

Q1 Please offer a few words or phrases that you use to describe "downtown" Tolono today.

Answered: 41 Skipped: 5

reason go embarrassing Sad lot dilapidated eyesore buildings
 nice Rundown need library Depressing Empty inviting
 Run bank old uninviting downtown

Q2 How often do you come to downtown for the following?

Answered: 46 Skipped: 0

Tolono Downtown Vision Survey

	4 OR MORE TIMES PER WEEK	2 - 3 TIMES PER WEEK	1 - 2 TIMES PER WEEK	1 - 2 TIMES PER MONTH	RARELY/NEVER	TOTAL
Retail & Services	2.17% 1	2.17% 1	4.35% 2	21.74% 10	69.57% 32	46
Restaurant/Cafe	0.00% 0	0.00% 0	0.00% 0	6.67% 3	93.33% 42	45
Tavern/Bar	0.00% 0	0.00% 0	6.52% 3	17.39% 8	76.09% 35	46
Work	6.52% 3	0.00% 0	4.35% 2	2.17% 1	86.96% 40	46
Events	0.00% 0	0.00% 0	2.17% 1	13.04% 6	84.78% 39	46
Church	2.22% 1	0.00% 0	2.22% 1	8.89% 4	86.67% 39	45
Other	0.00% 0	0.00% 0	8.57% 3	20.00% 7	71.43% 25	35

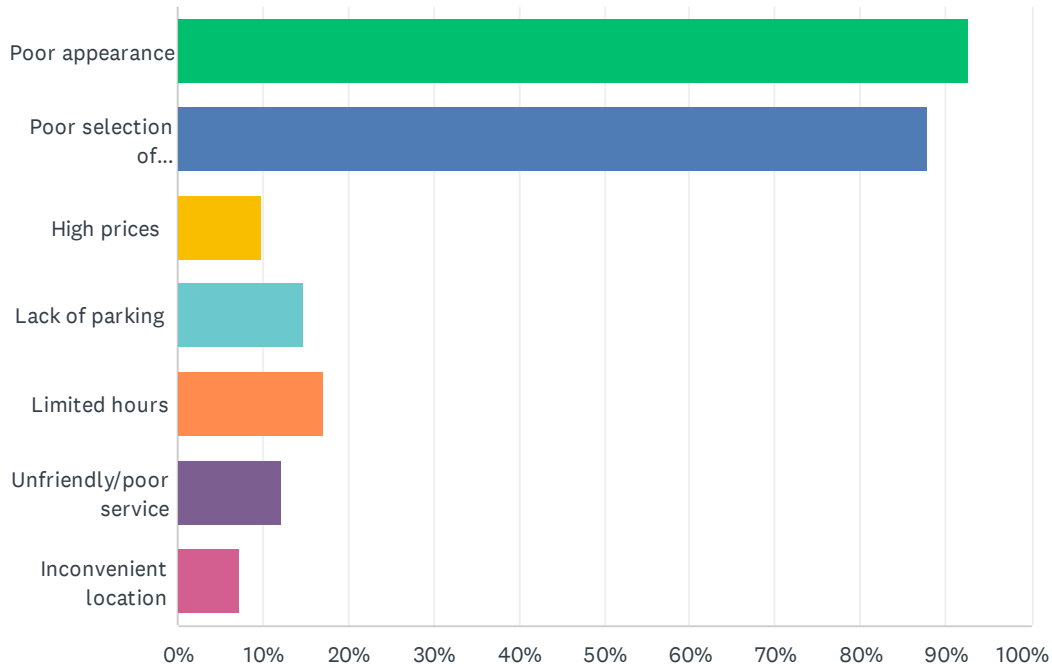
Q3 What of the following ATTRACTS you to SHOP downtown? Please respond to each listed below.

Answered: 43 Skipped: 3

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
Convenient Location	32.56% 14	32.56% 14	9.30% 4	4.65% 2	20.93% 9	43	3.51
Fair prices	19.51% 8	24.39% 10	31.71% 13	4.88% 2	19.51% 8	41	3.20
Quality of products and services	26.83% 11	24.39% 10	21.95% 9	4.88% 2	21.95% 9	41	3.29
Ability to walk to multiple businesses	30.95% 13	33.33% 14	9.52% 4	4.76% 2	21.43% 9	42	3.48
Friendly service	43.90% 18	17.07% 7	14.63% 6	4.88% 2	19.51% 8	41	3.61
Independently owned stores over chains (buy local)	41.86% 18	18.60% 8	18.60% 8	4.65% 2	16.28% 7	43	3.65
Convenient parking	34.88% 15	23.26% 10	20.93% 9	4.65% 2	16.28% 7	43	3.56
Know the store employees/owner	29.27% 12	21.95% 9	24.39% 10	7.32% 3	17.07% 7	41	3.39
Other (specify below)	4.76% 1	9.52% 2	57.14% 12	4.76% 1	23.81% 5	21	2.67

Q4 What are the major DISADVANTAGES of shopping or doing personal errands in the downtown? (Check all that apply)

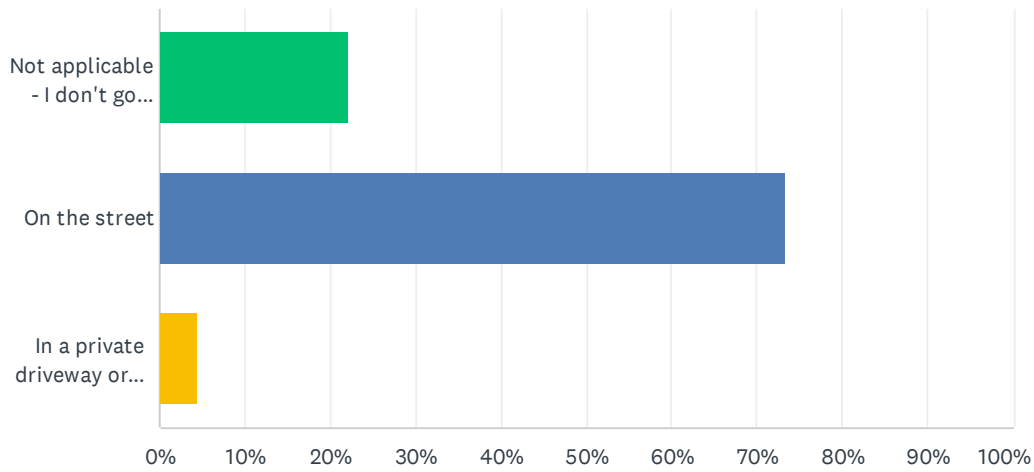
Answered: 41 Skipped: 5



ANSWER CHOICES	RESPONSES	
Poor appearance	92.68%	38
Poor selection of goods/services	87.80%	36
High prices	9.76%	4
Lack of parking	14.63%	6
Limited hours	17.07%	7
Unfriendly/poor service	12.20%	5
Inconvenient location	7.32%	3
Total Respondents: 41		

Q5 Where do you typically park when you drive to downtown? (select one)

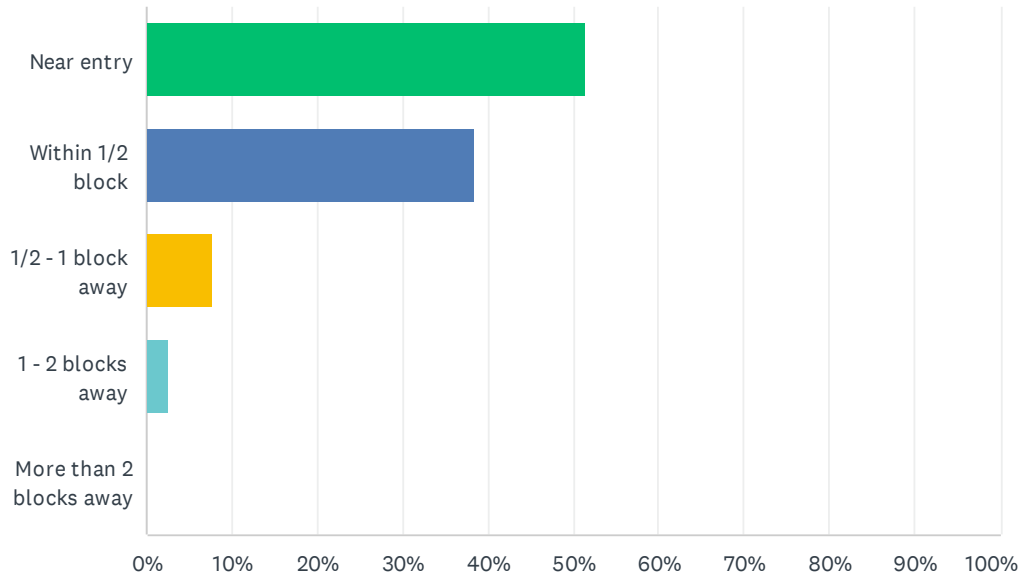
Answered: 45 Skipped: 1



ANSWER CHOICES	RESPONSES	
Not applicable - I don't go to the downtown.	22.22%	10
On the street	73.33%	33
In a private driveway or parking lot	4.44%	2
TOTAL		45

Q6 How far do you typically have to park from your downtown destinations? (select one)

Answered: 39 Skipped: 7



ANSWER CHOICES	RESPONSES	
Near entry	51.28%	20
Within 1/2 block	38.46%	15
1/2 - 1 block away	7.69%	3
1 - 2 blocks away	2.56%	1
More than 2 blocks away	0.00%	0
TOTAL		39

Q7 What small thing(s) you would like to change about the downtown in the next couple years?

Answered: 38 Skipped: 8

TOP RESPONSES INCLUDE:

- 1. Improve existing facades (powerwash, paint, etc.)**
- 2. Tear down rundown buildings**
- 3. Add landscaping/planters**
- 4. Add trash receptacles**

Q8 What big thing(s) would you like to change about the downtown in the next 10 years?

Answered: 41 Skipped: 5

TOP RESPONSES INCLUDE:

- 1. More businesses (incentivize to attract them)**
- 2. New buildings | Tear down dilapidated ones**
- 3. Improve roads/sidewalks/etc.**
- 4. Add public events / spaces to the downtown**

Q9 What is ONE thing you would like to protect from change in the downtown?

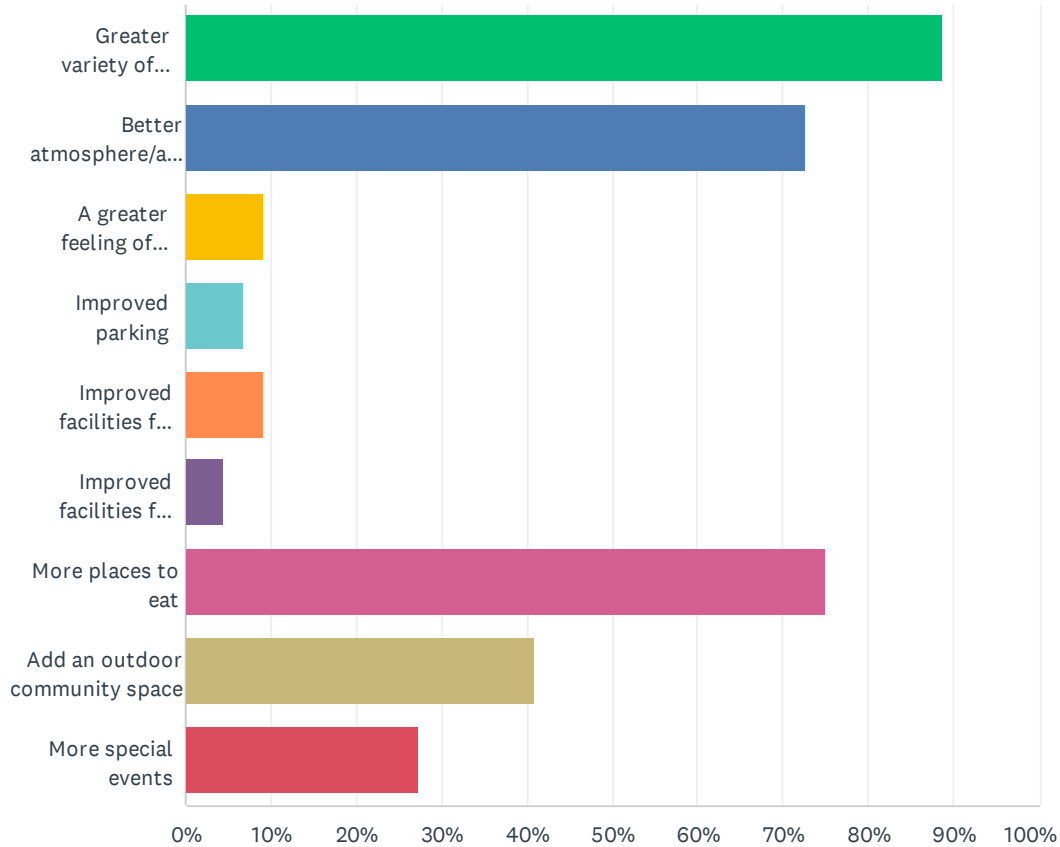
Answered: 32 Skipped: 14

TOP RESPONSES INCLUDE:

- 1. Library**
- 2. Small Town Atmosphere**
- 3. Nothing**

Q10 Please check up to THREE changes that are necessary for downtown merchants to get more of your business.

Answered: 44 Skipped: 2



ANSWER CHOICES	RESPONSES	
Greater variety of stores/establishments	88.64%	39
Better atmosphere/aesthetics	72.73%	32
A greater feeling of safety	9.09%	4
Improved parking	6.82%	3
Improved facilities for pedestrians	9.09%	4
Improved facilities for bikers	4.55%	2
More places to eat	75.00%	33
Add an outdoor community space	40.91%	18
More special events	27.27%	12
Total Respondents: 44		

Q11 How important to you are the following characteristics as defining features of "Downtown Tolono" 10 years from now?

Answered: 44 Skipped: 2

	VERY IMPORTANT	MODERATELY IMPORTANT	SLIGHTLY IMPORTANT	NOT IMPORTANT AT ALL	TOTAL
More Storefronts	84.09% 37	13.64% 6	2.27% 1	0.00% 0	44
Outdoor Event / Park Space	33.33% 14	33.33% 14	30.95% 13	2.38% 1	42
Multi-story buildings	4.55% 2	11.36% 5	29.55% 13	54.55% 24	44
Buildings Close to the Street	9.30% 4	27.91% 12	30.23% 13	32.56% 14	43
Wide sidewalks	32.56% 14	32.56% 14	16.28% 7	18.60% 8	43
Attractive lighting, benches and other streetscape elements	61.36% 27	34.09% 15	4.55% 2	0.00% 0	44

Q12 If there were an outdoor Village space, what would you want that space to include?

Answered: 44 Skipped: 2

	STRONG DESIRE	SOME DESIRE	LIMITED DESIRE	NO DESIRE	TOTAL	WEIGHTED AVERAGE
Stage Area for music and other events	34.88% 15	37.21% 16	18.60% 8	9.30% 4	43	2.98
Playground	19.05% 8	38.10% 16	23.81% 10	19.05% 8	42	2.57
Playfield	11.90% 5	30.95% 13	19.05% 8	38.10% 16	42	2.17
Farmer's Market space (moving it from Main St)	60.47% 26	23.26% 10	11.63% 5	4.65% 2	43	3.40
Community Garden	20.93% 9	25.58% 11	20.93% 9	32.56% 14	43	2.35
Open Area with Benches	36.36% 16	29.55% 13	22.73% 10	11.36% 5	44	2.91

Q13 Name a community comparable to Tolono that you feel has a vibrant and attractive downtown and provide reasons why you like it.

Answered: 38 Skipped: 8

TOP RESPONSES INCLUDE:

- 1. Monticello (15)**
- 2. Tuscola (12)**
- 3. Mahomet (5)**
- 4. Arcola (4)**
- 5. St. Joe (4)**

Q14 Please provide any additional comments to help us improve the downtown.

Answered: 18 Skipped: 28

#	RESPONSES	DATE
1	I think the initial setup is the most difficult. I've found that people are so afraid of fast food chains they won't have them in historical areas. But I've traveled to areas that require all chain restaurants to meet town requirements (eg new buildings must be 2 story brick). Gaining the feel of a thriving downtown will allow for entrepreneurs and new restaurants. I hope we can avoid more businesses like dollar general, subway, etc building new buildings and instead have them help revitalize our downtown.	11/11/2021 11:19 PM
2	I think new/nice lighting, sidewalks and landscape would go far to entice new businesses to come to our community. If people are interested, comfortable and enjoy the surroundings they will want to be in an area and will shop the area. Thank you for in interest in working with our town to improve its looks and qualities!	11/3/2021 10:32 AM
3	More businesses, including a dispensary, a grocery store, and restaurants.	10/29/2021 11:20 AM
4	Unfortunately you have to deal with Owners that apparently do not want to fix up there space or rent out their spaces. Also the old grocery store is just awful to have in a Village.	10/27/2021 6:31 AM
5	Hire a planner with knowledge of working with a community to develop a vision and to help find financing sources, i.e.grants/tax incentives/private investment, etc.	10/24/2021 8:48 PM
6	More community events	10/14/2021 8:05 PM
7	Police Patrol all of the town, and often sit on the highway, or to the side of it watching. Need more oversight to the bar goers and in-town speeders/stop sign runners. I have no fear from walking at night and running into anyone bad. My top fear or worries at night(while walking home/to place) is #1 Drunk Drivers, and #2 Wildlife; Coyotes, Skunk, Raccoon, Opossum. The wildlife is fine and manageable, I don't think we have a coyote problem anymore.Just avoid them. The Drunk Drivers though.... Email me any response or follow up @: japanime.7734@gmail.com	10/11/2021 1:09 AM
8	I'm happy that you are asking. We have a great town and I would love for more people to be able to see that. Encourage the community to come together to change the downtown!	10/9/2021 8:35 AM
9	Their is potential. But understand some of the building are to far gone. Such as old flower shop and IGA	10/9/2021 8:31 AM
10	Clean it up.	10/8/2021 11:38 AM
11	It needs help and is not a highlight for revenue as it could be.	10/7/2021 6:09 PM
12	Do whatever it takes to get more retailers. We have enough bars.	10/7/2021 5:23 PM
13	I think this survey is a great start and shows a desire to improve. From what I have been told one of the biggest issue downtown is getting property owners to let go of their poor conditioned properties to move new businesses in.	10/7/2021 12:41 PM
14	I had no idea we had a farmers market in Tolono	10/7/2021 12:12 PM
15	Anything would be an improvement. The current state makes it look abandoned. Sad.	10/7/2021 12:11 PM
16	I'm thrilled that there are efforts underway to improve this area, and would support a reasonable, limited tax to help fund the efforts. Tolono has grown so significantly in the past 20 years, that the downtown area really is a missed opportunity to create a vibrant community hub. I believe that if the area were cleaned up and made attractive, welcoming, and hosted even a small variety of shops, it would improve our property values over all.	10/7/2021 12:06 PM
17	Holden street is totally unattractive for business and could do with a lot of sprucing up. The shops on Main St could have a chance if whoever owns them would clean them out/clean	10/7/2021 11:12 AM

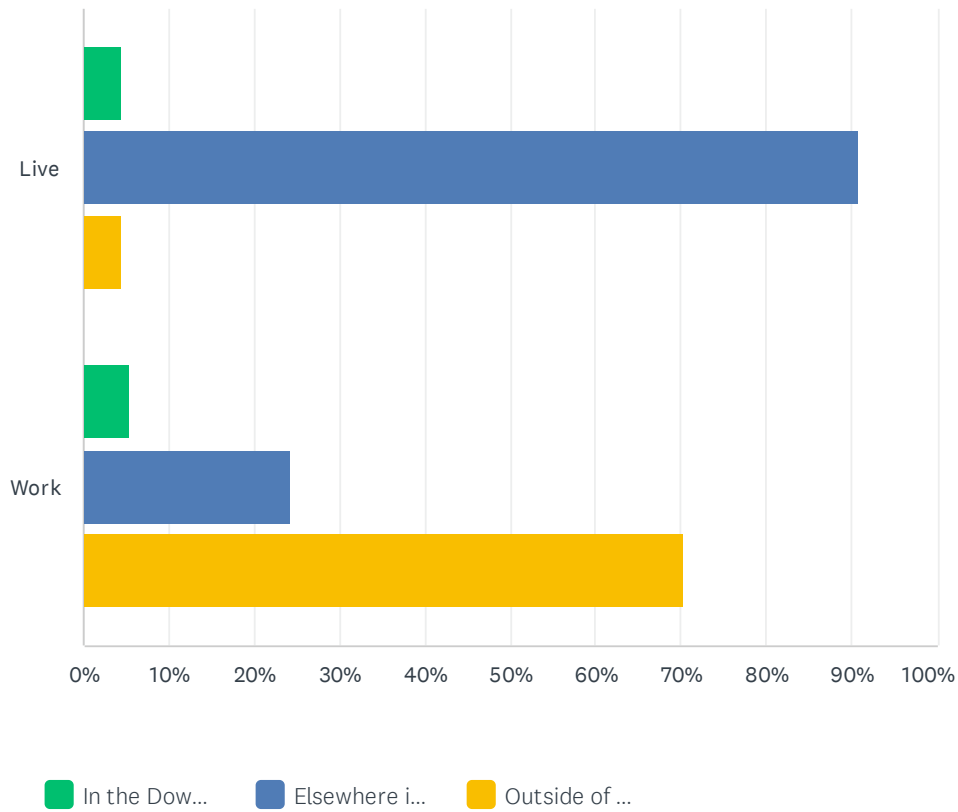
Tolono Downtown Vision Survey

them up, or sell them to someone who will. I forgot to say please protect the historical museum on a previous screen.

18	Focus should be on keeping an authentic vibe like some focus on communities origins like railway. Downtown park with businesses around perimeter. New village hall next to library. Maybe recreate a train depot with shops near tracks.	10/5/2021 3:29 PM
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Q15 Please indicate where you live and where you work.

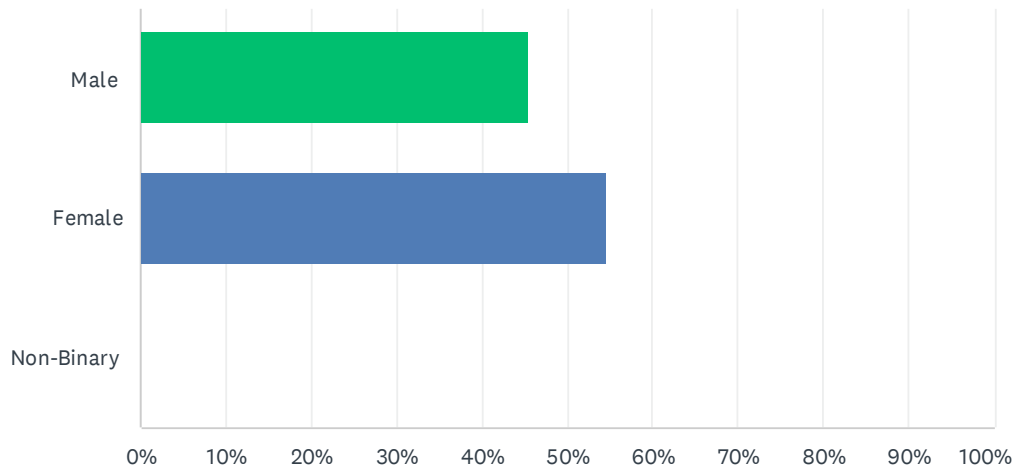
Answered: 44 Skipped: 2



	IN THE DOWNTOWN STUDY AREA	ELSEWHERE IN THE VILLAGE	OUTSIDE OF TOLONO	TOTAL
Live	4.55% 2	90.91% 40	4.55% 2	44
Work	5.41% 2	24.32% 9	70.27% 26	37

Q16 What is your gender?

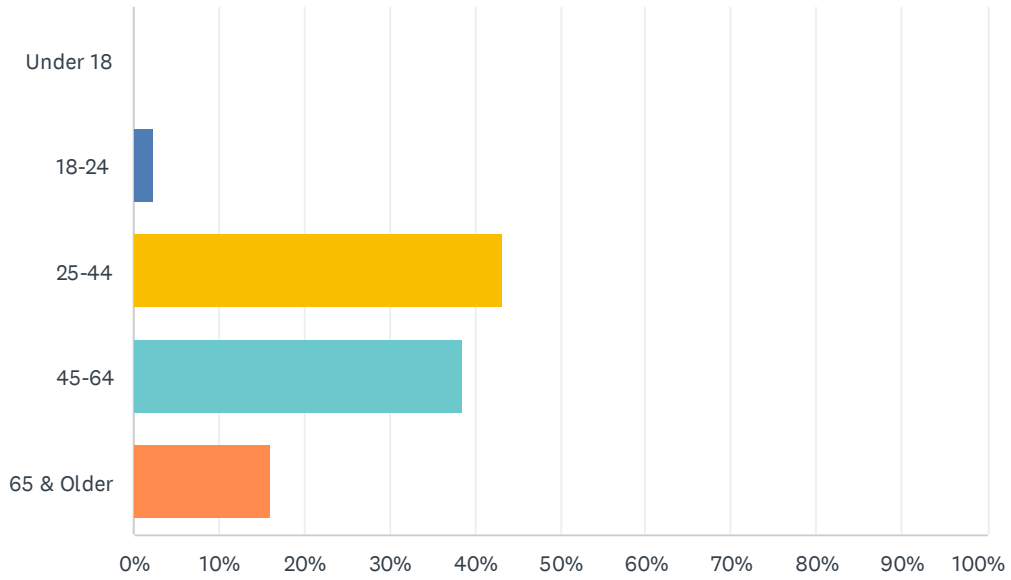
Answered: 44 Skipped: 2



ANSWER CHOICES	RESPONSES	
Male	45.45%	20
Female	54.55%	24
Non-Binary	0.00%	0
TOTAL		44

Q17 What is your age?

Answered: 44 Skipped: 2



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	2.27%	1
25-44	43.18%	19
45-64	38.64%	17
65 & Older	15.91%	7
TOTAL		44

Q18 By age, how many people live in your household?

Answered: 44 Skipped: 2

	NONE	1	2	3	4 OR MORE	TOTAL
Under 10 years	52.94% 18	26.47% 9	17.65% 6	0.00% 0	2.94% 1	34
10-17	58.06% 18	35.48% 11	3.23% 1	3.23% 1	0.00% 0	31
18-24	62.50% 15	37.50% 9	0.00% 0	0.00% 0	0.00% 0	24
25-44	32.35% 11	20.59% 7	47.06% 16	0.00% 0	0.00% 0	34
45-64	27.27% 9	33.33% 11	39.39% 13	0.00% 0	0.00% 0	33
65 & older	64.00% 16	24.00% 6	12.00% 3	0.00% 0	0.00% 0	25