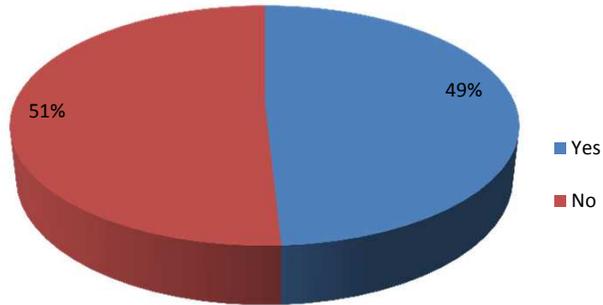


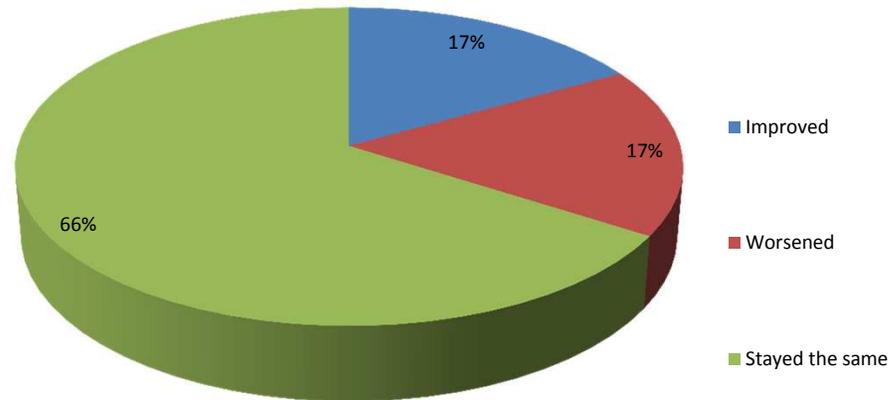
1. Did you respond to the 2012 citizen satisfaction survey?

Yes	No
143	148



2. Do you believe that City services have improved, worsened, or stayed the same since the citizen satisfaction survey in 2012?

Improved	Worsened	Stayed the same
49	50	192

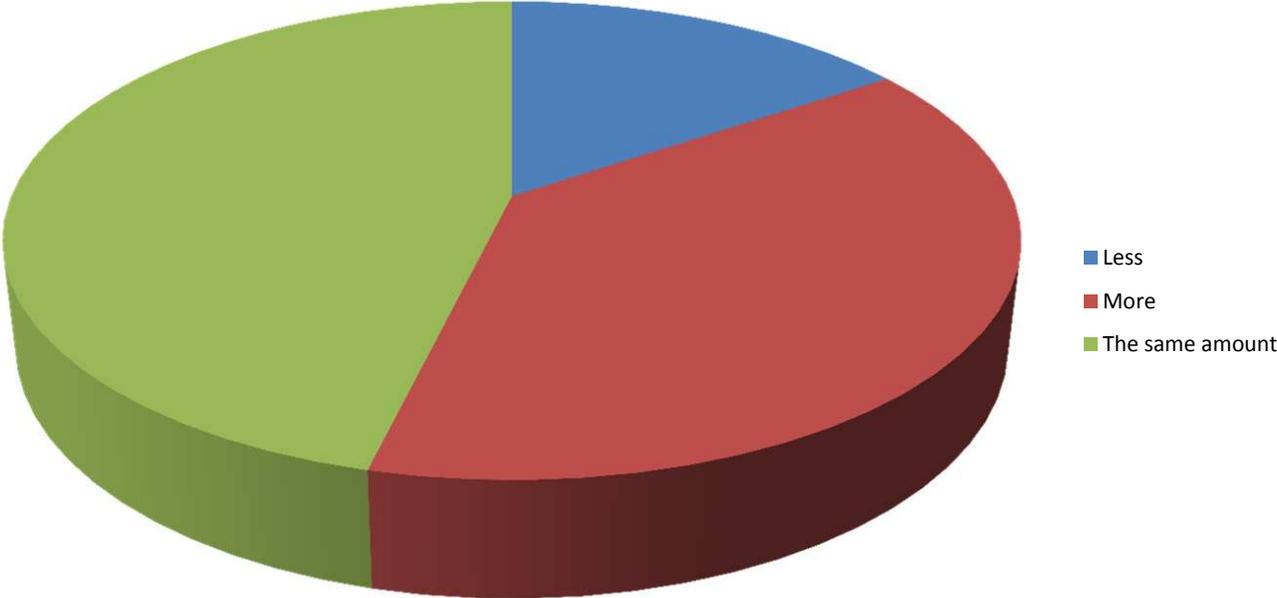


3. The City of Middleton carefully considered the survey responses it received in 2012. Given that City streets were the top short term spending priority in last year's survey, the City essentially doubled the amount invested—from \$453,137 in 2012 to \$905,000 in 2013. Do you believe that the City should spend more, less, or the same amount on street maintenance and reconstruction in 2014?

Less
45

More
111

The same amount
134

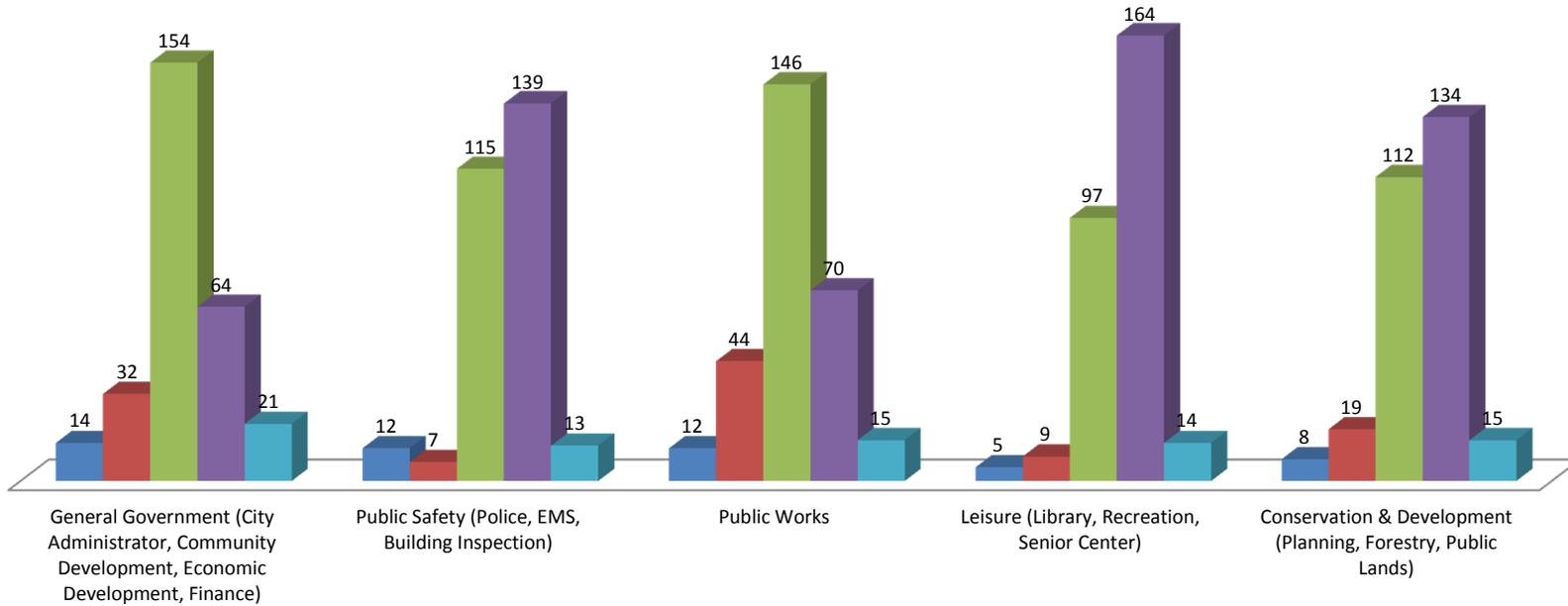


4. Please rate your level of satisfaction with City services by program area

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
General Government (City Administrator, Community Development, Economic Development, Finance)	14	32	154	64	21
Public Safety (Police, EMS, Building Inspection)	12	7	115	139	13
Public Works	12	44	146	70	15
Leisure (Library, Recreation, Senior Center)	5	9	97	164	14
Conservation & Development (Planning, Forestry, Public Lands)	8	19	112	134	15

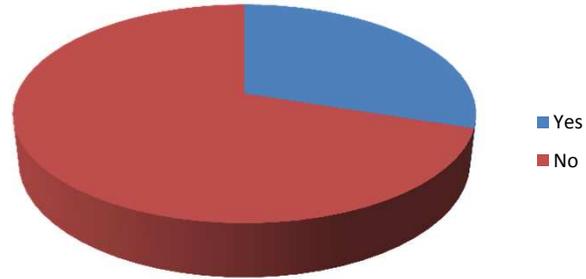
Satisfaction by Program Area

■ Very Dissatisfied
 ■ Dissatisfied
 ■ Satisfied
 ■ Very Satisfied
 ■ N/A



5. Are you familiar with the Report A Concern (Request Tracker) module on the City website?

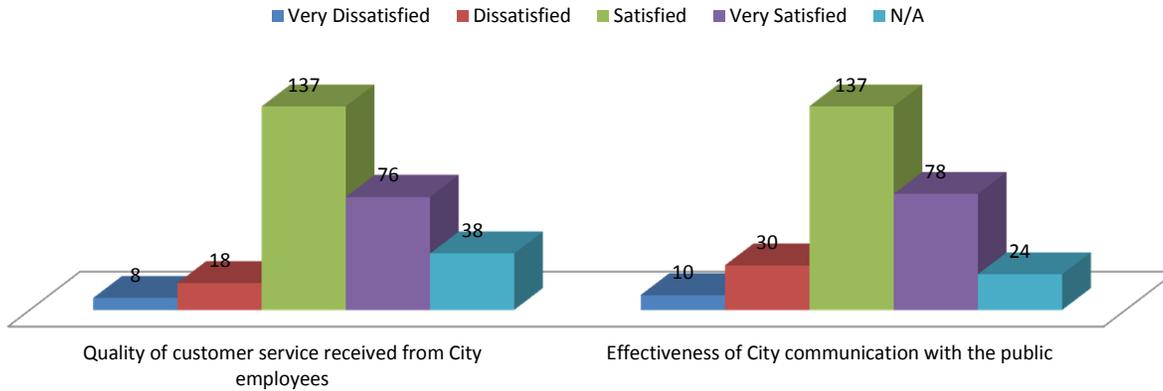
Yes	No
85	198



6. Please rate your level of satisfaction with City staff service delivery and communication

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Quality of customer service received from City employees	8	18	137	76	38
Effectiveness of City communication with the public	10	30	137	78	24

Satisfaction with Service Delivery & Communication

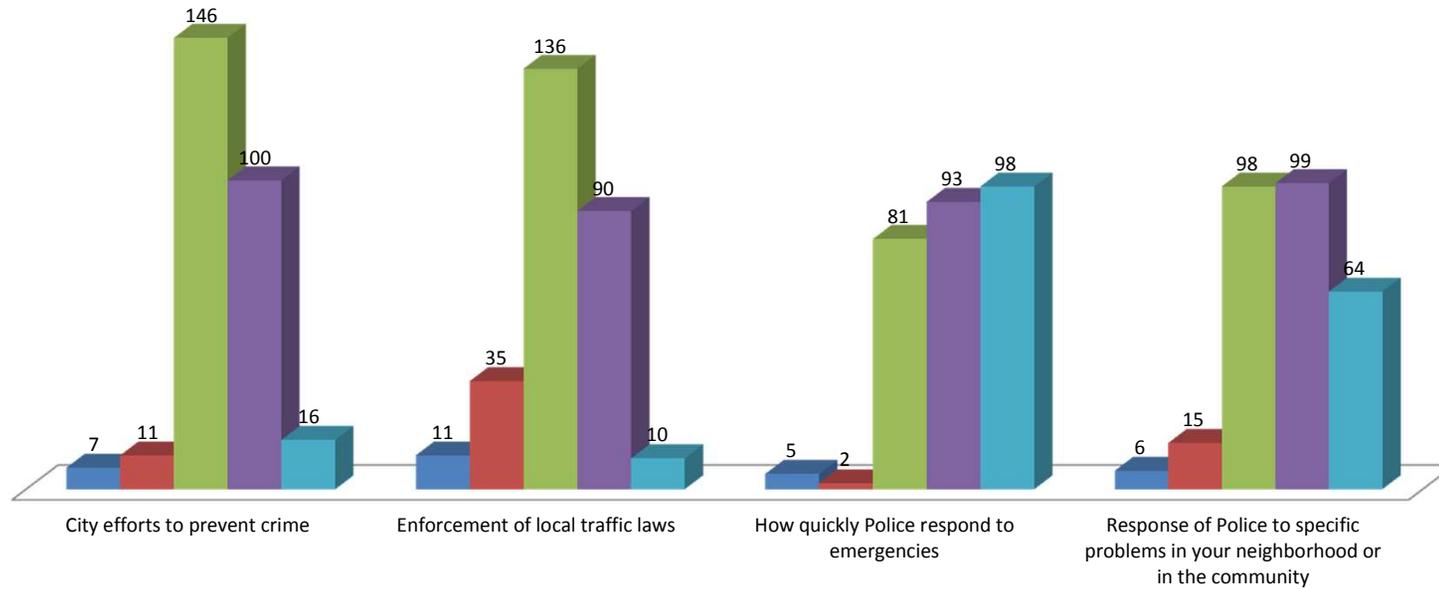


7. Please rate your level of satisfaction with the following Police services

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
City efforts to prevent crime	7	11	146	100	16
Enforcement of local traffic laws	11	35	136	90	10
How quickly Police respond to emergencies	5	2	81	93	98
Response of Police to specific problems in your neighborhood or in the community	6	15	98	99	64

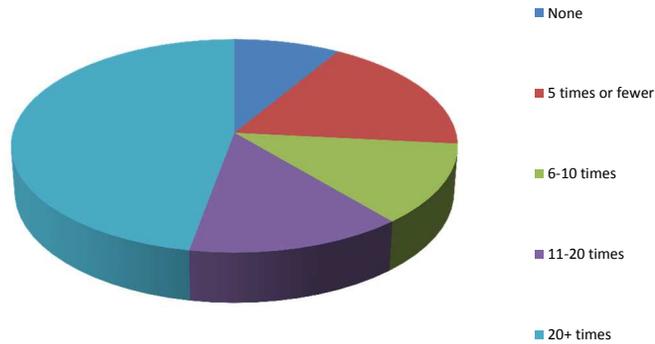
Satisfaction with Police Services

■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ N/A



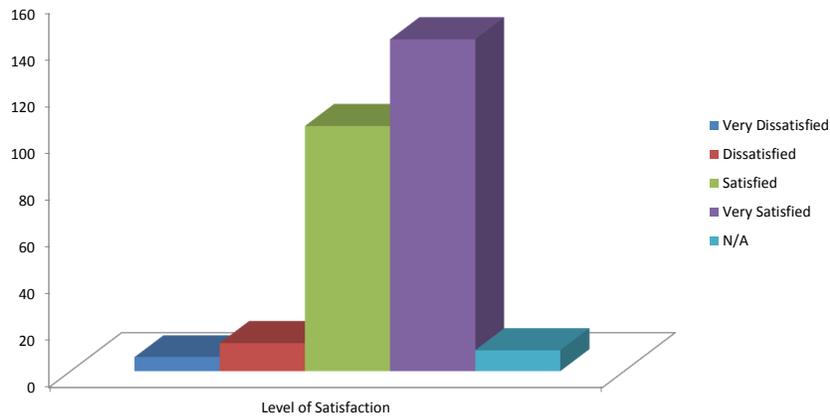
8. Approximately how many times did you or other members of your household utilize one of the services listed above during the past year?

None	5 times or fewer	6-10 times	11-20 times	20+ times
24	50	34	39	131



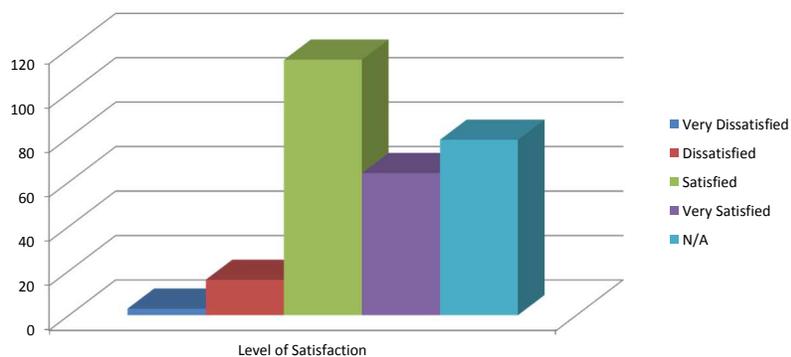
9. Please rate your level of satisfaction with Public Lands and Forestry

Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
6	12	105	142	9



10. Please rate your level of satisfaction with Recreation programs

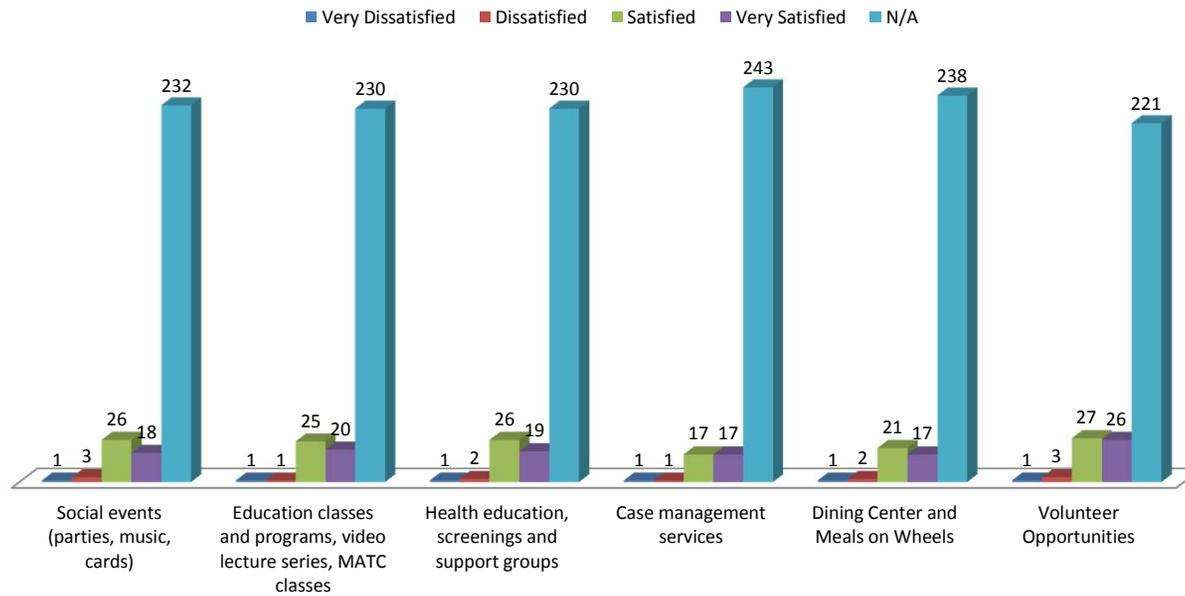
Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
3	16	115	64	79



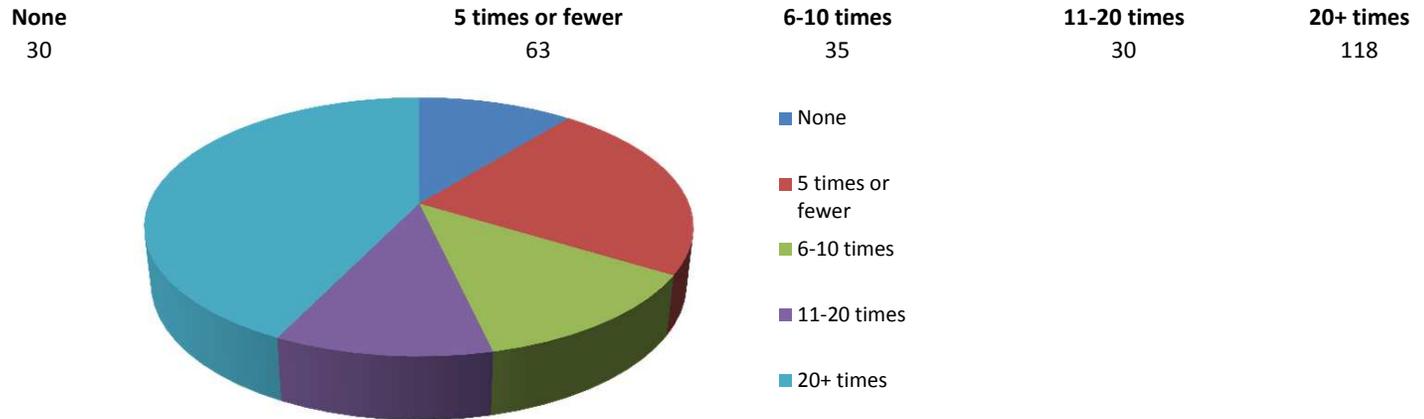
11. Please rate your level of satisfaction with the following Senior Center services

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Social events (parties, music, cards)	1	3	26	18	232
Education classes and programs, video lecture series, MATC classes	1	1	25	20	230
Health education, screenings and support groups	1	2	26	19	230
Case management services	1	1	17	17	243
Dining Center and Meals on Wheels	1	2	21	17	238
Volunteer Opportunities	1	3	27	26	221

Satisfaction with the Senior Center



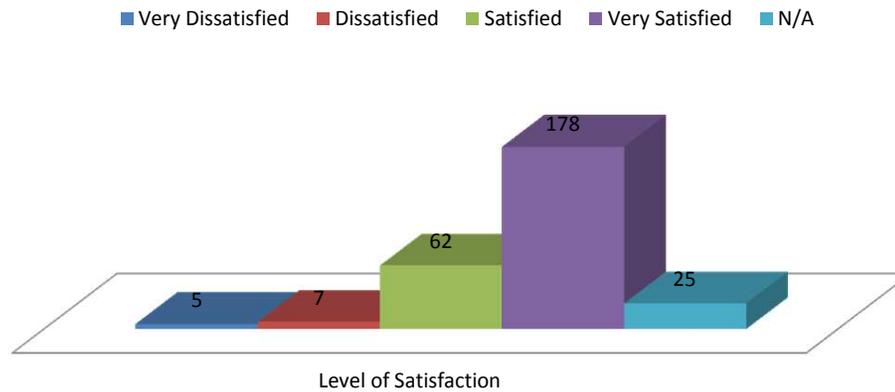
12. Approximately how many times did you or other members of your household visit the Middleton Public Library during the past year?



13. Please rate your level of satisfaction with the Library



Satisfaction with the Library

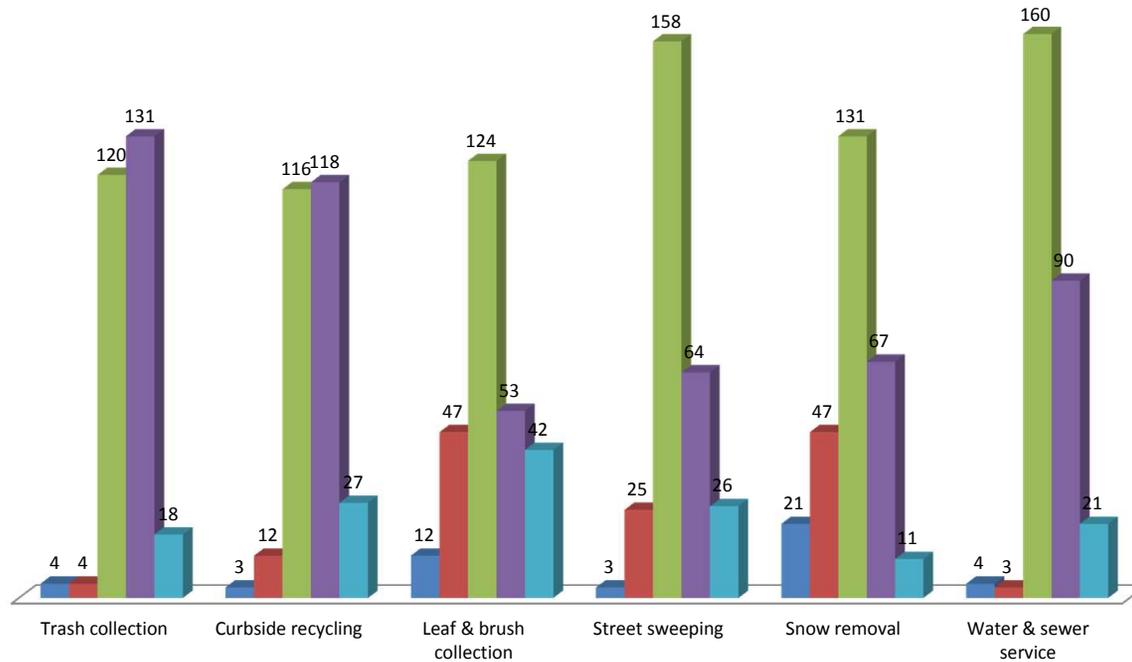


14. Please rate your level of satisfaction with each of the following items

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Trash collection	4	4	120	131	18
Curbside recycling	3	12	116	118	27
Leaf & brush collection	12	47	124	53	42
Street sweeping	3	25	158	64	26
Snow removal	21	47	131	67	11
Water & sewer service	4	3	160	90	21

Satisfaction with Public Works / Utilities

■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ N/A

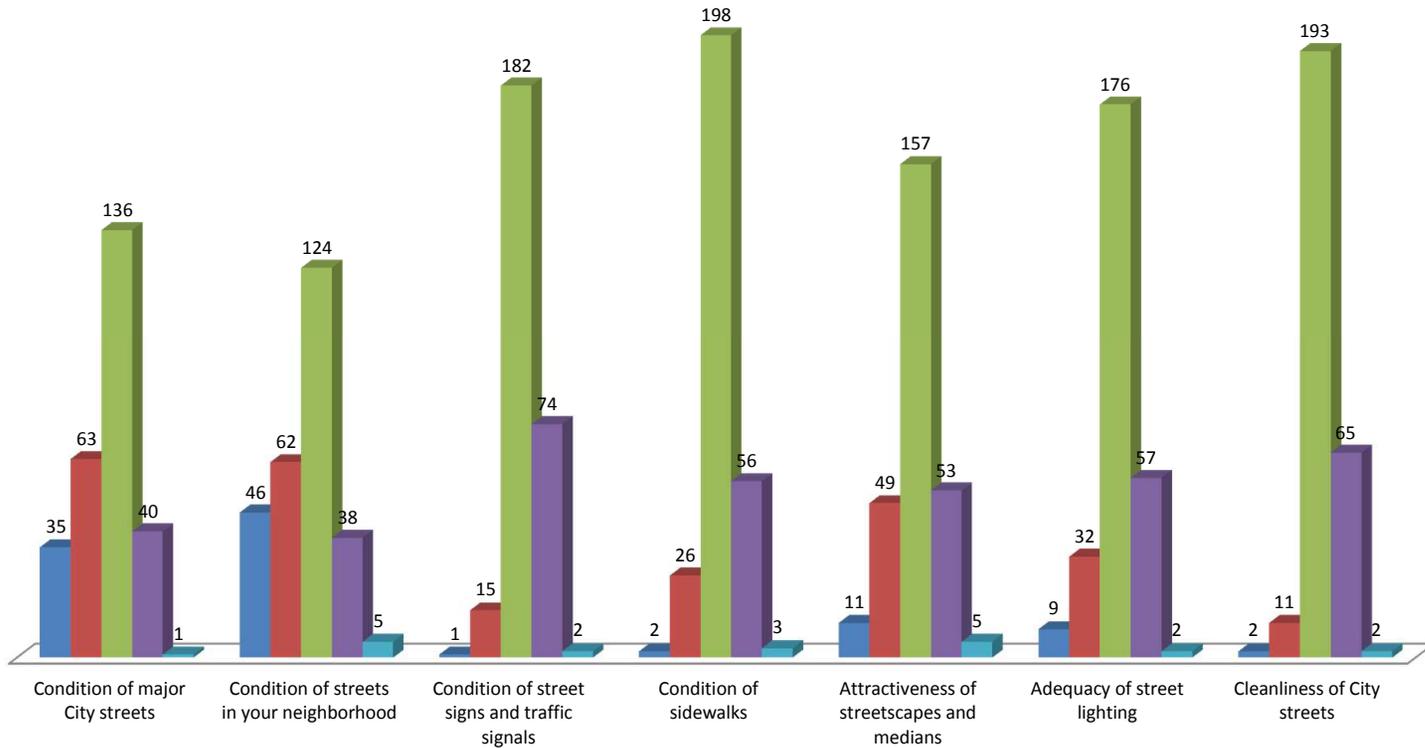


15. Please rate your level of satisfaction with each of the following items

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Condition of major City streets	35	63	136	40	1
Condition of streets in your neighborhood	46	62	124	38	5
Condition of street signs and traffic signals	1	15	182	74	2
Condition of sidewalks	2	26	198	56	3
Attractiveness of streetscapes and medians	11	49	157	53	5
Adequacy of street lighting	9	32	176	57	2
Cleanliness of City streets	2	11	193	65	2

Satisfaction with Maintenance

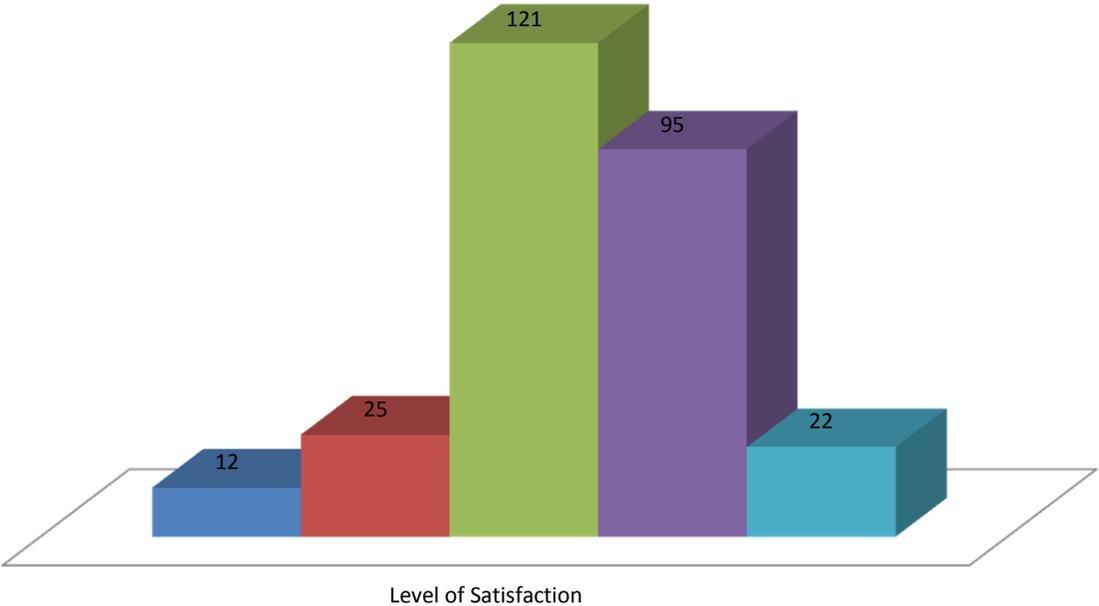
■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ N/A



16. Please rate your level of satisfaction with the City's efforts to provide safe bicycle and pedestrian facilities

Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
12	25	121	95	22

■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ N/A



17. Please rate your level of satisfaction with the Sustainability programs initiated by the City

Very Dissatisfied

11

Dissatisfied

10

Satisfied

109

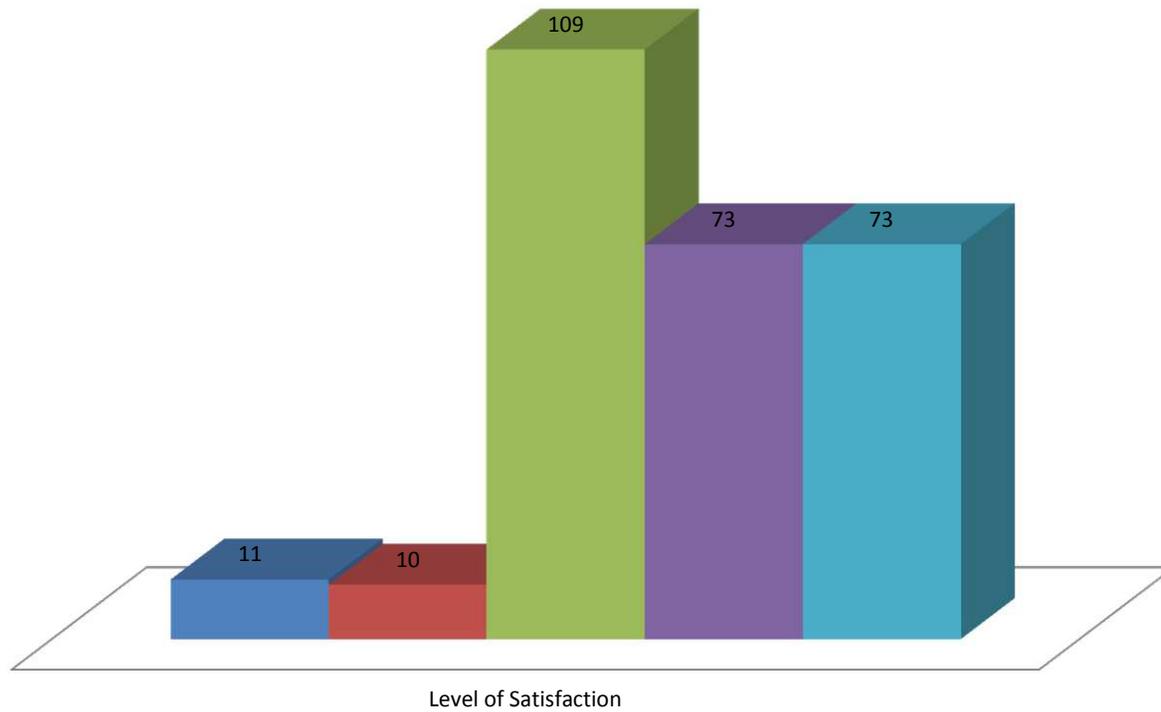
Very Satisfied

73

N/A

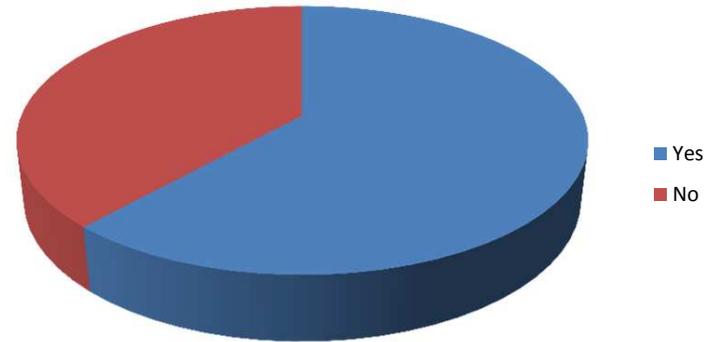
73

■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ N/A



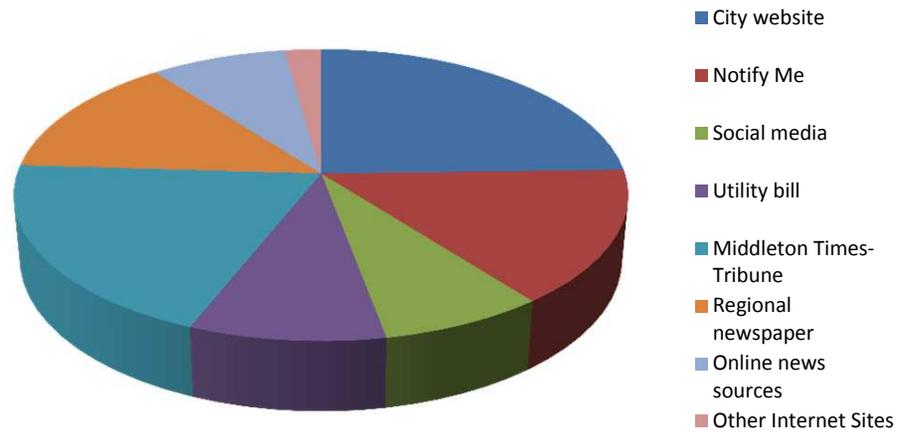
18. Do you feel more informed about what is going on in Middleton now that there is a new City website?

Yes	No
166	103



19. Which of the following do you use to get information about the City of Middleton?

	#
City website	188
Notify Me	114
Social media	58
Utility bill	69
Middleton Times-Tribune	152
Regional newspaper	104
Online news sources	63
Other Internet Sites	17



20. Please rate your level of satisfaction with Community Information

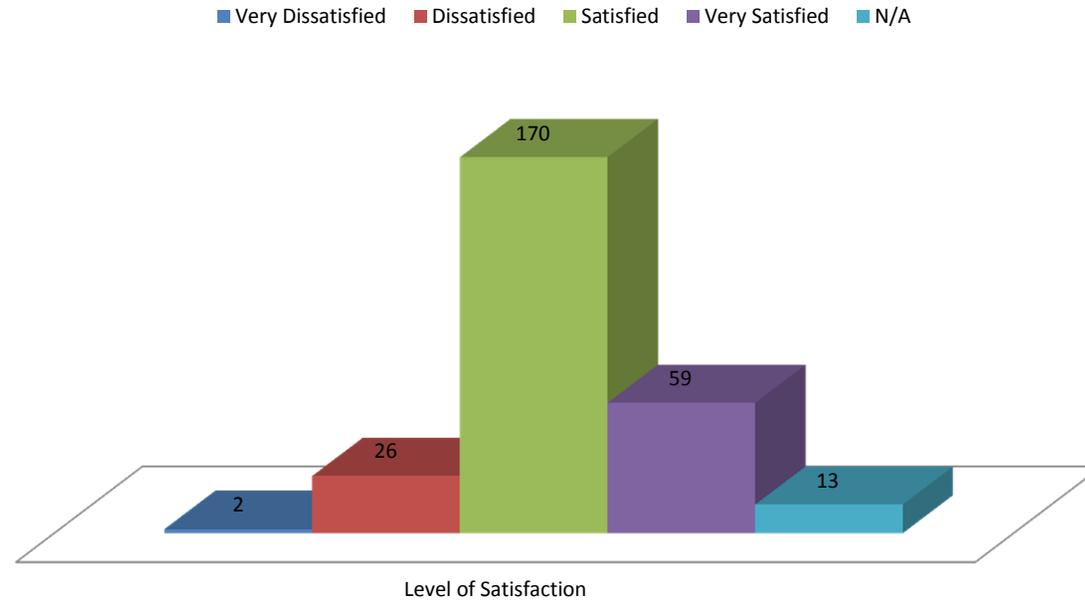
Very Dissatisfied
2

Dissatisfied
26

Satisfied
170

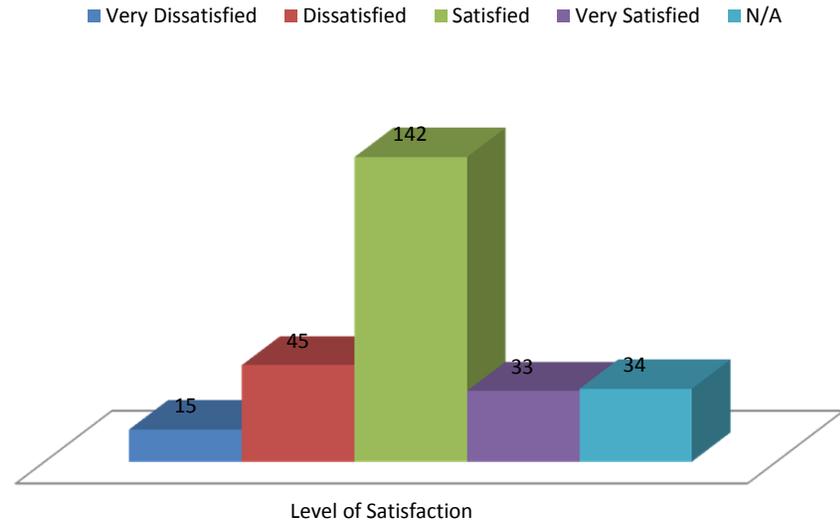
Very Satisfied
59

N/A
13



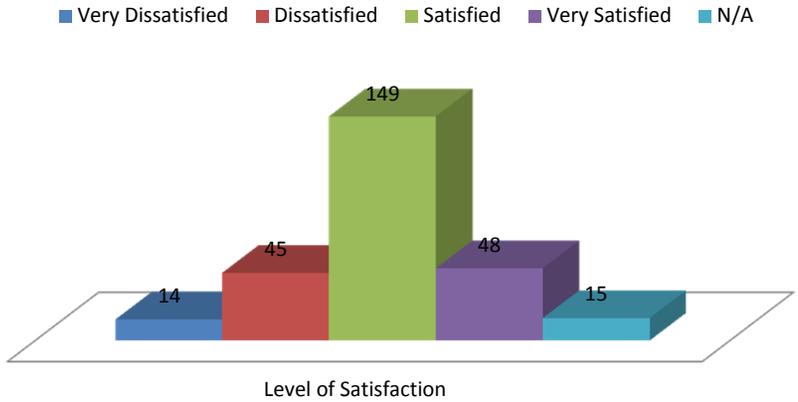
21. Please rate your level of satisfaction with the City's fiscal performance

Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
15	45	142	33	34



22. Please rate your level of satisfaction with the value you receive from your taxes regarding overall City services and

Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
14	45	149	48	15



23. Please rate your level of satisfaction with public safety funding in the City

Very Dissatisfied
1

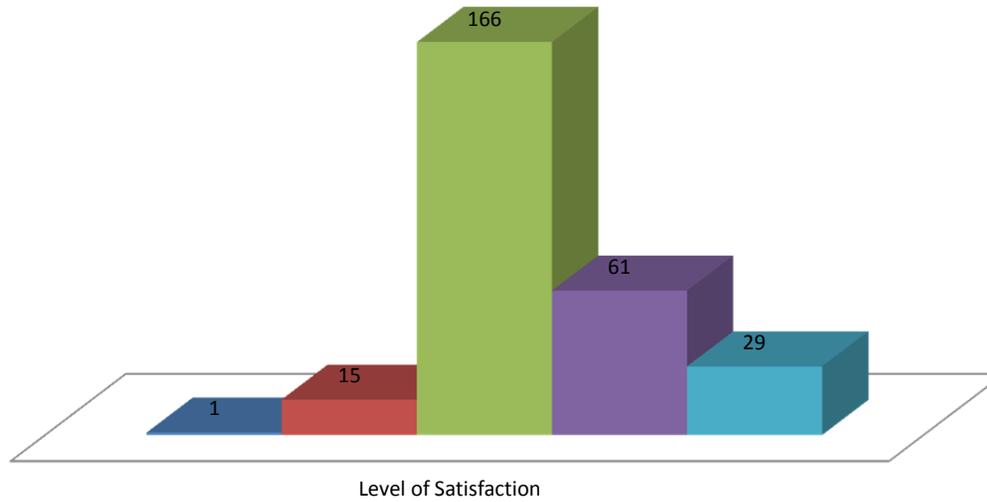
Dissatisfied
15

Satisfied
166

Very Satisfied
61

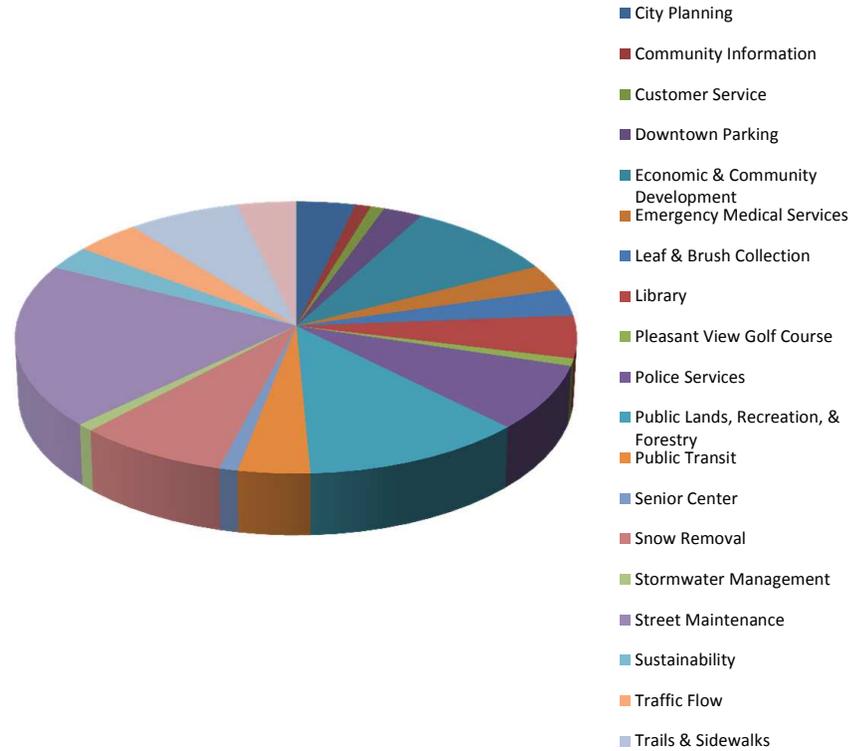
N/A
29

■ Very Dissatisfied ■ Dissatisfied ■ Satisfied ■ Very Satisfied ■ N/A



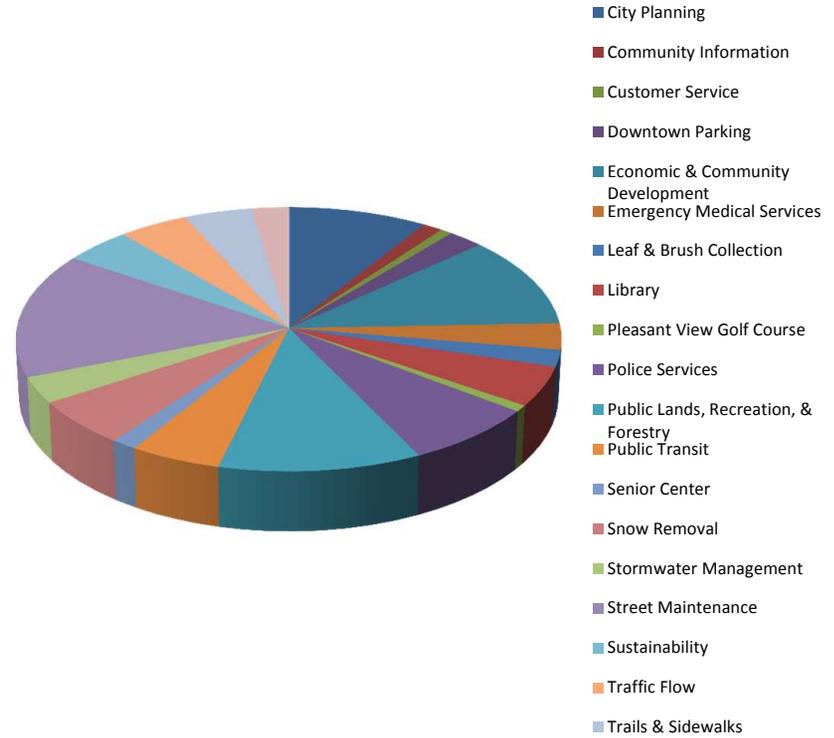
24. Among City residents, the top 3 short term spending priorities in 2012 were: 1-street maintenance, 2-economic and community development, 3-Public Lands, Recreation, & Forestry. Given the investment of \$ 905,000 of the City's 2013 Capital Budget on street maintenance, what are your top 3 spending priorities for 2014?

	#
City Planning	30
Community Information	8
Customer Service	7
Downtown Parking	20
Economic & Community Development	77
Emergency Medical Services	25
Leaf & Brush Collection	26
Library	41
Pleasant View Golf Course	7
Police Services	63
Public Lands, Recreation, & Forestry	96
Public Transit	31
Senior Center	8
Snow Removal	65
Stormwater Management	7
Street Maintenance	158
Sustainability	23
Traffic Flow	33
Trails & Sidewalks	57
Other	30



25. What are the top 3 city priorities that should receive more staff attention and funding focus long term?

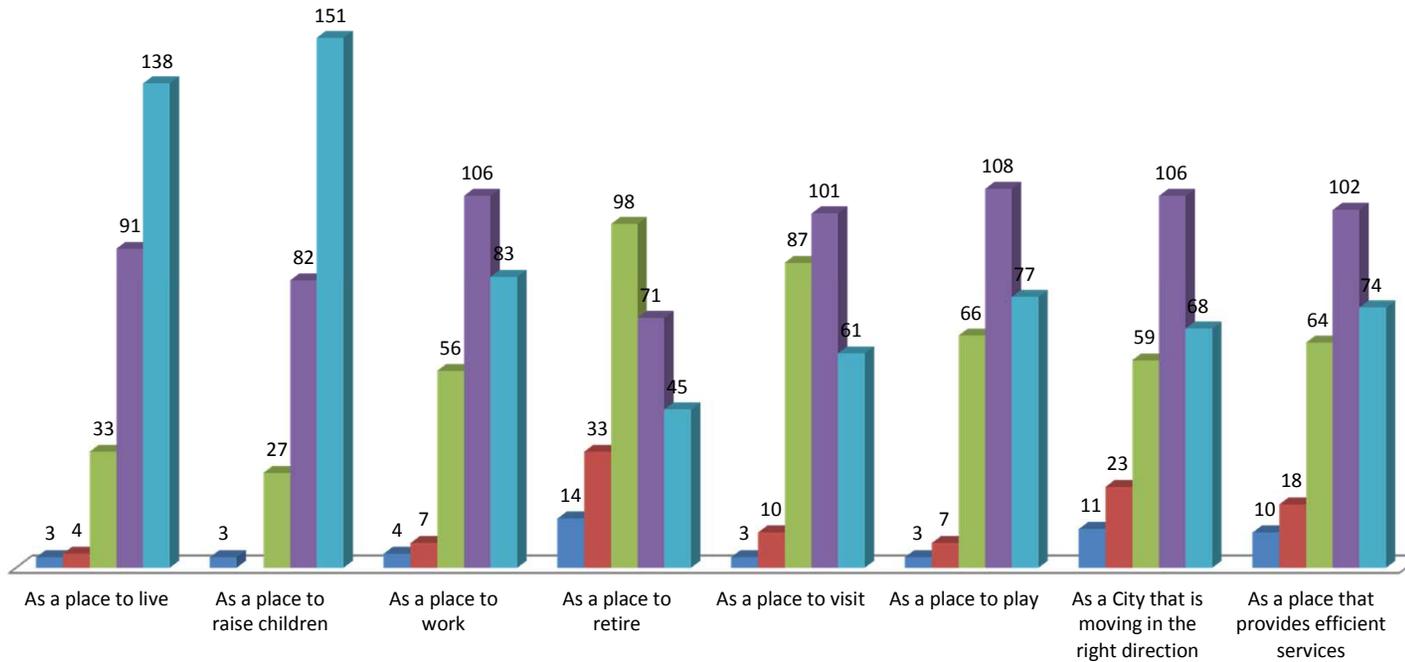
	#
City Planning	70
Community Information	10
Customer Service	6
Downtown Parking	18
Economic & Community Development	87
Emergency Medical Services	25
Leaf & Brush Collection	16
Library	38
Pleasant View Golf Course	6
Police Services	58
Public Lands, Recreation, & Forestry	87
Public Transit	39
Senior Center	11
Snow Removal	44
Stormwater Management	25
Street Maintenance	120
Sustainability	34
Traffic Flow	35
Trails & Sidewalks	34
Other	19



27. Please rate the City of Middleton overall

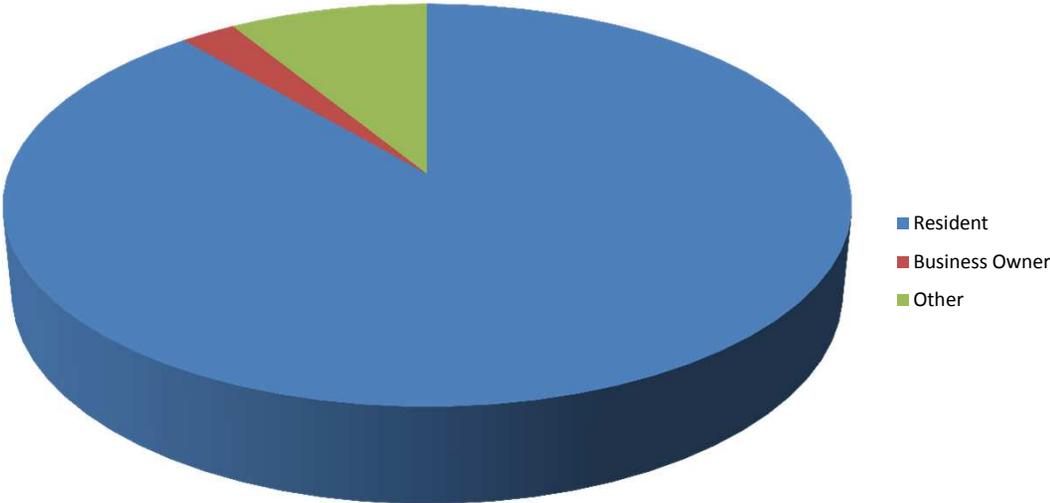
	Very Bad	Bad	Okay	Good	Excellent
As a place to live	3	4	33	91	138
As a place to raise children	3		27	82	151
As a place to work	4	7	56	106	83
As a place to retire	14	33	98	71	45
As a place to visit	3	10	87	101	61
As a place to play	3	7	66	108	77
As a City that is moving in the right direction	11	23	59	106	68
As a place that provides efficient services	10	18	64	102	74

Very Bad Bad Okay Good Excellent



28. How would you describe your connection to the City of Middleton?

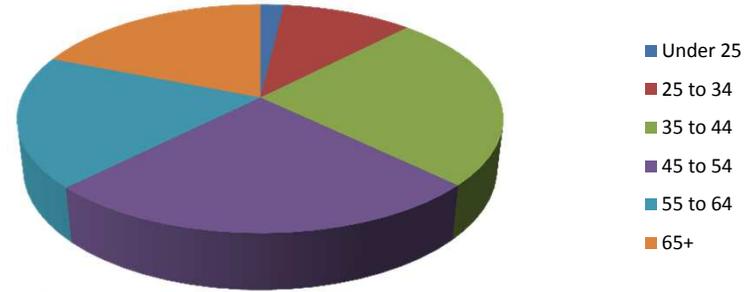
Resident	Business Owner	Other
252	7	25



Under 25
25 to 34
35 to 44
45 to 54
55 to 64
65+

29. Age

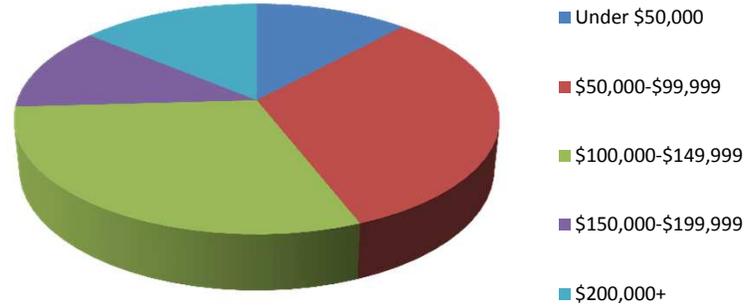
5
28
67
68
50
51



30. What is your approximate average annual household income?

Under \$50,000
\$50,000-\$99,999
\$100,000-\$149,999
\$150,000-\$199,999
\$200,000+

23
62
58
23
27



31. What race/ethnicity best describes you?

African American
American Indian / Alaskan Native
Asian
Caucasian
Hispanic or Latino
Other
Two or More Races/Ethnicities

1
2
216
2
4

