Town of Millville

During August through October of 2009 a total of 102 questionnaires were sent to households in the town of Millville. A total of 64 questionnaires were returned for a return rate of 63 percent. This number of returned surveys will provide estimates that expected to be accurate to within plus or minus 7.5 percent.

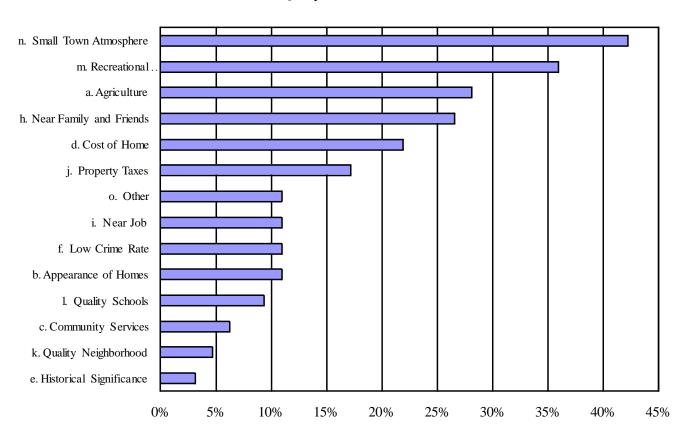
Key results of this survey include:

- Millville respondents cited natural beauty as the most important reason they chose to live in Grant County, and they were more likely to do so than the County as a whole.
- Majorities of respondents said that the ambulance service, fire protection, and the public school system are excellent or good. A majority said street and road maintenance was fair or poor.
- Much like Grant County as a whole, the Town of Millville residents tended to feel it is important to protect natural resources, especially forested lands. They were much less likely to rate historical and cultural sites as being important to protect, compared to other natural and cultural resources, and compared to the County.
- Millville residents did not think that there was a need for most types of housing, except for single-family homes, and they were more likely to prefer the cluster design of housing development than the County as a whole.
- In terms of land use, Town of Millville residents were more likely to own larger plots of land in Grant County and actively farm it compared to County respondents as a whole. They were more likely to believe that minimum lot sizes on rural residential development should be greater than 40 acres, but that landowners should be able to develop land any way they want.
- Town of Millville residents were more dissatisfied with the roads in their jurisdiction compared to other respondents around the County. They were also more likely to feel that all other forms of transportation, such as biking, walking, trains, bus services, etc., did not apply to them.
- Town of Millville residents preferred two main forms of communication: direct mailings and newsletters. They were more likely to prefer these forms of communication than the County as a whole.
- Respondents from Millville were less likely to agree with industrial and commercial development. They were more likely to agree that these forms of development should take place in existing cities or villages, and they were less likely to have an opinion on which types of economic development should be promoted in their area.
- Respondents from the Town of Millville were significantly more likely to be male than the County as a whole. They were also more likely to be between the ages of 55-64, and self-employed. Their length of residence as similar to the County as a whole.

SUMMARY OF KEY POINTS – QUALITY OF LIFE

- A majority of respondents felt that the natural beauty of Grant County was an important reason they chose to live in the area.
- Other major draws to Grant County were the small town atmosphere and the recreational opportunities available.
- The least important reasons for Millville residents to live in Grant County were quality neighborhoods, community services, and least of all, historical significance.

Quality of Life Factors



SUMMARY OF KEY POINTS – QUALITY OF LIFE (COUNTY COMPARISON)

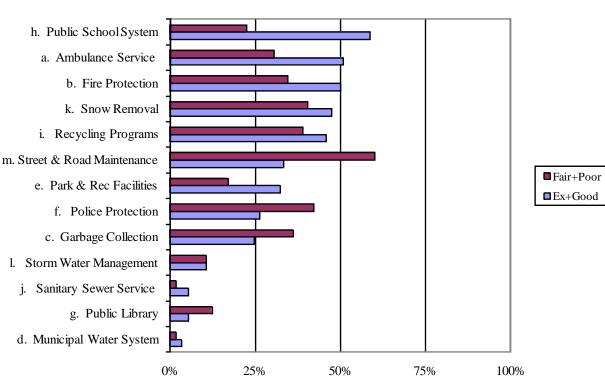
- Town of Millville residents were significantly more likely to consider natural beauty an important factor in their decision to live in Grant County.
- They were considerably less likely to cite being near family and friends and near their job as important factors than the County as a whole.
- Millville respondents were also more likely to factor agriculture, appearance of homes, and property
 taxes into their decision to live here, and less likely to decide to live in the County because of the low
 crime rate than the Grant County respondents overall.

1. What are the three most important reasons you and your family choose to live in Grant County?

	Millville	County		Millville	County
a. Agriculture	28%	17%	i. Near Job	11%	40%
b. Appearance of Homes	11%	2%	j. Property Taxes	17%	6%
c. Community Services	6%	3%	k. Quality Neighborhood	5%	10%
d. Cost of Home	22%	17%	1. Quality Schools	9%	18%
e. Historical Significance	3%	2%	m. Recreational Opportunities	36%	9%
f. Low Crime Rate	11%	20%	n. Small Town Atmosphere	42%	58%
g. Natural Beauty	61%	24%	o. Other	11%	5%
h. Near Family and Friends	27%	56%			

SUMMARY OF KEY POINTS – COMMUNITY FACILITIES AND SERVICES

- Majorities of respondents felt that the ambulance service, fire protection, and the public school system
 were excellent or good. However a majority also stated that the street and road maintenance was fair or
 poor.
- Town of Millville residents were split on their opinions of the recycling and snow removal programs.



SUMMARY OF KEY POINTS – COMMUNITY FACILITIES AND SERVICES (COUNTY COMPARISON)

- Town of Millville residents were significantly less likely in every situation to rate their community facilities and services as excellent and in many situations less likely to rate the services as good.
- They were significantly more likely to rate community facilities and services as not applicable, in every situation except snow removal and street and road maintenance.

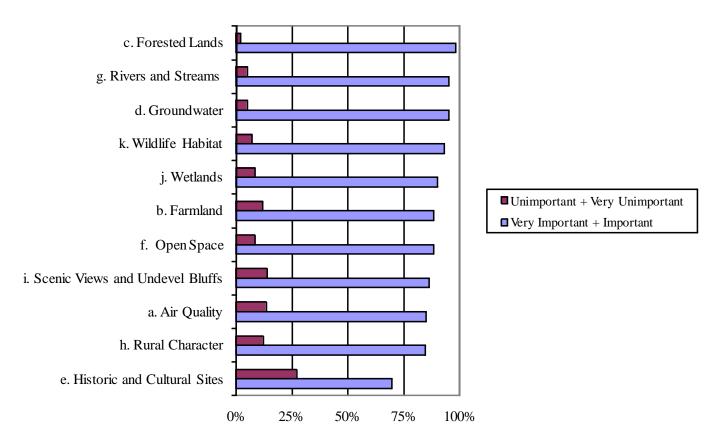
2. Rate the following local services

2. Nate the following local ser		ellent	Go	Good		ir	Po	or	Not Applicable	
	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty
a. Ambulance Service	10%	54%	41%	35%	25%	6%	5%	0%	19%	5%
b. Fire Protection	9%	54%	41%	39%	24%	4%	10%	0%	16%	3%
c. Garbage Collection	2%	39%	23%	39%	26%	9%	10%	2%	39%	11%
d. Municipal Water System	2%	23%	2%	38%	0%	10%	2%	2%	95%	26%
e. Park & Rec Facilities	12%	30%	20%	47%	10%	13%	7%	2%	51%	7%
f. Police Protection	5%	27%	21%	45%	30%	20%	12%	4%	32%	4%
g. Public Library	0%	33%	5%	46%	5%	11%	7%	2%	82%	8%
h. Public School System	9%	30%	50%	49%	17%	13%	5%	2%	19%	6%
i. Recycling Programs	5%	31%	41%	51%	27%	12%	12%	2%	15%	3%
j. Sanitary Sewer Service	0%	25%	5%	42%	2%	8%	0%	1%	93%	24%
k. Snow Removal	5%	27%	42%	47%	30%	17%	11%	2%	12%	7%
1. Storm Water Management	0%	16%	11%	43%	5%	16%	5%	3%	79%	22%
m. Street & Road Maintenance	3%	16%	30%	46%	43%	28%	17%	8%	7%	2%

SUMMARY OF KEY POINTS – NATURAL AND CULTURAL RESOURCES

- 98% of respondents felt that protecting forested lands was important.
- Natural resources were especially important to the Town of Millville respondents, because groundwater, rivers and streams, wildlife habitat, and wetlands were all considered important by 90% or more of respondents. Given some of the chief reasons identified for living in Millville (natural beauty, recreational opportunities), the importance respondents attached to preserving these resources is not surprising.
- Historic and cultural sites were the only resources that fewer than 75% of residents considered to be important to protect. This does reflect the responses from question 1 of the survey, where this same resource was cited as the least important reason people chose to live in the area.





SUMMARY OF KEY POINTS – NATURAL AND CULTURAL RESOURCES (COUNTY COMPARISON)

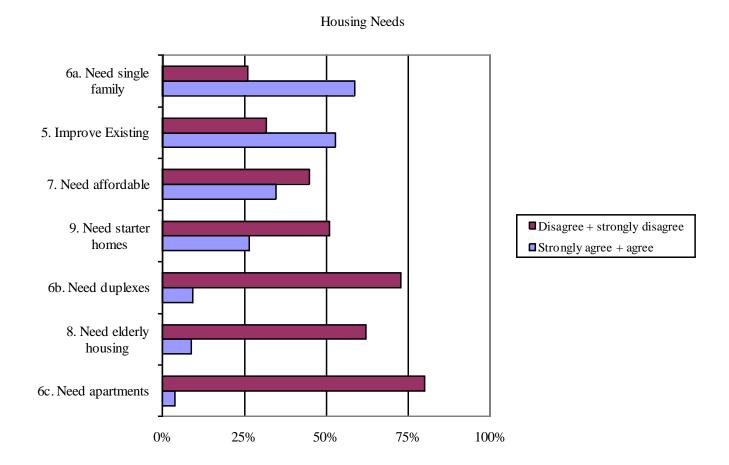
- Town of Millville residents were less likely to believe it is important to protect air quality and historical and cultural sites than Grant County as a whole.
- Otherwise, their responses to the importance of protecting natural and cultural resources were quite similar to those of the County overall.

4. It is important to protect the following:

	Very Important		Impor	Important		Unimportant		ery oortant	Not Applicable	
	Millv	Cnty	Millv	Cnty	Milly	Cnty	Millv	Cnty	Milly	Cnty
a. Air Quality	53%	68%	32%	29%	8%	2%	5%	1%	2%	1%
b. Farmland	53%	59%	36%	37%	8%	3%	3%	1%	0%	1%
c. Forested Lands	64%	54%	34%	40%	2%	3%	0%	1%	0%	2%
d. Groundwater	66%	73%	29%	25%	5%	1%	0%	0%	0%	0%
e. Historic and Cultural Sites	41%	27%	29%	57%	25%	13%	2%	1%	3%	2%
f. Open Space	56%	34%	32%	53%	5%	10%	3%	1%	3%	2%
g. Rivers and Streams	69%	64%	25%	34%	2%	2%	3%	0%	0%	0%
h. Rural Character	52%	39%	33%	47%	10%	12%	2%	1%	3%	2%
i. Scenic Views & Undevel Bluffs	55%	46%	31%	42%	12%	9%	2%	2%	0%	1%
j. Wetlands	49%	40%	41%	41%	5%	12%	3%	2%	2%	4%
k. Wildlife Habitat	72%	47%	21%	43%	2%	7%	5%	1%	0%	2%

SUMMARY OF KEY POINTS - HOUSING

- Over 75% of respondents disagree that there is a need for apartments, and nearly three-fourths of respondents disagreed with a need for duplexes.
- Majorities disagreed that there is a need for starter homes and elderly housing.
- Majorities agreed, however, that there was a need for single-family homes, and that existing housing should be improved.



SUMMARY OF KEY POINTS – HOUSING (COUNTY COMPARISON)

- Town of Millville residents were more likely, compared to the County, to disagree that there were needs for any types of housing, except for single family homes.
- They were also more likely not to have an opinion on elderly housing compared to the county and were more opposed to apartments than the County as a whole.
- Three-quarters of Town of Millville residents preferred the cluster housing design, and they were more likely than the County to feel that way.

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Milly	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty
5. Improve existing housing quality.	23%	24%	30%	44%	21%	16%	11%	3%	16%	13%
6. Need following housing types:										
a. Single Family Housing	24%	19%	34%	40%	12%	15%	14%	5%	16%	21%
b. Duplexes (2 units)	4%	8%	5%	33%	38%	25%	35%	9%	18%	25%
c. Apartments (3 or more units)	4%	7%	0%	24%	40%	31%	40%	12%	16%	26%
7. Need affordable housing	9%	31%	26%	36%	21%	14%	24%	6%	21%	13%
8. Need elderly housing	5%	20%	3%	43%	34%	19%	28%	4%	29%	14%
9. Need starter homes	11%	19%	16%	37%	25%	23%	26%	4%	23%	16%

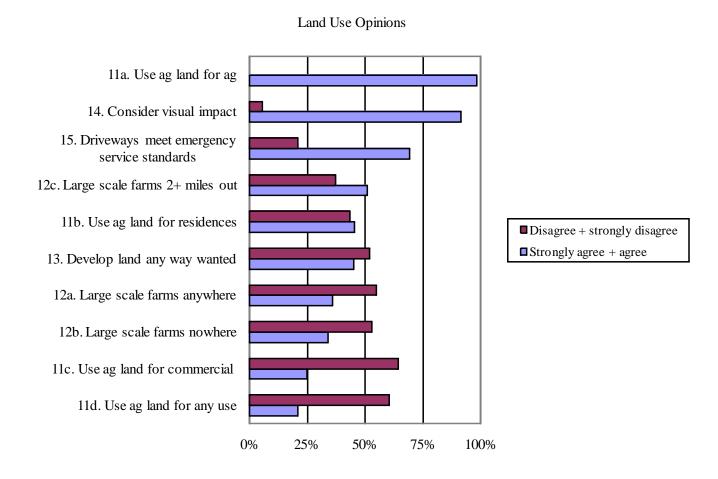
10. Would you prefer housing built in a traditional design (Option A) or a cluster design (Option B)?

OPTION A OPTION B

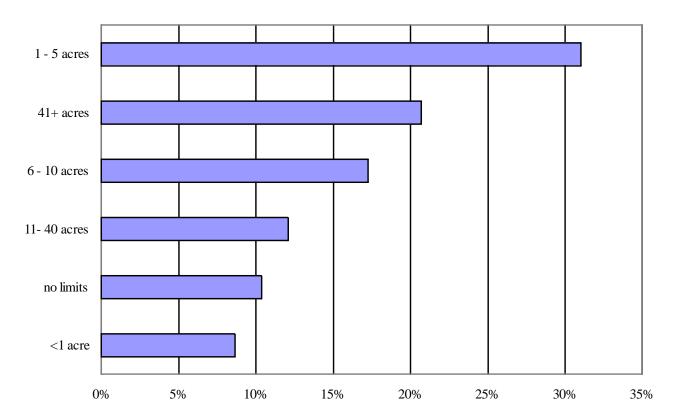
Traditiona	l Design	Cluster Design					
Millville	County	Millville	County				
25%	39%	75%	61%				

SUMMARY OF KEY POINTS – AGRICULTURE AND LAND USE

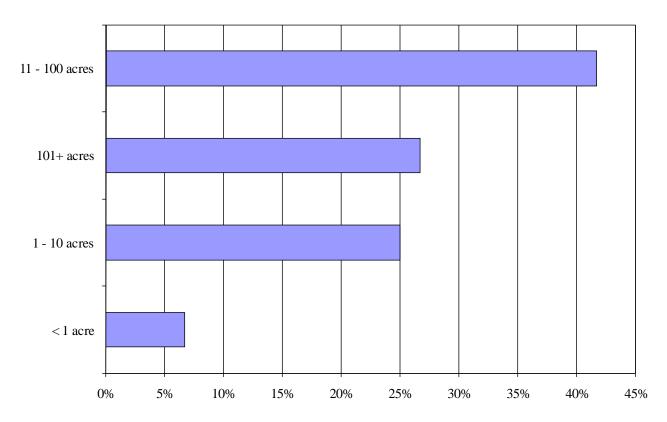
- Very large majorities of respondents agreed that agricultural land should be used for agricultural uses, visual impacts should be considered when evaluating development proposals, and new driveways should meet emergency service standards.
- Slight majorities disagreed that land should be developed however the landowner wanted and that agricultural land should be used for commercial purposes or for any use.
- Slight majorities disagreed that large-scale farms should be permitted anywhere, but they also didn't believe that they shouldn't be permitted anywhere. They seemed to prefer they be permitted 2 or more miles from town.
- Additionally, residents differed on what they preferred the minimum lot size to be. Most preferred the minimum lot size be somewhere between 1 and 10 acres.
- Greater than 40% of residents reported owning between 10 and 100 acres in Grant County, and more than a quarter reported owning greater than 100 acres. Less than 10% owned less than 1 acre of land.



Preferred Minimum Lot Size



Acres Owned in Grant County



SUMMARY OF KEY POINTS – AGRICULTURE AND LAND USE (COUNTY COMPARISON)

- Though still a small minority, Town of Millville residents were more likely than Grant County respondents as a whole to agree that agricultural land should be used for residences or for any use. They were also more likely to agree that land owners should be allowed to develop land any way they want.
- They were more likely to agree (although majorities still disagreed) that large farms should be expanded anywhere. A larger portion of Millville residents said large farms should be allowed nowhere in the County.
- Residents of Millville, like the County as a whole, felt that minimum lot sizes should be enforced on residential developments. They were more likely to believe that those minimum lot sizes should be greater than 40 acres and less likely to believe they should be less than 5 acres than the County overall.
- Their preference for larger minimum lot sizes makes sense, considering Town of Millville residents own more acres of land compared to the average Grant County resident. These larger lot sizes are further logical, as respondents from Millville were more likely to actively farm their land than the county as a whole. They are also more likely to believe that their land will be actively farmed in the future.

	Strongly	Agree	Ag	ree	Disa	gree	Stro Disa		No Op	oinion
	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty
11a. Use ag land for ag	78%	76%	20%	21%	0%	1%	0%	0%	2%	2%
11b. Use ag land for residences	9%	4%	36%	28%	26%	44%	17%	17%	11%	7%
11c. Use ag land for commercial	2%	3%	23%	19%	30%	45%	34%	26%	11%	7%
11d. Use ag land for any use	8%	4%	13%	8%	25%	40%	36%	36%	19%	12%
12. Expand lg farms (500+ an. units):										
a. Anywhere in Grant County	13%	9%	23%	17%	28%	42%	26%	23%	9%	8%
b. Nowhere in Grant County	23%	12%	11%	14%	32%	44%	21%	19%	13%	12%
c. 2 miles outside inc areas	8%	23%	43%	39%	8%	17%	29%	9%	12%	12%
13. Develop land any way wanted	22%	11%	22%	17%	26%	52%	26%	18%	3%	2%
14. Consider visual impacts of devel	39%	28%	53%	57%	2%	9%	4%	2%	4%	5%
15. Driveways meet EMS standards	31%	38%	38%	52%	17%	6%	3%	0%	10%	4%

16. There should be a minimum lot size on residential development in rural areas.

Strong	gly Agree	Ag	ree	Disag	ree	Strongly I	Disagree	No C	pinion
Millv	Cnty	Millv	Cnty	Milly	Cnty	Millv	Cnty	Millv	Cnty
43%	24%	33%	48%	3%	16%	14%	5%	7%	8%

17. In your opinion, what should the minimum lot size be for rural residential development?

Less th	an 1 acre	1 to 5 a	acres	6 to 10) acres	11 to 40	acres	41 or mo	ore acres	No Lin	nitation
Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty
9%	19%	31%	49%	17%	13%	12%	5%	21%	4%	10%	11%

18. How many acres of land do you own in Grant County?

Less Tl	han 1 acre	1-10	acres	11-100) acres	101 acres or more		
Millville	Cnty	Millville	Cnty	Millville	Cnty	Millville	Cnty	
7%	60%	25%	17%	42%	10%	27%	13%	

19. Do you actively farm the land you own?

Ye	s		No	Not App	licable
Millville	Cnty	Millville	Cnty	Millville	Cnty
37%	14%	54%	55%	8%	31%

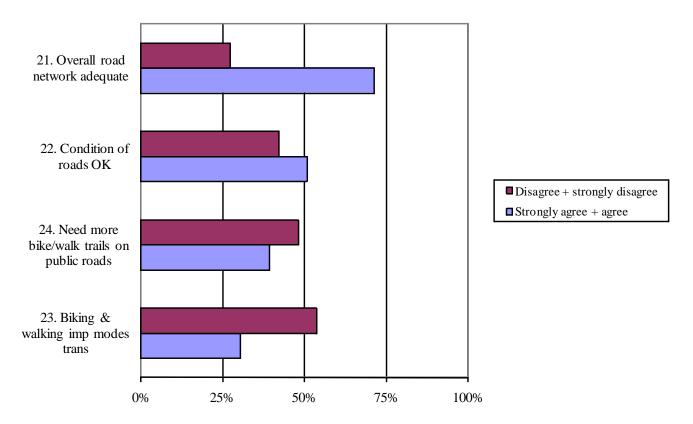
20. Do you think your land will be actively farmed (by you or someone else) in the next:

0-5	years	6-	10 years	11-1	15 years	16-2	20 years	Not A	plicable
Milly	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty
19%	10%	14%	6%	6%	6%	28%	13%	44%	74%

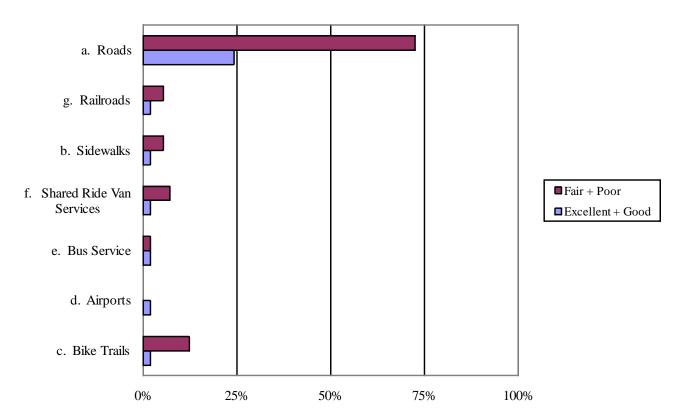
SUMMARY OF KEY POINTS – TRANSPORTATION

- A majority of residents agreed that the overall road network is adequate, while a slight majority agree that the conditions of that road network are adequate.
- Residents from Millville tended to disagree that biking and walking were important modes of transportation, and consequently, they disagreed that there was a need for more biking and walking trails on public roads.
- When asked to rate the transportation quality in the Town of Millville itself, an overwhelming majority rated the roads as fair or poor. Few residents responded to the other types of transportation listed in the survey, showing that they probably are not available in Millville, although when they were rated, they were typically rated fair or poor.

Transportation Opinions



Transportation Quality in Local Jurisdiction



SUMMARY OF KEY POINTS – TRANSPORTATION (COUNTY COMPARISON)

- Town of Millville residents were significantly less likely to agree that the road network meets their needs and that the conditions of the roads are adequate. They were also less likely to agree that biking and walking were important modes of transportation and that more biking and walking lanes are needed.
- Compared to other respondents from around the County, Town of Millville residents were more dissatisfied with the roads in their jurisdiction. They were also more likely to feel that all other forms of transportation didn't apply to them.

21-24. Transportation issues

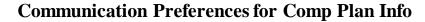
	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty
21. Road network meets										
needs	12%	14%	59%	74%	19%	9%	8%	2%	2%	1%
22. Condition of roads										
adequate	9%	11%	42%	64%	25%	20%	18%	3%	7%	1%
23. Biking & walking imp										
modes trans	7%	18%	23%	44%	36%	22%	18%	5%	16%	11%
24. Need more bike & walk										
lanes on pub roads	11%	24%	29%	34%	27%	23%	21%	9%	13%	10%

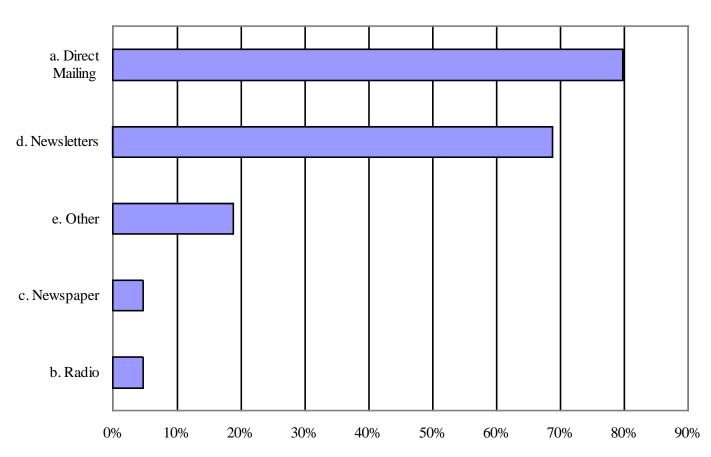
25. Rate the following for your local jurisdiction

	Exce	Excellent		ood	Fa	ir	Poor		Not Applicable	
	Milly	Cnty	Milly	Cnty	Millv	Cnty	Milly	Cnty	Millv	Cnty
a. Roads	3%	12%	21%	59%	52%	22%	21%	6%	3%	0%
b. Sidewalks	0%	6%	2%	39%	0%	28%	5%	6%	93%	22%
c. Bike Trails	0%	3%	2%	17%	2%	19%	11%	16%	86%	44%
d. Airports	0%	6%	2%	30%	0%	16%	0%	4%	98%	43%
e. Bus Service	0%	1%	2%	4%	0%	3%	2%	20%	96%	72%
f. Shared Ride Van Services	0%	0%	2%	9%	0%	11%	7%	16%	91%	64%
g. Railroads	0%	2%	2%	11%	4%	10%	2%	13%	93%	64%
h. Other	6%	3%	6%	9%	0%	1%	6%	12%	81%	75%

SUMMARY OF KEY POINTS - COMMUNICATION

• Town of Millville residents preferred two main forms of communication regarding comprehensive planning: direct mailings and newsletters.





SUMMARY OF KEY POINTS – COMMUNICATIONS (COUNTY COMPARISON)

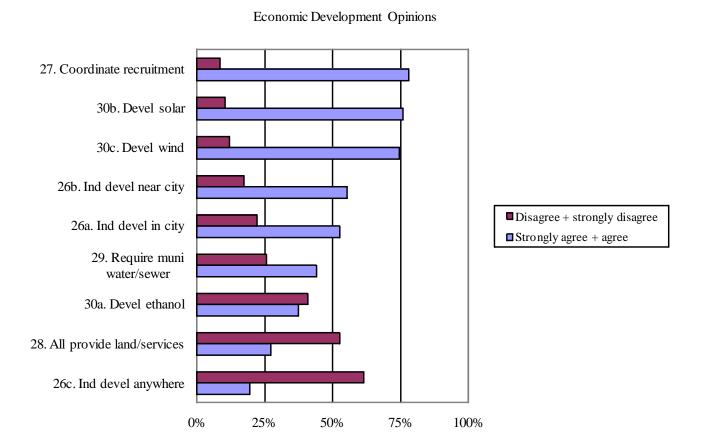
• Millville residents were more likely to prefer direct mailings and newsletters than the county as a whole, and less likely to prefer to receive information by radio or newspaper.

3. What are 2 most effective ways your jurisdiction could provide Comprehensive Planning information to landowners and residents?

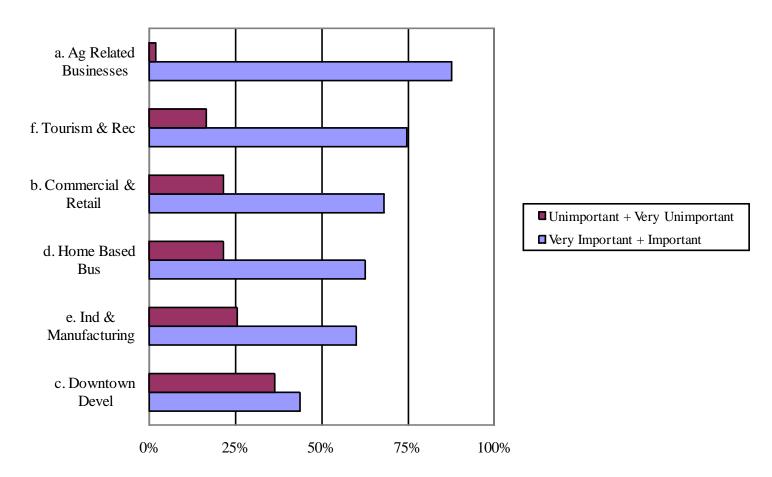
mind where and residents.		
	Millville	Cnty
a. Direct Mailing	80%	70%
b. Radio	5%	21%
c. Newspaper	5%	44%
d. Newsletters	69%	56%
e. Other	19%	4%

SUMMARY OF KEY POINTS – ECONOMIC DEVELOPMENT

- 75% or more of Millville residents strongly agreed that wind and solar energy should be developed as a means of economic development and that coordinated economic recruitment efforts should be promoted.
- Majorities of residents disagreed that industrial development should happen anywhere and that municipalities should provide land and services for that development to occur.
- Majorities of residents cited the importance of all types of business development, with the most importance placed on agriculture-related businesses and the least importance placed on downtown development.



Importance of Business Development



SUMMARY OF KEY POINTS – ECONOMIC DEVELOPMENT (COUNTY COMPARISON)

- Millville residents were less likely than the County to agree that commercial or industrial development should take place, except in existing cities or villages. They were more likely to disagree that communities should provide land and infrastructure for industrial and commercial activities. They were also more likely to have no opinion on this group of questions than the County,
- Respondents were less likely to agree that different forms of alternative energy should be developed in the County. They were more likely to disagree *and* have no opinion on ethanol and wind energy. They were also more likely to have opinions on "other" forms of alternative energy.

	Strongly Agree		Ag	ree	Disa	Disagree		Strongly Disagree		No Opinion	
	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	
26. Commercial or industrial buildings and activities involving truck traffic and manufacturing should be located:											
a. In an existing city or a village	10%	14%	42%	39%	19%	28%	3%	7%	25%	12%	
b. Near a city or village	7%	16%	48%	63%	12%	8%	5%	3%	28%	10%	
c. Anywhere in Grant County	5%	7%	14%	19%	37%	38%	25%	20%	19%	16%	
27. Coordinate business recruitment	34%	53%	44%	40%	7%	2%	2%	2%	14%	3%	
28. Provide land & infrastructure for industry/commerce	12%	16%	15%	43%	39%	19%	14%	7%	20%	15%	
29. Required muni water & sewer	14%	26%	31%	45%	19%	11%	7%	4%	31%	14%	

30. Grant County jurisdictions should pursue the following energy alternatives as a form of economic development:

		Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	Millv	Cnty	
a. Ethanol Plants	12%	22%	25%	33%	24%	23%	17%	9%	22%	13%	
b. Solar Energy	38%	39%	38%	45%	5%	5%	5%	1%	14%	10%	
c. Wind Energy	39%	48%	36%	43%	7%	2%	5%	2%	14%	6%	
d. Other	25%	28%	25%	8%	0%	0%	13%	0%	38%	63%	

• Town of Millville residents were less likely to rate the development of every type of business as important. In two cases, agriculture-related and home-based businesses, they were more likely to rate them not applicable. In every other case, they were more likely to rate the business development as unimportant *and* not applicable.

31. Rate the importance of the following:

•		Very Important		Important		Unimportant		Very Unimportant		ot cable
	Milly	Cnty	Milly	Cnty	Milly	Cnty	Millv	Cnty	Millv	Cnty
a. Ag Related Business	50%	59%	38%	38%	0%	2%	2%	0%	11%	1%
b. Commercial & Retail	11%	33%	57%	59%	14%	7%	7%	1%	11%	1%
c. Downtown Devel	13%	31%	31%	52%	29%	11%	7%	2%	20%	4%
d. Home-Based Bus	18%	17%	45%	54%	18%	22%	4%	3%	16%	4%
e. Ind & Manufacturing	13%	40%	47%	50%	16%	8%	9%	1%	15%	1%
f. Tourism & Rec	29%	36%	45%	55%	9%	7%	7%	1%	9%	1%

SUMMARY OF KEY POINTS – DEMOGRAPHICS

- Respondents from the Town of Millville were significantly more likely to be male than the County as a whole. They were also more likely to be between the ages of 55-64, and self-employed.
- Respondents from Millville were less likely to have children living in their household.
- With the small number of non-resident responses removed, the length of residence was nearly the same as the County as a whole.

35. Gender

M	Iale	Female				
Milly Cnty		Millv	Cnty			
74%	53%	26%	47%			

36. Age

18-24		25-	-34	35-44		
Millv	Cnty	Millv	Cnty	Millv	Cnty	
0%	0%	5%	7%	7%	13%	

45-	54	55-	-64	65 and	l older
Millv	Cnty	Millv	Cnty	Millv	Cnty
25%	23%	34%	22%	29%	35%

37. Employment Status

Emp Full Time		_	p Part ime	Self Employed		
Millv	Cnty	Millv	Cnty	Millv	Cnty	
43%	44%	5%	6%	19%	10%	

Unemployed		Ret	ired	Other		
Millv	Cnty	Millv	Cnty	Millv	Cnty	
3%	1%	28%	37%	2%	1%	

38. Place of Residence

Own		Re	ent	Other		
Millv	Cnty	Milly Cnty		Millv	Cnty	
95%	99%	3%	1%	2%	0%	

39. Number of Adults (18+) in Household

0		1		2		
Millv	Cnty	Millv	Cnty	Millv	Cnty	
		19%	20%	75%	71%	

3	}	4		5+	
Millv	Cnty	Millv	Cnty	Millv	Cnty
4%	7%	2%	2%	0%	1%

40. Number of Children (under 18) in Household

0	0 1		l	2	
Millv	Cnty	Millv	Cnty	Millv	Cnty
78%	67%	11%	14%	6%	11%

3	}	4		5+	
Millv	Cnty	Millv	Cnty	Millv	Cnty
4%	7%	2%	1%	0%	0%

41. Household Income

Under \$15,000		\$15K - \$24,999		\$25K - \$49,999	
Millv	Cnty	Millv	Cnty	Milly	Cnty
4%	7%	15%	14%	28%	33%

\$50K - \$74,999		\$75K - \$99,999		\$100,000+	
Milly	Cnty	Millv	Cnty	Millv	Cnty
28%	25%	15%	15%	9%	6%

42. Years Lived in Grant County

Less than 1		1-4		5-9	
Millv	Cnty	Millv	Cnty	Millv	Cnty
0%	1%	8%	5%	14%	9%

10)-24	25+		
Milly Cnty		Millv	Cnty	
20%	14%	59%	71%	