



Waukesha County Comprehensive Planning Public Opinion Survey: Survey Report

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Survey Note: Since the property tax database for Waukesha County was used for survey distribution purposes, the survey was transmitted to property owners. It is recognized that the survey results do not reflect opinions of residents in the County living in rental properties.

Executive Summary

In the fall of 2006, the Survey Research Center (SRC) at the University of Wisconsin - River Falls sent comprehensive planning public opinion surveys to 26,973 residents of Waukesha County. Samples were drawn to produce statistically valid results for all 27 participating jurisdictions (towns, villages, and cities) and the County as a whole. A total of 8,723 useable surveys were returned for an overall 32 percent return rate. From the returned surveys, the SRC constructed a random sample of 1,313 surveys as a geographically balanced sample of public opinion for the County as a whole. With this number of observations, County-level estimates are expected to be accurate to within plus or minus 3 percent.

Key findings of the study include:

- the demographic profile (age, income, education, etc.) of the sample matched the Census profile quite closely, but there were slightly more men, people with at least a 4-year college degree, and higher income groups in the sample than would have been expected. Different demographic groups often have significantly different opinions and priorities, which are noted as appropriate throughout the report
- residents identified crime and safety as the most important reasons they chose to live in Waukesha County. Other important factors included the quality of schools, the natural environment, property taxes, the rural atmosphere and housing choices
- with respect to these key motivators for living in Waukesha County: **most** residents were satisfied with efforts to deal with crime and safety issues; **solid majorities** were satisfied with their housing choices, the quality of schools, and the natural environment; **a narrow majority** was satisfied with efforts to maintain the rural atmosphere; and **relatively few** were satisfied with property taxes
- respondents, when evaluating changes in the quality of life in their individual jurisdiction, cited the amount of development as well as road and traffic conditions as causing declines in their quality of life but the availability of shopping and community events as having improved it over the past 5-10 years
- a solid majority (63 percent) rated the overall quality of the environment in the County as good or excellent (compared to only 6 percent rating it poor or very poor). Most are satisfied with the park system in the County and with air quality. The largest environmental concerns focus on preservation of farm/forest land and groundwater quality
- citizen concern about the quality and quantity of surface and ground water was apparent in several places in the report: they identified **groundwater as the most important** (tied with air quality) natural resource and **surface water as the third most** important natural resource; more than one-quarter voiced **dissatisfaction with current groundwater protection** efforts; and a substantial proportion said that **reducing water use** in the home is important to them
- similarly, citizens voiced concern about the pace of development in a number of ways in this report: a decline in the **quality of life** was associated with the amount of development and the condition of roads and traffic; a willingness to consider **public purchase of development rights** on selected parcels of land, a **preference for more compact housing development** designs, more than half (53 percent) said that the 16

percent per decade **growth experienced in the County was too much**, and concern about **preserving open or green space**

- with respect to housing development, the only types for which a majority of County respondents felt additional units were needed were housing for the elderly and the disabled. Many (46% of the 1,281 respondents) said Waukesha County needs more affordable housing.
- there was very strong support (85 percent) for the proposition that homeowners should be able to make major modifications to their homes to meet the needs of elderly or disabled relatives
- by roughly 3 to 1 margins, residents preferred conservation designs over more traditional ones for residential developments
- a majority of residents rejected the idea that landowners should be able to do whatever they want to with their property.
- the most important Countywide growth issue, according to respondents to this survey, was tax rates. This issue was followed rather distantly by preserving green space, crime and safety issues, and water quality. While residents reported relatively high rates of satisfaction with the way the County has dealt with crime and safety (64 percent favorable), the same cannot be said for how it has dealt with tax rates (53 percent dissatisfied)
- with respect to transportation, County residents tentatively agreed that the current road network meets current needs and that maintenance of the system is adequate but were substantially less sanguine about the network's ability to meet future needs. Relatively narrow majorities recognized a need for additional biking/walking lanes/trails (57 percent) and links between I-43 and both I-94 (58 percent favorable) and US41/45 (51 percent favorable)
- few people (3 percent) reported using public transportation; opinions were mixed among the users as to the adequacy and quality of the public transportation options available in the County
- in terms of the types of economic development that citizens said they would like to see encouraged in the County, the clear favorite was "emerging technology". Only slightly more than one-quarter of respondents (28 percent) said they were satisfied with County efforts to build a high tech sector; a majority (55 percent) were neutral on this question
- residents were also strongly in favor (81 percent) of efforts to promote business retention in the County
- there was little dissatisfaction with public services in local jurisdictions. Where dissatisfaction existed, it seemed to be associated with the general unease with the pace of development in the County as mentioned above. Specifically, somewhat large proportions of respondents indicated that the quality of road maintenance (15 percent) and planning and zoning (22 percent) were poor or very poor in their jurisdiction
- with respect to sharing public services with neighboring jurisdictions; only recycling programs and libraries were seen by a majority of respondents as candidates for shared operations

Two major themes ran through the survey results:

- 1. Growth and change dominated public concerns about the future of Waukesha County.** These concerns manifested themselves in a number of ways:
 - concern about the future adequacy of the County's road network
 - concern about the loss of farm and forest land and the impact of these changes on green and open space in the County
 - preferences for more compact development
 - the negative impact development and roads/traffic conditions seem to have had on local quality of life
 - concerns about current and future affordability of housing in the County

Respondents seemed open to the public policy options for coping with growth and development about which they were asked in this survey. They were strongly supportive of having local jurisdictions buy development rights on selected properties to ensure they would not be developed. A majority is in favor of a project to link I-43 with I-94 and about equally split on project to link I-43 with US 41/45. Finally, they also recognized their own responsibilities, to a certain extent, by agreeing that they need to reduce water use in their own homes.

- 2. Tax rates were perceived as too high in Waukesha County.** This theme, we are sure, will come as no surprise to elected officials in the County. Property taxes were mentioned by more than half of all respondents as a source of dissatisfaction with the quality of life in the County (Table 4). Tax rates more generally was the top-rated County-wide growth issue by slightly more than 50 percent of the respondents (Table 12), and a similar percentage of respondents expressed dissatisfaction with the way taxes were being handled in the County (Table 13).

There is, at least, a potential for a significant disconnect between these themes. At least some of the policies endorsed by respondents and summarized in point 1 above would require additional spending by local units of government. For example, if a town is to purchase the development rights from the owner of a farm or woodlot that the public wants preserved, it is going to need money to make the purchase. In the absence of an increase in state or federal aid to local governments, this probably means some sort of increase in local taxes.

Finally, respondents chose the "neutral" or "no opinion" option in substantial numbers for many questions asked in the questionnaire. This suggests that opinions on a substantial number of topics have not been polarized or set in stone. This result, at a minimum, indicates a need for additional outreach and education efforts to better inform the public about land use and other public policies in the County

The SRC feels that the information contained in this report provides an interesting and accurate summary of public opinion about land use issues in the fall of 2006.

Survey Purpose

As part of their Smart Growth plan, in October, 2006 Waukesha County and 27 individual governmental jurisdictions sought the input of County residents on land use issues via a mail-out survey. Jerry Braatz of UW-Extension and the Survey Research Center (SRC) at UW-River Falls assisted a local ad hoc Planning Committee with survey implementation.

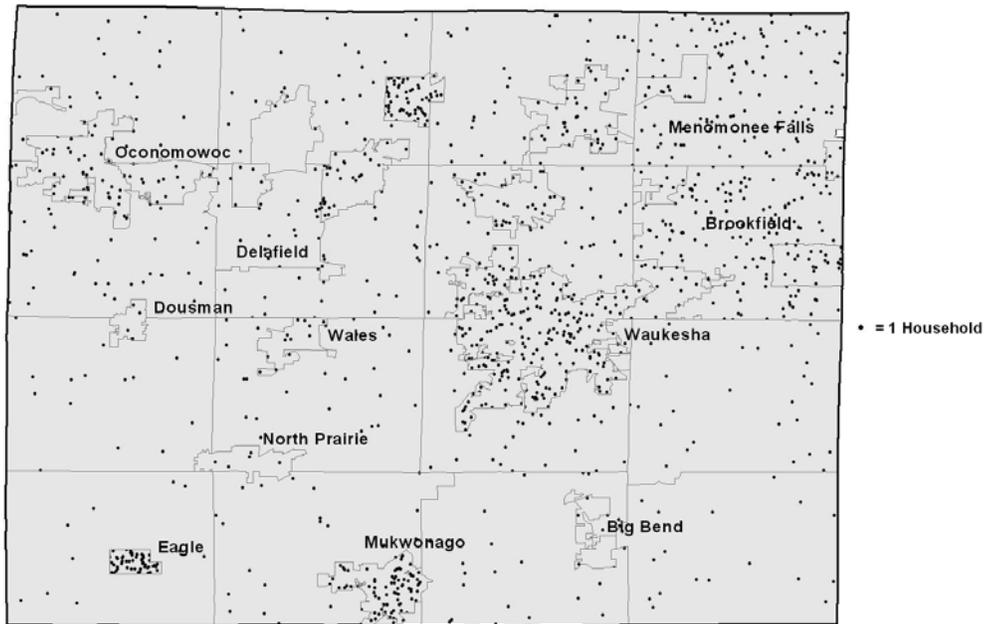
Survey Methods

The sample design for this survey was quite complex. Twenty-seven jurisdictions in Waukesha County (cities, villages, and towns) participated in this survey. These jurisdictions represent slightly more than 71 percent of the overall adult population in Waukesha County. The SRC also mailed surveys to a random sample of households in the non-participating jurisdictions to ensure a sample representative of the entire County.

Using County property tax information, random samples of residents from each participating jurisdiction were selected to receive a questionnaire. The goal was to have sufficient numbers of questionnaires returned to provide estimates that would be expected to be accurate to within plus or minus five percent of the “actual” opinions of the citizens in each participating jurisdiction. The SRC assumed, based on similar surveys done in other parts of Wisconsin, that if we sent questionnaires to three times the number of households needed for statistical purposes (26,973), that we would receive the desired number of returned questionnaires (9,088). This, it turned out was, slightly overly optimistic, as shown in Table 1. While the overall rate of return (32%) was close to the goal of 33 percent, there was considerable variation across jurisdictions. Further, some of those receiving a questionnaire because they were believed to live in one of the participating jurisdictions, actually reported that they lived in a non-participating jurisdiction. This accounts for the strange result in Table 1 that indicates that we received more questionnaires from non-participating jurisdictions (379) than we mailed out (333) for a 114% response rate (Table 1).

The overall County sample, which is analyzed in this report, was constructed from the participating and non-participating sub-samples. We know, for example, that the non-participating jurisdictions contain about 29 percent of the total adult population in Waukesha County. So, the 379 observations from the non-participating jurisdiction should represent 29 percent of the overall sample. The overall County sample, therefore, contains 1,313 observations with 379 from the non-participating jurisdictions and 934 from participating jurisdictions. The SRC drew a random sample from each participating jurisdiction that was proportionate to its percentage of the overall population of adults in the County. For example, the city of Brookfield, with an adult population of 28,288 represents 10 percent of the total adult population in the County (283,618), so we wanted 10 percent of the overall County sample to come from the city of Brookfield (131 observations). Table 1 summarizes the adult population in the County, the target sample size, the number of questionnaires mailed to citizens in each jurisdiction, the number and percentage that were returned, and the number randomly drawn to include in the overall County sample. The following map provides a generalized picture of the distribution of the County sample; the location of the specific dot is not linked to a particular household that returned their questionnaire.

Waukesha County Comprehensive Planning Survey Distribution of Sample Households



With a total County sample of 1,313, the estimated values reported in this summary of results should be accurate to plus or minus 3 percent or less. In short, the SRC feels that these results should represent residents' opinions about land use issues in Waukesha County with a high degree of precision.

Any survey has to be concerned with "non-response bias." Non-response bias refers to a situation in which people who don't return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis (described in Appendix A), the Survey Research Center (SRC) concludes that non-response bias is not a concern for the Waukesha County sample.**

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. **Appendix B to this report contains the complete compilation of comments from all returned questionnaires.**

Appendix C contains a copy of the survey questionnaire with a summary of responses by question.

Table 1: Sample from Participating Jurisdictions						
Jurisdiction	2000 Census Population 18+	Target Sample Size	Number Mailed Out	Returned Surveys	% Returned	Needed for Co. Sample
City of						
Brookfield	28,288	379	1,137	397	35%	131
Delafield	4,749	355	1,065	326	31%	22
Oconomowoc	9,325	369	1,107	295	27%	43
Pewaukee	9,065	369	1,107	357	32%	42
Waukesha	48,821	381	1,143	373	33%	225
Village of						
Big Bend	909	270	810	139	17%	4
Butler	1,515	307	922	140	15%	7
Chenequa	450	207	546	115	21%	2
Dousman	1,146	288	864	182	21%	5
Elm Grove	4,690	355	1,065	361	34%	22
Lac La Belle	254	153	240	46	19%	1
Hartland	5,560	359	1,077	381	35%	26
Menomonee Falls	24,485	378	1,134	395	35%	113
Nashotah	881	268	804	191	24%	4
North Prairie	1,102	285	856	208	24%	5
Pewaukee	6360	362	1,086	328	30%	29
Town of						
Brookfield	4,985	357	1,071	381	36%	23
Delafield	5,285	358	1,074	378	35%	24
Eagle	2,213	327	982	170	17%	10
Genesee	5,132	357	1,071	400	37%	24
Lisbon	6,764	364	1,092	372	34%	31
Merton	5,544	359	1,077	314	29%	26
Mukwonago	4,713	355	1,065	369	35%	22
Oconomowoc	5,559	359	1,077	458	43%	26
Ottawa	2,765	337	1,011	353	35%	13
Vernon	5,198	358	1,074	442	41%	24
Waukesha	6,052	361	1,083	473	44%	28
Total Participating	201,810	8,977	26,640	8,344	31%	934
Total Non-Participating	81,808	111	333	379	114%	379
Overall Total	283,618	9,088	26,973	8,723	32%	1,313

Profile of Respondents

Table 2 summarizes the demographic profile of respondents to the survey. Where comparable data were available from the 2005 Census estimates, they were included to indicate the degree to

which the sample represents the underlying adult population in Waukesha County. For the most part, the County sample matches the 2005 Census data reasonably well.

Table 2: Demographic Profile of Waukesha County Survey Respondents									
		Gender							
	Count	Male	Female						
Sample	655	54%	46%						
Census	285111	49%	51%						
		Age							
	Count	18 – 24	25 - 34	35 - 44	45 – 54	55 - 64	65 – 74	75+	
Sample	1276	0%	7%	22%	28%	24%	12%	7%	
Census	285111	11%	13%	21%	23%	16%	9%	2%	
		Employment							
	Count	Employed	Un- employed	Retired	Home- maker	Other			
Sample	1279	67%	1%	23%	7%	2%			
Census	296256	69%	3%	30%					
		Education Level							
	Count	Less High School	High School	Some Tech/ College	2-Yr Degree	Bachelors	Grad/ Prof		
Sample	1273	1%	13%	22%	13%	29%	21%		
Census	253,331	5%	28%	20%	9%	27%	11%		
		Years Residence							
	Count	< 1	1 – 5	5.1 - 10	10.1 - 15	15.1 -20	20.1 – 30	30+	
Sample	1282	1%	11%	11%	12%	10%	20%	35%	
		Household Income							
	Count	<\$25,000	\$25 - \$34,999	\$35 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +		
Sample	1161	3%	7%	12%	23%	23%	32%		
Census	145,718	14%	13%	13%	22%	17%	27%		
Census Data drawn from 2005 US Census estimates as reported in the American Fact Finder website (http://factfinder.census.gov/)									

One clear area of difference between our sample and the Census is that more men responded to the questionnaire than would have been expected. Statistical tests indicate that women have statistically different response patterns for 29 of 157 variables that we tested. However, with one exception, there was no clear pattern or clustering of these differences. The one area in which

women held consistently different views was with respect to sharing public services with neighboring jurisdictions. Compared to men, women were statistically less favorable of sharing ambulance, fire, police, library, schools, sewer, water, or storm water management with neighboring jurisdictions. Even in this one area, the practical impact was unimportant since the magnitudes of attitudinal differences were not great. For example, the unweighted average indicated that 43 percent of respondents were in favor of sharing ambulance services with neighboring jurisdiction. Fifty-one percent of males supported this idea and only 31 percent of females, so the weighted average was 41 percent in favor of sharing ambulance services. In short, while the overabundance of males in the sample is somewhat troubling, the practical implications are minimal.

The sample was also more highly educated and had a higher reported household income than expected based on the Census. There were also a number of variables for which there were statistically significant differences between those with more versus less formal education and higher vs. lower household income. Because income and education were highly correlated, it was difficult to determine the independent impact of each of these variables on opinions. Rather than trying to re-weight results to account for the more highly educated and well-to-do households in this sample, we will just note when the results may be somewhat at variance with actual public opinion. As was true for the gender differences discussed above, differences between those with more formal education and higher income levels and those with less education and income were differences of degree only. For example, with respect to sharing ambulance services, 45 percent of those with a bachelor's degree were supportive versus 37 percent of those with a high school diploma.

The SRC created a number of demographic groups to facilitate analysis and discussion of these data. The age categories shown in Table 2 were collapsed into those under 65 (working age population) and those older than that (retirement age population). About half of the sample reported that they have lived in Waukesha for 20 years or less and half for more than 20 years, so we collapsed the sample into these two groups. The 2005 median household income in Waukesha County, according to the Census, was about \$67,000, so we split this sample into those reporting more than \$75,000 of household income and those reporting less than that. We also split the sample into those reporting that they have at least a bachelor's degree and those with less formal education. Finally, we analyzed at how opinions of residents in towns, villages and cities differed.

Quality of Life

Respondents were asked to indicate the most important reasons they chose Waukesha County for their residence. As Table 3 indicates, "crime and safety" was, by a wide margin, the most important factor in their decisions to live in the County. There were 5 other factors that were closely clumped in terms of important reasons for living in the County: the quality of schools, the natural environment and open space, property taxes, the rural atmosphere and housing choices.

Our analysis of opinions from specific demographic groupings produced a number of statistically significant differences in terms of what drew them to Waukesha County. Those under 65 reported that the quality of schools, crime, and the natural environment (wetlands, wildlife, etc.) were the primary reasons they chose to live in Waukesha County. Older residents were more likely to say that Waukesha’s rural atmosphere, medical services, and property taxes were most influential in their decision to live in the County.

Table 3: Most Important Reasons for Living in Waukesha County						
Factor	Most Important	2nd Most Imp	3rd Most Imp	4 th Most Imp	5th Most Imp	Total
Crime/Safety	15%	15%	13%	9%	7%	58%
Quality of Schools	15%	11%	9%	6%	5%	45%
Natural Environment	8%	8%	8%	10%	9%	43%
Property Taxes	11%	8%	8%	7%	8%	42%
Rural Atmosphere	10%	8%	8%	6%	7%	40%
Housing Choices	10%	9%	7%	7%	6%	38%
Cost of Living	7%	8%	4%	4%	6%	29%
Proximity to Work	7%	6%	5%	5%	5%	28%
Medical Care	2%	5%	6%	7%	5%	25%
Parks and Recreation	1%	3%	7%	8%	6%	25%
Emergency Services	2%	3%	4%	4%	4%	18%
Roads/Traffic	0%	2%	3%	6%	6%	17%
Land Use/Zoning	2%	3%	3%	4%	4%	17%
Employment Opportunities	4%	3%	3%	3%	3%	16%
Drinking Water Quality	1%	2%	2%	3%	5%	14%
Surface Water Quality	1%	1%	2%	4%	4%	13%
Shopping Opportunities	0%	1%	3%	3%	4%	11%
Urban Atmosphere	1%	1%	2%	2%	3%	8%
Water Supply	1%	1%	1%	2%	3%	8%
Recycling/Garbage	0%	1%	1%	1%	2%	5%

“Newer” residents, those who’ve lived in the County for less than 20 years, said that property taxes, quality schools, the cost of living, crime and safety, and the natural environment attracted them to Waukesha County. Longer-term residents cited low crime rates, the rural nature of the area, property taxes, and schools as influencing their choice.

With respect to household income, both the more and less wealthy cited crime as important factors in their residency choice. Wealthier households also said that housing choices and the quality of schools were key factors in their choice.

Those with more formal education were focused on the quality of schools in the County, housing choices, and the natural environment/green space. Those with less than a 4-year degree were influenced more by crime and safety, and Waukesha’s rural atmosphere.

Finally, the type of jurisdiction in which people have chosen to live reflected somewhat different preferences. People living in villages were most concerned about school quality and the rural atmosphere of the County. Those living in cities had substantially less interest in the rural atmosphere or the County’s natural environment, but cared more about housing choices. Residents of towns were influenced substantially more by the natural environment and the rural atmosphere and less by crime and housing choices.

In addition to asking about the features that were most influential in their choice of living in Waukesha County, citizens were also asked to indicate their level of satisfaction with these features. The top 6 items in terms of reasons people gave for living in Waukesha County (Table 3) are highlighted in Table 4.

Table 4: Waukesha Residents’ Satisfaction with Key Quality of Life Factors			
Factor	Satisfied	Neutral	Dissatisfied
Medical Care	77%	17%	6%
Recycling/garbage	77%	17%	6%
Emergency Services	76%	22%	3%
Crime and Safety	71%	22%	7%
Shopping Opportunities	70%	20%	9%
Parks/Recreation	67%	25%	9%
Housing Choices	63%	29%	8%
Quality of Schools	63%	29%	8%
Natural Environment	60%	21%	19%
Proximity to Work	58%	34%	7%
Water Supply	54%	32%	14%
Water (Lakes) Quality	53%	31%	16%
Rural Atmosphere	51%	32%	17%
Water (Drinking) Quality	49%	26%	25%
Employ. Opportunities	44%	46%	10%
Urban Atmosphere.	44%	47%	9%
Roads/traffic	43%	31%	26%
Cost of Living	34%	38%	27%
Land Use Plan	27%	39%	35%
Property Taxes	19%	29%	52%

As Table 4 indicates, Waukesha County residents were generally satisfied with the quality of life factors listed. Two-thirds or more of respondents in the County sample were satisfied with medical care, waste management services, emergency services (police, fire, ambulance), crime and safety, shopping opportunities, and parks and recreation services. Of the six factors identified in Table 3 as the most important reasons for living in Waukesha County, a majority of respondents were satisfied with all of them except the level of property taxes. Since “crime and safety” was, by far, the most important factor in terms of why people live in Waukesha, it is encouraging to note that more than 71 percent of respondents were satisfied with the crime rate in the County.

It is also telling to note that, for the most part, the level of dissatisfaction with the quality of life factors included in Table 4 tended to be relatively low. Property taxes were, not surprisingly, the

only item for which a majority of respondents said they were dissatisfied, and only one other factor, land use planning, was viewed unfavorably by as much as a third of the population. A quarter or more of the respondents said they were dissatisfied about traffic congestion, the cost of living, and drinking water quality; nearly one in five said they were concerned about the County's natural environment and rural atmosphere. For the factors, other than property taxes, about which a substantial proportion of the population voiced dissatisfaction, the unifying theme seems to be a concern about the impact of growth and change in the County.

Quality of Life in Individual Jurisdictions. In addition to asking questions about the quality of life in the County, respondents were asked to provide their opinions about how the quality of life in their individual jurisdiction has changed over the past 5 to 10 years. Respondents were given the choices of "improved", "declined", "remained the same", "no opinion" and "have lived in municipality less than 5 years". Those who chose improved (38 percent), remained the same (35 percent), or declined (27 percent) were the focus of our analysis.

After indicating whether they think the local quality of life has improved, remained the same, or declined, respondents were asked to identify the 3 factors that have had the greatest impact on the quality of life in their jurisdiction. In Table 5, the SRC has summarized the relationship between these factors and the respondents' perspectives on how the quality of life has changed in their jurisdiction.

When interpreting the data in Table 5, the reader should keep two factors in mind. First, the columns titled "% Declined" and "% Improved" tell us the percentage of people who identified a given factor as one of the three items that has had the greatest impact on their jurisdiction's quality of life and who said that the quality of life in their jurisdiction had either improved or declined. Second, the column titled "Number" indicates the number of respondents who identified that factor as being one of the three most important influences on their local quality of life. The larger this number, the more important, for good or ill, that factor is in determining overall quality of life in the jurisdiction. For example, more than twice as many people said that "residential areas" in their local area was a key factor in determining their quality of life as identified "employment opportunities" as one of their top three factors. So, even though the first factor (the percentage of the respondents saying that the local quality of life had declined or improved) for "residential areas" and "employment opportunities" are very similar, the substantially larger number of responses indicates that residential areas were more important than employment opportunities.

As Table 5 indicates, 427 people indicated that the "Amount of Development" was one of the three factors with the biggest impact on their quality of life and of these, 75 percent said that the quality of life in their jurisdiction had declined. A factor closely related to development is the conditions of roads and traffic; 270 people said this was a key factor in their quality of life and most of them (72 percent) also said that the quality of life in their jurisdiction had declined over the past 5 – 10 years. Clearly, and probably not surprisingly, the pace of development and any resulting congestion on the roads were the major factors influencing citizens' perceptions of quality of life in their jurisdiction and most did not view them in a positive light.

At the other end of the spectrum, more than two-thirds of respondents identifying police/fire services, the availability of shopping/retail options, and community events indicated that these factors had improved over the past 5-10 years. Substantially fewer people, however, identified these as key factors in their jurisdiction's quality of life.

Table 5: Factors Impacting Change in Quality of Life in Jurisdictions			
Factor	Number	% Declined	% Improved
Amount of Development	427	75%	25%
Conditions of Roads/Traffic	270	72%	28%
Residential Areas	133	57%	42%
Employment Opportunities	65	55%	45%
Parks/Open Space	166	52%	47%
School System	164	43%	57%
Police/Fire	94	30%	69%
Availability of Shopping/Retail	198	18%	82%
Community Events	77	16%	84%

Of the types of jurisdictions, only those residing in villages were significantly less likely to indicate that their local quality of life had declined over the past 5 – 10 years. There were few other differences with respect to how different demographic groups feel local quality of life has been changing (e.g. no differences between men and women, rich and poor, etc.)

The general message of Table 5 is that there seems to be a fairly broad level of concern about the direction of change in the quality of life in individual jurisdictions in Waukesha County.

Agricultural, Natural and Cultural Resources

Residents, for the most part, felt that overall environmental quality in the County is good. Sixty-three percent classified overall environmental quality as good or excellent compared to only 6 percent who characterized it as poor or very poor.

Table 6: Satisfaction with Protection of Ag/Natural Resources				
Resource	N	Satisfied	Neutral	Dissatisfied
Parks	1276	68%	25%	6%
Air Quality	1287	62%	28%	10%
Historic Sites	1282	46%	47%	6%
Surface Water (lakes)	1271	46%	36%	17%
Wetlands	1273	40%	38%	21%
Wildlife/Habitat	1275	40%	34%	25%
Forested Land	1282	39%	33%	28%
Groundwater	1276	31%	41%	28%
Farmland	1284	31%	35%	34%

Despite their opinion that environmental quality in the County is generally good, Table 6 indicates that citizens were not necessarily satisfied that key agricultural and natural resources are being adequately protected. Relatively few residents were dissatisfied with

protection of parks, air quality and historic sites in the County. With respect to the other resources listed in Table 6, between about 1 in 5 and 1 in 3 residents were dissatisfied with current levels of protection. Further, between 30 percent and 40 percent were sitting on the fence with respect to the adequacy of current levels of protection for most items listed in Table 6.

From the resources listed in Table 6, citizens were asked to identify the three most important resources that warrant protection. Clearly, air quality and groundwater are the natural resources about which citizens of Waukesha County were most concerned. Nearly half of all respondents

Table 7: Most Important Ag/Natural Resources				
Resource	Most Imp	2nd Most	3rd Most	Total Top 3
Air Quality	28%	12%	8%	48%
Groundwater	20%	17%	10%	48%
Surface Water (lakes)	6%	15%	17%	37%
Forested Land	9%	15%	12%	35%
Wildlife/Habitat	7%	10%	17%	35%
Farmland	15%	9%	9%	33%
Wetlands	7%	9%	11%	27%
Parks	5%	10%	12%	26%
Historic Sites	1%	2%	3%	7%

ranked both of these as one of their top three concerns. Comparing the results in Tables 6 and 7, groundwater is an interesting case. While it was a top priority in terms of a resource that should be protected (Table 7), it was also one of the resources with the highest level of dissatisfaction with

how well the County is protecting it (Table 6). This suggests that either the County needs to expand its groundwater protection efforts or that local agencies need to do a better job of informing the public about what has been done to protect this critical resource.

Table 8 reinforces the impression that citizens of the County were concerned about water. The largest single response to the question, “How important do you think reducing water use in your home is?” fell very much in the neutral category. However, there were twice as many people on the “important” side (43 percent) of neutral than were on the “unimportant” side (21 percent).

Table 8: Importance of Reducing Water Use in Home											
	N	not at all Important		Neutral			extremely Important				
Importance of Reducing Water Use	1231	6%	4%	7%	4%	29%	7%	10%	16%	3%	14%

Finally, residents were asked if they “favor a program in which local governments purchase development rights to permanently stop development on selected agricultural land and open spaces?” There appears to be very strong support for such a program; 74 percent voiced support for such a program compared to only 26 percent in opposition. This is an interesting result because farmland protection ranked at the bottom of Table 6 (satisfaction with current efforts to protect County resources) but in the lower half of the most important resources to be protected (Table 7). It does, however, speak to the concern about the natural environment and rural atmosphere noted in the discussion of quality of life issues in the County (see page 7).

Housing and Development

Of the 1,296 people who answered a question about their housing situation, 91 percent said they live in a single-family home that they own, and 96 percent are in some sort of owner-occupied housing (duplex, condo, single-family, etc). The 2005 Census estimates for the County indicate that only 78 percent of housing units were owner-occupied, so there was a distinct lack of representation of renters in this data set. Since the SRC used Waukesha County’s property tax mailing list for this survey, it is not surprising that the preponderance of people in the sample are homeowners.

Table 9: Perceived Housing Needs in Waukesha County							
Waukesha County Needs More:	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Housing for Elderly	1287	16%	43%	27%	7%	4%	3%
Housing for Disabled	1279	13%	38%	36%	6%	4%	4%
Affordable Housing ¹	1281	18%	29%	26%	14%	11%	3%
Owner-Occupied Single Family Homes	1283	17%	26%	29%	17%	7%	4%
Town Houses/Condos	1281	3%	23%	36%	19%	15%	4%
Duplexes	1279	2%	14%	33%	29%	18%	5%
Renter-Occupied Single Family Homes	1277	3%	11%	32%	31%	19%	5%
Apartments	1271	1%	6%	27%	34%	27%	5%
Mobile Homes	1261	1%	2%	12%	26%	56%	4%

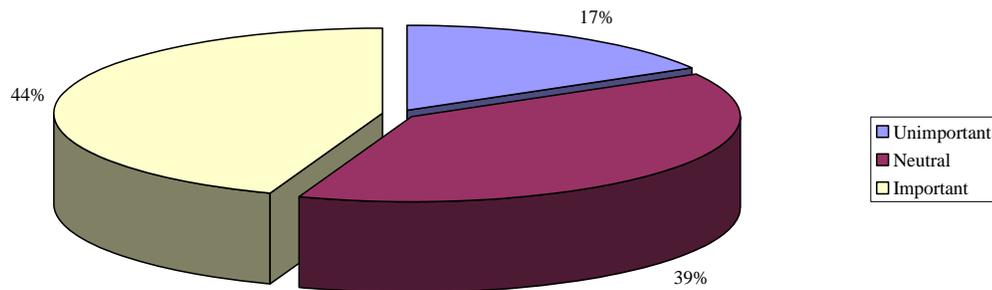
1. Affordable Housing defined as costing less than \$208,900

Residents were asked to give their opinions about the need for additional units of a variety of housing options, and these data are summarized in Table 9. It is interesting that the only types of housing that a majority of respondents agreed are in short supply in the County were housing for the elderly or disabled. Table 9 portrays a relatively unenthusiastic response to the prospect of additional housing development – only 43 percent of respondents felt that additional owner-occupied single family homes were needed in the County, which is low compared to many similar surveys the SRC has done. This tepid response to this housing question is, however, consistent with the earlier discussion of the adverse impact of the pace of development and traffic congestion on the quality of life in individual County jurisdictions (see page 9). This response pattern is also consistent with the question asking respondents to classify the 16 percent per decade population growth in Waukesha County since 1970 as “too much”, “about right”, or “too little”. Fifty-three percent said that this rate was too much, 46 percent about right, and only 1 percent too little.

Affordable housing was also an important issue in Waukesha County according to this set of respondents; 46 percent strongly agreed or agreed that more affordable housing was needed; 25 percent disagreed or strongly disagreed with this assessment and 29 percent were neutral or had no opinion. In a different portion of the questionnaire, County residents were asked to indicate, on a scale of 1 (not at all important) to 10 (extremely important), how concerned they are about the affordability of housing for future generations. In the following chart, responses to this

question with values from 1-3 were classified as “unimportant”, 4 – 7 as “neutral”, and 8 – 10 as “important”. The results in Table 9 and Chart 1 are very consistent – in both slightly less than half of the respondents felt that housing affordability is an important issue for the County.

Chart 1: Concern about Future Housing Affordability



The home-owning public represented by this sample had very little interest in additional town homes or condos, duplexes, renter-occupied single family homes, apartments, or mobile homes.

Opinions about housing differed considerably among different demographic groups within the county. Statistically significant differences of opinion were particularly pronounced with respect to three factors: length of residence in the county, household income level, and residence in a town (versus a city or village). Those who’ve lived in the County for more than 20 years disagreed more strongly that additional renter-occupied single family housing units are needed but were less negative about apartments and mobile homes than were more recent arrivals. More recent arrivals, in contrast, agreed more strongly that additional housing units that are affordable, appropriate for the elderly, and for the disabled were needed.

Households reporting incomes of more than \$75,000 were less enthusiastic about additional renter-occupied housing, town homes, mobile homes, affordable housing, housing for the elderly, or for the disabled than were households with less than this amount of income.

Likewise, residents who report that they live in a town were less enthusiastic about additional housing units than those living in villages or cities. Town residents were more neutral about the need for owner-occupied single family homes and affordable housing, and more negative about renter-occupied single family homes, duplexes, apartments, town homes, and mobile homes.

Finally, citizens of the County were asked to weigh in on two specific housing questions:

- should homeowners be allowed to make major modification to existing homes to accommodate an elderly or disabled relative?
- are programs needed to provide assistance to low and moderate income residents to help them purchase or rehabilitate a home?

Table 10: Public Opinion About Housing Policies/Programs							
	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Allow Major Modifications	1296	38%	47%	10%	1%	1%	2%
Need Housing Assistance Programs	1288	14%	30%	26%	16%	11%	3%

As Table 10 indicates, there was considerable support for and little opposition to allowing homeowners to make major modifications to their homes. Substantially more people supported the idea of a program to help low and moderate income people with their housing challenges than were opposed, but the support fell short of a majority of the population.

Because there was such widespread agreement on the proposal to allow major modifications, there were no statistically significant differences in how different demographic subgroups viewed this question. With respect to a program to assist low and moderate income residents to buy or rehabilitate a home, the higher-income households, those who've lived in the County for less than twenty years, and men were significantly more neutral to this proposal than are their counterparts.

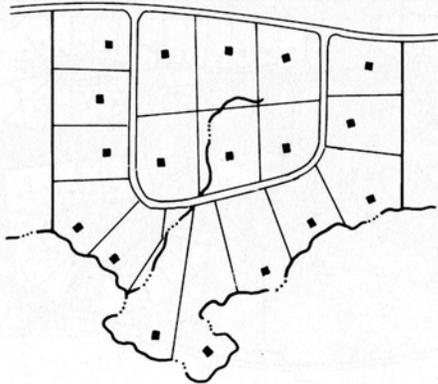
Land Use and Growth

The issue of how much freedom an individual has in how she uses her land is central to the whole notion of land use planning. If the population believes that individuals' property rights over their land trump all public interests, planning becomes challenging. Property owners in Waukesha County were asked to indicate their agreement with the statement that "*People should be able to do whatever they want with land they own or purchase in Waukesha County.*" Table 11 shows that a majority of respondents (53 percent) disagreed with the statement. However, a substantial minority (29 percent) agreed that landowners should be able to use their land however they see fit. Residents less than retirement age, those with lower incomes, and with less formal education were more likely to agree with the statement in Table 11 than were their counterparts.

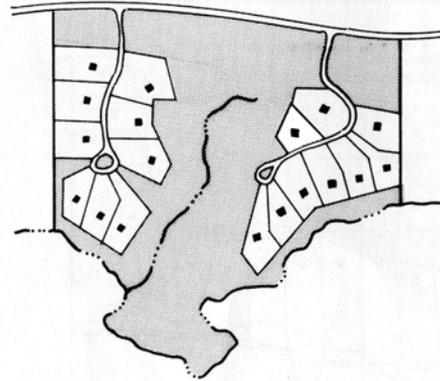
Table 11: Opinions About Landowners' Rights							
	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Landowners Should Be Able to Do Whatever They Want with Their Land	1289	12%	17%	17%	35%	18%	1%

One key land use issue focuses on how land is to be used in housing developments. Citizens of Waukesha County were asked, in three slightly different ways, to offer an opinion on this issue. First, they were presented with two hypothetical options for a new development. Option A, as shown below is a “traditional” design with larger lot sizes and Option B was characterized as a “cluster design permanently preserving open space”. By a 3 to 1 margin, respondents indicated a preference for the cluster design.

OPTION A = 25%



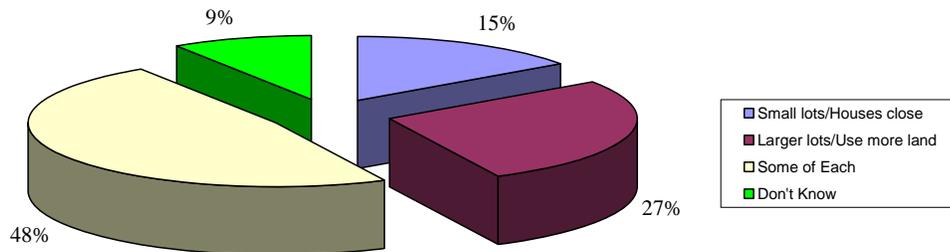
OPTION B = 75%



Subsequently, respondents were asked if compact housing developments should be required in order to conserve open space and farmland if Waukesha County continues to grow. By a nearly identical margin (72 percent to 28 percent), residents opted for compact housing developments.

Finally, residents were asked about residential developments in their individual municipality. Chart 2 summarizes their responses. Chart 2 paints a somewhat more complex story than do the first two approaches to this question. On the one hand, a very similar proportion of the people (28 percent) opted for the more traditional, large lot-size, land-intensive type of development (similar to the percentage that chose option A in the figure above) and rejected the requirement for small-lot, denser developments to conserve farmland and open space. On the other hand, many fewer said that developments should be denser with smaller lots. Instead, a near-majority (48 percent) said that future housing developments in their jurisdiction should contain both types of development. Those with more formal education are more favorably disposed toward small lots and denser development. Perhaps somewhat surprisingly, residents of towns, where the natural environment and rural atmosphere were particularly important quality of life concerns, were significantly more favorable of large lots even if they use more land. In contrast, city residents were more likely to prefer a mix of small and larger lot sizes.

Chart 2: Preferences for Residential Development in Jurisdiction



Respondents were also asked to identify their priorities with respect to County-wide growth issues, indicate how satisfied they were with the County’s attempts to deal with these issues, and identify what characteristics define the “rural character” in Waukesha County.

Table 12 indicates that a majority of residents identified tax rates as one of the top three County-wide growth issues. The other issues near the top of Table 12 tend to focus on environmental issues (preserving green space, water quality, and environmental protection) or basic functions of local governmental units (crime and safety, schools, transportation (congestion)).

Tax rates were the number one issue for men, those with less than a college education, and city residents. Women were also concerned about tax rates, but they were more likely to identify this as their second or third most important growth issue.

Women, those with at least a 4-year college degree, and those living in villages were more likely to identify preservation of green space as their top growth issue. Men, wealthier households, and those living in towns said that preserving green space was their second most important growth issue in substantially higher numbers than their counterparts.

Crime and safety were higher priorities for women, the elderly and those with less formal education.

People living in cities identified water quality as their first, second, and third most important growth issue much more frequently than did those living in villages or towns.

School issues were more likely to be cited as their most important issue by women and those less than 65 years of age. In contrast, men, those more than 65 years of age, and those living in towns said traffic congestion is a key concern to them.

Table 12: Most Important County-Wide Growth Issues				
	Most Imp	2nd Most Imp	3rd Most Imp	Total Top 3
Count	1219	1211	1198	
Tax Rates	29%	9%	14%	52%
Preserve Green Space	16%	11%	9%	36%
Crime Rate/Safety	11%	11%	10%	33%
Water Quality	8%	13%	9%	29%
School Issues	9%	9%	7%	25%
Traffic Congestion	5%	8%	10%	23%
Environmental Protection	5%	9%	8%	22%
Zoning Regulations	5%	6%	7%	18%
Maintain Community Atmosphere	2%	5%	8%	15%
Quality of Roads	2%	5%	7%	13%
Building Regulations	3%	6%	4%	13%
Employment Opportunities	2%	3%	4%	9%
Water/Sewer System Capacity	2%	3%	4%	8%
Solid Waste Management	0%	1%	2%	3%

There is both good news and bad news embedded in Table 13. In terms of “half-full” glasses, citizens were relatively satisfied with the way crime and safety issues are being managed in the County. Since crime/safety was the most important factor inducing people to choose to live in Waukesha County, this result is quite important. Further, crime and safety issues have been raised in a number of contexts throughout this report and the results were very consistent. This consistency substantiates the conclusion that, generally speaking, citizens in Waukesha County were satisfied with the quality of police and other public safety departments.

The glass “half-empty” view of Table 13 focuses on the tax rate and green space issues. As is true of crime and safety, tax issues have been broached in several parts of this report (see Tables 3 and 5), and the results have been similarly consistent. About 50 percent of respondents consistently indicated their dissatisfaction with tax rates. The fact that significantly more people said they were dissatisfied with efforts to preserve green space than were satisfied is also a concern. This is possibly related to another consistent theme in this report, unease about the pace of development in the County.

In terms of the 5 highlighted items in Table 13

- Crime: the elderly, long-term residents, the relatively well-to-do, and those with less formal education are less satisfied with crime and safety efforts
- School Issues: women are more concerned
- Water Quality: younger residents and those living in cities are more concerned

- Preserving Green Space: no significant differences
- Tax Rates: the elderly, those with less formal education, and those living in cities are less satisfied

Table 13: Satisfaction with How County-Wide Growth Issues Are Being Managed				
Factor	N	Dissatisfied	Satisfied	Neutral
Tax Rates	1274	53%	19%	28%
Traffic Congestion	1280	40%	22%	38%
Preserve Green Space	1284	36%	28%	36%
Zoning Regulations	1278	29%	21%	50%
Water Quality	1283	28%	36%	36%
Building Regulations	1265	26%	23%	50%
Environmental Protection	1276	22%	33%	45%
Quality of Roads	1268	18%	49%	33%
School Issues	1270	16%	39%	44%
Maintain Community Atmosphere	1271	14%	44%	42%
Water/Sewer System Capacity	1260	12%	42%	47%
Employment Opportunities	1262	10%	38%	52%
Crime Rate/Safety	1285	8%	64%	29%
Solid Waste Management	1281	6%	65%	29%

In summary, it seems that a majority of citizens of Waukesha County accept limits on how they use their land, are favorably disposed toward housing developments that are more land conserving, and the development issues with which they are most concerned are tax rates and preservation of green space in the County.

Transportation

The transportation questions included in the questionnaire focused on the adequacy of the road network and public transportation in the County. With respect to the ability of the road network to meet current needs, Table 14 indicates that a majority of citizens felt it did. Fifty-six percent of respondents felt that the overall road network meets current needs and 55 percent agreed that maintenance of the network is acceptable. Substantially lower percentages disagreed that the road network meets current needs (23 percent) or that maintenance is not adequate (20 percent). There were few differences in the way different demographic groups in the County view current transportation issues. Those who've lived in the County for more than 20 years and those with at least a 4-year college degree were more likely to agree that the road network meets current needs than newer arrivals or those with less formal education.

Citizens seem to view the future of transportation in the County with much greater trepidation. While not quite a majority, 43 percent of the respondents felt that the current network will not meet future transportation needs in the County. There were no statistically significant

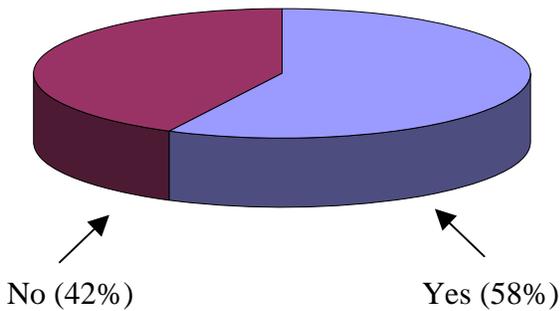
differences between different groups of County citizens with respect to the adequacy of the road network to accommodate future growth.

Table 14: Opinions about Transportation Issues							
Issue	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Overall Network Meets Current Needs	1202	9%	47%	19%	17%	6%	2%
Overall Network Meets Future Needs	1196	5%	24%	25%	33%	10%	3%
Maintenance is Acceptable	1201	6%	49%	24%	14%	6%	1%
Biking/Walking Lanes/Trails are Needed	1205	22%	33%	25%	12%	4%	3%

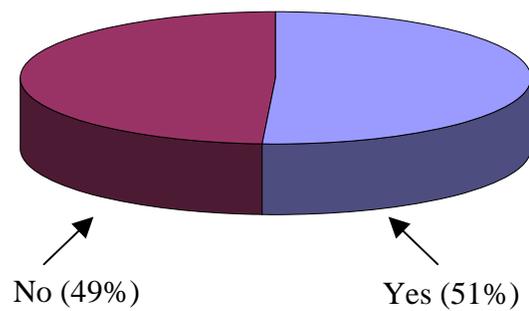
Citizens were asked about two specific additions to the road network in Waukesha County: an additional north-south transportation corridor connecting I-43 and I-94 and an additional north-south transportation corridor linking I-43 and US-41/45. As Chart 2 indicates, slight majorities supported these projects, but there was also very substantial opposition.

Chart 3: Public Support for Major Road Projects in Waukesha County

Link I-43 and I-94



Link I-43 and US 41/45



Men were significantly more supportive of both of these road projects than were women and those from more well-to-do households were more supportive of the projects than lower-income households. City dwellers were more supportive of the I-43 to I-94 link than those living in villages or towns but there was no difference with respect to the other project.

Table 14 also indicates that there was substantial support (55 percent) for biking and walking trails or lanes in Waukesha County and relatively little opposition (16 percent). Those who have moved to the County in the last 20 years, those less than 65 years of age, and those with at least a bachelor's degree were particularly supportive of biking and walking trails or lanes.

Only 3 percent of the 1,260 respondents who answered the question said that they use public transportation. Further, as Table 15 indicates, public transportation was not an issue about which residents have strong opinions. Roughly a quarter of respondents said that current public transportation services meet their needs, about one in five disagreed, and more than half had no opinion or were neutral on this question.

Table 15: Opinions About Adequacy of Public Transportation in Waukesha County							
	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Availability of Public Transit Meets My Needs	1180	7%	17%	32%	11%	10%	23%

Table 16 summarizes the responses of the small number of Waukesha residents who reported that they use public transportation services. Given the small number of observations, these data should be viewed as impressionistic rather than a definitive evaluation of public transportation quality in Waukesha County. The ride share program was the only item for which a majority of respondents agreed that the quality was satisfactory. Even for these users of public transportation services, the largest number of responses fell into the neutral or no opinion columns for all other services.

Table 16: Opinions About Quality of Public Transportation Services in Waukesha County							
	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Ride Share Program	30	27%	33%	7%	20%	3%	10%
Bus Service to Madison/Milwaukee	31	13%	26%	13%	13%	10%	26%
Disability Transport Services	29	7%	24%	21%	7%	3%	38%
Local Bus Service	30	13%	20%	23%	13%	7%	23%
Ride-Share Taxi	30	3%	17%	37%	3%	3%	37%
Taxi	30	0%	10%	43%	3%	10%	33%

Economic Development

Table 17 indicates that respondents were, by a wide margin, most interested in encouraging emerging technology business development in the County. Beyond this, about one-third of respondents were interested in encouraging manufacturing, medical services, recreational facilities, and professional services in Waukesha County.

Men, those of working age, those from wealthier households, those with more formal education, and city dwellers were more likely to say that encouraging emerging technology in the County was their top priority. Manufacturing was more likely to be a top priority of men and those with less than a 4-year college degree. Medical services should be encouraged according to the elderly, those with lower household incomes, and those with less formal education. Recreational facilities were more likely to be the top priority of working-aged adults and city dwellers.

Finally, professional services were more likely to be a top priority for those who've moved to Waukesha County within the past 20 years, those with more formal education, and males.

Table 17: Public Opinions About Future Business Development in Waukesha				
	Most Imp	2 nd Most Imp	3rd Most Imp	Total Top 3
Count	1104	1084	1052	
Emerging Technology	35%	11%	10%	57%
Manufacturing	10%	16%	12%	38%
Medical Services	15%	9%	9%	33%
Recreational Facilities	10%	10%	13%	33%
Professional Services	5%	14%	11%	30%
Industrial	7%	12%	7%	27%
Retail/Shopping	4%	8%	12%	24%
Entertainment Venues	6%	8%	9%	22%
Restaurants	5%	8%	9%	21%
Hotels & Tourism	3%	4%	5%	11%
Warehousing	0%	0%	2%	2%

Table 18 summarizes public opinion about County efforts to encourage businesses of different types. The most striking feature is that the number one business development priority of citizens, emerging technology (Table 17), had the lowest percentage of citizens satisfied with County efforts. On the other hand, a majority of respondents were neutral on this topic. Indeed, the high proportion of responses in the neutral category indicates that many respondents may not be informed about County efforts to encourage these types of businesses. Two of the top five types of businesses that residents want to encourage, medical and professional services, had majorities saying that they are satisfied with County efforts, and very small percentages who said they are dissatisfied.

Table 18: Satisfaction with County Efforts to Encourage Business Development				
Business Type	N	Satisfied	Neutral	Dissatisfied
Medical Services	1263	62%	30%	7%
Retail/Shopping	1260	58%	32%	11%
Restaurants	1259	58%	30%	12%
Professional Services	1256	53%	42%	5%
Hotels & Tourism	1263	47%	45%	8%
Recreational Facilities	1256	47%	40%	13%
Entertainment Venues	1260	42%	45%	14%
Industrial	1257	33%	52%	15%
Manufacturing	1257	32%	50%	18%
Warehousing	1247	28%	68%	4%
Emerging Technology	1258	28%	55%	17%

Forty-five percent of respondents said they either agreed (36 percent) or strongly agreed (9 percent) that they were “satisfied with employment opportunities in the County.” Only 16 percent disagreed or strongly disagreed with this statement.

In terms of strategies for building the economy of Waukesha County, residents put a heavy emphasis on business retention. Eighty-one percent said that business retention was important or very important to Waukesha County, and only 2 percent felt such efforts were not important. In not-quite-such strong numbers, residents also felt that encouraging entrepreneurship was important to the county. Twenty-six percent said encouraging entrepreneurship was very important, 38 percent that it was important, and only 4 percent said that it was unimportant or very unimportant.

Community Facilities and Services

The final section of the questionnaire asked people to rate the quality of services in their jurisdiction and to indicate whether or not it is a good idea to share a given public service with a neighboring jurisdiction.

Table 19: Public Satisfaction with Local Public Services							
Public Service	Count	Excellent	Good	Average	Poor	Very Poor	No Opinion
Garbage Collection	1289	33%	45%	16%	3%	1%	1%
Public Library	1288	36%	42%	13%	3%	1%	5%
Park and Rec Facilities	1277	25%	52%	18%	4%	1%	1%
Police Protection	1286	25%	48%	20%	3%	1%	3%
Recycling Program	1287	23%	49%	21%	5%	1%	2%
Fire Protection	1287	25%	46%	17%	3%	0%	9%
Public Schools	1284	27%	42%	17%	4%	1%	8%
Snow Removal	1285	20%	49%	25%	3%	1%	2%
Ambulance	1289	24%	41%	13%	1%	0%	20%
Road Maintenance	1282	10%	44%	30%	11%	3%	1%
Sanitary Sewer Service	1254	12%	36%	23%	2%	0%	26%
Storm Water Management	1274	9%	36%	29%	5%	2%	19%
Building Inspector	1276	11%	34%	31%	4%	2%	18%
Water Utility Service	1243	9%	30%	22%	5%	2%	33%
Planning and Zoning	1277	6%	25%	36%	15%	7%	13%

Citizen perceptions about the public services in their local jurisdiction are summarized in Table 19. With only a couple of exceptions, the information in Table 19 indicates that there was relatively little dissatisfaction with public services in their jurisdictions. In most cases, the combined ratings of poor and very poor were less than 5 percent.

The two exceptions were road maintenance and planning and zoning. Most residents probably do not have intimate and on-going experiences with many of the services listed in Table 19. For example, we would expect most to have little or no direct interaction with their ambulance

service, police department, or fire protection services. Many of the other services are not things about which most people spend much time considering (recycling program, garbage collection, sanitary sewer, building inspection, water utilities) unless there is a major breakdown in services. Road maintenance and snow removal are two services with which most people in the County do have intimate and on-going experiences. Snow removal got high marks; road maintenance did not.

The Planning and Zoning ratings probably reflect general impressions based on observations of what is happening in the County rather than direct experiences with these services in the individual jurisdictions. Relatively few people would, for example, have had the experience of asking for a zoning variance or been directly involved in developing the comprehensive plan for their jurisdiction. It is probable that the relatively high level of dissatisfaction with planning and zoning (22 percent rating this service as poor or very poor) had more to do with the general unease with the pace of change and development in the County than anything else. This unease has been noted in several points in this report.

Residents of the towns, villages, and cities had a number of differences in opinion with respect to the quality of public services. Village residents were, for example, statistically less satisfied with sewer services and storm water management than were those in the towns or cities. Towns, presumably, offer fewer of the services listed in Table 19 than the other two jurisdictions, which probably accounts for lower levels of satisfaction with parks and recreational facilities, police services, the public library, sewer systems, storm water management and water services. Town residents reported a higher level of satisfaction with planning and zoning. City residents were more likely to report higher levels of satisfaction with the police, library, sewer, storm water

management and water systems than those in other jurisdictions. City dwellers reported lower levels of satisfaction with planning and zoning and road maintenance.

Table 20: Public Opinions about Sharing Public Services with Neighboring Jurisdictions

Public Service	Count	Percent Favoring Sharing
Recycling Program	982	55%
Public Library	974	50%
Garbage Collection	978	45%
Fire Protection	972	44%
Ambulance	976	43%
Building Inspector	969	42%
Road Maintenance	971	42%
Park and Rec Facilities	973	41%
Police Protection	970	37%
Snow Removal	967	34%
Storm Water Management	966	32%
Planning and Zoning	966	31%
Water Utility Service	969	30%
Sanitary Sewer Service	966	30%
Public Schools	968	28%

The final substantive question in the survey asked residents to indicate which of the services listed in Table 19 they would favor sharing with a neighboring jurisdiction. Somewhat surprisingly, a majority favored sharing services with neighboring jurisdiction for only two services (recycling and libraries). On the other hand, nearly a third of all respondents were in favor of such cross-jurisdictional sharing for all services included in Table 20. If such an approach to offering public services is deemed to be a

worthwhile policy goal, the one-third of the population who is already on-board with the idea would be a strong base from which to build public support.

Jurisdictional interest in sharing services was quite interesting. A majority of Village residents were interested in sharing only one service – storm water management. Towns were the most interested in sharing services, including fire, police, libraries, and snow removal. They were less interested in sharing their water resources. City residents were more interested in managing water resources across jurisdictions but were less interested in sharing police or storm water management.

Conclusions

The data summarized in this report have a few key themes. The rate of change/pace of development in the County has made a substantial percentage of the population seemingly open to a “time out.” Residents seem to be concerned about a loss of open space or the rural nature of the County, about their sons and daughters being able to afford to buy a house in the County, and about the impact of development and traffic congestion on their quality of life.

On the other hand, most were quite satisfied with the quality of their local public services and with the overall environment in Waukesha County. They recognized improvements in the retail options now available to them and with the community events that are typically quite important in nurturing a sense of place.

County residents were also not very happy with the level of taxes they are paying. There was a very consistent 52 percent (plus or minus a couple of percentage points) who listed taxes as their biggest concern.

The final point to make is that for many questions very substantial proportions of the residents opted for the “neutral” or “no opinion” option. The interpretation of this observation is somewhat challenging. Did they select this because they truly are neutral or because they didn’t feel sufficiently informed to offer an opinion? At a minimum, it suggests that opinions on a substantial number of topics have not been polarized or set in stone. The opportunities for outreach and education seem substantial.

Appendix A – Non-Response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents feel that the quality of life in the Waukesha County has improved (Question 3), whereas most of those who returned their questionnaire said that it had declined. In this case, non-response bias would exist, and the raw results would not accurately reflect the opinions of residents with respect to the quality of life in Waukesha County.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing) and we assume that they are representative of all non-respondents. In the Waukesha County sample, 823 people responded to the first mailing and 489 responded to the second mailing. The SRC compared the means from the first mailing to those of the second using a two-tailed T-Test assuming equal variances in the two populations with the standard significance cut-off of 5% (meaning that there is at most a 1 in 20 chance that the observed difference in mean values is due to a fluke of the sample drawn).

We found only 18 questions with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 157 tested. With one exception, the statistically significant differences are fairly randomly distributed throughout the questionnaire and show no clear pattern of differences between responses to the first and second mailings. The only topic for which there is a consistent pattern is Question 37, which asked about sharing public services with neighboring local governments. For this question, the closer the reported value is to 1, the more favorable did respondents view sharing that service with neighboring jurisdictions. So, for the first mailing .44 (=44%) said that collaborating with neighboring jurisdictions would be a good thing with respect to park and recreational facilities. In contrast, only .36 (=36%) of respondents to the second mailing felt this way. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1c.Emergency Services	1.24	1.32	0.01
Q1n.Rural Atmosphere	1.70	1.59	0.01
Q1p.Urban Atmosphere	1.69	1.60	0.02
Q1r.Water (Lakes) Quality	1.60	1.69	0.03
Q4.Fire/Police	0.16	0.09	0.02
Q5b.Farmland	2.07	1.97	0.04
Q9.Environmental Quality	2.34	2.44	0.04
Q17.Woodlands/Wetlands	0.66	0.60	0.04
Q18.Able to do Whatever	3.39	3.18	0.00
Q19d.Crime Rate	1.42	1.49	0.05
19i.Quality of Roads	1.66	1.76	0.02
Q22.Housing Concern Level	6.42	6.88	0.00
Q24a.Local Bus Service	4.05	3.14	0.02
Q37.Share park & recreation facilities	0.44	0.36	0.01
Q37.Share Library	0.54	0.44	0.01
Q37.Share Sewer Sys	0.32	0.24	0.01
Q37.Share Storm Water Mgmt	0.37	0.24	0.00
Q37.Share Water Service	0.34	0.23	0.00

Appendix B: Waukesha County Comprehensive Planning Public Opinion Survey Written Comments

Question 5j

Please rate how satisfied you are with how Waukesha County protects these agricultural/natural/cultural resources in Waukesha County? Other:

Culture (7 responses)

- Cultural (4x)
- Arts
- Arts and entertainment
- Support for the arts

Development (121 responses)

- Over development (30x)
- Development (18x)
- Bad zoning (6x)
- Open space (5x)
- Farm land taken over for development (4x)
- Loss of open space (4x)
- Too many subdivisions (4x)
- Too much retail (4x)
- Population growth (3x)
- Urban sprawl (3x)
- Barns (2x)
- Growth and building (2x)
- Lost wet lands to development (2x)
- Over crowded neighborhoods (2x)
- Rural atmosphere (2x)
- Small farms disappearing (2x)
- Too many commercial development (2x)
- Unchecked development (2x)
- Urban planning (2x)
- Amount of development
- Annexation of rural to urban
- Barns, Save the barns
- Building
- Building on low lands
- Changes to topography
- Developers
- Development on areas that flood
- Development rights protection
- Don't develop I94 and Hwy C intersection
- Lack of additional preserved open space
- Land being sold to build condos
- Maintaining land
- Neighbors
- New developments
- Promotion of green space
- Rate of development over natural landscape or farm
- Stop increase of development
- Subdivisions

- Transportation
- Undeveloped area
- Urban development

Environment (60 responses)

- Leaf burning (9x)
- Ability to get to lake (4x)
- DNR (4x)
- Recycling (4x)
- DNR abuse of power (2x)
- Level of pesticides on lawns (2x)
- Litter (2x)
- Quarry dirt in air and road (2x)
- Sewer (2x)
- Weeds-garlic, mustard, buckthorn (2x)
- Agriculture
- Agriculture is too favored
- Air quality
- Bug infestation
- Burning
- DNR and government are too aggressive in protection of natural resources
- Fall leaf collection
- Farmers
- Flooding potential
- General litter and cleanliness of streets
- Hunters destroy RR noise
- Invasive undergrowth control
- Lake management
- Noise
- Open fires
- Opening of county parks to hunt
- Organic farms
- Over utilization of natural resources
- Prairie
- Protect farmland
- Radon levels
- Smell
- Soil runoff
- Tax relief for owning and protecting natural resources
- Trash
- Waukesha county should collect leaves and yard debris for towns people too
- Wildflowers

Recreation (27 responses)

- Bike and walking paths (6x)
- Hunting opportunities (4x)
- Dog parks (3x)
- Hiking trails (2x)
- Soccer parks (2x)
- ATV trails
- Boat fees
- Community swimming pool
- Disruptive off road vehicles

- Fishing
- No bike lanes
- Public hunting lands
- Recreational areas
- Snowmobile trails
- Tails system

Roads/traffic/noise (27 responses)

- Noise (7x)
- Traffic (7x)
- Roads (3x)
- Road salting (2x)
- Excessive road development
- Noise from church bells
- Road access
- Speeding vehicles
- They cut down trees left and right to build big roads
- Too many accidents 67 & CI
- Too much traffic, too loud
- Traffic noise

Taxes (10 responses)

- Taxes (8x)
- RE taxes
- Taxes on home values

Water (23 responses)

- Water (9x)
- Water quality and quantity (6x)
- Water table depth (2x)
- Chlorine in drinking water- bad taste
- City drinking water
- Run off in lakes
- Too much weed treatment in lakes
- Water table
- Well water

Wildlife (21 responses)

- Too many deer (7x)
- Geese (4x)
- Deer populations too low (2x)
- Wildlife (2x)
- Goose populations too many and polluting ponds and lakes
- Horses
- Killing mute swans
- Mismanagement of wildlife
- Thinning geese
- Too many geese

Other (46 responses)

- Schools (5x)
- Light pollution (4x)
- Ag taxes too low

- Airport
- Billboards
- Board of adjustments process
- Business and lights on Capitol Drive
- Church
- Citizen impact on decision making
- Condition of town
- County government
- Crime
- Dogs allowed in parks
- Eliminate governor counter
- Emergency services
- Employment
- Fairs
- Healthcare
- Historic homes
- Housing for poor
- Ice age trail
- Individual property rights
- Interference
- Lang dov
- Long term care services
- Maintenance
- No place for kids
- Over zealous regulation
- Police protection
- Pond in steeple chase
- Power boats and jet-skis on lakes
- Power outages
- Shopping
- Too much government rules and regulations
- Too high charges for use of county parks for community residents
- UPG Utility poles
- raids in downtown Waukesha
- Violence
- Wilson center

Question 13

Which best describes the type of housing you currently live in?? – Other

- Condo (184x)
- Farm (5x)
- Assisted living (2x)
- In-laws (2x)
- Commercial
- Generational
- Multi-use home business agricultural type building
- Single
- Town house
- Two homes on one lot

Question 32L

Please rate how satisfied you are with how Waukesha County is encouraging these types of businesses? – Other

Agriculture (20 responses)

- Agriculture (7x)
- Farm (7x)
- Bio Tech (2x)
- Bio medical

Arts (6 responses)

- Arts (3x)
- Film making
- More festivals and events.
- Theaters

Development (7 responses)

- Stop growth (4x)
- Don't need another hospital.
- Too many banks
- Warehousing is ugly and takes up too much land.

Education (6 responses)

- Educational (2x)
- Continued education
- Four year university
- Higher education
- Private school

Major retail (15 responses)

- Grocery stores (5x)
- All shopping (4x)
- Casino (2x)
- Fast food
- Gas
- Organic stores
- Too many dollar stores

Medical (7 responses)

- Hospital (3x)
- Alternate medical care
- Health care
- Long-term care
- Senior housing

Public Services (6 responses)

- Service (2x)
- Employment services
- Public transportation
- Roads
- Waste removal

Recreation (12 responses)

- Parks (2x)
- Sports complex (2x)
- Soccer fields (2x)
- Activity centers for youth
- Bike path
- Fitness
- Life style center
- Public pool
- Sport

Small/Private business (16 responses)

- Small business (7x)
- Ma and Pa bars (4x)
- Small unique shops (2x)
- Home based businesses and live/work units are not well accommodated.
- Local services
- Need more support for local business
- Private small business
- Rental property owner
- Start up business

Technology (5 responses)

- Great technology (2x)
- Green technology (2x)
- Energy innovation

Other (10 responses)

- Jobs (3x)
- Church (2x)
- Advertising
- Downtown
- Out
- Public use of restaurants on lakes
- Quarries

Question 36P

Rate the quality of the following services in your municipality? – Other

- **Amenities (15 responses)**
- Swimming pool (3x)
- Cable (2x)
- Bike/walking lanes (2x)
- Public swimming pool (2x)
- Business stores
- Indoor swimming pool
- Recreation department
- Retail (shopping)
- Sidewalks
- Wireless internet

Development (2 responses)

- Business development
- Good safe quality development

Education (2 responses)

- Cost of education
- School

Entertainment (1 response)

- Arts

Environment (8 responses)

- Air quality
- Bad smelling air
- Better erosion control
- DNR
- Flood plain identification
- Geese and deer population control
- Renewable energy
- Rid of deer

Government/City Council (23 responses)

- City/Town government (4x)
- Taxes (4x)
- Local government (2x)
- Post office (3x)
- Too many governmental bureaucracies (2x)
- Corrupt District Attorney
- County board
- County clerks
- Election date and location awareness
- Listening to citizens
- Small government
- Taxes too high
- Town staff

Lakes (13 responses)

- Preserve lake quality (2x)
- Lake patrol (2x)
- Clean lake water
- Pollution control in lakes and streams
- Lake maintenance
- Lake management
- Lake preservation
- Lake protection
- Lake Rehab
- Lake re-dredging
- Lake water

Medical (6 responses)

- Hospitals (2x)
- Cost of healthcare
- Long term care services
- Low income healthcare
- Mental health facilities

Quality of Community (3 responses)

- Community involvement
- Community pride
- Safety

Planning and Zoning (3 responses)

- Follow master plan (2x)
- Zoning

Public Services (29 responses)

- Brush and leaf removal (9x)
- Electric (2x)
- 911 (2x)
- Cost of water and sewer
- Delafield Library
- Electric service reliability
- Energy costs
- Garbage collector does not recycle
- Garbage dump for town of Waukesha
- Hazardous waste drop off sites
- No town pump
- Noise control on highways
- Police and Fire dispatch
- Postal service
- Public power electric utility
- Recycle
- Street lights, stop signs
- Too many police
- Yard waste

Roads (8 responses)

- Roads (2x)
- Road planning (2x)
- Road cleanup
- Road maintenance
- Salt, way too much salt, overkill
- Winter roads

Transportation (12 responses)

- Public transportation (4x)
- Dangerous traffic flow
- DOT
- Heavy traffic
- Light rail
- Railroad crossings in need of repair all the time (Sussex, Lake 5 rd.)
- Regional cooperation on transportation

- Taxi, bus, train (speed rail)
- Transportation

Water (9 responses)

- Drinking water (2x)
- Water quality (2x)
- Chlorine taste in water
- Ground water
- No watering lawns with well water
- Radon removal from water
- Storm water enforcement

Other (4 responses)

- Churches
- Cultural
- Private
- Responsiveness

Question 40

Employment Status – Other

- Self-employed (115x)
- Part-time (21x)
- Business owner (15x)
- Semi-retired (13x)
- Disabled (8x)
- Home maker (7x)
- Retired (5x)
- Student (5x)
- Employed (3x)
- Self contractor (2x)
- Temporary employment (2x)
- Volunteers (2x)
- Artist
- Domestic engineer
- Farmer
- Internship
- Looking for full time employment
- Low income landlord
- Property owner
- Public service
- Substitute teacher
- Under employed

“Other Comments” – *Question numbers are written by comments when applicable.*

Appearance/ Anesthetics (8 responses)

- Q19-I - My yard floods! (2x)
- Q14&17 - If by open space you mean undeveloped trails, trees, shrubbery
- Q18 - Love the trees.
- Q1-I - Goose Droppings and Proximity to Large Highways
- Q1-R - Goose Droppings

- Q4 - The ambiance of the community has lessened even as some services and improvements have been made.
- The current jumble of junk next to the vets walk and the DPW should go on land near the water treatment plant.

Comments about the Survey (45 responses)

- 1. Survey is too long.
- 2. Questions on traffic do not allow differentiation between design modifications such as turn lanes, excessive pavement (lanes lost in snow when lines fade), and maintenance costs.
- After spending the money to develop a comprehensive survey and to analyze the results, I certainly hope that the county is willing to readjust their thoughts to what the results from the survey indicate.
- Anyone who turns in a survey without comments is a goofus.
- Didn't appreciate the near hour it took to fill this out!!!
- Do we really think this survey matters? Obviously NOT.
- Excellent survey
- Good Luck- I hope that the powers that be really read and listen to these responses very well written survey-thank you!
- I am rather disappointed with this survey. It makes the assumption that government should be the driving force in the community. I am of the opinion that market conditions and free enterprise will take care of this.
- I have found stuff like this to be a total waste, as the leadership in this town is sold to the highest bidder.
- I didn't want to fill out the first one. Why did you waste more money sending another one?? Nothing will change anyway. Stop building, no housing at all, no new building or development.
- It took time and energy and much thought to fill this out.
- Many questions are very subjective and require more information and clarification.
- Many questions not applicable to homes with private wells or septic systems.
- Please note that I am dissatisfied with some environmental and zoning questions not because we are doing too little but we are doing too much. Preserving wetlands for example has turned into a communist like set of rules that restricts landowners. Retention ponds in new neighborhoods are encouraging geese to take over our county.
- Poor Survey!
- Q18 - not able to has not enough info.
- Q18 - Poorly worded questions.. What are the limits??
- Q30 - was a tough question.
- Q32 is a very misleading question. Where's the info on what type of businesses they are encouraging?
- Q32 - is a very poorly worded question - How do I answer if I don't want Waukesha Cty to encourage these business growth areas? Many questions are like this.
- Q36 & 37 - should be on the same page- poor planning
- Questions are not clear, it is too long, and never put a situation like question 37 & 36 on flipped pages!!
- Thank you for asking. I could write a book. Don't hesitate calling if you need further info.
- Thank you!
- Thank you for doing this survey
- Thank you for hearing me. My concern is that many of these questions should be answered with knowing facts, not assuming or just opinion. Therefore much of the results are N/A. Please forward this comment.
- Thank you! I live on the Oconomowoc River next to a park.
- There were spots where this was poorly worded and confusing.
- The way many of your questions are worded, they lead to the conclusion that if a survey participant is dissatisfied they want more county involvement and more gov't regulations. My dissatisfaction is a result of overregulation and a county that acts as a nanny to citizens. Lower taxes. Ease environmental restrictions, ease zoning and land use restrictions, and stop treating every puddle as a wildlife habitat.
- This survey covers too big an area to rate adequately. I live in Oconomowoc and have no opinion to what goes on in Menomonie Falls or those areas.
- This survey is too long
- This was a confusing survey – annoying

- This was a poor study - it never gave an opportunity to explain why we disagree - either not enough or too much involvement!
- Survey does not allow one to indicate that we are dissatisfied with the continuation of "Blue Mound Rd." Strip Mall look from MKE-> Madison.
- Thereby I wonder if this type of survey can be a dangerous tool.
- This is a waste of dollars. There is too much development. Everything needs to be cleaned up.
- This is too cumbersome! Not a good questionnaire.
- This was interesting to get in the mail; I went to RF for one semester.
- Too long on your explain in your letter it will take 25 min.
- Very poorly written survey!
- We don't understand the question. We have been retired for 17 years so were not concerned about this. Don't know enough to answer intelligently.
- While I understand and commend your office for wanting to hear our opinions, I find it disturbing that I do not know what the outcome of my responses will prompt in local governing.

Development (101 responses)

- Too much development (2x)
- All must be protected from more development. Rehabilitation only but my real preference is to halt all new building and preserve all remaining open space.
- City of Delafield is changing its land use plan and zoning to accommodate any and every type of development. "They" are trying to urbanize, citify this area. It seems they talk out of both sides of their mouths. They want to protect lakes and streams, consolidate their firms here. Pretty soon, it already has, all that is wonderful about Lake County will be a crowded mess. People want to move out here, because Milwaukee and suburbs are spoiled and no one wants to live there, but they bring their problems with them. Noise, traffic, small lots, huge buildings, water, sewage and garbage problems, crime, pollution, etc.
- Developers should not be allowed to have land annexed when a municipality turns them down.
- Don't need any more housing of any kind
- Don't sell out to the builders to make a buck!
- Farmland and open space present when we bought an existing house here are almost gone.
- Here are two examples: On a wooded lot where we are building a house, they told us to get a landscaping architect to plan the vegetation under the dense tree canopy. We did at \$8000 cost, presented it to them and she second guessed us on our shrub choices, and wanted us to change them. She was not qualified to make that request mandatory for us. Case number two: We had a large lot on the Okauchee Lake with an old home on it. We just wanted to put a second floor on the house. It was built with a ten foot set back on one lot line (side). The new residents next to us was 20 feet in front of our house. The Oconomowoc town planners said yes... Waukesha County land use 25 years old with no construction experience and the planning people these said to shop five feet off the side of the house (3 bathrooms, furnace, electric panel, etc) and we would then have the right set back of fifteen feet and then could build whatever size house we wanted. This was a ridiculous solution handed down by people with zero construction experience
- Housing/Development -- Housing alone does not a community make. Fewer landscape berms, more natural planting perimeters. All developments should have included small, neutral common areas, as a feature
- I am a land owner and worried I will have no say when it comes time that I must sell. I don't have the answers but I think the land owners must have some say. Thanks.
- I am unhappy with the development of all this land.
- I am very concerned about the land use plan for Waukesha Co.
- I have grave concerns about the unchecked Brookfield development.
- I left due to taxes and city annexation of land & development with no concern of neighbors
- I like the rural feel and don't want more development
- In Hartland, many people have transferred to this area for a job and may not be invested to stay here for very long. Their needs and desires will have a different short term motivation, as is with our household.
- In regard to question 16: There is no option to say that we DON'T WANT more developing! No more people please!
- Keep the city hall site and rehab fire and library DO NOT SELL SITE

- like the quantity now don't need a lot more, also business expand up not out
- Limit lot sizes and density of new subdivisions. Too many new subdivisions ruining the rural flavor out here!!!
- Look at redevelopment for continued "growth".
- More, bigger houses mean fewer fields and creatures and reduced enjoyable scenery.
- Move the City Hall next to the Fish Hatchery.
- Movie theaters are popping up like mushrooms. Some have already closed for lack of business.
- Mukwonago needs more industrial and retail development.
- My major concerns are about development decreasing, green space, increasing traffic
- N: Unrestricted Development
- Need less development in total.
- Need less houses and more open farmland.
- No more developing! Keep all those people out!
- No new housing needed.
- no option stop developments altogether
- O: Keep Shopping together
- Please don't allow land to be buried "life style center" it becomes Milwaukee and all Milwaukee population/cream issues!
- Please keep the town of Brookfield a town or let us become a village. We don't want to be part of the city!!!
- Please quit building
- Q10 - I prefer option A with the use of building envelopes. This would provide greater home spacing while providing similar open space preservation to option B
- Q12 - No more houses.
- Q12 - Only US CITIZENS should be assisted and Waukesha County isn't checking to make sure our taxes aren't used in aid illegals!
- Q14 - Depends on the lay of the land, believe option B may be appropriate for the land with the stream but if no stream why not have larger lots.
- Q14 - Don't we already know this is the best option?!
- Q14 - I picked the first option but there should be restrictions on development of land.
- Q14 - neither large lots with open land
- Q14 - Option B - Love this who needs big yards, you just have to mow
- Q14 - should be more options - can't just give A or B answer. If have to answer, it is both. I do like the building shops brick - well made - that seem to be the new theme in a lot of expanding communities.
- Q14 - Stop all development
- Q14 - too much development already!
- Q14 - with in reasonable rates.
- Q14 both need work
- Q16 - much large lot homes already exist, growth consumes open land, Option B reflects viable change.; (Land Use and Growth) It's all about balance, the historical use of the "Best use" practice in real estate is archaic. A different paradigm is needed.
- Q16 - no more development
- Q17 - Please no more housing projects built on Hwys and Freeways, I don't want to see people living on byways-eventually they will require walls to be built to divert traffic noise.
- Q17 - Too much development
- Q18 - Balance needed. Comprehensive plans needed with preservation of resources in mind.
- Q18 - Within Reason based upon impact of neighboring lands
- Q20 - Too much growth!!
- Q30 - Depends on multiple factors.
- Q32 - (c-e) Don't want more
- Q32 J - No More
- Q33 - The ones that pay the best wages and are stable.
- Q37 - I don't feel that we need to share. We are expanding too much to share services.
- Q4 - (6,8,9) Eroding our quality of life

- Q4 - subdivision
- Q42 - Have seen a lot of changes.
- Q5 - Loss of open space, too much development.
- Q5a - Houses being built on best, flat, fertile areas
- Q5e - High School BEHS was put over Native American burial site
- Q8 - I would like them to slow development with the ability to later develop land.
- QHI - If we want to add onto our homes and it improves the property, we should be allowed to :)
- Since moving to Squares Grove the traffic have almost doubled on Pilgrim, due to BROOKFIELD development (new housing developments new condo developments).
- slow development
- Stop the McMansions. We need reasonable housing- with an eye toward sustainability like Madison, Wauburn, and Ashland (eco-municipalities)
- Stops so much development.
- The amount of development is ruining Waukesha Co.
- The builders & developers run this county not our government.
- The city of Waukesha has degraded the rural life in Waukesha County.
- The land use planners are crazy and not experienced with construction and landscaping. They need to be reined in and answerable to the county executive.
- The mayor has announced that no city center rebuilding will go on land removed from the tax rolls.
- The Village and City of Pewaukee should merge
- The whole county is becoming a parking lot!
- There is already too much development. As in question 14 I prefer option A because landowners take care of property while in option B taxes used for upkeep of open land. When it comes to building regulations the Dept. only says why I can't do something. Not proactive to help landowner find alternate way to accomplish goal.
- There is way too much conversion of open space to business and residential development going on!
- These developers should have to pay a percentage of tax to the town etc... to accommodate schools, roads, etc...
- Things have been going down hill
- Too much Development in our rural areas. We build in the rural Country Area because that is what we want, COUNTRY LIVING. Too much development is going on in our rural areas
- Too much development, too many people
- Too much development.
- Too much uncontrolled, unplanned development, no protection of land use
- Town of Mukwonago - Live, Village of Mukwonago has been irresponsible in encouraging new subdivisions while they have inadequate water for existing homes. Need much better, smarter, informed, and thoughtful planning.
- Wake Up! Develop responsibly so we don't end up looking like everyone else!
- Water quality and supply are ok now, but what about the future with all of the development.
- Waukesha County is developing too many mansions, houses over \$750,000
- We are very conscious of water use.
- We do not need more shopping-we already have that monstrosity @ 83 & 94!
- Whatever the developer thinks will sell.
- When roads are upgraded, development follows. When is enough already!
- Will be leaving within the year to move away from all the growth.
- Would like to see more friendly "green" developers in housing and development building shops.
- Zoning seems to be recommendations that develops can but or threaten a lawsuit to get around.

Education (7 responses)

- Class sizes are too large in public schools
- New schools are too fancy and could be built for less
- Schools are overflowing.
- Secular schools, so called progressive education lowers the quality of life for everyone
- Too much is spent on the school system
- We don't want overcrowded schools- what do we get? More development and overcrowded schools.
- You are crowding the schools. If our students can't learn they can't be employed and that mean the government gets less tax money.

Entertainment (1 response)

- Need a movie house.

Environment (24 responses)

- Currently there is too much protection for wildlife and the habitat
- Elm Grove should have city water not wells.
- Good luck with your planning effort. I don't like the growth, but also, that's progress. I would just like to know how someone can build in a flood plain without an OK from the Wisconsin DNR or SEWRPAC? I called a couple agencies and got a lot of I don't knows. I like my neighbor but they built in an environmental corridor originally mapped a wetland and I was never given notice for a variance. ?? Just curious.
- In fall people burning leaves creates major air pollution. This should be banned otherwise air quality is acceptable.
- Odor is a problem. Out neighbor was allowed to build a LARGE horse barn in his property (3 acre lot) but put it less than 100 feet from our house (we have less than one acre) we were here first and because they don't clean up after the horses, our whole area smells like horse urine!!
- Overwhelming our prairies and wet lands is so sad. Please stop. I am very concerned about the loss of wetlands and environmental protection in Waukesha County.
- Payne and Dolan Quarry operations put our ground water at risk.
- Protect our ground water!
- Q1-Q - Need to get plastic shopping bags recycled.
- Q1T - concerned about building on wetlands.
- Q1-T - Please do not TAP Great Lakes. Encourage conservation - Individuals responsibility to conserve.
- Q3 - I live on a lake, the DNR has not been reasonable as we have been trying to have a plan for over 5 years to improve water quality.
- Q5-F - Geese.
- Q5-G - Geese.
- Q6 - I think that wetland/wildlife habitat should be used as park (multi use).
- Q7 - My water use is minor compared to how much is used by the golf courses and business and the people who use automatic lawn sprinklers.
- Q7 - We do!
- Q9 - Some good green space areas such as parks and (conserdam) areas, but there could be more done with green corridors to connect those areas.
- Question 5: D: Get chemicals off of store shelves.
- Save land for animals & hunters & future humans.
- Save our rural natural resources
- The state forest lands within the county are priceless.
- We have improved our own personal air quality by planting more trees, hundreds of them. It's out of balance here.
- You are ruining our water

Government/ City Council (40 responses)

- Bad republicans moaning about taxes
- Elected officials are arrogant.

- Failed referendums, tax climate, citizen complaints about proposals, etc are the causes.
- Government laws and mandates only make our situation worse. Government is the problem, not the answer.
- Historically churches have done a better job of helping needy than government programs.
- I do not expect any reasonable agreements to be crafted without mediator, litigation or executive order from the governor.
- I prefer Waukesha county govt leadership vs. city of Oconomowoc
- Land use planning and zoning is too strict.
- Leave housing alone.
- Lisbon is more concerned with empire building and fiefdoms than the citizens.
- New boat house 1/2 way down west shore and no one notified no one knew so on one came to appeal hearing
- Note that the building inspector that inspected my property and adjacent development has done a lousy job!
- Other factors are the state's anti-business attitude and regulation and an out of control DNR
- Pier with gazebo on it, paid fine but no one knew to show up to any appeal hearing.
- Plus their elected officials are difficult at best to deal with and have repeatedly made sharing services the city and the town a one sided proposition at best.
- Q14 - I prefer to let owners decide what best to do with their property if they wish to develop it then they should be allowed and if they wish to leave it alone then that is no one's business. Let the market decide NOT bureaucrats.
- Q18 - Depends on current zoning. If what they want to do is within zoning requirements.
- Q18 - zoning yes, associations no. Bad choice of words. Associations or government
- Q1e - Existing lower footage housing areas should not be redistricted - no zoning changes should be forced by the planning commission for redevelopment into higher density housing.
- Q22 - Use of zoning laws to acquire green space is artificially inflating property values.
- Q29 - Many missed opportunities here over the years, such as easements and such to enhance safe biking.
- Q35 - A business owner must be a US citizen to get any assistance. You aren't checking to make sure they're citizens.
- Q36f - don't change zoning so easily!!
- Q36f - Subject to change per builders' whims.
- Q37 - Any/all if made economic sense.
- Q37 - It's a 2 edged sword-chances of getting worse if managed incorrectly.
- Q37 - town officers know best on these matters
- Q37 - Whatever we need to do to keep budget in check without endangering safety.
- Q8 - Neutral because many governmental programs screw things up even more.
- Q9 - don't allow rezoning of prime farmland
- Q9 - Too much hap-hazard development zoning changes are too easy!!
- Question 37 - I would depend on what neighboring municipality.
- Require post card notice of Ward Residents for building permits and rehabs. This building inspector and zoning commissioner has long acted alone because no one knows the appeals are going on.
- Stop protecting swamps and let people use their land.
- Stop required retention ponds in new development all they do is fill with weeds, waste space, and breed mosquitoes.
- The building and rebuilding of roads to utilize transportation dollars is out of land.
- The contentious bureaucrats in the city of Brookfield have not been fair or reasonable in past discussions between the two municipalities in the last 20 years.
- There are too many wetland restrictions,
- Very concerned about city of Waukesha and the changing culture as a result of more irresponsible people being encourage to settle there via government incentives.
- We don't want Bob Lang to own Delafield. No to Bob Lang's development of a town square!

Medical (9 responses)

- Duplicate services raise medical/insurance expenses.
- Medical care. Also depends on quality of people doing the service.
- Q1f - Too expensive.
- Q1f&2 - Health insurance
- Q33 - Do not need aurora hospital.
- Q4 - 1. Healthcare
- Q1F - Expensive
- Too many hospitals and clinics.
- Waukesha County residents spoke up against Aurora building another hospital that we DON'T need- what happened? We got another hospital anyway.

Public Services (32 responses)

- City has policy of new developments not having main exits and special road build/rebuilt for turn lanes - exits to the side roads - put hwy c back straight and use extra for bypass or right turns only
- I am sick with the wasteful spending on police dept in Lisbon!!
- Police and fire dispatching is a disaster
- Police are just generating ticket money.
- Police have been ok, but I have had a couple of issues with them. At times they seem timid to uphold reasonable law. They need to have a good attitude.
- Q19 - roads are being repaired that don't even need it.
- Q19k -out of state waste-not wanted!
- Q19l - Concerned.
- Q1C - Do not like the 911 routing system.
- Q1-Q - More Toxic disposal dates. Example: Fluorescent Bulbs
- Q1-S - Waukesha City – Radium
- Q26 - overuse of road building and repair. No repairs on roads that are not needed!
- Q27 TT has been widened and ramped and lighted 3 times in last 3 years.
- Q36a - Way overboard - only paramedic in area!
- Q36c - Way overboard
- Q36d - Recycle pickup should be every week. Every two weeks isn't enough!
- Q36g - Way overboard
- Q36h - Def. Imp – Facility
- Q36j - We need better hours for hazardous waste disposal, too limited.
- Q36k - My Street!
- Q37 - Don't care if it's shared, Care about quality!
- Q4 -Fire and police - This does not!
- Q19G - Rt. 83 Mukwonago
- Q36J - Encourage more people.
- Separate Elm Grove Police is Not needed.
- The amount of crime in the Falls is alarming-this is a recent development in the last 1-2 years.
- Traffic jams are every where now! This is way out of hand!
- Volunteer fire and ambulance are not meeting community needs.
- We are already sharing services with Waukesha County and surrounding municipalities (i.e. Public Schools, Library, waste water treatment and County Roads).
- We filter our water
- We have lived here about a year. The only thing that we would like to change is that we would like to have "city water". We currently have a private well.
- We pay our own snow, tree, road maintenance, etc.

Quality of Community (20 responses)

- Income Varies By Year
- Need family supporting salaries, not more minimum wage!

- On question 12 who will pay for these programs? - People mostly move out of the cities and suburbs and then want to bring the city and suburbs out with them. - We moved here before it was trendy and upscale.
- People like to eat, but they don't like to associate with farmers. They are so upscale they are above and too good for farms.
- Q12 -Rent's too high
- Q18 - Stop multiple families from living in one house, like they do in the City of Waukesha. Enforce fines for this.
- Q19K - Too much scattered trash with pick ups.
- Q1n - Love it.
- Q2 - I have a disabled daughter whose struggling with finding a place for employment, housing and groceries in an easily accessible neighborhood.
- Q2 - NONE- I live here to be close to my family/work, my choice would be elsewhere with less people and traffic!
- Q22 - I think that it is ridiculous that a policemen or fireman or teacher can't afford to live (own a home) where they work.
- Q22 - Jobs are low paying and housing in high cost
- Q36-f - Delafield has far higher standards than Hartland, would like to see Hartland better.
- Q36h - Local libraries need more support. Delafield library building is falling apart, but they won't approve a new one.
- Q36M - Mailbox Hit Too Often!!
- Q4 -Yeah the referendum passed in Oconomowoc.
- Q44 - Great town.
- Quite frankly I am very happy and satisfied to be living and working in the town of Brookfield.
- The schools and parks are not to be blamed for the decline of the atmosphere.
- Waukesha County is buncha tree huggers

Retail (6 responses)

- I am very concerned about the proposed "Life Style Center" planned for next to Lapham Peak. It's not needed nor wanted. There is already too much shopping out here. Most residents can afford a short drive into Brookfield or Milw. For more options.
- Oconomowoc is caught in a declining business district (city center) and the arrival of "parks and farms" with high case housing (300,000) lowest and a proposed high end shopping malls. It is becoming clear that only the wealthy can survive in Waukesha County. It is truly a problem. As people live longer, they can no longer afford Waukesha County.
- Often the food establishment raises their prices, quality and service goes down.
- Retailing opportunities frequently are not a positive.
- There are too many strip malls!
- Waukesha County has too much retail/shopping and medical services.

Taxes (24 responses)

- Taxes are too high! (3x)
- I am very concerned about taxes long term and may not be able to stay in my home.
- Q12 -Not from Property Tax Revenues.
- Q19n - Too High
- Q22 - Property Taxes for retired and young families too high!
- 90% of taxes go to school and we haven't had kids in school since 1985.
- Also, I'm not pleased with being assessed for sidewalks concerning the amount of property taxes I pay without even owning any land
- Cost of living has been ok, but there are more "upscale" homes, businesses, etc., there is a "stick it to them" mentality. You would think that with more businesses, homes, the tax rate, mills, would go down instead of up.
- High property taxes will likely force me to leave Wisconsin when I retire.
- I don't want to see a stick it to em mentality. I am mainly concerned with Delafield, since I live here, but pay taxes for Arrowhead school district in Hartland.

- I like being able to go to the town hall to speak directly to town officials and participate in local governance especially setting the annual tax rate.
- I'm particularly fond of the reasonable tax rate and very good level of services offered in our municipality.
- Q19n - very high
- Q37 - anything that could save tax money
- Q37 - I don't favor sharing anything with Milwaukee-because the suburbs will always lose and have to pay a greater share of the expenses.
- Q4 - taxes are too expensive!
- Q4 - cost of living, property taxes.
- Sell the green space and lower my taxes!
- Services don't reflect taxes.
- The City of Brookfield has higher tax rate and does not provide any additional services beyond what we are offered already in the town.
- The remaining services that are not shared, (fire ambulance, police, building inspection, zoning, water, roads, etc) should continue separate in order to preserve the reasonable tax rate and excellent level of service provided by the Town of Brookfield.
- We pay taxes and live on a "private road" with 16 other families!?!?

Transportation (28 responses)

- Bikes should not be on roads. They are supposed to have = rights on roads but don't stop at stop signs or do the speed limit.
- BUS SERVICE IS WASTING MILLIONS OF WAUKESHA DOLLARS GET RID OF THE METRO SYSTEM!!! WAUKESHA DOES NOT NEED BUS SERVICE!!!
- Can't get onto Calhoun Road during morning and evening rush hour. Traffic is 10-20 MPH over the speed limit.
- Commute time keeps lengthening, Road are dangerous, no shoulders, lesser speed limits needed where residents live because of winding roads. Put the shopping in one area. We can drive there. Every place doesn't have to be Brookfield.
- Dramatically reduce the bus service. I can't tell you how many buses drive around at all hours without any passengers.
- Excessive Flights from Milwaukee
- I need help for transportation to VA Hospital in Madison.
- I support improving transportation corridors.
- I work with folks who depend on Public Transportation. Concerned about safety, shoulders, speed zones, blind curves. Too much salt use, environmental concern.
- I would really like to see expanded service of express bus routes from coach lines from Delafield to Milwaukee - presently have 5 - would like to see one earlier route going east bound and one late route going west bound - congestion on 94 especially west bound at night is an issue.
- More public transportation options less individual driving if people insist on living 50+ miles from where they work, they should be required to take public transportation. "Live where you work" make that the priority. Perhaps that way people will make an investment in the quality of their communities.
- No Bus service in Broulcheld.
- No shoulders safe for bicycling
- Public transportation is a huge waste, I see few passengers on the bus.
- Public transportation is highly restricting to non existent. Bader bus stop discontinued. No way to get to Madison. Must take expensive 6:45 am WI coach lines only bus to Milwaukee. Taxi available Mon-Fri 8am -5am no evenings or weekends. Restricted area. Restricted booger bus service to summit and Oconomowoc.
- Overuse of transportation, what's up with that?
- Q23 - none in our community available
- Q23 - Once did when I worked in Milwaukee, now retired!
- Q25 - Wouldn't use anyway
- There isn't any public transportation in SE Waukesha County.

- The Senior Cab is Great! But we need more transportation for all - taxi - bus or something! We need affordable clothes - footwear inc. In Oconomowoc, Why should we always have to go out of town.
- The town of Brookfield is a nice place to live, but it is not very pedestrian friendly, there are no sidewalks or bike paths even on very busy roads. For example Highway 18 and Barker Road.
- The traffic during the holidays adds as much as 10 minutes to get from Bluemound to I94 (using Pilgrim/Morland).
- Too much debris on road
- Traffic flow, need to watch overdevelopment. Need to take pressure off of 94
- Traffic is terrible and getting worse because people move out from the city and think they can drive anyway they want. There is more out of area traffic and the people who do not live here have to live a frenetic lifestyle to maintain their upscale lives and they simply don't care about impact
- We need an "Interurban" RAIL mass-transit system like the one our fore fathers with their lack of wisdom tore out of Waukesha Co.
- We need to deal with Hwy 83 and the busy roads off of Hwy 83 i.e. Sugden Rd., Hwy I & Hwy X.

Additional 'Other' comments – not categorized

- I have been retired for 30 years. My home was in Stevens Point. My wife and I have lived in Waukesha County for about 9 years. So I don't think you want my opinions.
- I live in the condos on main and Water Street.
- I own a 2 family in Oconomowoc and a single family with lake right to Okauchee Lake, but lived for 30 years on upper Ocon. I'm retired and live up north.
- If the sharing municipality uses resources more - the shared proportion would have to be prorated - otherwise it will braw up our taxes as we support others. It depends on size and structure of agreement.
- leave it as it is
- More A***H***S Per Mile
- My wife & I would be happy to volunteer/provide assistance wherever possible. Bob & Sherry Meurer 262-896-0547, meurers@mac.com
- No use of meloriginite fertilizer!
- Only with green space "permanent" depends on circumstance
- Q32 - No clue, define your plan.
- Q42 - About 75
- Q5 - razed a history site by mistake in Oconomowoc?
- The over building on "River Walk" parks many result in one recall - I we must dog the foot steps of our zoners why pay them -
- Very dissatisfied, especially with village of Big Bend. Who gives any thought to the concept of sustainability?

Appendix C: Summary of Responses by Question: WAUKESHA COUNTY COMPREHENSIVE PLANNING PUBLIC OPINION SURVEY RESULTS

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	35%	37%	28%	k. Proximity to work	57%	35%	7%
b. Crime rate/safety	72%	20%	8%	l. Quality of schools	61%	30%	9%
c. Emergency services (police, fire, ambulance)	76%	21%	3%	m. Roads/traffic	44%	31%	26%
d. Employment opportunities	43%	45%	11%	n. Rural atmosphere	51%	30%	18%
e. Housing choices	63%	30%	7%	o. Shopping opportunities	68%	22%	10%
f. Medical care (doctors, hospitals, clinics)	76%	17%	7%	p. Urban atmosphere	45%	46%	10%
g. Natural environment/open space (wetlands, wildlife, etc.)	59%	21%	20%	q. Recycling and garbage collection	75%	18%	7%
h. Land use planning & zoning	25%	37%	38%	r. Water quality (lakes, streams)	54%	31%	16%
i. Parks and recreation	64%	26%	10%	s. Water quality (drinking water)	49%	25%	25%
j. Property taxes	17%	30%	53%	t. Water supply	55%	31%	14%

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	7%	9%	4%	3%	6%	k. Proximity to work	6%	5%	6%	5%	4%
b. Crime rate/safety	14%	13%	15%	10%	6%	l. Quality of schools	15%	11%	8%	5%	6%
c. Emergency services (police, fire, ambulance)	2%	3%	4%	5%	4%	m. Roads/traffic	0%	3%	2%	5%	6%
d. Employment opportunities	4%	3%	2%	4%	3%	n. Rural atmosphere	10%	9%	9%	6%	7%
e. Housing choices	11%	8%	8%	6%	4%	o. Shopping opportunities	0%	1%	2%	3%	4%
f. Medical care (doctors, hospitals, clinics)	1%	4%	5%	6%	4%	p. Urban atmosphere	1%	1%	2%	2%	3%
g. Natural environment/open space (wetlands, wildlife, etc.)	9%	9%	9%	11%	8%	q. Recycling and garbage collection	0%	0%	1%	1%	2%
h. Land use planning & zoning	3%	4%	4%	4%	4%	r. Water quality (lakes, streams)	2%	2%	2%	5%	5%
i. Parks and recreation	1%	2%	6%	8%	6%	s. Water quality (drinking water)	1%	2%	2%	3%	5%
j. Property taxes	11%	9%	9%	6%	8%	t. Water supply	1%	1%	1%	2%	4%

3. What has happened to the quality of life in your municipality over the past 5 to 10 years? (Check <u>only one</u>)	Improved	Declined	Remained the same
	26%	34%	26%
	No opinion		Have lived in muni less than 5 years
	3%		12%
4. If you answered <u>improved</u> or <u>declined</u> 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
	15%	10%	22%
	Parks and open spaces	School system	Conditions of road/traffic
	24%	23%	38%
	Emp Opportunities	Amount of development	Avail of shopping
	7%	60%	28%

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	63%	28%	9%	f. Parks	68%	25%	7%
b. Farmland	31%	36%	33%	g. Surface water (rivers, lakes, streams)	48%	33%	19%
c. Forested land	40%	33%	27%	h. Wetlands (marshes, bogs, fens)	42%	37%	22%
d. Groundwater	32%	41%	27%	i. Wildlife/habitat	40%	33%	26%
e. Historic sites	48%	46%	7%	j. Other	10%	3%	86%

6. Please identify which of the items, from 5a –j, are the three most important agricultural/natural/cultural resources to 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	28%	12%	8%	f. Parks	5%	9%	12%
b. Farmland	16%	8%	9%	g. Surface water (rivers, lakes, streams)	7%	16%	15%
c. Forested land	8%	15%	12%	h. Wetlands (marshes, bogs, fens)	8%	9%	12%
d. Groundwater	19%	16%	11%	i. Wildlife/habitat	6%	11%	19%
e. Historic sites	2%	3%	3%	j. Other	1%	0%	1%

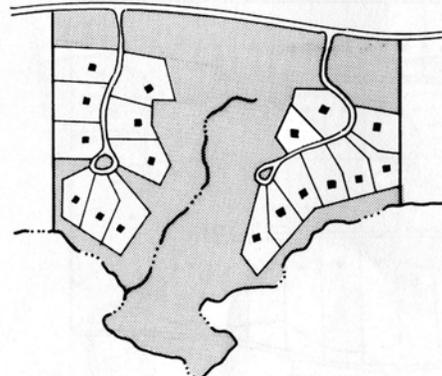
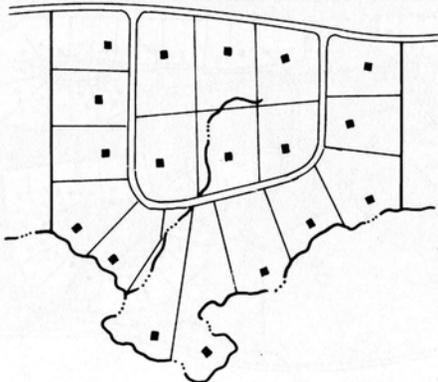
7. On a scale of 1 (= not at all important) to 10 (= extremely important), how important do you think reducing water use in your home is?	1	2	3	4	5	6	7	8	9	10
	5%	4%	7%	5%	29%	7%	10%	17%	3%	14%
8. Would you favor a program in which local governments purchased development rights to permanently stop development on selected agricultural land and open spaces?	Yes					No				
	75%					25%				
9. How would you rate the overall <u>environmental quality</u> in Waukesha County?	Excellent	Good	Average	Poor	Very Poor	No Opinion				
	10%	55%	28%	6%	1%	0%				

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)	16%	25%	30%	17%	7%	4%		
b. Single family housing (rental)	2%	13%	30%	31%	19%	5%		
c. Duplexes (2 units)	1%	15%	32%	28%	19%	5%		
d. Apartments (3 or more units – rental)	1%	6%	28%	34%	27%	4%		
e. Town houses or condos (owner)	3%	25%	34%	18%	15%	3%		
f. Mobile homes	1%	2%	11%	25%	58%	3%		
g. Affordable housing (defined as \$208,900 or below in 2005 in Waukesha County by federal gov't statistics)	16%	29%	28%	14%	11%	2%		
h. Housing specifically designed to meet the needs of older people (55+)	17%	42%	27%	7%	4%	3%		
i. Housing specifically designed to meet the needs of people with disabilities	14%	38%	34%	7%	4%	3%		
11. Homeowners should be allowed to make major modifications to existing dwellings to enable elderly or disabled relatives to live with them.	38%	47%	10%	1%	1%	2%		
12. Programs are needed to provide assistance to low and moderate income residents for the purpose of purchasing/rehabilitating homes.	14%	30%	26%	16%	11%	3%		
13. Which best describes the type of housing you currently live in? Please mark box (x) underneath your housing choice if you own or rent your housing.	Single Family ↓		Duplex (2 units) ↓		Multiple Family (3 or more units) ↓		Other ↓	
	Own 93%	Rent 1%	Own 1%	Rent 0%	Own 3%	Rent 0%	Own 3%	Rent 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	OPTION B
24%	76%



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
	52%	46%	1%

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
	15%	28%	48%	8%

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	
	35%	67%	58%	66%	48%	
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
	13%	16%	17%	36%	19%	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. Preserve green space	29%	35%	37%	h. Maint. community atmos.	42%	43%	15%
b. Building regulations	22%	48%	30%	i. Quality of roads	49%	35%	17%
c. Zoning regulations	19%	48%	33%	j. School issues (buildings, crowding)	40%	43%	17%
d. Crime rate/safety	64%	28%	8%	k. Solid waste management (garbage)	67%	27%	7%
e. Environ. protection	32%	45%	23%	l. Water/sewer sys capacity	43%	46%	11%
f. Water quality	36%	39%	26%	m. Emp. Opportunities	39%	51%	10%
g. Traffic congestion	21%	39%	40%	n. Tax rates	17%	30%	52%

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	16%	11%	8%	h. Maintaining community atmosphere	2%	6%	9%
b. Building regulations	3%	7%	5%	i. Quality of roads	2%	4%	6%
c. Zoning regulations	6%	8%	7%	j. School issues (buildings, crowding)	10%	10%	7%
d. Crime rate/safety	11%	13%	8%	k. Solid waste management (garbage)	0%	1%	1%
e. Environmental protection	4%	7%	7%	l. Water/sewer system capacity	2%	3%	3%
f. Water quality	8%	11%	9%	m. Employment opportunities	2%	3%	4%
g. Traffic congestion	5%	8%	10%	n. Tax rates	30%	8%	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
									72%	28%
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
	6%	4%	6%	3%	21%	6%	9%	15%	6%	24%

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 Co.					YES	NO
					2%	97%
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)	6%	8%	35%	10%	14%	27%
b. Bus service (to Milwaukee or Madison)	11%	24%	24%	11%	9%	20%
c. Commuter/ride share program to work	8%	17%	33%	15%	9%	23%
d. Disability transportation services	4%	9%	46%	11%	7%	24%
e. Ride-share taxi (multiple users vs. one rider)	4%	17%	48%	8%	4%	19%
f. Taxi	5%	12%	49%	5%	5%	26%
g. Other	0%	0%	20%	0%	0%	80%
25. The <u>availability</u> of pub trans in the Co. meets my needs (e.g. routes, frequency of service, etc.).	7%	17%	31%	12%	10%	23%
26. The overall road network (roads, streets, and highways) in Waukesha County meets the <u>current needs</u> of its citizens.	10%	45%	19%	18%	6%	2%
27. The overall road network is adequate to meet <u>projected future growth</u> in Waukesha County.	6%	24%	24%	33%	10%	3%
28. Road and street maintenance in Waukesha County is acceptable.	7%	48%	25%	14%	6%	1%
29. Need more biking/walking lanes/trails in Waukesha Co.	25%	32%	25%	11%	4%	3%
30. Do you support the development of an additional north-south trans corridor connecting I-43 and I-94?					Yes	No
					58%	42%
31. Do you support the development of an additional north-south trans corridor connecting I-43 & US-41/US-45?					51%	49%

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	28%	54%	17%	g. Professional services	54%	40%	6%
b. Entertainment venues	42%	45%	13%	h. Recreational facilities	46%	41%	13%
c. Hotels, tourism	48%	45%	7%	i. Restaurants	59%	30%	10%
d. Industrial	33%	50%	17%	j. Retail/shopping	58%	32%	10%
e. Manufacturing	32%	49%	18%	k. Warehousing	27%	67%	5%

f. Medical services	62%	31%	8%	l. Other	0%	14%	86%
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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	35%	12%	10%	g. Professional services	6%	16%	12%
b. Entertainment venues	5%	6%	8%	h. Recreational facilities	9%	11%	13%
c. Hotels, tourism	3%	3%	6%	i. Restaurants	4%	7%	9%
d. Industrial	8%	12%	9%	j. Retail/shopping	4%	7%	11%
e. Manufacturing	11%	16%	11%	k. Warehousing	0%	0%	2%
f. Medical services	14%	9%	10%	l. Other	1%	0%	0%

34. I am satisfied with the availability of employment opportunities in the area.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
	8%	36%	32%	13%	4%	8%
35. Rate the importance of the following in Waukesha County:	Very Important	Important	Neutral	Unimportant	Very Unimportant	No Opinion
	48%	33%	13%	1%	1%	4%
a. Business retention	48%	33%	13%	1%	1%	4%
b. Entrepreneurial assistance	26%	38%	27%	2%	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	25%	40%	13%	1%	0%	20%
b. Building inspection	11%	34%	32%	5%	2%	17%
c. Fire protection	25%	45%	16%	3%	0%	10%
d. Garbage collection	34%	45%	16%	3%	1%	1%
e. Park and recreation facilities	25%	51%	18%	4%	1%	2%
f. Planning and zoning	5%	25%	34%	17%	8%	11%
g. Police protection	28%	46%	19%	3%	1%	3%
h. Public library	35%	41%	14%	4%	1%	6%
i. Public school system	29%	40%	17%	5%	1%	9%
j. Recycling programs	22%	47%	22%	6%	1%	2%
k. Road maintenance	11%	44%	30%	10%	3%	1%
l. Sanitary sewer service (not private system)	13%	34%	23%	2%	0%	27%
m. Snow removal	19%	49%	26%	2%	1%	3%
n. Storm water management	10%	35%	29%	5%	2%	20%
o. Water utility service (not private system)	9%	26%	23%	5%	2%	36%
p. Other	36%	0%	0%	14%	43%	7%

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
45%	44%	47%	49%	43%	33%	40%	54%	32%	58%	44%	34%	36%	37%	34%	13%

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

38. Gender:	Male			Female		
	55%			45%		
39. What is your age range?	18-24		25-34		35-44	
	0%		6%		22%	
	45-54		55-64		65-74	
	31%		24%		10%	
	75+					
	X%					
40. Employment status:	Employed		Unemployed		Retired	
	67%		1%		21%	
	Homemaker			Other		
	8%			2%		
41. What is your highest level of education?	Less than high school		High school diploma		Some tech/col/trade school	
	2%		12%		22%	
	Two year tech/col/trade deg		Bachelor's degree		Grad/Professional degree	
	12%		29%		23%	
42. How long have you lived in Waukesha County?	Less than 1 year		1 to 5 years		5.1 – 10 years	
	1%		11%		12%	
	10.1 – 15 years		15.1 – 20 years		20.1 to 30 years	
	13%		12%		19%	
	Over 30 years					
33%						
43. What is your approximate annual family income?	Under \$25,000		\$25,000-\$34,999		\$35,000 - \$49,999	
	3%		7%		10%	
	\$50,000 - \$74,999		\$75,000 - \$99,999		\$100,000 or more	
	22%		24%		34%	

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