

# Appendix B:

# PUBLIC INPUT

## COMMUNITY SURVEY RESULTS

To solicit public involvement in the Waunakee-Westport Comprehensive Plan, the project team created an online public opinion survey. The survey was available March 28 through May 1, 2016 and hosted on Survey Monkey.

In total, 809 individuals started the survey and 628 individuals responded to questions through the end of the survey. Approximately 76% of those who took the survey live in Waunakee and 20% live in Westport. The remainder were primarily from Madison and surrounding towns (Vienna and Springfield).

The survey represents a diverse group demographically, though certain groups were under- and over-represented. Generally older and younger members of both communities were under-represented and those categorized as middle-age were over-represented. For instance, those under 18 represented 0.5% of survey respondents but make up 18.2% of Westport and 31.6% of Waunakee. The figure depicting respondents' answers to their corresponding age group compared to 2010 Census data is shown as the response to question 2 on page B-2.

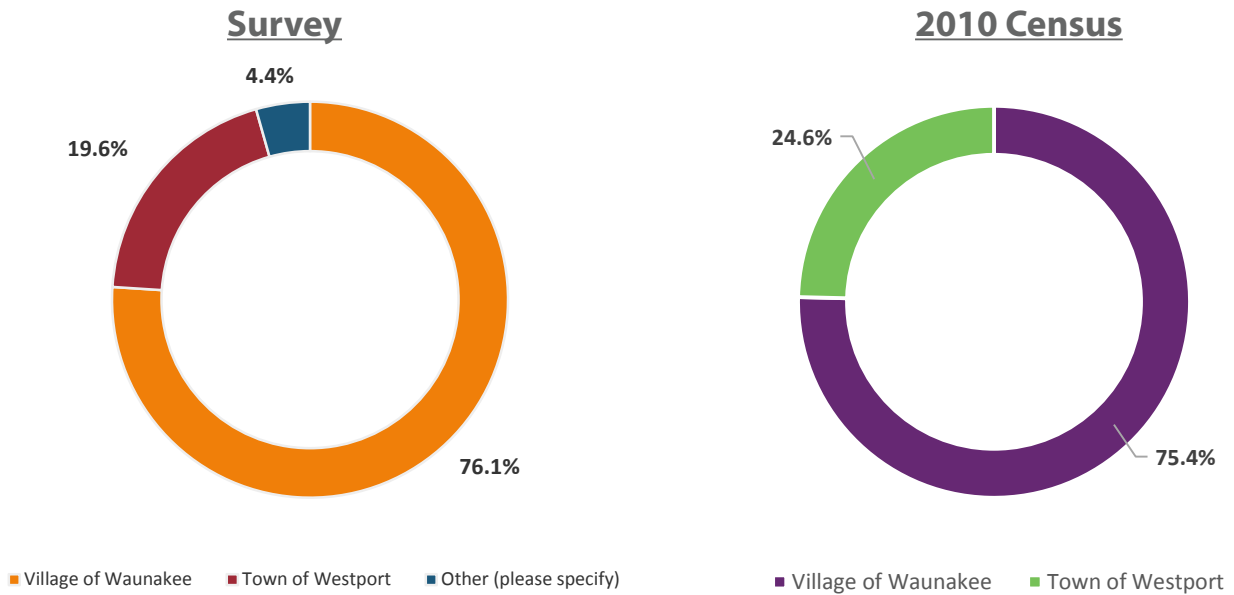
Responses were filtered by community of residence to identify any differences between the view of Waunakee and Westport residents. There were few noteworthy differences, but important differences are identified.

\*A comprehensive list of open-ended questions is available upon request to the Village or Town. Questions with additional comments/open-ended responses will be marked with an asterisk (e.g. Q2\*).

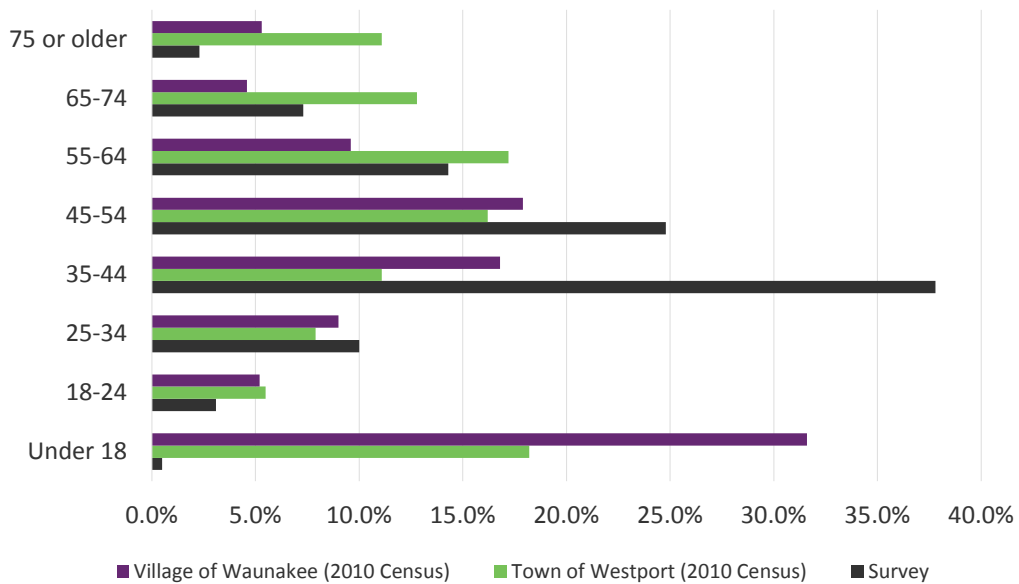
# Respondent Profile

Note: the number of respondents that answered each question is given in parentheses at the end of each question.

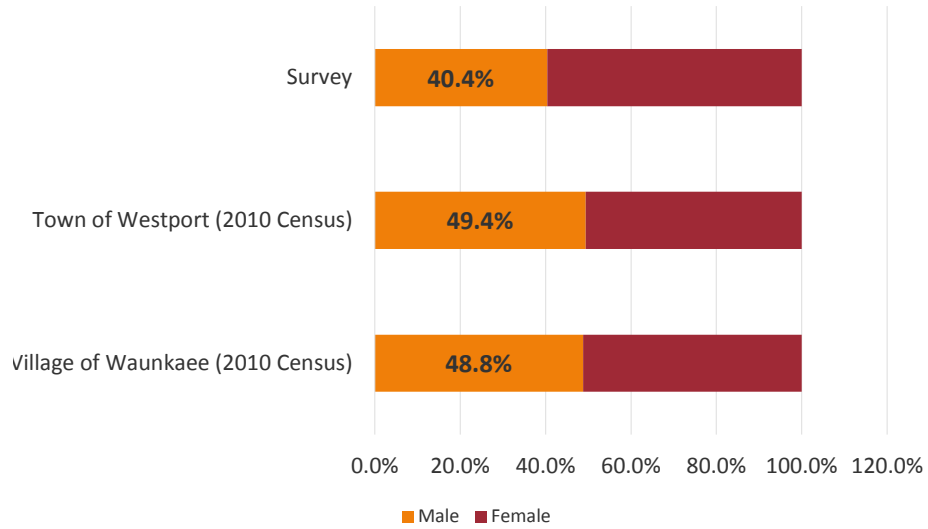
## Q1\* WHERE DO YOU LIVE? (803)



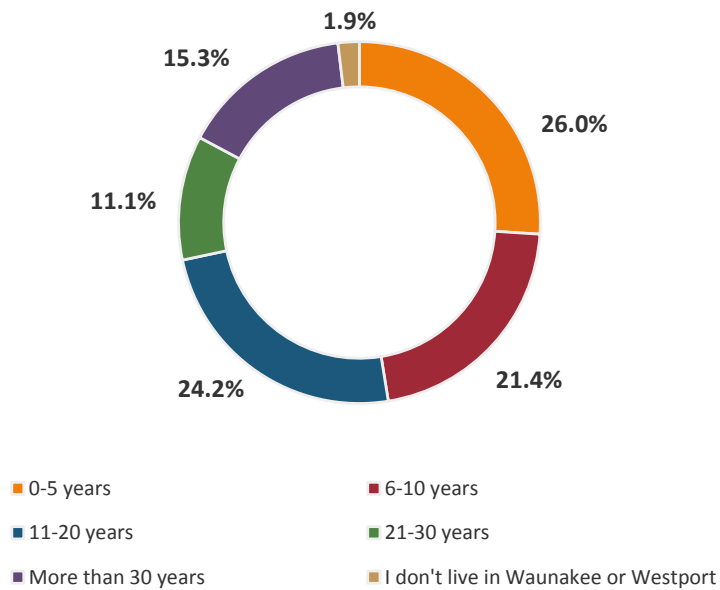
## Q2 WHAT IS YOUR AGE? (799)



### Q3 WHAT IS YOUR GENDER? (797)

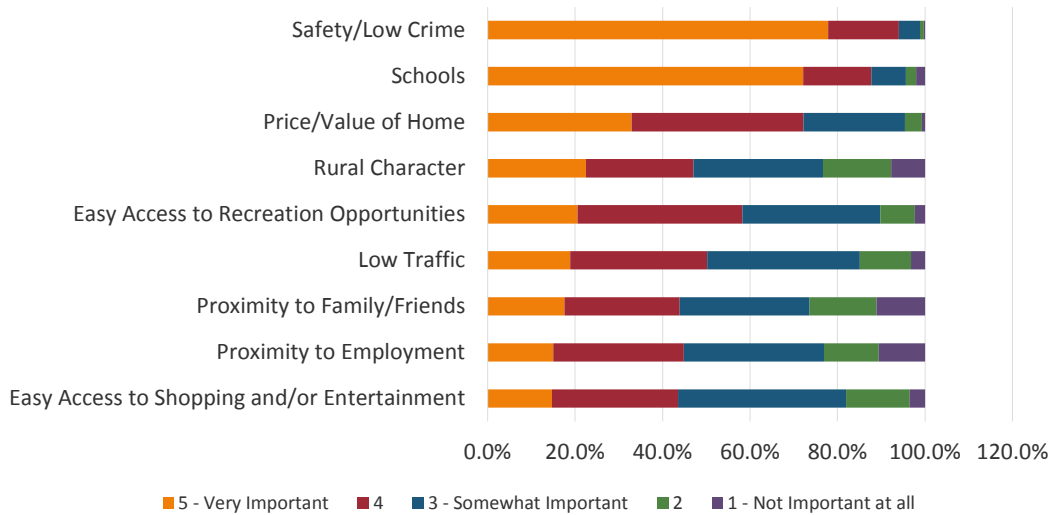


### Q4 HOW LONG HAVE YOU LIVED IN WAUNAKEE OR WESTPORT? (691)

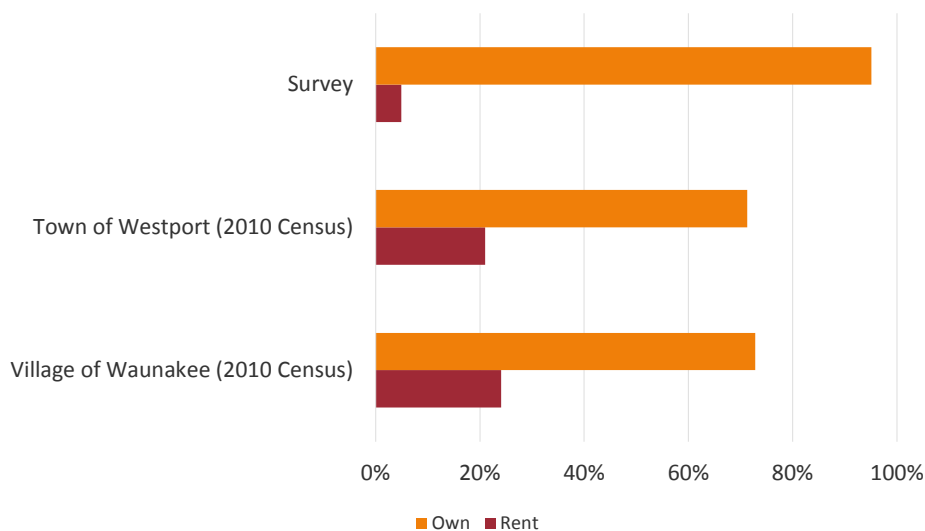


# Housing

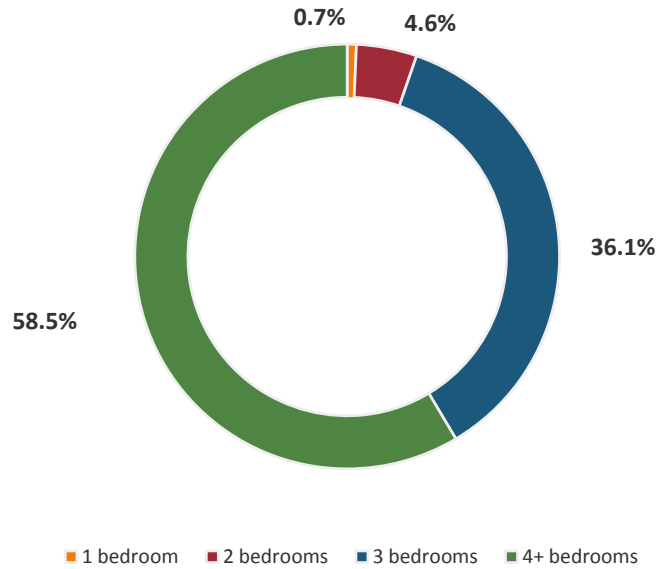
**Q5\*** PLEASE RATE THE IMPORTANCE OF THE FOLLOWING FACTORS IN YOUR DECISION TO LIVE WHERE YOU LIVE RIGHT NOW (WITH 1 BEING "NOT IMPORTANT AT ALL" AND 5 BEING "VERY IMPORTANT". (690)



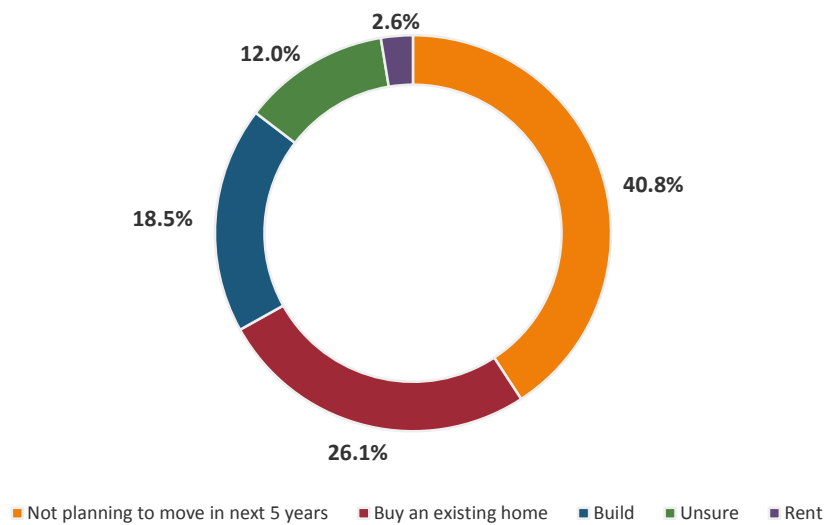
**Q6** DO YOU RENT OR OWN YOUR CURRENT HOME? (690)



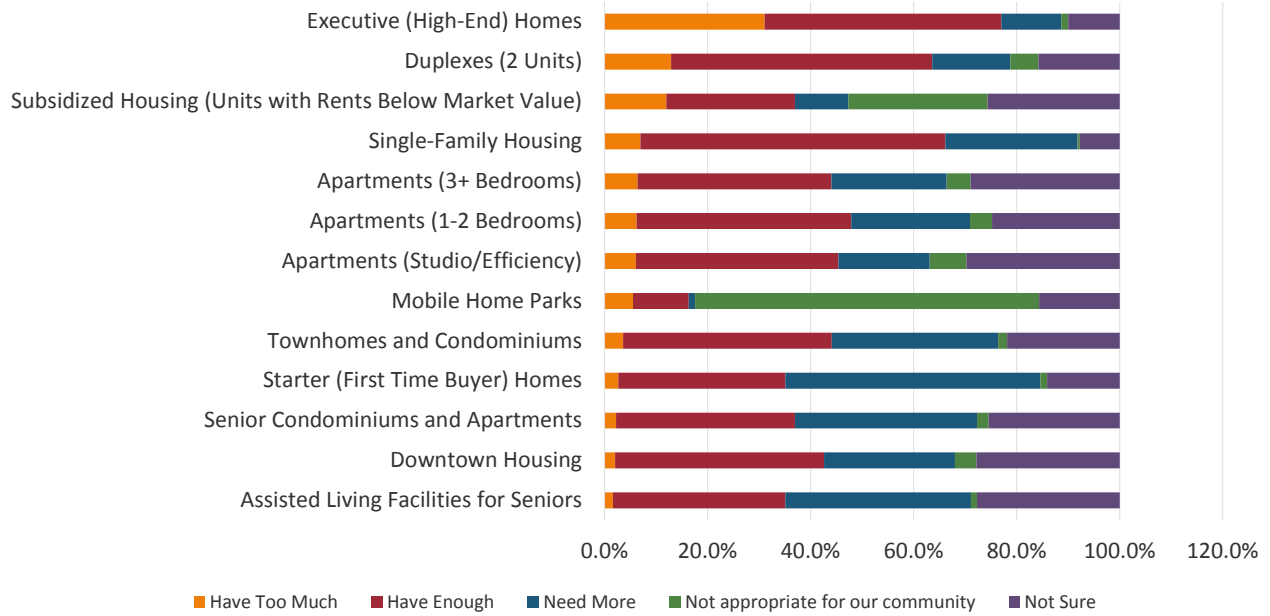
## Q7 WHAT SIZE IS YOUR CURRENT HOME? (689)



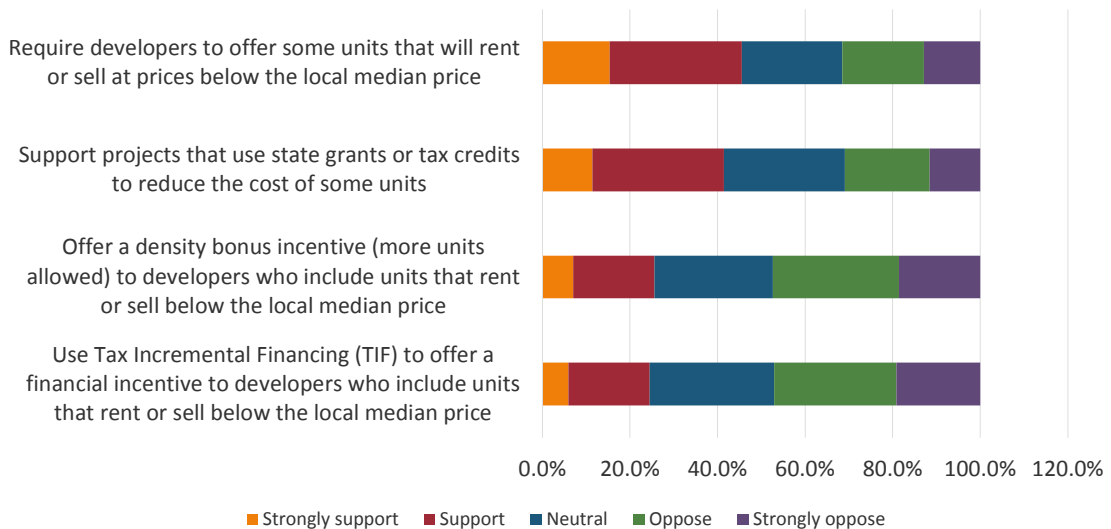
## Q8 IF YOU WERE TO MOVE IN THE NEXT 5 YEARS, WOULD YOU BE LOOKING TO RENT, BUY AN EXISTING HOME OR BUILD? (686)



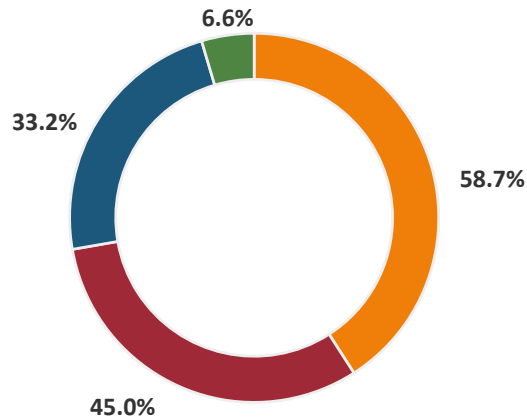
**Q9\* PLEASE SHARE YOUR OPINIONS ABOUT THE SUPPLY OF VARIOUS HOUSING TYPES IN WAUNAKEE AND WESTPORT. (682)**



**Q10\* THE AVERAGE (MEDIAN) MONTHLY COST FOR A HOME WITH A MORTGAGE IS ABOUT \$2,100 IN BOTH WAUNAKEE AND WESTPORT. ASSUMING THAT NO MORE THAN 30% OF THE HOUSEHOLD BUDGET GOES TO HOUSING (A GENERALLY ACCEPTED STANDARD), THIS MEDIAN HOUSING COST REQUIRES GROSS ANNUAL HOUSEHOLD INCOME OF \$84,000. BY COMPARISON, THE MEDIAN ANNUAL SALARY FOR A TEACHER IN THE WAUNAKEE COMMUNITY SCHOOL DISTRICT IS \$50,000. PLEASE INDICATE YOUR SUPPORT/OPPOSITION FOR THE FOLLOWING STRATEGIES TO EXPAND HOUSING OPTIONS IN OUR COMMUNITY FOR PEOPLE WHO WORK HERE. (673)**



**Q11\* WOULD YOU SUPPORT ANY OF THE FOLLOWING COMMUNITY-SPONSORED INCENTIVES TO ENCOURAGE THOSE WHO WORK IN WAUNAKEE OR WESTPORT TO ALSO LIVE IN WAUNAKEE OR WESTPORT? CHECK ALL THAT YOU WOULD SUPPORT. (651)**



- "Good Neighbor Program" - this program would offer grants to teachers, firefighters, EMS and policemen to use towards downpayment and closing costs on a home.
- "Live Near Your Work Program" - a partnership between communities and local employers that would offer grants for employees to live near their place of employment.
- I do not support any incentives to encourage those who work in Waunakee or Westport to also live in Waunakee or Westport.
- Other (please specify)

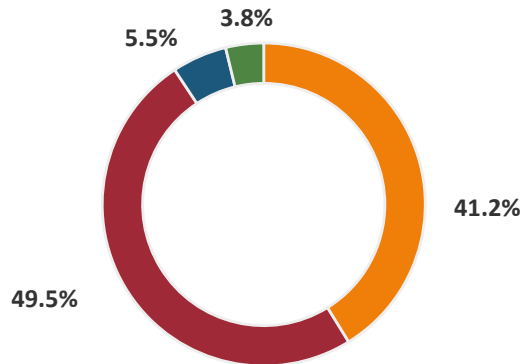
**Common "Other" Responses**

- Pay teachers more.
- Provide housing that starts at lower price points.
- Any programs shouldn't be funded by taxes.

# Land Use, Growth & Community Design

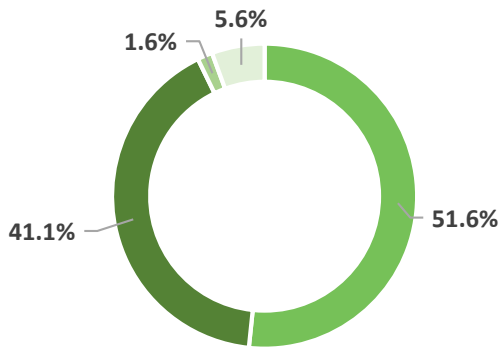
**Q12\*** FROM 1990 TO 2010, THE VILLAGE OF WAUNAKEE POPULATION GREW BY ABOUT 3.7% PER YEAR, AND THE CURRENT POPULATION IS ABOUT 13,000. WHICH OF THE FOLLOWING GROWTH SCENARIOS WOULD YOU PREFER OVER THE NEXT 20 YEARS? (660)

**Survey**



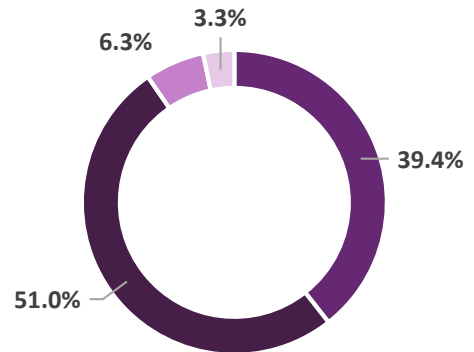
- Slow growth - 0.5% per year, to about 14,500 people in 2035
- Moderate growth - 2% per year, to about 19,000 residents in 2035
- Fast growth - 4% per year, to about 28,500 residents in 2035
- No opinion

**Westport**



- Slow growth - 0.5% per year, to about 14,500 people in 2035
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- Fast growth - 4% per year, to about 28,500 residents in 2035
- No opinion

**Waunakee**

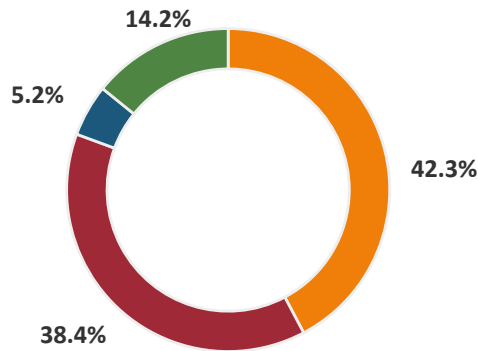


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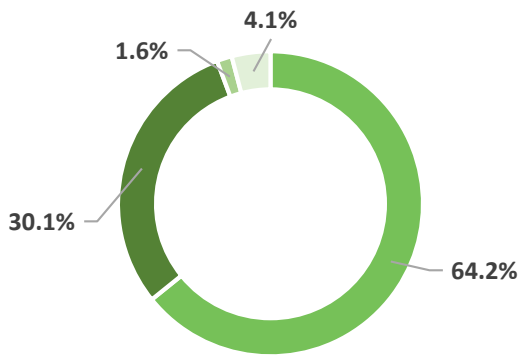
**Q13\*** FROM 1990 TO 2010, THE TOWN OF WESTPORT POPULATION GREW BY ABOUT 2% PER YEAR, AND THE CURRENT POPULATION IS ABOUT 4,000. WHICH OF THE FOLLOWING GROWTH SCENARIOS WOULD YOU PREFER OVER THE NEXT 20 YEARS? (657)

**Survey**



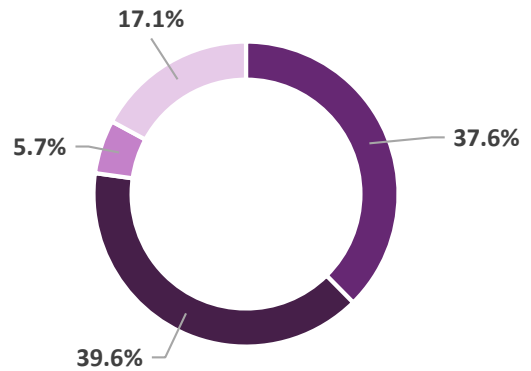
- Slow growth - 0.5% per year, to about 4,400 people in 2035
- Moderate growth - 2% per year, to about 6,000 residents in 2035
- Fast growth - 4% per year, to about 8,800 residents in 2035
- No opinion

**Westport**



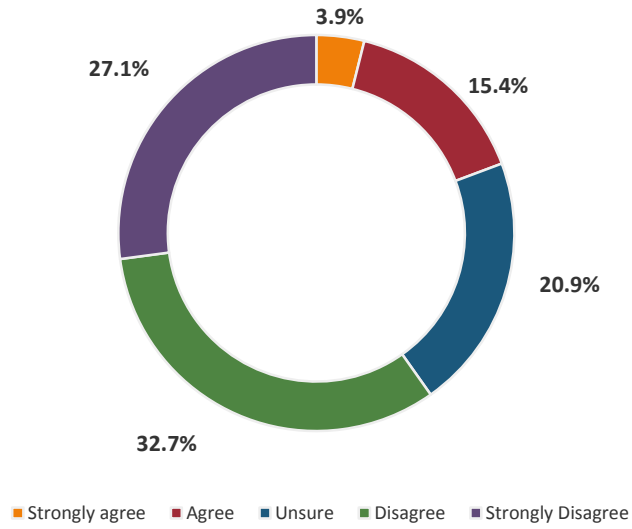
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**Waunakee**



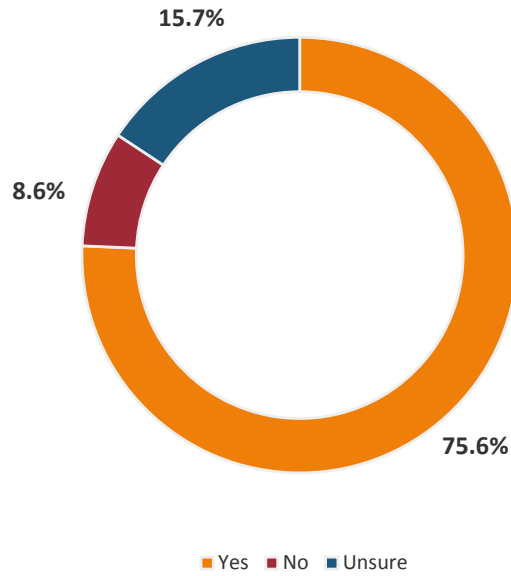
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- Fast growth - 4% per year, to about 8,800 residents in 2035
- No opinion

**Q14\*** THE 2013 NORTH MENDOTA "FUDA" STUDY IDENTIFIED A LOCAL PREFERENCE FOR COMPACT DEVELOPMENT PATTERNS INCLUDING SMALLER LOTS AND MORE ATTACHED HOUSING UNITS (TOWNHOMES, APARTMENTS, ETC). DO YOU AGREE WITH THIS APPROACH TO DEVELOPMENT IN WAUNAKEE-WESTPORT? (661)

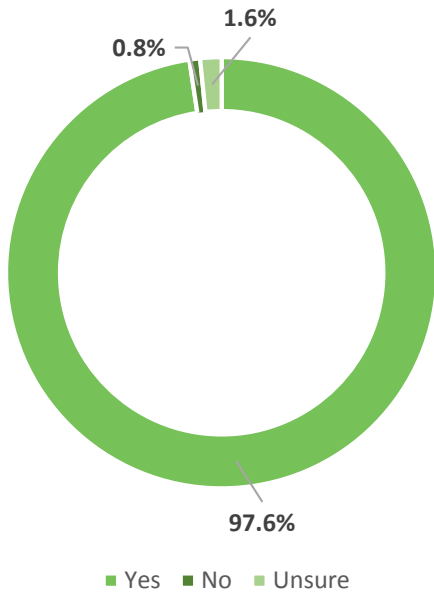


**Q15\*** WOULD YOU LIKE TO PRESERVE THE RURAL CHARACTER IN WESTPORT? (661)

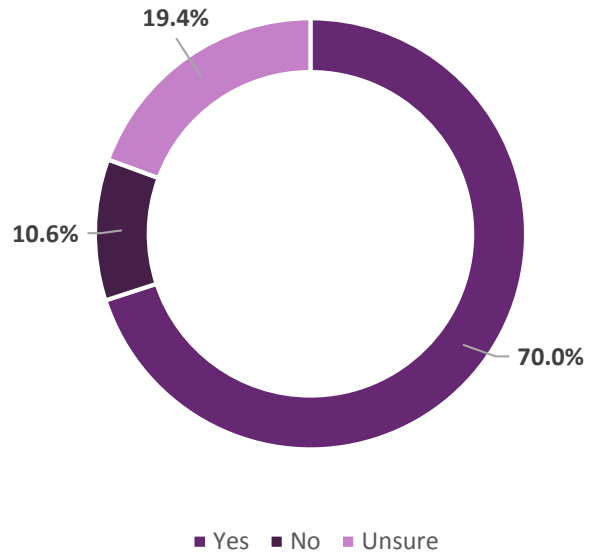
Survey



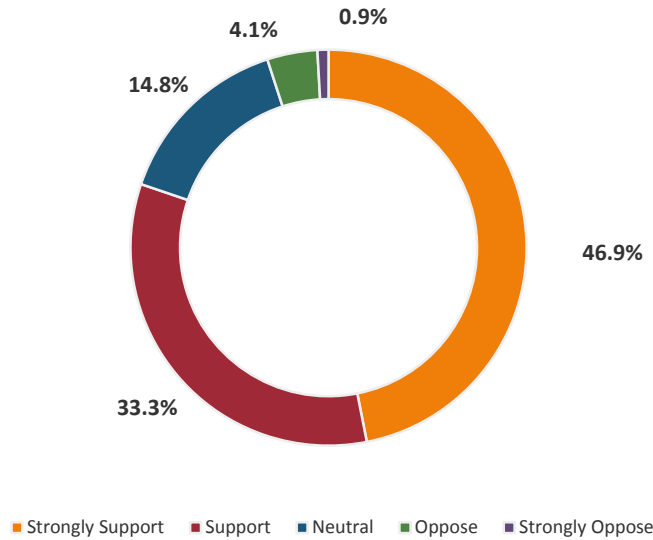
Westport



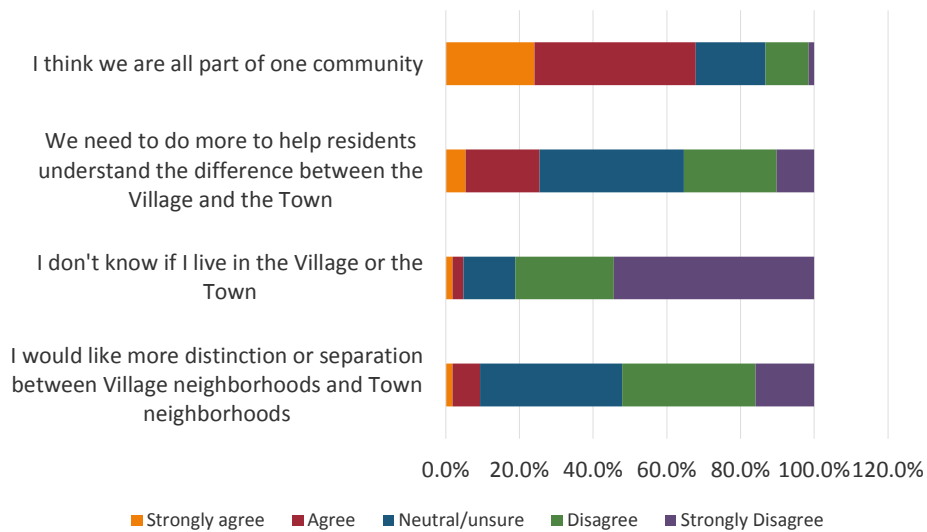
Waunakee



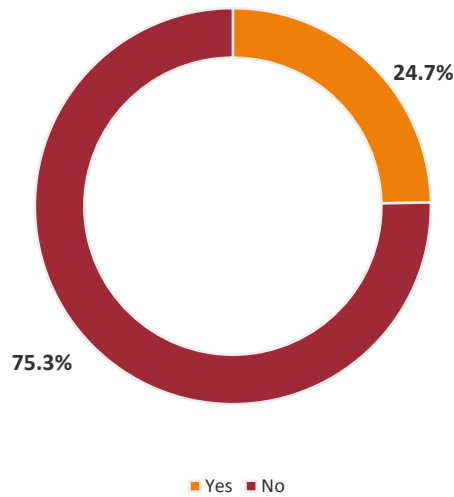
**Q16 DO YOU SUPPORT THE PROTECTION OF COMMUNITY SEPARATION AND OPEN SPACE BETWEEN WAUNAKEE AND SURROUNDING CITIES AND VILLAGES? (657)**



**Q17\* THE TOWN OF WESTPORT AND VILLAGE OF WAUNAKEE ARE CONNECTED IN MANY WAYS. PLEASE INDICATE YOUR AGREEMENT WITH THE FOLLOWING STATEMENTS: (660)**



**Q18\*** ARE THERE ANY ENTRANCES TO THE VILLAGE OF WAUNAKEE WHERE YOU FEEL THERE SHOULD BE A STRONGER "GATEWAY" FEATURE OR SENSE OF ARRIVAL? (645)

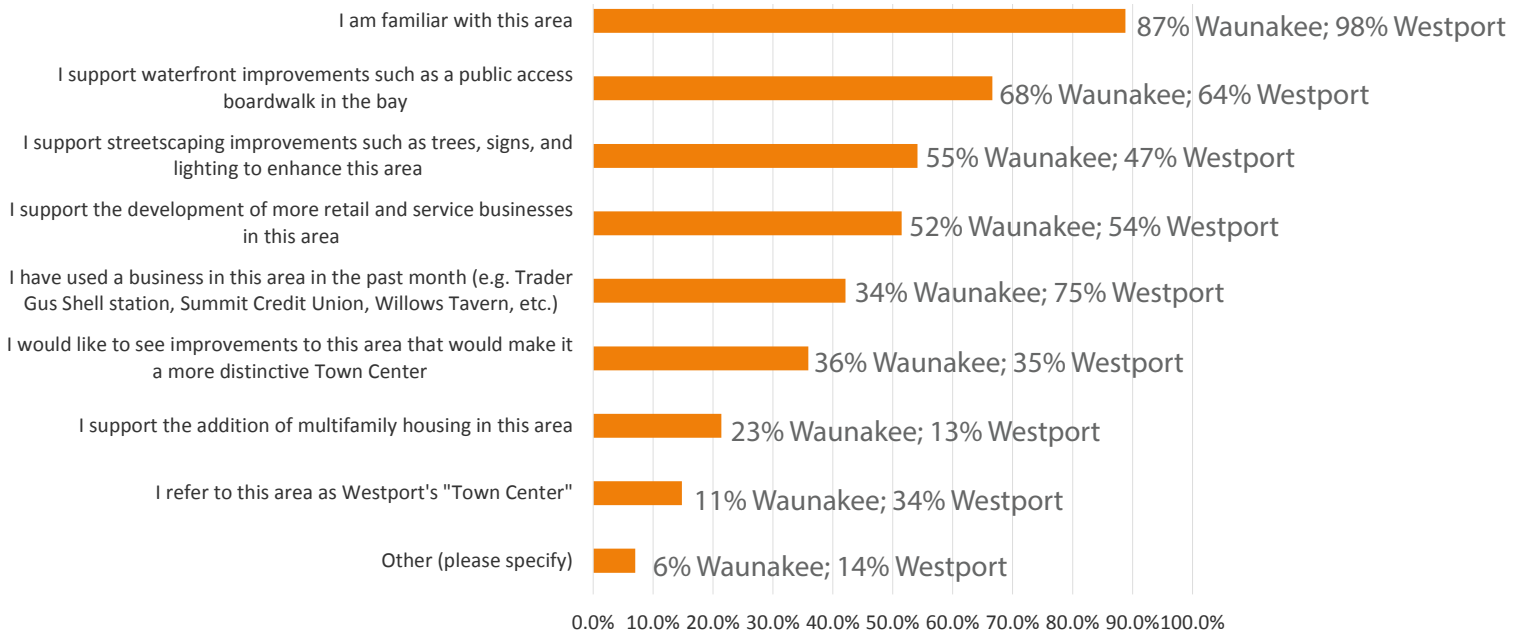


**Common Responses**

- Hwy 19.
- Hwy Q.
- Highway 113.

**Q19\*** THE WESTPORT TOWN CENTER IS THE AREA ALONG HIGHWAY M, GENERALLY FROM HIGHWAY 113 (NORTHPORT DR.) TO THE TOWN HALL (MARY LAKE ROAD). SELECT EACH TRUE STATEMENT. (641)

**Responses filtered by community**

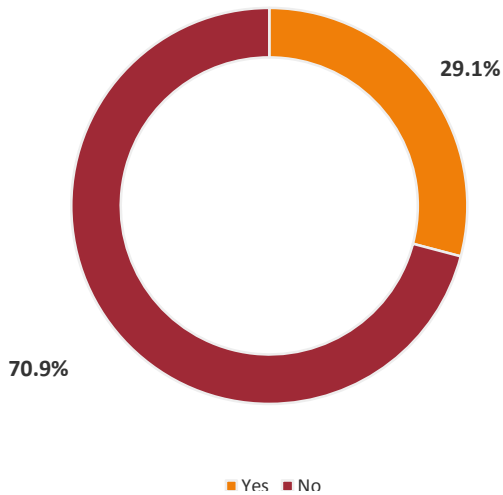


**Common "Other" Responses**

- The area is fine as is: rural.
- Leave natural areas as they are.
- More could be done to make the area more attractive and inviting: signage, waterfront development, clean-up, etc.

# Natural & Agricultural Resources

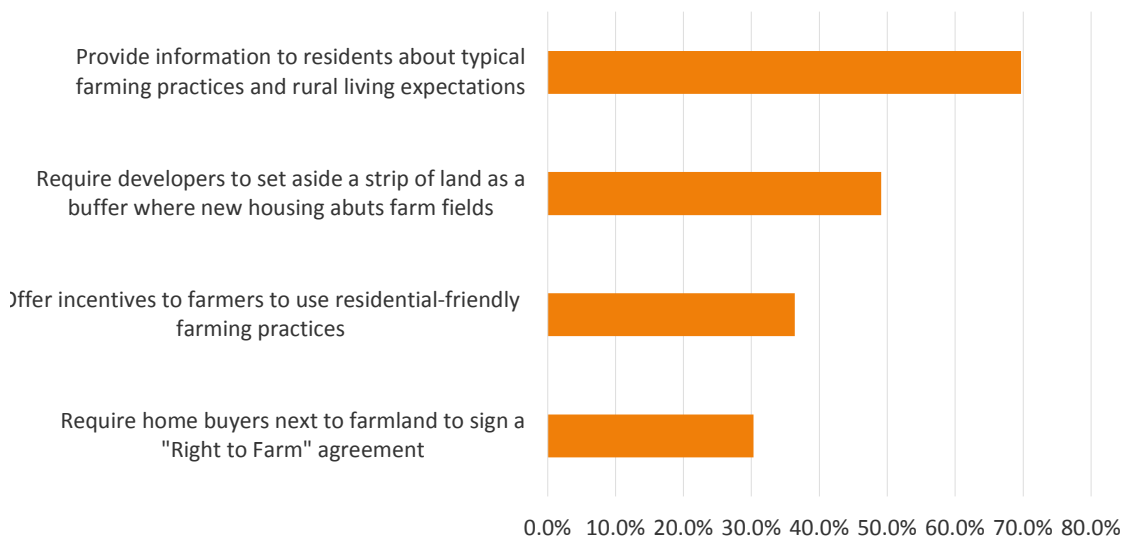
**Q20\*** HAVE YOU WITNESSED ANY CONFLICTS BETWEEN AGRICULTURAL USES AND OTHER ACTIVITIES IN THE WAUNAKEE-WESTPORT AREA? (I.E. RESIDENTS COMPLAINING ABOUT FARMING PRACTICES ON NEARBY LAND OR TRAFFIC PROBLEMS INVOLVING FARM EQUIPMENT) (645)



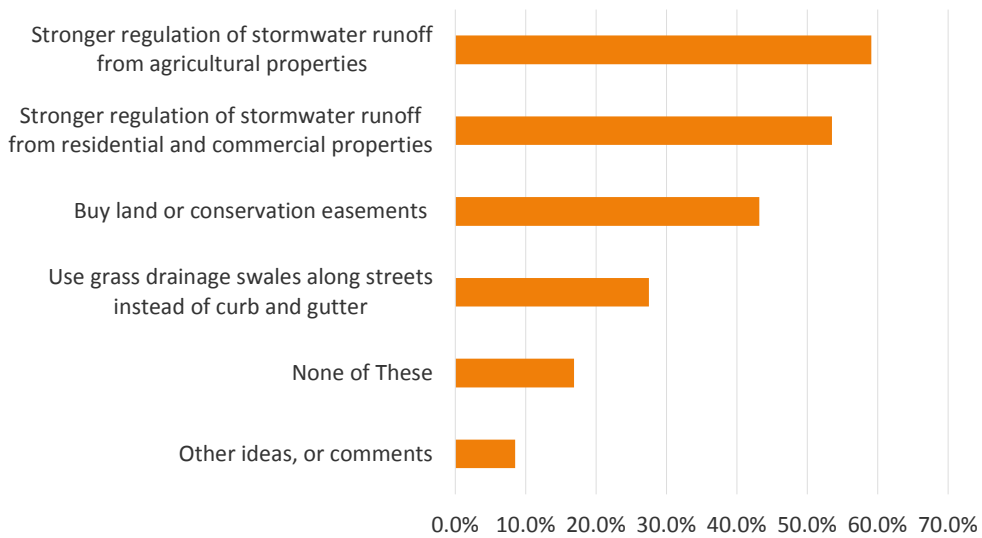
## Common Problems Listed

- Smell/odor from manure spreading.
- Chemical spraying and fertilizing.
- Farm equipment slowing traffic.

**Q21\*** IF YOU ANSWERED "YES" TO THE PREVIOUS QUESTION, HOW DO YOU THINK WAUNAKEE-WESTPORT SHOULD ADDRESS CONFLICTS BETWEEN AGRICULTURAL USES AND OTHER ACTIVITIES? CHECK THE BOX FOR ANY APPROACH YOU SUPPORT, OR OFFER YOUR OWN IDEA. (228)



**Q22\* SHOULD WAUNAKEE-WESTPORT BE DOING MORE TO PROTECT LOCAL WETLANDS AND WATERWAYS? CHECK ANY MEASURE THAT YOU SUPPORT. (574)**



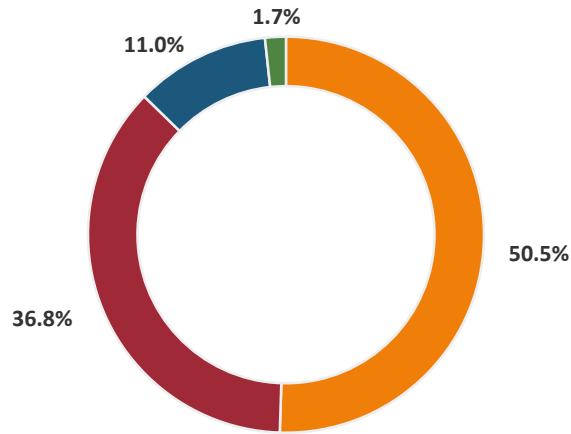
**Common “Other Idea” Responses**

- Focus on Six Mile Creek.
- Regulations already exist - ensure they are being followed.
- Protect wetland and marsh areas from development.

# Economy

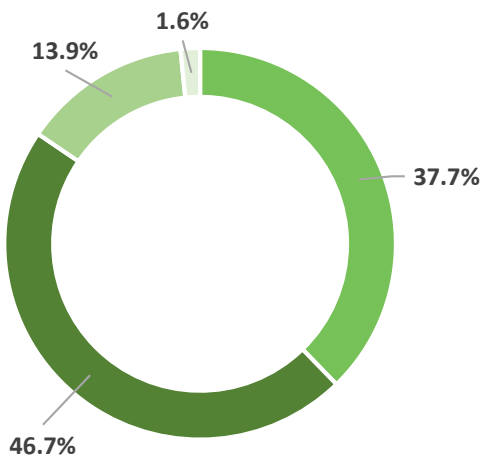
**Q23** HOW OFTEN DO YOU FREQUENT ANY BUSINESSES IN DOWNTOWN WAUNAKEE (MAIN STREET BETWEEN VILLAGE PARK AND THE ROUNDABOUT)? (639)

Survey



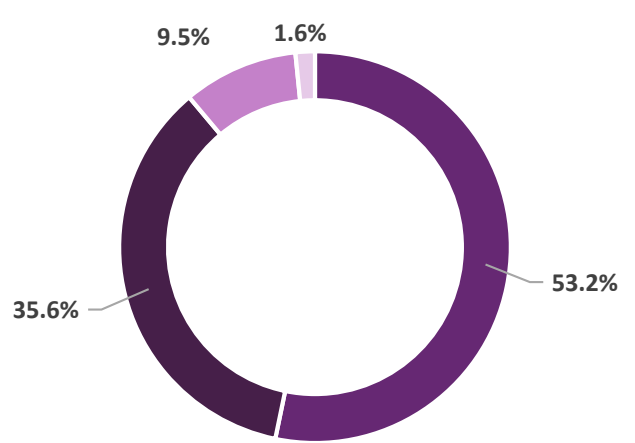
■ 1-2 times per week ■ 1-2 times per month ■ 1-2 times per year ■ 0 times in the past year

Westport



■ 1-2 times per week ■ 1-2 times per month  
 ■ 1-2 times per year ■ 0 times in the past year

Waunakee

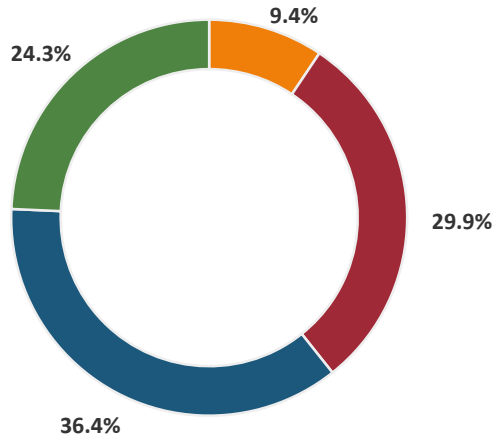


■ 1-2 times per week ■ 1-2 times per month  
 ■ 1-2 times per year ■ 0 times in the past year



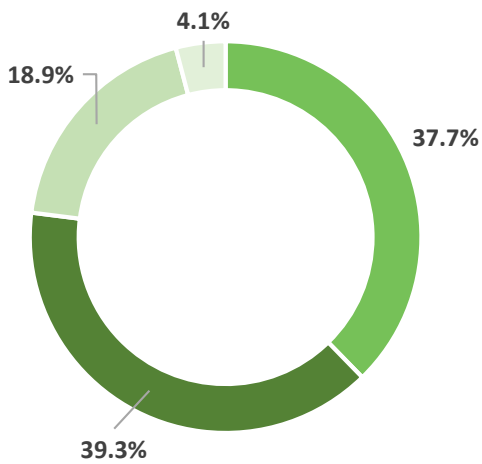
**Q24 HOW OFTEN DO YOU FREQUENT ANY BUSINESSES IN WESTPORT'S TOWN CENTER (THE AREA AROUND CTH M NEAR WIS 113)? (638)**

**Survey**



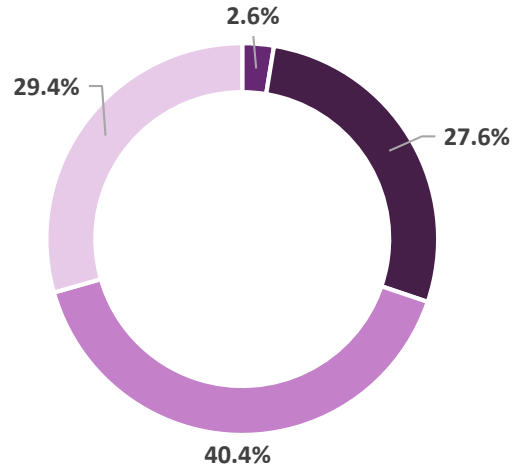
1-2 times per week 1-2 times per month 1-2 times per year 0 times in the past year

**Westport**



1-2 times per week 1-2 times per month  
1-2 times per year 0 times in the past year

**Wauunakee**



1-2 times per week 1-2 times per month  
1-2 times per year 0 times in the past year

**Q25\* ARE THERE ANY SPECIFIC NEW BUSINESSES OR BUSINESS TYPES YOU WOULD LIKE TO SEE IN WAUNAKEE-WESTPORT? CHECK ALL THAT APPLY. (586)**

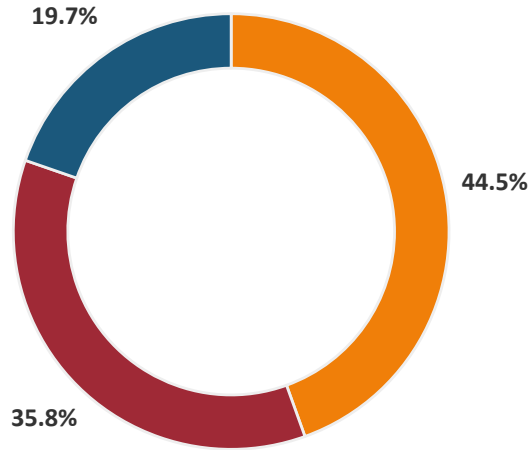


**Common “Other” Responses**

- Restaurants
- Grocery
- Target

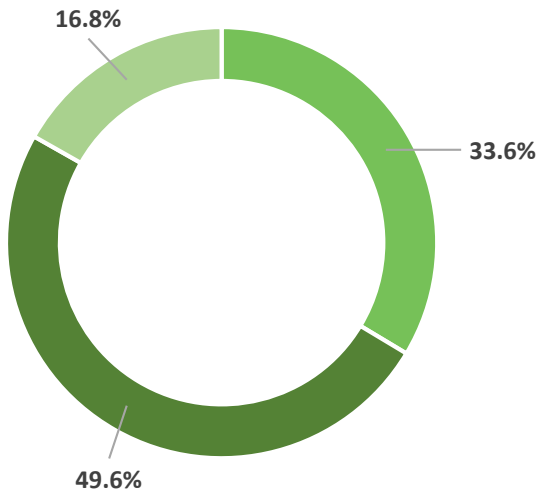
**Q26\* DO YOU BELIEVE YOUR COMMUNITY SHOULD DIRECT MORE LOCAL TAX DOLLARS, THROUGH MARKETING, INCENTIVES, ETC., TO HELP GROW BUSINESSES AND JOBS IN THE COMMUNITY? (625)**

**Survey**



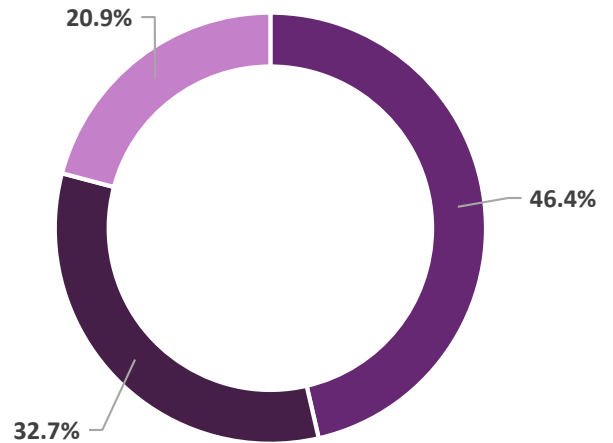
■ Yes ■ No ■ It depends...

**Westport**



■ Yes ■ No ■ It depends...

**Waukegan**

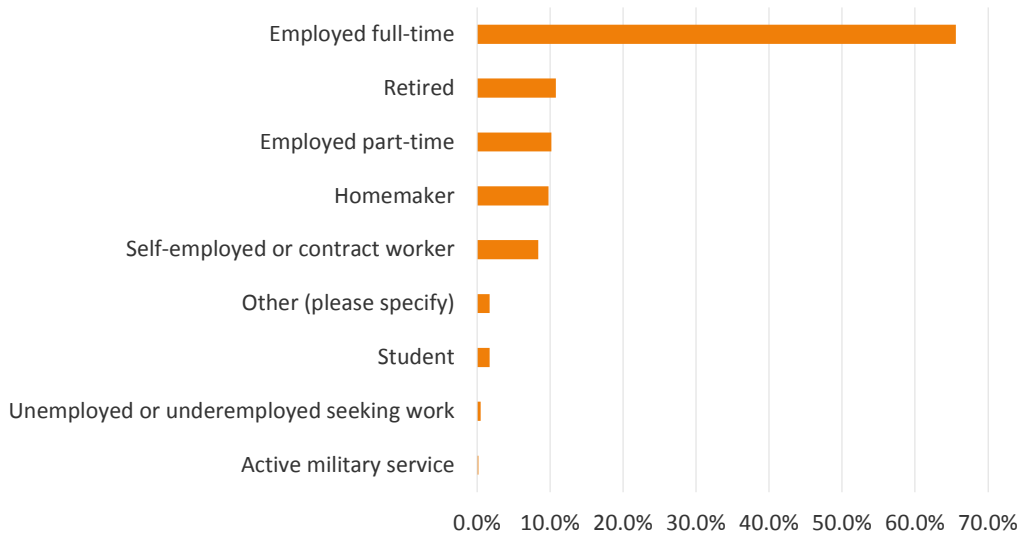


■ Yes ■ No ■ It depends...

**Common "It Depends..." Responses**

- Should bring high-paying jobs.
- Don't want taxes to go up.
- These should be locally-owned businesses.

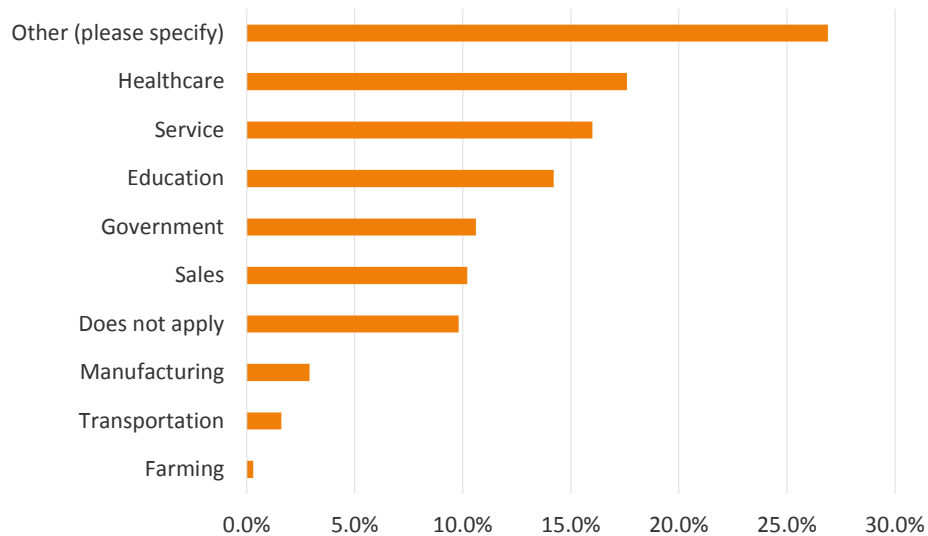
## Q27\* WHAT IS YOUR EMPLOYMENT STATUS? (CHECK ALL THAT APPLY) (640)



### Common "Other" Responses

- In between jobs.
- Disabled.
- Retired.

## Q28\* DESCRIBE YOUR PRIMARY OCCUPATION (SELECT ALL THAT APPLY): (620)

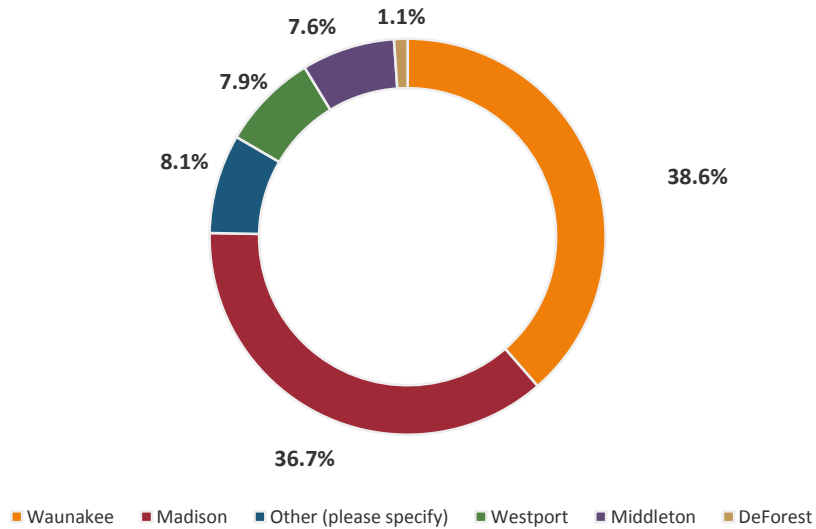


### Common "Other" Responses

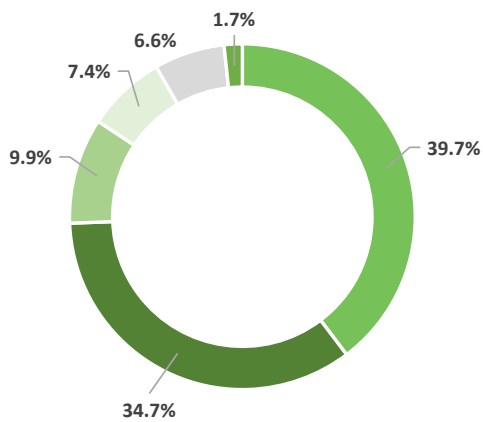
- Engineering.
- Insurance.
- Technology.

**Q29\* WHERE DO YOU SPEND MOST OF YOUR TIME ON WEEKDAYS (PLACE OF EMPLOYMENT OR OTHERWISE)? (632)**

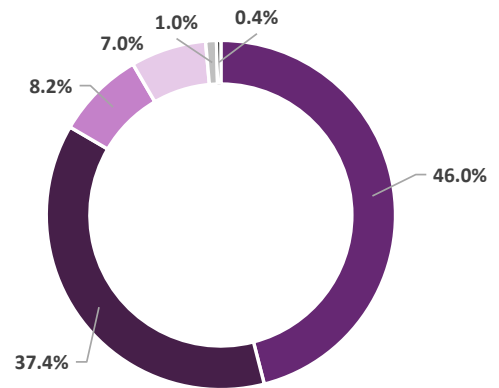
**Survey**



**Westport**



**Waunakee**



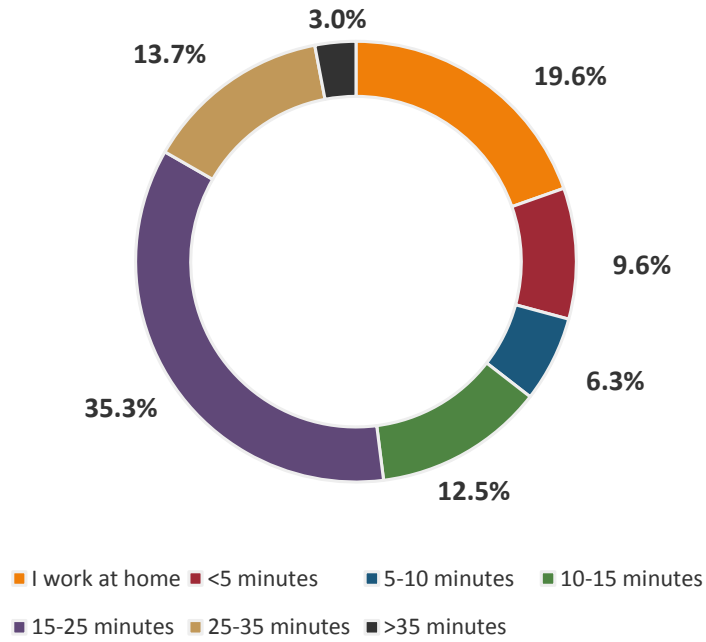
■ Westport ■ Madison ■ Middleton ■ Other (please specify) ■ Waunakee ■ DeForest ■ Waunakee ■ Madison ■ Other (please specify) ■ Middleton ■ DeForest ■ Westport

**Common "Other" Responses**

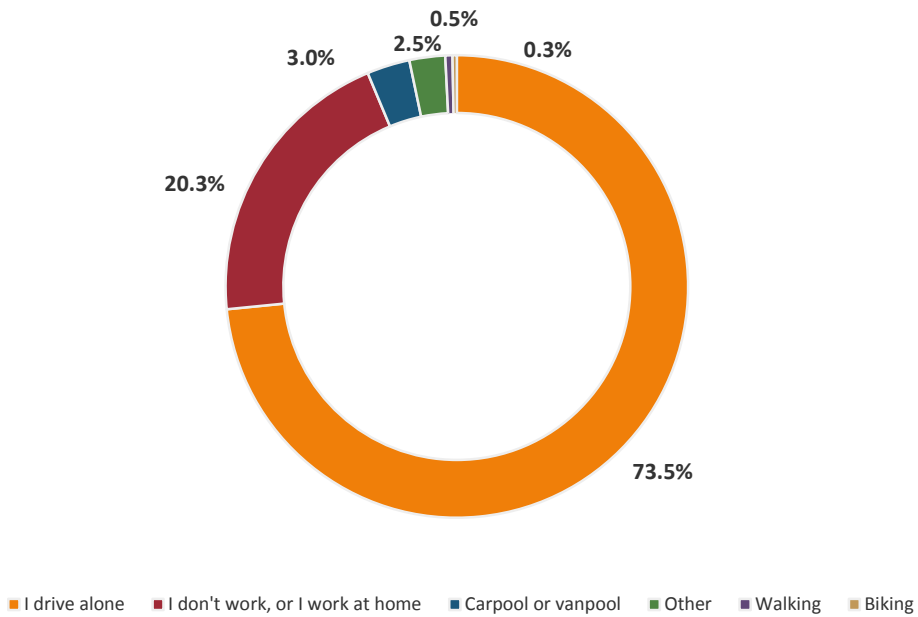
- Madison.
- Verona.
- Sun Prairie.

# Transportation

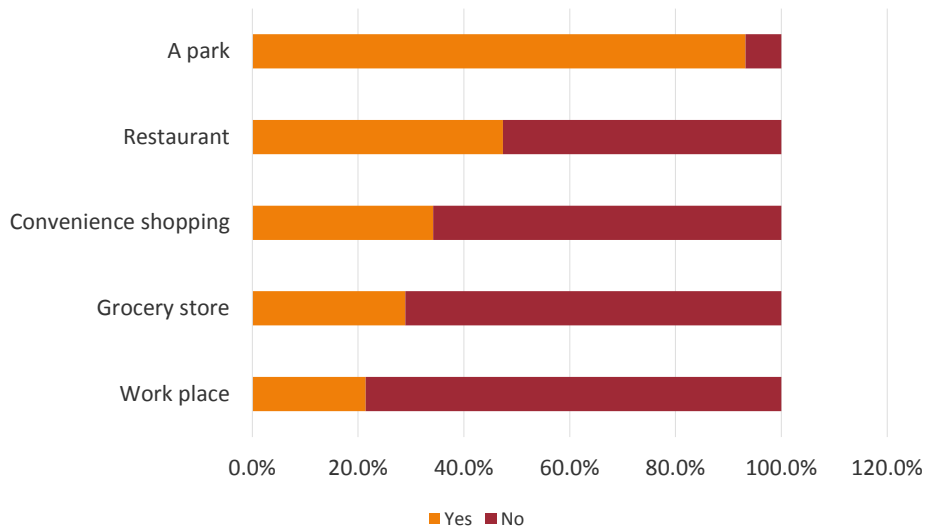
## Q30 HOW LONG DOES IT TAKE YOU TO GET TO WORK? (592)



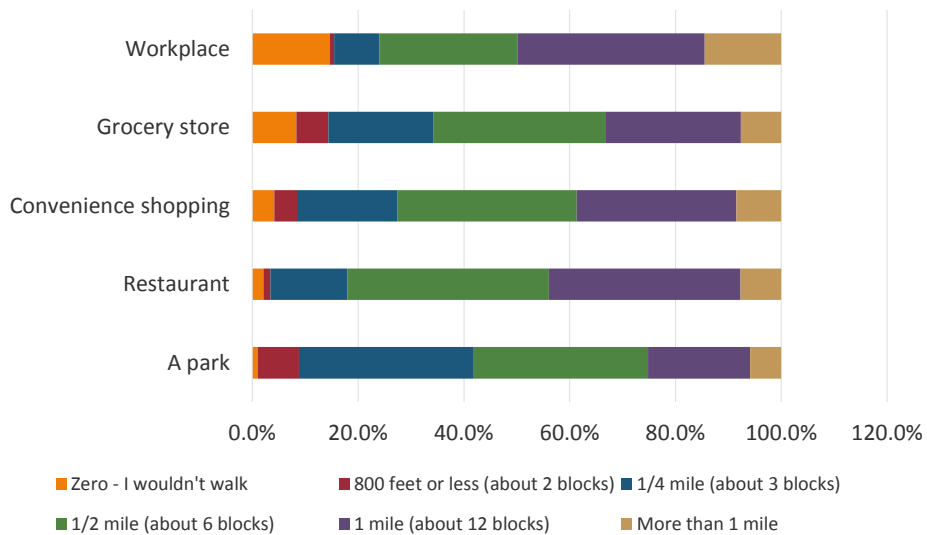
## Q31\* HOW DO YOU TYPICALLY GET TO WORK? (607)



**Q32\* ARE ANY OF THESE WITHIN REASONABLE WALKING DISTANCE OF YOUR HOME? (629)**

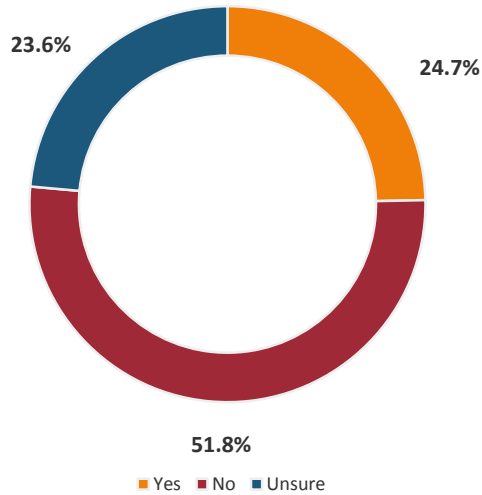


**Q33\* WHAT DO YOU CONSIDER TO BE A REASONABLE WALKING DISTANCE TO THESE LOCATIONS? (620)**

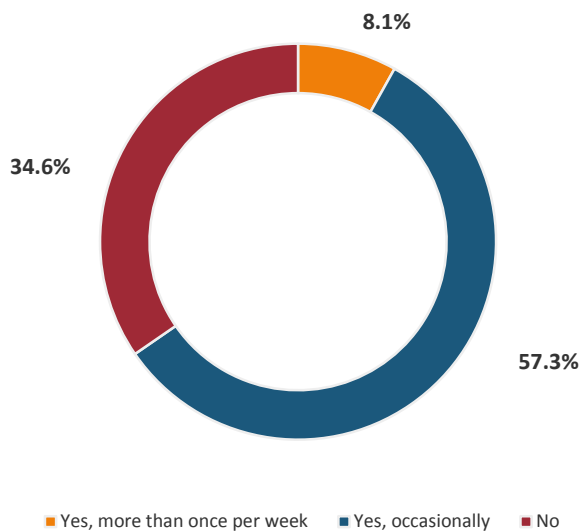


# Transportation

**Q34** IF THERE WERE PUBLIC TRANSPORTATION THAT CONNECTED WAUNAKEE-WESTPORT TO MADISON AND/OR MIDDLETON WITH REASONABLE RIDE TIMES, WOULD YOU USE IT? (628)

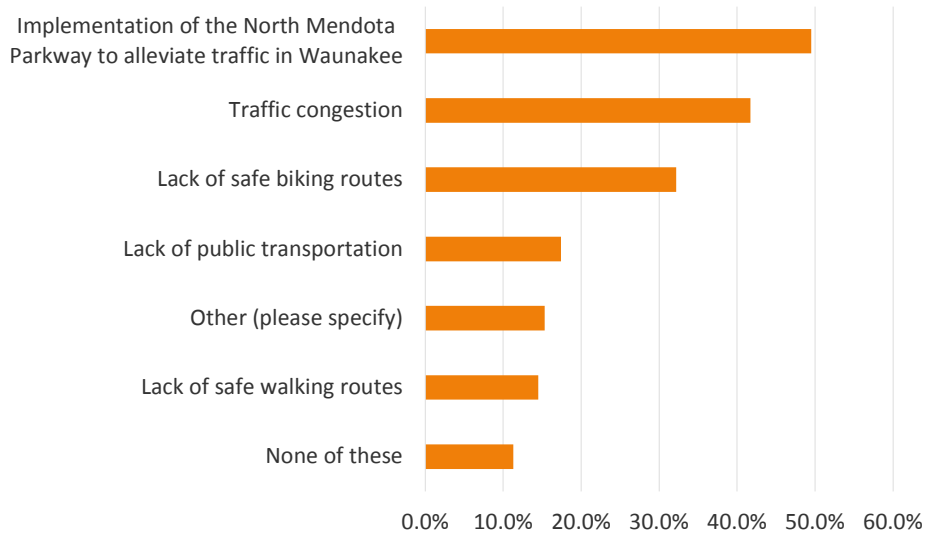


**Q35\*** IF THERE WERE A SEASONAL WATER TAXI SERVICE TO DOWNTOWN MADISON, WOULD YOU USE IT? (618)





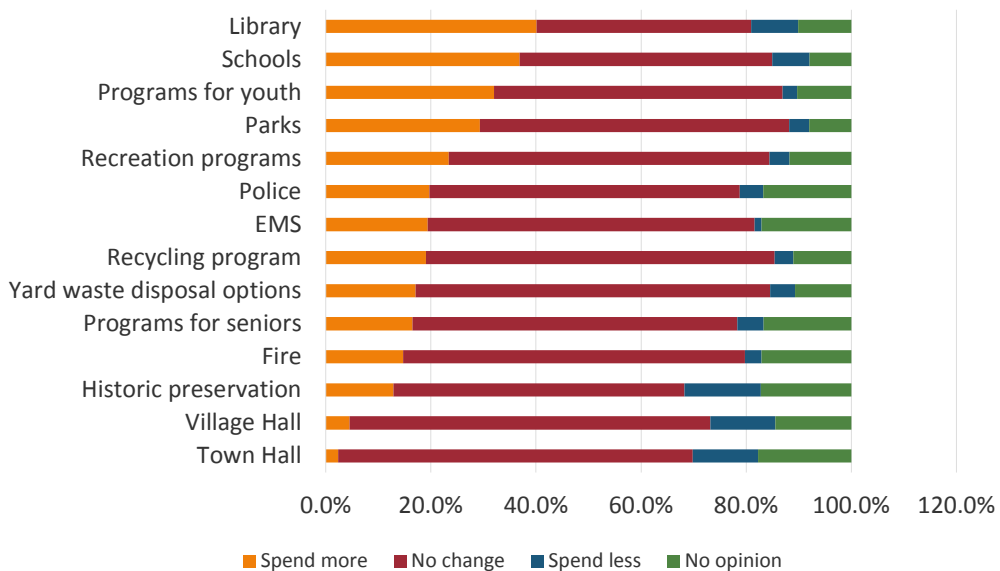
## Q36\* WHAT DO YOU SEE AS WAUNAKEE-WESTPORT'S TWO MOST PRESSING TRANSPORTATION ISSUES? (628)



### Common "Other" Responses

- Too much traffic.
- Connect pedestrian and biking trails.
- Repairs and maintenance of existing roads.

## Q37\* SHOULD OUR COMMUNITY ADJUST OUR INVESTMENT OF TAX DOLLARS IN ANY OF THE FOLLOWING PUBLIC FACILITIES OR SERVICES? (612)



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