

# VILLAGE OF GRAFTON 2013 COMMUNITY QUESTIONNAIRE

## EXECUTIVE SUMMARY

A questionnaire was developed to gain an understanding of the views and preferences of the citizens of Grafton.

A notice of the questionnaire was included with each Utility customers' quarterly bill. In addition, community message board signs, the Village's website and Facebook were used to promote the community survey. The response rate was 423 or 9 percent. Assuming randomness of the responses, the results are projected to be 95% certain with +/-2.6% margin of error.

The 2013 survey was an abbreviated survey (in comparison to prior surveys) with the intent to obtain information about citizen satisfaction with Village services only.

Please note that the five rating response categories were altered for the 2011-2013 surveys from the previous surveys. The 2011-2013 five survey responses were Excellent, Good, Average, Fair and Poor. Previously, the five survey responses were Very good, Good, Average, Poor, and Very poor. For tabulation purposes, the response categories are considered to be similar.

The typical questionnaire taker works somewhere in Ozaukee County, is 55 years old, and has lived in the Village for over 20 years.

The following are the results of the survey response from citizens to the 2013 questionnaire:

### QUALITY OF LIFE

#### General

- 91% indicated that the quality of life was “**Good**” or “**Excellent**” (same as 2011 and 2012).
- With a score of 0 being “Poor” and a score of 5 being “Excellent”, the average rating for Grafton’s quality of life as 4.1 or slightly higher than "Good" rating (approximately the same as in 2010-2012).

In response to the question of the **three most important reasons** why residents chose Grafton as a place to live, the following were most often identified:

1. Quality Schools
2. Low Crime Rate
3. Suburban Community Atmosphere

### COMMUNICATION

#### General

- 62.5% indicated that the Village is “**Good**” or “**Excellent**” at being effective in providing information to its residents about Village government activities. This is up slightly from the 2012 survey which had a 61% response.

With a score of 0 being “Poor” and a score of 5 being “Excellent”, the average responded rated the **effectiveness of providing information** to its residents about Village government activities as 3.3 (slightly higher than the 2012 but same as 2011 survey).

#### Usefulness of Informational Sources

With a score of 0 being “Poor” and a score of 5 being “Excellent, the **top five sources**:

1. Village web site – 3.6
2. Semi-annual Recreation booklets - 3.2
3. News Graphic - 3.2
4. Ozaukee Press - 3.1
5. Annual Report – 3.1

For the first time, the Village web site was identified as the number one source of information.

#### **SERVICE**

##### Village Departments

Based upon services received, the Village department which received the **most ratings of “Good” or “Excellent”** at 88 percent was the Grafton Fire Department.

With a score of 0 being “Poor” and a score of 5 being “Excellent”, the **top five departments** as ranked by respondents: (same five departments as the 2010- and 2012 surveys)

1. Grafton Fire Department – 4.2
2. Library - 4.2
3. Police Department – 4.1
4. Parks and Recreation Department – 3.9
5. Public Works Department - 3.9

##### Services/Programs

Based upon services received, the Village service/program which received the **most ratings of “Good” or “Excellent”** at 89 percent was Fire Protection.

With a score of 0 being “Poor” and a score of 5 being “Excellent”, the **top five services** as ranked by respondents:

1. Fire Protection - 4.3
2. Police Protection - 4.3
3. Lime Kiln Park - 4.2
4. Library Services - 4.2

## 5. Garbage Pick-up – 4.2

### **DEVELOPMENT**

Based upon types of developments that are located in Grafton, the following received the **most ratings of “Good” or “Excellent”** in positively affecting Grafton's quality of life:

1. Access to Medical Services/Facilities - 90%
2. Downtown Redevelopment - 84%
3. Retail Development: Less than 50,000 square feet - 81%