Comprehensive Planning Survey of Dane County Residents

Presented to the

Comprehensive Planning Steering Committee and Work Groups

July 20, 2005

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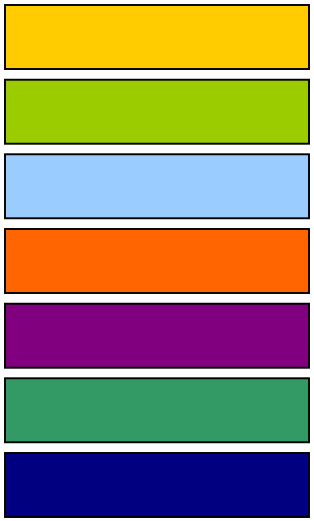
Outline

- Methods
- Executive Overview of Findings
- Selected Detailed Findings from Planning Elements



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

Methodology

- Survey Instrument
  - Development
  - Planning Elements
  - Structure
    - Attention government should place on goals
    - Role of Dane County Government
    - Prioritization of resources (where applicable)
    - Importance of specific issues
- Sampling Plan
- Data Collection

Executive Overview: Planning Goals

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

Executive Overview: Planning Goal

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

Executive Overview: Role of County Government

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- Overarching Preference — Active role in building cooperative relationships between local city, town, or village government agencies and other privately owned service providers.
- Exceptions:
  - Utilities and Community Facilities
    - Promote recycling
    - Promote renewable energy
    - Avoid duplication of services
    - Require developers to pay share of cost
  - Ag, Natural, and Cultural Resources
    - Preserve resources by steering development away from the resource
    - Modify zoning regulations to limit development
- Only a handful of respondents thought that government should step back and let markets decide.

Executive Overview: Prioritized Resource Allocation

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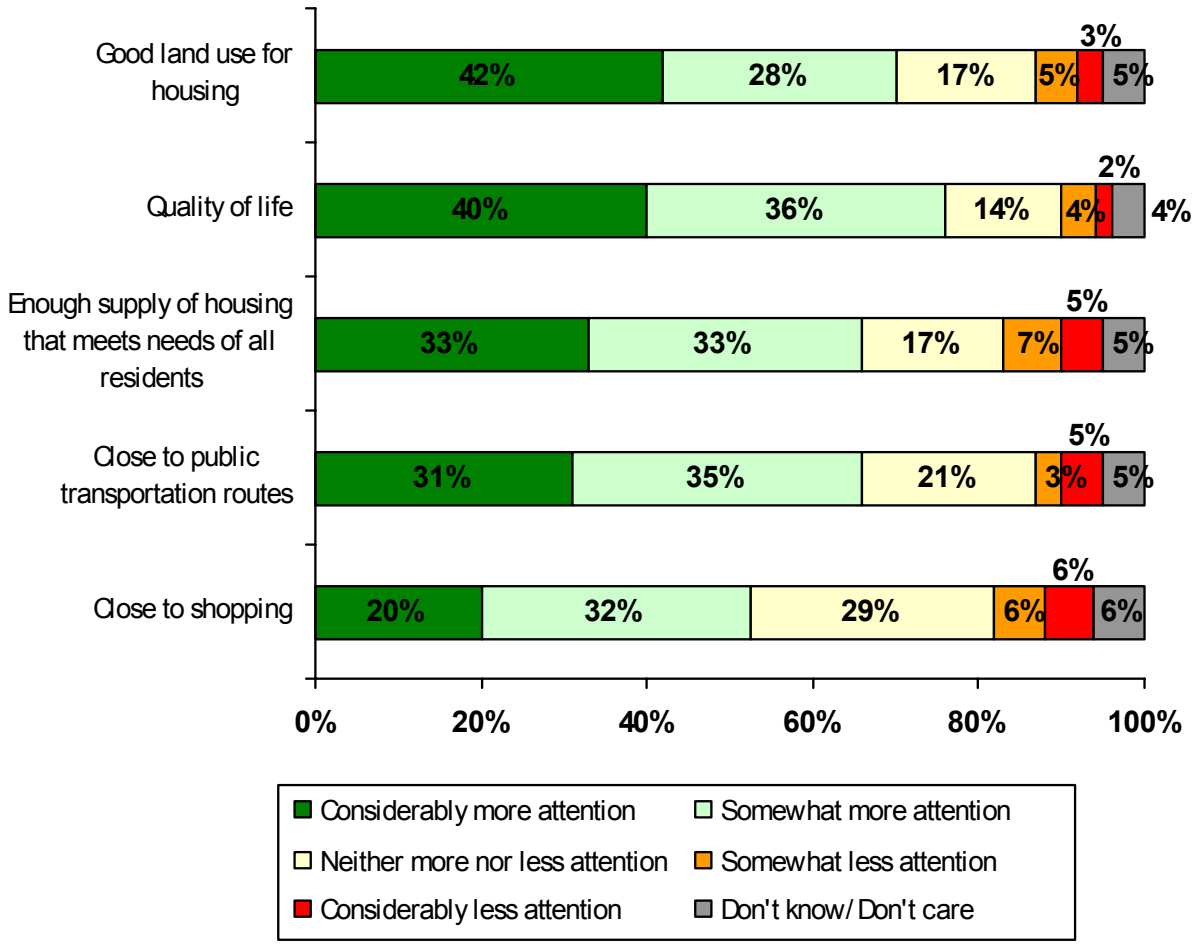
Planning Element	Highest Priority	Percentage giving a rating of 1 – Highest Priority
Agricultural, Natural, and Cultural Resources	Water resources	51%
Transportation	Roads Highways	50% 47%
Utilities and Community Facilities	Healthcare Gas and electricity	41% 37%

Housing

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



Housing

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

Economic Development

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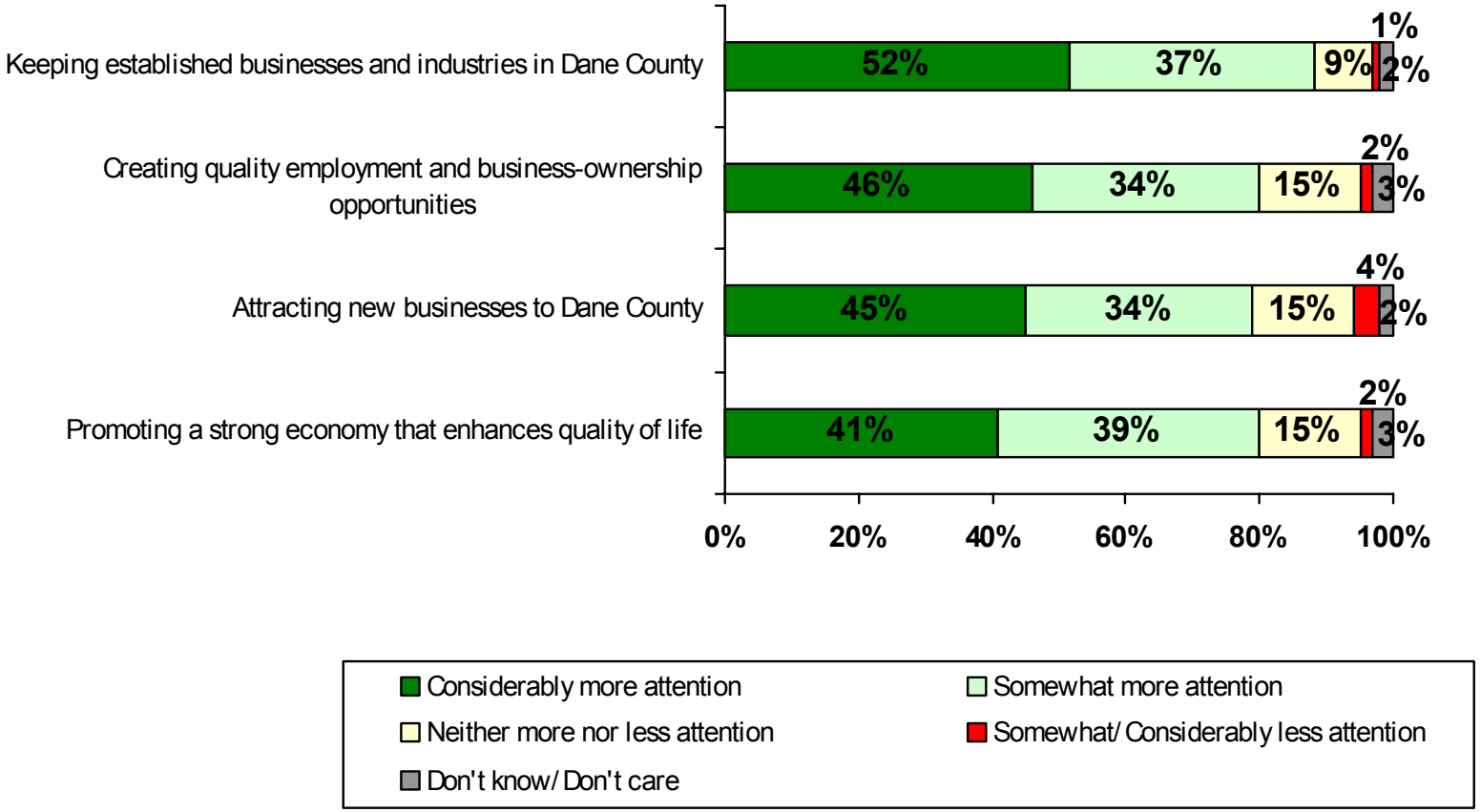
Q11: How much attention should Dane County Government give to each of the following economic development goals?



Economic Development

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

Economic Development

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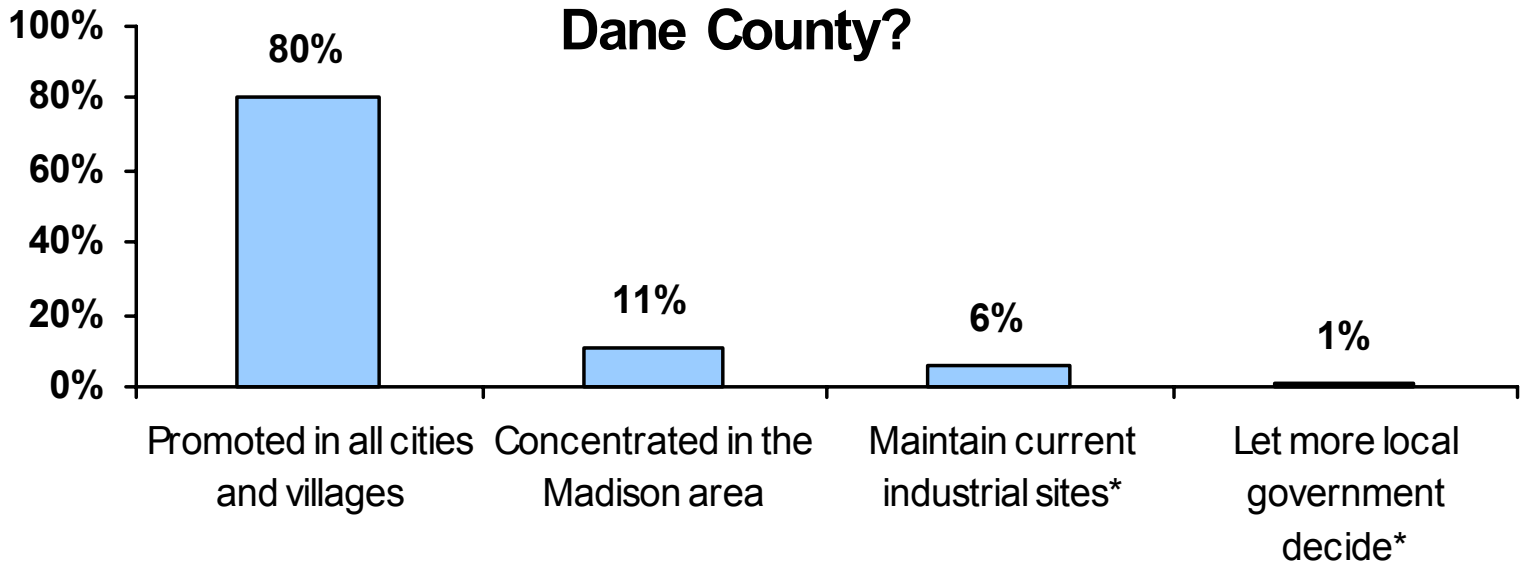
Q13: Should commercial and industrial growth be concentrated in the Madison area or promoted in all of the cities and villages of Dane County?



Transportation

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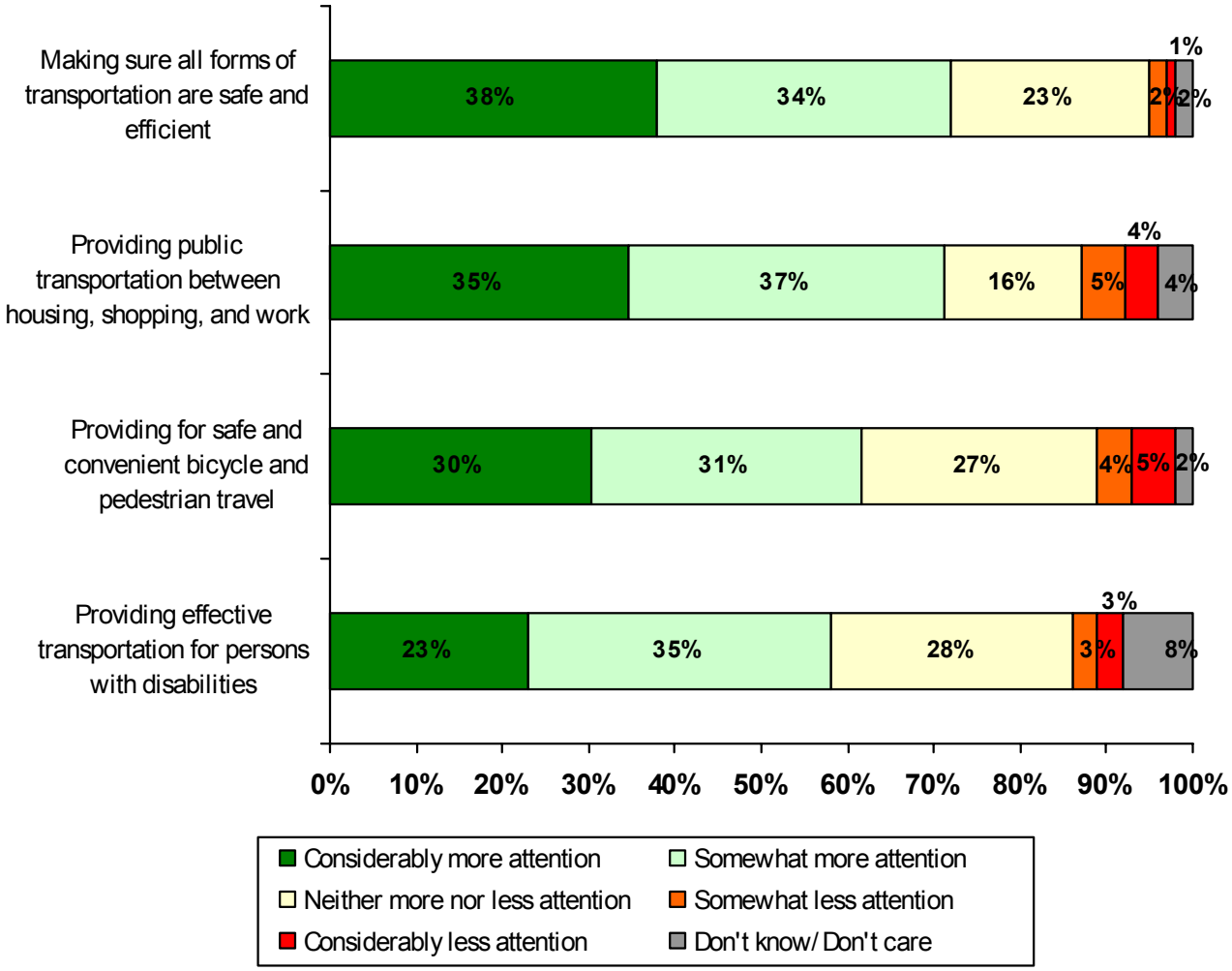
Q15: How much attention should Dane County Government give to each of the following transportation goals?



Transportation

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

Transportation

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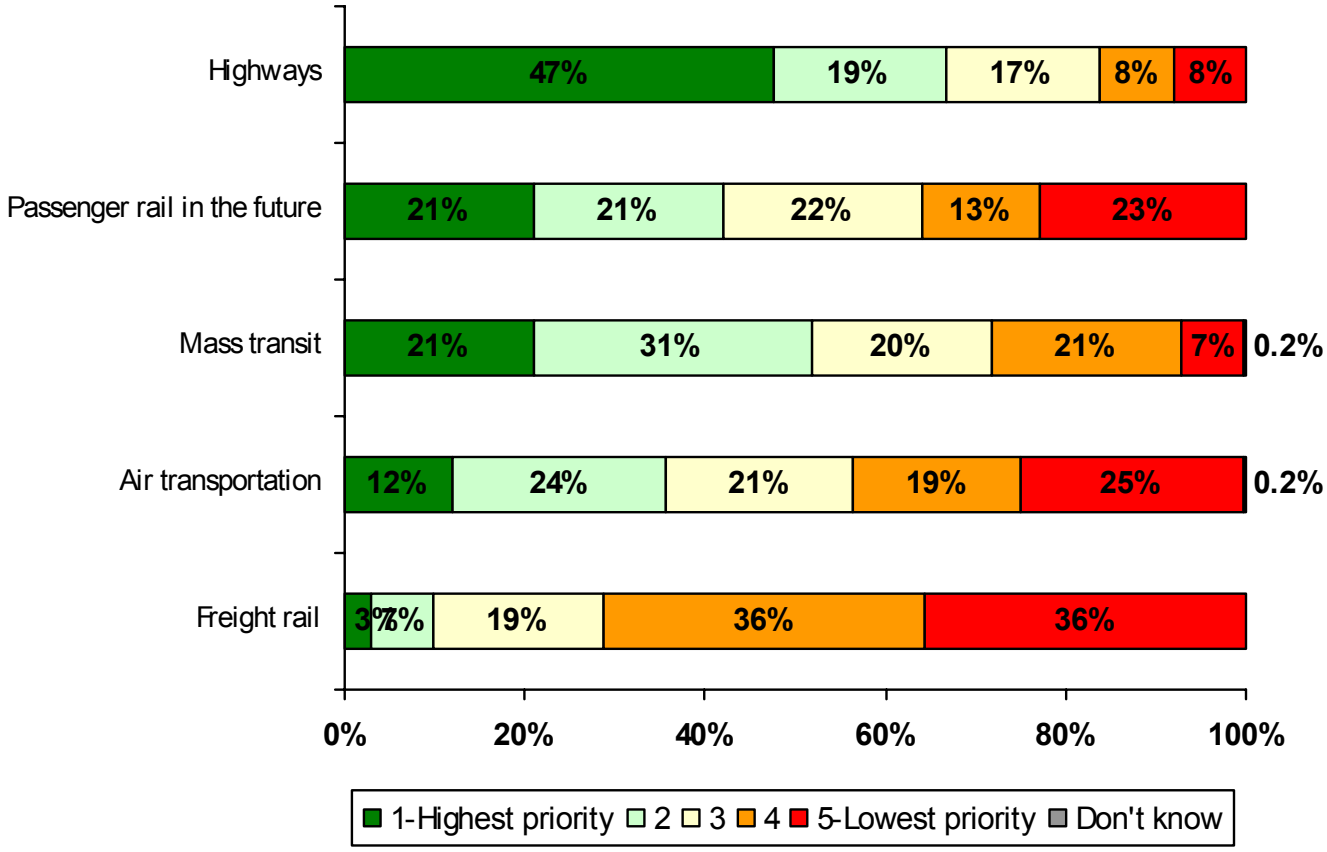
Q21: How do you think the Dane County Government should use their resources to promote safe and efficient transportation into and out of Dane County?



Transportation

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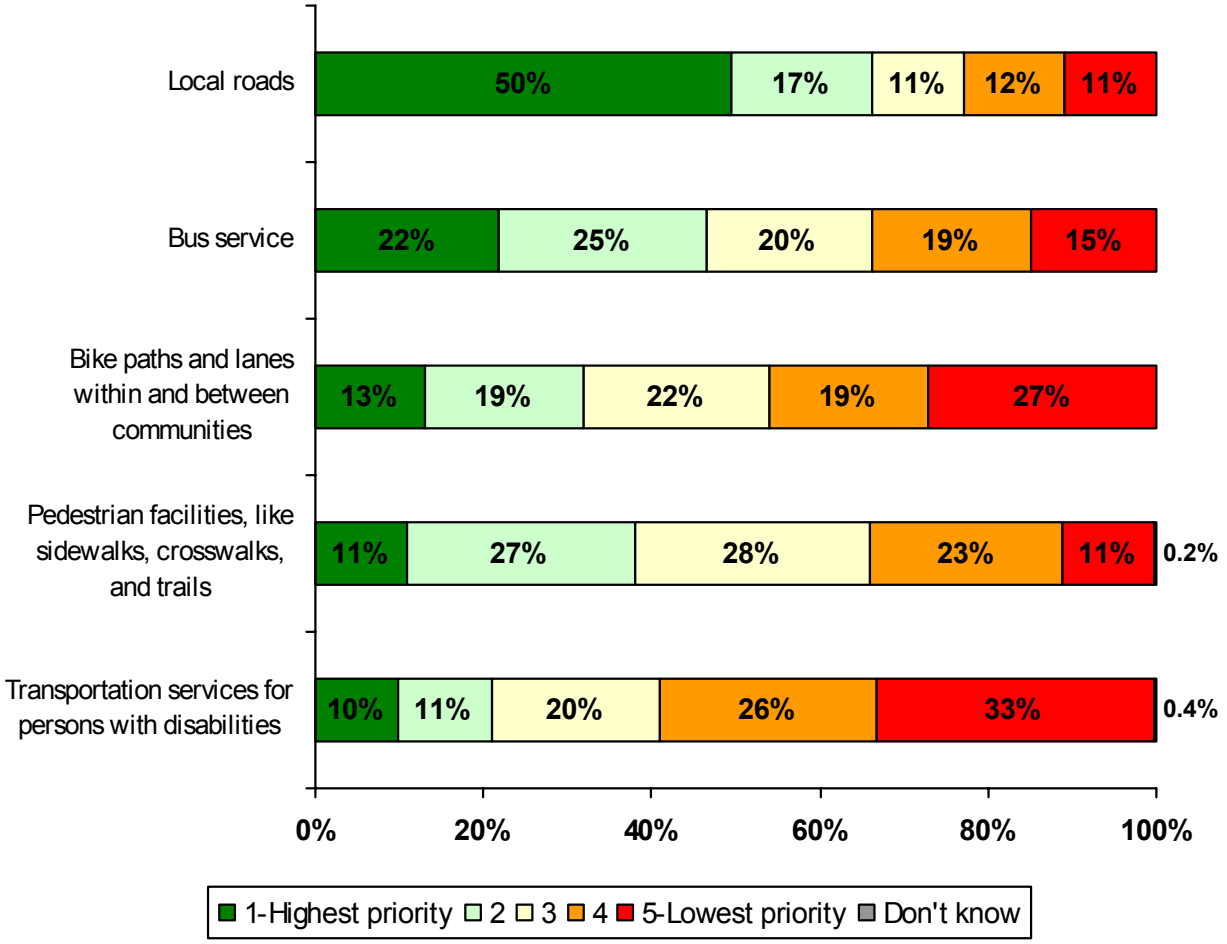
Q22: How do you think the Dane County Government should use their resources to promote safe and efficient local transportation within Dane County?



Utilities and Community Facilities

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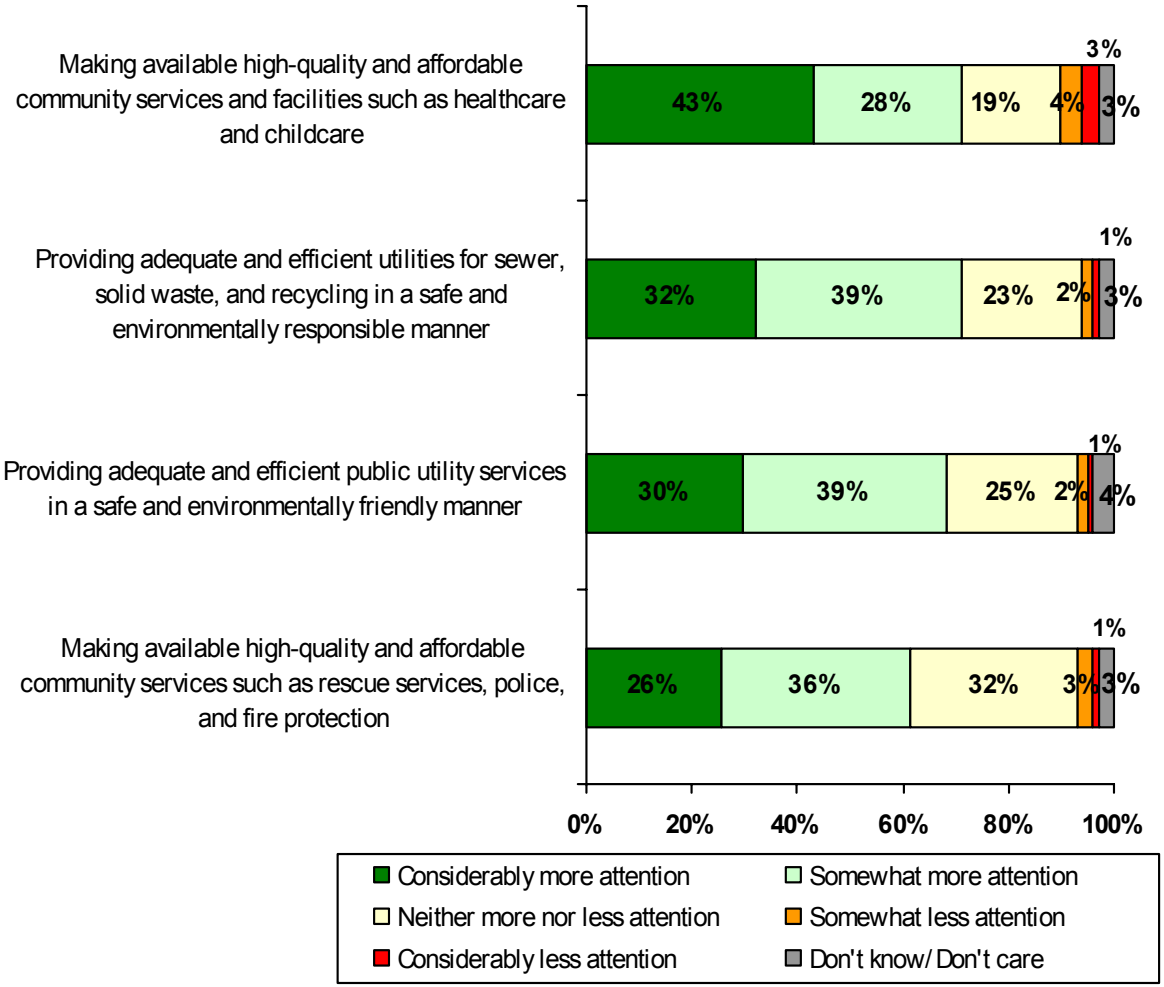
Q23: How much attention should Dane County Government give to each of the following utility and community facility goals?



Utilities and Community Facilities

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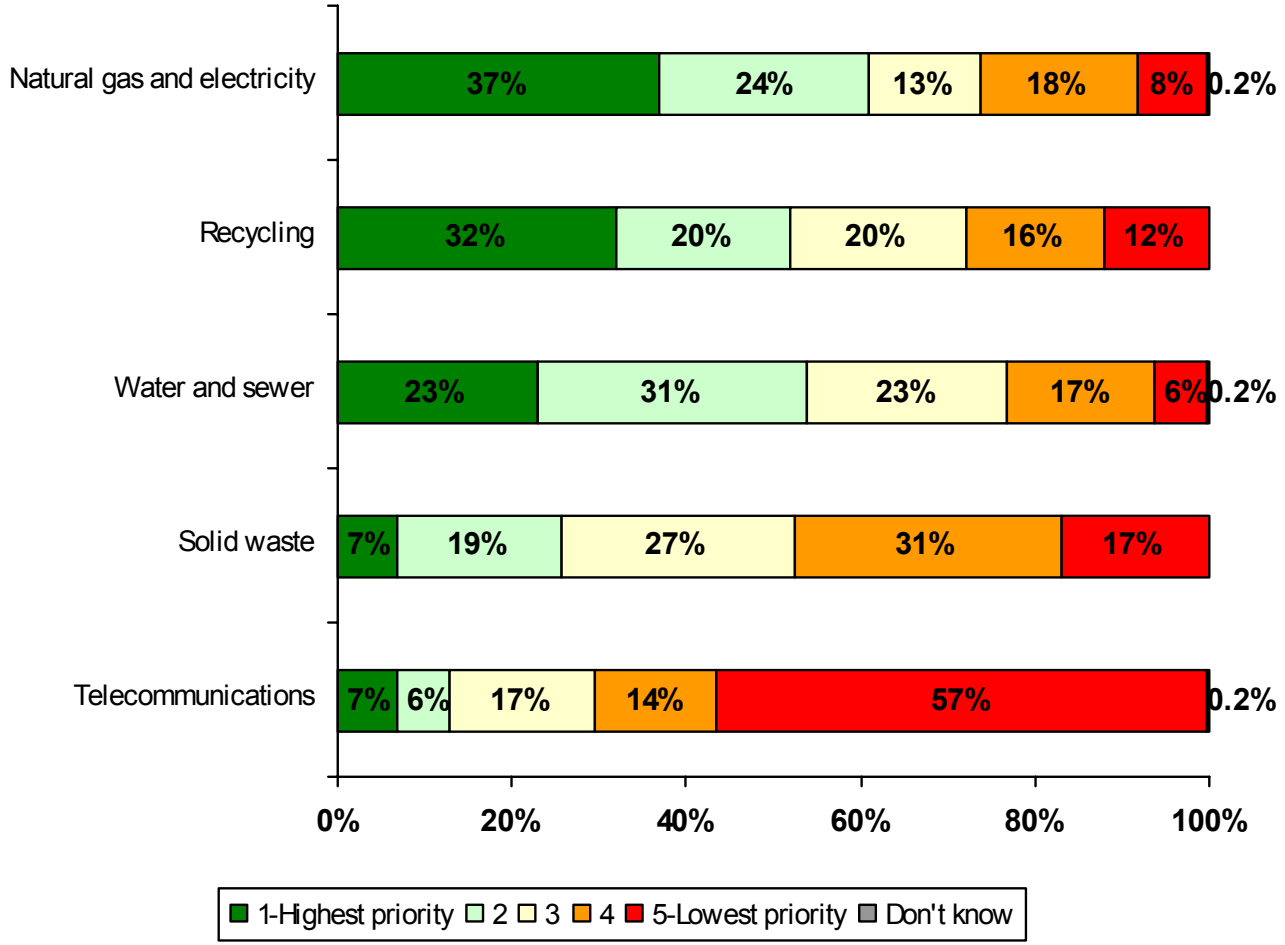
Q27: How do you think the Dane County Government should distribute their resources to promote safe and efficient public utilities?



Utilities and Community Facilities

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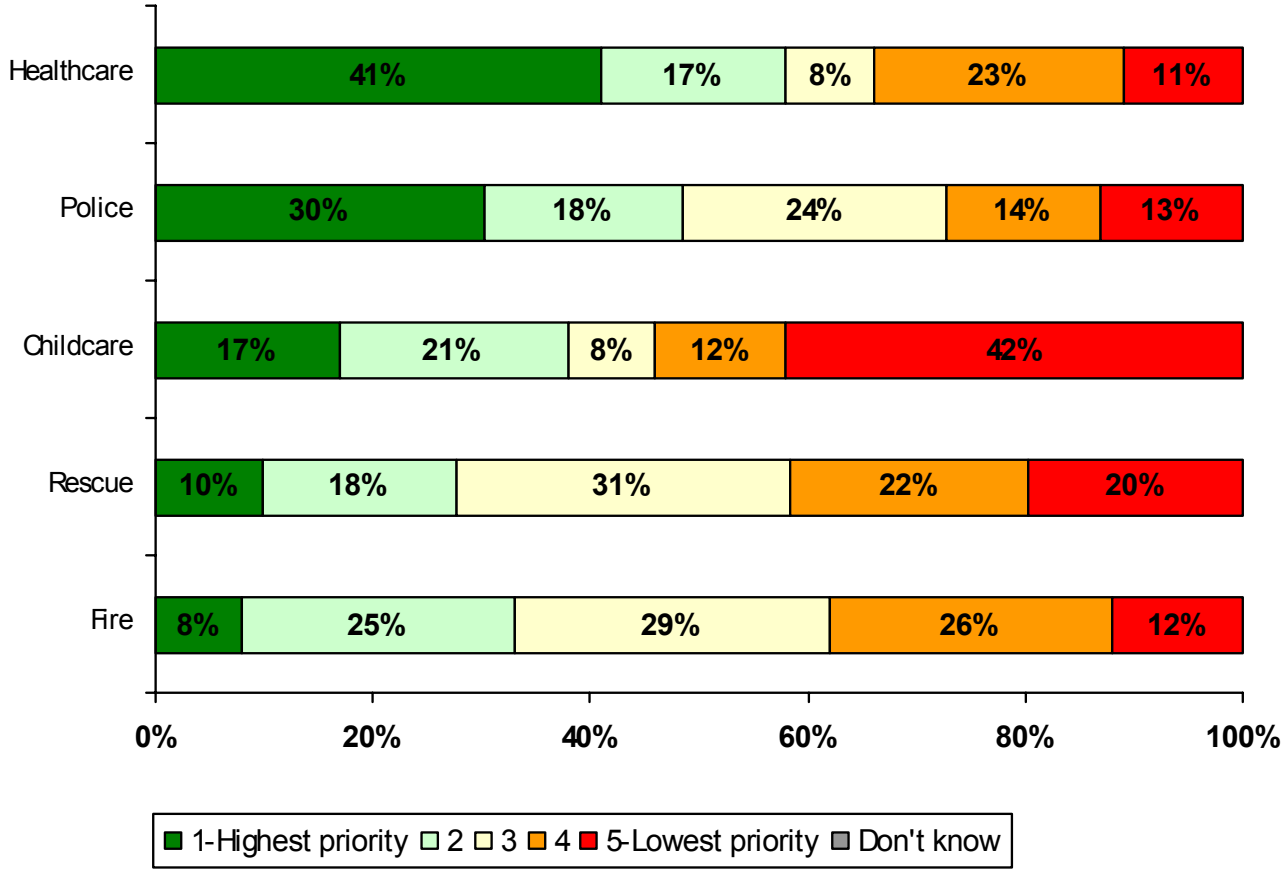
Q28: How do you think the Dane County Government should use their resources to promote high-quality and affordable community services and facilities?



Agricultural, Natural, and Cultural Resources

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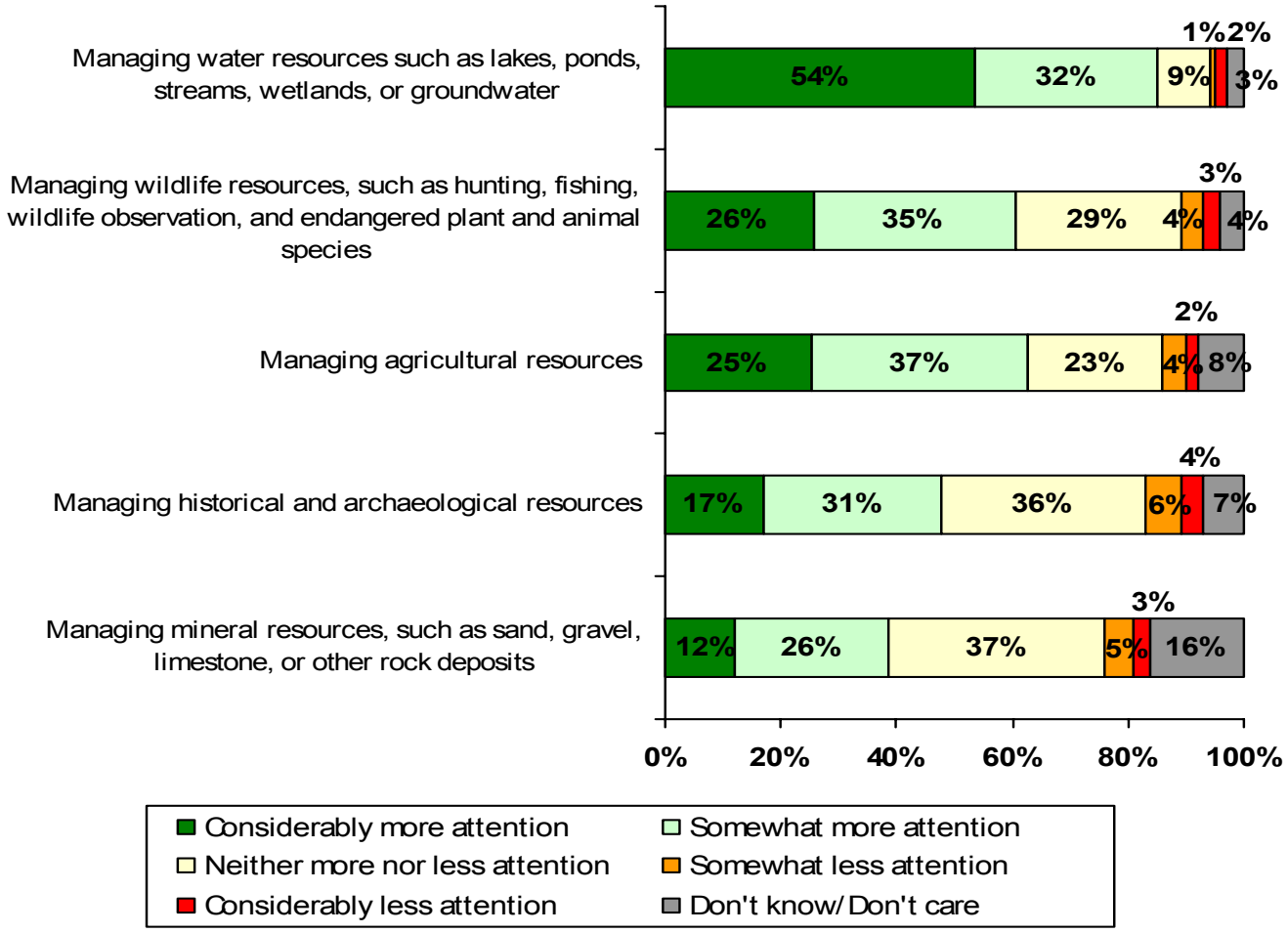
Q30: How much attention should Dane County Government should give to each of the following agricultural, natural, and cultural resource management goals?



Agricultural, Natural, and Cultural Resources

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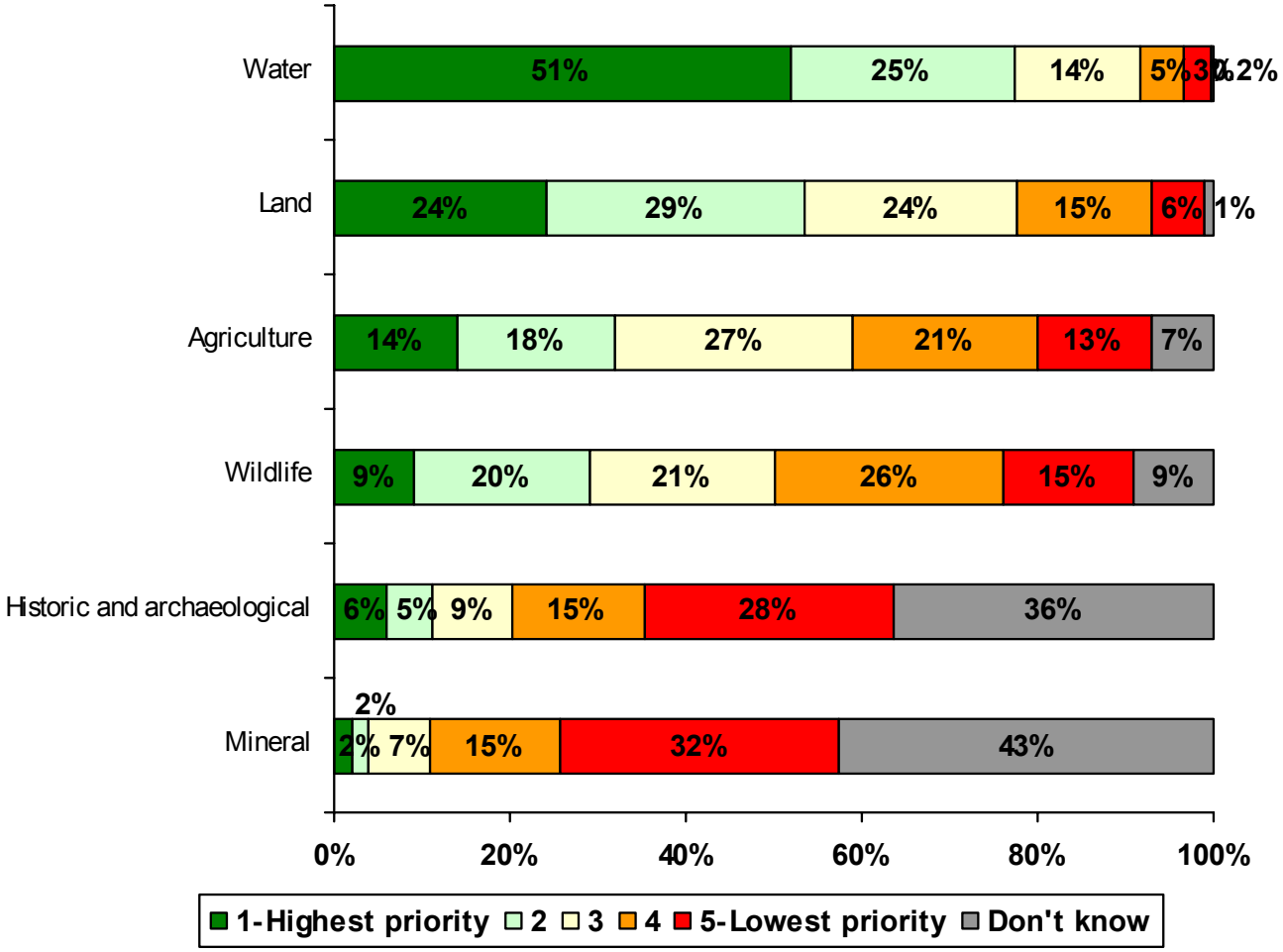
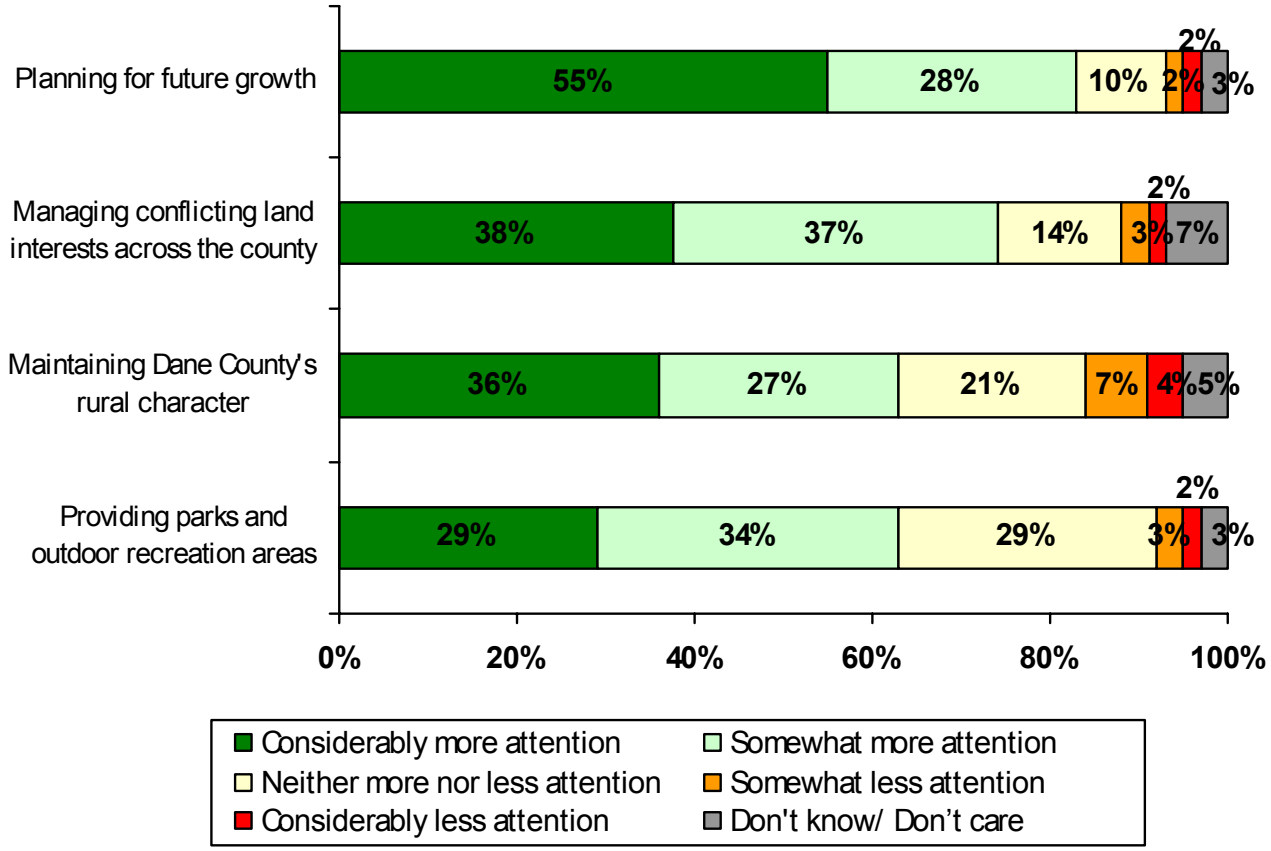
Q34: How do you think the Dane County Government should use their resources to promote and conserve the natural, cultural, and agricultural resources of Dane County?



Land Use

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



Land Use

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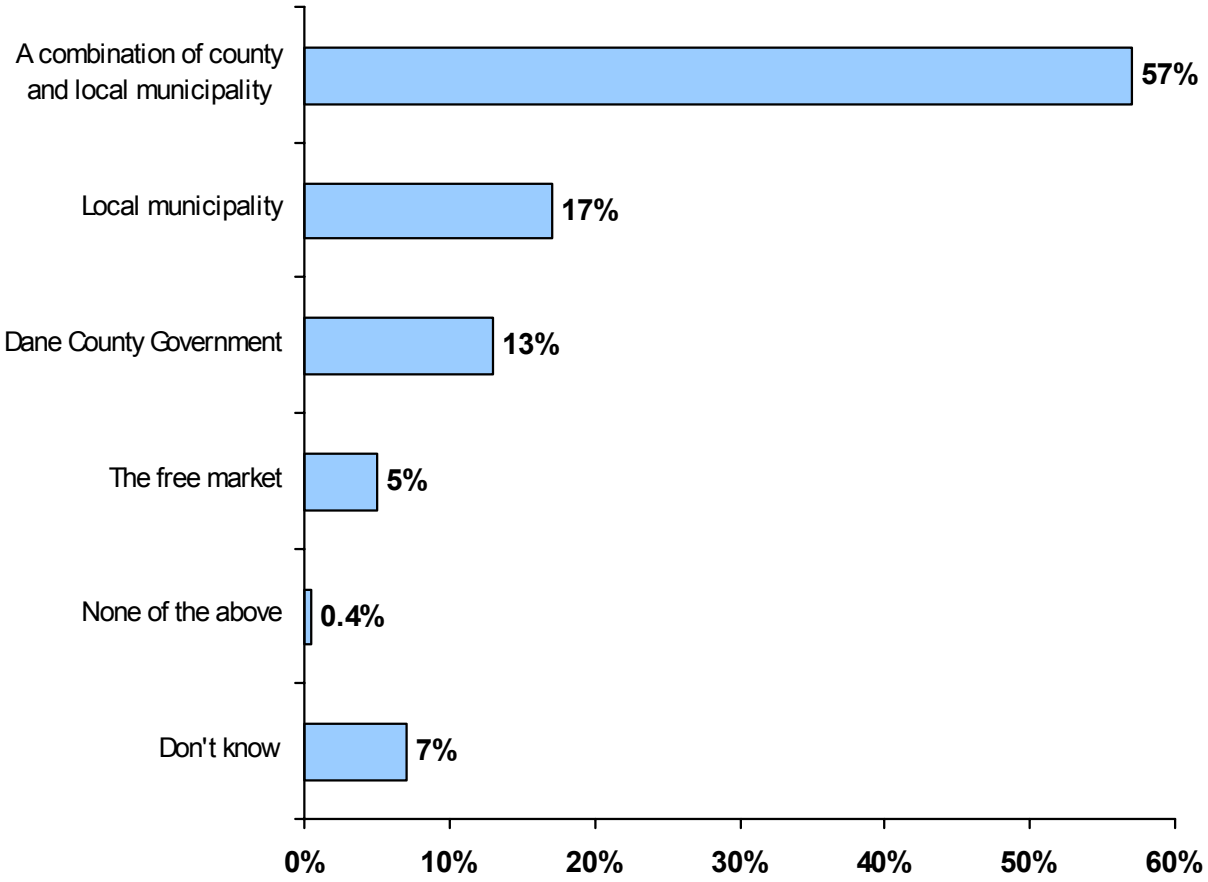
Q38: Who should take the lead role in land-use decisions?



Public Participation

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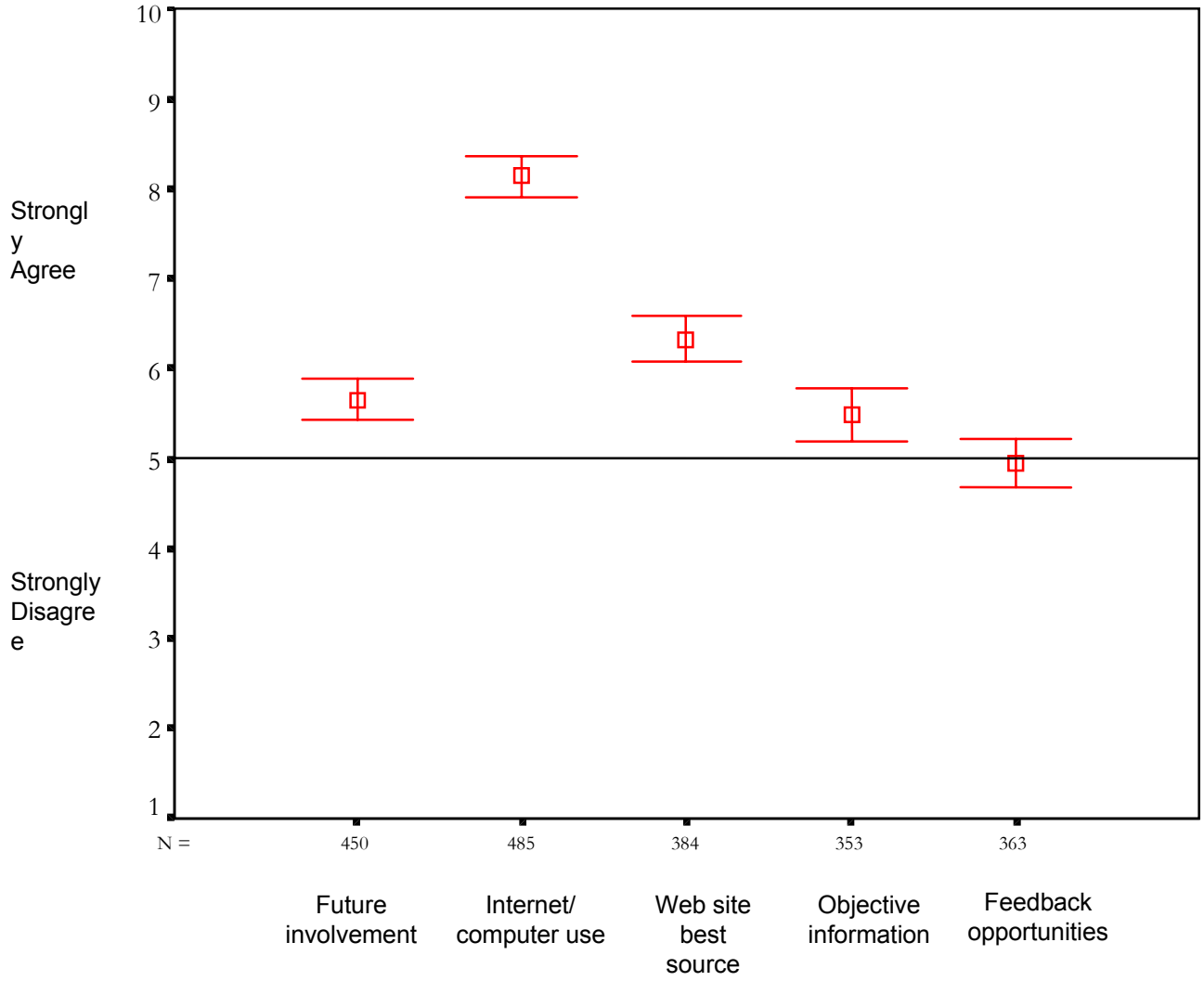
Confidence Interval Graph for Agreement on Five Statements about the Comprehensive Planning Proces



Public Participation

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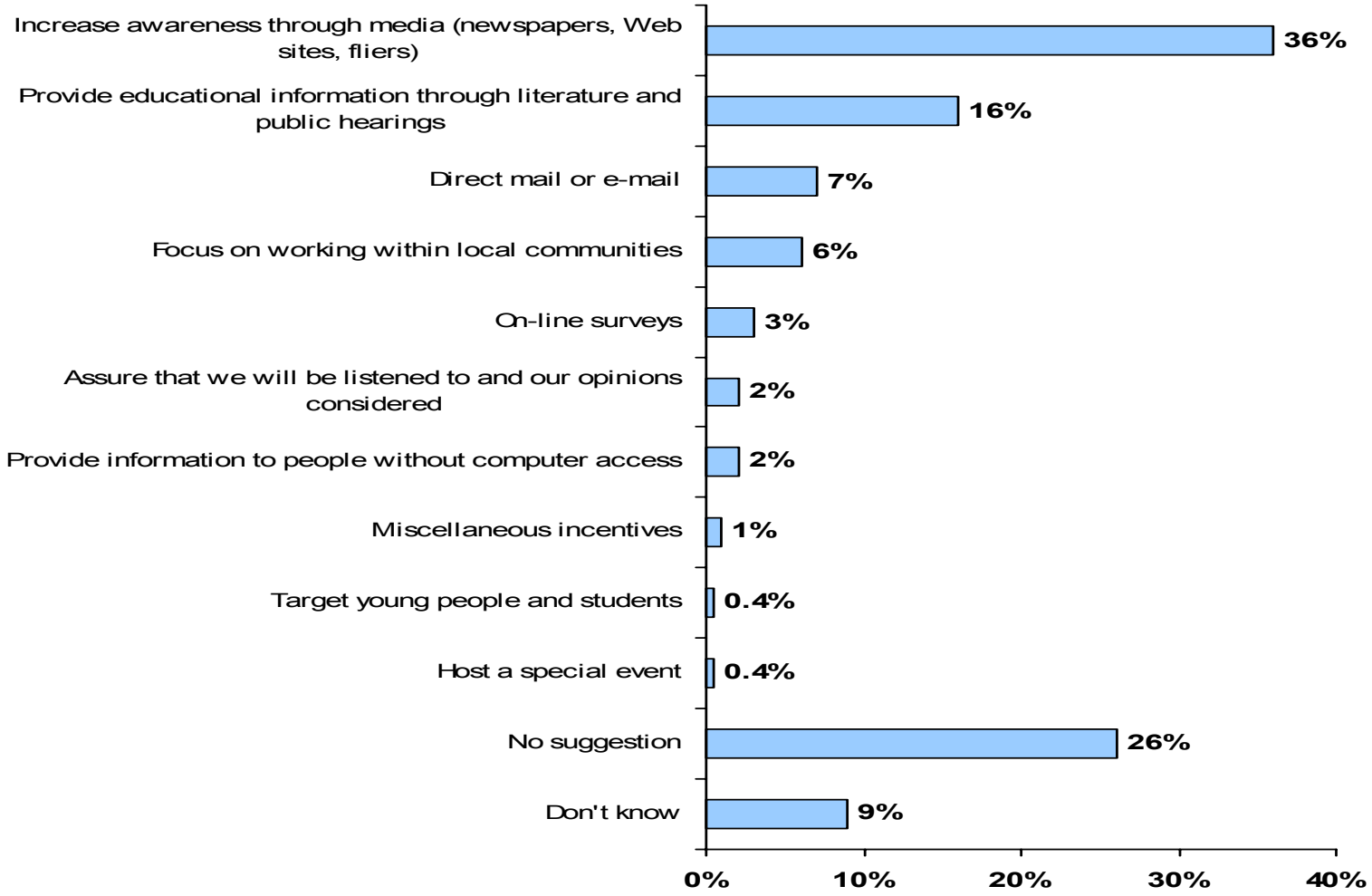
Q43: What could Dane County do that would get you, and the public in general, more involved with the comprehensive planning process?



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Questions or Comments?