

City of Sun Prairie Community Planning Survey Report

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**Survey Research Center Report 2008/13
June, 2008**

Students working for the Survey Research Center were instrumental in the completion of this study. We would like to thank Mandy Speerstra, Bethany Barnett, Adrienne Adolphson, Megan Glenn, Megan Keune, Hannah Stuttgen, Grady Stehr, Aaron Peterson, and Ted Cannady. Their hard work and dedication are gratefully acknowledged. The SRC would also like to thank City Planning Director Scott Kugler and the staff of the Sun Prairie Planning Department. Finally, we would like to thank the City of Sun Prairie residents and property owners who took the time to complete the questionnaires.

Executive Summary

In March, 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to a random sample of 1,122 households in the City of Sun Prairie. The surveys were followed up with reminder postcards and a second mailing to non respondents. The overall response rate was 45 percent (507 completed questionnaires). The data provided in this report are expected to be accurate to within plus or minus 4.3 percent with 95 percent confidence. In general, the sample aligns with the demographic patterns in the 2000 Census data. In short, we expect the sample to accurately represent the opinions of the residents of the City of Sun Prairie.

The following are key observations from the survey results:

1. Sun Prairie residents were generally pleased with the quality of life in the City. Fifty-seven percent rated the quality of life as good, and another thirteen percent rated the quality of life as excellent. Quality of life factors that they rated highest are parks/recreation and emergency services. Quality of life factors with the lowest ratings were the condition of City streets and its rate of population growth.
2. More than 40 percent of residents believed the City's quality of life has declined over the past five years, while 40 percent said it has remained the same. Only seventeen percent said it has improved. Looking to the future, the population is relatively evenly split between improvement (33%), no change (35%), and decline (32%).
3. Most community services and facilities were rated highly by a majority of respondents. A majority said they were satisfied with 10 of the 12 services/facilities listed. The highest ratings went to the library, parks/recreation, and electric service. While half the or fewer of respondents gave satisfactory ratings to the school system, storm water management, and downtown parking, even for these services, satisfied users outnumbered dissatisfied users by more than two to one.
4. In terms of economic issues, only one in five residents was satisfied with employment opportunities in Sun Prairie; most were neutral (48%) or dissatisfied (31%). Nearly six in ten were satisfied with downtown revitalization efforts. Half of the respondents were dissatisfied with retail shopping opportunities in the City and nearly six in ten included retail businesses among their top choices for preferred future types of businesses in the City. Other priority businesses included a casual restaurant, medical services, emerging technology, and entertainment venues.
5. Residents indicated a concern about the streets and roads in their City. Fewer than a third said the City's streets are well maintained, and nearly half said the overall road and street network in Sun Prairie is not adequate.
6. More than three in four respondents said the City should limit the approval of new housing units given the number of units already approved for development. Seven in ten said there should be less emphasis on building apartments.
7. Respondents said the most desirable characteristics in a neighborhood are for it to be well-maintained, have parks and other recreational opportunities nearby, have sidewalks and quality streets, and to be safe.
8. More than six in ten said the City is growing too fast. Residents are fairly evenly split with respect to the character of recent development, with 40 percent satisfied, 27 percent neutral, and

32 percent dissatisfied. Priority concerns regarding the City's growth were property taxes, preservation of green space, school issues, street quality, and traffic congestion.

- 9.** Sun Prairie residents were quite supportive of a variety of measures to promote energy conservation (e.g. use alternative energy sources and city incentives for energy efficient buildings).
- 10.** More than two thirds of City residents were satisfied with the natural environment of Sun Prairie, and nearly 60 percent agreed there are sufficient recreational opportunities in their neighborhoods.
- 11.** Two of three respondents disagreed with the statement that maintaining the downtown's cultural and historical character is unimportant.
- 12.** Fewer than one in five said the City should promote tourism based on being the birthplace of Georgia O'Keeffe.
- 13.** The top three community priorities were to recruit more business/industry to the City, expand and improve public protection services (police, fire, EMS) to keep up with community growth, and improve maintenance of the existing road network.

Survey Purpose

The purpose of this study was to gather opinions of residents about land use and other planning issues regarding the future of the City of Sun Prairie. The survey serves as a key component of the public participation portion of the comprehensive plan for the City. The City chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to survey residents of the City of Sun Prairie about vital planning issues.

Survey Methods

In March, 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to a random sample of 1,122 households (owner-occupied and renter-occupied) in the City of Sun Prairie. The surveys were followed by post card reminders and a second mailing to non-respondents. The overall response rate was 45 percent (507 completed questionnaires). Based on the estimated number of adults in the population of the City (18,788)¹, the results provided in this report are expected to be accurate to within plus or minus 4.3 percent with 95 percent confidence. In general, the sample aligns with the 2000 Census demographic patterns.

Any survey has to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

In short, the data gathered in this survey is expected to accurately reflect public opinion about the planning issues facing Sun Prairie.

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. As appropriate, selected quotes will be used in some sections of this report to illustrate these comments. **Appendix B to this report contains the complete compilation of comments.**

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

¹ 2007 Wisconsin Department of Administration Estimate

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the 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 City of Sun Prairie. The data in Table 1 show that, in general, the patterns of the sample were very similar to the underlying population and deviations from the Census data were relatively small. The proportion of males in the sample was somewhat higher than the percentage of males in the census, and the sample had a higher proportion of respondents over age 55 and a lower percentage of respondents who rent their place of residence. The sample also had more households in the higher income brackets, although comparisons to the 2000 Census data are tenuous due to the age of the data and the growth of incomes since the 2000 Census.

The data in Table 1 show that the City of Sun Prairie has a mixture of newer residents and long-time residents. Nearly one third have lived in Sun Prairie for five years or less, while an equal number have been City residents for over 20 years. The respondents' places of residence are widely dispersed throughout the City as shown in the data at the end of Table 1 and the corresponding Map 1.

As we analyze the data, we will identify when various demographic groups have significantly different views.

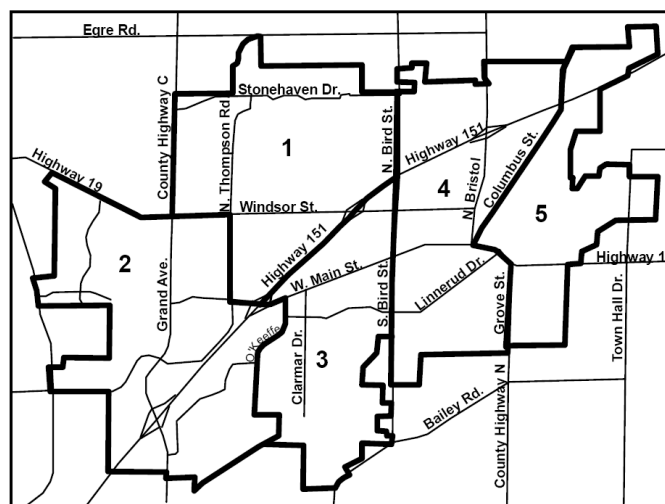
Table 1: Demographic Profile of Respondents							
Gender	Count	Male	Female				
Sample	486	55%	45%				
Census (18+)	14,557	47%	53%				
Age 18+	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	486	1%	16%	22%	21%	18%	21%
Census	14,557	12%	23%	24%	18%	9%	13%
Residential Status	Count	Own	Rent				
Sample	501	82%	18%				
Census	7,881	61%	39%				
Employment Status	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
Sample	486	64%	5%	5%	1%	23%	1%
Census (Age 16+)	14,969	72% ²		3%	3%	22% ³	
Place of Employment	Count	Sun Prairie	Madison	Elsewhere in Dane County		Outside of Dane County	
Sample	365	25%	54%	15%		6%	
Census	11,068	30%	45%	17%		8%	

² Census employment data does not differentiate between full-time and part-time workers.

³ Census data includes retired workers and individuals not in the workforce.

Length of Residency	Count	<1 yr.	1 - 5 yrs.	5.1 - 10 yrs.	10.1 – 15 yrs.	15.1 – 20 yrs.	20.1 - 30 yrs.	>30 yrs.
Sample	502	4%	27%	20%	10%	8%	11%	21%
Annual Household Income Range	Count	<\$15,000	\$15-\$24,999	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	
Sample	468	3%	7%	21%	23%	24%	23%	
Census	7792	4%	7%	26%	29%	19%	15%	
Area of Residence	Count	Area 1	Area 2	Area 3	Area 4	Area 5		
Sample (see Map 1)	498	32%	18%	13%	21%	17%		

Map 1.



Quality of Life

Residents of Sun Prairie are generally pleased with the overall quality of life in Sun Prairie, but expressed concern about the direction of that the quality of life has taken in the recent past.

The initial section of the survey asked respondents a series of questions about the quality of life in the City of Sun Prairie. At least half of Sun Prairie residents gave satisfactory or very satisfactory ratings to ten of the seventeen quality of life factors. Respondents had the highest level of satisfaction with the parks/recreation and the emergency services. At the other end of the scale, the lowest ratings were given to the condition of the City's streets and roads and the rate of population growth in the City.

More than four in five said they are satisfied or very satisfied with the City's parks/recreation facilities and opportunities; nearly four in five said they are satisfied or very satisfied with the emergency services. Over 60 percent gave satisfactory or very satisfactory ratings to medical care, housing choices, natural environment/open space, and proximity to work. At least half the respondents said they were satisfied with pedestrian facilities/sidewalks, community events and activities, quality of the schools, and crime rate/safety.

Nearly half said they are satisfied or very satisfied with biking facilities/trails, but 36 percent were neutral.

Forty-five percent said they are dissatisfied or very dissatisfied with the condition and quality of the City's streets and roads, and 42 percent said they are dissatisfied or very dissatisfied with the rate of population growth.

Although fewer than one in three said they are satisfied or very satisfied with the employment opportunities in the City, the largest proportion said they are neutral (47%) rather than dissatisfied or very dissatisfied. Other factors with substantial neutral ratings (30 percent or greater) included community events and activities, bicycle facilities/paths, cost of living, rate of population growth, quality of schools, and traffic congestion.

Table 2: Satisfaction With Quality of Life Factors						
	Count	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Parks and recreation	501	23%	58%	14%	4%	2%
Emergency services (police, fire, EMS)	501	22%	54%	19%	4%	1%
Medical care	500	14%	51%	23%	11%	2%
Housing choices	498	11%	53%	25%	10%	2%
Proximity to work	494	18%	45%	28%	7%	2%
Natural environment/open space	501	11%	51%	22%	13%	3%
Pedestrian facilities – sidewalks	501	8%	50%	26%	15%	2%
Community events and activities	494	10%	47%	38%	4%	1%
Quality of schools	499	16%	40%	30%	10%	4%
Crime rate/safety	491	7%	43%	23%	22%	5%
Bicycle facilities - biking paths	491	9%	38%	36%	14%	2%
Shopping/retail opportunities	500	5%	37%	24%	28%	7%
Traffic congestion	502	5%	36%	30%	22%	7%
Cost of living	502	2%	37%	33%	23%	5%
Quality of roads/condition	502	2%	29%	24%	32%	13%
Employment opportunities	501	4%	26%	47%	19%	4%
Rate of population growth	500	2%	24%	32%	30%	12%

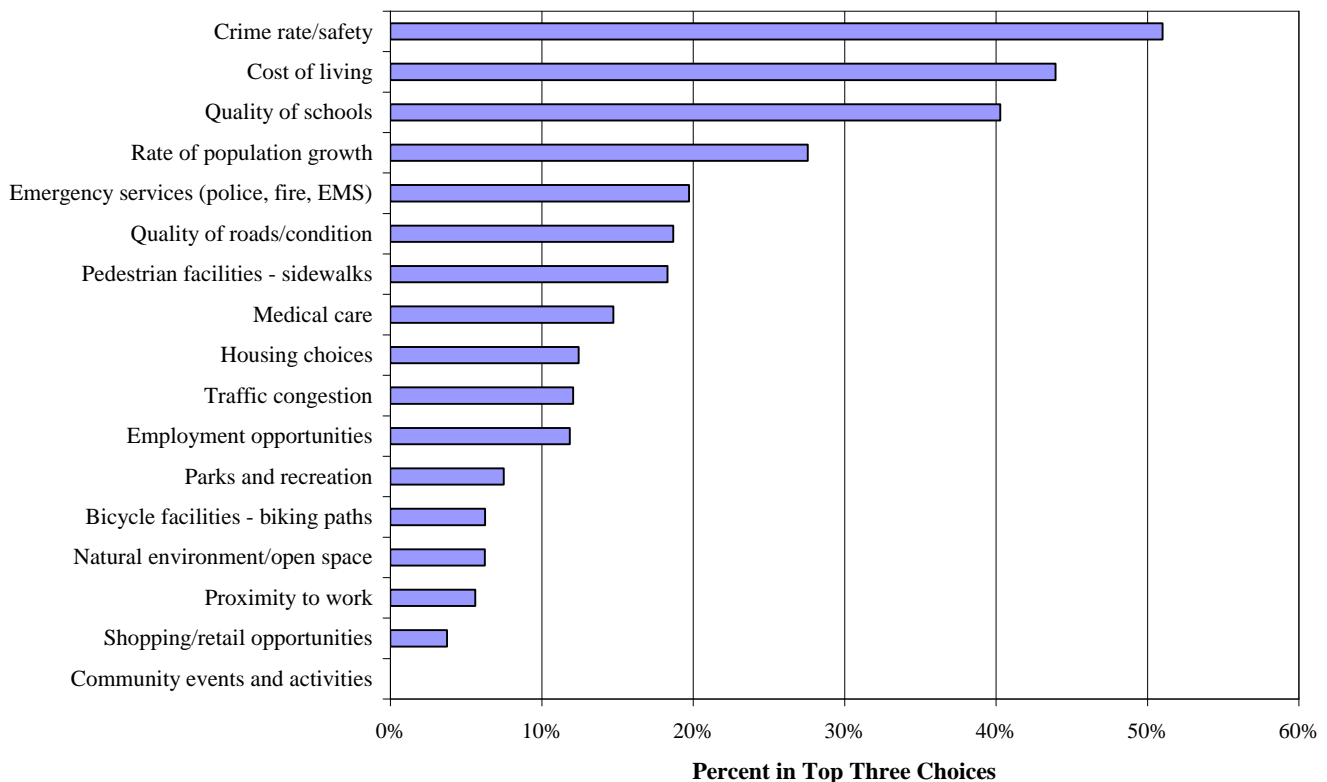
There were relatively few differences among the quality of life ratings by the various demographic groups. Respondents age 45 and older gave higher rating to medical care; those who work outside of Sun Prairie had lower levels of satisfaction with their proximity to work. Renters were more likely to be dissatisfied or very dissatisfied with housing choices and the quality and condition of roads in the City. Respondents who live in Area 2 were more satisfied with the City's crime rate/safety, while those who live in Area 5 were more satisfied with pedestrian facilities/sidewalks. Longer term residents (greater than 15 years) were less satisfied with the City's recent population growth rate.

Respondents were next asked to identify their top three priorities among the seventeen items on the preceding list. The cost of living received the highest proportion of votes in the most important category. Crime rate/safety received the highest percentage in the second most important category, and the quality of schools received the most votes as the third most important priority.

Figure 1 depicts the total percentage of each factor received as a top-three priority. This tabulation shows that crime/safety and the cost of living switched rank order; the quality of schools retained its third place ranking.

The SRC examined the levels of satisfaction for these top three priorities from the data in Table 2. None of the top three priorities were among the factors with the highest levels of satisfaction. Rather, the quality of schools and crime rate/safety tended to be in the middle of the pack (9th and 10th respectively), while the cost of living was nearer the bottom of the ratings (14th). This suggests a bit of a disconnect between the top priorities of the citizenry and their assessment of the quality of these features in Sun Prairie. It should be noted that the city has only limited control over the cost of living in Sun Prairie and the quality of the schools is, presumably, driven more by actions of the school board (and citizen votes on referenda) than by city administrators.

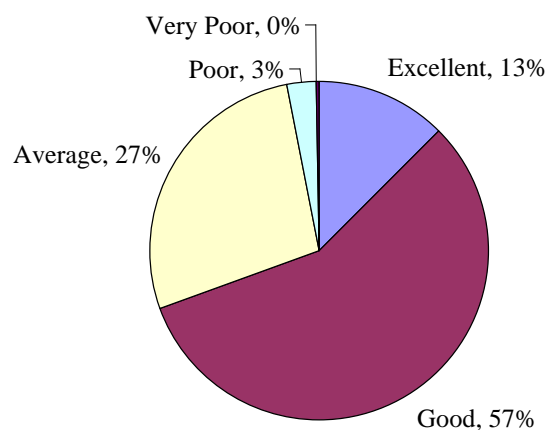
Figure 1. Quality of Life Priorities



Overall, respondents gave a positive rating to the quality of life in the City (Figure 2). The highest proportion rated the City's quality of life as good (57%), and another 13 percent said it was excellent. About one in four said that it is average. Only three percent rated the City's quality of life as poor, and none said it was very poor. This generally positive assessment of the City's overall quality of life was similar across all demographic groups.

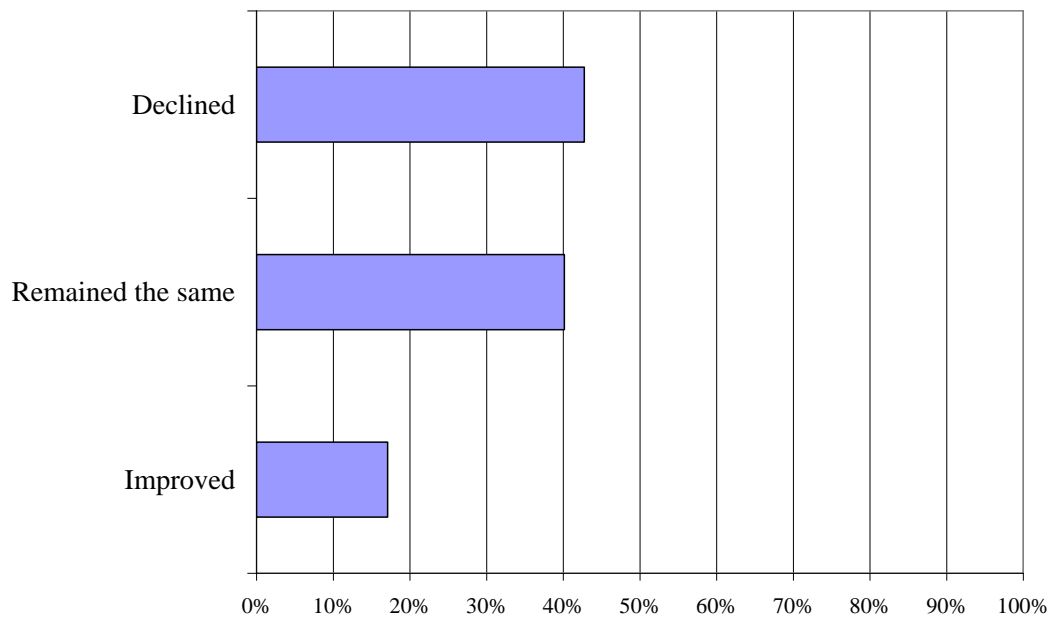
The SRC examined the factors that are associated with the rating that each respondent gave to the quality of life in the City of Sun Prairie. The two factors that have the largest impact on respondents' quality of life ratings were their levels satisfaction with the quality of the local schools and the crime rate. Other factors that were associated with the quality of life rating are satisfaction with community events/activities, cost of living, proximity to work, character of recent development, shopping/retail opportunities, quality and condition of roads, and natural environment/open space. All of these statistical relationships were positive, indicating that higher levels of satisfaction for these factors are associated with a higher rating for the City's overall quality of life. These findings suggest that a wide variety of factors influence the perceived quality of life among Sun Prairie residents, including basic government functions (crime/safety and the quality/condition of streets).

Figure 2. Overall Quality of Life Rating



The final two questions in this section asked residents about changes in the City's quality of life. The first of these questions asked how the quality of life had changed in the past five years. Among the residents who have lived in the City for at least five years, the results in Figure 3 show that respondents were about equally split between saying that the quality of life has remained the same (40%) or declined (43%) in recent years. Relatively few (17%) said they believe the quality of life has improved. In short, residents generally agreed that the quality of life is quite high in Sun Prairie (Figure 2), but they seemed to be quite uneasy about recent trends in the quality of life in their city (Figure 3).

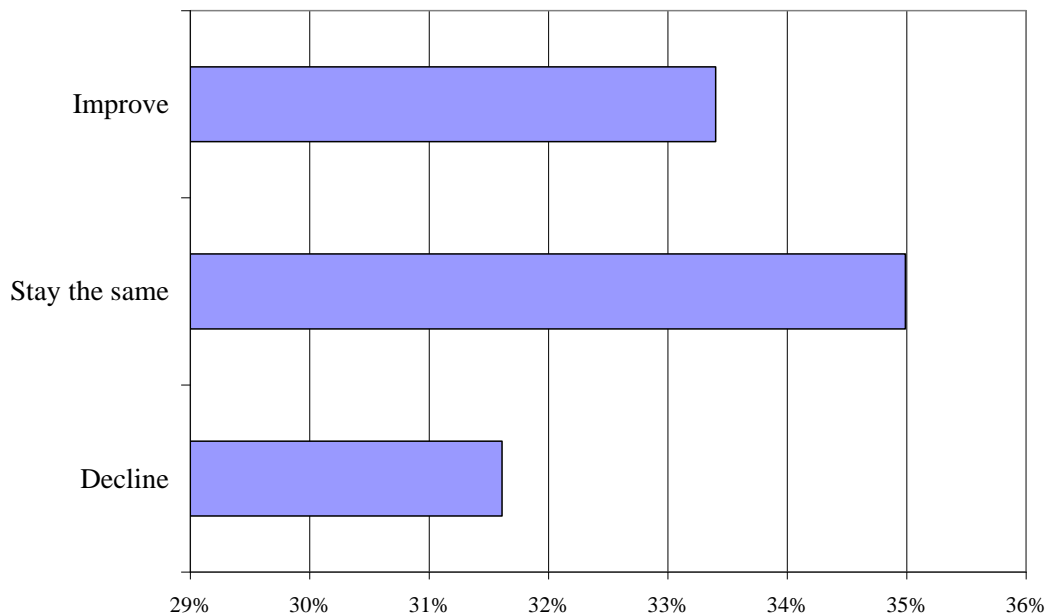
Figure 3. Change in Quality of Life in Past Five Years



Concerns about declines in the quality of life in Sun Prairie were significantly higher among long term residents (over 15 years) than for those more newly arrived in the City.

As for their view for the next five years, Sun Prairie residents said they are less negative about their future than they have been about the City's recent past (Figure 4). While only one in six said the quality of life had improved the previous five years, more than one in three believed the next five years will bring an improvement in the City's quality of life. However, nearly as many (32%) said they believe the quality of life in Sun Prairie will decline over the next five years. Thus, while they are more optimistic about the future of the city, Figure 4 reflects a high degree of ambivalence. Indeed, a pessimist would argue that roughly two-thirds of the respondents said that the city's quality of life will remain the same or decline.

Figure 4. Change in Quality of Life in Next Five Years



There were no significant differences among the various demographic groups in their views about the City's quality of life in the next five years.

The SRC compared responses to the question regarding recent changes in the quality of life and expectations for the quality of life in the next five years (Table 3). Those who said the quality of life has improved in recent years have a decidedly different view of the future than those who said the quality of life had remained the same or had declined.

- Respondents who said the quality of life had improved in the past five years are quite positive about the next five years. Three-fourths of them said the quality of life will continue to improve.
- Those who said the quality of life remained the same during the past five years, were generally pessimistic about the next five years. Two-thirds of this group said the quality of life will have declined.
- Those who said the quality of life in Sun Prairie has declined in the past five years are less pessimistic about change in the City's quality of life in the next five years than those who said it had remained the same. Half of those who said the quality of life had declined said it will remain the same five years in the future, but since they already said it had declined, this was not an entirely favorable view of the quality of life in Sun Prairie.

Table 3. Cross Tabulation of Past Quality of Life by Future Quality of Life

		Quality of Life in Past Five Years		
		Improved	Remained Same	Declined
Quality of Life in Next Five Years	Improve	74%	7%	27%
	Stay Same	20%	27%	54%
	Decline	6%	66%	19%
	Total	100%	100%	100%

Responses to the open ended question near the end of the survey indicated that Sun Prairie residents greatly value the proximity to Madison, the small town atmosphere, the cleanliness of the City, and friendliness of its people. For example, when asked to describe the best part about living in Sun Prairie, about 36 percent wrote being close to Madison. A third wrote comments that included advantages of living in a small town, including its friendliness. The following quotes are typical expressions of this positive view of Sun Prairie’s quality of life.

“Sun Prairie provides a place to live close to Madison, yet far enough away to be peaceful.”

“Small town feel with city conveniences nearby.”

“Friendly community, small town feel with big town shops and access.”

Responses to three open ended questions near the end of the survey also paralleled the concerns about changes in the City’s quality of life. Of the 472 comments regarding their greatest concern about living in Sun Prairie, largest proportion (28%) related to the impact of growth and development. Nearly a quarter of the comments expressed a concern about rising property taxes. Many were very specific about the negative impact of development on the City’s small town atmosphere and the cost of providing services to the rapidly expanding population. About 17 percent of respondents said their greatest concern is the increase in criminal activity. The following quotes are typical of the sentiment regarding the changes in the quality of life.

“It's growing so fast that we are starting to lose the small town feel.”

“The development has happened so quickly. We moved here because it's close to Madison but not crowded. Many families have done the same and now it's not as quiet/subdued as it was in 2000.”

“Out of control property taxes because of school building - Losing the small town feel.”

Community Facilities and Services

City of Sun Prairie residents indicated a relatively high level of satisfaction with most community facilities and services.

Respondents were asked to rate their level of satisfaction with 12 community facilities and services. As shown in Table 4, a majority said they are satisfied or very satisfied with 10 of the 12 items. The proportions of those who said they are dissatisfied or very dissatisfied were relatively low for all items, with most in the single digits.

The library, parks and recreation, and electric service were the highest rated items: 79 percent to 81 percent of residents gave them satisfactory or very satisfactory ratings. It is noteworthy that more than half of those who are satisfied with the library said they are “very satisfied” with it. At least two-thirds of residents gave satisfactory or very satisfactory ratings to the water utility, police protection, recycling center, emergency medical services, sanitary sewer service, and fire protection. About half the respondents rated the local school system as satisfactory or very satisfactory, while slightly fewer than half said they found storm water management and downtown parking to be satisfactory or very satisfactory.

Table 4: Satisfaction With Community Facilities and Services

	Count	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Used
Library	495	43%	39%	11%	2%	1%	5%
Parks & recreation facilities	496	29%	52%	13%	3%	0%	3%
Electric service	498	16%	62%	17%	3%	1%	0%
Water utility service	495	13%	60%	23%	3%	1%	1%
Police protection	498	17%	54%	17%	5%	2%	5%
Recycling center	496	22%	48%	20%	3%	2%	6%
Emergency Medical Services (EMS)	500	19%	48%	16%	1%	1%	14%
Sanitary sewer service	494	13%	53%	28%	3%	1%	2%
Fire protection	496	17%	48%	15%	3%	1%	16%
School system	493	13%	37%	23%	9%	5%	12%
Storm water management	496	10%	37%	32%	13%	5%	2%
Downtown parking	500	6%	39%	31%	16%	4%	5%

Fire protection, emergency medical services, and the school system received substantially higher responses in the “haven’t used” category, ranging from 12 percent to 16 percent, than the other services listed. This is not surprising, since many City residents are not likely to have had occasion to use the services of the EMS or Fire Department, and many do not have children in school or who have recently attended school.

Respondents more than 45 years old, retirees, residents who have lived in Sun Prairie over 15 years, and those who work in Sun Prairie were more likely say they were satisfied or very satisfied with emergency medical services and fire protection. A higher proportion of respondents from households with less than \$50,000 annual income said they had not used the EMS service or have a neutral opinion about it.

Renters and residents of Area 2 were more likely to say they have a neutral opinion about the recycling center or haven’t used the recycling center. Longer term residents (over 15 years) were less likely to say they have not used the recycling center.

Economic Development

The results of the economic development section of the survey indicated that Sun Prairie residents would like to have additional retail/shopping opportunities in the City but have doubts about the desirability of multi-story commercial buildings. Respondents said they are pleased with the recent physical revitalization efforts in downtown. Many were neutral regarding the job opportunities available within Sun Prairie.

Respondents were asked their level of agreement with seven statements regarding economic development in the City. Their answers are summarized in Table 5. Sun Prairie residents were lukewarm, at best,

regarding the availability of employment opportunities in the City. The largest proportion of Sun Prairie residents said they have neutral opinions regarding employment opportunities in the City. The relatively high proportion of neutral opinions may be a reflection of the high percentage of commuters who reside in the City but whose place of work is elsewhere (See Table 1). More than 30 percent said they disagree or strongly disagree that job opportunities in Sun Prairie were satisfactory. Only one in five said they are satisfied with employment opportunities in the city. This pattern is consistent with the responses to a similar question regarding employment opportunities as a quality of life factor (See Table 2).

Table 5: Opinions About the Economic Development in Sun Prairie

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am <u>satisfied</u> with the availability of employment opportunities in Sun Prairie.	495	1%	19%	48%	26%	5%
I am <u>satisfied</u> with efforts being made to revitalize downtown Sun Prairie.	495	9%	50%	25%	14%	2%
I am <u>dissatisfied</u> with the availability of retail/shopping opportunities for me in Sun Prairie.	494	14%	35%	29%	18%	4%
Sun Prairie <u>should do more</u> to promote tourism.	496	5%	21%	50%	21%	4%
Sun Prairie <u>should offer</u> incentives for the re-development of properties along Main Street between the downtown and US 151.	490	10%	45%	27%	15%	4%
The appearance of new commercial development in the City <u>should be</u> regulated by design standards.	490	18%	44%	25%	9%	3%
Sun Prairie <u>should discourage</u> business developments with multi-story commercial buildings (3+ stories).	497	11%	27%	25%	27%	10%

A majority agreed or strongly agreed (59%) that they are satisfied with the efforts to revitalize downtown Sun Prairie. This finding is consistent with the data from a 2007 SRC survey of area residents' opinions about downtown Sun Prairie. That survey found that 57 percent of area residents said they like the look and feel of downtown Sun Prairie. Open ended comments in the downtown survey contained a strong theme of support for downtown revitalization efforts.

However, respondents indicated that they would like more improvements in the City's overall retail sector. A majority agreed or strongly agreed that the City should offer incentives for the re-development of properties along Main Street between downtown and Highway 151, and a near-majority agreed or strongly agreed that they are dissatisfied with retail/shopping opportunities in the City.

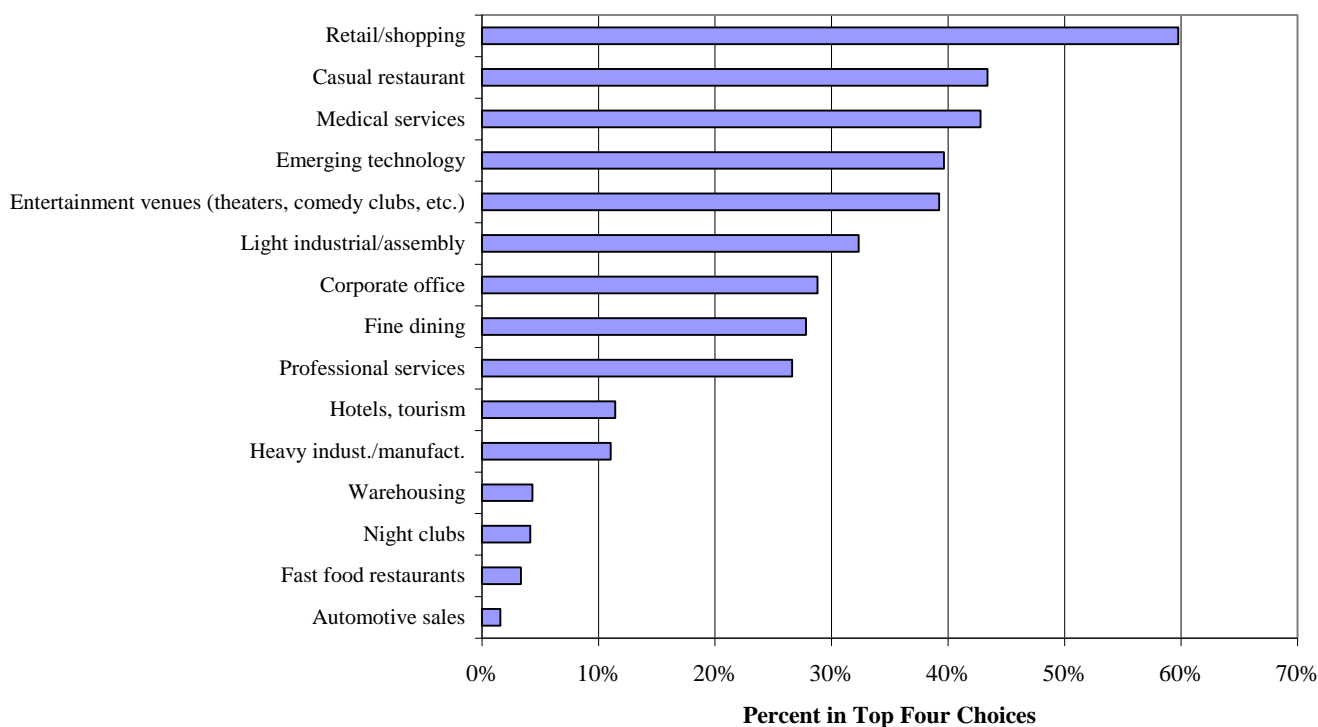
Respondents expressed a concern about the appearance and layout of commercial development. More than 60 percent favored design standards for new commercial developments in the City. Residents were less sure, however, about whether it's a good idea for the City to discourage multi-story (3 or more stories) commercial buildings. While 38 percent agreed or strongly agreed, a nearly equal percentage (37%) disagreed or strongly disagreed. One in four said they are neutral regarding multi-story commercial buildings.

Sun Prairie residents did not have strong opinions about tourism development as an economic development strategy for the City. Half said they are neutral, while the remaining half was evenly split between agreement and disagreement.

The relative ambivalence of opinions about multi-story commercial buildings and tourism as an economic development strategy suggest the need for additional public discussion and education about the benefits and costs of these economic development alternatives.

The final question in the Economic Development section of the questionnaire presented a list of 15 types of businesses and asked the respondent to identify the four most important types for Sun Prairie. Their choices are shown in Figure 5. As we have seen in previous questions (see Table 2 and Table 4), respondents expressed a desire for more retail/shopping opportunities in the City. Six in ten residents selected retail/shopping among their top four choices. A group of four business types were clustered around 40 percent: casual restaurant, medical services, emerging technology, and entertainment venues. In the middle of the pack were light industry/assembly, corporate offices, fine dining, and professional services, ranging between 27 percent and 32 percent. Few respondents placed hotels/tourism and heavy industry/manufacturing among their top four (11 percent each). Warehousing, night clubs, fast food restaurants, and automotive sales were at the bottom of the importance spectrum; fewer than five percent of residents chose any of these businesses among their top four choices.

Figure 5. Most Important Businesses for Future Development in Sun Prairie



Among the demographic groups:

- women were more likely to have included retail/shopping among their top four choices.
- respondents who work outside of Sun Prairie were more likely to favor a casual restaurant.
- a higher proportion of men and homeowners included emerging technology among their choices, while fewer retirees identified this as a top option

- entertainment venues were more frequently included in the choices of those who rent their place of residence, while retirees were less likely to have chosen entertainment venues
- light industry/assembly was chosen more frequently by those who have lived in the City more than 15 years, those who are over 45 years old, and retirees.

Transportation

The responses to the transportation questions in the survey revealed concern among residents about the City's streets, including the adequacy of the street network, maintenance of existing streets, and snow removal. Respondents said they are not likely to use transit options (bus or light rail) between Sun Prairie and Madison but are interested in a park and ride facility in Sun Prairie. Residents said they would like new major streets to be designed to accommodate bicycles.

As shown in Figure 6, a large majority of respondents said they favor requiring sidewalks in new retail areas, and more than two in three said they believe truck traffic should be routed around, rather than through, downtown. More than six in ten said a park and ride facility is needed in Sun Prairie.

Fewer than half of respondents (39%) agreed or strongly agreed that there are sufficient opportunities for bicycle travel throughout Sun Prairie, and a majority would like all new major streets be designed to accommodate bicycle traffic. A majority said there are sufficient opportunities for pedestrian travel throughout Sun Prairie.

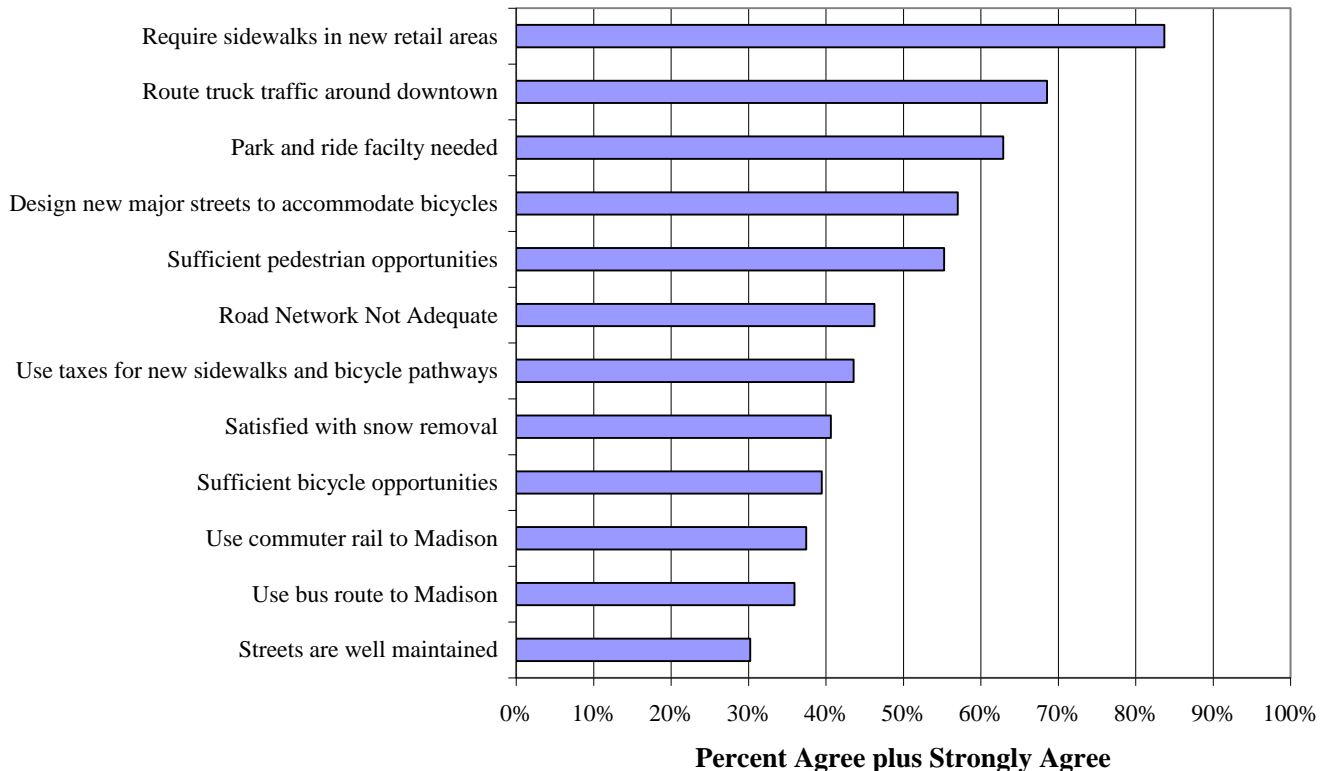
When asked about the use of local taxes for new sidewalks and bicycle pathways to promote walking and bicycling in the City, a plurality (44%) agreed or strongly agreed; a third disagreed or strongly disagreed, while one in four was neutral.

Mass transit options (commuter rail and bus) between Sun Prairie and Madison did not receive substantial support, although the recent spike in gasoline prices was not in full force at the time of the survey.

One of the most noteworthy set of responses within this group of questions was the pattern of dissatisfaction regarding the adequacy of the street network and the maintenance of the City's streets. Nearly half (47%) of the respondents agreed or strongly agreed that the overall network of City streets is not adequate for the needs of the community. Fewer than one third said they believe the City's streets are well maintained. Both results speak to a need to focus on improving this component of basic infrastructure within Sun Prairie.

The third question pertaining to streets that indicated substantial dissatisfaction was in regard to snow removal. Although 42 percent were dissatisfied or very dissatisfied with snow removal on the City's streets, it is worth noting that this survey happened to be conducted immediately following a winter that set a new record for snowfall in the area and that the budgets of local governments have been stretched thin while coping with the difficulties inherent in managing snow removal in these circumstances. Given this situation, it is not clear whether the relatively low ratings given by Sun Prairie respondents were a reflection of recent challenges related to the extraordinary amount of snow during the past winter or were a more basic expression of a concern about this service.

Figure 6. Transportation Issues



Retirees were more likely to have a neutral opinion regarding whether new major streets should be designed to accommodate bicycle traffic. A higher proportion of renters felt that the City's road network is inadequate. Renters were also more likely to agree that they would use a commuter rail service or bus service to Madison. Higher income households (above \$50,000) were much less likely to say they would use bus service between Sun Prairie and Madison.

Housing

The overall results of the housing section support concerns voiced in other parts of the survey about the rate of growth in Sun Prairie. Residents said they do not generally support approving the construction of additional housing unit and feel that the existing housing stock offers both a good variety and high quality. The most important characteristic Sun Prairie residents look for in a neighborhood is a nice appearance.

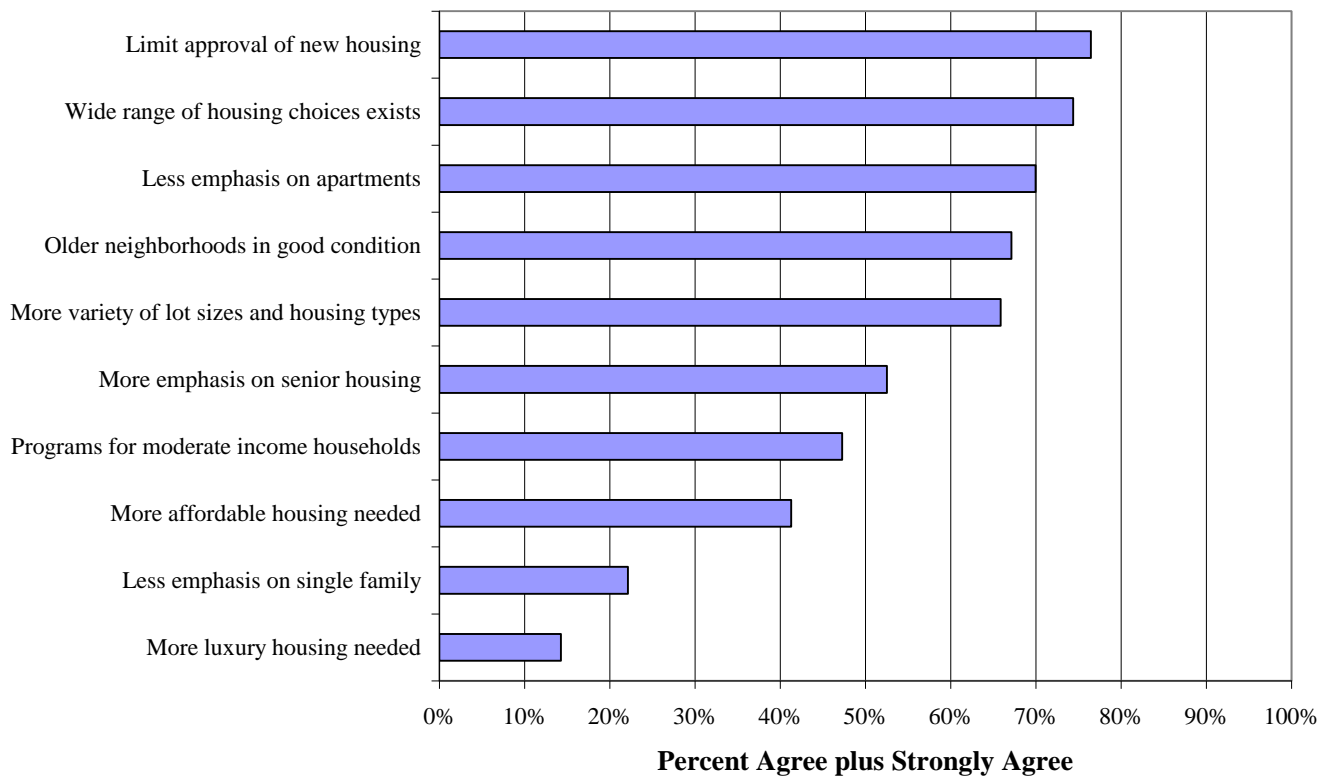
The group of housing questions was preceded with data regarding recent housing trends in the City (e.g. that 6,450 housing units were built in Sun Prairie between 1990 and 2007 and that areas for new housing units have been approved that would add an additional 4,000 units when fully developed. See the text preceding question 27 in Appendix C for the complete set of information provided respondents prior to this question). These data were used to provide the respondent with context for responding to ten questions. The responses are summarized in Figure 7.

Three of four Sun Prairie residents strongly agreed or agreed that the City should limit the approval of new housing units given the number of units that have already been approved. This response was consistent with the concern about the rate of population growth in the City expressed by survey respondents in the Quality of Life section (see Table 2) and in the comments included in open-ended questions.

Nearly three-fourths agreed or strongly agreed that a wide variety of housing choices exists in Sun Prairie, but two-thirds would like to see more variety in the lot sizes and types of housing in the City. There are types of housing that residents would like to see more of (single family units, senior housing) and others they would de-emphasize (apartments, affordable housing for families with less than \$50,000 in annual income, and luxury housing).

Two thirds of Sun Prairie residents agreed or strongly agreed that houses within older neighborhoods are generally in good condition.

Figure 7. Housing Options



The responses to the opened ended questions near the end of the survey paralleled the opinions expressed in the responses to the housing questions. The rapid increase of the number of housing units in the City was a top concern, with 28 percent of the responses to a question about “greatest concern about living in Sun Prairie” being related to growth and development. A significant number of comments were specifically directed at the proliferation of apartment units, which supports the results in Figure 7 indicating that 70 percent of residents would prefer less emphasis on apartments in the City’s housing mix. The following quote expresses this opinion.

“Too many apt. complexes being built”

There were numerous differences of opinion about the housing questions among the various demographic groups. In general, these demographic differences reflect the self-interests of the particular group. A substantially larger proportion of residents over age 45 agreed or strongly agreed that there should be a stronger emphasis on senior housing. This age group was also more likely to agree or strongly agree that houses within the older neighborhoods of the City are generally in good condition.

Retired respondents were more likely to agree or strongly agree that more emphasis should be placed on housing options for seniors and affordable housing for households with incomes under \$50,000.

Homeowners were much more likely to agree or strongly agree that the City should place less emphasis on building apartments. A much greater proportion of renters said the City needs more affordable housing for households with less than \$50,000 income and programs to assist moderate income households to purchase or rehabilitate homes. Renters were more likely to disagree or have a neutral opinion that the City has a wide range of housing choices.

Residents from Area 3 were more likely to strongly agree that there should be a greater emphasis on senior housing. Those living in Area 1 and Area 5 were more likely to disagree or strongly disagree that there is a need for more affordable housing for households with less than \$50,000 income.

A higher proportion of long term residents (over 15 years) agreed or strongly agreed that more housing options are needed for seniors and that houses in older neighborhoods are generally in good condition.

Respondents from households with less than \$50,000 income were much more likely to agree or strongly agree that more affordable housing is needed for their income group and are more likely to agree or strongly agree that new developments should contain a variety of lot sizes and housing types.

A final question in the group of housing questions asked respondents to list their top three characteristics desirable in a neighborhood. The SRC compiled these written comments into various categories.

As shown in Table 6, the top characteristic was the appearance/aesthetics of the neighborhood. Maintenance and cleanliness were the two most frequently mentioned topics within this category. A typical desirable characteristic was stated as, *“Well maintained property and buildings.”*

Parks/recreation, streets/sidewalks/traffic, and safety were rated similarly. Within the parks/recreation category, respondents most frequently said simply, *“Parks.”* Residents also frequently listed recreational trails/paths and open space as desirable.

Within the group of comments related to sidewalks and streets, respondents placed importance on the presence of sidewalks for safety and convenience. They also said they find low traffic on their streets to be desirable as well as appropriate street maintenance.

Table 6: Desirable Characteristics in a Neighborhood		
Characteristic	Count	Percent
Appearance and Aesthetics	263	21.8%
Parks and Recreation	196	16.2%
Streets-Sidewalks-Traffic	172	14.2%
Safety	147	12.2%
People	88	7.3%
School	68	5.6%
Design and lot size	65	5.4%
Peace and Quiet	54	4.8%
Retail-Services	48	4.0%
Housing Types	29	2.4%
Housing Cost	11	0.9%
Location	11	0.9%
Miscellaneous	56	4.6%
Total	1,208	100%

Safety was also listed as prime desirable characteristic. In this context, the term was most frequently applied to freedom from criminal activity, although a few comments were related to fire and EMS service.

For the complete list of desirable characteristics in a neighborhood, refer to Appendix B.

Land Use and Growth

Responses in the “Land Use and Growth” segment of the survey confirmed again citizens’ concerns about the rapid rate of population growth in the City. They also seem somewhat concerned about the character of recent developments. Residents did not think that the City is too restrictive in guiding the location of new development, and would like to see more cooperation between neighboring governments to address growth issues. The most important concerns about growth were the impact on property taxes and increases in the crime rate.

More than six in ten residents said that the current rate of growth is too fast, which is consistent with concerns voiced in other parts of the survey about the rate of growth in Sun Prairie (see Table 2 and Figure 7). The strength of this concern is highlighted by the fact that more than half of those agreeing that this is a problem said they “strongly agree.” As shown in Table 7, a substantial minority of respondents (40%) said they are satisfied with the character of recent development. However, a third said they are dissatisfied with recent developments and one in four had a neutral opinion.

Table 7: Opinions about Land Use and Growth

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am <u>satisfied</u> with the character of recent development that has occurred in Sun Prairie.	481	3%	37%	27%	24%	8%
Sun Prairie <u>is</u> growing too fast.	494	32%	29%	21%	16%	2%
The city <u>is</u> too restrictive in guiding where new development occurs	490	2%	10%	46%	30%	13%
Commercial building design standards, especially in highly visible areas, <u>are</u> important for promoting a positive community image.	490	24%	52%	19%	4%	1%
More cooperation <u>is</u> needed between neighboring local governments as communities grow.	494	18%	59%	21%	1%	0%

The responses to the open ended questions at the end of the survey were consistent with the opinion that Sun Prairie is growing too fast. When asked for three words to describe Sun Prairie, 20 percent were negative expressions related to the City’s rapid growth. Additionally, when asked for their greatest concern about living in Sun Prairie, the highest proportion of comments (28%) were expressions of dissatisfaction with the growth and development within the past few years (see selected quotes in the Quality of Life section of this report).

Relatively few agreed or strongly agreed that the City is too restrictive regarding the location of development. The largest proportion had a neutral opinion (46%).

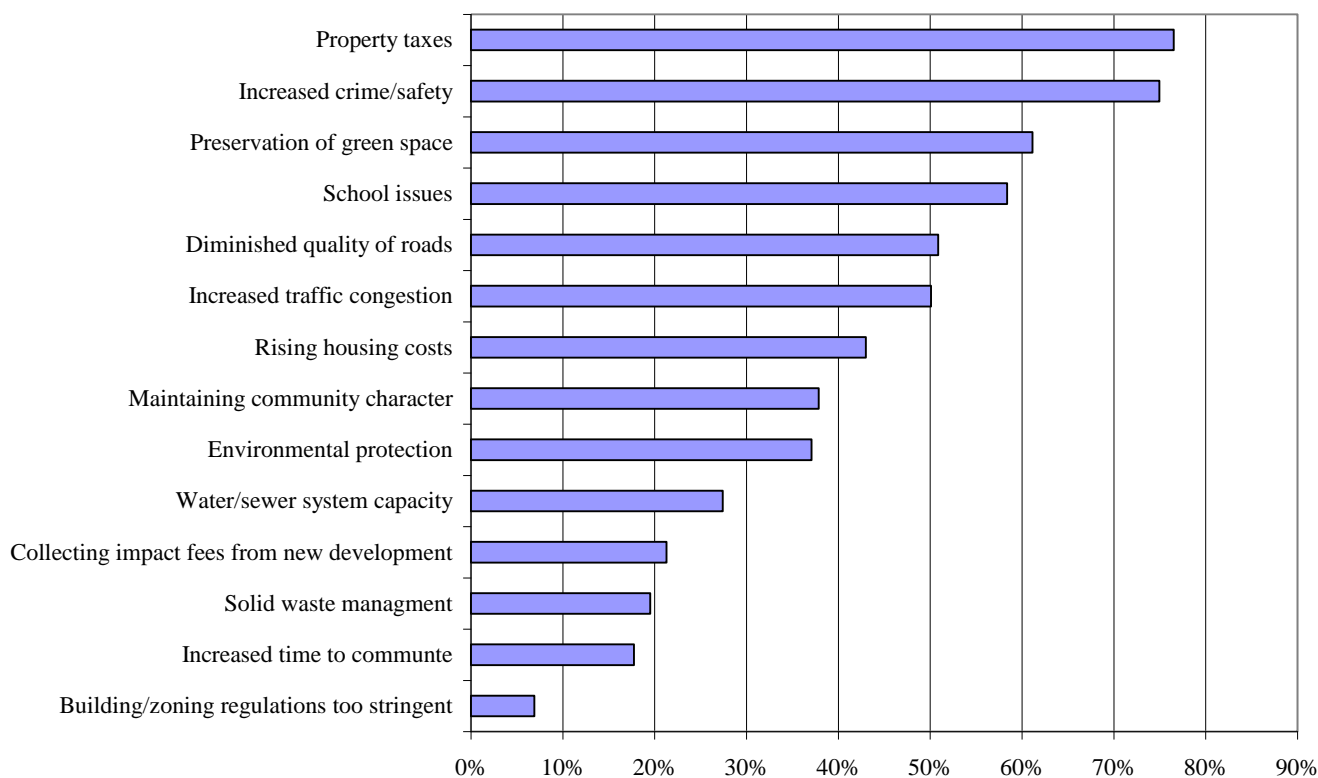
A strong majority of residents (76%) supported commercial building standards as a means to promote a positive community image.

Sun Prairie residents favored intergovernmental cooperation with the City's neighbors. More than two-thirds said more cooperation is needed between neighboring local governments as communities grow.

Residents from Area 2 were less likely to say that Sun Prairie is growing too fast than those residing in other areas of the City. Long term residents (over 15 years) were more likely to be dissatisfied with the character of recent development in the City and to agree that the City's growth has been too fast.

Respondents were then given the opportunity to identify specific issues of concern regarding the City's growth. They were presented with a list of issues and asked to mark those that were of concern to them. The results are presented in Figure 8.

Figure 8. Concerns About City Growth



At the top of the list of concerns were property taxes and crime/safety issues. More than three of four City residents said they were concerned about the impact of the City's growth on these two items. About six in ten said they are concerned about the preservation of green space and about school issues. Half the respondents indicated concerns about the quality of streets/roads and traffic congestion, but fewer than 20 percent identified increased commute time as a concern. About four in ten identified rising housing costs, maintaining community character, and environmental protection. The impact of growth on the City services such as water/sewer capacity and solid waste management was a concern to 27 percent and 20 percent of respondents respectively.

As we have seen in earlier sections of this report, the written comments in the three open ended questions were consistent with the responses to the priority concerns shown in Figure 8. High property taxes was the second most frequently listed concern in the open ended question asking for the top concern about living in Sun Prairie, with 23 percent of respondents listing it. Crime and safety concerns were ranked third most important, being cited by 17 percent of the respondents.

“My property taxes have increased 67% in ten years - retired people on fixed incomes are being forced out of their homes.”

“Not as safe as it used to be; increase in crime rate.”

A higher proportion of female respondents and those whose place of work is in Sun Prairie included rising housing costs among their concerns. Those who work in Sun Prairie were also more likely to be concerned about the impact of growth on the capacity of the City’s sewer and water system. Retired respondents were less likely to include school issues among their concerns. Renters were more likely to include rising housing costs and school issues among their concerns; at the same time, understandably, fewer renters included property taxes among their concerns.

Energy Efficiency and Conservation

Residents were generally supportive of energy conserving options for the City. Large majorities supported the use of alternative energy in City-owned buildings as well as City-sponsored incentives for private homes and buildings to be constructed for greater energy efficiency. More than twice as many respondents (46%) supported purchasing more expensive energy-efficient vehicles for City use as were opposed (22%); nearly one-third have yet to make up their minds on this issue.

As shown in Table 8, Sun Prairie residents strongly believe that new neighborhoods should be designed to be more pedestrian friendly (81% agree or strongly agree). Seven in ten agreed or strongly agreed that there should be City incentives for energy efficient construction practices in homes and buildings and that municipal buildings should use alternative energy. At the same time, residents were less sure that the City should purchase energy efficient vehicles if they are more expensive. Slightly fewer than half of the respondents disagreed or strongly disagreed that the City should not make such purchases, and about a third were neutral. Perhaps their hesitancy was based on their concerns about property tax rates (Figure 8).

Table 8: Opinions About Energy Efficiency and Conservation

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
City incentives <u>should</u> be offered for homes and buildings that are built to be more energy efficient.	491	24%	46%	19%	9%	2%
New neighborhoods <u>should</u> be designed so that they are more pedestrian friendly.	491	21%	60%	16%	2%	1%
City buildings and facilities <u>should</u> use alternative energy sources (e.g., solar).	491	25%	46%	25%	3%	1%
The City <u>should not</u> purchase vehicles that are more energy efficient if they are more expensive.	486	5%	17%	32%	34%	12%

Long term residents were less likely to agree or strongly agree that the City should offer incentives for more energy efficient homes and buildings.

Natural and Cultural Resources

Residents said they are generally satisfied with the quality of the natural resources in the City and recreational opportunities in their neighborhoods. At the same time, they were interested in the creation of an area-wide open space network and connecting the City to the area bike and pedestrian trail system. City residents did not have a clear cut opinion regarding whether Sun Prairie has a distinct sense of community, but viewed maintenance of the cultural and historical nature of downtown as important. Respondents did not favor a performing arts center or promoting tourism based on being the birthplace of Georgia O’Keeffe.

As shown in Table 9, nearly seven in ten said they agreed (65%) or strongly agreed (4%) that they are satisfied with the overall quality of Sun Prairie’s natural environment. When asked if the City is spending too little to maintain, improve, or protect natural resources, six in ten said they have a neutral opinion. The remaining proportions were about equally split between those who agreed and those who did not agree.

Respondents were unsure whether the use of alternative types of development, such as clustering homes, is a good idea for protecting natural resources. About a third agreed or strongly agreed, and about a quarter disagreed or strongly disagreed; the largest proportion said they had a neutral opinion (40%).

Nearly six in ten agreed or strongly agreed there are sufficient recreational opportunities in their neighborhood. About one in four had a neutral opinion, and relatively few (17%) disagreed.

A majority of Sun Prairie residents said the City should help create an area-wide open space network. While most expressed support for Sun Prairie helping to create an area-wide open space network, there was a relatively high proportion of neutral responses (42%), tempering the 52 percent who agreed or strongly agreed with this idea. Nearly two-thirds said the City should connect to the area bicycle and trail system.

Table 9: Opinions About Natural Resources						
	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Overall, I am <u>satisfied</u> with the quality of our natural environment in Sun Prairie.	494	4%	65%	22%	8%	1%
Sun Prairie <u>should</u> help create an area-wide open space network.	490	8%	44%	42%	6%	1%
Sun Prairie <u>should</u> connect to the area bicycle and pedestrian trail system.	493	15%	50%	29%	5%	1%
There are <u>sufficient</u> recreational opportunities in my neighborhood.	495	6%	53%	23%	16%	1%
The City <u>is not</u> spending enough to maintain, improve, or protect natural resources.	495	2%	15%	61%	20%	2%
I <u>support</u> alternate development types, such as clustering homes, to protect natural resources.	492	4%	29%	40%	22%	4%

Among the various demographic groups, renters and respondents from households with less than \$50,000 annual income were less satisfied with the recreational opportunities in their neighborhoods.

Table 10: Opinions About Cultural Resources

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Sun Prairie <u>has</u> a distinct sense of community.	493	5%	36%	34%	20%	5%
Maintaining the historical and cultural character of downtown Sun Prairie <u>is not</u> important.	493	3%	12%	18%	50%	17%
The City <u>should</u> adopt rules for the preservation of historic downtown buildings.	494	13%	51%	24%	9%	3%
<u>No public funds should</u> be used for historic preservation in the City.	494	6%	18%	38%	31%	8%
The City <u>has</u> a need for a performing arts center.	495	6%	18%	34%	29%	13%
There are a <u>sufficient</u> number of events and festivals in the City.	492	5%	47%	32%	16%	1%
The City <u>should</u> promote more tourism based upon the birthplace of Georgia O’Keeffe.	489	3%	13%	43%	30%	10%

More agreed or strongly agreed (41%) than disagreed or strongly disagreed (25%), that the City has a distinct sense of community, while a third had a neutral opinion.

Two-thirds disagreed or strongly disagreed that maintaining the historical and cultural character of downtown is not important. Nearly as many said they support rules for the preservation of historic downtown buildings. They were less sure, however, about the use of public funds for historic preservation. Only about one in four were opposed to the use of public funds, but 38 percent said they are neutral.

A majority of Sun Prairie residents appear to be satisfied with the number of events and festivals in the City; 53 percent said they agreed or strongly agreed the present number is sufficient. A separate survey focused on downtown Sun Prairie conducted in 2007 by the SRC found that the Corn Festival and the Farmers Market were the most frequently attended downtown events.

There was not substantial support for a performing arts center in the City; a plurality (42%) disagreed or strongly disagreed, and a third of respondents were neutral. Nor is there strong support for promoting tourism based on being the birthplace of artist Georgia O’Keeffe; only 19 percent agreed or strongly agreed, while 43 percent had a neutral opinion.

Female respondents were more likely to support the need for a performing arts center.

Community Priorities

When it comes to identifying the top community priorities for Sun Prairie, residents stressed economic development and public safety. Improvements in the City’s transportation infrastructure were also identified as a priority.

The final section of the survey asked respondents to identify their top priorities for the City. They were presented with a list of issues and asked to identify their top three items. The results are presented in Figure 9.

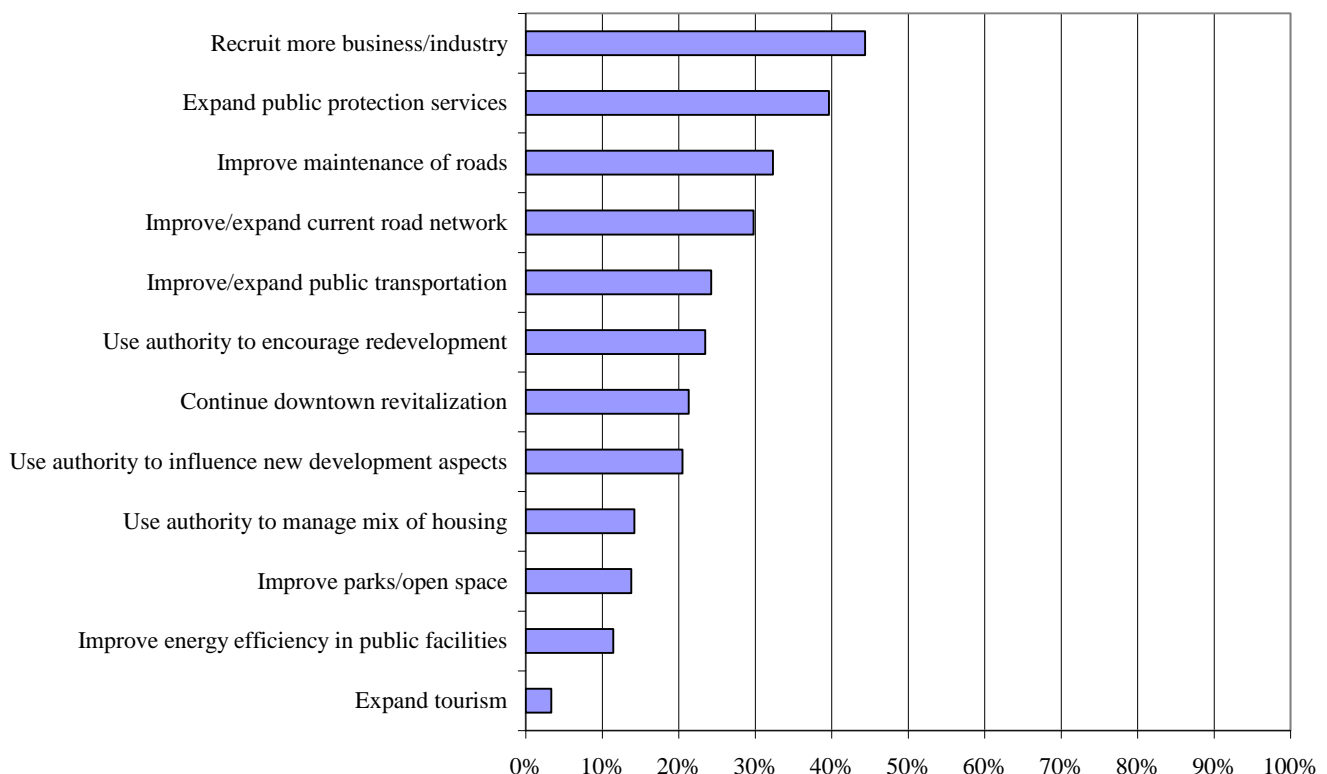
Economic development and public protection services were the top two priorities. Forty-four percent of respondents said recruitment of more business/industry was among their top three priorities. Nearly as many included expansion of public protection services as one of their top three priorities. These rankings are consistent with earlier questions. For example, with respect to the desire for more business/industry, in an earlier question Sun Prairie residents indicated a relatively low level of satisfaction with employment opportunities the City (see Table 4). Further, in Figure 8 Sun Prairie residents said that increased crime was a top-rated concern. Thus, the expansion of public protection services as a community priority is a logical expression of that concern.

Expanding the capacity of the existing road network and improving maintenance of roads/streets were the next highest priorities, with about 30 percent of respondents including them among their top three choices.

Between 20 and 25 percent included the following in their selections: improve/expand public transportation, use the City's authority to encourage redevelopment, continue downtown revitalization, and use the City's authority to influence the rate, quality, and style of new development.

Relatively few (less than 15%) included the remaining items among their top three choices: use City authority to influence the mix of housing, improve parks/open space, improve the energy efficiency in public facilities, and expand tourism.

Figure 9. Community Priorities



Male respondents were more likely to have included the recruitment of more business/industry and improved road maintenance among their choices. A higher proportion of renters included the expansion of public transit to Madison in their priorities. Respondents who live in Area 3 were less likely to include the use of City authority to manage the mix of housing in the City among their top three priorities.

Conclusions

Residents of the City consider Sun Prairie to be a good place to live and give a relatively high rating to the City's quality of life. Their written comments reveal that they value the small town atmosphere they experience in Sun Prairie. Residents like the fact that the City is a friendly, peaceful place that is attractive and clean. In addition, they find the proximity to Madison to be an asset.

At the same time, the rate of growth and the change that has come to the City is causing a sense of unease among a substantial percentage of the City's residents. There is a pattern among the responses that was broadly consistent across different sections of the questionnaire in which City residents expressed a common concern about impacts of the rapid growth that Sun Prairie has experienced in recent years.

A majority of residents said the City is growing too fast, nearly one-third were not satisfied with the character of recent development in the City, and 40 percent said the quality of life in Sun Prairie has declined in the past five years. They are concerned about impacts on property taxes, crime rate, green space, the local school system, and the City's streets. Many residents are concerned that the very attributes they find attractive about Sun Prairie are eroding with the rapid growth of the City and are seemingly open to a "time out."

Appendix A – Non-Response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents are not satisfied with available employment opportunities in the City (Question 7), whereas most of those who returned their questionnaire said they are satisfied with the employment opportunities available to them in the City. In this case, non-response bias would exist, and the raw results would overstate public’s opinion about employment opportunities in the City of Sun Prairie.

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, 403 people responded to the first mailing, and 104 responded to the second mailing.

We found 15 variables with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 127 tested. These variables are fairly randomly distributed throughout the questionnaire and show no clear pattern. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1c. Crime rate/safety	2.66	3.10	.000
Q1d. Emergency services (police, fire, EMS)	2.02	2.22	.026
Q1e. Employment opportunities	2.87	3.15	.005
Q1f. Housing choices	2.35	2.54	.042
Q3. Quality of Life rating	2.18	2.35	.027
Q6b. Electric service	2.08	2.26	.036
Q6e. Library	1.88	2.25	.007
Q6j. Storm water management	2.69	2.95	.036
Q14a. Automotive sales	.01	.04	.037
Q14j. Light industry/assembly	.34	.24	.042
Q36. Moderate income housing programs	2.76	2.52	.045
Q43b. Building/zoning regulations too stringent	.06	.12	.037
Q43f. Property taxes	.79	.68	.026
Q50. Connect to the area bicycle and pedestrian trail system	2.22	2.41	.032
Q62b. Recruit more business/industry	.48	.30	.001

Appendix B – City of Sun Prairie Written Comments

Question 14

Please identify which of the items from the list below, a-p, in your opinion, are the four most important types of future business that are best for the Sun Prairie community.

‘Other responses’

Entertainment (5 responses)

- Movie theater
- Activities for children - roller dome, climbing walls
- Golf course
- Kid's entertainment
- Music performance space (small)

Grocery/Food (5 responses)

- Large grocery store (Woodman's) (2x)
- Carlos O'Kellys
- Good food store
- Locally available organic foods

Retail (3 responses)

- Clothing retail - there is no place to buy clothing except Wal-Mart
- Retail
- Retail - clothing only

Community (2 responses)

- Assisted living facilities for seniors
- Community center for kids

Miscellaneous (10 responses)

- All equally important
- Anything that offers well paying job opportunities
- Bus route from Sun Prairie to Madison
- Education
- Have enough and are close to Madison's east side
- Hospital
- Industries that will best help the tax base.
- No Target or Woodman's - not needed
- RV Store
- Small business

Question 37

Please list three characteristics you find most desirable in a neighborhood. (1,208 responses)

Appearance and Aesthetics (263 responses)

- Well maintained property and buildings (22x)
- Trees (21x)
- Well kept properties (20x)
- Homes are maintained (17x)
- Clean (15x)
- Clean/neat yards (13x)
- Up keep of lots, homes (10x)
- Cleanliness (7x)
- Mature trees (7x)
- No junk cars or other junk left lying around (7x)

- Landscaping (6x)
- Well lighted (6x)
- Variety of architecture (5x)
- Good lighting at night (4x)
- Aesthetics (2x)
- Appearance (2x)
- Clean sidewalks (2x)
- Clean, neat, well maintained streets (2x)
- Condition of surrounding homes (2x)
- House conditions and lawns (2x)
- Neatness (2x)
- No vehicles or RV's parked in driveway (2x)
- Overall appearance and cleanliness (2x)
- Properties well maintained (2x)
- A desire to maintain your property
- Appealing appearance
- Appearance of homes
- Appearance of streets and lawns in neighborhoods "curb appeal"
- Appearance of the neighborhood
- Architectural design and cleanliness
- Attractive homes
- Balance of housing types
- Beauty of the area
- Clean and neat neighborhood
- Clean area
- Clean, well taken care of
- Cleanliness, kept up well, well maintained
- Condition of homes
- Contemporary
- Cul-de-sac style
- Curb appeal if surrounding houses
- Curb looks - clean but not sterile
- Desirable appearance
- Diversity in building style
- Each house being unique. No mass produced subdivisions South 2-3 house floor plans
- General cleanliness of area
- Good up-keep
- Good up-keep of property and land
- Home and yards are well maintained.
- Homes set back from street
- Homes with character
- House, garage, buildings well maintained
- How things are look around
- It maintains or enhances its character
- Keep clean
- Keep communities well maintained
- Keeping it clean
- Keeping yards presentable
- Landscape restrictions- minimums enforced
- Landscaping
- Lack of good maintenance
- Maintain house, lawns, and driveway
- Managed housing
- Manicured lawns
- Maturity (growth of trees, landscaping and general surroundings)
- Mix of housing styles

- Modern
- Nature in out area
- Nature, i.e. trees, lawns
- Neat and clean
- Neat and controlled
- Neat homes
- Neat, clean - neighbors who keep yard looking nice
- Neat, well - kept like Sun Prairie was before all this welfare housing
- Neighborhood/homes in good condition
- Neighboring houses/appearance
- Neighbors who take care of their yards and home
- Newer homes
- Nice houses, well maintained
- Not cookie cutter
- New attractive homes
- Number of mature trees and/or water (lakes/streams).
- Numerous styles of architecture
- Older established neighborhoods
- Other homes well maintained
- Outside area mowed, not trash and junk cars
- Overall cleanliness
- People take care of their properties
- Pride
- Pride in ownership (proper maintenance, etc.)
- Pride in ownership
- Pride in ownership regardless of house value
- Quality and condition of neighborhood
- Quality of living conditions maintained
- Similar type housing
- Some similarity of housing design
- State/condition of houses
- Tidy homes
- Traditional neighborhood design
- Traditional neighborhoods look bad and don't sell
- Tree lined streets
- Trees, shrubs
- Uniformity of house styles
- Updated appearance
- Visually appealing/aesthetics
- Well-maintained
- Wooded

Parks- Recreation (196 responses)

- Parks (75x)
- Green space (28x)
- Nearby parks (21x)
- Bike path (14x)
- Open space (7x)
- Playgrounds (5x)
- Neighborhood parks (3x)
- Nice parks (3x)
- A neighborhood that has park
- A place for kids, so they can have fun all year round for free
- Ability to run/bike in surrounding area
- Access to beach water
- Access to natural areas with sidewalks and bike trails

- Accessibility to parks or green space
- Accessible by bike and foot
- Athletic club
- BB courts or volleyball
- Community gathering space
- Good updated parks
- Green
- Have area for family activity (yard)
- Have plenty of parks and recreational areas (baseball fields and basketball courts)
- Having parks and recreation areas
- Large open space for parks and entertainment
- More open/park spaces
- More parks
- Nature preservation (green spaces)
- Nearby green space
- Neighborhood/community events
- Opportunities for activities/walking, biking paths
- Parks for children and dogs, places for families to go
- Parks, ponds, green belts
- Parks-recreation
- Pedestrian
- Pedestrian/bicycle paths
- Pedestrian facilities-sidewalks
- Pool at Kindred Hearts
- Proximity to local parks and recreation
- Proximity to parks w/ trees, biking-not swing set and slides, linked trail-50-75 miles
- Proximity to recreational facilities (parks, pool, athletic facilities)
- Room for kids to play (in yards and parks)
- Scenic parks
- Trails
- Walk ability
- Walking paths/bike paths
- Walking space
- Well maintained park/playground
- Well maintained parks with play grounds, tennis courts, ball diamonds

Streets – Sidewalks – Traffic (172 responses)

- Sidewalks (47x)
- Low traffic (31x)
- Well maintained streets and curbs (22x)
- Wide streets (8x)
- Access to highway (6x)
- Not a lot of traffic (6x)
- Well lit streets (6x)
- Not a lot of through traffic (5x)
- Parking space (3x)
- Restricted parking (3x)
- Sufficient off-street parking (3x)
- Safe traffic flow (2x)
- Transportation (2x)
- Well maintained sidewalk (2x)
- Ability to walk to destinations
- Adequate streets for traffic and walking
- Appearance of streets
- Area (not busy streets)/location
- Cul-de-sacs

- Easy access/transportation
- Easy walking access
- Keeping the streets plowed/clean during winter
- Limited access by "outside" traffic
- Marked cross walks
- More truck traffic signs
- Narrow streets to slow down/discourage driving cars
- No cars on roadways
- No truck traffic
- No water puddles in the roads
- Public transportation
- Reasonable traffic flow, with speed monitored
- Roads
- Roads where speed is controlled (stop speeding)
- Safe personal and automotive travel options
- Set-back from street
- Sidewalk/bike lane maintenance and enforcement
- Snow removal
- Street construction
- Street that discourage people "cutting through" the neighborhood, few ins and outs in the neighborhood
- We are at the end of town, easy access to 151

Safety (147 responses)

- Safety (57x)
- Low crime/violence (25x)
- Safe (19x)
- Safe neighborhood (5x)
- Security (5x)
- Police protection (3x)
- Crime (2x)
- No crime (2x)
- Pedestrian friendly - sidewalks and street lights (2x)
- Crime free
- Crime protection
- EMS
- Fire department
- Fire Dept. - even though it is voluntary
- Gated community
- General safety
- Keep bad people out
- Little amount of riff raff wondering the streets
- More police officers, they need to awake at night
- New police/fire station
- No drugs
- No gangs loitering
- No trouble makers, crime, or problem people
- Not too many strange cars parked on the street.
- Pedestrian safety - especially for children
- Police dept
- Police dept. that provides safety and protection for citizens; not harassment!!!
- Police patrol
- Proximity to police and fire
- Safe streets
- Safety - especially for young, old, and handicapped
- Safety (sidewalks, traffic)
- Safety and security - Safety for children neighborhood feel

- Safety for walking
- Safety, no garbage, adequate lighting
- Safety:, well lit at night

People (88 responses)

- Friendliness (28x)
- Helpful, respectful, and friendly neighbors (14x)
- Good neighbors (8x)
- Families (3x)
- Family atmosphere (3x)
- Average age (2x)
- Diversity (2x)
- All residents, or vast majority, being gainfully employed and responsible
- Amount of children in neighborhoods
- Being friends (welcome new ones)
- Caring of neighbors and senior center.
- Children
- Community Cohesion
- Demographics
- Established residents
- Help older neighbors (storms).
- Helpfulness
- Is intergenerational
- Kindness of neighbors-pet friendly
- Mature established residents
- Mix of families with children and older adults
- Mix of old and young
- Multicultural
- Neighborhood feeling
- Neighborly people
- Neighborly residents
- Nice people
- People
- People who help each other out
- People who value their home/community
- Quality of people
- Residents that remain in the neighborhood
- Residents who are working or are retired
- Sociable
- Trustworthiness, you can depend on neighbors for a hand (helping).

School (68 responses)

- Close to school (34x)
- Schools (21x)
- Access to schools (3x)
- Good schools (3x)
- Quality Neighborhood schools (3x)
- Availability of schools
- School boundaries
- School District
- Schools with equal amounts of low income troublemakers

Design and Lot Size (65 responses)

- Good sized lots (34x)
- Space between homes (4x)
- Space (3x)

- Distance between homes (2x)
- Spacious (2x)
- A neighborhood with a lot of land, yard space.
- Adequate space between houses
- Decent sized lots - not postage stamp housing
- Elbow room.
- Fewer new developments
- Houses are not on top of each other
- Housing not packed in together
- Identity- cohesive
- Less crowded lot layout
- Moderate lot size to allow for green space
- Moderate size lots with trees
- No monolithic design standards
- Open
- Rural feel (houses not on top of each other, not clustered)
- Size of yards
- Sustainable design in neighborhood development
- Variety of lot sizes
- Well planned subdivisions
- Well-developed (soil and water has places to run)
- Well planned and designed

Peace and Quiet (54 responses)

- Quiet (31x)
- Quiet streets (low traffic) (10x)
- Quiet neighborhood (5x)
- Not much noise late at night (2x)
- Peace and quiet (2x)
- Peaceful (2x)
- Peace and quiet (enforce noise ordinance)
- Was a quiet place before a neighbor cut down trees that didn't even belong to him, now we can hear lots of traffic

Retail-Services (48 responses)

- Close proximity to retail/services (22x)
- Church (3x)
- Shopping (3x)
- Library location (2x)
- Stores (2x)
- Close to Madison
- Close to stores, but not stores or businesses in the neighborhood
- Dense population to support small restaurants and businesses and mass transit
- Good retail shopping
- Good services
- Grocery store
- Local shopping/restaurants
- Location for shopping, church, and medical needs
- More shops and restaurants in subdivisions
- Not near retail shops, restaurants
- Reliable public services
- Restaurants family style
- Retail shopping
- Retail/shopping, medical faculties, entertainment
- Some commercial/retail
- Stores (food, hardware type) on east end of town

Housing Types (29 responses)

- Single family housing (6x)
- No apartments (2x)
- All around other homes/not near apartment complex
- All single family homes
- Area with single family houses
- Assorted housing
- Consistency of housing. No mixed use
- Don't build anymore low income housing
- Homogeneous neighborhoods (not mixed housing)
- I don't like turning homes into rental property to help individuals or companies to benefit from it.
- Lack of group homes
- Less low income housing
- Limited number of apartments/duplexes
- No apartments
- No low income government assisted housing
- No more condos
- No more rentals
- No rentals of single family homes
- Occupant Owned
- Owner occupied
- Safety-type of houses (low income, rental)
- Single family
- Single family home neighborhood (no apartments near by)

Housing Cost (11 responses)

- Affordability (7x)
- Price (3x)
- Affordable for lower income yet safe neighborhood

Location (11 responses)

- Location (7x)
- Close to all
- Close to work
- Convenience
- Easy access

Miscellaneous (58 responses)

- Taxes (6 responses)
 - Low taxes (2x)
 - None: moving!!! Home tax too high!
 - Reasonable property taxes
 - Taxes
 - Taxes of homes
- Pets/Animals (4 responses)
 - Controlled pet growth
 - Dog control (# of dogs, barking, cleaning up after)
 - Pet free
 - Reduce the pet population
- Privacy (4x)
- Storm water Management (4 responses)
 - Adequate storm water control
 - Groundwater control
 - Proper storm water flow – dry basements
 - Storm water management

- Underground utilities (3x)
- Activities at Colonial Club
- Compatible
- Enclosed trash dumpsters-but its not enforced.
- Energy safety codes
- Fresh air
- Fun
- Garage doors shut at all times
- Good neighborhood
- Hockey
- Homes
- Home sizes
- Increasing property values, developing neighborhood and community
- Less removal and wrecking the land for the development - work with what is there. Don't just flatten it and put in roads.
- Less restrictions on use of yard
- Low turnover in housing
- Neutral
- New developments
- Nicer than Madison
- Not much now. Was a great place before Krause built all his office buildings. We had wild animals in our backyard.
- Nothing, I'm here because of cheap housing and I'm dealing with side effects of cancer only!
- Older homes
- Only been here 3 months
- Open [unreadable]
- Personal desires: close to where I go, or aesthetic taste
- Quality housing
- Reduce land auto exhaust
- Resources (approximate to employment)
- Saving the original neighborhood
- Size of homes
- Slow ownership
- Stability
- Surrounding neighborhoods
- Variety
- Well taken care of downtown
- Zoning

Q61

What three words do you think best describe Sun Prairie? (981 responses)

City Appearance/Atmosphere (308 responses)

- Friendliness (94 responses)
 - Friendly (77x)
 - Friendly community (2x)
 - Neighborly (2x)
 - Unfriendly (2x)
 - Very friendly (2x)
 - Welcoming (2x)
 - A friendly caring city
 - Congenial
 - Friendly people
 - Nice people
 - Personable
 - Semi-friendly
 - Welcoming

- Cleanliness (28 responses)
 - Clean (**27x**)
 - Very clean
- Small Town (24 responses)
 - Small (**8x**)
 - Small town feel (**3x**)
 - Quaint (**2x**)
 - Small town (**2x**)
 - Doesn't have the small town feel anymore
 - Loosing small town feeling
 - Maintain its small town atmosphere
 - Nice little town
 - Rural
 - Size
 - Small town
 - Small town atmosphere in a big town style
 - Small towniness
 - Typical Wisconsin small town
- Quietness/Loudness (22 responses)
 - Quiet (19 responses)
 - Quiet (**17x**)
 - Peaceful (**2x**)
 - Loud (3 responses)
 - Loud
 - Noise
 - Noisy
- Progressive (**13x**)
- Comfortable (**7x**)
- Nice (**6x**)
- Fun (**5x**)
- Attractive (**4x**)
- Pleasant (**4x**)
- Busy (**3x**)
- Charming (**3x**)
- Dull (**3x**)
- Historic (**3x**)
- Homey (**3x**)
- Blue collar (**2x**)
- Busy (**2x**)
- Busy suburb (**2x**)
- Comfortable (**2x**)
- Happy (**2x**)
- New (**2x**)
- Old (**3x**)
- Open (**2x**)
- Outdated (**2x**)
- Pride filled (**2x**)
- Run down (**2x**)
- Thriving (**2x**)
- Unique (**2x**)
- Unsophisticated (**2x**)
- 2 distinct cities, 2 distinct concepts: one east of Hwy 151, on west of 151
- Appealing
- Boring
- Charming
- Closed
- Community attempting to find identity

- Cozy and comfortable
- Cultural
- Dead
- Decent but going down hill
- Dirty
- Divided
- Downtown character
- Dynamic
- Eclectic
- Elegant
- Entertaining
- Exciting
- Fair
- Fairy tale land
- Fancy
- Fine quality community
- Futuristic
- Great place to live
- Insular
- Lifeless
- Me first mind set
- Nice place to live
- Non progressive
- Old fashioned
- Open
- Opportunistic
- Optimistic
- Ordinary
- Phony
- Plain
- Pleasantville
- Run-down
- Senior oriented
- Simple
- Slower pace than average
- Small minded
- Snobbish
- Social
- Stable community
- Suitcase community
- Tired
- Tranquil
- Trees
- Trying to look forward
- Ugly
- Unimaginative
- Vibrant
- Wasteful
- Wonderful to live in

Growth/Development/Change (198 responses)

- Growing (92x)
- Expanding (9x)
- Congested (8x)
- Sprawl (7x)
- Crowded (4x)

- Growing too fast (4x)
- Rapid growth/expanding (4x)
- Changing (3x)
- Overcrowded (3x)
- Over populated (3x)
- Small (3x)
- Changing (2x)
- Developing (2x)
- Fast growing (2x)
- Over built (2x)
- Over grown (2x)
- Over populated (2x)
- Sprawling (2x)
- Transitioning (2x)
- Unplanned (2x)
- At risk of becoming “Madison”
- Bad Growth
- Bigger
- Bigger is better
- Building
- Building schools
- Change
- Continued-future city planning is a must.
- Demographically changing
- Developments are taking prime farm land
- Excessive growth
- Future development
- Getting too big
- Growing/active
- Growing community
- Growing housing area
- High growth
- Hodgepodge
- I grew up here, not like it used to be
- It was a small town, not any more.
- Loss of community
- Out of control
- Overambitious (with respect to growth)
- Over crowded
- Over developing housing
- Overcrowded
- Overgrown
- Planned
- Save our history
- Slow for change
- Slowly changing
- Small enough to have neighborhood relationships
- Sun Prairie is a growing community
- Too congested
- Too much going on
- Uncontrolled growth
- Urbanization
- Used to be small/friendly now it is too big
- We are losing our small town charm
- Well developed

City location (93 responses)

- Convenient (20x)
- Bedroom – commuter (18 responses)
 - Bedroom community (13x)
 - Bedroom community - a negative-a result of previous neglect of community development
 - Bedroom community - too much reliance on Madison
 - Commutable
 - Commuter community
 - Madison's Bedroom
- Suburb (15x)
- Convenient (9x)
- Madison (5x)
- Close to Madison (4x)
- Location (4x)
- Convenient location (3x)
- Accessibility (3x)
- Good location (2x)
- Residential (2x)
- Close only to a big city (had to use more)
- Close enough
- Convenient location to larger city opportunities
- Handy
- Location is desirable
- Madison Suburb
- Nicely located
- Proximity

Taxes and money (63 responses)

- High taxes (13x)
- Expensive (12x)
- Taxes are too high (7x)
- Over taxed (6x)
- Taxes (6x)
- High property taxes (3x)
- Affordable (2x)
- Affordable with the Madison area
- Expensive housing
- Expensive taxes
- Government over spending
- High tax community
- Higher taxes to support questionable schools
- Homes are overvalued
- Housing too high for seniors
- Over priced
- Reasonable cost of living
- Spend thrift city government
- Taxed to death
- Too expensive (property taxes)
- Wants to be more like Madison in the tax area

Crime and Safety (45 responses)

- Safety (39 responses)
 - Safe (31x)
 - Crime Free (2x)
 - Relatively safe
 - Safe and fun
 - Safe/low crime

- Safety
- Secure
- Somewhat safe
- Crime (6 responses)
 - Crime (2x)
 - High crime around the high school
 - Increased crime/concern for safety
 - Increasing crime rate
 - Unsafe

Community Services and Facilities (37 responses)

- Streets/Traffic (15 responses)
 - Bad roads (2x)
 - Bad traffic/rush hour
 - Better driving
 - Bike paths
 - Horrible roads
 - Inadequate traffic flow
 - Lack of parking
 - Noisy cars and trucks
 - Poor roads
 - Poor street maintenance
 - Poorly planned roads
 - Roads
 - Speeding
 - Uncontrolled speed
- Parks and Recreation (11 responses)
 - Parks (4x)
 - Great park system
 - Open space
 - Nice parks and recreation programs
 - Nice use of green space
 - Nothing for kids to do between the ages of 6 and 14
 - Pleasant park sites
 - Useless parks
- Angel Park/Racing (6 responses)
 - A great race track
 - Angel Park
 - Angel Park Speedway
 - Midget hall of fame
 - Midget racing
 - Races
- Law Enforcement (3 responses)
 - Police (2x)
 - Lack of enforced laws
- Fire Protection (2 responses)
 - Fire stations
 - No paid fire department
- Too much building new city buildings

Community (29 responses)

- Community (24x)
- Community Oriented (3x)
- Community-minded
- Involved

Schools and Education (20 responses)

- Schools (6x)

- Good schools (4x)
- Education (2x)
- Complacent school board
- In need of two high schools
- Inadequate high school
- Little to no linkage between city and school board
- Questionable safety in schools
- Schools are great
- Schools are too controlled by sports
- Too many schools

Diversity (16 responses)

- Diverse (11x)
- Diversified
- Multi cultural
- Non exclusive
- Not diverse
- Slowly growing diverse

Family (14 responses)

- Family (6x)
- Family-friendly (4x)
- Family oriented (3x)
- Family town

Governance (11 responses)

- Mismanaged (2x)
- As to city employees that think you are out to screw the city
- Bias in your face government leaders
- City employees who see you as a thief
- Elected officials poor performance especially school board
- Misgoverned
- Political
- Poor government leadership
- Too many politics
- Well-managed

Housing (11 responses)

- Apartments (2x)
- Affordable housing
- Condos
- Housing
- Housing slump
- Lots of low income housing and increasing crime
- Rental properties
- Too many low income housing neighborhoods
- Too much advertising for low income to move out of big cities to Sun Prairie and bringing their big city problems with them such as drugs and delinquency
- Too much low income housing

Place of Residence (10 responses)

- Home (7x)
- Hometown (3x)

Retail/Shopping (6 responses)

- Café
- Lack of quality restaurants
- Lacking restaurants and retail
- Main street as a quality business district is a myth
- Restaurants
- Westside stores

Miscellaneous (131 responses)

- Opportunity (6x)
- Corn Fest (4x)
- Active (3x)
- Middle Class (3x)
- City (2x)
- Declining (2x)
- Divided (2x)
- Fair (2x)
- Fast (2x)
- Quality (2x)
- Struggling (2x)
- Sunny (2x)
- Transient (2x)
- A thorn in the side of Madison (which is good)
- Absorbed
- Agriculture
- Amenities
- Arrogant
- Artistic
- Availability
- Average
- Becoming up-scale
- Behind
- Big potential
- Bland
- But not too late to change
- Cardinal
- Careless
- Cheap
- Chilly
- Churches
- Close
- Closed mind on opening new Wal-Mart, Woodman's, Target
- Clueless
- Colonial Club
- Competitive
- Corn and ground hogs
- Country
- Desert
- Disconnected
- Disjointed
- Downtown
- Drugs
- Drunk
- Employment
- Excellent
- Far away
- Fast food

- Flat
- Fat
- Food parks
- Foolish
- Functional
- Great community
- Grounds
- Healthy
- High school baseball
- Home life
- Identity
- Ignorant
- Improving
- In the toilet
- Incongruent
- Independent
- Kid friendly
- Lazy
- Leaderless
- Liberal attitude and socialist mentality to control everything
- Local weekly newspaper needs to be less wordy and do a better job proofing its articles
- Lutheran
- Madison North – copycat
- Medical facilities in Sun Prairie are being closed due to Madison facilities
- Mennonites
- Middle
- Mobile population
- Newer living
- Nothing anymore
- Overrated
- Money talks
- People
- Plenty of cultural activities
- Potential
- Pricing
- Property
- Quilt Show
- Sad!
- Self sufficient
- Smaller
- Smokey
- Smug
- Soggy marsh
- Space
- Sports
- Standardized
- Strong
- Stultifying
- Too many
- Town
- Tumultuous
- Typical
- Unbalanced
- Underserved
- Unfocused
- Unoriginal

- Up and coming
- Variety
- Wet
- Wet (flooding)
- Wildlife
- Youth orientated

Q63

Please tell us the best part about living in Sun Prairie (492 responses)

Location (177 responses)

- Close to Madison (112 responses)
 - Close proximity to Madison (34x)
 - Close to Madison (16x)
 - Close to work in Madison (2x)
 - Convenience to downtown and Madison (2x)
 - 5 miles from Madison and all it has to offer.
 - 5 minutes to Madison.
 - A great community that is close to Madison
 - Access to interstates and Madison
 - Access to Madison
 - Access to Madison for culture (but that is eroding) close to everything
 - Accessible to Madison and other communities
 - Access to Madison without being Madison.
 - An easy commute to Madison for me and my mother really enjoys the Colonial Club
 - Close location to Madison
 - Close proximity to a "real city"
 - Close to a larger metropolitan area (Madison) yet far enough away to have characteristics of a smaller city.
 - Close to everything but not in Madison
 - Close to large city with a fast disappearing small town feeling.
 - Close to Madison - Church and clinic
 - Close to Madison - Got too big
 - Close to Madison and PAC
 - Close to Madison attractions
 - Close to Madison but cheaper living that I can afford.
 - Close to Madison where you can find it all and do it all.
 - Close to Madison without Madison taxes
 - Commute to Madison for the things Sun Prairie doesn't offer is short, (re. shopping, work)
 - Convenience to Madison offerings and relatives in area
 - Convenience to work and Madison
 - Easy access to Madison
 - Easy to access to and from Madison
 - Even though it's growing too fast, it's still a great bedroom community because Madison is just a few miles away.
 - In close proximity to Madison
 - It is close enough to Madison to take advantage of the arts.
 - It is near Madison for shopping.
 - It is too close to Madison. It's my hometown.
 - It's close to a big city and has a lot to offer.
 - It's close to Madison and Fastest to Milwaukee
 - It's close to Madison without Madison's big city problems, although we're headed that direction.
 - It's close to Madison, Milwaukee, and the Dells
 - It is not the city of Madison, but close enough that you still feel like you are part of it.
 - Its proximity, the easy access to downtown Madison
 - It's close to Madison, where my wife and I work.
 - Located close to Madison and interstate
 - Location compared to Madison
 - Location to Madison, Prairie Athletic Club
 - Location to Madison/Deforest/Waunakee
 - Madison is only a short trip away

- Neighborhood still close to Madison
- Plus it is so close to Madison.
- Proximity to Madison, many neighborhoods
- Relatively close to downtown Madison.
- Shopping in Madison
- Short commute to Madison
- Small and close to Madison
- Small and close to Madison
- Small comfortable place close to Madison (the big city)
- Still close to Madison and its activities
- Sun Prairie is a pleasant city, close to Madison
- Sun Prairie provides a place to live close to Madison, yet far enough away to be peaceful.
- The only benefit I see is its location.
- We like the size of Sun Prairie, yet its closeness to Madison.
- When we moved here it was close enough to Madison without the issues that came with living in the city.
- Close to conveniences, Services, etc. (65 responses)
 - Location (8x)
 - Close to my job (5x)
 - Access to the interstate and access to trails and outdoor natural areas.
 - Also close to shopping.
 - Area that you can work in, live in, shop in
 - Close proximity
 - Close to a lot of retail
 - Close to churches
 - Close to everything
 - Close to family.
 - Close to Hwy 94
 - Close to many opportunities
 - Close to metro area with lots of shopping, culture.
 - Close to work and family.
 - Close to work and the school
 - Close to work in Columbus
 - Close to work, close to major highway systems
 - Close to work, until they relocate to another city.
 - Closeness to family, friends and Madison.
 - Close to work, proximity to retail
 - Convenience
 - Convenience: shopping, professional services and employment are all close.
 - Downtown, walk to restaurants, close to shopping.
 - Easy access to all major highways and interstates
 - Easy access to I94
 - Good access to local businesses
 - Good location in relation to other towns and cities
 - Grocery store with convenient shopping hours
 - I can get everything I need without having to go far.
 - I can get where I need to go in less than 10 minutes
 - I live off main-walking distance to many stores
 - I only have to drive 2 miles to work.
 - I work here
 - I'm near employment, my bank, my church, and grocery shopping.
 - Interstate not too far away
 - It is a short commute to my work.
 - It is close to a lot of things without having to live in the big city.
 - It is convenient to work, Madison, the airport, and major roads
 - Location to interstates
 - Location, Active Parishes, Sacred Hearts Grade School
 - Location: close to airport-close to interstate system
 - Minutes from rural area.

- Not far from the interstate
- Opportunities for the elderly.
- Our home is close to my workplace and offers the respite that caused us to select it.
- Proximity to employment
- Proximity to medical, services, grocery stores, and schools.
- Proximity to work
- Sun Prairie is close to work and friends.
- The availability of retail/public services while having the proximity to Madison.
- Things are close by, but its difficult to get in or out of a parking lot (Wal-Mart, Sentry, Kwik Trip, and more).
- We have what we need in Sun Prairie and what we don't have Madison is near by.
- Work in Sun Prairie and Madison.
- You can get just about everything you need right in town.

Community appearance and atmosphere (165 comments)

- Small Town Atmosphere (44 responses)
 - Small town atmosphere (3x)
 - Being smaller than Madison
 - It does feel like smaller town living but close to Madison
 - It has a small town feel but close enough to the city of Madison.
 - It has a small town feel but is still close enough to the “big city”
 - It has a small town flavor to it.
 - It has the benefits of a smaller community as well as a larger one because of its proximity to Madison.
 - It is near the big city but has a small town feel
 - It's a large city, but still feels “small town”.
 - It's a safe friendly place
 - It's like a small hometown where you know a lot of people. It's easy to meet new people and there isn't a fear of crimes like a bigger city.
 - It's still small enough to feel homey.
 - Smaller town - less crimes and congestion
 - Smaller town feel with access to larger town amenities
 - Growing fast but still has a small town feel to it.
 - Small close knit community
 - Small community
 - Small neighborhoods
 - Small town attributes
 - Small town feel - though that is diminishing quickly
 - Small town feel but easy commute to major metropolitan area (Madison).
 - Small town feel in a larger city
 - Small town feel near a big city
 - Small town feel near big city
 - Small town feel with access to all conveniences of big city nearby. Less congestion
 - Small town feel with city conveniences nearby.
 - Small town feel, but close to Madison
 - Small town feeling
 - Small town living
 - Small, friendly community
 - Smaller community"
 - Smaller Community
 - Smaller community feel with larger yards.
 - Smaller community feel.
 - Still a small town but that image is fading fast.
 - Still somewhat small
 - Sun Prairie is a nice little town and has or is near everything a family needs.
 - The best part of Sun Prairie is the sense of community in a smaller city yet close to a bigger city.
 - The closeness to Madison, but the “small town” feel yet
 - The feel of being in a small community
 - The hometown feel
 - The mix of big city amenities and little city charm

- Friendliness (29 responses)
 - Friendly people (7x)
 - Friendly neighbors (4x)
 - Friendly neighborhood (2x)
 - A friendly community
 - Friendly strong sense of community
 - Friendly town
 - Friendly, safe community
 - Friendly
 - Friendly community, small town feel with big town shops and access
 - I really love that everyone is so friendly and everyone who lives here also seems to like it here a lot.
 - It is a friendly community and the youth sports programs we participate in are well organized and run.
 - It is a friendly place to live.
 - Overall, people are open and friendly.
 - People are friendly and have a sense of pride.
 - People are friendly and helpful.
 - People are usually friendly.
 - The friendly environment
 - The friendly people
 - The people are generally friendly
- Community (2x)
- Great community (2x)
- Low crime (2x)
- Quiet (2x)
- Safety(2x)
- It's quiet
- A clean, healthy, safe community to be proud of
- A quiet safe community
- A very nice city to be in
- I live in a good neighborhood
- There is a sense of community here.
- Best part is the community involvement.
- Clean city
- Clean, mostly safe
- Clean/safe
- Community orientated
- Development of hometown relationships
- Diverse
- Downtown is looking more contemporary modern.
- Esthetically pleasing
- Feeling of community
- For now it is safe, but seems to be declining
- For the most part it's quiet.
- Friendly and very clean kept city
- Generally a safe place
- Great self contained community where there are none of the problems of Madison
- Has retained its community identity and separation from Madison
- I am discouraged Sun Prairie has changed. No longer small town atmosphere
- I feel a sense of community
- I like my neighborhood
- I move here recently and enjoy the community immensely. I like the revitalized downtown most of all.
- I really like my neighborhood and the people in it.
- It has always been a nice community but now it is growing too fast.
- It is a complete community
- It is an inviting small town
- It is very peaceful.
- It used to be great. Over built

- It used to be its small city atmosphere
- It was once a great place to raise children, find friends. No longer, thanks to the city that can't say no.
- It's a pleasant place to live
- It's fairly quiet and easy to get around.
- It's like living in the country because of the open space
- It's not a huge city; you used to know your neighbor.
- It's too small, yet growing community.
- Madison bedroom community
- Mostly a nice town
- Neighborhoods are safe.
- Nice area
- Nice community
- Nice neighborhood
- Nice small town near Madison
- Nice, quiet, friendly neighborhood
- No big city congestion
- Our neighborhood
- Population continues to increase but, it is still small enough to be a good place to live.
- Pretty
- Privacy
- Quality of life
- Quiet community
- Quiet neighborhoods
- Quiet, friendly neighborhood
- Quiet, safe, friendly community
- Relatively clean and safe
- Relatively quiet community
- Safe, clean, friendly
- Safe environment
- Safety - I feel safe living here
- Sense of community
- Sense of community and pride in it
- Sense of independence from Madison
- Sun prairie has a lot of events, culture and nature that are available to everyone
- Sun Prairie has changed fast in the past couple of years since I moved here. A lot of building going on.
- Sun Prairie is a very livable, family friendly community.
- Sun Prairie is where I sleep. A nice bedroom community
- Sun Prairie was a wonderful city to raise children in the 50's 60's and 70's. Now the increased population is changing the school system. No one is safe anymore. Progress came too rapidly and we can't go back.
- The best part of living in Sun Prairie was when I was a kid. I am now in my 30's and it isn't the small friendly town it used to be when you knew everyone. It was safer and easier to get around town back then
- The natural integrity of the undeveloped portions of Sheahos park, I very much hope this is preserved and untouched
- The neighborhoods excluding Hamilton place and just east of Wal-Mart are generally a safe place to live
- The overall sense of community
- The small town feel but close to Madison
- Third generation Sun Prairie business person Sun Prairie is a great place to work, shop, raise a family.
- We enjoy our neighborhood and find it east to get to Madison when needed, but far enough that we do not feel we are sacrificing safety.
- We have a great community feel.
- We lived here my whole life, so it truly is home. I feel safe here.
- We love our neighborhood
- Willingness to help
- Great community of its own

Schools and education (35 responses)

- Good schools (7x)

- Schools (4x)
- Quality education (2x)
- Quality schools (2x)
- Sun Prairie area school District (2x)
- Clean schools
- Community support for building new schools
- Enjoy the schools music programs and sporting events open to the public involvement. Both old and new come together and enjoy life.
- For me, it has been seeing my son grow up in a great public school system with a prodigious music program and many dedicated teachers and parents.
- Great middle school, and will have a great high school.
- New grade schools
- Quality school system
- Reputation of good schools
- School system
- Schools are great
- Schools seem to be above average
- Schools are good.
- Sun Prairie has good schools
- The schools are also good
- The schools are wonderful
- Very good schools
- Very good schools and facilities
- Well kept schools

Community Services Facilities, and Utilities (28 responses)

- Parks and recreation (18 responses)
 - Park system (2x)
 - Lots of family activities, Nice parks
 - Recreation and arts and entertainment opportunities
 - Access to trails and outdoor natural areas
 - Accessible to many great athletic opportunities (Madison) clubs
 - Decent parks
 - I like the parks
 - Lots of activities for children
 - Neighborhood parks
 - Open areas
 - Park system is nice
 - Parks and recreation
 - Parks in every neighborhood
 - Parks, community concerts and events
 - Parks, summer park and recreation programs
 - So many parks and schools - all centrally located in a respective neighborhood
 - The events my children can participate in through Parks and Recreation
- Best of all the roads are not busy and easy to drive around.
- Excellent police, fire, and EMS
- Facilities
- Good government - services
- It sure not the roads- their horrible!!
- Many local services
- My children love the water park. All of us enjoy the library.
- Nice library
- Services overall are adequate
- The library
- Very high quality emergency services (police, fire, EMS)

Family (25 responses)

- Good place to raise a family (5x)
- My daughter lives here (2x)
- My family lives here (2x)
- All family live here (5 families)
- Best part is it is always been home to me and I have 5 siblings whose families all call Sun Prairie home.
- Family
- Family lives here
- Family, friends, relatives,
- I moved here because of family
- It is a great place to raise a family.
- It is my home town and I grew up here.
- It was a great place to raise our two boys.
- It's my home for 54 years.
- Living here my whole life and raising my kids here. Being around other families that I know and can trust and raise our kids together to enjoy those experiences.
- Location - close to my family
- My wife lives here
- Nice family living
- Nice place to raise a family.
- Parents were Sun Prairie residents since they were married. I was raised here and still here my 89 years.

People (15 responses)

- The people (2x)
- Good friends and Neighbors
- Good mix of young old rich poor
- Good neighbors
- Great people
- I like being able to go somewhere in town and see people I know
- The core group of community people

Miscellaneous (47 responses)

- It's not Madison (3x)
- The corn festival
- Community
- An excellent variety of housing
- As a senior citizen the medical choices
- Choice of many religious opportunities
- The churches
- Corn Fest, midget races,
- Cost of housing
- Development is too fast with out consideration of the overall needs of the residents.
- Don't know any better
- Don't turn Sun Prairie into Madison!
- Enjoy our neighborhood
- For me, it is knowing so many kind intelligent and trustworthy people whose relatives I've had the pleasure of knowing for nearly 50 years.
- Good memories of how it used to be
- Good size
- Growth
- Housing is less expensive than other areas
- Hwy 19 should be 4 lanes all the way to US 51
- I can afford a house here where in other areas I could not.
- I would not move to S.P. Now
- Improved on dining
- It's easy to get out of.

- It's not Madison and needs to say that way. When the city council starts worry about issues that aren't happening in or to Sun Prairie it's time to go
- It's pretty cheap
- Lived here 57 years and ready to leave. Way too much growth and spending
- Many different churches
- Most affordable and decent place to live in Madison area
- My church
- Neighborhood's position
- None!!
- Not as liberal as Madison
- Out of Madison
- PAC
- Size of city
- Sun Prairie is a nice place but we need transportation to Madison. A lot of people will leave their car home and people will get to town themselves better.
- Sweet Corn Festival
- Taxes and school fees
- The cost of living is cheaper than Madison
- The memories of the way it used to be (historically that should be maintained).
- The roar of the mighty midgets
- The tax service for the elderly.
- The wide range of opportunities to become a part of the community through churches, civic organizations, service clubs, public office, schools, etc
- They need a bus service her for the elderly.
- Variety of churches

Q64

Please tell us the greatest problem or concern that you have about living in Sun Prairie. (472 responses)

Taxes and cost of living (108 responses)

- Property taxes (17x)
- Taxes (17x)
- High property taxes (4x)
- Rising property taxes (4x)
- High taxes (3x)
- Taxes (3x)
- Real estate taxes are too high (2x)
- Affordable housing for lower income in safe neighborhood does not exist.
- Being overtaxed - over assessments of our property
- Cost
- Cost of housing
- Cost of housing and property taxes
- Cost of living
- Do not raise taxes anymore!
- Escalating taxes and school costs
- Excessively high property taxes
- Getting very expensive
- High cost of living
- High property taxes due to building so many schools in a short time
- High real estate taxes
- High taxes for senior citizens and more help in repair of senior center.
- High taxes especially for retired people on a fixed income
- Home tax is too high!!
- How pricey it is becoming

- Huge real estate taxes that are forcing long time residence to either move or lower life style to pay for projects city don't want, need or use.
- I am concerned about the cost of living and housing opportunities. It's hard to find a good place to rent for cheap
- I am concerned that residents will be taxed out of their homes.
- I'll be taxed out of Sun Prairie and forced to move.
- My property taxes have increased 67% in ten years - retired people on fixed incomes are being forced out of their homes.
- Out of control property taxes because of school building - Losing the small town feel.
- Over assessed homes! High mill rate!
- Poor control of taxation. School system needs to get back to basic and less emphasis on frills
- Property tax increase
- Property taxes too high- Retirement means escape from them by leaving
- Property taxes/school spending
- Property values are low
- Recent housing increase
- Rent is expensive and housing is close to unaffordable for anyone below the very highest upper middle class in that taking on a dangerous debt load.
- Rising living costs
- Rising taxes (don't know how much longer we can afford to live here)"
- Taxes - I am retired - can't afford too much more
- Taxes and crime on the rise
- Taxes and school boundaries
- Taxes and school system
- Taxes are very high and continue to increase.
- Taxes growing too fast!!!
- Taxes have risen sharply in the 10 years we have lived here, with very little in the way of improvements that justify it.
- Taxes! Road repair!
- Taxes! Lack of industry to alleviate some of the tax pressure on residential properties
- Taxes, cost of living
- Taxes, cost of living issues arising from fast growth (new school)
- The biggest concern is taxes. I can't afford to live here when I retire, or probably Dane County.
- The cost of housing continues to rise outstripping income because of the high rate of growth.
- The cost of living - housing
- The cost of living and disrespectful tenants
- The cost of living is too high.
- The housing seems to be on one end or the other. We felt where we moved house 3 years ago we had to extend too much or a house to get the area and schools we wanted. We had a hard time finding a nice home in a nice area, with the school we preferred in a price range of \$250k-275k.
- The increase of property taxes
- The rate that property taxes have increased over the last couple of years and need to control them
- To high cost of living
- Utility cost and gas prices
- Very high taxes that keep rising!
- We need more businesses tax base to lower single family tax rates. The city is large enough to have more businesses.
- Will be taxed out of my home Seniors cannot keep up paying for more and more schools and city buildings
- Will soon be unable to pay taxes as the city and school experience a keep going up but our social security doesn't keep up to inflation.

Crime – Safety (82 responses)

- Crime rates (17x)
- Increase crime! (8x)
- There is an increasing, undesirable element of the population that is increasing safety concerns and decreasing a safe and effective learning environment in the schools- mainly high school.
- A feeling of more crime and worse crimes
- Big city issues of crime, drugs and violence accompanied growth. Values of home maintenance, respect, and positively contributing to society are waning.

- Biggest concern is increased crime.
- Big city problems are coming to the suburb.
- Can you walk the streets at night?
- Concern over increasing crime (or at least the perception of it)
- Crime and safety with the recent growth. I don't think police & fire have expanded enough or their upper management needs to be replaced. Not impressed by the police.
- Crime is going up rapidly. Low income housing combined with apartments and rentals bring in some problem families. Police department is overworked and doesn't have support of city council. City council president has own agenda and not city of Sun Prairie's.
- Crime is increasing, very poor high school, bad traffic
- Crime moving from big cities
- Crime rate in our neighborhood is increasing due to apartment buildings down the street.
- Crime rate, gang activity, and violence at the high school
- Crime, demographic changing
- Crime, low income housing Troubled kids in schools whose parents don't care and put our kids in harms way. People moving here who don't have jobs and bringing our community down
- Crime, student truancy, need more industry/high end shopping centers, remember Nordstrom Mall
- Crime-tattoo parlors, gangs"
- Crime. Lack of respect from Westside of Madison residents
- Drugs!
- Gangs
- Gang involvement at schools and areas. Safety is becoming a big issue.
- Growing crime and low income housing
- Growing crime appearance in community
- I have noticed a sharp increase in stealing, break-ins in cars and not feeling trust toward many new people.
- Increase in crime and neighborhood speeding in excess of double the speed limit.
- Increase in crime in neighborhood and schools.
- Increase in crime-we've had 2 robberies from our driveway.
- Increase of crime, keeping schools of high qualities with increased growth.
- Increase of crime/gang activity
- Increased crime and the quality of schools
- Increased criminal element without regard to proximity to residential areas (halfway houses, registered sex offenders, etc
- Increasing crime (safety)
- Increasing crime, too many Chicago people moving in
- Juvenile delinquency and gangs
- Lack of city following through on existing ordinances- some are for some people/businesses and not for others
- Lack of respect by newcomers resulting in gang activity and increased crime rate
- Lots and lots of thefts (we find out about them even if they're not in the newspaper-or months before they are).
- More police especially at night.
- My kids and I do not feel safe in Sun Prairie and I am a single parent for over 11 years.
- Not as safe as it used to be; increase in crime rate.
- People who are from inner city areas, who have criminal records are moving into section 8 and low income housing in record numbers. Sometimes two or three families to a unit. Therefore an increase in drugs, violence and property damage is becoming very obvious.
- Police are more concerned about making an arrest than people's safety. They need to treat people with dignity and respect if they want the same in return. Especially senior citizens!!!
- Police are racist
- Police calls for problems in the high school.
- Recruiting low income housing is bringing crime into the city.
- Resources spent in order to deal with the minority who create the most problems.
- Rising crime rate, support law enforcement
- Safety in low income housing areas at schools in the area where there are kids living in low housing areas.
- Safety not only in community, but schools as well Also, emergency services
- School safety
- Slow response to fires and crime
- The development of gangs, increased crime

- The diversity and crime issues around Main Street and Wal-Mart apartment areas
- The increase of gangs, crime, drugs
- The number of low income areas directly relate to crime.
- The rise of gang activity Also, pockets of the city have increased crime rates. Concern for gang activity in high schools
- Too many low income/high crime neighborhoods now

Growth/development (131 responses)

- Growing to fast (8x)
- Rapid growth (4x)
- Growth (2x)
- Too many apartments (2x)
- Too much low income housing! (2x)
- A perception of out of control growth and the large percentage of low income housing
- All the development going on leaving no green space. Houses, apartments, condos being built and for sale signs on other residences. These new places have had for sale signs for quite a while. Why continue to build these with the economy and housing market like they are.
- Animal homes are destroyed and farmland for more subdivisions
- As Sun Prairie continues to grow, I am concerned about an increase in crime.
- As with Madison, the area continues to grow rapidly-I would be disappointed to see Sun Prairie lose its sense of community.
- Bringing large "box" stores to an urban area that is already close to Madison: the same resources
- Building
- Building near the school
- Building of apartments and condos doesn't exceed the need.
- Business development has not grown at the same rate as the general population.
- City planners have dictated Sun Prairies planning and growth, not taken the lead from city counsel and mayor. West side development plan was changed to what the developers wanted, not what was approved by city.
- Community growing fast
- Community is growing and spreading way to fast.
- Continued "luxury" developments limited housing choices for singles, retirees, lower income people- including those who work for non-profits
- Continued community expansion propagating an increased cycle of extensive service
- Declining property values due to the increase in low income housing.
- Development of too many multi family dwellings
- Do not want Sun Prairie to become too industrialized.
- Don't become too commercial/business like. Too many condos, too many multi-family units, not enough single house neighborhoods.
- Fast growth can cause problems.
- Getting too big. Too much population growth, need more schools.
- Growing and changing too fast.
- Growing to fast, and our school board are idiots
- Growing way too fast and traffic is now congested/over crowded.
- Growing way too fast. Crime increasing due to new population. Too much low income housing
- Growth - and the need for more social services (food pantry, community organizations) and the disappointment of not having anything about social services in this survey.
- Growth and what it does to the schools.
- Growth has been quick, more homes than employers.
- Growth has to slow down.
- Growth is accelerating diversity; crime and increasing property taxes are making it a difficult choice not to relocate after 27 years.
- Growth must be carefully planned.
- Growth of Sun Prairie-Moving too fast
- Growth too rapid
- Growth. I feel we are growing too fast. Eventually the older part of town will become slums. Also too many apartments that are attracting too much Chicago trash.
- Housing is going up too fast-worried about cost and quality of living.

- Housing-we need to slow the growth and improve the quality to protect our community.
- I don't care for all the mixed housing and the residents this town is attracting. I would prefer Sun Prairie to be a higher end suburb of Madison.
- I have no "great" concerns- But I don't want to see Sun Prairie turn into a mini-Madison.
- I think it's getting too big too fast.
- I would like to see run down older areas redeveloped.
- If too many people move here, Sun Prairie will stop being a small town and will become another crowded suburb.
- I'm concerned about too much growth. I think Sun Prairie is big enough. I don't like the big box stores.
- It was a wonderful town until the city council lost its direction and allowed uncontrolled building and development, especially to its favorites.
- Increase in low income housing
- Influx of low cost housing is leading to drawing more gangs to the area.
- It is a community that is poorly run with a run away population problem with little to no shopping/retail opportunities and the ones here have lousy hours of operation given that SP is basically a bed community for those working in Madison.
- It is getting too big
- It's growing so fast that we are starting to lose the small town feel.
- Lack of tax base without children! Too many multi family units - S. Bird Street - Level it!
- Limit the number of low income/multi family housing.
- Losing the city identity. Need to preserve the downtown character
- Low income housing
- Low income people moving into Sun Prairie.
- Low income projects. Growing too fast with low income.
- Low income/trashy houses moving into neighborhoods
- Low number of people wandering the streets.
- Lower income apartment dwellers that move in and out and have no sense of community.
- Many stores and condos being built.
- Over building- Too many schools.
- Over developing of low income areas.
- Over development
- Overgrowth, lack of green space, traffic congestion
- Pace of development and regulation
- Rapid growth and uninviting environment.
- Rapid rate of growth - growing too fast for Sun Prairie to continue to meet the needs of the community
- Retaining or expanding industrial base
- Sun Prairie growing way too fast. Schools are having trouble keeping up. I don't think the city looks at the big picture: of how these developments impact schools and services.
- Sun Prairie is growing much too fast.
- Sun Prairie is growing much too fast and the homes now being built are just too expensive for middle class. Need to build more homes for the middle class - not so big.
- Sun Prairie is growing very rapidly in several directions. This rapid expansion will put stress on many of the city services on which the residents depend.
- Sun Prairie "sprawling" out into the countryside, let's use the downtown redevelopment and other infill development- "Westside" before going even farther into the countryside infill the gap between Madison and Sun Prairie. First the north side etc.
- That we are expanding faster then we should be
- The city is pursuing growth too much. Slow down-don't try to be a "big city" by sacrificing character.
- The city seems to be growing too fast
- The continued rapid growth causing concern for municipal services such as police, fire, EMS and also streets and sewer services.
- The development has happened so quickly. We moved here because it's close to Madison but not crowded. Many families have done the same and now it's not as quiet/subdued as it was in 2000.
- The extensive low income housing appearance
- The growth of the city is out of control. The type of development is not good for our community. We need more business development not the same old retail and also less low income housing.
- The growth rate and the problems with the low income populations. No respect for people or property
- The ignorance of city council planning commission

- The lack of concern, not addressing the problem the past 5-8 years of such quick growth of housing has had on our schools. Now we are in such a crisis for our high school overcrowding problem.
- The more low income housing you build the more trouble comes to town. Have a child at Westside I hate how those minorities are the trouble makers and teach my child inappropriate things. If we had less low income housing they could not afford to live here.
- The new Urbanism style of development is a farce, the land will still get used up it will just have a higher population density it also looks bad. Developers welcome it because they reduce the lot size while keeping the development size the same which equals more lots to sell at probably almost the same price.
- The rate at which it is growing.
- Too much growth in short time.
- Too many apartment buildings. Developers get away too cost free. Too much low income.
- Too many apt complexes being built
- Too many farms being turned into housing
- Too many McMansions. Smaller footprint houses should be considered.
- Too many new housing developments.
- Too many now housing developments. Too many big box stores, they are taking away all the natural landscape.
- Too much building growth for a school system which can't support the rapid growth.
- Too much building of homes with no one to move into them and not enough room in the schools if they are filled
- Too much growth - low income % too high
- Too much growth- W. Main Street in particular. There is plenty of shopping 10 minutes down the street. We do not need huge shopping centers here.
- Too much growth, too quickly
- Too much growth.
- Too much low income rentals and apartments all over the city. They aid with the increase in welfare, crime, drugs, and noise. City keeps putting in more multi family dwellings, stop that and stop people from coming from Chicago for welfare.
- Too much low income housing, real estate market is very poor due to rapid overgrowth.
- Too much multi-family
- Too much new housing and existing properties already vacant. Too much low income and increasing crime.
- Too much west side development. The city not following the plan that was adapted 3-4 years ago for the west side.
- Uncontrolled development
- Urban sprawl, never ending rape of the countryside.
- Vandenberg Street - Level it! Hamilton Place - Level it!
- Way to much growth
- We have a ""Sunshine Place"" that is already too small to accommodate the many new needy families in town.
- We haven't done well on planning and improving the infrastructure. We have flooding issues and we have added many roads and no city staff
- We moved out last week because of over crowding and the horrible over building.
- We need more businesses to keep money in Sun Prairie. Keep our schools above average-Keep the status quo otherwise.
- Westside building big waste
- With all the growth, crime has greatly increased-no one wants to work anymore and many expect a handout. Many students quit school when education is their only chance for success. We are growing too rapidly bringing in too many low income parasites and welfare recipients
- You're growing too rapidly and don't know how to handle it. You let people take away the farm land and natural space for houses they can't afford to keep. You want to be a big city, but don't handle it as a big city which is part of the reason you have so many problems with the schools.

Miscellaneous (38 responses)

- None (2x)
- City council is more concerned with quantity then quality.
- Control influx of Minorities.
- Don't get sucked in by the "big brother" mentality that governs in Madison, much of Dane and Milwaukee Counties. Also, we need to lure in heavy and light industrial jobs-not just service industry.
- Don't want the East side of Sun Prairie neglected. Besides the new high school, much of the building is being done on the North and West sides.
- Driving to campus in Madison to work and back

- Even though Sun Prairie is growing diverse, its community and leadership does not show themselves friendly to other cultures and ethnicities
- Getting along with people
- Honestly, I have no concerns or issues.
- I live in an older part of town where the trees have been left to grow too large for their lots. Old, messy, dirty tree that is partly dead and tangled in overhead wiring. Many fallen branches have broken chain link fences and fallen on houses. I would like the city to help maintain these monsters.
- I think that is good! Also, no indoor swimming pool!
- If shopping choices and public transportation were important to me I would live in Madison. If quality of life in Sun Prairie is reduced by size, traffic or crime we will leave.
- It doesn't have enough for the adults to do. Leads to them being very disruptive
- It's far from good facilities. It has no public transportation that is affordable. It doesn't have enough affordable housing.
- Job opportunities for teachers
- Live in area of a bar and grill and there is no control of loud music and noisy traffic and patrons.
- Need more dialog between different ethnic/racial groups.
- Older homes going into foreclosure and not being kept up-especially 30 yr old or older homes
- Please clean up our creek from the Blankenheim Park. It is a mess - it would be nice for the young and old to enjoy if it was kept up.
- Political Influence
- Poor government leadership
- Poor Sun Prairie newspaper
- Progress is good - everything change and it will change. And I will like to see that change. Not only for the rich don't forget have we needed each other.
- Quality of housing.
- Quality of life has diminished since we bought our house 10 years ago. Neighborhood is going down the tubes.
- Rich people or businesses, capitalizing on the deteriorating of this once fine town
- Taking all stores west of my place, when can't no longer drive much in winter, nothing in old Sun Prairie, out west is new Sun Prairie.
- There is a certain closed, protective attitude in SP.
- There is not enough open space other than small parks.
- There is not much night life.
- There is nothing for kids to do between the ages of 6 and 14
- Too Madison ***holes
- Trees and building schools
- Type of people
- Undesirable persons living here hopefully the mayor of Madison won't see fit to allow more low income housing in our city.
- West side remains more commercial and east side not so much commercial. Rich side vs. poor side!
- With the changes Sun Prairie has fast become a dumping pot for low income and all the problems that come with it.

Retail/Shopping (19 responses)

- Concerned about the downtown, other than Cannery Square falling apart and losing business while becoming more unattractive.
- Entrance onto Main Street and view from 151 dirty looking unappealing, no really nice "welcome to Sun Prairie signs" on Main Street and many other entrances, roads and congestion are terrible, not enough attractive retail outlets
- Increased shopping stores
- No clothing store.
- Lack of retail, entertainment, casual dining
- Lack of retail which would provide jobs and keep money in the community
- Lack of shopping
- Limited shopping and dining venues
- Losing the city identity. Need to preserve the downtown character
- Need clothing retail
- New high school with no pool absolutely no restaurants besides Cannery Grille
- No malls or really good shopping places in or around town

- No shopping on the EAST SIDE. All new retail is being crammed on the west side with poor street congestion management.
- No Woodman's
- Not enough area to shop so I still drive to Madison for things. Crime will increase with the addition of residents.
- Not enough retail/commercial choices; use of tax money
- Shopping other than for groceries
- The need for grocery stores on the east side of town
- Types of retail it is attracting

Schools (25 responses)

- Crowded school system/High School
- Find things like the arts and music instead of dropping excessive millions on a "architecturally attractive" school
- High school- new plan is worse than awful.
- High school issues
- High schools are too crowded too much fighting and trouble makers. Waited too long for new high school
- Lack of community concern for the quality of education
- Our school board is repressive and micro manages our administrators. It's a continued failed management and organizational approach
- Our school board is struggling and we need a new high school. Leadership is needed on these issues.
- Quality of schools is declining, high school is too big
- Safety at school related to quality of education
- Safety for the children 7 elementary schools, 2 middle schools, and 1 high school equals over crowding problems.
- School system - primarily safety concerns and increasing resources
- Schools
- School over crowding
- School building, growth plans
- Schools are expanding too rapidly
- Schools are quality and we need lower property taxes.
- Schools, student issues, property taxes, crime"
- Terrible planning in terms of building new schools. They don't plan for the long term it seems. In five years they'll probably have to ask to build another new school creating continually increasing taxes.
- The city is growing to fast. The quality of education especially at the middle and high school levels needs to be improved.
- The city wasted a lot of money on the appearance of new schools and other public buildings. I think more efficient results would come from a more basic approach.
- The need for two high schools
- The overcrowding of the high school My daughter is 3 and will most likely school choose one out of Sun Prairie if there is only one high school when she is at that age.
- Violence in schools
- Way too much spending, two high schools.

Public Services, Facilities, and Utilities (18 responses)

- City services are not keeping up with growth.
- Difficult to find employment in Sun Prairie Schools do not offer education needed to be current with other communities (computers, and other languages)
- Flooding and road conditions
- Flooding/water problems in low-lying areas
- Fire protection
- High School
- I'm worried about the high school situation. I believe we need two high schools to prevent overcrowding and classes being too large.
- Lack of adequate storm sewers and the resulting problems to homeowners
- Making sure city services keep up with city growth.
- No paid fire department seems the town is run by a few people who don't want any competition.
- Poor snow removal-poor mail delivery
- Public protection services should all be paid and not volunteer. The city is growing too quickly to still rely on volunteers.

- Sewage and drainage system not up to standards
- Storm water
- The government's excessive expansion of the physical plant.
- The police never seem to be able to help with anything. But I guess we should be happy that the vandalism in our neighborhood is minor. Hope it stays that way.
- There is no hospital in Sun Prairie
- We need to provide more services to low income people, especially teens and young adults

Streets and traffic (51 responses)

- Snow removal (2x)
- Traffic (2x)
- Would patronize more Sun Prairie businesses if West Main Street was connected. Now it is just as easy to go to the east side of Madison; I'm concerned businesses are losing customers because of road issues.
- Certain neighborhoods have tar roads while newer ones have concrete roads. The roads in older neighborhoods should be redone with concrete.
- Have to travel 50 minutes to work. No beach-nothing you can do about that?
- Have to travel to Madison for variety of restaurants or activities.
- Heavy truck through downtown area Main street is aesthetically poor."
- Highway 19 absolutely must be routed around Sun Prairie. It is ridiculous that trucks and commuters must pass through town to go east and west! It terribly congests the traffic for school!
- How bad the roads are and the lack of salting the roads. Potholes
- Hwy 19. May need to add lanes also, don't want to see the city grown to fast and loose quality of life.
- Speeding cars and trucks in residential areas
- Traffic flow issues, crime, schools, property taxes. Wyndham Hills Draining issues
- Traffic lights need to be installed on all on-off ramps from 151
- Traffic on highway and the safety. Too much speeding
- Transportation to Madison
- Transportation to Madison's shopping areas
- I live in the Providence subdivision and it seems like the streets never get plowed. I have seen contracted plows plowing the street because they could not get through. This is very unsafe and creates lots of headaches.
- Increased traffic congestion due to limited road design
- Is there a bypass for 19 planned?
- Lack of avenues to get around/over/past 151 to other side of city
- Lack of East to West traffic routes. The only route from one end of Sun Prairie to the other is Main Street.
- Lack of public transportation, distance from work.
- Lack of snow removal on streets in my neighborhood. All roads leading to my area clear and then at least 6 inches of hardened, packed snow and no attempt by the city to plow it. We're not a main travel artery but people do live here!
- Lack of transportation bring in light rail
- Long commute to work
- Main Street is a nightmare. The road condition is horrible; the amount of traffic continues to be a problem. A bypass from highway N area to 151 would be fabulous.
- Poor planned and runaway growth the road network is insufficient
- Poor roads
- Public transportation
- Road conditions and better housing
- Roads and use of in town roads by industry movers
- Roads are bad
- Roadway up-keep snow removal/plowing
- Roadwork!
- Speeding on Hwy N northbound when limit is 35mph Traffic downtown Sun Prairie
- Stop lights off ramps
- Street maintenance
- The bike path where we live is never taken care in the winter time. You can't even use it so they don't do anything to take care of it. Weybridge Apt.
- The fact that many of the bike trails are not connected and the lack of sidewalks leave the kids biking in the roads.
- The lack of transportation from Madison

- The Main Street entrance to the city needs to be redesigned, roads redone, traffic pattern reconfigured and from 151 to Downtown. Better business use upgraded.
- The poor street maintenance and lack of response from city officials to address it
- The snowy, slippery roads made it hard to drive in winter.
- The traffic congestion on Main Street, accessing from "side" streets
- Things are close by, but it's difficult to get in or out of a parking lot (Wal-Mart, Sentry, Kwik Trip, and more).
- Too far from Madison. No transportation to Madison
- Traffic - Currently only two through streets in Sun Prairie
- Traffic (Hwy 19)
- Traffic flow - only two ways to get from the west side to central/east sides. Sometimes traffic is backed up

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Employment status

Other (6 responses)

- Disabled (2x)
- Full time temp work
- Homemaker
- Housewife
- Student

Appendix C: Quantitative Summary of Responses by Question

CITY OF SUN PRAIRIE PLANNING PUBLIC OPINION SURVEY

QUALITY OF LIFE

1. If asked by a friend who is thinking of moving to Sun Prairie, how would you rate your level of satisfaction about the following:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied			
a.	Cost of living	2%	37%	33%	23%	5%			
b.	Rate of population growth	2%	24%	32%	30%	12%			
c.	Crime rate/safety	7%	43%	23%	22%	5%			
d.	Emergency services (police, fire, EMS)	22%	54%	19%	4%	1%			
e.	Employment opportunities	4%	26%	47%	19%	4%			
f.	Housing choices	11%	53%	25%	10%	2%			
g.	Medical care	14%	51%	23%	11%	2%			
h.	Natural environment/open space	11%	51%	22%	13%	3%			
i.	Parks and recreation	23%	58%	14%	4%	2%			
j.	Proximity to work	18%	45%	28%	7%	2%			
k.	Quality of schools	16%	40%	30%	10%	4%			
l.	Quality of roads/condition	2%	29%	24%	32%	13%			
m.	Traffic congestion	5%	36%	30%	22%	7%			
o.	Community events and activities	10%	47%	38%	4%	1%			
p.	Shopping/retail opportunities	5%	37%	24%	28%	7%			
q.	Pedestrian facilities – sidewalks	8%	50%	26%	15%	2%			
r.	Bicycle facilities – biking paths	9%	38%	36%	14%	2%			
2. Please identify which of the items, from Questions 1a – r above, are the <u>three (3) most important priorities</u> for you. Place the letters of your choices next to the spaces allotted. (<u>Please select three (3) only</u>)									
	Most Imp.	2 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.		
a.	Cost of living	24%	11%	9%	j.	Proximity to work	2%	2%	2%
b.	Rate of population growth	13%	8%	6%	k.	Quality of schools	14%	13%	14%
c.	Crime rate/safety	18%	22%	11%	l.	Quality of roads/condition	7%	5%	7%
d.	Emergency services (police, fire, EMS)	4%	9%	6%	m.	Traffic congestion	2%	3%	7%
e.	Employment opportunities	1%	4%	6%	o.	Community events and activities	0%	0%	0%
f.	Housing choices	4%	6%	3%	p.	Shopping/retail opportunities	1%	1%	3%
g.	Medical care	4%	7%	4%	q.	Pedestrian facilities – sidewalks	4%	5%	9%
h.	Natural environment/open space	2%	1%	3%	r.	Bicycle facilities – biking paths	0%	1%	4%
i.	Parks and recreation	1%	2%	4%					
3. How would you rate the overall quality of life in the City of Sun Prairie?		Excellent 13%	Good 57%	Average 27%	Poor 3%	Very Poor 0%			
4. What has happened to the quality of life in Sun Prairie over the past <u>five</u> years?		Improved 13%	Declined 33%	Remained the same 31%	Have lived in Sun Prairie less than five years 23%				
5. In the next five years do you expect the quality of life in Sun Prairie to:		Improve 33%	Stay the same 35%	Decline 32%					

COMMUNITY FACILITIES, SERVICES, AND UTILITIES

6. Please rate your level of satisfaction with the following services/facilities:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Used
a. Downtown parking	6%	39%	31%	16%	4%	5%
b. Electric service	16%	62%	17%	3%	1%	0%
c. Emergency Medical Services (EMS)	19%	48%	16%	1%	1%	14%
d. Fire protection	17%	48%	15%	3%	1%	16%
e. Library	43%	39%	11%	2%	1%	5%
f. Parks & recreation facilities	29%	52%	13%	3%	0%	3%
g. Police protection	17%	54%	17%	5%	2%	5%
h. Recycling center	22%	48%	20%	3%	2%	6%
i. Sanitary sewer service	13%	53%	28%	3%	1%	2%
j. Storm water management	10%	37%	32%	13%	5%	2%
k. School system	13%	37%	23%	9%	5%	12%
l. Water utility service	13%	60%	23%	3%	1%	1%

ECONOMIC DEVELOPMENT

Please indicate how strongly you agree or disagree with the following statements.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7. I am <u>satisfied</u> with the availability of employment opportunities in Sun Prairie.	1%	19%	48%	26%	5%
8. I am <u>satisfied</u> with efforts being made to revitalize downtown Sun Prairie.	9%	50%	25%	14%	2%
9. I am <u>dissatisfied</u> with the availability of retail/shopping opportunities for me in Sun Prairie.	14%	35%	29%	18%	4%
10. Sun Prairie <u>should do more</u> to promote tourism.	5%	21%	50%	21%	4%
11. Sun Prairie <u>should offer</u> incentives for the re-development of properties along Main Street between the downtown and US 151.	10%	45%	27%	15%	4%
12. The appearance of new commercial development in the City <u>should be</u> regulated by design standards.	18%	44%	25%	9%	3%
13. Sun Prairie <u>should discourage</u> business developments with multi-story commercial buildings (3+ stories).	11%	27%	25%	27%	10%
14. Please identify which of the items from the list below (a – p), in your opinion, are the <u>four (4) most important types of future businesses that are best for the Sun Prairie community.</u> (Please mark • four (4) only)					
2% a. Automotive sales	3% f. Fast food restaurants	43% k. Medical services			
43% b. Casual restaurant	28% g. Fine dining	4% l. Night clubs			
29% c. Corporate office	11% h. Heavy indust./manufact.	27% m. Professional services			
40% d. Emerging technology	11% i. Hotels, tourism	60% n. Retail/shopping			
39% e. Entertainment venues (theaters, comedy clubs, etc.)	32% j. Light industrial/assembly	4% o. Warehousing			
3% p. Other: See Appendix B					

TRANSPORTATION

Please indicate how strongly you agree or disagree with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15. A park and ride facility <u>should</u> be located in the City of Sun Prairie.	18%	45%	25%	9%	3%
16 The overall road network (roads and streets) within Sun Prairie is <u>not adequate</u> for the needs of the community.	14%	33%	29%	23%	1%
17. Streets in Sun Prairie <u>are</u> well maintained.	1%	29%	24%	33%	12%
18. I am <u>satisfied</u> with the quality of snow removal in Sun Prairie.	5%	36%	17%	27%	15%
19. Truck traffic <u>should</u> be routed around, rather than through, downtown Sun Prairie.	22%	46%	24%	7%	1%
20. There are <u>sufficient</u> opportunities for bicycle travel throughout Sun Prairie.	6%	33%	34%	22%	5%
21. There are <u>sufficient</u> opportunities for pedestrian travel throughout Sun Prairie.	6%	49%	25%	18%	2%
22. All new major streets <u>should be</u> designed to accommodate bicycle traffic.	14%	43%	25%	14%	4%
23. All new retail areas <u>should be</u> required to have sidewalks.	21%	63%	12%	4%	1%
24. I <u>would use</u> a commuter rail system between Sun Prairie and the Madison area.	14%	23%	22%	18%	22%
25. I <u>would use</u> a bus route between Sun Prairie and Madison.	13%	23%	24%	26%	14%
26. I <u>support</u> the use of local taxes for the construction of additional sidewalks and pathways to promote walking and bicycling within Sun Prairie.	12%	32%	24%	19%	13%

HOUSING

From 1990 to 2007 a total of 6,450 housing units (houses, apartments, condos) were built in Sun Prairie. Sun Prairie has approved a number of large and small scale residential subdivisions in recent years. Although many of these neighborhoods will be phased in over multiple years, there are approximately 4,000 potential dwelling units within approved and platted neighborhoods that have not yet been constructed. About 46% of these will be single family homes, 32% will be multi-family apartments, 14% will be condominiums, and 8% will consist of planned assisted living facilities and other similar housing. Based upon this information and your overall feelings about the community, please rate how strongly you agree or disagree with each of the following statements regarding residential development over the next 20 years.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
27. The City should <u>limit</u> the approval of new housing units given the number of units already approved for development.	37%	39%	16%	6%	2%
28. Sun Prairie should place <u>more emphasis</u> on providing assisted living facilities and other housing options for seniors.	13%	39%	34%	12%	1%
29. Sun Prairie should place <u>less emphasis</u> on planning for single-family houses.	7%	15%	29%	37%	12%
30. Sun Prairie should place <u>less emphasis</u> on building apartments.	31%	39%	19%	9%	3%
31. Sun Prairie needs <u>more</u> housing that is affordable to residents with incomes under \$50,000.	15%	26%	22%	21%	16%
32. New developments <u>should</u> contain a variety of lot sizes and housing types in order to meet the needs of a wide variety of individual and family types.	17%	48%	17%	11%	6%
33. Sun Prairie needs <u>more</u> high-end luxury housing.	5%	10%	27%	37%	22%

34. Houses within the older neighborhoods of Sun Prairie <u>are</u> generally in good condition.	5%	62%	23%	8%	1%
35. There <u>is</u> a wide range of housing choices within the city.	8%	67%	16%	8%	1%
36. Programs <u>are</u> needed to provide assistance to moderate-income residents for the purpose of purchasing/rehabilitating homes.	10%	38%	31%	15%	6%
37. Please list three characteristics you find most desirable in a neighborhood.					
a. See Appendix B					
b.					
c.					

Please rate how strongly you agree or disagree with each of the following statements:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
38.	I am <u>satisfied</u> with the character of recent development that has occurred in Sun Prairie.	3%	37%	27%	24%	8%
39.	Sun Prairie <u>is</u> growing too fast.	32%	29%	21%	16%	2%
40.	The city <u>is</u> too restrictive in guiding where new development occurs	2%	10%	46%	30%	13%
41.	Commercial building design standards, especially in highly visible areas, <u>are</u> important for promoting a positive community image.	24%	52%	19%	4%	1%
42.	More cooperation <u>is</u> needed between neighboring local governments as communities grow.	18%	59%	21%	1%	0%
43. From the following list, mark the items you are most concerned about in terms of city growth. <u>Mark • all that apply.</u>						
61%	a. Preservation of green space	38%	h. Maintaining community character			
7%	b. Building/zoning regulations too stringent	51%	i. Diminished quality of roads (wear & tear)			
75%	c. Increased crime/safety	58%	j. School issues (building, crowding, etc.)			
37%	d. Environmental protection	20%	k. Solid waste management (garbage/recycling)			
43%	e. Rising housing costs	50%	l. Increased traffic congestion			
77%	f. Property taxes	18%	m. Increased time of commute to work/access goods & services			
21%	g. Collecting impact fees from new development	27%	n. Water/sewer system capacity			

Please indicate how strongly you agree or disagree with the following statements:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
44. City incentives <u>should</u> be offered for homes and buildings that are built to be more energy efficient.	24%	46%	19%	9%	2%
45. New neighborhoods <u>should</u> be designed so that they are more pedestrian friendly.	21%	60%	16%	2%	1%
46. City buildings and facilities <u>should</u> use alternative energy sources (e.g., solar).	25%	46%	25%	3%	1%
47. The City <u>should not</u> purchase vehicles that are more energy efficient if they are more expensive.	5%	17%	32%	34%	12%

NATURAL AND CULTURAL RESOURCES

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
48. Overall, I am <u>satisfied</u> with the quality of our natural environment in Sun Prairie.	4%	65%	22%	8%	1%
49. Sun Prairie <u>should</u> help create an area-wide open space network.	8%	44%	42%	6%	1%
50. Sun Prairie <u>should</u> connect to the area bicycle and pedestrian trail system.	15%	50%	29%	5%	1%
51. There are <u>sufficient</u> recreational opportunities in my neighborhood.	6%	53%	23%	16%	1%
52. The City <u>is not</u> spending enough to maintain, improve, or protect natural resources.	2%	15%	61%	20%	2%
53. I <u>support</u> alternate development types, such as clustering homes, to protect natural resources.	4%	29%	40%	22%	4%
54. Sun Prairie <u>has</u> a distinct sense of community.	5%	36%	34%	20%	5%
55. Maintaining the historical and cultural character of downtown Sun Prairie <u>is not</u> important.	3%	12%	18%	50%	17%
56. The City <u>should</u> adopt rules for the preservation of historic downtown buildings.	13%	51%	24%	9%	3%
57. <u>No public funds should</u> be used for historic preservation in the City.	6%	18%	38%	31%	8%
58. The City <u>has</u> a need for a performing arts center.	6%	18%	34%	29%	13%
59. There are a <u>sufficient</u> number of events and festivals in the City.	5%	47%	32%	16%	1%
60. The City <u>should</u> promote more tourism based upon the birthplace of Georgia O’Keeffe.	3%	13%	43%	30%	10%
61. What three words do you think best describe Sun Prairie?					

a. **See Appendix B**

b.

c.

COMMUNITY PRIORITIES

62. From the following list, choose your three most important local priorities. **Mark • three (3) only.**

- 40% a. Expand and improve public protection services (police, fire, EMS) to keep up with community growth.
- 44% b. Recruit more business/industry to Sun Prairie.
- 3% c. Expand tourism.
- 24% d. Improve/expand public transportation to Madison.
- 30% e. Improve/expand the current road network to address increases in traffic.
- 32% f. Improve maintenance of the existing road network.
- 14% g. Use regulatory authority to manage the mix of housing in Sun Prairie.
- 14% h. Improve parks/open space in Sun Prairie.
- 21% i. Use regulatory authority to influence the rate, quality, style and design of new development.
- 23% j. Use regulatory authority to encourage redevelopment of underutilized /run down areas of Sun Prairie.
- 11% k. Improve energy efficiency in public facilities.
- 21% l. Continue downtown revitalization.
- 8% m. Other, **See Appendix B**

63. Please tell us the best part about living in Sun Prairie.

See Appendix B

64. Please tell us the greatest problem or concern that you have about living in Sun Prairie.

See Appendix B

DEMOGRAPHICS

Please answer the following questions about yourself. All personal and individual information will remain confidential. Your responses will be combined with those from other participants for statistical analysis only.

65. Gender:	Male	Female	66. Age:	18–24	25–34	35–44	45–54	55–64	65+
	55%	45%		1%	16%	22%	21%	18%	21%

67. Employment Status:	Employed full-time	Self employed	Employed part-time	Unemployed	Retired	Other: See Appendix B
	64%	5%	5%	1%	23%	1%

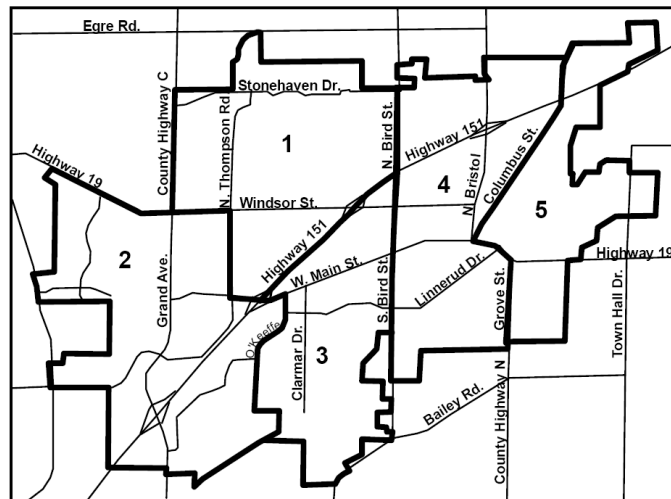
68. Where do you work?	Sun Prairie	Madison	Elsewhere in Dane County	Outside of Dane County
	25%	54%	15%	6%

69. Do you rent or own your place of residence in Sun Prairie?

Own	Rent
82%	18%

70. Looking at the general map of Sun Prairie to the right, please mark ● the number (1, 2, 3, 4, or 5) that corresponds to the area in which you reside.

Area 1	Area 2	Area 3	Area 4	Area 5
32%	18%	13%	21%	17%



71. How long have you lived in Sun Prairie?

Not a Resident	Less than 1 year	1 to 5 years	5.1 – 10 years	10.1 – 15 years	15.1 – 20 years	20.1 to 30 years	Over 30 years
0%	4%	27%	20%	10%	8%	11%	21%

72. Approximate 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
	3%	7%	21%	23%	24%	23%