



## Comprehensive Planning Survey of Dane County Residents

*Prepared for:*  
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# Comprehensive Planning Survey

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# Executive Summary

Dane County, like many counties in Wisconsin, is faced with developing a balanced approach to managing growth. A key component in the process of developing an effective and informed comprehensive plan is public awareness and involvement. Chamberlain Research Consultants, Inc., a full-service market research and consulting firm, was contracted to conduct a survey of Dane County residents to identify the breadth and depth of opinion of county residents. The Steering Committee for Dane County's Comprehensive Plan, along with the Agricultural, Natural, and Cultural Resources (ANCR); Housing and Economic Development (HED); and Transportation, Utilities, and Community Facilities (TUCF) working groups, gave guidance and direction during the process of designing and conducting the survey.

The steering committee and working groups developed goals and objectives and identified specific issues for nine of the comprehensive planning elements. The survey instrument itself was organized around the planning elements, with each element receiving its own section of the survey. Due to space and time constraints, along with issue priority, not all elements were included in the final survey. The eight elements evaluated during this survey consisted of Dane County housing; economic development; transportation; utilities and community facilities; agricultural, natural, and cultural resources; land use; intergovernmental cooperation; and public participation. This report summarizes the results from this collaborative survey effort to obtain the voice of Dane County residents to fully inform the comprehensive planning process.

The Dane County comprehensive planning survey was completed by 500 residents of Dane County during the spring of 2005. Eligible Dane County residents participated in this survey on-line or by completing a mailed paper survey. The extensive recruitment process entailed a multi-mode design of telephone recruits, on-line recruits, and on-line and mail surveys. The survey, which was organized into sections around the core planning elements, asked respondents to evaluate planning goals, offer recommendations on the roles Dane County should be playing in each area, and prioritize resource allocation.

## **Planning Goals**

Across all of the planning elements, the five goals with the largest percentage of respondents indicating that “considerably more attention is needed” in the future were:

Planning Element	Goal	Percentage of “Considerably More Attention is Needed” Responses
Land Use	Planning for future growth	55%
Agricultural, Natural, and Cultural Resources	Managing water resources	54%
Economic Development	Keeping established businesses and industries in Dane County	52%
Economic Development	Creating quality employment and business ownership opportunities	46%
Economic Development	Attracting new businesses to Dane County	45%

The five goals where the largest percentage of respondents indicated that the current amount of attention is sufficient are listed in the table below. Note that this does not necessarily indicate that these are the areas respondents feel are currently best served, merely those with the least need for change.

Planning Element	Goal	Percentage of “Neither More nor Less Attention is Needed” Responses
1. Agricultural, Natural, and Cultural Resources	Managing mineral resources	37%
2. Agricultural, Natural, and Cultural Resources	Managing historical and archaeological resources	36%
3. Utilities and Community Facilities	Making available high-quality and affordable community services like rescue, police and fire protection	32%
4. Agricultural, Natural, and Cultural Resources	Managing wildlife resources	29%
5. Housing	Ensuring housing close to shopping and commercial centers	29%

Very few respondents indicated that any goal should receive less attention than it currently does.

## **Role of County Government**

Respondents clearly felt that Dane County government should play an active role in all of the areas assessed in the survey. Across most of the planning elements, the primary preference expressed by respondents for the role of Dane County Government was to build cooperative relationships between local city, town, or village government agencies and other privately owned service providers. There were a few exceptions to this general preference. These exceptions are:

1. In the Providing Utilities and Community Facilities section, the most frequently cited roles that Dane County Government should play were:
  - a. Promoting recycling
  - b. Promoting the development of renewable energy
  - c. Avoiding duplication of community services
  - d. Requiring housing developers to pay a share of the community facility cost
2. In the Agricultural, Natural, and Cultural Resource Management section, as well as the Land Use section, there was not one definitive answer as to the role Dane County Government should play. Rather, there is an overarching theme across resource management areas to preserve the resource—whether it is productive farmland, water, or mineral resources—by steering new housing development away from the resource and toward more urban and suburban areas that have already been developed, in conjunction with tightening zoning regulations to limit development.

Across the elements, only a relative handful of respondents thought that government should step back and let markets decide, and few respondents expressed a preference for letting more local governments decide such issues. Respondents expressed a clear preference for county government to build cooperative relationships between governmental agencies of various levels and with private interests.

### **Prioritized Resource Allocation**

Respondents were asked to prioritize resource allocation in the Transportation; Utilities and Community Facilities; and Agricultural, Natural, and Cultural Resource Planning elements. The table below summarizes the respondents' top priorities in these areas. Respondents clearly expressed that they prioritized water resources over other natural resources and roads and highways over other transportation options. In terms of utility and community facilities, respondents expressed a higher priority for making available services such as healthcare and childcare than for environmentally sound sewer, waste, recycling, and public utilities and affordable rescue services. In terms of promoting safe and efficient public utilities, respondents prioritized natural gas and electricity over recycling, water and sewer, solid waste, and telecommunications.

<b>Planning Element</b>	<b>Highest Priority</b>	<b>Percentage giving a rating of 1 – Highest Priority</b>
Agricultural, Natural, and Cultural Resources	Water resources	51%
Transportation	Roads	50%
	Highways	47%
Utilities and Community Facilities	Healthcare	41%
	Gas and electricity	37%

# Background and Methodology

## Background

Like many counties in Wisconsin, Dane County is faced with developing a balanced approach to managing growth. Public participation is a key component in the process of developing an effective and informed comprehensive plan. The three Working Groups along with the Comprehensive Planning Steering Committee members developed goals and objectives and identified issues for nine elements of the comprehensive plan. Chamberlain Research Consultants, Inc., a full-service market research and consulting firm, was contracted to conduct a survey of Dane County residents. The survey was used to identify the voice of Dane County so that the planning process may move forward confidently with full knowledge of the breadth and depth of opinion of county residents. This report summarizes the results from this survey effort.

Chamberlain has been designing and conducting planning and growth research for local, regional, and state agencies as well as national and international corporations since 1988. Based in Dane County, we have a deep commitment to help the county grow and would like to thank you for providing us with this opportunity.

## Methodology

The methodology used to construct, collect, and analyze the data from the Dane County comprehensive planning survey are discussed below.

### **Survey instrument development**

Chamberlain Research senior analysts and the Dane County comprehensive plan survey oversight team employed an iterative and collaborative process to develop the survey questionnaire. During this process, the steering committee had three opportunities to evaluate questions, offer improved wording, and supply new questions for the survey. After an agreed-upon instrument was developed, a cognitive pre-test of the survey was conducted with 10 Dane County residents who were representative and typical of potential respondents. During this cognitive pre-test, respondents were asked in-depth questions about their thought processes taking the survey, as well as how they interpreted specific key words and questions overall. Survey questions were re-worded or changed entirely if their intent or meaning was misunderstood.

Such a process to write and evaluate the survey questions was essential to ensure that the Working Groups and steering committee received data that addresses key issues and planning objectives. In addition, the survey instrument (questionnaire) was created utilizing market research industry standards to eliminate bias based on question content and response option order. For those questions that contained a listing of response options, the order of those items was rotated in the on-line survey to eliminate order bias. See Appendix B for a copy of the survey instrument.

## **Survey instrument**

The most important goals and objectives in each of the nine planning elements were identified and questions developed to gain public opinion about those goals. The survey instrument itself was organized around the planning elements, with each element receiving its own section of the survey. Due to space and time constraints, along with issue priority, not all elements were included in the final survey. The planning elements included in the survey instrument were:

- Housing
- Economic Development
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Land Use
- Intergovernmental Cooperation
- Public Participation

For each planning element (or survey section), there was a common question structure. In particular, the questions targeted:

- How much attention Dane County Government should place on a goal.
- The personal importance of specific issues.
- The role Dane County Government should play in promoting or facilitating a goal.
- Prioritization in allocating resources (where applicable).

In addition, each section of the survey had a description of the planning area so that respondents could have some background information on the issues involved. An introduction section and a demographic section rounded out the survey instrument.

## **Sampling plan**

The objective for this study was to obtain data that was representative of the residents of the county so that results from the sample data could be generalized to the population of Dane County residents as a whole. As such, the research design employed a simple random sample of Dane County residents as a whole. A more extensive stratification to the sampling plan (for example, proportional to telephone exchange or individual city or village level) was deemed outside the scope of this project and would have been cost-prohibitive.

The sampling plan utilized a random-digit dialing (RDD) list of phone numbers of residents of Dane County. An RDD list consists of phone numbers randomly generated by computer. This approach is the industry standard and provides an extremely representative random sample. The digits of a seven-digit phone number have meaning and purpose. Because of the structure of phone numbers as a whole, it is possible to eliminate business, government, fax and other non-residential numbers. The randomly generated numbers ensure that all residents, regardless of whether their phone numbers

are listed or not, have an equal probability of being selected for the sample. In other words, the methodology was designed to ensure equal opportunity for respondent selection across all Dane County residents, regardless of their geographic location and other demographic characteristics.

In order to eliminate other forms of respondent bias, first we asked to speak with the adult in the household who had the most recent birthday as opposed to whoever answered the phone. Then, we made a minimum of five call attempts on each phone number of the RDD list before replacing the number to ensure that we did not skew the sample toward the type of person who is most likely to be home and to answer the phone. In addition, there is a small segment of the population of Dane County that only uses cellphones and young adults who are more transient. Because of this, we supplemented our RDD list with a small sample, proportional to the size of these groups in the Dane County resident population, of randomly selected participants from a panel of cellphone-only residents and young adults. The use of an RDD list combined with the above described techniques ensured a sample that is representative of, and generalizable to, the larger population of Dane County residents. Additionally, by supplementing the RDD sample with the on-line panel to target underrepresented groups, the comprehensive planning process, through this survey, reached out to residents that otherwise would not be reached.

The panel data obtained for the Dane County comprehensive planning survey came from a multi-sourced Internet panel of people in Dane County interested in participating in on-line research. The panel demographics are not based on predictive techniques, but have the advantage of permitting targeted data collection for a specific subset of Dane County residents.

### **Data collection**

Residents of Dane County from the RDD list were contacted by phone and personally asked to participate in the comprehensive planning survey and told how important their opinions are to the county's future. Respondents were given a choice of taking the survey on-line via the Internet or having a paper copy of the survey mailed to them with a postage-paid return envelope. Cellphone-only users and young adults on the panel that supplemented the RDD sample were contacted by e-mail and invited to complete the survey on-line.

Such a sophisticated mixed-mode methodology (pre-recruitment to either an on-line or direct mail survey) is only as good as the respondents who complete our survey. Over 43% of all residents contacted by Chamberlain agreed to take the survey, either by mail or the Internet. An impressive 75% of recruited respondents followed through and completed the survey. This high completion rate is a direct result of the successful pre-recruit and reflects a greater propensity for residents to participate in the planning process after being informed of the importance of their opinions. For the supplemental sample obtained from and recruited by the Internet panel, approximately 6% of those sent an invitation completed a survey.

## Perspective on analysis

Chamberlain used a variety of standard and advanced statistical techniques to analyze the survey results and uncover relationships in the data. In general, all findings discussed in this report are statistically significant or the result of multiple, consistent patterns. Chamberlain analysts evaluated the underlying assumptions of all statistical significance tests to determine the most appropriate analysis for each situation. For example, the commonly used Analysis of Variance (ANOVA) F-test for comparing multiple groups has underlying assumptions of *normality of population distribution* and *equality of population variance* (standard deviation) in all groups being compared. Evaluating the underlying assumptions is important because the F-test is not applicable in cases where the assumptions do not hold true and can result in a claim of a “statistically significant” finding when—in reality—that “finding” is merely an artifact caused by the violation of the underlying assumptions. In other words, an action may be recommended in a situation where no action is warranted, or worse—a true difference between groups that does warrant action may go undetected.

Our analysts employed robust statistical methods such as the *Kolmogorov-Smirnov*, *Brown-Forsythe*, *Welch-Aspin*, and *Fligner-Policello Robust Rank Order* tests, where applicable, throughout the analysis phase to determine statistically significant differences between groups on scaled variables (e.g., importance). Similarly, we employed appropriate categorical data analysis techniques on all contingency tables (cross-tabs), including chi-square tests with standardized and adjusted residuals and log-linear models to examine patterns between categorical variables. All statistical hypothesis tests are reported at the 95% confidence level.

# Detailed Findings

The detailed findings are presented relative to the planning element components of the survey. In addition, a comparison of the 2005 survey sample with 2000 Dane County census data is presented first. The distribution of the data for individual questions is available on the accompanying Instant Answers Sheet. The detailed findings follow.

## **Discussion of the Sample**

Five hundred Dane County residents completed the comprehensive planning survey. The research design employed a simple random sample of all Dane County residents. While this approach is best for ensuring a representative sample—where results can be generalized to the target population—there is the potential for members of a unique subgroup not to be included in the study. This usually affects sub-groups that are particularly small compared to the larger population. For example, some zip code areas or phone exchanges in Dane County contain less than 0.5% of the county's total population. It is not unreasonable that these zip codes could end up with no survey respondents when the total sample size of the survey is 500. This possibility does not affect the validity of the findings at the county level.

As can be seen in the demographic data presented below, the sample is proportional to the aggregate groupings of Dane County residents. For example, the proportion of respondents inside Madison versus outside Madison and the proportion of respondents in majority versus minority ethic groups were consistent with the true Dane County population.

For this Comprehensive Planning Survey, analyses were to be performed at aggregate levels only (e.g., Madison versus non-Madison residents, majority versus minority ethnic groupings, or urban versus rural versus suburban groups of residents). An examination of differences between smaller sub-groups (for example at the zip code, phone exchange, or individual town, city or village level) was outside the scope of this project. It is important to note that such comparisons would have required substantial increase in the sample size and come with a commensurate increase in cost. As such, these comparisons are not possible given the main objectives for this survey.

Still, in order to have additional confidence that the sample was representative of the population of Dane County, the proportions in the sample were compared to data obtained from the 2000 US census. Specifically, comparison was made by zip code and selected demographic variables where comparable information was available. Even though the census data is five years older than the comprehensive planning survey data, the comparison of proportions is still reasonable as populations tend to rapidly grow in size, but change in composition slowly.

### **Sample proportions by zip code**

The table below presents the breakout of the 2005 comprehensive planning survey data by zip code—both within and outside of Madison. The table gives the zip code, area description, and key statistics for comparison purposes. We compared the 95% confidence interval for the proportion per zip code from the survey data to the proportion per zip code from the 2000 census. If the proportion from the 2000 census is contained within the bounds of the 95% confidence interval (CI) from the survey data, the survey data is consistent with census data. The table below summarizes the findings; the third column indicates with a Yes or No whether the survey data is consistent with the census data. (A table with all data for each zip code can be found in Appendix A of this report.)

In almost all cases, the survey data is consistent in proportion with the census data. Outside of Madison, there are more zip codes where the data seems to be inconsistent; however, those zip codes go beyond Dane County and are only partially covered in the comprehensive planning survey, while they are fully covered in the 2000 census. The zip codes inside Madison have two inconsistent comparisons, but in both cases, the sample proportion is close to the census proportion and could be easily explained by changing demographic patterns.

### Comparison of Survey versus Census Data

Madison-Area Zip Code	Area Description	Census Proportion within Confidence Interval from Survey Sample
<b><i>Inside Madison</i></b>		
53558	McFarland	Yes
53562	Middleton	Yes
53593	Verona	Yes
53703	Downtown Madison (Isthmus)	Yes
53704	Northeast Madison	Yes
53705	Shorewood Hills	Yes
53706	Downtown Madison	No
53711	West Madison	Yes
53713	South Madison	No
53714	City of Madison	Yes
53715	Southern Downtown Madison	Yes
53716	Monona	Yes
53717	West of Shorewood Hills	Yes
53718	Town of Blooming Grove	Yes
53719	Southwest Madison	Yes
<b><i>Outside Madison</i></b>		
53508	Belleville	Yes
53515	Black Earth	Yes
53517	Blue Mounds	Yes
53521	Brooklyn	Yes
53523	Rockdale	No
53527	Cottage Grove	Yes
53528	Cross Plains	Yes
53529	Dane	na
53531	Deerfield	No
53532	DeForest	Yes
53534	Edgerton	na
53555	Northwest corner	No
53559	Medina	Yes
53560	Mazomanie	na
53571	NW Windsor	na
53572	Mount Horeb	Yes
53575	Oregon	Yes
53583	Roxbury	na
53589	Stoughton	Yes
53590	Sun Prairie	Yes
53594	Waterloo	na
53597	Waunakee	Yes
53598	South of DeForest	Yes
53911	Columbia	na
53925	Columbus	na

na=not accessible due to no sample in the zip code

For more detailed information about this comparison, please see the table in Appendix A.

### **Sample proportions by demographic variables**

Similarly, the following table presents the breakout of the 2005 comprehensive planning survey data by gender, ethnicity, age, income, and education relative to the 2000 census data for Dane County. As can be seen in these data, the comprehensive planning survey is consistent with the 2000 census data in terms of ethnicity, but differs for gender, age, income, and education. These differences may be due partly to changes in demographic distribution or bias due to participant choice to take part in the survey. As can be seen, the sample has a higher proportion of women respondents, older respondents, and more affluent and well-educated respondents.

In the table below, “P” represents the proportion of respondents in the final survey sample from that zip code; “SD” represents the standard deviation of that proportion. The upper and lower bounds represent the 95% confidence interval of that population proportion. When the 2000 census data lies within that confidence interval, the survey proportion is considered consistent with the census data.

Demographic Group	Results from Survey				Prop. from 2000 Census	Consistent
	P	SD	95% CI Lower Bound	95% CI Upper Bound		
Gender						
Male	0.404	0.022	0.36	0.45	0.49	No
Female	0.592	0.022	0.55	0.64	0.51	No
Ethnicity						
Majority	0.890	0.014	0.86	0.92	0.89	Yes
Minority	0.112	0.014	0.08	0.14	0.11	Yes
Age						
24 or less	0.10	0.01	0.08	0.13	0.37	No
25–34	0.26	0.02	0.22	0.30	0.16	No
35–44	0.17	0.02	0.14	0.21	0.16	Yes
45–54	0.18	0.02	0.15	0.22	0.14	No
55–64	0.15	0.02	0.12	0.18	0.07	No
65–74	0.08	0.01	0.06	0.11	0.05	Yes
Over 75	0.04	0.01	0.02	0.06	0.05	Yes
Income						
Less than \$24,999	0.13	0.02	0.10	0.17	0.22	No
\$25,000 to \$74,999	0.45	0.02	0.41	0.50	0.52	No
More than \$75,000	0.41	0.02	0.37	0.46	0.26	No
Education						
Less than High School	0.002	0.002	0.00	0.01	0.08	No
High School Graduate	0.099	0.014	0.07	0.13	0.22	No
Some College	0.215	0.019	0.18	0.25	0.20	Yes
Associate Degree	0.063	0.011	0.04	0.09	0.09	Yes
Bachelor's Degree	0.365	0.023	0.32	0.41	0.25	No
Graduate or Professional Degree	0.251	0.021	0.21	0.29	0.16	No

Note that these differences do not indicate a bias in data collection; every eligible county resident did have a probabilistically equal opportunity to be included in the survey and have the choice to participate. If there are differential demographic patterns or bias due to respondents choosing to participate or not, it is toward the opinions of women, older, or more educated and affluent residents. However, in analyzing the comprehensive planning survey data, it was found that there were very few instances where there were statistically significant differences of opinion for these demographic characteristics. As such, the demographic differences between survey respondents and Census estimates of the population likely had negligible impact on the overall estimates of resident opinions across most of the survey. Where sampling may have had an impact on population estimates, the differences by demographic group are noted in the detailed findings section of this report and the potential impact on the interpretation of the data is delineated.

## **Housing**

The housing section of the comprehensive plan survey began with a statement to respondents that “Housing is an important part of how a community grows and develops. One of Dane County’s primary goals is to promote the development and availability of housing for all residents of the county.” Given this direction, respondents were exposed to five different housing goals and asked to indicate how much attention Dane County Government should give to each goal in the future (compared to the respondents’ perceptions of the present housing situation in Dane County). The five primary housing goals were:

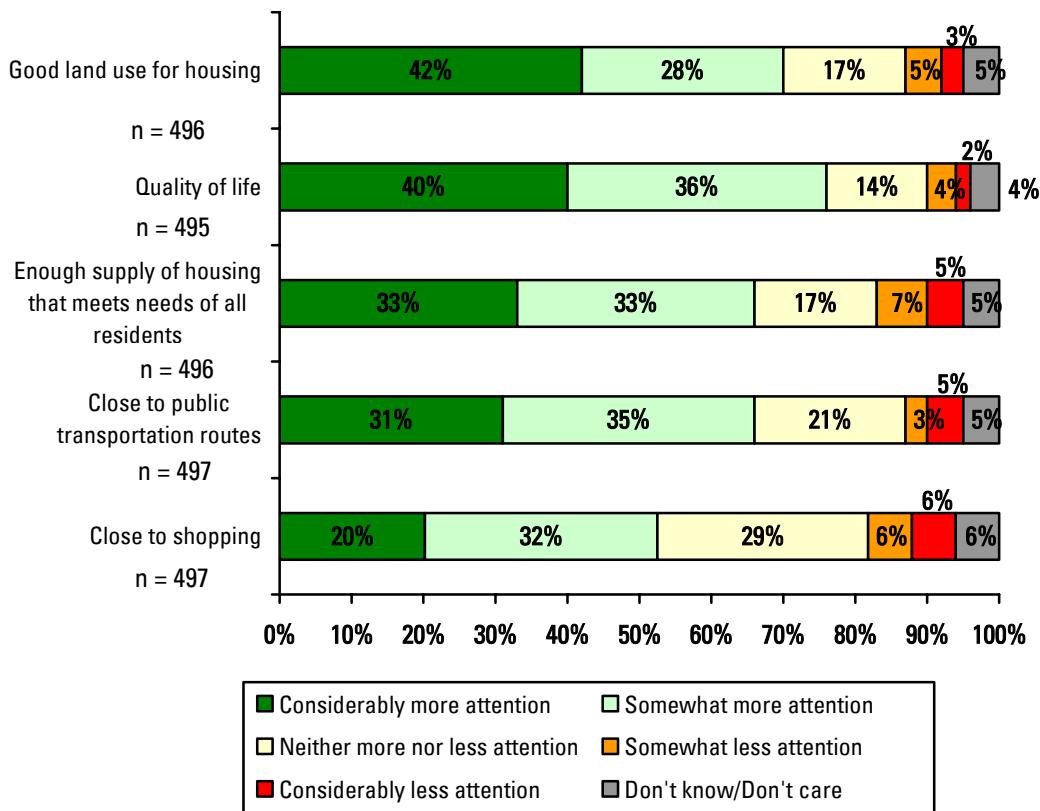
- Ensuring an adequate supply of enough housing choices throughout the county that meet the needs of people from all income levels, all age groups, with different family sizes, and families who have special needs.
- Promoting good use of land for housing.
- Promoting housing that maintains and improves the quality of life for all of Dane County.
- Ensuring that there is housing close to public transportation routes.
- Ensuring that there is housing close to shopping and commercial centers.

Then respondents were asked to address the role that Dane County Government should play in making sure there is enough housing to meet the needs of all people in Dane County. These results are discussed in turn.

### **Housing goals**

The following graphic summarizes the respondents’ opinions across the five housing goals. Across all five goals, the majority of respondents indicated that more attention needs to be placed on all of these housing goals. The goal of ensuring that there is housing close to shopping and commercial centers had the lowest percentage of respondents indicating that it requires more attention and the greatest proportion feeling that no adjustment to its priority is needed.

**Q9: How much attention should Dane County Government should give to each of the following housing goals?**



In order to further understand the opinions of the residents of Dane County pertaining to housing goals, differences in opinion were examined across demographic groups. The relevant demographic groups are compared in turn.

Compared to homeowners, residents who rent have a different perspective on housing goals. First, renters have a slightly higher propensity to want housing located close to public transportation routes. Here, 36% of renters and 28% of homeowners indicated a preference of having considerably more attention given to this issue. Second, renters are particularly concerned about the availability and affordability of housing. When asked about ensuring a supply of enough housing choices that meet the needs of people of all income, age and family sizes, 48% of renters compared to 25% of homeowners indicated that Dane County Government should give considerably more attention to this issue. Finally, 52% of renters compared to 35% of homeowners feel that Dane County Government should devote considerably more attention to promote housing that maintains and improves the quality of life.

Comparing the city-dwelling respondents to village and town or township respondents shows patterns in their opinions about housing goals very similar to those of urban, suburban, and rural residents. The following table presents the proportion of respondents in each demographic group that indicated they desire Dane County Government to devote considerably more attention to the indicated housing goal. As can be seen, the urban residents have higher propensities to want considerably more attention paid to these issues relative to their suburban and rural counterparts, while the city and township residents are comparable when compared to the village residents.

Demographic Group	Housing Goal		
	Promoting housing that maintains and improves quality of life	Ensure housing close to public transportation routes	Ensure housing close to shopping and commercial centers
City	43%	34%	21%
Village	30%	23%	11%
Town or Township	39%	27%	23%
Urban	42%	40%	27%
Suburban	39%	24%	12%
Rural	38%	25%	19%

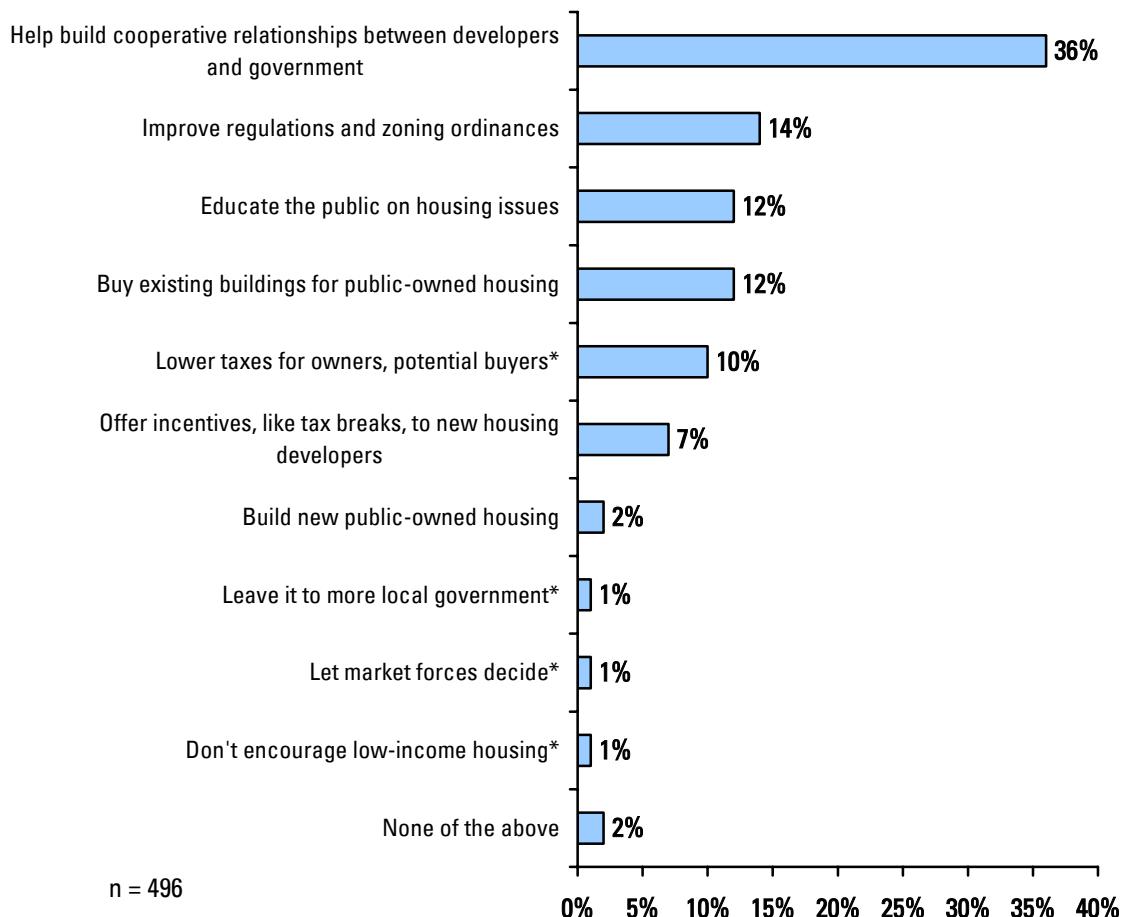
Finally, women respondents (38%) have a higher propensity to indicate that considerably more attention needs to be placed on the availability and affordability of housing to meet the needs of people from all income levels, age groups, and family sizes, with 38% of women compared to 24% of men.

In sum, there is general consensus that greater attention should be placed on all five of the housing goals. There are demographic differences in opinion where attention should be placed, but these differences are more an issue of degree. The primary differences center around urban or city-dwelling residents who are renters wanting more attention placed on housing in general.

### County government's role in housing

Respondents were asked to indicate what, from a provided list of responses, they thought was the most important role that Dane County Government could play in ensuring that there is enough housing to meet the needs of people from all income levels, all age groups, different family sizes, and families with special needs. The following graphic illustrates residents' opinions on the role of county government. What is clear is that residents strongly prefer the position that county government takes a supportive role through building cooperative relationships between housing developers and local government, with little support for the positions that local government or market forces should decide. There was also little support for the idea that more public housing should be built.

**Q10: What is the most important role that Dane County Government should play [in ensuring housing for all]?**



\*This answer was not in the provided list of responses; however, it was volunteered as an "Other" answer to the question.

## **Economic Development**

The Economic Development section of the comprehensive plan survey began with a statement to respondents that “Economic development is concerned with all aspects of keeping, attracting, and growing businesses of all types and sizes in Dane County.” Given this direction, respondents were exposed to four economic development goals and asked to indicate how much attention Dane County Government should give to each goal in the future (relative to the respondents’ perceptions of the present amount of attention Dane County Government places on these issues). The four economic development goals were:

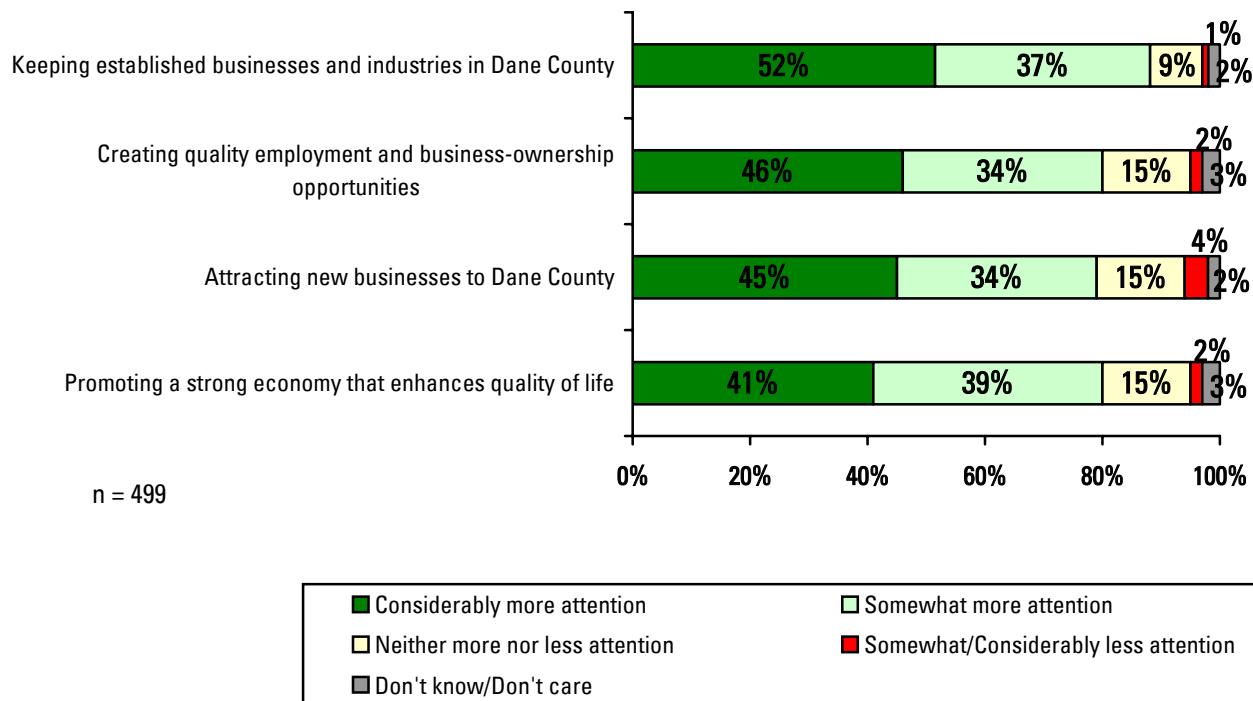
- Promoting a strong economy that enhances quality of life.
- Creating quality employment and business-ownership opportunities.
- Attracting new businesses to Dane County.
- Keeping established businesses and industries in Dane County.

Respondents were then asked to rate the importance of two specific development issues; give their opinions on where growth should be concentrated; and address the role that Dane County Government should play in attracting, keeping, and growing business in the county. These results are discussed in turn.

### **Economic development goals**

The following graphic summarizes survey respondents’ opinions across the four economic development goals evaluated. The local economy is clearly on the minds of survey respondents. At least 80% of respondents consistently indicated that Dane County should be placing more attention on all of the economic development goals, with the goal of retaining business and industry topping the list.

**Q11: How much attention should Dane County Government give to each of the following economic development goals?**



In order to further understand the opinions of Dane County residents pertaining to economic development goals, differences in opinion were examined across demographic groups. Since there is not much variability in respondents' attitudes about economic development, most demographic groups had similar responses across all of the goals in this area. The only notable demographic difference in opinion pertains to town or township residents who appear to have a slightly higher propensity to want considerably more attention placed on promoting a strong economy that enhances the quality of life (49%) relative to respondents who live in Dane County's cities (38%).

### Development issues

Respondents were asked specifically about three economic development issues. The first two questions asked respondents to rate how important it is to them personally that: a) new growth in Dane County be controlled and limited to certain areas, and b) the downtowns of smaller cities and villages be maintained and promoted as local economic centers. A 10-point importance scale was used in the rating process where a 1 indicated that the statement was extremely unimportant and 10 meant it was extremely important. A 5 on such a scale typically indicates indifference. The table below summarizes the data

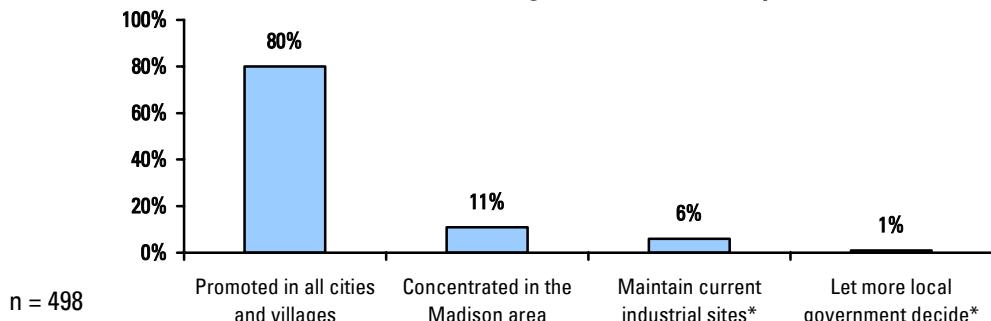
from these two questions. The average ratings above 7 indicate that these issues are important to survey respondents, but that they are not burning issues. The high degree of variability in the ratings, as measured by the standard deviation (SD), also point toward a diverse mixture of attitude about the importance of these issues.

Question	N	Mean (Average)	SD	95% Confidence Interval on the Mean	
				Lower Bound	Upper Bound
Q12a: How important is it that new growth in Dane County be controlled and limited to certain areas?	484	7.1	2.5	6.8	7.3
Q12b: How important is it that the downtowns of smaller cities and villages be maintained or promoted as local economic centers?	481	7.6	2.2	7.4	7.8

To understand respondent attitudes in greater depth, differences in average rating scores were examined between demographic groups. There were only three notable differences in average rating scores. The first difference was between homeowners and renters, where the average score for controlling and limiting growth to certain areas was higher for homeowners (7.3) than for renters (6.5). The second difference was between long-time established residents and those who relocated to Dane County more recently. Here, average scores for residents of 11 years or more are at least 7.4, whereas respondents who have been Dane County residents for less than five years had average scores of less than 6.6. Finally, there was a direct trend between age and the perceived importance of controlling and limiting growth to certain areas. Specifically, older residents placed greater average importance on controlling growth. The 75+ age group gave an 8.4 rating on this issue, whereas the 18–24 age group gave a 6.2 average importance rating on controlling growth.

Respondents were also presented with the question, “Should commercial and industrial growth be concentrated in the Madison area or promoted in all of the cities and villages of Dane County?” The figure below summarizes the responses to this question. It is very clear that respondents preferred that economic opportunity and growth be promoted throughout the county.

**Q13: Should commercial and industrial growth be concentrated in the Madison area or promoted in all of the cities and villages of Dane County?**

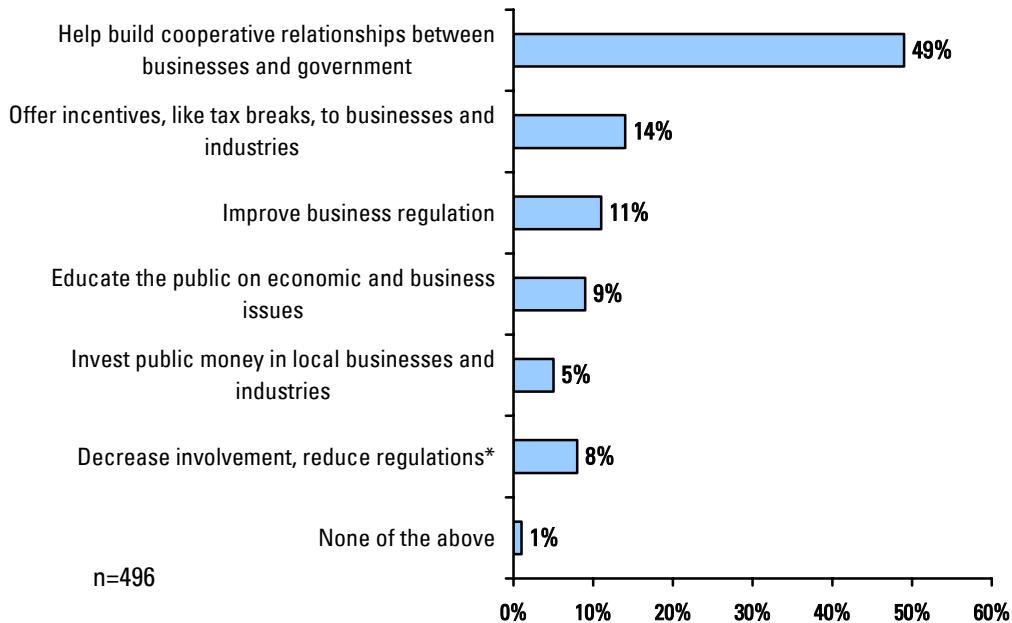


\*This answer was not in the provided list of responses; however, it was volunteered as an "Other" answer to the question.

**County government's role in economic development**

Respondents were asked to indicate what, from a provided list of responses, they thought was the most important role that Dane County Government could play in attracting, keeping, and growing business in the county. The following graphic illustrates respondents' opinions on the role of county government. As in the area of housing, what is clear is that residents strongly prefer that county government take a supportive role through building cooperative relationships—in the case of economic development, developing relationships between businesses and local government. There were no demographic differences relative to the role of Dane County Government.

**Q14: What is the most important role that Dane County Government should play in attracting, keeping, and growing business in the county?**



\*This answer was not in the provided list of responses; however, it was volunteered as an "Other" answer to the question.

## **Transportation**

The Transportation section of the comprehensive plan survey began with a statement to respondents that “Planning for transportation involves a combination of many different modes of transportation, including highways, mass transit, transportation systems for persons with disabilities, bicycles, pedestrians, railroads, air transportation, trucking, and water transportation.” Given this direction, respondents were exposed to four main transportation goals and asked to indicate how much attention Dane County Government should give to each goal in the future (relative to the respondents’ perceptions of the present amount of attention Dane County Government places on these issues). The four transportation goals were:

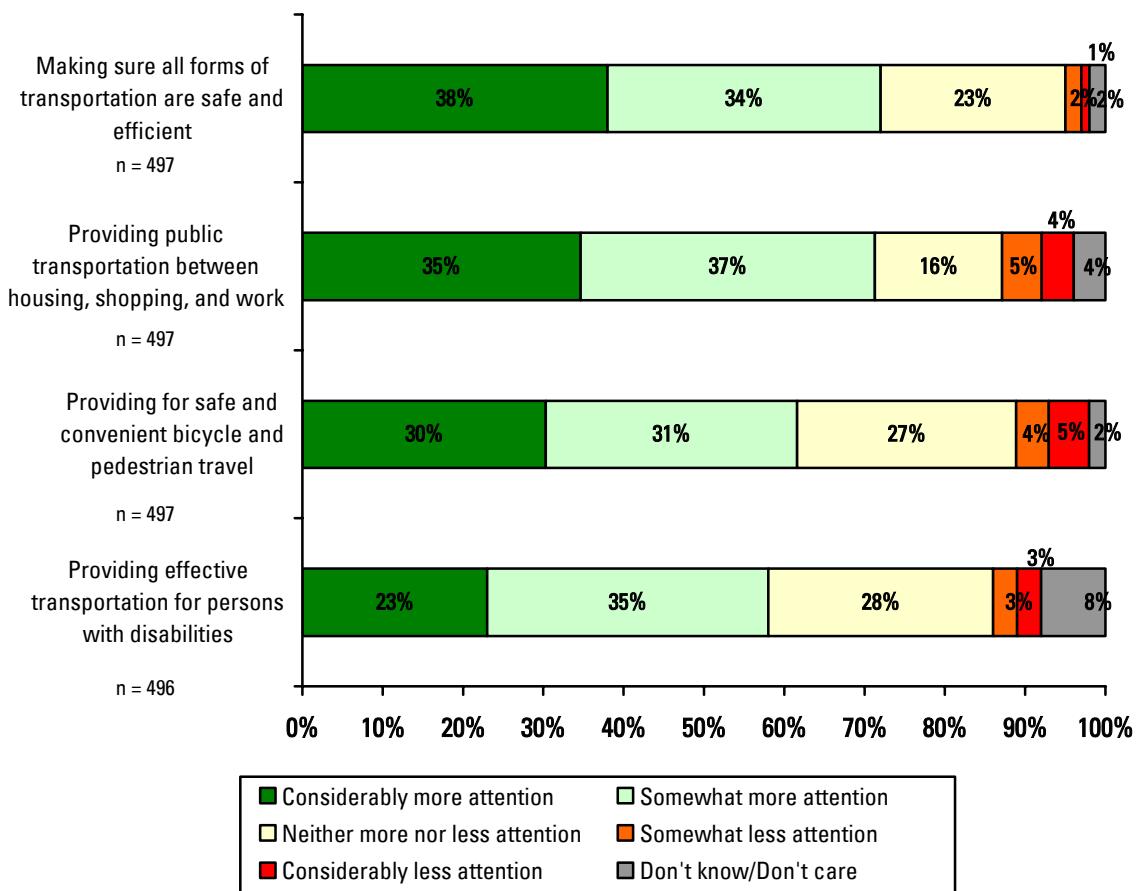
- Providing public transportation between housing, shopping, and work.
- Making sure that all forms of transportation in Dane County (roads, trains, buses, air) are safe and efficient.
- Providing effective transportation for persons with disabilities.
- Providing for safe and convenient bicycle and pedestrian travel.

Respondents were then asked to rate the importance of three specific transportation issues, give information on how often they ride city buses, indicate how they typically get to work and how long it takes, address the role that Dane County Government should play in making all forms of transportation in Dane County better, and prioritize resource usage. The results in each area are discussed in turn.

### **Transportation goals**

The following graphic summarizes survey respondents’ opinions across the four transportation goals. Providing public transportation between housing, shopping and work, along with ensuring all forms of transportation are safe and efficient were the two transportation goals where respondents indicated the biggest increase in attention is needed.

**Q15: How much attention should Dane County Government give to each of the following transportation goals?**



In order to further understand the opinions of Dane County residents pertaining to the transportation goals, differences in opinion were examined across demographic groups. It is interesting to note that residents employed in state, county, and local government have a higher propensity to want considerably more attention placed on public transportation (49%) than the general public (32%). Renters have a higher propensity to want considerably more attention placed on making sure all forms of transportation are safe and efficient (54%) than homeowners (32%). City residents have a greater propensity to want considerably more attention placed on providing safe and convenient bicycle and pedestrian travel (34%) than village (27%) and town or township (18%) residents. This same tendency is also observed in the rural (19%), suburban (24%), and urban (39%) breakout for placing considerably more attention on safe and convenient bicycle and pedestrian travel. There were no demographic differences associated with providing effective transportation for persons with disabilities.

## Transportation issues

The specific transportation issues were evaluated by asking respondents to rate the importance of each issue to them personally using a 10-point scale (where 1 was extremely unimportant and 10 was extremely important). Here, a score of 5 essentially means the respondent is indifferent. The three issues evaluated were the importance of:

- a) A regional public transportation option between communities in Dane County.
- b) The ability to easily use public transportation, such as the Madison Metro bus line.
- c) Being able to walk to stores and services in your neighborhood.

Respondents considered each of these issues slightly more important than not, giving overall average importance scores of approximately 6.0 across all three issues. Still, the transportation issues were definitely not highly important. The table below summarizes these data. Again, the large amount of variability of opinion with each issue, as measured by the standard deviation (SD), simply indicate a very wide spectrum of opinion that spans the entire measurement scale.

Question	N	Mean (Average)	STD	95% Confidence Interval on the Mean	
				Lower Bound	Upper Bound
Q16a: How important is it to you that there be a regional public transportation option between communities in Dane County?	484	6.0	2.7	5.7	6.2
Q16b: How important is it to you that you are able to easily use public transportation, such as the Madison Metro bus line?	489	6.0	2.9	5.8	6.3
Q16c: How important is it to you that you are able to walk to stores and services in your neighborhood?	489	6.3	2.9	6.0	6.5

There were differences among urban, suburban, and rural respondents on the last two of these questions that are in line with what might be predicted; urban residents found these items to be more important. The same trend is found in village versus town respondents. The following section describes the demographic differences found for each of the three questions.

### *Regional public transportation between communities*

Respondent opinions about the importance of regional public transportation between communities in Dane County were consistent across all demographic groups and generally adequately modeled by the overall mean. It is interesting to note that respondents who are employed by state, county, or local government on average rate the importance of regional public transportation between communities higher than the general population (6.9 compared to 5.8).

### *Ease of use of public transportation*

City residents, on average, place more importance on ease of use of public transportation (6.6) than do village (5.1) and town/township (4.7) residents. As one might expect, a similar pattern exists for the urban, suburban, and rural distinction in terms of ease of use of public transportation, with average scores of 7.0 urban, 5.5 suburban, and 4.8 rural. Consistent with previously mentioned patterns, on average, renters find public transportation to be more important than homeowners (7.2 compared to 5.5). Similarly, Madison residents rate ease of use of public transportation higher than non-Madison residents, giving an average rating of 6.8 compared to 5.0 for non-Madison residents. Finally, respondents who are employed by state, county, or local government rate the importance of ease of use of public transportation higher than the general public (7.4 compared to 5.7). The government-employed respondents' scores are consistent with those of respondents in the city, urban, and Madison-area groups.

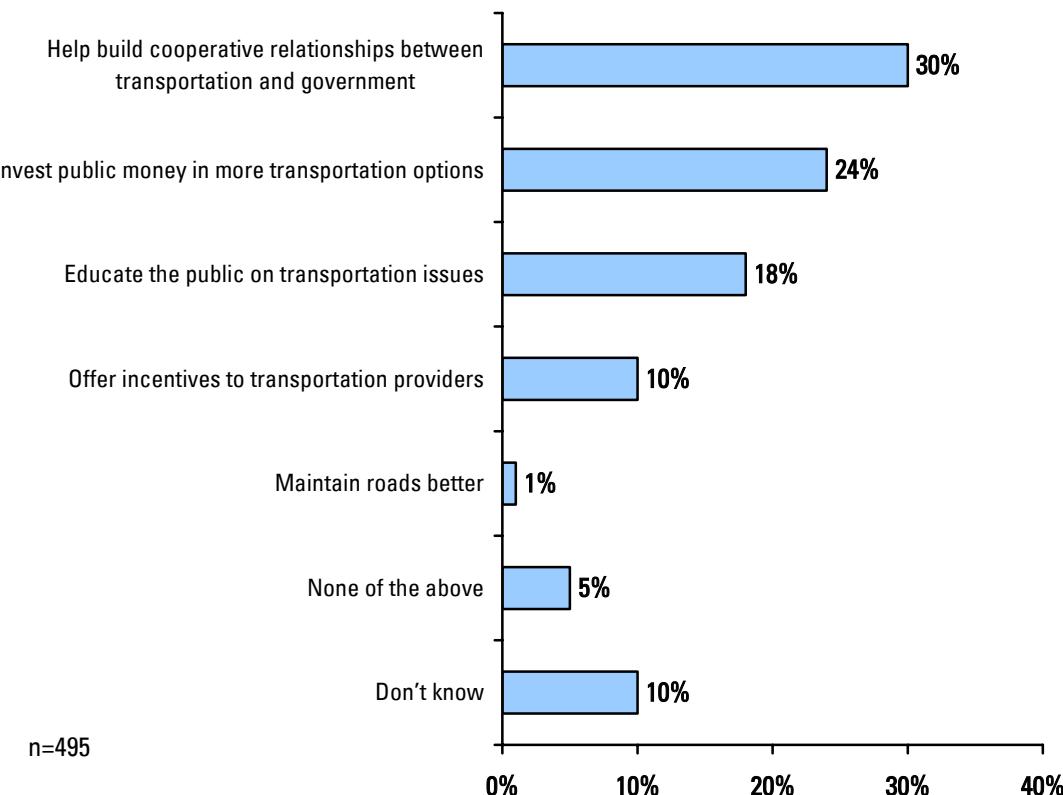
### *Walking to stores and services*

Being able to walk to stores and services in the neighborhood has the same set of patterns as ease of use of public transportation. City residents rated this issue more important than village or town/township residents (6.8 compared to 6.2 and 4.5, respectively). Urban residents rated this issue higher than suburban and rural residents, with average scores of 7.4, 5.8, and 4.3, respectively. Renters rate this higher on average than homeowners (7.4 compared to 5.8), and Madison residents rate this issue higher than non-Madison residents (6.0 compared to 5.4). Again, government-employed respondents rate the importance of shops and services within walking distance higher than the general population (6.9 to 6.1). The government employee respondents' average scores are consistent with those of respondents in the city or urban-area groups.

### **County government's role in transportation**

Respondents were asked to indicate what, from a provided list of responses, they thought was the most important role that Dane County Government should play to make all forms of transportation in Dane County better. The following graphic illustrates respondents' opinions on this topic. While building cooperative relationships between transportation providers and government agencies was indicated most frequently, respondents are also supportive of investing public money in transportation options and educating the public on transportation issues. In addition, it should be noted that there were two demographic differences of opinion. First, urban residents have a greater tendency to view the role of Dane County Government as investing public money in more transportation options (33%) than suburban (18%) and rural (14%) residents. Also, rural residents have a greater tendency to want to educate the public on transportation issues (27% compared to 17% of suburban and 15% of urban residents).

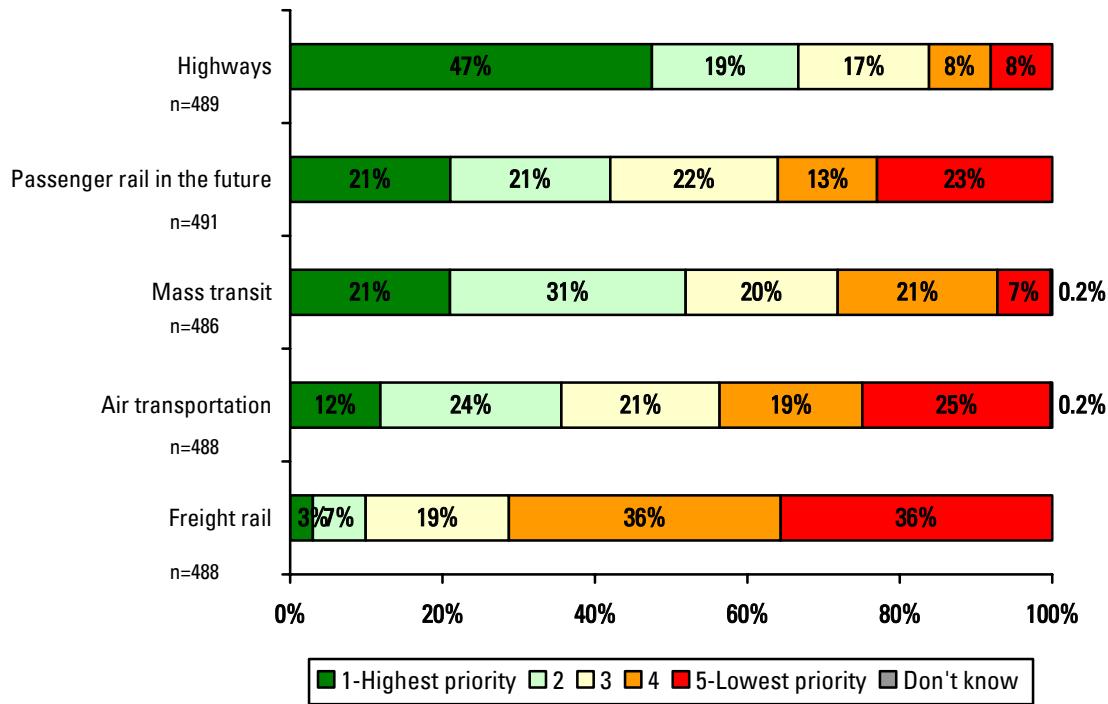
**Q20: What is the most important role that Dane County Government should play to make all forms of transportation in Dane County better?**



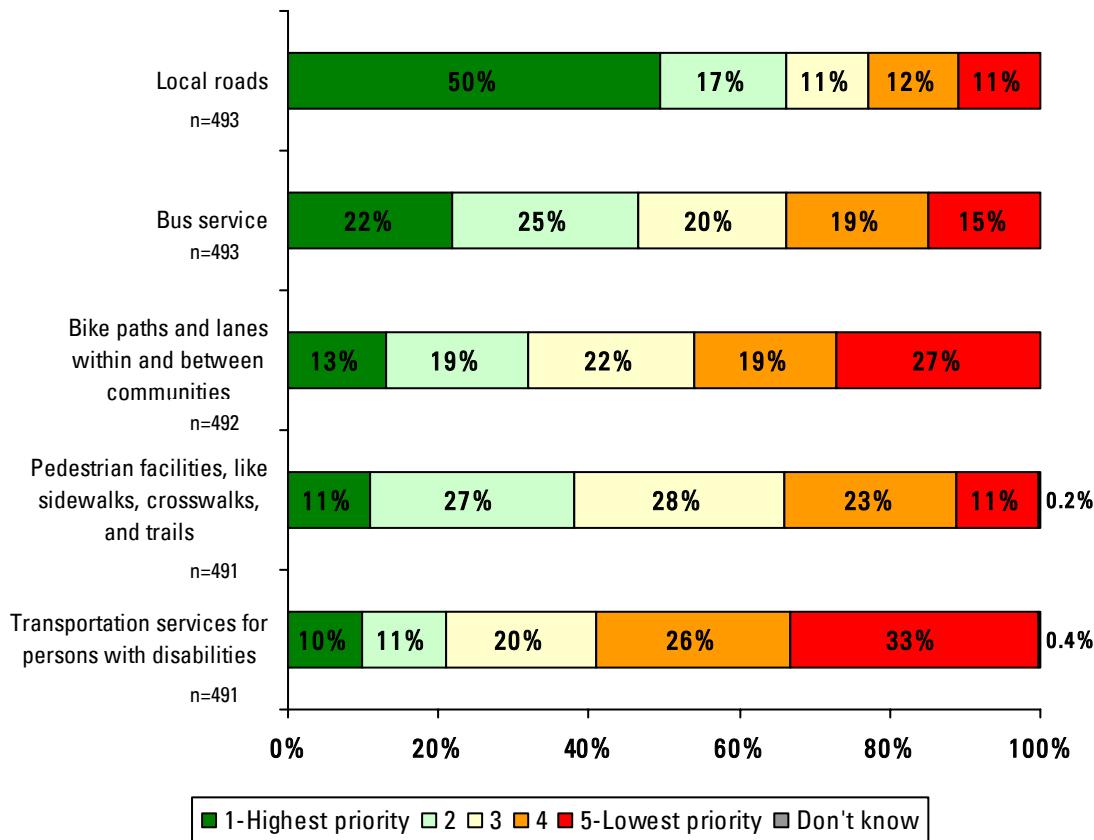
**Resource prioritization**

In the transportation section of the comprehensive planning survey, respondents were also asked to prioritize resources in two different areas. The first prioritization was for resources that allowed transportation into and out of Dane County, while the second prioritization was for resources that targeted transportation strictly within Dane County. The following two figures summarize this data. The highway system is predominantly on the minds of residents as the means of moving into and out of Dane County; it is clearly the top priority. Passenger rail and mass transit are arguably the next-highest priorities, but in both cases there is a diverse range of responses that equally spans the priority spectrum. In terms of transportation within Dane County, the local roads also received highest respondent priority along with bus service.

**Q21: How do you think the Dane County Government should use their resources to promote safe and efficient transportation into and out of Dane County?**



**Q22: How do you think the Dane County Government should use their resources to promote safe and efficient local transportation within Dane County?**



## **Utilities and Community Facilities**

The Utilities and Community Facilities section of the Dane County comprehensive plan survey began with the following statement:

“Utilities and community facilities include such things as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunication facilities, power generating plants and transmission lines, cemeteries, healthcare facilities, childcare facilities, and other public facilities such as police, fire, rescue, libraries, schools, and other governmental facilities.”

Given this listing of the kinds of utilities and services, respondents were exposed to four main utility and community facility goals and asked to indicate how much attention Dane County Government should give to each goal in the future (relative to the respondents' perceptions of the present amount of attention Dane County Government places on these issues). The four utility and community facility goals were:

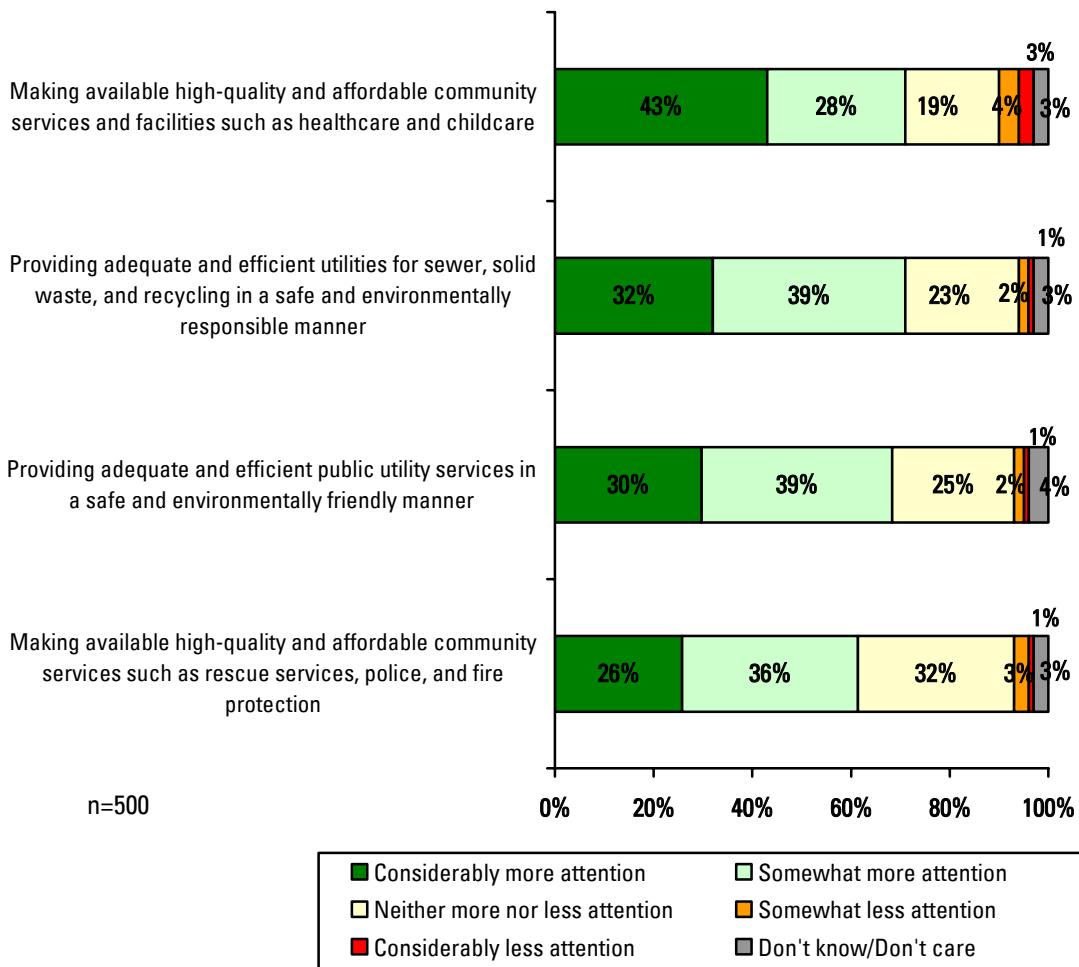
- Providing adequate and efficient public utility services (such as water, natural gas, and electricity) in a safe and environmentally responsible manner.
- Providing adequate and efficient utilities for sewer, solid waste, and recycling in a safe and environmentally responsible manner.
- Making available high-quality and affordable community services and facilities such as healthcare and childcare.
- Making available high-quality and affordable community services such as rescue services, police and fire protection.

In addition, respondents were asked to address the role that Dane County Government should play in three utility and facility areas, as well as prioritizing resource usage. These results are discussed in turn.

### **Utility and community facility goals**

The following graphic summarizes survey respondents' opinions across the four utility and community facilities goals evaluated here. Respondents felt that the goal in need of the greatest additional attention was making high-quality and affordable community services and facilities such as healthcare and childcare available. The goal that seems to be performing best at this time is rescue, police and fire protection.

**Q23: How much attention should Dane County Government give to each of the following utility and community facility goals?**



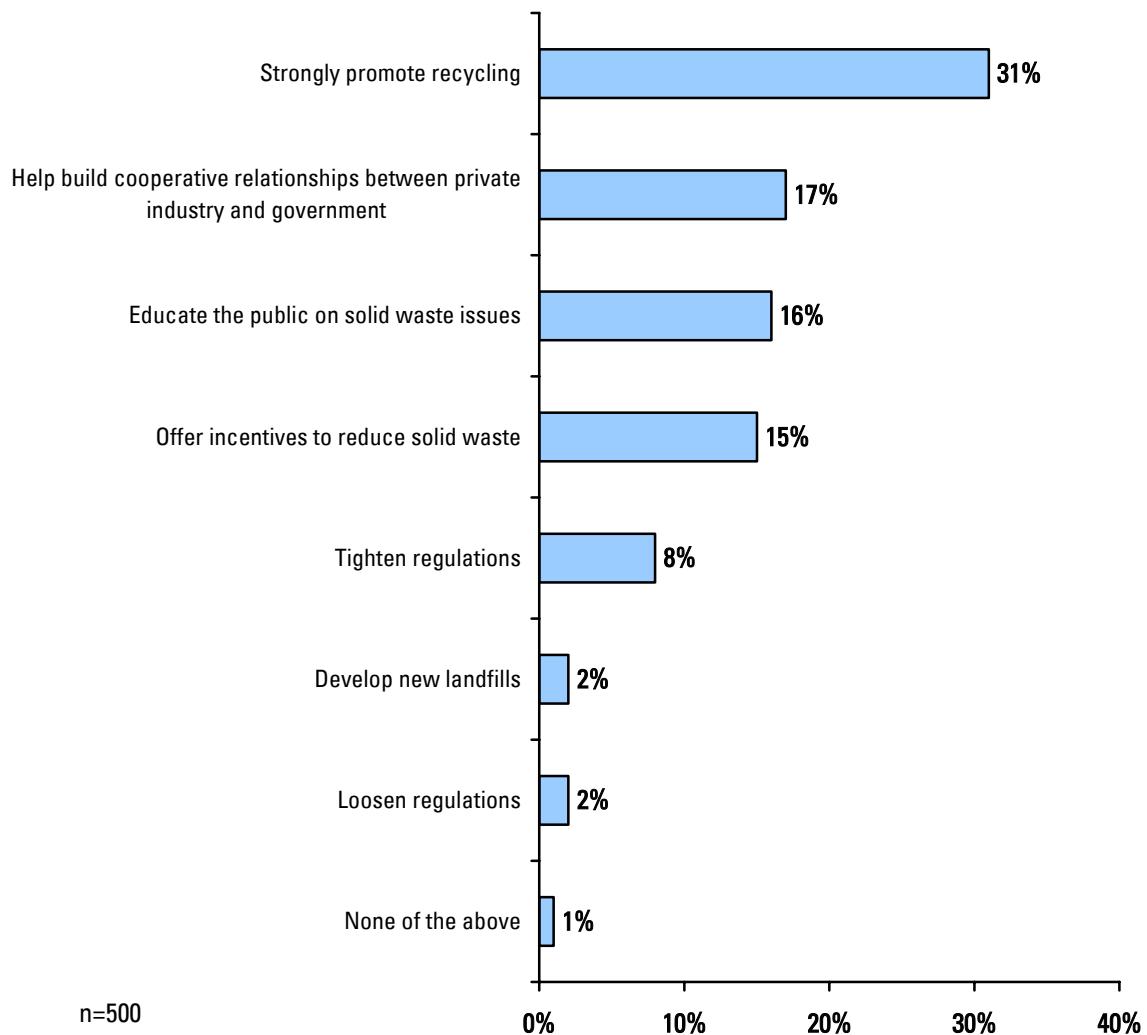
In the utilities area, there were no notable demographic differences. However, in the community facility and service area, there were relatively large differences between demographic groups. In particular, residents who rent expressed a stronger desire for considerably more attention to be given to making high-quality and affordable community services like childcare and healthcare available (58% compared to 38% among homeowners). This pattern is correlated with income, as lower-income residents also want considerably more attention given to this issue. For example, 71% of respondents in the \$12,000 to \$16,000 income group indicated this issue needed considerably more attention compared to 31% in the \$85,000 to \$95,000 income group.

In addition, women have a higher propensity to want considerably more attention given to this same issue compared to men (50% of women compared to 33% of men). Finally, younger residents wanted more attention paid to services like healthcare and childcare than older respondents, as 50% or more of respondents in the 18–44 age groups indicated that this required considerably more attention compared to 30% or less of respondents in the 55-and-over age groups. There was no difference in respondent opinions pertaining to rescue services or fire and police protection.

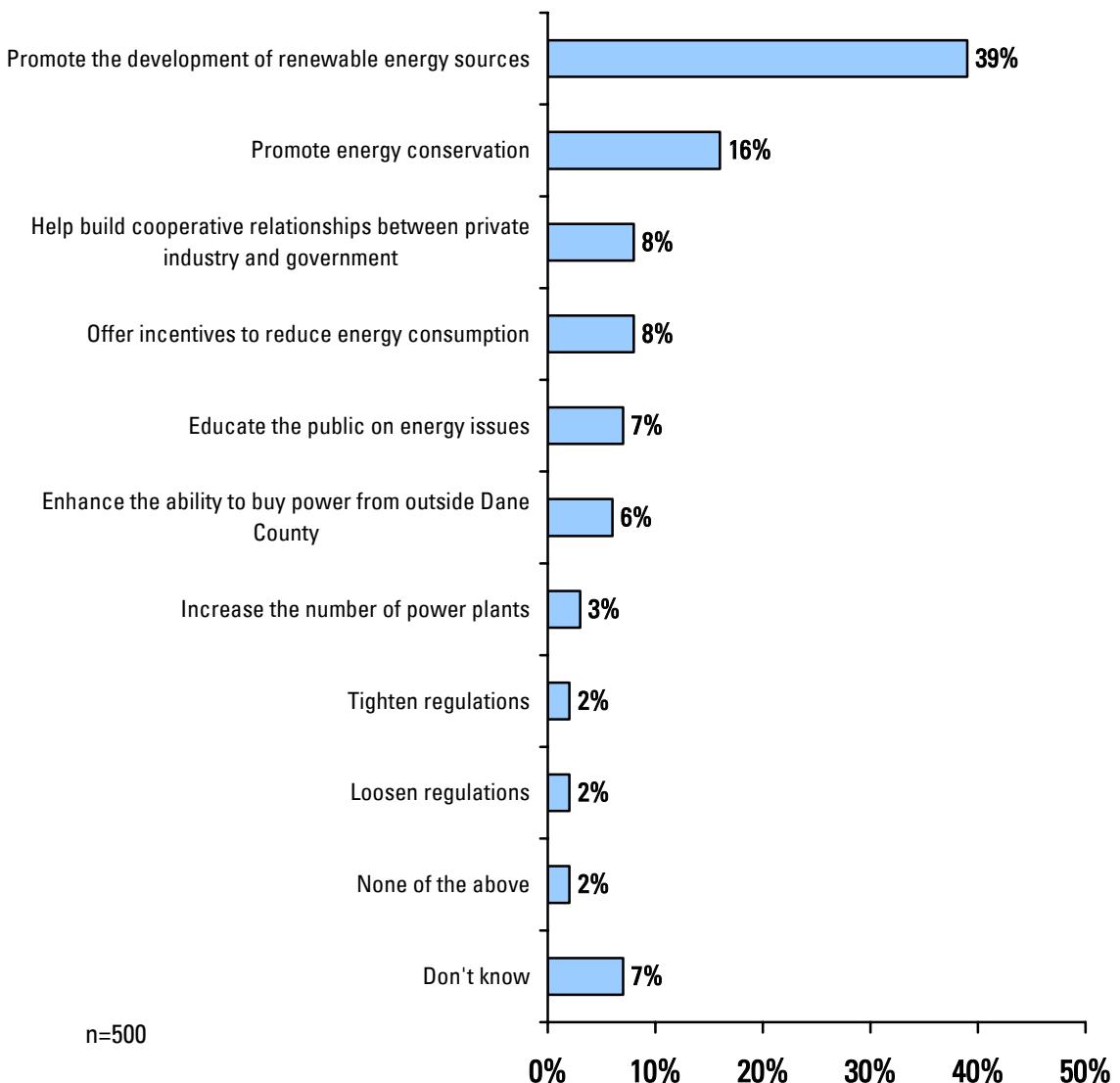
### **County government's role in utility and community facilities**

Respondents were asked to indicate what, from a provided list of responses, they thought was the most important role that Dane County Government should play in providing services to Dane County residents in three different areas. The following graphs illustrate respondent opinions. With Dane County utilities, respondents clearly place great emphasis on recycling, developing renewable energy sources, and conservation, in addition to building cooperative relationships and educating the public on utility issues. In terms of community facilities, avoiding duplication of services and requiring housing developers to pay a share of the community facility costs are main roles indicated by residents. Few respondents indicated that they felt that regulations should be loosened; however, at the same time, few respondents want regulations to be tightened. There was little support for increasing the number of power plants.

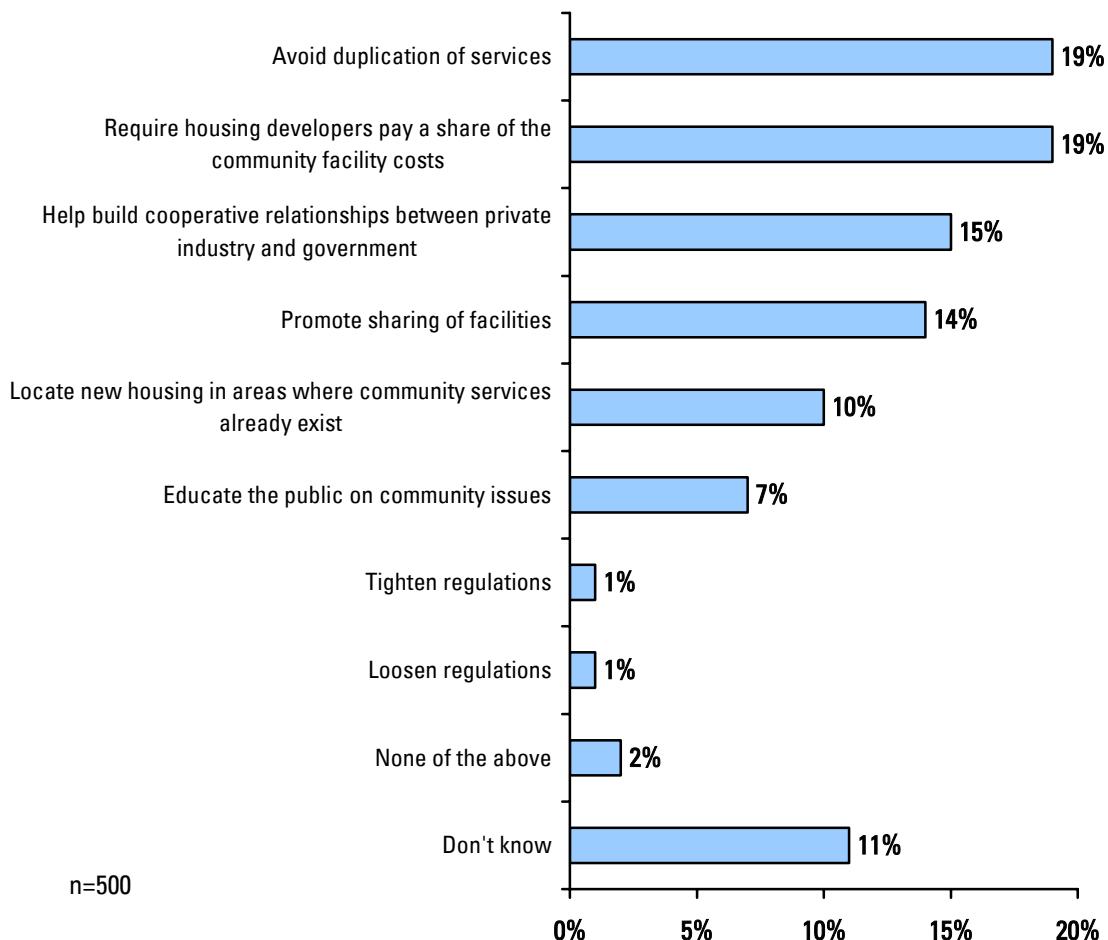
**Q24: What is the most important role Dane County Government should play in providing sewer, solid waste, and recycling facilities?**



**Q25: What is the most important role Dane County Government should play in providing natural gas and electrical energy?**



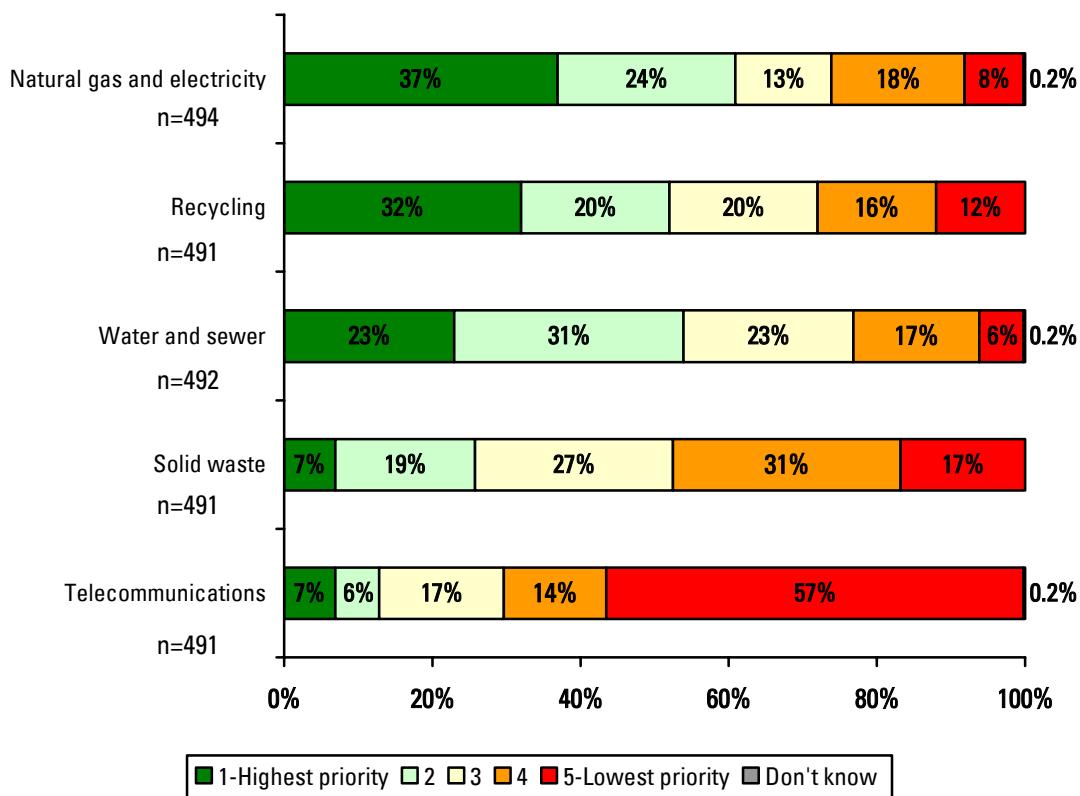
**Q26: What is the most important role Dane County Government should play in providing community facilities?**



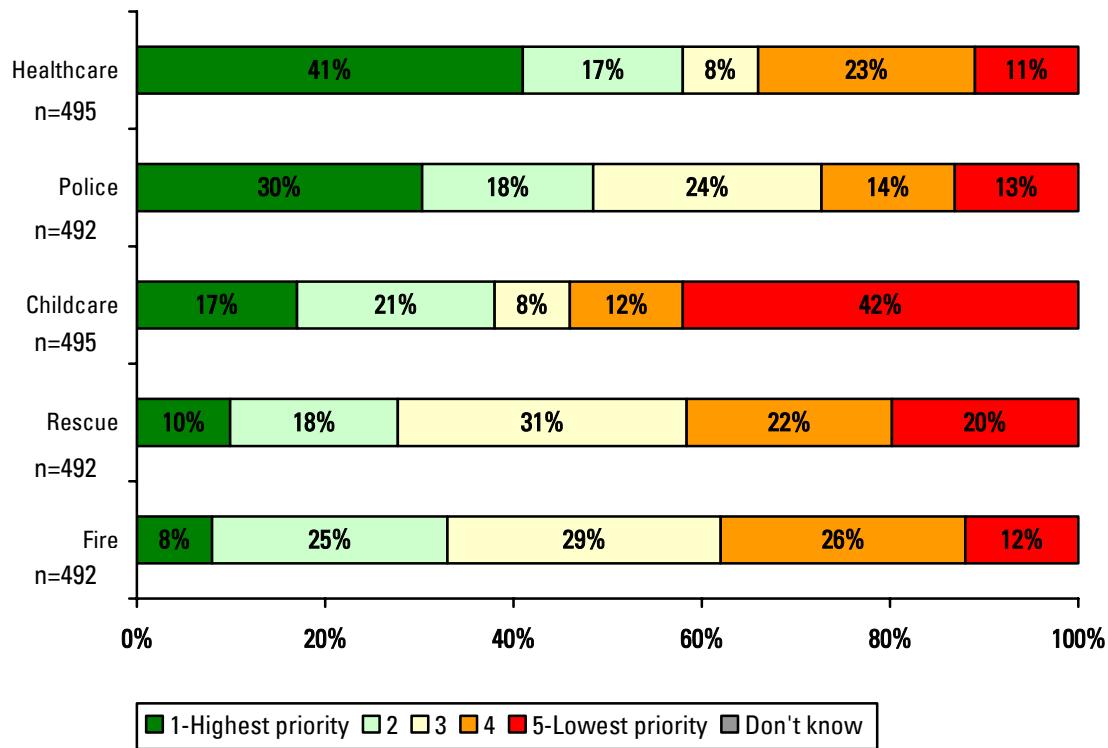
**Utilities and community facilities resource prioritization**

In the Utilities and Community Facilities section of the comprehensive planning survey, respondents were asked to prioritize resources in two different areas. The first prioritization was in terms of resources to promote safe and efficient public utilities in Dane County, while the second prioritization involved resources that are targeted to promote high-quality and affordable community services and facilities. The following two figures summarize this prioritization data. Natural gas and electricity and recycling, along with water and sewer services, are the top priorities, while telecommunications is by far the lowest priority of respondents in the public utilities area. In terms of community services and facilities, healthcare received the highest priority rating, closely followed by police protection and childcare services.

**Q27: How do you think the Dane County Government should distribute their resources to promote safe and efficient public utilities?**



**Q28: How do you think the Dane County Government should use their resources to promote high-quality and affordable community services and facilities?**



## **Agricultural, Natural, and Cultural Resources**

The Agricultural, Natural, and Cultural Resources section of the Dane County comprehensive plan survey began with the following statement:

“The agricultural, natural, and cultural resources area focuses on goals and policies that promote effective management and conservation of Dane County’s unique collection of resources. Such resources include: groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources, parks, open spaces, historical and cultural sites/resources, community design, recreational resources, and other natural resources.”

Given this background perspective and list of resources, respondents were exposed to five resource goals and asked to indicate how much attention Dane County Government should give to each goal in the future (relative to the respondents’ perceptions of the present amount of attention Dane County Government places on these issues). The five resource goals center around effectively managing the following:

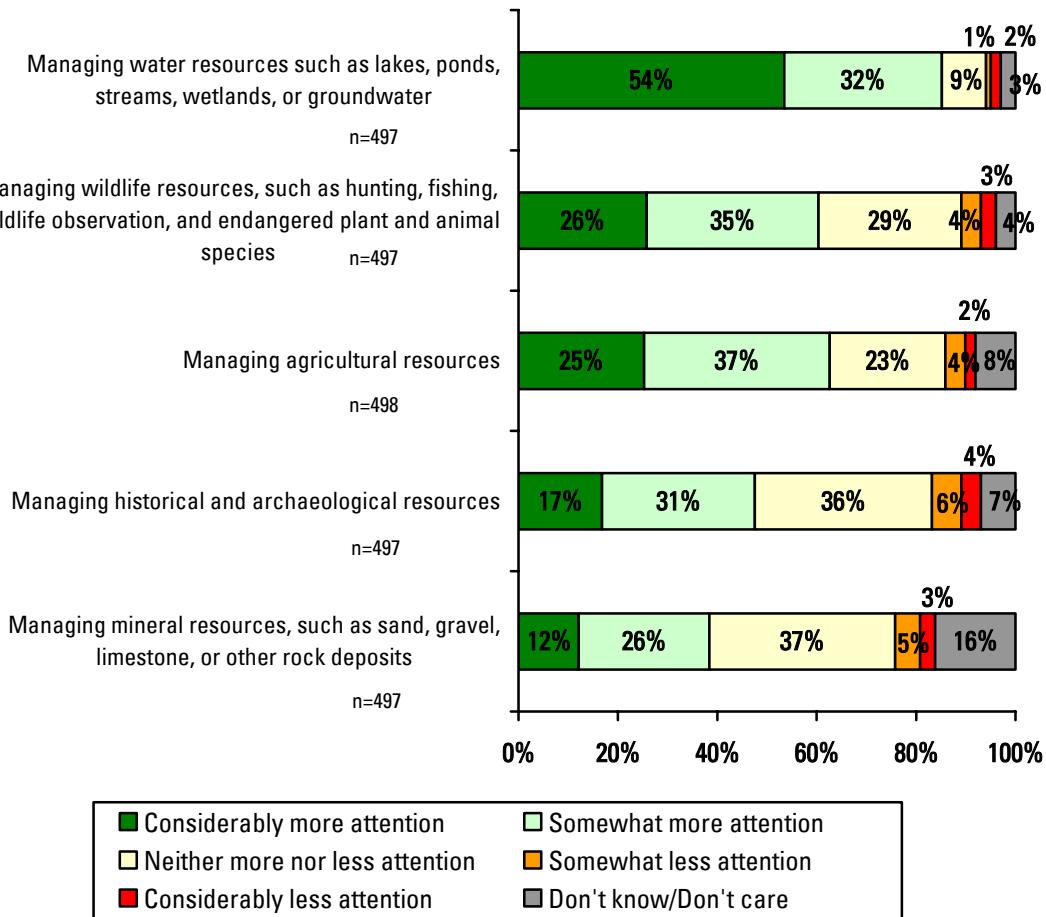
- Agricultural resources.
- Water resources such as lakes, ponds, streams, wetlands or groundwater.
- Mineral resources such as sand, gravel, limestone, or other rock deposits.
- Wildlife resources, such as hunting, fishing, wildlife observation, and endangered plant and animal species.
- Historical and archaeological resources.

In addition, respondents were asked to rate the importance of maintaining downtown Madison as the region’s cultural center, address the roles Dane County Government should play in promoting effective management of these types of resources, and to prioritize resource usage in Dane County. The results of each aspect are discussed in turn.

### **Agricultural, natural, and cultural resource goals**

The following graphic summarizes survey respondents’ opinions across the five agricultural, natural, and cultural resource goals evaluated here. From this graph it is clear that managing water resources is a primary concern of respondents, with 54% indicating that this goal needs considerably more attention in the future. In fact, managing water resources received the second-highest score in the entire survey in terms of goals requiring more attention in the future (future planning of land use was the goal with the highest score). Interestingly, there are no demographic differences of note across the five resource areas evaluated.

**Q30: How much attention should Dane County Government should give to each of the following agricultural, natural, and cultural resource management goals?**

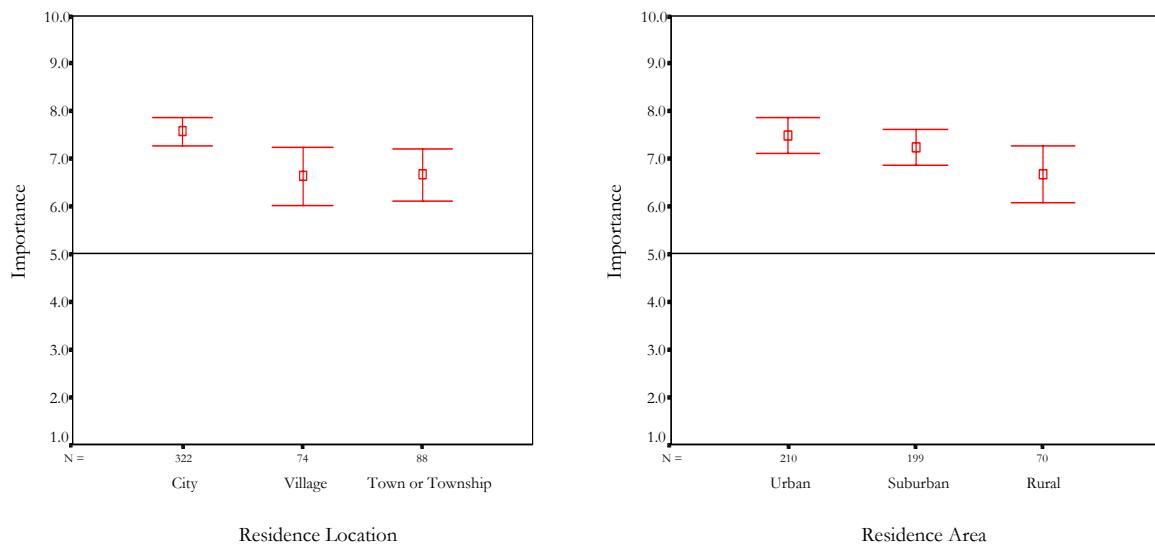


## Issues

Respondents were asked to rate how important it was that downtown Madison be maintained as the region's cultural center, using a 10-point importance scale where 1 was extremely unimportant and 10 was extremely important. Here, a score of 5 essentially means indifference. Overall, respondents felt this was moderately important, as it received an average score of 7.25. The two 95% confidence interval graphs below indicate that residence area and location does play a small role in the respondents' attitudes toward this issue. In addition, women gave higher ratings than men in this area, with average importance scores of 7.5 and 7.0, respectively. Respondents who have completed more formal education also gave higher ratings in this area, with average importance scores of 7.5 or greater if the respondent has a college degree or more.

education compared to an average score of 6.4 or lower if the respondent has an associate degree or less education.

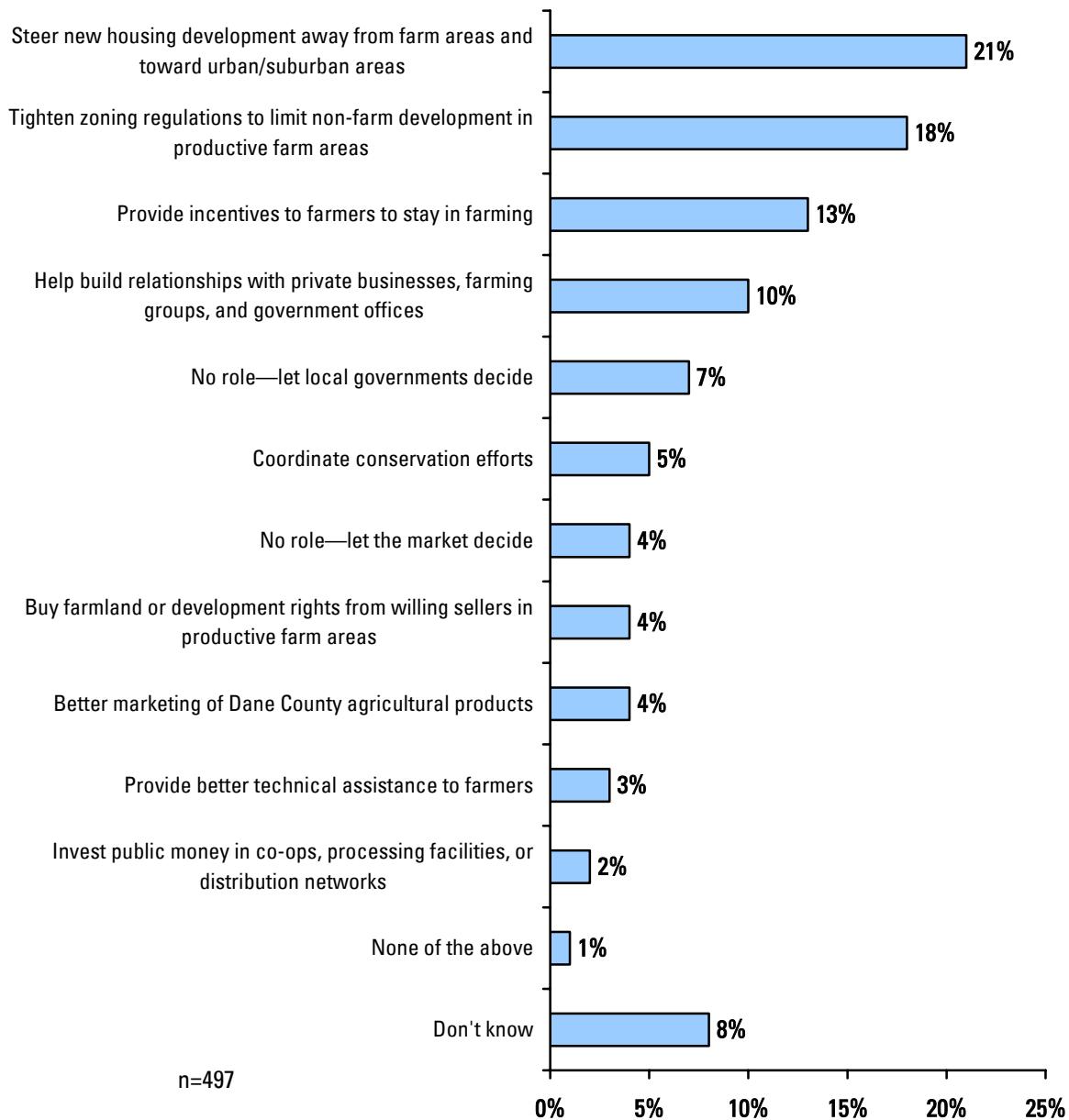
### Confidence Interval Graphs of Issue Importance



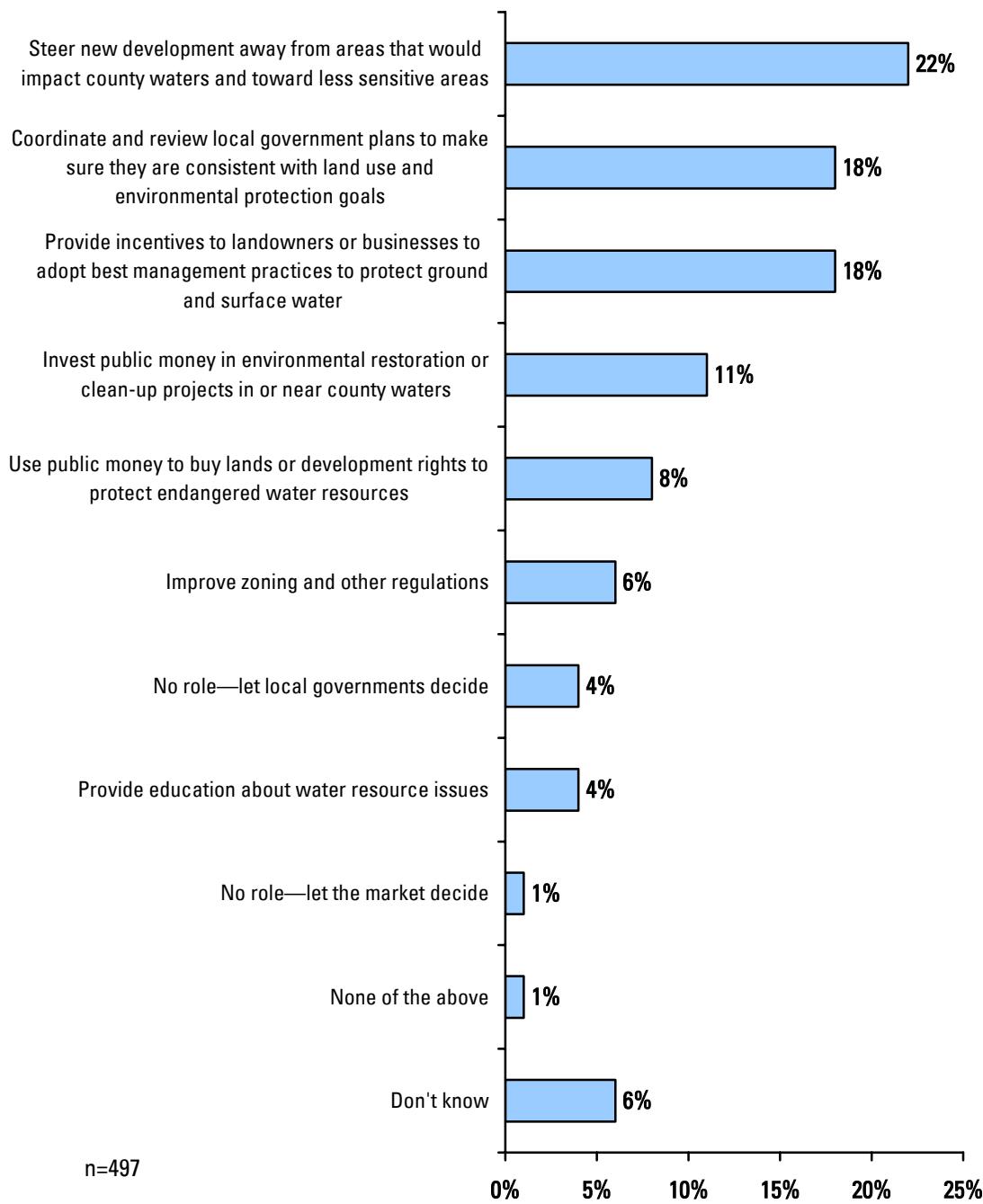
### County government's role in resource management

Respondents were asked to indicate what, from a provided list of responses, they thought was the most important role Dane County Government should play in promoting effective management and conservation of the county's natural, cultural, and agricultural resources in three different areas. The following three graphs illustrate respondents' opinions. In each of the areas, there really is not one definitive answer as to the one role respondents think Dane County should play. Rather, the overarching theme that appears across all of the resource-management areas is to preserve the resource—whether it is productive farmland, water or mineral resources—by steering new housing development away from the resource and toward more urban and suburban areas that have already been developed, in conjunction with tightening zoning regulations to limit development. There seems to be an underlying sense that land in Dane County is becoming a highly valuable commodity and if resources are not preserved, they will be lost to development. Again, there was little support for the positions that the free market or local governments should decide such matters.

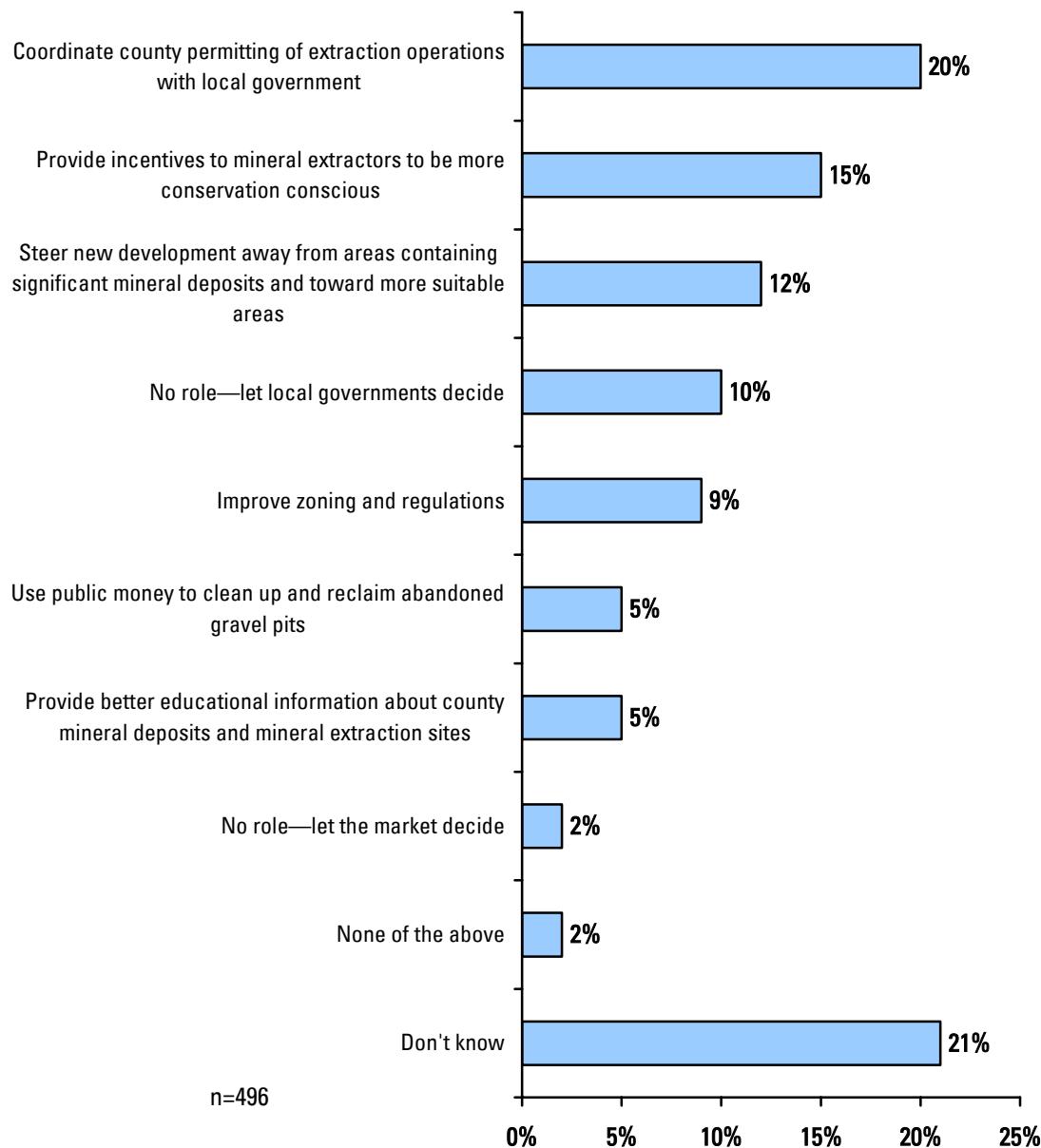
**Q31: What is the most important role Dane County Government should play in promoting effective management and conservation of agricultural resources ?**



**Q32: What is the most important role Dane County Government should play in promoting effective management and conservation of water resources such as lakes, ponds, streams, wetlands, or groundwater?**



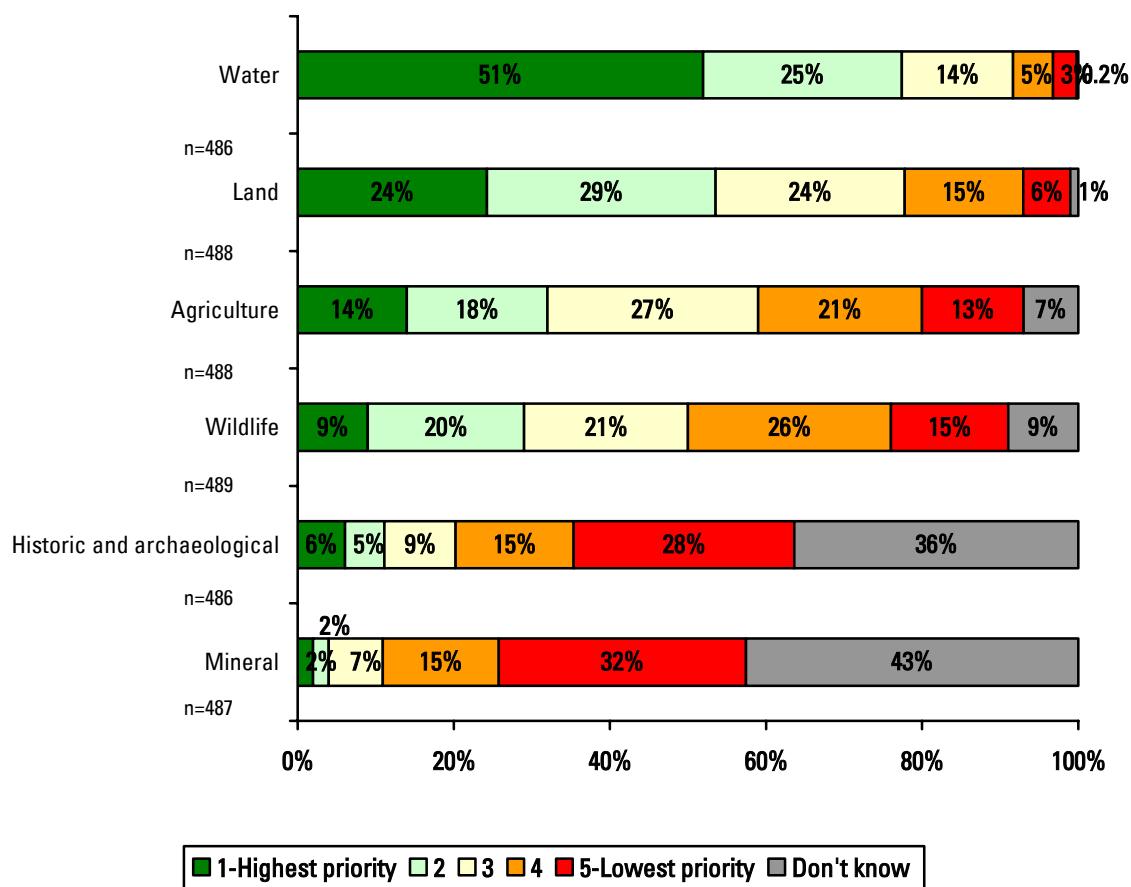
**Q33: What is the most important role Dane County Government should play in promoting effective use and conservation of mineral resources such as sand, gravel, limestone, or rock deposits?**



## Resource prioritization

In the Agricultural, Natural, and Cultural Resources section of the comprehensive planning survey, respondents were asked to prioritize where promotional and conservational resources should be directed. The following graphic summarizes the respondent prioritization of resources. Here, it is dramatically evident that respondents place their highest priority on the water resources of the county. Land is the second-highest priority, with agricultural and wildlife resource management coming in a distant third priority. Minerals were seen as a very low-priority resource.

**Q34: How do you think the Dane County Government should use their resources to promote and conserve the natural, cultural, and agricultural resources of Dane County?**



## **Land Use**

The Land Use section of the Dane County comprehensive plan survey began with a statement to respondents indicating that “In the future, the population of Dane County is expected to increase. If this happens, it will mean that more and more land in Dane County will be needed for residential housing and developed for roads, schools, and businesses.” Given this background perspective, respondents were exposed to four land-use goals and asked to indicate how much attention Dane County Government should give to each goal in the future (relative to the respondents’ perceptions of the present amount of attention Dane County Government places on these issues). The four land use goals were:

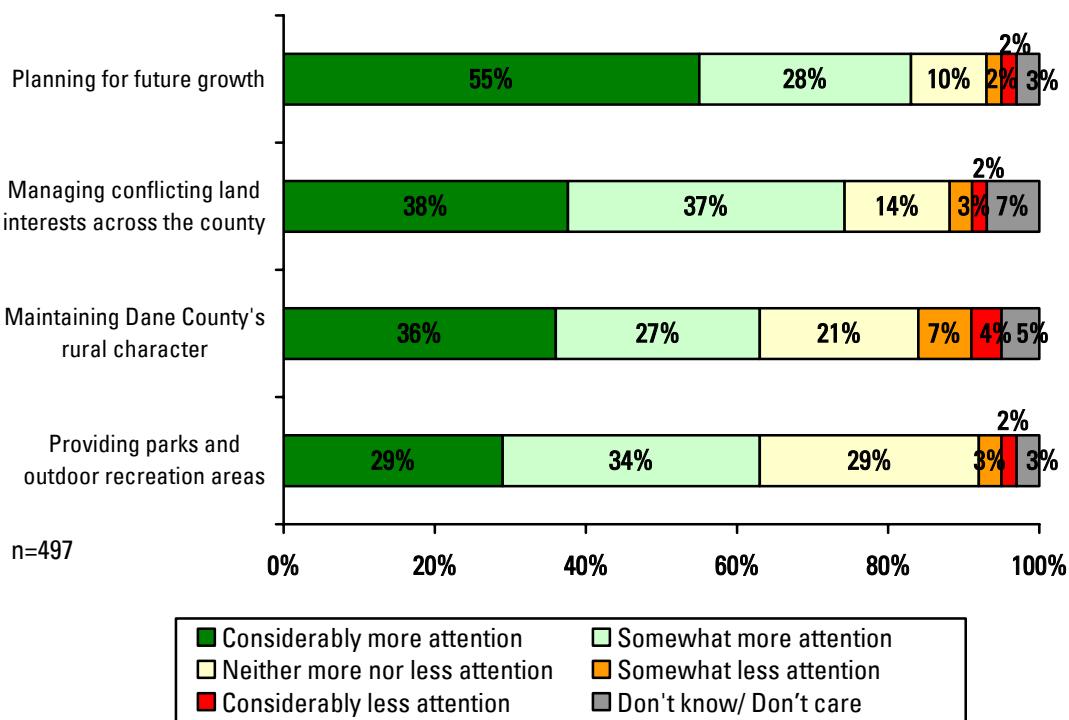
- Planning for future growth.
- Managing conflicting land interests across the county.
- Maintaining Dane County’s rural character.
- Providing parks and outdoor recreation areas.

Respondents were also asked to rate the importance of keeping existing communities from growing into one another, the role that Dane County Government should play, who should take the lead in land-use decisions, and the things they should do in managing land use. These results are discussed in turn.

### **Land-use goals**

The following graphic summarizes the respondents’ opinions across the four land-use goals for Dane County. The vast majority of respondents, 83%, agree that planning for future growth should receive more attention in the future, with 55% indicating that considerably more attention is needed. The focus on land use and planning for the future has the highest percentage of respondents in the “considerably more attention” category across the entire comprehensive planning survey. Similarly, participants felt that the management of conflicting land interests across the county should receive more attention, with 75% indicating at least somewhat more attention is needed.

**Q35: How much attention should Dane County government should give to each of the following land use issues?**



To further understand respondent opinion about all of the land-use goals, a comparison of the various demographic groups was conducted. There were no demographic differences pertaining to planning for future growth, but there were a number of demographic differences across the three remaining goals. These differences are detailed below.

*Managing conflicting land interests across the county*

Rural residents tend to want considerably more attention placed on managing conflicting land interests across the county (49%) than the urban (36%) and suburban (37%) residents. At the same time, the more education respondents have, the greater the likelihood that they call for greater attention to be placed on this issue. For example, only 23% of respondents who have completed high school indicate they want considerably more attention placed on managing conflicting land interests, versus 47% of respondents with some college education.

*Maintaining Dane County's rural character*

Not unexpectedly, residence location plays a role in respondents' desires for attention to conflicting land interests. Rural residents (54%) tend toward wanting considerably more

attention placed on preserving the rural character of Dane County than suburban (35%) and urban (32%) residents.

Also, the more education a respondent has, the lower the propensity to want considerably more attention placed on maintaining the county's rural character. Specifically, 31% of respondents who have a graduate degree compared to 51% of respondents who have some technical/vocational training and 46% of high school graduates want considerably more attention placed on maintaining the rural character of Dane County.

#### *Providing parks and outdoor recreation*

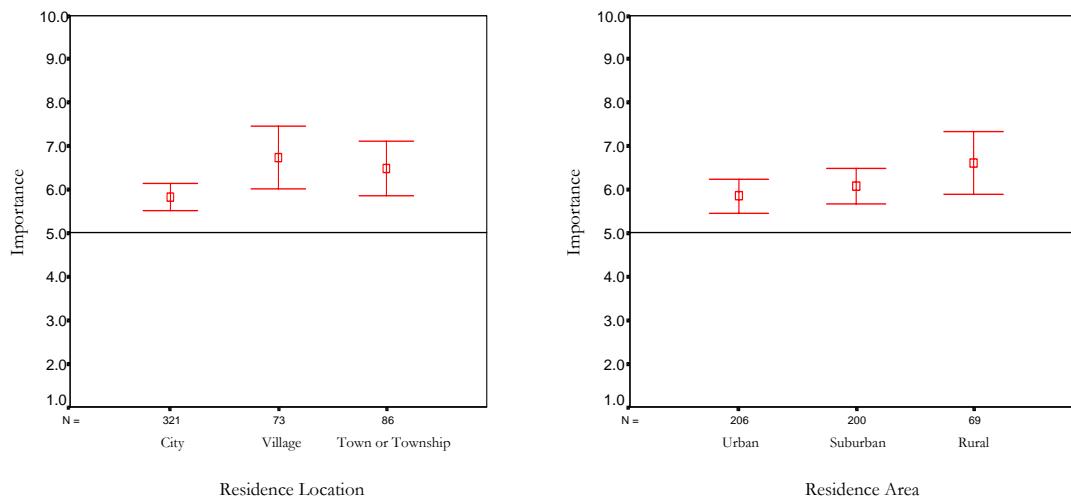
Families with at least one child (38%) want considerably more attention placed on providing parks and outdoor recreation areas than respondents without children (24%). At the same time, younger respondents want considerably more attention placed on providing parks and outdoor recreation areas. In particular, at least 34% of residents in the age groups from 18 to 44 want considerably more attention placed on parks and recreation areas than the 55-and-over age groups, where at most 15% of the respondents in these categories want considerably more attention placed on this issue.

#### **Land-use issues**

In terms of keeping existing Dane County communities from growing into one another, respondents considered the issue more important than unimportant (although only slightly so), giving an overall average importance score of 6.1 ( $n=483$ ,  $SD=2.9$ ) on a 10-point scale where 1 was extremely unimportant and 10 was extremely important. On this scale, 5 essentially indicates respondent indifference. But the issue is not extremely important. The large amount of variability as measured by the standard deviation (SD) simply indicates a very wide spectrum of opinion that spans the entire measurement scale. Unfortunately, there are no strong statistical differences between demographic groups on this issue.

It was anticipated prior to fielding the survey that there would be urban versus rural or city versus village/township differences in perspective on maintaining distinct communities. The following two 95% confidence interval graphs relate location of residence and residence area to perceived importance of keeping communities separate. There seems to be a slight city versus village distinction, but the confidence intervals are overlapping, which indicates there is no statistical difference between these groups. Furthermore, the mean difference in units of standard deviation, or effect size, is 0.31. This is considered a small effect size with potentially little practical difference.

### Confidence Interval Graphs of Residence Location versus Residence Area

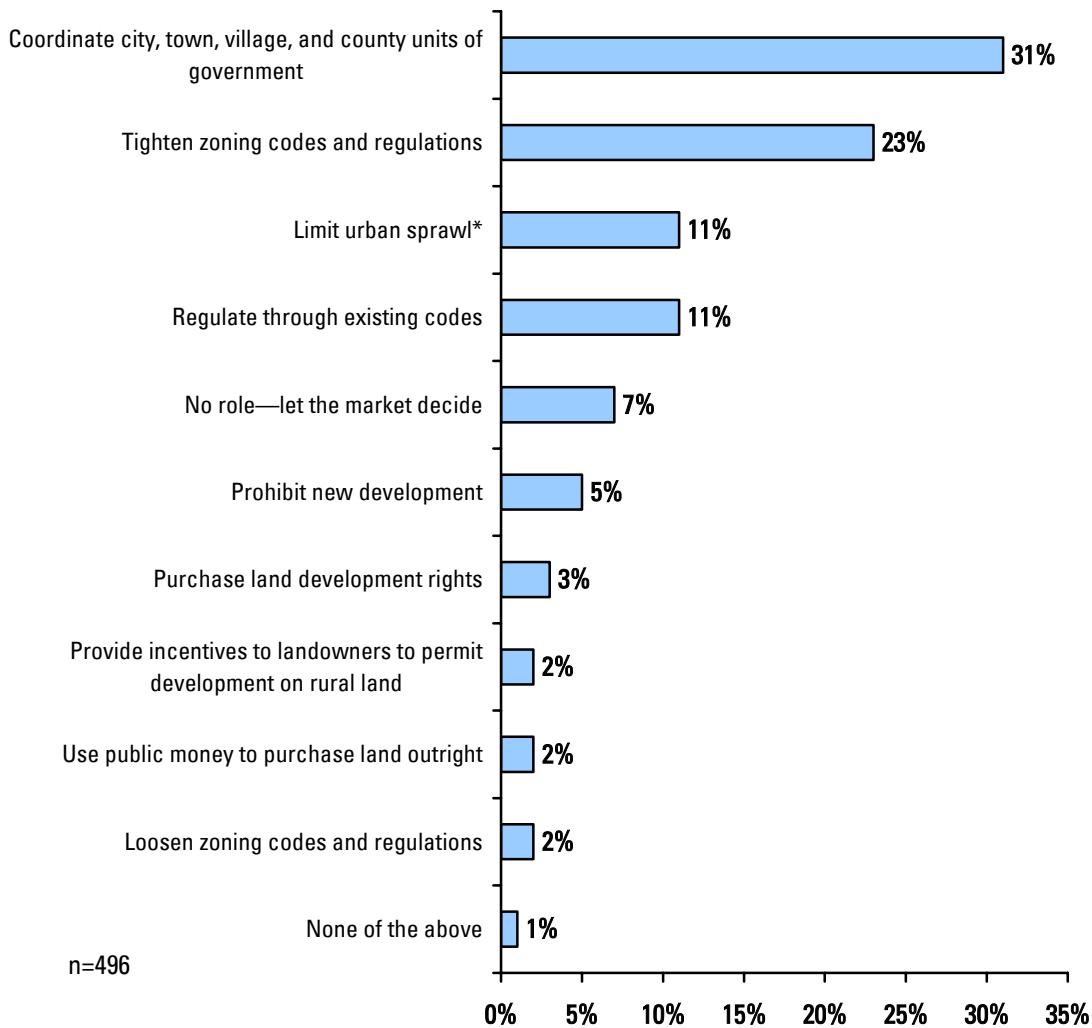


### County government's role in land-use management

Respondents were asked to indicate what, from a provided list of responses, they thought was the most important role that Dane County Government could play in managing land use. The following graph illustrates respondents' opinions on the role of county government. Here, resident preference is for the county government to coordinate units of government and act by tightening zoning codes and regulations. While respondents were evenly distributed in their desire for county government to coordinate the management process, the rural (30%) and city (24%) residents had a higher penchant for wanting to tighten zoning codes and regulations than suburban residents (19%). But when respondents were asked who should take the lead role in land-use decisions, the very clear preference is for a combination of county and local municipality officials. Again, there was little support for loosening regulations or letting the market decide, although the free market had more support here than in other sections of the survey.

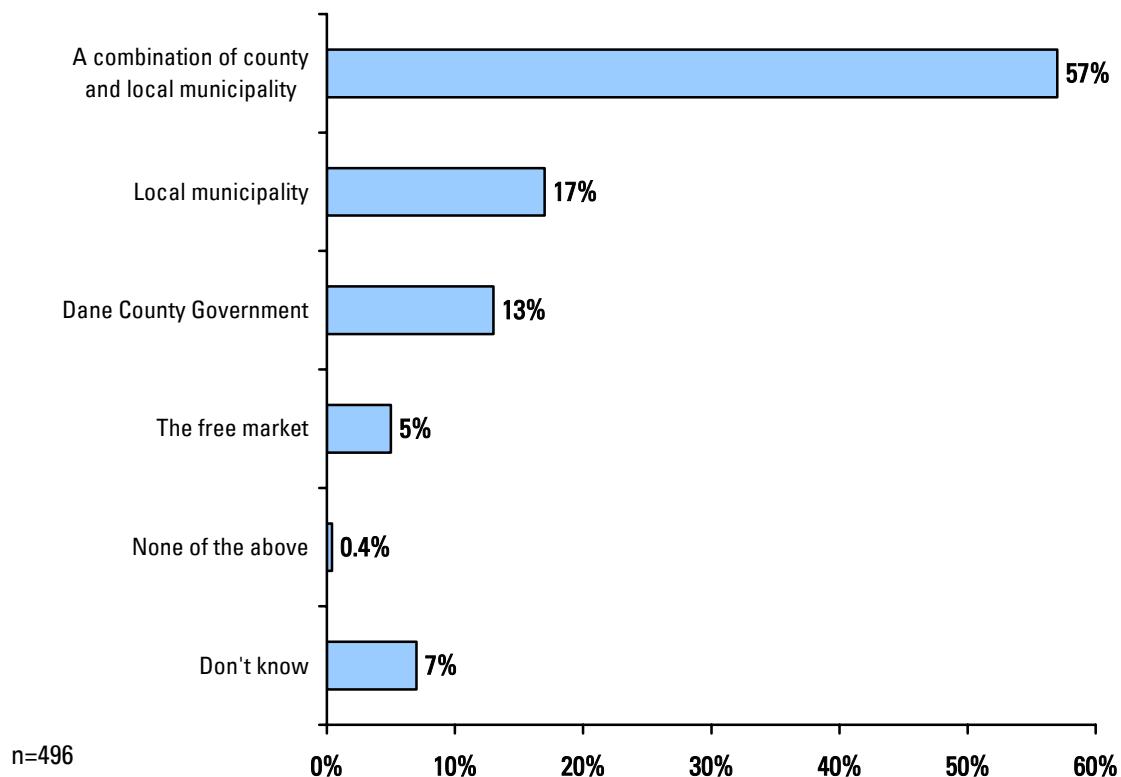
Finally, the open-ended question of what is the most important thing Dane County should do in managing land use was addressed by a large collection of respondent opinions. These opinions are illustrated graphically below, but the main recommendations are for preserving or protecting natural areas by keeping green spaces and stopping urban sprawl.

**Q37: What is the most important role Dane County Government should play in managing land use?**

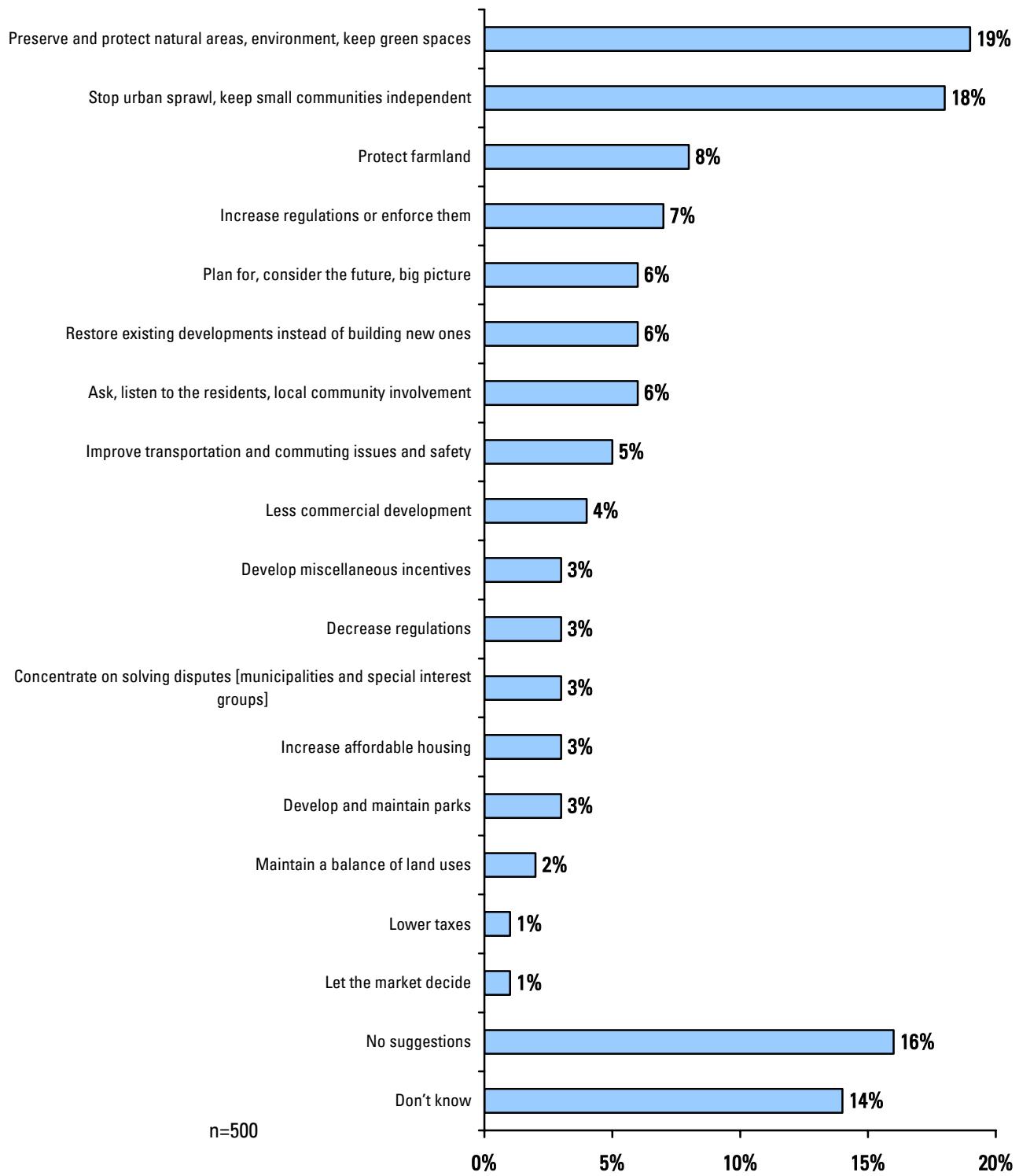


\*This answer was not in the provided list of responses; however, it was volunteered as an "Other" answer to the question.

### **Q38: Who should take the lead role in land-use decisions?**



**Q39: What is the most important thing Dane County should do in managing land use?**



## **Intergovernmental Cooperation**

The Intergovernmental Cooperation section of the Dane County comprehensive plan survey began with the following statement:

“Part of the comprehensive plan calls for Dane County to be involved in joint planning and decision-making efforts with other government entities in the county, like cities, towns, and villages. One aspect of the plan calls for ‘avoiding duplication of services’ or ‘consolidating and sharing services.’ The idea is that costs can be reduced with minimal loss of service to county residents.”

Given this direction, respondents were asked to rate the importance of avoiding service duplication and to evaluate how well Dane County is doing consolidating and sharing resources. In addition, respondents were asked to address the role that Dane County Government should play in mediating and helping to resolve intergovernmental conflict. These results are discussed in turn.

### **Consolidating and sharing resources**

Respondents were asked two questions about avoiding duplication of services by consolidating and sharing resources. The first asked the respondents to rate the importance of this issue to them personally. The second asked them to rate Dane County’s current performance on this issue. The data summarized in the table below clearly demonstrates that the respondents place a high degree of importance on avoiding duplication of services, with an average importance rating of 7.8 on a 10-point importance scale.

The perception of current performance, however, is much lower—average rating of 5.3 on a 10-point performance scale where 1 meant poor and 10 meant excellent. While it is expected that the performance score would be lower than the importance score (since respondents in general tend to slightly over-inflate importance measures and under-represent the performance of large entities where they have little personal interaction), the 2.5-point difference between importance and performance may indicate a real issue in terms of the public’s perception of the county’s efforts to avoid duplication of services that probably should be addressed in the future.

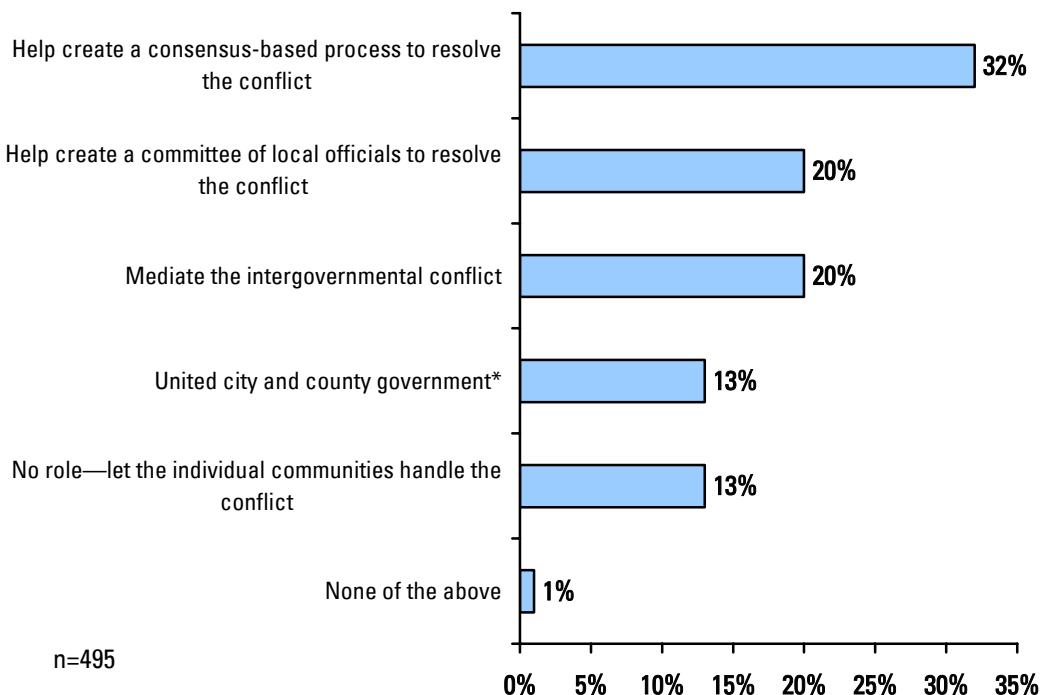
Question	N	Mean	STD	95% Confidence Interval on the Mean	
				Lower Bound	Upper Bound
Q40a: How important is it that Dane County avoids duplication of services by consolidating and sharing services?	458	7.8	2.1	7.6	8.0
Q40b: How well is Dane County doing in avoiding duplication of services by consolidating and sharing services?	286	5.3	1.8	5.1	5.5

There were very few demographic differences to report. Of particular note, however, is that homeowners place more importance on the issue of duplication of services than renters (8.0 compared to 7.2 on average). Also, there is a slight difference in performance perception, with residents in suburban areas giving higher average performance scores (5.6) on avoiding duplication of services than urban and rural residents (5.1 for both).

#### **County government's role in intergovernmental conflict resolution**

Respondents were asked to indicate what, from a provided list of responses, they thought was the most important role that Dane County Government should play in mediation and helping to resolve intergovernmental conflict. The following graphic illustrates residents' opinions on the role of county government.

**Q41: What is the most important role Dane County Government should play in mediation and helping to resolve intergovernmental conflict?**



\*This answer was not in the provided list of responses; however, it was volunteered as an "Other" answer to the question.

While there appears to be a strong preference for Dane County Government to facilitate a consensus-based process and assume the mediator role, there are definite demographic differences among interested groups. In particular, village (21%) and town or township (20%) residents had a higher propensity to want Dane County Government playing no role and simply letting the individual communities handle their conflicts—only 9% of city residents selected this option. This same pattern is observed in the breakout of urban (13%), suburban (9%) and rural (22%) residents wanting no role by Dane County Government.

Interestingly, respondents who are employed in government by the state, Dane County, or a city/municipality had a slightly higher propensity to view the role of Dane County Government to be that of helping to create a consensus-based process to resolve conflict—39% compared to 31%—while respondents not employed by local government tended to view the role of Dane County Government as that of helping to create

committees of local officials to resolve the issue (22% to 12%) or of having no role at all (14% compared to 7%).

## **Public Participation**

The Public Participation section of the Dane County comprehensive plan survey simply asked respondents to offer their thoughts about the Dane County comprehensive plan and the process being used to solicit public involvement. Respondents were also directed to the Dane County Web site for additional information on the planning process. Respondent opinions and perceptions about the process are presented below.

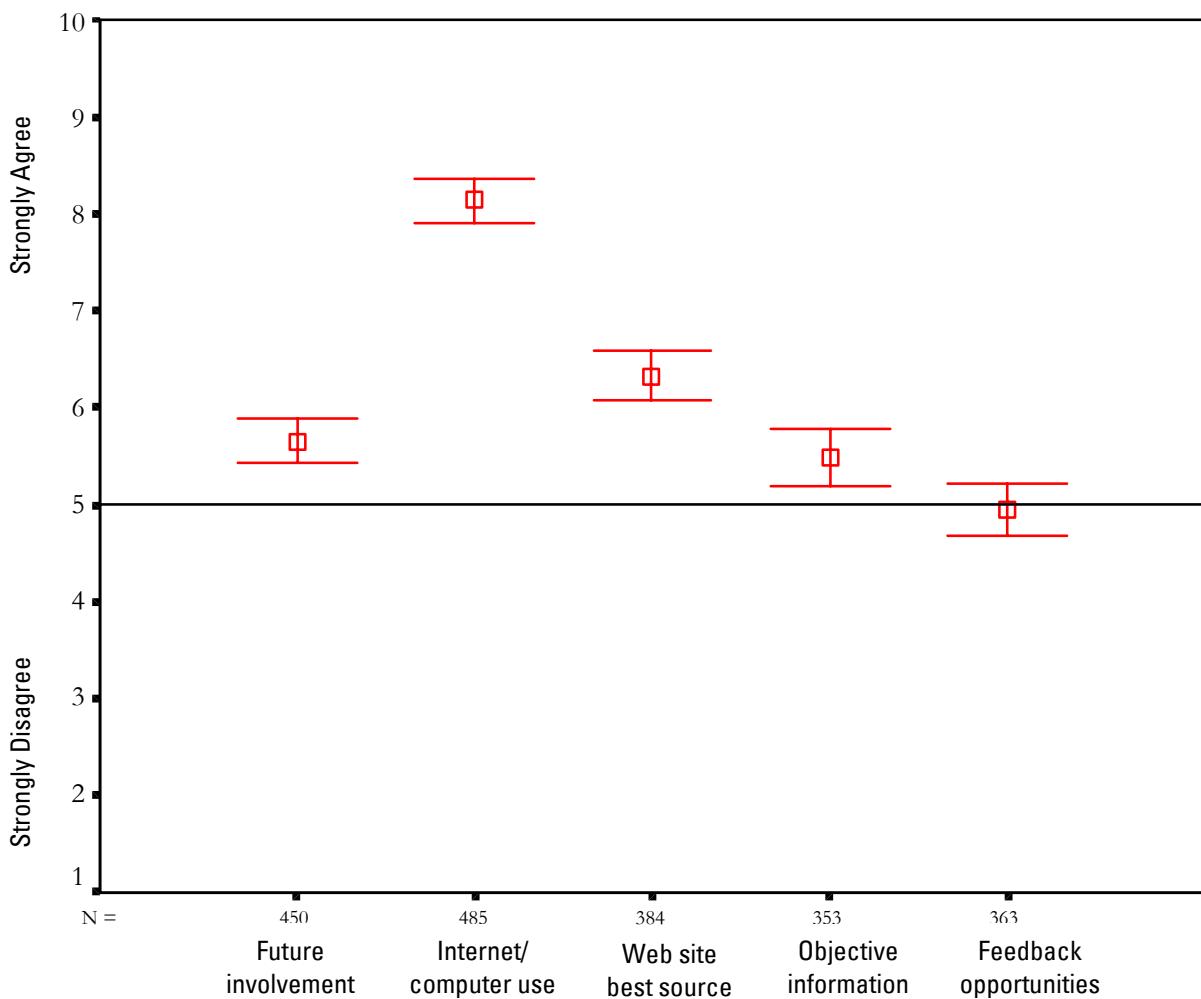
### **Evaluation of Process**

Respondents were presented with the following five statements about the comprehensive planning process:

- I want to be involved in the process in the future.
- I am comfortable using a computer and accessing information on the Internet.
- The Dane County comprehensive plan Web site is the best place for posting county planning information.
- I have access to objective information about the comprehensive plan.
- I have had sufficient opportunity to provide feedback during the planning process.

Respondents were asked to rate their degree of agreement with each statement using a 10 point-scale where 1 meant strongly disagree and 10 meant strongly agree. The following confidence interval graph summarizes the data across the public participation statements.

### Confidence Interval Graph for Agreement on Five Statements about the Comprehensive Planning Process



From this graphic, it can be seen that respondents are very comfortable using a computer to access information from the Internet. Unfortunately, only 1% of the respondents heard about the comprehensive planning process by using the Dane County Web site. The remaining agreement statements directly pertaining to the comprehensive planning process are hovering right around the indifference point (average = 5).

By and large, there were no demographic differences in attitudes toward participating in the comprehensive planning process. The only notable demographic differences in attitudes toward public participation pertain to the age of the respondent. In particular, the older the respondents, the less inclined they are to want to be involved in the process. Furthermore, as age increases, people have less faith that they are getting

objective information, and they feel like they do not have sufficient opportunities to provide feedback. The summary statistics in the table below illustrate this trend.

	Desire to be Involved in the Future			Access to Objective Information About the Plan			Sufficient Opportunity to Provide Feedback		
Age Group	n	mean	STD	n	mean	STD	N	mean	STD
18-24	47	5.3	2.4	41	6.1	2.8	38	5.4	2.2
25-34	121	5.8	2.4	92	6.0	2.5	94	5.3	2.5
35-44	82	5.8	2.3	59	5.4	2.5	61	5.3	2.6
45-54	83	6.1	2.6	60	5.7	2.9	68	5.0	2.4
55-64	68	5.5	3.0	58	5.4	2.9	58	4.6	2.9
65-74	36	4.9	2.6	32	3.8	3.0	33	3.5	2.7
75 +	10	4.9	2.8	9	4.0	2.1	11	3.6	1.7

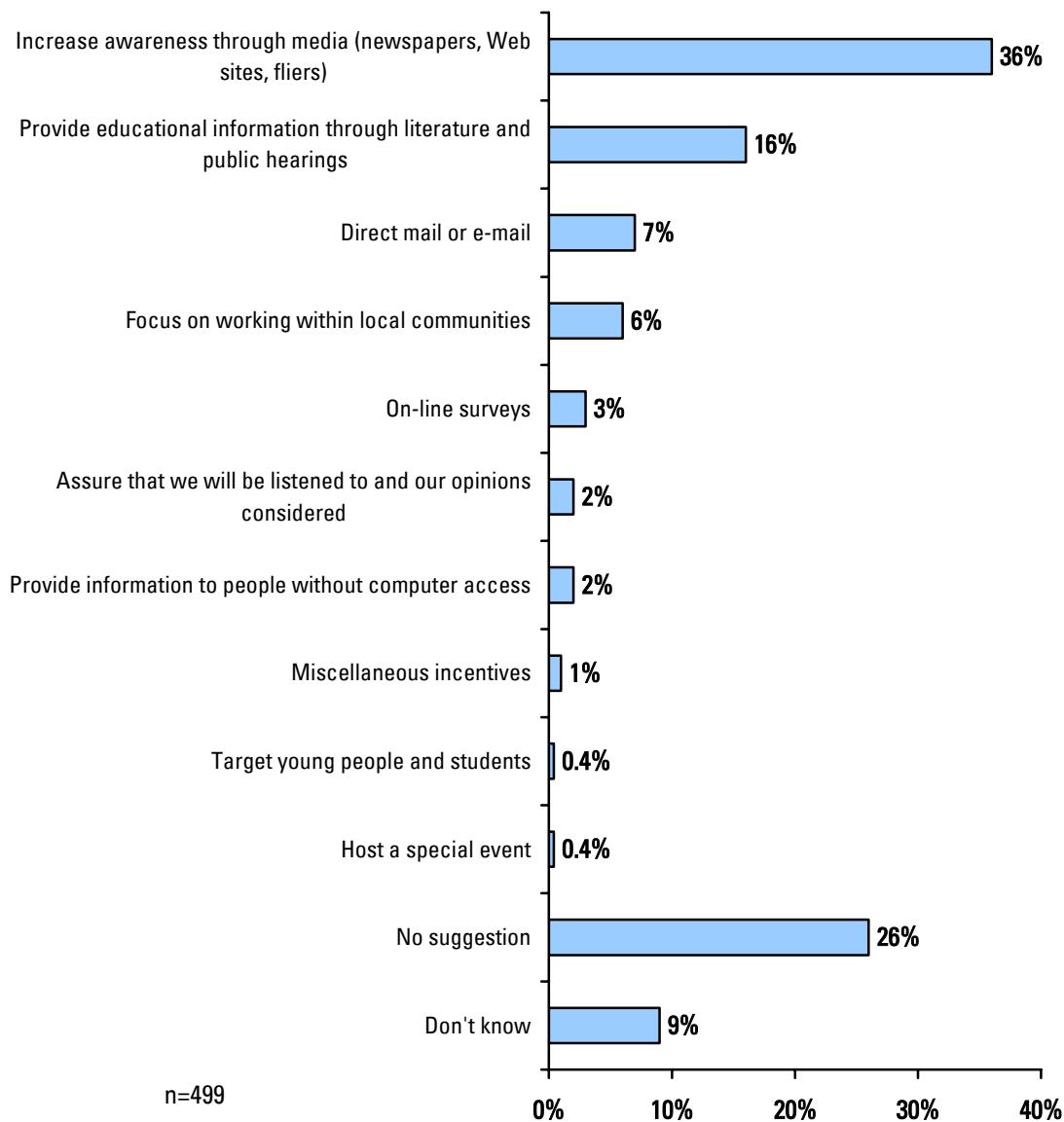
N indicates the number of respondents in that category answering the question; mean represents the average score, and STD represents the standard deviation of that average score.

### **Public suggestion for increasing participation**

Respondents were specifically asked an open-ended question about what Dane County could do to get them personally involved (and the public in general more involved) with the comprehensive planning process. Over 35% of the residents participating in this survey had been exposed to comprehensive planning issues, so in many ways the process is working and residents of the county are participating.

The primary modes by which respondents were informed of this activity have been through newspaper announcements (14%), word of mouth (10%), and previous phone calls or surveys (7%). Still, over 62% of respondents indicated that they did not know about the comprehensive planning process before receiving this survey, so there is potential for increasing participation. The figure below illustrates that the vast majority of respondents simply indicated the need for increased awareness and visibility of the planning process that can be done easily through the common media, as well as through education about the issues involved. Making the planning process more visible via the media is strongly encouraged.

**Q43: What could Dane County do that would get you, and the public in general, more involved with the comprehensive planning process?**



In sum, while it is definitely possible to increase the visibility of the comprehensive planning process via the local media, it is not clear that this in and of itself will increase participation based on the apparent indifference of respondents to want to be involved. In addition to increasing awareness, there also needs to be real and compelling reasons that are sufficiently motivating for residents to participate in greater numbers.

## **Final Notes on Research**

The data from the Dane County comprehensive planning survey provides Dane County's public officials and residents with a wealth of information that will help shape how the county grows and changes in the years to come. The analysis conducted for this report has culled through all of the data to discern the goals that need greater attention and those that are currently well served, roles the public believes Dane County should play, and priorities in resource use. While this report covers many topics, there is still potentially more information within the survey data. As Dane County and concerned citizens continue to address planning and growth issues, the data from this survey can be analyzed and in different ways to potentially provide richer insight into the voice of Dane County residents and their ideas for the county's future.

# Appendix A: Comparison of Survey versus Census Data

Madison-Area Zip Code	Area Description	Results from Survey				Prop. from 2000 Census	Compare
		P	SD	95% CI Lower Bound	95% CI Upper Bound		
<i>Inside Madison</i>	McFarland	0.03	0.01	0.01	0.04	0.02	Yes
	Middleton	0.05	0.01	0.03	0.07	0.05	Yes
	Verona	0.04	0.01	0.02	0.06	0.03	Yes
	Downtown Madison (Isthmus)	0.07	0.01	0.05	0.10	0.06	Yes
	Northeast Madison	0.08	0.01	0.05	0.10	0.10	Yes
	Shorewood Hills	0.06	0.01	0.04	0.08	0.07	Yes
	Downtown Madison	0.00	0.00	0.00	0.01	0.01	No
	West Madison	0.13	0.01	0.10	0.16	0.10	Yes
	South Madison	0.03	0.01	0.01	0.04	0.05	No
	City of Madison	0.04	0.01	0.02	0.06	0.04	Yes
	Southern Downtown Madison	0.02	0.01	0.01	0.03	0.02	Yes
	Monona	0.04	0.01	0.02	0.06	0.05	Yes
	West of Shorewood Hills	0.02	0.01	0.01	0.03	0.03	Yes
	Town of Blooming Grove	0.01	0.00	0.00	0.02	0.01	Yes
	Southwest Madison	0.04	0.01	0.02	0.06	0.04	Yes
<i>Outside Madison</i>	Belleville	0.01	0.01	0.00	0.02	0.01	Yes
	Black Earth	0.00	0.00	0.00	0.01	0.01	Yes
	Blue Mounds	0.00	0.00	0.00	0.01	0.00	Yes
	Brooklyn	0.01	0.00	0.00	0.01	0.01	Yes
	Rockdale	0.00	0.00	0.00	0.01	0.01	No
	Cottage Grove	0.02	0.01	0.01	0.04	0.02	Yes
	Cross Plains	0.01	0.00	0.00	0.02	0.01	Yes
	Dane	0.00	0.00	na	na	<0.004	na
	Deerfield	0.00	0.00	0.00	0.01	0.01	No
	DeForest	0.03	0.01	0.01	0.04	0.03	Yes
	Edgerton	0.00	0.00	na	na	<0.026	na
	Northwest corner	0.00	0.00	0.00	0.01	0.02	No
	Medina	0.02	0.01	0.01	0.04	0.01	Yes
	Mazomanie	0.00	0.00	na	na	<0.008	na
	NW Windsor	0.00	0.00	na	na	<0.0004	na
	Mount Horeb	0.02	0.01	0.01	0.04	0.02	Yes
	Oregon	0.03	0.01	0.02	0.05	0.03	Yes
	Roxbury	0.00	0.00	na	na	<0.012	na
	Stoughton	0.06	0.01	0.04	0.08	0.05	Yes
	Sun Prairie	0.06	0.01	0.04	0.08	0.06	Yes

53594	Waterloo	0.00	0.00	na	na	<0.012	na
53597	Waunakee	0.03	0.01	0.02	0.05	0.03	Yes
53598	South of DeForest	0.00	0.00	0.00	0.01	0.01	Yes
53911	Columbia	0.00	0.00	na	na	<0.002	na
53925	Columbus	0.00	0.00	na	na	<0.018	na

na=not accessible due to no sample in that zip code.

P represents the proportion of respondents in the final survey sample from that zip code; SD represents the standard deviation of that proportion. The upper and lower bounds represent the 95% confidence interval of that population proportion; when the 2000 census data lies within that confidence interval, the comparison to census data is considered appropriate. An “na” in the comparison column indicates that the comparison is not available due to a lack of sample in that zip code. All of these zip codes are on the border of Dane County. Furthermore, in almost all instances, the majority of the land area and population in the zip code are outside of Dane County. The one exception is zip code 53560, which includes the town and village of Mazomanie. In this case, the population size (3,521 as of the 2000 census) is less than 1% of Dane County’s total population. With such a small population in this zip code, one could expect four residents from this zip code to be selected in a random sample of 500 residents from Dane County. It is not unreasonable, probabilistically, to have zero completes from this zip code due to random selection. Any reluctance to participate on the part of residents contacted in this zip code would exacerbate this problem.

## **Appendix B: Survey Instrument**

Dear Name,



Thank you for volunteering to participate in the Dane County Resident Survey! Dane County government understands that residents are a tremendous source of information, and that their input will produce better planning decisions. As a Dane County resident or property holder, you live and experience these planning issues every day. Your ideas and opinions are extremely important and will directly shape how Dane County grows and changes in the years to come.



### The Role of Government in Dane County

The community you live in provides services depending on its type: town, village, or city. Your local community provides many of the day-to-day services like garbage pick-up and the plowing of local streets. Dane County, on the other hand, provides direct services that people from all communities use—like county parks, the county sheriff, and county roads and highways. Dane County can also provide indirect services by helping local agencies and communities (through cash grants and other assistance) provide services to citizens.



Chamberlain Research Consultants has been hired by Dane County as an independent, third-party research team to collect feedback from a select number of Dane County residents, like you, to help develop direction for the Dane County Comprehensive Planning Process. For more information about this process, please visit the Web site at: <http://www.daneplan.org/>.



We are only able to invite a select number of people to participate in this survey, so it is very important that you keep this commitment by completing and returning the survey no later than Friday, April 22.



Here are a few additional instructions to keep in mind:

- 1) **The survey is organized into 10 sections.**
  - Introduction
  - Housing
  - Economic development
  - Transportation
  - Utilities and community facilities
  - Agricultural, natural, and cultural resources
  - Land use
  - Intergovernmental cooperation
  - Public participation
  - Demographics
- 2) **You have the option to complete the survey on-line.** If you wish to complete the survey on-line instead of by mail, go to this Web address: [www.crcwis.com/2941](http://www.crcwis.com/2941)  
Please use the following log-in information:   **User Name:** Dane    **Password:** 123456
- 3) **Please respond by Friday, April 22.** To ensure that your opinions are included in future planning decisions, we ask that you complete the survey no later than April 22, 2005. A postage-paid envelope has been provided for you.



We appreciate your feedback and look forward to your suggestions and opinions informing the Dane County Comprehensive Plan.

Thank you!

## **Filling Out The Survey**

- Please answer all questions by shading in the circle next to your answer using black ink.  
Like this: ● Yes      But not like this: ☒ Yes      And not like this: ☐ Yes
- You are sometimes asked to skip over some questions in the survey. When this happens, you will see an arrow with a note that tells you what question to answer next:  
Like this: ● Yes → Skip to Question 8
- If you need additional space to record a written answer, please continue your answer on additional paper indicating the question number that you are answering.

## **Confidentiality**

The information you provide in this survey is confidential. Your responses will be combined with those from other participants for statistical analysis. This information will not be used to sell you anything. You will not be put on any mailing or telemarketing list as a result of answering this survey. The results from this survey will be used by the Dane County government to help in the development of the county's comprehensive plan.



## Section 1. Introduction

To begin, please let us know a little bit about your living situation.

**Q1. How long have you had your primary residence in Dane County?**

- Less than 1 year
- 1–5 years
- 6–10 years
- 11–20 years
- Over 20 years
- Not a resident, but own land or other property in Dane County → Skip to Question 8.

**Q2. My residence within Dane County is located in a... (Please fill in only one.)**

- City
- Village
- Town/Township

**Q3. My home is in an area best described as:**

- Urban
- Suburban
- Rural
- Other: (Please print.) \_\_\_\_\_

**Q4. The type of housing where I live for my primary residence can best be described as:**

- Apartment
- Condominium
- Duplex or 4-flat
- Mobile home
- Single-family home (non-farm)
- Farm home
- Other: (Please print.) \_\_\_\_\_
- Don't know

**Q5. For your primary residence, do you currently rent or own?**

- Rent
- Own
- Live with parents, relatives, or other
- Other: (Please print.) \_\_\_\_\_

**Q6. How many people live in your household, including yourself?**

- One
- Two
- Three
- Four
- Five
- Six or more

**Q7. How many children 17 years old or younger live in your household?**

- No children
- One
- Two
- Three or more

**Q8. How familiar are you with the Dane County Comprehensive Plan?**

- Not at all familiar
- Not very familiar
- Somewhat familiar
- Very familiar
- Highly familiar and politically active
- Don't know



## Section 2: Housing

*Housing is an important part of how a community grows and develops. One of Dane County's primary goals is to promote the development and availability of housing for all residents of the county.*

**Q9. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following housing goals listed in a–e?**

- a.) Ensuring a supply of enough housing choices throughout the county that meet the needs of people from all income levels, all age groups, with different family sizes, and families who have special needs.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know
  
- b.) Promoting good use of land for housing.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know
  
- c.) Promoting housing that maintains and improves the quality of life for all of Dane County.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know

**d.) Ensuring that there is housing close to public transportation routes.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**e.) Ensuring that there is housing close to shopping and commercial centers.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**Q10. What is the most important role that Dane County Government should play in making sure there is enough housing to meet the needs of people from all income levels, all age groups, different family sizes, and families who have special needs? (Please mark only one.)**

- Help build cooperative relationships between new housing developers and local city, town, or village government agencies
- Improve regulations and zoning ordinances
- Educate the public on housing issues
- Offer incentives (like tax breaks) to new housing developers
- Build new public-owned housing
- Buy existing buildings for public-owned housing
- Other (Please print.) \_\_\_\_\_
- None of the above
- Don't know



## Section 3: Economic Development

*Economic development is concerned with all aspects of keeping, attracting, and growing businesses of all types and sizes in Dane County.*

**Q11. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following economic development goals listed in a-d?**

- a.) **Promoting a strong economy that enhances quality of life.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know
  
- b.) **Creating quality employment and business ownership opportunities.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know
  
- c.) **Attracting new businesses to Dane County.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know
  
- d.) **Keeping established businesses and industries in Dane County.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know

**Q12. For the following questions, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important the stated issue is to you personally.**

**How important is it to you that:**

- a.) **new growth in Dane County be controlled and limited to certain areas?**

<i>Extremely Unimportant</i>	<i>Extremely Important</i>	<i>Don't Know</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1    2    3    4    5    6    7    8    9    10	<input type="radio"/>	<input type="radio"/>

- b.) **the downtowns of smaller cities and villages be maintained or promoted as local economic centers?**

<i>Extremely Unimportant</i>	<i>Extremely Important</i>	<i>Don't Know</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1    2    3    4    5    6    7    8    9    10	<input type="radio"/>	<input type="radio"/>

**Q13. Should commercial and industrial growth be concentrated in the Madison area or promoted in all of the cities and villages of Dane County?**

- Concentrated in the Madison area
- Promoted in all cities and villages
- Other (Please print.) \_\_\_\_\_
- Don't know

**Q14. What is the most important role that Dane County Government should play in attracting, keeping, and growing business in the county? (Please mark only one.)**

- Help build cooperative relationships between businesses and local city, town, or village government agencies
- Improve business regulation
- Educate the public on economic and business issues
- Offer incentives (like tax breaks) to businesses and industries
- Invest public money in local businesses and industries
- Other (*Please print.*) \_\_\_\_\_
- None of the above
- Don't know



## Section 4: Transportation

*Planning for transportation involves a combination of many different modes of transportation, including highways, mass transit, transportation systems for persons with disabilities, bicycles, pedestrians, railroads, air transportation, trucking, and water transportation.*

**Q15. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following transportation goals?**

**a.) Providing public transportation between housing, shopping, and work.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**b.) Making sure that all forms of transportation in Dane County (roads, trains, buses, air) are safe and efficient.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**c.) Providing effective transportation for persons with disabilities.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

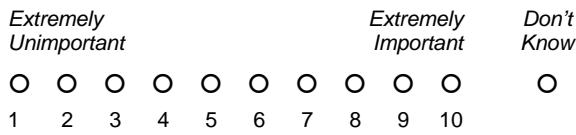
**d.) Providing for safe and convenient bicycle and pedestrian travel.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

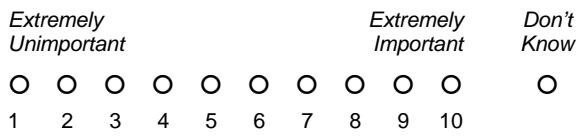
**Q16. For the following questions, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important the stated issue is to you personally.**

**How important is it to you that:**

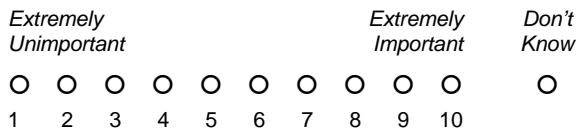
**a.) there be a regional public transportation option between communities in Dane County?**



**b.) you are able to easily use public transportation, such as the Madison Metro bus line?**



**c.) you are able to walk to stores and services in your neighborhood?**



**Q17. Which of the following best describes how often you ride a city bus?**

- Daily
- Once or twice a week
- Once or twice a month
- Once or twice a year
- Never
- Don't know

**Q18. How do you typically get to work?**

- Drive alone
- Carpool or van-pool
- Bus
- Bicycle
- Walk
- I do not travel to work → *Skip to Question 20.*
- Other (*Please print.*) \_\_\_\_\_
- Don't know

**Q19. How much time does it take you, typically, to get to work?**

- 10 minutes or less
- 11–20 minutes
- 21–30 minutes
- More than 30 minutes
- Don't know

**Q20. What is the most important role that Dane County government should play to make all forms of transportation in Dane County better? (*Please mark only one.*)**

- Help build cooperative relationships between transportation providers and local city, town, or village government agencies
- Educate the public on transportation issues
- Offer incentives (like tax breaks) to transportation providers
- Invest public money in more transportation options
- Other (*Please print.*) \_\_\_\_\_
- None of the above
- Don't know

**Q21. How do you think the Dane County Government should use their resources to promote safe and efficient transportation into and out of Dane County?**

Use the numbers 1 through 5 to indicate your priorities for the transportation types below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.

- \_\_\_\_ a. Air transportation
- \_\_\_\_ b. Freight rail
- \_\_\_\_ c. Highways
- \_\_\_\_ d. Mass transit
- \_\_\_\_ e. Passenger rail in the future

**Q22. How do you think the Dane County Government should use their resources to promote safe and efficient local transportation within Dane County?**

Use the numbers 1 through 5 to indicate your priorities for the transportation types below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.

- \_\_\_\_ a. Bike paths and lanes within and between communities
- \_\_\_\_ b. Bus service
- \_\_\_\_ c. Local roads
- \_\_\_\_ d. Pedestrian facilities, like sidewalks, crosswalks and trails
- \_\_\_\_ e. Transportation services for persons with disabilities



## Section 5: Utilities and Community Facilities

*Utilities and community facilities include such things as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunication facilities, power generating plants and transmission lines, cemeteries, healthcare facilities, childcare facilities, and other public facilities such as police, fire, rescue, libraries, schools, and other governmental facilities.*

**23. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following utility and community facility goals listed in a-d?**

- a.) **Providing adequate and efficient public utility services (such as water, natural gas, and electricity) in a safe and environmentally responsible manner.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know
- b.) **Providing adequate and efficient utilities for sewer, solid waste, and recycling in a safe and environmentally responsible manner.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know
- c.) **Making available high-quality and affordable community services and facilities such as healthcare and childcare.**
  - Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know

- d.) **Making available high-quality and affordable community services such as rescue services, police, and fire protection.**
- Considerably less attention
  - Somewhat less attention
  - Neither more nor less attention
  - Somewhat more attention
  - Considerably more attention
  - I don't care
  - Don't know

**Q24. What is the most important role Dane County Government should play in providing sewer, solid waste, and recycling facilities?**  
*(Please mark only one.)*

- Help build cooperative relationships between private industry and local city, town, or village government agencies
- Loosen regulations
- Tighten regulations
- Educate the public on solid waste issues
- Develop new landfills
- Strongly promote recycling
- Offer incentives to reduce solid waste
- Other *(Please print.)* \_\_\_\_\_
- None of the above
- Don't know

**Q25. What is the most important role Dane County Government should play in providing natural gas and electrical energy?**  
*(Please mark only one.)*

- Help build cooperative relationships between private industry and local city, town, or village government agencies
- Loosen regulations
- Tighten regulations
- Educate the public on energy issues
- Increase the number of power plants
- Enhance the ability to buy power from outside Dane County
- Promote energy conservation
- Promote the development of renewable energy sources, such as bio-diesel fuel, wind, and solar power
- Offer incentives to reduce energy consumption
- Other *(Please print.)* \_\_\_\_\_
- None of the above
- Don't know

**Q26. What is the most important role Dane County Government should play in providing community facilities?**  
*(Please mark only one.)*

- Help build cooperative relationships between private industry and local city, town, or village government agencies
- Loosen regulations
- Tighten regulations
- Educate the public on community issues
- Avoid duplication of services
- Promote sharing of facilities
- Require housing developers pay a share of the community facility costs
- Locate new housing developments in areas where community services already exist
- Other *(Please print.)* \_\_\_\_\_
- None of the above
- Don't know

**Q27. How do you think the Dane County Government should distribute their resources to promote safe and efficient public utilities?**

**Use the numbers 1 through 5 to indicate your priorities for the utility services below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.**

- \_\_\_\_\_ a. Natural gas and electricity
- \_\_\_\_\_ b. Recycling
- \_\_\_\_\_ c. Solid waste
- \_\_\_\_\_ d. Telecommunications
- \_\_\_\_\_ e. Water and sewer

**Q28. How do you think the Dane County Government should use their resources to promote high-quality and affordable community services and facilities?**

**Use the numbers 1 through 5 to indicate your priorities for the community services below. Use a 1 to indicate your highest priority and a 5 to indicate your lowest priority.**

- \_\_\_\_\_ a. Childcare
- \_\_\_\_\_ b. Fire
- \_\_\_\_\_ c. Healthcare
- \_\_\_\_\_ d. Police
- \_\_\_\_\_ e. Rescue



## Section 6: Agricultural, Natural, and Cultural Resources

The agricultural, natural, and cultural resources area focuses on goals and policies that promote effective management and conservation of Dane County's unique collection of resources. Such resources include: groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources, parks, open spaces, historical and cultural sites/resources, community design, recreational resources, and other natural resources.

**Q29. For the next question, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important the stated issue is to you personally.**

**How important is it to you that downtown Madison be maintained as the region's cultural center?**

<i>Extremely Unimportant</i>	<i>Extremely Important</i>	<i>Don't Know</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1    2    3    4    5    6    7    8    9    10	<input type="radio"/>	<input type="radio"/>

**Q30. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following agricultural, natural, and cultural resource management goals a-d?**

**a.) Managing agricultural resources.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**b.) Managing water resources such as lakes, ponds, streams, wetlands, or groundwater.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**c.) Managing mineral resources, such as sand, gravel, limestone, or other rock deposits.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**d.) Managing wildlife resources, such as hunting, fishing, wildlife observation, and endangered plant and animal species.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**e.) Managing historical and archaeological resources.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**Q31. What is the most important role Dane County Government should play in promoting effective management and conservation of agricultural resources? (Please mark only one.)**

- Help build cooperative relationships with private businesses, farming groups, and local government offices
- Coordinate conservation efforts
- Provide better technical assistance to farmers
- Better marketing of Dane County agricultural products
- Steer new housing development away from farm areas and toward more urban or suburban areas
- Invest public money in co-ops, processing facilities, or distribution networks
- Provide incentives to farmers to stay in farming
- Buy farmland or development rights from willing sellers in productive farm areas
- Tighten zoning and other regulations to limit non-farm development in productive farm areas
- No role—let local (town, city, and village) governments decide
- No role—let the market decide
- Other (*Please print.*) \_\_\_\_\_
- None of the above
- Don't know

**Q32. What is the most important role Dane County Government should play in promoting effective management and conservation of water resources such as lakes, ponds, streams, wetlands, or groundwater?**

(Please mark only one.)

- Coordinate and review local government plans to make sure they are consistent with land use and environmental protection goals
- Provide education about water resource issues
- Steer new development away from areas that would impact county waters and toward less sensitive areas
- Invest public money in environmental restoration or clean-up projects in or near county waters
- Provide incentives to landowners or businesses to adopt best management practices to protect ground and surface water
- Use public money to buy lands or development rights to protect endangered water resources
- Improve zoning and other regulations
- No role—let local (city, town, and village) governments decide
- No role—let the market decide
- Other (*Please print.*) \_\_\_\_\_
- None of the above
- Don't know

**Q33. What is the most important role Dane County Government should play in promoting effective use and conservation of mineral resources, such as sand, gravel, limestone, or rock deposits?**

(Please mark only one.)

- Coordinate county permitting of gravel pits, quarries, and other mineral extraction operations with city, town, village, and other county governments
- Provide better educational information about county mineral deposits and mineral extraction sites
- Steer new development away from areas containing significant mineral deposits and toward more suitable areas
- Use public money to clean up and reclaim abandoned gravel pits
- Provide incentives to mineral extraction operators to be more conservation conscious
- Improve zoning and regulations
- No role—let local (town, city, and village) governments decide
- No role—let the market decide
- Other (Please print.) \_\_\_\_\_
- None of the above
- Don't know

**Q34. How do you think the Dane County Government should use their resources to promote and conserve the natural, cultural, and agricultural resources of Dane County?**

Use the numbers 1 through 6 to indicate your priorities for the types of resources below. Use a 1 to indicate your highest priority and a 6 to indicate your lowest priority.

- \_\_\_\_\_ a. Agricultural
- \_\_\_\_\_ b. Land
- \_\_\_\_\_ c. Historic and archaeological
- \_\_\_\_\_ d. Mineral
- \_\_\_\_\_ e. Water
- \_\_\_\_\_ f. Wildlife



## Section 7: Land Use

*In the future, the population of Dane County is expected to increase. If this happens, it will mean that more and more land in Dane County will be needed for residential housing and developed for roads, schools, and businesses.*

**Q35. Looking to the future and comparing it to the present, how much attention should Dane County Government give to each of the following land use issues?**

**a.) Planning for future growth.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**b.) Managing conflicting land interests across the county.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**c.) Maintaining Dane County's rural character.**

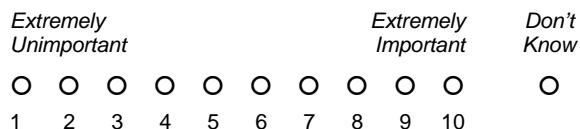
- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**d.) Providing parks and outdoor recreation areas.**

- Considerably less attention
- Somewhat less attention
- Neither more nor less attention
- Somewhat more attention
- Considerably more attention
- I don't care
- Don't know

**Q36. For this question, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important this issue is to you personally.**

**How important is it to you that existing Dane County communities be kept from growing into one another?**



**Q39. In your opinion, what is the most important thing Dane County should do in managing land use? (Please be as specific as possible with your response written below.)**

**Q37. What is the most important role Dane County Government should play in managing land use? (Please mark only one.)**

- Coordinate city, town, village, and county units of government
- Use public money to purchase land outright
- Purchase land development rights
- Provide incentives to land owners to permit development on rural land
- Regulate through existing codes
- Tighten zoning codes and regulations
- Loosen zoning codes and regulations
- Prohibit new development
- No role—let the market decide
- Other (*Please print.*) \_\_\_\_\_
- None of the above
- Don't know

**Q38. Who should take the lead role in land use decisions?**

- Dane County government
- Local municipality (city, town, or village)
- A combination of county and local municipality
- The free market
- Other (*Please print.*) \_\_\_\_\_
- None of the above
- Don't know



## Section 8: Intergovernmental Cooperation

Part of the comprehensive plan calls for Dane County to be involved in joint planning and decision-making efforts with other government entities in the county, like cities, towns, and villages. One aspect of the plan calls for “avoiding duplication of services” or “consolidation and sharing of services.” The idea is that costs can be reduced with minimal loss of service to county residents.

**Q40a. For this question, use a scale from 1 to 10 (where 1 means extremely unimportant and 10 means extremely important) to rate how important this issue is to you personally.**

How important is it that Dane County avoids duplication of services by consolidating and sharing services (such as consolidating Dane County and City of Madison's Health Departments into one organization)?

Extremely Unimportant	Extremely Important	Don't Know							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>							
1	2	3	4	5	6	7	8	9	10

**Q40b. For this question, use a scale from 1 to 10 (where 1 means poor and 10 means excellent) to rate how well Dane County is doing.**

How well is Dane County doing in avoiding duplication of services by consolidating and sharing resources?

Poor	Excellent	Don't Know							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>							
1	2	3	4	5	6	7	8	9	10

**Q41. What is the most important role that Dane County Government should play in mediation and helping to resolve intergovernmental conflict? (Please mark only one.)**

- Mediate the intergovernmental conflict
- Help create a consensus-based process to resolve the conflict
- Help create a committee of local officials to resolve the conflict
- No role—let the individual communities handle the conflict
- Other (Please print.) \_\_\_\_\_
- None of the above
- Don't know



## Section 9: Public Participation

For this next section, please let us know your thoughts about the Dane County Government comprehensive plan. For more information about the comprehensive planning process, please visit the Web site at: <http://www.daneplan.org/>.

**Q42. For the following statements, use a scale from 1 to 10 (where 1 means strongly disagree and 10 means strongly agree) to indicate how strongly you agree or disagree with each statement.**

a.) I want to be involved in the process in the future.

Strongly Disagree	Strongly Agree	Don't Know							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>							
1	2	3	4	5	6	7	8	9	10

b.) I am comfortable using a computer and accessing information on the Internet.

Strongly Disagree	Strongly Agree	Don't Know							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>							
1	2	3	4	5	6	7	8	9	10

c.) The Dane County comprehensive plan Web site is the best place for posting county planning information.

Strongly Disagree	Strongly Agree	Don't Know							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>							
1	2	3	4	5	6	7	8	9	10

d.) I have access to objective information about the comprehensive plan.

Strongly Disagree	Strongly Agree	Don't Know							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>							
1	2	3	4	5	6	7	8	9	10

e.) I have had sufficient opportunity to provide feedback during the planning process.

Strongly Disagree	Strongly Agree	Don't Know							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>							
1	2	3	4	5	6	7	8	9	10

**Q43. What could Dane County do that would get you, and the public in general, more involved with the comprehensive planning process?**  
*(Please be as specific as possible with your response written below.)*



## Section 10: Demographics

*Please answer the following questions about yourself.  
All personal and individual information will remain confidential*

**Q45. Do you own a computer and have Internet access?**

- Yes
- No
- Don't know

**Q46. Please indicate your gender:**

- Male
- Female

**Q47. Are you currently employed by the State of Wisconsin, by Dane County, or by any city or municipality within Dane County?**

- Yes
- No
- Don't know

**Q48. What is the highest grade or year of school you completed?**

- Less than high school
- High school graduate or GED
- Some technical or vocational training
- Associate's degree
- Some college
- Bachelor's degree
- Graduate degree
- Other (Please print.) \_\_\_\_\_
- Don't know

**49. Which category does your age fall into?**

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

**Q50. Which of the following categories best reflects your total 2004 household income before taxes?**

- Under \$12,000
- \$12,000 to \$15,999
- \$16,000 to \$24,999
- \$25,000 to \$33,999
- \$34,000 to \$44,999
- \$45,000 to \$54,999
- \$55,000 to \$64,999
- \$65,000 to \$74,999
- \$75,000 to \$84,999
- \$85,000 to \$94,999
- \$95,000 or more
- Don't know

**Q51. How would you describe your racial/ethnic background?**

- African American, Black
- Arab, East Indian
- Asian, Pacific Islander
- Eastern European, Russian
- Hispanic
- Mixed-ethnic heritage
- Native American
- White
- Other
- Don't know/Refused

**Q52. Please record your 5-digit zip code:**

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**Thank you very much for your time  
and opinions.**

Please return your completed survey in the postage-paid envelope provided.