

Survey Responses Top 9,000

A First for the Greater Madison Region

Over 9,050 people completed the A Greater Madison Vision regional planning survey during the two-month window ending on November 12. A Greater Madison Vision aimed for 10,000 completed surveys, and was pleased at the response. The volume of surveys was unprecedented in the region.

“To my knowledge, this was the first time that type of survey generated this level of participation in the greater Madison area,” said Larry Palm, Executive Chairperson of the Capital Area Regional Planning Commission.

“We set an audacious goal to challenge the region to make their voice heard on the important issues involved in adding 150,000 more people in the region over the next 25 years,” said Larry. “A diverse range of 9,000 plus voices is a very strong response to that challenge.”

The response was led by the strong outreach efforts of the CARPC staff, who led sessions, presentations and tabling events across the county. Individuals from throughout the region pitched in to promote the survey to their constituents, staffs, neighbors, families and friends. designCraft Advertising, developers of the survey website, coordinated publicity and marketing, with a special emphasis on reaching younger and more diverse audiences, and including residents from areas outside of Madison.

The next step is to analyze survey results. A number of key questions will be explored: What actions did people feel were most important for the region to pursue in preparation for big changes coming our way? Where and how should growth occur? Do priorities vary by demographics and location and, if so, how? Analysis will also include reviewing the more than 2,000 survey comments to discern major themes.

The Greater Madison Vision Steering Committee will use survey results in the first part of next year to prepare a draft vision and plan for how the region grows. They will solicit feedback from communities before approving a vision and plan for the region later in the year. The Capital Area Regional Planning Commission and Steering Committee members will work with communities to integrate and align the regional and local visions and plans.