

Kaukauna Brand Survey Summary Report

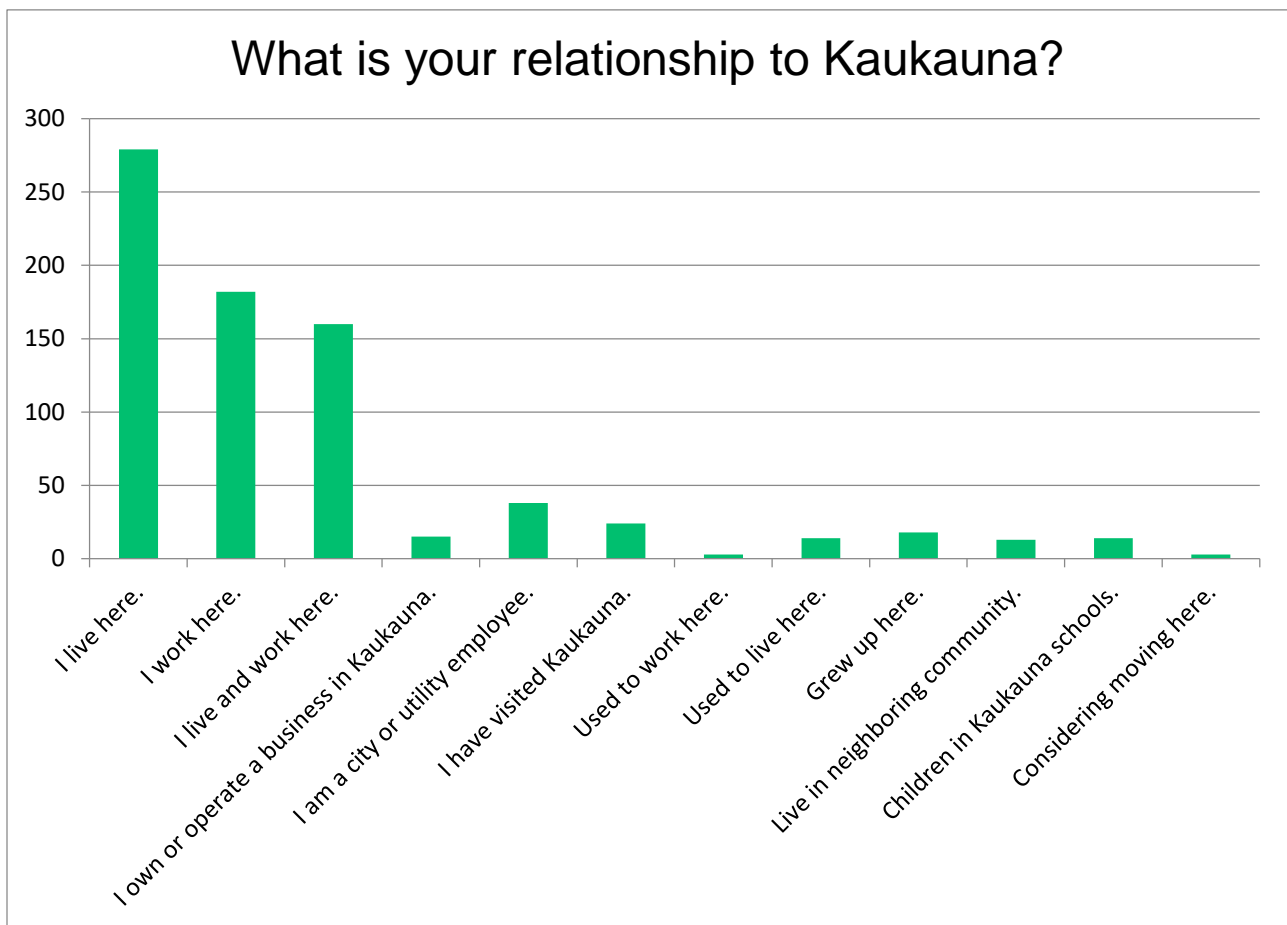
May 14, 2020



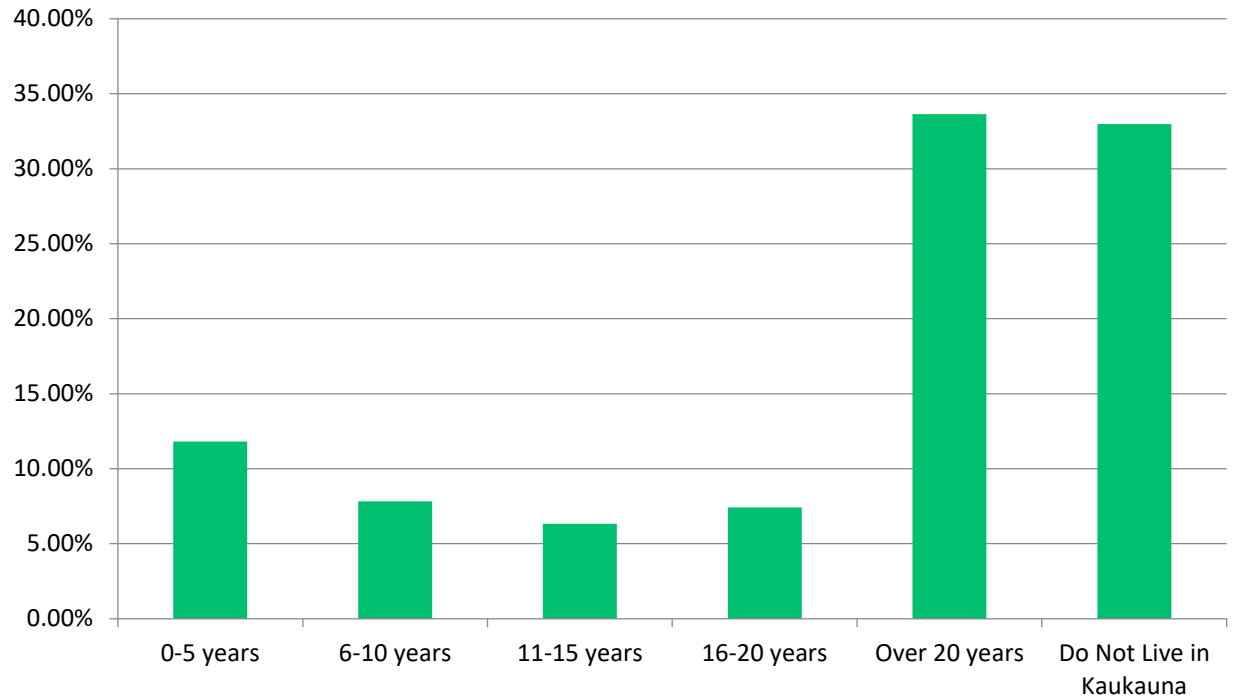
Summary Report prepared by the Planning and Community Development Department

Kaukauna Brand Survey Summary Report

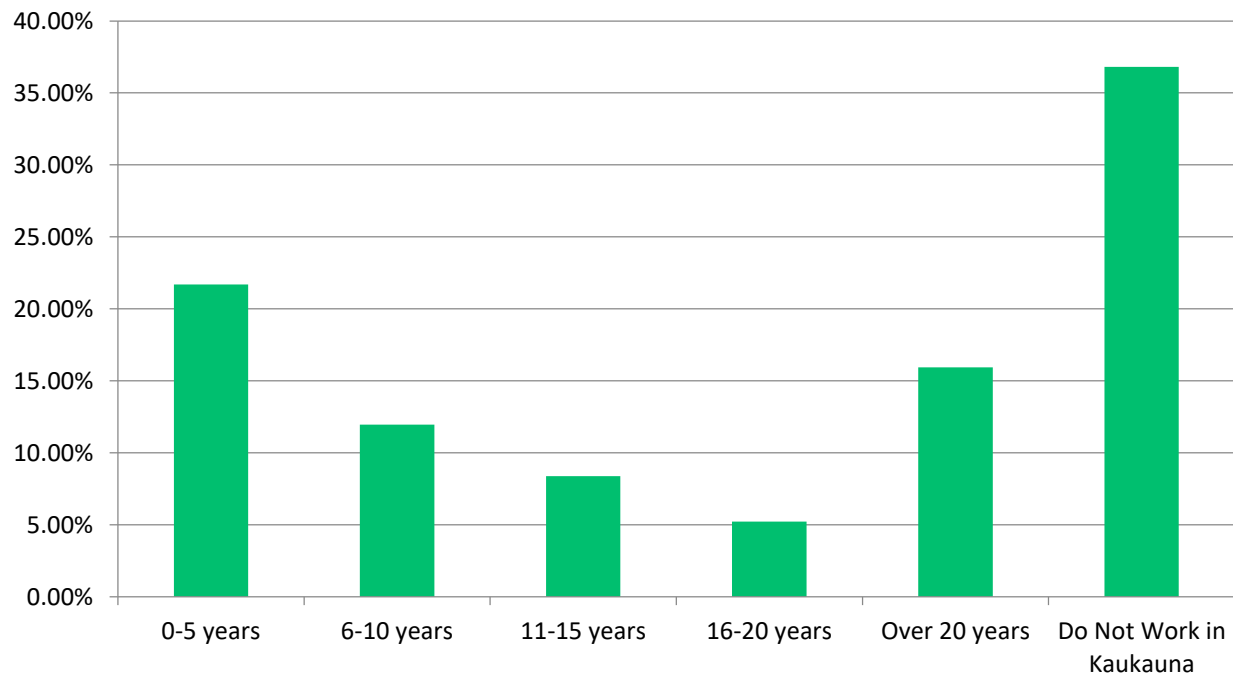
- The Kaukauna Brand Initiative Survey was open for online participation from February 12 – March 9, 2020.
- The community survey was designed as the key way for members of the public to participate in the branding initiative. Other opportunities for engagement were through focus groups, which were for invited participants.
- The survey was designed with input from both City staff and Guide Studio.
- 738 individuals responded to the survey online, which was promoted by social media, on the City website and in the local newspaper. Major employers in the City were contacted directly and asked to share within their organizations, too.
- *It is important to note that this survey closed shortly before business closures related to COVID-19, so economic and employment data shared in these responses was collected prior to business closures.*



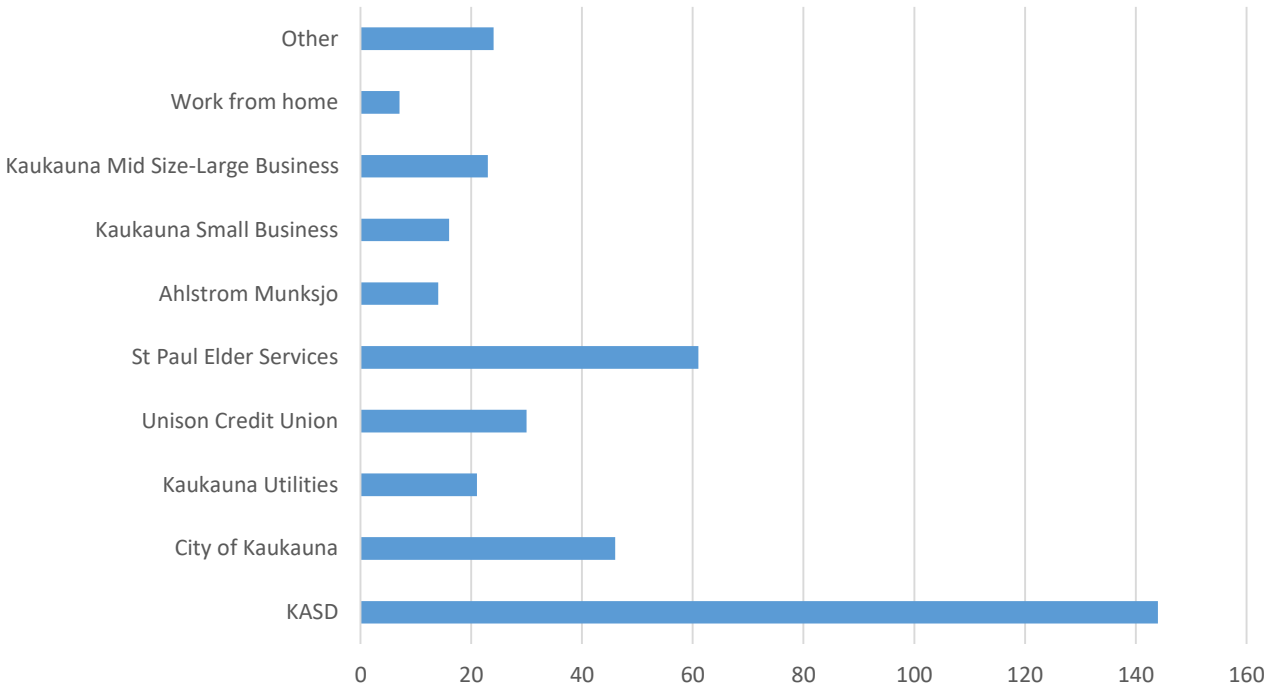
How long have you lived in Kaukauna?



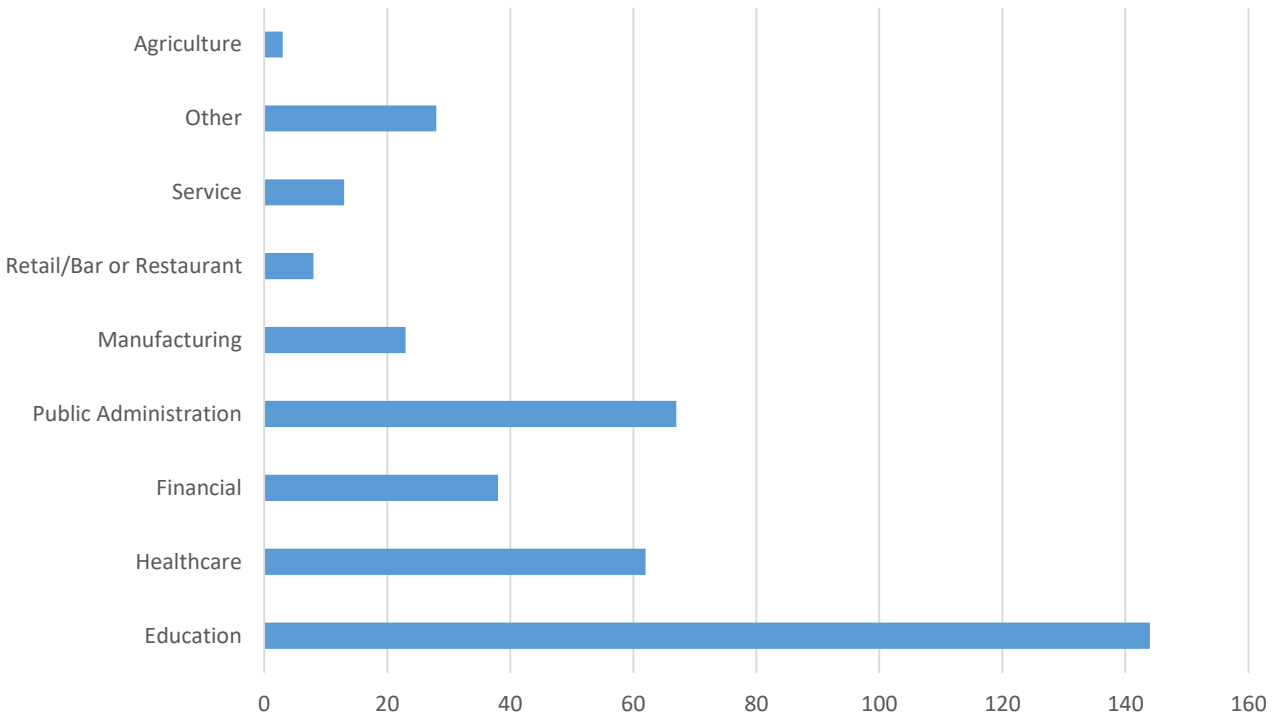
How long have you worked in Kaukauna?



Where Survey Participants Work



Survey Participants by Industry Sector



When asked how important 13 community attributes were to the survey participant (and to rate them by importance: Very Important, Important... Not Important etc.):

- Four community attributes were rated as a Very Important or Important by more than 90% of respondents: **Affordability, Quality Housing, Cost of Living and Quality of Life.** Quality of Life was rated as Very Important or Important by the highest percentage of participants, 96.99%.
- Three additional community attributes were rated as Very Important or Important by 80% of respondents: **Convenient Location, Schools/Education and City Services.**
- The full list of community attributes included: Convenient Location, Quality Housing, Job Opportunities, Cost of Living, Schools/Education, City Services, Outdoor Recreation, Quality of Life, Access to Shopping and Entertainment, Community Culture, Affordability, Scenic Landscape and City Amenities.
- There was a fill-in option that participants could use to submit community attributes that were important to them that were not listed. Other submissions included: Access to Cultural/Educational Activities, A Culture of Supporting Local Businesses, Attracting New Employees, Children/Family-Friendly Activities, Safety, Street Repairs, A Caring Mindset, Strong Values, Effective Government Leadership, Local History, Library, Highway Access and Accessibility for Individuals with Disabilities.

Survey participants were asked to rate Kaukauna on the community attributes above as Very Good, Good, Acceptable, Poor and Very Poor.

- Participants were overwhelmingly in the middle on this question, with very few items receiving overwhelming ratings as Very Good or Very Poor.
- A few outliers in the survey results include the following:
 - 82.51% of participants rated **Kaukauna's location** as Very Good or Good.
 - 21.57% of participants rated **Access to Shopping and Entertainment in Kaukauna** as Poor or Very Poor.

Direct feedback from survey respondents on this question:

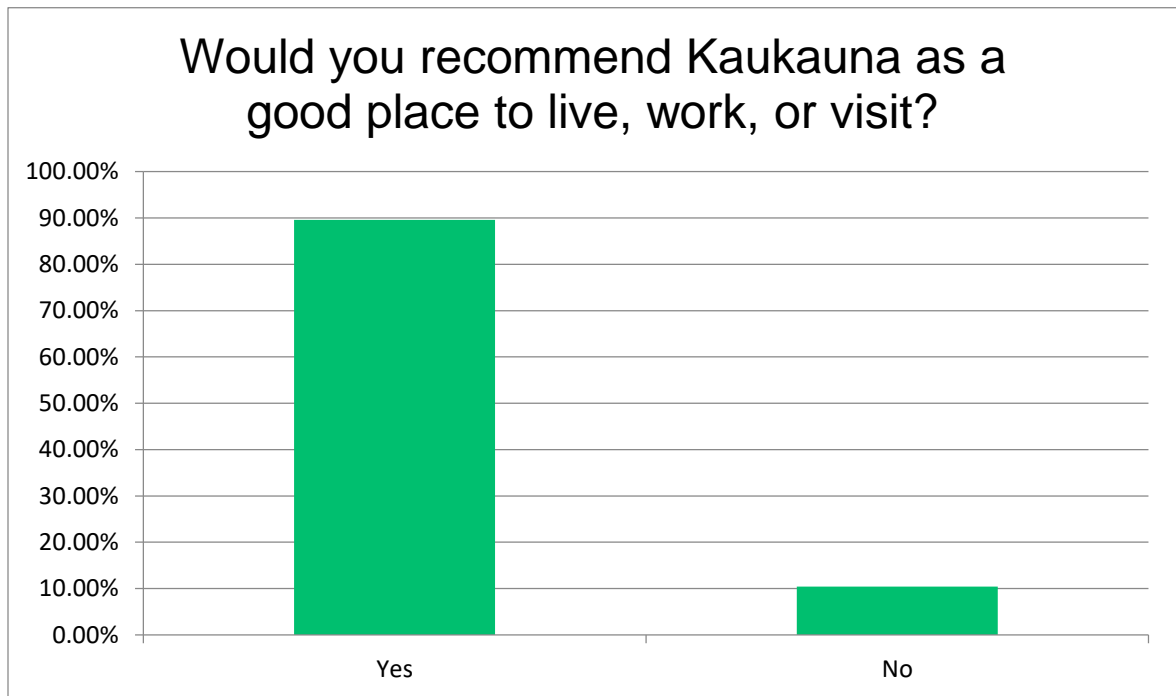
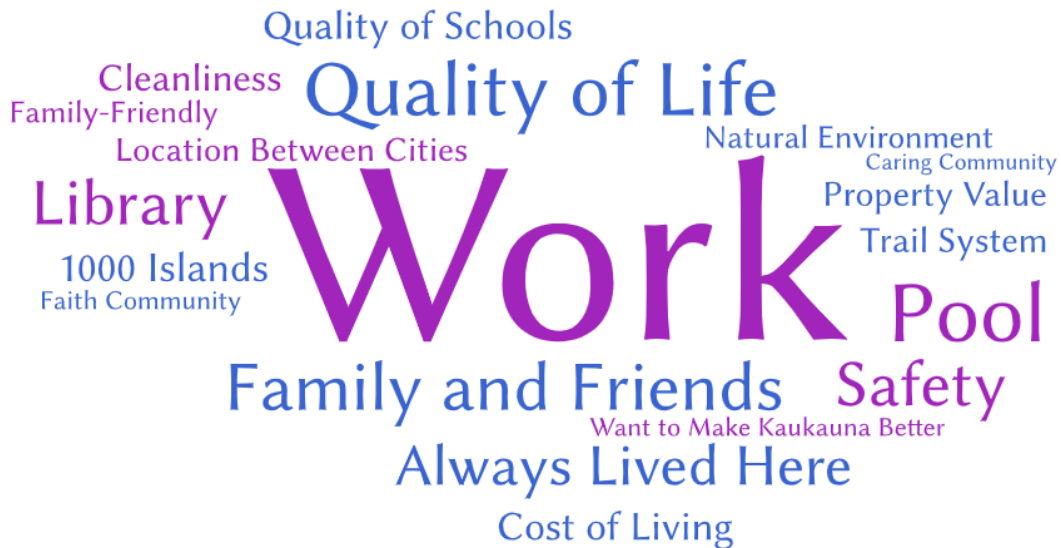
"I would promote our historic river more. We're so lucky to have such a great history with the Fox River."

"Downtown is kind of a ****hole. We need some sort of housing incentive for people to fix up their failing houses."

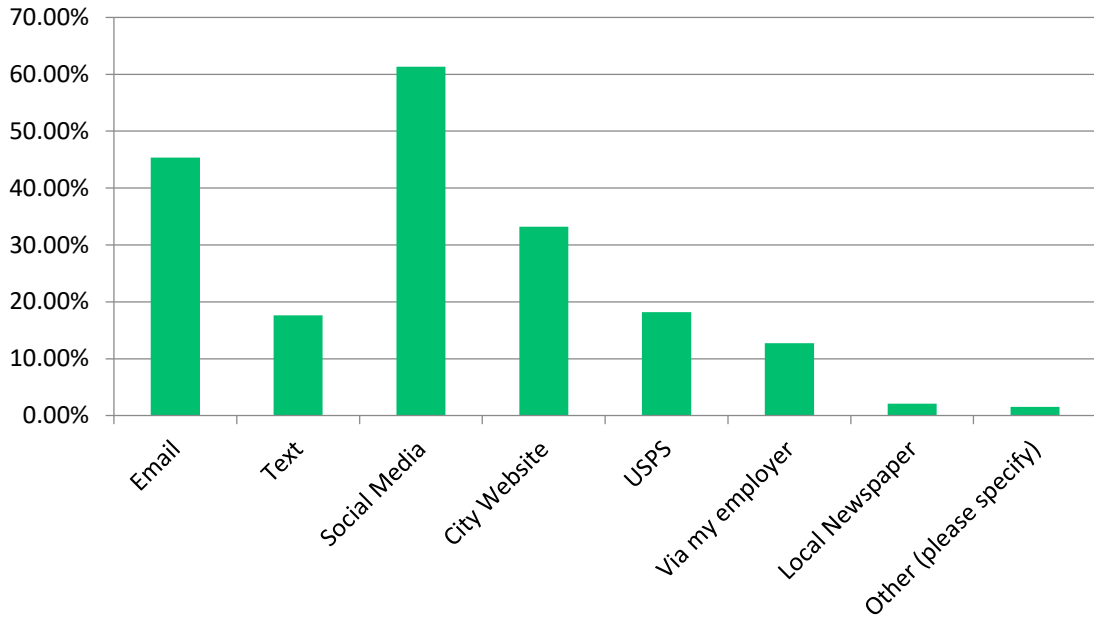
"I don't mean to be rude, but the smell is overpowering and a deal breaker if I can afford to live elsewhere."

Several of the next few survey questions received a large percentage of open ended answers. In an effort to improve the interpretation of this data, scaled word clouds have been created around the common themes presented in these open-ended questions. Larger words appeared more frequently than those that are smaller in size.

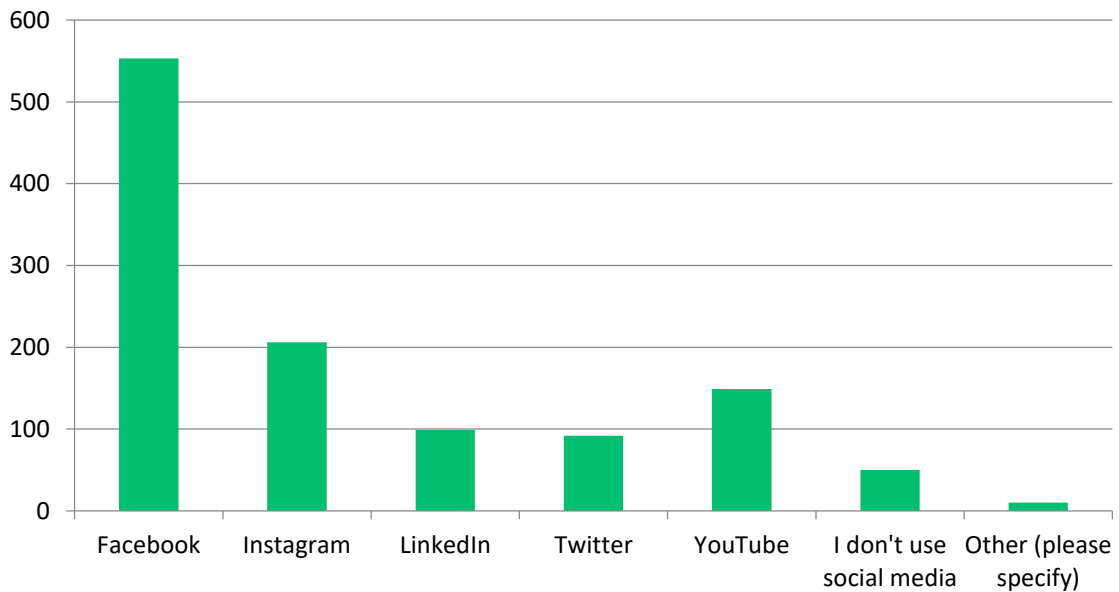
Question: What Brings You to Kaukauna?



How do you prefer to receive information from or about the city? (Please select all that apply).



Which social media platforms do you use most?



Question: What Makes Kaukauna Special or Unique?



Direct feedback from survey respondents on this question:

- “I like that it has a small town feel, but is still between larger areas which host a variety of shopping options.”
- “We are a very tight-knit community that always supports each other in good times and bad.”
- “Location and our library. The library is our best asset in my opinion. They offer a wide variety of events and programs, it is kept safe and clean, nice selection of books specifically children’s and a mother’s room. They grow produce for the community which is helpful and educational. I could go on and on!”
- “Kaukauna has an amazing outdoor recreational scene and is family-friendly with aspects of the City incorporated into a small town.”
- “There are beautiful areas of the City for nature that are not adequately publicized.”
- “The River running through it. We need to capitalize on this with greenspace, restaurants, and walking trails along it. Let us be known for THAT rather than the City that stinks. I don’t mind the smell one bit as it means progress, but I don’t like being known for that.”

Question: What Is Your Favorite Attribute of Kaukauna?



Direct feedback from survey respondents on this question:

- “The generations of people who have lived here all their lives.”
- “1000 Islands is the best amenity Kaukauna has to offer. The trails are well-suited for all ages and the Nature Center does a great job of educating visitors despite being underfunded.”
- “Sidewalks on every street. A safety feature that is overlooked in other communities.”
- “The library is a community center and the best thing we have going for us.”
- “We have space to make the uptown and downtown districts a place for locals and “outsiders” – especially with a hotel going in. Love that we’re making it better, but there is still much room for improvement.”
- “I love the events – Live! From Hydrop Park and Fox Firecracker 5K.”

Question: What Is Your Least Favorite Attribute of Kaukauna?

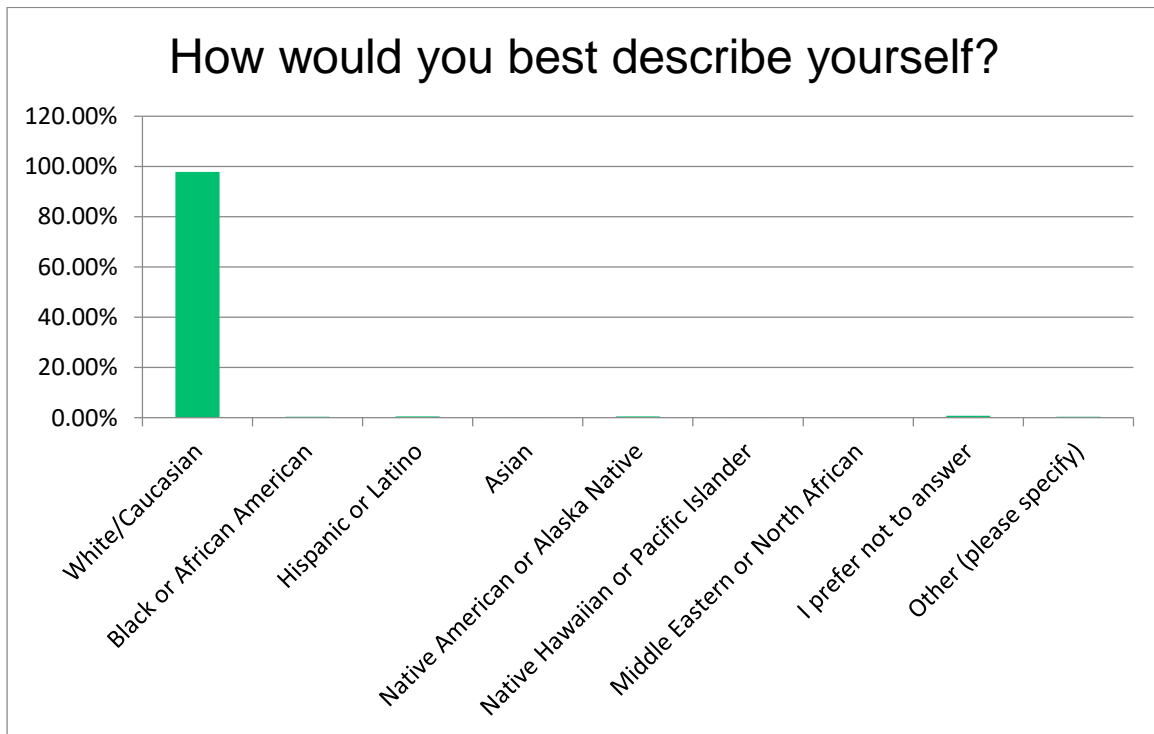
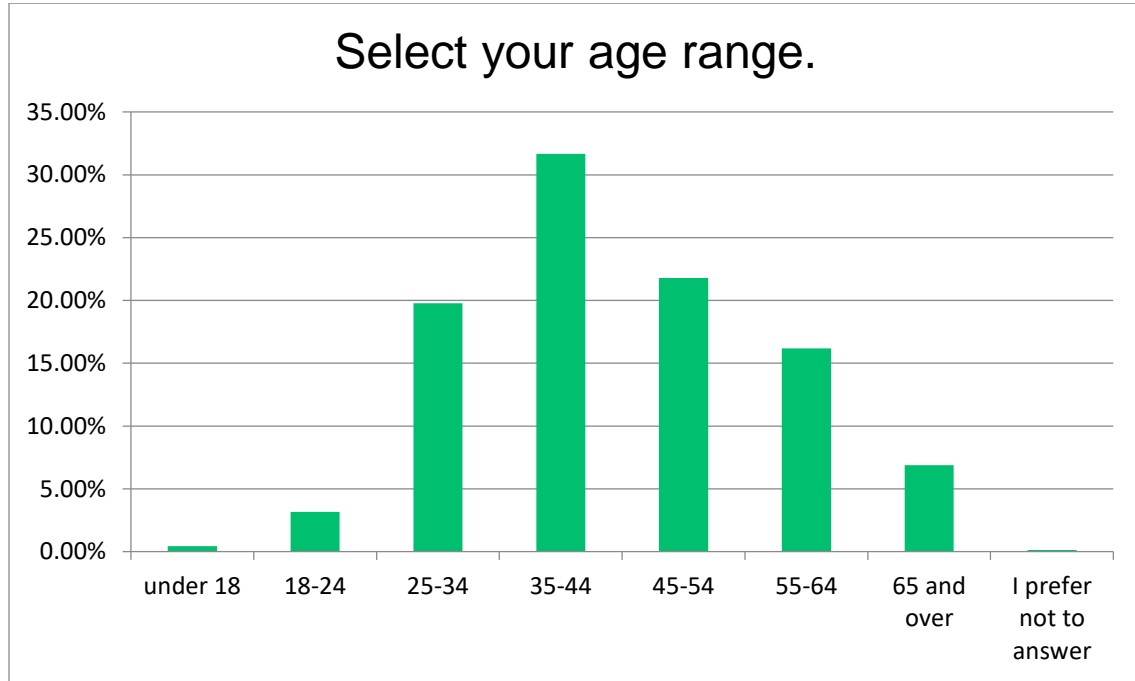


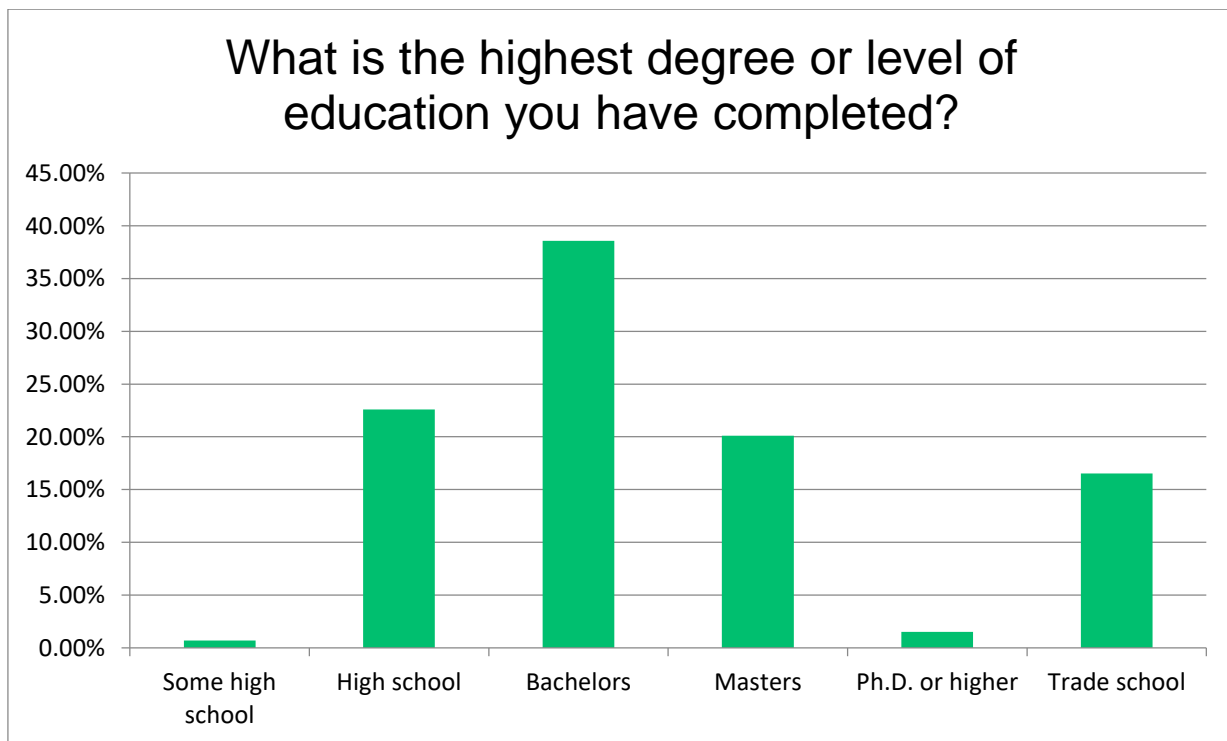
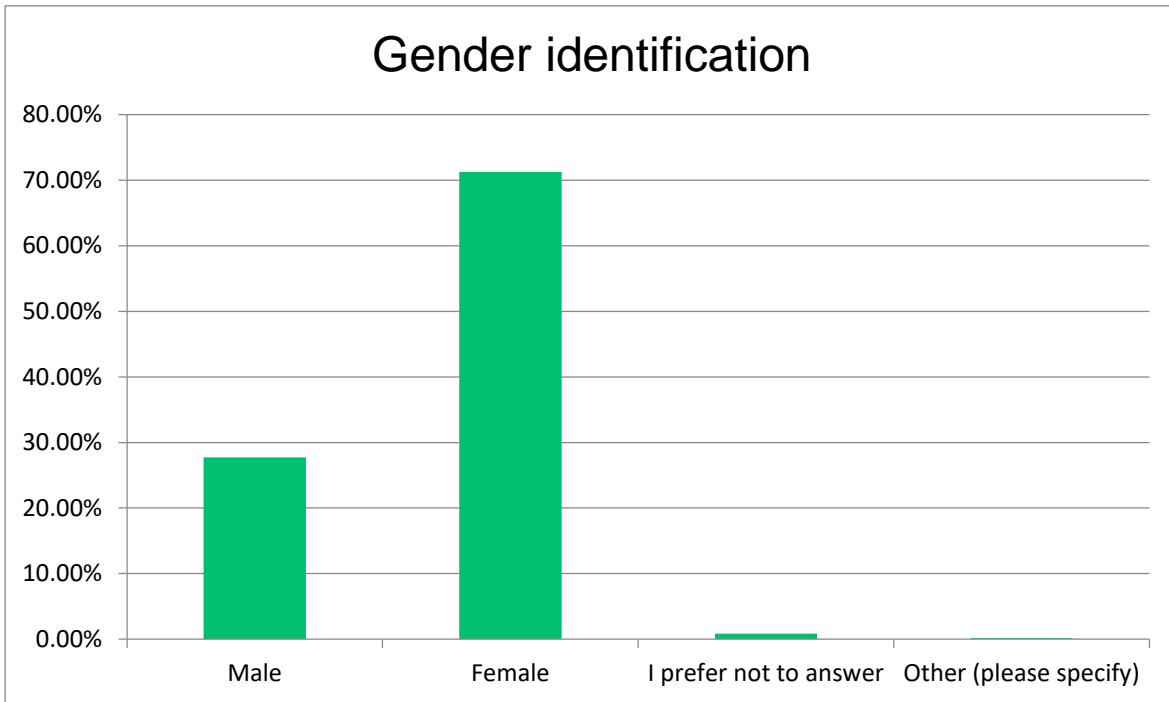
Direct feedback from survey respondents on this question:

- “I think my least favorite physical aspect of the City is the downtown. The new Municipal builds are shining examples of City investment in growth, but I would like to see that translated to privately owned buildings in that area of the City. I’d be more likely to come downtown if the aesthetics were updated with more variety in businesses available for shopping or dining.”
- “The City doesn’t appear to care about the look and character of the City. Shabby buildings. Lack of new businesses.”
- “The City isn’t progressive enough, doesn’t spend enough money promoting and using its attributes, allows way too many rundown buildings to exist and neglects making good use of the river setting and history of the City. It feels 20 years behind other local cities.”
- “We will be moving out of Kaukauna sooner than expected due to the smell infiltrating our home on a consistent basis... our family doesn’t like to come over in the summers because the smell is too bad... I think the smell really holds Kaukauna back... Isn’t there any way it can be filtered?”
- “The entire downtown seems to be in need of a facelift. Absentee building owners should be required to occupy or sell unoccupied buildings, as well as downtown buildings being used strictly for in-and-out businesses and not storage units.”
- “All neighboring cities have an annual event: Brillion Fest, Paper Fest, Cheese Fest. Kaukauna needs this!

General Demographic Questions

The following questions relate to general demographic information to better understand the audience that participated in this survey.

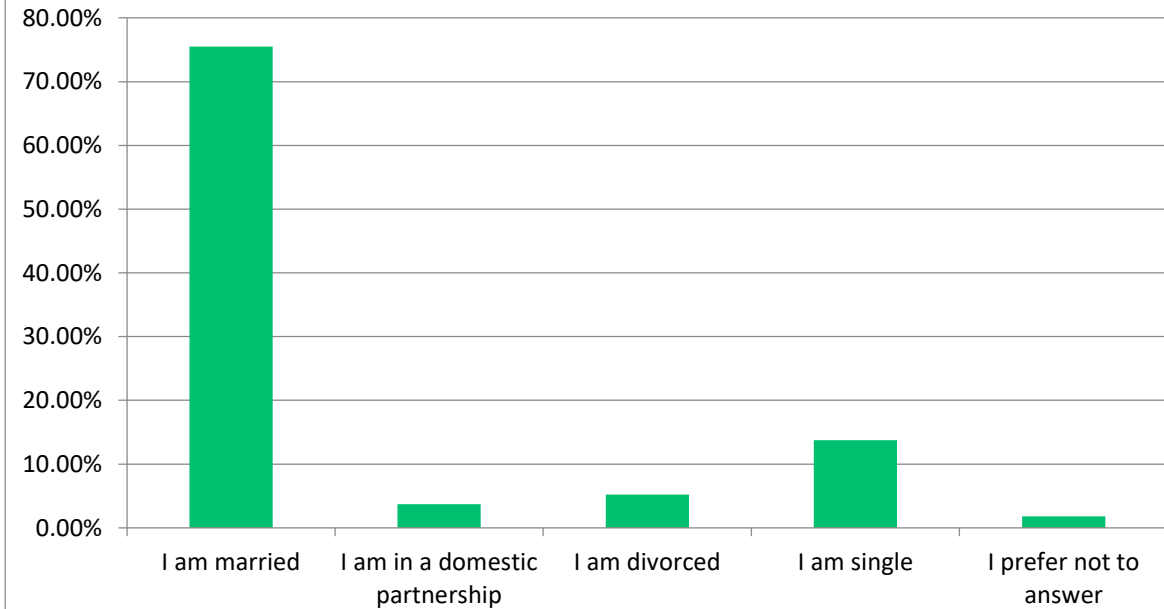


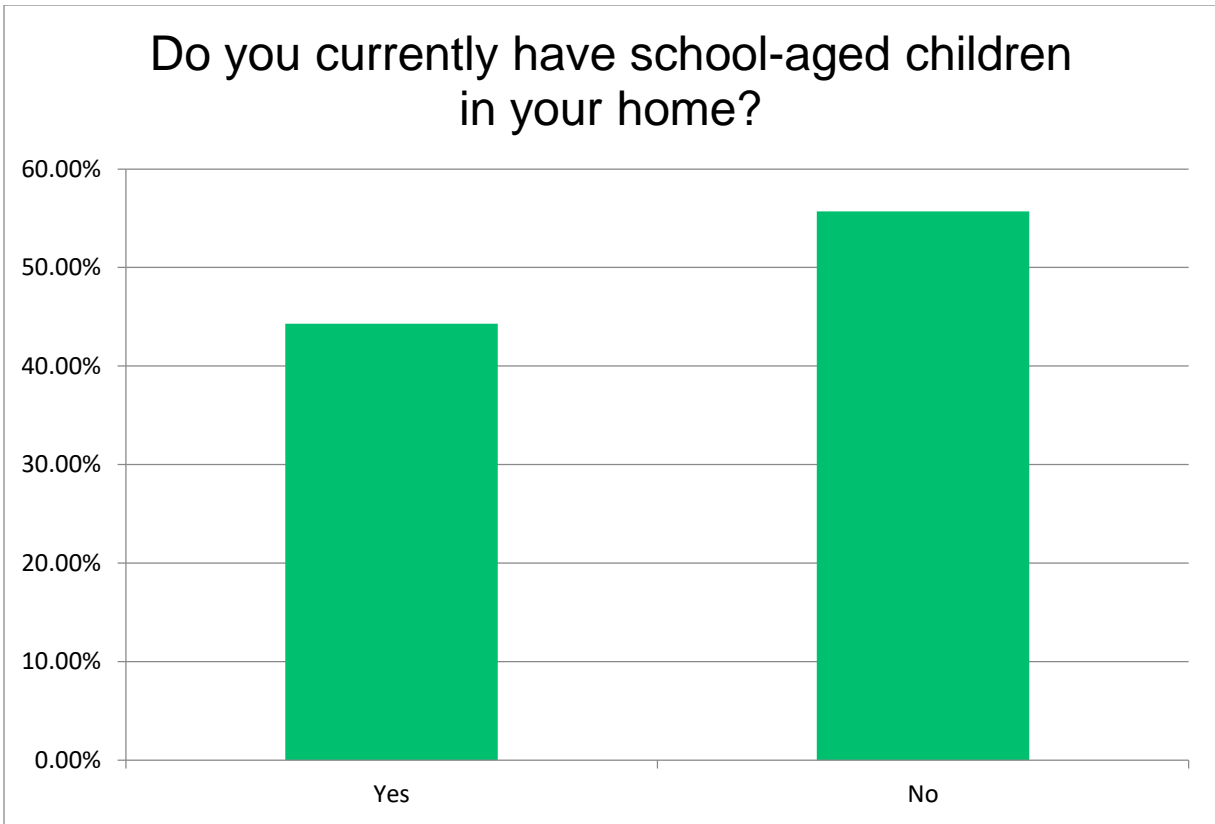


Which answer best describes your current employment situation?



Which best describes your marital status?





In the spirit of growth and continuous improvement, a full summary of open-ended feedback on City services will be provided to members of Council and Department Heads.