


# Mission, Vision, Values & Funding Priorities Surveys

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Results Compiled April 2, 2025





# Public Survey

March 3 – April 1, 2025

# Background

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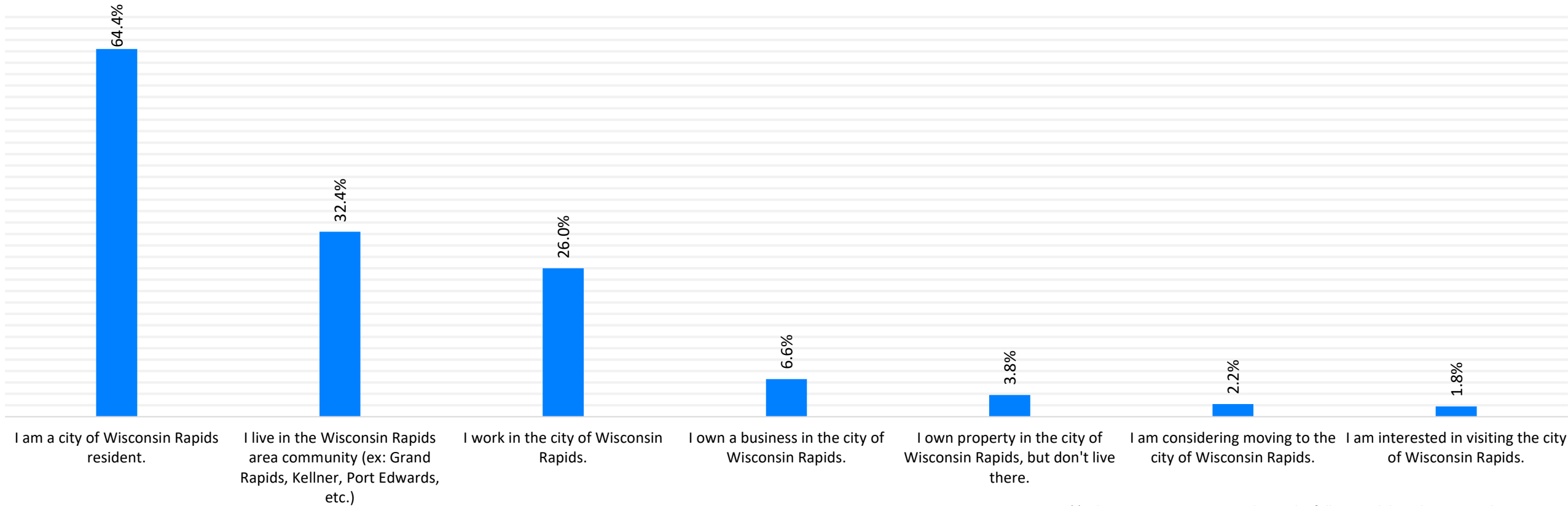
After receiving results from a staff survey about mission, vision and values for the organization, the questions were rewritten from a resident's perspective. So, instead of asking who we are as an organization, we asked the public who they want us to be. Choices were borrowed from the staff survey results. To make the connection between mission and budget, we included an additional question about their funding priorities for the organization. The survey allowed participants to select up to three choices and one of the choices may be a write-in response.

Each person who completed the survey was eligible to be entered once into a drawing to win a free prize. Four prizes were available. Prizes were donated by the Heart of Wisconsin Chamber of Commerce and the Wisconsin Rapids Parks and Recreation Department. City of Wisconsin Rapids staff and elected officials weren't eligible to participate in the drawing.

The survey was shared via the following outlets: website, social media, press release to local news contacts, ads on WRCM channels, flyers in the community, email to City staff and personal outreach to community partners. The survey received 549 responses.

# What is your connection to the City of Wisconsin Rapids?

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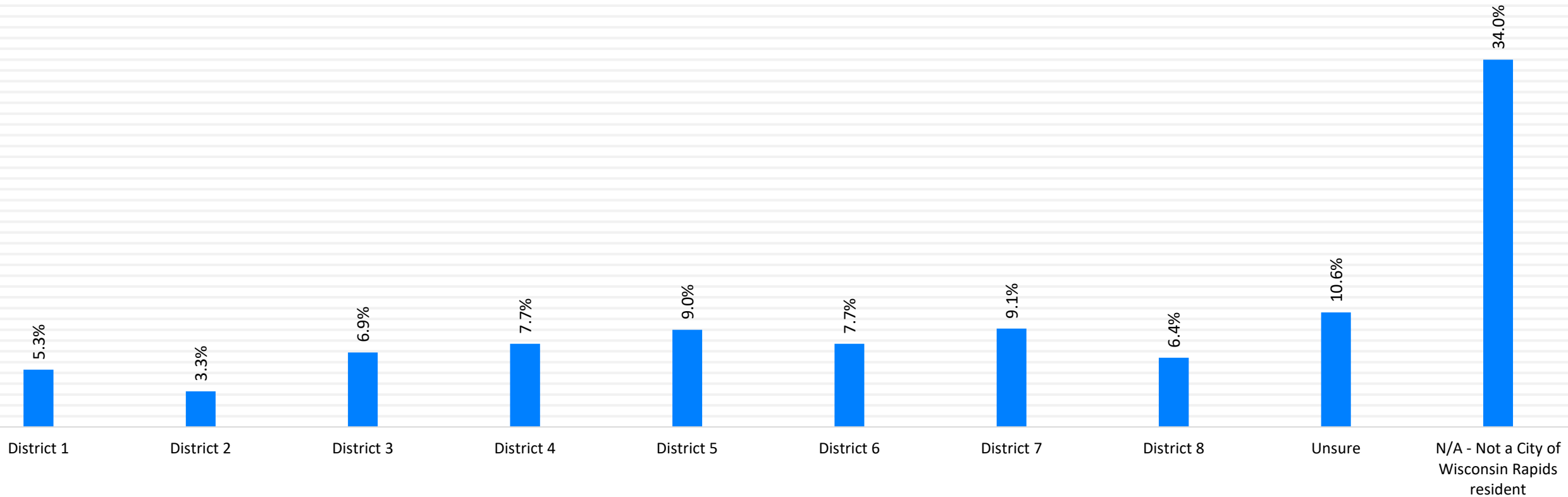


\*\*When reviewing survey results on the following slides, please note that "residents" will refer to those who selected one or both of the following options:

1. I am a city of Wisconsin Rapids resident.
2. I own property in the city of Wisconsin Rapids, but don't live there.

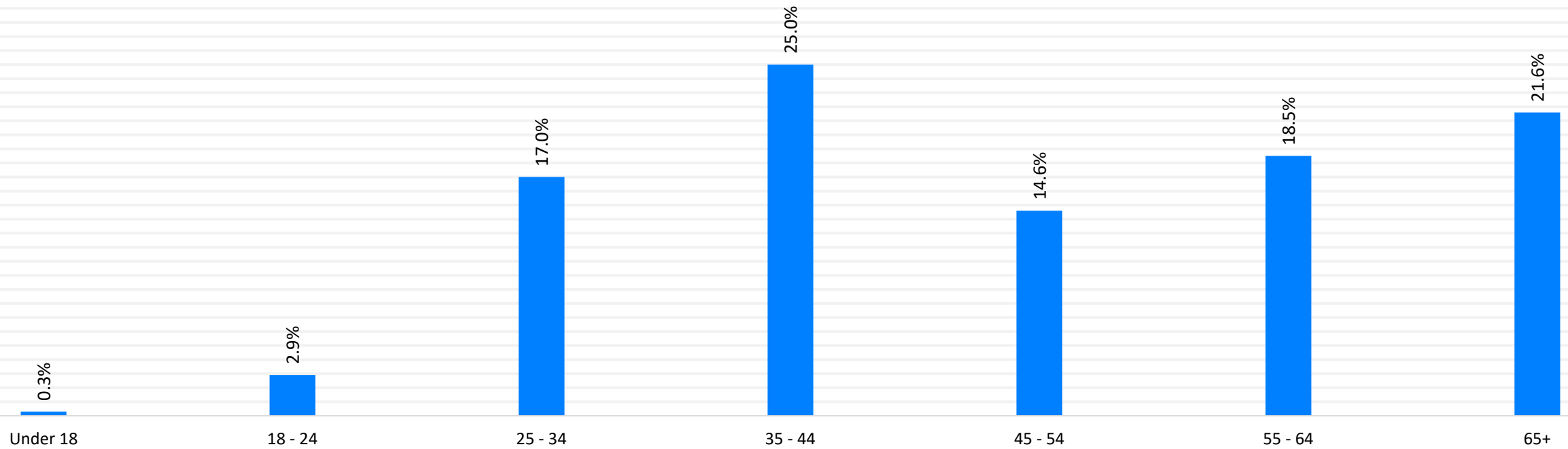
# If you are a City of Wisconsin Rapids resident, which district are you in?

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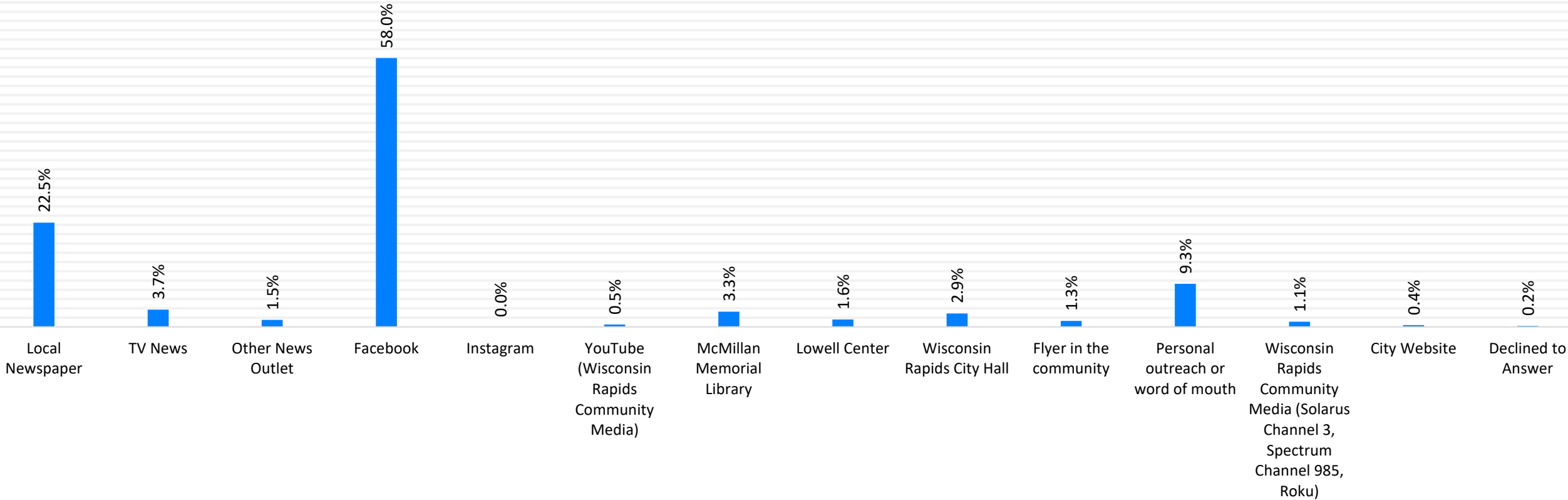
# What is your age group?

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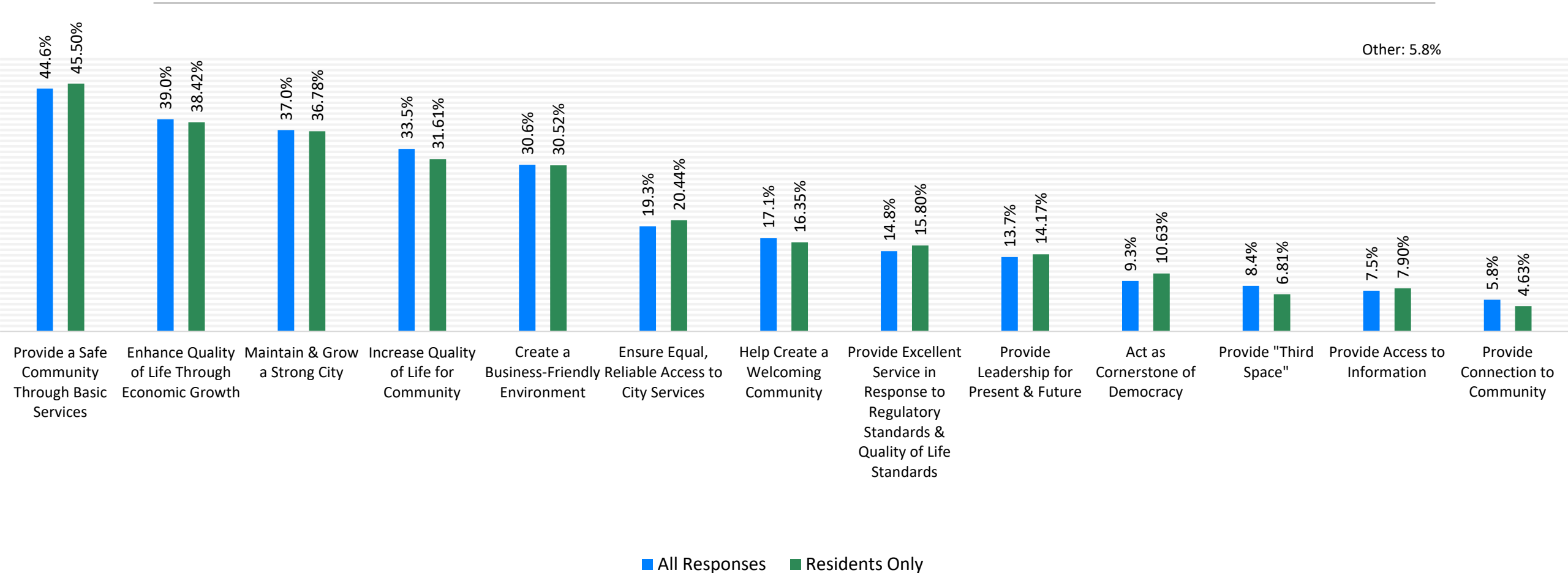


# How did you find out about this survey?

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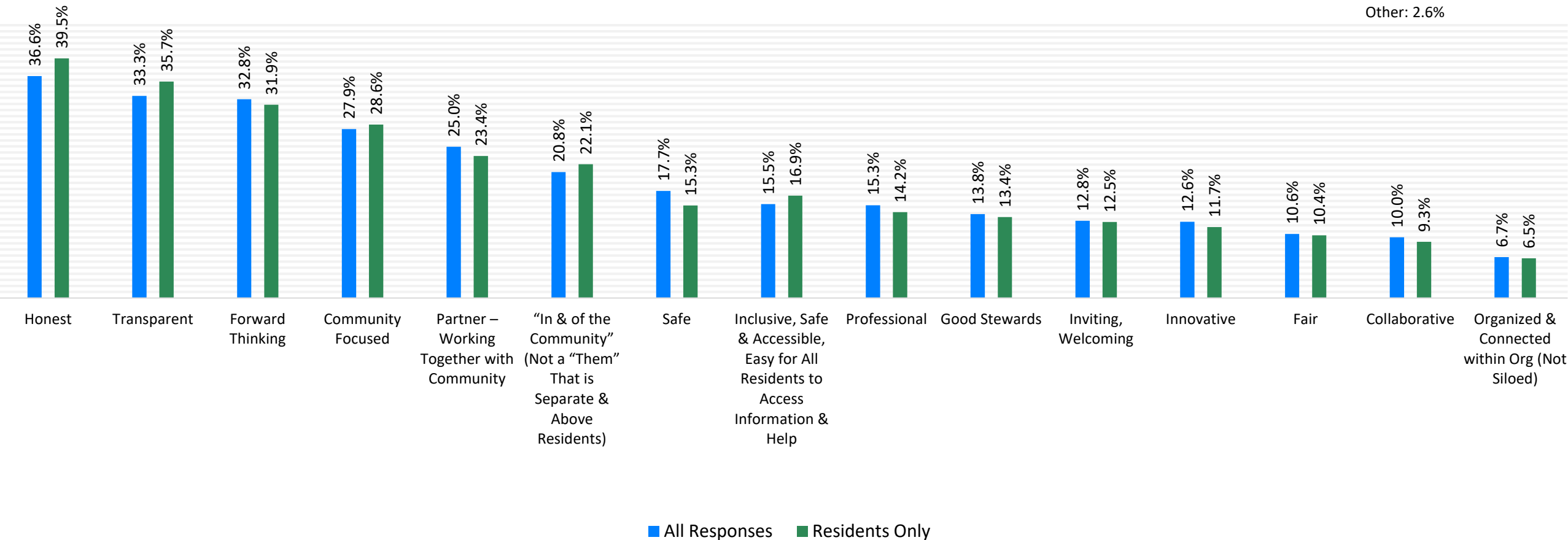


# How would you describe the work of your ideal local government?

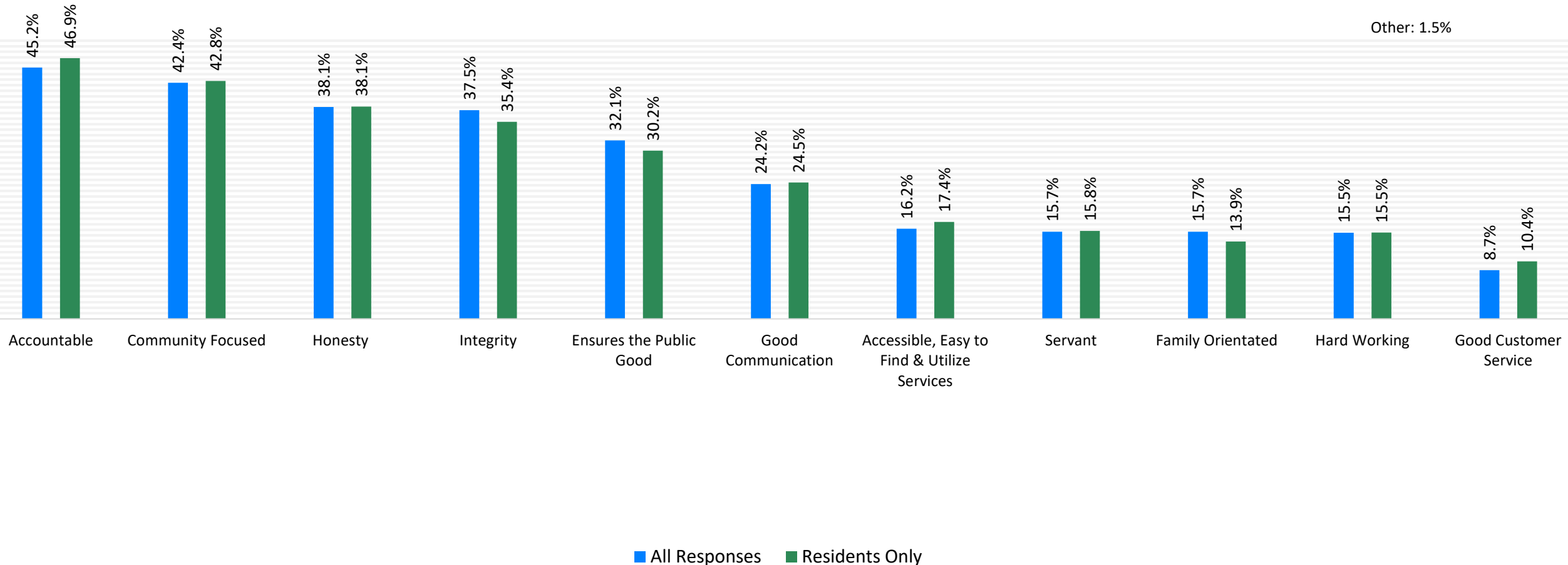




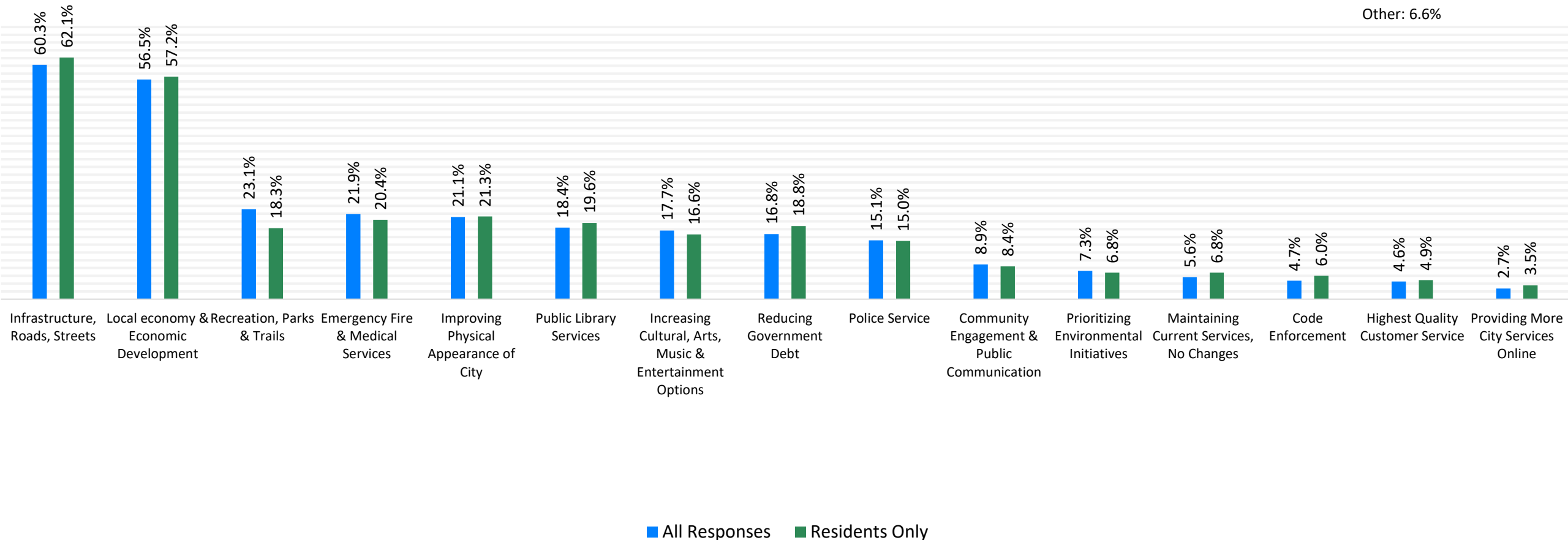
# How do you want your local government to be perceived?



# What do you want your local government's core values and beliefs to be?



# What should the City of Wisconsin Rapids funding priorities be over the next 10 years?





# Staff Survey

November 11 – November 22, 2024

# Background

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In September 2024, Mayor Zacher initiated a process to create Mission, Vision and Values Statements for the organization. To provide guidance in creating meaningful statements for the organization, it was agreed that information needed to be gathered from staff and community.

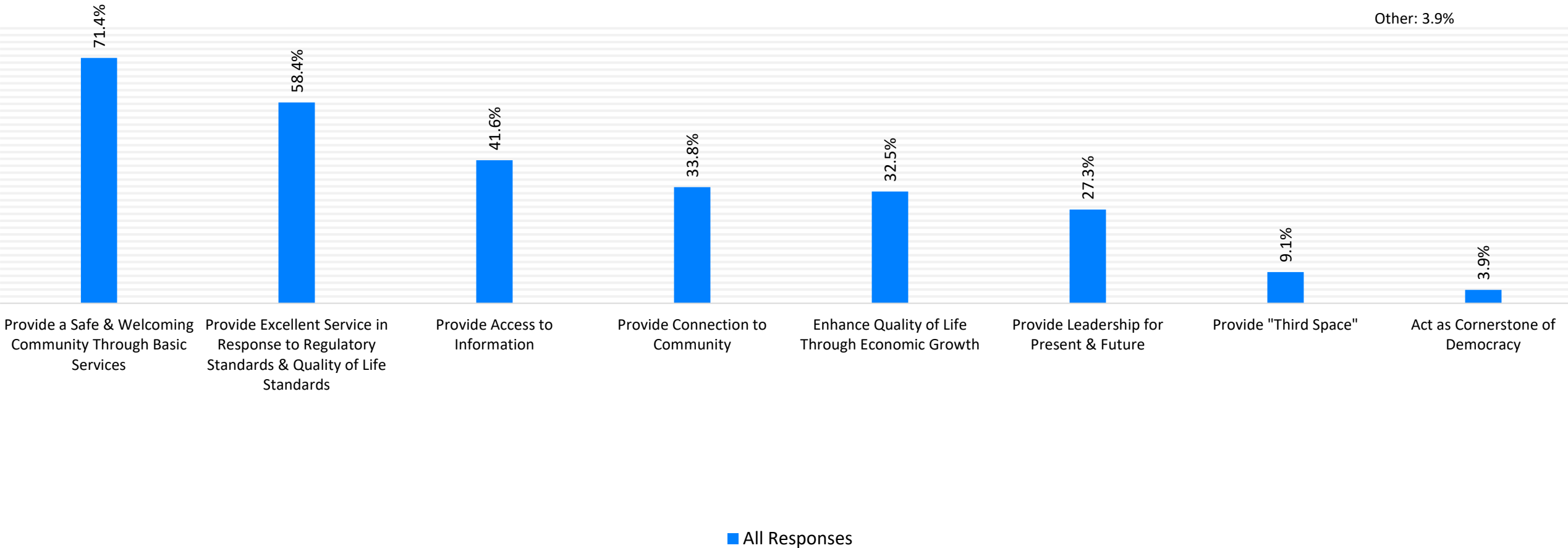
At their October 10, 2024, team meeting, Department Heads were engaged in a small group exercise during which they responded to following questions and reported out to the full group. Their responses were provided as choices in the staff survey.

- What do we do?
- Why do we do it?
- How do you want us to be perceived?
- What are our core values and beliefs?

The staff survey allowed participants to select up to three choices and one of the choices may be a write-in response. The survey was emailed to staff at City Hall, Police Department, City Garage, Fire Department, Water Works and Lighting Commission and McMillan Memorial Library. Paper surveys were also provided at the City Garage. The survey received 77 responses.

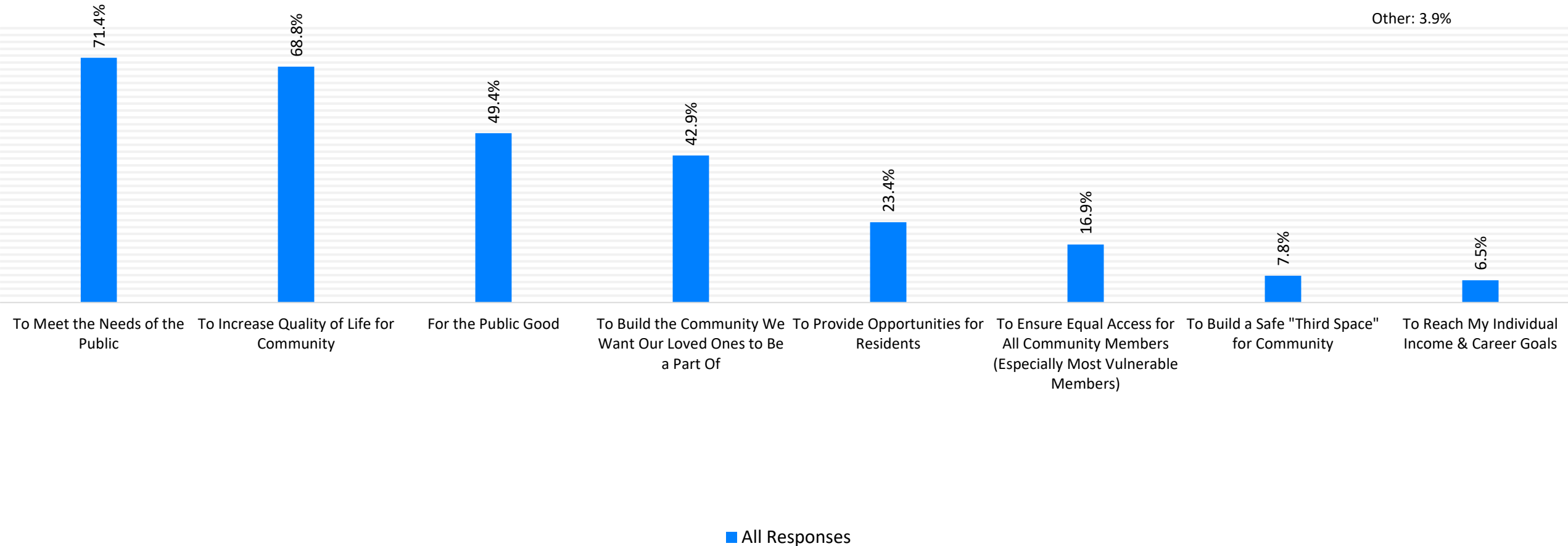
# What do we do?

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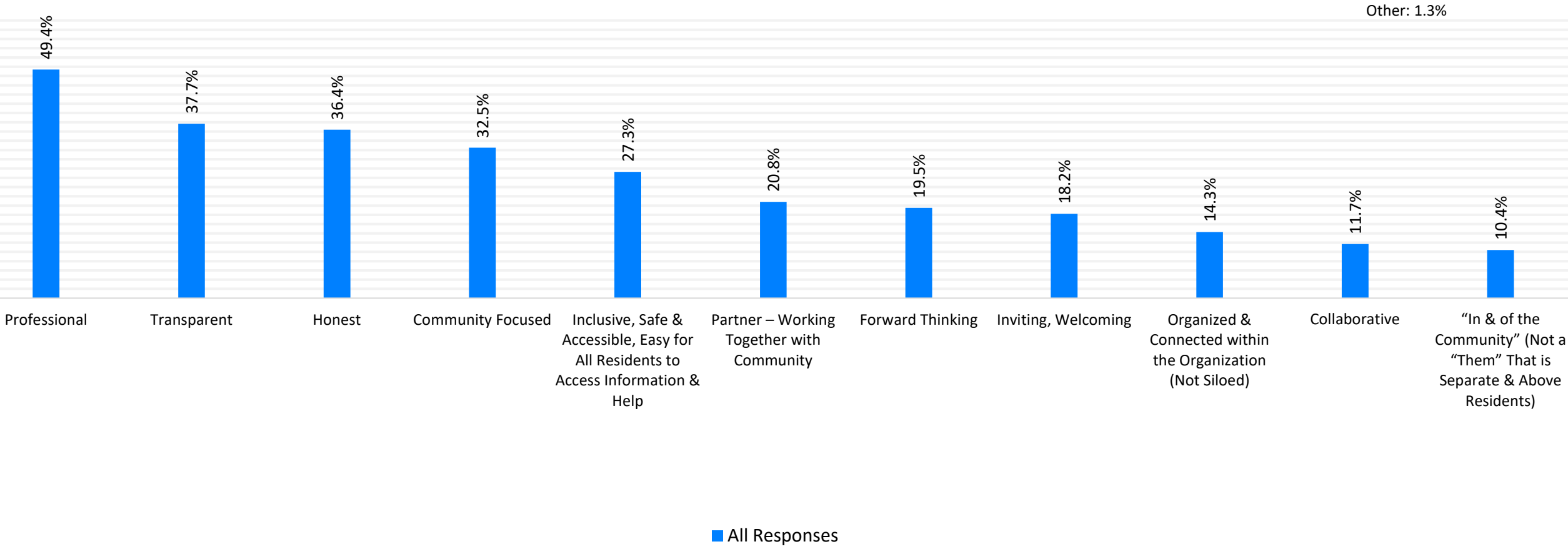


# Why do we do it?

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# How do you want us to be perceived?





# What are our core values and beliefs?

