strongly Support	287	54.67%
Currently Sufficient	171	32.57%
Disagree/Strongly Disagree	67	12.76%
Total	525	100.00%



If yes, what type(s) of assistance:

*The following is a chart of the most common resident responses. ALL resident suggestions/comments have been sent to the Village Board and carefully considered for the final strategic plan.

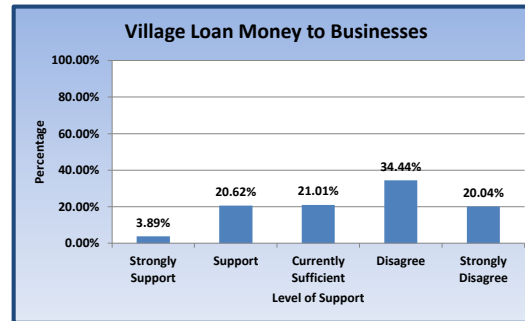
5 Most Common Responses:	Number of Responses:
Tax Incentives/Breaks	27
Advertise/Buy Local	20
Less "Red Tape"/Regulation	14
TIF	10
Leave Bus. Alone	6
Total Responses	141

Additional Types of Assistance recommended by Residents:
 5: Signage, Beautification/rural atmosphere
 4: Special Public Events/Recognition
 3: Low Interest Loans, Road Improvement, Permit Assistance, Grants/Bond Assistance
 2: No Tax \$ to Businesses, Sewer & Water, Infrastructure, Rezoning
 1: Lighting, Loan Assistance, Site Selection, What Board Decides, Business Advice, Expansion of Utility

10) Should the Village loan money to new and/or expanding businesses in Suamico?

	Number of Responses:	Percentage:
Strongly Support	20	3.89%
Support	106	20.62%
Currently Sufficient	108	21.01%
Disagree	177	34.44%
Strongly Disagree	103	20.04%
Total	514	100.00%

	Number of Responses:	Percentage
Support/Strongly Support	126	24.51%
Currently Sufficient	108	21.01%
Disagree/Strongly Disagree	280	54.47%
Total	514	100.00%

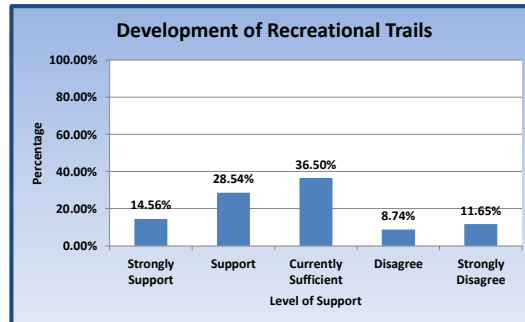


Parks, Recreation, Forestry, and Trails:

11) Should the Village focus on developing new recreational trails and the improvement/expansion of existing trails? For information on the adopted trails plan visit <http://www.suamico.org>, select Departments, Community Development and select Finalized Trail Plan 2010-2015.

	Number of Responses:	Percentage:
Strongly Support	75	14.56%
Support	147	28.54%
Currently Sufficient	188	36.50%
Disagree	45	8.74%
Strongly Disagree	60	11.65%
Total	515	100.00%

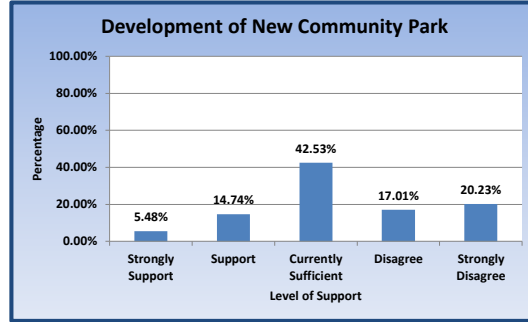
	Number of Responses:	Percentage
Support/Strongly Support	222	43.11%
Currently Sufficient	188	36.50%
Disagree/Strongly Disagree	105	20.39%
Total	515	100.00%



12) Should the Village develop a new Community Park? A Community Park is typically a larger park with more recreational amenities. For current park locations visit www.suamico.org, select Departments, Recreation and select Parks.

	Number of Responses:	Percentage:
Strongly Support	29	5.48%
Support	78	14.74%
Currently Sufficient	225	42.53%
Disagree	90	17.01%
Strongly Disagree	107	20.23%
Total	529	100.00%

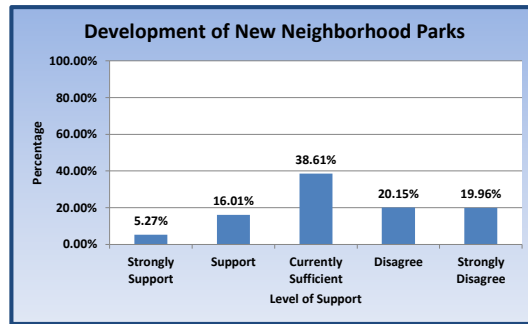
	Number of Responses:	Percentage
Support/Strongly Support	107	20.23%
Currently Sufficient	225	42.53%
Disagree/Strongly Disagree	197	37.24%
Total	529	100.00%



13) Should the Village develop multiple new Neighborhood Parks? A Neighborhood Park is a typically smaller park with limited recreational amenities.

	Number of Responses:	Percentage:
Strongly Support	28	5.27%
Support	85	16.01%
Currently Sufficient	205	38.61%
Disagree	107	20.15%
Strongly Disagree	106	19.96%
Total	531	100.00%

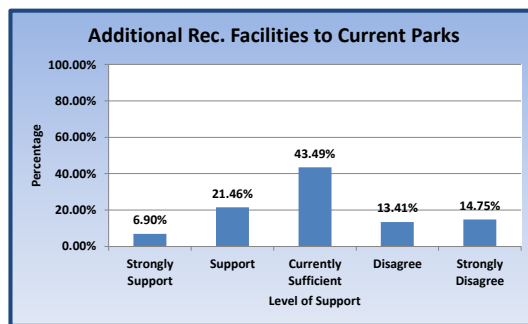
	Number of Responses:	Percentage
Support/Strongly Support	113	21.28%
Currently Sufficient	205	38.61%
Disagree/Strongly Disagree	213	40.11%
Total	531	100.00%



14) Should the Village provide additional recreational facilities to our current community parks? (i.e. more basketball courts, baseball fields, tennis courts, volleyball courts, horseshoe pits, etc.)

	Number of Responses:	Percentage:
Strongly Support	36	6.90%
Support	112	21.46%
Currently Sufficient	227	43.49%
Disagree	70	13.41%
Strongly Disagree	77	14.75%
Total	522	100.00%

	Number of Responses:	Percentage
Support/Strongly Support	148	28.35%
Currently Sufficient	227	43.49%
Disagree/Strongly Disagree	147	28.16%
Total	522	100.00%



If you support, what type(s) of recreational facilities:

*The following is a chart of the most common resident responses. ALL resident suggestions/comments have been sent to the Village Board and carefully considered in the final strategic plan.

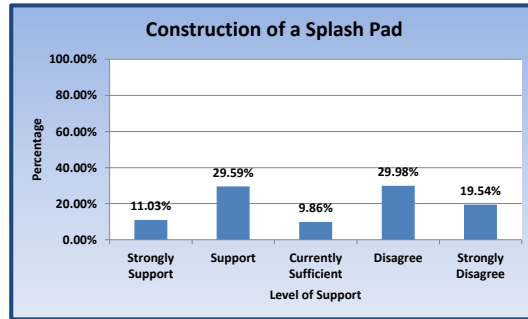
5 Most Common Responses:	Number of Responses:
Basketball Courts	22
Volleyball Courts	21
Tennis	20
Horseshoe Pits	18
Baseball Fields	14
Total Responses	92

Additional Recreational Facility Suggestions:
 11: Pool
 6: Ice Skating/Hockey Rink, Walking/Biking Trails
 5: Soccer Fields
 4: Splash Pad
 3: Beach, Playground equipment, Skateboard Park
 2: Shelters, Picnic Tables, Ponds of Fishing, Frisbee Golf Course, Football Field
 1: Skating Rink, Golf Course, Canoe Rental, Cross Country Ski, Teaching Opportunities (composing, star gazing, bike/hiking)

15) Should the Village construct a Splash Pad in one of our parks? A splash pad is an area utilizing showers or ground nozzles for water play and has no standing water.

	Number of Responses:	Percentage:
Strongly Support	57	11.03%
Support	153	29.59%
Currently Sufficient	51	9.86%
Disagree	155	29.98%
Strongly Disagree	101	19.54%
Total	517	100.00%

	Number of Responses:	Percentage
Support/Strongly Support	210	40.62%
Currently Sufficient	51	9.86%
Disagree/Strongly Disagree	256	49.52%
Total	517	100.00%



Strategic Plan Objective:

16) Rank the following initiatives in order of what you feel should be the Village's primary objectives for 2012-2014, with 1 being the most important.

*Some Residents valued multiple initiatives at the same level of importance (giving them the same numerical rank). A few Residents also ranked some of the initiatives beyond the scale (11-12) or left objectives blank demonstrating a lack of importance as compared to the other projects.

Objectives	1	2	3	4	5	6	7	8	9	10	11	12	Total:
Encouragement of Commercial & Business Dev.	133	109	60	31	22	32	35	24	2	1	0	1	450
Encouragement of Residential Development	19	34	63	64	50	52	65	73	4	3	1	0	428
Development of a Business Park along Highway 41	69	101	58	57	29	38	36	45	4	2	1	0	440
Maintenance of Community Roads	192	82	105	53	26	15	16	5	0	0	1	0	495
Preservation of Historic Landmarks	17	18	41	54	74	57	64	97	6	3	1	0	432
Preservation of Ecologically-Valuable Area	48	62	52	48	67	66	56	33	3	2	2	0	439
Expansion and Maintenance of Local Parks	22	30	44	62	91	80	56	34	1	4	1	0	425
Implementation of Trails Plan	17	35	36	56	60	56	60	90	3	3	2	0	418
Other	25	3	3	3	1	1	0	0	3	0	0	0	39
Total:	542	474	462	428	420	397	388	401	26	18	9	1	

The following are the top three most common resident responses ranked 1-3 under the option "Other." ALL resident responses have been sent to the Village Board and carefully considered for the final strategic plan. In some cases residents wrote multiple suggestions under the "Other" option, all of which have been included in the final results.

3 Most Common Resident "Other" Responses Ranked #1:
 6 Residents - Cut Spending/Reduce Costs
 5 Residents - Reduce Taxes
 3 Residents - Develop Sunset Beach Rd/Access to Bay

3 Most Common Resident "Other" Responses Ranked #2:
 1 Resident - Lower taxes/Debt
 1 Resident - Reduce number of Village Halls
 1 Resident - Cut Spending

3 Most Common Resident "Other" Responses Ranked #3:
 1 Resident - Sunset Beach Rd Beach/Bay Access
 1 Resident - Develop Flintville
 1 Resident - Landscaping

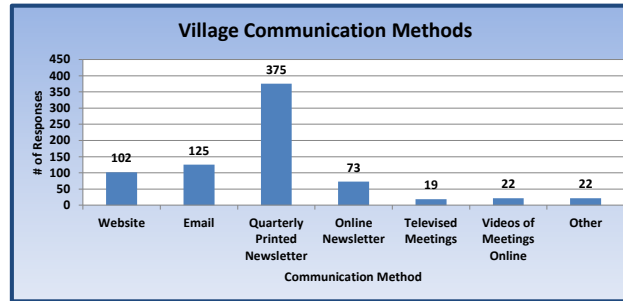
3 Most Common Resident "Other" Responses without Rank:
 3 Residents - Lights
 2 Residents - Trails/Walkways
 2 Residents - Community Pool/Water Park

Village Communication:

17) What is the best way for the Village to communicate with residents?

*Many residents selected multiple methods of communication, all of which were incorporated into the final results. The "Percentage" column depicts that answer's percentage compared to the total number of responses.

	Number of Responses:	Percentage:
Website	102	13.82%
Email	125	16.94%
Quarterly Printed Newsletter	375	50.81%
Online Newsletter	73	9.89%
Televised Meetings	19	2.57%
Videos of Meetings Online	22	2.98%
Other	22	2.98%
Total	738	100.00%

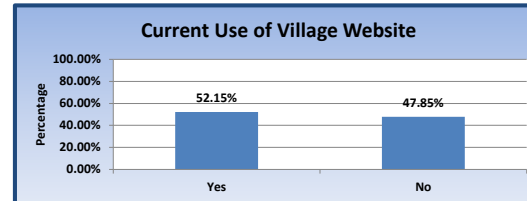


Resident Comments and Suggestions:

- 6 Residents expressed their concern that not everyone has access to computers or knows how to use them.
- 4 Residents suggested we could save money by allowing residents to sign up online to receive the newsletter via email/website.
- 3 Residents suggested using all the mentioned methods.
- 3 Residents complimented the Newsletter.
- 2 Residents suggested issuing a special issue newsletter with background information on "Big ticket" village items.

Do you currently use the Village website for information about the Village?

	Number of Responses:	Percentage:
Yes	267	52.15%
No	245	47.85%
Total	512	100.00%



Additional suggestions you would like the Village to address through 2014:

*ALL resident suggestions/comments have been sent to the Village Board and carefully considered for the final strategic plan. Residents have remained anonymous in the strategic plan.