



# Village of Cameron Comprehensive Planning Public Opinion Survey Report, 2008

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Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Jim Janke, Mandy Speerstra, Megan Glenn, Megan Keune, Hannah Stuttgen, Grady Stehr, Aaron Peterson, Ted Cannady, Michelle Landherr, and Ashley Julka. We gratefully acknowledge their hard work and dedication. In addition, we would like to thank Jay Tappen, Eric Anderson, and Chris Straight of the West Central Wisconsin Regional Planning Commission and Tom Hall, Village President for their input and assistance throughout this process. Finally, we thank the residents and property owners of the Village of Cameron who took the time to complete the questionnaire.

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## Executive Summary

From late-November to late-December 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 679 Village of Cameron residences. The SRC received 337 completed surveys, which is a 50 percent response rate. With 337 responses, the estimates contained in this report are expected to be accurate to within plus or minus 3.8 percent. Statistical tests do not indicate that “non-response bias” is a problem with this sample.

Over three-fourths of respondents rate the overall quality of life in the Village of Cameron as very good or good. The top reason for choosing to live in the Village is the small town atmosphere followed by quality schools and being near family and friends. When asked to comment on what aspect of Cameron stands out as being especially attractive, schools and parks were the top choices. Conversely, the beach and unkempt homes and buildings were considered unattractive aspects of the Village.

Twelve of the nineteen Village services listed on the survey are rated as very good or good by a majority of respondents. Garbage collection and the public school system have the highest very good/good ratings. A high percentage of Cameron respondents believe that the overall road network in the Village meets the needs of its citizens. An open-ended question provided an opportunity for respondents to comment on unsafe intersections, street, and sidewalks. Areas most frequently mentioned were Main Street, Highway SS, Poplar Avenue, Wisconsin Avenue, and Sixth Street.

Specific actions were described in the survey as means to retain natural and cultural Village resources; none of the actions listed on the survey were said to be a ‘high priority’ by a majority of respondents. Encouraging water to infiltrate into the ground rather than running into storm sewers or creeks had the highest percentage (44%) of respondents determining it to be of ‘high priority’.

When asked about housing in the Village, one-quarter of respondents feel that there are too many duplexes and townhomes while a majority believe there are too few nursing homes and assisted living facilities. A large minority (47%) see the need for more senior condominiums/apartments.

Fifty-percent of Cameron respondents oppose allowing landowners to develop their land any way they want; 47% support this lack of restrictions. Respondents support, by nearly a 3 to 1 margin (74% vs. 26%), the idea of standard suburban designs for new residential developments. A standard suburban design, as explained in the questionnaire, features wide streets, no sidewalks and larger lots in new developments. Other surveys of this type that the SRC has done around the state have consistently shown support for the opposite design, a neighborhood/cluster design with narrower streets, sidewalks, and smaller lots.

The top three types of jobs that respondents consider important or very important for the Village, both currently and in the future, are industrial/manufacturing, commercial/retail, and downtown “Main Street” jobs. Respondents were asked in a separate section of the survey what their “vision” was for the future of Cameron; nearly 90% of respondents are in favor of focusing on increasing the base of manufacturing employment in the Village. A focus on downtown retail, commercial, and professional services was also considered an important focus by a large majority.

## Survey Purpose

The purpose of this survey was to understand public opinions about a range of important land use issues facing the Village of Cameron. Survey results will provide input into the comprehensive land use plan that the Village of Cameron is developing.

## Survey Methods

From late-November to late-December 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 679 Village of Cameron residences. The SRC received 337 completed surveys, which is a 50 percent response rate. With 337 responses, the estimates contained in this report are expected to be accurate to within plus or minus 3.8 percent. Statistical tests do not indicate that “non-response bias” is a problem with this sample.

Surveys have to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, Question 10c of the survey asked respondents to rate the garbage collection in the Village on a scale from “very good” to “very poor”. If only people who were very satisfied with garbage collection responded to the survey, the overall rating in the report would overstate the level of satisfaction of the overall population and the survey would have non-response bias.

The SRC tested 115 variables included in the questionnaire and found 14 instances in which responses from the first mailing and those from the second were statistically different. In most instances, the differences do not change the interpretation of results. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for the Village of Cameron survey.**

In addition to the numeric responses, respondents provided additional written comments that were compiled by the SRC from the surveys. **Appendix B to this report contains the complete compilation of comments.**

**Appendix C contains the survey questionnaire with a quantitative summary of responses by question.**

## Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the Village of Cameron Comprehensive Planning Public Opinion survey. Where comparable data were available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the Village.

<b>Table 1: Demographic Profile of Respondents</b>							
<b>Gender</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>				
Sample	311	42%	58%				
Census (18+)	1,145	48%	52%				
<b>Age</b>	<b>Count</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Sample	317	2%	16%	15%	17%	20%	29%
Census (18+)	1,145	13%	18%	22%	17%	11%	19%
<b>Employment Status</b>	<b>Count</b>	<b>Full-Time</b>	<b>Part-Time</b>	<b>Self Empl</b>	<b>Unempl</b>	<b>Retired</b>	<b>Other</b>
Sample	317	48%	6%	8%	3%	32%	2%
Census (16+)	1,180	66%		5%	3%	18%	
<b>Place of Residence</b>	<b>Count</b>	<b>Own</b>	<b>Rent</b>	<b>Other</b>			
Sample	325	79%	19%	2%			
Census (Occupied Housing Units)	640	62%	38%				
<b>Number in Household</b>	<b>Count</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5+</b>
Adults (sample) (18-64)	261		30%	60%	9%	2%	0%
Adults (sample) (65+)	300	66%	18%	16%	0%	0%	0%
Children (sample)	294	66%	13%	15%	5%	2%	0%
Census (households with children <18)	640	66%	34%				
<b>Household Income Range</b>	<b>Count</b>	<b>Less than \$15,000</b>	<b>\$15 - \$24,999</b>	<b>\$25 - \$49,999</b>	<b>\$50 - \$74,999</b>	<b>\$75 - \$99,999</b>	<b>\$100,000 or More</b>
Sample	310	11%	17%	37%	22%	8%	5%
Census (households)	624	19%	13%	40%	20%	4%	4%
<b>Length of Residency</b>	<b>Count</b>	<b>Less than 1 year</b>	<b>1 – 4 years</b>	<b>5 – 9 years</b>	<b>1 - 24 years</b>	<b>25+ years</b>	
Sample	326	8%	14%	18%	27%	33%	

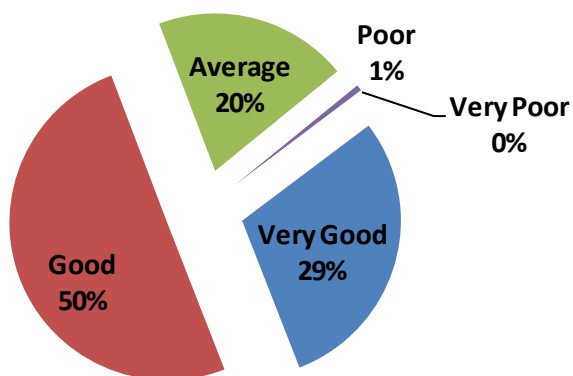
Sample Bias Concerns. The sample has considerably fewer young people and renters when compared to 2000 Census data. Our experience is that younger residents in most jurisdictions are less likely to participate in surveys than are older residents and they are less likely to be property owners than are older Village residents. Although we did send surveys to renters for whom we were able to obtain addresses, the majority of the mail list used consisted of property owners. Significant age-related differences will be noted throughout the report.

In addition, in the fall of 2008, a survey was sent to Barron County residents asking similar questions regarding comprehensive planning. For comparison purposes, we will note applicable similarities and differences between the results of the two surveys (Village of Cameron and Barron County) throughout the report.

## Quality of Life

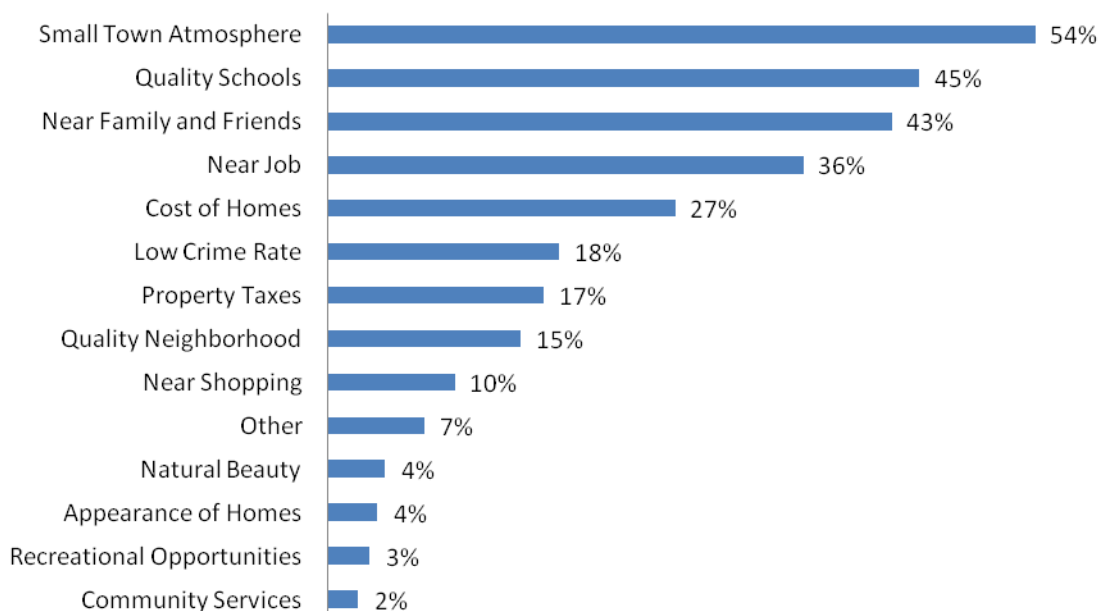
When respondents were asked to rate the overall quality of life in the Village, 79% rated it very good or good (**Chart 1**). Quality of life results are similar to those shown in the fall 2008 Barron County survey. More than four of five County residents felt that the overall quality of life in the County was good or excellent.

**Chart 1: Quality of Life**



**Choosing Place of Residence.** Respondents were asked to identify the three most important reasons they have chosen to live in the Village of Cameron. The results are summarized in Chart 2. The top reason was the small town atmosphere. Quality schools and being near family and friends were the second and third reasons chosen. Relatively few respondents report that natural beauty, appearance of homes, recreational opportunities, and community services are reasons they live in the Village of Cameron.

**Chart 2: Top Reasons for Choosing to Live in Village of Cameron**





- Younger respondents, those employed, respondents with children in their home, and higher income respondents are more likely to say that **quality schools** is a reason they live in the Village.
- Respondents 45 or over and those without children in their home are more likely to say that **small town atmosphere** is a top reason for living in Cameron.
- Females and respondents without children in their household are more likely to say that **being near family and friends** is a top reason they chose to live in the Village.
- Renters and respondents who are not employed are more likely to say that being **near shopping** is a top reason they live in the Village.
- Homeowners and respondents who have lived in the Village for 10 years or more are more likely to say that **property taxes** is a reason they chose to live in Cameron.
- Respondents who have lived in the Village for less than 10 years are more likely to say that **quality neighborhood** is a top reason they live in Cameron.
- **Being near job/employment opportunities** is more important to respondents who are younger than 45 and those currently employed.

Respondents to the countywide comprehensive planning survey were given a slightly different list of items to prioritize. The top reasons for choosing to live in Barron County were the small town atmosphere, being near family and friends, and being near their job.

Attractive Aspects of Village. Respondents were asked in an open-ended question, what aspect of Cameron, natural or manmade, stands out as being especially attractive (**Table 2**). 266 specific comments were categorized and the responses range from schools to parks. The top choice in terms of attractiveness to Village residents were schools with almost one-fifth of all comments addressing the schools of Cameron. Parks received the second highest response in terms of attractiveness.

Comments include:

*“Excellent school district.”*

*“Middle and high school design and landscapes.”*

*“Sportsman Park”*

Unattractive Aspects of Village. Alternatively, residents were asked what aspect of Cameron, natural or manmade, stands out as being especially unattractive. 212 specific comments were categorized (**Table 2a**). The beach was the aspect of Cameron most mentioned in terms of unattractiveness. The general appearance of certain homes and buildings was the second highest response in terms of unattractiveness. The complete compilation of comments can be found in Appendix B of this report.

Typical of comments regarding the unattractive aspects of Cameron are the following:

*“The beach used to be the best in the area, wish they would update it.”*

*“Houses that are not taken care of. Lawns that are not taken care of.”*

<b>Table 2: What aspect of Cameron stands out as being especially <i>attractive</i>?</b>		
	<b>Count</b>	<b>Percentage</b>
Schools	53	20%
Parks	51	19%
Atmosphere, Neighborhoods	42	16%
Nature	29	11%
Appearance	23	9%
Chibardun	21	8%
Nothing	16	6%
Location	12	5%
Miscellaneous	19	7%
TOTAL	266	100%
<b>Table 2a: What aspect of Cameron stands out as being especially <i>unattractive</i>?</b>		
	<b>Count</b>	<b>Percentage</b>
Beach	50	23%
Appearance of Buildings/Homes/Yards	43	20%
Parks	25	12%
Pool	20	9%
Junk Vehicles	12	6%
Lack of Facilities/Businesses	12	6%
Nothing	12	6%
Schools	7	3%
Miscellaneous	31	15%
TOTAL	212	100%

## Transportation

The data in Table 3 indicate that eighty-four percent of respondents believe that the overall road network in the Village meets the needs of its citizens. Sixty-two percent believe that the sidewalk system meets current needs and the same percentage think that additional walking trails, biking lanes, and walking lanes are needed along public roadways in Cameron.

<b>Table 3: Transportation Issues in the Village of Cameron</b>						
	<b>Count</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
The overall road network (roads, streets, and highways) in Cameron meets current needs.	328	9%	75%	10%	2%	5%
The sidewalk system in Cameron meets current needs.	328	5%	57%	25%	6%	7%
Additional walking trails, biking lanes, and walking lanes are needed along public roadways in Cameron.	328	28%	34%	22%	4%	12%

In comparison to the County survey, a similar percentage of County respondents (88%) felt that the current road network meets the needs of its citizens (vs. 84% in Village) and 64% of County respondents felt that more biking and walking lanes are needed along public roadways (vs. 62% in Village).

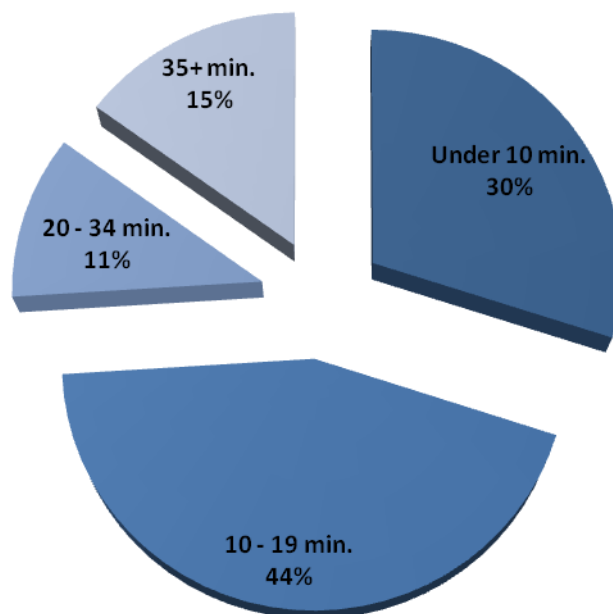
- Younger respondents, females, those employed, and those with children in their household are more likely to support more walking trails and biking and walking lanes along public roadways.

### Unsafe Streets, Sidewalks, or Intersections

Respondents were asked if there are any streets, sidewalks, or intersections in the Village of Cameron that they feel are unsafe. There were 166 distinct responses to this question. Areas most frequently mentioned by residents are Main Street, Highway SS, Poplar Avenue, Wisconsin Avenue, and Sixth Street. General sidewalk and speed limit concerns were mentioned by respondents as well. Appendix B contains the complete compilation of streets, sidewalks, and intersections mentioned by respondents.

Commute Time. Survey respondents were asked how many minutes (one way) it takes for the member of the household who drives the furthest to commute to work each day.<sup>1</sup> As Chart 3 suggests, nearly three-fourths of respondents have a one-way commute of less than 20 minutes. According to the Census, in 2000, the mean travel time to work in minutes for the Village of Cameron (workers 16 years and over) was 17.8 minutes.<sup>2</sup>

**Chart 3: Commute to Work in Minutes (One-Way)**



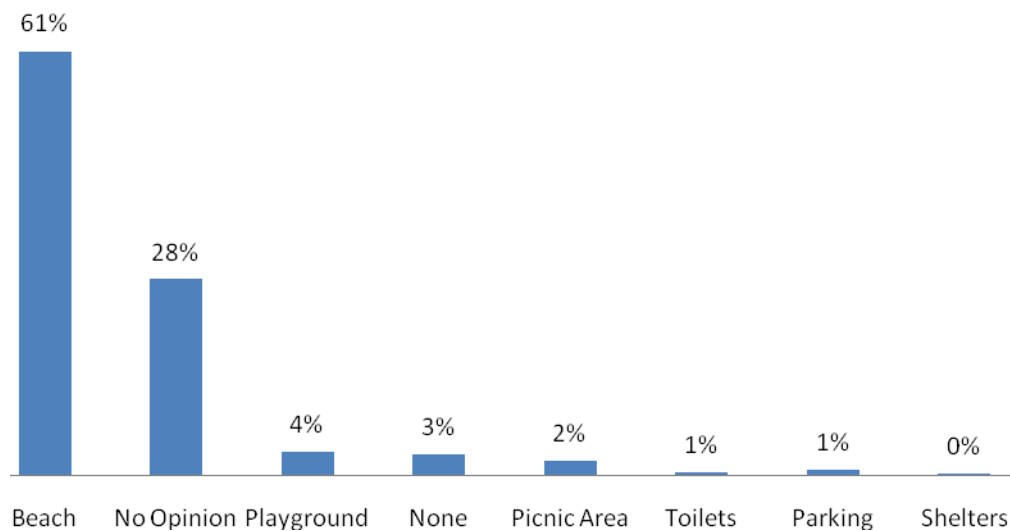
<sup>1</sup> 25% of survey respondents chose the 'Not Applicable' option when asked about commute minutes. For analysis purposes, the 'NA' responses were removed. The percentages shown in Chart 3 are based on 234 responses.

<sup>2</sup> Source: U.S. Census Bureau.

## Community Facilities and Services

Guy Speirs Recreation Area. As noted earlier in the report, the beach was the most frequently mentioned unattractive ‘aspect’ of the Village. When respondents were asked which facility at Guy Speirs Recreation Area *most* needs improvement, the beach also was the first choice, far exceeding the second and third choices of ‘no opinion’ and the playground (Chart 4).

**Chart 4: Most Needs Improvement  
at Guy Speirs Recreation Area**

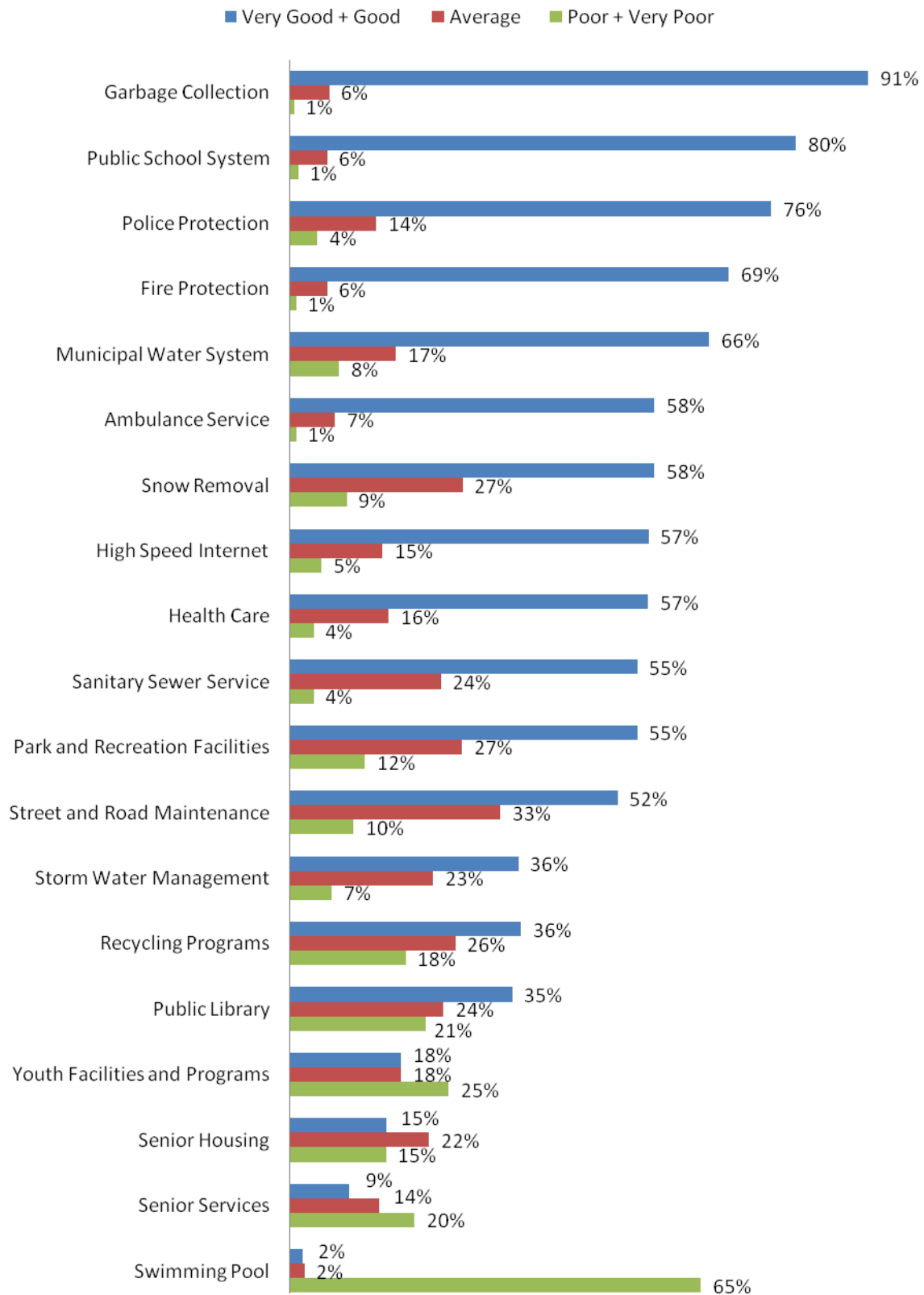


- Respondents who are not employed, those without children in their household, and those who have lived in the Village for less than 10 years are more likely to have no opinion about improvements to the Guy Speirs Recreation Area.

Quality of Village Services and Facilities. In Chart 5 the ratings respondents give to Village services and programs are grouped into “very good or good” (top bar), “average” (middle bar), and “poor or very poor” (bottom bar).

Twelve of the nineteen Village services listed have a majority of respondents rating them very good or good. The swimming pool was the only Village facility with over one-half of respondents rating it poor or very poor. Within the overall pattern of relative satisfaction with local services and facilities in the Village, it should be noted that for some services, particularly senior services, senior housing, and youth facilities/services, many respondents chose the “don’t know” option.

**Chart 5: Quality of Village Services and Facilities**



Opinions about Village services and programs vary by demographic group:

- Respondents 45 and over, homeowners, those without children in their home, and those who have lived in the Village for 10 or more years rate **ambulance service** and **fire protection** higher.
- Males rate **high-speed internet** higher. Older respondents, those without children in their home, and lower income respondents are more likely to say they don't know/can't rate high-speed internet service.
- Respondents who have lived in the Village for 10 or more years are more likely to rate the **municipal water system**, the **swimming pool**, and **youth facilities and programs** lower. Respondents who are not employed and those without children in their home are more likely to say they don't know/can't rate youth facilities and programs.
- Longer-term residents are more likely to rate the **public school system** and **park and recreation facilities** higher.
- Older respondents, longer-term residents, and those without children in the home are more likely to rate **recycling programs** higher. Females and renters are more likely to say they don't know/can't rate recycling programs.
- Older respondents are more likely to rate **police protection** higher.
- The **public library** is rated higher by lower income respondents.
- Older respondents, those not employed, and those without children in the home rate **snow removal** higher.
- Females, renters, and those who have lived in the Village for less than 10 years are more likely to say they don't know/can't rate **storm water management**.
- Younger respondents and those with children in their home are more likely to say they don't know/can't rate **senior housing** or **senior services**.

Slightly different categories of services and programs were used for the countywide survey. Top ratings went to the County's outdoor amenities (parks, forests, and trails), emergency management, and highways.

#### Facilities Available within a 5-minute Walk

Residents were asked what priority they give to having various facilities available within a 5-minute walk of their house. Their responses are summarized in Table 4. In terms of walking distance, many of the items listed are more of a low priority to residents with substantial numbers voicing no opinion. The items of highest priority to residents are various forms of a tot lot or small park.

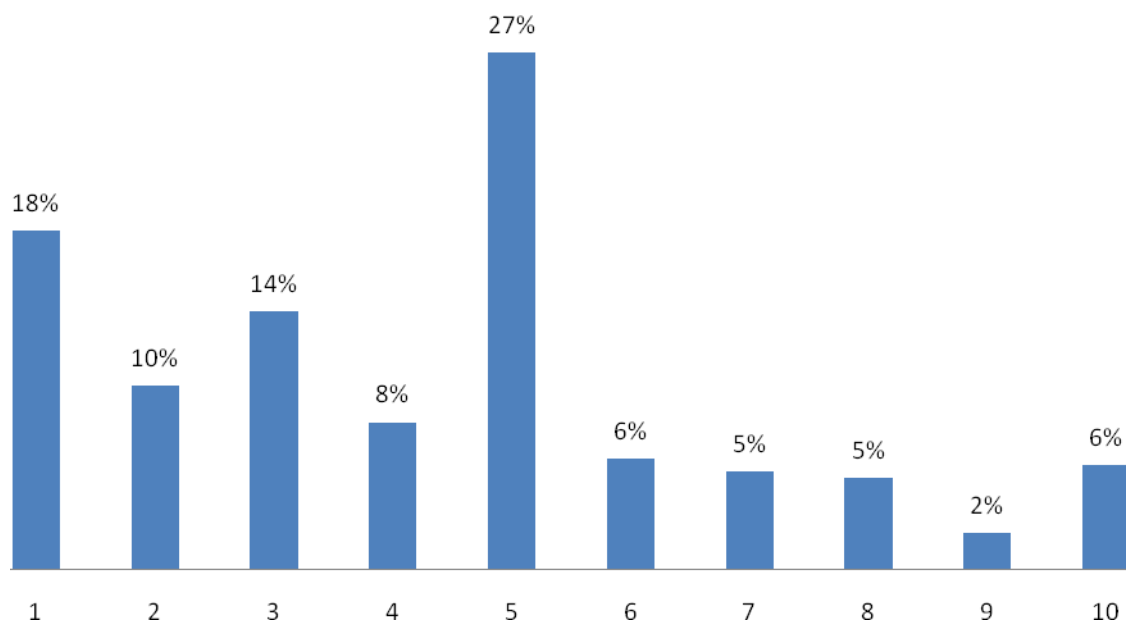
Low priority is given to four items by a majority of residents: being within a 5-minute walking distance to skateboard/rollerblade park, dog park, or tennis or basketball court. Respondents were given a chance to write in facilities that were not mentioned. A full list of 'other' types of facilities wanted by residents within walking distance of their homes can be found in Appendix B of this report.

Opinions about having facilities available within a 5-minute walk of home are correlated with a number of demographic characteristics. In particular, females, those younger than 45, and those with children in the home place higher priority on having a tot lot (small park) with various amenities (sand, swings, playground structure, and slide) than those 45 and over and those without children in the home. Additional facilities in which those with children and younger residents place higher priority include a sledding hill, athletic fields, and picnic area/shelter.

Table 4: Having Facilities Available Within 5-minute Walk from Home					
	Count	High Priority	Medium Priority	Low Priority	No Opinion
Tot Lot with Playground Structure	322	18%	28%	35%	19%
Tot Lot with Swings	319	18%	28%	35%	19%
Tot Lot with Sand Play Area	321	17%	27%	36%	20%
Tot Lot with Slide	321	17%	28%	35%	20%
Picnic Area/Shelter	322	15%	40%	32%	13%
Sledding Hill	323	14%	25%	38%	23%
Dog Park	319	8%	10%	54%	27%
Ice Skating Rink	319	8%	21%	48%	22%
Athletic Field	323	6%	27%	45%	22%
Basketball Court	318	6%	22%	51%	22%
Volleyball Court	323	4%	23%	49%	23%
Skateboard/Roller Blade Park	321	3%	14%	58%	26%
Tennis Court	320	3%	20%	53%	24%

Rice Lake Regional Airport. Respondents were asked on a scale of 1 (valuable asset) to 10 (major headache), how they would rate Rice Lake's Regional Airport, and their responses are summarized in Chart 6. Seventy-seven percent rate the airport as an asset (a rating of 1 through 5); 24% are less positive, choosing a rating of 6 through 10. Almost one-fifth of respondents believe the airport is extremely valuable (rated it a 1). At the other end of the spectrum, only 6% (or 17 respondents) feel that the airport is a major headache (rated it a 10).

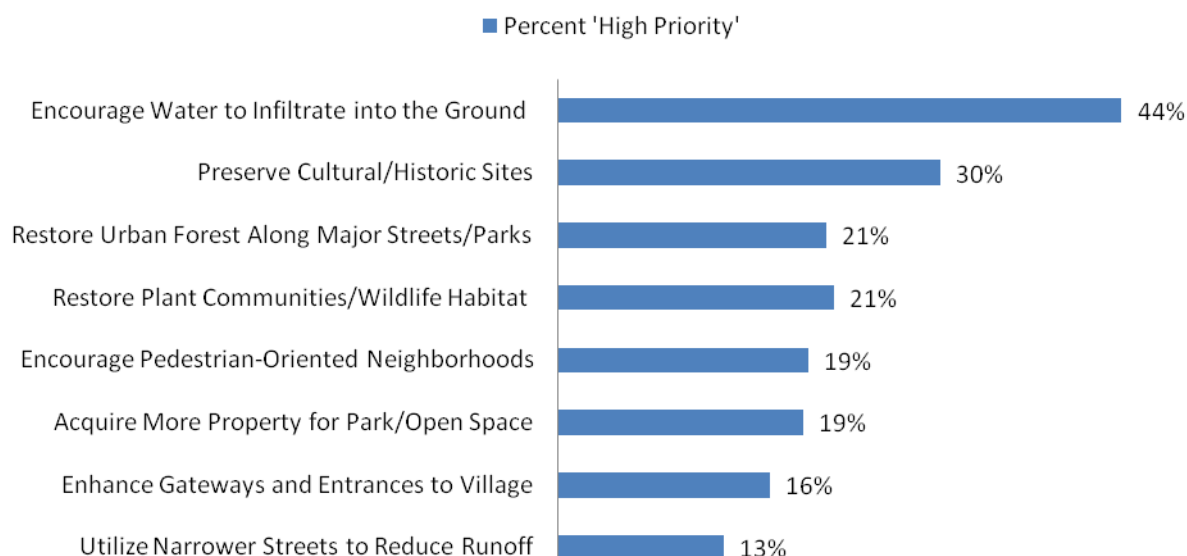
**Chart 6: Rating Rice Lake Regional Airport**  
*Scale of 1 (Valuable Asset) to 10 (Major Headache)*



## Natural and Cultural Resources

Natural Resource Protection. Specific actions were described in the survey as means to retain natural and cultural Village resources. Chart 7 shows that when asked how high a priority it should be for Cameron to implement these actions, none of the eight actions were given a 'high priority' by a majority of respondents. Encouraging water to infiltrate into the ground rather than running into storm sewers or creeks had the highest percentage (44%) of respondents determining it to be of 'high priority'.

**Chart 7: Priority Given to Actions to Retain Village Resources**



- Longer-term residents are more likely to place high priority on **enhancing gateways and entrances** to the Village.
- Females are more likely to place high priority on **restoring the urban forest** along major streets and in parks. Those without children in their home and longer-term residents are more likely to give low priority to restoring the urban forest.
- Females are more likely to give high priority to **preserving cultural and historic sites** within the Village.
- **Acquiring more property for park and open space** is a high priority to younger respondents, those employed, and those with children in their home.
- Males are more likely to give low priority to **restoring natural plant communities and wildlife habitat in parks and open spaces**. Younger respondents, those employed, and shorter-term residents are more likely to give high priority to restoring natural plant communities and wildlife habitat.
- Females and higher-income respondents are more likely to give high priority to **protecting groundwater and rivers** by encouraging water to infiltrate into the ground rather than running into the storm sewers and creeks.
- Males are more likely to give low priority to **encouraging compact, pedestrian-oriented neighborhoods** and they give lower priority to **utilizing narrower streets** in residential areas to reduce storm water runoff and control traffic speed.



## Housing

**Housing Availability.** Village of Cameron respondents were asked about the availability of various housing types in the Village. Background information was provided stating that in 2007, the median home price in Cameron was \$104,800. As noted in Table 5, one-quarter of respondents felt that there are too many duplexes and townhomes while a majority believe there are too few nursing homes and assisted living facilities. A large minority (47%) see the need for more senior condominiums and apartments. It should be noted that a considerable amount of respondents have no opinion about the availability of the housing types mentioned on the survey.

<b>Table 5: Housing Availability in the Village of Cameron</b>					
<b>What is your opinion about the availability of the following housing types in the Village of Cameron?</b>	<b>Count</b>	<b>Too Many</b>	<b>Right Amount</b>	<b>Too Few</b>	<b>No Opinion</b>
Duplexes and Townhomes	319	28%	38%	11%	23%
Apartment Units	318	18%	39%	15%	27%
Single family – below median price	310	14%	30%	21%	35%
Single family – above median price	311	8%	46%	11%	35%
Upscale Condominiums	311	7%	14%	14%	65%
Downtown Housing	315	3%	44%	10%	42%
Assisted Living Facilities	318	1%	15%	52%	32%
Senior Condominiums and Apartments	317	1%	19%	47%	33%
Nursing Homes	316	0%	7%	54%	38%

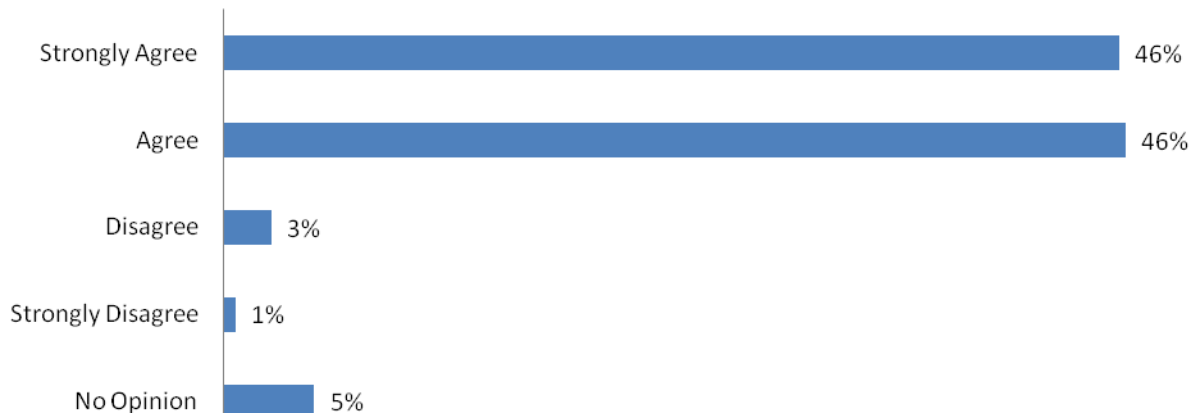
Generally, age and length of residency differences appear with respect to opinions about the availability of housing types. By demographic designation:

- Older respondents, those without children in their home, and longer-term residents see a greater need for more **assisted living facilities** and **senior condominiums/apartments**.
- Longer-term residents are more likely to say there are too many **duplexes and townhomes**.
- Longer-term residents are more likely to say there are too few **nursing homes**.
- Older respondents, those without children in the home see the need for more **senior condominiums and apartments**.
- Renters are more likely to say there are too few **duplexes/townhomes** and **upscale condominiums**.

Although the Barron County survey used a different question format when asking about housing needs, the need for more elderly housing was evident as well; seventy-three percent felt that more elderly housing was needed. Sixty-five percent of respondents felt that more affordable housing was needed in their area, and 60% felt that more starter homes were needed.

**External Appearance of Residences.** Almost all respondents (92%) feel that the external appearance of residences in their neighborhood is important to them (**Chart 8**). In addition, as noted earlier in the report, the general appearance of certain homes and buildings had the second highest number of responses in terms of Village unattractiveness (see Table 2a, page 10).

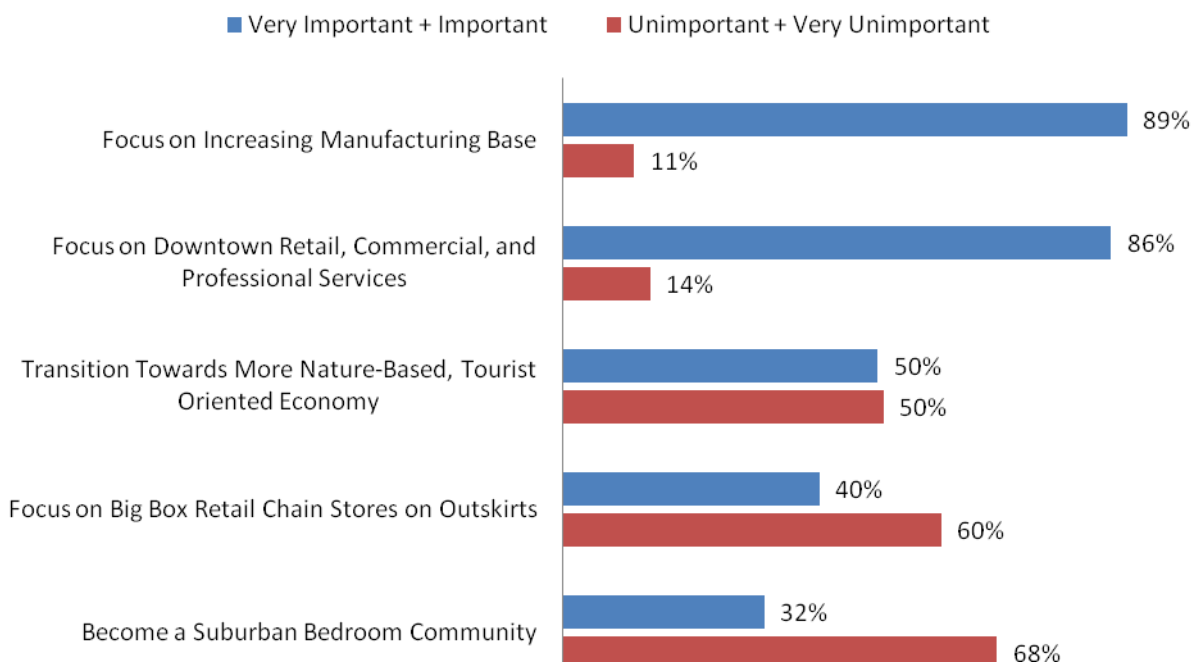
**Chart 8: External Appearance of Residences  
in Neighborhood is Important**



## Land Use

Future Vision for Cameron. Respondents were given various scenarios describing the future of the Village. Nearly 90% are in favor of focusing on increasing the base of manufacturing employment. Focusing on downtown retail, commercial, and professional services was also considered an important focus by a large majority (**Chart 9**). Becoming a suburban “bedroom” community was considered unimportant/very unimportant to more than two-thirds of respondents. In particular, lower-income respondents are less likely to be supportive of the Village becoming a suburban ‘bedroom’ community.

**Chart 9: Vision for the Future of Cameron**  
*How important is it for the Village to:*



**Future Nonresidential Development.** Village of Cameron respondents were asked to consider what priority should be given to various types of nonresidential development in the future. Survey responses (Table 6) indicate that none of the developments listed are considered a high priority by a majority of survey responses. Industrial and manufacturing development has the highest percentage of respondents giving it high priority at 43%. Two types of development, regional commercial uses (such as discount super stores) and an office park have a majority of respondents believing they are of low priority. Respondents were given a chance to write in other types of nonresidential development that were not mentioned in the survey. Recommendations ranged from a community center to fast food. A full list of ‘other’ types of developments can be found in Appendix B of this report.

<b>Table 6: Future Nonresidential Development</b>					
What priority should Cameron put on the following types of future nonresidential development?	Count	High Priority	Medium Priority	Low Priority	No Opinion
Industrial and manufacturing development	318	43%	39%	16%	3%
Neighborhood commercial and office uses	320	25%	48%	25%	2%
Community commercial uses	319	20%	43%	32%	6%
Specialty stores	319	18%	43%	33%	6%
Regional commercial uses	321	10%	24%	58%	8%
Office park	309	5%	28%	52%	15%

- Younger respondents are more likely to place lower priority on **industrial and manufacturing** development while longer-term residents place a higher priority on such development.
- Females are more likely to place high priority on **neighborhood commercial uses** (e.g. general merchandise stores, supermarkets, auto dealers, etc.)
- Employed respondents are more likely to place low priority on **regional commercial uses** (e.g. discount super stores).

**Residential Housing Design.** Residents were asked if housing developments should reflect a standard suburban design featuring wide streets, no sidewalks and larger lots (Figure 1 - Option A) or a traditional neighborhood design, with narrower streets, sidewalks, and smaller lots (Option B). Overwhelmingly, respondents chose the standard design.

**Figure 1: Preference for Development Designs**

**OPTION A**  
74%



**OPTION B**  
26%



This is a surprising result. The SRC has asked this question using the same or a substantially similar visual element in a large number of land use surveys throughout Wisconsin. In almost every instance, the neighborhood/cluster design (Option B) has been favored by a margin similar to that seen favoring the standard suburban design (Option A) in the case of the Village of Cameron. No statistically significant differences were shown by demographic groups for this question.

Opinions about Development. Residents are evenly divided on the question, “Landowners should be allowed to develop their land any way they want.” As Table 7 indicates, there are 50 percent who disagree or strongly disagree and 47 percent who agree/strongly agree with this statement. Females, younger respondents, those with children in their home, and those who have lived in the Village for less than 10 years are more likely to agree that landowners should be allowed to develop their land any way they want. When a similar question was asked of Barron County residents as a whole, 35% said landowners should be allowed to develop their land in any way compared to 61% who disagreed.

Most respondents believe that the visual impact of development is an important consideration when evaluating proposed development. Nearly half of the respondents feel that the Village should minimize its “sprawl” into bordering agricultural and undeveloped land; one-third do not support this idea.

<b>Table 7: Opinions about Land Use</b>						
	<b>Count</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
Landowners should be allowed to develop their land any way they want.	318	16%	31%	36%	14%	4%
Visual impact (view of the landscape and buildings) is an important consideration when evaluating proposed developments.	319	30%	63%	1%	1%	4%
The Village of Cameron should minimize its “sprawl” into bordering agricultural and undeveloped land.	316	13%	36%	28%	5%	17%

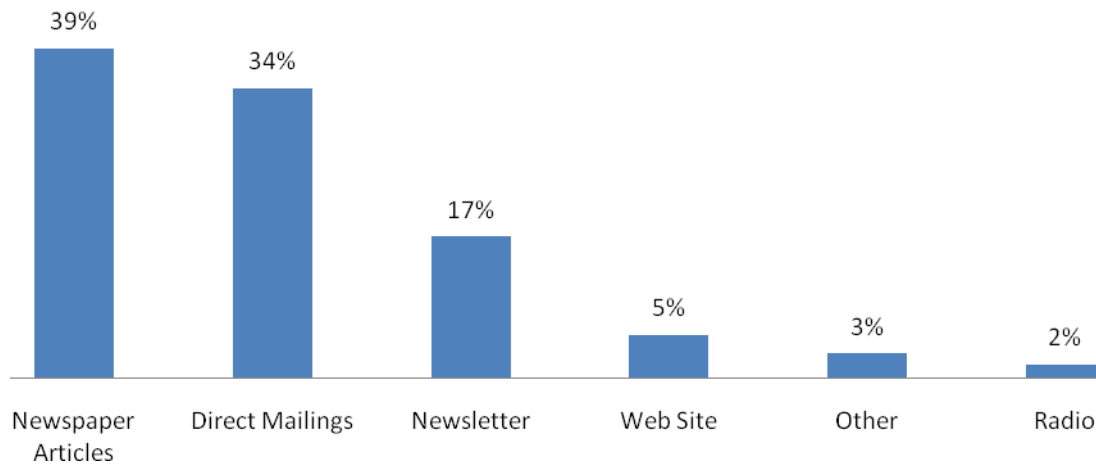
## Communication

Respondents were asked to identify their preferred primary source of information about Village of Cameron government. Chart 10 summarizes the responses and indicates that newspaper articles are the preferred method. Direct mailings were the second choice at 34%. Other surveys of this type that the SRC has done around the state have consistently identified direct mailings as the preferred method of communication between a municipality and its residents. Countywide survey respondents picked direct mailings as their top County communication source and newspaper articles as their second choice.<sup>3</sup>

- Homeowners and longer-terms respondents are more likely to prefer newspaper articles.

<sup>3</sup> The Barron County survey included television as one of the communication options; the Village survey did not.

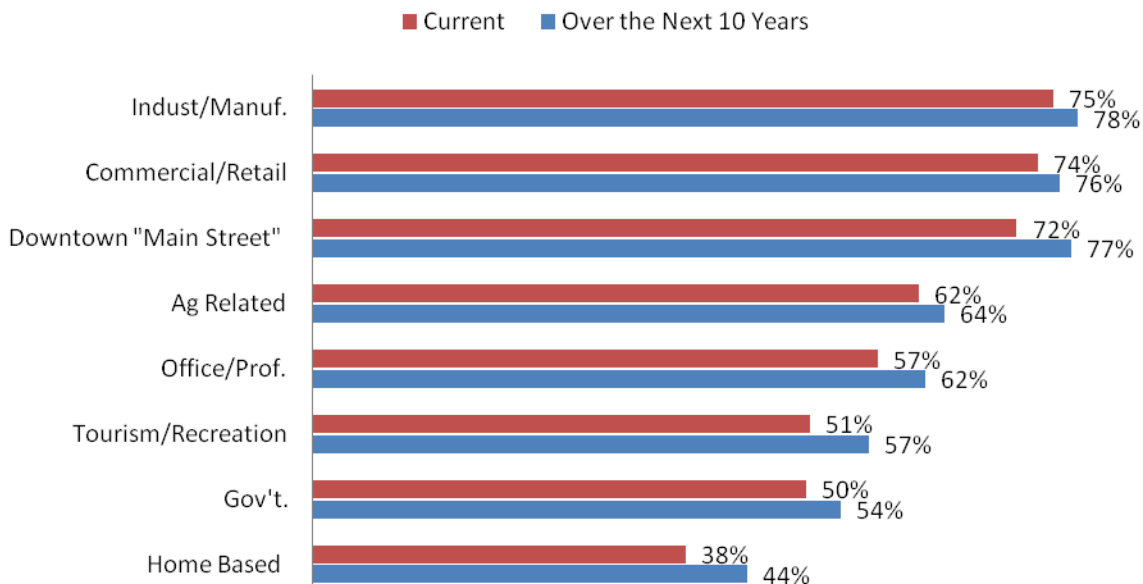
**Chart 10: Preferred Source of Information  
about Village of Cameron Government**



## Economic Development

Rating the importance of types of jobs for Cameron. Respondents were asked to rate the importance of various types of jobs for Cameron both currently and in the future (**Chart 11**). In the chart, the top bar in each group measures the percentage who feel the type of job is important or very important to the Village *currently*, and the bottom bar those who feel that *over the next 10 years* the type of job will be important or very important to the Village. Seven types of jobs (of the eight listed) have at least one-half of respondents believing they are important or very important for the Village both currently and in the future. Overall, less enthusiasm was shown for home based businesses, although substantial numbers of respondents do show support. All of the types of businesses listed on the survey show a slight increase in terms of importance for the Village over the next decade.

**Chart 11: Current and Future Importance of Types of Jobs for Cameron  
(Percent Very Important + Important)**



- Employed respondents are more likely to believe that **agricultural related jobs** are currently important/very important in Cameron. Those without children in their home are more likely to rate **agricultural related jobs** as important/very important in the future.
- Females are more likely to say that **government jobs** are currently, as well as in the future, very important/important in the Village of Cameron.
- Respondents who are not employed are more likely to say that **home based businesses** are currently important/very important in the Village.
- Employed and younger respondents are more likely to say that **office/professional jobs** will be important/very important over the next 10 years.

A similar list, with a slightly different scale, was given to County respondents (with the addition of technology related and service industries and the deletion of office/professional), and between 60% and 70% felt that agricultural related businesses, tourism and recreation, industry/manufacturing, and service industries are essential/very important to Barron County.

## Conclusions

There is a high level of satisfaction with the overall quality of life in Cameron. Respondents especially appreciate the small town atmosphere in the Village and are generally satisfied with community facilities and services and the overall road network. Residents do, however, show concern with the swimming pool, safety concerns regarding various streets and intersections in the Village, and having too few nursing homes and assisted living facilities.

Respondents generally consider it a low priority to be within a 5-minute walk from home to various Village facilities. Seventy-seven percent of respondents rate the Rice Lake Regional Airport an asset (a rating of 1 through 5) using a scale of 1 to 10 with 1 being a valuable asset and 10 a major headache.

Almost all respondents to the survey feel that the external appearance of residences in their neighborhood is important to them. This result is consistent with the opinions expressed in an open-ended question asking about unattractive aspects of the Village; unkempt homes or buildings had the second highest number of responses in terms of Village unattractiveness.

There were somewhat contradictory results in the land use section of the survey. Nearly one-half of respondents agree that the Village of Cameron should minimize its sprawl into bordering agricultural and undeveloped land. Fifty percent do not believe that landowners should be allowed to develop land any way they want. However, respondents overwhelmingly chose the standard suburban design of housing development (larger lots, no sidewalks, and wide streets) over the neighborhood/cluster design consisting of narrower streets, sidewalks, and smaller lots. In addition, relatively low support (19%) was given to placing high priority on future development that encourages compact, pedestrian-oriented neighborhoods with mixed residential and neighborhood commercial uses.

Village residents' vision for the future of Cameron is more focused on the development of Cameron's downtown and increasing the base of manufacturing employment rather than developing "big box" retail chain stores on the outskirts of the Village or becoming a suburban "bedroom" community. Residents believe that it is of high importance *currently* for Cameron to secure industrial/manufacturing and commercial/retail jobs and they also believe that *over the next decade*, Cameron should place importance on securing jobs in industrial and manufacturing fields, and commercial and retail jobs.

## Appendix A – Non-Response Bias Test

Surveys have to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, Question 10c of the survey asked respondents to rate the garbage collection in the Village on a scale from “very good” to “very poor”. If only people who were very satisfied with garbage collection responded to the survey, the overall rating in the report would overstate the level of satisfaction of the overall population and the survey would have non-response bias.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 261 people responded to the first mailing and 76 responded to the second mailing. Fourteen variables were found with statistically significant differences between the mean responses of these two groups of respondents (**Table A1**) out of 115 tested. Instances in which the difference would modify the interpretation of results are highlighted in bold text in the Table.

<b>Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings</b>			
<b>Variable</b>	<b>Mean First Mailing</b>	<b>Mean Second Mailing</b>	<b>Statistical Significance</b>
Q1 Important Reason to live in Village: quality schools	.49	.34	.026
<b>Q6 Sidewalk system meets current needs</b>	<b>2.49</b>	<b>2.75</b>	<b>.037</b>
Q10f Rating: municipal water system	2.99	2.67	.029
Q10l Rating: sanitary sewer service	2.85	2.54	.045
<b>Q13a Priority: enhance gateways and entrances</b>	<b>2.33</b>	<b>2.58</b>	<b>.033</b>
Q13b Priority: restore urban forest	2.15	2.38	.048
Q13c Priority: preserve cultural/historic sites	1.99	2.30	.010
Q17a Vision for future: focus on retail/commercial	1.72	1.94	.023
Q17c Vision for future: focus on manufacturing	1.75	1.93	.041
Q17e Vision for future: suburban bedroom comm.	2.78	3.04	.017
Q20b Visual impact: Imp consideration/development	1.78	2.13	.003
<b>Q22a Importance of ag related jobs</b>	<b>2.44</b>	<b>2.75</b>	<b>.045</b>
Q22b Importance of commercial/retail jobs	2.11	2.37	.034
Q22d Importance of government jobs	2.57	2.96	.005

Respondents to the first mailing were more likely to agree that the sidewalk system in Cameron meets current needs (mean 2.49) than Mail 2 respondents (mean = 2.75) on a scale of “1 = strongly agree” to “4 = strongly disagree.” Respondents to the second mailing place less of a priority on enhancing gateways/entrances to the Village (mean = 2.58) than Mail 1 respondents (mean = 2.33) on a scale of “1 = high priority” to “3 = low priority.” Respondents to the first mailing were more likely to place higher importance on current agricultural related jobs in the Village (with a mean of 2.44) than Mail 2 respondents (mean = 2.75) on a scale of “1 = very important” to “4 = not important.” While these items are statistically different, the differences are quite small and generally would not affect the overall interpretation of the results. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**



## **Appendix B – Village of Cameron Comprehensive Planning Public Opinion Survey Written Comments**

### **Q1 What are the three most important reasons you and your family choose to live in Cameron? 'Other' responses (22 responses)**

- Born Here **(3x)**
- Home Village **(3x)**
- Don't live in Cameron **(2x)**
- Close to medical center. (Rice Lake)
- Cost of building lot
- Family, work
- Grew up here
- Hoping to move away
- I was born within 1 mile of here.
- Less living expense
- Lifelong resident
- Lower utilities cost
- Medical
- Nothing
- Reasonable rent
- Take care of mom
- We do not live in Cameron only own a house in Cameron

### **Q3 What aspect of Cameron, natural or manmade, stands out to you as being especially attractive? (266 responses)**

#### **Schools (53 responses)**

- Middle and high school **(9x)**
- Schools **(9x)**
- Middle School **(4x)**
- School district **(4x)**
- High School **(3x)**
- Quality of schools/school quality **(3x)**
- New schools **(2x)**
- School system **(2x)**
- Beautiful high school
- Cameron High School
- Cameron middle school and high school
- Cameron schools
- Excellent school district
- Family Orientated Schools
- Good schools
- Middle and high school design and landscapes
- Nice Schools
- Old school
- Safety, environment, school

- School and grounds
- Schools very nice and attractive
- Schools were good at one time
- The community's commitment to children and schools
- The high/middle school and their surrounding landscaping
- The school complex

**Parks (51 responses)**

- Sportsman Park (19x)
- Parks (7x)
- Homes, parks in general
- Like all the trees and the park
- Maybe the north end nice homes and parks
- Most of the parks are nice
- North Park
- Our parks
- Park area
- Park, except for beach
- Speirs park improvements
- Sports park
- Sports Park on 6th St.
- Sportsman park is lovely
- Sportsman park- lots of trees
- Sportsman Park-a pool at Guy Speirs recreation area would be attractive
- Sportsman's park is nice
- Tennis courts/park
- The appearance of the Woodland Park
- The ball park
- The improvements at Sportsman Park
- The old pool/park area
- The park
- The park (Sportsman's)
- The park and swim area
- Village park by creek
- Was the swimming beach but needs help.

**Atmosphere, Neighborhoods (42 responses)**

- Small Village atmosphere (6x)
- Main Street (3x)
- Small Village (3x)
- Community involvement and support at almost and activity
- Community size
- Downtown
- Friendly people
- Good neighbors
- I like the neighborhood
- It's a friendly Village.

- Life style
- Low crime rate
- Main street looks attractive
- Main street used to be attractive
- Main Street-classic small Village
- Many businesses we have for such a small Village
- Nice neighborhood
- Non Busy Streets
- Our neighborhood
- Quiet neighbors
- Quiet place to live
- Quiet small Village
- Quiet, safe place to live
- Small generally quiet Village
- Small Village atmosphere with safe environment
- Small Village feel-quality schools
- Small Village, great schools and family close
- Small Village, main street, old houses
- Small Village, sense of Community
- The fact you live in a Village but it feels like you're in the country.
- The friendliness and the people
- The nice small community off Rudolf Rd. nice homes and neighborhood.
- The overall friendly atmosphere

#### **Nature (29 responses)**

- Cranberry Creek (4x)
- Trees (3x)
- The countryside (2x)
- Agricultural land surrounding Cameron
- Bluff south of Village
- Cranberry Flowage
- Farmland around Cameron machinery Imp.
- Living on Cranberry flowage
- Lots of beautiful trees; good roads
- Main street with all the trees
- Natural beauty of entire area
- Potentially the Cranberry Runoff area (beach) Guy Speirs
- Prairie Lake
- The beautiful trees along Main Street
- The Big Pine Tree up Village
- The country setting
- The countryside around the Village
- The flowage and surrounding forest wetland
- The green grass and trees
- Water (lakes)
- Water quality
- We live on a dead end street with woods on both sides-nice.

- Wooded areas

**Appearance (23 responses)**

- Bush and Gillis Store front (2x)
- Businesses take pride in making the storefronts more attractive. Putting flower pots out with flowers. It shows that they really care.
- Clean
- Clean Village
- Clean, neat
- Cleanliness
- Decorative Main Street
- Gilles development- development up by the water tower- medical clinic and bank
- Homes
- Homes are well- maintained
- Homes on Main Street
- Landscaping-people's pride in keeping neighborhoods.
- Most homes well kept up.
- Most of the homes on Main street
- Neighborhoods for the most part are well kept.
- Small community look
- The character of the homes.
- The downtown area is always neat and clean.
- The houses are well kept and yards are neat
- The housing developments look extremely attractive (on the north end of the village).
- The newer homes on the northeast sides
- Village Hall

**Chibardun/CTC (21 responses)**

- Chibardun (5x)
- Chibardun Building (3x)
- CTC (2x)
- Chibardun area
- Chibardun complex design and landscape
- Chibardun Co-op property
- Chibardun telephone building
- Chibardun Village Hall
- Coming into the village from the south with Chibardun the school
- CTC building
- Some of the newer business buildings
- The Chibardun building as you enter Village from the south.
- The new Chibardun telephone company building and grounds
- The new landscaping and the Chibardun building

**Nothing (16 responses)**

- Nothing (6x)
- None (5x)
- Can not think of anything

- None in particular.
- Nothing really. It's a bedroom community. People live here and work elsewhere because there is no work here.
- Nothing special
- There are not really any attractive areas in Cameron

**Location (12 responses)**

- Location (2x)
- Access to post office
- Centrally located
- Close the south side of Rice Lake- college and mall
- Close to Rice Lake, Eau Claire and Mpls/ St. Paul major intersection 8 and 53.
- Location in county
- Location to major highways
- Proximity to Blue Hills
- Proximity to major highways, larger cities, lakes, recreation
- Proximity to RL and Eau Claire
- The location of Cameron in general being close to other Villages.

**Miscellaneous (19 responses)**

- No opinion (3x)
- Museum (2x)
- N/A (2x)
- Pioneer museum (2x)
- Bank
- Barron County Historic Museum
- Catholic Church
- Cost
- Homes and property not kept up
- I haven't been here long enough to know.
- I love living in Cameron.
- Le Cars
- Pioneer Village Museum
- We own rental units and never lived within the community

**Q4 What aspect of Cameron, natural or manmade, stands out to you as being especially unattractive?  
(212 responses)**

**Beach (50 responses)**

- The beach (13x)
- Cameron beach (2x)
- Current beach
- Empty swimming hole area
- Guy Speirs beach- goose droppings
- Guy Speirs Park - beach, can no longer swim there. Miss having a place the children can go and swim.
- Not much for teens to do, lack of swimming area (clean)
- Swimming beach
- Swimming beach area

- Swimming hole
- Swimming place, Weisner junk across from it
- The "Beach", it has been an embarrassment for decades.
- The beach and Chibardun
- The beach area at Guy Speirs Recreation Area
- The beach is run down - no water. Used to be nice to picnic and have family gatherings.
- The beach needs a pool or useable swimming area/play area for kids.
- The beach used to be the best in the area, wish they would update it.
- The beach, it used to be a wonderful place to take your family - now it's horrible!! Needs to be fixed bad!
- The beach. Please fix the beach.
- The Cameron beach
- The Cameron beach area
- The Cameron park/lack of swimming
- The empty lake people used to swim
- The former Cameron Beach.
- The Guy Speirs Beach
- The neglected swimming hole.
- The old beach area.
- The old swimming hole.
- The park where one used to be able to swim.
- The park where you used to be able to swim. Wonder why it is closed? Purpose of it? I would love to see a beach where the kids could swim.
- The park with the mud hole that used to be the nice Cameron beach.
- The park with the swimming hole. Very unattractive.
- The swim park.
- The swimming area
- The swimming beach area. No water in it.
- The swimming hole looks terrible. No decent place for kids to go swim.
- Village park is very nice, but the old swimming hole is not.
- Unused park with beach

#### **Appearance of Buildings/Homes/Yards (43 responses)**

- Trailer courts (4x)
- A few homes and yards are junky and run down.
- Apartments, housing.
- Appearance of homes
- Homes left unattended and unoccupied and left to crumble away.
- Houses not kept up in some older neighborhoods
- Houses that are not taken care of. Lawns that are not taken care of.
- Houses that need fixing up and painting.
- Main Street homes! Clean them up and paint.
- North side Duplexes, housing developments
- Number of homes for sale or rent
- Old dumpy houses on Main Street
- Old house falling apart
- Older homes in need of repair
- Rental properties

- Run down houses
- Rundown homes Main Street
- Several homes in Village whose yards look like junk yards
- Signs in peoples yards, way too many
- Some houses and buildings are in rough shape
- Some houses and yards not kept up
- Some houses are not very well maintained, lots of cars and garbage
- Some of the homes along Main Street and some side streets
- Some of the homes that are not taken care of by owners or landlords
- Some poor housing upkeep
- Some rundown homes/junky yards
- Some unkempt homes
- Some very old homes in poor repair
- The houses on the north side of Main Street.
- The really old houses that aren't taken care of.
- The rental duplexes
- The way everything has become so rundown. People need to clean their yards.
- Three houses on Main Street
- Too many duplex houses
- Too many duplexes and apartment buildings
- Too many duplexes of poor quality
- Too many people leave junk in their yards. Too lazy to clean it up.
- Unkempt houses/yards downtown main street
- Unkempt, ill repaired housing
- Weisner's run down junky homes.

#### **Parks (25 responses)**

- Guy Speirs Park (6x)
- Cameron Days at Sportsman's Park
- Guy Speirs Park- used to be so beautiful as I was growing up with the island in the center of the pool all planted in flowers and a great beach. Now what do we have??
- Guy Speirs Park, it is disgusting what has happened
- Guy Speirs Park, weedy slew hole. No water or beach anymore
- Guy Speirs Park-Weisner junk yard
- Guy Speirs Recreation Area and across the highway from it.
- Guy Speirs Recreational Area
- Guy Speirs swimming pool and park
- Junk yard across from park
- Parks
- Speirs park/swamp
- The area across from Guy Speirs Park-Weisner Construction.
- The Guy Speirs park that was left to ruin, rubbish and overgrown.
- The old village park
- The park at the end of Village
- The park on Main St (RV camping area)
- The park on the Westside and around the train tracks on Main Street
- The park with the swamp

- The park, it used to be nice

#### **Pool (20 responses)**

- The Swimming Pool (5x)
- The Swimming Pool (3x)
- The old swimming pool (2x)
- Our former swimming pool. It has become an eyesore.
- Pool
- Pool area
- Swimming pool and park area
- Swimming pool and part not fit to swim in.
- The park and swimming pool
- The park that should have a swimming pool in it.
- The park west side-pool area disgusting.
- The pool area (park) west end.
- The public pool area. By the other park at end of Village.

#### **Junk Vehicles (12 responses)**

- All of the old machines sitting across from the park. (Going out of Village towards Museum Rd)
- Construction equipment grave yard on West side
- Equipment stored on west end of village
- Excavation equipment when you enter Village
- Junk along railroad tracks on S 7th Street
- Junk cars standing around
- Large, unfenced holding pond, unkempt yards, campers and trailers in yards, cars parked on lawns without tabs
- Old heavy equipment right before Village
- Old rusted vehicles in yards. Terrible!! Get rid of them.
- Old, rusty cars and trucks along streets
- The lot full of abandoned road equipment coming into Village from the West
- Too many junk vehicles etc. on some properties

#### **Lack of Facilities/Businesses (12 responses)**

- A culture that resists business that attracts jobs ("we don't want Cameron to change").
- A lack of senior citizen facilities
- Downtown is getting old. Very little infrastructure.
- Lack of employment opportunities
- Lack of good retail
- Lack of industry
- Main Street in need of fast food restaurant. Also a major grocery store.
- Needs more places to eat at
- Not a lot of employment opportunities
- Not many business in Village
- Shopping facilities
- Very few shopping choices

#### **Nothing (12 responses)**

- None (6x)
- Nothing (4x)



- None I am aware of
- Not much

**Schools (7 responses)**

- Deteriorating elementary school
- Elementary school sidewalks are not consistent in size and quality, curbs breaking up.
- Elementary school-age of building, multiple additions.
- Old elementary some lanes are run down.
- Schools
- The High School
- Woods, eyesore west of high school needs much work

**Miscellaneous (31 responses)**

- No opinion (4x)
- N/A (3x)
- Cell phone tower
- Correctional clients living in this area
- Cranberry Creek could be cleaner
- Don't know
- Entrances
- Everybody knows what you are doing at all times.
- Freeway noise
- Highway systems. Let's go around Cameron. I feel sorry for the trucks.
- I haven't been here long enough to know.
- Lots of litter in the area. Seems people just throw their fast food containers out their car.
- Loud speeding vehicles, step up patrols!
- New cell tower
- New tower on north side of Meyers Trucks
- No much crime - protection (good).
- Pole buildings in the village
- Property taxes
- Race car noise
- The deep ditches and culverts along the street on East Poplar Ave
- The train cars left on the track behind houses on Hwy 8.
- The turkey farm on the south side
- Traffic
- Trees obstructing view by stop signs.
- Unfriendly people
- Unsure

**Q8 If there are any streets, sidewalks or intersections in the Village of Cameron that you feel are unsafe, which are they? (166 responses)**

**None/No/NA (29 responses)**

**Main Street (25 responses)**

- 2nd Street and Main
- 7th Street and Main Street

- 7th Street and Main. Hard to see around parked cars.
- Any of them south of Main Street
- Any on Main Street, especially 10th and Main
- Cars go faster down Main Street than 25mph.
- Corner by Betty's cafe Main Street parking blocks view of oncoming traffic on Main St.
- Corner of 7<sup>th</sup> and Main
- Corner of Main and 7<sup>th</sup>. Turn into middle school/high school- each turn needs to be marked with sign, "this lane must turn right"
- Cross walks on Main Street
- Intersection by the Webb road in front of the elementary school where it intersects with Main Street.
- Main & First, Third, Seventh, and Fifth
- Main and North 6th
- Main St. and 11th Ave intersection-water is pooling there.
- Main St. Sidewalks
- Main Street and 7th could use some work
- Main Street and Highway 8
- Main Street by Brion's and Post Office- Where kids walk across for school
- Not all walkways on Main St. are clear from snow or ice.
- Potholes outside of curbing along Main Street, cannot bike along it.
- Some of the parking lots on Main Street are not very accessible.
- Stop lights. People that live on Main St. can't get out of driveways.
- Tavern sign blocks vision to the east at 6th Street and Main
- The drop on 7th St. turning off Main St. in front of the Webb.
- Visibility at Main and Seventh is bad going north onto Main also on 11th and Poplar when going north on 11th.

#### **Highway SS (23 responses)**

- Kids walking down SS (2x)
- One is corner of 8 and SS (2x)
- 4 corners, no crosswalks, 8 and SS
- Crossing hwy SS
- Crossing SS from the east to go west and visa versa for other avenues.
- Difficult to walk along hwy SS north of Hwy 8- on cross it.
- Highway SS
- Highway SS to Highway 8 West
- Hwy 8/SS between High School/Middle School should have sidewalks.
- Hwy SS and Main St.
- HWY SS and Poplar Ave, Wisconsin Ave and 5th St
- Intersection of highway 8 and SS
- Intersection of Hwy SS and Poplar Ave. trying to take a left hand turn from the middle school parking lot.
- Krueger to SS doesn't let you know on coming traffic doesn't stop.
- Lack of sidewalk along SS to and from school to Main Street
- Middle School entering on to SS/Hwy 8.
- Road along SS in Sunnyside mobile home court. County plows snow onto it. Difficult to remove that much snow and accumulates by stop sign and blocks sight at Sunnyside/SS intersection.
- SS and HWY 8 should have equal green light time.
- SS by High/Middle school due to traffic in am/pm
- State Hwy 8 and SS. Both intersections.

- The stretch of SS by the school

#### **Poplar Avenue (14 responses)**

- Poplar Ave and SS (3x)
- Corner of East Poplar and Hwy SS
- Crossing highways from Poplar St
- Crossing SS from Poplar Ave. No one slows down to 35 mph.
- East Poplar Ave.
- Intersection of Sixth Street and Poplar Lane.
- North 6th and Poplar
- Poplar Ave
- Stoplights, Poplar 55, 5th and Wisconsin,
- The corners of N 6th and Poplar. Concerns are speed and failure to stop at signs.
- There should be a walkway between East Poplar towards BP and the schools.
- West Poplar, speed limit not enforced could use speed bumps

#### **Wisconsin Avenue (9 responses)**

- 5th and Wisconsin Street
- Corner of 1st and Wisconsin Ave
- Fifth and Wisconsin
- No sidewalks on Wisconsin Ave near elementary school
- Sidewalk between Wisconsin and S. Limited Ave. on 7th Street need repair
- South Street from high/middle school to trailer park needs sidewalks. Wisconsin Ave needs sidewalks and a better patrol on traffic.
- Wisconsin and 5th St
- Wisconsin Ave - East of the school-Dangerous intersection
- Wisconsin Ave and 7th Street

#### **Sixth Street (7 responses)**

- 6th and Kruger Ave (Cars seldom stop per signs.
- 6<sup>th</sup> Street (people driving too fast by the park)
- 6th Street. People go to the park and there is no sidewalk.
- Corner of 6<sup>th</sup> Street and Spruce Ave people run stop signs, pine trees are in the way. (On 6th street you can't see)
- Intersection of 6th Street
- There are no sidewalks to get to park on 6th Street.
- Walking north on 6th street to the park

#### **Other**

- Sunnyside and 4<sup>th</sup> (4x)
- Don't know of any (2x)
- 214 S. 9th St (curbs and pavement)
- 3rd and Spruce- people drive too fast
- 5th one block East of elementary school - dangerous blind intersection
- 8th Street cars go VERY fast, speed limit is 25 miles per hour and there is no sidewalk
- 9th Street to Prime Egg, kids like to speed.
- All
- All intersections are covered in ice. People do not stop at signs.
- All okay
- Around schools! All back streets to schools
- Bowl and 4th.

- Bowl St, when athletic field is used
- By post office-in and out.
- By the budget barn because of the parking you can't see traffic coming off 9th St.
- By the high school and elementary schools
- Children on highway by park
- Corner of 8<sup>th</sup> and 3<sup>rd</sup> Street
- County N at Brions, P.O., Betty's and Furniture stores
- Creamery Road
- Don't Know
- Elementary school back parking lot. People on foot at football games and traffic very close.
- Fix the intersection between old bank and Betty's cafe
- For some reason the stoplights have the most accidents
- I don't know.
- I feel that 7th street is very poorly lit to walk after dark.
- I wish cars would stop farther back at the stoplights (cars heading north) so that semi's have sufficient room to turn south from Hwy 8.
- Intersection of highway 0 and 8
- Intersection of N Fourth Street and Sky View Ave. Street lamp comes on at the end of night over and over.
- Intersection of W and 19th Street
- Most of the sidewalks are old and uneven.
- Need longer sidewalks going to Sportsman's Park
- Need more sidewalks.
- Need sidewalks from BP to high school on right side
- No opinion
- No roads or intersections-just drivers!
- None are unsafe. Some more sidewalks could be put on side roads
- None I am aware of
- North 10th St
- Nothing really unsafe, that I see from my perspective.
- Poor drainage on Rudolph Rd. no ditches- also unsafe traffic light- need arrows.
- Post office area
- Right by Betty's and railroad crossing
- Should be a turn signal on light at four corners
- Should be sidewalks all the way up 6th street to Sportsman Park
- South 7th Street - No sidewalk/street lights
- Speed limit on 19th St, South of Rice Lake Airport should be lowered. Accident waiting to happen.
- Speed limits going out of Village in all directions could change from 35 to 45 or 55 sooner.
- The corner at 8<sup>th</sup> and 9<sup>th</sup> street. It's very dangerous and there is an accident there at least once every winter by the biofuel place.
- The exit of 55 by Meyers Truck Co. The first road, should be on top of the hill to the north.
- The intersection by Meyers Trucks
- The new side of Village does not have any sidewalks. All sidewalks except Main Street are in need of repair.
- The one by the Webb Tavern and the Ranch Tavern
- The street that runs along the side of the high school to the bus garage (walkers and bikers, teenage drivers, bus traffic).
- When going off the highways on to avenues are big dips.

**Q11 How important is it to have the following facilities available within a 5-minute walk of your house?**

**'Other' responses (29 responses)**

- Swimming Pool/Pool (3x)
- Beach (2x)
- Any improvement in the parks other than Sportsman's.
- Area to swim
- As senior citizens, we don't use these facilities.
- Bike trail
- Clean beach area
- Convenience/grocery
- Factory work and employment opportunities
- Gas station
- Gym
- Indoor recreational Facility for the public (pool, walking track, weight lifting area, etc.)
- Library
- Merry go round
- Nice beach
- None
- Place to swim
- Pool area/swim area
- Pool or beach
- Pool- water playground
- Recreation Center Swimming Pool
- Senior Center
- Swimming
- Swimming or something for 8-18 years olds to do
- The kids need something to do in this Village
- Walking/bike trails

**Q18 What priority should Cameron put on the following types of future nonresidential development?**

**'Other' responses (28 responses)**

- Bookstore, coffee shop, bigger library
- Bring in more businesses
- Community Center
- Commuter community as is
- Director for Senior Center program
- Dog park
- Don't know
- Enhance small Village atmosphere. Good for tourists, residents, promote small business, museum, and wildlife, drive in theater, restaurants, school, and local art.
- Entertainment that's not a tavern
- Fast Food (Dunkin Doughnuts, Jack in the Box)
- Fast food with delivery
- Fast food-Dairy Queen, McDonalds
- Get a video store here
- Hardware Store
- Jobs
- New Elementary and High School
- None
- Nursing home/Assisted Living Centers
- Pool- positive activities for youth

- Rec. Center, Animal shelter, senior center.
- Restaurant that is open on weekend evenings.
- Something for entertainment for families - kids to do.
- Something for youth to do, pool/center
- Stuff for kids to do
- Supermarket
- Village square. Possibly old elementary school area.
- Water Park
- Whatever works best in bedroom community. Research those types of communities to see what works.

**Q21 Which is your preferred primary source of information about Village of Cameron government?**  
**‘Other’ responses (9 responses)**

- Word of mouth (2x)
- Can not find any
- Don't Care
- I have received no such communication
- Participate
- People
- Post office postings
- Sister/daughter

**Q 27 Employment status**  
**‘Other’ responses (8 responses)**

- Disabled (2x)
- 2 jobs-part time
- 4 day week
- Disabled, Retired
- Full time mom
- Laid off
- Stay at home mom

**Q28 Place of Residence**  
**‘Other’ responses ( 3 responses)**

- Own 4-plex
- Own mobile home rent lot
- Rent to own

Appendix C – Quantitative Summary of Responses by Question

VILLAGE OF CAMERON COMPREHENSIVE PLANNING PUBLIC OPINION SURVEY

\*\*PLEASE RETURN BY xxxxxxxxx, 2008 \*\*

Using blue or black ink, please fill the circle that most closely describes your perspective on the following:

Please fill the circle: Like this: ● Not like this: ☑ ☒ ☑

QUALITY OF LIFE The following questions ask your opinion on the quality of life in the Village of Cameron.

1. What are the <u>three</u> most important reasons you and your family choose to live in Cameron? <b>Mark (●) three only.</b>		
4% Appearance of Homes	43% Near Family and Friends	45% Quality Schools
2% Community Services	36% Near Job	3% Recreational Opportunities
27% Cost of Home	10% Near Shopping	54% Small Village Atmosphere
18% Low Crime Rate	17% Property Taxes	7% Other: (Specify) <u>See Appendix B</u>
4% Natural Beauty	15% Quality Neighborhood	

2. Overall, how would you rate the quality of life in Cameron?	Very Good	Good	Average	Poor	Very Poor
	29%	50%	20%	1%	0%

3. What aspect of Cameron, natural or manmade, stands out to you as being especially attractive? See Appendix B
4. What aspect of Cameron, natural or manmade, stands out to you as being especially unattractive? See Appendix B

TRANSPORTATION This series of questions asks your opinion about transportation issues in Cameron.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
5. The overall road network (roads, streets, and highways) in Cameron meets <b>current</b> needs.	9%	75%	10%	2%	5%
6. The sidewalk system in Cameron meets <b>current</b> needs.	5%	57%	25%	6%	7%
7. Additional walking trails, biking lanes, and walking lanes are needed along public roadways in Cameron.	28%	34%	22%	4%	12%

8. If there are any streets, sidewalks or intersections in the Village of Cameron that you feel are unsafe, which are they? See Appendix B

COMMUNITY FACILITIES AND SERVICES The following questions ask your opinion on community facilities and services in the Village of Cameron.

9. Which facility at Guy Speirs Recreation Area <b>most</b> needs improvement? <b>Mark (●) one only.</b>							
Beach	Parking	Picnic Area	Playground	Shelters	Toilets	None	No Opinion
61%	1%	2%	4%	0%	1%	3%	28%

10. Rate the following <u>local services/facilities in Cameron</u> .		Don't Know	Very Good	Good	Average	Poor	Very Poor
A.	Ambulance Service	34%	31%	27%	7%	1%	0%
B.	Fire Protection	24%	41%	28%	6%	1%	0%
C.	Garbage Collection	2%	61%	30%	6%	0%	0%
D.	Health Care	24%	26%	30%	16%	3%	0%
E.	High Speed Internet	24%	30%	27%	15%	4%	1%
F.	Municipal Water System	9%	24%	42%	17%	5%	2%
G.	Park and Recreation Facilities	6%	16%	39%	27%	10%	2%
H.	Police Protection	6%	37%	39%	14%	3%	1%
I.	Public Library	19%	11%	24%	24%	18%	4%
J.	Public School System	13%	64%	15%	6%	1%	1%
K.	Recycling Programs	19%	10%	27%	26%	13%	5%
L.	Sanitary Sewer Service	18%	19%	36%	24%	3%	1%
M.	Senior Housing	48%	2%	13%	22%	13%	2%
N.	Senior Services (e.g. transportation)	57%	2%	8%	14%	17%	3%
O.	Snow Removal	6%	21%	36%	27%	6%	3%
P.	Storm Water Management	35%	10%	26%	23%	4%	2%
Q.	Street and Road Maintenance	5%	16%	36%	33%	8%	2%
R.	Swimming Pool	31%	1%	1%	2%	17%	48%
S.	Youth Facilities and Programs	40%	3%	14%	18%	15%	10%
11. How important is it to have the following facilities available within a 5-minute walk of your house?		High Priority	Medium Priority	Low Priority	No Opinion		
A.	Athletic Field	6%	27%	45%	22%		
B.	Basketball Court	6%	22%	51%	22%		
C.	Dog Park	8%	10%	54%	27%		
D.	Ice Skating Rink	8%	21%	48%	22%		
E.	Picnic Area/Shelter	15%	40%	32%	13%		
F.	Skateboard/Roller Blade Park	3%	14%	58%	26%		
G.	Sledding Hill	14%	25%	38%	23%		
H.	Tennis Court	3%	20%	53%	24%		
I.	Tot Lot (small park) with Sand Play Area	17%	27%	36%	20%		
J.	Tot Lot with Playground Structure	18%	28%	35%	19%		
K.	Tot Lot with Slide	17%	28%	35%	20%		
L.	Tot Lot with Swings	18%	28%	35%	19%		
M.	Volleyball Court	4%	23%	49%	23%		
N.	Other (Specify) <b>See Appendix B</b>	23%	8%	18%	51%		



12. On a scale of 1 (valuable asset) to 10 (major headache), how would you rate the Rice Lake Regional Airport?	1	2	3	4	5	6	7	8	9	10
	18%	10%	14%	8%	27%	6%	5%	5%	2%	6%

**NATURAL AND CULTURAL RESOURCES** The following questions ask your opinion about natural and cultural resources in and around Cameron.

13. How high a priority should Cameron give to each of the following actions as a means to retain its resources?	High Priority	Medium Priority	Low Priority	No Opinion
A. Enhance the gateways and entrances to the Village.	16%	39%	34%	10%
B. Restore the urban forest along major streets and in parks.	21%	48%	21%	10%
C. Preserve the cultural and historic sites within the Village.	30%	43%	19%	8%
D. Acquire more property for park and open space.	19%	34%	37%	10%
E. Restore the natural plant communities and wildlife habitat in the parks and open spaces.	21%	38%	31%	9%
F. Protect the ground water and rivers by encouraging water to infiltrate into the ground rather than running into the storm sewers and creeks.	44%	39%	9%	8%
G. Provide for future development that encourages compact, pedestrian-oriented neighborhoods with mixed residential and neighborhood commercial uses.	19%	37%	33%	11%
H. Utilize narrower streets in residential areas to reduce storm water runoff and control the speed of traffic.	13%	39%	37%	11%

14. Of the actions listed in question 13A–13H, please indicate the one that is <b>most</b> important to you. <u>Mark (•) one only.</u>	A	B	C	D	E	F	G	H
	9%	8%	15%	11%	8%	32%	9%	8%

**HOUSING** The following questions ask your opinion about the development of housing in Cameron.

15. In 2007, the median home price in Cameron was \$104,800. What is your opinion about the availability of the following housing types in the Village of Cameron?	Too Many	Right Amount	Too Few	No Opinion
A. Apartment units	18%	39%	15%	27%
B. Assisted living facilities	1%	15%	52%	32%
C. Downtown housing	3%	44%	10%	42%
D. Duplexes and Townhomes	28%	38%	11%	23%
E. Nursing homes	0%	7%	54%	38%
F. Senior condominiums and apartments	1%	19%	47%	33%
G. Single family – above median price	8%	46%	11%	35%
H. Single family – below median price	14%	30%	21%	35%
I. Upscale condominiums	7%	14%	14%	65%

16. The external appearance of residences in my neighborhood is <b>important</b> to me.	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
	46%	46%	3%	1%	5%

**LAND USE** The following questions are asking for your opinion about land use in and near Cameron.

17. What is your vision for the future of Cameron? How important is it for the Village to:	Very Important	Important	Un-important	Very Un-important
A. Focus on retail, commercial, and professional services development in Cameron's downtown.	39%	47%	12%	2%
B. Focus on developing "big box" retail chain stores on the outskirts of Cameron.	10%	31%	40%	19%
C. Focus on increasing the base of manufacturing employment.	33%	55%	11%	1%
D. Transition towards a more nature-based, tourist oriented economy.	10%	40%	43%	7%
E. Become a suburban "bedroom" community.	6%	26%	47%	21%

18. What priority should Cameron put on the following types of future nonresidential development?	High Priority	Medium Priority	Low Priority	No Opinion
A. Community commercial uses (e.g. general merchandise stores, supermarkets, auto dealers)	20%	43%	32%	6%
B. Industrial and manufacturing development	43%	39%	16%	3%
C. Neighborhood commercial and office uses (e.g. convenience stores, branch bank, video store, daycare center, doctor's office)	25%	48%	25%	2%
D. Office park	5%	28%	52%	15%
E. Regional commercial uses (e.g. discount super stores)	10%	24%	58%	8%
F. Specialty stores (e.g. gift shop, meat market, cheese store, computer store, outdoors shop)	18%	43%	33%	6%
G. Other (Specify) <b><u>See Appendix B</u></b>	25%	6%	6%	64%

19. Would you prefer housing developments built using a standard suburban design featuring wide streets, no sidewalks and larger lots (Option A) or a traditional neighborhood design, with narrower streets, sidewalks, and smaller lots (Option B)? Please fill the circle for either Option A or Option B below to indicate your preference. **Mark (●) one only.**

**OPTION A**

74%



**OPTION B**

26%



20. How do you feel about the following statements?	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
A. Landowners should be allowed to develop their land any way they want.	16%	31%	36%	14%	4%
B. Visual impact (view of the landscape and buildings) is an important consideration when evaluating proposed developments.	30%	63%	1%	1%	4%
C. The Village of Cameron should minimize its “sprawl” into bordering agricultural and undeveloped land.	13%	36%	28%	5%	17%

**COMMUNICATION** The following question asks for your opinion about government communications in Cameron.

21. Which is your preferred primary source of information about Village of Cameron government? **Mark (•) one only.**

Direct Mailings	Radio	Newspaper Articles	Newsletter	Web Site	Other
34%	2%	39%	17%	5%	3%

**See Appendix B**

**ECONOMIC DEVELOPMENT** The following questions ask about how you view economic development in Cameron.

22. Rate the <u>current</u> importance of the following types of jobs for Cameron:	Very Important	Important	Slightly Important	Not Important	No Opinion
A. Agricultural Related	15%	47%	22%	5%	11%
B. Commercial and Retail	20%	54%	20%	2%	4%
C. Downtown Development – Main Street	27%	44%	23%	1%	5%
D. Government	9%	41%	33%	9%	8%
E. Home Based Businesses	8%	30%	38%	13%	11%
F. Industrial and Manufacturing	34%	42%	17%	3%	4%
G. Office/Professional	15%	43%	28%	8%	7%
H. Tourism and Recreation	14%	36%	29%	14%	7%
23. Rate the importance <u>over the next 10 years</u> of the following types of jobs for Cameron:	Very Important	Important	Slightly Important	Not Important	No Opinion
A. Agricultural Related	17%	47%	20%	6%	9%
B. Commercial and Retail	27%	49%	18%	3%	4%
C. Downtown Development – Main Street	33%	44%	16%	3%	4%
D. Government	12%	41%	29%	10%	7%
E. Home Based Businesses	10%	35%	36%	11%	9%
F. Industrial and Manufacturing	40%	38%	16%	3%	4%
G. Office/Professional	20%	42%	24%	7%	6%
H. Tourism and Recreation	18%	38%	25%	12%	6%
24. How many minutes ( <b>one way</b> ) does it take the person in your home with the longest commute to get to work each day?	NA	Under 10 min.	10 - 19	20 - 34	35+
	25%	22%	33%	8%	11%

**DEMOGRAPHICS** Please tell us some things about you:

25. Gender:	Male	Female	26. Age:	18–24	25–34	35–44	45–54	55–64	65+
	42%	58%		2%	16%	15%	17%	20%	29%

27. Employment Status:	Employed Full Time	Employed Part Time	Self Employed	Unemployed	Retired	Other: <u>See Appendix B</u>
	48%	6%	8%	3%	32%	2%

28. Place of Residence:	Own	Rent	Other: <u>See Appendix B</u>
	79%	19%	2%

	0	1	2	3	4	5+
29. Number of Adults 18 to 64 in Household:		30%	60%	9%	2%	0%
30. Number of Adults 65 or older in Household:	66%	18%	16%	0%	0%	0%
31. Number of Children under 18 in Household:	66%	13%	15%	5%	2%	0%

32. Annual Household Income Range:	Less than \$15,000	\$15,000 – 24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 or More
	11%	17%	37%	22%	8%	5%

33. How many years have you lived in Cameron?	Less than 1	1 – 4	5 - 9	10 - 24	25+
	8%	14%	18%	27%	33%

**Thanks for completing the survey!**

Please return your survey by **xxxxxxxxxx, 2008** to:

Survey Research Center  
University of Wisconsin – River Falls  
410 S. Third St.  
124 Regional Development Institute  
River Falls, WI 54022