



# City of Delafield Comprehensive Planning Public Opinion Survey: Survey Report

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## Executive Summary

In October 2006, the Survey Research Center at the University of Wisconsin – River Falls mailed questionnaires to a random sample of 1,065 households in the City of Delafield as part of a county-wide project that included 27 local governments (towns, villages, cities) and Waukesha County. A total of 326 completed questionnaires were returned for an overall 31 percent response rate. Based on 2000 census adult population data for the City of Delafield (4,749), the estimates provided in this report are expected to be accurate to within plus or minus 5.2 percent with 95 percent confidence.

Key findings of the study include:

- The demographic profile (age, income, education, etc.) of the sample from the City of Delafield matched the Census profile reasonably well, but there were substantially more people with at least a 2-year college degree and higher income groups in the sample than would have been expected.
- The top 5 reasons City of Delafield residents have chosen to live in Waukesha County (the natural environment, rural atmosphere, crime/safety, quality of schools, and property taxes) were the same as those given by County residents overall. However, City of Delafield residents value the natural environment and rural atmosphere more highly, while crime and safety were more important to County residents as a whole.
- With respect to these key motivators for living in Waukesha County: **most** City of Delafield residents were satisfied with efforts to deal with crime and safety issues and quality of schools; **solid majorities** were satisfied with the natural environment; **a narrow majority** was satisfied with efforts to maintain the rural atmosphere; and **relatively few** were satisfied with property taxes.
- Respondents, when evaluating changes in the quality of life in the City of Delafield, cited the amount of development as well as road and traffic conditions as causing declines in their quality of life but the availability of shopping and community events as having improved it over the past 5-10 years.
- A solid majority of City of Delafield residents (68 percent) rated the overall quality of the environment in the County as good or excellent (compared to only 7 percent rating it poor or very poor). Most are satisfied with the park system in the County and with air quality. The largest environmental concerns focus on preservation of farm land and forested land.
- Concern among citizens in the City of Delafield regarding the quality and quantity of surface and ground water was apparent in several places in the report: they identified **surface water as the most important natural resource and groundwater as the second most important** natural resource; more than one-quarter voiced **dissatisfaction with current groundwater protection** efforts; and a substantial proportion said that **reducing water use** in the home is important to them.
- Similarly, City of Delafield citizens voiced concern about the pace of development in a number of ways in this report: a decline in the **quality of life** was associated with the amount of development and the condition of roads and traffic; a willingness to consider **public purchase of development rights** on selected parcels of land, a **preference for more compact housing development** designs, more than half (58 percent) said that the

16 percent per decade **growth experienced in the County was too much**, and concern about **preserving open or green space**

- With respect to housing development in the County, the only types for which a majority of the City of Delafield respondents felt additional units were needed were housing for the elderly and the disabled. Many city residents (44%) said Waukesha County needs more affordable housing.
- There was very strong support (85%) among City of Delafield residents for the proposition that homeowners should be able to make major modifications to their homes to meet the needs of elderly or disabled relatives.
- By more than 3 to 1 margins, City of Delafield residents preferred conservation designs over more traditional layouts for residential developments
- Over two-thirds of residents of the City of Delafield rejected the idea that landowners should be able to do whatever they want to with their property.
- The most important Countywide growth issue, according to City of Delafield respondents, was tax rates. This issue was followed closely by preserving green space. Residents reported relatively low rates of satisfaction with the way the County has dealt with these two issues. Sixty percent are dissatisfied with taxes and 47 percent are dissatisfied with green space preservation.
- With respect to transportation, City of Delafield residents agreed that the road network meets current needs and that maintenance of the system is adequate, but they were unsure about the network's ability to meet future needs. Relatively narrow majorities recognized a need for additional biking/walking lanes/trails (57%) and a link between I-43 and I-94 (51 percent favorable). On the other hand, 57 percent opposed a new link between US41/45 and I-94.
- Few City of Delafield residents (3%) reported using public transportation; opinions were mixed among the users as to the adequacy and quality of the public transportation options available in the County.
- In terms of the types of economic development that City of Delafield citizens said they would like to see encouraged in the County, the clear favorite was "emerging technology.." Only 31 percent said they were satisfied with current efforts to build a high tech sector; half of the respondents (50%) were neutral on this question.
- Residents of the City of Delafield were also strongly in favor (86%) of efforts to promote business retention in the County
- With two notable exceptions, there was little dissatisfaction with public services in the City of Delafield. Specifically, somewhat large proportions of Delafield respondents indicated that the quality of planning and zoning (31%) and the public library (25%) were "Poor" or "Very Poor."
- With respect to sharing public services with neighboring jurisdictions; only libraries (60%) and recycling programs (52%) were seen by a majority of the City of Delafield respondents as candidates for shared operations.

Two major themes ran through the survey results from the City of Delafield:

1. **As was true for the overall Waukesha County data, growth and change dominated public concerns about the future of the City of Delafield.** City of Delafield residents manifested concerns about growth in ways very similar to the County as a whole:

- The negative impact of development and roads/traffic conditions on local quality of life
- Concern about the loss of farm and forest land and the impact of these changes on green and open space in the County
- Preferences for more compact development
- Concern about the future adequacy of the County's road network
- Concerns about current housing affordability in the County

Most respondents disagreed that property owners have unlimited rights and seemed open to the public policy options for coping with growth and development about which they were asked in this survey. They were strongly supportive of having local jurisdictions buy development rights on selected properties to ensure they would not be developed, as well as expanding the use of cluster design in new housing subdivisions to preserve more open space. Finally, they also recognized their own responsibilities, to a certain extent, by agreeing that they need to reduce water use in their own homes.

2. **Tax rates were perceived as too high.** This theme, we are sure, will come as no surprise to elected officials in the City. Property taxes were mentioned by more than half of all respondents from the City of Delafield as a source of dissatisfaction with the quality of life in the County (Table 3). Tax rates, more generally, was the top-rated County-wide growth issue by nearly half of the City of Delafield respondents (Table 11), and 60 percent of respondents from the City of Delafield expressed dissatisfaction with the way taxes were being handled in the County (Chart 4).

There is, at least, a potential for a significant disconnect between these themes. At least some of the policies endorsed by respondents and summarized in point 1 above would require additional spending by the City and/or the County. For example, if the City or County government is to purchase the development rights from the owner of a parcel of land that the public wants preserved as open space, it is going to need money to make the purchase. In the absence of an increase in state or federal aid to local governments, this probably means some sort of increase in local taxes.

Finally, respondents chose the "Neutral" or "No Opinion" option in substantial numbers for many questions asked in the questionnaire. This suggests that opinions on a substantial number of topics have not been polarized or set in stone. This result, at a minimum, indicates a need for additional outreach and education efforts to better inform the public about land use and other public policies in the County

The SRC concludes that the information contained in this report provides an interesting and accurate summary of public opinion among City of Delafield residents regarding comprehensive planning issues in the fall of 2006.

## Survey Purpose

As part of their Comprehensive Planning process, in October 2006 Waukesha County and 27 individual governmental jurisdictions sought the input of County residents on land use issues via a mail-out survey. The City of Delafield was one of the 27 local governments that participated in the project. Jerry Braatz of UW-Extension and the Survey Research Center (SRC) at UW-River Falls assisted a local ad hoc Planning Committee with survey implementation. This report presents an analysis of the responses from the City of Delafield with a comparison to the responses from Waukesha County as a whole.

## Survey Methods

In October 2006, the SRC mailed questionnaires to a random sample of 1,065 households in the City of Delafield. The sample was drawn from the list of property owners in the City of Delafield. After two weeks, postcards were mailed to those who had not returned the questionnaire. A second questionnaire was sent to remaining non-respondents in mid-November. The Center received a total of 326 completed questionnaires from residents for a 31 percent response rate. Based on 2000 census adult population data for the City (4,749), the estimates provided in this report are expected to be accurate to within plus or minus 5.2 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 don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis (described in Appendix A), the Survey Research Center (SRC) concludes that non-response bias is not a concern for the City of Delafield sample.**

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

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

## Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the survey. Since Census estimates from 2005 are not available for the City of Delafield, the comparisons are based on the 2000 Census data.

<b>Table 1: Demographic Profile of City of Delafield and Waukesha County Respondents</b>								
	<b>Gender</b>							
	<b>Count</b>	<b>Male</b>	<b>Female</b>					
Delafield Sample	155	52%	48%					
Census	6,472	50%	50%					
County Sample	655	54%	46%					
<b>Age</b>								
	<b>Count</b>	<b>18 – 24<sup>1</sup></b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 – 54</b>	<b>55 - 64</b>	<b>65 – 74</b>	<b>75+</b>
Delafield Sample	321	0%	3%	20%	33%	26%	12%	6%
Census	4,749	5%	16%	25%	23%	14%	8%	7%
County Sample	1,276	0%	7%	22%	28%	24%	12%	7%
<sup>1</sup> Comparison Used for Age Group (18-24): Sample (18-24); Census (20-24).								
<b>Employment</b>								
	<b>Count</b>	<b>Employed</b>	<b>Un-employed</b>	<b>Retired</b>	<b>Home-maker</b>	<b>Other</b>		
Delafield Sample	321	64%	1%	22%	10%	3%		
Census <sup>2</sup>	5,036	72%	1%	27%				
County Sample	1279	67%	1%	23%	7%	2%		
<sup>2</sup> Census count includes all persons age 16 and over								
<b>Education Level</b>								
	<b>Count</b>	<b>Less High School</b>	<b>High School</b>	<b>Some Tech/ College</b>	<b>2-Yr Degree</b>	<b>Bachelors</b>	<b>Grad/ Prof</b>	
Delafield Sample	321	0%	7%	15%	11%	39%	28%	
Census	4,432	6%	26%	24%	8%	25%	12%	
County Sample	1,273	1%	13%	22%	13%	29%	21%	
<b>Years of Residence</b>								
	<b>Count</b>	<b>&lt; 1</b>	<b>1 – 5</b>	<b>5.1 - 10</b>	<b>10.1 - 15</b>	<b>15.1 -20</b>	<b>20.1 – 30</b>	<b>30+</b>
Delafield Sample	323	1%	8%	10%	16%	11%	19%	34%
County Sample	1,282	1%	11%	11%	12%	10%	20%	35%

Household Income								
	Count	<\$25,000	\$25 - \$34,999	\$35 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000+	
Delafield Sample	299	2%	5%	9%	17%	16%	50%	
Census	2,569	14%	9%	15%	23%	13%	26%	
County Sample	1,161	3%	7%	12%	23%	23%	32%	
Census Data drawn from 2000 US Census as reported in the American Fact Finder website ( <a href="http://factfinder.census.gov/">http://factfinder.census.gov/</a> )								

The City of Delafield sample was more highly educated and had a higher reported household income than expected based on the Census. This pattern was also true for the profile of the respondents from throughout Waukesha County.

## Quality of Life

City of Delafield respondents were asked to indicate the five most important reasons they chose Waukesha County for their residence. Their rankings are presented in Table 2, along with the rankings for Waukesha County as a whole. The natural environment and rural atmosphere were tied for the top ranking. Crime rate/safety was close behind in third place. Rounding out the top five were the quality of schools, followed by property taxes.

The overall rankings for Waukesha County respondents are also presented in Table 2. Crime and safety was, by a wide margin, the most important factor in their decisions to live in the County. There were five other factors that were closely clumped in terms of important reasons for living in the County: the quality of schools, the natural environment and open space, property taxes, the rural atmosphere, and housing choices. Thus, the top five factors were the same for the City of Delafield residents and Waukesha County respondents, but the order of ranking was slightly different, with the City of Delafield residents placing more importance on rural atmosphere and natural resources.

The pattern of responses in the County was slightly more diffuse than City of Delafield residents, who focused their responses on fewer factors, particularly natural environment and rural atmosphere. The more diffuse pattern of the County as a whole is understandable, since the residents of an area as large as Waukesha County are likely to have more widely varying preferences in making a choice where to live within the County as compared to the residents of a specific community such as the City of Delafield.



**Table 2: Most Important Reason for Living in Waukesha County, City of Delafield Responses**

<b>Factor</b>	<b>Most Important</b>	<b>2<sup>nd</sup> Most Imp.</b>	<b>3<sup>rd</sup> Most Imp.</b>	<b>4<sup>th</sup> Most Imp.</b>	<b>5<sup>th</sup> Most Imp.</b>	<b><u>Delafield</u> Total Top 5</b>	<b><u>County</u> Total Top 5</b>
Rural Atmosphere	19%	14%	11%	9%	7%	60%	40%
Natural Environment	17%	10%	16%	10%	9%	60%	43%
Crime Rate/Safety	7%	13%	14%	12%	11%	57%	58%
Quality of Schools	13%	14%	4%	8%	6%	45%	45%
Property Taxes	11%	8%	7%	5%	5%	36%	42%
Land Use/Zoning	5%	7%	5%	7%	7%	31%	17%
Parks and Recreation	1%	4%	6%	9%	10%	31%	25%
Housing Choices	6%	8%	5%	7%	5%	31%	38%
Surface Water Quality	6%	5%	5%	7%	7%	29%	13%
Cost of Living	6%	5%	4%	4%	6%	25%	29%
Proximity to Work	2%	3%	6%	2%	4%	17%	28%
Roads/Traffic	1%	1%	3%	5%	6%	16%	17%
Medical Care	1%	2%	4%	5%	4%	15%	25%
Emergency Services	0%	1%	4%	4%	4%	13%	18%
Drinking Water Quality	1%	2%	2%	2%	3%	10%	14%
Employment Opportunities	2%	1%	1%	1%	3%	9%	17%
Urban Atmosphere	0%	1%	1%	3%	0%	5%	8%
Water Supply	2%	1%	0%	0%	2%	5%	8%
Shopping Opportunities	0%	0%	1%	1%	1%	4%	11%
Recycling/Garbage Collection	0%	0%	1%	0%	0%	1%	5%

In addition to asking City of Delafield residents to rank the factors that were most influential in their choice of living in Waukesha County, they were also asked to rate their level of satisfaction with these factors. Table 3 presents a comparative summary of the City of Delafield responses and the County average. This summary is in the form of a ratio derived by dividing the percentage of “Satisfied” responses by the percentage of “Dissatisfied” responses for each factor. **Ratios over 1.00 indicate that more were satisfied than dissatisfied, while ratios less than 1.00 identify those factors with more dissatisfaction than satisfaction.** A dark bar separates those factors with ratios greater than 2.00, indicating that at least twice as many people were satisfied as dissatisfied. The rightmost column is the difference between the City of Delafield ratio and the County ratio; negative numbers indicate that the City of Delafield respondents were more dissatisfied with that factor than the County average. The top five factors respondents gave for living in the City of Delafield (from Table 2) are highlighted in bold text in Table 3.

As Table 3 indicates, City of Delafield residents were generally satisfied with the quality of life factors listed. Emergency services, quality of schools, crime rate/safety, recycling/garbage, medical care, and shopping opportunities had particularly large ratios. In addition City of Delafield residents were more satisfied with these factors than the County average. Since crime rate/safety and the quality of schools were among the most important factors that residents indicated as reasons to live in Waukesha County, it is encouraging to note these two factors had high satisfaction ratings.

<b>Table 3: Satisfaction to Dissatisfaction Ratios with Key Quality of Life Factors</b>			
<b>Factor</b>	<b>City of Delafield Ratio</b>	<b>County Ratio</b>	<b>Difference</b>
Emergency Services	51.80	28.03	23.77
<b>Quality of schools</b>	<b>27.78</b>	<b>7.99</b>	<b>19.79</b>
<b>Crime Rate</b>	<b>21.75</b>	<b>9.73</b>	<b>12.02</b>
Recycling/garbage collection	21.46	11.81	9.65
Medical Care	15.81	12.74	3.07
Shopping Opportunities	14.33	7.59	6.74
Housing Choices	7.00	7.67	-0.67
Proximity To Work	6.29	7.91	-1.63
Parks/Recreation	5.95	7.84	-1.89
Employment Opportunities	5.78	4.30	1.48
Water Supply	5.71	3.84	1.87
Water (Surface) Quality	3.54	3.25	0.29
Water (Drinking) Quality	3.17	1.95	1.22
<b>Natural Environment</b>	<b>3.03</b>	<b>3.06</b>	<b>-0.03</b>
Urban Atmosphere.	3.02	4.75	-1.72
<b>Rural Atmosphere</b>	<b>2.15</b>	<b>3.00</b>	<b>-0.85</b>
Roads/traffic	1.54	1.68	-0.14
Cost of Living	1.10	1.25	-0.15
Land Use Planning/zoning	0.55	0.77	-0.22
<b>Property Taxes</b>	<b>0.26</b>	<b>0.38</b>	<b>-0.11</b>

At least twice as many people were satisfied as dissatisfied (ratios between 2.00 and 7.00) with housing choices, proximity to work, parks/recreation, employment opportunities, water supply, surface water (lakes, streams) quality, drinking water quality, natural environment, urban atmosphere, and rural atmosphere. There were relatively small differences, either positive negative, between the City of Delafield ratios and the County ratios for these items.

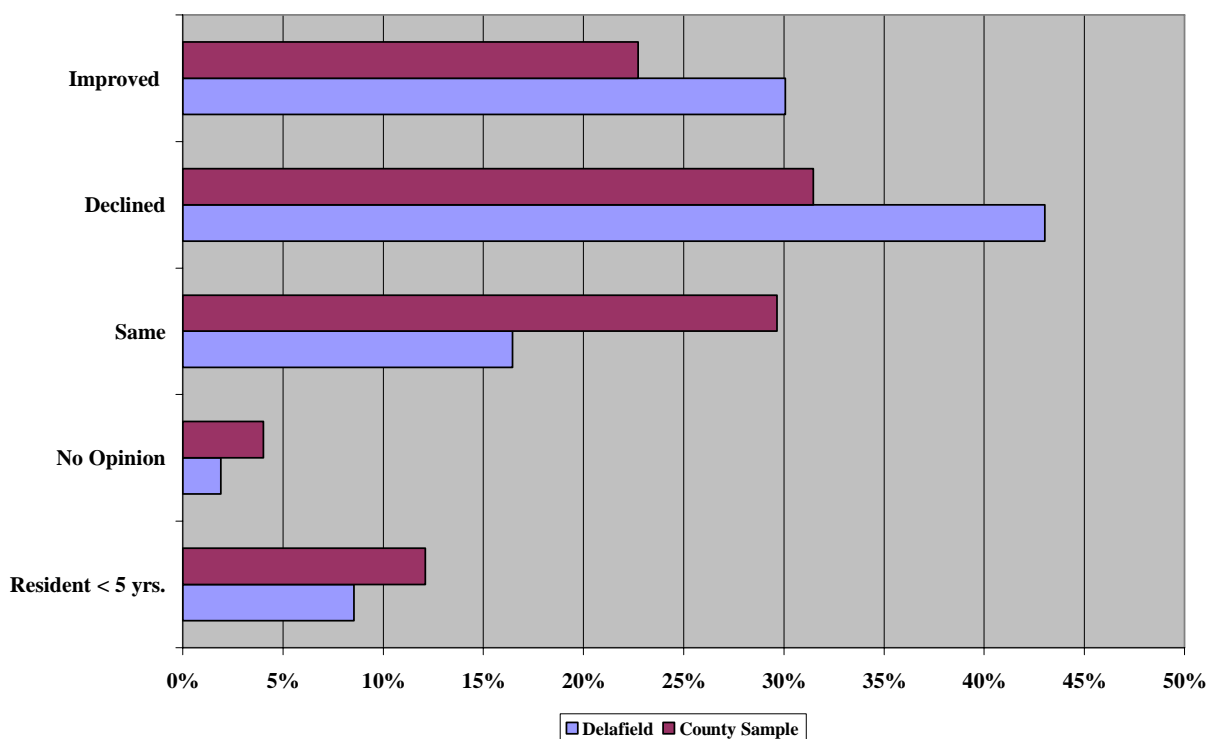
There were four items with ratios below 2.00, and of those four, there were two factors with a ratio less than 1.00, indicating the proportion of “Dissatisfied” was greater than those who were “Satisfied.” Property taxes were, not surprisingly, the factor with the smallest satisfaction ratio. Land use planning/zoning was the only other factor that garnered more “Dissatisfied” responses than “Satisfied.” Given the overall concerns about the rate of growth in the county, the land use planning result may indicate dissatisfaction with growth as much as it reflects concerns about land use planning in the City of Delafield. Additional research is needed to determine how to best interpret this result.

It is worth noting that there were several factors with particularly high “Neutral” ratings. The following factors all had neutral ratings between 30 percent and 43 percent: employment opportunities, urban atmosphere, cost of living, proximity to work, land use planning/zoning, and housing choices. A significant amount of “Neutral” responses can hide the fact that less than half the residents are satisfied with a particular factor even when the satisfaction/dissatisfaction ratio is greater than 1.00. Cases in point include employment opportunities, roads/traffic, urban atmosphere, and cost of living, all of which have less than 50 percent satisfaction ratings.

For the factors other than property taxes, the unifying theme among City of Delafield respondents for those items with a substantial portion of dissatisfaction seems to be a concern about the impact of growth and change in the County.

Quality of Life in the City of Delafield. In addition to asking questions about the quality of life in the County, respondents were asked to provide their opinions regarding how the quality of life in the City of Delafield has changed over the past 5 to 10 years. The highest proportion (43%) said that the City’s quality of life has declined, while 30 percent said it has improved, and 17% said it has remained the same. Compared to the responses from the County, residents of the City of Delafield were less likely to have said that the quality of life had remained the same, but they had split opinions regarding whether the resulting change had been an improvement or not.

**Chart 1. Change in Quality of Life in Past 5 -10 Years**



As shown in Chart 1, a higher proportion of the City of Delafield residents said that the quality of life had improved than the County average, likewise a higher proportion said that it had declined. The gap between the City of Delafield residents and the County average, however, was higher for the “Declined” category than the “Improved” category. This result suggests a slightly more polarized population in the City of Delafield compared to the County as a whole with respect to the basic question of how the quality of life in Waukesha has changed over the past decade.

After indicating whether they think the local quality of life has improved, remained the same, or declined, respondents were asked to identify the three factors that have had the greatest impact on the quality of life in the City of Delafield specifically. In Table 4, the SRC has summarized the relationship between these factors and the respondents’ perspectives on how the quality of life has changed in the City of Delafield.

<b>Table 4: Factors Impacting Change in Quality of Life in the City of Delafield and Waukesha County</b>				
	<b>City of Delafield</b>		<b>County</b>	
<b>Factor</b>	<b>Number</b>	<b>% Declined</b>	<b>Number</b>	<b>% Declined</b>
Condition of Roads/Traffic	72	88%	270	72%
Amount of Development	161	76%	427	75%
Parks/Open Space	46	63%	166	52%
Residential Areas	54	54%	133	57%
School System	34	21%	164	43%
Employment Opportunities	16	19%	65	55%
Availability of Shopping/Retail	68	9%	198	18%
Community Events/Activities	24	4%	77	16%
Police and Fire Protection	17	0%	94	30%

When interpreting the data in Table 4, the reader should keep two factors in mind. First, the columns titled “% Declined” and “% Improved” tell us the percentage of people who identified a given factor as one of the three items that has had the greatest impact on the City’s quality of life and who said that the quality of life in Delafield had either improved or declined. Second, the column titled “Number” indicates the number of respondents who identified that factor as being one of the three most important influences on their local quality of life. The larger this number, the more important, for good or ill, that factor is in determining overall quality of life in the City of Delafield. For example, more than twice as many people said that the “School System” in the City of Delafield was a key factor in determining their quality of life as identified “Employment Opportunities” as one of their top three factors. So, even though the first factor (the percentage of the respondents saying that the local quality of life had declined or improved) for the “School System” and “Employment Opportunities” are very similar, the substantially larger number of responses indicates that school system was more important than employment opportunities.

As Table 4 indicates, 161 people indicated that the “Amount of Development” was one of the three factors with the biggest impact on their quality of life and of these, 76 percent said that the quality of life in the City of Delafield had declined. A factor closely related to development is the conditions of roads and traffic; 72 people said this was a key factor in their quality of life, and most of them (88%) also said that the quality of life in the City had declined over the past 5 – 10 years. Clearly, and probably not surprisingly, the pace of development and any resulting congestion on the roads were the major factors influencing citizens’ perceptions of the quality of life in the City of Delafield, and most did not view them in a positive light.

The “Availability of Shopping and Retail” was the third most frequently chosen factor, and was listed by 68 respondents. However, only 9 percent of them said that the City of Delafield’s quality of life had declined.

“Parks/Open Space” and “Residential Areas” were also identified as important factors by a significant number of respondents, and majorities of them said that the quality of life in the City of Delafield had declined (63% and 54% respectively).

At the other end of the spectrum, very small percentages of respondents identifying “Fire and Police Protection” and “Community Events/Activities” as important factors indicated that these factors had declined over the past 5-10 years. Substantially fewer people, however, identified these as key factors in the City of Delafield’s quality of life.

The general message of Table 4 is that there seems to be a fairly broad level of concern about the direction of change in the quality of life in the City of Delafield that is driven by the amount of development that has occurred and the resulting impact on traffic and the natural environment.

## Agricultural, Natural and Cultural Resources

City of Delafield residents, for the most part, had a favorable opinion regarding the overall environmental quality in the County. Sixty-eight percent classified overall environmental quality as good or excellent compared to only 7 percent who characterized it as poor or very poor.

Despite their opinion that environmental quality in the County is generally good, Table 5 indicates that City of Delafield citizens were not necessarily satisfied that key farmland and forested land are being adequately protected. Relatively few residents were dissatisfied with the protection of parks, air

<b>Table 5: Satisfaction with Protection of County Agricultural, Natural &amp; Cultural Resources – City of Delafield Respondents</b>				
<b>Resource</b>	<b>N</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>
Parks	316	69%	21%	9%
Air Quality	317	67%	23%	9%
Historic Sites	320	55%	41%	4%
Surface Water (lakes)	317	50%	26%	24%
Wetlands	318	46%	31%	23%
Wildlife/Habitat	319	44%	28%	28%
Forested Land	318	39%	26%	35%
Groundwater	320	34%	38%	28%
Farmland	319	26%	33%	41%

quality and historic sites in the County. With respect to the other resources listed in Table 5, between one in five and two in five residents were dissatisfied with current levels of protection. Further, similar proportions were sitting on the fence with respect to the adequacy of current levels of protection for most items listed in Table 5. In comparison to the responses for the County as a whole, the City of Delafield response pattern was quite similar, but with slightly greater levels of dissatisfaction with the protection of farmland and forested land.

From the resources listed in Table 5, citizens were asked to identify the three most important resources that warrant protection. The City of Delafield and County results are shown in Table 6. Clearly, surface water and groundwater are the natural resources about which citizens of the City of Delafield were most concerned. Nearly half of all the City of Delafield respondents ranked both of these as one of their top three concerns. The rank order of the City of Delafield residents was identical to that of the County respondents, with only minor differences between the City of Delafield and County percentages for each resource. Comparing the results in Tables 5 and 6, groundwater is an interesting case. While it was a top priority in terms of a resource that should be protected (Table 6), it was also one of the resources with the lowest level of satisfaction with how well the County is protecting it (Table 5). This suggests that either the local officials need to expand its groundwater protection efforts or that this represents an opportunity for local agencies to expand their efforts at informing the public about their ongoing groundwater protection efforts.

<b>Table 6: Most Important Agricultural/Natural/Cultural Resources</b>					
<b>Resource</b>	<b>Most Imp.</b>	<b>2<sup>nd</sup> Most Imp.</b>	<b>3<sup>rd</sup> Most Imp.</b>	<b>City of Delafield Total Top 3</b>	<b>County Total Top 3</b>
Surface Water	20%	13%	15%	48%	48%
Groundwater	18%	18%	10%	45%	48%
Forested Land	13%	14%	15%	42%	37%
Wildlife Habitat	8%	9%	20%	37%	35%
Air Quality	15%	13%	7%	35%	35%
Farmland	12%	11%	8%	31%	33%
Wetlands	6%	12%	8%	27%	27%
Parks	3%	8%	11%	22%	26%
Historic Sites	2%	1%	5%	8%	7%

Table 7 reinforces the impression that citizens of the City of Delafield and Waukesha County were concerned about water. The largest single response to the question, “How important do you think reducing water use in your home is?” fell very much in the “Neutral” category. However, there were twice as many people on the “Important” side (46%) of neutral than were on the “Unimportant” side (24%). The response patterns of the City of Delafield residents and the County were nearly identical.

<b>Table 7: Importance of Reducing Water Use in Home</b>											
	<b>N</b>	<b>not at all imp.---- Neutral-----extremely imp.</b>									
City of Delafield	306	9%	4%	8%	3%	31%	7%	10%	14%	3%	12%
County	1231	6%	4%	7%	4%	29%	7%	10%	16%	3%	14%

Finally, City of Delafield residents were asked if they “favor a program in which local governments purchase development rights to permanently stop development on selected agricultural land and open spaces?” There appears to be very strong support for such a program; 75 percent voiced support for such a program compared to only 25 percent in opposition. This is an interesting result because farmland protection ranked at the bottom of Table 5 (satisfaction with current efforts to protect County resources) but in the lower half of the most important resources to be protected (Table 6). It does, however, speak to the concern about the natural environment, population growth, and rural atmosphere noted earlier in the discussion of quality of life issues.

## Housing and Development

Of the 324 people who answered a question about their housing situation, 91 percent said they live in a single-family home that they own, and 100 percent are in some sort of owner-occupied housing (duplex, condo, single-family, etc). The 2000 Census data for the City of Delafield indicate that only 66 percent of housing units were owner-occupied, so there was a distinct lack of representation of renters in this data set. Since the SRC used Waukesha County’s property tax mailing list for this survey, it is not surprising that the preponderance of people in the sample are homeowners.



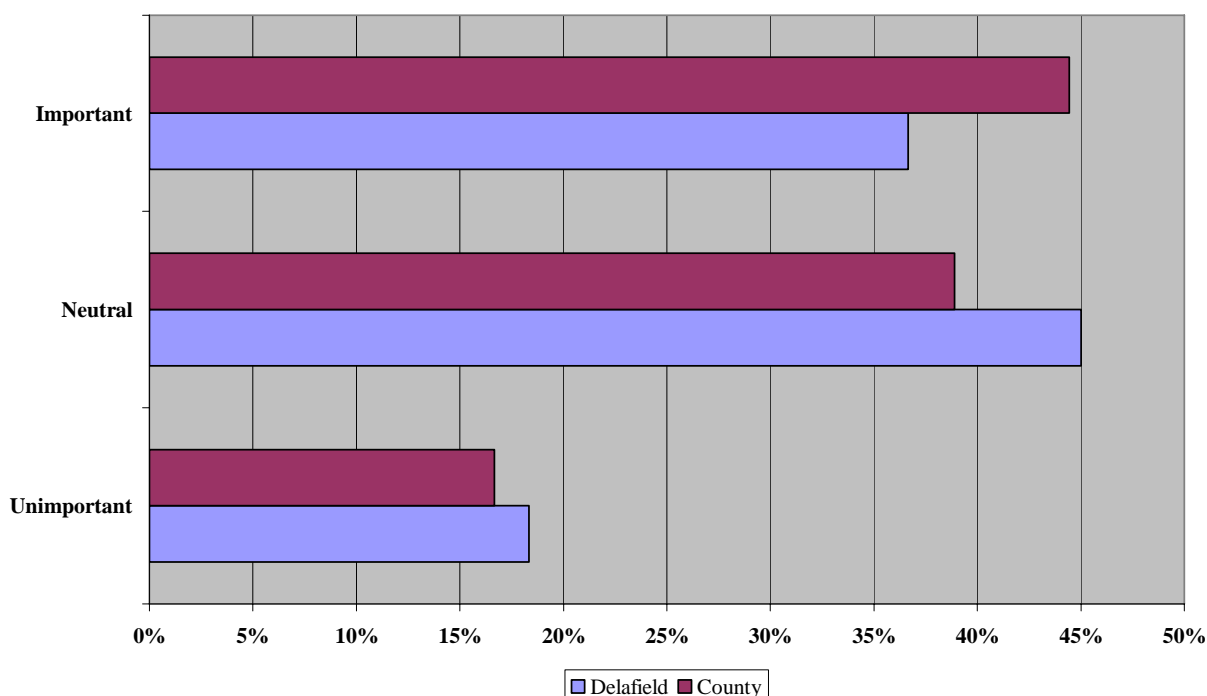
<b>Table 8: Perceived Housing Needs in Waukesha County - City of Delafield Residents</b>							
<b>Waukesha County Needs More:</b>	<b>N</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
Owner-occupied Single Family Homes	320	15%	27%	24%	19%	11%	4%
Housing for Elderly	319	13%	44%	29%	6%	5%	3%
Affordable Housing <sup>1</sup>	313	11%	33%	23%	14%	18%	2%
Housing for Disabled	311	8%	42%	39%	4%	4%	3%
Town Houses/Condos	316	5%	26%	26%	24%	15%	5%
Renter-Occupied Single Family Homes	311	2%	15%	28%	30%	21%	4%
Duplexes	314	2%	14%	23%	34%	23%	4%
Apartments	313	1%	6%	18%	37%	34%	4%
Mobile homes	315	0%	1%	5%	16%	74%	3%
1. Affordable Housing defined as costing less than \$208,900 in 2005							

Residents were asked to give their opinions about the need for additional units of a variety of housing options, and these data are summarized in Table 8. It is interesting that the only types of housing that a majority of the City of Delafield residents agreed are in short supply in the County were housing for the elderly and housing for persons with disabilities. Table 8 portrays a relatively unenthusiastic response to the prospect of additional housing development – only 42 percent of City of Delafield respondents felt that additional owner-occupied single family homes were needed in the County, which is low compared to many similar surveys the SRC has done. This tepid response to this housing question is, however, consistent with the earlier discussion of the adverse impact of the pace of development and traffic congestion on the quality of life in the City of Delafield. This response pattern is also consistent with the question asking City of Delafield respondents to classify the 16 percent per decade population growth in Waukesha County since 1970 as “Too much”, “About Right”, or “Too Little”. Fifty-eight percent said that this rate was too much, 42 percent about right and less than 1 percent too little.

Affordable housing was also somewhat important to the City of Delafield respondents; 44 percent strongly agreed or agreed that more affordable housing was needed in the County; 32 percent disagreed or strongly disagreed with this assessment, and 25 percent were neutral or had no opinion. In comparison to the County average, about the same proportion of the City of Delafield residents agreed or strongly agreed with the need for more affordable housing.

In a different portion of the questionnaire, City of Delafield residents were asked to indicate, on a scale of 1 (not at all important) to 10 (extremely important), how concerned they are about the affordability of housing for future generations. In the following chart, responses to this question with values from 1-3 were classified as “Unimportant”, 4 – 7 as “Neutral”, and 8 – 10 as “Important.” City of Delafield residents viewed affordable housing for future generations as a slightly less important concern than the overall County average and tended to be more neutral than the County respondents. Taking Table 8 and Chart 2 together, City of Delafield residents viewed housing affordability in the future as an issue of concern, but not quite to the same degree as the County.

**Chart 2:  
Concern About Future Housing Affordability**



The home-owning public represented by this sample from the City of Delafield as well as from the County sample had very little interest in additional town homes or condos, duplexes, renter-occupied single family homes, apartments, or mobile homes.

Finally, respondents were asked to weigh in on two specific housing questions:

- Should homeowners be allowed to make major modifications to existing homes to accommodate an elderly or disabled relative?
- Are programs needed to provide assistance to low and moderate income residents to help them purchase or rehabilitate a home?

<b>Table 9: Public Opinion About Housing Policies/Programs – City of Delafield</b>							
	N	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Allow Major Modifications	320	32%	53%	11%	2%	1%	1%
Need Housing Assistance Programs	321	11%	31%	23%	19%	13%	2%

As Table 9 indicates, City of Delafield residents voiced considerable support for and little opposition to allowing homeowners to make major modifications to their homes. Substantially more people supported the idea of programs to help low and moderate income persons with their housing challenges than were opposed, but the support fell short of a majority of the population. The pattern of responses by City of Delafield residents was nearly identical to that of the County.



## Land Use and Growth

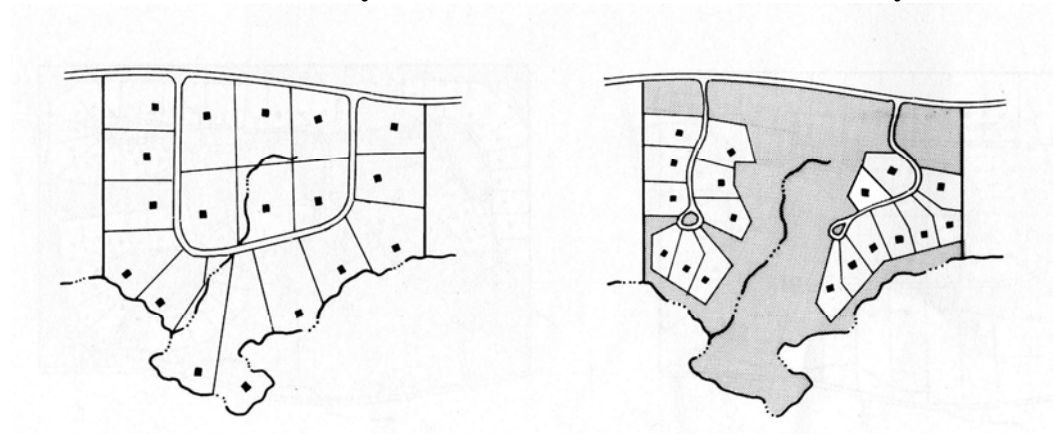
The issue of how much freedom an individual has in how she uses her land is central to the whole notion of land use planning. If the population believes that individuals' property rights over their land trump all public interests, planning becomes challenging. Property owners in Waukesha County were asked to indicate their agreement with the statement that *"People should be able to do whatever they want with land they own or purchase in Waukesha County."* Table 10 shows that over two-thirds (68 percent) disagreed with the statement. City of Delafield residents disagreed with this statement somewhat more strongly and were less neutral than the County average. However, about one in five (21%) respondents from the City of Delafield agreed that landowners should be able to use their land however they see fit.

<b>Table 10: Opinions About Landowners' Rights</b>							
<b>Landowners Should Be Able to Do Whatever They Want with Their Land</b>	<b>N</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
City of Delafield	322	9%	12%	10%	43%	25%	1%
County	1289	12%	17%	17%	35%	18%	1%

One key land use issue focuses on how land is to be used in housing developments. Citizens of the City of Delafield were asked, in three slightly different ways, to offer an opinion on this issue. First, they were presented with two hypothetical options for a new development. Option A, as shown below is a "traditional" design with larger lot sizes and Option B was characterized as a "cluster design permanently preserving open space." By greater than a three to one margin, City of Delafield residents indicated a preference for the cluster design, which was even more favorable than the overall County support for cluster design.

**OPTION A**  
**Delafield = 21%    County = 25%**

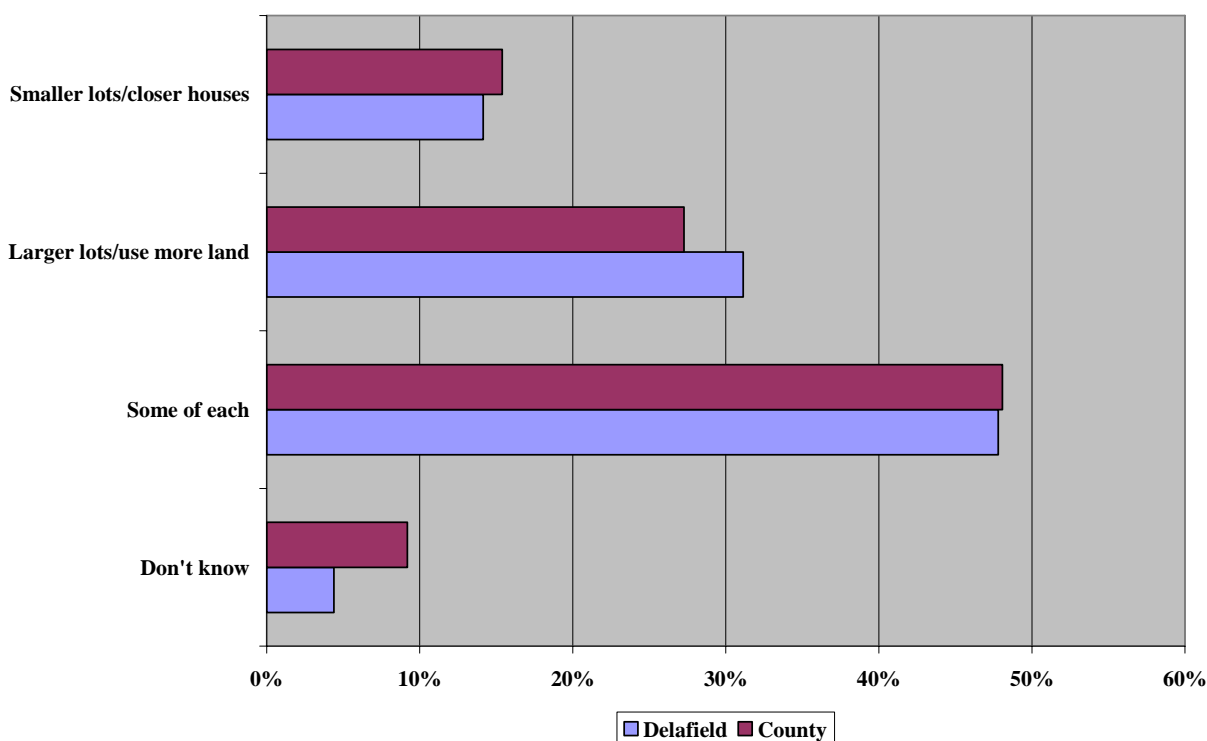
**OPTION B**  
**Delafield = 79%    County = 76%**



Subsequently, respondents were asked if compact housing developments should be required in order to conserve open space and farmland if Waukesha County continues to grow. By a nearly identical margin (70 percent to 30 percent), City of Delafield residents opted for compact housing developments. The City of Delafield response pattern was very similar to the County (72%/28%).

Finally, residents were asked about residential developments in the City of Delafield. Chart 3 summarizes their responses. Chart 3 paints a somewhat more complex story than do the first two approaches to this question. On the one hand, a very similar proportion of the people (32 percent) opted for the more traditional, large lot-size, land-intensive type of development (similar to the percentage that chose option A in the figure above) and rejected the requirement for small-lot, denser developments to conserve farmland and open space. On the other hand, only 15 percent said that developments should be denser with smaller lots. Instead, a near-majority (49%) said that future housing developments in the City of Delafield should contain both types of development. Although City of Delafield residents had a slightly greater preference for larger lots than the County average, the response pattern of the City of Delafield respondents was very similar to the County pattern.

**Chart 3: Residential Preferences in Delafield**



City of Delafield residents were also asked to identify their priorities with respect to County-wide growth issues, indicate how satisfied they were with the County’s attempts to deal with these issues, and identify what characteristics define the “rural character” in Waukesha County.

Table 11 indicates that a near-majority (49%) of the City of Delafield residents identified tax rates as one of the top three County-wide growth issues, closely followed by preservation of green space (45%). There was a significant gap between these top two items and the rest of the issues. Zoning regulations were third with a total of 32 percent. Other issues that received at least 25 percent in the top three include environmental protection, water quality, and traffic congestion. Table 11 indicates there were a number of similarities between the City of Delafield and County responses, namely the high ranking of environmental issues, but there were also significant differences. **City of Delafield residents ranked zoning regulations in third place (32% in top 3 concerns), while the County respondents ranked this item eighth (18%).** The second difference was that Delafield residents ranked crime rate/safety much lower than the

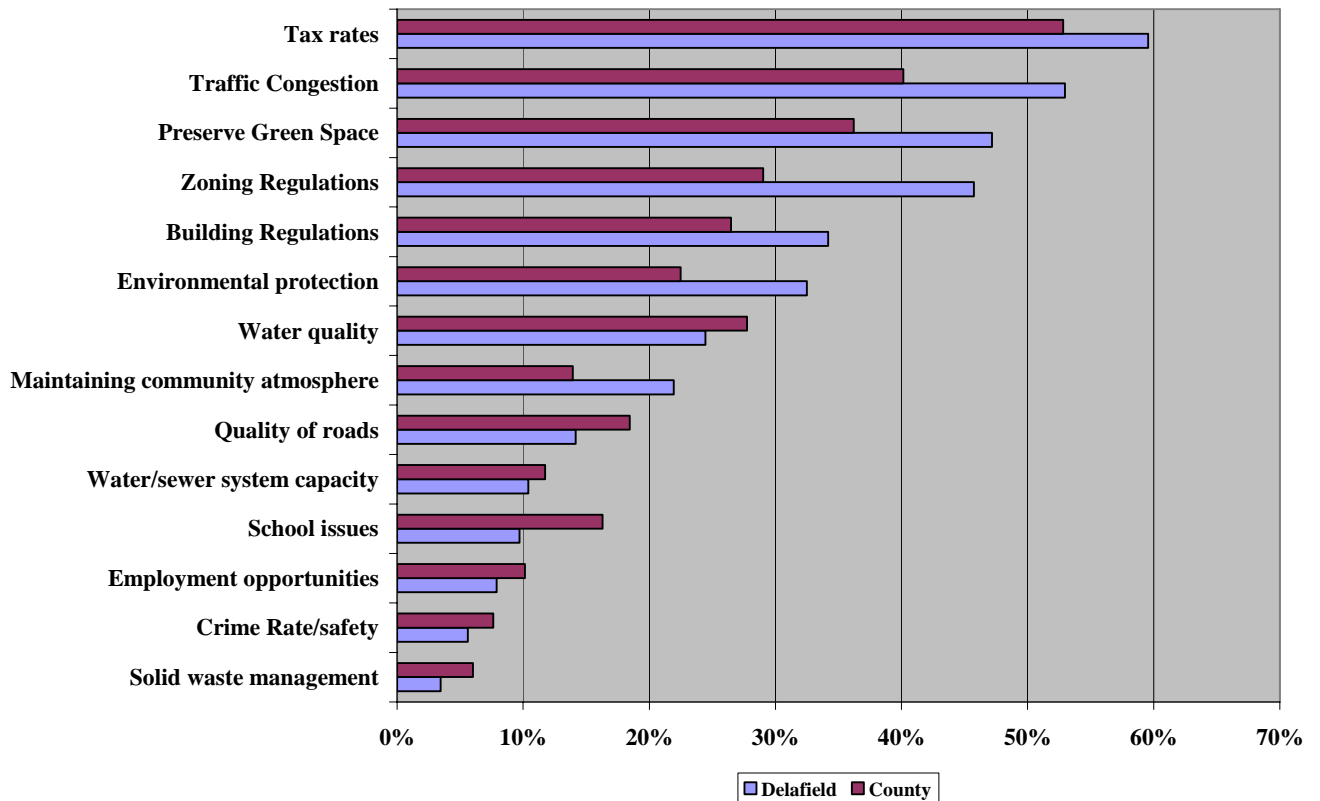
County. While the County ranked crime rate/safety third with 33% of votes in the top three, City of Delafield respondents ranked it ninth with 19% of top-three votes.

<b>Table 11: Most Important County-Wide Growth Issues – City of Delafield</b>					
	<b>Most Imp</b>	<b>2<sup>nd</sup> Most Imp</b>	<b>3<sup>rd</sup> Most Imp</b>	<b><u>Delafield</u> Total Top 3</b>	<b><u>County</u> Total Top 3</b>
Count	307	306	298		
Tax rates	26%	7%	16%	49%	52%
Preserve Green Space	21%	13%	12%	45%	36%
Zoning Regulations	9%	10%	12%	32%	18%
Environmental protection	9%	10%	9%	29%	22%
Water Quality	8%	10%	7%	25%	29%
Traffic Congestion	4%	10%	11%	25%	23%
Maintaining Community Atmosphere	6%	9%	7%	22%	15%
School Issues	5%	7%	7%	19%	25%
Crime Rate/Safety	4%	7%	8%	19%	33%
Building Regulations	4%	7%	4%	14%	13%
Quality of Roads	0%	4%	3%	7%	13%
Water/Sewer System Capacity	2%	4%	1%	7%	8%
Employment Opportunities	1%	3%	2%	6%	9%
Solid Waste Management	1%	0%	0%	1%	3%

From the issues listed in Table 11, respondents were asked to rate their level of satisfaction with the way in which those issues were being managed. The responses are summarized in Chart 4 by showing the percentages of dissatisfaction by City of Delafield and County respondents for each issue.

The ranking order by City of Delafield residents were almost identical to the County, with tax rates, traffic congestion, open space preservation, and zoning regulations receiving between 60 percent and 46 percent dissatisfaction ratings. Although the rank-order of these top four items was the same as the County data, City of Delafield residents were even more dissatisfied with these items than the County. Conversely, for those items with low levels of dissatisfaction, such as solid waste management, crime rate/safety, employment opportunities, and school issues, City of Delafield residents were more satisfied than the County.

**Chart 4: Dissatisfaction with Growth Issues in County**



The low dissatisfaction rating for crime rate/safety is a “good news” item, since it is a relatively important reason for choosing to live in the City of Delafield (Table 2). On the other hand, the fact that significantly more people said they were dissatisfied with traffic congestion, green space preservation, zoning regulations, and building regulations than were satisfied with these issues is also a concern. This is probably related to another consistent theme in this report, unease about the pace of development in the County.

In summary, it seems that a majority of citizens of the City of Delafield accept limits on how they use their land, are favorably disposed toward housing developments that are more land conserving, and the development issues with which they are most concerned are tax rates, traffic congestion, preservation of green space, and zoning and building regulations.

## Transportation

The transportation questions included in the questionnaire focused on the adequacy of the road network and public transportation in the County. With respect to the ability of the road network to meet current needs, Table 13 indicates that over 60 percent of the City of Delafield citizens felt it did. Seventy percent found maintenance to be acceptable.

Citizens seem to view the future of transportation in the County with much greater trepidation. Only 21 percent believe that the current network will meet future needs, another 17 percent are neutral, and a near majority (49%) felt that the current transportation network will be inadequate.

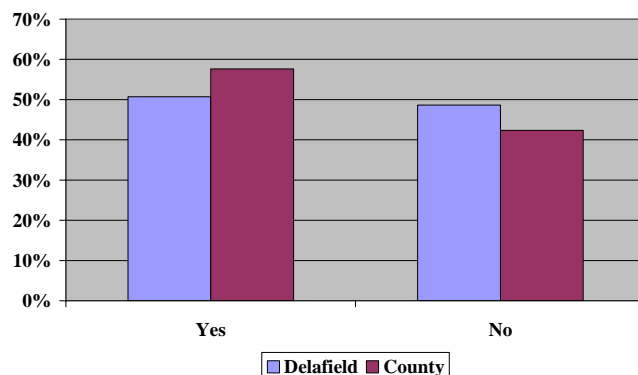
Over three-fourths agree that more lanes and trails are needed for biking and walking in the County.

In comparison to the County, City of Delafield residents had very similar overall responses, although more found maintenance to be acceptable, slightly more agreed that the current network meets their needs, and more disagreed that the current network will meet future needs.

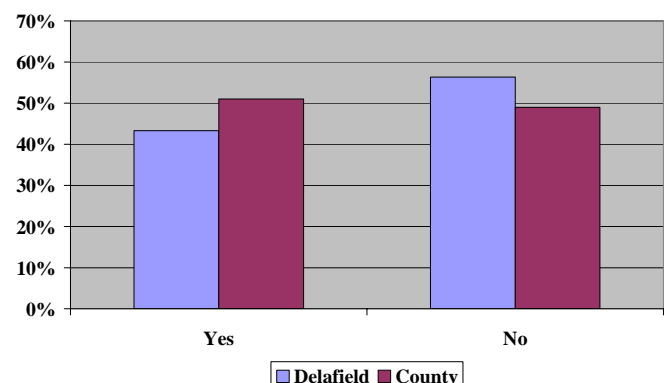
<b>Table 13: Opinions about Transportation Issues – City of Delafield Residents</b>							
<b>Issue</b>	<b>N</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
Overall Network Meets Current Needs	300	9%	54%	13%	16%	7%	1%
Overall Network Meets Future Needs	296	2%	19%	27%	36%	13%	3%
Maintenance is Acceptable	299	6%	64%	17%	9%	4%	0%
Biking/Walking Lanes/Trails are Needed	299	24%	33%	25%	13%	2%	3%

Citizens were asked about two specific additions to the road network in Waukesha County: an additional north-south transportation corridor connecting I-43 and I-94 and an additional north-south transportation corridor linking I-43 and US-41/45. As Chart 5 indicates, City of Delafield residents were evenly split regarding the link between I-43 and I-94, whereas a small majority of the County respondents favored the link. Fifty-seven percent of the City of Delafield residents opposed the I43-US 41/US45 link, while the County was evenly split (Chart 6).

**Chart 5: Link I-43 and I-94**



**Chart 6: Link I-43 and US-41/US 45**



Only 3 percent of the City of Delafield respondents who answered the question said that they use public transportation. Further, as Table 14 indicates, public transportation was not an issue about which either City of Delafield or County residents have strong opinions. Roughly a quarter of respondents said that current public transportation services meet their needs, about one in five disagreed, and more than half had no opinion or were neutral on this question.

<b>Table 14: Opinions About Adequacy of Public Transportation in Waukesha County</b>							
<b>Availability of Public Transit Meets My Needs</b>	<b>N</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
City of Delafield	293	7%	18%	31%	15%	8%	20%
County	1180	7%	17%	32%	11%	10%	23%

Table 15 summarizes the responses of the small number of the City of Delafield residents who reported that they use public transportation services. Given the extremely small number of observations, these data should be viewed as impressionistic rather than a definitive evaluation of public transportation quality in Waukesha County. The bus service to Milwaukee and Madison was the only item for which a majority of the City of Delafield respondents agreed that the quality was satisfactory. For the remaining services, the largest number of responses fell into the “Neutral” or “No Opinion” columns. County respondents also chose the bus service to Milwaukee and Madison as the only item for which a majority gave a satisfactory rating.

<b>Table 15: Quality of Public Transportation Services in Waukesha County – City of Delafield Respondents</b>							
	<b>Count</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
Bus Service to Madison/Milwaukee	8	38%	50%	0%	0%	13%	0%
Commuter Ride Share	7	14%	14%	0%	0%	14%	57%
Ride-Share Taxi	7	0%	29%	14%	0%	0%	57%
Local Bus Service	7	0%	14%	14%	0%	14%	57%
Disability Transport.	7	0%	14%	14%	0%	29%	43%
Taxi	7	0%	14%	14%	14%	29%	29%

## **Economic Development**

Table 16 indicates that City of Delafield and County respondents were, by a wide margin, most interested in encouraging emerging technology (57% in top 3 for City of Delafield and County respondents) for future business development in the County.

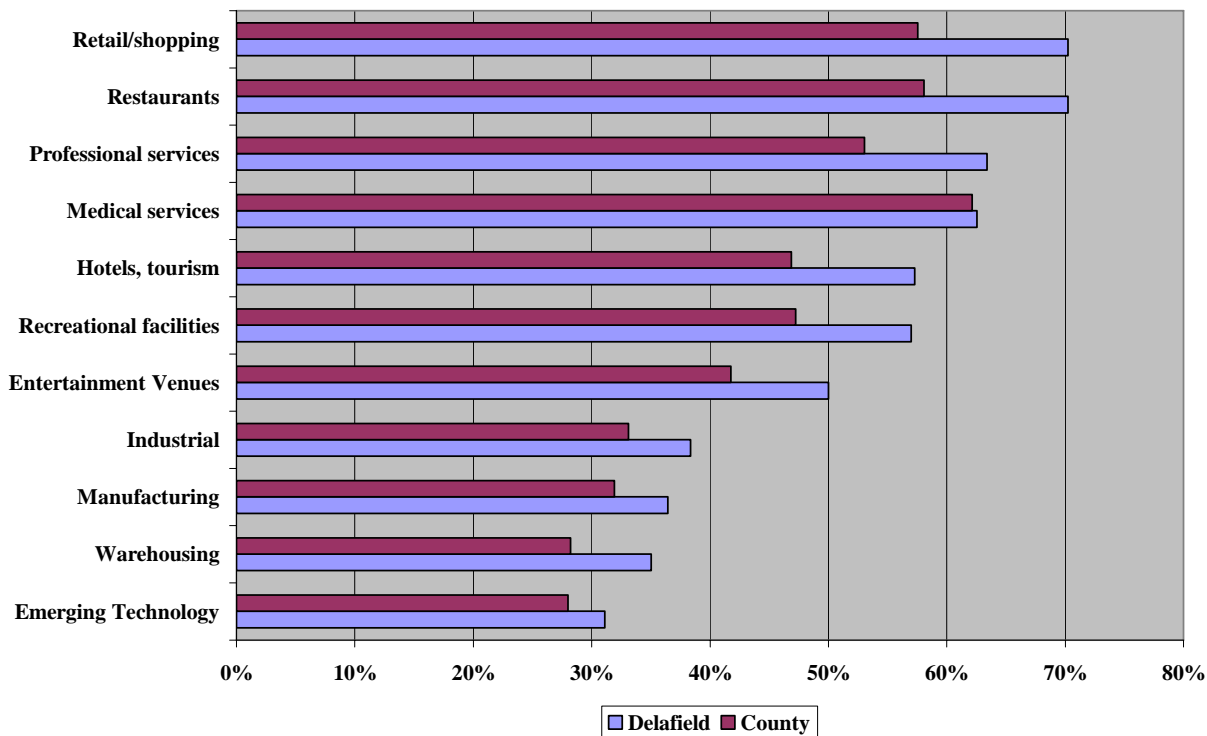
<b>Table 16: Public Opinions About Future Business Development in Waukesha County – City of Delafield Respondents</b>					
	<b>Most Imp.</b>	<b>2<sup>nd</sup> Most Imp.</b>	<b>3<sup>rd</sup> Most Imp.</b>	<b><u>Delafield</u> Total Top 3</b>	<b><u>County</u> Total Top 3</b>
Count	263	251	242		
Emerging Technology	38%	10%	8%	57%	57%
Recreational Facilities	13%	14%	17%	44%	33%
Professional Services	3%	19%	15%	37%	30%
Manufacturing	9%	16%	12%	37%	38%
Medical Services	14%	8%	6%	29%	33%
Industrial	6%	8%	10%	24%	27%
Restaurants	5%	8%	9%	22%	21%
Entertainment Venues	3%	6%	10%	20%	22%
Retail/Shopping	4%	6%	8%	18%	24%
Hotels, Tourism	2%	2%	3%	6%	11%
Warehousing	0%	1%	3%	4%	2%

Beyond this, City of Delafield residents were most interested in recreational facilities (44%). The County ranked recreational facilities more toward the middle of the list (33%). City of Delafield residents had about the same preference as the County for encouraging professional services (37% to 33% respectively) and manufacturing (37% to 38%).

Neither City of Delafield residents nor the County were very interested in hotels/tourism or warehousing.

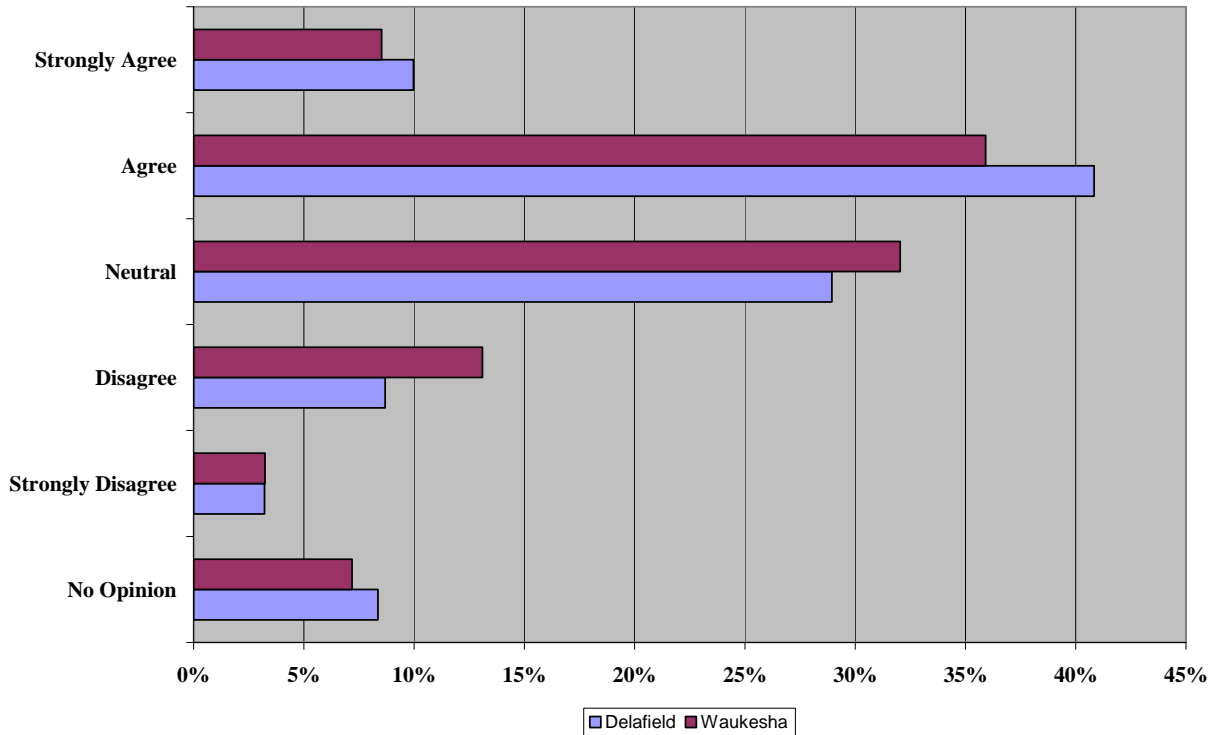
Chart 7 summarizes the level of public satisfaction efforts in the County to encourage businesses of different types. The overall pattern of satisfaction levels was the same for the City of Delafield respondents as for the County. But even though the patterns were the same, City of Delafield residents had higher levels of satisfaction for all the types of businesses listed. The most striking feature is that the number one future business development priority of citizens, emerging technology (Table 16), had the lowest percentage of citizens satisfied with County efforts. On the other hand, a half of respondents had a “Neutral” opinion on the efforts regarding emerging technology (see complete detail of responses in Appendix C). Indeed, the high proportion of responses in the “Neutral” category indicates that many respondents may not be informed about County efforts to encourage these types of businesses. The “good news” is that four of the types of businesses that residents want to encourage (recreational facilities, medical and professional services, and manufacturing) had majorities saying that they are satisfied with current efforts and very small percentages who said they are dissatisfied.

**Chart 7: Satisfaction with Business Development Efforts**

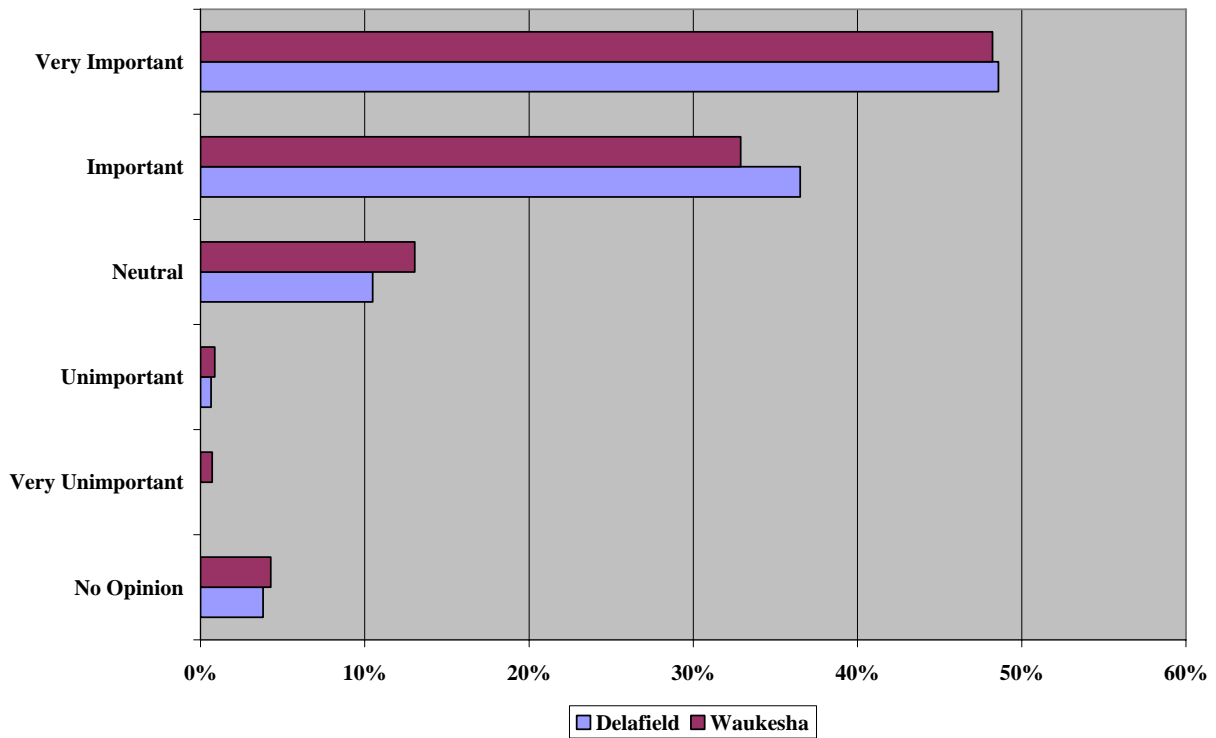


Half of the City of Delafield residents said they either agreed (41%) or strongly agreed (10%) that they were “satisfied with the availability of employment opportunities in the area” (Chart 8). This compares somewhat more favorably with the County respondents, 44% of whom said they agreed or strongly agreed that they were satisfied. Only 12 percent of the City of Delafield residents disagreed or strongly disagreed with this statement.

**Chart 8: Satisfaction with Employment Opportunities**



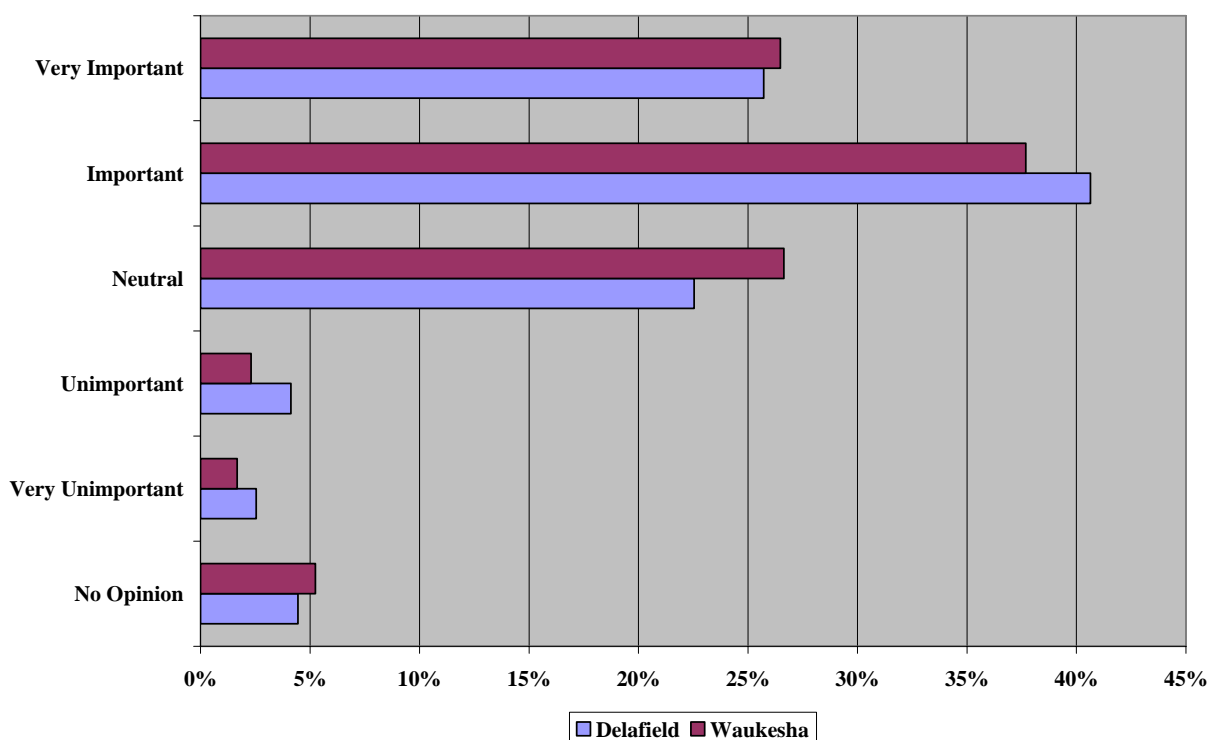
**Chart 9: Importance of Business Retention**





In terms of strategies for building the economy of Waukesha County, residents of the City of Delafield, as well as County respondents, put a heavy emphasis on business retention. As shown in Chart 9 above, over 80 percent of both groups said that business retention was “Important” or “Very Important” to Waukesha County, and less than 2 percent felt such efforts were “Not Important.” In not-quite-such strong numbers, respondents from both the City of Delafield and the County also felt that entrepreneurial assistance was important to the county (Chart 10). About two-thirds of each group said entrepreneurial assistance was “Very Important” or “Important,” and less than 7 percent said that it was “Unimportant” or “Very Unimportant.”

**Chart 10: Importance of Entrepreneurial Assistance**



## Community Facilities and Services

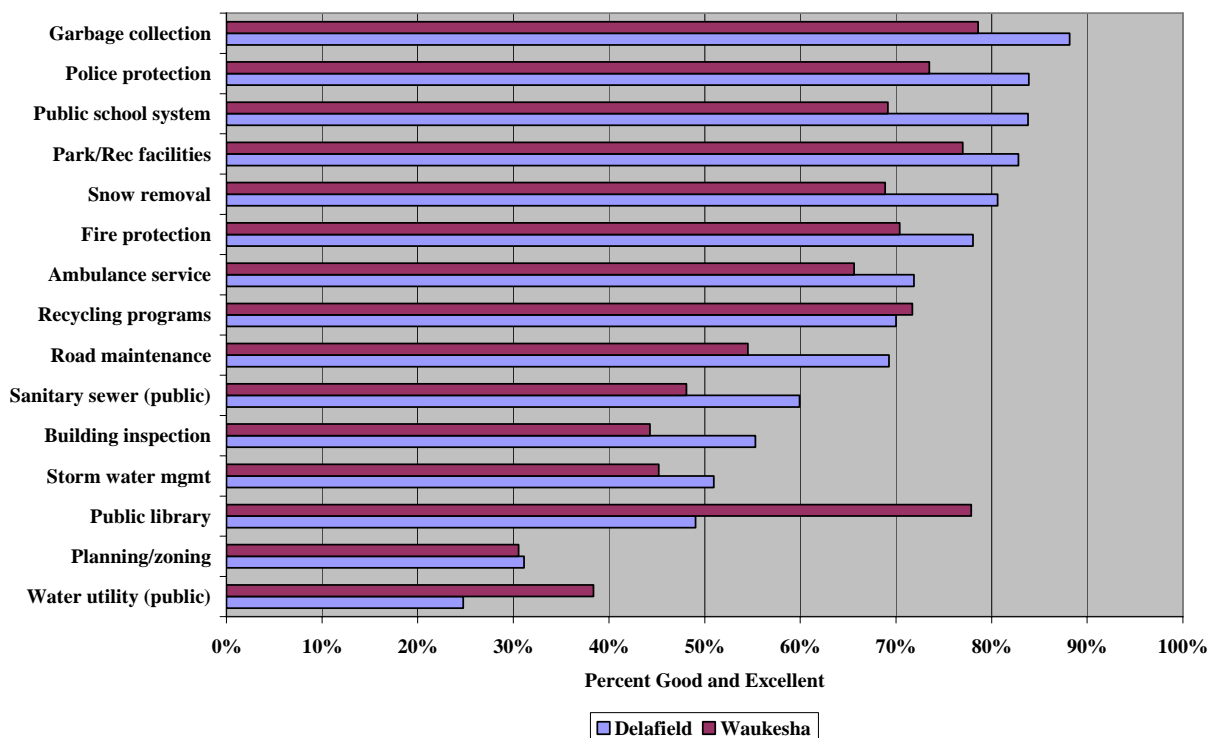
The final section of the questionnaire asked people to rate the quality of services in the City of Delafield and to indicate whether or not it is a good idea to share a given public service with a neighboring jurisdiction.

Citizen perceptions about the public services in the City of Delafield are summarized in Chart 11. With only a couple of exceptions, the information in Chart 11 indicates that there were relatively high ratings for public services in the City of Delafield. Ten of the fifteen items received combined “Excellent” and “Good” ratings exceeding 60 percent. City leaders in Delafield can take satisfaction in the fact that Delafield residents gave higher ratings for most of their City’s community facilities and services than the County average for these items. In most cases, the combined ratings of poor and very poor were less than five percent.

Most residents probably do not have intimate and on-going experiences with many of the services listed in Chart 11. For example, we would expect most to have little or no direct interaction with their ambulance service, and this is reflected in the relatively high proportion (18%) of respondents who chose the “No Opinion/Not Applicable” category. Many of the other services are not things about which most people spend much time considering (recycling program, garbage collection, sanitary sewer, building inspection, and water utilities) unless there is a major breakdown in services. This was particularly evident in the responses for the water utility, for which 57 percent chose “No Opinion/Not Applicable.”

Such was not the case for the local public library and planning/zoning. The library received a combined 25% percent “Poor” (17%) or “Very Poor” (8%) rating from City of Delafield residents. By comparison, only five percent of the County sample rated their local libraries this poorly. Given this significant difference from the County average, City of Delafield officials may wish to search for the reasons why a quarter of the City’s residents are dissatisfied with their local library. Planning and zoning was viewed the most unfavorably by City of Delafield residents, with 31 percent combined “Poor” or “Very Poor.” (For complete details see Appendix C.) This dissatisfaction with planning and zoning showed up in an earlier question asking residents to rate how well the County was handling growth issues (see Chart 4). When compared to the City of Delafield responses, Waukesha County residents were not particularly pleased with planning/zoning services either, with 25 percent rating it in the bottom two categories. As noted above, the planning and zoning ratings probably reflect general impressions based on overall growth in the City of Delafield and the County rather than direct experiences with these services. Relatively few people would, for example, have had the experience of asking for a zoning variance or been directly involved in developing the comprehensive plan for their jurisdiction. The unease about growth has been noted in several points in this report.

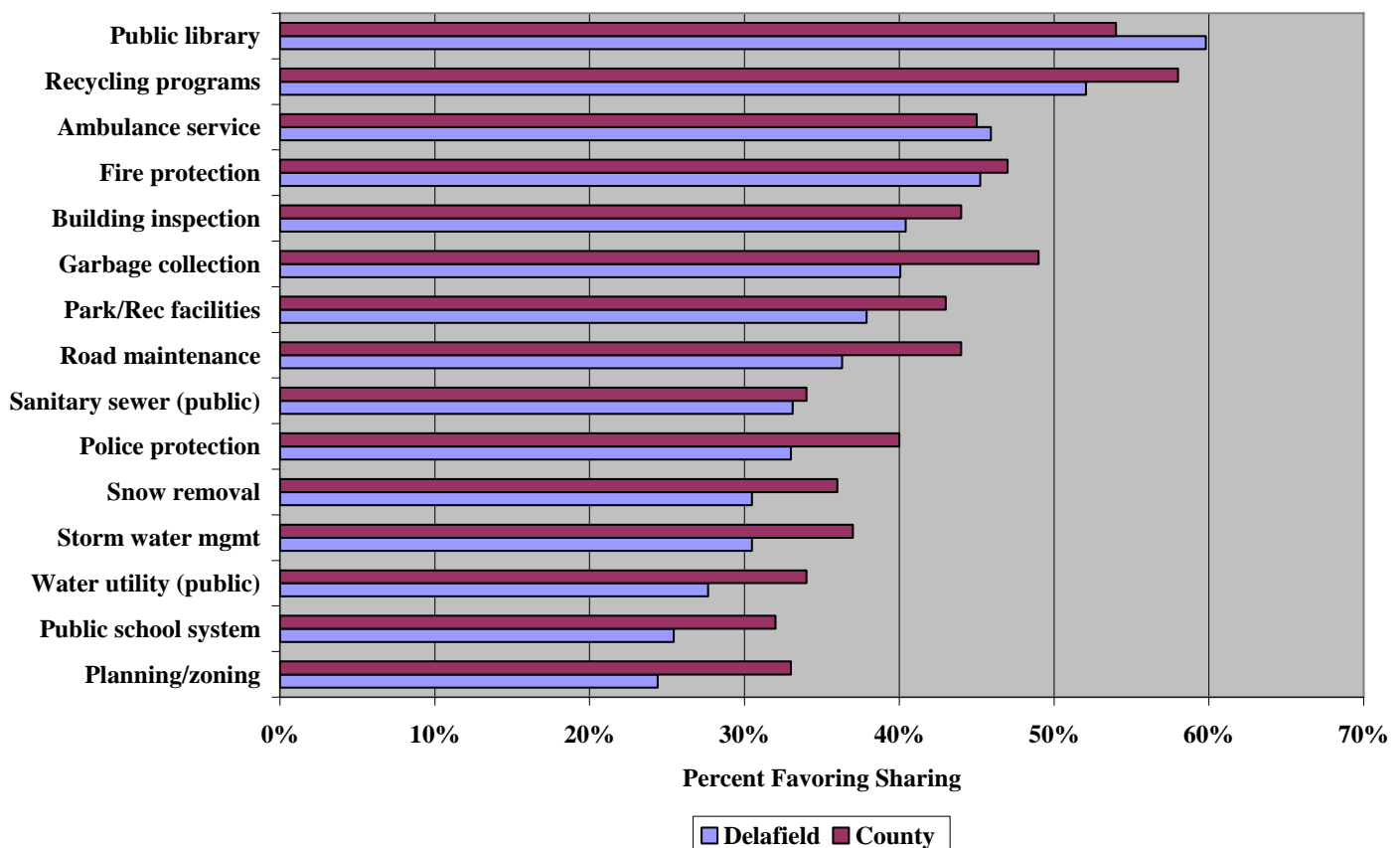
**Chart 11: Community Facilities and Services Rating**



The final substantive question in the survey asked residents to indicate which of the services listed in Chart 11 they would favor sharing with a neighboring jurisdiction. As shown in Chart 12, a majority favored sharing for only two services, recycling and libraries. It is worth noting that the degree of support for sharing library services was conspicuously higher among City of Delafield residents than the County average, which may be a reflection of the lower ratings that City of Delafield respondents gave to the public library as observed in Chart 11. In contrast, City of Delafield residents are less inclined to favor sharing most other services. This may be a reflection of the favorable ratings given to these services and a wish not to upset the favorable status quo.

Nearly a third of all respondents were in favor of such cross-jurisdictional sharing for 12 of the the 15 services included in Chart 11. If such an approach to offering public services is deemed to be a worthwhile policy goal, the one-third of the population who is already on-board with the idea would be a strong base from which to build public support.

**Chart 12: Sharing Public Services with Neighboring Jurisdictions**



## Conclusions

The data summarized in this report have a few key themes. In similar fashion to the rest of the County's residents, the rate of change/pace of development in the County has made a substantial percentage of the City of Delafield population seemingly open to a "time out." Residents seem to be concerned about a loss of open space or the rural nature of the County, about the affordability of current housing prices, and about the impact of development and traffic congestion on their quality of life.

Despite their concerns, most City of Delafield residents were quite satisfied with the overall environment in Waukesha County. In addition, with the exception of the public library and planning/zoning, they gave high marks to the quality of their local public services. They gave positive recognition to the availability of the retail options now available to them as well as the level of medical services to which they have access.

City of Delafield residents were also not very happy with the level of taxes they are paying. There was a very consistent 60 percent (plus or minus a couple of percentage points) who listed taxes as their biggest concern.

The final point to make is that for many questions very substantial proportions of the residents opted for the "Neutral" or "No Opinion" option. The interpretation of this observation is somewhat challenging. Did they select this because they truly are neutral or because they didn't feel sufficiently informed to offer an opinion? At a minimum, it suggests that opinions on a large number of topics have not been polarized or set in stone. The opportunities for outreach and education seem substantial.

## Appendix A – Non-Response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most City of Delafield non-respondents felt that the quality of life in the Waukesha County has improved (Question 3), whereas most of those who returned their questionnaire said that it had declined. In this case, non-response bias would exist, and the raw results would not accurately reflect the opinions of residents with respect to the quality of life in Waukesha County.

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 all non-respondents. In the City of Delafield sample, 217 people responded to the first mailing and 109 responded to the second mailing. The SRC compared the means from the first mailing to those of the second using a two-tailed T-Test assuming equal variances in the two populations with the standard significance cut-off of 5% (meaning that there is at most a 1 in 20 chance that the observed difference in mean values is due to a fluke of the sample drawn).

We found only 15 questions with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 157 tested. With one exception, the statistically significant differences are fairly randomly distributed throughout the questionnaire and show no clear pattern of differences between responses to the first and second mailings. The only topic for which there is a consistent pattern is Question 37, which asked about sharing public services with neighboring local governments. For this question, the closer the reported value is to 1, the more favorably respondents view sharing that service with neighboring jurisdictions. So, for the first mailing .42 (= 42%) said that collaborating with neighboring jurisdictions would be a good thing with respect to fire protection services. In contrast, only .36 (= 36%) of respondents to the second mailing felt this way. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

Table A1: Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1c.Emergency Services	1.16	1.31	.007
Q1d. Employment Opportunities	1.53	1.72	.012
Q4. Amount of Development	.068	.045	.000
Q6. Third most important	5.83	5.02	.015
Q17.Farmsteads	.070	.058	.028
Q17. Agricultural Land	.067	.055	.038
Q19m.Environmental Quality	1.57	1.75	.015
Q28. Road/Street Maintenance	2.31	2.58	.010
Q36. Water Utility	4.62	4.06	.015
Q37. Share Ambulance	.53	.34	.001
Q37. Share Fire Protection	.42	.36	.001
Q37. Share Police Protection	.38	.25	.032
Q37. Share Public Library	.66	.49	.003
Q37.Share Public School	.30	.18	.022
Q37.Share Road Maintenance	.43	.25	.003

## **Appendix B: City of Delafield Comprehensive Planning Public Opinion Survey Written Comments**

### **Question 5j**

**Please rate how satisfied you are with the protection of agricultural/natural/cultural resources in Waukesha County. *Other responses:***

- Taxes (3x): Dissatisfied
- Leaf burning (2x): Dissatisfied
- Board of Adjustment process: Dissatisfied
- Culture: Dissatisfied
- Development rights protection: Dissatisfied
- Development: Dissatisfied
- Interference: Dissatisfied
- Loss of open space: Dissatisfied
- Noise: Dissatisfied
- Radon levels: Dissatisfied
- Retail service: Dissatisfied
- Schools: Satisfied
- Soil runoff: Dissatisfied
- Traffic noise: Dissatisfied
- Trail system: Dissatisfied
- Water quality: Dissatisfied
- Water table: Dissatisfied

### **Question 13**

**Which best describes the type of housing you currently live in? *Other responses:***

- Condo (11x)
- Commercial
- Living with in-laws

### **Question 32L**

**Please rate how satisfied you are with how Waukesha County is encouraging these types of businesses. *Other responses:***

- All shopping: Satisfied
- Bar: Dissatisfied
- Biotech: Dissatisfied
- Don't need another hospital: Dissatisfied
- Hospitals: Dissatisfied
- Life style center: Dissatisfied
- Service: Dissatisfied
- Waste removal: Satisfied

### **Question 36P**

**Rate the quality of the following services in your municipality. *Other responses:***

- Brush and Leaf Removal (3x): Very poor
- Following master plan (2x): Very poor
- Air Quality: Very poor
- Hospitals: Very poor
- Lake Nagawicka dredging: Excellent
- Lake Protection: Excellent
- Lake Rehab: Very poor

## Appendix C: Summary of Responses by Question, City of Delafield

### QUALITY OF LIFE

1. Referring to Waukesha County, please check the box that best describes your current level of satisfaction.

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Cost of living	34%	36%	31%	k. Proximity to work	56%	35%	9%
b. Crime rate/safety	82%	14%	4%	l. Quality of schools	79%	18%	3%
c. Emergency services (police, fire, ambulance)	80%	18%	2%	m. Roads/traffic	46%	24%	30%
d. Employment opportunities	49%	43%	8%	n. Rural atmosphere	54%	21%	25%
e. Housing choices	61%	30%	9%	o. Shopping opportunities	80%	14%	6%
f. Medical care (doctors, hospitals, clinics)	78%	17%	5%	p. Urban atmosphere	45%	39%	15%
g. Natural environment/open space (wetlands, wildlife, etc.)	64%	15%	21%	q. Recycling and garbage collection	87%	9%	4%
h. Land use planning & zoning	24%	31%	45%	r. Water quality (lakes, streams)	60%	23%	17%
i. Parks and recreation	68%	20%	11%	s. Water quality (drinking water)	57%	25%	18%
j. Property taxes	16%	21%	63%	t. Water supply	62%	27%	11%

2. Please identify which of the items, from Q1a – t, are the five most important issues/priorities in terms of reasons you and your family choose to live in Waukesha County by placing the letter of your choice next to the space allotted. (Please list five only)

	Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.	4 <sup>th</sup> Most Imp.	5 <sup>th</sup> Most Imp.		Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.	4 <sup>th</sup> Most Imp.	5 <sup>th</sup> Most Imp.
a. Cost of living	6%	5%	4%	4%	6%	k. Proximity to work	2%	3%	6%	2%	4%
b. Crime rate/safety	7%	13%	14%	12%	11%	l. Quality of schools	13%	14%	4%	8%	6%
c. Emergency services (police, fire, ambulance)	0%	1%	4%	4%	4%	m. Roads/traffic	1%	1%	3%	5%	6%
d. Employment opportunities	2%	1%	1%	1%	3%	n. Rural atmosphere	19%	14%	11%	9%	7%
e. Housing choices	6%	8%	5%	7%	5%	o. Shopping opportunities	0%	0%	1%	1%	1%
f. Medical care (doctors, hospitals, clinics)	1%	2%	4%	5%	4%	p. Urban atmosphere	0%	1%	1%	3%	0%
g. Natural environment/open space (wetlands, wildlife, etc.)	17%	10%	16%	10%	9%	q. Recycling and garbage collection	0%	0%	1%	0%	0%
h. Land use planning & zoning	5%	7%	5%	7%	7%	r. Water quality (lakes, streams)	6%	5%	5%	7%	7%
i. Parks and recreation	1%	4%	6%	9%	10%	s. Water quality (drinking water)	1%	2%	2%	2%	3%
j. Property taxes	11%	8%	7%	5%	5%	t. Water supply	2%	1%	0%	0%	2%

<b>3. What has happened to the quality of life in your municipality over the past 5 to 10 years? (Check only one)</b>	Improved	Declined	Remained the same
	30%	43%	17%
	No opinion		Have lived in muni less than 5 years
	2%		9%
<b>4. If you answered improved or declined to Question 3, which items have had the greatest impact on the quality of life in your municipality? (Check up to three)</b>	Fire and Police protection	Community events	Residential areas
	7%	9%	20%
	Parks and open spaces	School system	Conditions of road/traffic
	18%	13%	27%
	Emp Opportunities	Amount of development	Avail of shopping
	6%	59%	25%

**AGRICULTURAL, NATURAL AND CULTURAL RESOURCES** This series of questions asks your opinion about agricultural, natural, and cultural resources.

**5. Please rate how satisfied you are with how Waukesha County protects these agricultural/natural/cultural resources by checking the box that best describes your current level of satisfaction.**

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Air quality	67%	23%	9%	f. Parks	69%	21%	9%
b. Farmland	26%	33%	41%	g. Surface water (rivers, lakes, streams)	50%	26%	24%
c. Forested land	39%	26%	35%	h. Wetlands (marshes, bogs, fens)	46%	31%	23%
d. Groundwater	34%	38%	28%	i. Wildlife/habitat	44%	28%	28%
e. Historic sites	55%	41%	4%	j. Other	4%	4%	92%

**6. Please identify which of the items, from 5a –j, are the three most important agricultural/natural/cultural resources that should be protected in Waukesha County by placing the letter of your choice next to the space allotted. (Please list three only)**

	Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.		Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.
a. Air quality	15%	13%	7%	f. Parks	3%	8%	11%
b. Farmland	12%	11%	8%	g. Surface water (rivers, lakes, streams)	20%	13%	15%
c. Forested land	13%	14%	15%	h. Wetlands (marshes, bogs, fens)	6%	12%	8%
d. Groundwater	18%	18%	10%	i. Wildlife/habitat	8%	9%	20%
e. Historic sites	2%	1%	5%	j. Other	2%	1%	1%

7. On a scale of 1 (= not at all important) to 10 (= extremely important), how important do you think reducing water use in your home is?		1	2	3	4	5	6	7	8	9	10
		9%	4%	8%	3%	31%	7%	10%	14%	3%	12%
8. Would you favor a program in which local governments purchased development rights to permanently stop development on selected agricultural land and open spaces?		Yes					No				
		75%					25%				
9. How would you rate the overall <u>environmental quality</u> in Waukesha County?	Excellent	Good		Average		Poor		Very Poor		No Opinion	
	9%	59%		26%		5%		2%		0%	



**HOUSING/DEVELOPMENT** We would like your opinion about housing development.

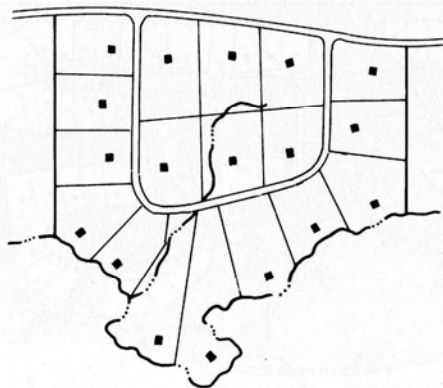
10. More of the following types of housing are needed in Waukesha County:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion		
a. Single family housing (owner)	15%	27%	24%	19%	11%	4%		
b. Single family housing (rental)	2%	15%	28%	30%	21%	4%		
c. Duplexes (2 units)	2%	14%	23%	34%	23%	4%		
d. Apartments (3 or more units – rental)	1%	6%	18%	37%	34%	4%		
e. Town houses or condos (owner)	5%	26%	26%	24%	15%	5%		
f. Mobile homes	0%	1%	5%	16%	74%	3%		
g. Affordable housing ( <i>defined as \$208,900 or below in 2005 in Waukesha County by federal gov't statistics</i> )	11%	33%	23%	14%	18%	2%		
h. Housing specifically designed to meet the needs of older people (55+)	13%	44%	29%	6%	5%	3%		
i. Housing specifically designed to meet the needs of people with disabilities	8%	42%	39%	4%	4%	3%		
11. Homeowners should be allowed to make major modifications to existing dwellings to enable elderly or disabled relatives to live with them.	32%	53%	11%	2%	1%	1%		
12. Programs are needed to provide assistance to low and moderate income residents for the purpose of purchasing/rehabilitating homes.	11%	31%	23%	19%	13%	2%		
13. Which best describes the type of housing you currently live in? <u>Please mark box (x) underneath your housing choice if you own or rent your housing.</u>	Single Family		Duplex (2 units)		Multiple Family (3 or more units)		Other	
	↓		↓		↓		↓	
	Own 91%	Rent 0%	Own 2%	Rent 0%	Own 3%	Rent 0%	Own 4%	Rent 0%

14. Would you prefer new housing built in the County to reflect a traditional design with larger lot sizes (Option A) or a cluster design permanently preserving open space (Option B)?

**Please check either Option A or Option B (not both) below to indicate your preference.**

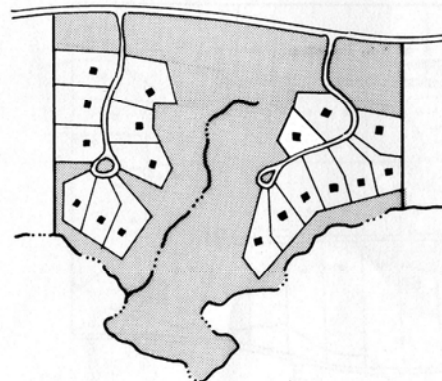
**OPTION A**

21%



**OPTION B**

79%



15. The population of Waukesha County has grown an average of 16% per decade since 1970. How do you feel about this amount of development?	Too Much Development	About the right amount of development	Too little development
	58%	42%	0%

16. Which of the following best describes your preference about residential development in your municipality?	Residential areas with smaller lots, even if homes will be built closer together	Residential areas with larger lots, even if more land will be used to build homes	Both/Some of Each	Don't Know
	15%	32%	49%	5%

**LAND USE AND GROWTH** This series of questions asks your opinion about land use and growth issues.

17. Of the following elements, which define rural character in Waukesha County? (Check all that apply)	Greater Housing Setbacks from Roads		Existing Farmsteads		Agricultural Land		Woodlands/ Wetlands		Open Space within Developed Areas			
	37%		66%		63%		72%		52%			
18. People should be able to do whatever they want with land they own or purchase in Waukesha County?	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		No Opinion	
	9%		12%		10%		43%		25%		1%	

**19. Please rate how satisfied you are with how the following County-wide growth issues are being dealt with by checking the box that best describes your current level of satisfaction.**

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Preservation of green space	28%	24%	47%	h. Maintaining community atmosphere	45%	33%	22%
b. Building regulations	26%	40%	34%	i. Quality of roads	59%	27%	14%
c. Zoning regulations	22%	32%	46%	j. School issues (buildings, crowding)	56%	34%	10%
d. Crime rate/safety	71%	23%	6%	k. Solid waste management (garbage)	76%	20%	3%
e. Environmental protection	35%	32%	33%	l. Water/sewer system capacity	54%	36%	10%
f. Water quality	38%	38%	24%	m. Employment opportunities	45%	47%	8%
g. Traffic congestion	18%	29%	53%	n. Tax rates	17%	24%	60%

**20. Please identify which of the items, from 19a –n, are the three most important County-wide growth issues in Waukesha County by placing the letter of your choice next to the space allotted. (Please list three only)**

	Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.		Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.
a. Preservation of green space	21%	13%	12%	h. Maintaining community atmosphere	6%	9%	7%
b. Building regulations	4%	7%	4%	i. Quality of roads	0%	4%	3%
c. Zoning regulations	9%	10%	12%	j. School issues (buildings, crowding)	5%	7%	7%
d. Crime rate/safety	4%	7%	8%	k. Solid waste management (garbage)	1%	0%	0%
e. Environmental protection	9%	10%	9%	l. Water/sewer system capacity	2%	4%	1%
f. Water quality	8%	10%	7%	m. Employment opportunities	1%	3%	2%
g. Traffic congestion	4%	10%	11%	n. Tax rates	26%	7%	16%

21. If Waukesha County continues to grow, land-conserving, compact housing developments should be required to slow the conversion of open space and farmland?									Yes	No
									70%	30%
22. When considering housing affordability, on a scale of 1 (= not at all important) to 10 (= extremely important), how concerned are you that future generations will be able to afford housing in Waukesha County?	1	2	3	4	5	6	7	8	9	10
	10%	3%	5%	4%	24%	8%	9%	13%	7%	17%

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

23. I use existing public transit services (bus service, commuter/ride share, taxi, etc.) within the County.	YES				NO	
	3%				97%	
24. If yes to Q23, I am satisfied with the <u>quality</u> of the following transportation services:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
a. Bus service (local)	0%	17%	35%	0%	4%	43%
b. Bus service (to Milwaukee or Madison)	13%	30%	22%	4%	4%	26%
c. Commuter/ride share program to work	5%	14%	18%	9%	4%	50%
d. Disability transportation services	0%	14%	32%	0%	14%	41%
e. Ride-share taxi (multiple users vs. one rider)	0%	18%	23%	9%	0%	50%
f. Taxi	0%	14%	24%	10%	10%	43%
g. Other	0%	50%	50%	0%	0%	0%
25. The <u>availability</u> of public transit services in the County meets my needs (e.g. routes, frequency of service, etc.).	7%	18%	31%	15%	8%	20%
26. The overall road network (roads, streets, and highways) in Waukesha County meets the <u>current needs</u> of its citizens.	9%	54%	13%	16%	7%	1%
27. The overall road network is adequate to meet <u>projected future growth</u> in Waukesha County.	2%	19%	27%	36%	13%	3%
28. Road and street maintenance in Waukesha County is acceptable.	6%	64%	17%	9%	4%	0%
29. More biking and walking lanes/trails are needed in Waukesha County.	24%	33%	25%	13%	2%	3%
30. Do you support the development of an additional north-south transportation corridor connecting I-43 and I-94?	Yes				No	
	51%				49%	
31. Do you support the development of an additional north-south transportation corridor connecting I-43 and US-41/US-45?	43%				57%	

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

32. Please rate how satisfied you are with how Waukesha County is encouraging these types of businesses by checking the box that best describes your current level of satisfaction.

	Satisfied	Neutral	Dissatisfied		Satisfied	Neutral	Dissatisfied
a. Emerging technology	31%	50%	19%	g. Professional services	63%	33%	3%
b. Entertainment venues	50%	39%	11%	h. Recreational facilities	57%	31%	12%
c. Hotels, tourism	57%	37%	5%	i. Restaurants	70%	23%	7%
d. Industrial	38%	50%	12%	j. Retail/shopping	70%	22%	8%
e. Manufacturing	36%	50%	14%	k. Warehousing	35%	59%	6%
f. Medical services	63%	29%	9%	l. Other	22%	11%	67%

33. Please identify which of the items, from 32a –l, are the three most important types of future business development Waukesha County should encourage by placing the letter of your choice next to the space allotted. (Please list three only)

	Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.		Most Imp.	2 <sup>nd</sup> Most Imp.	3 <sup>rd</sup> Most Imp.
a. Emerging technology	38%	10%	8%	g. Professional services	3%	19%	15%
b. Entertainment venues	3%	6%	10%	h. Recreational facilities	13%	14%	17%
c. Hotels, tourism	2%	2%	3%	i. Restaurants	5%	8%	9%
d. Industrial	6%	8%	10%	j. Retail/shopping	4%	6%	8%
e. Manufacturing	9%	16%	12%	k. Warehousing	0%	1%	3%
f. Medical services	14%	8%	6%	l. Other	1%	0%	0%

34. I am satisfied with the availability of employment opportunities in the area.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
	10%	41%	29%	9%	3%	8%
35. Rate the importance of the following in Waukesha County:	Very Important	Important	Neutral	Unimportant	Very Unimportant	No Opinion
a. Business retention	49%	37%	10%	1%	0%	4%
b. Entrepreneurial assistance	26%	41%	23%	4%	3%	4%

**COMMUNITY FACILITIES AND SERVICES** These questions asks for your opinion about your municipality's facilities and services.

36. Please rate the quality of the following services in your municipality.	Excellent	Good	Average	Poor	Very Poor	No Opinion/Not Applicable
a. Ambulance service	36%	36%	9%	1%	0%	18%
b. Building inspection	19%	36%	20%	5%	2%	18%
c. Fire protection	34%	44%	10%	3%	0%	9%
d. Garbage collection	45%	43%	10%	2%	1%	0%
e. Park and recreation facilities	35%	48%	12%	4%	1%	1%
f. Planning and zoning	6%	25%	31%	22%	9%	7%
g. Police protection	39%	44%	13%	1%	0%	2%
h. Public library	15%	34%	23%	17%	8%	3%
i. Public school system	45%	38%	7%	2%	0%	7%
j. Recycling programs	28%	42%	21%	4%	2%	3%
k. Road maintenance	18%	52%	24%	5%	2%	0%
l. Sanitary sewer service (not private system)	19%	41%	10%	2%	1%	26%
m. Snow removal	34%	47%	15%	2%	0%	2%
n. Storm water management	13%	38%	23%	8%	2%	16%
o. Water utility service (not private system)	8%	17%	15%	2%	2%	57%
p. Other	14%	0%	7%	7%	71%	0%

37. Some local governments share public services with neighboring local governments, ranging from recycling to libraries to police services. Please indicate which service(s) from Question 36a - p you would favor becoming a shared service between your municipality and a neighboring municipality. (Check all that apply)

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
46%	40%	45%	40%	38%	24%	33%	60%	25%	52%	36%	33%	30%	30%	28%	11%

**DEMOGRAPHICS** Please tell us some things about you. **Please choose only one answer per question.**

<b>38. Gender:</b>	Male		Female
	52%		48%
<b>39. What is your age range?</b>	18-24	25-34	35-44
	0%	3%	20%
	45-54	55-64	65-74
	33%	26%	12%
	75+		
	6%		
<b>40. Employment status:</b>	Employed	Unemployed	Retired
	64%	1%	22%
	Homemaker		Other
	10%		3%
<b>41. What is your highest level of education?</b>	Less than high school	High school diploma	Some tech/col/trade school
	0%	7%	15%
	Two year tech/col/trade deg	Bachelor's degree	Grad/Professional degree
	11%	39%	28%
<b>42. How long have you lived in Waukesha County?</b>	Less than 1 year	1 to 5 years	5.1 – 10 years
	1%	8%	10%
	10.1 – 15 years	15.1 – 20 years	20.1 to 30 years
	16%	11%	19%
	Over 30 years		
	34%		
<b>43. What is your approximate annual family income?</b>	Under \$25,000	\$25,000-\$34,999	\$35,000 - \$49,999
	2%	5%	9%
	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more
	17%	16%	50%

**Thanks for Completing the Survey!**