



**City of Onalaska, WI**  
**2014 Community Survey**  
**Report of Results**  
**July 2014**

**Prepared By:**

City of Onalaska - Planning & Zoning Department

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**Table of Contents**

Executive Summary ..... 1

Survey Background ..... 2

Important Issues for Onalaska ..... 4

Onalaska’s Scorecard: City and Community Services ..... 6

Onalaska’s Future Development Needs & Standards ..... 9

Who Responded ..... 11

Onalaska Stepping Into the Future ..... 11

Appendix A: Respondent Demographics ..... 13

Appendix B: Summary Report of Responses to Survey Questions..... 17

Appendix C: Survey Respondent Comments to Questions..... 25

Appendix D: Community Survey (as delivered) ..... 83

## Executive Summary

The Onalaska 2014 Community Survey gathered feedback concerning citizen's opinions on the quality of life in the City of Onalaska, types of future developments, and their satisfaction with both the performance of City government and service delivery. A total of 9,296 Community surveys were distributed to households within the 54650 zip code in spring 2014. 1,059 surveys were fully completed and/or returned to the City; representing an overall return rate of 11.4%, with a 12.8% return rate from Onalaska residents.

Once the survey results were tabulated they provided the following insights concerning what residents consider important and what needs improvement. For clarification purposes the information gleaned from tabulating the survey results is presented in graphic form throughout this report.

According to the survey results, the Onalaska community feels that maintaining a good school system, the retention and expansion of local employers, and improving and rehabilitating streets are the three most important issues in the next 20-years. The community also believes that the City should focus on promoting public health and an active community and enforcing property maintenance standards.

The community also reported that the quality of services offered throughout Onalaska are ranked as "good" (with a score of 4 out of 5), namely educational facilities and shopping, while medical facilities are considered "excellent".

When asked "What types of future development should the City encourage", the community feels that entertainment and attractions, single family homes, industry/manufacturing, and senior housing are types of development that should be encouraged.

The survey invited Onalaska residents to share their opinions and answer the question "if you could change one thing in the City of Onalaska... what would it be?" The top four results of this question related to: (a) traffic improvements; (b) downtown development; (c) recreational improvements; and (d) waterfront development in order of importance as indicated by the community.

Overall the survey results were positive with the City receiving a "good" ranking (with a score of 4 out of 5) for working with and on behalf of the community. Public opinion of City provided services was also positive with Police and Fire services being ranked highest, followed closely by the operation of City water, storm sewer, and sanitary sewer utilities and recreational programs.

The information gathered in the 2014 Onalaska Community Survey will be used to update and improve the 2015 Onalaska Comprehensive Plan. The data and responses will assist the City in determining new policies and amending goals and objective to move the City forward over the next 20 years. All responses are important and appreciated. Thank you Onalaska!

Katie Meyer, AICP  
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## Survey Background

The City of Onalaska requested citizens to complete the Onalaska 2014 Community Survey to obtain feedback on quality of life in the City, community and City services, City government performance, and the future direction of development in Onalaska. The survey allowed citizens an opportunity to voice issues, priorities, and support activities underway. The data generated from the Community Survey will be used as a guide for the 2015 Onalaska Comprehensive Plan update.

The last community survey took place in 2003 and the results were used as a foundation to build Onalaska's 2005 Comprehensive Plan. The survey provided the City with information to formulate goals, objectives, and strategies for future growth. Baseline comparisons are made throughout this report between data collected in 2003 and the 2014 citizen survey responses. These comparisons are useful because it will allow the City to gauge the impact of past surveys on ongoing community growth and progress.

The Onalaska 2014 Community Survey was distributed through a saturation mailing and was accessible online through the City of Onalaska Website. The saturation mailing method was intended to reach every household and post office box within the City of Onalaska, totaling 9,296. The surveys were distributed to all households, businesses, and P.O. Boxes within the 54650 zip code. Residents in surrounding communities (i.e. Town of Onalaska, City of La Crosse, etc.) were included in the mailing because residents of surrounding communities are likely to utilize services and/or community facilities within the City of Onalaska. Surveys were also made available at the Planning Department and a link to the survey was sent through email distribution lists. Multiple forms of media were used to promote the survey including press releases, newspaper stories, radio broadcasts, and television interviews. A week prior to the end of the survey the City sent a media reminder to Onalaska residents to return distributed surveys or submit responses online.

Of the 9,296 mailed surveys, 1,059 surveys were returned to the City or completed online (401 individuals utilized the website option), providing an overall response rate of 11.4%. To ascertain an accurate rate of return for City of Onalaska residents, 735 business addresses and 50% of the Mail Rural Route #4 (310 addresses, primarily Town of Onalaska residents) were subtracted. This allowed us to determine that the rate of response of solely Onalaska households was 12.8%. Typically, survey response rates between 15-20% are considered high return rates and a survey response rate that exceeds 10% is considered a successful survey.

Within this report, the majority of the survey responses are summarized in the form of frequency distribution (percent of respondents providing a response to a particular question). In some cases, not all portions of each question were answered by the survey respondent. In those cases, responses were recorded as "don't know" and are not included in the tables and/or charts as listed throughout the Report of Results to accurately portray results in the 1 to 5 ranked scale. If a survey had more than one answer selected, the higher of the values was used. This system was utilized for all answers that were not filled out correctly, excluding gender where 38 households filled out the survey "together" (both genders selected); this question/answer was not entered for data entry purposes.

The graphs and charts show total counts of how many respondents answered the questions and the raw data is presented in Appendix B.

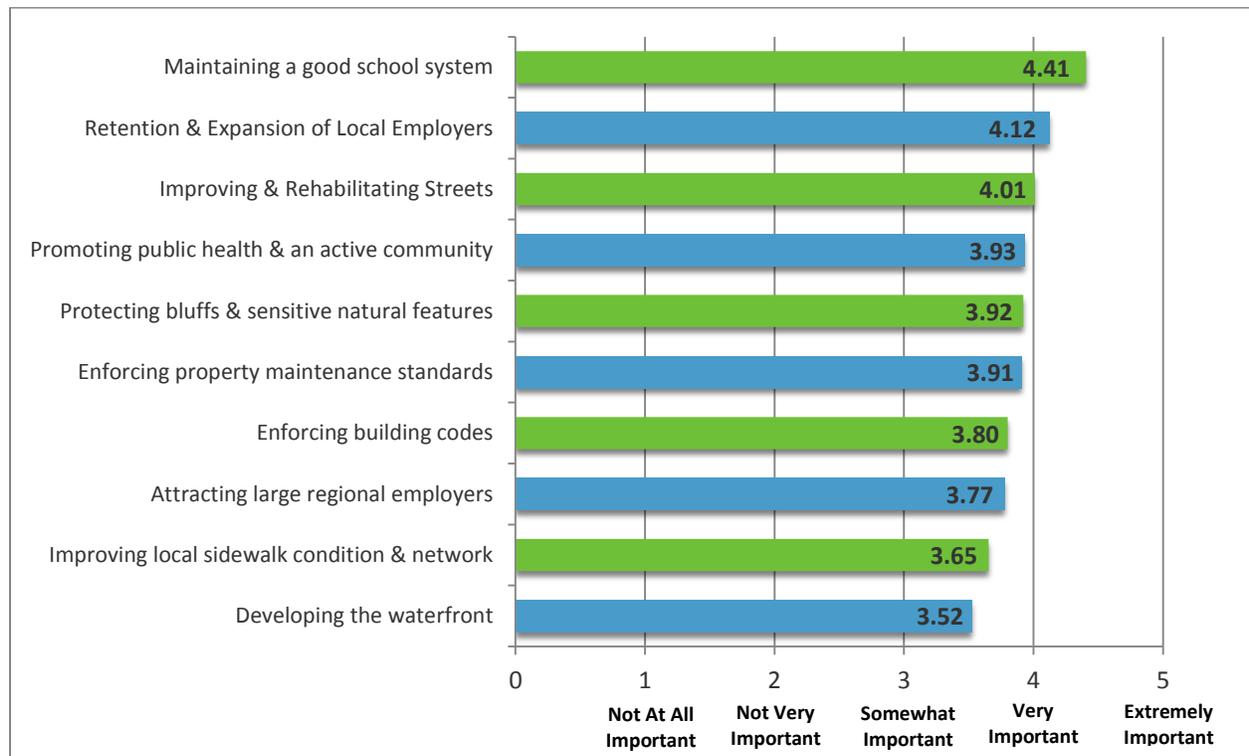
Respondents had four (4) opportunities to make comments throughout the survey. These comments are presented in Appendix C. Every legible comment that pertained to an item on the survey was entered verbatim into the results and filed under appropriate questions at the end of the survey. Staff did not withhold any comment, but did modify comments that made a direct insult against an individual, to a more general comment. In addition, if a comment was illegible; staff did not enter the information.

The 2014 Onalaska Community Survey is divided into the four (4) following sections; Important Issues, Scorecard for City and Community Services, Future Development Needs and Standards, and Who Responded.

## Important Issues for Onalaska

The information provided in Figure 1, illustrates the “Top Ten” most important issues that Onalaska will face in the next 20 years. Respondents were asked to rank 19 issues and the final information is presented from an average of 1 to 5, ranging from “Not at all Important” to “Extremely Important”. According to the survey results, the Onalaska community feels that maintaining a good school system, the retention and expansion of local employers, and improving and rehabilitating streets are “Very Important”. The subsequent seven issues ranged between “Somewhat Important” to “Very Important.” The lowest ranked issues between “Not Very Important” and “Somewhat Important” were promoting a mix of housing options, expanding municipal boundaries, and limiting train whistles, respectively. In general, within the “Top Ten” the respondents focused on health-related/environmental-oriented issues and the need for additional employers in the City. The 2003 Survey also ranked maintaining a good school system, encouraging a walk and bike friendly community and keeping local business thriving as important issues.

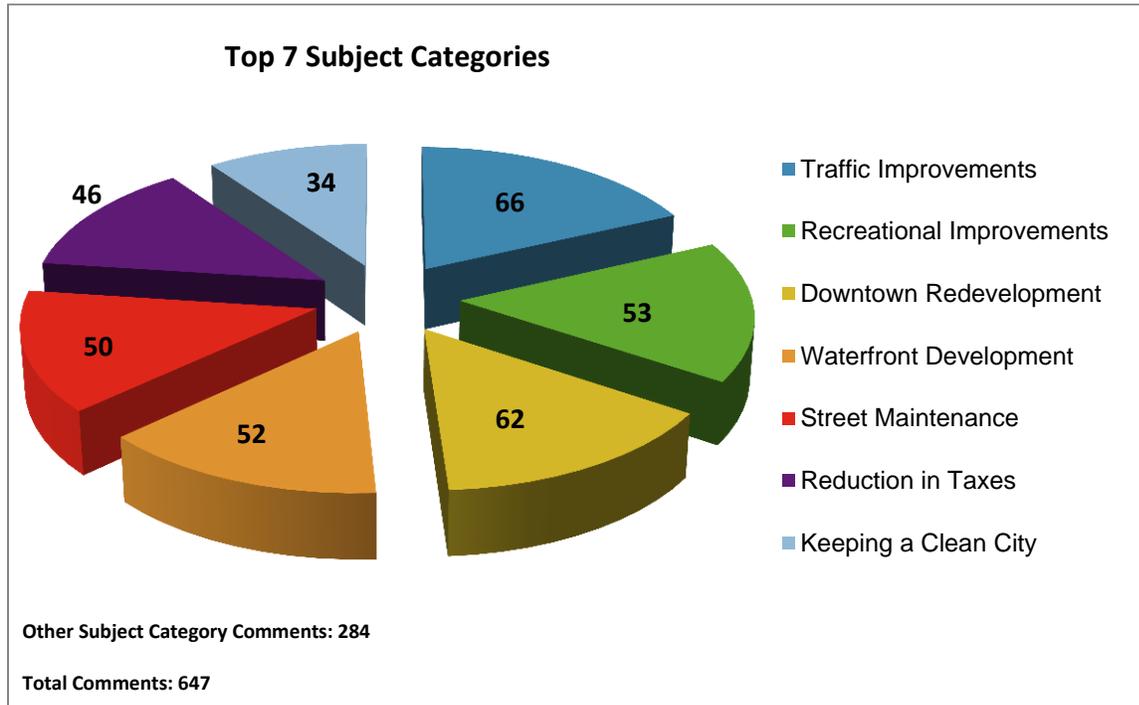
**Figure 1: Onalaska’s “Top Ten” Issues for the next 20 years.**



The survey invited Onalaska residents to share their opinions and answer the question “if you could change one thing in the City of Onalaska... what would it be?” The results of this question were divided according to subject and if a comment included multiple subjects, the comments were separated accordingly and are found in Appendix 3. A total of 579 residents provided feedback to the City of Onalaska for this question.

The top seven subject categories as determined by comment counts are as follows and shown proportionally on the following page in Figure 2. The smaller subject categories have been labeled as “other”. Additional detailed information is presented in Appendix 3.

**Figure 2: If Onalaska could change “One Thing”...**



Within the subjects, a variety of themes emerged that were heavily echoed in the “general comments” section of the 2014 Onalaska Community Survey. From the above chart it is apparent that traffic improvements are of concern to the community. Survey respondents specifically noted the Greens Coulee / East Main Street intersection and voiced concerns regarding safety, traffic and the potential for accidents. Other commonly noted traffic comments include the Main Street / Sand Lake Road intersection and the call for additional enforcement of traffic laws overall. Redevelopment of Onalaska’s downtown emerged as a concern with citizens who expressed support for redevelopment of the downtown corridor. Potential businesses, and the redevelopment of under-utilized buildings through renovations and/or demolition were some notable suggestions.

The concerns in the area of recreational services indicated the need for additional sidewalks, sidewalk connectivity issues, additional bicycle lanes, other bicycle accommodations, and the need for more parks/open spaces to enjoy the natural features of Onalaska.

The other major themes regarding waterfront development focused on the need for immediate action by the community and potential development options to better utilize the waterfront along Lake Onalaska.

## Onalaska’s Scorecard: City and Community Services

The survey asked residents to rate City government services and other services offered in the community. In particular, the City was interested in feedback about the perceived value of government services provided to the public. The City also solicited suggestions from the community on methods to most successfully disseminate information within the community. Responses to these questions are presented in Figures 3 and 4 below.

City services ranked “Good” (with a score of 4 out of 5) in all but two service categories which echoed the 2003 Survey results. The second highest ranking for both Police and Fire services was “Excellent”, indicating a very high service opinion of the City’s emergency service departments. The second highest ranking for Street & Alley Maintenance, Promotion of Events & Tourism Opportunities, and Managing/Planning for Growth was “Average”. The two service categories received an “Average” ranking, the enforcement of property maintenance codes and building inspection services. The second highest ranking of these categories received a “Good” scoring. This information ties into the comments made regarding keeping the city clean and this being a priority for the City of Onalaska residents.

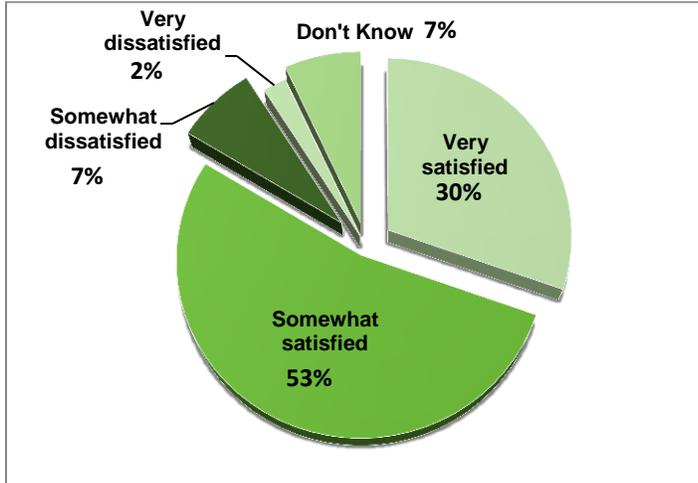
To note, this particular question overall did not have a high answer count. Categories within this question were marked “Don’t Know” over 3,100 times. This is a strong indicator that the City of Onalaska should focus on outreach of City services.

**Figure 3: City Services Ranking.**

Answer Options	Excellent (5)	Good (4)	Average (3)	Fair (2)	Needs Improvement (1)
Value of services provided by City government	15.4%	<b>55.2%</b>	22.8%	4.20%	2.5%
Welcoming citizen involvement	10.4%	<b>41.0%</b>	34.1%	8.00%	6.5%
Police services	35.6%	<b>46.4%</b>	13.3%	2.50%	2.2%
Fire services	41.0%	<b>46.3%</b>	10.1%	1.60%	1.0%
Operation of Municipal Court System	11.4%	<b>49.5%</b>	32.8%	3.60%	2.7%
Operation of City water utility	17.8%	<b>52.3%</b>	25.6%	2.00%	2.2%
Operation of City storm sewer utility	15.7%	<b>50.4%</b>	28.7%	2.90%	2.3%
Operation of City sanitary sewer utility	17.1%	<b>50.7%</b>	28.1%	2.60%	1.5%
Maintenance of parks, green space, trails	19.2%	<b>52.1%</b>	22.6%	3.20%	2.9%
Street & alley maintenance	7.3%	<b>38.4%</b>	34.1%	10.10%	10.0%
Street sweeping activities	12.4%	<b>42.9%</b>	29.6%	10.30%	4.9%
Snow removal activities	14.2%	<b>35.6%</b>	26.9%	10.70%	12.6%
Operation of Omni Center	9.8%	<b>45.9%</b>	28.2%	6.60%	9.5%
Operation of recreational programs	17.0%	<b>50.5%</b>	24.3%	5.10%	3.0%
Promotion of events & tourism opportunities	7.4%	<b>37.1%</b>	35.6%	11.90%	8.1%
Managing / planning for growth	5.0%	<b>37.4%</b>	36.0%	10.90%	10.6%
Enforcement of property maintenance codes	5.1%	28.1%	<b>38.5%</b>	12.90%	15.4%
Building Inspection services	7.5%	36.0%	<b>38.6%</b>	8.80%	9.1%

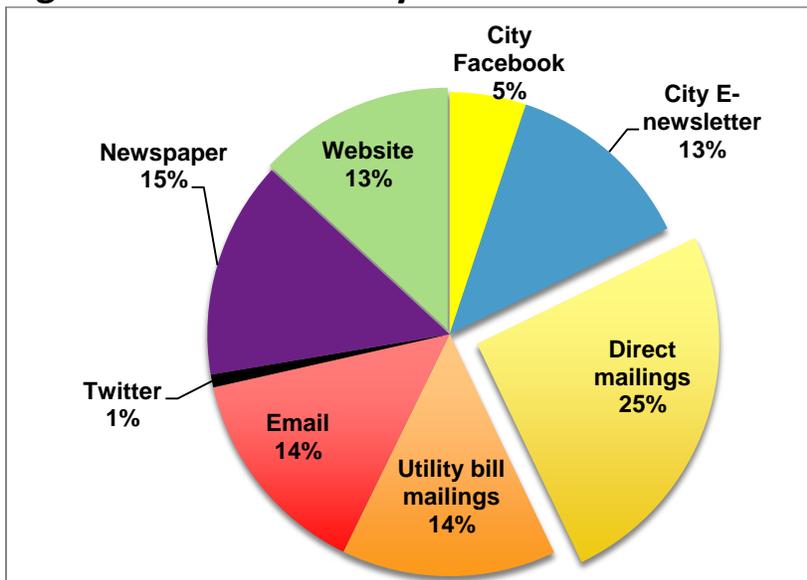
According to the survey results, as depicted in Figure 4 below, 83% of residents are either “Somewhat satisfied” or “Very Satisfied” with the availability of information on City services currently provided, compared to 9% that are “Somewhat Dissatisfied” or “Very Dissatisfied”. In the past, the City has attempted to provide information to the public through numerous outlets including press releases, newsletters, utility bill mailings, committee meetings, and the City’s website.

**Figure 4: Availability of City Services Information.**



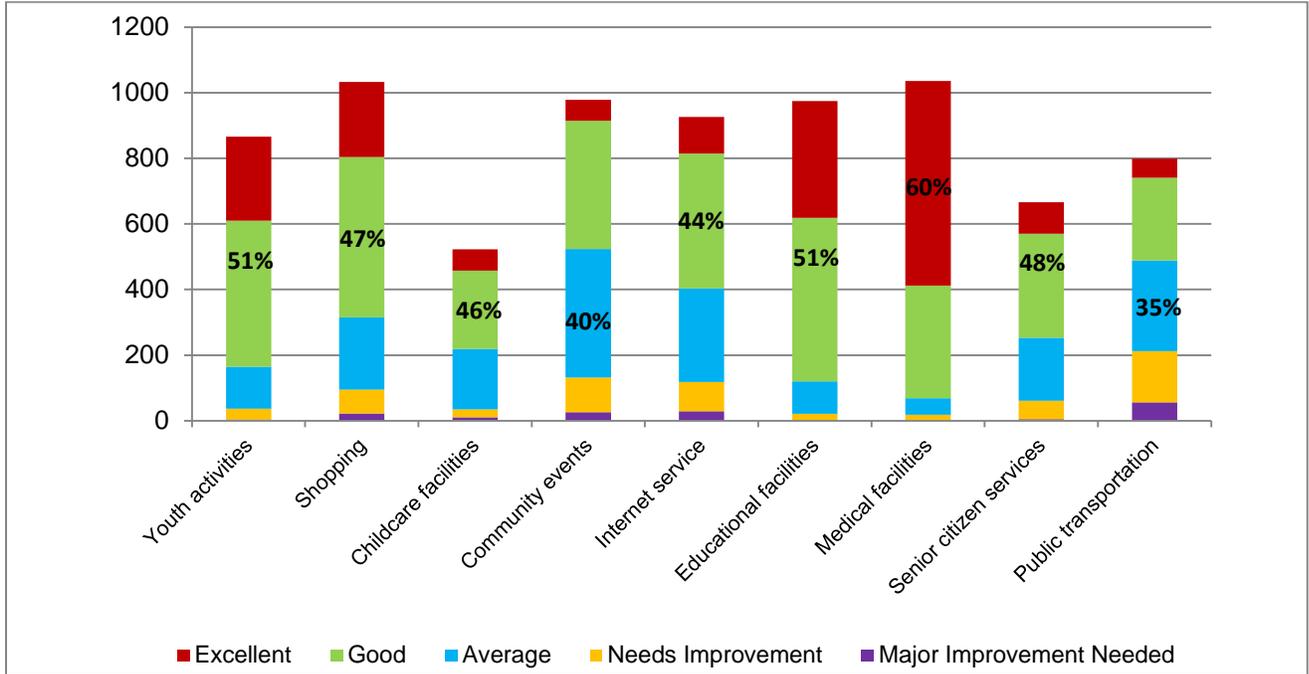
The City queried residents to determine the most preferred method to receive information about City services. Figure 5 shows community feedback on outreach methods to disseminate City information. As illustrated below, the preferred method is Direct Mailings (25%). Other methods (newspaper, utility bill mailings, emails, and a City E-Newsletter) received votes within two percentage points of each other. The City should investigate which opportunities to use to provide information to the community to increase transparency and ease of communication from the City to the public and vice-versa.

**Figure 5: Preferred City Outreach Methods.**



The final portion of Onalaska’s scorecard includes the ranking of Community Services offered both by the City and by others in the community. Figure 6 ranks (on a scale of 1 to 5) the quality of services from “Excellent” to “Major Improvements Needed”. The highest quality services noted in Figure 6 are medical facilities with an “Excellent” rating, followed closely by education facilities, youth activities, and senior citizen services, with “Good” ratings.

**Figure 6: Rating of Community Services.**



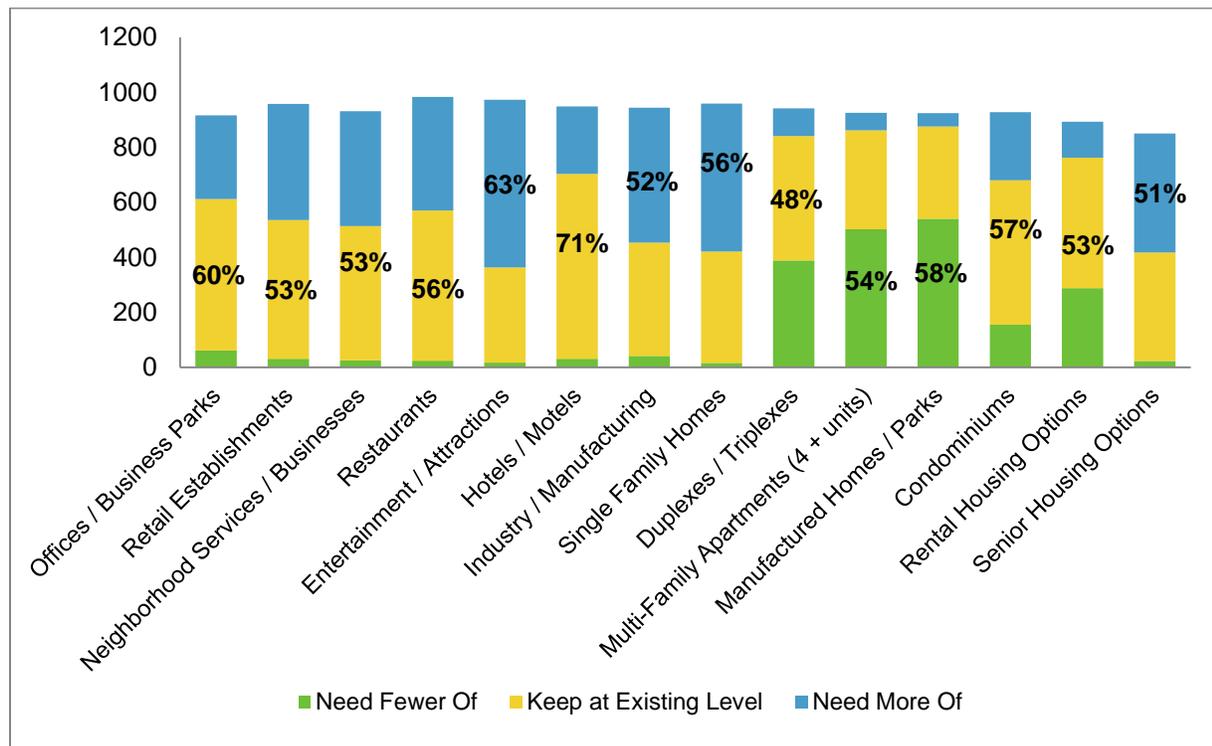
Overall, the numbers show strong satisfaction with Community Services offered in the City of Onalaska.

## Onalaska’s Future Development Needs & Standards

In recognition of the fact that survey results are intended to supplement the update to the 2015 Onalaska Comprehensive Plan two specific questions were asked; “What types of future development should the City encourage and “What standards new development and redevelopment of existing buildings need to meet”. As indicated in Figure 7 below citizens feel that the development categories which should be encouraged are entertainment and attractions, single family homes, industry/ manufacturing, and senior housing. The need for additional single family homes and senior housing were also noted in the 2003 Survey. According to the 2014 survey results citizens feel that the City is currently well-served in the area of hotels/motels, office/business parks, restaurants, retail establishments and neighborhood services/businesses. Comparatively, the 2003 Survey found that additional local and neighborhood retail and restaurants were wanted by the community. The 2014 Survey found that housing appears to be a split issue concerning duplexes/triplexes, condominiums, and rental housing options between “keeping at existing level” and “need fewer of”. Additionally, survey respondents were not in favor of additional multi-family apartments and manufactured/mobile home parks.

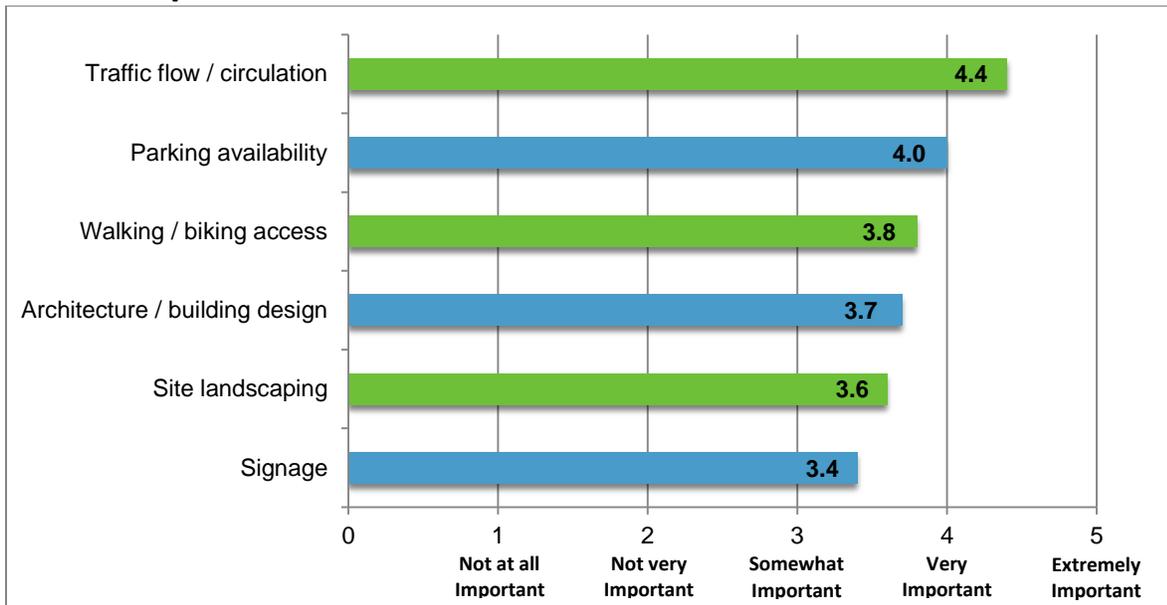
As Onalaska is expected to increase significantly in population, the need for various housing types will continue to grow. How this increasing need will be met will need to be determined and community feedback, as was obtained in the 2014 Community Survey will play a significant role in guiding that process.

**Figure 7: Development Types to Encourage, Keep Consistent, or Reduce in Onalaska.**



Focusing on both new development and redevelopment opportunities, the following factors were reviewed by the community to determine the level of development standards for Onalaska. As illustrated in Figure 8, the factors include traffic flow/circulation, architecture/building design, parking availability, walking/biking access, site landscaping, and signage. The development standards considered by survey respondents as between “Extremely Important” and “Very Important” include traffic flow/circulation and the availability of parking for said development. The other four development standards fell within “Somewhat Important” and “Very Important”.

**Figure 8: Development Standards for New Development and Redevelopment within Onalaska.**



This data suggests that the City should continue to put forth effort in maintaining and improving the current development standards in order to ensure quality and attractive buildings and facilities within the City of Onalaska.

## Who Responded

To be meaningful, survey responses must be contextualized. To do this it is necessary to understand the demographic that is represented in responses. The following information about the survey respondents will provide the necessary context:

Over 93% of the survey respondents reside within the City of Onalaska, with 28% living in the City between 1-10 years, compared to 56% of respondents who have lived in Onalaska between 11-40 years. This information shows that those who responded to the City have a vested interest. The majority of the respondents (29.6%) are in the 35-54 age range, followed closely by those in 55-64 (22.8%) and 65-74 age ranges (23.4%); with a fairly even divide among men and women. The respondents overall have attained high levels of education, noting almost 57% have bachelor or graduate/professional degrees. Nearly 48% are employed full-time; 30.3% work in Onalaska and 10.2% own a business in Onalaska. The majority of respondents (80.7%) live in single detached homes, with the remaining respondents living in condominiums (7.5%) and duplexes (7.1 %). Nearly 92% own their homes.

To provide further meaningful context, the survey collected information from respondents (and families) on how recreational time was spent. The survey provided a number of options and respondents were able to select as many options as applied to their families. The highest percentage of respondents participated in the following activities, hike/use walking trails (61.1%), visit the OMNI Center (59.9%), use bicycle trails (56.1%), and are members of the YMCA or gym (42.5%) and over half attended a City event in 2013. Other outdoor related activities included golfing, fishing, and using the outdoors and visiting City parks. Indoor activities included attending organized fitness classes or sporting team events. Nearly 74.2% of the respondents visited the Onalaska library in 2013.

## Onalaska Stepping Into the Future

The 2014 Onalaska Community Survey responses will be used to supplement the update to the 2015 Onalaska Comprehensive Plan. The survey was intended to be a way for citizen's to have a meaningful voice in the City's future. The data and responses will assist the City in determining new policies and amending goals and objectives of the Comprehensive Plan to continue to move the City forward for the next 20 years. The City greatly appreciates the time and effort put forth by residents to share their vision for the City of Onalaska. Thank you Onalaska!

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## Appendix A: Respondent Demographics

The following Tables 1-8 summarize Onalaska respondent demographic characteristics. Charts 9 & 10 illustrate other information about survey respondents noting recreational activities that people participate in and other information regarding work location, attending City events and visiting the Library.

<b>Table 1: In what Municipality do you reside?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
City of Onalaska	93.8%
City of La Crosse	1.0%
Town of Onalaska	3.3%
Town of Medary	1.5%
Town of Hamilton	0.2%
Village of Holmen	0.2%

<b>Table 2: How long have you lived in Onalaska?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Less than 1 year	2.8%
1-5 years	13.9%
6-10 years	13.9%
11-20 years	23.0%
21-40 years	33.0%
41 + years	13.5%

<b>Table 3: What age range are you in?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Under 18	1.2%
18-24	2.1%
25-34	7.8%
35-54	29.6%
55-64	22.8%
65-74	23.4%
75 +	13.2%

<b>Table 4: Your Gender?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Male	51.4%
Female	48.6%

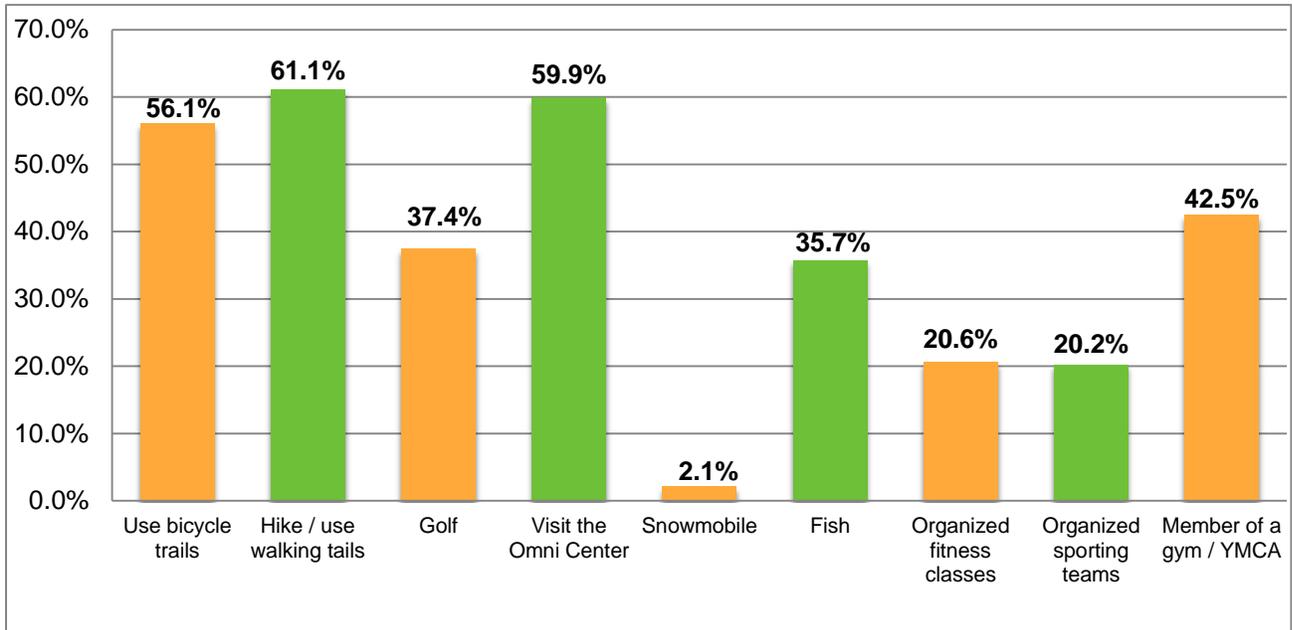
<b>Table 5: Level of Education: Which best applies to you?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Less than High School	1.5%
High School Graduate	11.1%
Some College, no degree	18.0%
Associate's degree	12.6%
Bachelor's degree	28.4%
Graduate / Professional degree	28.4%

<b>Table 6: Employment Situation: Which best applies to you?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Full-Time	47.8%
Part-Time	9.9%
Homemaker	3.5%
Retired	35.9%
Unemployed	1.2%
Student	1.8%

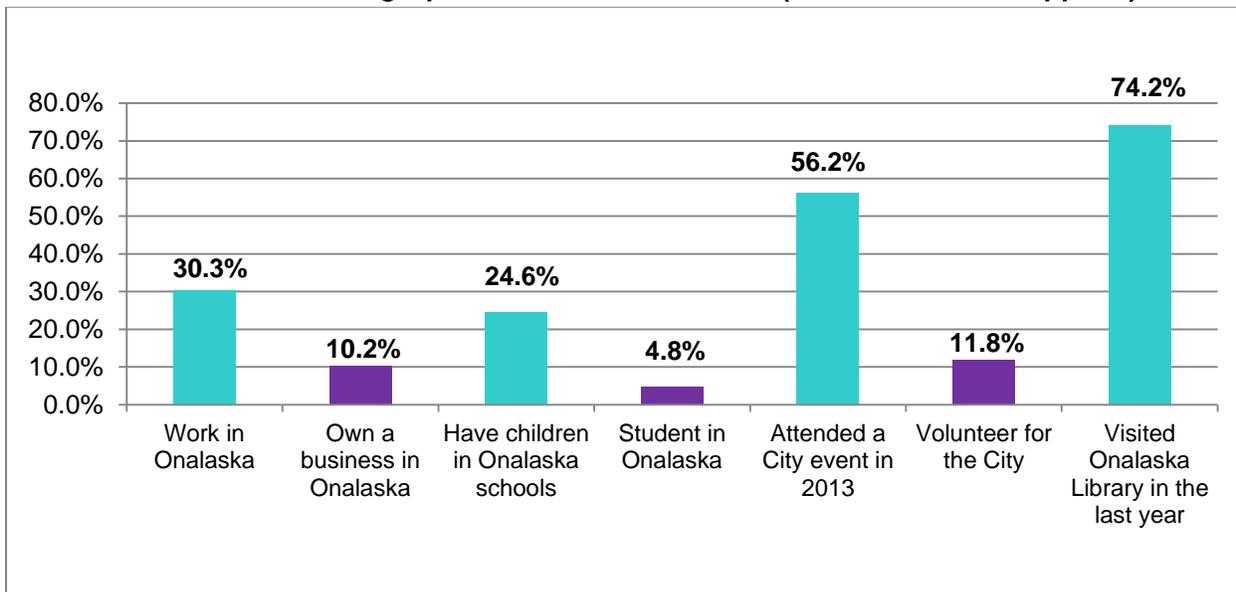
<b>Table 7: Housing: Which best applies to you?</b>	
<b>Answer Options</b>	<b>Response Percent</b>
Detached single family home	80.7%
Duplex	7.1%
Condominium or Townhouse	7.5%
Apartment complex	1.9%
Mobile home	1.5%
Senior housing	1.2%

Table 8: Your Home: Do you?	
Answer Options	Response Percent
Own	91.9%
Rent	8.1%

**Chart 9: In Onalaska, what recreational activities do you / your family participate in? (Checked all that applied).**



**Chart 10: Additional Demographic-related Information. (Checked all that applied).**



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## Appendix B: Summary Report of Responses to Survey Questions

Question 1. How important are the following issues for Onalaska in the next 20 years?							
Answer Options	Extremely Important (5)	Very Important (4)	Somewhat Important (3)	Not Very Important (2)	Not at all Important (1)	Don't Know (0)	Response Count
Maintaining a good school system	<b>53.5%</b> (566)	32.4% (343)	10.4% (110)	0.8% (8)	0.7% (7)	2.3% (24)	1058
Promoting public health & an active community	26.3% (278)	<b>44.0%</b> (466)	22.4% (237)	2.8% (30)	1.7% (18)	2.7% (29)	1058
Promoting tourism opportunities	13.1% (138)	<b>37.8%</b> (400)	35.7% (377)	8.6% (91)	2.6% (28)	2.2% (23)	1057
Accessibility/availability of local bicycle routes	15.9% (168)	32.9% (348)	<b>33.7%</b> (357)	11.7% (124)	3.0% (32)	2.7% (29)	1058
Improving local sidewalk condition & network	19.2% (203)	<b>36.0%</b> (380)	34.0% (359)	6.9% (73)	1.8% (19)	2.2% (23)	1057
Developing the waterfront	23.6% (250)	27.3% (289)	<b>28.5%</b> (302)	12.2% (129)	5.7% (60)	2.6% (28)	1058
Protecting bluffs & sensitive natural features	31.4% (332)	<b>36.8%</b> (389)	22.9% (242)	4.7% (50)	2.3% (24)	2.0% (21)	1058
Redeveloping 2nd Ave District (downtown district)	16.8% (178)	30.7% (325)	<b>35.6%</b> (377)	10.0% (106)	3.8% (40)	3.0% (32)	1058
Reinvesting in existing housing stock	6.7% (71)	24.4% (258)	<b>42.4%</b> (448)	12.5% (132)	2.7% (28)	11.3% (119)	1056
Promoting a mix of housing options	6.8% (72)	20.6% (218)	<b>38.9%</b> (411)	20.2% (214)	7.9% (83)	5.6% (59)	1057
Enforcing building codes	23.3% (247)	<b>39.3%</b> (416)	27.4% (290)	5.4% (57)	1.5% (16)	3.0% (32)	1058
Enforcing property maintenance standards	27.4% (290)	<b>42.3%</b> (448)	21.7% (230)	4.5% (48)	1.8% (19)	2.2% (23)	1058
Retention & expansion of local employers	34.8% (368)	<b>42.7%</b> (451)	16.8% (178)	1.6% (17)	0.9% (10)	3.1% (33)	1057
Attracting large regional employers	25.2% (267)	<b>36.3%</b> (384)	26.6% (281)	7.1% (75)	2.2% (23)	2.6% (28)	1058
Expanding regional shopping centers	11.1% (117)	27.8% (294)	<b>38.3%</b> (405)	14.9% (158)	4.7% (50)	3.2% (34)	1058
Improving & rehabilitating streets	26.7% (283)	<b>48.7%</b> (515)	20.1% (213)	2.3% (24)	0.4% (4)	1.8% (19)	1058
Planting & maintaining boulevard trees	14.8% (157)	30.7% (325)	<b>36.9%</b> (390)	10.2% (108)	4.9% (52)	2.5% (26)	1058
Expanding municipal boundaries	5.3% (56)	13.6% (144)	<b>36.4%</b> (385)	25.4% (269)	10.5% (111)	8.7% (92)	1057
Limiting train whistles (railroad quiet zone)	13.6% (144)	11.1% (117)	<b>26.1%</b> (276)	25.0% (264)	19.9% (211)	4.3% (46)	1058

Question 2. Rate the following services in Onalaska:							
Answer Options	Excellent (5)	Good (4)	Average (3)	Needs Improvement (2)	Major Improvement Needed (1)	Don't Know (0)	Response Count
Youth activities	24.3% (256)	<b>42.2%</b> <b>(445)</b>	12.1% (128)	3.1% (33)	0.4% (4)	17.9% (189)	1055
Shopping	21.7% (229)	<b>46.4%</b> <b>(489)</b>	20.9% (220)	6.9% (73)	2.1% (22)	2.0% (21)	1054
Childcare facilities	6.2% (65)	<b>22.7%</b> <b>(239)</b>	17.5% (184)	2.4% (25)	1.0% (10)	50.3% (529)	1052
Community events	6.1% (64)	37.1% (391)	<b>37.2%</b> <b>(392)</b>	10.0% (106)	2.5% (26)	7.2% (76)	1055
Internet service	10.5% (111)	<b>39.1%</b> <b>(412)</b>	27.0% (285)	8.4% (89)	2.8% (29)	12.1% (128)	1054
Educational facilities	33.8% (356)	<b>47.4%</b> <b>(499)</b>	9.4% (99)	1.8% (19)	0.2% (2)	7.4% (78)	1053
Medical facilities	<b>59.2%</b> <b>(624)</b>	32.5% (343)	4.8% (51)	1.4% (15)	0.3% (3)	1.7% (18)	1054
Senior citizen services	9.1% (96)	<b>30.0%</b> <b>(317)</b>	18.2% (192)	5.3% (56)	0.5% (5)	36.9% (389)	1055
Public transportation	5.5% (58)	23.9% (252)	<b>26.3%</b> <b>(277)</b>	14.8% (156)	5.3% (56)	24.2% (255)	1054

\*Note: In the event the highest response count/percentage is in the “Don’t Know” category, the second highest category was selected.

<b>Question 4: What type of development should Onalaska encourage in the next 20 years?</b>					
<b>Answer Options</b>	<b>Need More Of</b>	<b>Keep at Existing Level</b>	<b>Need Fewer Of</b>	<b>Don't Know</b>	<b>Response Count</b>
Offices / Business Parks	28.9% (304)	<b>52.3%</b> <b>(550)</b>	5.9% (62)	12.8% (135)	1051
Retail Establishments	40.2% (422)	<b>48.0%</b> <b>(504)</b>	3.0% (32)	8.8% (93)	1051
Neighborhood Services / Businesses	39.7% (417)	<b>46.5%</b> <b>(488)</b>	2.5% (26)	11.3% (19)	1050
Restaurants	39.2% (412)	<b>52.0%</b> <b>(546)</b>	2.4% (25)	6.4% (67)	1050
Entertainment / Attractions	<b>58.0%</b> <b>(609)</b>	33.0% (346)	1.7% (18)	7.3% (77)	1050
Hotels / Motels	23.3% (245)	<b>64.1%</b> <b>(673)</b>	3.0% (31)	9.6% (101)	1050
Industry / Manufacturing	<b>46.7%</b> <b>(490)</b>	39.2% (412)	4.0% (42)	10.1% (106)	1050
Single Family Homes	<b>51.2%</b> <b>(538)</b>	38.4% (404)	1.6% (17)	8.8% (92)	1051
Duplexes / Triplexes	9.6% (101)	<b>43.0%</b> <b>(452)</b>	37.0% (89)	10.4% (109)	1051
Multi-Family Apartments (4 + units)	6.1% (64)	34.3% (360)	<b>47.8%</b> <b>(502)</b>	11.8% (124)	1050
Manufactured Homes / Parks	4.6% (48)	32.0% (336)	<b>51.4%</b> <b>(540)</b>	12.0% (126)	1050
Condominiums	23.6% (248)	<b>50.0%</b> <b>(525)</b>	14.7% (155)	11.7% (123)	1051
Rental Housing Options	12.5% (131)	<b>45.2%</b> <b>(474)</b>	27.5% (288)	14.9% (156)	1049
Senior Housing Options	<b>41.1%</b> <b>(432)</b>	37.5% (394)	2.3% (24)	19.1% (201)	1051
Other: See Appendix C (Question 3)					65

Question 5: How important are these factors for new development and redevelopment?							
Answer Options	Extremely Important (5)	Very Important (4)	Somewhat Important (3)	Not Very Important (2)	Not at all Important (1)	Don't Know (0)	Response Count
Traffic flow / circulation	<b>51.4%</b> (540)	36.8% (386)	9.1% (96)	0.7% (7)	0.4% (4)	1.6% (17)	1050
Architecture / building design	18.4% (193)	<b>37.4%</b> (393)	34.2% (359)	5.0% (52)	1.8% (19)	3.2% (34)	1050
Parking availability	29.0% (304)	<b>46.5%</b> (488)	19.4% (204)	2.5% (26)	0.7% (7)	2.0% (21)	1050
Walking / biking access	28.0% (294)	<b>34.1%</b> (358)	27.0% (284)	6.7% (70)	1.7% (18)	2.5% (26)	1050
Site landscaping	17.6% (185)	<b>35.6%</b> (373)	34.2% (359)	6.8% (71)	1.1% (12)	4.7% (49)	1049
Signage	12.6% (132)	28.1% (295)	<b>38.9%</b> (408)	11.5% (121)	3.1% (33)	5.7% (60)	1049

Question 6. How would you rate the performance of the City of Onalaska government?							
Answer Options	Excellent (5)	Good (4)	Average (3)	Fair (2)	Needs Improvement (1)	Don't Know (0)	Response Count
Value of services provided by City government	14.1 (148)	<b>50.5</b> <b>(530)</b>	20.9 (219)	3.8 (40)	2.3 (24)	8.4 (88)	1049
Welcoming citizen involvement	8.6 (90)	<b>33.9</b> <b>(356)</b>	28.2 (296)	6.7 (70)	5.3 (56)	17.3 (182)	1050
Police services	33.8 (355)	<b>44.1</b> <b>(463)</b>	12.7 (133)	2.4 (25)	2.1 (22)	4.9 (51)	1049
Fire services	37.7 (396)	<b>42.7</b> <b>(448)</b>	9.3 (98)	1.4 (15)	1.0 (10)	7.9 (83)	1050
Operation of Municipal Court System	6.0 (63)	<b>26.1</b> <b>(273)</b>	17.3 (181)	1.9 (20)	1.4 (15)	47.3 (495)	1047
Operation of City water utility	15.3 (160)	<b>44.8</b> <b>(469)</b>	21.9 (230)	1.7 (18)	1.9 (20)	14.4 (151)	1048
Operation of City storm sewer utility	12.9 (135)	<b>41.4</b> <b>(434)</b>	23.5 (247)	2.4 (25)	1.9 (20)	17.9 (188)	1049
Operation of City sanitary sewer utility	13.8 (145)	<b>41.0</b> <b>(431)</b>	22.8 (239)	2.1 (22)	1.2 (13)	19.0 (200)	1050
Maintenance of parks, green space, trails	18.4 (193)	<b>49.9</b> <b>(524)</b>	21.6 (227)	3.0 (32)	2.8 (29)	4.3 (45)	1050
Street & alley maintenance	6.9 (72)	<b>36.0</b> <b>(377)</b>	32.0 (335)	9.4 (99)	9.4 (99)	6.3 (66)	1048
Street sweeping activities	11.9 (125)	<b>41.1</b> <b>(432)</b>	28.4 (298)	9.9 (104)	4.7 (49)	4.0 (42)	1050
Snow removal activities	13.8 (145)	<b>34.6</b> <b>(363)</b>	26.1 (274)	10.4 (109)	12.2 (128)	2.9 (30)	1049
Operation of Omni Center	7.2 (76)	<b>34.0</b> <b>(357)</b>	20.9 (219)	4.9 (51)	7.0 (74)	26.0 (273)	1050
Operation of recreational programs	13.9 (146)	<b>41.3</b> <b>(433)</b>	19.8 (208)	4.2 (44)	2.5 (26)	18.3 (192)	1049
Promotion of events & tourism opportunities	6.3 (66)	<b>31.5</b> <b>(331)</b>	30.3 (318)	10.1 (106)	6.9 (72)	15.0 (157)	1050
Managing / planning for growth	3.9 (41)	<b>29.1</b> <b>(305)</b>	28.0 (294)	8.5 (89)	8.3 (87)	22.2 (233)	1049
Enforcement of property maintenance codes	3.7 (39)	20.5 (215)	<b>28.1</b> <b>(295)</b>	9.4 (99)	11.2 (118)	27.0 (284)	1050
Building Inspection services	4.8 (50)	23.0 (241)	<b>24.6</b> <b>(258)</b>	5.6 (59)	5.8 (61)	36.3 (381)	1050

\*Note: In the event the highest response count/percentage is in the “Don’t Know” category, the second highest category was selected.

Question 7. Overall how satisfied are you with the availability of information about City Services?		
Answer Options	Response Percent	Response Count
Very satisfied	30.4%	319
<b>Somewhat satisfied</b>	<b>53.3%</b>	<b>559</b>
Somewhat dissatisfied	7.3%	76
Very dissatisfied	2.1%	22
Don't Know	6.9%	72

Question 8. Which methods would you prefer to receive information from the City? (Check all that apply)		
Answer Options	Response Percent	Response Count
City Facebook page	12.5%	129
City e-newsletter	31.1%	322
<b>Direct mailings</b>	<b>61.5%</b>	<b>636</b>
Utility bill mailings	35.1%	363
Email	34.9%	361
Twitter	2.1%	22
Newspaper	35.6%	368
Website	32.2%	333

<b>Question 10. In Onalaska, what recreational activities do you / your family participate in? (Check all that apply)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Use bicycle trails	56.1%	555
Hike / use walking trails	61.1%	604
Golf	37.4%	370
Visit the Omni Center	59.9%	592
Snowmobile	2.1%	21
Fish	35.7%	353
Organized fitness classes	20.6%	204
Organized sporting teams	20.2%	200
Member of a gym / YMCA	42.5%	420
Other (please specify)		108

<b>Question 11. Please check all that apply: (Other Demographic Information)</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Work in Onalaska	30.3%	291
Own a business in Onalaska	10.2%	98
Have children in Onalaska schools	24.6%	236
Student in Onalaska	4.8%	46
Attended a City event in 2013	56.2%	539
Volunteer for the City	11.8%	113
Visited Onalaska Library in the last year	74.2%	712

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## **Appendix C: Survey Respondent Comments to Questions**

Four questions had opportunities for survey respondents to submit additional comments and thoughts. These included questions 3, 4, 10, and 20 which was the “Additional Comments” question. The comments were organized according to subject matter and the subjects and comments have been listed in no particular order.

### Question 3: If you could change one thing in the City of Onalaska, what would it be?

#### Comments Related to Recreation/Trails/Sidewalk Networks:

- Direct access to Lake Onalaska.
- More public bluffland, parks for hiking.
- More recreational access to riverfront, walking paths, hiking trails etc.
- More trails on the bluffs.
- Invest in Lake Onalaska. It seems like that it is turning into swamp land. Find someone to lease Sias Isles. They can sell bait, rent boats, rent camp sites. Also, how about thinning the underbrush along the HWY 35 bike trail. You can't even see the lake from the trail.
- Improve and maintain the natural beauty of our river and bluff environment.
- I was born in Onalaska in 1931 and I was told that I am an "original" by Mayor Chilsen. I do lots of walking but the sidewalks are very bad and have always been that way.
- Complete area where sidewalks start and stop to make them continuous.
- Sidewalks on all streets, on both side of the street.
- Add more sidewalks and parks to the city.
- Sidewalks at all streets.
- One good change would be to complete the sidewalk system within Onalaska, especially where there are gaps because of a single empty lot. Some of these lots have remained empty for over fifteen years.
- Require all new developments have public sidewalks. Either that or the city should pay for all sidewalk repairs within the city. Fair is fair.
- To have sidewalks on all streets.
- Continue to improve walking and bicycling routes in and around the city.
- Safer crosswalks. Cops don't even stop for pedestrians. Or more walking paths.
- Improve the ability to get out of Green Coulee by foot (the street crossing to the West is dangerous) and by vehicle (turning left is well known to be difficult) A sidewalk over the bluff to Menards would be a major improvement.
- More sidewalks to walk on.
- More walking, biking and hiking trails.
- Sidewalks. It is a shame that streets only 1 block off of Main Street don't have sidewalks (i.e., Monroe, 10th, Pierce, where kids walk streets to attend St. Paul's, St. Pats and Irving Pertsch).
- Improve sidewalks especially Green Coulee subdivisions - someone is going to get hurt.
- They need to add additional sidewalks on Oak Ave. N. School children have to cross busy street in the a.m. when traffic is very busy. Only 4 homes have sidewalks on the one side of the street. They can't be Grand Fathered because they were built after homes were built where we had to have sidewalks.
- Why isn't there a sidewalk on 14th Avenue North?
- There should be complete sidewalks on all City blocks so walkers do not have to walk in the street. We are 70 years old and walk daily to maintain our health; walking in the streets is dangerous for us.
- It is very important to require all property owners to have and maintain a sidewalk for the safety of all. How can we provide hiking trails and bike trails and not provide a safe place for people to walk in our City. Currently we have sidewalks that start and end for no apparent reason. I watch students walking in the streets to get to school. This should be priority #1 for City.
- Finish and add sidewalks to connect walking for the community!

- Install a sidewalk on Troy Street from East Avenue to Highway 35 (or Kwik Trip).
- Improve bike routes, more and safer.
- Walkways/bike paths to connect N. Kinney Coulee to safely ride a bike on this road and connect to rest of paths. N. Kinney has 2 hotels, but no sidewalk/walking paths for people to safely walk down this 3 mile dead-end road.
- Pave the bike trail.
- Better/expanded bike paths to/from mall and La Crosse.
- More bicycle/running paths.
- A larger integrated network of bicycle lanes so that road bikes can travel safely.
- Investing in making the community and walking and biking community by investing in pathways and complete streets that would encourage those activities. Currently it is not even safe to be biking out of Green Coulee where I live. Developing pathways and crossways that would encourage biking to stores, athletic fields and schools would help make this area a more desirable as well as a more healthy community.
- A bike path and walking path that runs through the woods or along the river. Moved here from Winona & really miss the bike/walking path around their lakes.
- More bike lanes/paths.
- Convenient bike trail from Holmen to La Crosse.
- The price to use the bike trail isn't worth it. It is a gravel path.
- I cannot safely bike with my children. I would like to see the creation of a bike-friendly community.
- I would pave all the bike trails. I think they would get a lot more use and attract more people to the area.
- Pave the bike trails so that it can be used safely by thin-wheeled bikes, rollerblades, etc.
- More bike/running trails.
- Bike/pedestrian access to pool (esp. if coming from Kwik Trip/Coulee area).
- Bring attention to the bike trail we have going right through the town. You can go either direction. It is a great trail. Very beautiful. Grade the trail so it is not so rough. Make people clean up their places that the bike trail goes past. The house at Court and Elm on the bike trail is an eyesore. Someone needs to make them clean it up. It doesn't say much for our City or Tourism.
- Large dog park like ones in Sheboygan.
- More Park and Rec Staff to coach youth programs versus parents.
- Free or low cost fitness activities/facilities for seniors without having to buy a senior meal-some of us still cook.
- Would like to see more trees on the boulevards, what happened to the crab apple tree capital of the world that was started in the 60's. Sunny would look neat in front of blooming crabapple trees.
- Further development of a community center for all ages from children to seniors.
- Improved facilities and upkeep of neighborhood parks. For example: Wellington Greens Park could support baseball or soccer field. Playground area needs landscaping work to fill and level out wood chips. Additional trees, gardens and more frequent mowing would be a plus.
- Add a community park and bike/walking trail along highway 16 for the residents of Nathan Hill Estates. There are lots of children in the subdivision, no place for them to play, no safe way for them to go elsewhere.
- Build an indoor park for families.
- Get a splash pad, put in some new parks. Van Riper Park is a dump.

## Comments Related to Waterfront Development:

- Develop waterfront.
- Waterfront destination with shopping, adequate parking and vendors.
- Improve waterfront access and development.
- Clarify what is happening with the Waterfront area.
- I would like to see the City finish redevelopment projects. It seems to me that the City starts but does not finish them. Like the Waterfront Project.
- Finishing the waterfront project - including a park, visible access to the trails, tourism, restaurants, retail - making it very attractive. It's our front door & our biggest asset.
- Make sure the waterfront project gets completed at least with bathrooms and an area for people to meet for biking, walking, running etc.
- Redeveloping the waterfront.
- Develop the waterfront; community access to enjoy the natural beauty in Onalaska. Very important that it is developed in a creative, yet modest (financially) way. The draw to the community and tourist is the area and the people, not a big, expensive building. Simple, warm, welcoming, beautiful connecting - that is what it's about.
- Nice waterfront area.
- Develop waterfront.
- Finish development the waterfront ASAP.
- finishing the waterfront is also very important.
- Finish the waterfront project on Main Street and Highway 35.
- Developing the waterfront.
- Develop the Waterfront with a quiet zone, upscale motel, tourist center, and historic museum, also Public access to the Black River with beach, toilets, boat rental and parking.
- Waterfront.
- Develop the waterfront.
- Get waterfront improvement done.
- Develop waterfront area.
- Clear view and more accessible waterfront which, I think in turn, would lead to more tourism, activity and future development.
- The waterfront project needs to continue to improve on downtown area, even if the money is not available to build a structure. We need to make that a very attractive area with some landscaping, flowers and park benches. Do hope in the future a structure will be built but it is utmost important that it be quality built and needs to be built so in the future it can be added on to when more money is available. It needs to be done so all of us in Onalaska can be proud of it and tourist will be impressed. I feel strongly that we now need to continue removing some of the old building so it isn't such a shabby part of town.
- Develop the waterfront area.
- Improving the waterfront area.
- Improve waterfront.
- Improve waterfront.
- Expansion of waterfront property for walking, picnics.
- We have a beautiful waterfront that is hidden. A master plan for the HWY 35 area must be implemented!
- Improve the waterfront which would help with tourism along with more retail opportunities.
- A beautiful waterfront destination that would attract visitors and keep residents in their hometown.

- ---

Need to develop waterfront.
- ---

I really wish we had a waterfront park with tables and benches. That is quiet and peaceful. "Fish park" on HWY 35 is too public, too loud. The poor excuse for a park downtown smells and is always swampy. No parking, and then that whole criminal element coming and going from the spillway. Yuck. Then add in the terrifying loud train.
- ---

Develop the riverfront.
- ---

Develop the Riverfront.
- ---

Better use of the riverfront.
- ---

If we can't afford to complete the Visitor's Center and Park at this time, the least we could do is tear down the eyesore buildings on this site and expose a very nice river view.
- ---

Open up the water to the community for boat launching. We the taxpayers do own the land.
- ---

Build a boat landing on City property on Black River.
- ---

I would put in a boat landing. We are on the Black River. Can it get any simpler than that?
- ---

Install Boat landings on the Black River (Old Sias Boat Landing).
- ---

Start and complete the Riverfront Project. I am beginning to doubt that I will see this project completed in my lifetime. The City of La Crosse also sets a poor example with the Mobil oil site project.
- ---

Get the new tourism center done so that it is closer to the bike trail. Has been too far away for too long.
- ---

I would find a way for the Cultural Center or Learning Center to happen. There is so much history, nature, native people and beauty in this area - we could be doing better in looking at it as a resource for visitors.
- ---

Use existing "Timbers" building for Tourism Center and Waterfront.
- ---

Use the Timbers for tourism center. It would be perfect.
- ---

I would like to see it have a golf driving range.
- ---

The loss of the riverfront project is tragic. We lost an opportunity to create an image of a truly progressive community mindful of our history, our natural resources, and our riverfront beauty. So sad.
- ---

The fact of the railroad running between the river and City. I'm not so much concerned about safety but the fact that direct access to the river/waterfront prevents a true integration of the waterfront and the City itself.
- ---

I think too much emphasis has been placed on developing the waterfront over producing services to the residents. The whole "land purchase deal" spent way too much money.
- ---

Get waterfront area started! It has been drug out too long.
- ---

Get rid of that money pit you call the waterfront. It is a bad idea. It will require extra tax money to maintain after the flood takes out all you build down there. The railroad tracks are not moving so, its a poor place for development.
- ---

End the 'waterfront' project.

### **Comments Related to Traffic:**

- ---

Get the corner at Main Street & Green Coulee Road corrected - someone will get killed there.
- ---

Implement safer intersection at Green Coulee and Main Street, possibly a traffic circle.
- ---

Please improve the intersection at Main and Greens Coulee. Someone will get seriously injured, it's just a matter of time. I have seen many close calls and I worry for pedestrians and bicyclists - especially kids on their bikes. It's not safe. You have to do something please!

- The intersection at Main Street and Greens Coulee Road needs to be upgraded to accommodate the growth and density in the coulee.
- The Green Coulee/East Main Intersection. It is dangerous and getting worse all the time. It needs to be addressed very, very soon or someone will get seriously injured! Do something!
- We need to create a safer intersection at Main Street and Green Coulee Rd. (By the Coulee Golf Course) and up to Grandview Road and in and out of Kwik Trip. Traffic is crazy there during the rush hours. (Especially 3 p.m. to 6 p.m.)
- Traffic relief at the intersection of East Main Street and Green Coulee Road. Something needs to be done!
- The intersection between Main St and Green Coulee Road.
- The intersection of E. Main Street and Green Coulee is atrocious. It needs a light! Once a week, we've seen accidents narrowly missed as people get impatient and pull out from Green Coulee, go much too fast on E. Main Street, or try and turn into Kwik Trip or Altra. Do something about it, please!
- I would invest in a stoplight/roundabout at the Green Coulee Road and Main Street intersection. If that was deemed infeasible, that intersection must be overhauled regardless.
- Intersection and Greens Coulee and Main Street.
- New intersection at E Main St & Greens Coulee Road and/or access from Greens Coulee area to Sand Lake Road.
- Traffic problem at Main and Greens Coulee Road Intersection.
- Redesign Main Street/Greens Coulee Intersection to include signals.
- Intersection by Coulee Golf Bowl.
- Something needs to be done with the Greens Coulee and Main Street intersection. It is terribly unsafe and clogged up. Traffic engineers say that you cannot put traffic lights up. I think a traffic circle combine with HWY 157 off ramp would be a great solution.
- Stoplight or roundabout by Coulee Golf Bowl, very dangerous intersection!
- The intersection at Greens Coulee and Main Street.
- Greens Coulee Rd and Main Street traffic light.
- I would like to see some type of traffic light at the corner of Greens Coulee Road and Main Street. There are times of the day that I can't even cross traffic, it is so heavy, I just pull out and pray the other driver will slow down. It's ridiculous.
- More roundabouts - one near Coulee Golf Bowl and Kwik Trip.
- Egress - East Main Street/OS & Greens Coulee Road. This is an accident waiting to happen / what a mess, however, it is a problem to be solved.
- The traffic flow/congestion which happens in the area around primarily by Kwik Trip and Coulee Golf Bowl and to about Esther Dr. Engineering design of street has/did not keep up with growth and traffic volume.
- The fact that there is only one access point to Greens Coulee Road. If there was ever an emergency that blocked the current entrance, what would the option be for people to get to their homes?
- Install turn light arrows at Main St. & Sand Lake Road.
- Put left turn arrows at Sand Lake Rd. and Main Street, Utilize the flashing speed control lights which we own and never use in high traffic areas to reduce speed of drivers to school zone and posted speeds.
- Put a turn signal light at 12th Avenue South & Main Street.
- Improve Sand Lake Road & Main Street intersection.

- Add left turn arrows at the stoplight of Sand Lake Road and Main Street.
- Left turn signal lights on main street turning north onto Sand Lake Road, and 12th Avenue South turning West onto Main Street.
- Left turn lane and left turn signal at the intersection of Main Street and Sand Lake Road. I've seen way too many close calls at that intersection.
- The intersection at Oak Forest Dr. and 3rd Ave. S. continues to be horrible. Would a round-a-bout work there?
- Change the intersection at Oak Forest Drive and 3rd Ave. S. - It is terrible from 3-5:30 p.m.
- Stop and Go lights intersection of Library, Kwik Trip on Oak Forest Drive. Takes so long to wait for traffic.
- Slow down the traffic on South Kinney Coulee Rd. We have a nice walking/biking path but the speeding, careless drivers make it dangerous to use! Make speed limit 25 mph and install speed bumps and ticket all those who run the stop sign, make illegal U-turns by Kwik Trip/Mall/South Kinney Coulee Road and those making left turns from middle lane when going from South Kinney to HWY 16 - mostly Kwik Trip customers - all dangerous things. Traffic violations are rampant out here!
- Enforcement of speed limit on Oak Avenue South where semis, dump & garbage trucks, & autos drive like it is an interstate instead of a residential neighborhood with posted signs, This will be increasingly important if Culvers is going into the old Happy Joe's location & traffic increases. Also a better intersection at Oak Ave S/Oak Forest Drive to accommodate increased traffic flow.
- Improve bottleneck traffic areas.
- Keep line of vision clear on intersections or stop signs. There are too many corners. Ex: out by Festival - can be dangerous pulling out from stop signs - people travel too fast.
- Improve/add/reconfigure/ street intersections, speed limits, traffic lights.
- I think the traffic roundabouts are nice, but an unnecessary expense!
- Traffic patterns - Main Street, OS, Theater Road, Greens Coulee Rd, Mall area.
- Road access from one end of town to another. Not really shortcuts anywhere w/HWY 53 through the middle of town.
- Traffic issues. Roads are too busy especially over the holidays with shoppers.
- Not having the 'red paver' crosswalks on 2nd Ave. (HWY 35). These have ruined and otherwise perfectly good road. These "speed bumps" are terrible.
- Too many dead end street and cul-de-sacs.
- Traffic - speeders.
- Speed bumps (crosswalks of brick) on HWY through City a was big mistake. This will be costly over the years and are already after 1 year - plow damage (big mistake).
- I wish 12th Ave South wasn't such a 'thoroughfare'. Wasn't the highway extension supposed to do that? It hasn't, cars, and trucks of all sizes speed past my house every day. It's not even the amount, as it is the speed/noise when they blow by.
- The traffic pattern by the Mall. The lanes coming from HWY 53 to the mall need to be changed to have 2 left turn lanes. Currently there are 2 lanes going straight through the light to the mall. There is one lane turning left. The lane next to that lane which currently only allows traffic to go straight to the mall needs to be changed to also allow left turns. This would minimize the back up during peak shopping times. Seems like an easy fix.
- Traffic issues. Roads are too busy especially over the holidays with shoppers.
- Have more streets that go through the City.

- Better traffic flow needed on HWY 16. Mall bypass expressway. Extend 12th Ave. S. to River Valley Dr. / Palace Street.
- Traffic safety - Kwik Trip & library.
- Speed limits.
- Route to La Crosse that bypasses the mall.
- Improvement of traffic flow and circulation on Main Street between 11th Ave and Theater Road/Eagle Bluff Ct. Businesses hard to access and very pedestrian and bike unfriendly on this section of Main Street.
- Road Access to Industrial, Business & Shopping Areas.  
Fire the City Planner. One road going to the mall from downtown is nuts.  
Eliminate yield signs at intersections and replace with stop signs.
- Hwy 35 South needs a better turn lane for right turn to Nutbush. Lower speed limit to 40 mph. Needs to police this area in the morning from 7-9 a.m. please!
- Traffic flow - lights - safe pedestrian crossings speeding and noise from car stereos.
- The City should have designed access roads along business routes instead of individual driveways by each building - would need less traffic signals - traffic would move smoothly & safely.
- The Main Street - Oak Forest - Onalaska Care Center - 17th Ave. intersection is waiting for a massive accident! It is dangerous to make a Left turn on this street going East. Too many streets joining together there. The round-about-by Menards should be at this intersection.
- Update stop and go light at Main St and Sand Lake or put four way stop sign at Quincy and Sand Lake Road.
- Better enforcement of traffic laws, especially speed limits. People use the main traffic arteries like their own personal race tracks. A 25 MPH speed limit means that people are going 40, 45, 50 MPH. Why have speed limits if you aren't going to enforce them? I drive between 25-30 MPH and I have nearly gotten run over on numerous occasions.
- Enforce the speed limit on Main Street between 11th & 12th Street.

### **Comments Related to Retail/Business/Shopping Wants:**

- More local businesses.
- More boutiques or small businesses.
- Need local small town atmosphere of cafe/restaurants business (small business owned by local citizens).
- Encourage development of a casino and a motel with a large water park to build within the City. That would bring in mounds of tourists, year round, and provide some good paying jobs.
- A new movie theater would be lovely!
- Entertainment (movie theater, amusement park or water park).
- Have more family (plain food) restaurants. Also need little coffee shops & (reasonable) gift shoppe (combined).
- More restaurants.
- Bring back Paul's Pantry - it was a nice (good) place to have breakfast.
- Healthy/local food restaurants in the area. Also outside eating areas.
- Increasing the variety of healthier & interesting dining choices, especially Mediterranean/Greek (Nupas in Rochester), Noodles & Co., another Casa Blanca.
- A little bit better shopping and that the access to outdoor fun isn't limited!
- Shopping: Add a Costco store.

- Have more shopping options in the Onalaska - Holmen corridor so not have to travel south to La Crosse. Development of a major food store near Menards with a retailer (Meijers, Wal-Mart, and services : hair, etc. nearby to make this area more user friendly).
- Get better shopping! We need stores like Nordstroms, Stimark or Dillard so we can shop in Onalaska instead of going to other towns. If you want us to shop here, we need department stores to bring customers to town.
- More shopping.
- More shopping and restaurant variety.
- Bring in more shopping (Bed Bath & beyond, Crate & Barrel, etc.) bring in more restaurant options. Build an indoor play area for kids and adults (soccer fields, tennis courts, climbing wall, indoor family play center for chilly fall, winter and cool spring months).
- More updated retail: Trader Joes, Pottery Barn, Coldwater Creek, Bed Bath & Beyond, Costco, home interior decorating.
- Improving the shopping.
- Get a grocery store back in Center 90.
- Have another grocery store.
- A Kwik Trip by Menards (on Riders Club) or a grocery store.
- The placement of the new Auto Zone. I don't know who is responsible for approving it (Council, City Planner), but it is poor planning. It is being built on a very busy corner. There is an entrance off of OS as cars are trying to make a right turn and right around the corner. Are you so focused on new business, that the safety of citizens is not considered the priority?
- We need to have a place for teenagers to go to have fun. Some type of teen center, etc. Hopefully this will decrease the number of kids who end up on drugs and other criminal activity.
- Affordable clinics. I also don't understand not renewing the movie theatre contract and letting it sit empty as we have to go to the south side of La Crosse.

### **Comments Related to Taxes:**

- Lower property taxes. Very difficult for a widow to pay high taxes on a very modest house (a small one). Pensions go down and taxes go up. P.S. I worked full-time till almost age 69.
- I would like to see my real estate taxes be lower.
- Lower taxes for retired home owners!
- Lower taxes.
- Lower property taxes! Especially for seniors!
- Reduce property tax rate.
- Keeping taxes down so retirees on limited income don't have to sell their homes.
- Lower taxes & reduce extra fees (EG - Fire pits, pet licenses etc.).
- Keep taxes down!
- Taxes, property tax bill (including school's portion) has gone up by 30% in 7 years. This is excessive. Low taxes promote growth and was a key reason we chose Onalaska (from out of state).
- Reduced taxes.
- Reduce property taxes.
- Keep property taxes reasonable.
- My taxes are over \$7,000 - really?
- Lower taxes. Pick up yard waste with no extra charge.
- Lower taxes.

- Work hard to lower taxes, prioritize spending between wants and needs.
- Cost of taxes.
- Lower property taxes.
- Lower taxes.
- Lower property taxes. The recent "balanced assessment" took away the perceived benefit of my recent purchase of a house with an older assessment and lower taxes. This was used as a selling point and I lost the benefit within a year of purchasing inside the city limits.
- Lower property taxes.
- Lower taxes.
- Lower taxes and less fees.
- Keep property taxes low.
- Lower taxes.
- Reduce taxes.
- Lower the property taxes!
- Lower property taxes.
- Much lower property taxes.
- Lower property taxes.
- Property taxes are beyond ridiculous. Need significant relief in this area.
- I should not pay school taxes when I don't have children in the School of Onalaska. Seniors should get some kind of tax credit.
- Lower property taxes.
- Reduce property taxes!
- Lower property taxes. We're getting taxed out of our homes.
- Lower taxes.
- Taxes, city water and sewer bills.
- Property tax system need considerable overhaul: Assessment, tax or mill rate, school referendum tied to homes with families not homeowners. Retired, over 62 years with fixed income, property taxes tied to home improvement. Taxes reduced per dollar spent and held low for fixed period of time.
- Lower taxes! Why do you waste money on this survey when you, the committees, do not listen to us citizens anyway and you know what you want.
- Lower taxes!
- Lower property taxes.
- Lower property taxes.
- Lower property taxes! Why do taxes vary per property value when we all receive the same services? A person saves to build a nice retirement home and then has to pay high taxes (\$7870.55).
- Decrease taxes.
- A lot less spending on needless things so property tax could and should go down.

### **Comments Related to Housing:**

- More housing for elderly. Another Eagle Crest but include a nursing home - better care for senior citizens.
- In future, more senior housing like or similar to Eagle Crest.
- Less building of multiplex apartments. More twin homes for rent and not for buying which would be suitable for seniors

- More apartment buildings for disabled people.
- Build affordable 1st home buyer options. Nice houses in the \$150,000 to \$200,000 range.
- Beautiful condos by the river.
- Need condominiums on HWY 35 to face the southwest.
- More variation of pricing of houses. The houses that are in the \$130,000-\$160,000 range are few and far between and toward the lower end the houses are often awful. Then, the next step up for housing is \$220,000 or more.
- More housing w/an emphasis on becoming more energy efficient and using sustainable resources (exp. solar panels, wind, etc.). In fact, some of these produce more energy than is used and that can be sold back to the electric companies.
- Have City require more attractive multi-unit housing. Oak Manor is a good example of unattractive. It's a long box, painted ugly colors. Require more attractive roof lines with more interesting features, please.
- Do not allow more apartment, duplex, condo buildings! There are enough of them now! These types of buildings do not promote healthy neighborhood environments. Instant slum! I feel they are not a good tax base.
- Limit the number of rental properties to current level, so we don't have the problem La Crosse is now facing. (I believe this occurs when the landlord does not live in the duplex/triplex) (in some instances).
- Fewer duplex/triplexes and more single family units.
- Too many apartments and duplexes.
- Less rentals and more single family homes.
- Please no more rental (residential units) in the City. They bring in more transient people. You can see the results of this in La Crosse.
- Use better sense when allowing rental complexes (green space - play areas etc.).
- Reduce the number of multi-plex rentals. The renters in these facilities seem to have little stake in the community and take a lot of services.
- Limit the number of rental/multi-family housing. There are way too many rental properties in the City of Onalaska.
- Too many trashy rentals.
- Control or limit rental properties.
- Group homes in residential areas (not available off street parking and disrespectful behavior from transient employees who work there).
- City Planners do a terrible job of zoning residential areas, i.e. allowing low income housing in middle class neighborhoods.
- Stop the building of large apartment complexes like the one by the middle school.
- Residents in our area of the City went before the Council and asked for a large apartment not to be built. It was voted down-then the City down sized the apt. complex and went behind our backs and built one anyway. This is located behind the middle school and looks like a cheap motel. It is an eyesore and downgrades the Community, you would not believe comments in reference to this.
- Reduce the number of twin homes and apartment complexes. The city needs more quality yet affordable family homes.

## Comments Related to Street Maintenance:

- Place more priority on critical infrastructure maintenance (streets & utilities). Stop buying new fire trucks every year!
- Better street surfacing - better parking for all businesses and services - especially for seniors.
- Improve streets & roads. Cracks and potholes and uneven roads are unacceptable. We have the technology - manpower - money. Taxes are high. We should have very good roads and streets.
- Fix the potholes and manholes and broken streets before my wheels fall off my car!
- I would pave/ blacktop the city roads instead of resurfacing currently used. Current process limits use of roads for rollerblading and other physical activities- rocks constantly coming indoors on pet's feet. Has damaged/stained belongings in car, boat carpet, etc. Simply awful! Put it to a vote for taxpayers to decide.
- Better Road, too many pot holes.
- Take better care of the streets.
- Better roads.
- Better roads.
- Condition of roads.
- Resurface streets, outlaw seal coat process.
- Fix the streets. They are horrible. I feel I live in a 3rd world country. And stop using that wasteful gravel tar mix they throw in the pot holes, so stupid.
- More upkeep on neighborhood streets, some streets are in very bad condition.
- Change street resurfacing method. Tar and gravel may save a few bucks but creates long term dust, mess for several years.
- Better streets.
- Maintain the streets better.
- Better streets.
- Fixing streets.
- Roads are in terrible shape. Something needs to be done.
- Fix the streets! Our deteriorating streets are bumpy, and full of potholes and crumbling asphalt. They're miserable to drive on, they're ruining our vehicles, and they are a public eyesore and embarrassment.
- Improving streets. They are rough and in bad need of repair in many locations.
- Road improvement - many roads need to be re-paved.
- Improve the streets.
- Fill the potholes.
- Better street maintenance (year round).
- Snowplow the entire road at one time. As it is now, they plow up to the business places, then U-turn and leave the second half unplowed until late in the day. Just have one company/city do this - we used to take turns, one year Onalaska would do the rest, next year West Salem would. Every since the business park came in, we residents have been ignored when plowing is needed.
- Street plowing very poor. Two feet away from the curbs make the street too narrow! Don't use street sweeper when leaves are falling.
- The street maintenance conditions are horrid, unsafe and embarrassing. Cars are ticketed for alternate side parking violations nightly though the streets are not plowed for days at a time. I have to apologize to visitors for the ridiculous road conditions. The street plowing in Onalaska is not comparable to other cities.
- Snow removal in winter.

- ---

Improve snowplowing along Irving Pertzsch School!
- ---

Eliminate alternate side parking, as it penalizes the lower income residents and we don't need to have this in effect for so many months with only 2-3 snowfalls that would constitute a snow emergency.
- ---

Better/faster snow removal on secondary streets.
- ---

Better snow removal and ice control at Coachlite Greens - you do Grandview Blvd well, but our side streets sometimes are forgotten about for days after a snowfall. Then you just go down the middle and the sides aren't done and we get stuck trying to get out to the street and I have to shovel to the center, where did they plow? They need to clean the snow to the curbing.
- ---

Better snow removal and cleaning of roads.
- ---

Care of the streets in the winter. The new bike trail by Menards gets completely cleaned and yet we cannot get our streets plowed in a timely fashion.
- ---

Snowplowing in the last few years has been terrible, roads are real bad all winter long since plow don't remove the snow down to the streets like the county does.
- ---

Plow my street better it was horrible this winter!
- ---

Expect people to take responsibility for themselves and their actions, particularly during winter and snow events. Do not plow unless their is more than 2" of snow, nor salt unless there is freezing rain, sleet or extreme slickness.
- ---

Better street maintenance especially snow plowing - please plow closer to the curb. When streets aren't plowed even after a small amount of snowfall the snow packs onto the roadways making them slippery for the remainder of the winter.
- ---

Snow plowing.
- ---

Snowplowing! Very poor job!
- ---

Only one? Alternate side parking should only exist in a snow emergency. This should not be used to generate revenue. What a complete waste of time for police officers. After a snowfall, city plows rarely come through and plow the other side of the street it's pointless. In addition, why aren't the plows plowing closer to curbs? That is one thing I would change. Hard to choose only one though.
- ---

Snow plow smaller streets sooner.
- ---

Improve HWY 35 - repave, slow, re-route, add lights/roundabouts, widen. Was told in 2006 improvements to 35 and Riders Club was scheduled in 2011 - per City?
- ---

Eliminate speed bumps on PH
- ---

Make the mobile home park owners keep their streets maintained. If the street is in bad shape don't just fill the potholes every year, maybe resurface it once every ten years.
- ---

Fix 14th Avenue North.
- ---

Making sure that the dead end street located at 16th & Well St. on the east side gets plowed better in the winter months. When they plow 16th street, Well St. at the dead end does not get plowed right away and then it gets packed down by the vehicles.
- ---

I would like the road repaired in front of Festival Foods.
- ---

Clean it up! Gutters, roadways-about the dirtiest of any City we have seen - except Boston-even Chicago-large city is cleaner-get civic groups to clean up-People sitting in jail doing nothing but be on the dole. Be proud to look "upscale".

## **Comments Related to Keeping a Clean City:**

- More green (trees, flowers, grass) or river rock is even better. Cigarette butts should be cleaned up at every intersection. There's always trash blowing around. The Post Office parking lot is a mess.
- Would like to see one day a month where people can put out items on the curb they no longer want but are still worthy of use so others can pick them up and use them and waste them wanted. Also Onalaska will be more "green" friendly and the items will not be filling up the landfill.
- I would enforce all rules, regulations, laws and any ordinances on the books involving maintenance and upkeep of grounds, lawns and buildings in all residential areas particularly rental properties. To include no parking of semi tractors and trailers, camping trailers, mobile home, construction trailers, day time only, plus boats and trailers. There are boat docks for that. Place a fine upon the home occupant that does not cut their grass. I don't care to watch these yards that are yellow, then white with the seeds ending up in my yard. The same people who don't shovel their sidewalk are the same people who ignore their yard upkeep.
- Keeping older neighborhoods? Preserving the look and not letting low income housing and duplexes in. It lowers the value of existing homes. Also to create a downtown area that is pleasing to the eye. Eliminate some of the signs on Main Street.
- Housing stock, in general, in La Crosse County is very sub-par need incentives for repair/upgrades.
- Reduce the number of duplex, apartments in the City. Once these properties are built, the money and time invested to keep the building and landscape looking good is reduced. Take a ride on 10th Ave. N. from Quincy (North). The landscaping along this major street looks terrible.
- Step up monitoring and enforcement of property conditions for rentals!
- Homeowners/renters required to keep yards clean.
- Make people responsible for keeping up their yard and house. Some people have had old kitchen stoves or Bar-B-Q grills sitting in their yard for years.
- Maintaining properties to a higher standard should be a priority. We need to improve what we have before we put a lot of money into new developments.
- Fix up rundown properties. Rentals/duplexes in particular.
- Fewer rental properties. When I drive or walk past many of these areas there tends to be a lot of junk outside and no pride taken in keeping up the yards. Especially the Quincy Street apartments where people keep furniture and junk all over and the condos on Troy Street, where there tends to be a lot of garbage outside.
- We wish that people who own rental property would have the renters take care of the yard and that the owner would maintain the building to the best of their ability, repair, painting, replacement, and yard maintenance.
- Enforcement of housing codes. Many rentals and homes in general that are unkempt which ultimately deteriorates the overall property values of all surrounding homes.
- Work to clean up run-down rental properties. Get landlords to maintain to community standards.
- Maintaining the integrity of neighborhoods in and around areas that are being commercially/industrially developed, e.g. Valley View Mall, Hwy 35, Theater Road, County Rd. OS.
- Crack down on landlords who do nothing to improve or maintain their properties - such as simple things as removing cars from parking lots that haven't been moved/used in over one year and junk such as old tires which can be a health hazard, fire hazard and removing/raking garbage from lawn areas.
- Be more strict with landlords who let buildings look run down. The long grass on lawns gives neighborhood a grubby appearance and lowers property values in the area.

- More progressive and larger emphasis on encouraging residents to maintain and improve properties.
- Enforce the ordinances. I am very upset with the sign pollution especially out by the Home Depot on East Main Street. There are signs (political) posted on City or Public Property. These are not in yards. They are in the boulevard. Also, Walgreens doesn't need 30 signs to let you know they have flu shots.
- Get slobs to clean up their yards!
- Encourage people to keep property in better shape.
- Cars idle unattended on the street. Cars with no plates, no mufflers, noise, loud radios.
- Vehicles parked in alleys blocking sidewalks. Trash cans exposed. Not very appealing.
- Limit how many cars can be parked by one resident - we have a neighbor with 3 cars in driveway and up to 4 parked on the street and it's a single family home!
- Enforce ordinances for dog dropping clean-up & noise control especially dog barking and other disturbances.
- I would like people to keep their new garbage cans in garage or at least on the side of their house. Two of my neighbors leave them in front of their garage near front door. Makes neighborhoods look bad.
- Better zoning laws - please no auto repair shop at apartment buildings! Self-employed people should not be working in apartment buildings where autos are parking/noise problems. "Self Employed" should not be running an auto/truck repair show where noise disturbs neighbors from sleeping. 1006/1008 10th Avenue North & Vilas Street by Mathy.
- I would like to see a good clean-up on 3rd Ave. S. from Main Street to the High School. Too many unkempt houses, yards, parked junk, old cars, limo's, boats. It is an eyesore if you want to attract waterfront traffic. Too many eyesore properties. Feel sorry for people who do keep up their own property.
- Better upkeep of rental housing in the 300 Block of 14th Avenue North. Landlords are not keeping up outside appearance of their properties.
- improve the appearance of rental/apartment properties. Example: apartment buildings on upper 10th Avenue North: lawns, general upkeep etc. Their appearance could lower property values in that area.
- Individuals running business from a home, should have a standard of maintaining property appearance, tidiness, storage of equipment.
- Better enforcement of City Ordinances, especially removal of snow.
- Fine people for not clearing their sidewalks in the winter.

### **Comments Related to City Policies:**

- Put sod on boulevards after doing street replacement rather than throwing down some damp-filled dirt and seed.
- Give homeowner the choice to have trees in sidewalk boulevard. I want mine gone. In the way for new garbage cans and raising my sidewalk.
- Have alternate parking done by April 1st. This does not apply to me personally. I feel it is inconvenience for those need parking.
- Change alternative side parking to match the weather patterns rather than the calendar.

- I also would like the City to make citizens move their cars in the a.m. when you alternate parking. We have had cars on wrong side of the street for 3 days some times. They don't always get a ticket so they are scott free. Also, when they plow with the big plow, one side of the street gets 2/3 of all the snow. Bummer for all of us old citizens - younger people all live on the side of that street that gets less snow.
- Spend less money on the City of Onalaska decorative things and fancy walkways (like the bricks on Main/35) and boulevards and more on fixing and maintaining what we have. The City should have made the newly done road/intersection look nice without going to the extreme of bricks and plants/cement areas in the sidewalk - it's just one more thing that needs maintenance - at a higher cost.
- Timeliness of city providing said services.
- Work closer with La Crosse on Tourism. Onalaska is not considered a tourism destination independent of La Crosse.
- Get rid of the tourism office and combine with La Crosse.
- Merge Tourism Center with La Crosse Tourism Center.
- Sell Omni center.
- The city should not be in the tourism/convention business. Eliminate tourism/convention department.
- We need better City Leaders and Department Heads. Engineering Department has too much power and lack of accountability. We need better people in Planning. We need better people, there has been so much wasted tax payer dollars because of these individuals and City Council. I work hard to have my tax dollars wasted on their mistakes.
- Avoid governmental regulations whenever possible and let free enterprise do it's work.
- Use taxpayers' monies more efficiently and wisely.
- Keep the citizens informed! No more secrets like how the City Hall Land was purchased (and the buildings built the citizens were never asked)!
- I think we need to improve the look of our cemetery. Make some rules about how graves are decorated and change the fencing. The sign for Onalaska out by Woodmans is great but who sees it? Everybody drives by the cemetery, let's make it look nicer!
- Lack of communication.
- Cronyism.
- We do not need a good ole boys club.
- City Manager style of government and the elimination of the mayoral/city council style of government.
- Limit amount of time citizens can be on boards, Common Council to two terms or max of 6 or 8 years.
- City Government - Hire a City administrator or CEO.
- Divide aldermanic districts, only one alderman person per district, more districts would allow a greater diversity of ideas and opinions.
- Part-time Mayor with a full time administrator. Eliminate the Tourism Department.
- City Council - need better listening and communication skills to encourage healthier dialog which should in turn, increase respect and decrease feelings and futility among citizenry.
- Have people that know and understand what they are doing.
- City leadership should have administrative/managerial experience. Have a City Administrator. Mayors should be more figure-head, promotion.
- Onalaska needs a City Administrator - change of personnel every few years is not productive. What has gotten done in the last few years?

- Concerns regarding staff not going in the right direction - seem more concerned about tax revenues than beautifying Onalaska.
- Communication from City Hall regarding proposals before enactment by committees and/or City Council. Never hear from my alderman so some form of communication is necessary!
- If the City Council could set their egos aside and work together and make a decision on the downtown and riverfront project.
- I would like our elected officials and appointed committees to be more genuinely open to citizen's input.
- More support and better cooperation between city and library. Better communication between dept. heads and others. Faster response between department heads and others.
- Improve communication avenues between citizens, elected officials, and staff; i.e. smart phone technology and improvements to city website.
- Two things - more positive, forward thinking people on the city council and the ability to move things through city government quicker.
- I think all the people that work for the City of Onalaska should wear a nametag.
- Take the blinders off - work together.
- More transparent government.
- Increase staffing of the fire department and public safety services.
- Maintain the city as a whole better...it seems like the city is growing but the "City" resources have remained stagnant or near stagnant resulting in a city that is showing signs of falling behind.
- City leaders need an attitude adjustment. I feel the city council is a "good ol boy network" serving their own interests. Rarely do they listen to their residents. They vote on their own interests. Council needs a handful more seats to represent the community vision better. The council currently acts as a you scratch my back I will scratch yours. City hall is full of attitude like they don't have to answer to anyone. They seem to have a "I wish you wouldn't bother me attitude". An example was shoving the new trash system down our throats. Waste of money. Fiscal responsibility needs to take the place of over spending practice.
- Stop the advance of drug dealers.
- Switch the streets with a bike lane back to two sided parking.
- Change its ability to bring public safety and utilities up to the same level as the City has grown. Onalaska has been very lucky with no large events but we lack and are so far behind in staffing.
- Cheaper burning permits for recreational fires.
- Improve fire response by adding another Fire Station. Highway 16 area.
- Find a way to cooperate with surrounding communities. More "metro" services and cooperation. Onalaska is not the center of the universe. City Government should stop acting like it is. Stop charging for leaf/lawn pickup! Will just throw them in the street.
- Establish better cooperation with neighboring communities.
- Merge some services i.e. fire protection with La Crosse.
- Enforce existing laws the same for all.
- All street lighting should be converted to environmentally-friendly, downward directed, and not be originally installed in any other way.

## Comments Related to Downtown Development:

- Redeveloping downtown.
- Improve downtown.
- Create a "downtown".
- Improve downtown area.
- Finish downtown project. Some of the buildings on Main Street and Hwy 35 corridor are eyesores.
- Improve the downtown area with more restaurants/ local establishments/shops.
- Revitalize the "downtown" area.
- Downtown Onalaska is more vital.
- Improve Downtown!
- Continue to revitalize downtown - there are some great buildings that just need to be used.
- Redo and revitalize Downtown Onalaska!
- Finish downtown project.
- Finish Downtown redevelopment.
- Make the downtown bigger.
- More character - downtown area needs more improvement as well as the mall area. Center 90 looks really sad.
- Continue attempt at Centering Onalaska. Give us a Main Street and Downtown. Thank you.
- Improve the looks and develop downtown area. It clearly brings people as we have only 2 restaurants, I see them busy on the weekends, but we need more. Also, some of the old buildings need to be torn down. The benches that were put down are nice but one is sitting at a slant, it looks terrible, especially in front of an old dumpy building.
- Improve the downtown area along 2nd and Main to make the downtown a destination. It would promote the city and possibly improve the housing and desire to leave more centrally in Onalaska.
- Old downtown development.
- More locally owned shops, coffee shops, bookstores, ice cream shops on Main Street Downtown, making it a place where people want to walk to leisurely.
- More shopping in the main downtown district.
- Improve the downtown area. We've been hearing about developing this area for a long time, but it seems like it's slow for it to get going. I'd like to see Onalaska improve the areas that look run-down.
- We need a lively Main Street with small businesses, professional offices, retail shops, and cafes -- as well as green-built condos or similar residences -- with some sort of connection to the river that's safe, walkable, and bike-able. I want the downtown area to attract residents and tourists alike, and I want the city to embrace the Mississippi, at least the view. Provide a parking lot or two off the main corridor, make the area a tree-line boulevard, ideally with a community space that holds events, music, etc. Call it an "arts district," whatever. We just need a sense of place, our place, a small-town feel that's rooted in our spot between the river and the bluffs with a fantastic, sweeping sunset. To paraphrase the late Wallace Stegner, we are failing to live up to our geography. Why?
- Downtown or lack of.
- More vibrant downtown with more retail to draw you there.
- Creating a vibrant downtown area with shops, restaurants and services within walking distance of the new river front area.
- The downtown area.

- Suggest downtown development with bistros and sidewalks. Cafes for social gathering. Old Town in Fort Collins, CO is an excellent example.
- A well developed downtown that is accessible, attractive and has a variety of features such as shops, restaurants (not chains), and community activities. Tear down the ugly bait shop and concrete building next to it. Buy the building supply store and tear it down. Build a small trail and water access area and building with bathrooms, water, etc. Tear down the unattractive buildings across the street to the East.
- Bring in more attractions - to give it more of a "big city" feel.
- More businesses on Main Street (i.e. shops, antiques, restaurants).
- Better eye appeal on 2nd Ave & Main Street.
- Visual improvements and more modernization to Sand Lake Road mall areas. Looks very dated except for Gerard Hoesler building. The mall is unattractive, the sidewalk area is boring. Not enough trees or fancy street lights. Main Street looks great! But the improvements should continue to the Sand Lake/ Main Street area.
- Develop Main Street & HWY 35 into a unique shopping area that has small businesses and restaurants. No chains or big box retail, just a block of specialty stores that attract tourism.
- It needs a heart...a center. There is no community feel. Nothing to bring you to the center of town. Main Street needs to be developed.
- While Centering Onalaska has done much to enhance Main Street's appearance, the white building on the corner of Main and 2nd Ave. takes away from the rest of the look of the nice area. If anything could be arranged to help with that - aesthetic improvement.
- Put use to existing business buildings vs. building new ones.
- Better development in creating business, commercial and residential districts. Everything is scattered through out the city.
- Improve development, employment and growth opportunities for businesses in the city.
- Add small shops so we don't have to go to mall to pick up a birthday card or small items.
- The City should take a more aggressive approach to new development.
- More retail and family restaurants on or near Main Street.
- Improve the business/buildings along Hwy 35 and Main Street.
- More professional, retail services along Main Street.
- Create more retail and restaurants outside the mall area such as Center 90 and 2nd Avenue / Main Street.
- Create more incentives for new business to relocate here.
- Develop a vision for active transportation from a health and economic foundation, and include it in an overall transportation vision that de-escalates auto-centric approach. We can do this by setting an established budget item for pedestrian/bike facilities.
- Bigger Tax Base for more revenue.
- The proximity of businesses, manufacturing and housing. Not the most attractively done.
- Expansion of Business.
- I would like Onalaska to continue becoming a bigger city. Since La Crosse is landlocked they can't expand much more, but Onalaska can. I would focus more energy to economic development. Thanks.
- Attract some new employers, but that is less in our control than doing something with the waterfront project area.
- Better paying jobs other than retail or restaurants.
- The building on the corner of Main Street (white building) is an eyesore to Main Street. Sorry!

- Remove old Sias building on corner of 2nd and Main St. Eyesore! Could use more parking for Mary's and pizza business. Pave alley between 2nd & 3rd - King and Main St.
  - Demolish 2-story building on the corner of highway and main street (across from former Tradition's Restaurant). It is an eyesore. It has been empty for years. Thank you.
  - Demolish the old house on the SE corner of Main Street and HWY 35. Also, the Lumber Co. building on HWY 35. They are eyesores!
  - Move faster on 2nd Ave. Tear down Braund Lumber!
  - Finish cleaning up 2nd Avenue District. Junky looking businesses do not attract new businesses.
- 
- Revitalize the downtown. It looks awful. There are a few storefronts that look good but most don't. The white building on the corner of Hwy 35 and Main St. is a real eyesore and should be torn down and replaced.
  - Need a movie theater.
  - Stop trying to sell the public on creating a "downtown" for Onalaska. The public - obviously me - does not want any time or money allocated for this. Put the question to the votes as an advisory type of referendum on a future regularly scheduled election day. Thanks.

### **Comments Related to Train Whistles:**

- Silence the trains.
- Railroad train whistles will solve problems with downtown, and waterfront plans. There is a lot of unnecessary noise. The noise at times is deafening.
- Take the money from developing the riverfront and put it into stopping the train horns.
- No train whistles. Going too fast through Onalaska.
- Limit night time train whistles.
- Stop train whistles at night (I live next to the train).
- Train horns blowing excessively at 3:00AM. My husband had Alzheimer's for 19.5 years, although he was born in Onalaska near the tracks, he was wakened every night. What about families with small children? We've lived in Onalaska since 1950 and never had the excessive noise we have now. They never completely remove snow from our driveway so we can get into our garage. It's too heavy to shovel ourselves so we deal with it for a very long time. If you go to 12th Street in La Crosse (across from Pepsi Cola) at the Railroad Crossing there you will see signs which say "no horn blowing within the city limits," La Crosse has limits!
- Stop the train whistles in City limits.
- Starting a railroad train whistle ordinance - ever since the Jewell Tea Building was removed and the terrain changed the train horns by Sias Landing are louder than ever!
- Stop the Train whistles!
- Train whistles bother me, wake me up they are so loud. Wish we could do something, seems to be overused.
- Please need to limit the train whistles! Too loud! Wakes up my family at night!
- Noise of the trains, especially late evenings and early mornings.
- Get rid of the train whistles! People need to be responsible for themselves and watch at train crossings.
- No more train whistles 11PM to 7AM, our family never sleeps 6-7 contiguous hours now. Very sad outside trains waking all neighborhood children over here along Sand Lake Road & Bluffs - even in our heavily, well-insulated \$220,000 warm house & finished basement! Stop whistles! Rumble?

- Limit train whistles at night through town. Not necessary. You can't attract tourism (hotels, restaurants 2nd Ave. District) with horns blaring all night.
- Need to stop train whistles from 9 p.m. - 7 a.m. with expected increase in train traffic! This could be done with very little investment.
- Perhaps train whistles all night long, how quaint.
- Most important, train whistles quiet zone.

### **Comments Related to Schools:**

- Elementary, middle and high school should have more programs for gifted and talented kids.
- Make the schools better still. This attracts the right kind of people to make a vibrant and healthy community.
- Put a crossing guard at the high school/Wilson Street. There are too many parked cars on Wilson Street around the beginning and the end of days. Kids can't see to cross the street safely.
- I would like to see/hear more discussions about how parents need to help the public schools stay strong and fully-funded (no vouchers). If the parents would take a more active role in their children's education/good citizenship then the teachers could spend their time teaching and not dealing with ill-mannered, ill-prepared students. Turn off the electronics/TVs/ computers for 30 minutes. Parents have to step up and help the teachers. The public schools have to stay strong and achieve high marks. I don't any of my tax money spent sending someone else's child to a private school ever.
- Need a public indoor pool at the school that would have some time accessible for all (especially seniors).
- Create neighborhood "centers" - multi-age and use - begin with more public use & schools.
- Passing the Onalaska School's Referendum and improving Northern Hills was overdue. This should have been done years ago.
- Rebuild Northern Hills quickly so our kids can transition there seamlessly. Also don't skimp - make all the necessary changes as they deserve the best.
- Improve educational facilities
- Improve the education for students. Very different from spending more money on staff.
- The entire city should be in the Onalaska school district. Having half of the Meier Farm subdivision in the Holmen district is silly. We get mailings about Onalaska district issues and we can't even vote on them.
- School boundaries. I live in the City of Onalaska with no children in school and pay a lot more school taxes to Holmen. If you have no children you should pay the lesser amount of school taxes if it is Onalaska or Holmen.
- Want the school boundary lines to match the city boundary lines
- Would like to be in Onalaska School District -- not Holmen -- we live in Onalaska!
- Multi-use auditorium/convention center large enough for all schools to use and better designed for city entertainment venues with high versatility.
- Schools are constructed with an over abundance of unused space, i.e.. Eagle Bluff & Pertzsch. Concentrate on destroying the drug culture in our City. Minors with drugs should go to a detox or drug awareness program. The parents should also be required to accompany their child. Accountability & education!

- I would bring down the use of square footage area to a more reasonable level! Currently the schools have been being built with the idea that the bigger more architectural a building is, the more a child will attain in their education.....nothing could be further from the truth. Simpler designed with more basic education on the 4 R's and less money for the extravagant curriculum type classes. The great society indeed.
- Improvement in the school district administration and school board. I am outraged that the referendum passed when they can not manage their money. It was sold with fear and intimidation to the public, without telling the entire story about what is going to happen with policy, programs and building. The employees are not treated very well in the wake of Act 10. There has been great turnover due to retirements and people not able to work in a disrespectful, unorganized system. Teachers do not resign mid-year here. Now they are. Moral is low and fear is high. Visit your nearby school. You will feel it in the air!
- Better management of existing education dollars. Concentrate on core studies.
- Too much \$ is spent on Educational Facilities
- Less spending on schools.
- All schools should be self-sufficient.
- Limit school spending.
- Schools - live within your budgets.
- Get rid of Common Core in our schools! It's \*\*\*\*! Government shouldn't be involved in schools anyways. But regardless, go back to teaching the trivium and quadrivium. In case you don't know what it is - Google it!
- I was surprised to see the motorized window shades in the entry to Pertzch Elementary School. Makes one wonder how many more excessive expenses have been put into our schools. Our taxes are high enough.
- No drug problems in schools and community!
- In regard to the school system beware of Common Core - it will be a ruination of our schools.
- School administrator.
- Get our school system to live in their budget and we the public need to do in ours.
- Schools should have Spanish Immersion offered in the Onalaska School District.
- Take 4 year olds out of school system (let them be children).
- More cooperation between city government and the Onalaska school district.
- This week was the second time that my daughter has told me that children are using heroin at Onalaska Middle. Can we crack down on that?

### **Comments Related to Mass Transportation:**

- Bus service to Onalaska.
- As a community I believe we should place a larger emphasis on public transportation.
- More public transportation.
- Greater access to public transportation and cabs.
- The mass transit options for the residents of the city of Onalaska are atrocious. People who rely on public transportation are essentially prisoners in their homes after 6:30 pm Monday through Friday and all day on the weekends. Outside of that, employees who travel to the City of Onalaska for work have to make sure their jobs let them out so that they can use the pathetic excuse of transportation that is available. I would expand the public transportation availability in the city so that it covers the same hours as those that are covered in La Crosse.

- I would like to see the City of La Crosse Bus System go north to south. This would help with transportation to the Omni Center, pool, Y, etc.
- Support the MTU.
- Late night public transport
- Provide easy bus service to La Crosse.
- Public transportation.
- Transportation should be available 24 hours and the vehicles should be allowed to take and get us to clinics in La Crosse.
- Transportation for someone that doesn't drive "stinks"! Developing a bus service that would pick up Seniors at various stops, with no restrictions regarding areas would be nice but it can't cost too much or you won't get riders. When it cost two people more for a bus fare (round trip) it costs . Cheap passes that we can BUY and we can go where we want to.
- Have City bus go down 12th Avenue to Main Street for pick ups.
- Expand public transportation times so a person could use it to go work in La Crosse (if work started between 7 and 8 it is not possible).
- Bus never gets to senior living places.
- Have City bus go down 12th Avenue to Main Street for pick ups.
- Public Transportation, doesn't start early enough or late enough to make it to work in Downtown La Crosse.

### **Comments Related to Community Events/Entertainment:**

- Onalaska needs to have businesses or some attraction that will make the City a destination rather than a connection to La Crosse. How about some community activity, music concerts in the parks, a tournament, art exposition, Festival Foods museum, and local museum, open air theater performances or something to draw and keep visitors?
- A Community-supported and sponsored and celebration with different highlights: City scavenger hunt, minute to win it, relays, High School Quiz Bowl, Onalaska Idol, etc.
- More cafes. More live music shows. Maintenance of bike trails (Great River State Trail).
- More City of Onalaska related activities to draw people to our Community - bring back Fish Days with better activities - runs, ball tournaments, volley ball, etc. Fire works are excellent.
- I would love to continue to see lots of family friendly activities and things to do for all ages and also have lots of choices of activities to do that don't have to cost a lot.
- There needs to be more activities for the youth. Part of the reason for drug use is simply because of boredom and having nothing to do.
- More community events.
- Promote the recreational activities.
- More outdoor activities that accommodate all.
- We should have a community theater/performance space that seats 1000+.
- More things to do for adults for entertaining.
- More things to do besides school activities in the summer. Some kind clean-up for the children to earn extra money (trash pick-up).
- Places for the kids to go after school.
- More activities for adults.
- More community events.
- More adult programs. If you don't have kids yet and you are out of college there aren't many options.

- 
- Host community events centered around family life and enjoying our waterfront. Focus on nature education and hobbies.
  - Have more programs for elderly - include transportation etc.
  - More community activities such as outdoor movie night.
- 

### **Miscellaneous Comments:**

- Overall this is a happening little town in a very progressive area. I am impressed!
  - Onalaska is one of the best locales I've ever lived in.
  - Onalaska is a great place to live. I believe it is well run - Thank you!
  - Continue to improve in all areas.
  - Improve entrance from La Crosse by River.
  - Have Sunny the Sunfish painted to a more natural and corrective paint job.
  - Keep it a small town feeling. Not too much growth with business and Tourism. I feel safe in my town because of the great Police Department. I can walk at night and go anywhere in this town safely. I like that. Keep it safe. Thank you
  - Make Wednesdays a family night all year long when schools, private business and clubs (dance, hockey, etc.) would all agree to not schedule anything so that families could have a night to worship, do not much at all or whatever they choose.
  - Vendors in the Omni Center to provide services like food, shopping for sports equipment etc.
  - Increased direct competition between utility companies, such as Riverland as well as internet/cable providers (i.e. Charter & CenturyLink).
  - Don't let the Badger-Coulee/ATC Transmission line come through Onalaska.
  - Go for Google Fiber!
  - Cell phone coverage.
  - Improve WIFI throughout the city.
  - Use the electric service of Xcel energy instead of Riverland.
  - Improve internet service.
  - Better cell phone reception by Irving Pertzsch, Main Street and 2nd Avenue North area.
  - The attitude of a small town.
  - More emphasis on cultural diversity.
  - I'm a Hmong homeowner and you ain't doing \*\*\* for the Hmong population that is migrating from La Crosse to invest in your city. This would apply to our people as well as other minority groups. You all need some diversity training.
  - Positive and fair annexation program.
  - Enlarge the City's corporate limits by annexing the rest of Greens Coulee, all of Brice Prairie, all of the Town of Hamilton between Onalaska & West Salem & any remaining parts of Town of Medary north of the La Crosse River.
  - Create privacy for neighborhoods (e.g., trees, natural barriers, quiet zones) to separate them from the many, scattered highways and business roads.
  - People need to drive less. Save the environment and stuff.
  - I would change the name so one is not confused with a city "on" Alaska instead of Onalaska.
  - Everything.
  - Everything.
  - Educate the driving public to be more courteous and patient. Start a drive friendly program; stop pulling out in front of other drivers; promote public service announcements of good driving habits. This applies to the entire Coulee Region, not just Onalaska.
-

- We only need mail on Mon, Tue not Wed. Thursday and Friday, Not Saturday or Sunday. 4 days are enough.
- I would like to see increased law enforcement driving the streets.
- Have police enforce more rules like very dark tinted windows, need for front license plates to name a few. I see these violations daily among others and I perceive a lack of enforcement.  
Would like to see police officers walking the streets so that you can talk with them - be more connected.
- Better enforcement of vehicle standards such as noise (exhaust) and lights. There are too many unsafe cars and trucks zooming around.
- No alley parking and when there is alley parking and police are called - a ticket should be given. Unless we all should park in the alley! Police Department should be ticketing without a phone call.
- The amount of police officers patrolling the streets.
- Less police officers
- There are too many police officers in the City of Onalaska. They are unnecessary.
- Too many police officers.
- I'd like to preface this by saying I have never been given a ticket for anything in my life. We do not need as many police officers actively watching the streets as there are. Speeding may be a crime, but is it really our biggest concern? This money could be spent in far better ways than making people late for whatever they're already in a hurry for.
- Enforce Bike Laws.
- I would make Harter honor his contract times/dates for leaf pick up in the months of October and November. The last two years and possibly longer he has made a joke out of the city officials with his negligence of the fall leaf contract.
- Provide residents with a no cost yard waste drop off site.
- Different garbage pick up service.
- Recycle items picked up weekly.
- Pick up recyclables every week!
- Give citizens choice of size for garbage & recycle containers before just dispensing them & declaring "Here's how we roll".
- Have my recycling picked up weekly instead of every other week. If this would happen our 65 gallon receptacle would have been ok - but now we need a larger bin. Also, check into going back to our local Hilltopper Refuse, as I was always pleased with their services. Also, 12th Ave. S. receptacles should not be allowed at the end of driveways. I see more of them in the streets and could be a potential accident hazard!
- Get rid of the new garbage can system. There are too many rules with it and not enough space. Not only that you only get one garbage can which is not enough for a bigger family. If you want another one you have to purchase it which is not right. You guys wanted the garbage can situation you should supply as many as the residence thinks they need, ask them. Just because you can fit your garbage in one can doesn't mean everyone else can. So if someone could take care of that situation there wouldn't be as many complaints!
- Not happy with new garbage system.
- The new garbage collection system is ridiculous! Amongst other issues with the new system...if the City is so big on recycling, they need to be collected every week, not every other week! The cost of this new system does not outweigh the benefits, that is for sure! The public should have been allowed greater input into this before decisions were made with our tax dollars!

- Why doesn't the City of Onalaska have a drop off place for grass clippings and leaves? La Crosse, Holmen, West Salem, Town of Campbell provide that service for their residents. Paying Harter to pick up on Monday is inconvenient for us who have our own vehicles. Going to the landfill is not a good option because minimum charge for a few clippings is excessive.
- Not happy with new garbage system. Also disappointed our mail can no longer come from City of Onalaska (but realize this is likely out of the City's control).
- Remove the garbage cans that are now sitting out all over the City and go back to the way garbage was collected. Use Hilltopper's which collected everything and did not dictate terms to the City as Harter does now.
- The garbage system. Those containers are so small.
- Go back to the regular garbage and recycling ! The ugly, cumbersome blue and brown carts are very difficult to manage! I have no place to store them except outdoors !
- Get Hilltopper Refuse back for Garbage pick-up.
- A "free" yard waste drop off site and "pick up" compost site like our neighbors can do in La Crosse or Holmen. Our only option is to "pay" and go to the County Landfill.
- Somewhere to get rid of tree branches and things like that.
- Onalaska should have a yard waste location and eliminate the yard waste pick up at residents - saving the City money.
- Refuse service has terrible, lazy and unmotivated employees!
- Since Jason left it seems that there is a lack of vision.
- Rehire Jason Gilman.
- Improve the Senior Center and offerings. Center needs new card tables and other equipment. Very disproportional amount of money spent on Seniors compared to the youth. ..
- Plant native plants rather than non-native landscapes (to save the environment). For expert advise: Neil Diboll - Prairie Nursery; Westfield, WI ; prairienursery.com 1-800-476-9453 (consults on site are expensive, but he is very knowledgeable) Bill Carter - Prairie Moon Nursery; near Winona, MN, prairiemoon.com 1-866-417-8156 very knowledgeable people, but no onsite consults as of last information.
- I would plant more trees and enhance/protect our natural resources. Focus on tree/bend cities and states. Encourage this as an area of Tourism for the outdoor activists. The area north of the Omni Center and large church once had many native prairie type plants and now we have parking lots!
- Utilize our natural resources, improve tourism and encourage new business growth.
- I would make it the greenest city in the Coulee Region.
- Bigger/Taller buildings.
- Zoning Regulations - I want to know why I was refused a garden shed in my yard, which my husband would build and it would be beautiful and some people can have 5 or 6 cars in their yard or let everything fall apart and that's ok!
- Eliminate the noise from HWY 157. The highway noise (truck traffic etc.) is very bad where it cuts along the bluffs.
- Enforce noise ordinance (Legion Events - fireworks in residence housing area - they belong in Omni Area only.) (possible city liability).
- Reduce noise pollution.
- Turning down/off advertising lights after midnight for places that are closed at night except for what is needed for security.

- 
- I just moved here from living in La Crosse for 8 years, and I have to say that Onalaska water is just terrible. Not only does it smell bad, it tastes bad, and it is ruining my clothing and appliances. I have never experienced water this hard, and have never had to live in a place where I didn't want to drink the water out of the tap. Yuck!
  - Need Clean Water (tastes bad). For the last 10 years I have to buy bottled water for drinking. Please remove the fluoride from the water.
  - Make golf carts and alternative transportation legal within city limits.
  - Less government/regulations.
  - A long range plan for the city and sticking to it.
  - If you plan on doing a project, do it right the first time.
  - Enhance police protection as "trash" from other communities (Chicago/Milwaukee) infiltrate our community selling their poison to children and adults!
  - Better communication with people who have an Onalaska mailing address but do not live in the City of Onalaska.
  - Can't think of a thing - just keep up the excellent work of planning Onalaska's future!
  - Don't know. The town seems pretty good to me.
  - I can't think of anything really
  - Do not know.
  - None.
  - None.
  - N/A.
  - Nothing at this time.
  - N/A.
  - No comment.
-

## Question 4: What type of development should Onalaska encourage in the next 20 years?

### Comments Related to General Development:

- It is important that Onalaska continues to grow but I don't feel anything particular needs to grow more than another.
- Keep us a small town and take care of what we have rather than creating more.
- Buildings that use green technology/energy efficient, using renewable resources.
- Limit growth in coulees.
- Free market is best - all types are encouraged by high level of city services with a low property tax rate.
- Rebuild/refill existing retail, grouped restaurants on Main Street, high-end multi-family apartments, condominiums in duplex/triples.
- Capitalize Onalaska's strength: its natural beauty.
- Does the City of Onalaska have the area/space to expand and build these developments without creating problems for existing neighborhoods? Obviously the City will need to sustain attract these types of developments over the next 20 years. You need a category between "need more of" and "keep at existing level".

### Comments Related to Wanted Businesses:

- Want more local, not chains, stores and restaurants.
- Need more ethnic choices for restaurants.
- Non-chain restaurants.
- Quality restaurants (not chains).
- There are a lot of chain restaurants, would like to see more local restaurants.
- Need parking for existing restaurants.
- Noodles & Company.
- Fill empty storefronts, improve entertainment rather than more.
- Want a food coop.
- More farmers markets.
- Veterinary emergency clinic.
- Need a movie theater.
- Need a movie theater.
- Movie Theatre.
- Movie Theatre.
- Re-establish a theater.
- Improve the mall.
- Encourage Super Target to come in, need a bigger Target.
- Review options to establish a gambling casino to produce additional revenue.
- Need research and development opportunities.

### **Comments Related to Housing:**

- We need lots of different types of housing, but we need to be smart about where we put each type.
- Want small units with fewer senior residents.
- Senior care/assisted living (very important).
- Senior Housing - especially considering the baby boomer population which need to be cared for.
- Senior housing with small dogs, not just cats.
- Need more 55 or better with cheaper rent.
- One level condominiums built with the elderly and disabled in mind.
- Senior housing with various levels of care in the same facility.
- Single family homes that house multiple generations of the same family.
- I love my city. I would like to see more homes in older neighborhoods more well-maintained.
- Need more homes in the \$200-300,000, not more mini-mansions.
- More reasonable prices on condos \$200,000 is way too high for most retired couples, who don't want house payments.
- Need more \$75,000 - \$150,000 (low income).
- We do not have a dearth of housing. In fact, the soft home prices suggest we are trying to develop too much new housing.
- Maintain apartment buildings (Vilas Street, Redwood Street) some have been updated and look great.
- Have better maintenance standards for mobile home parks.
- Less manufactured homes.
- The City is allowing too many multi-family buildings. It needs to focus on bringing more single family dwellings. I don't think you realize what the City will look like in the many years to come with unowner-occupied housing. You can already see it in many areas, run down.
- Rental properties, in general, lower property values for the whole neighborhood.
- More single-family homes for rent.

### **Comments Related to Recreational Improvements:**

- Develop waterfront.
- Riverfront entertainment options: park, outdoor activities, venue/stage.
- More city parks and easy access with adequate parking to Waterfront Park down at Irwin Street.
- More parks.
- Need more parks .
- Parks.
- Parks and Recreational facilities (need more).
- More parks. A dog park, and parks, where dogs aren't allowed, with just open grass where kids can just run.
- More play equipment close to park shelters.
- Need more dog parks (small dogs).
- More trails near the river and bluffs.
- More running/walking/biking trails with several access points.
- Walking and biking improvements to mall area.
- Need more museums, hiking trails in natural settings.
- More and better sidewalks.
- Senior citizen centers with no benefit cuts.

**Miscellaneous Comments:**

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- No frac mining.
  - Small farms.
  - Discourage new churches being built without need.
  - The Green Coulee exit and entrance on Main Street is very dangerous people are taking risks to take a turn. With all the new development it is getting worse.
  - How about taking care of trees - diseased ones - etc.
  - Clean up what's already here.
-



**Question 10: In Onalaska, what recreational activities do you / your family participate in?**

**Comments Related to Parks & Recreation:**

- Park & Rec Summer Activities.
- Park & Rec Activities.
- Park & Rec Programs.
- Park & Rec.
- Aquatic Center (a lot in the summer).
- Aquatic Center swimming.
- Aquatic Center.
- Aquatic Center.
- Pool.
- Pool.

**Comments Related to Community Events:**

- Salute to the 4th.
- Community Days, Legion Event.
- Legion Activities.
- American Legion Community Days.
- Try to attend local fairs and community events.

**Comments Related to Outdoor Activities:**

- Kayaking/outdoor sports.
- Kayaking.
- Kayaking.
- River access.
- River access.
- Scenic beauty of rivers.
- Frisbee golf/canoeing/kayaking.
- Disc golf.
- Disc golf.
- Frisbee Golf and City Parks.
- Boating.
- Boat.
- Boat.
- Fishing/boating.
- Boating.
- Picnicking.
- Bird/wildlife watching, paddle sports, jogging, relaxing in parks/greenspace.
- City parks.
- Parks.
- Use of parks.
- Parks.
- Park.
- Use parks, playgrounds, tennis courts, and basketball courts.

- Use public parks.
- Use public parks.
- Frisbee golf and city parks.
- Parks.
- Use of Parks - Kids equipment / basketball etc.
- Go to the parks to walk while the kids play.
- Play at the park.
- Dog park.
- Dog park.
- Dog park.
- Dog park (daily).
- Visit dog park daily.
- Walk sidewalks.
- Walking outside in the summer.
- Walk/run events.
- Walk sidewalks.
- Walking on sidewalks to various destinations.
- Walk on the sidewalks.
- Walk on sidewalks, bike on streets.
- Walk neighborhood sidewalks.
- Walking on city sidewalks.
- Walk/run City sidewalks.
- Walking neighborhood.
- Walking neighborhoods.
- Sidewalk usage.
- I walk in the park. I was told by Tourism office when I moved here that I couldn't use the bicycle trails unless I paid for a permit.
- Biking on roads.
- Bicycle group rides.
- Bike lanes.
- Bike lanes.
- Visit dog park daily.
- Tennis.
- Tennis, Pickelball.
- Park and Rec tennis & baseball.
- Tennis.
- Pickle Ball.
- Sledding Hill.
- Hunt.
- Urban archery deer hunt.
- Golf.
- Cross Country Ski on Trails.
- Cross Country Ski.
- City Gardens by Mayo.

**Comments Related to Indoor Activities:**

- Library.
- Library.
- Library.
- Library.
- Library, Senior Center.
- Friends of Onalaska Library.
- Live in senior housing.
- Senior Center very supportive of Onalaska Schools.
- Senior Center Activities.
- Cards.
- Bowling.
- Bowling.
- Bowl, member of Golf Club at Coulee Golf Bowl - a real community asset.
- Show Choir.
- School district activities.
- School events.
- High school sports.
- Play hockey at Omni Center.
- Recreational gambling, Playing Slots at the places that have them.

**Miscellaneous Comments:**

- Shopping/food.
- Shopping.
- Visit Onalaska area businesses and spend money there.
- Bus Trips.
- Church, Clinic, Shop.
- Would use biking and walking trails if we had them originating in our neighborhood.
- Need area for recreational snow sledding for children.
- No more senior days.
- I don't visit the Omni Center, but your web form "requires an answer," even though I don't do any of these things.
- Only checked Omni Center because it needed an answer.
- I have not participated in any of these activities.
- None.
- None.
- None.
- None.
- None.
- None apply.
- None of the above.



## Additional Survey Respondent Comments:

### Comments Related to Waterfront Development:

- The new tourism center must be built to bring in more tourists. I love this City but there is a lot of projects that should be done or completed. The HWY 35 project also needs to be completed now! We also need to the waterfront done so more people of all ages can start to enjoy it. Disabled people would love to be able to get down there too!
- I hope the waterfront developed soon it will be enjoyable to go walk - sit by water.
- Please continue with the waterfront project! Thank you!
- It will be nice when the Hwy 35/Waterfront is developed. Access to Lake Onalaska and water activities would be nice too.
- Please speed up the waterfront process.
- Waterfront Project - move ahead with access to the water.
- Do "something" with the waterfront!
- We would like to see Onalaska's waterfront developed for entertainment/recreation purposes - not business - for example, a beach/swimming area with attached park that could host events such as Farmer's Markets, Food Trucks/Cart, music and many other opportunities.
- I am looking forward to the waterfront development.
- Develop waterfront area.
- Would love to see waterfront project happen faster!
- The visitation - waterfront project needs to continue at a faster rate. People are frustrated that only a small part has been completed. Too much "fact finding" stuff & use of money which could have been better spent toward fruition of the final waterfront development.
- Developing an attractive/accessible "waterfront" is critical overall.
- Please work on finishing the waterfront area, with walking and biking paths that are well lighted and are safe.
- The one thing I would love to see is the completion of the waterfront project.
- Development of the waterfront.
- I would like to see the waterfront area developed.
- Want nice Black River Access from Main Street. I would rather see a nice park with access to downtown with the old buildings removed near the railroad than to have a cultural/tourism Center there. A park would be more useful for people to bring people to the river and less expensive for taxpayers.
- I enjoy the scenic river updates. Look forward to possible expansion south.
- I think the riverfront development is critical to the future of Onalaska. That, in combination with cleaning up the HWY 35 corridor so it looks like you are coming into a nice suburban community, would be my first focus in improving the image of the city. The riverfront development spurs everything else from new businesses, jobs, tourism, etc. There is no other single project that can impact the area faster and more positively than that. Fast tracking that is important.
- Park for City Land on Hwy 35.
- A suggestion: Have someone on the Great River project committee that had grown up here and know the river area. The BUMP (railroad) has been there since the late 1800's. It may not have been necessary to raze two blocks of buildings. My childhood home was the last one north.
- We love Onalaska. Moved here in 1969. Please finish the riverwalk and building. It would give Onalaska a great place to visit.
- So much has already been done to improve and beautify our city. I want to see the city of Onalaska move forward with improving the waterfront area.

- 
- I welcome the development that has been taking place toward the waterfront and hope to see it continue and grow. Would also like to see efforts then made to promote walking and biking paths for better access to it.
  - Don't sink all of our money into the waterfront. The land purchase price should not have been more than of the previous price or no more of an inflation than 2% per year of property increase.
  - Put a stop to the waterfront development madness. Not only is it far too costly, but would create a danger to those encouraged to be near the railroad tracks.
  - Also, development of the waterfront seems a different "sell" if people can't enjoy the area due to the train whistles blowing all of the time.
  - The waterfront is near impossible to get to. The railroad tracks and the steep grade down to the tracks make it almost non-reachable. I attended the log rolling and had to wait for the train to go by before leaving. I have heard of people crawling under a stopped train to get down to the river because the crossing was blocked. I feel without over the tracks the waterfront is a deadly accident waiting to happen. Don't waste anymore of our tax dollars on this project.
  - The waterfront development should be reconsidered. It won't be pedestrian friendly with the railroad traffic and every city along the river is looking to create a bird watching site. Onalaska will not be the tourist draw that everyone is hoping for.
  - I am disappointed that after all the years of planning the riverside park, final decision went into a close door hearing, not given a chance to hear the opinions of the Onalaska residents. I think the site of the proposed park would have been good proximity to I-90. Also with La Crosse Riverside Park, it would have been nice if we would have development in our City. I know the only draw back is the railroad - also, it could be unique.
  - Don't get carried away with the riverfront project. That has practically held the City hostage for years now. Spend energy on other more important matters.
  - Also the Lake is getting so weedy, parts of the Lake someday will be nothing but a marsh.
  - Waterfront Project - How much time and money has been wasted on this? Stop it - it is a poor project.
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### **Comments Related to Downtown Development:**

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- More parking is needed in the downtown area. Parking is more important right now than the waterfront project. Police need to enforce the 2 hour parking in the downtown area so others can find parking to use the businesses soon no parking - no businesses!
  - It would be nice to see Timber Ridge filled with businesses again. That seems like a prime location and makes me wonder why businesses don't seem to do well there. I think 2nd Ave from Dairy Queen to Main Street could be more visually pleasing. I like the new lights and signage (and am anxious to see the new water features in use this summer), but I feel more could be done to make the land/property look nicer.
  - Promote use of Timbers Buildings.
  - The City should relook at Centering Onalaska, as the downtown may be maxed out on its
  - I love how Main Street has turned out, all the beautiful plants, lamp posts, everything, except I would like the white building torn down by the stop lights. Anyway, something historical put on the corner - a statue or something like a neat sign that says Onalaska on it. Otherwise I am proud to say that I live in Onalaska.
  - 2nd Street intersection by Main Street is a long needed improvement.
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- Corner of 2nd & Main (200 Bldg) & Braund Lumber on corner of Irvin & 2nd Ave & the white building across from Braund & the foundation next to it on 2nd Street. Should all be repainted or torn down! They are the "eye sores" of Onalaska.
  - On the corner of 2nd Avenue and Main Street the home (white) is in a commercial district and needs to be rezoned as commercial not residential.
  - The biggest need for improvement, however, is the downtown. It looks awful - there are some nice storefronts but quite a few that are run down. Get rid of the rundown bars. Bulldoze that
  - Hopefully the building supply store on road will either be knocked down or standards enforced. It is an eyesore.
  - Find an answer for the building on 2nd Ave and tear down the old stuff.
  - Continue to market to fill vacant business space on 2nd Avenue.
  - We need to improve 2nd Ave since we now have improved traffic movement in place.
  - Braund Building owned by the City - what an eyesore - take it down. This is what visitors see when they first come to our City!
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### **Comments Related to Development & New Business Wants:**

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- Would like to see more commercial (restaurants/shopping) on the north end of the City.
  - I would love to see more restaurants and high end clothing stores for both men and woman. I usually have to drive back home to the twin cities to get these things.
  - Overall, this is a great community to live in. We have excellent schools, excellent healthcare, it's safe, we have strong infrastructure. We need to keep focused on the future and thinking like a city of 25,000 because it won't be too long before we are there. Our planning needs to be based on a City of 25,000 so we aren't caught off guard from an infrastructure perspective, school perspective, street perspective, etc.
  - Business growth, maintaining schools and maintaining housing are keys to ensure that what is happening in La Crosse doesn't happen here.
  - We need more businesses and industry to help our city grow.
  - Attract businesses that offer family supporting occupations.
  - The City should remember that private investors and entrepreneurs will create the jobs and businesses for the community. Private sector decisions should decide development. The City should create a great environment for individuals, businesses and organizations to create a great place to live.
  - Interested to know what types of businesses are desired in Onalaska. Also, what funding services may be available for small business development.
  - I like that the City is attracting new businesses but I really do not want to see our green spaces and environment suffer because of that. I also think the City should look at the quality of the businesses they attract - how many more auto parts stores does the area need?
  - Need some industry and smaller school system.
  - Do not need more office buildings - already have spaces empty/not utilize. Any chance of a IHOP in the area! Think about using Timber Square building for Tourist Center and add stop light at the intersection.
  - Now that the Valley Square Theater has closed, we could use a new updated theater complex.
  - I miss having a movie theater close by.
  - Onalaska needs more restaurants, more retail, a large movie theater.
  - It would be great to have fewer fast food and franchise restaurants. Better restaurants would be great for the community development of Main Street & waterfront are important.
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- Please consider healthier eating establishments in Onalaska, specifically "old" Onalaska near Kwik Trip on Main street. Local cafes, coffee houses would be excellent for us living here. Biking to and from with the new sidewalks would be ideal too. Thank you.
  - As for restaurants - wish we had a Cracker Barrel - and a White Castle!
  - We need a Noodles and Company!
  - We need more grocery stores, Kwik Trip charges too much for items that are not their own to sell.
  - Would be nice to have a place to go for groceries. and other shopping opportunities.
  - Too many empty office buildings yet more are being built. Why? How about another grocery store more accessible to seniors? Suppose the ones here have the "corner" on that.
  - I am pleased with the child care facilities, but it would be great if there were more around here.
  - I miss not having some more stores in Center 90.
  - We need Forever21.
  - Stop rapid growth. Keep the trains!
  - A Lego land park.
  - Sand Lake Road project needs future vision to connect to other communities (biking/walking).
  - Onalaska is never going to be a mecca for tourists. Restoring Historic Downtown Onalaska would mean re-establishing saw mills because that is all it ever was.
  - The City needs some sparkle. Use local resources - needs to develop Art Community - not homemade/handmade (all art). Start is Olive Juice Quilts. Pay Attention to loss of incoming and outgoing air traffic. This is needed for growth. Think "outside the box" like living over the store. Note: Everything old is new again, moved to 21st century, come out get it together!
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### **Comments Related to Housing:**

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- New development in housing should also include park areas and common recreation centers and tree retention.
  - In considering housing development/subdivision planning, MORE attention needs to be devoted to issues of too much density (large homes on tiny lots), road service adequacy for the population (or lack thereof), adequate water runoff drainage, proper road engineering, environmentally friendly lighting, and destruction of the environment/building on to high of slopes on hillsides and less monetary emphasis (i.e., how much can we increase the tax base with this one). I cite Greens Coulee as a prime example of how development can go horribly wrong and have demonstrated "insult upon injury" as the development of that area has progressed. City planners should be ashamed of how this has been done.
  - Senior independent rental, well managed, with attached garages (and/or underground - under multi-story buildings which make a smaller footprint - energy efficient). Native plantings. General population housing with smaller, compact, space-efficient homes, yet spacious feeling. All made with glass that will not kill birds; energy efficient maybe geo-thermal, solar, etc. Also low maintenance.
  - Onalaska needs more affordable (up to \$100K) seniors housing in the form of condo buildings or life-lease communities that allow small pets for those who want to own but want the privacy/security of a building and no maintenance and for those who are not yet ready for assisted living facilities. Such housing is limited to non-existent in the Lacrosse/Onalaska area, forcing many seniors to consider moving to other communities that offer better/more affordable living options.
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- We need more single family homes and less rentals in our community. Encourage home ownership and pride. Make it tougher on landlords so they sell small houses that are rented to become first-time home buyers. Less extravaganza and more substance.
  - Please - no more rentals - need more single family housing. The manufactured/trailer housing needs to be cleaned up - then maybe look at more.
  - We do not need any more apartment buildings. There are already too many tenants not respectful.
  - We need to limit rental properties and enforce building maintenance so we don't become another La Crosse.
  - We have enough apartment complexes in this town - please limit!
  - More rules for bad landlords and limit the amount of rentals, way too many rentals in town, need more single family homes and more 55 or better housing.
  - Less duplexes, multifamily homes which make the community look less desirable and often bring in lower socio-economic families.
  - I would like to see less mixing of single family homes and rentals.
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### **Comments Related to Schools:**

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- I am pleased to see that Onalaska Public Schools excel in the area.
  - We appreciate the value and quality of Onalaska Schools!
  - I really like the high quality the schools offer, and the wonderful music programs, as well as the extra-curriculars like sports.
  - Schools are very well funded compared to national statistics, spend more wisely.
  - Property owners can't afford much more taxes for schools and other services.
  - Schools need to reign in their spending! I do not see smarter kids? I see over indulged children that lack manners.
  - School officials are paid too much.
  - All money needed for schools, improving buildings, programs, or anything any school needs, needs to come from parents, family members, donations, fundraisers, sales or large organizations that choose to contribute - not at all a responsibility of a every property owner.
  - I think Onalaska Schools should have a balanced academic calendar. I think it would benefit students and teachers. Shorter breaks in the fall, winter, spring, and maybe a month in the summer. 4-day school days with one day for teacher workday or staff development.
  - It seems strange to me that the public schools would not help the department of recreation by agreeing to make the rec schedule more effective by handing out the brochures. "Tell them to go to the website" is a cop-out.
  - School referendums should be held in August rather than in the Spring when many senior citizens are residing in the Southern States.
  - I am confused on the facts that I live in the city of Onalaska and am in the Holmen school district. Where do my taxes go for education? How is that determined? Which school board would I run for if I chose to do so? Which school referendums do I vote on? It's a mystery to me.
  - An important goal must be to have all City of Onalaska properties be part of the Onalaska school district, i.e. some parcels in Aspen Valley, Cedar Creek, Innsbrook - mayo area (menards) property are in Holmen school district.
  - We're newer to the community and I'm not entirely sure why the subdivision I live in is in the Holmen school district. I don't have any complaints about Holmen, but it does feel odd to live in Onalaska and send my kids to Holmen.
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- School district lines between Onalaska and Holmen must be reconsidered. Why are homes north of Rider's Club Road in the Holmen School district?
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### **Comments Related to Entertainment Wants:**

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- Neighborhood night out is something we always attend.
  - Need music events, summer parties, parades, etc. Sunfish Days was eliminated, now parade for Legion Days eliminated. Turning into "old folks" City. Some fun will bring Tourism to the City, no fun will keep people away.
  - Onalaska need to bring in more events and entertainment to the area. This will not only give residents to get together but it will boost tax revenue with people staying in hotels. The Legion does a good job with a few events but I think the City needs to be more involved!
  - In 2012 there was a concert on Main/Highway 35. In 2013, it moved to the park. I grew up in a small town in Eastern, WI that had street dances & it was a wonderful, safe, family event. Would like to see "street dances" come back with streets blocked off.
  - Bring back the Saturday night street dances that were held where City Hall is now from 7-10 p.m. Families got together for a free night of fun! What a better way to get the young and old moving. Maybe have some local garage bands provide the music.
  - Bring back Sunfish Days. Get the Movie Theater restored and running in Onalaska again.
  - It has been hard to hear / be informed of local events.
  - There needs to be more businesses that offer more leisure to teens and young adults. Onalaska/Lacrosse is very boring and dead. I've heard many complaints. We need more things to see and do!
  - Boring City - no night clubs, nothing fun except Coulee Golf and Bowl.
  - Police need to back off and allow clubs in the City.
  - Entertainment for families and senior citizens.
  - More family community activities, bringing town together.
  - It would be great to provide some enrichment activities for children under the age of 3.
  - Would like to see more senior activities.
  - Would like to see extended low cost park and recreation options (gymnastics, less intense t-ball, crafts, fun activities).
  - Onalaska YMCA is a huge asset.
  - Need an indoor tennis facility.
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### **Comments Related to City Policies:**

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- Would like to volunteer for the city but don't know how to get started. Need more information about opportunities.
  - Make information available to citizens on everything from garbage can size to waterfront development and let them help make decisions.
  - Has the City ever considered a program that allows homeowners who live next to City green space (parks, paths, etc.) that require mowing/shoveling to maintain these for the City for a tax credit?
  - Expand Parks & Rec.
  - More communication from the City of Onalaska is needed, especially from the mayor's office.
  - Need a current list of city officials. This includes phone numbers!
  - Bring Tom Hammill Back - Omni was doing better - and off the tax roll. Bring Jason Gilman back. He was the driving force behind the City Development.
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- No more money wasted on the hockey rinks at the Omni center, which is only used by a select few.
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- Improve management of youth programs and Omni Center. Manager is a dictator with minimum management skills. Would like to pay water and sewer with auto pay. It would be more economical to send out bill over the internet rather than by mail. Love the new garbage pick up. The younger adults use their smart phones to look up attractions and motel offers - Tourism Centers are becoming a thing of the past.
- 
- When the city crews are out tree trimming pay attention to branches that are over the sidewalk and lower than six and a half feet. Also trees planted between sidewalk and curb should be shade trees not bush's or ornamental trees. Thank you.
- 
- I rated the Water Utility as "Good". It would be excellent if there was a way to automatically pay the water bill. Every recurring bill I have is automatically taken out of my account each billing period, except the water bill. If not auto-pay, then at least let me pay with debit card online. Thanks.
- 
- Why do they let fences on the border line. We have a patio and our neighbors fence blocks our sun. Why can they burn wood in the City. It creates pollution and is terrible to breathe. We have to shut our windows. It's not the best for your health.
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- Police Department not very friendly. Water office not very friendly.
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- More professional attire for City Hall/Police Department Staff! Flip Flops and 4" heels? Unheard of, unprofessional!
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- From a taxpayer perspective, I see an awful lot of City of Onalaska vehicles around the city with one sometimes two people in them, but very seldom do I see them doing anything which leads me to believe there maybe an excess of employees, in the area I live undoubtedly I will see a minimum of three vehicles a day, but very seldom do I see anything being done. Also I believe there have been some bad decisions made in Onalaska, such as the waterfront area, (no direction, the garbage can sizes, Theater Rd. and Midwest Dr. signal lights.), just to name a few. It's decisions like that that got La Crosse in trouble with high taxes. Is Onalaska going the same way? Also I believe staffing in the Fire Dept. should be looked at, I believe the staffing could be reduced with the improvement in equipment, the trucks are capable of doing so much more with the modern day hydraulics etc. thus allowing the reduction of personnel. Police Dept. is doing a good job, but all other areas should be looked at.
- 
- The City in the past has spent tax money wisely until the past few years. Wasted \$175,000 on garbage because of poor choices. Not allowing residents to choose can size, that hurts. \$175,000 that we got nothing for. The whole Onalaska does not need a full time Tourism Center and employees.
- 
- As a tax payer, I would like to see city employees be better stewards of tax payers money?
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- How many new vehicles has the City bought this year? Necessary to drive Jeep - Ford Expeditions? How rich are your tax payers that the City can afford this? Give your tax payers a break and drive something that has better gas mileage!
- 
- Why do we have a separate Visitors & Convention Bureau from La Crosse? We all could benefit by working together and probably reducing expenses. We are missing the boat (literally) by not doing something with the waterfront!
- 
- If City makes a mistake on your property taxes they should give you a refund and not say we cannot do that. That would be the right thing to do.
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- I would rather yard waste was included in taxes rather than paying separately for the service.
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- It seems that taxes and the size of the city seem to grow however services such as police numbers do not grow. Looking into staffing it appears that there has been no growth in that area in about 20 plus years so far as staffing. Additionally other areas seem to have had cuts or no growth in staffing as well. Priorities should be set on good pay for employees and proper staffing levels to entice business to come here due to a safe clean environment to prosper.

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  - Continue funding for the drug task force (Dan & his dog).

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  - I think it is great that the City is looking for feedback. This is a wonderful City with wonderful people in it. I wish our City Council, as a whole, would look out for the best interest of the citizens vs. their own agenda. Our public service is so low in its staffing, the City seems to be careless in that sense. Thank you for your interest.

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  - There is an unnecessary amount of police officers proportional to the size of the city and criminal activity. Get rid of them.

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  - City Administrator needed!

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  - Get rid of your covert, black ops police vehicles - seems like we live in NYC. Get rid of fluoride in the water system! It's killing your children for God's sake! It's poison! You idiots! Last thing, publish your CAFR as it is required by law!

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  - Get rid of the Mayor. Hire a City Manager. More referendums, let the people decide on what they want (Not City Council wants).

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  - Should be able to rate Mayor and Council Members on this survey. City must control their spending.

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  - Would be nice to talk to a person when calling City Hall just love leaving messages and waiting and waiting.

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  - Would like to see the city increase the staffing of the fire department and expand to a second station.

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  - Ambulance service is real good.

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  - Reduce emergency vehicle sirens etc. - especially during the late night and early morning times.

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  - Fireworks & noise in our area are not acceptable (American Legion should use the Omni Area where they belong). City has created a garbage and recycle City with the big containers sitting outside of garages. It will stink all summer long. City screwed up big time here and cost taxpayers money.

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  - Water utilities are way too expensive. Prices for water have increased dramatically over the years to the point that it is severely disappointing to see the bill every three months.

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  - Water bills could be emailed. Do newsletter on web - Keep it updated and simple.

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  - Get rid of fire burning pits.

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  - City needs to expand public safety services, staffing is very inadequate for a City our size with all of the people we have come into Onalaska on any given day. We feel the citizens current Mayor is doing a fabulous job as well.

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  - The police should enforce all laws, not just speeding. For example: Illegal left turns, lack of adequate or no turn signals, not coming to a complete stop and stop signs & stoplights (running yellow or red lights). Not merging into traffic properly, particularly off a ramp onto a limited access highway.

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  - Need more open government.

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  - The City Council must stop meeting in closed session so much and allow the citizens to be part of or know how decisions are made. Quit spending so much on the FD. You have bought some type of vehicle every year since Chief Skogen retired!

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  - Stop all of the closed meetings. Control fire department spending!

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- I love and care for this City but I worry about the inability of the City Council and development committees to make a plan and go forward with it. I know of several good people who were on the development groups and left because of foot dragging on "moving forward".

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  - When Jim was Mayor and Jason was City Planner - Onalaska had vision - no vision exists today.

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  - Way too many police officers.

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  - Council was not responsive to citizen input on billboard issue. I believe private-vested interests prevailed.

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  - City Council / Elected Officials need to make a decision and stick with it. They seem to change their minds quite often and not stick with a decision made by either the present or previous council. Elected officials shouldn't come off as egotistical and pompous.

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  - City Council members need to be positive, proactive, forward thinkers. They need to see the assets in our community (Omni Center for one) as assets that other communities would die for. Quality of life, availability of affordable housing and good schools is what brings people here. How they are treated by others once they get here plays a big role in how long they stay. Work collaboratively with neighboring cities to keep costs down and be proud of your city. Your job is to help us grow, not to pinch pennies. We can and will pay for good services just like we pay for good schools. Staying at status quo means we are moving backwards. No one wants that.

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  - Look forward to the expansion plans for Onalaska!

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  - The city has developed too many regulations and make it very difficult for home and business owners.

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  - Need to grow City Services as the City grows. More Fire/Police needed, more street workers also.

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  - Keep finances under control.

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  - Appreciate absentee ballots mailings in winter.

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  - I would like to see more trees/greenscaping. I used to live and work in a larger older town and the large parking lots looked so much better because they required tree oasis throughout.

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  - Understaffed Police and Fire services for our population. Our City continues to grow yet the services for Police, Fire, Streets, Water, etc. do not?? We, as a City, can not keep growing if we don't increase the services we provide. I believe we are on tract to start fading as a place to move to residentially and commercially if we don't change our strategy soon. "Saving money" only works for so long. Eventually you need to "spend money" to make money.

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  - Expand the City as far as you can now!

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  - As I live in an area with a park. I would like to see more emphasis on the littering and people who do not pick up after their pets. Perhaps more strategic signage? Also, would like to see the police here at 7-8 a.m. and 5-6 p.m. to get the people who speed in this area and who "sail" right through the stop signs (Holiday Heights).

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  - There are areas with no sidewalks in our town. Put them in! It isn't right that some citizens must maintain and shovel and others don't. Is it safe for children to walk in the street to get to school? I don't think so!

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  - We enjoy walking around the city, but do wish sidewalks were not so hit and miss in some areas. There will be sidewalk for some distance, and then you come to a spot where the sidewalk is only for half of the block, so you need to walk in the street.

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  - I would like to see connected sidewalks and just more sidewalks period. We have 3 areas on our block with no sidewalks. This would keep walkers and runners out of the street. Oak Forest Dr by Marineland is a road in need of improvement and sidewalks. I have encountered numerous walkers there who walk in the street and don't want to move over when cars approach. I would like to see the fire pit ban put back in place, it's stinky and unhealthy.
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- Sidewalk repairs or continuum of same on older streets need to be addressed. Bike lanes drive us crazy.
- Do not need sidewalks on Emerald Valley and Marcou Rd.
- Really need a sidewalk along the Southside of East Main Street so crossing this busy road to use the sidewalk is not necessary.
- Need sidewalk north of Quincy St. and 6th Ave. N. Kids are walking on street to and from school.
- Sidewalks on both and all sides of the street. The lack of sidewalks on streets is a safety issue especially during winter months. At that time your walking in the street and around cars. Again it becomes a safety issue.
- A sidewalk on one side till all are done then go back and put it on the other side.
- More sidewalks and people-crossing lights by the Mall (Hwy. 16/53) area.
- Way too many building permits are required for home maintenance!
- I think the City should ban storage sheds. I think they look tacky and should be removed from all properties over a ten year period. The Oak Park Addition looks terrible and other additions that have been around for a while (Park Ridge) are starting to add sheds after this original owners have sold their homes. Fences should be required to look the same on both sides. Some property owners have put the good looking side facing inward and the bad side facing outward.
- Onalaska needs a new paper. Print a schedule of City meetings (upcoming City meetings and events) in utility bills. Thanks
- Would like you to bring back the Weather Warning Siren. Many times I don't have the phone on me or the battery is dead or is on the charger and if the phone is on the charger and power goes out I will not get the warning call
- I really like the idea of an e-newsletter that people can sign up for and receive pertinent city info/messages. I forget to check the website for the city, but if an email came I would read it.
- Please enforce people/vehicles from parking less than 4 feet from the driveway!
- Erosion and sediment control on construction sites is poor.
- Continue to collaborate with other municipalities. Continue the challenge to "go green".
- The government should never be in the real estate business.
- When we were building our home the inspector came to our house at least twice a day. He commented that if anything were off 1/2 inch off everything has to be torn off and done over. Our contractor said he would never build another house in Onalaska. We've heard many complaints from others!
- Overnight parking tickets are over enforced. Received ticket on second day of alternate side parking with no warnings. This was legally correct however is poor service!
- Put a cap on spending for vehicles and equipment for the City Parks and Rec Departments, Water, Sewer, Police and Investigation Departments. Get rid of the drug dealers on Royal and Quincy Streets.
- Given the city's proximity to the interstate and the nearby drug and crime problems, please factor safety and security into your planning. Onalaska should be known as a safe city that actively deters crime.
- If police would issue tickets for speeders & people who do not stop for stop signs, there would be a lot of money for Onalaska expenses. Also, the streets would be a lot safer. Use recycled tires for road surfaces - very effective and long-lasting
- Continue to work with other communities to merge/combine city departments that can be staffed properly with out increasing expenses
- Have large item pick-up week 1x/year.

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- I feel that as our City continues to grow the City of Onalaska has failed to keep up with it. This is evident through the Cities inability to keep up with items such as road maintenance, snow removal, delayed Fire response, short staffed PD, etc. If we continue to push ahead with a plan of a City that invites new business and residence we also need to push to continue to staff the City with the appropriate level of employees to keep us competitive. We will reach a breaking point in which continued cutting of resources or lack of funding for department will have a catastrophic effect in the form of an aging, un-kept city.
- 
- I personally would like the City of Onalaska to take more steps to be more "green", but otherwise think it's doing a good job.
  - Please continue to increase budget for Police and Fire departments to keep up with growth of the area.
- 
- Improve internet service; make it a City priority.
  - Onalaska was a great place to raise children, until the drug culture moved in. There are areas in the community that house the drug culture. Residents have connections with non-residents from larger metro areas that have invaded our neighborhoods. Minors apprehended for drug violations are turned over to their parents and the cycle repeats itself. Adult addicts/pushers should be run out of town. Minors that are drug addicts should be expelled from schools. Accountability?
  - Does the City of Onalaska have an ombudsman who can address concerns/problems and deal with them fairly and without political ramifications? Sometimes it is difficult to know to whom to speak when a question or concern arises-without being dismissed or made to feel the issue is not important enough.
  - Also, maintenance of boulevard trees was inconsistent and over excessive in our yard - trees were butchered!
  - Code red should be more publicized including notifying neighborhoods of suspicious activity.
  - The City also constantly attempts to or puts off leaf pick up too soon! Not everyone has early dropping ash trees. The service needs to be until the week of Thanksgiving to accommodate late dropping maples.
  - Make lawn waste pickup a free service.
  - The City of Onalaska should consider enforcing established leash laws on school property, city parks, and public sidewalks. More signage, education, and fines should be enacted. My family routinely encounters uncontrolled dogs with owners walking on school property, parkland, or on sidewalks. These dogs are allowed to defecate on athletic fields that our children use. No one cleans up after these dogs since no one seems to care.
  - Consider adding signs in our parks regarding leash law. Also consider adding bags for dog droppings and signs about same. Many dogs are walked on leashes in Rowe Park, but many are not. Few owners pick up droppings which isn't so good for children in play areas and others enjoying disc golf.
  - Please improve response time to auto accidents, especially on Highway 16. I have seen it take twenty minutes for a police officer to drive what can't be more than three miles; meanwhile there's mayhem.
  - Our city street sewer/water system needs replacing along with old Charter cable services in Holiday Heights
  - I purchased a home in this city 20 some years ago and the building codes were not enforced for the contractor who built the home. Why?
-

### **Comments Related to Bicycle / Pedestrian Paths:**

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- Need better bicycle community options between La Crosse and Onalaska.
  - Bike trails off the road, but are near the road, sharing street lights and are quick easy paths connecting La Crosse and Holmen would be excellent! The paths should be paved in the city. Cities should be connected by trails beside the roads, near shopping and residential areas.
  - More walking/biking paths on HWY 16 from South Kinney Coulee to Woodmans and Wal-Mart.
  - I utilize and enjoy the well-maintained bike trails.
  - Needs more paved running paths.
  - I feel it would be beneficial to the city to pave the existing bike trails all the way. I think they would get a lot more use and it would attract more people to the area. The addition of the bike trail in front of Menards is great!
  - I do wish that the mall shopping area was more pedestrian friendly. For those who ride the bus, bike, or walk, it seems quite dangerous along Hwy 16 to cross or get around by foot from store to store/restaurant.
  - If there were a good bike route to my job in north La Crosse I would buy a bike and use it when weather permitted. Need a way to get across I-90.
  - Continue to improve bike, walk and recreation; and opportunities for healthy living.
  - Please create more "Bike Lanes" on local roads like the one created on Sand Lake Road.
  - On street with white solid bike lanes I believe it is illegal to pass on the right. Unless it is enforced, I won't use those bike lanes; it is too dangerous.
  - I think the bicycle trail should be better maintained and promoted.
  - Trim/remove trees along bike trail so a person can see the lake, enforce dog leash law on bike trail, clean up the dog crap on trail. Police should patrol bike trail on foot, not their vehicle when it's soft. Patrol at night when gangs are present.
  - We don't need more parks, athletic fields, bike lanes - half or more don't use them anyway - they are in the streets which are dangerous enough.
- 

### **Comments Related to Train Whistles:**

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- Please help with noise of passing trains, especially late evenings.
  - Please get the trains to stop blowing their horns all the time! We can't sleep at night and we can't carry on conversations when we are outside because of the train whistles.
  - We hear the train whistles most disgustingly. One cannot have a conversation outside in the summer because they are so loud and one cannot really enjoy visiting with friends and company outside! Also, if the windows are open a person is awakened during the nights. Our visiting friends have made comments (not nice) when they are here. Naturally we hear them in the winter also! The train comes through so very frequently!
  - Would like to see an all out effort to reduce noise pollution. Train whistles are way out of control. Pass a Railroad ordinance like La Crosse.
  - The train horns have become very bothersome.
  - Please fix the loud railroad noise problem. No more waiting everyone up 2AM - 6AM.
  - Please do something to stop the train whistles from 9 p.m. to 7 a.m. I live 1/2-1 mile from the tracks and hear them all year, even in the winter months when the windows are closed. Train traffic will be increasing drastically in the coming year. I lived about 1 block from the tracks in La Crosse and never had this problem.
  - Please do something about train whistle noise. We are considering moving out of the area because it is so loud, day and night.
-

- 
- Since cutting down the trees along 2nd Avenue North, the noise from the trains in the middle of the night is ridiculous. The horns wake us up and our dogs up all the time, even in the winter when the windows are closed.
  - I appreciate the question about limiting train whistles. This is done in the City of La Crosse and greatly adds to the quality of life for those living close to the tracks.
  - Spend some money for quiet zones at both railroad crossings. This would be a quality of life improvement for a large number of residents and businesses.
  - If I knew about the trains, I would not have moved here!
- 

### **Comments Related to Traffic:**

- 
- I live in Greens Coulee and access/egress to the Coulee is reaching critically bad. The potential for traffic accidents (especially involving pedestrians) is extremely high. Solving this issue should be a priority, especially with the additional building going on in the Coulee.
  - Do something about poor access/egress from Greens Coulee. We do pay taxes! We do vote! At least control the speed of cars passing through the intersection. Restrict Kwik Trip access point across from Greens Coulee to ingress only. The egress portion of this driveway is in existence at the expense of all the people located in Greens Coulee.
  - Intersection of Greens Coulee Rd and Main St must be addressed. This is one of the few growing residential areas in the city, with a significant portion of the residential tax base in the Coulee. Consider changing driveways, no left turns from businesses, round about, traffic light.
  - Put a roundabout where Green Coulee Road has to go out either right or left.
  - Something needs to be done about the entrance/exit of Greens Coulee. It's dangerous.
  - Maybe do a frontage road for Greens Coulee to go past Coulee Golf Bowl and Altra Credit Union and exit by the subdivision. This makes a better view of traffic from the East and West. Have a turn lane for Kwik Trip and the Credit Union on East Main Street.
  - Need lights at Main and Greens Coulee. Dangerous to come out of Greens Coulee and turn left.
  - Need to plan a fix for traffic out of Green Coulee-where was your engineer when housing developments were approved with only one exit out of the Coulee onto a busy thoroughfare? How come calls to the Mayor are redirected to the engineer? Mayor should be answering questions from the public!
  - Fix the Green Coulee/East Main Intersection!
  - Often concerned about the traffic by Coulee Golf. How safe is it living behind Coulee Golf Bowl with only one exit?
  - Request a safer intersection and Green Coulee Road and Main Street.
  - The intersection of Main Street and Greens Coulee Drive by Coulee Golf Bowl needs serious attention. Everyone in our neighborhood has either been in an accident or close call at that intersection. This should be your main focus this year! The people pulling out of Kwik Trip are causing many of the issues. They don't signal and just pull out in front of everyone.
  - Install traffic light at Greens Coulee and East Main Street and Kwik Trip.
  - I can't for the life of me understand why Green Coulee is allowed a single entrance into the valley. Please do not allow such poor planning in the future.
  - I think the road situation at the intersection of Green Coulee Road and East Main Street needs to be looked at and fixed. I don't live over there but I wouldn't consider it either unless a fix is made to that intersection. Roundabout?
  - Slowing down the traffic on Main Street thoroughfares - Especially during the school year.
  - Redesign the Main St & 12th St. light for turns.
-

- Add left-turn light at Main Street and Sand Lake Road.
- Put left turn arrows at Sand Lake Rd and Main Street. Utilize the flashing speed control lights which we own and never use in high traffic areas to reduce speed of drivers to school zones and posted speeds!
- There should be left turn signals at the lights on the corner of Sand Lake Road and Main Street.
- Traffic flow on Main Street and Sand Lake is ridiculous.
- Need to address traffic on Main Street. Need to police for speeders.
- The semi truck traffic on Riders Club Road has really gotten bad. I have lived on Riders Club road for 8 years and the traffic has steadily increased to a point where it is affecting my quality of life. There are restrictions on trucks using air brakes and train whistles, it is disturbing when the trucks turn from East ave onto Riders Club rd and run through all the low gears at 5 am on Sunday mornings. The truck route should be removed (trucks can go to OT and not go through any neighborhoods) or truck traffic should be limited from 6 am to 6 pm Monday thru Friday.
- Speed limit reduced to 25 mph total length of South Kinney Coulee Road. Traffic enforcement on South Kinney Coulee Road - speeding, running stop signs, and illegal U-turns by Kwik Trip - sign needs to be relocated on the East side so they see it - not that they will obey it. Speed bumps on South Kinney to slow down the Valley Vue Estate speeders! Post speed limit of 45 mph in front of the mall makes no sense at all? Fine drivers making illegal left turns from center lanes on South Kinney Coulee to HWY 16 (very dangerous).
- Please consider making all the north side of Hansen Place "no parking". This is the street between Red Lobster and the adjacent parking lot at the shopping center. In the winter with snow at the curves, two cars cannot pass with cars parked on both sides. When the roads are clear it is difficult to drive thru when people are getting in and out of their cars that are parked. There is only room for 4 cars to park on north side. Red Lobster has an ample lot and there is plenty of room at the shopping center lot.
- Left turn signal coming from OT onto 35 South!
- Stop and go lights at corner of Riders Club Road and East Avenue North.
- 2nd Avenue & Oak Forest Drive intersection is worse now than before it was reconstructed and turning left is a \*\*\*\*\* when roads are busy.
- Fine drivers making illegal left turns from center lanes on South Kinney Coulee to HWY 16 (very dangerous).
- Traffic flow problems at Oak Avenue and Ash Street. Traffic problems from East Main Street from Hwy 53 to Theater Road.
- Traffic has become an extremely large issue, and our streets must be improved before they worsen. Less traffic is part of the reason businesses and people move out of La Crosse.
- McDonald's across from Kwik Trip on OT needs lights. Thank you.
- This City needs fewer stop lights. More Round-abouts and "low light" street lights to fight light pollution!
- Roundabouts (dangerous).
- I applaud the installation of both the round-a-bout and the nearby new exit lane to Sand Lake Road by Menards. Everyone loves it, it should get more media coverage, a very positive result.
- Traffic flow pattern to bypass mall to get to La Crosse would be improvement. The argument that we are a burden on the City of La Crosse as we commute is still a loser as there is more work capacity and jobs than their real estate allow.
- The addition of the signs noting dead end streets is a good thing.
- Traffic control - where is it? Never hear anything from Police Department.

## Comments Related to Street Maintenance:

- Would like to see the snow plows plow street more. Have notice over the years the plows don't come out as soon as they used to and stay out as long as they should.
- Please plow the streets! If the City does not plow, do not ticket.
- Never happy with City plows. Run majority of snow to one side. Two trucks running side by side with one in the center lane. I can't drive in center lane. Drive plow trucks in excess of speed limit. We live on Grove Street.
- It is time for the City to look at employees doing road maintenance around the Main Street, 8 and 5th Street location. Snow Plowing is marginal to poor during winter. Look at other areas in Onalaska (shopping by Wal-Mart, Home Depot) and High School - Older Children can be seen, little ones cannot. Wake up Onalaska before a child is injured.
- We live in a cul-de-sac and snow removal is very bad.
- Snow removal sucks! You require residents to remove within 48 hours but the City does not do it.
- Please plow my street better and more frequently! It was miserable for my husband to shovel so far away from the curb.
- I realize that it was a bad winter, but I do feel that snow removal was not what I would like. The residential street up from me was always open and mine was not. I have lived in other communities and am tired of clearing my driveway only to have a plow dump so much that I had difficulty removing once I have cleared mine. I made a point not to blow snow in the roadway, but it was not reciprocated in my driveway.
- Only plowing snow when there is more than 2" of snow, as well as not plowing driveways throats full when they do plow.
- Snow removal is prompt - but track goes so fast he completely fills the end of driveway - after I've shoveled it out.
- Snow plowing side streets is a bit to be desired. Some roads after and during winter are full of holes that are very hard on suspension for our vehicles.
- Snow removal - Equipment is too big for some areas in Onalaska. The retail areas are kept very well but the residents are not! Grade school is poor to unacceptable - High School is great. Next winter have the alderman look.
- The snow removal here is absolutely horrible. I have lived in several Wisconsin cities, and for the money Onalaska has living here, it is one of the worst snow removal jobs I have ever seen. The streets around Onalaska are in pretty bad shape. They need a lot of work.
- I live on SS when the snow plow plows our side of the street, they sometimes leave snow any where from 5 to 7 feet away from the mailbox. Most of us are retired. To remove that 5-7 feet is difficult. SS is really two lanes in front of our houses, but really only one lane is plowed. Can something be done about that?
- The idea of putting tar on the roads and then gravel is bad. My carpet is ruined because of this and when snowplowing the blade is not down far enough.
- Street sweeping is done well but it is done too often.
- Terrible Street and alley maintenance and noted extremely need improvement under snow removal activities.
- I would like to see the crud off the sewer grate.
- Fix the pot holes, manholes & back streets.
- Older areas of the City get lesser road maintenance - especially 14th Avenue North, Redwood Street, poor road drainage in some areas due to only surface runoff.
- Holiday Heights - New street resurfacing, with curb, but no added sidewalks.

- 
- Storm sewers are a problem. Some become clogged and back up so that lower areas flood and freeze into huge ruts. Nearby homeowners do not clear debris. 15th Avenue North is the land that time (and the city) forgot.
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### **Comments Related to Keeping the City Clean:**

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- City should create incentives for home repairs, upgrades. Neighborhood revitalization programs.
  - How about organizing a Spring Yard Cleanup with the teenagers volunteering to help Senior Citizens clean their yards in spring like they do at French Island? This would be a way of helping seniors stay in their homes instead of having to find other housing. This teaches young people responsibilities. French Island service is free, but I'm sure some people would be willing to pay a fair fee.
  - Maintaining property values and neighborhoods is very important.
  - Please continue with the yard waste service. Without it, I could not maintain my yard. I feel the \$20 annual fee is acceptable.
  - I noticed many uncleared sidewalks along East Ave. this winter. It seems that would be a safety concern especially for kids walking to and from school.
  - Onalaska should enforce the City ordinances for keeping sidewalks shoveled. The worst eyesores in the City is the chain-link enclosures for aluminum cans. Since everyone now knows they exist, couldn't the enclosures be relocated to the rear of the lots and away from the main streets?
  - Also, all the weeds out of sidewalks and wings. Start fining people for not shoveling their sidewalks and wings. I don't like weeds in the empty lots. Get busy and follow the ordinances.
  - Clean up area from Timbers North to Bike Trail (eyesore).
  - Trees & Brush needs to be trimmed on Hwy 35 along the Lake Side, you can hardly see the Lake this could be a very scenic over look.
  - City is lax in enforcing codes.
  - The house on the Court and Elm really needs clean the place up and any other house that is on the trail. There must be some rule about that and the City Inspection Department needs to enforce it.
  - Don't we have a City Inspector for enforcement of property maintenance codes and building inspection services. These should be excellent if we use him/her.
  - Code enforcement in high visibility areas. Also, a home on 800 block of Main needs to be better maintained and restrictions enforced.
  - I'd like to see the appropriate departments keep a cleaner Onalaska in mind also.
  - Building Inspectors need to do something with the riffraff on East Avenue and Thomas Court. It is an eyesore to the neighborhood. An abandoned pool and satellite dish in the backyard, uncut grass in summers and pets left loose outside to major home maintenance needed. Garbage has not been put out in weeks which means a garage full of rodents!
  - Does our City inspect rental properties? I have one across the street that looks like the City Dump. I don't think that should be allowed! I think our City should be doing inspections and require more of landlords. Need less signage. House rentals need improvement.
  - Think it is time to do something about the yards that are sealed in the high fences. They are hiding stuff. Also, how long does it take or warnings to clean up yards like North 9th and 3rd South on other places. Also How long does a car or truck belong parked and not moved in months - about three warnings is enough then large fines plus removal. This is to the point as a laugh of the City.
-

- 
- Property owners should be held accountable for their property. Look at 5th & Locust (northwest corner: a junk yard, old cars, trucks, boat, falling down old fence) The 300 block of 5th North: unkempt rental units storing hugh campers, hugh boats all winter long in their front yards, and cars on lawns.

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  - Eliminate the placing on the curb of sofas, upholstered furniture or any household furniture, such as mattresses and wood piles.

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  - Please find a way to plan that the older areas of Onalaska don't end up like the La Crosse housing issues.

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  - I go the park to read, when noisy neighbors work on his auto repair shop at the apartment building across the street.

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  - Apartment buildings should be checked more frequently for leak, black mold and needed repairs!

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  - Have landlords neaten up their rental units - some are really looking shabby. Enforce show shoveling on sidewalks.

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  - Either landlords need to enforce maintenance of homes to not let neighborhoods deteriorate or rentals should be limited to apartment buildings and promote some exterior requirements to maintain some level of attractiveness.

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  - Please inspect Rental properties for proper maintenance and removal of junk from the property including used-old tires. Particularly concerned about apartment fire safety such as gas grills stored/used on first floor patios. No proper cigarette butt disposal units located at entrances and dryer vents not regularly inspected for lint blockage. Ensure proper water drainage away from building, to prevent flooding.

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  - Too many buildings that need better maintain appearance from street. 825/829 Main Street Onalaska.

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  - Strict enforcement of property ordinances (1006-1008 10th Ave. N.)

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  - Enforce people who walk their dog to stop leaving dropping on the sidewalk and not picking it up!
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### **Comments Related to the Library:**

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- We enjoy the Onalaska Library and greatly appreciate the children's events there.

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  - The Onalaska Library has the best story hour I have ever been to & has wonderful programs and staff. Thank you!

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  - The library is one of the City's greatest assets. I hope that they get the frontage rehabbed and rebuilt.

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  - The City of Onalaska should consider having its own City Library instead of using its resources to fund the efficiencies of the County-wide system. We have the buildings, the Sias Fund and the support of the Friends Group. We deserve better than we have.

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  - Make it easier for Friends of the Library to provide financial support to the library rather than "everything has to be out of the City budget".

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  - It would be nice to have online books through the library or more adult open hockey.
- 

### **Comments Related to Taxes:**

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- Lower taxes, can't afford to live here. We are seniors.

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  - Property tax relief for fixed income retirees. I cannot afford school referendums.

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  - Freeze property taxes for seniors.

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  - I have lived in Onalaska for 60 years. Maybe not much longer though because of the tax burden place on home owners.
-

- 
- Taxes are going too high for school and somewhat the City. Please don't increase taxes more than price of living. Overall the City is doing a good job with taxes.
  - Lower taxes.
  - Lower property taxes.
  - Much lower property tax rates desired.
  - Lower taxes.
  - Please try to reduce property taxes by being frugal in choices. Thank you.
  - Taxes are always a concern. As a comparison, Arizona has so much to offer and property taxes are a fraction of what we pay here.
  - City hall, Police Department and Fire Department waste taxpayer money. Need more spending restraint and control on non-essentials.
  - I see no need for the stormwater fee or tax. It's been raining and storming for thousands of years!
  - Seems like more taxes, less service.
  - School taxes should be based on if you have children in school. It becomes a hardship when only 1,000 people vote for something out of 15,000 citizens, yet it affects everyone.
  - Equalize the property tax for taxpayers that live in the City of Onalaska and have to pay Holmen School Tax.
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### **Comments Related to Trash / Recycling:**

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- The citizens of Onalaska that received mailers and were forewarned of that 65 gallon trash and recycling containers and did nothing until the containers were delivered are to blame for the extra expense. You did the best you could when the complaints started rolling in but a small exchange fee would not have been unfair. Good work!
  - Thank you for having big dumpsters for old trash cans. Please continue to have them into the spring, so we can have time to figure out which ones we need to get rid of. Thanks for giving us the chance to have some input into our City's direction.
  - Also, I liked the garbage trucks with a worker who picked up the bins. He didn't not pick up my trash two weeks ago.
  - Good job getting the automated trash pick up started with plenty of information. Onalaska has plenty opportunities for its residents to dispose of waste and keep our City clean.
  - I really like the new garbage pick up system! It makes the boulevard look so much neater on garbage days.
  - Make garbage collection & recycle calendar easier to read. The map with streets is a mess.
  - Better look at refuse services. Feel that current services could be improved. Have noticed not all garbage gets out of the cans, and if garbage falls onto the ground it does not get picked up by the refuse company especially when it falls out of their trucks at the time of collection.
  - I would like recycling pick up service to be weekly. With the wonderful changes to our recycling program, we have much more recyclables than garbage each week. Our garbage pick up could switch to every other week, and have recyclables be weekly.
  - I'd like to see the city revert to the previous garbage collection and recycling programs.
  - Just fix the garbage can situation.
  - The garbage decision was not well thought out - should have been done like La Crosse.
  - By my count I have to touch, move, and reposition my garbage cans up to 8 times per week. The garbage men touch them, move them and reposition them zero times per week. Does that seem right? Who is serving who?
-

- 
- My only other complaint/suggestion is to bring back Hilltopper refuse. Harter's does not show our City well.
  - Please have Recyclables picked up every week.
  - New refuse/recycling system is awesome! Big improvement from old routine! Really like the new bins.
  - Need weekly recycling pickup.
- 

### **Miscellaneous Comments:**

- 
- My family chooses to remain in Onalaska. This is a nice community with excellent schools and a low crime rate. We are close to our church and shopping.
  - Nice to get a chance to comment. Now we will see if someone listens.
  - Sorry I am so long winded but thanks for asking my opinion. I love Onalaska! It's neat place to live and raise a family.
  - Thank you to the staff and city officials that help make Onalaska a great place to call home.
  - Thanks for seeking input.
  - Thank you!
  - Thank you for this survey.
  - Thank you for this possibility! I appreciate it!
  - Thank you for the opportunity.
  - Thank you for caring about community thoughts!
  - Great city to live in!
  - Overall I think this is a very well run city and am glad I have my business here instead of downtown La Crosse.
  - Thank you!
  - Thanks for offering the survey.  
We have such a beautiful City. I am glad to live here.
  - Way too many banners and flags on street lights. Maybe hang them on the corner street lights. Too much clutter hides the neat street lights we have downtown and also take away from the beautiful scenery we have. How many times do you have to read Onalaska Onalaska Onalaska, to know you are in Onalaska. However, I must say that the flower baskets are beautiful! Please continue hanging them each year. Love the black metal circle cutouts on the street lights - classy stuff!
  - Overall, nice community, employees at City Hall very helpful and courteous.
  - Love Onalaska!
  - I love this City, it has changed so much for the better in the years that I have lived here.
  - Nice place to live.
  - Great City to live in.
  - We love living here and raising our family here!
  - A very nice city to reside in.
  - Great place to live.
  - Love living in Onalaska.
  - Very good idea to do survey.
  - We love it here! We think this is a great place to live--except for the winter weather!
  - Greatest place to live.
  - We are happy to live in Onalaska.
-

- 
- Onalaska has made great strides in the last 15 years. It is becoming a very beautiful city and a great place to live and work. Keep up the good work.

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  - I really think the city is a beautiful and pleasant place to live. The city does a nice job of keeping things tidy.

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  - I think Onalaska is a great community!

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  - Appreciate being asked for input. Good community to live in.

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  - While this survey sets us up to be critical, I would not live in any other community. Onalaska is home, home, home. I take ownership in my home.

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  - The survey is a great idea. Hopefully, a large percentage of the community takes the time to fill it out and help our city form into something even better.

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  - Onalaska is a great community to live in.

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  - Onalaska is the 4th city that my husband and I have lived in our 29 years of marriage. Aurora, CO; Madison, WI; and Lodi, WI are the other three. Although we enjoyed our time in all places, Onalaska is by far our favorite, and we are thrilled that our life journey led us here. It's by far the best value for community services. It is the right mix of outdoor nature with services still being close by, and the pride in making the community a nice place to live shows. It is the perfect fit for us!

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  - Nice survey.

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  - What is my vision for Onalaska's future? Make it a pleasant, useful place to live and go about. Don't have a vision for 20 years from now (I am 75) Good Luck in your future plans!

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  - Love to live here.

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  - This is a nice City I enjoy living here.

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  - We love living in Onalaska!

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  - I enjoy living in the City of Onalaska.

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  - Just recently moved back into Onalaska. Had lived here prior for many years. My kids went thru the Onalaska school system. I am very pleased with the school system, it is where I have three grandchildren attending.

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  - This is the best place I've ever lived-God's country. I lived here for a short time in the 80's.

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  - Overall a good job is being done.

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  - City is pleasant safe and well run. I can't imagine a better place to live and to have raised our children.

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  - Our children and grandchildren love coming to Onalaska. We are good friends with our neighbors. Our two sons and grandson went to Onalaska schools, made many life long friends - all kinds of extended family. Do everything you can to maintain Onalaska's friendly, caring atmosphere. Thank you for what you've provided for our family.

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  - I feel Onalaska needs to continue to grow but I also feel we have to keep our taxes reasonable. You keep raising taxes and keep reducing services. I like living in Onalaska - I feel safe and my neighborhood is clean and quiet. I feel the City government does a good job but there's always room for improvement. Thank you for asking my opinion.

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  - Keeping Onalaska focused on being a safe, family friendly community! It doesn't need to grow or change too much as it is nearly perfect now.

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  - I am 86 years old. Some of the questions do not apply to me. I am still active and walk 1-1/2 miles when weather is good.

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  - Maintain beautiful hanging flower baskets on Main Street. Good job!

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  - The Christmas street decorations on light poles are beautiful - many positive comments from visitors.
-

- 
- Have not found it practical or convenient to pay different providers for natural gas (xcel energy) and Riverland Energy for our electrical service. Would prefer 1 provider for both services. That would be Xcel Energy.

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  - I'm a Hmong homeowner/taxpayer and have lived in the City of Onalaska for six years now and plan on selling my home and reinvesting my tax dollars back to the City of La Crosse as they are more equipped to deal with minority issues and/or our concerns. My time here in your municipality has been a waste of time as your city has not changed a damn bit in 20 years. The city's lack of services to meet minority needs and inability to fix parks and waterfront properties to help tourism is damn shame. It's still the same old racist/bias city that I saw 20 years ago. Nothing has changed. Just want to be frank and honest with you city officials.

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  - Do your best for the taxpaying public and not politics.

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  - Check your business owner's solvency or previous business experience.

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  - I taught here many years ago - lived in La Crosse. When retired we moved to the Senior Center.

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  - Since I live in the Town of Onalaska, I am not able to provide as much input.

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  - Would have completed on-line, but didn't read that part until I finished this survey. Would probably have seen that message if it was right above question #1 - Sorry.

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  - Instead of just taking surveys, do something about the issues!

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  - Need more water pressure. Thanks for asking input.

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  - June 2013 someone (no one knows who) mowed the banks on each side of N. Kinney up to the end of the businesses. This person mowed down 3 trees and a sign on a 4"x4" post which states "no outlet" for the semis who come for repair work at Freightliner. Now that this sign is down, we have had several semis try to drive up our personal driveway so they can turn around on this dead end road to get back to Hwy 16. This has caved in our driveway due to the excessive weight of the semis - but no one has replaced/repared the sign - it's lying down on the side of the road - I prop it up so it can kind of be seen. Please fix this - no one claims responsibility - La Crosse nor Onalaska. This is across from Freightliner, parallel to I-90.

---

  - Will there be community involvement or input for the Mayo Sand Lake Tract of Land??

---

  - There is a group that runs down 10th Ave. every morning side by side about 4-5 women and they refuse to move when a car comes up to them and the car has to stop because of traffic coming from other side. I don't believe this is right. They should be running single file when traffic approaches them.

---

  - The City caters to the rich! If they want it, everything is done to make them happy. I am sick of items brought to the public for a vote on non-election years. The City and School Board know people wouldn't remember or show up which makes it easier to pass. Last time about 3,000 people out of over 12,000 people voted. It's time to help the ones with less. Work for everyone!

---

  - The fresh hanging baskets and the light posts Christmas decorations on Main Street are lovely and well maintained!

---

  - Enlist help of volunteers (especially those over 60 years of age either retired or soon to be retired) for special projects. Form short term work teams to accomplish specific projects and then disband after project is completed.

---

  - No billboards.

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  - Limit beggars at intersections.

---

  - Availability of natural gas.

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  - We would like you to convince the state to have No Jake Break Signs - Exits 2 - 5 on I-90. Install sound barrier walls where homes are close to interstate highways.
-

- 
- Both my partner and I filled this out as best we could. She is a homebody - works, bowls, and is happy working in /on the house. I drive semi between here and Chicago and back every day. Basically I go to work on Sunday at 4-5pm and get off Friday between 6-8pm. So I do not have a lot of community interaction unless it occurs on the interstate.

---

  - It would be great to have Transit Bus Service in Onalaska along Main Street.

---

  - Better bus pick up locations and more often to allow students to live at home in Onalaska, and utilize bus system.

---

  - Van Riper park play equipment was in need of repair in September. Repair if not completed. Pierce Park needs water drainage corrections and more tree shade for play equipment.

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  - Would like to see a trail system expanded in the bluff areas similar to Hixon Forest.

---

  - Promote Cross Country Skiing in parks.

---

  - Walking paths in an expanded dog park would be great!

---

  - Park and Rec is a great program for youth sports, but wish there were more coaches versus relying on adult/parent volunteers. There have got to be more college students and others that would coach teams for a reasonable wage.

---

  - The dog park here is too small. Bags don't need to be provided we can bring out extra plastic bags. In Sheboygan Falls they have much larger dog parks that don't require a license. Also, in Green Bay. I think you should look to that area for ideas. There are lots of dogs here!

---

  - Maybe single user porta-potties. I know we have to be extra safe. It would be nice if people using Rowe Park to walk their dogs would follow the leash law and not let their dogs run loose. Many do pick up after their dogs but many don't. Maybe reminder signage and doggy bags at strategic locations would help encourage leash and pick up behavior by dog owners. Can we find a way to have open bathrooms for park users? Tennis, disc golf, walkers, playground children could use them!

---

  - Even one light pole in Van Riper Dog Park.

---

  - It would be nice if the City Parks had open restrooms available. Otherwise, it's very inconvenient to use them with small children.

---

  - Tried to do online on 4/3 but couldn't.

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  - Question 11 required me to check one of the boxes before proceeding. But, given that I work in La Crosse and have no children, none of the questions applied. In the end, I said I'd attended a city event but I have not. Please note this for future surveys, that they aren't building in accidental flaws -perhaps an 'other' or 'none' button would work.

---

  - Question 11 doesn't have a "none of the above" response. I don't participate in any of the listed options, I selected "work in Onalaska" as my response because my wife works in Onalaska.

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  - Question 11 was not possible to answer correctly but it required an answer. Since I used to have children in Onalaska schools, I chose that response.

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  - The question "reinvesting in existing house stock" does not give enough information, City-owned housing? What does this question mean and what is the significance to current residents?

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  - My son and I both filled out this survey.

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  - We do not have a computer.

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  - I have lived in the area since 1979. I would be willing to discuss survey in person.

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  - No more tourism please. The majority of the jobs created are minimum wage and thus are supported by taxpayers thru food stamps and other welfare programs while only a few get rich.

---

  - I believe the City is very well run. I do have concern with the issues faced by the City of La Crosse. Many Onalaskans rely on the City of La Crosse for employment (i.e., Trane, Gunderson, Mayo). Onalaska needs to do whatever it can for La Crosse.
-

- 
- One additional concern is the growing number of crows - look to Rochester, MN and you'll quickly understand the consequences of waiting to deal with the "crow" problem.
  - My question on boulevard Ash tree treatment was ignored by city staff.
  - None.
  - None
  - Can't think of anything at this time.
-

## Appendix D: Community Survey (as delivered)

<b>1. How important are the following issues for Onalaska in the next 20 years?</b>	<b>Extremely Important</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not very Important</b>	<b>Not at all Important</b>	<b>Don't Know</b>
Maintaining a good school system	5	4	3	2	1	0
Promoting public health & an active community	5	4	3	2	1	0
Promoting tourism opportunities	5	4	3	2	1	0
Accessibility/availability of local bicycle routes	5	4	3	2	1	0
Improving local sidewalk condition & network	5	4	3	2	1	0
Developing the waterfront	5	4	3	2	1	0
Protecting bluffs & sensitive natural features	5	4	3	2	1	0
Redeveloping the 2nd Ave District (downtown)	5	4	3	2	1	0
Reinvesting in existing housing stock	5	4	3	2	1	0
Promoting a mix of housing options	5	4	3	2	1	0
Enforcing building codes	5	4	3	2	1	0
Enforcing property maintenance standards	5	4	3	2	1	0
Retention & expansion of local employers	5	4	3	2	1	0
Attracting large regional employers	5	4	3	2	1	0
Expanding regional shopping centers	5	4	3	2	1	0
Improving & rehabilitating streets	5	4	3	2	1	0
Planting & maintaining boulevard trees	5	4	3	2	1	0
Expanding municipal boundaries	5	4	3	2	1	0
Limiting train whistles (railroad quiet zone)	5	4	3	2	1	0

<b>2. Rate the following services in Onalaska:</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Needs Improvement</b>	<b>Major Improvements Needed</b>	<b>Don't Know</b>
Youth activities	5	4	3	2	1	0
Shopping	5	4	3	2	1	0
Childcare facilities	5	4	3	2	1	0
Community events	5	4	3	2	1	0
Internet service	5	4	3	2	1	0
Educational facilities	5	4	3	2	1	0
Medical facilities	5	4	3	2	1	0
Senior citizen services	5	4	3	2	1	0
Public transportation	5	4	3	2	1	0

**3. If you could change one thing in the City of Onalaska, what would it be?**

<b>4. What type of development should Onalaska encourage in the next 20 years?</b>	<b>Need More Of</b>	<b>Keep at Existing Level</b>	<b>Need Fewer Of</b>	<b>Don't Know</b>
Offices / Business Parks	3	2	1	0
Retail Establishments	3	2	1	0
Neighborhood Services / Businesses	3	2	1	0
Restaurants	3	2	1	0
Entertainment / Attractions	3	2	1	0
Hotels / Motels	3	2	1	0
Industry / Manufacturing	3	2	1	0
Single Family Homes	3	2	1	0
Duplexes / Triplexes	3	2	1	0
Multi-Family Apartments (4+ units)	3	2	1	0
Manufactured Homes / Parks	3	2	1	0
Condominiums	3	2	1	0
Rental Housing Options	3	2	1	0
Senior Housing Options	3	2	1	0
Other:				

<b>5. How important are these factors for new development and redevelopment?</b>	<b>Extremely Important</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not very Important</b>	<b>Not at all Important</b>	<b>Don't Know</b>
Traffic flow / circulation	5	4	3	2	1	0
Architecture / building design	5	4	3	2	1	0
Parking availability	5	4	3	2	1	0
Walking / biking access	5	4	3	2	1	0
Site Landscaping	5	4	3	2	1	0
Signage	5	4	3	2	1	0

<b>6. How would you rate the performance of the City of Onalaska government?</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Fair</b>	<b>Needs Improvement</b>	<b>Don't Know</b>
Value of services provided by City government	5	4	3	2	1	0
Welcoming citizen involvement	5	4	3	2	1	0
Police services	5	4	3	2	1	0
Fire services	5	4	3	2	1	0
Operation of Municipal Court System	5	4	3	2	1	0
Operation of City water utility	5	4	3	2	1	0
Operation of City storm sewer utility	5	4	3	2	1	0
Operation of City sanitary sewer utility	5	4	3	2	1	0
Maintenance of parks, green space, trails	5	4	3	2	1	0
Street & alley maintenance	5	4	3	2	1	0
Street sweeping activities	5	4	3	2	1	0
Snow removal activities	5	4	3	2	1	0
Operation of Omni Center	5	4	3	2	1	0
Operation of recreational programs	5	4	3	2	1	0
Promotion of events & tourism opportunities	5	4	3	2	1	0
Managing/planning for growth	5	4	3	2	1	0
Enforcement of property maintenance codes	5	4	3	2	1	0
Building inspection services	5	4	3	2	1	0

**7. Overall how satisfied are you with the availability of information about City Services?**

<input type="checkbox"/> Very satisfied
<input type="checkbox"/> Somewhat satisfied
<input type="checkbox"/> Somewhat dissatisfied
<input type="checkbox"/> Very dissatisfied
<input type="checkbox"/> Don't know

**8. Which methods would you prefer to receive information from the City? (Check all that apply)**

<input type="checkbox"/> City Facebook page	<input type="checkbox"/> Email
<input type="checkbox"/> City e-newsletter	<input type="checkbox"/> Twitter
<input type="checkbox"/> Direct mailings	<input type="checkbox"/> Newspaper
<input type="checkbox"/> Utility bill mailings	<input type="checkbox"/> Website

**9. In what municipality do you reside?**

<input type="checkbox"/> City of Onalaska
<input type="checkbox"/> City of La Crosse
<input type="checkbox"/> Town of Onalaska
<input type="checkbox"/> Town of Medary
<input type="checkbox"/> Town of Hamilton
<input type="checkbox"/> Village of Holmen
<input type="checkbox"/> Other:

**10. In Onalaska, what recreational activities do you / your family participate in? Check all that apply:**

<input type="checkbox"/> Use bicycle trails
<input type="checkbox"/> Hike / use walking trails
<input type="checkbox"/> Golf
<input type="checkbox"/> Visit the Omni Center
<input type="checkbox"/> Snowmobile
<input type="checkbox"/> Fish
<input type="checkbox"/> Organized fitness classes
<input type="checkbox"/> Organized sporting teams
<input type="checkbox"/> Member of a gym / YMCA
<input type="checkbox"/> Other:

**11. Please check all that apply:**

<input type="checkbox"/> Work in Onalaska
<input type="checkbox"/> Own a business in Onalaska
<input type="checkbox"/> Have children in Onalaska schools
<input type="checkbox"/> Student in Onalaska
<input type="checkbox"/> Attended a City event in 2013
<input type="checkbox"/> Volunteer for the City
<input type="checkbox"/> Visited Onalaska Library in the last year

**Information About You:** We ask for this information so that we can better understand responses. You will remain anonymous and your responses will never be reported individually.

**How long have you lived in Onalaska?**

<input type="checkbox"/> Less than 1 year	<input type="checkbox"/> 11-20 years
<input type="checkbox"/> 1-5 years	<input type="checkbox"/> 21-40 years
<input type="checkbox"/> 6-10 years	<input type="checkbox"/> 41+ years

**What age range are you in?**

<input type="checkbox"/> Under 18	<input type="checkbox"/> 55-64
<input type="checkbox"/> 18-24	<input type="checkbox"/> 65-74
<input type="checkbox"/> 25-34	<input type="checkbox"/> 75+
<input type="checkbox"/> 35-54	

**Your gender?**

<input type="checkbox"/> Male
<input type="checkbox"/> Female

**Level of Education: Which best applies to you?**

<input type="checkbox"/> Less than High School	<input type="checkbox"/> Associate's degree
<input type="checkbox"/> High School Graduate	<input type="checkbox"/> Bachelor's degree
<input type="checkbox"/> Some College, no degree	<input type="checkbox"/> Graduate / Professional degree

**Employment Situation: Which best applies to you?**

<input type="checkbox"/> Full-Time	<input type="checkbox"/> Retired
<input type="checkbox"/> Part-Time	<input type="checkbox"/> Homemaker
<input type="checkbox"/> Unemployed	<input type="checkbox"/> Student

**Housing: Which type best applies to you?**

<input type="checkbox"/> Detached single family home	<input type="checkbox"/> Condominium or Townhouse
<input type="checkbox"/> Duplex	<input type="checkbox"/> Mobile home
<input type="checkbox"/> Apartment complex	<input type="checkbox"/> Senior housing

**Your home. Do you?**

<input type="checkbox"/> Own
<input type="checkbox"/> Rent

Email Address: \_\_\_\_\_

Please provide us with your email address to receive additional information from the City. Your survey responses will remain anonymous and your email address will not be distributed for external purposes.

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY!  
YOUR PARTICIPATION IS GREATLY APPRECIATED!**

## City of Onalaska — Community Survey 2014

The City of Onalaska is beginning the process to update its 20 year Comprehensive Plan. Onalaska updated the Comprehensive Plan in 2005, when a survey of residents and businesses was also completed. The City of Onalaska invites you to complete the enclosed Community Survey and share your vision for Onalaska's future. **This survey will only take about 10 minutes!**

**We encourage you to complete the survey located online at [www.cityofonalaska.com](http://www.cityofonalaska.com).**

If you do not complete the survey online, please drop off this paper copy at any of these locations: City Hall, City Payment Drop Box at City Hall, Onalaska Public Library, the Tourism Office at 1101 Main Street or mail the completed survey to: City of Onalaska, 2014 Community Survey, 415 Main Street, Onalaska, WI 54650. Thank you. **Please return by April 25, 2014.**

<b>Additional Comments:</b> _____ _____ _____ _____ _____ _____
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