

WAUKESHA COUNTY SURVEY RESULTS – TOWN OF VERNON
COMPREHENSIVE PLANNING PUBLIC OPINION SURVEY

QUALITY OF LIFE

1. Referring to Waukesha County, please check the box that best describes your current level of satisfaction.

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Cost of living	44%	37%	19%	k. Proximity to work	56%	36%	7%
b. Crime rate/safety	71%	21%	8%	l. Quality of schools	65%	29%	6%
c. Emergency services (police, fire, ambulance)	75%	22%	3%	m. Roads/traffic	54%	26%	21%
d. Employment opportunities	40%	49%	11%	n. Rural atmosphere	71%	15%	13%
e. Housing choices	68%	28%	4%	o. Shopping opportunities	62%	24%	15%
f. Medical care (doctors, hospitals, clinics)	73%	20%	7%	p. Urban atmosphere	46%	48%	7%
g. Natural environment/open space (wetlands, wildlife, etc.)	64%	19%	16%	q. Recycling and garbage collection	85%	11%	5%
h. Land use planning & zoning	30%	33%	37%	r. Water quality (lakes, streams)	58%	29%	13%
i. Parks and recreation	57%	33%	10%	s. Water quality (drinking water)	55%	32%	13%
j. Property taxes	41%	26%	33%	t. Water supply	58%	33%	9%

2. Please identify which of the items, from Q1a – t, are the five most important issues/priorities in terms of reasons you and your family choose to live in Waukesha County by placing the letter of your choice next to the space allotted. (Please list five only)

	Most Imp.	2 nd Most Imp.	3 rd Most Imp.	4 th Most Imp.	5 th Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.	4 th Most Imp.	5 th Most Imp.
a. Cost of living	8%	7%	5%	6%	6%	k. Proximity to work	2%	3%	4%	4%	7%
b. Crime rate/safety	8%	11%	15%	14%	12%	l. Quality of schools	6%	10%	7%	5%	6%
c. Emergency services (police, fire, ambulance)	1%	3%	4%	4%	4%	m. Roads/traffic	1%	1%	3%	3%	7%
d. Employment opportunities	2%	2%	2%	3%	2%	n. Rural atmosphere	27%	10%	10%	9%	8%
e. Housing choices	6%	6%	7%	5%	5%	o. Shopping opportunities	0%	1%	1%	1%	4%
f. Medical care (doctors, hospitals, clinics)	2%	3%	4%	5%	4%	p. Urban atmosphere	1%	1%	1%	2%	2%
g. Natural environment/open space (wetlands, wildlife, etc.)	11%	14%	9%	10%	9%	q. Recycling and garbage collection	0%	0%	0%	1%	1%
h. Land use planning & zoning	3%	3%	4%	6%	4%	r. Water quality (lakes, streams)	1%	1%	3%	2%	3%
i. Parks and recreation	1%	4%	4%	3%	3%	s. Water quality (drinking water)	1%	2%	2%	3%	3%
j. Property taxes	19%	17%	12%	10%	9%	t. Water supply	1%	1%	3%	2%	3%

3. What has happened to the quality of life in your municipality over the past 5 to 10 years? (Check only one)	Improved	Declined	Remained the same
	21%	30%	36%
	No opinion		Have lived in muni less than 5 years
	5%		8%
4. If you answered improved or declined to Question 3, which items have had the greatest impact on the quality of life in your municipality? (Check up to three)	Fire and Police protection	Community events	Residential areas
	17%	6%	20%
	Parks and open spaces	School system	Conditions of road/traffic
	25%	17%	38%
	Emp Opportunities	Amount of development	Avail of shopping
	6%	63%	26%

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES This series of questions asks your opinion about agricultural, natural, and cultural resources.

5. Please rate how satisfied you are with how Waukesha County protects these agricultural/natural/cultural resources by checking the box that best describes your current level of satisfaction.

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Air quality	69%	26%	5%	f. Parks	59%	34%	7%
b. Farmland	42%	26%	32%	g. Surface water (rivers, lakes, streams)	50%	35%	15%
c. Forested land	42%	28%	29%	h. Wetlands (marshes, bogs, fens)	50%	30%	20%
d. Groundwater	38%	35%	26%	i. Wildlife/habitat	49%	28%	23%
e. Historic sites	39%	55%	6%	j. Other	0%	0%	100%

6. Please identify which of the items, from 5a –j, are the three most important agricultural/natural/cultural resources that should be protected in Waukesha County by placing the letter of your choice next to the space allotted. (Please list three only)

	Most Imp.	2 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.
a. Air quality	25%	13%	8%	f. Parks	1%	5%	6%
b. Farmland	19%	11%	11%	g. Surface water (rivers, lakes, streams)	4%	10%	20%
c. Forested land	8%	18%	12%	h. Wetlands (marshes, bogs, fens)	6%	12%	12%
d. Groundwater	28%	21%	10%	i. Wildlife/habitat	8%	8%	17%
e. Historic sites	1%	1%	2%	j. Other	1%	0%	1%

7. On a scale of 1 (= not at all important) to 10 (= extremely important), how important do you think reducing water use in your home is?	1	2	3	4	5	6	7	8	9	10
	8%	4%	7%	3%	28%	9%	9%	14%	2%	16%
8. Would you favor a program in which local governments purchased development rights to permanently stop development on selected agricultural land and open spaces?	Yes					No				
	74%					26%				
9. How would you rate the overall environmental quality in Waukesha County?	Excellent	Good	Average	Poor	Very Poor	No Opinion				
	11%	55%	27%	6%	0%	1%				

HOUSING/DEVELOPMENT We would like your opinion about housing development.

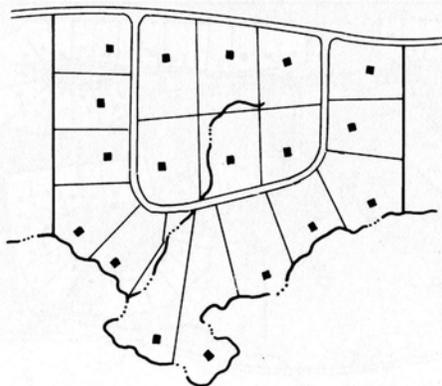
10. More of the following types of housing are needed in Waukesha County:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion		
a. Single family housing (owner)	17%	27%	28%	17%	9%	2%		
b. Single family housing (rental)	2%	10%	27%	31%	25%	4%		
c. Duplexes (2 units)	3%	12%	26%	31%	26%	3%		
d. Apartments (3 or more units – rental)	2%	6%	21%	32%	36%	3%		
e. Town houses or condos (owner)	3%	18%	31%	24%	21%	3%		
f. Mobile homes	1%	2%	10%	20%	64%	4%		
g. Affordable housing (defined as \$208,900 or below in 2005 in Waukesha County by federal gov't statistics)	15%	28%	24%	14%	17%	2%		
h. Housing specifically designed to meet the needs of older people (55+)	19%	43%	25%	5%	6%	3%		
i. Housing specifically designed to meet the needs of people with disabilities	14%	35%	38%	5%	6%	3%		
11. Homeowners should be allowed to make major modifications to existing dwellings to enable elderly or disabled relatives to live with them.	42%	48%	8%	0%	1%	1%		
12. Programs are needed to provide assistance to low and moderate income residents for the purpose of purchasing/rehabilitating homes.	13%	24%	29%	18%	13%	3%		
13. Which best describes the type of housing you currently live in? <u>Please mark box (x) underneath your housing choice if you own or rent your housing.</u>	Single Family ↓		Duplex (2 units) ↓		Multiple Family (3 or more units) ↓		Other ↓	
	Own	Rent	Own	Rent	Own	Rent	Own	Rent
	100%	0%	0%	0%	0%	0%	0%	0%

14. Would you prefer new housing built in the County to reflect a traditional design with larger lot sizes (Option A) or a cluster design permanently preserving open space (Option B)?

Please check either Option A or Option B (not both) below to indicate your preference.

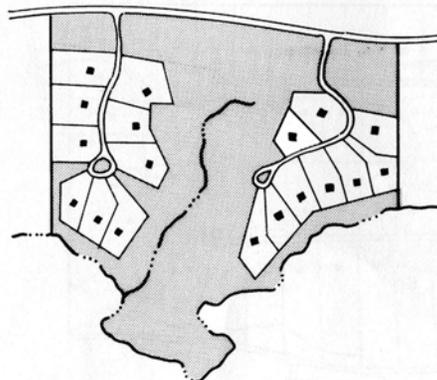
OPTION A

30%



OPTION B

70%



15. The population of Waukesha County has grown an average of 16% per decade since 1970. How do you feel about this amount of development?	Too Much Development	About the right amount of development	Too little development
	56%	42%	2%

16. Which of the following best describes your preference about residential development in your municipality?	Residential areas with smaller lots, even if homes will be built closer together	Residential areas with larger lots, even if more land will be used to build homes	Both/Some of Each	Don't Know
	11%	39%	40%	9%

LAND USE AND GROWTH This series of questions asks your opinion about land use and growth issues.

17. Of the following elements, which define rural character in Waukesha County? (Check all that apply)	Greater Housing Setbacks from Roads	Existing Farmsteads	Agricultural Land	Woodlands/Wetlands	Open Space within Developed Areas	
	40%	70%	61%	66%	44%	
18. People should be able to do whatever they want with land they own or purchase in Waukesha County?	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
	16%	16%	15%	36%	18%	0%

19. Please rate how satisfied you are with how the following County-wide growth issues are being dealt with by checking the box that best describes your current level of satisfaction.

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Preservation of green space	33%	35%	32%	h. Maintaining community atmosphere	45%	43%	12%
b. Building regulations	29%	49%	22%	i. Quality of roads	52%	32%	15%
c. Zoning regulations	25%	43%	32%	j. School issues (buildings, crowding)	46%	43%	10%
d. Crime rate/safety	64%	27%	9%	k. Solid waste management (garbage)	69%	24%	7%
e. Environmental protection	39%	43%	18%	l. Water/sewer system capacity	31%	60%	9%
f. Water quality	42%	37%	21%	m. Employment opportunities	33%	56%	11%
g. Traffic congestion	34%	36%	30%	n. Tax rates	39%	30%	31%

20. Please identify which of the items, from 19a –n, are the three most important County-wide growth issues in Waukesha County by placing the letter of your choice next to the space allotted. (Please list three only)

	Most Imp.	2 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.
a. Preservation of green space	21%	11%	8%	h. Maintaining community atmosphere	4%	6%	7%
b. Building regulations	4%	6%	6%	i. Quality of roads	1%	4%	7%
c. Zoning regulations	6%	8%	8%	j. School issues (buildings, crowding)	6%	7%	8%
d. Crime rate/safety	9%	13%	9%	k. Solid waste management (garbage)	0%	0%	2%
e. Environmental protection	6%	11%	10%	l. Water/sewer system capacity	1%	2%	1%
f. Water quality	10%	13%	9%	m. Employment opportunities	1%	3%	2%
g. Traffic congestion	3%	8%	9%	n. Tax rates	27%	9%	15%

21. If Waukesha County continues to grow, land-conserving, compact housing developments should be required to slow the conversion of open space and farmland?	Yes		No							
	73%		27%							
22. When considering housing affordability, on a scale of 1 (= not at all important) to 10 (= extremely important), how concerned are you that future generations will be able to afford housing in Waukesha County?	1	2	3	4	5	6	7	8	9	10
	9%	1%	6%	3%	24%	7%	8%	15%	6%	21%

TRANSPORTATION This series of questions asks your opinion about transportation issues.

23. I use existing public transit services (bus service, commuter/ride share, taxi, etc.) within the County.						YES	NO	
						1%	99%	
24. If yes to Q23, I am satisfied with the <u>quality</u> of the following transportation services:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion		
a. Bus service (local)	0%	15%	31%	15%	0%	38%		
b. Bus service (to Milwaukee or Madison)	14%	21%	50%	0%	0%	14%		
c. Commuter/ride share program to work	8%	8%	46%	8%	0%	31%		
d. Disability transportation services	0%	15%	62%	0%	0%	23%		
e. Ride-share taxi (multiple users vs. one rider)	0%	14%	64%	0%	0%	21%		
f. Taxi	0%	0%	50%	14%	0%	36%		
g. Other	0%	0%	0%	0%	0%	100%		
25. The <u>availability</u> of public transit services in the County meets my needs (e.g. routes, frequency of service, etc.).	8%	14%	35%	13%	9%	21%		
26. The overall road network (roads, streets, and highways) in Waukesha County meets the <u>current needs</u> of its citizens.	11%	47%	17%	18%	5%	2%		
27. The overall road network is adequate to meet <u>projected future growth</u> in Waukesha County.	5%	26%	24%	32%	10%	3%		
28. Road and street maintenance in Waukesha County is acceptable.	9%	52%	21%	12%	6%	1%		
29. More biking and walking lanes/trails are needed in Waukesha County.	19%	28%	29%	13%	8%	3%		
30. Do you support the development of an additional north-south transportation corridor connecting I-43 and I-94?							Yes	No
							65%	35%
31. Do you support the development of an additional north-south transportation corridor connecting I-43 and US-41/US-45?							45%	55%

ECONOMIC DEVELOPMENT The following questions ask how you view economic development.

32. Please rate how satisfied you are with how Waukesha County is encouraging these types of businesses by checking the box that best describes your current level of satisfaction.

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Emerging technology	26%	59%	14%	g. Professional services	52%	43%	5%
b. Entertainment venues	39%	47%	14%	h. Recreational facilities	45%	41%	14%
c. Hotels, tourism	44%	46%	10%	i. Restaurants	55%	30%	15%
d. Industrial	36%	47%	17%	j. Retail/shopping	53%	33%	14%
e. Manufacturing	35%	47%	18%	k. Warehousing	30%	66%	4%
f. Medical services	60%	31%	9%	l. Other	0%	11%	89%

33. Please identify which of the items, from 32a –l, are the three most important types of future business development Waukesha County should encourage by placing the letter of your choice next to the space allotted. (Please list three only)

	Most Imp.	2 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.
a. Emerging technology	30%	8%	9%	g. Professional services	4%	9%	13%
b. Entertainment venues	5%	9%	7%	h. Recreational facilities	10%	12%	11%
c. Hotels, tourism	4%	3%	3%	i. Restaurants	6%	9%	12%
d. Industrial	5%	12%	9%	j. Retail/shopping	5%	10%	13%
e. Manufacturing	12%	14%	9%	k. Warehousing	0%	1%	2%
f. Medical services	16%	11%	10%	l. Other	2%	2%	1%

34. I am satisfied with the availability of employment opportunities in the area.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
	10%	32%	37%	11%	3%	6%
35. Rate the importance of the following in Waukesha County:	Very Important	Important	Neutral	Unimportant	Very Unimportant	No Opinion
	46%	34%	15%	1%	0%	4%
a. Business retention	46%	34%	15%	1%	0%	4%
b. Entrepreneurial assistance	26%	36%	27%	5%	2%	5%

COMMUNITY FACILITIES AND SERVICES These questions asks for your opinion about your municipality's facilities and services.

36. Please rate the quality of the following services in your municipality.	Excellent	Good	Average	Poor	Very Poor	No Opinion/Not Applicable
a. Ambulance service	26%	40%	18%	1%	1%	14%
b. Building inspection	12%	39%	32%	6%	1%	10%
c. Fire protection	26%	47%	19%	2%	0%	5%
d. Garbage collection	35%	46%	15%	3%	0%	0%
e. Park and recreation facilities	18%	46%	29%	4%	1%	3%
f. Planning and zoning	5%	30%	37%	14%	6%	8%
g. Police protection	17%	45%	30%	4%	1%	3%
h. Public library	18%	37%	23%	7%	1%	13%
i. Public school system	23%	42%	22%	3%	1%	9%
j. Recycling programs	27%	49%	19%	4%	1%	1%
k. Road maintenance	12%	50%	25%	9%	3%	1%
l. Sanitary sewer service (not private system)	4%	8%	12%	2%	2%	73%
m. Snow removal	21%	52%	21%	3%	1%	2%
n. Storm water management	8%	27%	23%	3%	1%	37%
o. Water utility service (not private system)	3%	9%	12%	2%	1%	73%
p. Other	0%	0%	0%	33%	67%	0%

37. Some local governments share public services with neighboring local governments, ranging from recycling to libraries to police services. Please indicate which service(s) from Question 36a - p you would favor becoming a shared service between your municipality and a neighboring municipality. (Check all that apply)

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
49%	32%	52%	38%	35%	21%	48%	57%	32%	41%	35%	20%	29%	19%	19%	9%

DEMOGRAPHICS Please tell us some things about you. **Please choose only one answer per question.**

38. Gender:	Male	Female	
	60%	40%	
39. What is your age range?	18-24	25-34	35-44
	0%	5%	21%
	45-54	55-64	65-74
	30%	28%	13%
	75+		
	3%		
40. Employment status:	Employed	Unemployed	Retired
	69%	1%	22%
	Homemaker	Other	
	6%	3%	
41. What is your highest level of education?	Less than high school	High school diploma	Some tech/col/trade school
	3%	16%	30%
	Two year tech/col/trade deg	Bachelor's degree	Grad/Professional degree
	16%	22%	14%
42. How long have you lived in Waukesha County?	Less than 1 year	1 to 5 years	5.1 – 10 years
	1%	8%	9%
	10.1 – 15 years	15.1 – 20 years	20.1 to 30 years
	10%	10%	26%
	Over 30 years		
	36%		
43. What is your approximate annual family income?	Under \$25,000	\$25,000-\$34,999	\$35,000 - \$49,999
	4%	6%	9%
	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more
	27%	29%	25%

Thanks for Completing the Survey!

Please return your survey by _____, 2006 to:
 Survey Research Center
 University of Wisconsin – River Falls
 124 RDI Building
 410 S. Third St.
 River Falls, WI 54022-5001