



# SAMPLE: COMMUNITY SURVEY

Written 2023 | Developed in partnership with BERK Consulting



Please note: The documents in our online resource library are samples for reference only and do not constitute legal advice. Your organization should consult an attorney or seek necessary counsel before adopting legal documents.

## Downtown Appleton Survey

**What do you want to see in downtown Appleton?** If you're a resident of Appleton or you're visiting downtown Appleton, Appleton Main Street (AMS) wants to hear from you. Your survey responses will help direct us understand how we can make downtown a more vibrant, welcoming place and how we can best support downtown residents, businesses, property owners, employees, shoppers, and other visitors in the coming years. Thank you!

We ask that you complete this survey **by Wednesday, May 31, 2023**. After completing the survey, you can sign up to be entered into a **drawing for either a \$100, \$50, or \$25 bundle of AMS Bucks** (coupons) that can be used at over 30 different downtown locations. (A total of 3 AMS Bucks bundles will be awarded. Must be 18 to win.)

**About Appleton Main Street:** [Include your mission and district boundaries map here.]

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What are your connections to **downtown** Appleton? Mark as many as apply.

- Resident of the downtown district
- Resident of Appleton outside of the downtown district
- Resident of Orangeton County outside of Appleton
- Property owner in the downtown district
- Business owner in the downtown district
- Employee in the downtown district
- Visitor of the downtown district for pleasure or shopping
- Visitor of the downtown district for business purposes

Of the following options, which are your top three priorities for **downtown** Appleton in the next 3-5 years?

- Increasing availability of housing options
- Downtown beautification (e.g., public art, clean streets, and lighting)
- Physical accessibility of downtown (e.g., ADA accessibility, sidewalk quality)
- Diversifying or expanding retail or restaurant offerings
- Supporting existing businesses
- Development of shared outdoor spaces, including parklets
- Public events
- Historic preservation
- Improving wayfinding and signage
- Celebrating local identity and cultural heritage
- Increasing public safety

What aspects of Appleton present challenges to you as you go about your daily life? Mark as many as apply.

- High cost of living
- Lack of walkability or limited public transit
- Traffic or parking
- Lack of the retail options I need
- Lack of places to gather with friends or family
- Lack of outdoor spaces
- Other: \_\_\_\_\_

What could **downtown** Appleton provide you with that would help you thrive in Appleton? Mark as many as apply.

- Retail shopping
- Grocery stores
- Restaurants and cafes
- Bars and nightlife
- Indoor activity spaces (e.g., bowling)
- Parks and outdoor space
- Hosted district-wide events
- Other: \_\_\_\_\_

How aware are you of Appleton Main Street (AMS)?

- I have never heard of AMS.
- I have heard of AMS but am unsure what they do.
- I have heard of AMS and know what they do.

Please share any additional thoughts you have about downtown Appleton or AMS. [paragraph response]

We're interested in ensuring the following groups are represented in our community engagement efforts. Please mark any demographic or interest groups you are affiliated with.

- Hispanic/Latinx communities
- Faith communities
- City and county representatives
- Medical and wellness communities
- Educators
- None of the above
- Prefer not to respond

Please mark the life stage that most closely aligns with yours.

- Youth (under 13)
- Teenager (13-17)
- Adult with children under 18
- Adult with children 18 or older
- Adult without children
- Retired (with or without children)
- Prefer not to respond

Would you be willing to share more with us in a community focus group? Participants will receive \$10 in AMS Bucks as a thank you for sharing their time and experiences.

- Yes
- No

#### Contact Information

If you would like to be entered into the drawing OR if you would be interested in attending a focus group, please share your contact information with us below.

Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

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