

Appendix C

SurveyMonkey Community Survey Results

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For this example, we'll use a 5-point rating scale question. The weights assigned to each answer choices are shown in parentheses:

Responsibilities are shared fairly among your team members.

- Strongly Disagree (1)
- Disagree (2)
- Neither Agree nor Disagree (3)
- Agree (4)
- Strongly Agree (5)

After collecting responses to the survey, the results will look something like this.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total	Average Rating
Responsibilities are shared fairly among your team members.	20.45% 9	27.27% 12	20.45% 9	11.36% 5	20.45% 9	44	2.84

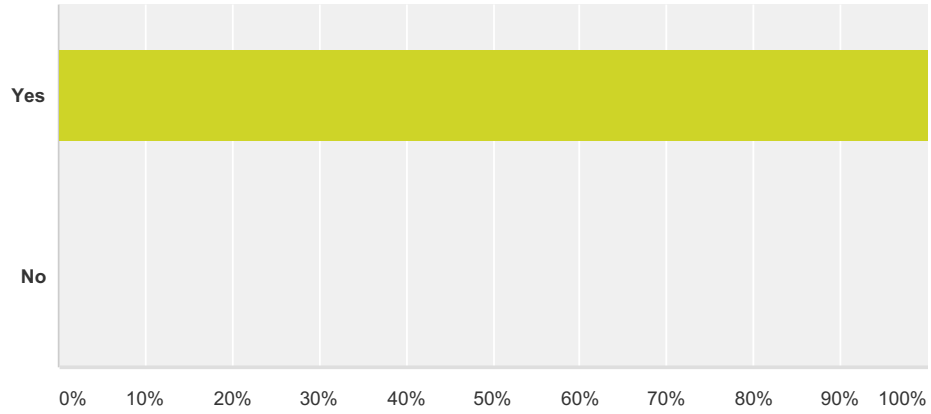
The average rating of 2.84 indicates that the average sentiment among respondents is that responsibilities are not shared fairly among their team members. The average rating was calculated as follows:

$$\frac{(9*1) + (12*2) + (9*3) + (5*4) + (9*5)}{44}$$

$$125/44 = 2.84$$

Q1 Qualifications: I certify that I am either a resident or property taxpayer in the Town of Watertown, Wisconsin

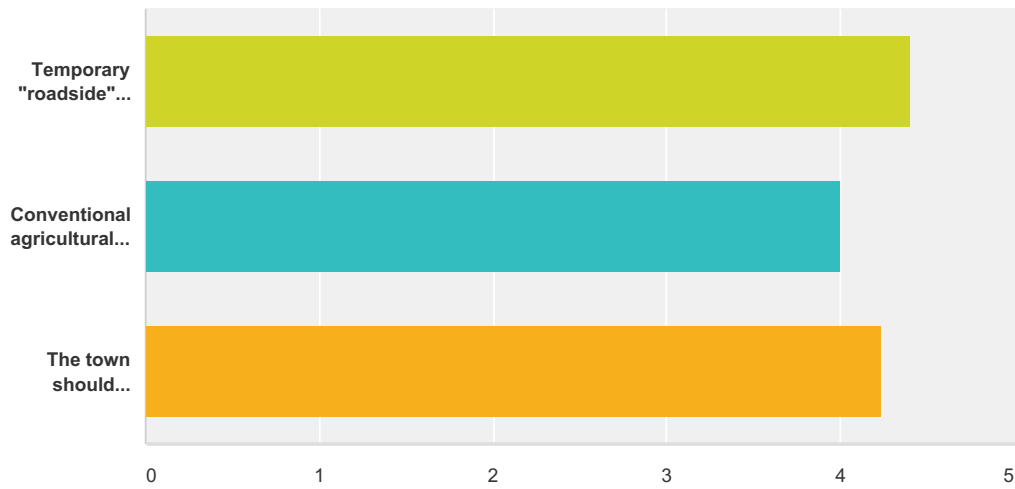
Answered: 22 Skipped: 0



Answer Choices	Responses
Yes	100.00% 22
No	0.00% 0
Total	22

Q2 General Agriculture Questions:

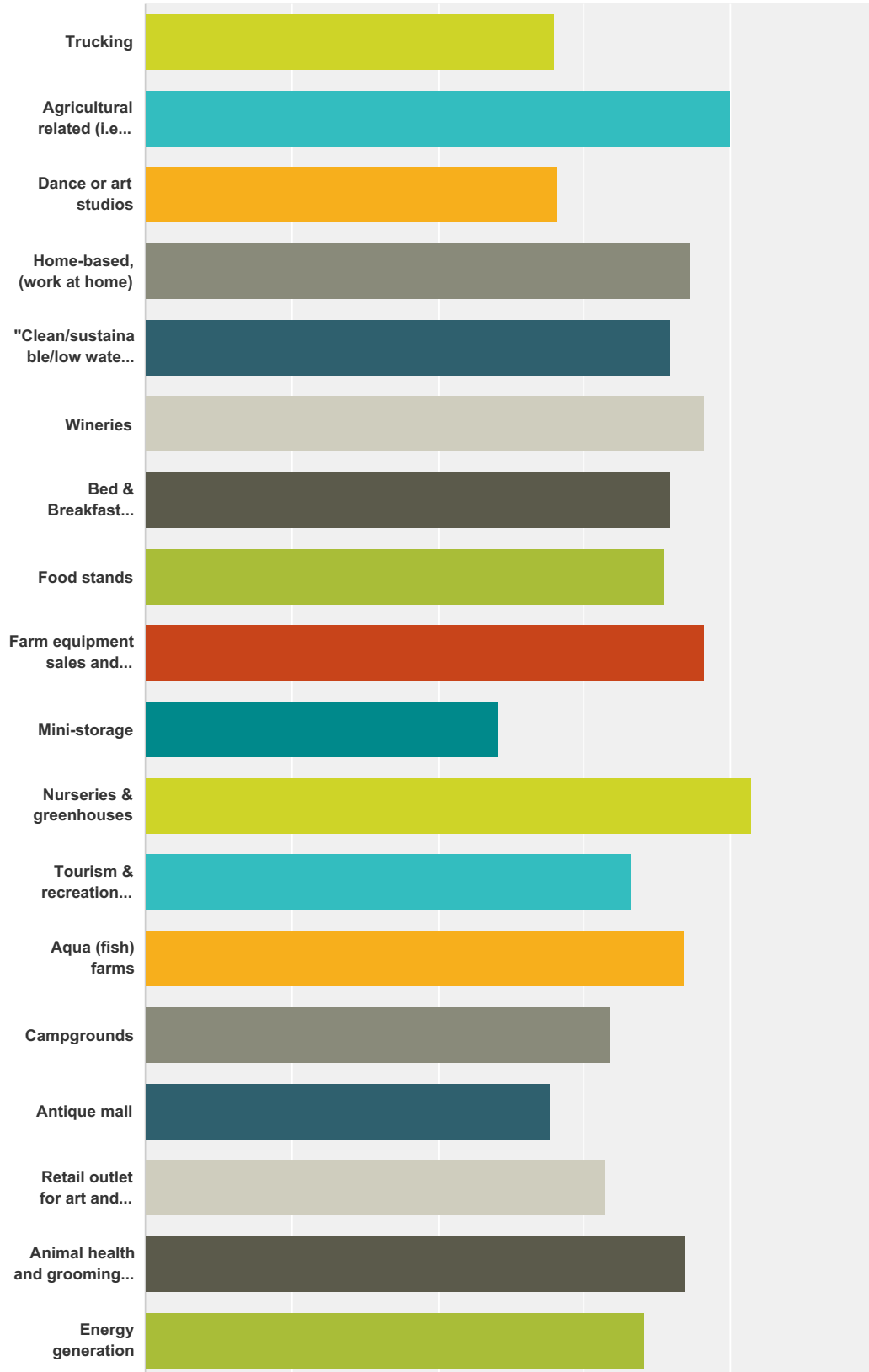
Answered: 22 Skipped: 0

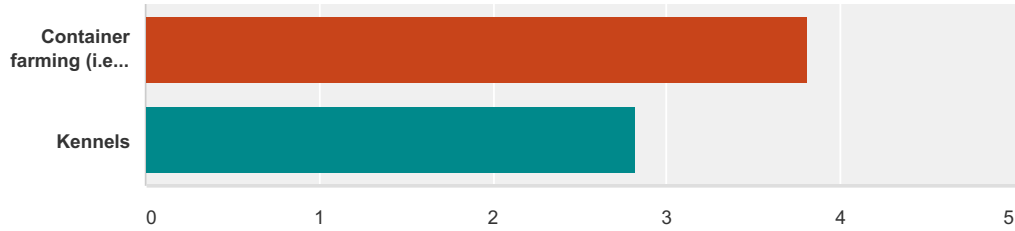


	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Temporary "roadside" sales of garden produce, antiques, crafts, and other seasonal items should be accommodated within basic guidelines to support the town's rural image and culture.	45.45% 10	50.00% 11	4.55% 1	0.00% 0	0.00% 0	22	4.41
Conventional agricultural operations should be allowed to expand as market conditions warrant given the operation can show environmental quality standards can be met.	50.00% 11	27.27% 6	4.55% 1	9.09% 2	9.09% 2	22	4.00
The town should encourage creative agricultural endeavors in order to maintain a strong agricultural base.	47.62% 10	33.33% 7	14.29% 3	4.76% 1	0.00% 0	21	4.24

Q3 Economic Development: What type of new businesses do you think are appropriate within the Town of Watertown?

Answered: 22 Skipped: 0



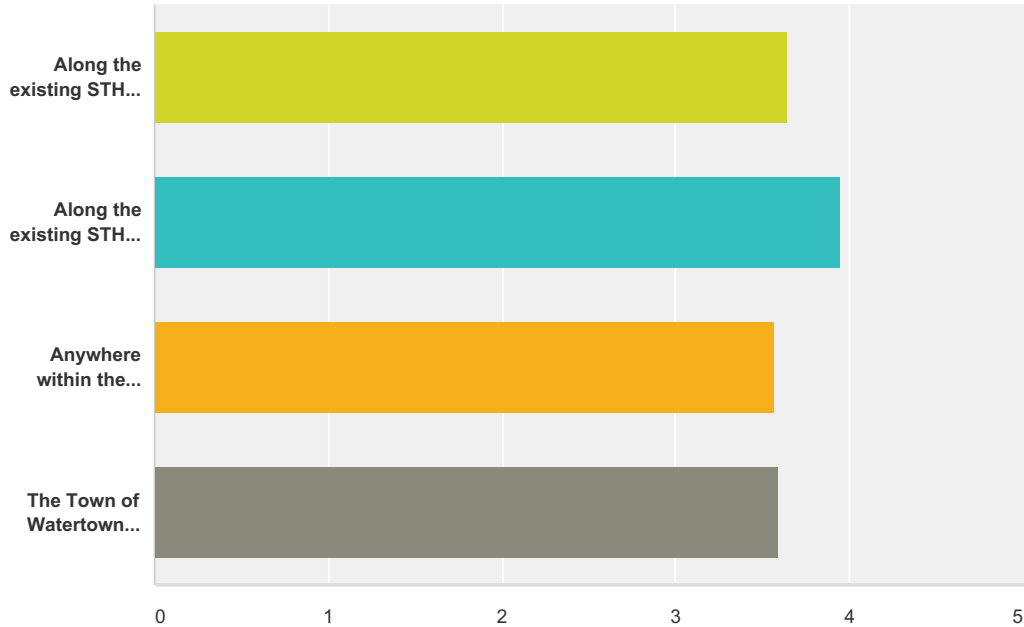


	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Trucking	5.00% 1	15.00% 3	40.00% 8	35.00% 7	5.00% 1	20	2.80
Agricultural related (i.e., equipment dealers, services, fertilizer,)	23.81% 5	52.38% 11	23.81% 5	0.00% 0	0.00% 0	21	4.00
Dance or art studios	0.00% 0	22.73% 5	40.91% 9	31.82% 7	4.55% 1	22	2.82
Home-based, (work at home)	18.18% 4	50.00% 11	22.73% 5	4.55% 1	4.55% 1	22	3.73
"Clean/sustainable/low water use" business	13.64% 3	31.82% 7	54.55% 12	0.00% 0	0.00% 0	22	3.59
Wineries	18.18% 4	54.55% 12	22.73% 5	0.00% 0	4.55% 1	22	3.82
Bed & Breakfast establishments	13.64% 3	40.91% 9	40.91% 9	0.00% 0	4.55% 1	22	3.59
Food stands	9.09% 2	54.55% 12	22.73% 5	9.09% 2	4.55% 1	22	3.55
Farm equipment sales and service	27.27% 6	36.36% 8	31.82% 7	0.00% 0	4.55% 1	22	3.82
Mini-storage	0.00% 0	13.64% 3	40.91% 9	18.18% 4	27.27% 6	22	2.41
Nurseries & greenhouses	22.73% 5	68.18% 15	9.09% 2	0.00% 0	0.00% 0	22	4.14
Tourism & recreation (i.e. golf courses, bait sales, boat/ATV repair)	9.09% 2	36.36% 8	36.36% 8	13.64% 3	4.55% 1	22	3.32
Aqua (fish) farms	22.73% 5	36.36% 8	27.27% 6	13.64% 3	0.00% 0	22	3.68
Campgrounds	13.64% 3	22.73% 5	36.36% 8	22.73% 5	4.55% 1	22	3.18
Antique mall	4.55% 1	18.18% 4	31.82% 7	40.91% 9	4.55% 1	22	2.77
Retail outlet for art and craft items made by residents	9.09% 2	27.27% 6	36.36% 8	22.73% 5	4.55% 1	22	3.14
Animal health and grooming services	15.00% 3	55.00% 11	15.00% 3	15.00% 3	0.00% 0	20	3.70
Energy generation	9.09% 2	54.55% 12	18.18% 4	4.55% 1	13.64% 3	22	3.41
Container farming (i.e.: hydroponics, shrubs, trees, flowers, etc.)	14.29% 3	57.14% 12	23.81% 5	4.76% 1	0.00% 0	21	3.81

Kennels	4.55% 1	13.64% 3	50.00% 11	22.73% 5	9.09% 2	22	2.82
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Q4 What general areas of the Town do you feel are preferred locations to accommodate any future commercial development?

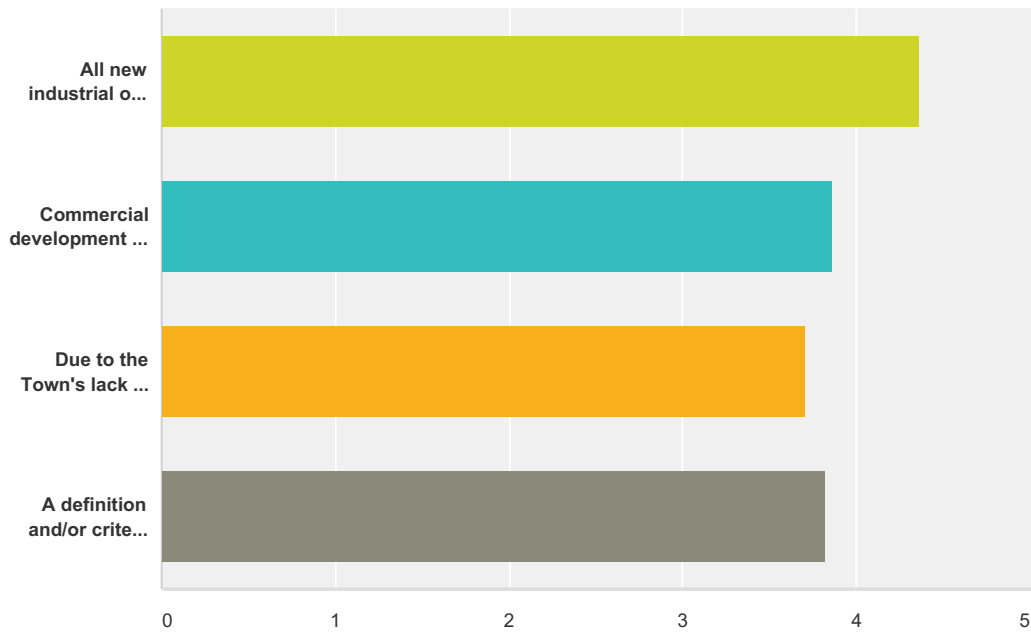
Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Along the existing STH 26 Corridor	22.73% 5	40.91% 9	18.18% 4	13.64% 3	4.55% 1	22	3.64
Along the existing STH 16 Corridor	23.81% 5	61.90% 13	4.76% 1	4.76% 1	4.76% 1	21	3.95
Anywhere within the agricultural areas as long as its an "Agricultural Related Use" and subject to conditions	19.05% 4	38.10% 8	23.81% 5	19.05% 4	0.00% 0	21	3.57
The Town of Watertown should avoid strip commercial development along major roadways (i.e. Hwy's 26 & 16)	36.36% 8	27.27% 6	13.64% 3	4.55% 1	18.18% 4	22	3.59

Q5 General Commercial Questions:

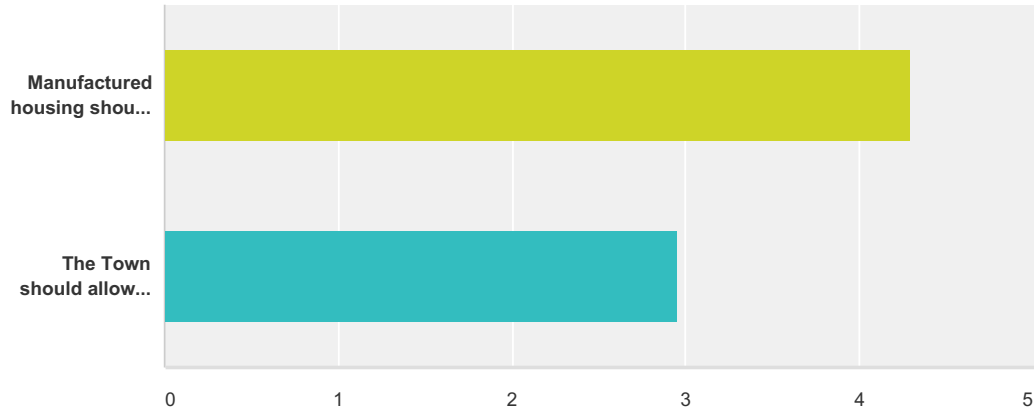
Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
All new industrial or commercial building expansion should adhere to building appearance and landscaping standards.	45.45% 10	45.45% 10	9.09% 2	0.00% 0	0.00% 0	22	4.36
Commercial development in the Town of Watertown should be focused primarily on agriculture, tourism or cultural related business.	27.27% 6	40.91% 9	22.73% 5	9.09% 2	0.00% 0	22	3.86
Due to the Town's lack of infrastructure (i.e., public sewer and water), the Town should not promote any significant commercial or industrial expansion.	23.81% 5	42.86% 9	19.05% 4	9.52% 2	4.76% 1	21	3.71
A definition and/or criteria should be established for in-home businesses to ensure compatibility with adjacent uses and equitable taxation.	18.18% 4	54.55% 12	18.18% 4	9.09% 2	0.00% 0	22	3.82

Q6 General Housing Questions:

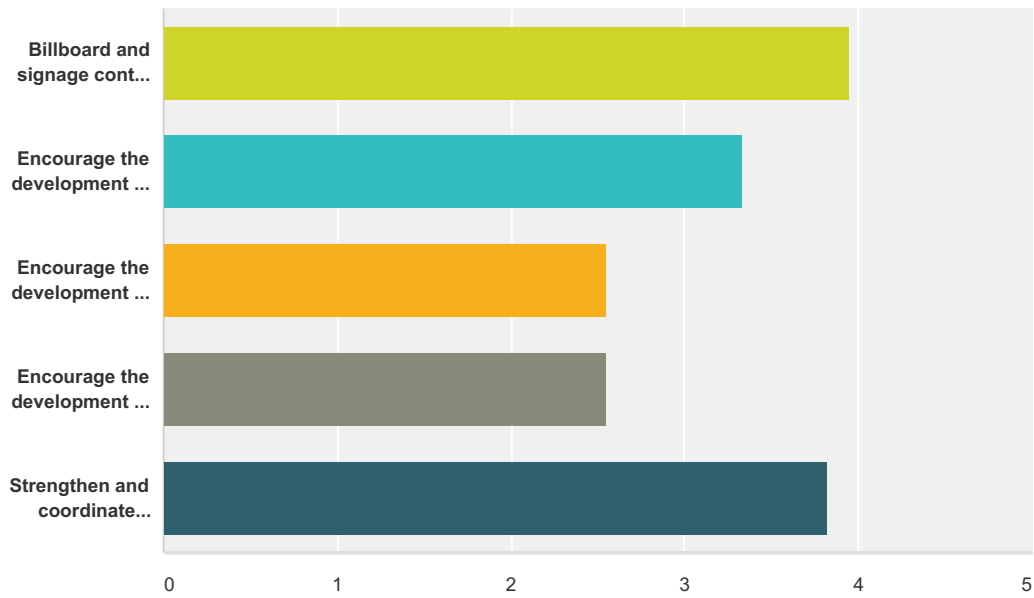
Answered: 21 Skipped: 1



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Manufactured housing should have Town-approved construction standards (foundation or slab, pitched roof, skirting, etc.)	33.33% 7	61.90% 13	4.76% 1	0.00% 0	0.00% 0	21	4.29
The Town should allow the opportunity to build Tiny Homes (200 to 500 sq. ft.) on a foundation on existing lots.	14.29% 3	14.29% 3	38.10% 8	19.05% 4	14.29% 3	21	2.95

Q7 Community Character, Recreation and Cultural Influence

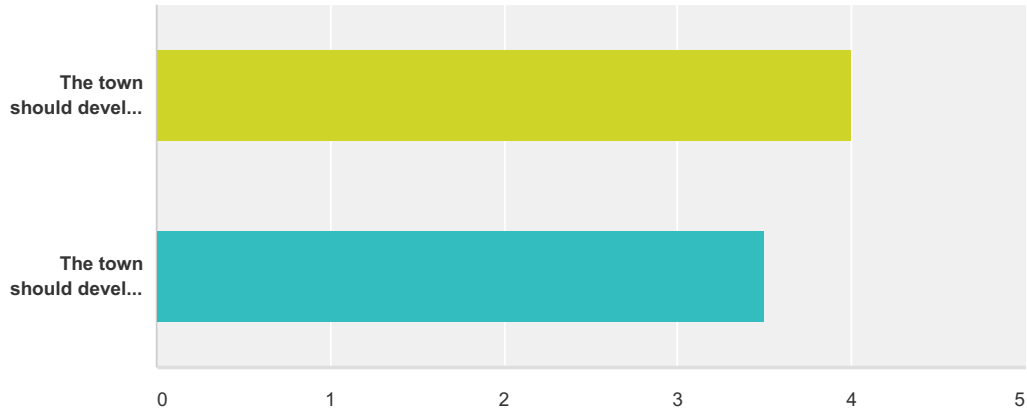
Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Billboard and signage control should be stricter for all highway and county trunk corridors.	36.36% 8	36.36% 8	18.18% 4	4.55% 1	4.55% 1	22	3.95
Encourage the development of more non- motorized trails such as biking, hiking, and skiing.	23.81% 5	19.05% 4	28.57% 6	23.81% 5	4.76% 1	21	3.33
Encourage the development of more motorized routes (on roads) for ATV's.	4.55% 1	13.64% 3	31.82% 7	31.82% 7	18.18% 4	22	2.55
Encourage the development of more motorized trails for snowmobiling.	0.00% 0	9.09% 2	50.00% 11	27.27% 6	13.64% 3	22	2.55
Strengthen and coordinate standards greater than what exists now for business advertising signs, including where they can be located, their size, design standards, lighting, and maintenance standards.	22.73% 5	45.45% 10	22.73% 5	9.09% 2	0.00% 0	22	3.82

Q8 Design Review Standards

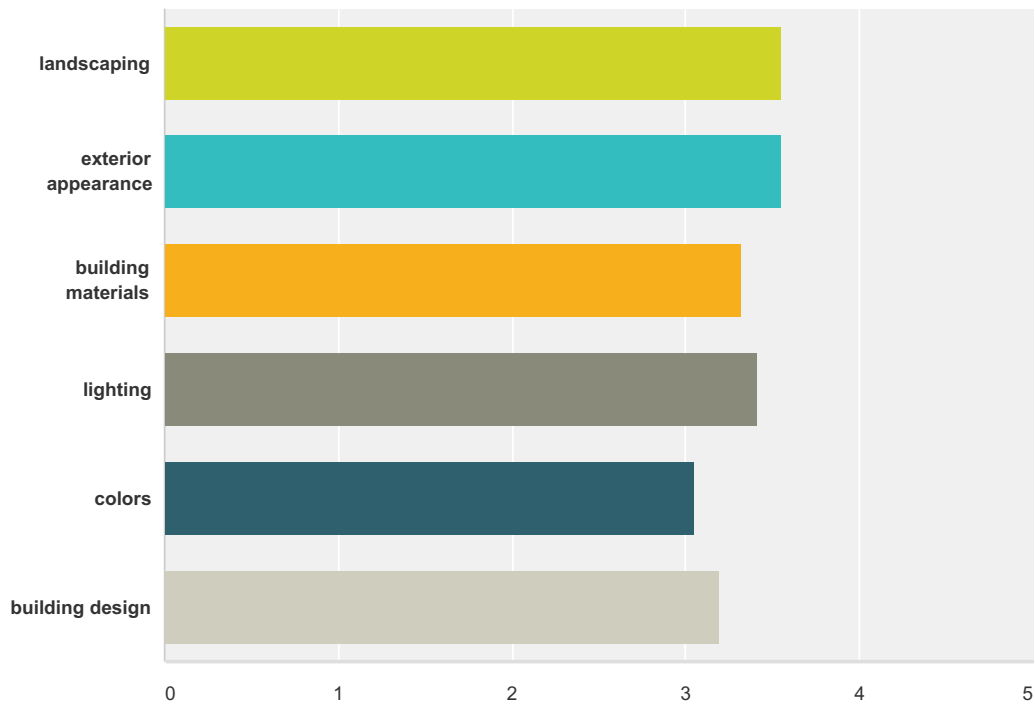
Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
The town should develop Design Review Standards for new commercial and industrial development (so as to maintain the rural character)	31.82% 7	50.00% 11	9.09% 2	4.55% 1	4.55% 1	22	4.00
The town should develop Design Review Standards for new residential development (so as to maintain the rural character)	18.18% 4	31.82% 7	36.36% 8	9.09% 2	4.55% 1	22	3.50

Q9 The Design Review Standards should include the following:

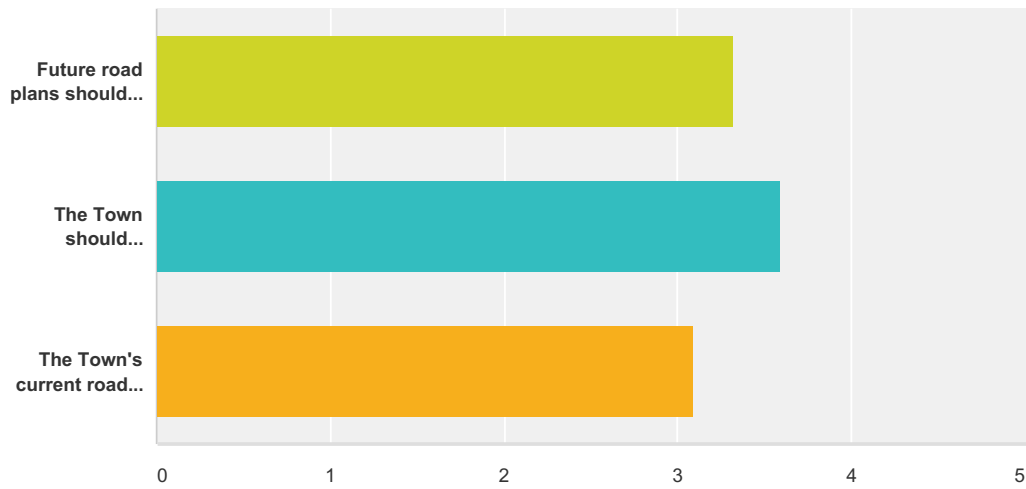
Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
landscaping	4.55% 1	63.64% 14	18.18% 4	9.09% 2	4.55% 1	22	3.55
exterior appearance	4.55% 1	63.64% 14	18.18% 4	9.09% 2	4.55% 1	22	3.55
building materials	0.00% 0	50.00% 11	36.36% 8	9.09% 2	4.55% 1	22	3.32
lighting	0.00% 0	59.09% 13	27.27% 6	9.09% 2	4.55% 1	22	3.41
colors	0.00% 0	42.86% 9	28.57% 6	19.05% 4	9.52% 2	21	3.05
building design	0.00% 0	52.38% 11	28.57% 6	4.76% 1	14.29% 3	21	3.19

Q10 Transportation and Town Roads

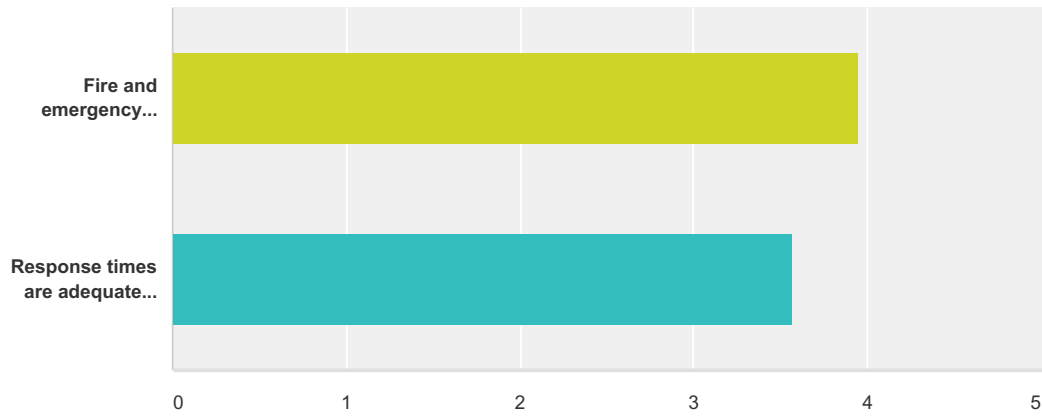
Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Future road plans should include accessory provisions (i.e., paved shoulders) to accommodate non-motorized travel where appropriate.	9.09% 2	40.91% 9	27.27% 6	18.18% 4	4.55% 1	22	3.32
The Town should designate and sign bicycle routes throughout the Town on roads with a low volume of automobile and truck traffic.	13.64% 3	50.00% 11	22.73% 5	9.09% 2	4.55% 1	22	3.59
The Town's current road maintenance program (surface condition) is adequate.	0.00% 0	59.09% 13	9.09% 2	13.64% 3	18.18% 4	22	3.09

Q11 Government Services, Intergovernmental Cooperation, and Utilities

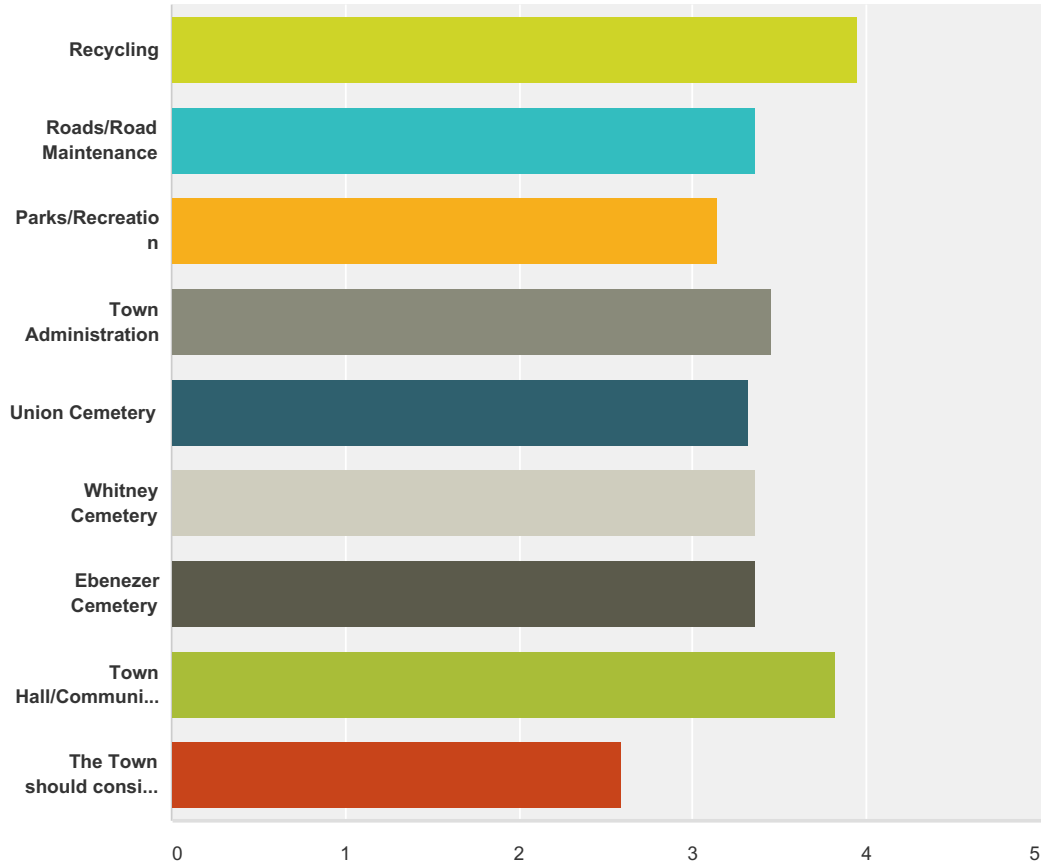
Answered: 21 Skipped: 1



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Fire and emergency rescue services are adequate for Town residents.	14.29% 3	66.67% 14	19.05% 4	0.00% 0	0.00% 0	21	3.95
Response times are adequate from the Jefferson County Sheriff's Department.	4.76% 1	52.38% 11	38.10% 8	4.76% 1	0.00% 0	21	3.57

Q12 The following Town services are adequate to and meet the needs of Town residents?

Answered: 22 Skipped: 0

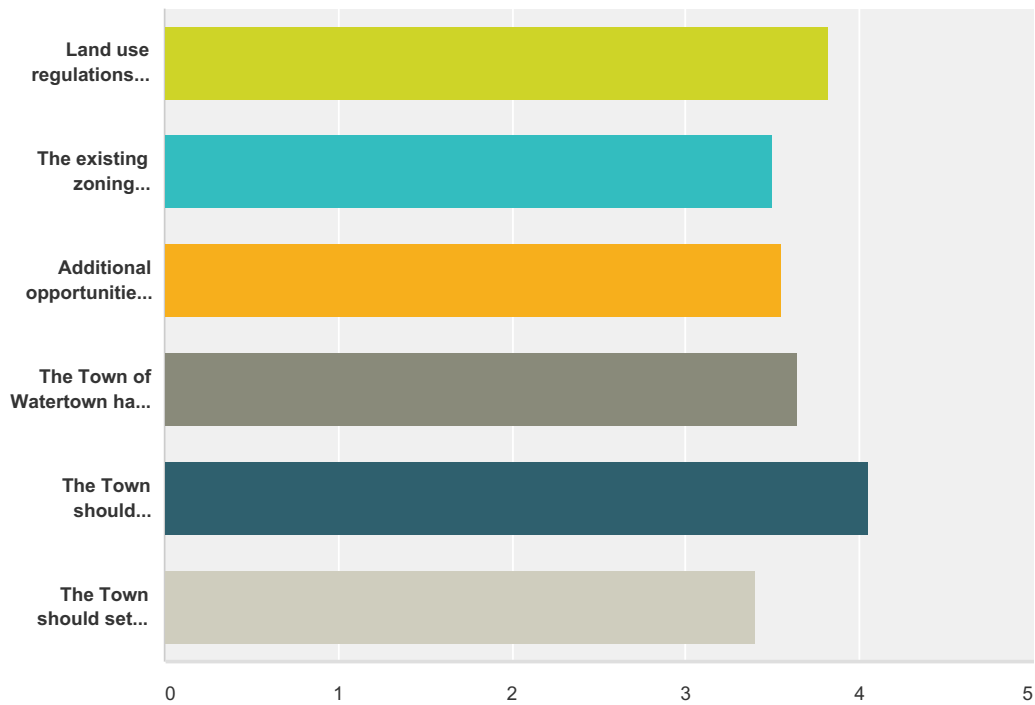


	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Recycling	18.18% 4	68.18% 15	4.55% 1	9.09% 2	0.00% 0	22	3.95
Roads/Road Maintenance	9.09% 2	54.55% 12	9.09% 2	18.18% 4	9.09% 2	22	3.36
Parks/Recreation	9.09% 2	22.73% 5	45.45% 10	18.18% 4	4.55% 1	22	3.14
Town Administration	13.64% 3	40.91% 9	27.27% 6	13.64% 3	4.55% 1	22	3.45
Union Cemetery	0.00% 0	36.36% 8	59.09% 13	4.55% 1	0.00% 0	22	3.32
Whitney Cemetery	0.00% 0	36.36% 8	63.64% 14	0.00% 0	0.00% 0	22	3.36
Ebenezer Cemetery	0.00% 0	36.36% 8	63.64% 14	0.00% 0	0.00% 0	22	3.36
Town Hall/Community Center	22.73% 5	50.00% 11	13.64% 3	13.64% 3	0.00% 0	22	3.82

The Town should consider remodeling or expanding the Town Hall	<p>0.00% 0</p>	<p>13.64% 3</p>	<p>40.91% 9</p>	<p>36.36% 8</p>	<p>9.09% 2</p>	22	2.59
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Q13 Government Regulations and Programs

Answered: 22 Skipped: 0



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
Land use regulations such as zoning should continue to be administered by Jefferson County	13.64% 3	63.64% 14	18.18% 4	0.00% 0	4.55% 1	22	3.82
The existing zoning ordinance is meeting the needs of the community.	9.09% 2	50.00% 11	22.73% 5	18.18% 4	0.00% 0	22	3.50
Additional opportunities are needed for public involvement/input in the Town of Watertown government.	13.64% 3	36.36% 8	40.91% 9	9.09% 2	0.00% 0	22	3.55
The Town of Watertown has enough regulation. All that is needed are increased enforcement efforts of existing County and local codes.	13.64% 3	40.91% 9	40.91% 9	4.55% 1	0.00% 0	22	3.64
The Town should establish an intergovernmental agreement with the City of Watertown that would set long term boundaries between both municipalities.	22.73% 5	63.64% 14	9.09% 2	4.55% 1	0.00% 0	22	4.05
The Town should set procedures for accepting donations from the public?	10.00% 2	25.00% 5	60.00% 12	5.00% 1	0.00% 0	20	3.40

Q14 If you have any further questions or comments for the planning Commission, please enter them below;

Answered: 7 Skipped: 15

Q15 If you would like a response regarding your questions, please fill in the following information below;

Answered: 6 Skipped: 16

Answer Choices	Responses
Name	100.00% 6
Company	16.67% 1
Address	100.00% 6
Address 2	0.00% 0
City/Town	100.00% 6
State/Province	100.00% 6
ZIP/Postal Code	100.00% 6
Email Address	50.00% 3
Phone Number	50.00% 3

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