

# A GREATER MADISON VISION SURVEY RESULTS



Residents in Dane and surrounding counties care most about renewable energy and green infrastructure, better access to community resources and good jobs, and better transportation and housing choices. These were the top priorities that came out of the **Greater Madison Vision survey** taken by nearly 9,200 people last fall.

Survey results are available at [greatermadisonvision.com](http://greatermadisonvision.com). Top takeaways are:

- People ranked using more **renewable energy and green infrastructure** as top two priorities for our growing among 16 options. Both of these strategies were presented as responses to the increasing threat of climate change.
- The third and fourth-ranked priorities involved **community-based resources and better connections between education and jobs**. People of color and people with lower incomes prioritized these two strategies for adapting to growth along with more housing options, while also valuing renewable energy and green infrastructure. Residents outside Madison put more emphasis on protecting farming areas.
- **Expanded transit** ranked number 5 overall, and higher among those living in areas most in need of better transit service. **Expanded housing options** ranked number 6 overall, and higher among groups with greater housing needs, including low-income, persons of color and people age 65 and older.

- Conservation priorities were reflected in votes for growth maps. People want **more efficient and better-connected growth** that minimizes transportation, energy and infrastructure costs while protecting natural resources.
- By large numbers, people did not choose the “go-it-alone” future where individual communities look after themselves and rely more on technology to work and communicate remotely. Many comments expressed the desire for more, rather than fewer social connections.

The Greater Madison Vision Steering Committee and CARPC will use survey results to prepare a shared vision and plan to guide public and private decisions about how the region grows. Other regional groups, local communities, businesses and others can also use the survey results to inform their efforts. CARPC staff are available to present and discuss survey results. Contact Steve Steinhoff at [steves@capitalarearpc.org](mailto:steves@capitalarearpc.org).

