

Online Survey

INTRODUCTION

In an effort to develop a new city brand and understand the issues closest at mind to Sterling residents, the City of Sterling is conducting a Community Perception Survey. No personal information will be collected during this survey and the survey is completely anonymous. The survey is estimated to take about 15 minutes. Please follow the instructions on each survey and thank you for your honest responses.

If you have any questions, please direct them to the Assistant to the City Manager at the City of Sterling at 815-632-6621.

INSTRUCTIONS

Thank you for taking the time to complete this survey by The City of Sterling. Your feedback is important to us in developing a new city brand and understanding the issues closest at mind to Sterling residents.

This survey should only take about 15 minutes of your time. Your answers will be completely anonymous. All survey results will be analyzed by the City of Sterling and shared with the public.

All questions require an answer in order to progress through the survey.

If you have any questions about the survey, please contact the Assistant to the City Manager at the City of Sterling at 815-632-6621.

In order to progress through this survey, please use the following navigation buttons:

- *Click the Next button to continue to the next page.*
- *Click the Previous button to return to the previous page.*
- *Click the Exit the Survey Early button if you need to exit the survey.*
- *Click the Submit button to submit your survey.*

STERLING QUESTIONS

If you had to pick **ONE** word or phrase to describe Sterling, it would be:

- Retail hub/center
- Potential
- Historic
- Criminal activity
- Convenient location
- Family-Oriented
- River
- Transitioning
- Friendly
- Education
- Other (please specify)

PLEASE RANK THE FOLLOWING QUESTIONS FROM 1-6 WITH 1 BEING THE MOST ATTRACTIVE AND 6 BEING THE LEAST ATTRACTIVE:

Most visitors are attracted by:

- Downtown Sterling
- Special events
- Parks
- Retail
- Westwood
- Rock River/Marina

- Other (please specify) _____

Most businesses in Sterling are attracted by:

- Easy accessibility and good highways (good location)
- Affordable cost of doing business
- Pro-business attitude of the community and leadership
- Skilled workforce
- Available space and land
- Don't know

- Other (please specify) _____

Most residents in Sterling are attracted by:

- Affordable cost of living
- Downtown Sterling
- Family, small-town atmosphere
- Parks and green space
- Schools
- Great/convenient location

- Other (please specify) _____

PLEASE RANK THE FOLLOWING QUESTIONS FROM 1-6 WITH 1 BEING THE GREATEST AND 6 BEING THE LEAST

The greatest opportunity for growth in Sterling is:

- Attract business
- Revitalize neighborhoods
- Encourage entrepreneurs
- Development of I-88 corridor
- Economic development
- Tourism development

- Other (please specify) _____

What is the greatest challenge currently facing Sterling:

- Negative media coverage
- Lack of industry, jobs
- Poor aesthetics
- Criminal activity
- Low-performing schools
- Loss of youth/youth moving away (brain drain)

- Other (please specify) _____

PLEASE RANK THE FOLLOWING QUESTIONS FROM 1-8 WITH 1 BEING THE BEST (MOST IMPORTANT) AND 8 BEING THE WORST (MOST IMPORTANT)

In your opinion, what is the best way for Sterling to promote the community?

- Community events
- TV and radio
- City website
- Social networking (Facebook, Twitter, Pinterest, LinkedIn, etc.)
- Highway signage/bilboards
- Branding
- Coordinated marketing
- Local print media

- Other (please specify) _____

What is the most important thing downtown Sterling provides to Sterling?

- Destination for visitors
- Central community hub
- Community point of pride
- Consumer traffic
- Enhanced quality of life
- Business development
- Retail diversity
- Tax Revenue

- Other (please specify) _____

What is the most defining (best) asset of Sterling?

- Downtown Sterling
- Rock River
- Affordability
- Small-town community feel
- Health care
- Education
- City services
- Great/convenient location

- Other (please specify) _____

How do outsiders best describe Sterling?

- Regional retail corridor
- Criminal activity
- Downtown, historic Sterling
- In economic decline
- Progressive
- Health Care
- Diverse
- Strong education

- Other (please specify) _____

PLEASE RANK THE FOLLOWING QUESTIONS FROM 1-10 WITH 1 BEING THE BEST (MOST IMPORTANT) AND 10 BEING THE WORST (MOST IMPORTANT)

In your opinion, which of the following improvements to Sterling would have the most economic impact?

- Business incentives
- Remove blight
- Infrastructure improvements
- Lower taxes
- Marketing, promotion, and PR
- Downtown Sterling development
- Riverfront Redevelopment
- Tourism development
- Decrease crime
- More jobs

- Other (please specify) _____

Which of the following business/industry is best-suited for Sterling?

- Manufacturing
- Retail, restaurants
- Small businesses, start-ups
- High-tech, engineering, etc.
- Alternative energy industry
- Tourism, hospitality
- Agriculture
- Distribution, logistics
- Health care-related
- Education

- Other (please specify) _____

Which of the following, if added, would have the biggest impact to tourism in Sterling? (1=biggest impact)

- Add new destination attraction
- Improve downtown
- Entertainment and events
- Invest in existing assets
- Marketing and signage
- More parking
- More boating facilities
- Clean up blighted areas
- Walking and biking paths
- Parks and open spaces

- Other (please specify) _____

PLEASE RANK EACH OPTION FROM 1-12 WITH 1 BEING "BEST" AND 12 BEING "WORST"

Please rank Sterling's assets from BEST to WORST.

- Convenient location
- Access to higher education
- Affordable cost of living
- Rich history
- Natural beauty
- Vibrant downtown
- Recreational opportunities
- Special events
- Diversity
- Arts and culture
- Distinct identity
- Good K-12 education systems

Please rank Sterling's attributes from BEST to WORST.

- Skilled workforce
- Business-friendly culture
- Collaboration with community organizers
- Restaurants and retail
- Strength of city leadership
- Great place to raise a family
- Safety
- Entertainment
- State of resident pride
- Appearance of city
- Great place for young professionals
- Employment opportunities

PLEASE RESPOND TO THE FOLLOWING QUESTIONS

What is one thing Sterling is missing?

What in Sterling are you most proud of?

What unites Sterling as a community?

If you were forced to move away from Sterling, what one thing would you miss most?

Would you recommend living in Sterling to a friend or colleague?

Yes

No

Would you recommend visiting Sterling to a friend or colleague?

Yes

No

Would you recommend conducting business in Sterling to a friend or colleague?

Yes

No

Do you do more shopping in Sterling or out of town?

At which stores do you most frequently shop in Sterling?

What do you think of downtown Sterling?

If you don't shop in downtown Sterling, why?

Inconvenient hours

Lack of inventory

Poor customer service

Lack of parking

Other

In which city do you shop (outside of Sterling)?

What do you do for fun?

Where do you go for entertainment? (please list a city)

How often do you go outside of Sterling for entertainment/fun?

PERSONAL BACKGROUND

Do you live within the city limits of the City of Sterling?

- Yes
- No

If no, in which community do you reside?

If yes, how long have you been a resident of Sterling?

- Less than 2 years
- 2-4 years
- 5-10 years
- More than 10 years
- All my life
- I am not a resident

Please choose the best description of your relationship with Sterling from the choices below:

- I am not originally from Sterling, but I live here now.
- I work in Sterling but am not a resident.
- I was born in Sterling, lived elsewhere, and then returned.
- I am a Sterling native and have never lived anywhere else.

- Other (please specify) _____

Please select the following that most closely describes you:

- White
- Other
- African American
- American Indian
- Hispanic
- Black
- Asian

Age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older