

Revenue Source/Fundraising Strategy		Projected Revenue Amount	Lead	Estimated Available Date of Revenue
	Total Revenue			
	-Total Expenses			
	Projected Annual Net			

ATTACHMENT 2

Survey Summary Report

Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey



The purpose of the survey was to collect feedback from stakeholders in advance of the Wisconsin Mississippi River Parkway Commission's (WIMRPC) upcoming strategic planning retreat. Understanding the priorities of byway communities can help ensure the WIMRPC commits to projects that have widespread community support. The data also provides insight as to what stakeholders perceive as the benefits of working with the WIMRPC.

A link to the online survey was distributed to approximately 350 email addresses of Wisconsin Great River Road stakeholders including elected officials, business owners, residents, and nonprofit and government agency representatives and staff. A total of 72 surveys were completed for a response rate of 20 percent, which is a typical for an external survey.

The survey contained a total of nine questions and an optional request for contact information as question ten. A copy of the survey is included as Appendix A. The following report summarizes the responses to each question. For the open-ended questions (Q1, Q3, Q4, Q6, and Q8), the responses were manually grouped and tallied.



Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey

**Q1: Please use three words to describe what you value most
about the Wisconsin Great River Road National Scenic
Byway:**

Answered: 70 Skipped: 2

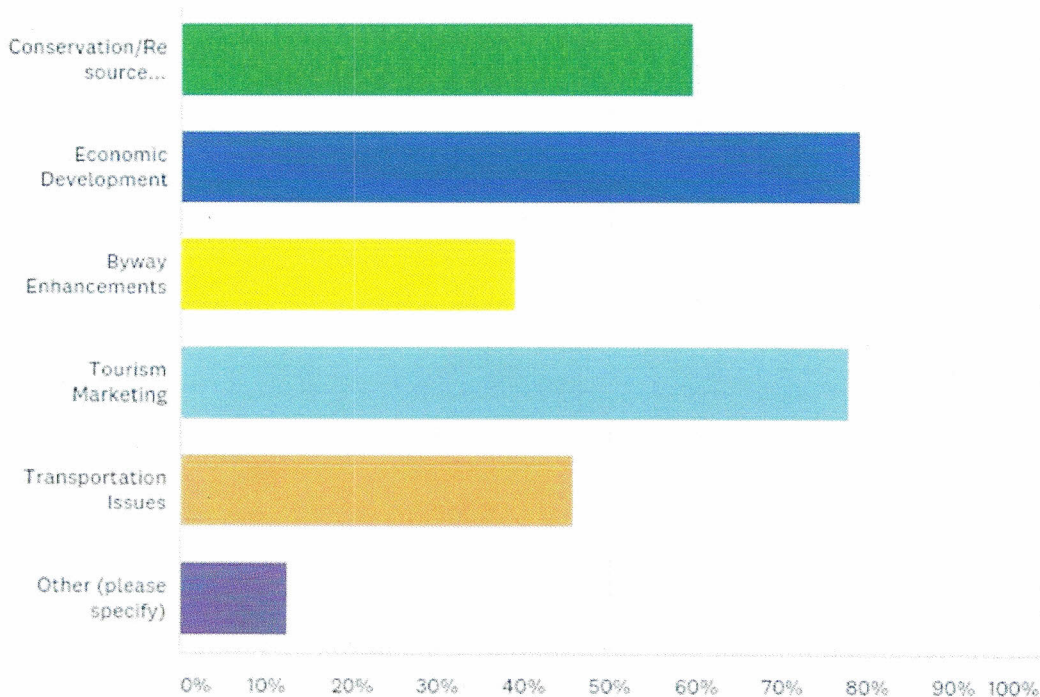
Word or Phrase	Number of Responses
Scenic/Scenery/Views/Beauty/Scenic Beauty/Vistas	67
Calm/Peaceful	14
History/Historic	13
Tourism	12
Quaint/River Towns & Villages	11
River	10
Unique/Charming/Interesting	10
Natural/Nature	7
Bluffs	6
Wildlife	6
Culture/Heritage/Tradition	5
Drive/Road Trip	5
Recreation/Trails/Fishing	5
Rural/Rustic	4
Each of the following received two mentions:	
Access, Adventures, Protect/Save, Wonderful	
Each of the following received one mention:	
Asset, Clean, Development, Education, Enhance, Freedom, Friendly, Fun, Inspirational, Local, Memorable Experiences, Museums, Nearby, Not of value, Opportunity, Our, Placemaking, Recognition, Shipping, Shopping, Sights, Sustainability, Taverns, Timeless, Transportation, Travel, Treeless, Valuable, Variety, Water	



Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey

Q2: What issues are currently most important to your community and/or organization (select all that apply):

Answered: 72 Skipped: 0



ANSWER CHOICES	RESPONSES	
Conservation/Resource Protection	59.72%	43
Economic Development	79.17%	57
Byway Enhancements	38.89%	28
Tourism Marketing	77.78%	56
Transportation Issues	45.83%	33
Other (please specify)	12.50%	9
Total Respondents: 72		

Other:

1. Housing
2. Bicycle safety
3. Private economic development
4. Advertising the resource to everyone as a destination
5. Housing development



Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey

- 6. Population decline
- 7. Keeping frac sand out of our community
- 8. Global warming
- 9. Museums and byway history

Q3: In the past, what has made partnering with the WIMRPC valuable to your organization?

Answered: 61 Skipped: 11

Word or Phrase	Number of Responses
Marketing/Advertising/Economic Development/Tourism	27
Don't know	5
Partnerships/Shared Values/Trust	5
Networking/Information	4
Protecting/Sustaining Resources	4
Nothing	3
Each of the following received one or two responses: Traveler support, Community Support, Technical Assistance	4

Q4: Looking forward, how do you think your organization could benefit from partnering with the WIMRPC?

Answered: 60 Skipped: 12

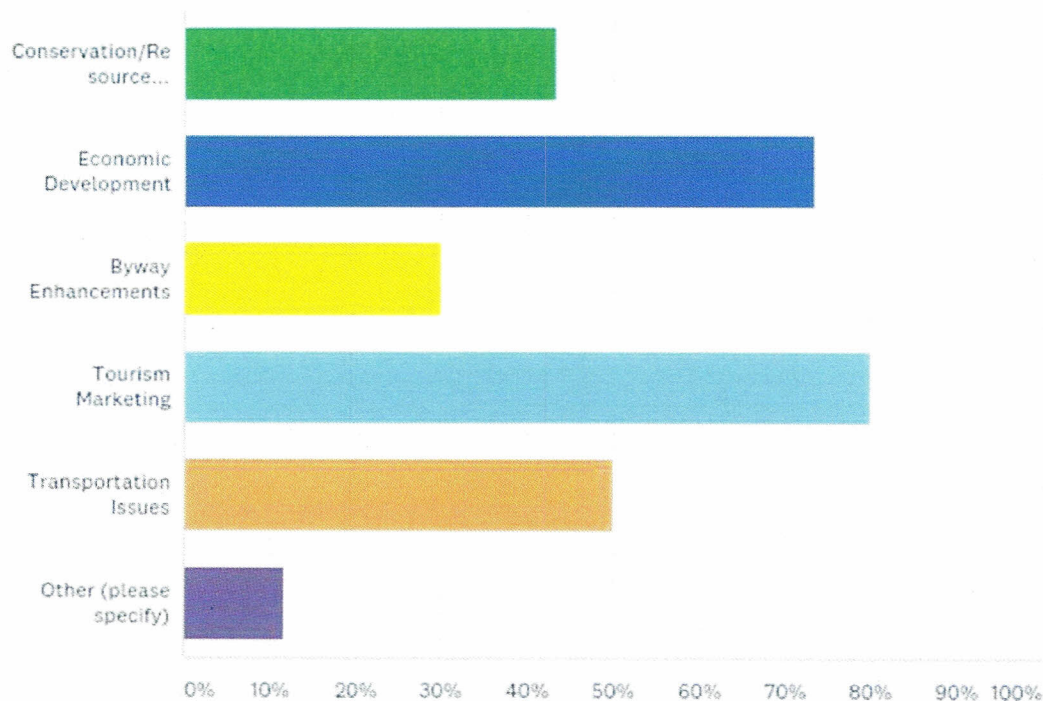
Word or Phrase	Number of Responses
Tourism/Promoting Region/Jobs/Economic Development	33
Assistance with improving visitor experience	6
Information Sharing/Use as a resource	5
Don't know	5
Protection of wildlife/nature/environment	4
Each of the following received one or two responses: Continuation of good work, Grants, Lobbying, Park and ride, Safety/Maintenance	6



Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey

Q5: For which type(s) of projects would your organization consider partnering with the WIMRPC? (select all that apply)

Answered: 60 Skipped: 12



ANSWER CHOICES	RESPONSES	
Conservation/Resource Protection	43.33%	26
Economic Development	73.33%	44
Byway Enhancements	30.00%	18
Tourism Marketing	80.00%	48
Transportation Issues	50.00%	30
Other (please specify)	11.67%	7
Total Respondents: 60		



Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey

Q6: What types of resources (expertise, volunteers, contacts, funding, etc.) do you think you or your organization could contribute to a partnership with the Wisconsin Mississippi River Parkway Commission?

Answered: 54 Skipped: 18

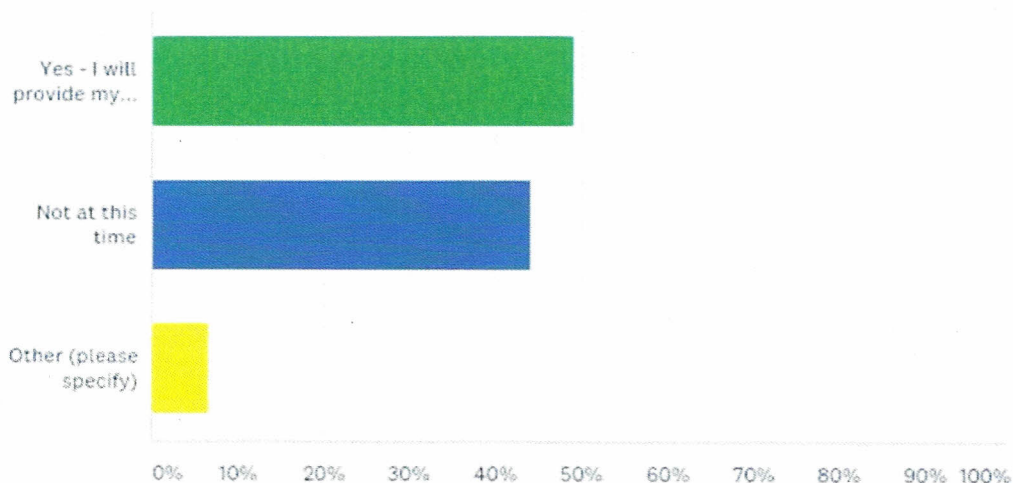
Word or Phrase	Number of Responses
Volunteers	17
Contacts	14
Funding/Fundraising	12
Expertise	10
Don't Know	8
Marketing/Advertising Help	6
Information Sharing	4
Each of the following received one or two responses: Host fam tours, Staff, Venue/Attraction, Nothing	4



Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey

Q7: Would you like to receive information about volunteer and other engagement opportunities with the Friends of the Wisconsin Great River Road National Scenic Byway?

Answered: 59 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes - I will provide my contact information at the end of the survey	49.15%	29
Not at this time	44.07%	26
Other (please specify)	6.78%	4
TOTAL		59

Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey



Q8: Is there any information not already captured in this survey that you believe should be considered during the Wisconsin Mississippi River Parkway Commission's strategic planning process?

Answered: 24 Skipped: 48

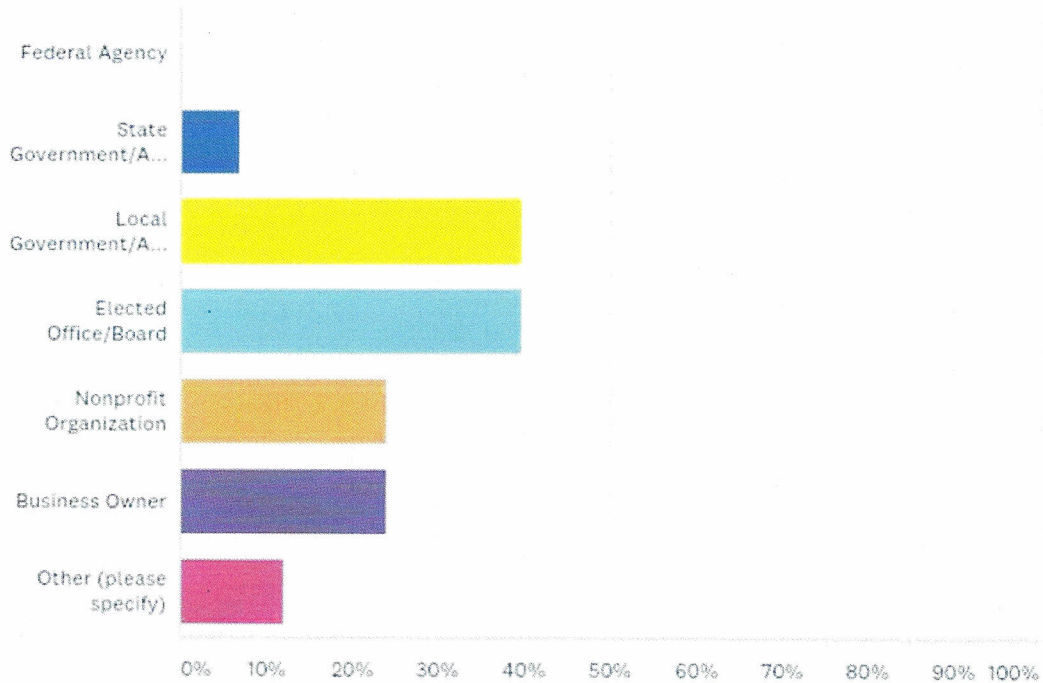
1. Need to engage more people, businesses & organizations to raise the quality & awareness of the WIGRR corridor
2. The need to restrict heavy industrial use from competing with tourism
3. There is no honoring of the First Nations people and their healing wisdom. Arrogant.
4. Thanks for all that you are doing to promote the Great River Road!
5. no
6. n/a
7. protect Pepin County
8. Threats to Wisconsin highway system funding that favor project in the central and east side of the state.
9. Better Roads getting to the scenic route
10. The WIMRPC has Gov. appointed legislators, need representatives to attend all meetings. We have the WI Dept of Transportation and WI Dept of Tourism that attend mtgs and we partner with. It would be wonderful to have USFW, WI DNR, WI Historical Society, WI Dept of Agriculture attend mtgs as well.
11. Talk to landowners in the area and explain what the byway means to them.
12. Ask about their weaknesses
13. road conditions
14. wildlife
15. no
16. no
17. no
18. re opening designated site lines along the great river road is of utmost importance.
19. Please don't forget to ask the DOT to add a multi use trail when construction starts.
20. Organizations need a reason to engage. What do I get out of partnering?
21. no
22. In this type of servay you need to not hit on the volenterism. That comes later in peoples interest in helping.
23. how to establish bicyle lanes
24. no

Summary Report:
Wisconsin Great River Road National Scenic Byway
Stakeholder Survey



Q9: What type of organization do you represent (select all that apply)?

Answered: 58 Skipped: 14



ANSWER CHOICES	RESPONSES	
Federal Agency	0.00%	0
State Government/Agency	6.90%	4
Local Government/Agency	39.66%	23
Elected Office/Board	39.66%	23
Nonprofit Organization	24.14%	14
Business Owner	24.14%	14
Other (please specify)	12.07%	7
Total Respondents: 58		

ATTACHMENT 3

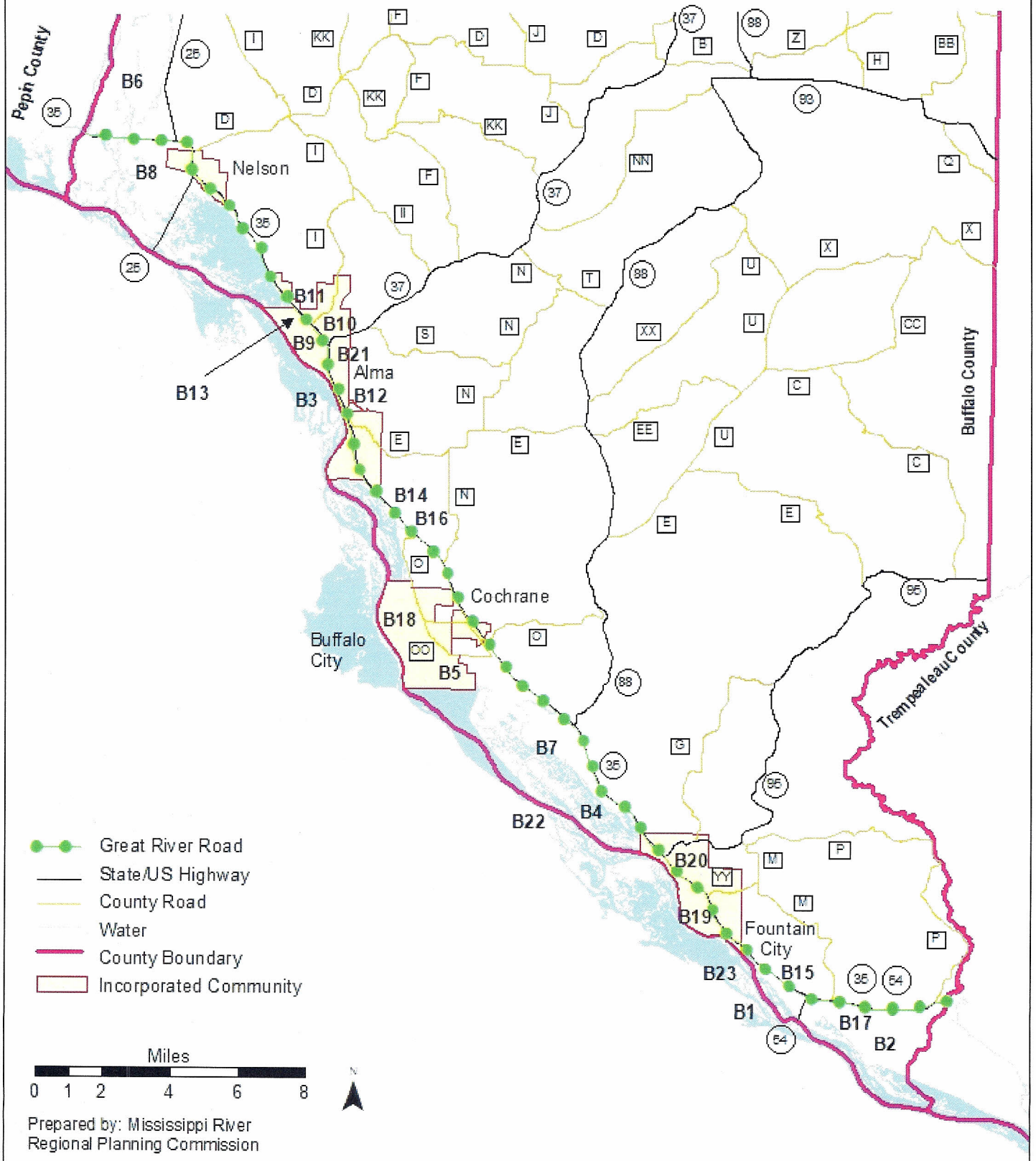
County Maps of Public Facilities Along the Wisconsin GRR

Map Key	
Facilities ID	Buffalo County Public Facilities
B1	Upper Mississippi River Nat'l Wildlife & Fish Refuge
B2	Trempealeau Nat'l Wildlife Refuge
B3	Corps of Engineers Lock & Dam #4
B4	Merrick State Park
B5	Foelsch Riverside Park
B6	Tiffany Wildlife Area
B7	Whitman Dam State Wildlife Area
B8	Nelson-Trevino Bottoms State Natural Area
B9	Alma Beach and Recreational Area
B10	City of Alma – National Historic District
B11	Rieck's Lake Park
B12	Buena Vista Park
B13	WisDOT Roadside Site – Hwy 35, North Alma – CTH "I"
B14	WisDOT Roadside Site – Hwy 35, 2.9 mi. N of CTH "N" / 1 mi. S of Dairyland Power Plant
B15	WisDOT Roadside Site – Hwy 35, 1.5 mi. S of CTH "YY" / 0.6 mi. N of Lock & Dam
B16	WisDOT Roadside Site – Hwy 35, 0.6 mi. N of CTH "N"
B17	WisDOT Roadside Site – Hwy 35, 1.3 mi. W of Marshland
B18	Goose Lake Memorial Park – Cochrane
B19	Fountain City Community Park
B20	Holme's Landing Historical Marker
B21	Wings Over Alma Nature and Art Center
B22	Corps of Engineers Lock & Dam #5
B23	Corps of Engineers Lock & Dam #5a

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management

Buffalo County Public Facilities

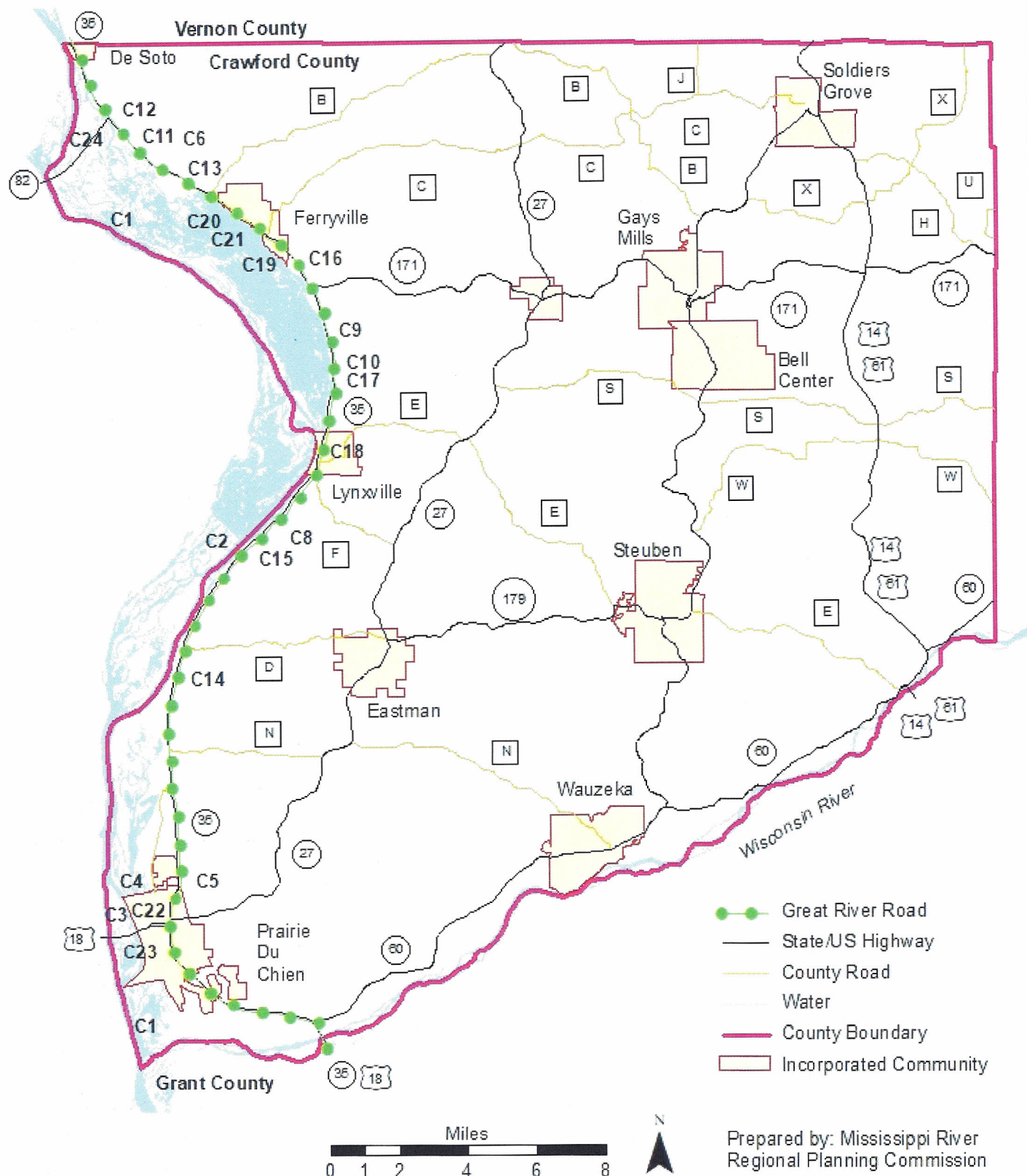


Map Key	
Facilities ID	Crawford County Public Facilities
C1	Upper Mississippi River Nat'l Wildlife & Fish Refuge
C2	Corps of Engineers Lock & Dam #9
C3	St. Feriole Island Park
C4	Lawler Park
C5	Limery Ridge SNA
C6	Rush Creek SNA
C7	Larson's Bluff
C8	WisDOT Roadside Site – Hwy 35, 1.2 mi. S of Lynxville
C9	WisDOT Roadside Site – Hwy 35, 2.2 mi. S of STH 171
C10	WisDOT Roadside Site – Hwy 35, 3.2 mi.S of STH 171
C11	WisDOT Roadside Site – Hwy 35, 3500 ft. S of STH 82
C12	WisDOT Roadside Site – Hwy 35, at Jct. of STH 35 and STH 82
C13	WisDOT Roadside Site – Hwy 35, 2.9 mi. N of Ferryville
C14	WisDOT Roadside Site – Hwy 35, A and Jct. CTH "D"
C15	WisDOT Roadside Site – Hwy 35, 2.27 mi. S of CTH "F"
C16	WisDOT Roadside Site – Hwy 35, just N of STH 171
C17	WisDOT Roadside Site – Hwy 35, 2.7 mi. S of STH 171 at Cold Springs
C18	Gordon's Bay Landing – Boat Landing
C19	Ferryville – Sugar Creek Park & Campground
C20	Ferryville Boat Launch
C21	Ferryville – River View Park
C22	Fort Crawford Museum – GRR Interpretive Center
C23	Villa Louis – GRR Interpretive Center
C24	De Soto South of STH 82 & STH 35 – De Soto Boat Launch

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management Plan

Crawford County Public Facilities

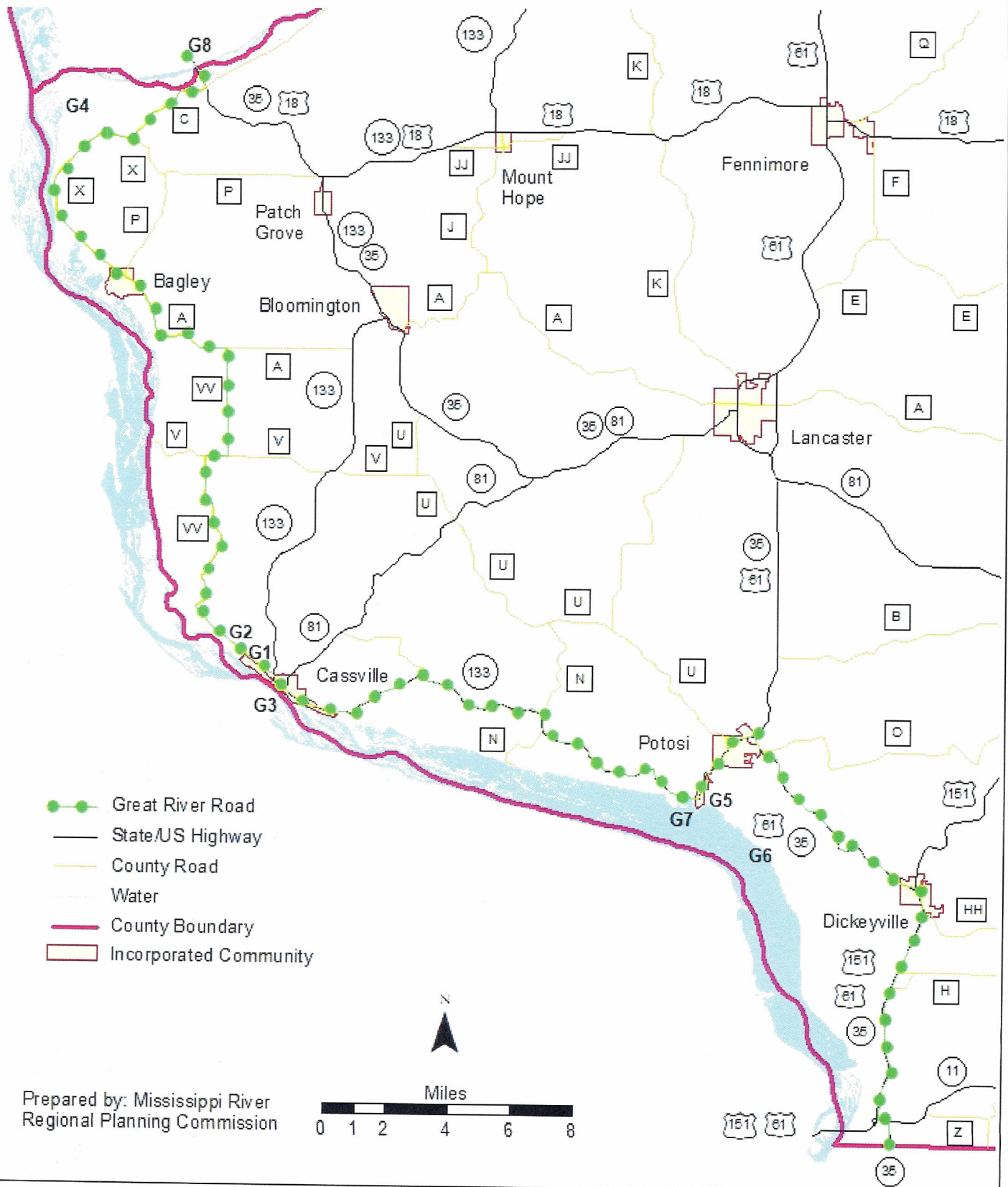


Map Key	
Facilities ID	Grant County Public Facilities
G1	Stonefield
G2	Nelson Dewey State Park
G3	Riverside Park
G4	Wyalusing State Park
G5	Potosi Brewery GRR Interp. Center
G6	Great River Recreational Area
G7	Potosi Point
G8	Bridgeport Landing (Lower Wisconsin Riverway DNR)

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management Plan

Grant County Public Facilities



Prepared by: Mississippi River
Regional Planning Commission

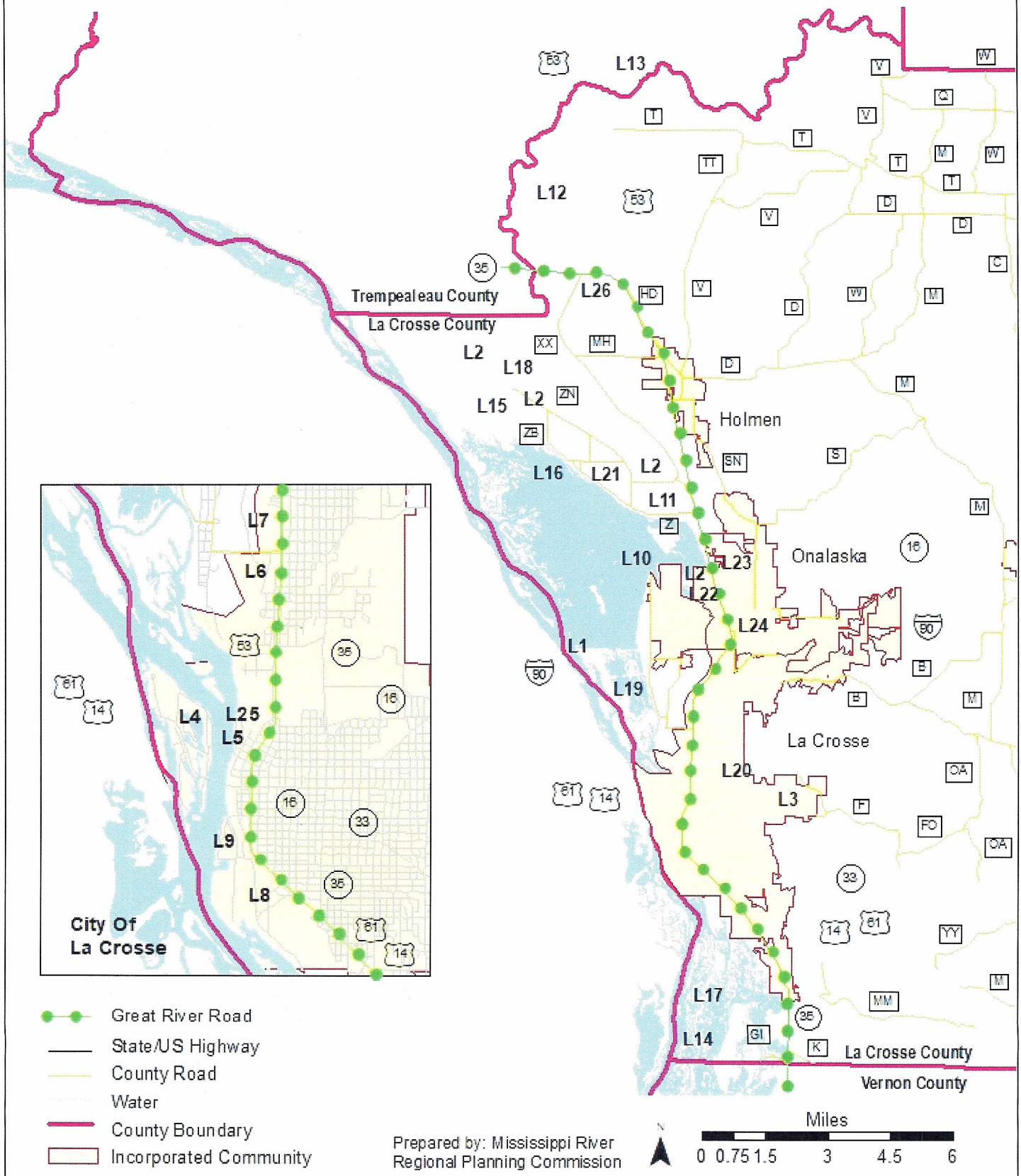
Map Key

Facilities ID	La Crosse County Public Facilities
L1	Lock & Dam 7
L2	Great River State Trail
L3	Granddad Park
L4	Pettibone Park
L5	Riverside Park
L6	Copeland Park
L7	Black River Beach
L8	Green Island Park
L9	Houska Park
L10	Louis Nelson County Park
L11	Midway Railroad Prairie SNA
L12	Van Loon Wildlife Area
L13	WIDOT 5 TH 35 on Black River
L14	Goose Island
L15	Browns Marsh
L16	Canoe Trail Lake Onalaska
L17	Canoe Trail Goose Island
L18	GR Trail Prairie
L19	Explore La Crosse Welcome Ctr I-90
L20	Myrick Marsh
L21	US Fish & Wildlife Visitor Center
L22	Great River & Trailhead
L23	Sunny Overlook & Trail Access
L24	Rowe Park
L25	La Crosse Visitor Center
L26	Holland Sand Prairie

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management Plan

La Crosse County Public Facilities

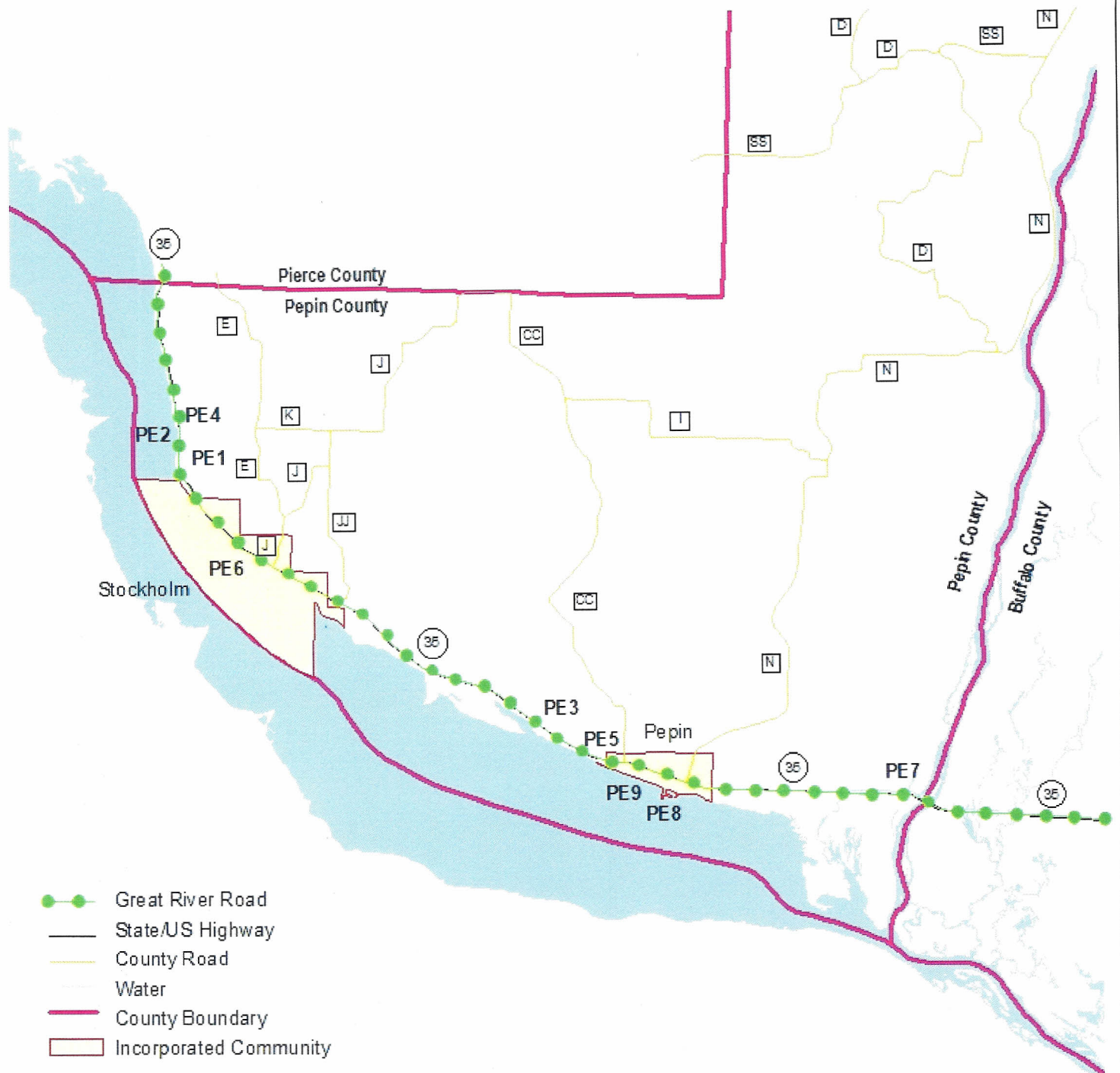


Map Key	
Facilities ID	Pepin County Public Facilities
PE1	Maiden Rock Bluff SNA
PE2	WisDOT Roadside Site – Hwy 35, 2.7 mi. N of CTH “J” on Lake Pepin
PE3	WisDOT Roadside Site – Hwy 35, 2.8 mi. N of Pepin
PE4	WisDOT Roadside Site – Hwy 35, 1.8 mi. N of CTH “J”
PE5	WisDOT Roadside Site – Hwy 35, 0.6 mi W of CTH “CC” at Pepin
PE6	Stockholm Village Park
PE7	Canoe Trail – Chippewa River Water Trail – Pool 4
PE8	Pepin Public Boat Landing
PE9	Pepin Public Beach

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management

Pepin County Public Facilities



Miles
0 0.5 1 2 3 4



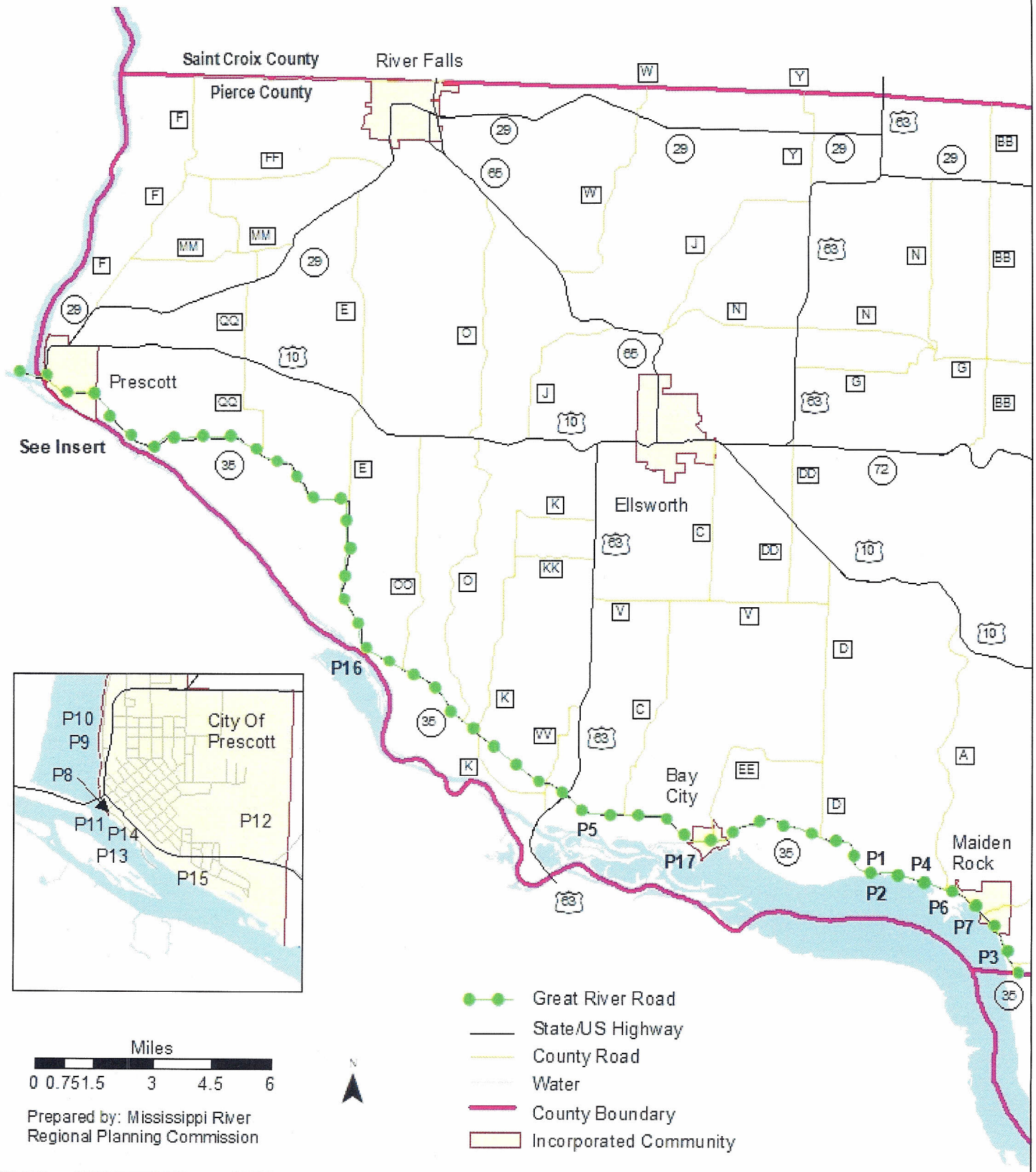
Prepared by: Mississippi River
Regional Planning Commission

Map Key	
Facilities ID	Pierce County Public Facilities
P1	WisDOT Roadside Site – Hwy 35, 3 mi. W of Maiden Rock
P2	WisDOT Roadside Site – Hwy 35, 3 mi. W of Maiden Rock
P3	WisDOT Roadside Site – Hwy 35, Maiden Rock – Bay City Road, Pine Creek Fishermen’s Lot
P4	WisDOT Roadside Site – Hwy 35, Maiden Rock – Bay City Road, Rush River, Fishermen’s Lot
P5	WisDOT Roadside Site – Hwy 35, 1.0 mi. E of USH 63
P6	Rush River Delta SNA
P7	Maiden Rock Village Park
P8	Bell Park – Prescott
P9	City Beach – Prescott
P10	Lake St. Canoe/Kayak Launch – Prescott
P11	Mercord Mill Park – Prescott
P12	Magee Wilderness Park – Prescott
P13	Boat Launch – Prescott
P14	River Walk Park – Prescott
P15	Freedom Park – Prescott Great River Road Visitor and Learning Center
P16	Sea Wing Memorial Park
P17	Village of Bay City Park

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management

Pierce County Public Facilities

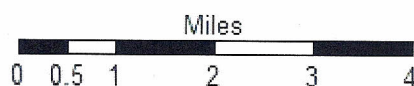
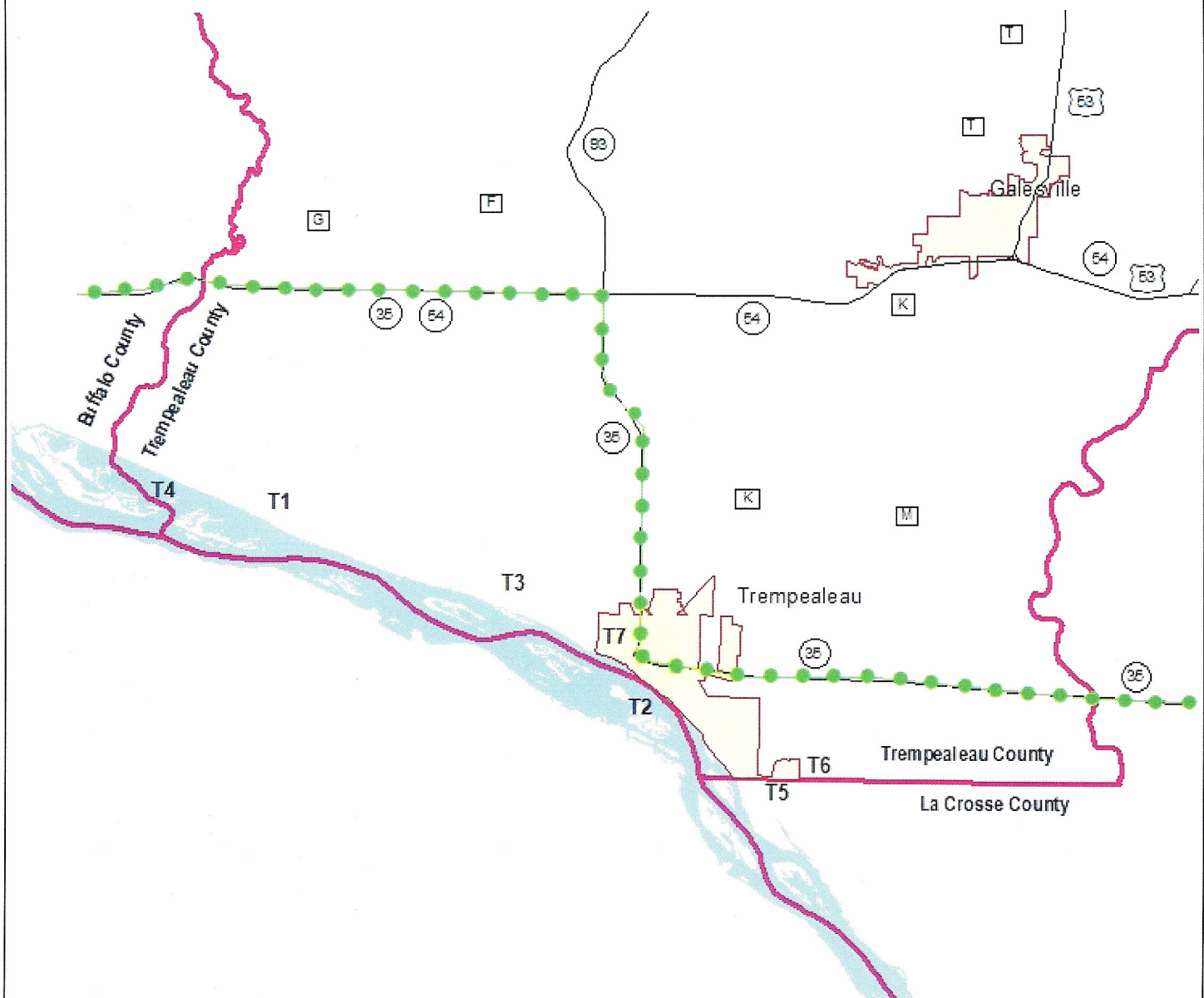


Map Key	
Facilities ID	Trempealeau County Public Facilities
T1	Trempealeau Nat'l Wildlife Refuge
T2	Corps of Engineers Lock & Dam #6
T3	Perrot State Park
T4	Canoe Trail – Aghaming Trail – Pool 6
T5	Canoe Trail – Long Lake Trail – Pool 7
T6	First Project Great State Bike Trail
T7	New 2017 (Spring) - Friends of Winnebago

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management

Trempealeau County Public Facilities



Prepared by: Mississippi River
Regional Planning Commission

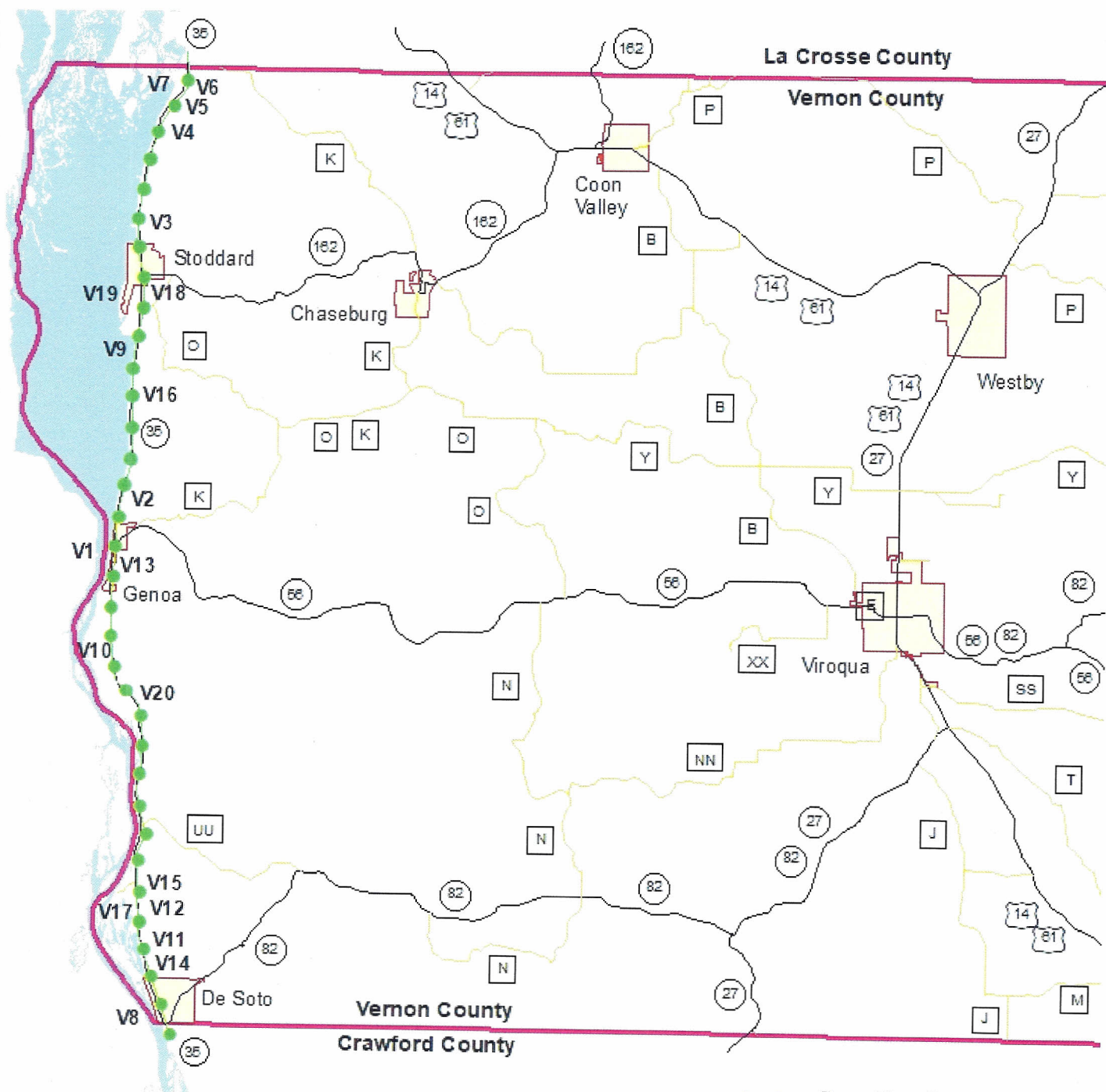
- Great River Road
- State/US Highway
- County Road
- Water
- County Boundary
- Incorporated Community

Map Key	
Facilities ID	Vernon County Public Facilities
V1	Lock & Dam 8
V2	WIDOT Scenic Overlook 2.5 Miles N. of Genoa "Old Sellers Overlook"
V3	WIDOT STH 35 1.0 Mile No. of Stoddard
V4	WIDOT STH 35 2.8 Miles S. of North Co. Line
V5	WIDOT STH 35 2.1 Miles S. of North Co. Line
V6	WIDOT STH 35 1.8 Miles S. of North Co. Line
V7	WIDOT STH 35 1.1 Miles S. of North Co. Line "Shady Maple"
V8	WIDOT STH 35 0.5 Miles North of STH 82
V9	WIDOT STH 35 2.0 Miles South of Stoddard
V10	WIDOT STH 35 3.0 Miles South of STH 56
V11	WIDOT STH 35 1.6 Miles North of SCL
V12	WIDOT STH 35 0.5 Miles South of Bad Axe Bridge
V13	WIDOT STH 35 0.3 Miles South of STH 56
V14	WIDOT STH 35 2.5 Miles North of STH 82
V15	Battle Bluff Prairie 348 acres
V16	Bergen Bluffs SNA
V17	Black Hawk County Park
V18	Stoddard Village Park
V19	Stoddard River Park
V20	Genoa Fish Hatchery

Wisconsin Mississippi River Parkway Commission

Great River Road Corridor Management Plan

Vernon County Public Facilities



Miles
0 0.75 1.5 3 4.5 6

Prepared by: Mississippi River
Regional Planning Commission

- Great River Road
- State/US Highway
- County Road
- Water
- County Boundary
- Incorporated Community