

JEFFERSON CITY STAFF Environmental Scan Questionnaire *RESULTS*

Welcome to the comprehensive planning process for the City of Jefferson. The first part of this exciting process will develop a strategic plan for the City. This will help define the goals and directions which form the basis for the more detailed parts of the comprehensive plan. Your participation is extremely important to the completion of a successful plan.

Please take a few minutes to complete this survey. It will provide important information that will help in the assessment stage of the planning process

1. How would you rate Jefferson in each of the following areas?

	5	4	3	2	1	No
	Excellent				Poor	<i>Answer</i>
a. Recreational opportunities	1	7	1			
b. Regional road transportation		7	2			
c. Availability/affordability of housing		2	7			
d. Strength of local economy		2	7			
e. Community Image		1	7	1		
f. City Government		1	2	6		
g. Infrastructure/sewer system	2	5	2			
h. Water supply, including distribution	2	6				NA
i. Downtown Jefferson			6	3		
j. Quality of new residential development		7	2			
k. Job creation and growth			2	6	1	
l. Solid waste disposal program		6	3			
m. Community involvement	1	2	6			
n. Business climate		1	5	3		

	5 Excellent	4	3	2	1 Poor	No Answer
o. Overall quality of life		8	1			
p. Tax levels		5	4			
q. Local leadership		1	3	5		
r. Prospects for future growth	2	3	4			
s. Recreational trails system		5	4			
t. Retailing			2	6	1	
u. Jefferson's people		6	3			
v. Cultural resources		4	5			
w. Air transportation			3	4	2	
x. Design appearance of Jefferson	1	2	1	3		NA(2)
y. Effectiveness of zoning ordinances		2	5	2		
z. Regional parks and recreation areas	1	3	5			
aa. Local traffic flow		1	3	4	1	
bb. Rural residential development		3	2	2		NA(2)
cc. Ability to retain young people			2	7		
dd. Wage levels/job quality			4	5		
ee. Services and housing for senior citizens		6	3			
ff. Historic buildings and resources		5	4			
gg. Medical services		4	5			
hh. Annexation policy		1	5	1		NA(2)

2. What do you believe are the most important issues that Jefferson will face during the next five years?

- a.** Attracting business and jobs
Need to have smart growth – retail and housing markets
Pressure from Big Box Developers: need structured growth
Growth
Job creation
Growth
Accepting and preparing for growth
Managed growth – residential and commercial
Wal-Mart and any other competitive potential new business
- b.** Keeping taxes reasonable
Council leadership
Keeping City taxes low or under control
Loss of industry
Business recruitment
Bringing more business, commercial and industrial prospect
Decisions regarding “Quality of Life”
Attracting/retaining businesses
Controlling growth
- c.** Facilities for EMS
Hwy 15 by-pass
Expansion along a new by-pass
26 by-pass
Business creation
How to grow and expand wisely around the new Hwy 26 by-pass
No Response
Revitalizing downtown
Getting new industry into town
- d.** Providing necessary funding for public safety (Police, Fire, EMS)
Decide what type of community Jefferson wants to become
Positive leaders of City Government
Tax rate increase or charges for services
No Response (2)
Building consensus among Council, Administration and department heads

- e. New or remodeled high school
- No Response (5)
- Keeping local industries healthy and growing
- Council turnover
- Effect of Hwy 26 by-pass

3. What is your favorite place in Jefferson?

- No Response (2)
- Besides hanging the river, Rotary Park
- The Rock River corridor
- My office
- Stoppenbach Park
- On the rivers fishing
- Do not have one
- The Public Library

4. What is your least favorite place in Jefferson?

- No Response (2)
- Tying to turn onto a major street around 3-5:30 p.m.
- Waiting to turn left on Main Street/26
- Old Hardee's building, building looks bad, intersection difficult to use
- The smell from Friskies Pet Foods
- Do not have one

5. What do you believe are Jefferson's greatest assets or strengths?

- a. Small community
- Park system
- Rock River corridor
- River
- Location (2)
- Geographic location
- Its location
- Small town atmosphere

- b. Good quality of life
- Good community support of programs
- Good work ethic
- People

County Seat
Having our own electric utility
City infrastructure
Its people – their community spirit
Community support of activities

- c. Reasonable taxes
Good small-town atmosphere
County Government
Schools
Major highways being so close
No Response
Municipal services – high quality – streets, parks, library, police and fire
Business and civil group support
- d. Good public safety (police, fire, EMS)
No Response (3)
STH 26 corridor
Jefferson County Fair Park
County Fair Park being located in the City
Council for the reforming arts
Friendly people – (for the most part)
- e. Downtown building fronts

6. What do you believe are Jefferson's biggest liabilities or weaknesses?

- a. Looking ahead to the future
Inability to look "outside the box"
Lack of focus
Lack of vision for the future
Inability for decision makers to work together
Political leadership – negativity
Lack of vision- ability to capitalize on existing strengths
Demonstrated City Council negativity
- b. Plan ahead for the future
Resistance to change
Lack of amenities to draw outsider investments into Jefferson
Lack of leadership
Willingness to understand the investment needed for the future

We spend a lot of money on studies and planning only to decide afterwards that we cannot afford to do the things that were recommended anyway

Resistance to change

Traffic

Council unable to work together

c. Cuts made now mean catch up later

Having an US versus THEM attitude

The fear of change

Little for kids to do and teens

No Response

Inability to see the "Big Picture"

Lack of retail

Resistant to change

d. No Response (4)

Negative attitude

Lack of cohesiveness of Council, makes planning difficult

Lack of strategic planning

Bad shopping variety

7. What do you believe should be the City's most important goals for the 2000's?

Provide ample funding for public safety, attract business, look at the growth in numerous cities around Jefferson, Lake Mills, Watertown, Fort, Johnson Creek

Most important goal for the City - decide where we see Jefferson going in the future: What steps we need to take to get there.

Structured growth and retaining the industries we have.

Planning

Business recruitment

Build upon our business, commercial and industrial base, provide more and better jobs, improve the City's image, be proactive

Jefferson needs to realize that change and growth will occur ready or not. Planning for the near term and long term future is vital to making change and growth a positive.

Find ways to go forward in size and progress while holding onto the advantages of a small community. Capitalize on Jefferson's existing charm and advantages to attract businesses and new

residents. Continue present high levels of municipal services so that new and long-time residents have pride and satisfaction in their community and its leaders.

Try to get more industry and retail stores into the community.