

City of Wausau

2027 Comprehensive Plan Survey



This City of Wausau is updating the Comprehensive Plan, which guides the City's long-term vision and future decisions about land use, housing, transportation, and public spaces. **We want your ideas!** This survey takes about ten minutes to complete. An online version can be found at:

<https://www.ncwrpc.org/city-of-wausau-comprehensive-plan-2026/>

Section 1: About you

1. Which applies to you? (check all that apply)

- ☐ I live in Wausau
- ☐ I work in Wausau
- ☐ I live and work in Wausau
- ☐ I visit Wausau regularly
- ☐ Other. Please specify: _____

2. Your age:

- ☐ Under 18
- ☐ 18 to 30
- ☐ 31 to 45
- ☐ 46 to 60
- ☐ 61 to 75
- ☐ 75 and over
- ☐ Prefer not to say

3. How long have you lived/worked in the area?

- ☐ Less than 1 year
- ☐ 1 to 5 years
- ☐ 6 to 10 years
- ☐ 11 to 20 years
- ☐ 20 years or more
- ☐ N/A or prefer not to answer

4. Survey responses help the City understand how each neighborhood's concerns and ideas are different from each other. Which District do you live in? (see map on the back of this survey).

- ☐ District 1
- ☐ District 2
- ☐ District 3
- ☐ District 4
- ☐ District 5
- ☐ District 6
- ☐ District 7
- ☐ District 8
- ☐ District 9
- ☐ District 10
- ☐ District 11
- ☐ Prefer not to answer
- ☐ I don't live in Wausau

Section 2: City Mission and Vision

5. Wausau's Mission: Enhance our community's quality of life and foster a sense of belonging for generations to come. Do you agree with the City's mission?

☐ Yes

☐ No

Comments: _____

6. Wausau's Vision: Wausau is a fun, vibrant, and highly connected community providing diverse and accessible social, arts, cultural, and outdoor recreation experiences and a thriving economy where everyone has the opportunity to achieve success and happiness. Do you agree with the City's vision?

☐ Yes

☐ No

Comments: _____

Section 3: Community Priorities

7. Which groups need better support in Wausau? (check all that apply)

☐ Young adults

☐ Retirees

☐ Families

☐ New residents

☐ Workers

☐ Visitors

☐ Empty-nesters

☐ Everyone equally

8. Which improvements would most benefit the community? (select up to 3)

☐ More sidewalks/trails/bike lanes

☐ Road improvements

☐ Better transit

☐ More arts/culture/public spaces

☐ More parks/natural areas

☐ More sustainability/environmental initiatives

☐ Stronger local economy

☐ Other: _____

☐ More housing options

9. What should Wausau prioritize for the future? (select up to 3)

☐ Affordability

☐ Safety

☐ Walkability/bikeability

☐ Economic opportunity

☐ Environmental sustainability

☐ Neighborhood quality

☐ Vibrant downtown

☐ Community connection

☐ Housing variety

☐ Other: _____

Section 4: A Sense of Belonging

10. How strongly do you agree or disagree with the following statement: “I feel a sense of inclusivity and belonging in the City of Wausau.”

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral

- ☐ Disagree
- ☐ Strongly disagree

11. How important is it to you that the City of Wausau invest in efforts that strengthen inclusivity and belonging?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not important at all

Section 5: Topic Areas

Economy

12. What should Wausau focus on? (select up to 2)

- ☐ Attracting new businesses
- ☐ Supporting small/local businesses
- ☐ Workforce development
- ☐ Higher-wage jobs
- ☐ More housing for workers
- ☐ Reducing barriers to employment

Sustainability

13. Your top environmental concerns (rank 1-8, with 1 being the highest concern and 8 being the lowest concern):

_____ Flooding/stormwater

_____ Waste/recycling

_____ Air quality

_____ Significant weather events

_____ Energy costs/efficiency

_____ Tree canopy/natural resources

_____ Water quality

_____ Brownfield redevelopment

Housing

14. Housing types most needed (select up to 2):

- | | |
|--|--|
| ☐ Affordable housing | ☐ Large or high-end homes |
| ☐ Older adult housing (Over age 55) | ☐ Apartments |
| ☐ Starter homes | ☐ Duplexes/townhomes |
| ☐ Mid-range homes | ☐ Housing near transit/services |

15. Biggest housing challenges (select up to 2):

- | | |
|--|--|
| ☐ Cost of housing | ☐ Accessibility for seniors |
| ☐ Limited options | ☐ Location/transportation |
| ☐ Quality/maintenance | |

Bicycles & Pedestrians

16. What improvements are most needed? (select up to 2)

- | | |
|--|--|
| ☐ More bike lanes | ☐ Safer street crossings |
| ☐ More sidewalks | ☐ Better winter maintenance |
| ☐ More trails | |

Parks & Natural Spaces

17. Park & nature priorities (select up to 2):

- | | |
|---|---|
| ☐ More park improvements | ☐ Better access in all neighborhoods |
| ☐ More natural areas | ☐ More tree planting |
| ☐ Trail expansion | |

City Facilities & Transportation

18. I am satisfied with the following community opportunities: (check all that apply)

- | | |
|---|--|
| ☐ Public libraries | ☐ Housing availability |
| ☐ Educational opportunities (K-12) | ☐ Employment opportunities |
| ☐ Educational opportunities
(colleges/continued learning) | ☐ Internet options/quality |
| ☐ Childcare options | ☐ Mental health support services |
| ☐ Childcare quality | ☐ Opportunities for community connection |
| ☐ Housing quality | ☐ Presence of third places (informal gathering
spaces separate from home and work) |
| ☐ Housing affordability | |

19. I am satisfied with the following City services: (check all that apply)

- | | |
|---|--|
| ☐ Police protection | ☐ Bicycle/pedestrian facilities (sidewalks, bike lanes, multiuse paths) |
| ☐ Fire protection | ☐ Transportation for seniors |
| ☐ Ambulance/EMS services | ☐ Transportation for those with disabilities |
| ☐ Public health services | ☐ Park system availability |
| ☐ Garbage/recycling services | ☐ Park system accessibility |
| ☐ Road maintenance | ☐ Recreational programs and opportunities |
| ☐ Transit (bus service) | ☐ Code enforcement (property maintenance, lawn mowing) |
| ☐ Snow removal | |
| ☐ Public parking | |

Downtown Wausau's Arts, Culture, & History

20. What enhancements to downtown would you find most valuable? (select up to 2)

- | | |
|---|--|
| ☐ More shops | ☐ More public art |
| ☐ More restaurants | ☐ Better parking |
| ☐ More housing | ☐ Better preservation of historic buildings |
| ☐ More events | ☐ More destinations/activities |

Section 6: Looking Forward

21. What is your favorite thing about Wausau?

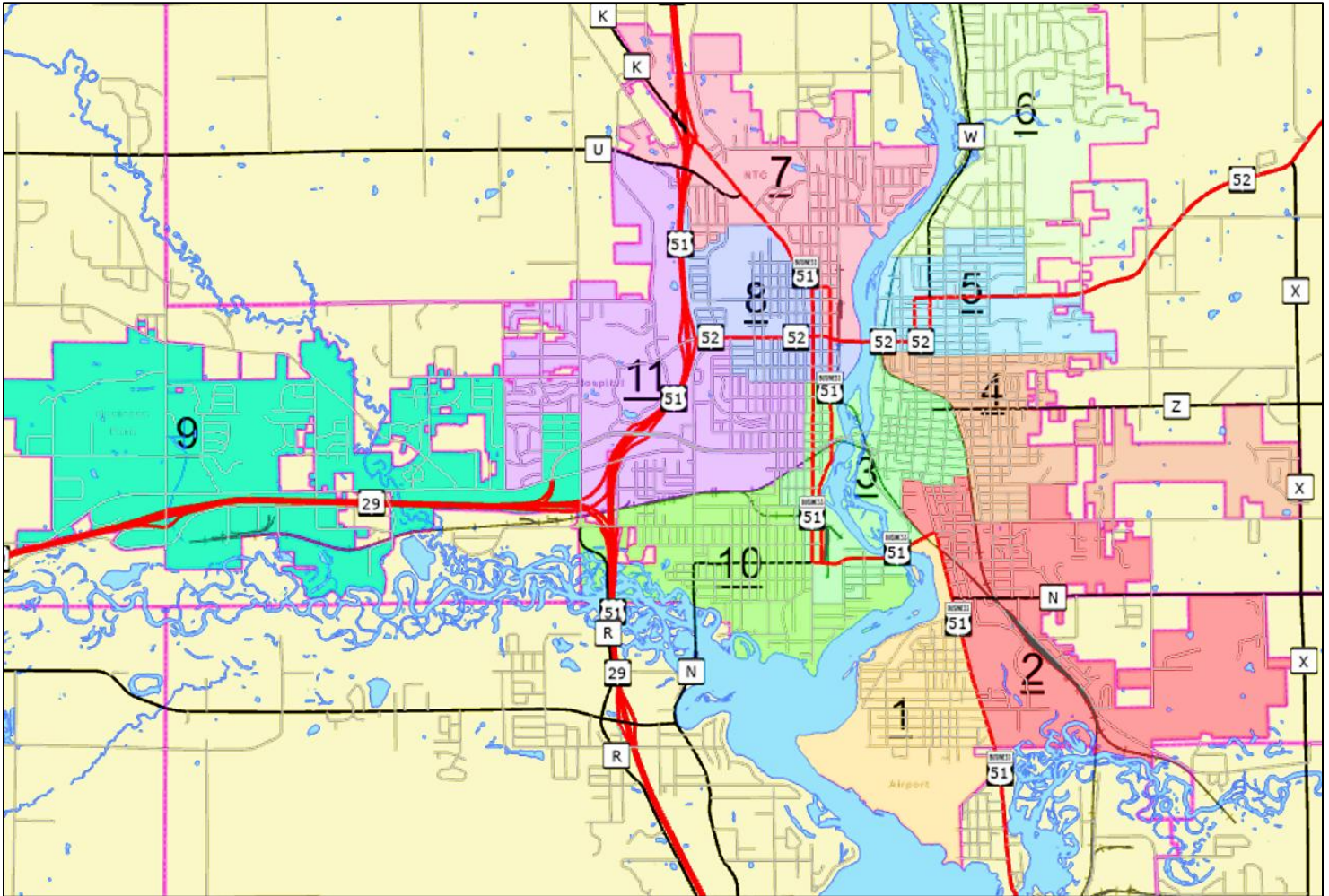
22. If you could change one thing about Wausau, what would it be?

For translation/interpretation services, please contact wausaudevelopment@wausauwi.gov or 715-261-6009

Peb muaj kev pab txhais lus thiab sau ntawv. Yog koj xav tau kev pab txhais lus, sau ntawv email tuaj rau wausaudevelopment@wausauwi.gov or 715-261-6009

Si necesita servicios de traducción o interpretación en Español, por favor contáctenos wausaudevelopment@wausauwi.gov or 715-261-6009

City of Wausau Districts Map



Please mail or return this completed survey by September 30, 2026, to:

North Central Wisconsin Regional Planning Commission
210 McClellan St Suite 210
Wausau, WI 54403