

# SURVEY RESULTS

*Observations, Analysis, Growth Implications and Key Findings*



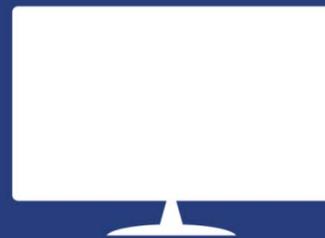
Environmental Changes



Population



Society



Technology

**A Greater Madison Vision**  
*how we grow matters*



September 2019



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## INTRODUCTION

The A Greater Madison Vision (AGMV) survey asked people to review four alternative scenarios for the greater Madison region in 2050, rank regional strategies in order of priority, and select a preferred growth option. It also gave survey takers the option of commenting on their preferences and concerns for the future and asked them to provide demographic and location information about themselves.

More than 9,100 people completed the public survey from September through November, and just over 2,100 people submitted comments. Staff from the Capital Area Regional Planning Commission (CARPC) analyzed survey data. Priority rankings for each of the 16 strategies and number of votes for each growth alternative were tallied. The tallies were broken down by demographic and geographic categories. Demographics and locations of survey takers were compared to those of the general population. Comments were categorized, and each of the categories was tallied and characterized. This report presents key findings and detailed results from that analysis.

## SURVEY PURPOSE

The purpose of the AGMV survey was to gather information on public priorities and preferences to guide the creation of a regional vision and plan. Examining survey results by demographic groups and geographies provides a better understanding of the similarities and differences across the region. This understanding is important to forming a vision and plan that addresses challenges and priorities common across the region, as well as those of particular importance to specific groups. The survey was also intended to inform residents about possible futures and their implications for growth as the region continues to expand. Finally, the survey was intended to promote the Greater Madison Vision planning process with the ultimate goal of informing decisions about regional growth in the greater Madison region.

## SURVEY DESIGN

To help the survey achieve its intended purpose, a public, online format was chosen. CARPC selected designCraft Advertising (dCA) to design the survey's user interface. User-friendliness for a general audience was a top design priority. Designers aimed for a survey that an average person could complete in 10 minutes. Narratives were kept to a minimum, with text targeted to a sixth-grade reading level. The experience was intended to be as intuitive as possible.

The survey website was designed to work well on computers, tablets and phones. International accessibility standards for websites were met. The survey was available in English, Spanish and Hmong. dCA tested the survey design on two focus groups of people selected to represent a cross section of the area population and made modifications based on the results of these tests. The survey design was also shared with AGMV Steering Committee and CARPC Commission members for feedback.

CARPC and the AGMV Executive Committee considered commissioning a companion scientific survey to generate statistically significant results. Ultimately, they opted to go with the public version only based on the understanding that a widely-publicized public survey that generated a large response would provide valuable information about public priorities. The oversight bodies recognized that public surveys draw people who choose to participate, thus yielding a self-selected sample

rather than a randomly selected one. The results are therefore not statistically representative. However, they also understood that it is common for public input processes to rely on people who choose to participate. In addition, they felt that the capacity to break out public survey results by demographics and locations would also provide information on the priorities of different groups. Finally, oversight group members felt that the money required for a scientific survey would be better spent on marketing to increase diverse participation in the public survey.

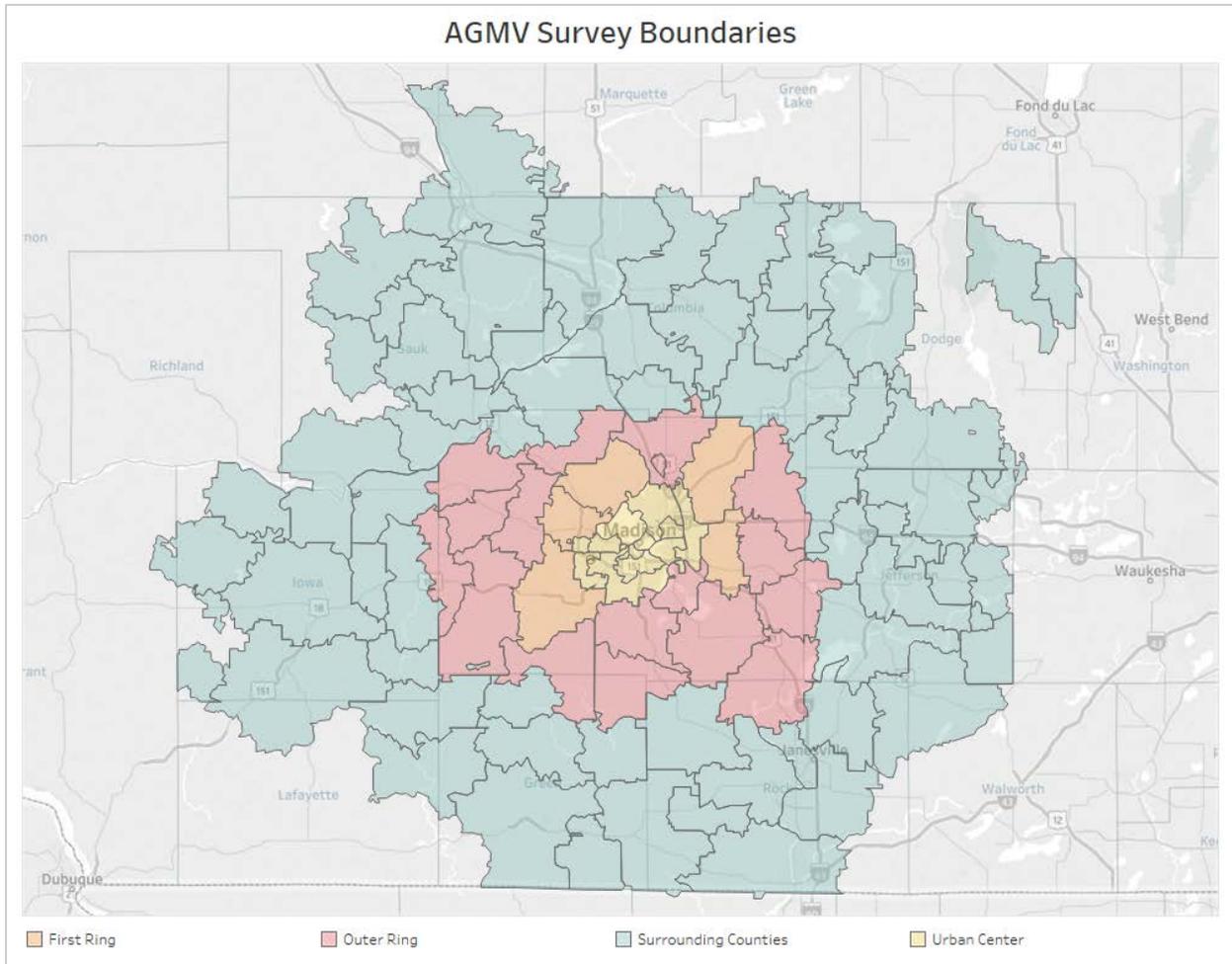
## **SURVEY ANALYSIS METHODOLOGY**

### **Universe of Survey Respondents**

A total of 9,186 surveys were completed after the survey closed on December 1, 2018. Of those, 463 were from ZIP Codes outside of the eight-county greater Madison region. Of the remaining 8,723 surveys from within the region, there were 89 surveys with zero changes made to rank order priorities (randomly generated by the online survey), which were excluded from consideration. Thus, the total number of surveys analyzed for the eight-county region was 8,634.

### **Regional Geography**

The eight-county region was divided into four areas for the purpose of analysis: Madison, Monona and the urban portion of Fitchburg (combined because ZIP Code boundaries combine Monona and Fitchburg with areas of Madison); first ring communities, outer ring communities, and surrounding counties. The seven counties surrounding Dane are Columbia, Sauk, Dodge, Jefferson, Rock, Green, and Iowa.



*Zip Code areas established for AGMV survey results analysis.*

### Strategy Rankings: Quartile Analysis

Participants were asked to rank 16 total strategies in order of decreasing priority (1 being the highest priority, 16 being the lowest priority). These strategy priorities were analyzed by dividing each strategy's priority rankings into quartiles. Rankings of 1-4 are considered top quartile rankings (Quartile 1), 5-8 are second quartile (Quartile 2), 9-12 are third quartile (Quartile 3), and 13-16 are bottom quartile (Quartile 4). Top quartile responses were considered high priority strategies, while bottom quartile responses were considered low priority strategies.

This report discusses the ranking of strategies based on the number of times a strategy falls within the first quartile priority level. In the following diagram, for example, *More Renewable Energy* is considered to be ranked number one overall. An in-depth analysis of survey results confirmed that first quartile ranking was consistent with overall prioritization among all quartiles.

### Future Growth Scenario Ranking

For future growth scenario ranking, respondents were asked to choose just one scenario as their top choice for the region. Therefore, these responses were not divided into quartiles. Each scenario was ranked simply by the number of selections it received.

1

DRAG AND DROP IN YOUR PREFERRED ORDER, OR USE ARROW BUTTONS

- Better connect education and work  
more
- More renewable energy  
more
- More community-based resources  
more
- More locally grown food  
more

2

Strategy	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th
More Renewable Energy	1,358	826	653	600	788	579	562	401	538	456	384	303	382	340	262	202
Green Infrastructure	1,001	798	745	705	978	782	631	447	591	437	357	287	317	233	169	156
More Community-Based Resources	817	772	754	679	643	651	608	488	436	565	533	467	377	349	289	206
Better Connect Education and Work	559	570	705	930	539	495	563	804	421	370	458	774	399	364	331	353
Expand Transit	533	684	766	756	459	445	464	660	408	382	470	660	394	383	519	650
Expanded Housing Options	899	667	537	499	595	555	535	417	342	421	449	382	436	613	690	597
More Local Energy Production	296	721	797	704	653	755	702	684	611	599	608	451	333	271	267	182
More Locally Grown Food	277	572	658	607	708	871	894	697	634	586	553	439	328	292	296	222
Walkable Communities	486	568	521	509	541	667	638	605	740	805	651	522	424	391	349	217
More Close-Knit Communities	493	543	500	424	407	474	547	447	506	687	814	663	471	527	600	531
Preserve More Farming Areas	507	376	316	370	451	400	386	375	694	626	556	436	1,040	906	681	514
Promote Tech Job Growth	435	381	381	346	357	351	440	579	379	394	570	806	436	499	843	1,437
More Vibrant Centers	210	276	387	558	434	435	538	818	521	505	564	854	538	563	624	809
Bigger and More Connected Natural Areas	423	305	322	351	489	448	397	471	911	738	611	538	975	805	553	297
More Access to Outdoors	207	382	386	381	358	448	463	457	573	676	639	587	1,014	958	685	420
More Online Communication and Remote Living	133	193	206	215	234	278	266	284	329	387	417	465	770	1,140	1,476	1,841

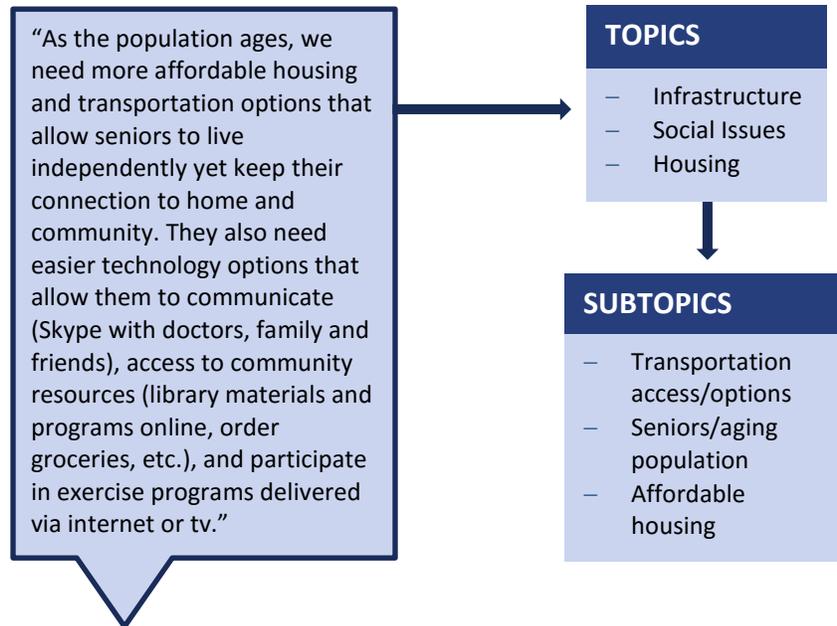
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Strategy	Quartile 1	Quartile 2	Quartile 3	Quartile 4
01 More Renewable Energy	3,437	2,330	1,681	1,186
02 Green Infrastructure	3,249	2,838	1,672	875
03 More Community-Based Resources	3,022	2,390	2,001	1,221
04 Better Connect Education and Work	2,764	2,401	2,023	1,447
05 Expand Transit	2,739	2,028	1,920	1,946
06 Expanded Housing Options	2,602	2,102	1,594	2,336
07 More Local Energy Production	2,518	2,794	2,269	1,053
08 More Locally Grown Food	2,114	3,170	2,212	1,138
09 Walkable Communities	2,084	2,451	2,718	1,381
10 More Close-Knit Communities	1,960	1,875	2,670	2,129
11 Preserve More Farming Areas	1,569	1,612	2,312	3,141
12 Promote Tech Job Growth	1,543	1,727	2,149	3,215
13 More Vibrant Centers	1,431	2,225	2,444	2,534
14 Bigger and More Connected Natural Areas	1,401	1,805	2,798	2,630
15 More Access to Outdoors	1,356	1,726	2,475	3,077
16 More Online Communication and Remote Living	747	1,062	1,598	5,227

Strategy ranking analysis procedure.

## Comments Analysis

The 2,109 survey comments were reviewed and grouped into topics and subtopics based on their content. Comments that referred to a variety of issues were included multiple topics and subtopics.



*Survey comment analysis procedure.*

## SURVEY LIMITATIONS

The Greater Madison Vision survey was intended to solicit feedback on potential growth options and strategies for the Greater Madison Region for the next 20 years. The survey, however, was not intended to be a scientific survey and therefore has the following limitations:

- Survey respondents were self-selected, not randomly selected, and thus not a statistically representative sample of the population.
- Weighted survey results, presented in Appendix B, give an idea of what priorities and preferences might be if the demographic breakdown of the self-selected survey population matched that of the actual Dane County population. Weighting, however, does not make the survey results a statistically representative sample of the population.

# FINDINGS

## SUMMARY OF KEY FINDINGS

Survey respondents from all groups in the eight-county region (Dane and surrounding counties) ranked strategies to reduce and adapt to climate change and increase access to resources and good jobs as top priorities. Strategies that were ranked high by some but not all groups included expansion of transit, greater housing options, and preservation of farmland.

Survey respondents' future scenario preferences reflected their preferences for regional growth and their prioritization of regional strategies. They expressed strong preferences for growth alternatives that focus more growth in already-developed areas, which generate greater economic, resource and environmental benefits, and for growth options that address environmental challenges.

Commenters emphasized the importance of taking an integrated approach to addressing interconnected challenges. They wanted to see a robust and accessible transportation system, environmental preservation and resource protection, and diverse, affordable housing options. They also favored expanded and improved walking and bicycling facilities, local and renewable energy, and stronger social connections.

Eight key findings ultimately emerged from the survey results:

1. **People in greater Madison see environmental challenges, including climate change and increased risk of flooding, as a top or near top priority for the region.**
2. **Issues of access to opportunity continue to be a high priority for most people and groups across the region.**
3. **People ranked expanding transit and housing options as high priorities overall, but rankings varied considerably by location and across demographic groups.**
4. **Farmland preservation is a high priority for people in rural communities and outside of Dane County.**
5. **The high number of votes for the Conservation, Community and Innovation growth alternatives indicates that people want to see actions to protect the environment, reduce and adapt to the effects of climate change, and encourage compact and community-oriented development that saves money and resources.**
6. **People feel that integrated approaches to interconnected challenges are needed.**
7. **People ranked *More Local Energy Production* and *More Locally Grown Food* higher than more than half of strategies; support for these strategies is particularly strong among youth.**
8. **People of all demographics and locations expressed the desire for a greater degree of social connection.**

## RECOMMENDATIONS FOR GROWTH AND DEVELOPMENT

The data gathered from strategy rankings, growth alternative votes and survey comments point to regional development policies and practices that:

- Support increased production of and use of renewable energy in vehicles (such as electric charging stations) and buildings
- Reduce vehicle miles traveled per household through land uses that reduce travel distances between destinations and increase the use of transit, ride-sharing, walking, bicycling and other alternatives to single-occupancy vehicle travel
- Increase infiltration and capture of rainfall and snowmelt to reduce and contain stormwater run-off and decrease the flooding impact of extreme precipitation events
- Encourage greater dispersion of and community access to health, education, job training and other resources
- Increase access to good jobs and careers for under-served groups through education, training and employer-trainer partnerships
- Increase housing options affordable to those at or below median income, including “workforce” and “affordable” housing
- Preserve areas best suited for long-term agricultural production
- Continue and accelerate development in already built-up areas, along major transportation corridors, served by transit, with a mix of housing, employment, commercial and civic spaces
- Take integrated approaches to development that seek to jointly address environmental, economic, equity and social objectives
- Encourage land use policies that increase access to small-scale food production

## FINDINGS: KEY OBSERVATIONS, ANALYSES AND OPTIONS FOR REGIONAL GROWTH

This section presents the observations, analyses and options for regional growth that support key survey findings.

### FINDING 1: ENVIRONMENTAL CHALLENGES

*Overall, people in greater Madison see environmental challenges, including climate change and the increased risks of flooding, as a top or near top priority for the region.*

#### A. Observations

##### Priority Ranking of Strategies

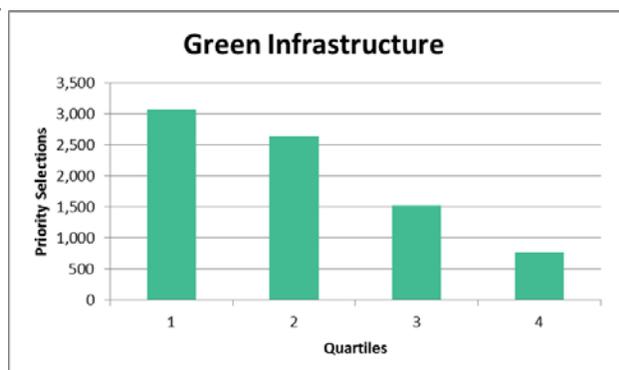
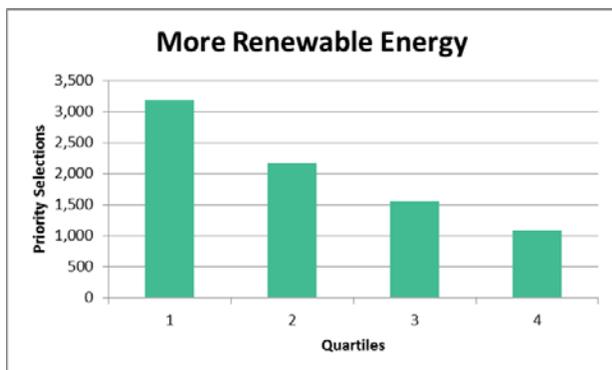
Based on total survey responses, people prioritized **More Renewable Energy** and **Green Infrastructure** higher than all other strategies.

##### **More renewable energy**

Transportation produces much of the pollution that drives climate change. Communities reduce such pollution by using more electric cars that are powered by renewable energy.

##### **Green infrastructure**

Communities design streets, parking lots, yards and terraces to soak up water from rain and snow, instead of allowing the polluted water to run off into lakes and rivers. By soaking up more water into the land, communities reduce the risk of flooding, and make healthier rivers and lakes.



Charts show the number of times each strategy was ranked in a given quartile (for example, first quartile = ranked as priorities 1-4).

Both of these strategies were part of the Conservation scenario, which read:

In the Conservation Future, communities focus on environmental challenges. Water pollution continues to challenge the region. Climate change generates more frequent and intensive severe weather events, including floods. Communities respond by expanding important natural areas, protecting farms, reducing water pollution, and increasing renewable energy.

Top priority ranking for the renewable energy and green infrastructure strategies contrasted with low priority ranking for other environmental strategies. With few exceptions (high school students),

survey takers ranked *Bigger and More Connected Natural Areas* and *More Access to Outdoors* near the bottom of the priority ranking.

Comments

Environmental issues were the subject of the second largest number of total comments, 548, or 26%. The majority of environmentally-focused comments expressed general interest in environmental stewardship, resource protection, and minimizing environmental impacts. Prioritizing, expanding or improving conservation, environmental preservation, and/or resource protection was the second most discussed subtopic overall.

**Summary of Related Comments**

Comments Subtopic	Sentiment Breakdown	Subtopic Rank
Conservation/environmental preservation/resource protection	198 increase/ prioritize 1 reduce	2
Local/renewable energy	117 increase or prioritize	6
Environmental focus	89 increase or prioritize 1 reduce	9
Parks/trails/corridors	80 expand/improve or prioritize 1 reduce	10
Climate change	77 reduce or prioritize	12
Water quality	75 increase or prioritize	14
Green infrastructure	46 expand/improve	29
Outdoor recreation/outdoor access	39 increase/prioritize	33
Pollution	31 reduce 8 prioritize	34
Energy efficiency	25 increase/prioritize	48
Air quality	10 increase/prioritize	71
Recycling	6 increase/prioritize	80
Environmental regulations	1 increase	100

*“I feel that we are allowing too many developments on lands that should be into some sort of conservation. For example, we build houses too close to marshlands, on too steep of slopes, too close to unique geological points, etc. In 100 years when Dane county is much more populated, these features will be so much more important of a legacy than the 1000s of new cookie cutter homes that are being constructed now.”*

Most commenters who mentioned climate change consider it to be one of the top challenges facing our region and voiced their support for a strong local response. Climate change ranked 12<sup>th</sup> among all subtopics. More renewable/local energy, discussed in Key Finding 7 below, ranked sixth overall.

*“Climate change is the biggest challenge humanity is going to face over the coming decades, and we need to be doing everything we can to pursue greener energy alternatives, as well as building the infrastructure we need to cope with the realities of a hotter planet. In addition, we ought to work on conserving and protecting our environment, both the land and the creatures inhabiting it.”*

Water quality also received frequent mentions within the Environmental category; this subtopic was ranked 14<sup>th</sup> overall. The quality of the region’s lakes and their ability to support recreational activities such as fishing and swimming was of particular interest, with some comments focused on groundwater or drinking water as well.

## **B. Analysis**

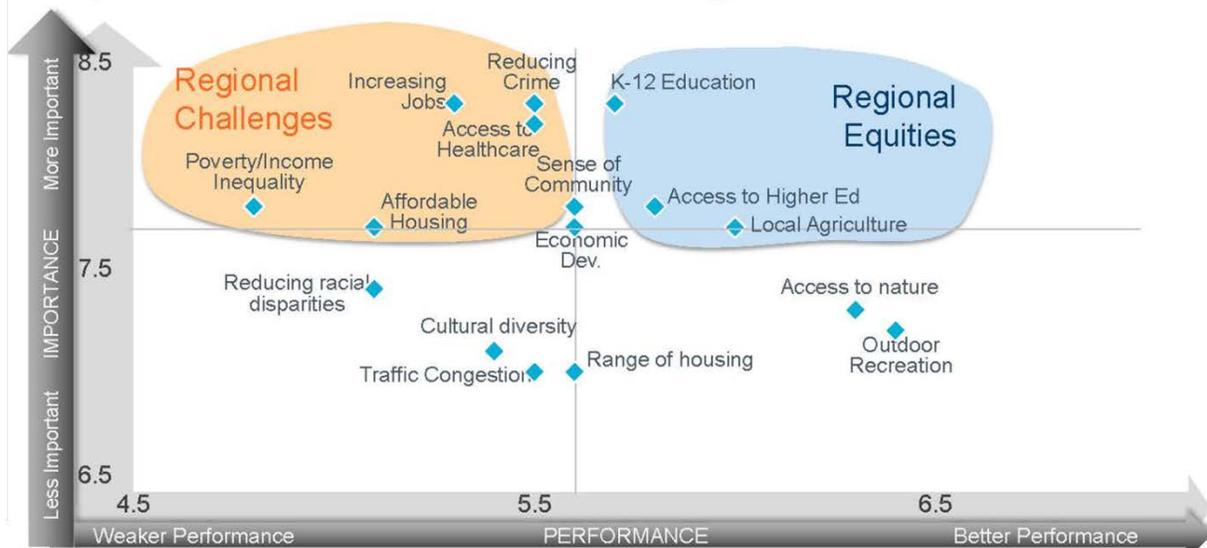
The region experienced a significant flooding event just prior to, and continuing beyond, the start of the survey. This experience likely caused increased concern for the risk of flooding and for climate change as a contributor to such severe weather events.

The high prioritization of environment and climate change observed in these results marks a shift from the results of the Madison Region Values Study conducted in 2016. The Study, conducted by Heart & Mind Strategies for the launch of A Greater Madison Vision, included two focus groups and a scientific survey to identify priorities and values of the Madison region. In that survey process, people rated some environmental issues, such as access to nature and outdoors, as fairly important, but also felt the region was doing a relatively good job addressing them.

Lower ranking for similar issues in the 2018 AGMV survey are generally consistent with the earlier values survey: people may have felt that environmental issues such as access to outdoors were generally important, but that the region does a good job addressing them, thus making them a lower priority. In contrast, the more immediate experience with flooding, as well as overall increased awareness of growing impacts from climate change, appears to have increased the priority of these environmental challenges for most people.

As shown in the image below, 2016 Values Study respondents ranked issues by importance (vertical axis) and regional performance (horizontal axis). The main issues ranked as both important and in need of addressing focused more on income, health care, personal safety, and inequality/racial gaps. Since the Values Study was conducted, economic conditions have improved, which may have shifted some people’s concerns to the broader issue of climate change.

## Importance and Performance of Region Priorities



Regional challenges and priorities identified in the 2016 Values Study

### C. Options for regional growth and development

1. **More Renewable Energy** – This strategy, as written in the survey, is primarily one to reduce greenhouse gas (GHG) emissions from the transportation sector through vehicles powered by electricity from renewable sources. While it focuses on shifting to clean energy in vehicles, reducing transportation GHG emissions to desired targets (such as net zero established by Dane County) will require both clean fuels and reductions in vehicle miles traveled (VMT). To accomplish these objectives, growth and development will need to:
  - Provide regional charging infrastructure for electric vehicles
  - Increase the viability of alternatives to single-occupancy vehicle travel: ride share and shared vehicles, transit, walking, biking and other modes such as scooters. This will require land use patterns and urban designs, as well as policies (parking, pricing), that encourage use of such alternatives.
  - Examine land regulations including zoning and building codes to identify, and remove where appropriate, barriers to siting of solar, wind and other renewable energy production; and to increase conservation.

The above actions focus on the connection between the physical development of the region and GHG emissions. However, meeting overall GHG emission targets will also require significant GHG reductions from buildings, industry and agriculture.

2. **Green Infrastructure** – This is a strategy to adapt to rising flooding risks by increasing infiltration of rainfall (and snow and ice melt), and thereby reducing stormwater runoff into lakes and rivers. It will require a regional approach to capturing precipitation in basins, protecting and enhancing wetlands, increasing infiltration in already developed areas built before stormwater standards were adopted, and application of standards to new development that are appropriate to levels of flood risk.

## FINDING 2: ACCESS TO OPPORTUNITY

*Issues of access to opportunity continue to be a high priority for most people and groups across the region.*

Groups more likely to experience greater economic hardships –e.g. persons of color, those with lower incomes, and those in outer Dane County and beyond – generally rank these issues as the highest priority. These groups do not think that the strategy of Promoting More Technology Job Growth should be the priority; rather, they seek more access to the opportunities and benefits of our strong tech-focused and diversified economy.

### A. Observations

#### Priority Rankings

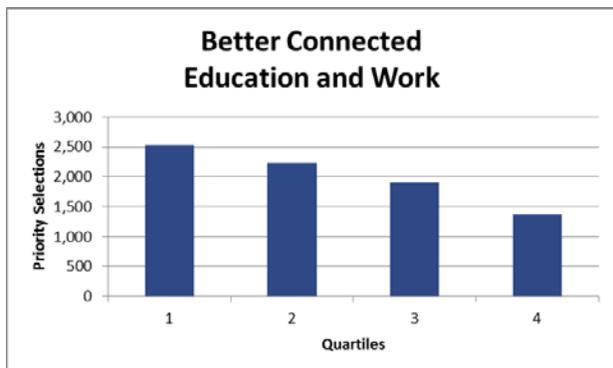
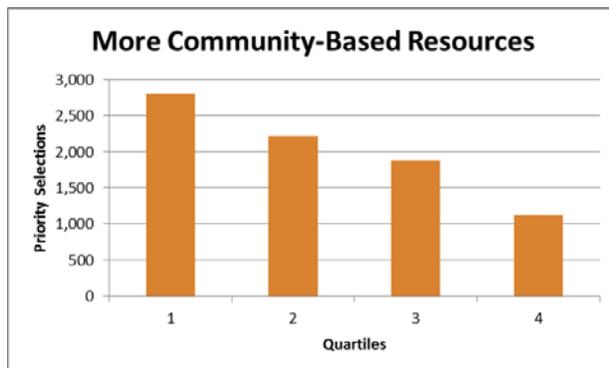
Based on total survey responses, people selected **More Community-Based Resources** and **Better Connected Education and Work** as top four priorities (first quartile) more frequently than all strategies except the climate related ones discussed above.

#### More community-based resources

More education, job training and health services are available locally. Schools, health providers, and non-profit groups bring resources to community centers, libraries, senior centers, or schools.

#### Better connect education and work

Schools work more closely with technology companies to meet their job needs and foster a vibrant culture of tech entrepreneurs. K-12 education prepares the highly diverse student body to succeed in a technological society.



*Charts show the number of times each strategy was ranked in a given quartile.*

**More Community-Based Resources** was ranked third most important out of 16 strategies by people 65 years or older, people age 35-64, African American and Asian people, people with some college or an associate's degree, people with incomes between \$25,000 and \$50,000, people in the outer ring of Dane County and surrounding counties, and people in rural areas.

**Better Connected Education and Work** was ranked number three by youth age 19 and younger (mostly high school students), persons of color, those with an associate's degree or less (especially those with high school degrees), those with incomes \$25,000 or less, those living in the outer ring of Dane County and in counties outside Dane, and people living in rural areas.

Comments

**Summary of Related Comments**

Comments Subtopic	Sentiment Breakdown	Subtopic Rank
Support for low-income residents / marginalized groups	70 increase, address, or prioritize 1 reduce	15
Education access/opportunity	59 increase/prioritize	20
Equal access to services/opportunities	56 increase/prioritize	21
Educational quality/curriculum	52 increase/prioritize	24
Technology/research sector	46 expand, prioritize, or retain 1 reduce	28
Equity	45 increase/prioritize	30
Employer/job training programs	36 increase/prioritize 1 decrease	36
Discrimination/disparities	34 reduce/prioritize	37
Job access	34 expand, prioritize, or retain	39
Youth/family resources	30 increase/address/prioritize 1 reduce	43
Job creation	29 expand/prioritize	45
Community assistance/services/programs	22 increase or prioritize 5 reduce	47
Local economy/local industry	24 expand/prioritize	50
Healthcare	23 increase/address/prioritize	52

A large segment of comments in the Social Issues category focused on increasing support for low-income residents and marginalized communities, including people experiencing mental health issues, physical disabilities, or drug and alcohol addiction. This subtopic ranked 15<sup>th</sup> overall.

*“We need to make sure that our most marginalized citizens are cared for. How are we providing mental health resources, support for low-income families, and other resources to help people on the margins participate and thrive in Madison?”*

Improving education access and opportunities ranked 20<sup>th</sup> among all subtopics. Supporters often connected education improvements to benefits for the whole community, such as an expanded workforce/economy, reduced crime, and increased community engagement.

*“Future growth in Wisconsin I believe is tied directly with local education and opportunities, simply put we won't move forward very far without a hard look at educational practices and funding (both amounts and methods used).”*

Increasing educational quality was another hot topic, though there was wide variation in ideas of what an ideal curriculum should include (e.g. liberal arts, technology, vocational training, independent thinking, creativity, emotional intelligence, communication, etc.). Ensuring equal access to services and opportunities ranked 21<sup>st</sup> overall.

Economy-focused comments discussing the technology/research sector were generally supportive of investment in or expansion of the research and technology industry, balanced with growth in other industries, maintenance of local values and character, and overall economic diversity. Many commenters hope that communities will be able to harness the products of tech culture to improve daily life. Other comments advocated for increased job access, job creation, and wages, as well as reducing the cost of living, and investing in local industries.

## B. Analysis

These strategies are primarily about access to opportunities such as important resources and services and good paying jobs. While strategies regarding better access to opportunities were not the top priority for most survey takers, they still ranked high overall and were a top priority for a number of subgroups.

The high priority given to issues of opportunity access is consistent with the Values Study results. That study identified poverty and income inequality, affordable housing, increasing jobs, access to health care, and reducing crime as regional priorities (both high importance and low regional performance in addressing).

High priority ranking for access to opportunities did not carry over to the *Promote Tech Job Growth* strategy, which people across groups ranked low (see below). One interpretation of this seeming discrepancy is that people generally felt that greater Madison's economy was already strong and thus efforts to further strengthen it were a lower priority for regional resources. High ranking for *Better Connected Education and Work*, in this context, implies that people desire better pipelines to the region's tech jobs and economy.

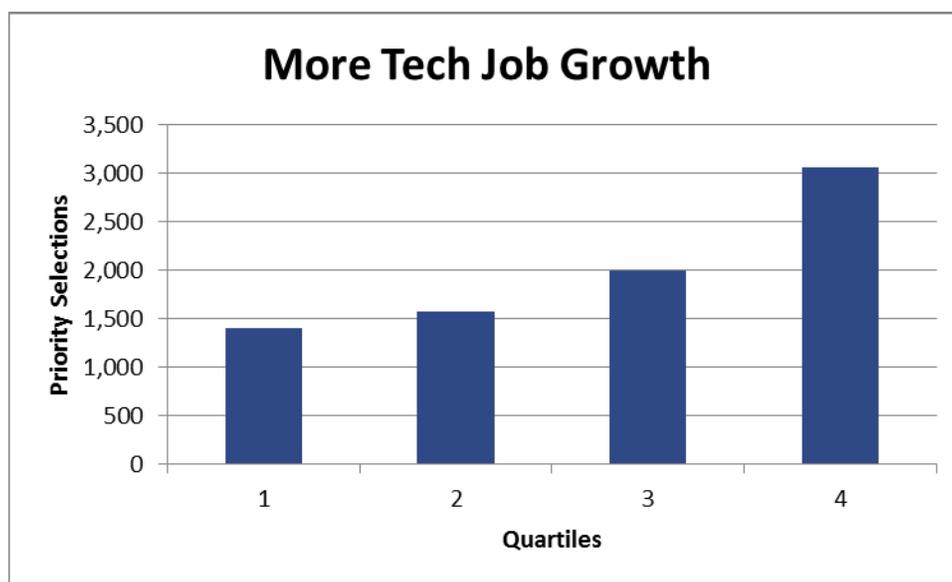


Chart shows the number of times strategy was ranked in a given quartile.

### C. Options for regional growth and development

1. *More Community-Based Resources* – this strategy implies that communities should be designed to accommodate a greater number of resources and services, versus centralizing these resources in regional or sub-regional facilities that serve multiple communities.
2. *Better Connected Education and Work* – this strategy is primarily about educational and job training programming, and less about regional growth and development.

### FINDING 3: TRANSIT AND HOUSING

People ranked expanding transit and housing options as high priorities overall, but rankings varied considerably by location and across demographic groups.

While expanding transit and housing options ranked fifth and sixth overall, priority rankings varied considerably by location and across demographic groups. *Expand Transit* ranked higher among urban groups more likely to benefit from better and expanded service. A significant number of commenters voiced support for increased and expanded transit and better transportation access to destinations.

*Expanded Housing Options* ranked higher among groups and in areas where people are more likely to experience housing problems. Many comments supported increasing the supply of affordable housing, and expanding the range of and access to a wider range of housing options.

#### A. Observations

##### Priority Rankings

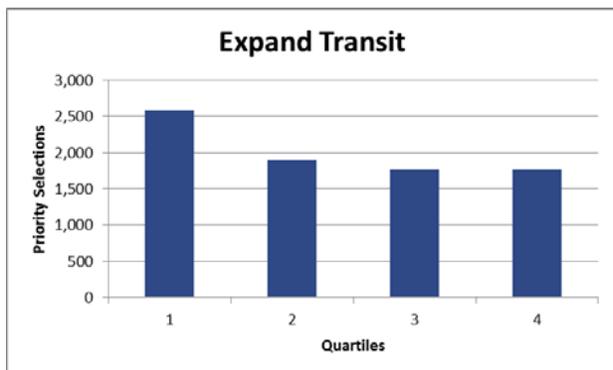
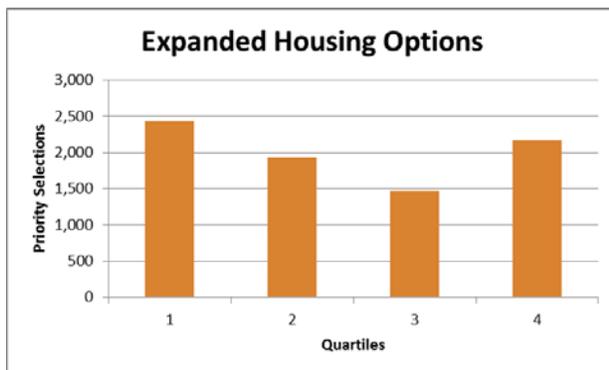
Overall, survey takers in the region ranked *Expand Transit* and *Expanding Housing Options* as the fifth and sixth most important strategies respectively, although prioritization varied considerably across groups and areas.

##### **Expand transit**

Expand transit to connect Madison with surrounding communities. Adopt rules for driverless cars that reduce congestion and improve transit.

##### **Expanded housing options**

More housing choices allow a broader range of families to live in a community. Seniors live with and among children and grandchildren.



Charts show the number of times each strategy was ranked in a given quartile.

Unsurprisingly, prioritization for *Expand Transit* was higher among people in the central urban area. People in the combined area of Madison, Fitchburg and Monona (combined due to ZIP Code boundaries) ranked this strategy fourth, while those in the first ring communities (ZIP Codes surrounding Madison, Monona and McFarland), outer Dane County, and other counties ranked it number six, seven, and ten respectively.

Other groups that ranked *Expand Transit* higher than overall combined rankings were people with higher incomes and more years of formal education, and those in the young and mid-adult age groups of 20-34 and 35-49 (who ranked it third and fourth). Youth age 19 and below ranked this strategy last.

One possible explanation for the prioritization differences across groups is that those most likely to use transit rank it higher compared to those who are least likely. The profile of transit users is a fairly good fit for those who ranked this strategy higher: central urban residents of working age who commute to jobs downtown or elsewhere.

Survey respondents were also divided about their prioritization of *Expanded Housing Options*. People of color, people with lower incomes, people with fewer years of formal education, people age 50-64, and urban residents ranked this strategy higher than all respondents combined.

Youth age 19 and below, people with higher incomes, and people in first ring communities and rural areas were less likely to rank this strategy in the top quartile. Low prioritization among residents of first ring communities could be related to significant increases of apartments in these communities in recent years, as indicated by local survey findings.<sup>1</sup> The groups ranking this strategy higher are generally those more likely to experience greater housing cost burdens due to location and income. People age 50-64 may be transitioning to “empty nests” and retirement and not finding adequate housing options to meet their new needs (downsizing, accommodating multiple generations, etc.) in their price range.

### Comments

Comments in the Infrastructure category were overwhelmingly focused on expanding, improving, or prioritizing local and regional transit, transportation access, and commuter rail/light rail. Common underlying reasons provided for these preferences were reducing traffic, improving access to/connections between different parts of the region, and making it easier for people to commute to work. Current transit users indicated that existing bus service can be extremely time consuming and is not always offered at desired times. Workers who commute between downtown Madison and outlying communities voiced interest in having alternatives to driving. Some residents of outlying communities expressed concern that bringing public transit to their areas may result in increased crime.

*“I am deeply concerned with limited traffic expansion options in the area, especially through the downtown and university...The bus system serves my near east area well, but I note that most far east and far west areas have only rush-hour bus loops and little else during the day. Few next-door communities have public transit options.”*

*“Additional transit options for those of us on the edges of Dane Co. As the isthmus continues to clog with more cars-most with one person inside, it makes it less desirable to work in Madison metro as commuting time increases significantly. Commuter rail would be fantastic.”*

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<sup>1</sup> A fall 2018 survey for the Village of Cottage Grove’s comprehensive plan update found that 67% of respondents believed the current mix of housing types and values should be continued; and 41% felt that multi-family development was growing too fast.

### Summary of Related Comments

Comments Subtopic	Sentiment Breakdown	Subtopic Rank
Local/regional transit	214 expand/improve or prioritize 5 reduce	1
Transportation access/options	183 expand/improve or prioritize	3
Affordable housing	133 expand/improve or address 5 reduce	4
Walk/bike infrastructure	120 expand/improve or prioritize 3 reduce	5
Housing options/access	106 expand/improve or address	7
Walkable communities	73 increase/prioritize 3 reduce	13
Commuter rail/light rail	46 expand/improve 13 prioritize 1 reduce	18
Road network	39 expand/improve/prioritize 9 reduce	26
Cars	3 expand/improve 38 reduce	31
Driverless cars	14 expand/improve/prioritize 20 reduce	38
Extra-regional transit	31 expand/improve/prioritize	41
Homelessness	22 address/prioritize/reduce	54
Bus rapid transit (BRT)	14 expand/improve	61
Housing disparities/discrimination	8 reduce/address	75
Multifamily housing	2 expand/improve 4 reduce 1 address	77
Homeowner support	5 expand/improve	85
Renter support	4 expand/improve/address	86
Tiny houses	3 expand/improve	90

Comments in the Housing category most frequently discussed expanding housing types, increasing affordability, and improving access. Affordable housing was ranked fifth among all subtopics, with housing options and access ranked eighth.

Affordable housing for seniors and middle class residents appears to be particularly important, as commenters indicate that there are limited options for those with fixed or mid-level incomes. Commenters also expressed a desire to see a greater variety of housing and neighborhood types in the region. Alternative housing options mentioned include multi-generational housing, tiny homes, and cooperative living options, as well as row houses, condos, and smaller single-family homes.

*“Addressing housing costs is essential. Create more housing that is affordable to single people and those who are neither rich nor poor. Allowing people to work and live in the city fosters community engagement and involvement.”*

*“I work at American Family headquarters and commute over 1 hour from Hartford, WI. My husband and I would like to move closer to Madison but houses are too expensive, even in the suburbs. I would like to see more affordable housing options...houses, not apartments.”*

## **B. Analysis**

The strategies of *Expand Transit* and *Expanded Housing Options* are high priorities for some areas and groups, and not others. Unlike the strategies discussed above, they have less potential to serve as unifying strategies across the region. In the case of transit, it makes sense that the strategy of expanding it will be focused in the part of the region where the development pattern makes it feasible. At the same time, comments reflected some desire for better transit options available to people outside the central urban area.

When it comes to housing, the strategy of expanding options resonated more with those experiencing housing problems, who tend to be more concentrated in some areas of the region with higher concentrations of poverty. Different priority rankings for more housing options across areas may also be related to concerns about diversifying communities, and the perceptions that may accompany those concerns. Many commenters also expressed the importance of more affordable housing and housing options for working class and middle-income people. Comments reinforced the high priority ranking among seniors of more housing options.

## **C. Options for regional growth and development**

### **1. *Expanding Transit***

- Implement bus rapid transit
- Promote development and redevelopment along existing and planned transit corridors
- Increase express service from nearby communities to downtown Madison and major employment centers
- Develop policies regarding connected autonomous vehicles that encourage shared rides and complement the public transit system

### **2. *Expanded Housing Choices***

- Conduct regional housing assessment and prepare regional housing plan to identify gaps in supply of housing types by area
- Encourage comprehensive planning and land use ordinances to allow and encourage housing types to fill those gaps
- Coordinate regionally to increase supply of workforce and affordable housing in the region

## FINDING 4: FARMLAND PRESERVATION

*Preserve More Farming Areas is a high priority for people in rural communities and outside of Dane County.*

### A. Observations

#### Priority Rankings

While all survey respondents ranked **Preserve More Farming Areas** ninth, people in rural areas ranked it third, and people in counties other than Dane ranked it fifth.

#### Preserve more farming areas

To keep a healthy farm economy, communities work together to protect large areas of farmland.

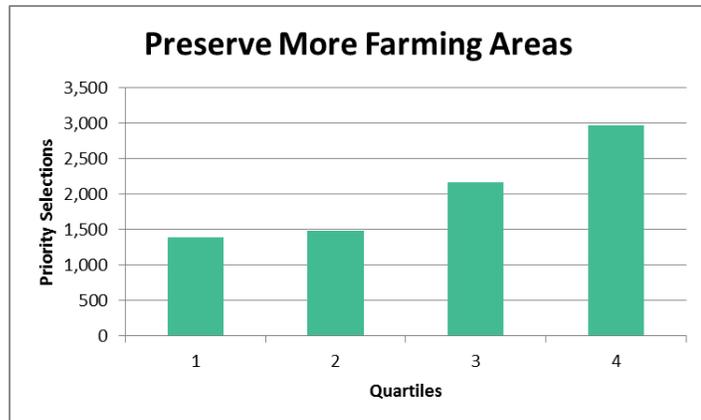


Chart shows number of times each strategy was ranked in a given quartile.

Like the *Expand Transit* strategy, prioritization of this strategy is directly related to a respondent's community type and location within the region. Prioritization of farmland preservation is highly correlated with rural areas and greater distance from central urban areas.

#### Comments

A popular agriculture topic was ag preservation and development of farmland. The majority of commenters in this subtopic were in favor of preserving farmland. Many respondents in this camp clarified their wish to preserve space for smaller farms with diverse products, as opposed to encouraging expansion of larger factory farms/CAFOs. Reasons provided for prioritizing ag preservation included food production, flood control, aesthetics, and regional character. Comments in support of developing farmlands suggested using agricultural lands to increase the region's housing supply or expand conservation areas.

### Summary of Related Comments

Comments Subtopic	Sentiment Breakdown	Subtopic Rank
Local food	62 increase or prioritize 1 decrease	18
Ag preservation	51 increase/prioritize 2 decrease	23
Development of farmland	23 decrease 6 increase/prioritize	29

Comments Subtopic	Sentiment Breakdown	Subtopic Rank
Agricultural sustainability/efficiency	15 increase/prioritize	60
Agricultural runoff/pollution	7 decrease/prioritize	79
Concentrated Animal Feeding Operations (CAFOs)	3 decrease	92
Support for farmers	3 increase/prioritize	93

*“Protect farmland to control sprawl, recharge groundwater and improve local food opportunities”*

*“I see Madison expanding outward and A1 farmland being developed into housing. All of this creates more roads, more congestion, more hardscapes leading to flooding, and loss of local community, less land for local food growth, and less habitat for wildlife. All of this leads to a lower quality of life for everyone.”*

Other comments in the Agriculture category indicated a desire to promote sustainable farming practices and lessen environmental impacts to the rest of the county, particularly water quality.

## **B. Analysis**

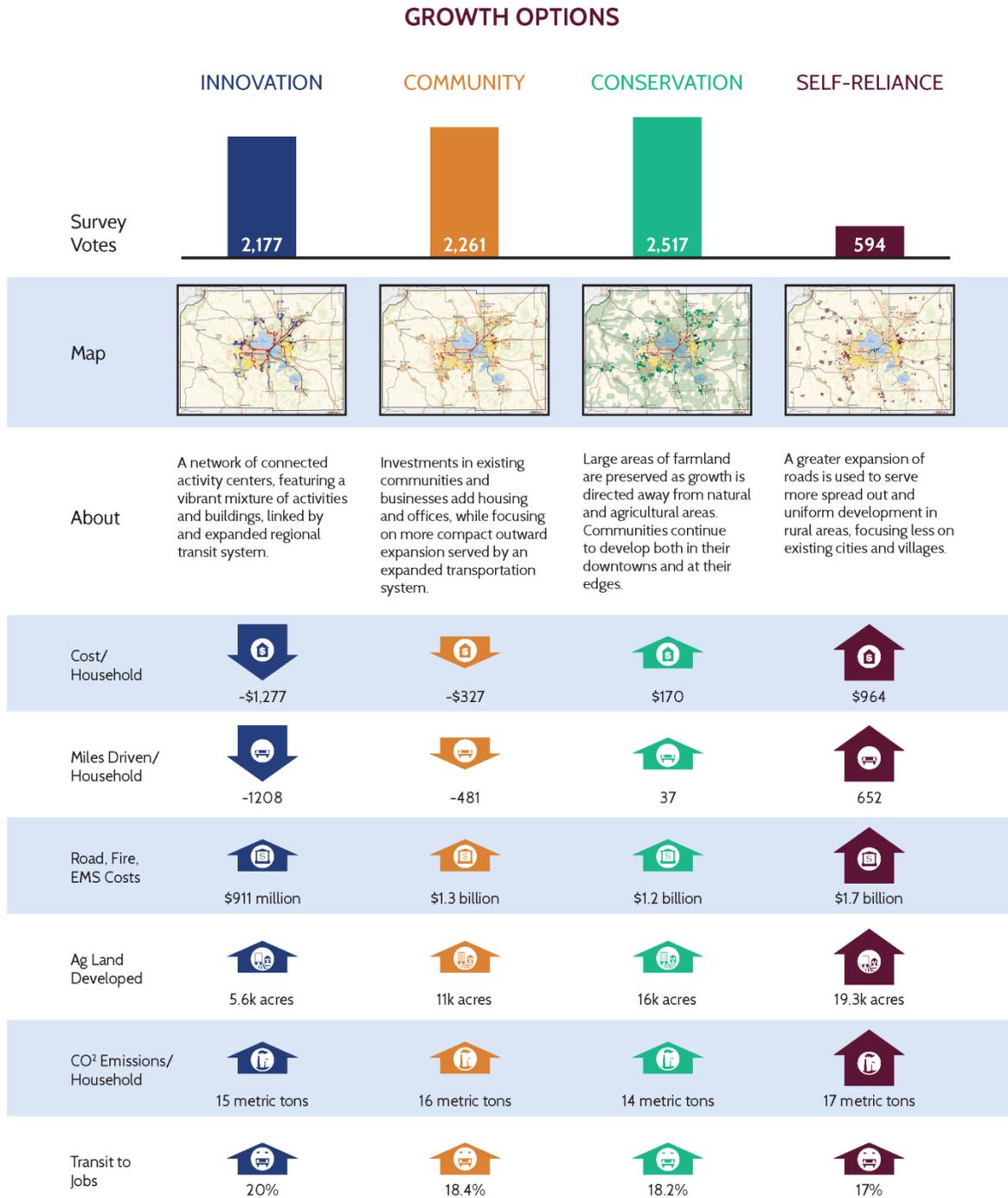
Although people in rural areas ranked this strategy high, their low population numbers could not offset low priority ranking from the more numerous urban and central urban and first ring community residents. A regional plan, however, should reflect the priorities of groups and communities across the region, not just the most popular strategies region wide. Opinions expressed by about six percent of commenters supported preserving farmland, with an emphasis on more local and sustainable farming operations.

## **C. Options for regional growth and development**

1. Identify agricultural areas in the region best suited for long-term preservation
2. Evaluate regional strategies for long-term preservation of these areas

## FINDING 5: GROWTH PRIORITIES

The high number of votes for the Conservation, Community and Innovation growth alternatives indicates that people want to see actions to reduce and adapt to the effects of climate change and encourage more compact and community-oriented development that saves money and resources.



Future growth scenarios presented in the AGMV survey.

The survey asked people to choose a growth alternative they thought would be best for the region. Prior to making this choice, survey takers had the opportunity to review maps showing where growth would occur in each scenario and to review how the growth allocation in each scenario would perform based on eight different indicators. The indicator data was generated by a land use modeling tool called UrbanFootprint.

Survey respondents' selection of their preferred growth alternative at this stage of the survey likely reflected the combination of their thoughts on the maps, indicator data, narratives and strategies associated with each scenario.

## A. Observations

The Conservation growth alternative received the most votes followed closely by the Community and Innovation growth options. The Self-Reliance growth option, with the most dispersed growth, came in a distant fourth.

## B. Analysis

Selection of the Conservation growth alternative more often than any other (2,731 total votes) was likely influenced to a significant degree by the high priority rankings for the *More Renewable Energy* and *Green Infrastructure* strategies within the Conservation scenario. People may also have been influenced by the lowest greenhouse gas emissions per household in this growth alternative (reflecting a greater shift to electric vehicles and renewable energy).

The Community and Innovation growth alternatives were almost tied for second place, with 2,452 and 2,373 votes respectively. People who selected the Community growth alternative ranked *More Community-Based Resources* and *Expanded Housing Options* as number one and two top priorities, as did people of color. The majority of votes overall went to these two more compact growth options with increased development in already built-up areas.

People may also have been drawn to the Community growth option by a desire for stronger community connections. A significant number of comments (97) focused on increasing social connections within communities, making this the eighth most-commented subtopic. Many of these comments expressed a desire for stronger community relationships, more face-to-face interactions, and greater community engagement.

*"I think while growth [is] inevitable we need to acknowledge the fact that we have communities that are growing physically but also apart. Having a secure downtown keeps a community together and I think in every move that you make it is important to keep the community involved and in the highest priority."*

People who selected the Innovation growth alternative were likely influenced by high priority ranking for *Expand Transit* and *Better Connected Education and Work*. As discussed above, more than 500 comments were submitted in support of expanded and better transit and more transportation choices.

People's votes for the Community and Innovation growth alternatives were also likely influenced by the performance indicators and growth maps. The Innovation alternative performed best of the four

on most indicators, and its map showed the least amount of rural land developed (and the greatest amount of development in already developed areas through infill and redevelopment). The Community alternative performed better than Conservation and Self-Reliance on most indicators, and showed less rural land developed than the Conservation and Self-Reliance alternatives.

People selected the Self-Reliance growth alternative in much smaller numbers than the other three options (693 total votes). Survey takers were also likely influenced by this alternative's lower performance on all indicators, and the fact that its map showed the greatest amount of rural land developed.

### **C. Options for regional growth and development**

1. Continue and accelerate the portion of future development occurring in already built-up areas, along major transportation corridors, served by transit, with a mix of housing, employment, commercial and civic spaces
2. Encourage new development that is more compact, mixed-use, and supports a broad range of housing types and transportation choices

## **FINDING 6: INTEGRATED APPROACHES TO INTERCONNECTED CHALLENGES**

*People felt that an integrated approach to interconnected challenges is needed.*

### **A. Observations**

#### Comments

A total of 237 comments (the largest comment category) expressed a desire to combine two or more strategies. Many of these commenters also expressed the view that the issues in the survey were interconnected and that complementary and integrated strategies were needed for effective responses.

*“All of these things are important, I would love a focused balance between innovation and conservation as the top two priorities. Innovation will help us faster and sooner, conservation should help more long-term. There needs to be a balanced approach with all four realistically though. Many of these things go well together and could have a multiplier effect.”*

*“Disappointed that I can't pick the Community AND the Conservation future. None of these choices are mutually exclusive. The more resources available within a community, the smaller the footprint and the more opportunities for conservation. Wedding these two scenarios together would also help build the political coalition needed to make them a reality.”*

### **B. Analysis**

A number of survey takers found the requirement to select one growth option difficult, and expressed a desire to combine elements of the different strategies and pursue integrated approaches.

### **C. Options for regional growth and development**

1. Take integrated approaches to development that seek to jointly address environmental, economic, and social objectives.

## FINDING 7: LOCAL FOOD AND ENERGY

People ranked *More Local Energy Production* and *More Locally Grown Food* number seven and eight respectively.

### A. Observations

#### Priority Rankings

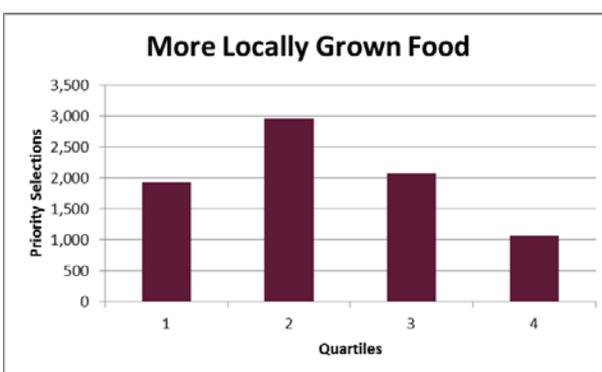
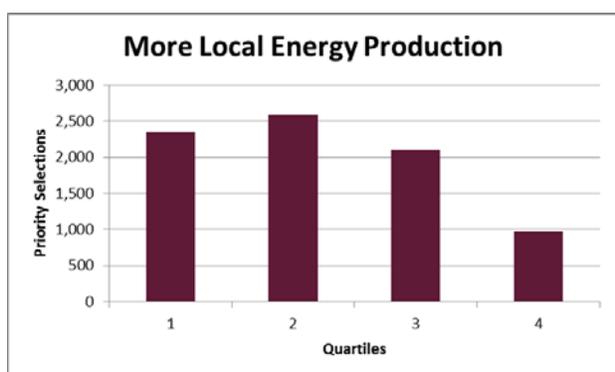
Among all survey respondents in the region, *More Local Energy Production* and *More Locally Grown Food* ranked number seven and eight out of 16 strategies (in the top half of priority rankings).

#### More local energy production

Smart energy grids allow people to generate more power at their homes and to purchase power from local companies.

#### More locally grown food

Compared to current times, people purchase more food from local growers, and by ordering online. They also grow more food in community gardens and private yards.



Charts show the number of times each strategy was ranked in a given quartile.

The highest priority rankings for these strategies came from youth age 19 and younger (generally high school students). They ranked *More Locally Grown food* fourth while all respondents ranked it eighth. Youth age 15-19 ranked *More Local Energy Production* fourth compared to all respondents who ranked it seventh.

#### Comments

#### Summary of Related Comments

Comments Subtopic	Sentiment Breakdown	Subtopic Rank
Local/renewable energy	117 increase or prioritize	6
Local food	62 increase or prioritize 1 decrease	16

Increasing local/renewable energy production was another common theme in this category and ranked 6<sup>th</sup> among all subtopics. Alternative energy sources were most often discussed as a climate change mitigation strategy, but were also mentioned in connection with improving air quality and reducing reliance on imported fuels from finite sources.

*"I think we need to re-localize our economy as much as possible since that means a greater multiplier effect and more local employment...The same goes for our energy demand - why spend money on imported coal or hydro from Montana or Canada when we can produce our own renewable energy (wind/solar) here?"*

As noted in Finding #4 above, the subject of local food received many comments.

## **B. Analysis**

*More Locally Grown Food* was ranked higher by rural residents, people in counties other than Dane, and youth. Higher rural prioritization for locally grown food may reflect stronger connection to farming and rural lifestyle. Higher youth prioritization for both strategies may reflect strong interest in sustainability and resilience.

These strategies are related to achieving local sustainability, resilience and self-reliance. While they ranked seventh and eighth overall, their stronger support among youth is noteworthy since this group will be adults during the latter parts of the Greater Madison Vision planning horizon (to 2050). They, more than people who are adults now, will live with the consequences of decisions made in the near future.

## **C. Options for regional growth and development**

1. Encourage policies that allow and encourage local renewable energy production and storage
2. Encourage land use policies that increase access to small-scale food production

## FINDING 8: SOCIAL CONNECTIONS

People of all demographics and locations expressed the desire for stronger social connections.

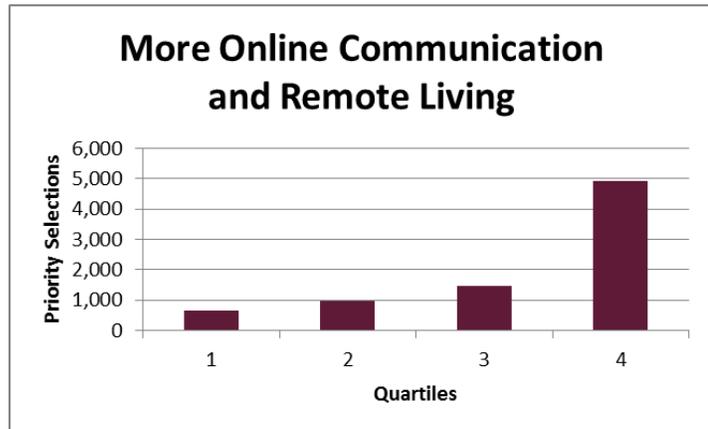
### A. Observations

#### Priority Rankings

People ranked *More Online Communication and Remote Living* last among the 16 strategy options.

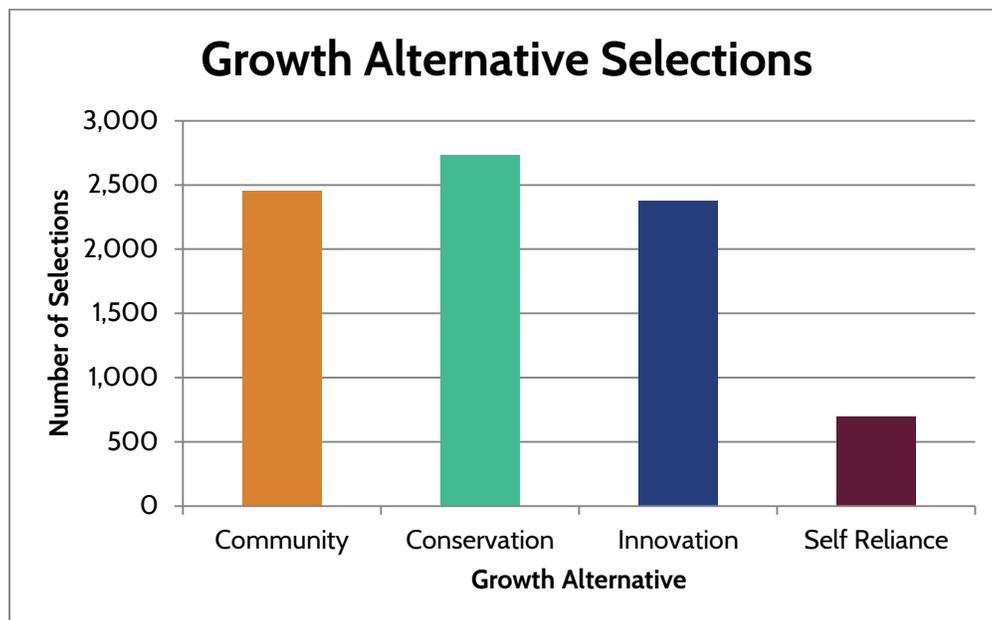
#### **More online communication and remote living**

People have less need to interact face-to-face because they can work, learn and shop from their homes. People use driverless cars to easily travel longer distances.



#### Future Scenarios

By large numbers, people did not choose the Self-Reliance future where individual communities look after themselves and rely more on technology to work and communicate remotely.



#### Comments

The largest proportion of comments in the Social Issues category focused on increasing social connections within communities. These comments highlighted the value of tight-knit communities and increased social cohesion throughout the region.

## Summary of Related Comments

Comments Subtopic	Sentiment Breakdown	Subtopic Rank
Social connections	87 increase/address/prioritize	8
People/community	61 increase/address/prioritize	17
Community engagement	37 increase/address/prioritize	35

Many commenters described feeling disconnected from their neighbors and expressed a desire for stronger community relationships and more face-to-face interactions. Comments in this category also emphasized the importance of community engagement and prioritizing people and communities as part of the decision making process. Social connection was the eighth most-mentioned subtopic.

*“I hope that when I’m older and live on my own, I know my neighbors and who I live nearby. It means a lot to me because at the moment I don’t know any of my neighbors and it feels kinda lonely only being able to be near my family whenever I’m home.”*

*“I believe that the greatest contribution the Madison area can have is to become closer knit. I feel this would encourage private businesses to promote socially healthy communities.”*

### B. Analysis

Support expressed for increased social connections, a low preference for the “go-it-alone” approach of the Self Reliance scenario, and last place ranking for *More Online Communication and Remote Living* indicate that many people want to be more rather than less connected. People understand that they are part of a larger whole both socially and geographically.

### C. Options for regional growth and development

Connections among neighbors and communities would be strengthened by community designs that include a mix of housing types, accessible community-based resources, quality public spaces, and walkable streets that foster gatherings and interactions among community members. Improved transportation connections, greater communications, and increased collaborations between communities would support a sense of larger regional identity.

## APPENDIX A: DETAILED AGMV SURVEY RESULTS

This appendix provides a detailed analysis of each strategy and future growth alternative, including overall performance as well as performance among age, race/ethnicity, education, income, and geographical groups. Strategies are listed in order of their overall rank. A breakdown of survey results by demographic group can be found in Appendix B.

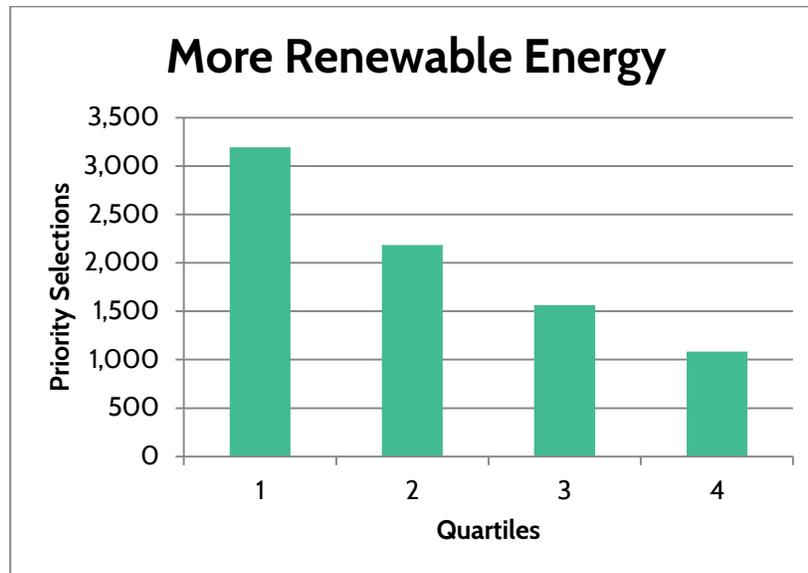
### AGMV STRATEGY PRIORITY RANKINGS

This appendix analyzes survey responses based on the number of respondents who selected each action as priority one, two, three, or four (the top quartile of all 16 strategies in the survey). A quartile analysis makes it easier to make observations and draw conclusions about the data than by looking at the numbers for all 16 priority selections. The breakdowns below present first quartile survey outcomes as priority rankings. For example, when a group's top quartile rankings place a strategy higher than all others, it is reported that the group ranked the strategy as number one. If a group ranked a strategy within the top quartile less frequently than three other strategies but more frequently than 12, it is reported that the group ranked the strategy fourth.

Strategies are listed in order of their overall priority ranking.

#### 1. MORE RENEWABLE ENERGY

*Transportation produces much of the pollution that drives climate change. Communities reduce such pollution by using more electric cars that are powered by renewable energy.*

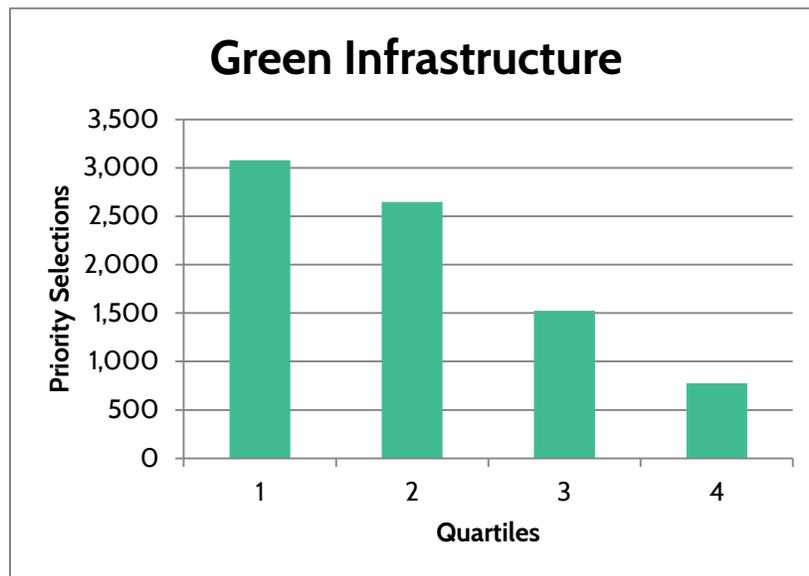


- **Age:** Youth age 19 and below (dominated by students from Waunakee and Monona Grove high schools) ranked this strategy number one.
- **Race/Ethnicity:** Persons of color ranked this strategy third. African American persons ranked it fifth.

- **Education level:** Respondents with less than a high school degree and those with a bachelor's degree or higher ranked this strategy number one. Those with a high school degree, associate's degree, or some college were more likely to rank it as a lower priority.
- **Income:** People from all income groups selected this strategy as a top quartile priority in large numbers.
- **Community type:** Residents from urban to rural areas ranked this strategy first or second.
- **Regional geography:** This strategy received high priority ranking among people in all areas of the region (central urban, first ring, second ring and outside Dane County).

## 2. GREEN INFRASTRUCTURE

*Communities design streets, parking lots, yards and terraces to soak up water from rain and snow, instead of allowing the polluted water to run off into lakes and rivers. By soaking up more water into the land, communities reduce the risk of flooding, and make healthier rivers and lakes.*

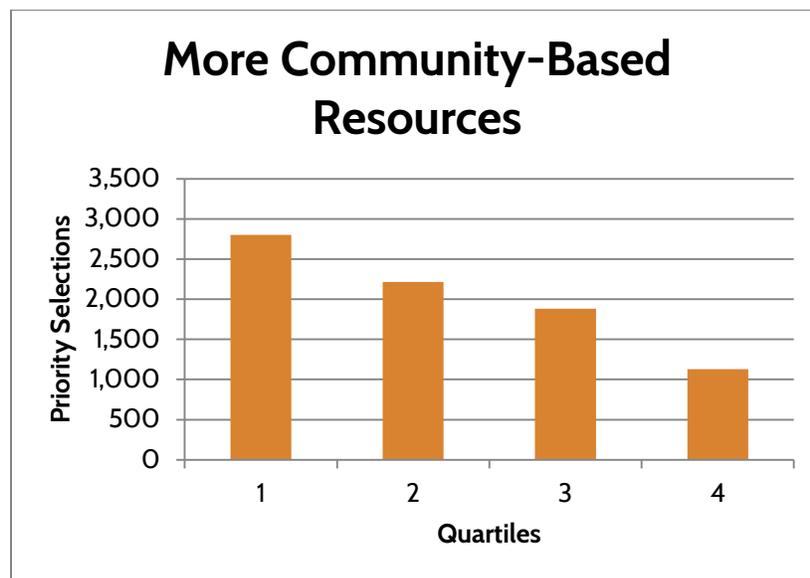


- **Age:** Youth 19 and under (primarily suburban high school students) ranked this strategy fifth; people ages 20-34 ranked it number one.
- **Race/ethnicity:** Persons of color ranked this strategy fifth. African Americans ranked it sixth.
- **Education level:** Generally, people with more years of formal education selected *Green Infrastructure* as a top or high priority more often than people with fewer years.
- **Income:** People from all income groups selected this strategy as a top or high priority in large numbers.

- **Community type:** Urban residents selected it as a top quartile priority in higher numbers, rural residents in lower numbers.
- **Regional geography:** Prioritization of *Green Infrastructure* was negatively correlated with distance from the center.

### 3. MORE COMMUNITY-BASED RESOURCES

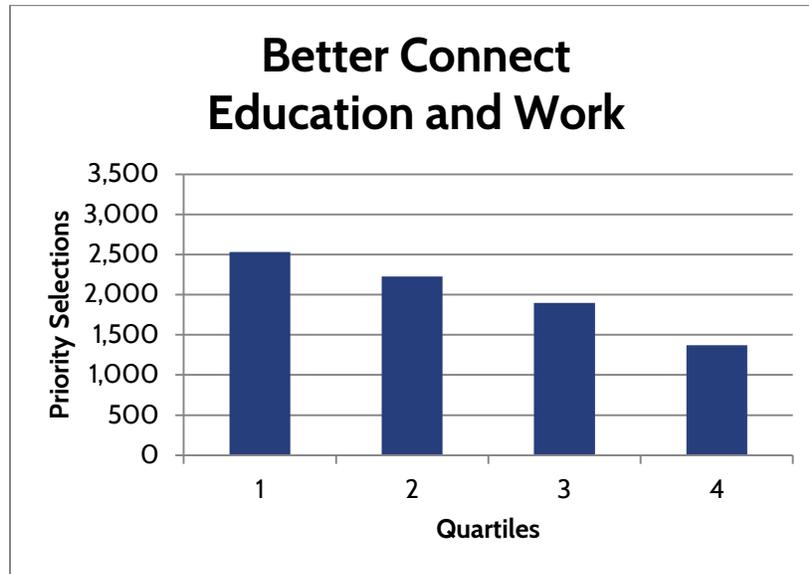
*More education, job training and health services are available locally. Schools, health providers, and non-profit groups bring resources to community centers, libraries, senior centers, or schools.*



- **Race/ethnicity:** People of color ranked this strategy number two.
- **Education level:** All education levels selected *More Community-Based Resources* for top quartile priority in large numbers. Those with some college education and associate's degrees ranked it number one.
- **Income:** People from all income groups selected this strategy as a top quartile priority in large numbers.
- **Community type:** Across urban to rural areas, *More Community-Based Resources* was ranked third overall.
- **Regional geography:** Overall, this strategy received high prioritization across the region, particularly among people in the outer ring of Dane County.

#### 4. BETTER CONNECT EDUCATION AND WORK

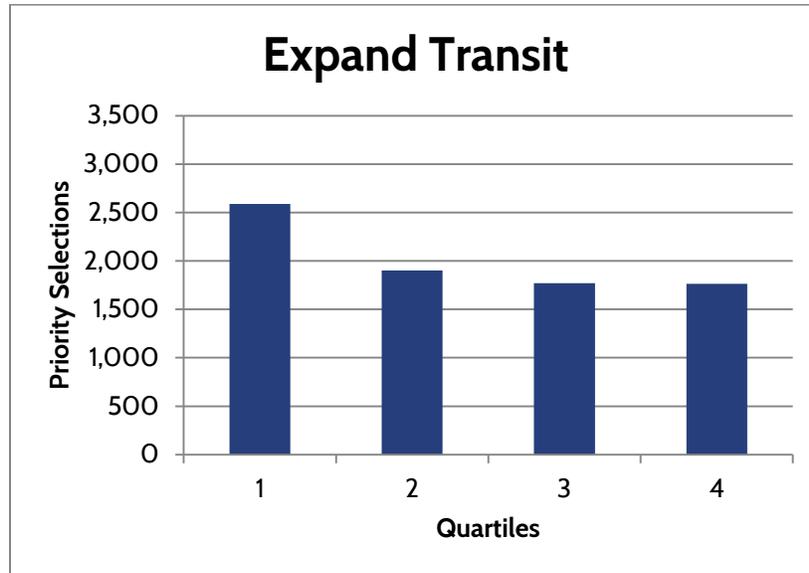
Schools work more closely with technology companies to meet their job needs and foster a vibrant culture of tech entrepreneurs. K-12 education prepares the highly diverse student body to succeed in a technological society.



- **Age, income, and education level:** Youth ages 19 and younger ranked this strategy priority number two. The 19 and under age group also represented a large share of the respondents with incomes below \$25,000 as well as those with less than a bachelor's degree. Other income, education, and age groups ranked this strategy between fourth and eighth.
- **Race/Ethnicity:** People of color ranked this strategy number one.
- **Community type:** This strategy received more support among rural residents, less among urban.
- **Regional geography:** This strategy received overall high priority rankings across the region, with a somewhat lower ranking in the central urban area (Madison, Monona and urban Fitchburg).

## 5. EXPAND TRANSIT

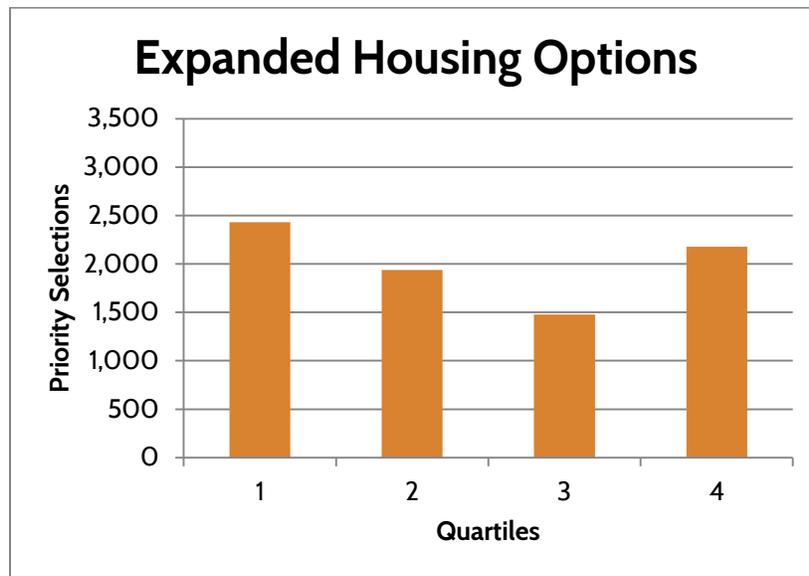
Expand transit to connect Madison with surrounding communities. Adopt rules for driverless cars that reduce congestion and improve transit.



- **Age:** Youth age 19 and below ranked this strategy 15th more frequently than other age groups, who were more likely to rank it third, fourth, or fifth.
- **Race/ethnicity:** People in all racial and ethnic groups (excluding people of two or more races) ranked this strategy sixth or seventh. People of two or more races selected it as a high priority less often.
- **Income and education level:** Higher incomes and more years of formal education were correlated with higher prioritization of expanding transit.
- **Community type:** *Expand Transit* was a relatively high priority for urban respondents, with priority ranking decreasing in less mixed/more rural communities.
- **Regional geography:** Priority ranking of *Expand Transit* was negatively correlated with distance from the center.

## 6. EXPANDED HOUSING OPTIONS

More housing choices allow a broader range of families to live in a community. Seniors live with and among children and grandchildren.

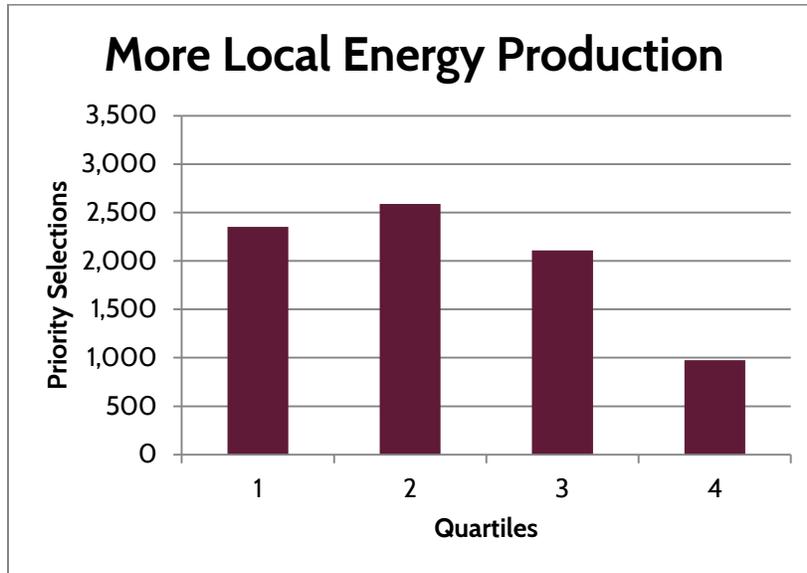


This strategy was selected in the bottom quartile more often than other top strategies, reflecting a division of priorities across survey respondents.

- **Age:** Youth age 19 and below were less likely to rank *Expanded Housing Options* as a top or high priority compared to other age groups, who ranked it in third, fourth or fifth place.
- **Race/ethnicity:** People of color ranked this strategy fourth.
- **Education level:** People with high school degrees and some college ranked *Expanded Housing Options* second in relatively large numbers compared to other education levels. This trend is especially true among those with less than a high school degree.
- **Income:** The highest support for expanding housing options came from people with incomes between \$25,000 and \$100,000, who ranked third or fifth. The lowest and highest income groups ranked it seventh and eighth.
- **Community type:** *Expanded Housing Options* was a relatively high priority for urban respondents, with priority ranking decreasing in less mixed and more rural communities.
- **Regional geography:** Higher priority ranking in central urban area, lower in first ring communities.

## 7. MORE LOCAL ENERGY PRODUCTION

Smart energy grids allow people to generate more power at their homes and to purchase power from local companies.

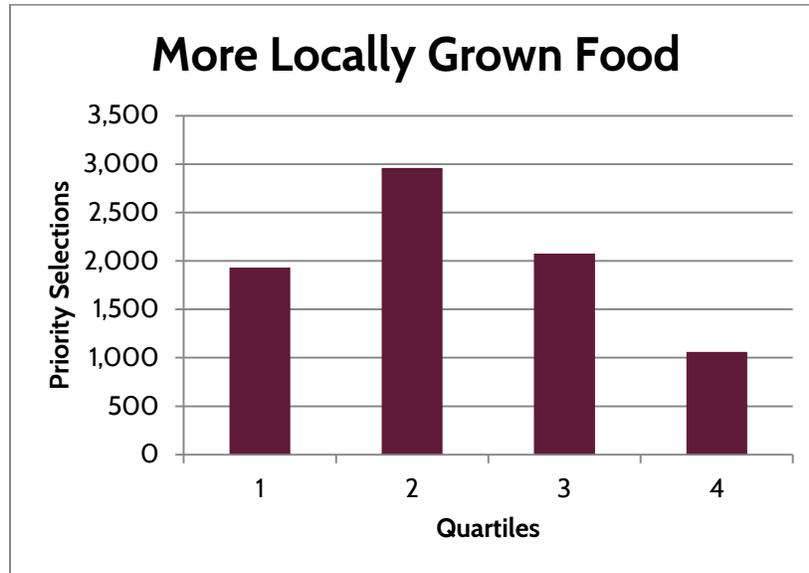


*More Local Energy Production* was most often selected for priorities five through eight (second quartile).

- **Race/ethnicity:** African Americans ranked this strategy lower than other race/ethnicity groups, putting it in 12th place.
- **Education level:** People of all education levels typically ranked *More Local Energy Production* sixth or seventh.
- **Income:** Prioritization of *More Local Energy Production* was similar across income categories, with people selecting it as sixth or seventh.
- **Community type:** This strategy received more support among rural residents.
- **Regional geography:** *More Local Energy Production* generally received middle level prioritization across the region, with higher prioritization in first ring and outer ring Dane County.

## 8. MORE LOCALLY GROWN FOOD

Compared to current times, people purchase more food from local growers, and by ordering online. They also grow more food in community gardens and private yards.

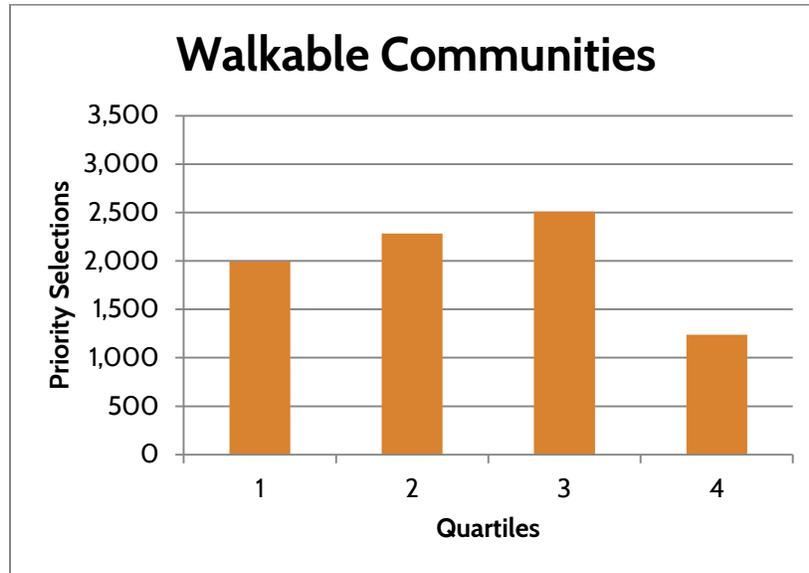


*More Locally Grown Food* received a high number of second quartile priority rankings and a small number of selections for bottom quartile.

- **Age:** Youth age 19 and below ranked this strategy fourth or fifth, while other age groups ranked it as a lower priority (eighth, ninth, or 10th).
- **Race/ethnicity:** This strategy's ranking across racial and ethnic groups was generally consistent with its overall ranking, with the lowest support among Asian and White respondents.
- **Education level:** Generally, the priority ranking of *More Locally Grown Food* was inversely correlated with years of formal education.
- **Income:** In general, higher incomes are negatively correlated with prioritization of *More Locally Grown Food*.
- **Community type:** This strategy received more support among rural residents.
- **Regional geography:** *More Locally Grown Food* was generally voted a mid- to low-level priority across the region, with a higher ranking observed in areas outside Dane County.

## 9. WALKABLE COMMUNITIES

Streets and paths help people reach destinations and recreation by walking and biking, and help keep people healthy.

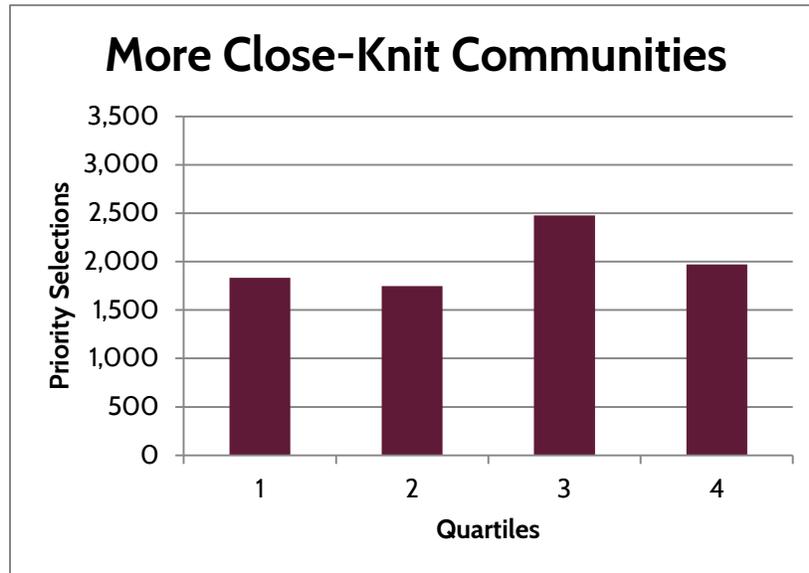


*Walkable Communities* was most frequently ranked in the third quartile, but overall received slightly more selections in the top half of priority rankings than in the bottom half.

- **Age:** People age 20-34 ranked this strategy sixth; youth age 19 and below and people age 65 and above ranked it 11th or 12th.
- **Race/ethnicity:** *Walkable Communities* received the lowest support among African American, Latino and Native American persons.
- **Education level:** People with bachelor's degrees or higher prioritized *Walkable Communities* slightly higher than people with other education levels.
- **Income:** This strategy received greater support among people with incomes above \$50,000, who ranked it sixth to ninth. People with incomes below \$50,000 typically selected it behind nine to ten other strategies.
- **Community type:** *Walkable Communities* received more support among urban residents.
- **Regional geography:** This strategy was generally ranked as a mid to low priority across the region, with a higher ranking among those in central urban communities.

## 10. MORE CLOSE-KNIT COMMUNITIES

*With less outside help, people depend more on each other, which creates more close-knit communities.*

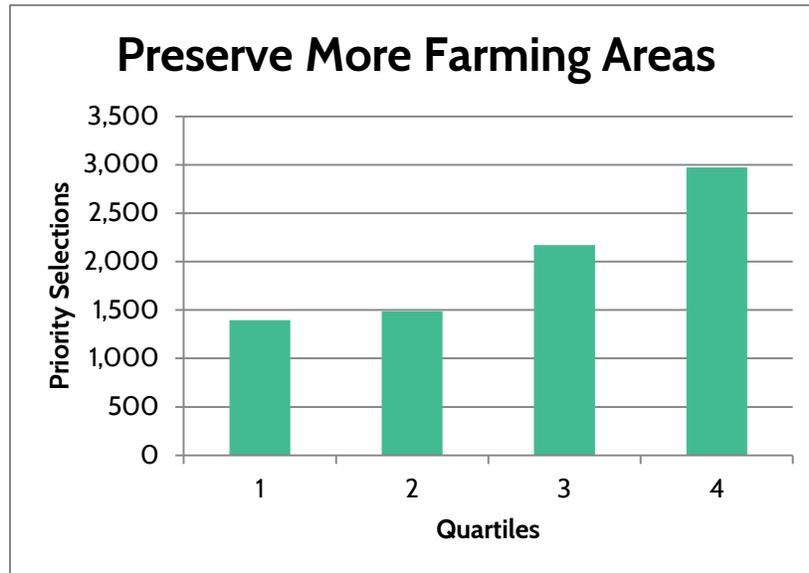


*More Close-Knit Communities* received the highest number of priority rankings in the third quartile; overall, this strategy was ranked more frequently in the bottom half of priority rankings than in top half.

- **Race:** African American respondents ranked this strategy sixth, showing stronger support than other racial/ethnic groups who ranked it ninth to 11th.
- **Education level:** Selection of *More Close-Knit Communities* for top quartile priority did not change based on education level.
- **Income:** People ranked this strategy as a limited priority regardless of income level or community type.
- **Community type and regional geography:** The *More Close-Knit Communities* strategy received a low priority ranking across the region, regardless of community type or geographical area. It received the lowest support among urban residents.

## 11. PRESERVE MORE FARMING AREAS

To keep a healthy farm economy, communities work together to protect large areas of farmland.

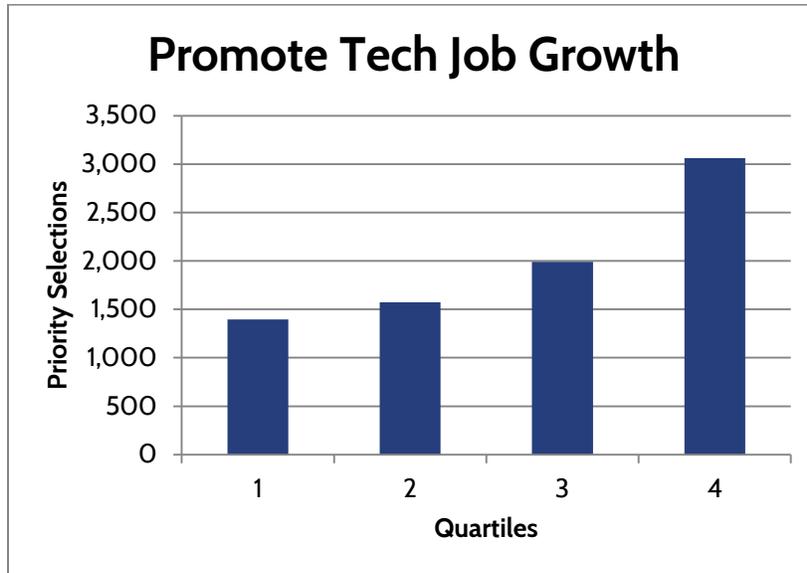


Overall, *Preserve More Farming Areas* was most often selected in the bottom quartile.

- **Age:** People age 65 and older ranked this strategy eighth, slightly higher than its overall 11th place ranking. People age 20 to 49 showed the lowest support for *Preserve More Farming areas*, ranking it 13th or 15th.
- **Race/ethnicity:** Native American persons ranked this strategy second, much higher than other racial/ethnic groups who ranked it 11th to 16th.
- **Education level:** People with high school and associate's degrees and some college were more likely to select *Preserve More Farming Areas* as a moderate priority than people with other education levels.
- **Income:** Few people selected this strategy for top quartile priority regardless of income level.
- **Community type:** *Preserve More Farming Areas* received a high priority ranking among rural residents and a low ranking among urban residents.
- **Regional geography:** This strategy received a relatively high priority ranking outside of Dane County, decreasing in ranking with greater proximity to the center of the region.

## 12. PROMOTE TECHNOLOGY JOB GROWTH

Universities and others encourage technology job growth by turning research into businesses, increasing availability of capital, and promoting business networks.

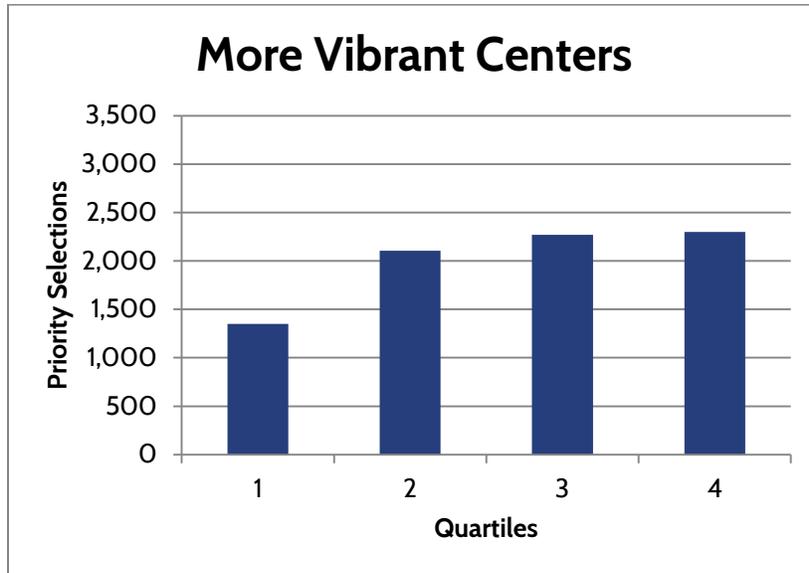


The *Promote Technology Job Growth* strategy was most often ranked in the bottom quartile.

- **Race/ethnicity:** *Promote Technology Job Growth* received stronger support among persons of two or more races, and Native American persons.
- **Income:** People from all income levels selected this strategy as a low priority.
- **Community type and regional geography:** This strategy ranked as a low priority across the region regardless of community type or geographic area.

### 13. MORE VIBRANT CENTERS

*Communities develop more vibrant and walkable centers with jobs, shopping, homes, and public spaces. Smaller stores allow people to browse and order products, even as e-commerce thrives.*

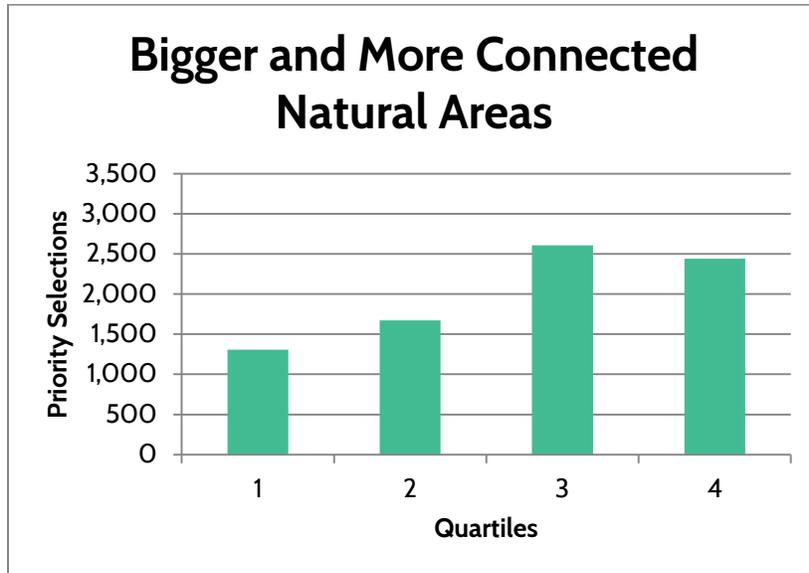


This strategy was most often selected in quartiles two, three and four.

- **Income:** There was no difference in priority for *More Vibrant Centers* across income groups.
- **Community type and regional geography:** This strategy received a low ranking across the region regardless of community type or geographic area. Support was particularly low among rural residents.

#### 14. BIGGER AND MORE CONNECTED NATURAL AREAS

Communities expand the environmental corridors and natural areas to protect wildlife and increase opportunities for hunting, fishing, and outdoor recreation.

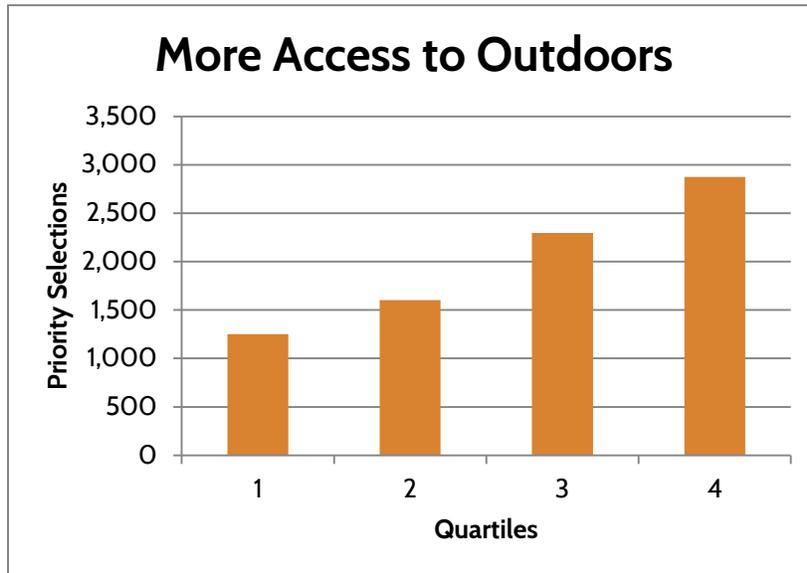


This strategy was most frequently ranked in the third quartile.

- **Age:** Youth age 15-19 ranked this strategy higher than other respondents (seventh place compared to 14th overall).
- **Income:** People from all income levels selected this strategy for top quartile priority in low numbers.
- **Community type and regional geography:** *Bigger and More Connected Natural Areas* received a low priority ranking across the region regardless of community type and geographic area.

## 15. MORE ACCESS TO OUTDOORS

*Communities include more trails and parks that connect people to nature.*

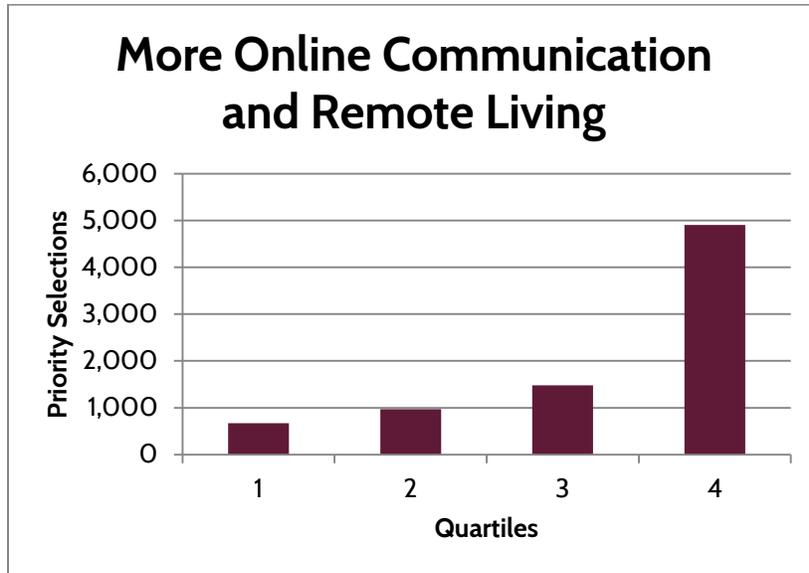


*More Access to Outdoors* was most frequently selected in the bottom quartile.

- **Age:** Youth age 19 and below ranked this strategy higher than the average respondent (seventh or eighth place compared to 13th through 15th).
- **Race/ethnicity:** This strategy received stronger support among Native American persons.
- **Income:** Preference for this strategy did not vary among income groups.
- **Community type and regional geography:** *More Access to Outdoors* received a low priority ranking across the region regardless of community type and geographic area.

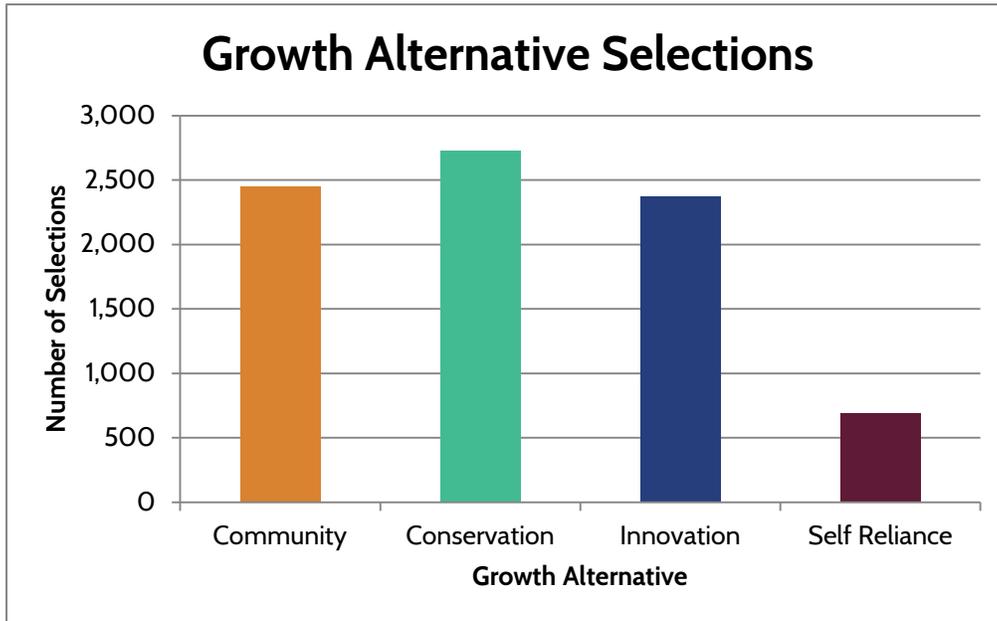
## 16. MORE ONLINE COMMUNICATION AND REMOTE LIVING

*People have less need to interact face-to-face because they can work, learn and shop from their homes. People use driverless cars to easily travel longer distances.*



*More Online Communication and Remote Living* received the most bottom-quartile votes by a large margin. This strategy consistently ranked as the lowest overall priority among virtually all groups.

## AGMV FUTURE GROWTH ALTERNATIVES



The Conservation, Community and Innovation scenarios all received a high number of votes. The Self-Reliance scenario received a small number of votes.

### Conservation Growth Alternative

- This scenario received more votes than any other option.

### Community Growth Alternative

- The Community scenario received the second highest number of votes overall.
- African Americans, people age 35-49, people with graduate degrees or higher, urban residents, and people in the central urban area of Dane County voted this alternative number one. It also received a high number of votes from people with incomes between \$25,000 and \$75,000.

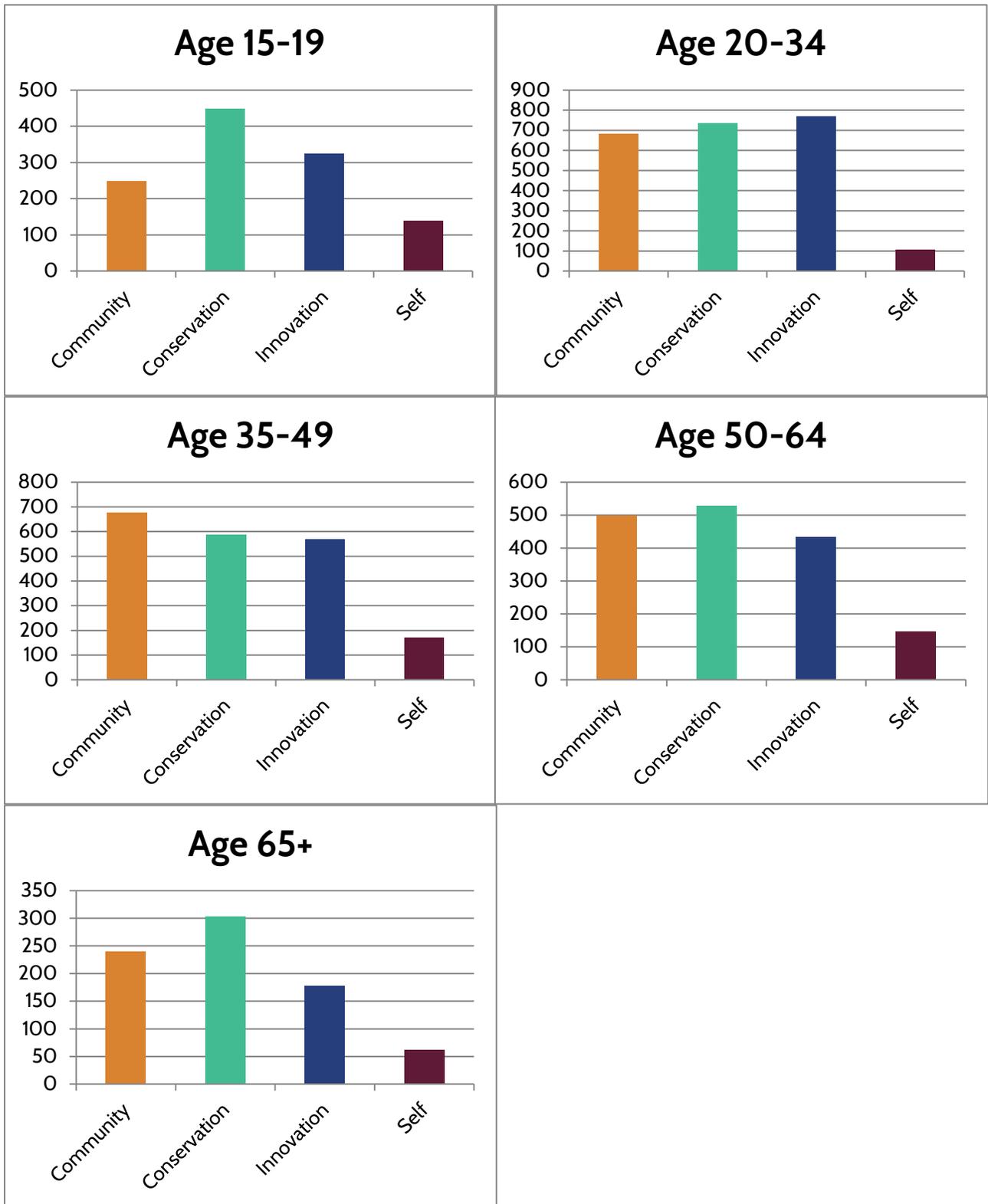
### Innovation Growth Alternative

- The Innovation scenario received the third highest number of votes.
- Innovation was the most popular growth option among people with incomes greater than \$75,000, Asians, people of two or more races, people age 20-34, and people with bachelor's degrees.

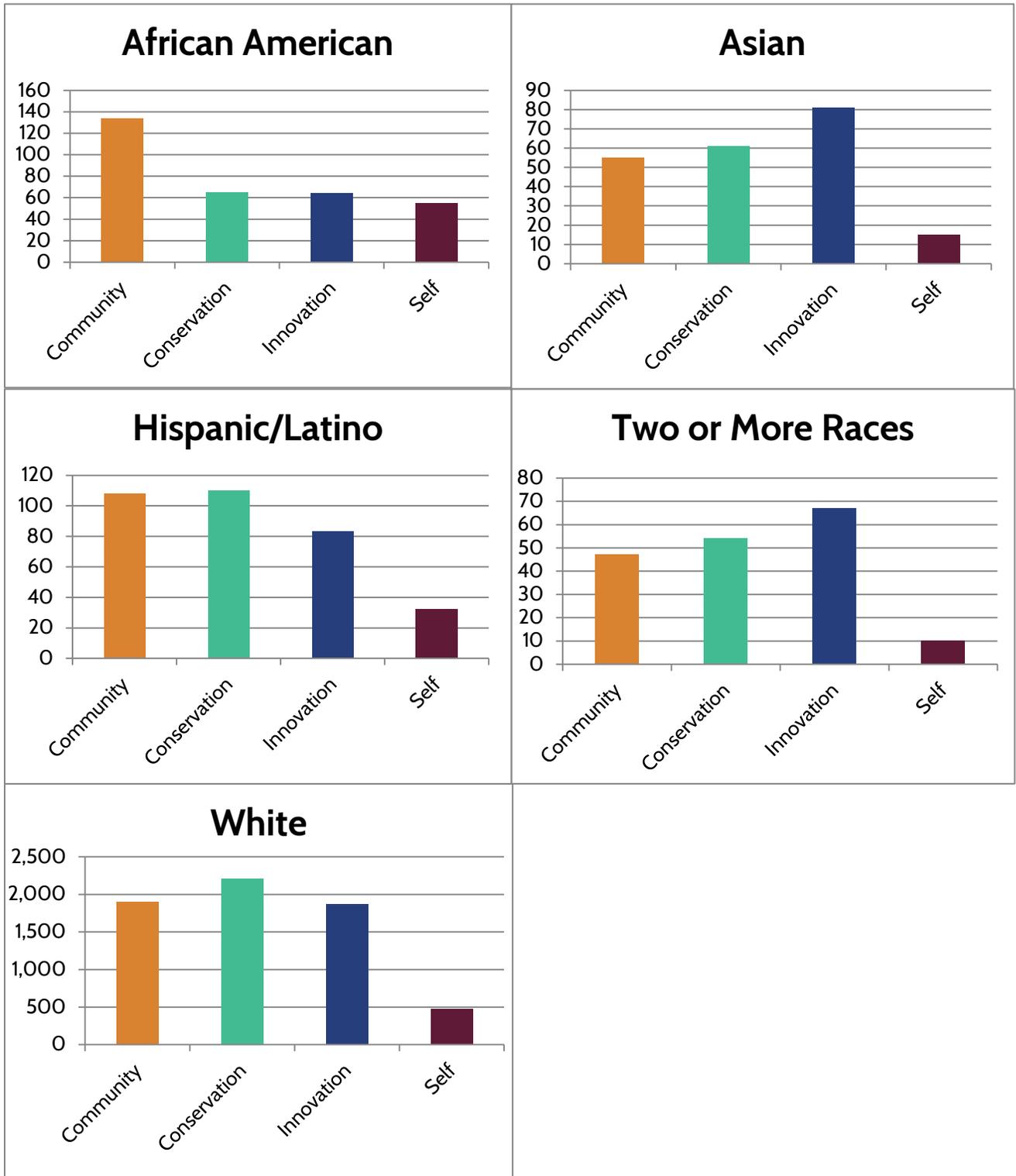
### Self-Reliance Growth Alternative

- This growth alternative received fewer votes than any other option.

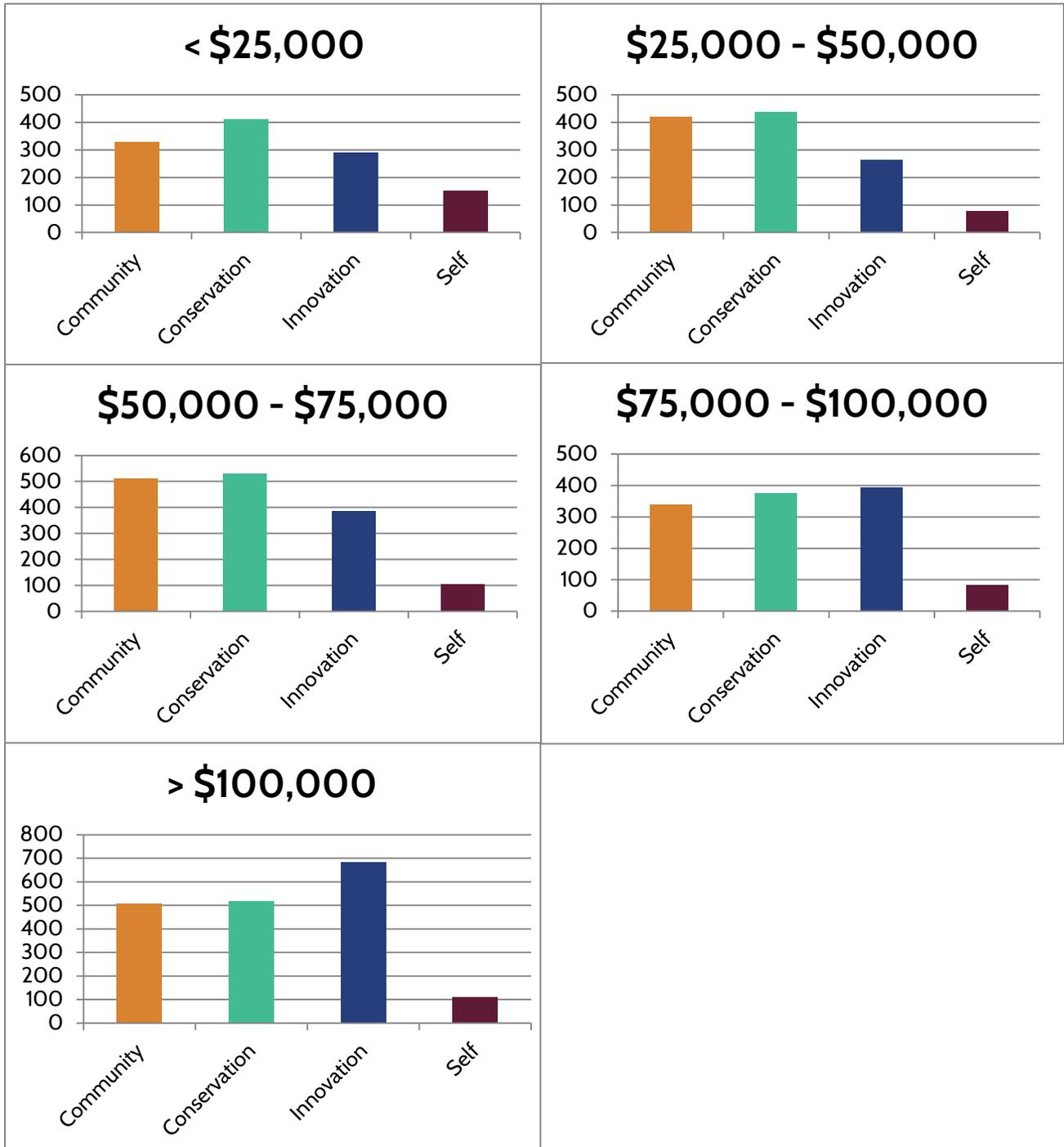
**FUTURE GROWTH SCENARIO RANKINGS BY AGE**



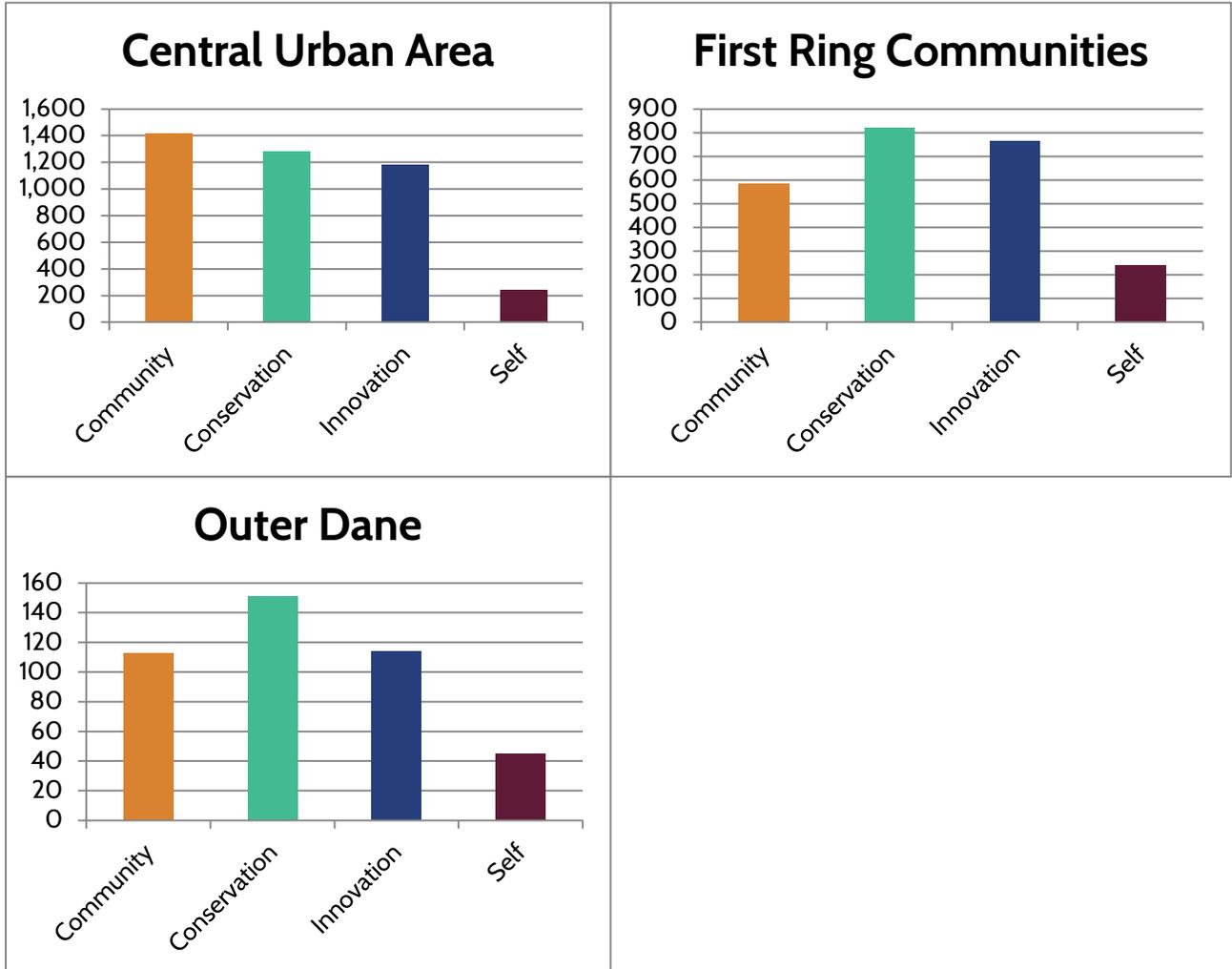
**FUTURE GROWTH SCENARIO RANKINGS BY RACE/ETHNICITY**



**FUTURE GROWTH SCENARIO RANKINGS BY INCOME**



## FUTURE GROWTH SCENARIO RANKINGS BY COMMUNITY TYPE



## APPENDIX B. DIFFERENCES ACROSS DEMOGRAPHIC GROUPS

This appendix discusses differences across age, race and ethnicity, income, education, community type and location groups. A better understanding of the similarities and differences between groups with respect to their priorities for the future gives a fuller picture of the varied voices and perspectives across the region. This more complete picture is important to developing a vision and plan for growth of the region that reflects its broad diversity of viewpoints and interests.

Appendix B first presents weighted results. Weighting the survey results shows what the survey priority rankings might be if the demographic breakdown of survey respondents matched that of the actual Dane County population. Weighted results give an idea of the extent to which overall survey results were influenced by disproportionate response rates among various groups.

The Appendix then describes levels of survey participation by each group compared to the actual Dane County population, as well as the actual priority ranking numbers for each group (not weighted). These results show the priorities of each group and the extent to which they participated in the survey.

### WEIGHTED SURVEY RESULTS

#### METHODOLOGY

The graphic below shows the weighting process. First, the percent of Dane County residents for each category (as measured by the U.S. Census American Community Survey, or ACS) was divided by the percent of survey respondents from Dane County to generate a weighting factor. For example, people with incomes below \$25,000 made up 16.7% of survey takers and 10.5% of the population, yielding a weighting factor of 0.63.

Second, the number of votes for each strategy was multiplied by its respective weighting factor to yield a weighted value. In the example cited above, there were 557 survey respondents with incomes below \$25,000 who ranked *More Renewable Energy* in the top quartile. When multiplied by the weighting factor, the weighted number of votes for *More Renewable Energy* is 350 for respondents with incomes below \$25,000. This process was then repeated for each strategy and income group. Finally, the weighted results for each income group were combined to generate a final ranking by weighted by income.

**1**

Income	Survey Population	ACS Population	Weight
< \$25k	16.7%	10.5%	0.63
\$25k to \$49.9k	17.0%	32.6%	1.92
\$50k to \$74.9k	22.2%	27.8%	1.25
\$75k to \$99.9k	17.1%	12.6%	0.74
> \$100k	27.0%	16.5%	0.61

**2**

Income < \$25k			
Strategies	Raw x Weight = Weighted		
More Renewable Energy	557	0.63	350

**3**

Income < \$25k				
Strategies	Raw	Raw Rank	Weighted	Weighted Rank
More Renewable Energy	557	1	350	1
Green Infrastructure	366	4	230	4
More Community-Based Resources	446	3	280	3
Better Connected Education and Work	452	2	284	2

**4**

STRATEGIES	Unweighted	Weighted by Income
More Renewable Energy	1	1
Green Infrastructure	2	2
More Community-Based Resources	3	3
Better Connected Education and Work	4	6

*Priority ranking weighting process.*

## WEIGHTED STRATEGY RANKINGS

The table below shows priority rankings for the 16 AGMV strategies weighted by race, income, education, age, and ZIP Code. Dark green represents top priority strategies (rankings 1-2), light green represents high priority strategies (rankings 3-4), yellow represents moderate priority strategies (rankings 5-8), orange represents limited priority strategies (rankings 9-12), light red represents low priority strategies (rankings 13-15), and dark red represents bottom priority strategies (ranking 16). Drawing from the income example discussed above, the weighted income results show slightly higher priorities for *Expand Transit* and *Expanded Housing Options*, and slightly lower priority for *Better Connected Education and Work*.

### Legend

RANK	1-2	3-4	5-8	9-12	13-15	16
PRIORITY	<i>Top</i>	<i>High</i>	<i>Moderate</i>	<i>Limited</i>	<i>Low</i>	<i>Bottom</i>

STRATEGIES	Unweighted	Weighted by:				
		Race	Income	Education	Age	Area/ZIP
More Renewable Energy	1	1	1	2	1	1
Green Infrastructure	2	2	2	1	2	2
More Community-Based Resources	3	3	3	3	3	3
Better Connected Education and Work	4	4	6	5	6	5
Expand Transit	5	5	4	6	4	4
Expanded Housing Options	6	6	5	4	5	6
More Local Energy Production	7	7	7	7	7	7
More Locally Grown Food	8	8	8	10	9	9
Walkable Communities	9	9	9	8	8	8
More Close-Knit Communities	10	10	10	9	10	10
Preserve More Farming Areas	11	11	11	12	11	13
More Tech Job Growth	12	12	14	11	12	11
More Vibrant Centers	13	13	12	14	13	12
Bigger and More Connected Natural Areas	14	14	13	13	14	14
More Access to Outdoors	15	15	15	15	15	15
More Online Communication and Remote Living	16	16	16	16	16	16

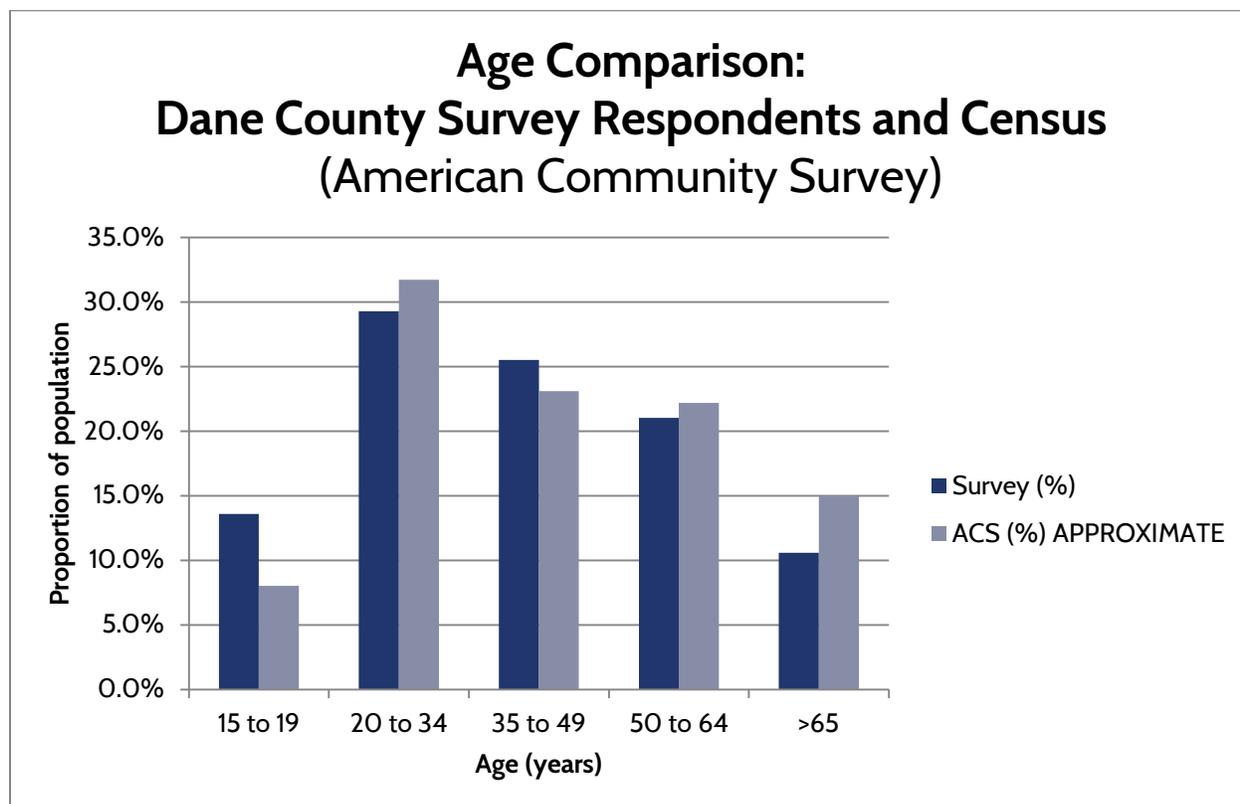
## PRIORITY RANKINGS BY GROUP (NON-WEIGHTED)

This section discusses the differences among demographics and geographies in both their relative representation among survey respondents. Relative representation of demographic groups is determined by comparing the percent of survey respondents within each group to that group's overall percent within Dane County. Such differences in representation should be taken into consideration when examining survey results. Most comparisons between survey respondents and the regional population are limited to Dane County because 93% of all survey respondents were from people who live in Dane County (and including the survey takers and population of surrounding counties would skew the results).

### RESULTS BY AGE GROUP

#### A. Representativeness of Age Groupings

The chart below compares percent breakdowns by age for survey respondents and total population within Dane County.<sup>2</sup> It shows that people age 15-19 were over-represented, with the portion of survey takers in Dane County in this age group about twice their composition of the overall population. Those age 20-34 and age 50-64 are also slightly over-represented, while those age 35-49 and age 65 and older were under-represented (the latter group more so).



<sup>2</sup> Survey respondents age 14 and younger were not included in the comparison because the survey was designed for people of high school age and above. Including those youngest survey respondents and the entire county population of this age group would have skewed the comparison results. Thus, although the youngest high school students fall in the 14 and younger category, most of this age bracket was not included among survey respondents.

## B. Differences and Similarities of Priority Rankings

The table below shows each strategy's priority ranking broken down by age group.

STRATEGIES	All	<14	15-19	20-34	35-49	50-64	>65
More Renewable Energy	1	1	1	2	3	4	6
Green Infrastructure	2	5	6	1	2	2	1
More Community-Based Resources	3	3	3	4	1	3	2
Better Connected Education and Work	4	2	2	8	6	6	3
Expand Transit	5	16	15	3	4	5	5
Expanded Housing Options	6	13	13	7	5	1	4
More Local Energy Production	7	6	4	5	7	7	7
More Locally Grown Food	8	4	5	9	8	9	10
Walkable Communities	9	11	12	6	9	10	11
More Close-Knit Communities	10	8	10	10	10	8	9
Preserve More Farming Areas	11	10	9	15	13	11	8
More Tech Job Growth	12	9	11	11	12	12	12
More Vibrant Centers	13	14	14	14	11	13	13
Bigger and More Connected Natural Areas	14	12	7	12	15	14	14
More Access to Outdoors	15	7	8	13	14	15	15
More Online Communication and Remote Living	16	15	16	16	16	16	16

## C. Observations

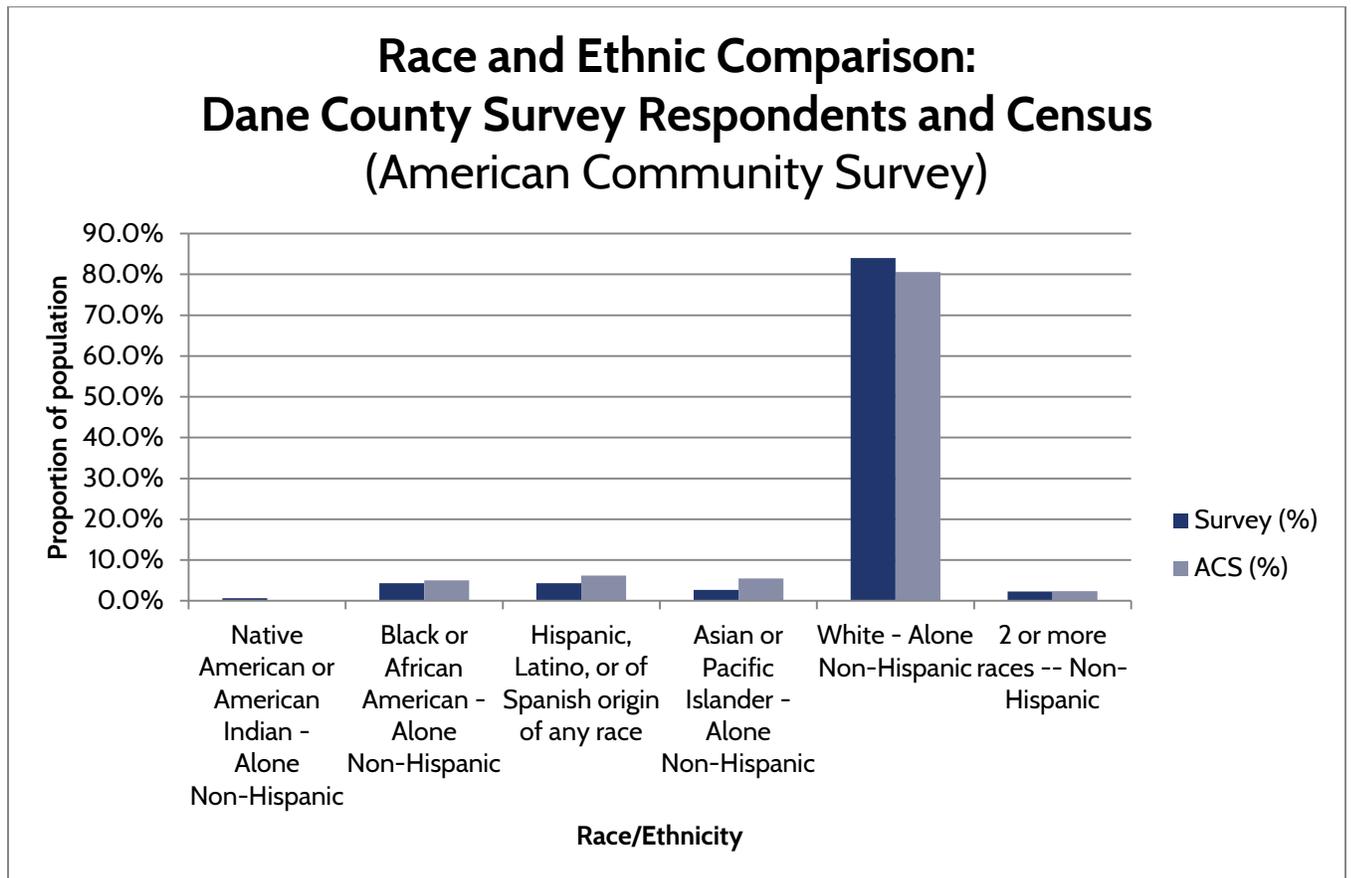
- There was generally broad support across age groups for *More Renewable Energy*, *Green Infrastructure*, *More Community Based Resources*, and *Better Connected Education and Work* – the same actions that received the most support from all respondents.
- There was broad lack of support for *More Online Communication and Remote Living*, as reflected in the low number of people across age groups who selected this action as one of the top four priorities. *More Vibrant Centers* and *More Access to Outdoors* also ranked low across groups.
- Youth ages 19 and below show the biggest differences from the overall survey population and other age groupings. They were more likely to rank *Better Connected Education and Work* in second place, while other groups ranked it lower; for example, people age 35-64 ranked this strategy sixth and people 20-34 ranked in eighth. Youth also ranked *More Locally Grown Food* higher than other age groups did. *Expand Transit* and *Expanded Housing Options* were some of the lowest priorities for youth respondents, despite these strategies scoring relatively high with other age groups and overall.

- The highest prioritization for *Expanded Housing Options* came from people age 50-64, who ranked it above all other strategies. People age 35-49 and people 65 and older ranked it fifth and fourth, respectively; people age 20-34 ranked it seventh.
- Age 65 and older show greater support for *Preserve More Farming Areas*, ranking it eighth, compared to all respondents (11th), people age 20-34 (15th) and people age 50-64 (11th). People age 50 and older were under-represented in the survey.
- People age 20-34 were more likely to rank *Walkable Communities* as a moderate priority, compared to its overall ninth place ranking (limited priority).

## RESULTS BY RACE AND ETHNICITY

### A. Distribution of Respondents

The chart below compares percent breakdowns by age for survey respondents and total population within Dane County. It shows that White survey respondents are over-represented, while persons of color (all other groups besides White Alone Non-Hispanic) are under-represented. Responses received from persons of two or more races were roughly representational of the County population. African Americans came close to being fully represented in the survey population, totaling 4.3% of surveys compared to 5.0% of the County population. Asian persons were the least represented, with 2.7% of surveys versus 5.5% of the population. Latinx persons only represented 4.3% of surveys despite making up 6.2% of the region's population.



## B. Differences and Similarities of Priority Rankings

The table below shows each strategy's priority ranking broken down by race/ethnic group.

STRATEGIES	All	African American	Asian	Hispanic/Latino	Native American	Two+ Races	White	Persons of Color
More Renewable Energy	1	5	2	1	1	1	1	3
Green Infrastructure	2	8	4	3	5	2	2	5
More Community-Based Resources	3	3	3	5	10	4	3	2
Better Connected Education and Work	4	1	1	2	11	3	5	1
Expand Transit	5	4	6	6	6	9	4	6
Expanded Housing Options	6	2	8	4	8	6	7	4
More Local Energy Production	7	12	5	7	3	7	6	8
More Locally Grown Food	8	7	11	8	7	5	9	7
Walkable Communities	9	13	7	11	15	10	8	11
More Close-Knit Communities	10	6	10	9	9	11	10	9
Preserve More Farming Areas	11	11	16	13	2	14	11	13
More Tech Job Growth	12	9	9	12	4	8	12	10
More Vibrant Centers	13	15	13	15	16	15	13	15
Bigger and More Connected Natural Areas	14	14	12	10	13	13	15	12
More Access to Outdoors	15	16	14	14	12	12	14	14
More Online Communication and Remote Living	16	10	15	16	14	16	16	16

## C. Observations

- People of color ranked *Better Connected Education and Work* first and second; White people ranked it fifth. African Americans and Asians showed particularly strong support for this strategy. Native Americans, in contrast, selected it in low numbers; it should be noted that they made up a small proportion of the survey population (49 respondents).
- People of color also ranked *Expanded Housing Options* as a top priority more often than White people, who ranked it seventh. African Americans in particular ranked this strategy number two.
- People of color ranked *More Renewable Energy* (fifth place) and *Green Infrastructure* (eighth place) lower than other groups. *Green Infrastructure* received an eighth place ranking from

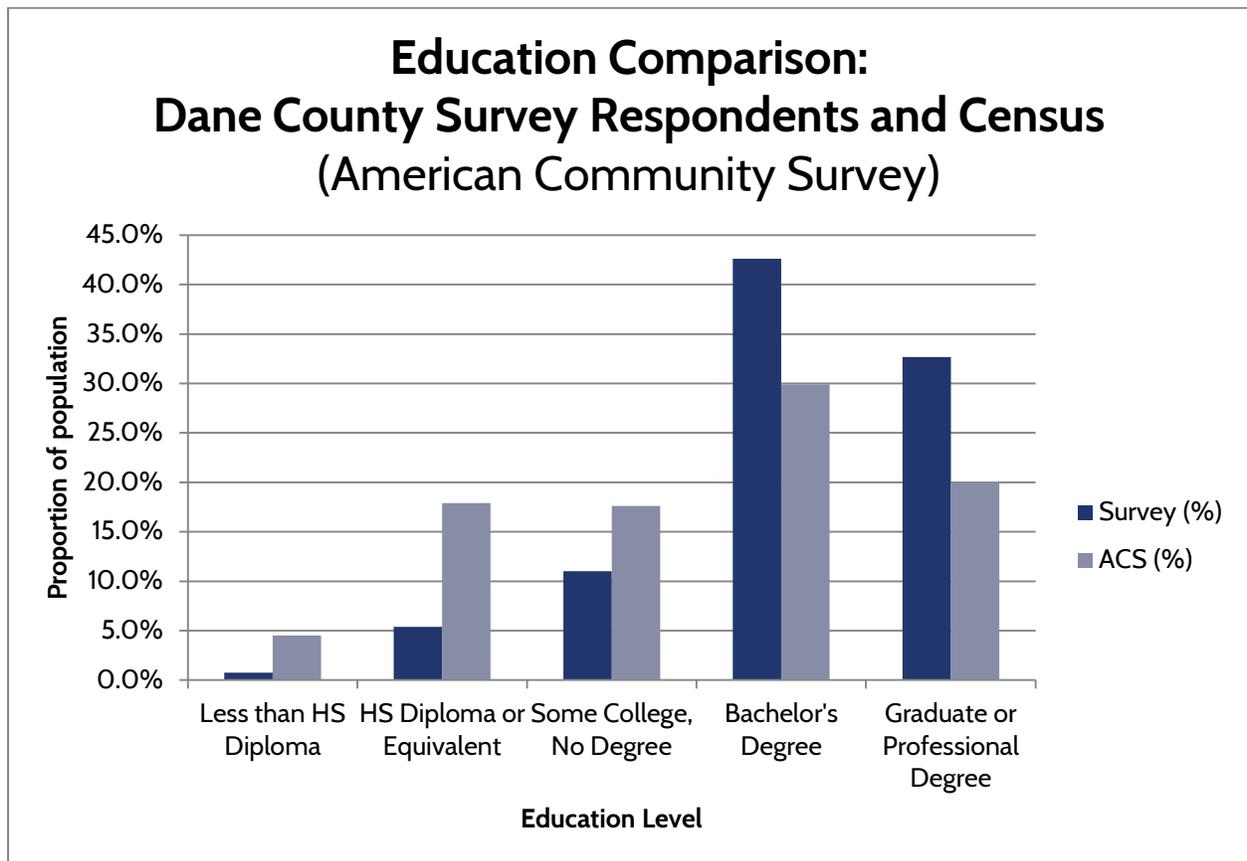
African Americans and fifth place ranking from Native Americans, while Latinos ranked it third.

- Most groups selected *Expand Transit* as a moderately important priority. This strategy was less popular among people of two or more races.
- Asian people prioritized *More Local Energy Production* and *Walkable Communities* more highly than other groups. *More Local Energy Production* received the least support from African Americans.
- Native Americans ranked *Preserve More Farming Areas* (second), *More Local Energy Production* (third), and *More Tech Job Growth* (fourth) higher than other groups did.
- All groups except African Americans selected *More Online Communications and Remote Living* in the bottom quartile.

## RESULTS BY EDUCATION

### A. Distribution of Respondents

The chart below compares percent breakdowns by age for survey respondents and the total Dane County population. It shows that people with more years of formal education and more advanced degrees are over-represented among survey respondents.



## B. Differences and Similarities of Priority Rankings

The table below shows each strategy's priority ranking broken down by education level.

STRATEGIES	All	Less than HS Degree	HS Degree	Some College	Associate's Degree	Bachelor's Degree	Graduate Degree +
More Renewable Energy	1	1	2	2	4	2	3
Green Infrastructure	2	6	8	5	3	1	1
More Community-Based Resources	3	3	4	1	1	4	4
Better Connected Education and Work	4	2	1	3	2	7	7
Expand Transit	5	15	9	9	9	3	2
Expanded Housing Options	6	13	3	4	6	5	5
More Local Energy Production	7	5	5	7	5	6	6
More Locally Grown Food	8	4	7	6	8	9	10
Walkable Communities	9	12	12	11	11	8	8
More Close-Knit Communities	10	9	10	10	10	10	9
Preserve More Farming Areas	11	10	6	8	7	15	15
More Tech Job Growth	12	11	11	12	12	11	12
More Vibrant Centers	13	14	16	14	15	12	11
Bigger and More Connected Natural Areas	14	7	13	13	14	14	13
More Access to Outdoors	15	8	14	15	13	13	14
More Online Communication and Remote Living	16	16	15	16	16	16	16

## C. Observations

- All groups ranked *More Renewable Energy* as a top or high priority. Respondents with less than a high school degree ranked it number one, while those with a high school degree, some college, or a bachelor's degree ranked it second.
- Generally, people with more years of formal education were more likely to rank *Green Infrastructure* as a top or high priority. People with bachelor's degrees and higher ranked it number one, while people with less than an associate's degree ranked it as a moderate priority.
- All education levels selected *More Community-Based Resources* as a top or high priority. Those with associate's degrees or some college ranked it number one.
- People with less than a bachelor's degree selected *Better Connected Education and Work* as a top or high priority. People with bachelor's degrees or higher ranked it seventh (moderate priority).

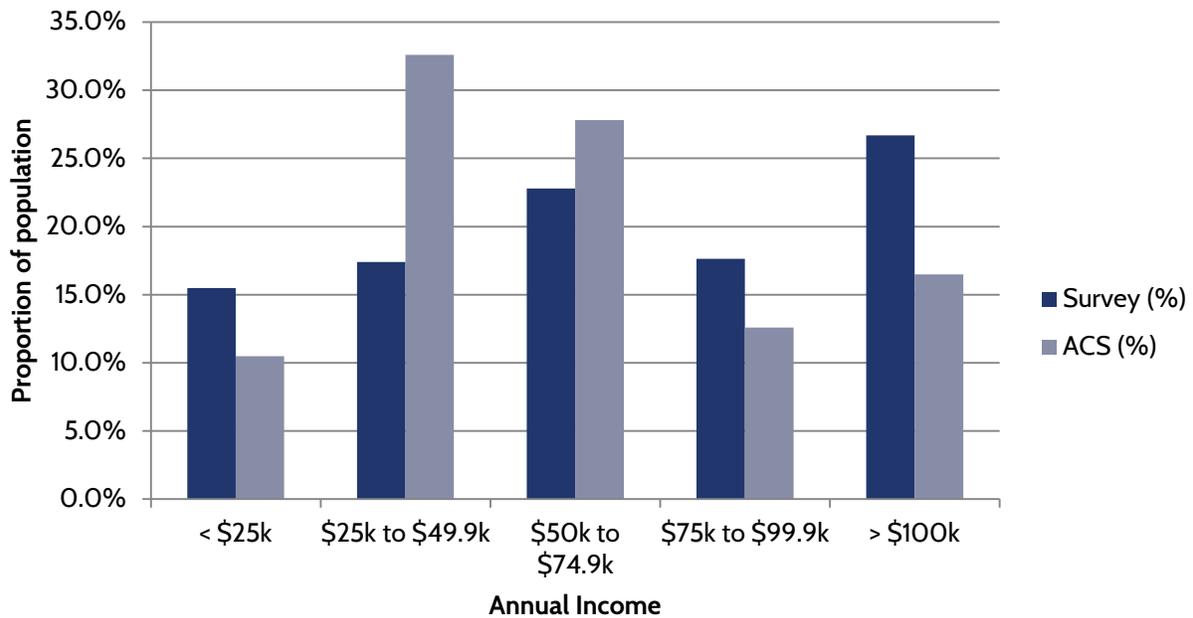
- *Expand Transit* ranked as a top or high priority by those with bachelor's degrees or higher, while respondents with fewer years of formal education selected it as a limited or low priority.
- People with high school degrees or some college ranked *Expanded Housing Options* as a high priority compared to other groups, especially those with less than a high school degree who ranked it as a low priority.
- People of all education levels selected *More Local Energy Production* as a moderate priority.
- Generally, the priority ranking of *More Locally Grown Food* is inversely correlated with years of formal education. Those with less than a high school degree ranked it fourth (high priority), while those with a graduate degree or higher ranked it ninth or 10th (limited priority).
- People with more advanced formal education showed slightly stronger support for *Walkable Communities* than people with other education levels. Respondents with bachelor's or graduate degrees ranked it eighth (moderate priority), while other groups selected it as a limited priority.
- Among different education levels, *More Close-Knit Communities* was consistently ranked as a moderate priority.
- People with high school degrees, associate's degrees or some college selected *Preserve More Farming Areas* as a moderate priority, compared to people with other education levels who were more likely to rank it as a limited or low priority.
- People across education levels ranked the remaining strategies as limited, low, or bottom priorities. An exception is those with less than a high school education, who ranked *Bigger and More Connected Natural Area* and *More Access to Outdoors* as moderate priorities.

## RESULTS BY INCOME

### A. Distribution of Respondents

The chart below compares income distributions of the survey population to those of the total Dane County population. Survey respondents with annual incomes of less than \$25,000 were over-represented, likely due to high participation from high school students. People with incomes between \$25,000 and \$49,999 were significantly under-represented: they comprise about 33% of the County population, but only about 17% of survey respondents. People with incomes between \$50,000 and \$74,999 were also under-represented, while people with incomes \$75,000 and above were over-represented. Those with incomes \$100,000 and above were significantly over-represented.

## Income Comparison: Dane County Survey Respondents and Census (American Community Survey)



### B. Differences and Similarities of Priority Rankings

The table below shows each strategy's priority ranking broken down by income group.

STRATEGIES	All	<\$25k	\$25-50k	\$50-75k	\$75-100k	>\$100k
More Renewable Energy	1	1	4	1	2	1
Green Infrastructure	2	5	1	2	1	2
More Community-Based Resources	3	3	2	4	4	4
Better Connected Education and Work	4	2	6	7	7	5
Expand Transit	5	9	5	3	3	3
Expanded Housing Options	6	7	3	5	5	8
More Local Energy Production	7	4	7	6	6	7
More Locally Grown Food	8	6	8	9	10	11
Walkable Communities	9	12	10	8	8	6
More Close-Knit Communities	10	8	9	10	9	10
Preserve More Farming Areas	11	10	11	11	13	15
More Tech Job Growth	12	13	14	15	12	9
More Vibrant Centers	13	15	13	12	11	12

STRATEGIES	All	<\$25k	\$25-50k	\$50-75k	\$75-100k	>\$100k
Bigger and More Connected Natural Areas	14	11	12	13	15	14
More Access to Outdoors	15	14	15	14	14	13
More Online Communication and Remote Living	16	16	16	16	16	16

### C. Observations

- In priority rankings, there was less variation across income groups than among other demographic groups.
- People from all income groups ranked *More Renewable Energy* as a top or high priority.
- People with incomes of \$25,000 or more consistently ranked *Green Infrastructure* as their number one or two priorities. People with incomes below \$25,000 ranked it fifth.
- People from all income levels selected *More Community-Based Resources* as a top or high priority.
- People with incomes less than \$25,000 ranked *Better Connected Education and Work* second (high priority). Other income groups ranked it fifth to seventh (moderate priority).
- Higher incomes were correlated with greater support for an expanded transit system. People with incomes of \$50,000 or more ranked *Expand Transit* third (high priority). People with incomes below \$25,000 (many of whom were suburban high school students) ranked it ninth (limited priority), while people with incomes from \$25,000 to \$49,000 ranked it fifth (moderate priority).
- In general, higher incomes were negatively correlated with support for more housing options. People with incomes between \$25,000 and \$49,999 strongly prioritized *Expanded Housing Options*, ranking it third. Prioritization for this strategy decreased as incomes increased, with those earning \$100,000 or more ranking it eighth. People with incomes below \$25,000 break this pattern, ranking it seventh (likely due to the high number of suburban high school students included in this group).
- Prioritization of *More Local Energy Production* is similar across income categories, with most people ranking it as a moderate priority regardless of income (except for those with incomes below \$25,000, who ranked it fourth).
- In general, higher incomes are negatively correlated with prioritization of *More Locally Grown Food*. People with incomes \$100,000 and greater ranked this strategy number 11 (limited priority), compared to people with incomes below \$50,000, who ranked it sixth to eighth (moderate priority).
- People with incomes below \$50,000 ranked *Walkable Communities* as a limited priority, while people with higher incomes ranked it as moderate priority, with the highest prioritization among the top income group.

- People from all income groups typically ranked *More Online Communication and Remote Living, More Access to Outdoors, Bigger and More Connected Natural Areas, and More Vibrant Centers* as low or bottom priorities.

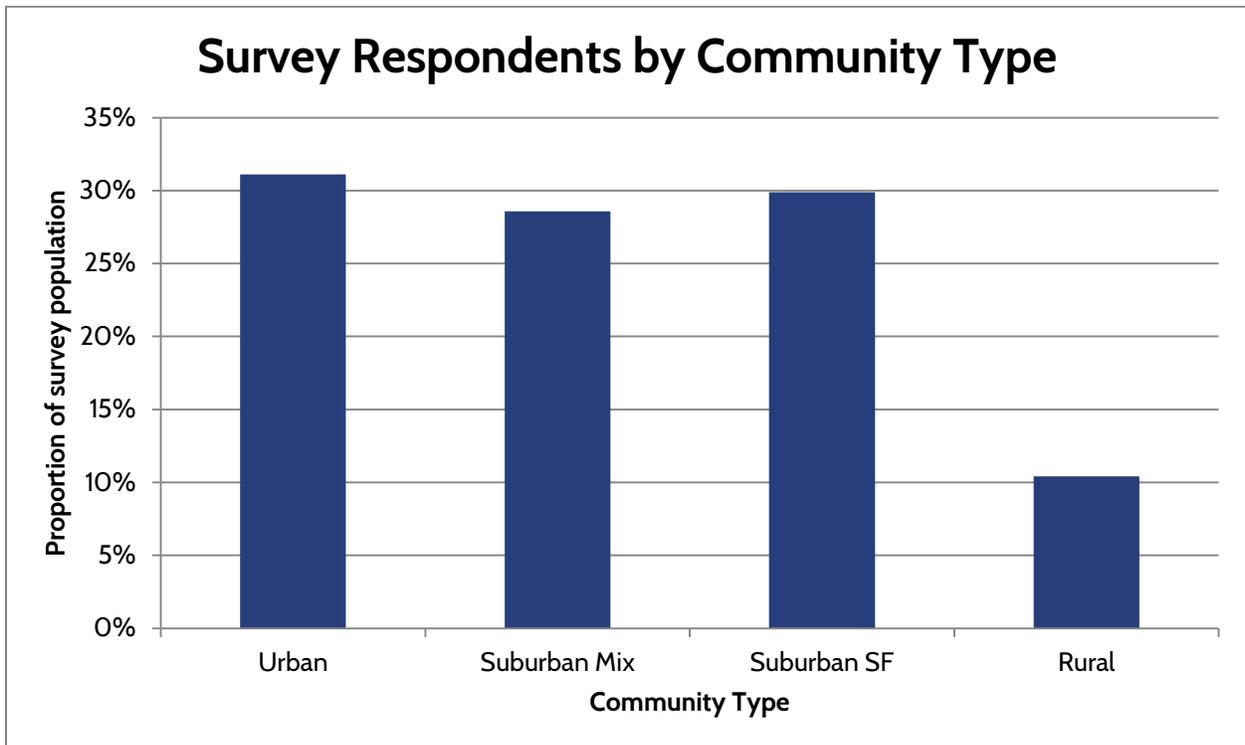
## RESULTS BY COMMUNITY TYPE

Survey respondents were asked to identify the type of community they live in. The choices were:

- Urban neighborhood or downtown area
- Suburban with a mix of housing
- Suburban with mostly single family homes
- Rural, surrounded by farmland and natural areas
- I prefer not to answer

### A. Distribution of Respondents

The chart below shows the distribution of survey respondents by type of community they live in. A comparison with actual distribution of the overall population is not available because these classifications do not exist in census data. It can be noted, however, that the rural portion of survey respondents (10%) is similar to the portion of Dane County population that resides in rural townships.



## B. Differences and Similarities of Priority Rankings

The table below shows each strategy's priority ranking broken down by community type.

STRATEGIES	All	Rural	Single-Family Suburban	Suburban Mixed	Urban
More Renewable Energy	1	1	1	1	1
Green Infrastructure	2	2	2	2	2
More Community-Based Resources	3	5	3	3	5
Better Connected Education and Work	4	6	4	4	8
Expand Transit	5	9	6	5	3
Expanded Housing Options	6	8	7	6	4
More Local Energy Production	7	4	5	7	7
More Locally Grown Food	8	7	8	9	10
Walkable Communities	9	14	10	8	6
More Close-Knit Communities	10	12	9	10	9
Preserve More Farming Areas	11	3	12	15	14
More Tech Job Growth	12	10	11	11	13
More Vibrant Centers	13	15	15	12	11
Bigger and More Connected Natural Areas	14	13	14	13	12
More Access to Outdoors	15	11	13	14	15
More Online Communication and Remote Living	16	16	16	16	16

## C. Observations

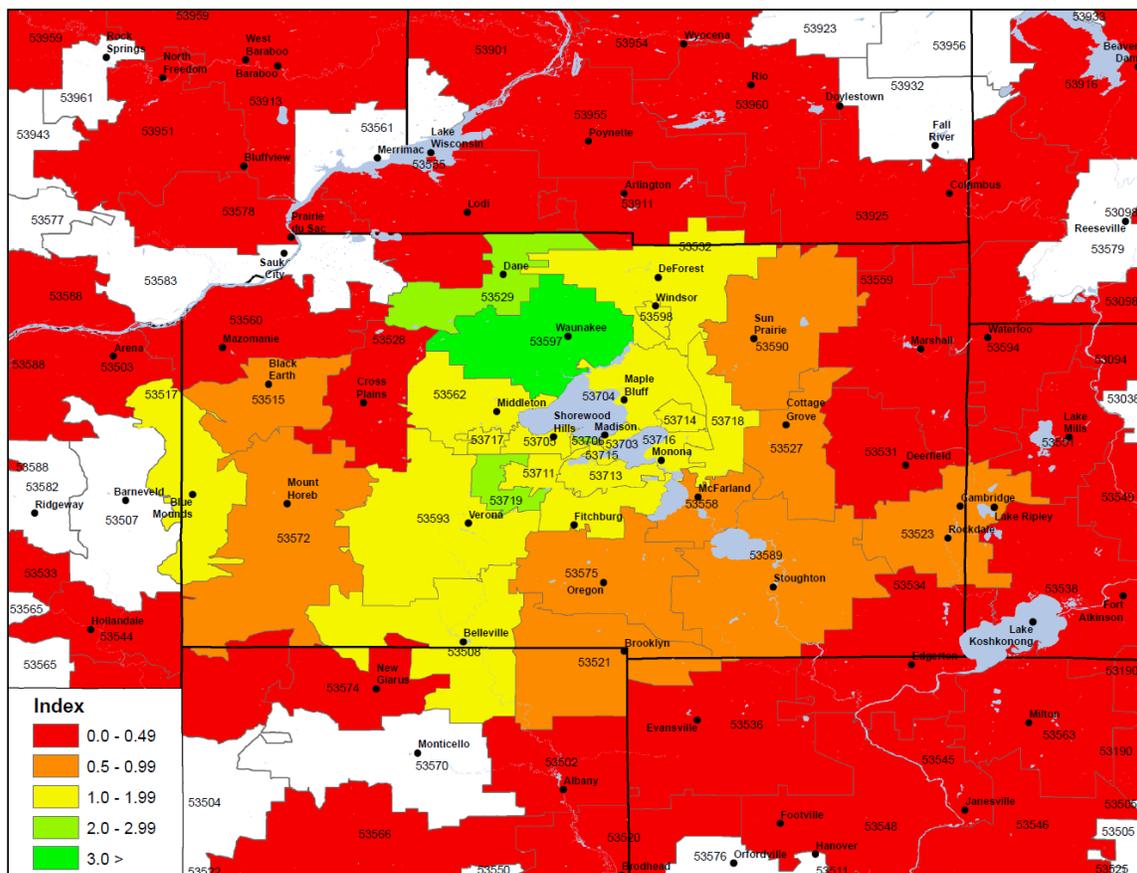
- People of all community types shared top priorities with the overall survey population, ranking *More Renewable Energy* and *Green Infrastructure* as top priorities.
- *More Community-Based Resources* was ranked as a high priority by suburban residents, while both urban and rural respondents considered it a moderate priority (fifth place ranking).
- People who described their community as rural ranked *Better Connected Education and Work* as sixth, while urban residents ranked it eighth (moderate priority). In contrast, people in the suburban categories ranked it fourth (high priority).
- Rural residents ranked *Preserve More Farming Areas* as a top priority. In contrast, people from urban, suburban mixed housing, and suburban single family areas tended to rank it as a limited or low priority.
- For many strategies, prioritization fell on a spectrum from rural to urban. This was true for the *Expand Transit*, *Expanded Housing Options*, *Walkable Communities*, and *More Vibrant Centers* strategies, which all saw greater support in more urban communities. Conversely, *More Local Energy Production* and *More Locally Grown Food* were higher priorities in rural areas.

- The remaining strategies were consistently ranked as low or bottom priorities regardless of community type.

## RESULTS BY ZIP CODE AREA

Geographical differences in growth priorities were examined based on ZIP Codes. The eight-county region was divided into four areas for the purpose of analysis: Madison, Monona and the urban portion of Fitchburg (combined because ZIP Code boundaries combine Monona and Fitchburg with areas of Madison); first ring communities, outer ring communities, and surrounding counties.

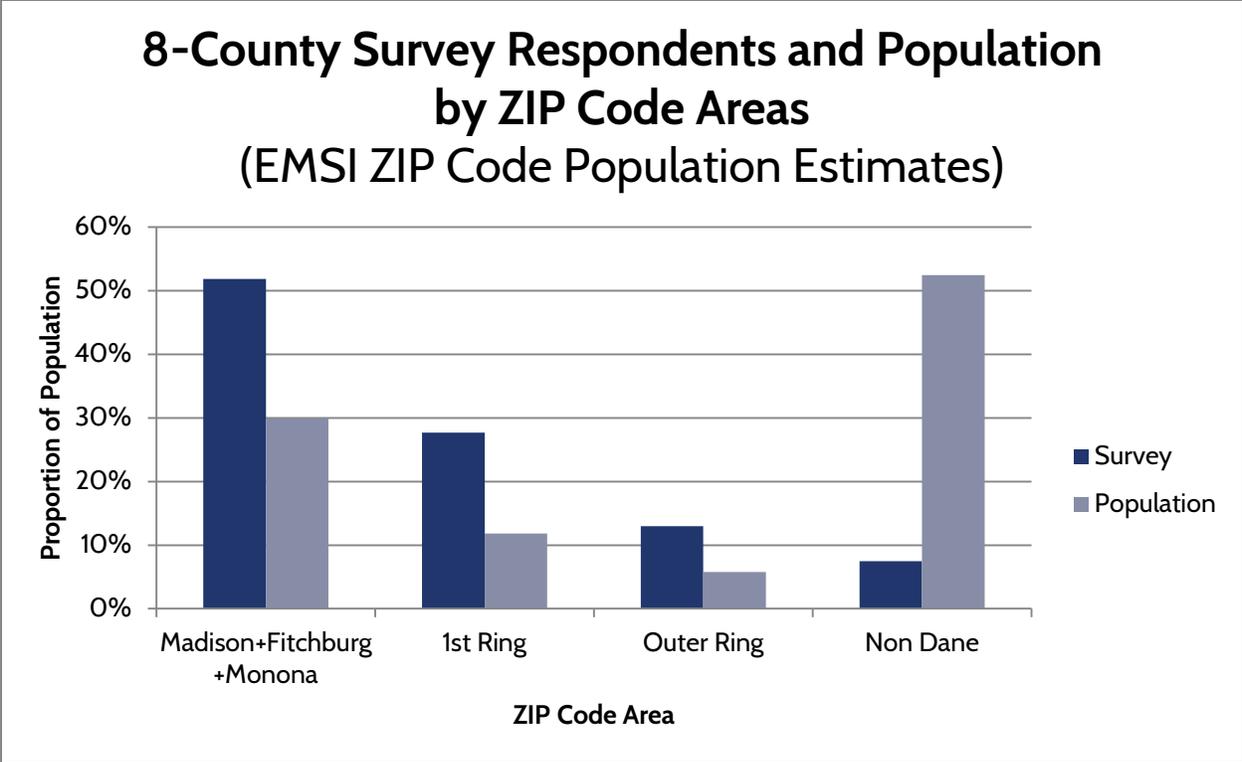
The following maps show each ZIP Code's level of participation in the AGMV survey using an index value. The index value is equal to the percentage of AGMV surveys completed by each ZIP Code divided by the percentage of the region's population contained within that ZIP Code. Therefore, if the ZIP Code represents 10% of the region's population and contributed 20% of the AGMV surveys, the index value would be 2. If the ZIP Code represents 20% of the region's population and contributed 10% of the AGMV surveys, the index value would be 0.5.



Participation by ZIP Code area.

### A. Distribution of Respondents

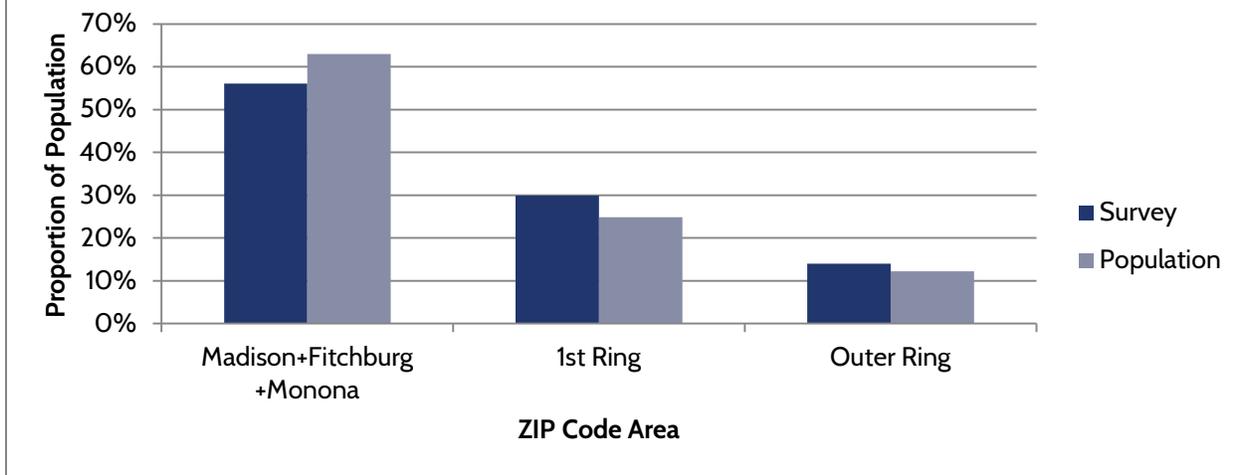
The chart below compares percentages of survey respondents within each ZIP Code area to the estimated population of those areas.



The seven counties surrounding Dane are Columbia, Sauk, Dodge, Jefferson, Rock, Green, and Iowa. They have a population of 530,218 based on ZIP Code population estimates. The survey-population comparison chart above shows a small number of survey respondents from these counties compared to population size. However, the low response rate relative to population for these counties was not unexpected. Survey marketing primarily focused on Dane County because: a) the survey scenario maps were limited to Dane County due to data availability; and b) the jurisdiction of the Capital Area Regional Planning Commission is Dane County.

Since viewing survey results for the entire eight-county region distorts the level of over-representation within Dane County, the chart below shows the survey and population comparison for only Dane County. The chart shows that residents living in the ZIP Codes for Madison, Fitchburg and Monona were slightly under-represented among survey respondents, while those living in the other sections of Dane County were slightly over-represented.

## Dane County Survey Respondents and Population by ZIP Code Areas (EMSI ZIP Code Population Estimates)



*Note: ZIP Code boundaries do not exactly correspond to Dane County or other municipal boundaries.*

### B. Differences and Similarities of Priority Rankings

The table below shows each strategy's priority ranking broken down by ZIP Code area.

STRATEGIES	All	Central Urban Area	First Ring Communities	Outer Ring Communities	Outside Dane County
More Renewable Energy	1	2	1	3	1
Green Infrastructure	2	1	3	5	6
More Community-Based Resources	3	4	4	1	3
Better Connected Education and Work	4	6	2	2	2
Expand Transit	5	3	6	7	9
Expanded Housing Options	6	5	10	6	7
More Local Energy Production	7	7	5	4	8
More Locally Grown Food	8	9	7	9	4
Walkable Communities	9	8	8	11	14
More Close-Knit Communities	10	10	9	10	11
Preserve More Farming Areas	11	14	12	8	5
More Tech Job Growth	12	12	11	12	10
More Vibrant Centers	13	11	15	14	15
Bigger and More Connected Natural Areas	14	13	14	13	13
More Access to Outdoors	15	15	13	15	12
More Online Communication and Remote Living	16	16	16	16	16

## C. Observations

- People in the central urban and first ring ZIP Codes as well as those in neighboring counties ranked *More Renewable Energy* as a top priority. People in the outer ring ranked it third (high priority).
- Prioritization of *Green Infrastructure* was negatively correlated with distance from the region's center. People in the central urban ZIP Codes ranked it number one, while people in Dane County's first ring communities ranked it third. Respondents from outer ring communities and surrounding counties ranked it in fifth and sixth place (moderate priority).
- *More Community-Based Resources* was a top or high priority for all ZIP Code areas, with the highest support in outer ring communities.
- People in the central urban area ranked *Better Connected Education and Work* sixth (moderate priority), while people in other areas ranked it second (top priority).
- Priority ranking of *Expand Transit* was negatively correlated with distance from the center.
- Central urban residents ranked *Expanded Housing Options* fifth. People in the outer ring and surrounding counties ranked it sixth and seventh, respectively. People in first ring communities prioritized it the lowest, ranking it 10th (limited priority).
- The greatest support for *More Local Energy Production* was found outer ring communities, where it was ranked fourth (high priority). People in other areas were more likely to rank it as a moderate priority.
- People in neighboring counties ranked *More Locally Grown Food* fourth, while people in Dane County ZIP Code areas tended to rank it as a moderate or limited priority.
- Priority ranking for *Walkable Communities* is inversely correlated with distance from the center. People in adjacent counties ranked it 14th (low priority), while people in the central area ranked it eighth (moderate priority).
- People in all areas ranked *More Close-Knit Communities* as a limited priority.
- People outside of Dane County showed greater support for *Preserve More Farming Areas* ranking it fifth (moderate priority). Priority ranking for this strategy decreased with increased proximity to the center of the region.
- People in all ZIP Code areas selected the remaining strategies as limited or low priorities, similar to the overall survey population.