

Community Survey Summary

TOWN OF GRAND RAPIDS COMPREHENSIVE PLAN - 2020

March 2020



Compiled by:

Wood County Department of Planning & Zoning



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INTRODUCTION

In 2020, the Town of Grand Rapids initiated a complete update of its 2009 Comprehensive Plan. The *Town of Grand Rapids Comprehensive Plan – 2020* will provide the primary framework and policy-directing strategy to guide the coordinated development of the town over the next 10-20 years.

Nowhere is the commitment to resident involvement more important than in local issues concerning comprehensive planning. The Town of Grand Rapids recognizes this importance. Consequently, a public participation strategy was identified early in the planning process to foster public involvement at all stages of the plan update. Public involvement is important to assure that the plan continues to truly reflect community needs and input from the public. Furthermore, it is essential to the overall success of the plan.

A community survey was developed by the Town Plan Commission as one means of gathering resident input and opinion. Specifically, the survey gathered information on: community perspectives; visions for the future; preferred town services; resident values and attitudes towards future development in the Town of Grand Rapids; and much more.

In March 2020, the Plan Commission mailed out 3,330 community surveys to all Grand Rapids residents and property owners. The mailing package contained a cover letter explaining the purpose of the survey and a pre-paid postage return envelope. After approximately two weeks, 1,378 completed surveys were returned by mail with a completion/response rate of over 41.4%. The return rate of over 41.4% is considered very strong for a survey distributed in this manner.

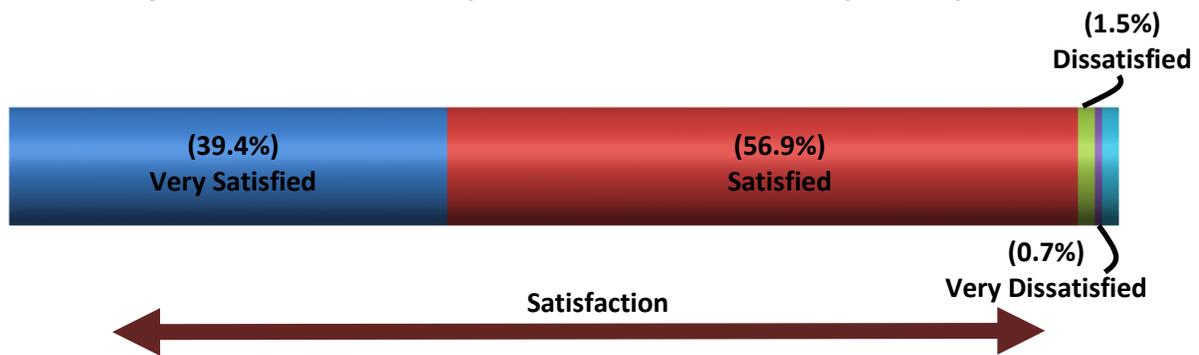
<p>3,330 Surveys Distributed 1,378 Surveys Returned</p> <hr/> <p>41.4% Completion/Return Rate</p>
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All survey responses were reviewed and the data was compiled into this survey summary report. This report summarizes the needs, desires, opinions, and attitudes of Grand Rapids residents. The report presents numeric tabulation and graphic representation of the questions and answers in the community survey. In addition to numeric data, respondent's additional comments are provided. The input collected through this survey will be incorporated into the *Town of Grand Rapids Comprehensive Plan – 2020*. Results of this survey will provide guidance for current and future development decisions over the next 10 to 20 years.



COMMUNITY

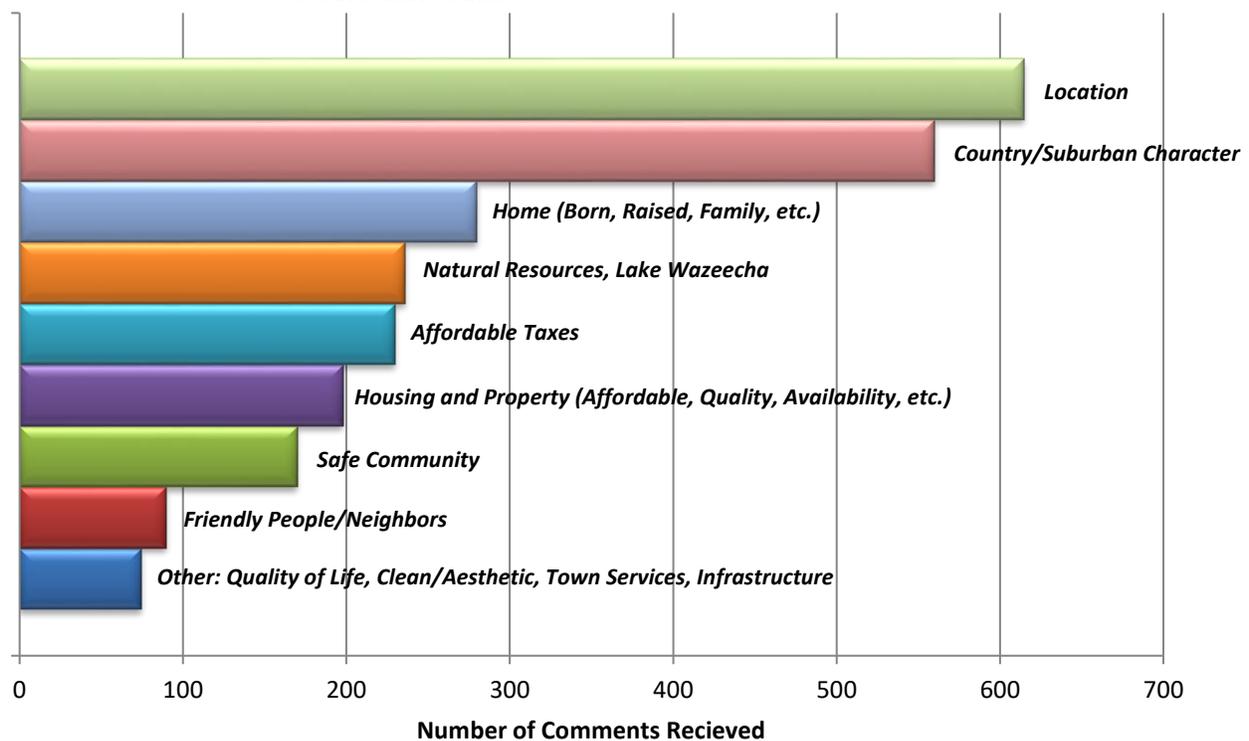
Question 1: In general, how satisfied are you with the Town of Grand Rapids as a place to live?



ANSWER CHOICES	RESPONSES
Very Satisfied	39.4%
Satisfied	56.9%
Dissatisfied	1.5%
Very Dissatisfied	0.7%
No Opinion	1.5%

Question 2: What are the top 2 reasons you choose to live in the Town of Grand Rapids?

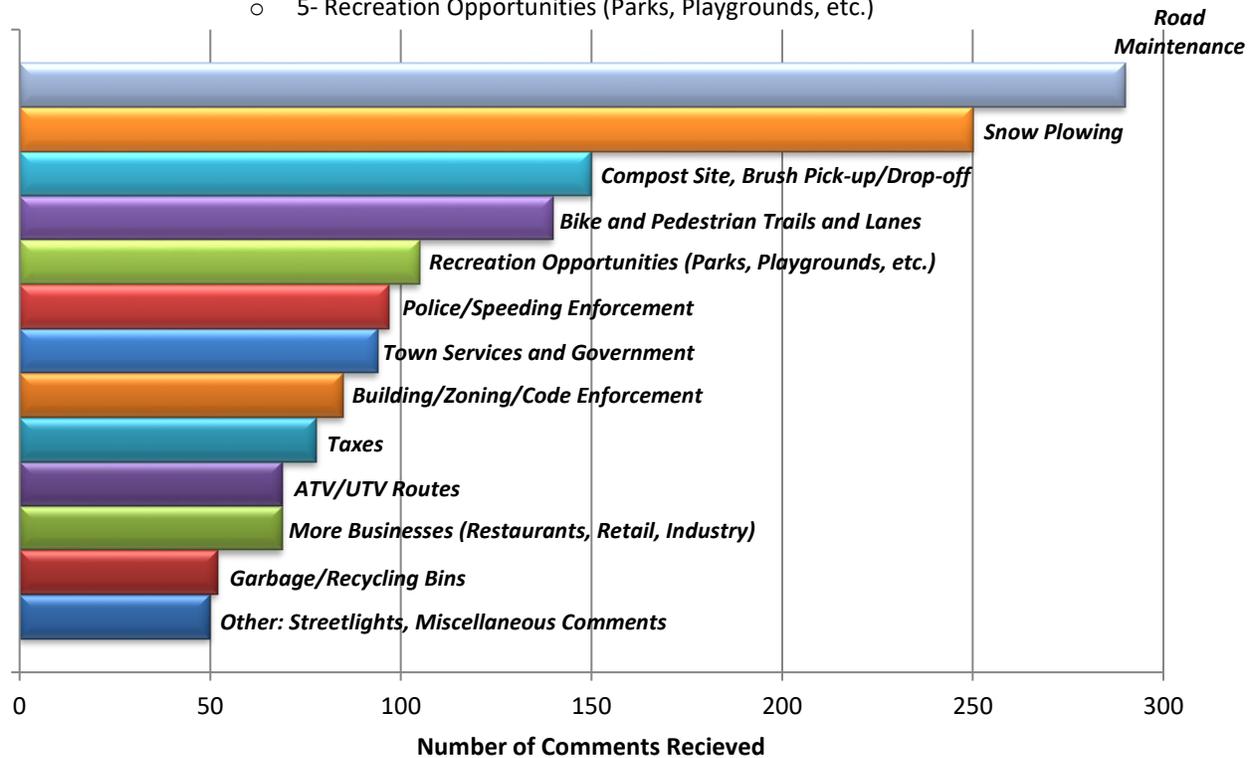
- Top five reasons:
 - 1- Location/Proximity to area communities (Employment, Amenities, Services, etc.)
 - 2- Country/Suburban Character (Quiet, Large Lots, Privacy, Open Space, etc.)
 - 3- Home (Born, Raised, Family, etc.)
 - 4- Natural Resources, Lake Wazeecha
 - 5- Affordable Taxes



*NOTE: A total of 2,369 responses were received. All responses have been compiled and presented to the Town of Grand Rapids.

Question 3: Please list two things you would like to improve/change in the Town of Grand Rapids:

- Top five issues:
 - **1- Road Maintenance**
 - 2- Snow Plowing
 - 3- Compost Site, Brush Pick-up/Drop-off
 - 4- Bike and Pedestrian Trails and Lanes
 - 5- Recreation Opportunities (Parks, Playgrounds, etc.)



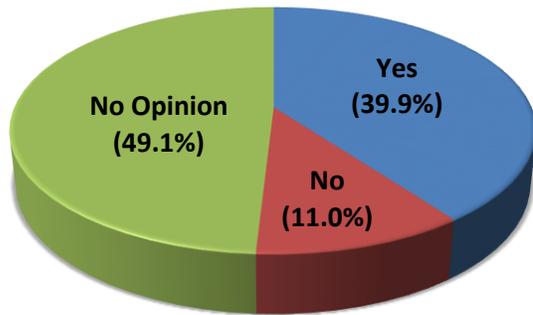
**NOTE: A total of 1,516 responses were received. All responses have been compiled and presented to the Town of Grand Rapids.*

Question 4: Rate the overall quality of life in the Town of Grand Rapids.



ANSWER CHOICES	RESPONSES
Excellent	30.0%
Good	63.7%
Fair	4.4%
Poor	0.1%
No Opinion	1.8%

Question 5: Annually, volunteer and non-profit events like the firefighter’s picnic, town-wide rummage sale, choose to reuse, etc. take place in the town. Would you like to see more community events in the town?



ANSWER CHOICES	RESPONSES
Yes	39.9%
No	11.0%
No Opinion	49.1%

Question 6: If you answered “yes” to Question 5, what kinds of community events would you like to see in the town?

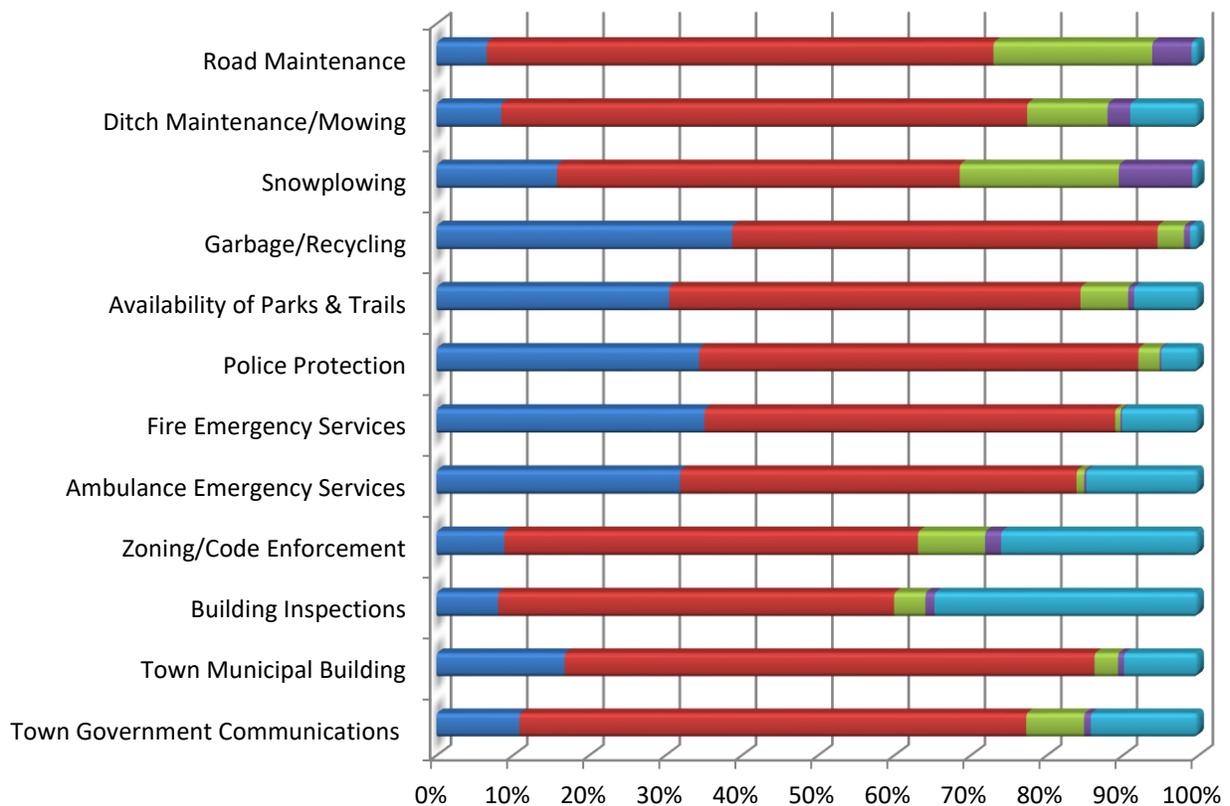
- Top responses included:
- Music Events
 - Picnics
 - Kids and Family Events and Activities

**NOTE: A total of 784 responses were received. All responses have been compiled and presented to the Town of Grand Rapids.*

TOWN SERVICES

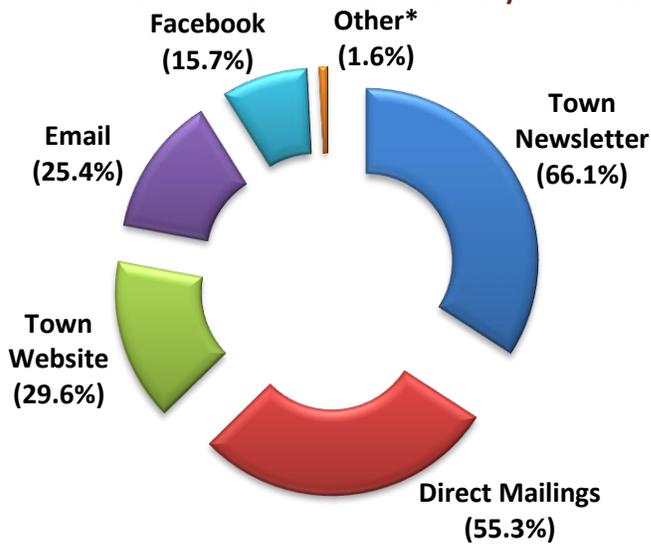
Question 7: How satisfied are you with the following services provided by the Town of Grand Rapids?

■ Very Satisfied
 ■ Satisfied
 ■ Dissatisfied
 ■ Very Dissatisfied
 ■ No Opinion



COMMUNICATIONS & INVOLVEMENT

Question 8: What are the most effective ways to receive information from the Town of Grand Rapids?

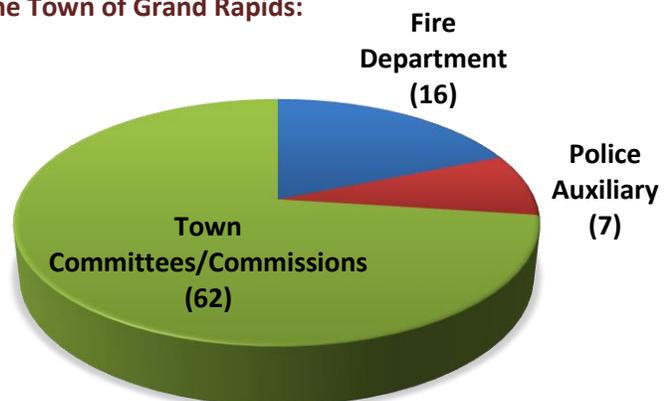


ANSWER CHOICES	RESPONSES
Town Website	29.6%
Town Newsletter	66.1%
Email	25.4%
Direct Mailings	55.3%
Facebook	15.7%
Other	1.6%

**NOTE: Other responses included: Text, Phone, Radio, TV, Newspaper, etc.*

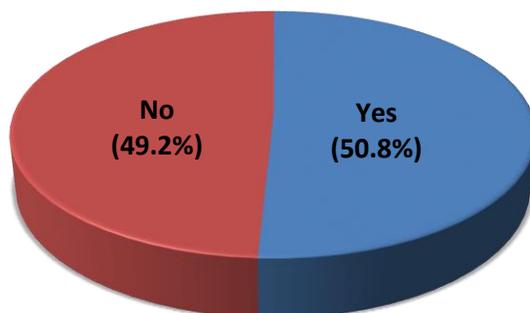
Question 9: Are you interested in serving on the Town of Grand Rapids:

ANSWER CHOICES	# RESPONSES
Fire Department	16
Police Auxiliary	7
Town Committees/Commissions	62



**NOTE: 1,299 survey respondents were not interested in serving.*

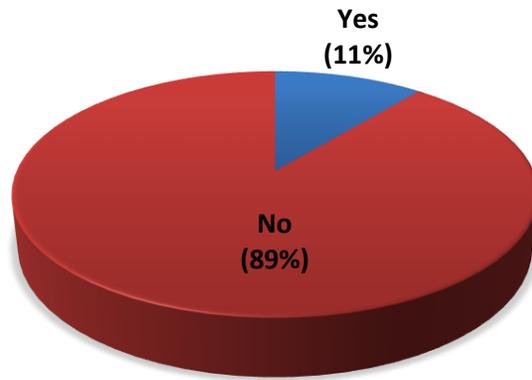
Question 10: Have you visited the Town of Grand Rapids website?



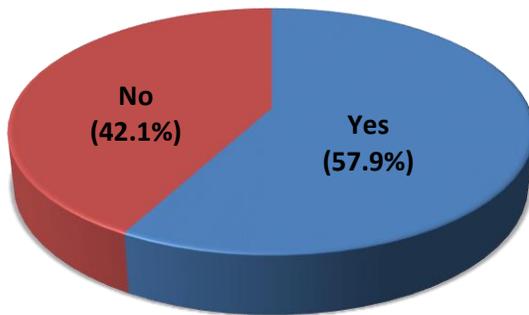
ANSWER CHOICES	RESPONSES
Yes	50.8%
No	49.2%

Question 11: Have you visited the Town of Grand Rapids Fire Department website?

ANSWER CHOICES	RESPONSES
Yes	11.0%
No	89.0%

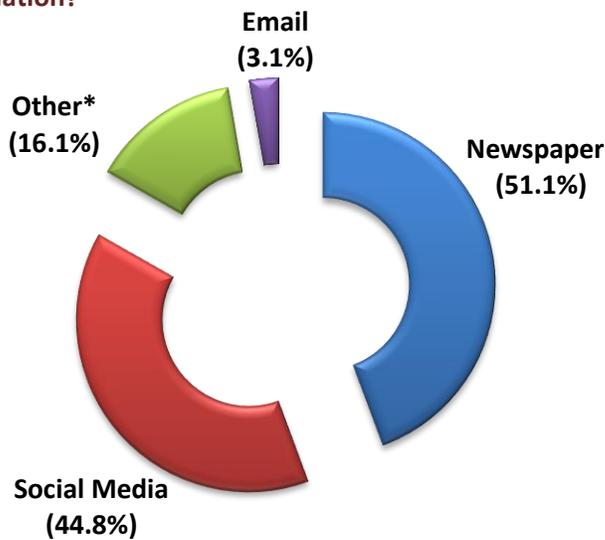


Question 12: Are you familiar with the Town of Grand Rapids being named by SafeWise as the #1 safest community in WI for 2019?



ANSWER CHOICES	RESPONSES
Yes	57.9%
No	42.1%

Question 13: If you answered “yes” to question 12, please indicate how you received this information?



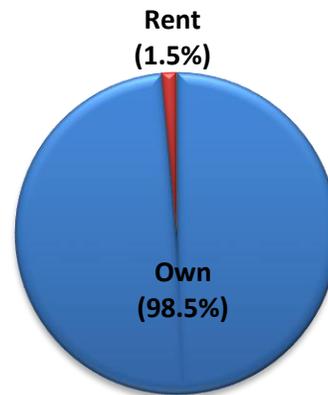
ANSWER CHOICES	RESPONSES
Email	3.1%
Social Media	44.8%
Newspaper	51.1%
Other	16.1%

**NOTE: Other responses included: Word-of-mouth, Radio, TV, News, etc.*

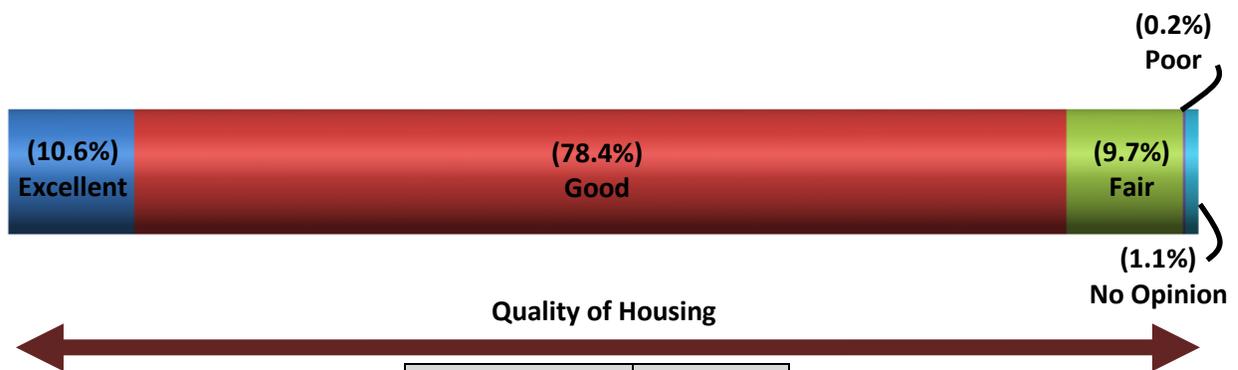
HOUSING

Question 14: Do you own or rent your residence?

ANSWER CHOICES	RESPONSES
Own	98.5%
Rent	1.5%

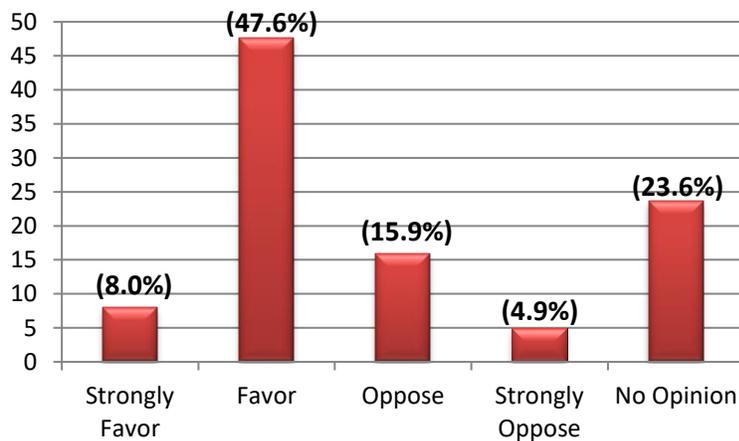


Question 15: Rate the overall quality and appearance of housing in the Town of Grand Rapids.



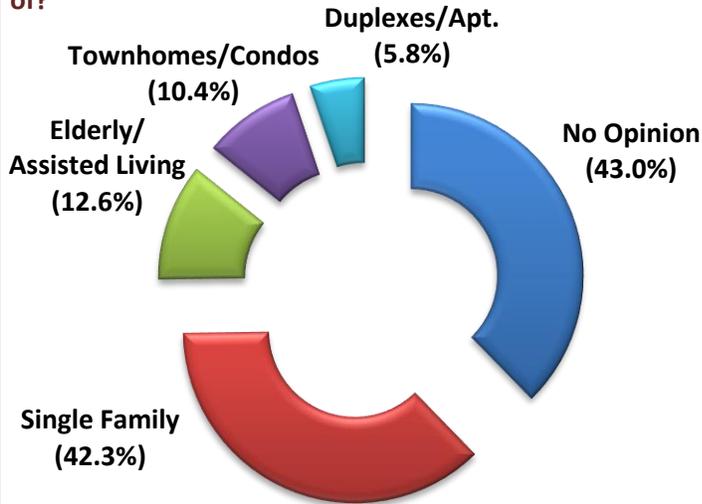
ANSWER CHOICES	RESPONSES
Excellent	10.6%
Good	78.4%
Fair	9.7%
Poor	0.2%
No Opinion	1.1%

Question 16: To what extent do you favor new residential development in the Town of Grand Rapids?



ANSWER CHOICES	RESPONSES
Strongly Favor	8.0%
Favor	47.6%
Oppose	15.9%
Strongly Oppose	4.9%
No Opinion	23.6%

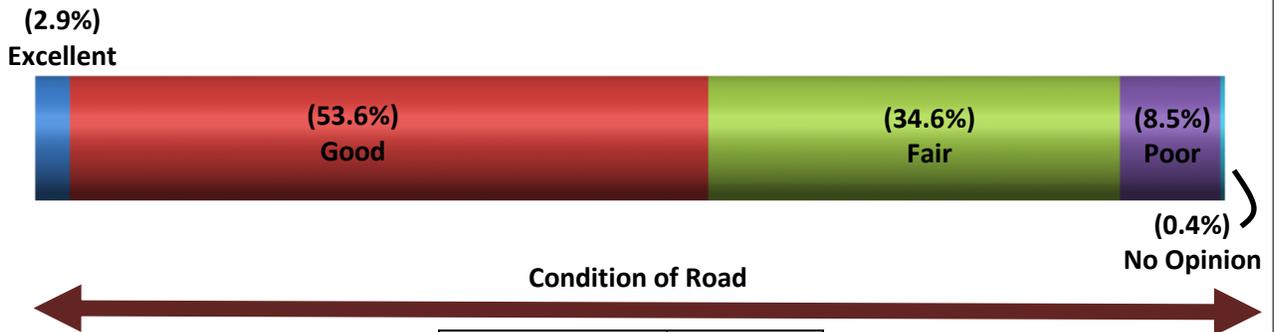
Question 17: What, if any, types of residential dwellings does the Town of Grands Rapids need more of?



ANSWER CHOICES	RESPONSES
Single Family	42.3%
Townhomes/Condos	10.4%
Duplexes/Apartments	5.8%
Elderly/Assisted Living	12.6%
No Opinion	43.0%

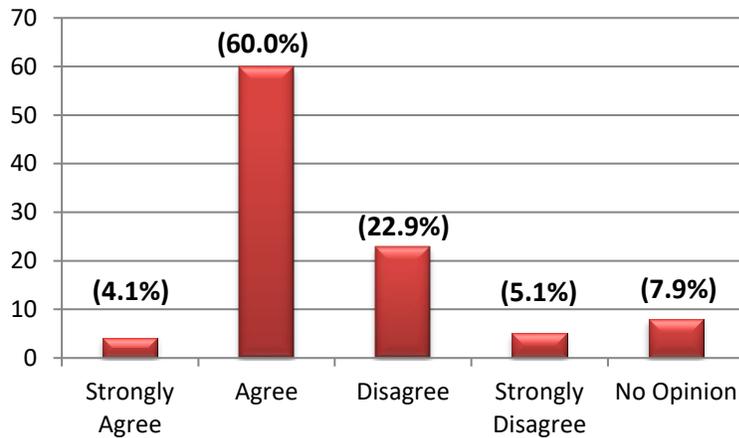
TRANSPORTATION

Question 18: Rate the overall condition of roads in the Town of Grand Rapids.



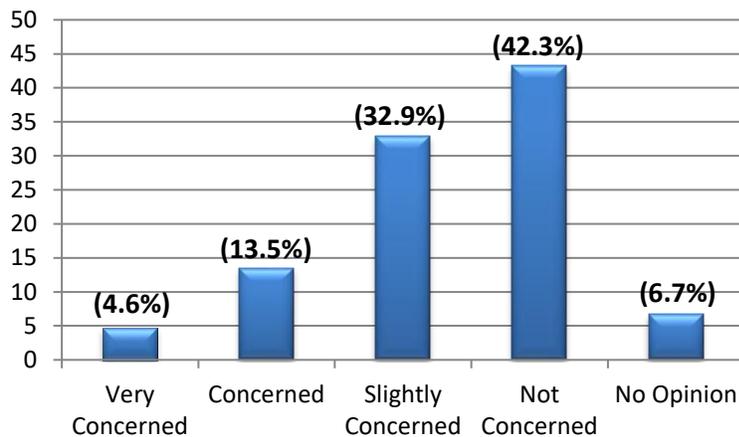
ANSWER CHOICES	RESPONSES
Excellent	2.9%
Good	53.6%
Fair	34.6%
Poor	8.5%
No Opinion	0.4%

Question 19: The Town of Grand Rapids is a safe community for bicyclists and pedestrians.



ANSWER CHOICES	RESPONSES
Strongly Agree	4.1%
Agree	60.0%
Disagree	22.9%
Strongly Disagree	5.1%
No Opinion	7.9%

Question 20: How concerned are you with the volume & flow of traffic in the Town of Grand Rapids?



ANSWER CHOICES	RESPONSES
Very Concerned	4.6%
Concerned	13.5%
Slightly Concerned	32.9%
Not Concerned	42.3%
No Opinion	6.7%

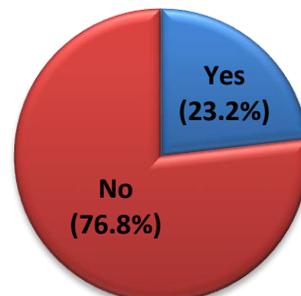
Question 21: Please list any intersections or locations in the town where you feel there are safety concerns for vehicle traffic, bicyclists or pedestrians.

- Top 5 roads of concern:
- 48th Street
 - Griffith Avenue/CTH Z
 - Whitrock Avenue
 - CTH W
 - Kellner Road

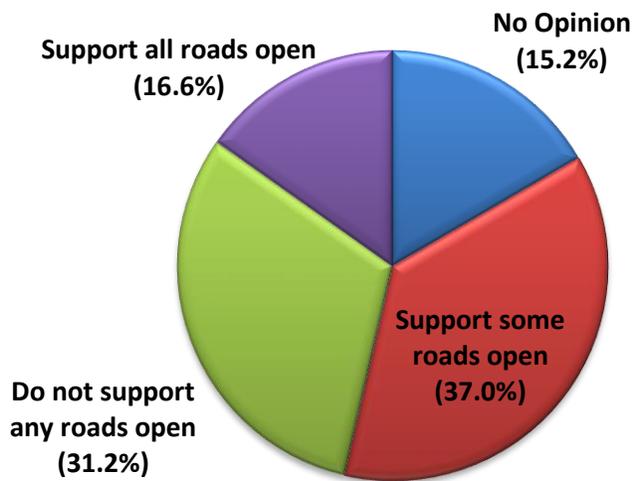
**NOTE: A total of 1,122 responses were received. All responses have been compiled and presented to the Town of Grand Rapids.*

Question 22: Do you own an ATV or UTV?

ANSWER CHOICES	RESPONSES
Yes	23.2%
No	76.8%



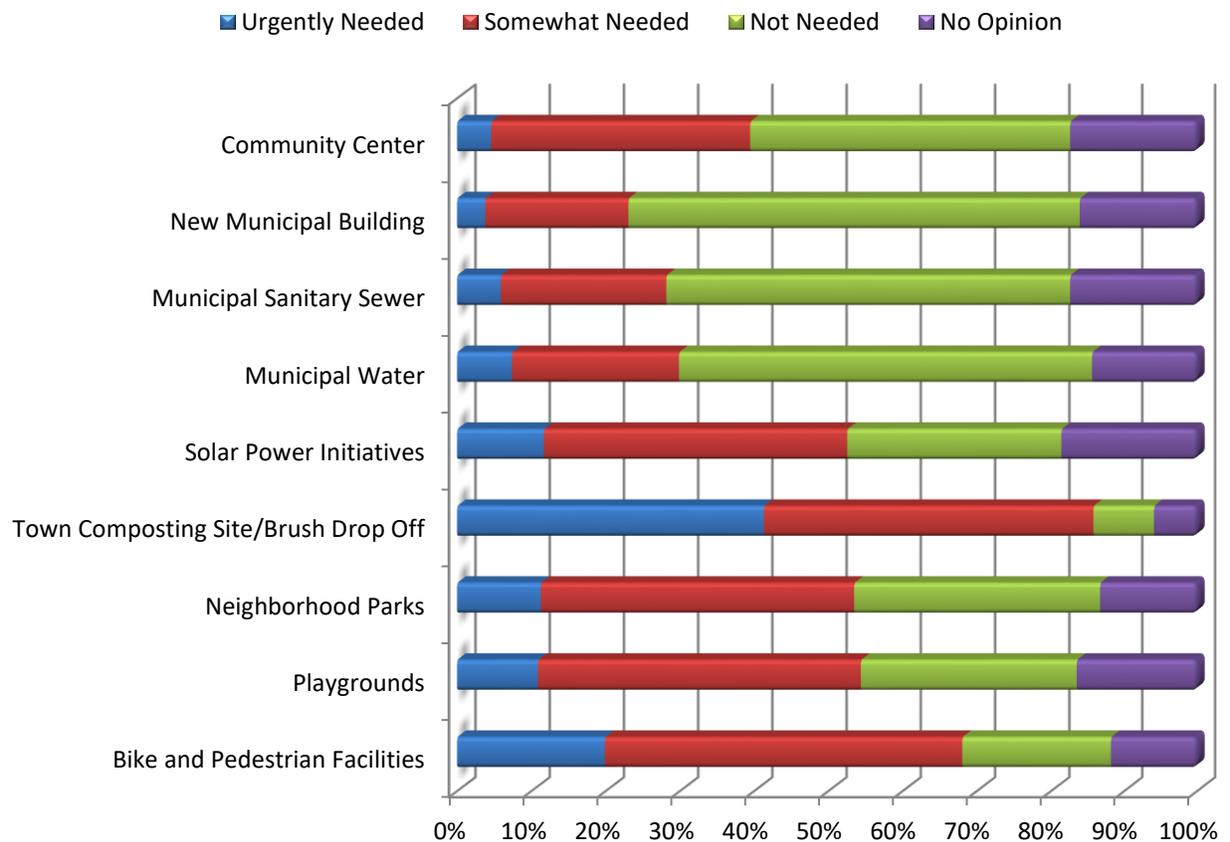
Question 23: Overall, how would you describe your position with respect to ATV/UTV use on Town of Grand Rapids roads?



ANSWER CHOICES	RESPONSES
Support all roads open	16.6%
Support some roads open	37.0%
Do not support any roads open	31.2%
No Opinion	15.2%

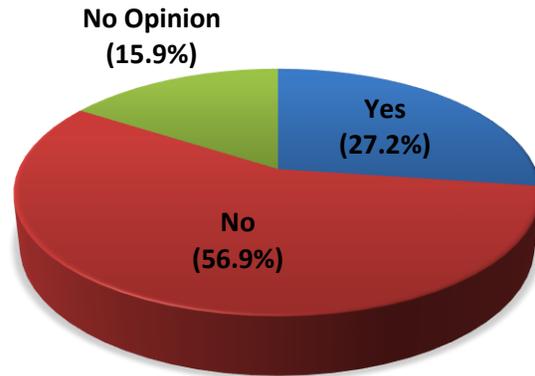
UTILITIES AND COMMUNITY FACILITIES

Question 24: To what degree should the Town of Grand Rapids consider and/or encourage the following services and facilities?



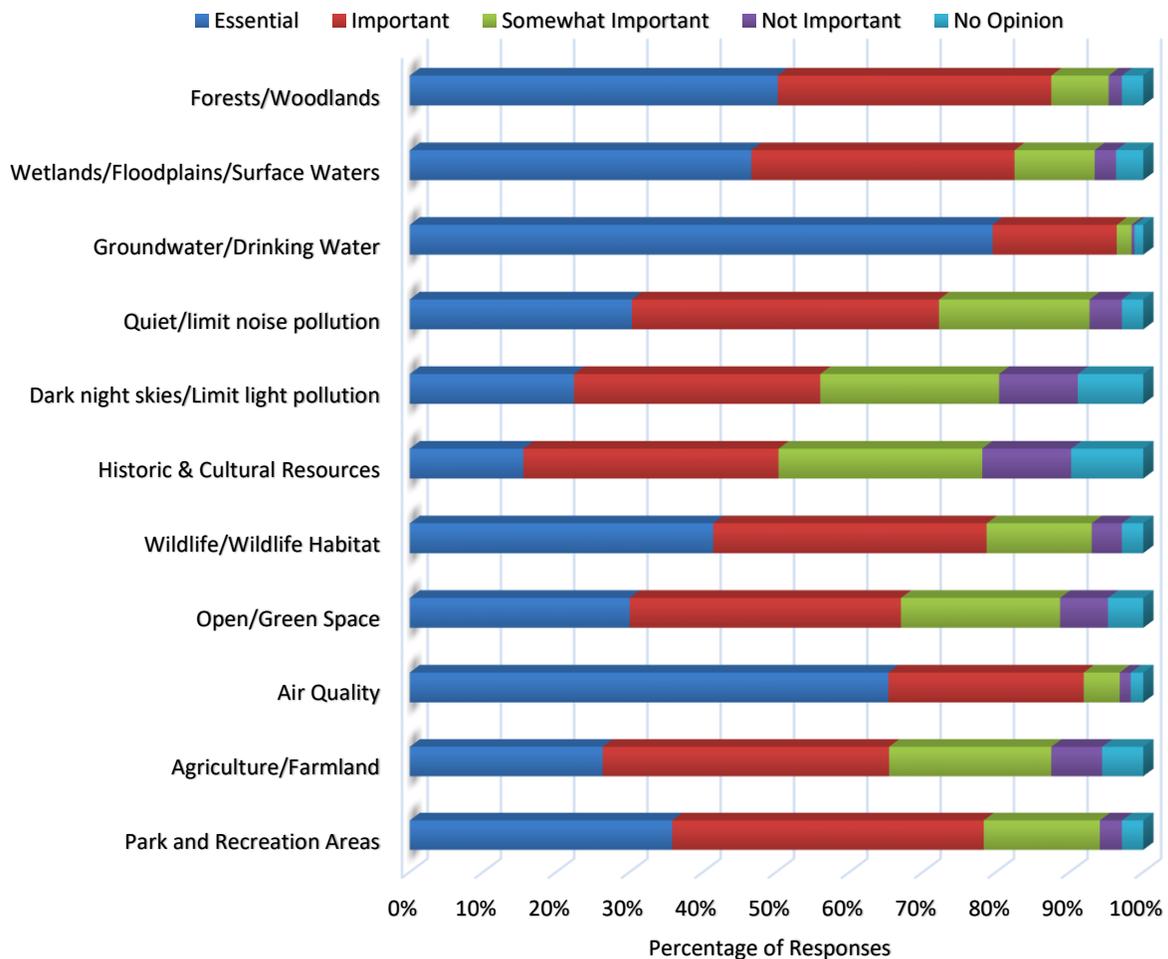
Question 25: Would you be in favor of the Town of Grand Rapids contributing tax payer money, no less than 2 million dollars, towards the construction of the Wisconsin Rapids Aquatic Center in exchange for reduced resident admission rates?

ANSWER CHOICES	RESPONSES
Yes	27.2%
No	56.9%
No Opinion	15.9%



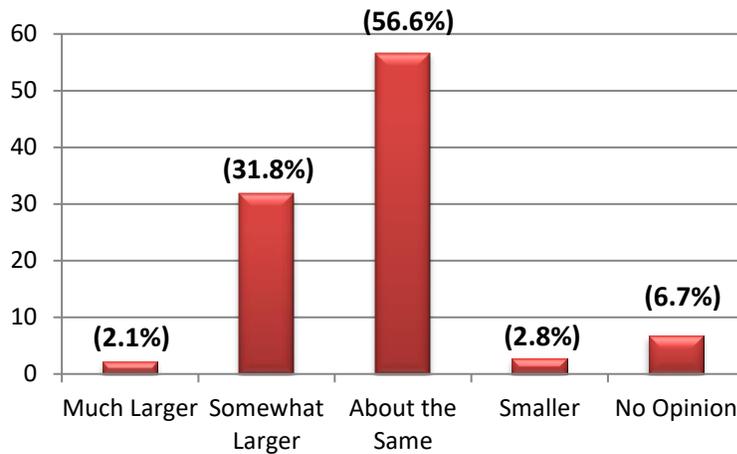
AGRICULTURAL, NATURAL & CULTURAL RESOURCES

Question 26: How important are the following to protect and/or enhance?



ECONOMIC DEVELOPMENT

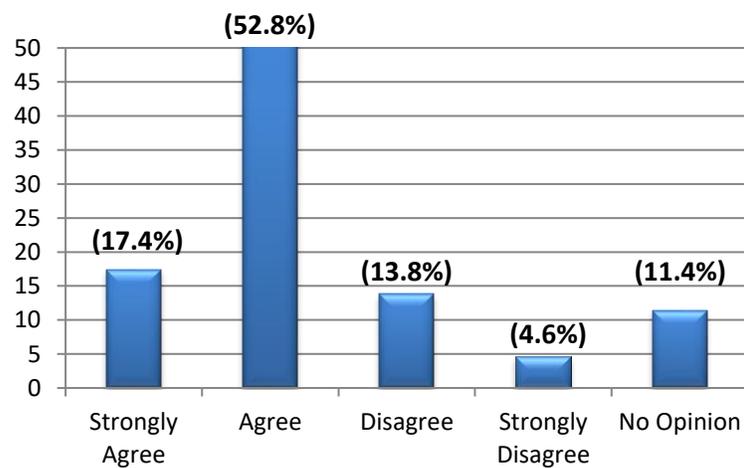
Question 27: The current population of Grand Rapids is estimated to be 7,796. Over the next 10 years, would you like to see the Town's population be:



ANSWER CHOICES	RESPONSES
Much Larger	2.1%
Somewhat Larger	31.8%
About the Same	56.6%
Smaller	2.8%
No Opinion	6.7%

Question 28: New business development should be encouraged in the Town of Grand Rapids.

ANSWER CHOICES	RESPONSES
Strongly Agree	17.4%
Agree	52.8%
Disagree	13.8%
Strongly Disagree	4.6%
No Opinion	11.4%



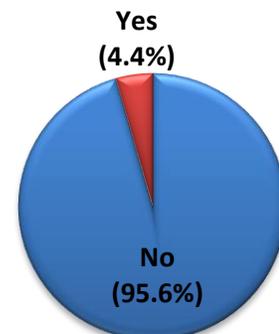
Question 29: What types of businesses would you like to see located in the Town of Grand Rapids?

- Top responses included:
- Restaurants and Food
 - Manufacturing
 - Grocery Store
 - Retail
 - Small Businesses and Shops

**NOTE: A total of 1,073 responses were received. All responses have been compiled and presented to the Town of Grand Rapids.*

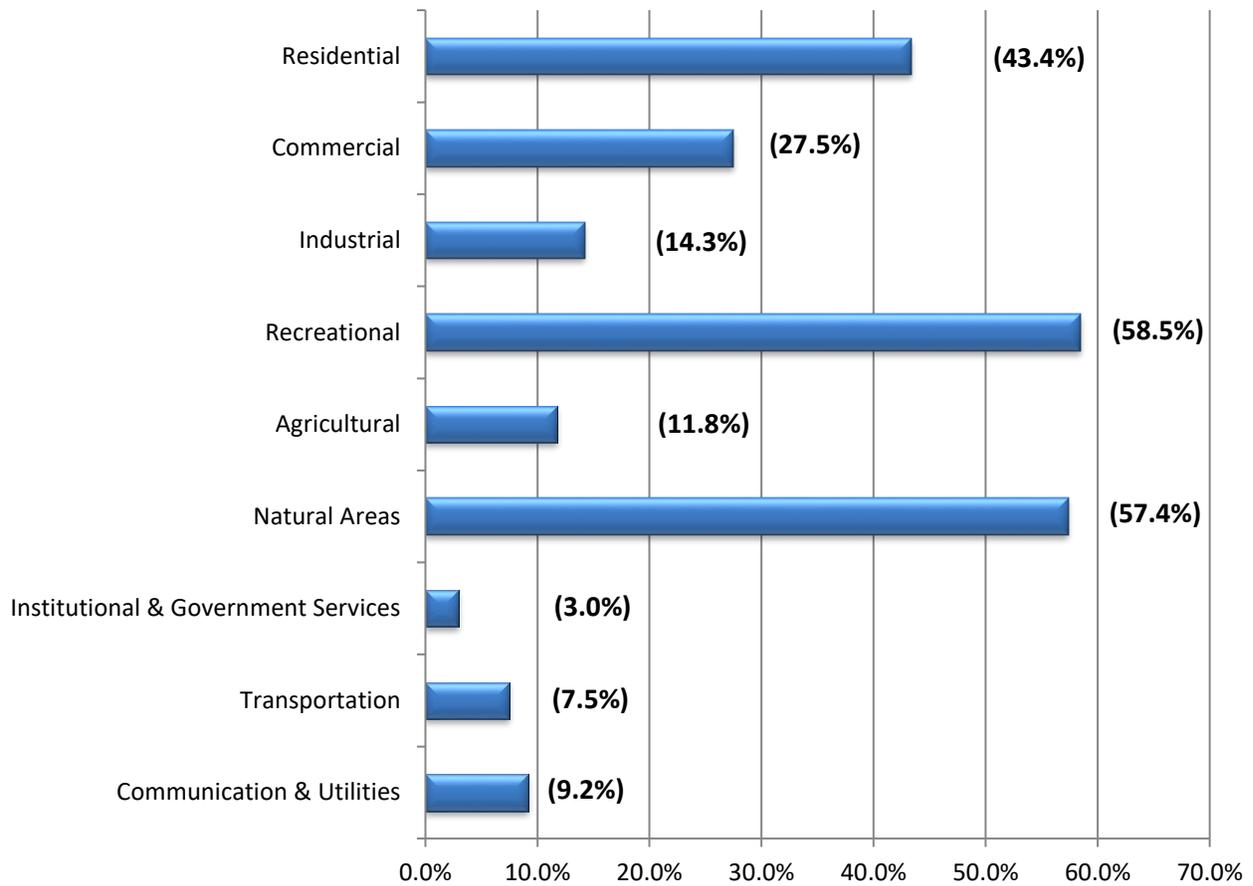
Question 30: Do you currently operate a home occupation business?

ANSWER CHOICES	RESPONSES
Yes	4.4%
No	95.6%

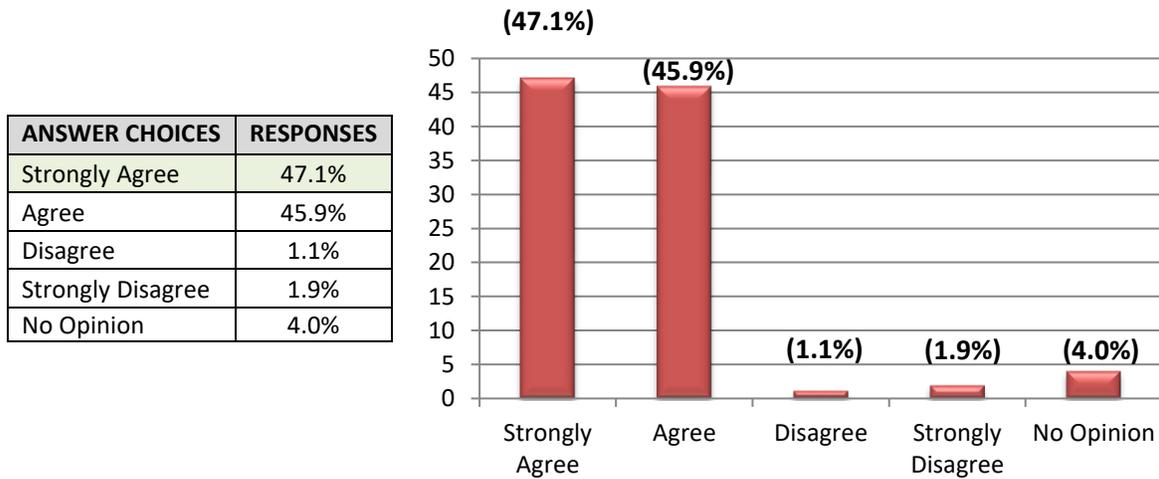


LAND USE

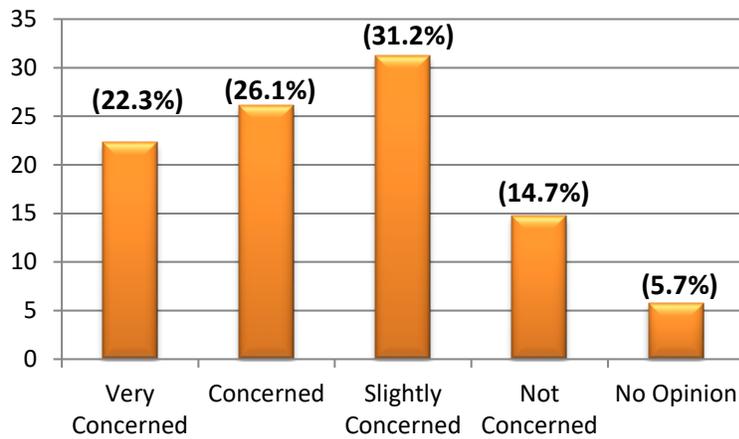
Question 31: What, if any, land uses would you like to see grow or expand in the Town of Grand Rapids?



Question 32: Maintaining the Town of Grand Rapids current suburban/rural character is important.



Question 33: How concerned are you if natural/rural areas and farmland in the Town of Grand Rapids are converted to more suburban types of land uses?

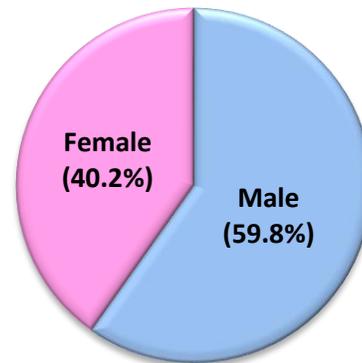


ANSWER CHOICES	RESPONSES
Very Concerned	22.3%
Concerned	26.1%
Slightly Concerned	31.2%
Not Concerned	14.7%
No Opinion	5.7%

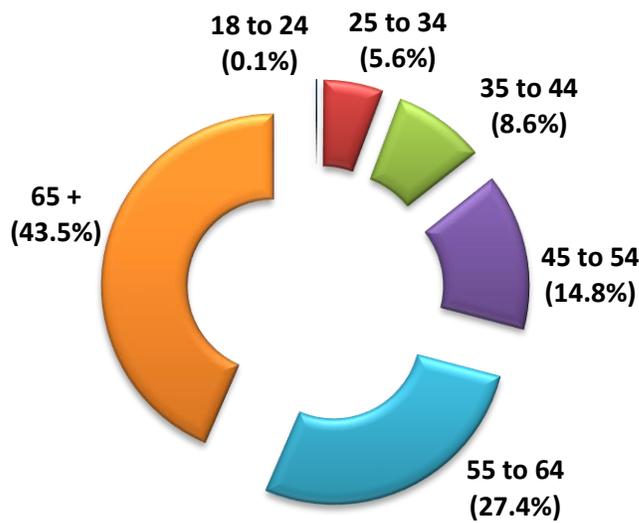
RESPONDENTS PROFILE

Question 34: What is your gender?

ANSWER CHOICES	RESPONSES
Male	59.8%
Female	40.2%

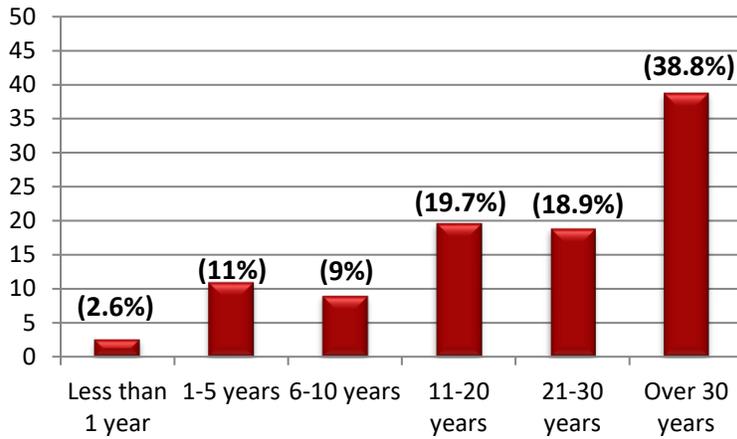


Question 35: What is your age?



ANSWER CHOICES	RESPONSES
18 to 24	0.1%
25 to 34	5.6%
35 to 44	8.6%
45 to 54	14.8%
55 to 64	27.4%
65 and older	43.5%

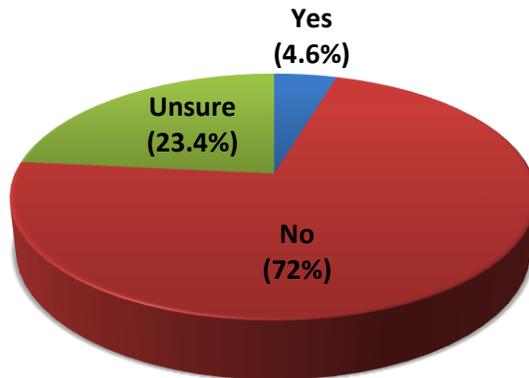
Question 36: How long have you resided in the Town of Grand Rapids?



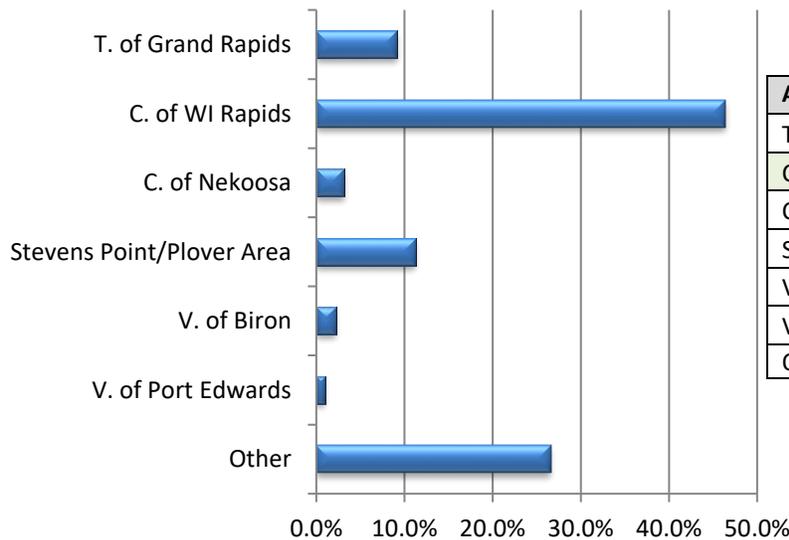
ANSWER CHOICES	RESPONSES
Less than 1 year	2.6%
1-5 years	11.0%
6-10 years	9.0%
11-20 years	19.7%
21-30 years	18.9%
Over 30 years	38.8%

Question 37: Do you have plans to move out of the Town of Grand Rapids within the next 5 years?

ANSWER CHOICES	RESPONSES
Yes	4.6%
No	72.0%
Unsure	23.4%



Question 38: If you are employed, where is your primary place of employment?

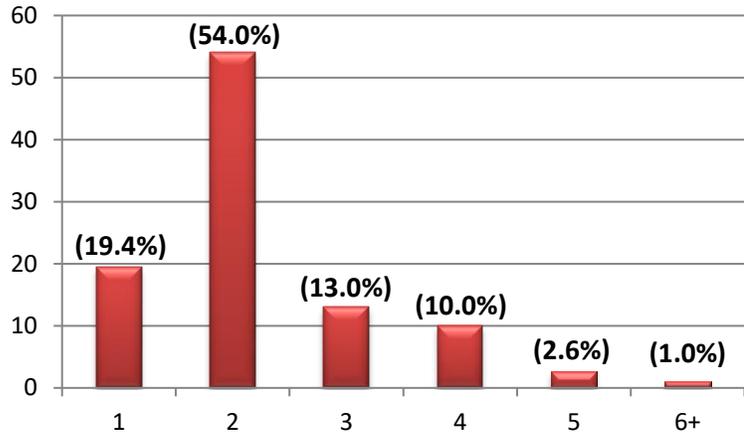


ANSWER CHOICES	RESPONSES
Town of Grand Rapids	9.2%
City of WI Rapids	46.4%
City of Nekoosa	3.2%
Stevens Point/Plover Area	11.3%
Village of Biron	2.2%
Village of Port Edwards	1.1%
Other	26.6%

**NOTE: Other responses included: Retired, Remotely, Adams/Juneau/Portage County, Marshfield, Pittsville, Wausau, etc.*

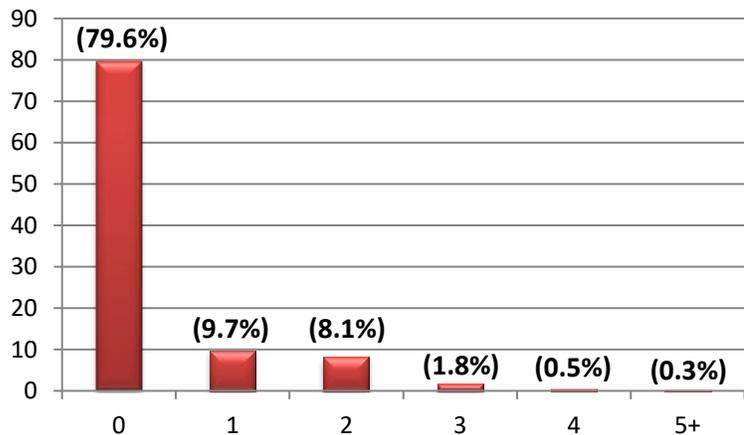
Question 39: How many people currently live in your household?

ANSWER CHOICES	RESPONSES
1	19.4%
2	54.0%
3	13.0%
4	10.0%
5	2.6%
6+	1.0%



Question 40: How many children under the age of 18 years old live in your home?

ANSWER CHOICES	RESPONSES
0	79.6%
1	9.7%
2	8.1%
3	1.8%
4	0.5%
5+	0.3%



Question 41: Additional Comments?

**NOTE: A total of 377 comments were received. All comments have been compiled and presented to the Town of Grand Rapids.*



2410 48th Street South
Wisconsin Rapids, WI 54494

Community Survey

Dear Town of Grand Rapids Residents and Property Owners,

The Town Plan Commission is starting the process of updating the Town of Grand Rapids Comprehensive Plan. This plan will guide current and future development of the town over the next 10-20 years. Public participation and input is essential to the overall success of the plan. Attached is a questionnaire designed to survey your opinions of the Town of Grand Rapids, and to determine future needs of our community. This questionnaire was developed by the Town Plan Commission and is part of our on-going effort to improve our community.

Please take a few minutes to answer the questions in the survey and then return it in the enclosed pre-paid/self-addressed envelope. We ask that only one person per household fill out the questionnaire, but please feel free to consult with all members of your household in forming your opinion.

The responses on the questionnaire will be tabulated by computer. Only the final results will be presented to the Plan Commission and the public at large. **The information provided to us on individual questionnaires is anonymous and confidential.**

Our Plan Commission meeting times and agendas will be posted at the Town Hall, The Store in Kellner, Town Garage, and on the town website (www.townofgrandrapids.org). Meeting minutes will be available on the website as well. You are also welcome to comment or ask questions at any of our meetings or give the town a call at (715) 424-1821.

There will be several opportunities for the public to participate in the planning process including work sessions, open house and community events. There will also be a public hearing near the end of the updating process to get any last-minute concerns or questions before submitting the updated plan to the Town Board for final approval. We hope you attend.

On behalf of the Town of Grand Rapids Plan Commission, thank you in advance for supporting the planning efforts in our community by completing and returning this survey.

PLEASE COMPLETE AND RETURN THE ATTACHED SURVEY NO LATER THAN MARCH 25TH

Sincerely,

Town of Grand Rapids Plan Commission:

Justin Conner, Chair
Jason Grueneberg
Jeff Brewbaker
Brian Piesik

Patty Lumby
Jason Sachs
Tom Heiser
Peggy Doughty, Zoning Administrator

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TOWN OF GRAND RAPIDS COMMUNITY SURVEY

Please complete and return this survey by MARCH 25TH

COMMUNITY

1. In general, how satisfied are you with the Town of Grand Rapids as a place to live? (Mark one)

- Very Satisfied Satisfied Dissatisfied Very Dissatisfied No Opinion

2. What are the top 2 reasons you choose to live in the Town of Grand Rapids? (List two)

1. _____

2. _____

3. Please list two things you would like to improve/change in the Town of Grand Rapids: (List two)

1. _____

2. _____

4. Rate the overall quality of life in the Town of Grand Rapids. (Mark one)

- Excellent Good Fair Poor No Opinion

5. Annually, volunteer and non-profit events like the firefighter's picnic, town-wide rummage sale, choose to reuse, etc. take place in the town. Would you like to see more community events in the town? (Mark one)

- Yes No No Opinion

6. If you answered "yes" to question 5, what kind of community events would you like to see in the town?

1. _____ 3. _____

2. _____ 4. _____

TOWN SERVICES

7. How satisfied are you with the following services provided by the Town of Grand Rapids? (Mark one for each service)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Road Maintenance	<input type="radio"/>				
Ditch Maintenance/Mowing	<input type="radio"/>				
Snowplowing	<input type="radio"/>				
Garbage/Recycling	<input type="radio"/>				
Availability of Parks & Trails	<input type="radio"/>				
Police Protection	<input type="radio"/>				
Fire Emergency Services	<input type="radio"/>				
Ambulance Emergency Services	<input type="radio"/>				
Zoning/Code Enforcement	<input type="radio"/>				
Building Inspections	<input type="radio"/>				
Town Municipal Building	<input type="radio"/>				
Town Government Communications	<input type="radio"/>				

COMMUNICATIONS & INVOLVEMENT

8. What are the most effective ways to receive information from the Town of Grand Rapids? (Mark all that apply)

- Town Website Town Newsletter Email Direct Mailings Facebook Other _____

9. Are you interested in serving on the Town of Grand Rapids: (Mark all that apply)

- Fire Department Police Auxiliary Town committees or commissions

If interested, please contact the Town Hall at 715-424-1821.

10. Have you visited the Town of Grand Rapids website (www.townofgrandrapids.org)? (Mark one)

- Yes No

11. Have you visited the Town of Grand Rapids Fire Department website (www.grandrapidsfd.com)? (Mark one)

- Yes No

12. Are you familiar with the Town of Grand Rapids being named by SafeWise as the #1 safest community in WI for 2019? (Mark one)

- Yes No

13. If you answered "yes" to question 12, please indicate how you received this information? (Mark all that apply)

- Email Social Media Newspaper Other (please specify) _____

HOUSING

14. Do you own or rent your residence? (Mark one)

- Own Rent

15. Rate the overall quality and appearance of housing in the Town of Grand Rapids. (Mark one)

- Excellent Good Fair Poor No Opinion

16. To what extent do you favor new residential development in the Town of Grand Rapids? (Mark one)

- Strongly Favor Favor Oppose Strongly Oppose No Opinion

17. What, if any, types of residential dwellings does the Town of Grand Rapids need more of? (Mark all that apply)

- Single Family Townhomes/Condos Duplexes/Apartments Elderly/Assisted Living No Opinion

TRANSPORTATION

18. Rate the overall condition of roads in the Town of Grand Rapids. (Mark one)

- Excellent Good Fair Poor No Opinion

19. The Town of Grand Rapids is a safe community for bicyclists and pedestrians. (Mark one)

- Strongly Agree Agree Disagree Strongly Disagree No Opinion

20. How concerned are you with the volume and flow of traffic in the Town of Grand Rapids? (Mark one)

- Very Concerned Concerned Somewhat Concerned Not Concerned No Opinion

21. Please list any intersections or locations in the town where you feel there are safety concerns for vehicle traffic, bicyclists or pedestrians.

1. _____ 2. _____

22. Do you own an ATV or UTV? (Mark one)

- Yes No

23. Overall, how would you describe your position with respect to ATV/UTV use on Town of Grand Rapids roads? (Mark one)

- I support all roads being open I support some roads being open I do not support any roads being open No opinion

UTILITIES AND COMMUNITY FACILITIES

24. To what degree should the Town of Grand Rapids consider and/or encourage the following services and facilities? (Mark one for each category)

	Urgently Needed	Somewhat Needed	Not Needed	No Opinion
Community Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Municipal Building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Municipal Sanitary Sewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Municipal Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solar Power Initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town Composting Site/Brush Drop Off	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike and Pedestrian Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Would you be in favor of the Town of Grand Rapids contributing tax payer money, no less than 2 million dollars, towards the construction of the Wisconsin Rapids Aquatic Center in exchange for reduced resident admission rates? (Mark one)

- Yes No No Opinion

AGRICULTURAL, NATURAL & CULTURAL RESOURCES

26. How important are the following to protect and/or enhance? (Mark one for each category)

	Essential	Important	Somewhat	Not Important	No Opinion
Forests/Woodlands	<input type="radio"/>				
Wetlands/Floodplains/Surface Waters	<input type="radio"/>				
Groundwater/Drinking Water	<input type="radio"/>				
Quiet-limit noise pollution	<input type="radio"/>				
Dark night skies-limit light pollution	<input type="radio"/>				
Historic & Cultural Resources	<input type="radio"/>				
Wildlife/Wildlife Habitat	<input type="radio"/>				
Open/Green Space	<input type="radio"/>				
Air Quality	<input type="radio"/>				
Agriculture/Farmland	<input type="radio"/>				
Park and Recreation Areas	<input type="radio"/>				

ECONOMIC DEVELOPMENT

27. The current population of Grand Rapids is estimated to be 7,796. Over the next 10 years, would you like to see the Town of Grand Rapids population be: (Mark one)

- Much larger Somewhat larger About the same Smaller No Opinion

28. New business development should be encouraged in the Town of Grand Rapids. (Mark one)

- Strongly Agree Agree Disagree Strongly Disagree No Opinion

29. What types of businesses would you like to see located in the Town of Grand Rapids? (List two)

1. _____ 2. _____

30. Do you currently operate a home occupation business? (Mark one)

Yes No

LAND USE

31. What, if any, land uses would you like to see grow or expand in the Town of Grand Rapids? (Mark all that apply)

Residential Commercial Industrial Recreational Agricultural
 Natural Areas Institutional & Government Services Transportation Communication & Utilities

32. Maintaining the Town of Grand Rapids current suburban/rural character is important. (Mark one)

Strongly Agree Agree Disagree Strongly Disagree No Opinion

33. How concerned are you if natural/rural areas and farmland in the Town of Grand Rapids are converted into more suburban types of land uses? (Mark one)

Very Concerned Concerned Somewhat Concerned Not Concerned No Opinion

DEMOGRAPHICS

34. What is your gender? (Mark one)

Male Female

35. What is your age? (Mark one)

18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 and older

36. How long have you resided in the Town of Grand Rapids? (Mark one)

less than 1 year 1-5 years 6-10 years 11-20 years 21-30 years over 30 years

37. Do you have plans to move out of the Town of Grand Rapids within the next 5 years? (Mark one)

Yes No Unsure

38. If you are employed, where is your primary place of employment? (Mark one)

In the Town of Grand Rapids City of Wisconsin Rapids City of Nekoosa Stevens Point/Plover Area Village of Biron
 Village of Port Edwards Other _____

39. How many people currently live in your household? (Mark one)

1 2 3 4 5 6+

40. How many children under of the age of 18 years old live in your home? (Mark one)

0 1 2 3 4 5+

41. Additional Comments?

Thank you for supporting the planning efforts in the Town of Grand Rapids by completing and returning this survey!

*****PLEASE COMPLETE AND RETURN THIS SURVEY BY MARCH 25*****

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The Wood County Department of Planning and Zoning along with the Town of Grand Rapids would like to thank all who participated in the community survey.



Wood County Department of Planning and Zoning

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