



OBSERVATIONS FROM DOWNTOWN LIVABILITY SURVEY NOVEMBER 2024

Survey conducted in October/November 2024 – 29 total responses
Audience: People who live in Downtown Eau Claire

Age groups: 69% over 40, 31% under 40

1. **List 3 things you like about living downtown** – 81 responses, categorized
 - a. 31% - amenities and their proximity (restaurants, entertainment, shopping, etc.) - 25
 - b. 25% - parks, trails, river, the views – aesthetics! - 20
 - c. 19% - walkability – 15
 - d. 26% - other – 21 (accessibility/connect w neighbors, rent vs. own, affordable, other)

2. **Rate the following items from your perspective as a downtown resident.** Options were Excellent/Good/Fair/Poor/Don't Know or no opinion. We grouped them together as favorable (excellent/good) and unfavorable (fair/poor), and NA (don't know/no opinion).

ITEMS/SERVICES	Favorable	Unfavorable	Don't Know No Opinion
1. Street Parking – access & availability	34%	52%	14%
2. Ramp Parking – access & availability	34%	28%	38%
3. Ramp parking – safety & maintenance	17%	55%	28%
4. Event parking – access & availability	31%	42%	24%
5. Traffic control - speed & noise	24%	69%	7%
6. Parks & recreation access/maintenance	82%	18%	0%
7. Bike & walking paths – access/maintenance	93%	7%	0%
8. Public transit – access & availability	38%	10%	52%
9. Public area landscaping & maintenance	69%	31%	0%
10. Public area trash & litter control	54%	46%	0%
11. Safety – personal (walking around town)	45%	55%	0%
12. Safety – Sidewalks & crossings	62%	38%	0%
13. Police protection – presence & availability	62%	35%	3%
14. Police response to calls/reports	39%	25%	36%
15. Fire & rescue services	38%	10%	52%
16. Signage – traffic/bike/parking/etc.	66%	28%	26%
17. Shopping – variety	69%	31%	0%
18. Restaurants/Coffee shops/bars - variety	100%	0%	0%
19. Entertainment - variety/availability	93%	4%	3%

Top 3 Favorable: Retail variety 100%, entertainment variety 93%, access to bike/walking paths 93%
Bottom 3 Unfavorable: Traffic/ramp noise/speed 69%, Ramp safety/maint 55%, Safety-personal 55%

3. What are your top three concerns? 81 responses

ITEMS/SERVICES	Times Cited N=81	Top 4 as % of Total
1. Street Parking – access & availability	10	12%
2. Ramp Parking – access & availability	0	
3. Ramp parking – safety & maintenance	2	
4. Event parking – access & availability	0	
5. Traffic control - speed & noise	14	17%
6. Parks & recreation access/maintenance	3	
7. Bike & walking paths – access/maintenance	2	
8. Public transit – access & availability	2	
9. Public area landscaping & maintenance	0	
10. Public area trash & litter control	5	
11. Safety – personal (walking around town)	12	15%
12. Safety – Sidewalks & crossings	5	
13. Police protection – presence & availability	2	
14. Police response to calls/reports	2	
15. Fire & rescue services	1	
16. Signage – traffic/bike/parking/etc.	2	
17. Shopping – variety	1	
18. Restaurants/Coffee shops/bars - variety	2	
19. Entertainment - variety/availability	0	
20. Problems with Homeless (not on survey)	10	12%
21. Other: high/increasing rent cost, city not doing anything, crowding, keep the way it is	6	

Prepared by Deb Marshall, Board Chair, Downtown Neighborhood Association, with technical assistance from Paige Bernhardt, Board member.