

# Village of Black Earth Comprehensive Planning Public Opinion Survey Report

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## Executive Summary

In January 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 544 Village of Black Earth residents seeking their input on the future of the Village. The surveys were followed by post card reminders and a second mailing to non-respondents. The overall response rate was a strong 62 percent (337 completed questionnaires). Based on the estimated number of adults in the population of the Village (1,020), the estimates provided in this report are expected to be accurate to within plus or minus 4 percent with 95 percent confidence.<sup>1</sup> Further, non-response bias (concern that non-respondents hold consistently different views than those who completed the questionnaire) does not appear to be a problem with this survey. In general, the sample aligns with the 2000 Census with the possible exception of a lower number of renters than would be expected. In short, we expect the sample to accurately represent the opinions of the population of the Village of Black Earth.

The following are key observations from the survey results:

1. Being near family and friends and being close to Madison are the top reasons residents say that they choose to live in the Village of Black Earth. More than eight in ten Village residents rate the overall quality of life in the Village of Black Earth as good or average.
2. Eighty percent of residents believe it is important to seek agreements with neighboring jurisdictions on future land use, public services, and annexations. Eighty-three percent support additional non-residential development in the Village, with Downtown (59%) and Hwy. 14 (56%) being the favored locations.
3. When asked to prioritize various actions Black Earth could take to retain its natural resources, three actions are said to be very important or important by a majority of residents. Almost all respondents (95%) say that it is very important or important to protect groundwater quality. A similar number (94%) say the same for surface water quality. Two of every three respondents believe that it is very important or important to enhance Black Earth Creek as a recreational amenity. Less importance is placed on removing existing structures from within the floodplain of Black Earth Creek (39% very important/important).
4. Majorities of residents feel that there is a need for more of four types of housing in the Village: single-family housing (67% strongly agree/agree), senior condominiums and apartments (65%), assisted living facilities (64%), and affordable housing (63%).
5. Community facilities and services are generally rated highly by residents. A majority of residents rate thirteen of sixteen community facilities/services as excellent or good. The facility/service with the highest excellent rating is fire protection (41% excellent). The facility/service with the highest poor rating is the school system (18% poor). Eighty-three percent of residents rate the street conditions in the Village as very satisfactory or satisfactory.
6. Sidewalk and street repair and maintenance are the items residents deem most important in terms of the allocation of Village tax dollars for preventative maintenance. Residents are fairly evenly split on whether the Village should reduce mowing on some Village-owned land as a means of reducing expenses. Thirty-nine percent of residents are in favor of the reduced mowing, 34% are against reduction, and 28% have no opinion. At a minimum, an additional educational effort about this issue is needed.
7. When asked what types of additional businesses they would patronize in the Village, residents are the most enthusiastic about having an additional grocery store (80% would use).

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<sup>1</sup> 2007 Wisconsin Department of Administration Estimate.

## Survey Purpose

The motivation for this study was to gather opinions of residents about the future direction of development in the Village of Black Earth. The survey is a key component of the public participation portion of the comprehensive plan for the Village.

The Village chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to survey residents of the Village of Black Earth about key planning issues.

## Survey Methods

In January 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 544 Village of Black Earth residents seeking their input on the future development of the Village. After two weeks, the SRC mailed postcards to those from whom a completed questionnaire had not been received. A second questionnaire was sent to remaining non-respondents in February. The SRC received a total of 337 completed questionnaires from residents for a 62 percent response rate. The estimates provided in this report are expected to be accurate to within plus or minus 4 percent with 95 percent confidence.

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **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 addition to the numeric responses, respondents provided additional written comments that 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.**

## 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 Village of Black Earth. The data in Table 1 show that the demographic profile of respondents aligns well, and in the case of gender, matches exactly with the Census data.

| <b>Table 1: Demographic Profile of Respondents</b> |              |                           |                      |                             |                        |                        |                        |                      |
|--|--------------|---------------------------|----------------------|-----------------------------|------------------------|------------------------|------------------------|----------------------|
|  |              |                           |                      |                             |                        |                        |                        |                      |
| <b>Gender</b>                                      | <b>Count</b> | <b>Male</b>               | <b>Female</b>        |                             |                        |                        |                        |                      |
| Sample   | 314          | 47%                       | 53%                  |                             |                        |                        |                        |                      |
| Census (18+)                                       | 978          | 47%                       | 53%                  |                             |                        |                        |                        |                      |
|  |              |                           |                      |                             |                        |                        |                        |                      |
| <b>Age 18+</b>                                     | <b>Count</b> | <b>18-24</b>              | <b>25-34</b>         | <b>35-44</b>                | <b>45-54</b>           | <b>55-64</b>           | <b>65+</b>             |                      |
| Sample   | 322          | 2%                        | 15%                  | 19%                         | 22%                    | 19%                    | 24%                    |                      |
| Census   | 978          | 8%                        | 18.5%                | 24%                         | 17%                    | 12%                    | 20.5%                  |                      |
|  |              |                           |                      |                             |                        |                        |                        |                      |
| <b>Household Size</b>                              | <b>Count</b> | <b>0</b>                  | <b>1</b>             | <b>2</b>                    | <b>3</b>               | <b>4</b>               | <b>5+</b>              |                      |
| Number Adults                                      | 318          |                           | 27%                  | 62%                         | 8%                     | 1%                     | 0%                     |                      |
| Number Children (<18)                              | 105          |                           | 44%                  | 39%                         | 12%                    | 2%                     | 3%                     |                      |
|  |              |                           |                      |                             |                        |                        |                        |                      |
| <b>Residential Status</b>                          | <b>Count</b> | <b>Resident Landowner</b> | <b>Renter</b>        | <b>Non-Resid. Landowner</b> | <b>Other</b>           |                        |                        |                      |
| Sample   | 322          | 86%                       | 10%                  | 4%                          | 0%                     |                        |                        |                      |
| Census (occupied housing units)                    | 1,279        | 82%                       | 18%                  |                             |                        |                        |                        |                      |
|  |              |                           |                      |                             |                        |                        |                        |                      |
| <b>Employment Status</b>                           | <b>Count</b> | <b>Full-Time</b>          | <b>Part-Time</b>     | <b>Unemployed</b>           | <b>Self Employed</b>   | <b>Retired</b>         | <b>Other</b>           |                      |
| Sample   | 310          | 59%                       | 7%                   | 2%                          | 7%                     | 24%                    | 1%                     |                      |
| Census (Population 16+)                            | 1,032        | 72% <sup>2</sup>          |                      | 1%                          | 3%                     | 15% <sup>3</sup>       |                        |                      |
|  |              |                           |                      |                             |                        |                        |                        |                      |
| <b>Household Income Range</b>                      | <b>Count</b> | <b>&lt;\$15,000</b>       | <b>\$15-\$24,999</b> | <b>\$25-\$49,999</b>        | <b>\$50-\$74,999</b>   | <b>\$75-\$99,999</b>   | <b>\$100,000+</b>      |                      |
| Sample   | 291          | 5%                        | 10%                  | 25%                         | 31%                    | 19%                    | 10%                    |                      |
| Census   | 510          | 10%                       | 8%                   | 29%                         | 34%                    | 11%                    | 8%                     |                      |
|  |              |                           |                      |                             |                        |                        |                        |                      |
| <b>Length of Residency</b>                         | <b>Count</b> | <b>&lt;1 year</b>         | <b>1 - 5 years</b>   | <b>5.1 – 10 years</b>       | <b>10.1 - 15 years</b> | <b>15.1 - 20 years</b> | <b>20.1 - 30 years</b> | <b>Over 30 years</b> |
| Sample   | 307          | 4%                        | 17%                  | 12%                         | 9%                     | 10%                    | 15%                    | 32%                  |

<sup>2</sup> Census employment data does not differentiate between full-time and part-time workers.

<sup>3</sup> Percentage based on the number of households with a person receiving retirement income.

## Quality of Life

Respondents were asked to identify the three most important reasons they chose to live in the Village of Black Earth, and their answers are summarized in Table 2. Respondents said that the most important reason for choosing the Village of Black Earth as their hometown is to be near family and friends. Living close to Madison and the rural atmosphere are the second and third most chosen reasons. At the other end of the spectrum, community services and recreational aspects (being close to a lake, pond, or stream, being close to recreational activities, recreational trails) are the reasons identified least frequently as one of the top three reasons for living in the Village – three percent or less did so.

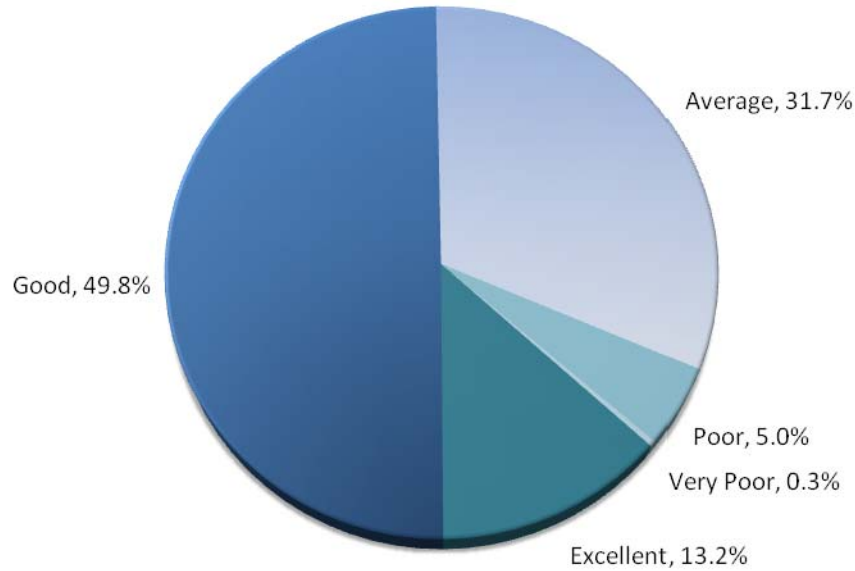
| <b>Table 2: Reasons for Choosing to Live in the Village of Black Earth</b> |                   |
|--|-------------------|
| <b>Reason</b>  | <b>Percentage</b> |
| Near Family and Friends  | 49%               |
| Close to Madison   | 42%               |
| Rural Atmosphere   | 36%               |
| Low Crime Rate   | 34%               |
| Affordable Housing   | 31%               |
| Close to Employment  | 26%               |
| Natural Beauty   | 26%               |
| Appearance of Home   | 12%               |
| Property Tax Level   | 8%                |
| Other  | 8%                |
| School District  | 6%                |
| Close to lake/pond/stream  | 3%                |
| Community Services   | 3%                |
| Close to Recreational Activities   | 3%                |
| Recreational Trails  | 1%                |

There are relatively few significant differences of opinion between demographic groups with respect to the reasons for choosing to live in the Village included in Table 2:

- Females are less likely to cite the appearance of homes than males
- Homeowners are more likely to choose the natural beauty of the area than renters
- Younger respondents (younger than 45) are more likely to say affordable housing is key than residents 45 and over
- Households with children are more likely to identify the school system than households without children
- Residents living in the Village for 15 years or less are more likely to choose affordable housing and less likely to choose being near family and friends than longer-term residents (more than 15 years)

Overall, people rate the quality of life in the Village of Black Earth favorably (Figure 1). Approximately eight in ten residents rate the quality of life as good or average, with thirteen percent rating it excellent. Only sixteen residents (5%) rate it poor or very poor. Those 45 and older are more likely to rate the overall quality of life in the Village as excellent than residents younger than 45 (17% vs. 6%).

**Figure 1: Overall Quality of Life in the Village of Black Earth**



## Community Facilities and Services

Village of Black Earth residents show a relatively high level of satisfaction with local facilities and services. Thirteen out of sixteen services have at least a majority of residents rating them as excellent or good (Table 3).

**Table 3: Opinions about the Quality of Community Facilities and Services**

|                                 | Count | Excellent | Good | Fair | Poor | No Opinion |
|---------------------------------|-------|-----------|------|------|------|------------|
| Fire Protection                 | 325   | 41%       | 40%  | 5%   | 0%   | 14%        |
| Emergency Medical Services      | 326   | 33%       | 44%  | 8%   | 2%   | 14%        |
| Library Service                 | 325   | 32%       | 45%  | 12%  | 1%   | 10%        |
| Snow Removal                    | 324   | 29%       | 49%  | 19%  | 3%   | 0%         |
| Police Protection               | 326   | 28%       | 53%  | 13%  | 2%   | 3%         |
| Trash Collection                | 323   | 27%       | 55%  | 15%  | 2%   | 1%         |
| Recycling                       | 321   | 24%       | 58%  | 13%  | 4%   | 1%         |
| Electric Service                | 324   | 18%       | 56%  | 18%  | 3%   | 4%         |
| Parks and Recreation Service    | 318   | 17%       | 48%  | 20%  | 6%   | 8%         |
| Water Service                   | 323   | 14%       | 58%  | 16%  | 9%   | 3%         |
| Sewer Service                   | 323   | 11%       | 47%  | 23%  | 15%  | 4%         |
| Road Repairs and Maintenance    | 322   | 11%       | 46%  | 31%  | 11%  | 2%         |
| Storm Water Management          | 320   | 9%        | 43%  | 25%  | 8%   | 16%        |
| Building Inspection and Permits | 324   | 6%        | 35%  | 21%  | 5%   | 33%        |
| School System                   | 324   | 4%        | 36%  | 28%  | 18%  | 14%        |
| Zoning Administration           | 320   | 3%        | 24%  | 22%  | 9%   | 43%        |



While a majority of residents give good or excellent ratings to water and sewer services, when asked later in the questionnaire what one thing they would change about the Village of Black Earth, a substantial number of residents voice displeasure with the rates for these utilities (see page 15 and Appendix B).

To the extent that there is an overall pattern of satisfaction with local facilities and services in the Village, it should be noted that for some services, particularly building inspection/permits and zoning administration, a substantial number of residents have no opinion. This is not surprising given that unless a resident has recently undertaken a renovation or requested a zoning variance, they are not likely to have had direct experience with these offices.

- Older residents rate emergency medical services and fire protection higher than younger residents
- Females rate parks and recreation services higher than males and are more likely to have no opinion about building inspection/permits or the zoning administration
- Renters are more likely to have no opinion about building inspection/permits than homeowners
- Retired residents rate emergency medical services, recycling, sewer service, and water service higher than employed residents
- Households with incomes of less than \$50,000 rate parks and recreation services and the school system higher than those with household incomes of \$50,000 or more

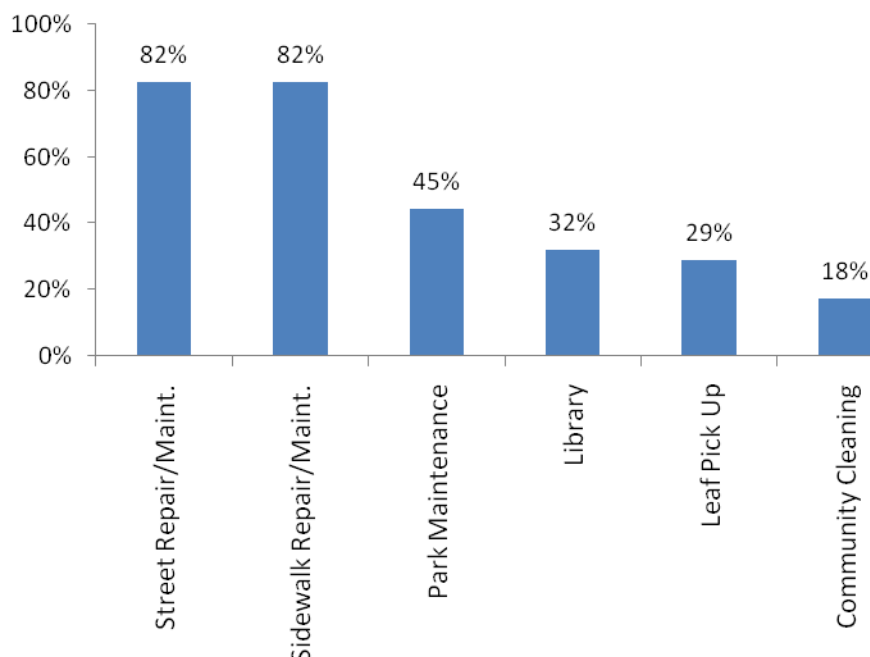
Four facilities/services have one third or more residents rating it fair or poor:

- School System (46% fair or poor)
- Road Repairs and Maintenance (42% fair or poor)
- Sewer Service (38% fair or poor)
- Storm Water Management (33% fair or poor)

### Preventative Maintenance

Residents were asked which items were the most important in terms of the allocation of Village tax dollars for preventative maintenance. Six items were described, and Figure 2 summarizes the opinions of Village residents.

**Figure 2: Allocation of Village Tax Dollars for Preventative Maintenance**

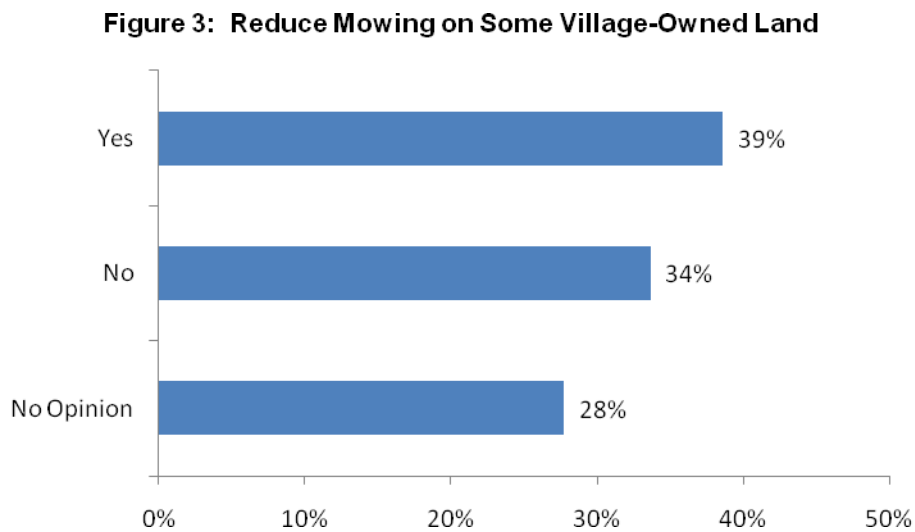


More than 80 percent of all residents said that it is important for the Village to allocate tax dollars for the preventative maintenance of streets and sidewalks. There is also moderate support in the Village for tax funded park maintenance (45 percent). Less support is shown for using tax dollars for library maintenance (32 percent), leaf pick-up (29 percent), and community cleaning (18 percent).

- Residents with children are more likely to place park maintenance as one of the three most important items for which to allocate Village tax dollars

### Mowing Reduction

Residents were asked if the Village should reduce mowing on some Village-owned land as a means to reduce expenses (Figure 3).



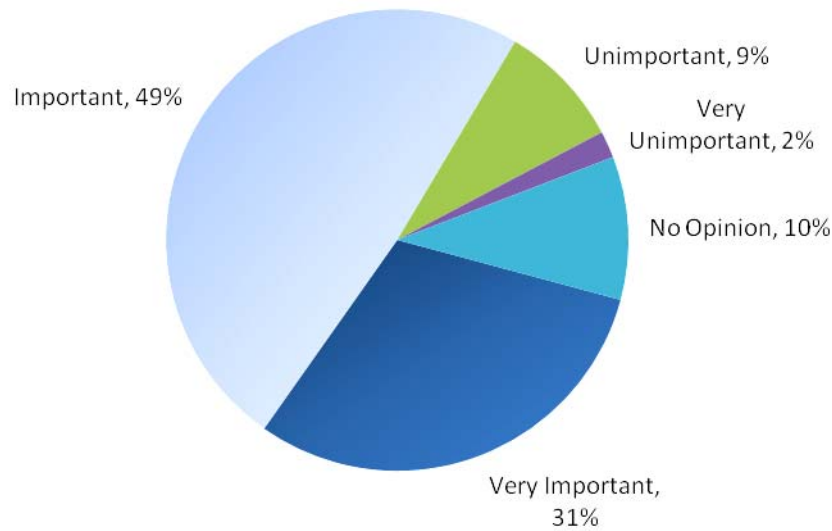
The importance of reducing mowing on some Village-owned land, while supported by thirty-nine percent of the respondents, also generated similar opposition. Thirty-four percent said that the Village should not reduce mowing as a means to reduce expenses, and 28 percent have no opinion. It appears that more information and community discussions are needed on this topic before opting for or against this policy.

- Females are more likely than males to have no opinion regarding mowing reduction
- Shorter-term residents (15 years or less) are more likely to agree to reducing mowing to cut expenses

### Agreements/Cooperation with Other Jurisdictions

Residents were asked to indicate how important it is for the Village to seek agreements with neighboring jurisdictions on future land use, public services, and annexations. Figure 4 summarizes their responses, and it is clear that most embrace agreements with neighboring jurisdictions. Only about 1 in ten residents feel that this is not an important strategy for the Village. Residents with children are significantly more likely to believe it is very important or important to seek agreements with neighboring jurisdictions on future land use, public services, and annexation.

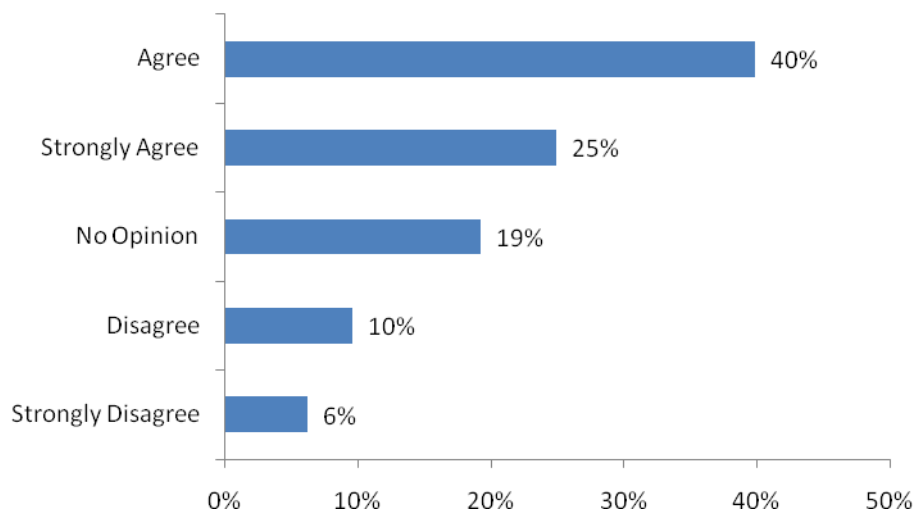
**Figure 4: Importance of Seeking Land Use Agreements with Neighboring Jurisdictions**



### Expanded Trail/Pedestrian System

While nearly two-thirds of residents agree that the Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County, nearly one-fifth have no opinion, and sixteen percent disagree or strongly disagree (Figure 5). Shorter-term residents, employed residents, younger residents, and higher income households are significantly more likely to agree that the Village should consider an expanded trail/pedestrian system in cooperation with other communities.

**Figure 5: Community Cooperation for Expanded Trail/Pedestrian System to Other Areas of Dane County**



## Recreational Activities

Residents were asked in which recreational activities members of their household participate. Table 4 highlights participation.

Very substantial numbers of Village households report walking as a recreational activity in which they engage. Significant numbers also reported biking as one of their activities. Fewer than one-quarter report that members of their household play baseball, basketball, soccer, tennis or go snowmobiling, cross country skiing, or skateboard. Seventeen percent of respondents wrote in “other” activities. Of these, the household recreational activity most frequently mentioned by residents is fishing. Appendix B contains the complete compilation of “other” activities.

| <b>Table 4: Household Recreational Activity Participation</b> |              |                    |
|---|--------------|--------------------|
|   | <b>Count</b> | <b>Participate</b> |
| Walking   | 337          | 75%                |
| Biking  | 337          | 42%                |
| Picnicking  | 337          | 34%                |
| Golf  | 337          | 30%                |
| Swimming  | 337          | 27%                |
| Baseball  | 337          | 23%                |
| Basketball  | 337          | 22%                |
| Other   | 337          | 17%                |
| Snowmobiling  | 337          | 11%                |
| Cross Country Skiing  | 337          | 10%                |
| Soccer  | 337          | 10%                |
| Tennis  | 337          | 9%                 |
| Skateboarding   | 337          | 5%                 |

Sixty of the 337 households (18 percent) indicate that they participate in none of the 12 activities included in Table 4. The average number of activities in which a respondent reports household activity is three. Five percent report household participation in eight or more activities.

There are statistically significant differences regarding household recreational activity participation across different demographic groups (Table 5).

| <b>Table 5: Recreational Activity by Household Demographic</b> |   |
|--|---|
| <b>Recreational Activity</b>                                   | <b>Households That Are More Likely to Participate</b>                             |
| Walking  | Higher Income, With Children, Employed, Shorter-Term Residents (15 years or less) |
| Biking   | Higher Income, Under 45, Homeowners, Employed, Shorter-Term                       |
| Picnicking   | Employed, Shorter-Term  |
| Golf   | Higher Income, Males, Employed  |
| Swimming   | Higher Income, With Children, Employed, Shorter-Term                              |
| Baseball   | With Children, Under 45, Employed   |
| Basketball   | Higher Income, With Children, Under 45, Employed, Shorter-Term                    |
| Snowmobiling   | With Children, Shorter-Term   |
| Cross Country Skiing   | Employed  |
| Soccer   | Higher Income, With Children, Under 45, Employed                                  |
| Tennis   | Employed, Shorter-Term  |

## Natural Resources

Residents were asked how important it is for local planning and zoning regulations to address various issues regarding natural resources. Two actions were determined to be very high priorities to a majority of residents: protecting groundwater quality and protecting surface water quality. Protecting groundwater quality received the highest priority rating by percentage (95% very important or important), with the protection of surface water quality close behind at 94%. The level of importance, as illustrated in Table 6, is fairly consistent in the sense that with one exception all of the actions were deemed very important or important by more than a majority of residents. The one exception, removing existing structures from within the floodplain of Black Earth Creek, is considered very important or important by 39 percent of residents, with a similar percentage (38%) believing this action is unimportant or very unimportant. Females place slightly higher importance than males on each of the actions described in Table 6.

| <b>Table 6: Opinions about Local Planning and Zoning Priorities - Natural Resources</b> |              |                       |                  |                     |                          |                   |
|---|--------------|-----------------------|------------------|---------------------|--------------------------|-------------------|
| <b>How important is it for local planning and zoning to address the following:</b>      | <b>Count</b> | <b>Very Important</b> | <b>Important</b> | <b>Un-important</b> | <b>Very Un-important</b> | <b>No Opinion</b> |
| Protect groundwater quality   | 324          | 61%                   | 34%              | 2%                  | 0%                       | 3%                |
| Protect surface water quality   | 320          | 48%                   | 46%              | 3%                  | 0%                       | 3%                |
| Enhance Black Earth Creek as a recreational amenity                                     | 324          | 23%                   | 43%              | 17%                 | 4%                       | 13%               |
| Remove existing structures from within the floodplain of Black Earth Creek              | 316          | 13%                   | 26%              | 28%                 | 10%                      | 22%               |

## Housing

As Table 7 indicates, more than a majority of residents believe there is a need for more affordable housing, single-family housing, senior condominiums and apartments, and assisted living facilities in the Village. The types of housing that have the highest proportion of residents disagreeing that there is a need for additional units are apartments (51% disagree or strongly disagree that there is a need for more) and nursing homes (48% disagree or strongly disagree that there is a need for more).

| <b>Table 7: Opinions about the Need for More Housing Types in the Village of Black Earth</b> |              |                       |              |                 |                          |                   |
|--|--------------|-----------------------|--------------|-----------------|--------------------------|-------------------|
| <b>More of the following types of housing are needed in the Village of Black Earth:</b>      | <b>Count</b> | <b>Strongly Agree</b> | <b>Agree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> | <b>No Opinion</b> |
| Affordable Housing   | 313          | 35%                   | 28%          | 16%             | 12%                      | 10%               |
| Single Family Housing  | 313          | 25%                   | 42%          | 12%             | 4%                       | 17%               |
| Senior Condominiums and Apartments   | 316          | 23%                   | 42%          | 14%             | 5%                       | 16%               |
| Assisted Living Facilities   | 319          | 20%                   | 44%          | 17%             | 3%                       | 17%               |
| Duplexes and Townhomes (2 units)   | 312          | 10%                   | 39%          | 23%             | 11%                      | 17%               |
| Apartments (3 or more units)   | 304          | 7%                    | 27%          | 35%             | 16%                      | 16%               |
| Nursing Homes  | 310          | 6%                    | 23%          | 39%             | 9%                       | 24%               |

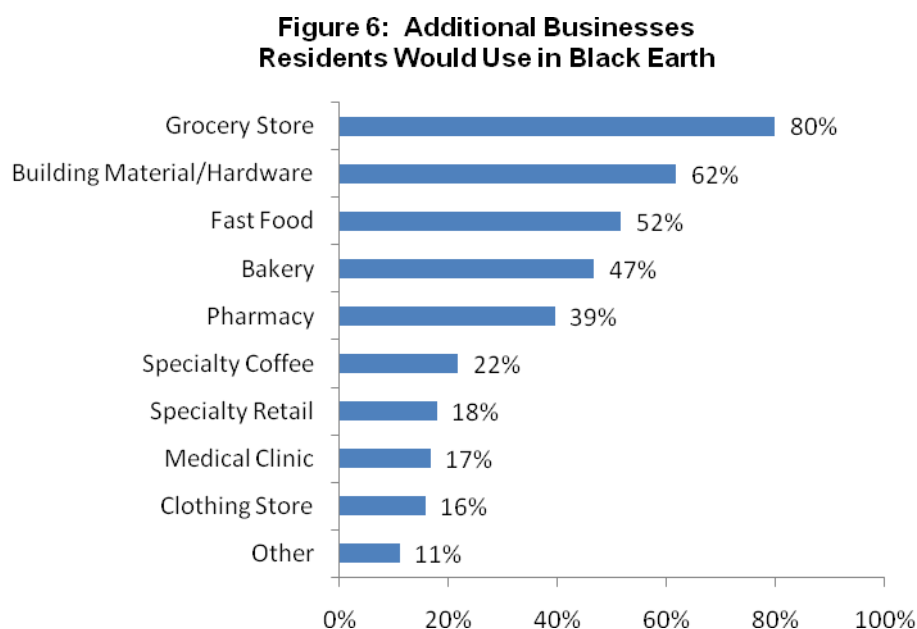
Demographic differences regarding housing opinions include:

- Compared to younger residents, older residents are more likely to see a need for more senior condominiums and apartments, assisted living facilities, and nursing homes
- Retired respondents are less likely to see a need for more single family housing, duplexes and townhomes, and apartments but are more likely to see a need for more senior condominiums and apartments, assisted living facilities, nursing homes, and affordable housing
- Compared to shorter-term residents, longer-term residents (those living in the Village for over 15 years) believe there is a need for more senior condominiums and apartments, assisted living facilities, and affordable housing
- Compared to higher income households, lower income households (households with incomes of less than \$50,000) are more likely to see a need for more duplexes and townhomes, apartments, and affordable housing in the Village
- Residents without children are more likely to see a need for more senior condominiums and apartments, assisted living facilities, nursing homes, and affordable housing

## Economic Development

Residents were asked what additional businesses they would use in the Village of Black Earth. Their opinions are summarized in Figure 6. The business with the highest “use” potential was a grocery store. Building material supply/Hardware store and a fast food restaurant were the second and third choices.

These results are consistent with the concern shown by respondents later in the questionnaire when they were asked to list one change they would like to see in the Village. Almost one-quarter of all comments address the need for additional businesses, in particular, nineteen respondents identified the need for a grocery store as their single most desired change in the Village.



Within the overall pattern of residents' opinions regarding types of *additional* businesses in Black Earth,

- females and younger residents are more likely to say that they would patronize a bakery
- employed respondents are more likely than retired respondents to say they would patronize a fast food restaurant or specialty coffee shop
- shorter-term residents and residents with children are more likely to patronize a specialty coffee shop or specialty retail shop
- younger residents are more likely to use a specialty retail shop
- higher income residents are more likely to patronize a building material supply/hardware store or specialty coffee shop

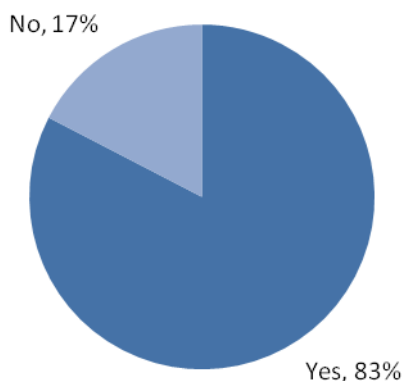
### Non-Residential Development

Residents were asked if they support additional non-residential development in the Village. Figure 7 summarizes their responses, and it is clear that most embrace additional non-residential development in the Village.

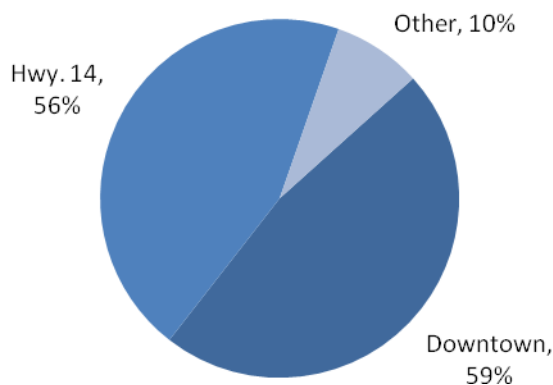
Those that did support additional non-residential development were then asked where it should be located (Figure 8). While 59 percent would like to see non-residential development Downtown, this is statistically indistinguishable from the percentage (56%) who identified Highway 14 as their top choice for additional non-residential development. Ten percent of respondents wrote in "other" areas. Of these, the area most frequently mentioned by residents was Highway 78. Appendix B contains the complete compilation of "other" locations.

- Residents with household incomes of \$50,000 or more are more likely to support additional non-residential development in the Village than lower income residents
- Homeowners are more likely than renters to support Downtown non-residential development

**Figure 7: Support Additional Non-Residential Development in the Village**



**Figure 8: Where Should Non-Residential Development Be Located?**



More than a majority of respondents feel that new non-residential development should be regulated by aesthetics and design standards established by the Village (Table 8). Almost one-quarter of respondents have no opinion.

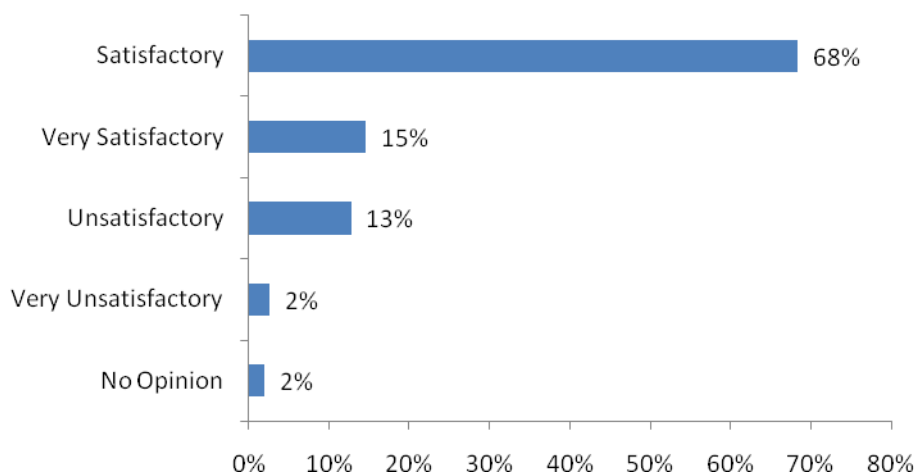
| Table 8: Regulation of New Non-Residential Development   |       |     |     |            |
|--|-------|-----|-----|------------|
| Should New Non-Residential Development be Regulated by Aesthetics and Design Standards Established by the Village? | Count | Yes | No  | No Opinion |
|  | 337   | 59% | 17% | 23%        |

## Transportation

### Street Conditions

Village of Black Earth residents are generally pleased with the condition of Village streets; 83 percent either rate the condition of the streets as very satisfactory or satisfactory (Figure 9). Interestingly, when asked in a different way, 42% of residents rated road repairs and maintenance as fair or poor (see page 5). As noted earlier in the report, residents obviously consider street maintenance a high priority with more than 80% of residents believing it is important to allocate tax dollars for street repair and maintenance (see page 6).

**Figure 9: Condition of Streets in the Village of Black Earth**

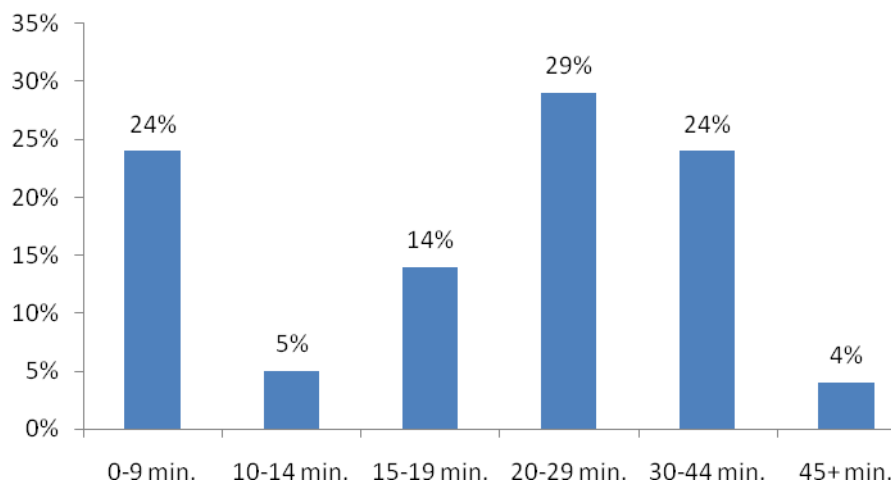


- Homeowners are more likely to rate street conditions in the Village as very satisfactory or satisfactory than renters (85% vs. 65%)

### Commute Time

Village residents were asked how many minutes (one way) it is from their home to their primary work place (Figure 10).

**Figure 10: Commute (One Way) In Minutes**





Out of the 82 percent of respondents who reported their commute time, over two-thirds of respondents spend at least 30 minutes (round trip) of commute time to work. A substantial number, 28%, spend at least a half an hour (one way) per day commuting to and from work.

Table 9 compares the sample's commuting data with 2000 Census Data<sup>4</sup>. In general, the sample's travel time to work matches the Census data well. The proportion of the sample that reported spending 30 minutes or more commuting to work was smaller than the 2000 Census (28% vs. 43%).

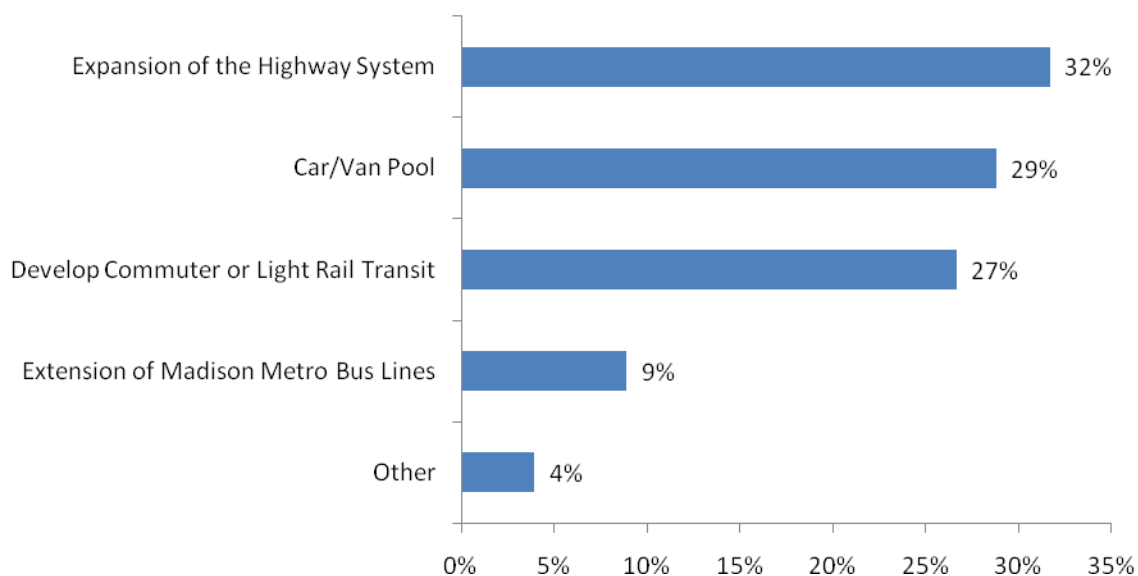
| <b>Table 9: Commute Time Comparison: Sample and Census</b> |              |                 |                   |                   |                   |                   |                 |
|--|--------------|-----------------|-------------------|-------------------|-------------------|-------------------|-----------------|
| <b>Commute Time to Work (One Way)</b>                      | <b>Count</b> | <b>0–9 min.</b> | <b>10–14 min.</b> | <b>15–19 min.</b> | <b>20–29 min.</b> | <b>30–44 min.</b> | <b>45+ min.</b> |
| Sample   | 275          | 24%             | 5%                | 14%               | 29%               | 24%               | 4%              |
| Census   | 693          | 23%             | 7%                | 7%                | 20%               | 32%               | 11%             |

### Commuter Transportation

Almost one-third of Village of Black Earth residents feel that expanding the highway system is the best way to get commuters to Madison and back from outlying parts of Dane County (Figure 11). Respondents that spend 30-44 minutes (one-way) commuting to work were the most enthusiastic about expanding the highway system.

The endorsement of car/van pooling (29%) and commuter or light rail transit is slightly less (27%). Only 9 percent feel that the extension of Madison Metro bus lines is the best way to get commuters to Madison and back from outlying Dane County.

**Figure 11: Best Way to Get Commuters to Madison and Back from Outlying Parts of Dane County**



<sup>4</sup> Journey to Work: 2000 Data Set: Census 2000 Summary File 3 (SF 3). 2000 Census mean travel time to work (in min.) = 24.6 minutes for Village of Black Earth residents.

## Additional Comments

### Change One Thing about the Village of Black Earth

When residents were asked if they could change one thing about the Village of Black Earth, what would it be, residents offered 258 additional comments ranging from business development to utility rates. The topics in order of the number of responses per category are highlighted in Table 10.

| <b>Table 10: Change One Thing About the Village of Black Earth</b> |              |             |
|--|--------------|-------------|
|  | <b>Count</b> | <b>%</b>    |
| Business Development   | 61           | 24%         |
| Utilities  | 54           | 21%         |
| Village Politics   | 18           | 7%          |
| Recreational Opportunities   | 17           | 6.5%        |
| Growth and Development   | 15           | 6%          |
| School System  | 13           | 5%          |
| Streets and Sidewalks  | 12           | 4.5%        |
| Taxes  | 11           | 4%          |
| Transportation   | 5            | 2%          |
| Nothing  | 5            | 2%          |
| Downtown   | 4            | 1.5%        |
| Environmental  | 4            | 1.5%        |
| Miscellaneous  | 39           | 15%         |
| <b>TOTAL</b>   | <b>258</b>   | <b>100%</b> |

Almost one-quarter of all comments deal with the need for additional businesses, in particular the need for a grocery store. As noted earlier in the report, when residents were asked what types of additional businesses they would use in Black Earth, the business with the highest “use” potential was a grocery store (see page 11).

The second highest “if you could change one thing” comments pertained to utilities with the vast majority expressing displeasure with sewer rates. Interestingly, when asked earlier in the questionnaire to rate the sewer service, over a majority of respondents (58%) rate it excellent or good; 38% rate it fair or poor. The SRC reviewed the open-ended comments of respondents that had rated the sewer service in the village as fair

or poor. Twenty-four percent of respondents that rate the sewer service as fair or poor have as their “one thing to change in the Village of Black Earth” utility/sewer rates. Surprisingly, tax rates/levels were mentioned in only 4% of total responses. This is substantially lower than surveys the SRC has done in other Wisconsin jurisdictions. Appendix B contains the complete compilation of comments.

Comments include:

*“More major retail business (especially food, restaurants, specialty stores) while retaining rural image and character.”*

*“Lower the sewer rates.”*

*“Really like living in Black Earth, I just wish there were some activities for kids/teens within the village (besides baseball/softball in the summer) Movie theater? Youth center for socializing?”*

*“Lure people with school children - save our local schools.”*

*“I think there should be a street or sidewalk from Black Earth to the high school.”*

*“Lower property taxes by consolidating elementary schools.”*

## Land Use and Comprehensive Planning in the Village

Respondents were asked to provide additional comments about land use and comprehensive planning in the Village (Table 11). A total of 108 comments were received and the category receiving the largest percentage of comments dealt with growth and development (15% of all comments).

| <b>Table 11: Opinions about Land Use and Comprehensive Planning in the Village</b> |              |             |
|--|--------------|-------------|
|  | <b>Count</b> | <b>%</b>    |
| Growth and Development   | 16           | 15%         |
| Recreation   | 15           | 14%         |
| Businesses   | 14           | 13%         |
| Preserve Land  | 9            | 8%          |
| Utilities  | 9            | 8%          |
| Attracting New Residents   | 6            | 5%          |
| Transportation   | 6            | 5%          |
| Buildings  | 5            | 5%          |
| Schools  | 4            | 4%          |
| Environmental  | 3            | 3%          |
| Nothing  | 2            | 2%          |
| Miscellaneous  | 19           | 18%         |
| <b>TOTAL</b>   | <b>108</b>   | <b>100%</b> |

The topic with the second most comments is the need for more recreational opportunities in the Village, and the third is businesses, primarily the need for more of them in the Village. Appendix B contains the complete compilation of comments. Typical of the comments include:

*“Try to sell lots we already have before planning new developments.”*

*“More parks and recreational facilities.”*

*“Let private industry invest in the Village, without incentives paid for by taxpayers.”*

*“Keep the natural beauty of area intact. Like*

*the small town atmosphere.”*

*“The village must do something to make Black Earth a place where people want to come to. This will require giving them things they need on a daily basis so they spend their money in the village rather than having to go to surrounding villages or Madison.”*

*“A comprehensive plan for better control of flood waters from the Black Earth Creek.”*

## Conclusions

Being near family and friends and being close to Madison are the top reasons Village residents choose to live in the Village of Black Earth. The residents express a generally high overall level of satisfaction with community facilities and services and, in general, give a high rating to the quality of life in the Village. Noteworthy, however, are the written complaints about utility rates, particularly sewer rates.

Residents generally feel that the condition of streets in the Village is satisfactory and they consider the maintenance of the streets (along with sidewalks) as the most important items to which to allocate Village tax dollars for preventative maintenance. A fairly even split occurred when residents were asked if the Village should reduce mowing on some Village-owned land as a means to reduce expenses.

Village of Black Earth residents feel strongly about retaining the Village's natural resources. Almost all respondents believe it is very important or important to protect groundwater quality and surface water quality. When asked what recreational activities members of their household participate in, substantial numbers of households report walking (75%) and biking (42%) with nearly two-thirds of residents agreeing that the Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.

Eighty-three percent of residents support additional non-residential development in the Village and a solid majority of residents believe that such development should be regulated by aesthetics and design standards established by the Village. When asked where they prefer additional non-residential development to be located in the Village, respondents' strongest preferences were Downtown (59%) and Hwy. 14 (56%). When asked what types of additional businesses they would patronize in the Village, residents were the most enthusiastic about having an additional grocery store, which was further reinforced by written comments provided by respondents. In terms of residential development, a majority of residents believe that there is a need for more single-family housing, senior condominiums and apartments, assisted living facilities, and affordable housing in the Village.

## Appendix A – Non-Response Bias Test

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose non-respondents are very satisfied with the condition of streets in the Village (Question 15), whereas most of those who returned their questionnaire were unsatisfied. In this case, non-response bias would exist and the raw results would overstate the overall public’s concern about the condition of streets in the Village of Black Earth.

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, 276 people responded to the first mailing and 61 responded to the second mailing.

We found 14 variables with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 91 tested. Respondents to the first mailing were more likely to place importance on enhancing the Black Earth Creek as a recreational amenity than respondents to the second mailing. First mail respondents were also more likely to believe that more affordable housing is needed in the Village of Black Earth than respondents to the second mailing. Because of the small differences in the responses of first and second mailing respondents, **the Survey Research Center (SRC) concludes that non-response bias was not a concern for this sample.**

| Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings |                    |                     |                          |
|---|--------------------|---------------------|--------------------------|
| Variable  | Mean First Mailing | Mean Second Mailing | Statistical Significance |
| Q1a. Most important reasons to live in Black Earth: Affordable Housing                          | .34                | .20                 | .029                     |
| Q4a. Allocate Tax Dollars: Community “Cleaning”   | .84                | .64                 | .000                     |
| Q7c. Household Participation: Biking  | .40                | .25                 | .026                     |
| Q7f. Household Participation: Picnicking  | .36                | .23                 | .047                     |
| Q9a. Importance of: Remove structures from floodplain   | 2.94               | 3.42                | .017                     |
| Q9d. Importance of: Creek as Recreational Amenity   | 2.36               | 2.74                | .041                     |
| Q10e. More needed: Assisted Living Facilities   | 2.47               | 2.87                | .046                     |
| Q10g. More needed: Affordable Housing   | 2.25               | 2.78                | .007                     |
| Q11e. Would use Grocery Store in Black Earth  | .82                | .70                 | .047                     |
| Q11h. Would use Specialty Coffee Shop in Black Earth  | .24                | .10                 | .013                     |
| Q13a. Non-Residential Dev: Downtown   | .63                | .43                 | .004                     |
| Q20. Gender   | 1.55               | 1.40                | .039                     |
| Q23. Residential Status   | 1.18               | 1.35                | .040                     |
| Q25. Number of Children in Household  | 3.79               | 3.71                | .031                     |

## **Appendix B: Village of Black Earth Written Comments**

### **Q1 What are the three most important reasons you and your family choose to live in the Village of Black Earth?**

#### **'Other' responses**

- Born and raised (4x)
- Grew up here (2x)
- Annexed due to sewer failing
- Because my parents lived here and that is the only reason
- Close to grade school
- Community center for young and elderly use
- Community involvement
- Condos for 55
- Don't live there own multiple housing (rental) units
- Friendly neighborhoods
- Grew up in area and wanted to stay
- Husband's childhood home
- Landlord
- Near church
- Near Madison hospitals
- None of these
- Own the property
- Raised, lived here since 4 years old
- Small town atmosphere
- Small town charm
- To flee the Madison laws and ordinances

### **Q7 In which of the following recreational activities do members of your household participate?**

#### **'Other' responses**

- Fishing (11x)
- Fishing and hunting (6x)
- None (6x)
- Hiking (3x)
- Softball (3x)
- Frisbee golf (2x)
- Volleyball (2x)
- Activities completed outside the village due to lack of facilities
- Archery
- Archery and softball
- Boating
- Bowling
- Camping
- Color guard
- Concerts in park
- Dog exercise
- Downhill skiing and rock climbing
- Fishing, boating and motorcycle
- Fishing, Volleyball, watching others compete.
- Football
- Football and volleyball
- Gardening, Hunting
- Going to the senior center
- Hockey
- Hockey, Fishing

- Hunting, fishing, gardening
- Indoor exercise
- Jogging, windsurfing and gardening
- Motorcycling
- None, I'm elderly
- Park
- Rollerblading, running
- Running
- Sledding
- Snow shoeing
- Snowboarding
- Target/trap shooting
- Volleyball, fishing and boating
- Work

**Q11 From the following list, mark the types of additional businesses you would use in Black Earth.  
'Other' responses**

- Walgreens (3x)
- Variety store/dollar store (2x)
- Video store (2x)
- Affordable!
- Aldi Store
- Anything better than coop and cafe
- Book store/magazine store
- Cafe
- Car repair
- Childcare facilities
- Children's stores
- Comics
- Crafts, hobbies
- Curves for women
- Daycare center
- Flower shop
- Fly fishing shop
- Gym
- Gym for all family members
- Indoor youth building
- Kwik Trip type
- Market will dictate
- Movie theatre
- None
- Office supplies
- Pet grooming
- Pizza Hut
- Pizza restaurant
- Pool
- Restaurant open at night, not too expensive with good home cooking and not owned by xxxxxxxxxxxx
- Restaurant open at night-reasonable prices-option other than Heiney's
- Restaurant that stays open later than 2pm
- Restaurants (not fast food)
- Something!! anything
- Sporting goods
- Sporting, bait and misc
- Sports/hunting/fishing store
- We had them all once

**Q13 If yes (to Q12, “Do you support additional non-residential development in the Village?”), where should additional non-residential development be located?**

**‘Other’ responses**

- Hwy 78 (4x)
- Both (3x)
- Hwy 78 or KP (2x)
- KP (2x)
- Anywhere except Hwy 14, Downtown would be best if possible.
- Business park
- Could have been in Ripp and 78 developments
- Hwy 78 and Hwy F
- Instead of housing development along 78
- Need industrial area
- No box stores! no TIFs
- North of Hwy 14
- Northeast of village for commercial development
- On edges of town
- Remove Black Earth Motors and build a mini-mall
- Replace existing non-functional structures
- Should develop business park
- Small industrial park
- Where there is available land
- Wherever it would work industry especially
- Wherever it fits in the village
- Wherever it works

**Q17 What is the best way to get commuters to Madison and back from the outlying parts of Dane County?**

**‘Other’ responses**

- Anything that gives off the least amount of pollution and/or is the least expensive to travel by.
- Better road maintenance
- Bike path
- Bike route designated on certain roads
- Can’t choose only one
- Get the trains on track!!!
- Own transportation
- Private vehicle
- Works well now

**Q18 If you could change one thing about the Village of Black Earth, what would it be? 258 Total Responses**

**Business Development (61 responses)**

- Grocery store (3x)
- A good grocery store
- A good grocery store with pharmacy for the elderly!
- A nice grocery store to go to instead of traveling to the next town to buy groceries
- Add a fast food restaurant like Subway or Milio's
- Add a grocery store similar to Jennifer St. Market within village so residents could walk
- Add a pharmacy
- Add more businesses
- Add more diverse business
- Adding a fast food restaurant
- Additional entertainment (restaurants, movies, up-scale bars)
- Bring back the hardware store.
- Bring in some better businesses - grocery store, fast food



- Business added to community with extended hours
- Businesses and residents are leaving because the village is not conducive to everyday life functions. I have watched "small town" politics and thinking destroy this village. Housing expansion was a little too late - now there is nothing to offer. I will be moving in 1.5 years
- Businesses in downtown Black Earth - coffee shop, bakery, pizza place, grocery store, pharmacy, economic development
- Develop a business/industrial park
- Get a decent grocery store and cafe.
- Get a new and better grocery
- Get businesses into town to help pay taxes
- Get good clothing (basic) and grocery stores. Bring back the Patrons Mercantile style store
- Get more businesses
- Get more businesses in town.
- Grocery store and fast food place to eat would be nice.
- Hardware and grocery store
- Have a better grocery store, NOT at a gas station.
- Have more business places
- Have more of the additional businesses in Black Earth
- I would change the fact that only locals can obtain business here. I would like to see more business opens on Hwy 14 and 78 coming into or leaving the Village
- I would change the mind set of this town being a bedroom community by bringing in more non residential businesses
- Increased businesses
- It would be very nice to have a grocery store. The mercantile grocery store that was in operation approximately 15 years ago offered a little bit of everything.
- It would have a pharmacy
- Lack of local, competitive business besides the low quality coop
- More "eco-friendly" businesses in the area to increase public attention to the area
- More amenities such as grocery store and variety
- More business friendly
- More business to increase money staying local and increase tax base. I can't afford to retire in this village.
- More business would be good
- More businesses
- More convenience stores, etc. Grocery store, fast food places, theater, hardware/dime store
- More major retail business (especially food, restaurants, specialty stores) while retaining rural image and character
- More retail, especially a grocery store
- More stores
- Move Black Earth Meats out of town. No need to hear animals dying and see entrails falling out of trucks.
- Need retail (besides shoes)
- Needs more business - Black Earth is becoming a sleeper community. We desperately need something for the young teens to do.
- Needs more businesses to serve the people, more restaurants or fast food places. Need a "Papa Murphy's"
- Purchase old co-op building; develop to indoor mini-mall, rent out to multiple businesses.
- Put together a plan to attract business to downtown (small business).
- Quality and affordable food/veggies
- Quality take-out restaurants. No "Taco Express"
- Restaurants
- The lack of amenities. Grocery store, nice library, Walgreens.
- There is little reason for people to come to Black Earth, other than the Shoe Box. It would be nice to see some businesses downtown that would draw people to our community.
- Try to get more business into the area.
- We also need to be inviting to businesses that will better our quality of life, even if that means subsidizing them.
- We have no businesses or anything that would attract people here. We need to get some of the business here. People here even go elsewhere for groceries. No wonder school enrollment is down. There is nothing here. We need businesses in town that people will use and attract people to want to live here.
- We need more small businesses

### **Utilities (54 responses)**

- Lower sewer rates (7x)
- Lower sewer bill (2x)
- Lower water and sewer rates (2x)
- Utility costs (2x)
- Sewer rates.
- Cost of sewer and water
- Cost of utilities - Cross Plain residents pay half of what we do.
- Cost of utilities (water and sewer)
- Cost of water and sewer
- Expensive water
- Find a way to lower utility rates
- Find out how to lower utilities rates
- Fix all water and sewer lines. Too much waste.
- High cost of sewers
- High cost of taxes, sewer, and water. Electric cost
- High cost of water/sewer utilities
- Lower charges for sewer usage.
- Lower cost of utilities like water and sewer
- Lower electrical, water and sewage charges
- Lower sewage fee.
- Lower sewer and water rates. They are extremely high!
- Lower taxes and sewer charges
- Lower taxes and utilities!
- Lower the ridiculously high utility rates
- Lower the water and sewer rates and utilities. They are way too high
- Lower utility bills.
- Lower water, sewer and electric rates
- Make water affordable.
- Price of sewer system is way too high.
- Reduce water and sewer rates!
- Sewer and water rates!
- Sewer rates are exceedingly high. There should be a way to separate water and sewer charges (i.e. filling a pool should not be charged for use of sewer service)
- Sewer system - it is outrageously expensive and is a big deterrent in getting people to move to Black Earth
- Significantly reduce sewer charges - try \$5 a month
- The sewer rates are overly high
- The tax rates/utility charges are so high - without offering anything in return.
- The utilities are costing way too much
- The utilities are so high that we may have to consider moving.
- Town sewer and water bills
- Water and sewer meters
- Water and sewer prices.
- Water and sewer rates are 4-6 times higher than compared to Madison suburbs. What can be done to lower rates?  
Perhaps developer-owned lots that have water and sewer laterals to the lots should be taxed as improved properties.
- Water and sewer rates for this village are absurd
- Water/sewer expenses are high
- Water/sewer too high

### **Village Politics (18 responses)**

- Board meetings scheduled on a consistent basis.
- Board members are xxxxx and conservative.
- Friendly people in municipal office
- Get a decent Village President
- Get all new board

- Hire a village administrator. Possibly share this position with Mazomanie. The village mayor should be elected! NOT appointed.
- Lack of resident involvement in participation of being part of the village board as a trustee.
- Leadership should be more open to what the residents want and NOT to what 2 or 3 of their friends say!
- Office staff who are kind and remember we are the customers.
- ORGANIZATION! There doesn't seem to be much thought put into any decisions as far as long term.
- Pay less attention to the squeaky wheels - cooperate with volunteers and elected officials with ideas on improvements that affect the majority
- Politics/village board
- Surprise: Black Earth has had a medical clinic which I've used for at least 25 years. Where has xxxxxxxx been???
- The xxxxxxxx of its administration and xxxxxxxx demonstrated upon employees.
- The people running the village
- The Village board
- Village board members
- You get an answering machine when you try to call the village and telephone companies (not very people friendly)

### **Recreational Opportunities (17 responses)**

- Add a dog park with fencing. Around water tower? Has a lot of fence add on to enclose with some woods and open area too.
- Bike path to Cross Plains and Mazomanie
- Create walking trails in bluffs and along stream.
- Development of a comprehensive center housing facility for senior citizens, youth and community activities and media center (possibly housed at present grade school)
- Fix basketball hoops at grade school (they were bent and twisted when I went there and still are) 20 years!
- Get more for kids to do
- Have something for teenage kids to do to stay away from drugs and crime!
- Make village more kid friendly. Nothing for them to do to stay out of trouble.
- More activities organized by Park and Recreation for kids to get involved, our children in Black Earth are bored!!!
- More for the kids to do.
- Need a swimming pool
- Park and recreation budget
- Really like living in Black Earth, I just wish there were some activities for kids/teens within the village (besides baseball/softball in the summer) Movie theater? Youth center for socializing?
- Recreational options for families
- That the DNR controls fishing in Black Earth Creek, that make it difficult for our youth to grab a pole and just go fishing. I believe kids under 16 should have no restrictions.
- There is \$0 spent on recreation for the kids.
- Work toward making the creeks part of the park system open to public enjoyment

### **Growth and Development (15 responses)**

- Get more growth to lower school tax and sewer and water costs
- Have more amenities within the village
- I would have promoted more development in the 1990s as opposed to staying status quo like we did.
- Make it easier for Villagers to understand zoning and land use
- More development - both residential and business.
- More development and growth
- More economic development so that we aren't always running into Cross Plains or Madison
- No more developments.
- Not allow more building along US 14. Construct an access road for what is there.
- Open more land for development North of Hwy 14 near County F
- Save historical buildings and keep rural atmosphere.
- Stop building more houses that will sit empty
- We keep adding new homes that no one is buying. There is nothing to come to Black Earth for.
- We need some development for the village to draw people here.
- Zoning help available.

### **School System (13 responses)**

- A better school system
- Better school system (athletics). Improve ball field into little league style. Get boards or a liner to hold water for ice rink!
- Better schools!
- Better support from the schools for "special needs" children
- Combine school districts with Cross Plains
- I live 15 miles from Black Earth. I only work in Black Earth for now. I would not move to Black Earth because of the quality of schools!
- Lure people with schoolchildren - save our local schools.
- School district
- School/Village board
- The only way to improve school system is to allow growth. Get over the fact that we do not need 2 elementary schools when we share 1 high school. We should share 1 school system period. I know for a fact that people do not move to our community because of our school system/school board
- The school needs to be improved.
- The school system
- The school system needs attention. Seen as things are consistently being cut therefore families are moving out of Black Earth or enrolling in other districts. Black Earth could be an outstanding community if more focused on the future generations. After all, they will have the ultimate say if Black Earth as a community is worth staying in.

### **Streets and Sidewalks (12 responses)**

- All streets are rough. Blue Mound is the only "good" street in town.
- Curb and gutter
- Get a walk way done for new subdivision on Hwy 78 thru to Center St. I thought that was supposed to happen. Also, Park in Red Hawk Division that was ok'd too.
- I think there should be a street or sidewalk from Black Earth to the high school.
- I would like to see curb and gutter on the streets. It aesthetically enhances my property as well as the appearance of the neighborhood.
- Improve Hillcrest Drive road surface. It's terrible.
- Lack of sidewalks south of KP within village
- Need to pressure legislators for immediate expansion, and widening of Hwy 14, which has become an over-congested, fatal-accident-causing "death trap." It's now serious!
- Put a stop sign at Mill and Webb street
- Reroute highway 78
- The one way street, you have to travel three streets to find one going the other way
- We need more sidewalks so walkers don't compete with cars when walking around town

### **Taxes (11 responses)**

- Lower property taxes (4x)
- Lower taxes (2x)
- Lower property taxes
- Lower property taxes by consolidating elementary schools
- Making sure seniors can afford to stay in their homes - keep a lid on taxes.
- Maybe lower property taxes.
- Taxes are too high

### **Transportation (5 responses)**

- Better transportation for the elderly
- Easier commute (better alternatives to driving) to Madison
- Hwy 14- 4 lanes to Madison
- The traffic on Hwy 14 is wretched. I'd like to see a second transportation route to West Dane County whether that is rail or going 4-6 lanes on 14.
- To have rail service to Madison

**Nothing (5 responses)**

- Am satisfied with the way things are.
- No changes
- None
- Not sure at this time.
- Wouldn't change a thing

**Downtown (4 responses)**

- An expanded and diversified business district downtown
- More retail on main
- Revitalize the downtown with shops. There are many people that come to Black Earth to visit the Shoe Box, but when they are done shopping, they leave. We need to give them a reason to come into town and support our businesses.
- The development would have been in keeping with the history and type of community that Black Earth is, i.e. Downtown buildings to match existing/original buildings. New developments placed on a traditional street grid etc.

**Environmental (4 responses)**

- Change flood plain maps
- Fix the flooding of the creek with embankments and water retention ponds.
- Get the houses out of the floodplain
- That the village not be in a floodplain

**Miscellaneous (39 responses)**

- Aesthetics are poor, especially with regards to residential upkeep.
- Automate your services so bills could be paid online.
- Better garbage pick-up they leave a lot of trash behind.
- Brush pick-up every other week or twice a month
- Elimination of the police force within the Village of Black Earth, but then the creation of a single police force serving Mazomanie, Black Earth and Cross Plains area.
- xxxxxxx (elected official's name)
- Enforce the leash law
- Free enterprise work without co-ops
- Friendlier attitude towards people not born in Black Earth in spite of long-term residency and commitment to community
- Get better company for garbage pickup.
- Get more people involved
- Get new entrance signs. ATTRACT! ATTRACT! ATTRACT! Maybe light pole banners for every season.
- Get rid of the feed plant
- Have an ordinance that people cannot have cars for sale, or abandoned cars or cars on the lawns. All yards should be maintained, no toys left out overnight, landlords should maintain rental properties.
- Have more employment for people who live here.
- Hold alcoholic anonymous meetings
- I would like to see more of the arts here
- Improve the power for electricity. The electricity goes out for a short or long period of time for homes and street lights.
- It is a community scared to make changes and allow new ideas
- Just make a better town - we don't have anything
- Keep kids to stop driving with loud radios
- Less overtime for public works (use time wisely). Vanguara Electric employees should live within twenty minutes of Village. Need a director of public works who is qualified for the job.
- Local police. No more deputy sheriff.
- Lower the housing prices, for the things we have to offer for recreation our prices are too high.
- More affordable housing.
- More control of barking dogs
- More jobs for younger children 14-18
- New houses are not selling because there is nothing to offer but high bills.
- Saturday post office hours
- Senior citizens complex

- Stop the train whistle
- That everyday remember why we live in a small community and to put the children in this area ahead of many other "non-important" things
- The lady with the permanent tan at the office needs to work elsewhere. She does not belong on my pay roll.
- The pig manure smell is very offensive and recurs A LOT! It makes it unpleasant to walk or be outside on our porch.
- There are several single family homes in the Village who have large amount of stuff/junk in their yards. I'm not familiar with Village ordinances about the stuff. I wish they were enforced.
- To have a more open, progressive attitude.
- To rid the village of the stench of pig manure.
- We definitely need more parking space
- We need to find a way to create more community interest and to get people involved. Maybe by holding events or having more adversity (like a monthly newsletter) that can help inform the community as a whole about what's happening at the school.

## **Q19 Other comments about land use and comprehensive planning in the Village: 108 Total Responses**

### **Growth and Development (16 responses)**

- Black Earth is given too high a priority when making zoning decisions
- Except for the expensive new houses there is NONE
- I strongly agree with the statement for aesthetics and design for non-residential development in Question 14.
- I would encourage comprehensive planning and discourage TIF districts. There is little evidence that TIF's are beneficial in the long run and much that TIF's are determined.
- It's a shame to see all the surrounding land being sold for housing. I prefer the quiet and country settings
- Keep housing volume low and upscale for increased values
- Limit industrial developments, aim for residential demographic.
- Limit sprawling development.
- Need to moderate/starter homes out here. 60-8000 lots and 250,000 houses on them is not the answer. We need \$40-50000 lots with \$150000 80000 selling prices on 12 and 400 sq feet homes so young families move to Black Earth.
- No more developments should have done one at a time.
- Rezone some areas in middle of residential now zoned as business or commercial
- Slow and easy growth is good, but retarded growth is as good as death.
- Try to sell lots we already have before planning new developments
- We have 2 new development areas to fill; we sure don't need any more empty lots and streets to maintain. Street lights and snow removal on streets where no one lives
- We have enough residential expansion for the next 10 years. No more.
- We need to stop housing expansion for now.

### **Recreation (15 responses)**

- A city/village pool would be great/soccer/baseball
- Add a dog park!!
- Develop a multiuse trail between Mazomanie, Black Earth and Cross Plains
- I'd like to see fences in Dog Park. I'd like to see Black Earth become a tourist attraction for its natural beauty (hiking, biking trails, etc)
- Keep our parks looking good and welcoming people to use them. People driving through town appreciate a park to stop and rest, eat and good restrooms.
- More parks and recreational facilities
- Not much for kids besides the parks. Pool?
- Plan all park activities other than cook outs near the easy end of town at the other park where parking and noise levels do not matter
- Preserve snowmobile trail access.
- Recreation for teenagers(outdoors)
- The parks in Black Earth are wonderful
- This village needs a dog park so people don't walk unleashed dogs on sidewalks
- Very important for park in Red Hawk division Heffron has the equipment.
- We could use a golf course or a pool
- Would like a swimming pool.

### **Businesses (14 responses)**

- Attract more businesses
- Bring a fast-food chain to Village!!
- Commercial growth is a must. A full service grocer is needed now! Put a plan together and start looking for someone to come in to open.
- Development of a commercial business area along Hwy 14. Sirman property
- Encourage more business and residential growth.
- Encourage more businesses in Black Earth so we can shop locally.
- Grocery store
- Housing and people will move here if there are places of employment and places to shop!
- Let private industry invest in the Village, without incentives paid for by taxpayers
- Need more business and food locations
- No large industrial plants
- Stop keeping businesses from moving in.
- We should focus on creating a stronger community. By having a grocery store for example, would help many who can't travel far or who can't drive. We also need to start protecting the land. By building and expanding too far we ruin the beauty and uniqueness of our community. One reason I don't live in a large city or town is because it looks and feels too clustered. If we could keep new construction down to a minimum and restore what we have left, I think this town's unique look can remain intact.
- Why should we leave Black Earth to buy cheaper groceries, food services, swimming, hardware supplies, etc?

### **Preserve Land (9 responses)**

- Don't use up all the farmland. Keep the community rural.
- Keep some trees around when adding new subdivisions
- Keep the farm lands so we don't become a concrete jungle like is happening
- Keep the natural beauty of area intact. Like the small town atmosphere.
- Keep the village small.
- No more using farm land
- Preserve farm land
- Save as much farmland as we can. That is what feeds this country.
- Would like to see it remain as is, no major growth (population, buildings)

### **Utilities (9 responses)**

- A co-worker was asking me about lots in Black Earth. When I told her what average water and sewer costs and taxes were she said it was cheaper for her to buy a home in Middleton.
- Also need to control storm sewer run off so it doesn't pool in peoples' yards
- Electric service. Why does Black Earth not offer rebates for solar/wind energy/not offer green energy alternative?
- High utilities
- I am concerned about the high cost of property taxes and sewer/water charges
- Need to move utilities off the street to back of property lines
- Reduce sewer costs
- Storm sewer water dumped into holding ponds
- The sewer is a little too much.

### **Attracting New Residents (6 responses)**

- If we want to attract homeowners, we had better be more than just a bedroom community. We need an active downtown and jobs closer to home.
- Keeping a steady, but slow growth for our school system, to bring in more residents and tax money.
- Mazomanie, Cross Plains, Mt. Horeb even Arena are expanding - we need larger tax base to support our schools
- More extensive studies have to be done on residential development. We need businesses here first that people will use so they will want to come here and live. We have the 2 new developments with hardly any building and what's for sale isn't selling. The people of the community are paying for the services, water, and sewer, snow removal act of those new developments that no one is building or moving into.
- The village must do something to make Black Earth a place where people want to come to. This will require giving them things they need on a daily basis so they spend their money in the village rather than having to go to surrounding villages or Madison.
- We need to get young families to build/buy homes in Black Earth to help with declining enrollment in school district.

### **Transportation (6 responses)**

- Bicyclists - enforce traffic rules on cyclists
- I am not happy about the new policy for the removal and replacement on the village street right of way. The Village either needs to provide the services through tax dollars to upkeep the right of way and enhance its appearance, or allow the homeowner to do so.
- I think they should complete the street Blue Mounds to go the full length across the tracks all the way to the fire station.
- It would be nice to have more businesses but we also have to watch the traffic flow, Hwy 14 is pretty congested already.
- No more highway construction - very ugly!!
- Please no Madison metro bus or train in Black Earth. Black Earth land use should be controlled by the Village not by Dane County.

### **Buildings (5 responses)**

- Get downtown buildings used
- I would like to see village help landowners obtain repairs at reasonable cost (low rate loans, less gossip more actions for owners, etc)
- The need for removal of old, run-down abandoned structures - or a program developed to assist home owners with upgrades
- Their building not in use. Fix them up for something.
- Utilize existing buildings

### **Schools (4 responses)**

- Anything we do must be inexpensive as the school should be our primary use of additional resources
- Give the school district, I don't believe we should expect people to move here
- Keep the grade school in Black Earth.
- Save our school! We NEED more families!

### **Environmental (3 responses)**

- "Green" planning for the future developments, personal or private
- A comprehensive plan for better control of flood waters from the Black Earth Creek
- Flooding

### **Nothing (2 responses)**

- None (2x)

### **Miscellaneous (19 responses)**

- Because of the lack of parking area, I think expansion should be along Hwy 14
- Black Earth needs to lobby and fight for increased Urban Service Area, and to counteract CARP
- Dislike the "pole barn" look; metal sheds are not friendly looking.
- Don't be intimidated by Dane County
- Don't let car dealerships leave and take tax money elsewhere.
- Don't over regulate. Supply and demand still works without government.
- Don't price lots as if we are in Madison.
- Give us a reason to spend our \$ in Black Earth, not in Madison. Use forward thinking as is currently being done in Mazomanie.
- Keep an open mind!
- Need to address amenities for booming senior citizens populous.
- Need to beautify street side terraces.
- Ques. 4 is strangely worded. Putting library in with other maintenance priorities is not giving the library a fair shake.
- Stop sending out surveys if you're not going to do something. 2nd survey in less than a year.
- The county of Dane or Madison should have less control over the area
- The village's small, rural, distinct atmosphere should be maintained at every opportunity. Growth only adds costs, and expensive government.
- There should be fines for barking dogs
- This survey was too long.
- Tight CARPC
- Use common sense when making decisions



**Q22 Employment Status**  
**'Other' responses**

- Disabled (2x)
- Home-maker (2x)
- Full time seasonal

**Q23 Residential Status**  
**'Other' responses**

- Business owner
- Buying soon
- Commercial property
- Moved

## Appendix C: Quantitative Summary of Responses by Question

### VILLAGE OF BLACK EARTH PLANNING PUBLIC OPINION SURVEY

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

Please fill the circle: Like this: ● Not like this: (✓) (X) (∅)

#### QUALITY OF LIFE

1. From the following list, mark the **THREE** most important reasons you and your family choose to live in the Village of Black Earth? (● mark top three only)

|     |                                     |     |   |
|-----|-------------------------------------|-----|---|
| 31% | a. Affordable housing               | 26% | i. Natural beauty of area               |
| 12% | b. Appearance of home               | 49% | j. Near family & friends                |
| 26% | c. Close to employment              | 8%  | k. Property tax level                   |
| 3%  | d. Close to lake/pond/stream        | 6%  | l. Quality of school district           |
| 42% | e. Close to Madison                 | 1%  | m. Recreational trails                  |
| 3%  | f. Close to recreational activities | 36% | n. Rural atmosphere                     |
| 3%  | g. Community services               | 8%  | o. Other, specify <b>See Appendix B</b> |
| 34% | h. Low crime rate                   |     |   |

|  |                  |             |                |             |                  |
|--|------------------|-------------|----------------|-------------|------------------|
| 2. How would you rate the overall quality of life in the Village of Black Earth? | <b>Excellent</b> | <b>Good</b> | <b>Average</b> | <b>Poor</b> | <b>Very Poor</b> |
|  | 13%              | 50%         | 32%            | 5%          | 0%               |

#### COMMUNITY FACILITIES AND SERVICES

|  |                  |             |             |             |                   |
|--|------------------|-------------|-------------|-------------|-------------------|
| 3. Rate the quality of the following local services: | <b>Excellent</b> | <b>Good</b> | <b>Fair</b> | <b>Poor</b> | <b>No Opinion</b> |
| a. Building Inspection and Permits                   | 6%               | 35%         | 21%         | 5%          | 33%               |
| b. Electric service                                  | 18%              | 56%         | 18%         | 3%          | 4%                |
| c. Emergency Medical Services                        | 33%              | 44%         | 8%          | 2%          | 14%               |
| d. Fire Protection                                   | 41%              | 40%         | 5%          | 0%          | 14%               |
| e. Library Service                                   | 32%              | 45%         | 12%         | 1%          | 10%               |
| f. Parks & Recreation Service                        | 17%              | 48%         | 20%         | 6%          | 8%                |
| g. Police Protection                                 | 28%              | 53%         | 13%         | 2%          | 3%                |
| h. Recycling   | 24%              | 58%         | 13%         | 4%          | 1%                |
| i. Road Repairs and Maintenance                      | 11%              | 46%         | 31%         | 11%         | 2%                |
| j. School System                                     | 4%               | 36%         | 28%         | 18%         | 14%               |
| k. Sewer Service                                     | 11%              | 47%         | 23%         | 15%         | 4%                |
| l. Snow Removal                                      | 29%              | 49%         | 19%         | 3%          | 0%                |
| m. Storm water management                            | 9%               | 43%         | 25%         | 8%          | 16%               |
| n. Trash Collection                                  | 27%              | 55%         | 15%         | 2%          | 1%                |
| o. Water Service                                     | 14%              | 58%         | 16%         | 9%          | 3%                |
| p. Zoning Administration                             | 3%               | 24%         | 22%         | 9%          | 43%               |

## **COMMUNITY FACILITIES AND SERVICES (cont.)**

4. From the following list, mark the **THREE** most important items for which to allocate Village tax dollars for preventative maintenance (● mark top three only)

|     |   |     |                                    |
|-----|---|-----|------------------------------------|
| 18% | a. Community “cleaning” (litter pickup, tree trimming, mowing, snow | 45% | d. Park maintenance                |
| 29% | b. Leaf pick-Up   | 82% | e. Sidewalk repair and maintenance |
| 32% | c. Library  | 82% | f. Street repair and maintenance   |

5. Should the Village reduce mowing on some Village-owned land, such as around municipal wells, as a means to reduce expenses?
- | Yes | No  | No Opinion |
|-----|-----|------------|
| 39% | 34% | 28%        |

6. How important is it for the Village to seek agreements with neighboring jurisdictions on future land use, public services, and annexations?
- | Very Important | Important | Unimportant | Very Unimportant | No Opinion |
|----------------|-----------|-------------|------------------|------------|
| 31%            | 49%       | 9%          | 2%               | 10%        |

7. In which of the following recreational activities do members of your household participate? (● mark all that apply)

|     |                         |     |                  |     |   |
|-----|-------------------------|-----|------------------|-----|---|
| 23% | a. Baseball             | 30% | e. Golf          | 11% | i. Snowmobiling                         |
| 22% | b. Basketball           | 34% | f. Picnicking    | 27% | j. Swimming                             |
| 37% | c. Biking               | 5%  | g. Skateboarding | 9%  | k. Tennis                               |
| 10% | d. Cross Country Skiing | 10% | h. Soccer        | 75% | l. Walking                              |
|     |                         |     |                  | 21% | m. Other, specify <b>See Appendix B</b> |

8. How strongly do you agree or disagree with the following statement?

| The Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County. | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|---|----------------|-------|----------|-------------------|------------|
|   | 25%            | 40%   | 10%      | 6%                | 19%        |

## **NATURAL RESOURCES**

9. How important is it for local planning and zoning to address the following:
- |   | Very Important | Important | Unimportant | Very Unimportant | No Opinion |
|---|----------------|-----------|-------------|------------------|------------|
| a. Remove existing structures from within the floodplain of Black Earth Creek | 13%            | 26%       | 28%         | 10%              | 22%        |
| b. Protect groundwater quality  | 61%            | 34%       | 2%          | 0%               | 3%         |
| c. Protect surface water quality  | 48%            | 46%       | 3%          | 0%               | 3%         |
| d. Enhance Black Earth Creek as a recreational amenity                        | 23%            | 43%       | 17%         | 4%               | 13%        |

## **HOUSING**

10. More of the following types of housing are needed in the Village of Black Earth:
- |                                       | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
|---------------------------------------|----------------|-------|----------|-------------------|------------|
| a. Single Family Housing              | 25%            | 42%   | 12%      | 4%                | 17%        |
| b. Duplexes and Townhomes (2 units)   | 10%            | 39%   | 23%      | 11%               | 17%        |
| c. Apartments (3 or more units)       | 7%             | 27%   | 35%      | 16%               | 16%        |
| d. Senior condominiums and apartments | 23%            | 42%   | 14%      | 5%                | 16%        |
| e. Assisted living facilities         | 20%            | 44%   | 17%      | 3%                | 17%        |
| f. Nursing homes                      | 6%             | 23%   | 39%      | 9%                | 24%        |
| g. Affordable housing                 | 35%            | 28%   | 16%      | 12%               | 10%        |

## **ECONOMIC DEVELOPMENT**

11. From the following list, mark the types of additional businesses you would USE in Black Earth.  
(● mark all that apply)

|     |  |     |   |
|-----|--|-----|---|
| 47% | a. Bakery                                  | 17% | f. Medical clinic                       |
| 62% | b. Building material supply/Hardware store | 39% | g. Pharmacy                             |
| 16% | c. Clothing store                          | 22% | h. Specialty coffee shop                |
| 52% | d. Fast Food Restaurant                    | 18% | i. Specialty retail shops               |
| 80% | e. Grocery Store                           | 11% | j. Other, specify <b>See Appendix B</b> |

12. Do you support additional non-residential development in the Village?
- |                       |                      |
|-----------------------|----------------------|
| <b>Yes (Go to 13)</b> | <b>No (Go to 14)</b> |
| 83%                   | 17%                  |

13. If yes, where should additional non-residential development be located? (● mark all that apply)

|     |   |
|-----|---|
| 59% | a. Downtown                             |
| 56% | b. Highway 14                           |
| 10% | c. Other, specify <b>See Appendix B</b> |

14. Should new non-residential development be regulated by aesthetics and design standards established by the Village?
- |            |           |                   |
|------------|-----------|-------------------|
| <b>Yes</b> | <b>No</b> | <b>No Opinion</b> |
| 59%        | 17%       | 23%               |

## **TRANSPORTATION**

15. How would you rate the condition of streets in the Village of Black Earth?
- |                          |                     |                       |                            |                   |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------|
| <b>Very Satisfactory</b> | <b>Satisfactory</b> | <b>Unsatisfactory</b> | <b>Very Unsatisfactory</b> | <b>No Opinion</b> |
| 15%                      | 68%                 | 13%                   | 2%                         | 2%                |

16. How many minutes, one-way, is it from your home to your primary work place?

|              |                |                |              |              |            |
|--------------|----------------|----------------|--------------|--------------|------------|
| <b>0 - 9</b> | <b>10 - 14</b> | <b>15 - 19</b> | <b>20-29</b> | <b>30-44</b> | <b>45+</b> |
| 24%          | 5%             | 14%            | 29%          | 24%          | 4%         |

17. What is the best way to get commuters to Madison and back from the outlying parts of Dane County?  
(● mark one only)

|     |   |
|-----|---|
| 27% | a. Develop commuter or light rail transit on existing tracks or abandoned rail right-of-way |
| 9%  | b. Extension of Madison Metro bus lines   |
| 32% | c. Expansion of the highway system  |
| 29% | d. Car/van pool   |
| 4%  | e. Other, specify <b>See Appendix B</b>   |

18. If you could change one thing about the Village of Black Earth, what would it be? **See Appendix B**

19. Other comments about land use and comprehensive planning in the Village: **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.

|             |             |               |          |              |              |              |              |              |            |
|-------------|-------------|---------------|----------|--------------|--------------|--------------|--------------|--------------|------------|
| 20. Gender: | <b>Male</b> | <b>Female</b> | 21. Age: | <b>18–24</b> | <b>25–34</b> | <b>35–44</b> | <b>45–54</b> | <b>55–64</b> | <b>65+</b> |
|             | 47%         | 53%           |          | 2%           | 15%          | 19%          | 22%          | 19%          | 24%        |

|                       |                           |                           |                   |                      |                |                              |
|-----------------------|---------------------------|---------------------------|-------------------|----------------------|----------------|------------------------------|
| 22. Employment Status | <b>Employed full-time</b> | <b>Employed part-time</b> | <b>Unemployed</b> | <b>Self employed</b> | <b>Retired</b> | <b>Other: See Appendix B</b> |
|                       | 59%                       | 7%                        | 2%                | 7%                   | 24%            | 2%                           |

23. Which of the following best describes your residential status in Village of Black Earth?

|                           |               |                               |                       |                       |
|---------------------------|---------------|-------------------------------|-----------------------|-----------------------|
| <b>Resident Landowner</b> | <b>Renter</b> | <b>Non-Resident Landowner</b> | <b>Other, specify</b> | <b>See Appendix B</b> |
| 85%                       | 10%           | 4%                            | 1%                    |                       |

|  |          |          |          |          |          |           |
|--|----------|----------|----------|----------|----------|-----------|
| 24. Number of adults (over 18) in household: | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6+</b> |
|  | 27%      | 62%      | 8%       | 1%       | 0%       | 0%        |

|   |     |     |     |    |    |    |
|---|-----|-----|-----|----|----|----|
| 25. Number of children (under 18) in household: | 44% | 39% | 12% | 2% | 2% | 1% |
|---|-----|-----|-----|----|----|----|

26. If you are a Village resident, how long have you lived in Black Earth?

|                         |                     |                       |                        |                        |                         |                      |
|-------------------------|---------------------|-----------------------|------------------------|------------------------|-------------------------|----------------------|
| <b>Less than 1 year</b> | <b>1 to 5 years</b> | <b>5.1 – 10 years</b> | <b>10.1 – 15 years</b> | <b>15.1 – 20 years</b> | <b>20.1 to 30 years</b> | <b>Over 30 Years</b> |
| 4%                      | 17%                 | 12%                   | 9%                     | 10%                    | 15%                     | 32%                  |

|                             |                           |                          |                          |                          |                          |                          |
|-----------------------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 27. Household Income range: | <b>Less than \$15,000</b> | <b>\$15,001 - 24,999</b> | <b>\$25,000 – 49,999</b> | <b>\$50,000 – 74,999</b> | <b>\$75,000 – 99,999</b> | <b>\$100,000 or more</b> |
|                             | 5%                        | 10%                      | 25%                      | 31%                      | 19%                      | 10%                      |

**Thanks for completing the survey!**

**Please return your survey by: xxxxxxxx, 2008**

Please return the completed survey in the postage-paid envelope provided to:

Survey Research Center  
124 Regional Development Institute  
University of Wisconsin - River Falls  
410 S. 3rd St.  
River Falls, WI 54022-9989

