



City of Baraboo  
2007 River Corridor Redevelopment Survey Report

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## Executive Summary

In March 2007, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to 1,100 randomly selected Baraboo area residents seeking their input on the redevelopment of the Baraboo River Corridor Area. The SRC followed up with post cards and a second mailing to non-respondents. The overall response rate was 38 percent (417 completed questionnaires). With this response rate, the estimates provided in this report should be accurate to within plus or minus 4.6 percent. 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 demographic profile of survey respondents aligns with the 2000 Census with a few exceptions which will be discussed in the report. In short, we expect the sample to accurately represent the opinions of the population of Baraboo.

The following are key observations from the survey results:

1. Respondents to the survey appear to be familiar with the river corridor redevelopment area. However, they are less familiar with the plan to redevelop the area; many (36%) were not familiar with the plan at all. When respondents were asked on a scale of 1 (= not at all important) to 10 (= extremely important) how important they think the redevelopment of the river corridor area is for the City of Baraboo, 52 percent rated the importance of redevelopment a “7” or above; a substantial percentage of respondents (39%) percent rated it at a level of “5” or lower.
2. Currently, respondents do very little in the river corridor redevelopment area. Downtown activity was reported at higher rates, but the only activity that garnered over one-third participation was attending a musical or other performance event downtown once a year.
3. Preserving natural areas, environmental clean-up, and public access to the river were the Baraboo River Corridor/Water St. redevelopment/revitalization efforts of most interest to respondents. Items with the least amount of interest were river corridor residential housing (28% stated they had no interest), and a hotel on the river/riverwalk (24% showing no interest).
4. Overall, people rated the quality of life in the City of Baraboo favorably. Almost three-fourths of all respondents rated the quality of life as “excellent” or “good.” Lower ratings were almost non-existent (3% chose “poor” or “very poor.”) When residents were asked on a scale of 1 (= embarrassed to admit it) to 10 (= strong community booster) how they rate their pride in living in Baraboo, very few people were embarrassed to admit they live in Baraboo. Over two-thirds (68%) of respondents had a “pride level” of 7 or higher. Fifty-three respondents (13%) were extremely strong community boosters, identifying themselves at the highest pride level of 10.
5. For the most part, respondents want to see the town’s environmental, historical, and social resources preserved and enhanced. At least with respect to one key environmental resource, the Baraboo River, citizens are decidedly neutral on how well city leaders have utilized it.
6. Results indicate that those who are most interested in the broad array of attractions being considered for the river corridor are younger, have more formal education, and have higher household incomes. This demographic profile is likely to be viewed quite favorably by businesses that might be considering opening a business in the redeveloped river corridor.

## Survey Purpose

In the spring of 2006, the City of Baraboo received funding from the Wisconsin Department of Commerce to revitalize the Baraboo river corridor area. The motivation for this study was to gather baseline information that would help the City of Baraboo assess the impact of the river corridor redevelopment project. It is anticipated that a follow-up survey will be conducted in approximately five years. The Survey Research Center (SRC) at the University of Wisconsin – River Falls was chosen to survey Baraboo area residents about the river corridor redevelopment.

## Survey Methods

In March 2007, the Survey Research Center at the University of Wisconsin – River Falls mailed questionnaires to 1,100 randomly selected households in Baraboo’s 53913 zip code. A survey cover letter asked the Baraboo area resident to complete the survey and return it in a postage paid envelope to the SRC at UW-River Falls. After two weeks, the SRC mailed postcards to those from whom we had not received a completed questionnaire. A second questionnaire was sent to remaining non-respondents in April. The SRC received a total of 417 completed questionnaires from residents for a 38 percent response rate. Based on the city of Baraboo’s 2000 estimated number of households (4,467), the estimates provided in this report are expected to be accurate to within plus or minus 4.6 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 that is described in Appendix A, the Survey Research Center concludes that non-response bias is not a concern for this sample.**

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. As appropriate, selected quotes will be used by the SRC in some sections of this report to illustrate respondent opinions. **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 was available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in Baraboo. The data in Table 1 show that, in general, the sample matches the underlying population quite well with a few exceptions. The areas in which there are discrepancies between the sample and the Census are with respect to age, highest level of education, and gender.

The sample has a substantial proportion of respondents that are over 55 (51 percent) compared to the Census data at 31 percent, and the sample has a slightly higher proportion of people with graduate or professional degrees. There are a substantial number of variables for which the opinions of those over 55 differ from younger respondents and where those with more formal education differ from those with fewer years of schooling. These differences will be noted as we discuss the various sections of the report.

In addition, the sample has an unexpectedly high percentage of men. The 2000 Census of Population and Housing indicates that there are nearly equal percentages of men and women in the City of Baraboo, but 66 percent of the sample respondents were male. This could cause us to be concerned about how representative the sample is of the overall population in Baraboo if men and women hold consistently different opinions about life in Baraboo. The SRC compared the responses of men and women using a standard T-Test, as described in Appendix A. We found statistically significant differences in the opinions of men and women in only 11 of 141 variables tested. Men, for example, were slightly more likely to say that they either fish or boat at least once a year in the river corridor redevelopment area. Men were also slightly more “neutral” when asked if the City of Baraboo has done a good job preserving and enhancing natural resources. When asked to rate their level of pride in living in Baraboo, women had slightly higher “pride” levels than men. In addition, women rated the importance of the river redevelopment for the City of Baraboo slightly higher than men. Men reported living in the City of Baraboo longer than women and reported a higher annual household income. In short, there is not a broad or consistent pattern of differences between the opinions of men and women and we conclude that the disproportionate number of men in this sample is unlikely to bias the results.

The sample appears to have slightly more people with higher annual household incomes than would have been expected based on the 2000 Census. However, since more than half a decade has passed since the last census, household incomes in Baraboo are probably higher today than in 2000. For example, the median household income according to the 2000 census for the state of Wisconsin was \$43,791 but had risen by 34% to \$58,647 by 2005.<sup>1</sup> The 2005 value aligns well with the survey sample.

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<sup>1</sup> Median Household Income 2005 Inflation-Adjusted Dollars) Data Set: 2005 American Community Survey. US Census <http://factfinder.census.gov>

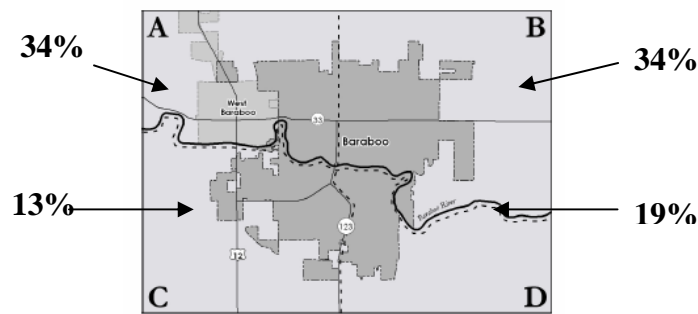
**Table 1: Demographic Profile of Respondents**

Table 1: Demographic Profile of Respondents							
<b>Gender</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>				
Sample	355	66%	34%				
Census (18+)	8,045	48%	52%				
<b>Age 18+</b>	<b>Count</b>	<b>Under 25</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Sample	402	0%	6%	17%	26%	22%	29%
Census	8,045	12%	20%	20%	17%	10%	21%
<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	396		21%	66%	10%	3%	0%
Number Children (<18)	374	66%	13%	15%	5%	1%	1%
<b>Highest Level of Educ.</b>	<b>Count</b>	<b>Less than High School</b>	<b>High School Diploma</b>	<b>Some College/ Tech/ Trade School</b>	<b>2-yr. College/ Tech/ Trade School Degree</b>	<b>Bachelor's Degree</b>	<b>Grad or Prof Degree</b>
Sample	396	3%	24%	26%	15%	16%	15%
Census	8,045	18%	34%	20%	11%	14%	1%
<b>Work Location</b>	<b>Count</b>	<b>River Corridor Re-development Area</b>	<b>Downtown Baraboo</b>	<b>Neither</b>			
Sample	394	4%	10%	86%			
<b>Place of Residency</b>	<b>Count</b>	<b>Quadrant A Northwest</b>	<b>Quadrant B Northeast</b>	<b>Quadrant C Southwest</b>	<b>Quadrant D Southeast</b>		
Sample	304	34%	34%	13%	19%		
<b>Annual Household Income</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	356	7%	10%	27%	28%	17%	12%
Census	4502	15%	15%	37%	23%	6%	5%
<b>Length Residency</b>	<b>Count</b>	<b>&lt;5 years</b>	<b>5-10 years</b>	<b>11-20 years</b>	<b>21-30 years</b>	<b>31+ years</b>	<b>Live Outside City Limits</b>
Sample	403	7%	12%	16%	12%	34%	19%

## Area of Residence, Length of Residency, and Work Location

### Area of Residency

A map was provided to respondents (see below) in which dotted lines divided the Baraboo area into quadrants: northwest, northeast, southwest, and southeast. Respondents were asked to circle the letter that best corresponded to their place of residency (north or south of the River and east or west of Hwy 123). 304 respondents answered the question (73% of the total sample). The map below summarizes the percentage of returns by quadrant and shows a somewhat variable rate of returns. When comparing responses based on where a respondent lives, we might have expected to see a number of statistically significant differences of opinion across the different quadrants. This was, however, not the case. Comparisons of key survey questions were made by the SRC on the basis of where a respondent stated they lived and will be described throughout the report.



In addition, seventy-five respondents (or 18% of the total sample) stated that they live outside City of Baraboo limits. A full list of areas of residency reported from respondents living outside City limits can be found in Appendix B of this report. We found few instances of statistically significant differences between the mean responses of those living outside Baraboo City limits and those living within City limits. Where applicable, we will address them in the report.

### Length of Residency

The SRC analyzed the results of those that have lived in the City of Baraboo for less than 5 years, 5 to 10 years, 11 to 20 years, 21 to 30 years, 31+ years. Responses were fairly consistent and homogeneous regardless of length of residency.

### Work Location

A large majority (86%) of respondents work somewhere other than downtown Baraboo or the river corridor redevelopment area; only 4% of respondents worked in the river corridor redevelopment area and 10% of respondents worked in downtown Baraboo. Overall, opinions did not appear to be significantly different when based on a respondent's work location.

The SRC concludes that while small differences may exist, the place of residency, work location, and the length of residency did not appear to affect the opinions of those responding to the survey.

## Opinions about Life in Baraboo

### Quality of Life

The survey asked about citizens' overall rating of the quality of life in the City of Baraboo (Table 2). Almost three-fourths of all respondents rated the quality of life as "excellent" or "good." However, a substantial minority (23%) rated it "average." Lower ratings were almost non-existent (3% chose "poor" or "very poor.")

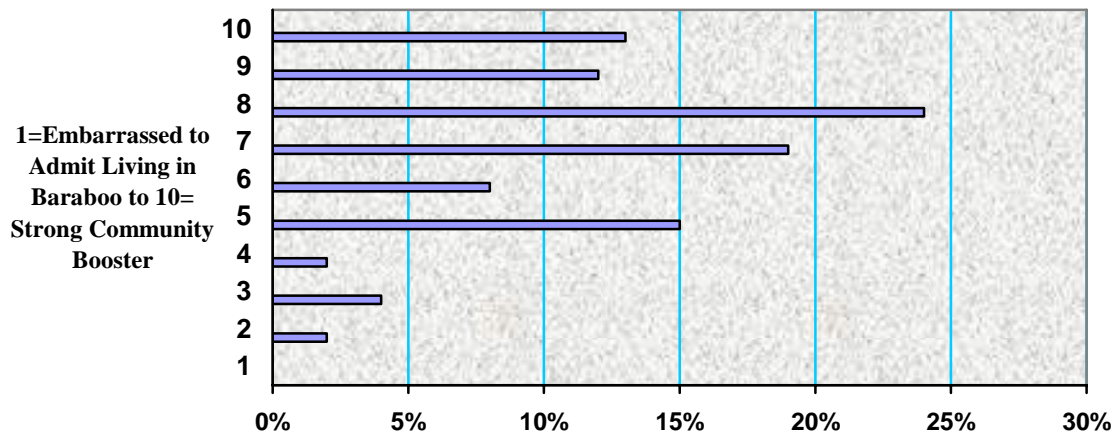
Respondents younger than 55, those with a graduate or professional degree, women, and those with annual household incomes of \$50,000 or more were more likely to rate the quality of life higher in the City of Baraboo.

Table 2: Quality of Life							
	Count	Excellent	Good	Average	Poor	Very Poor	No Opinion
Overall, how would you rate the quality of life in the City of Baraboo?	398	15%	59%	23%	2%	1%	2%

### Area Pride

Residents were also asked to rate their pride in living in Baraboo on a scale of 1 (= embarrassed to admit it) to 10 (= strong community booster). As Figure 1 indicates, very few people were embarrassed to admit they live in Baraboo. Over two-thirds (68 percent) of respondents had a "pride level" of 7 or higher. The overall average response was a "7" level of pride in living in Baraboo. Fifty-three respondents (13%) identified themselves as extremely strong community boosters with a community pride level of 10. Women were significantly more likely than men to have higher pride levels.

**Figure 1: Community Pride Level**





## City of Baraboo Issues/Topics

Residents were asked if local public decision makers should consider the ecologic and social consequences of their actions in addition to the economic impacts; a large percentage of respondents (85%) either “strongly agreed” or “agreed.” When asked if the City of Baraboo has done a good job preserving and enhancing natural resources, as Table 3 indicates, slightly over one-half of respondents (51%) agreed that the City has done a good job in those areas. A sizable proportion, (29%) were “neutral” and 16% “disagreed” or “strongly disagreed.”

Typical of comments received regarding natural resources are the following:

*I think it's a great way to take advantage of having a wonderful river running through our city. The cleaner the better.*

*Leave the river free!!*

Interestingly, when respondents were asked how good of a job the City of Baraboo has done in using the Baraboo River to promote economic development, few respondents “strongly agreed” or “strongly disagreed.” However, 27% “agreed,” 34% were “neutral,” and 20% “disagreed,” suggesting that the city has neither offended nor inspired the citizenry with respect to their management of this key local resource.

Table 3: Level of Agreement - City of Baraboo Issues/Topics							
Please indicate your level of agreement with the following:	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
Local public decision makers should consider the ecologic and social consequences of their actions in addition to the economic impacts.	407	42%	43%	7%	1%	1%	5%
I feel safe in the redevelopment area.	404	14%	41%	26%	7%	3%	8%
I think the City of Baraboo has done a good job of using the Baraboo River to promote economic development.	409	4%	27%	34%	20%	8%	7%
The City of Baraboo has done a good job preserving and enhancing our natural resources.	412	6%	45%	29%	11%	5%	5%
The City of Baraboo has a strong sense of identity and heritage.	408	15%	59%	17%	4%	3%	2%
The historic downtown square will benefit from the riverfront redevelopment.	411	20%	43%	19%	10%	4%	4%

Roughly three-fourths of respondents believe the City of Baraboo has a strong sense of identity and heritage.

Slightly more than half of all respondents indicated that they feel safe in the redevelopment area and only 10 percent reported that they didn't. Roughly one-quarter were neutral on the question of personal safety in the redevelopment area, which may reflect the infrequency with which this segment of the population currently visits that part of town.

Survey respondents were also asked if the historic downtown square would benefit from the riverfront redevelopment. Almost two-thirds believed this would occur. Women, younger respondents, and those with annual household incomes of \$50,000 or more were more likely to agree that the downtown square will benefit from the riverfront redevelopment. Almost three-fourths of those living in Quadrant D either "strongly agreed" or "agreed" with this statement.

Respondent comments regarding the river corridor redevelopment area and its impact on the downtown area include:

*Emphasis should be on mixed-use development with focus on river enhancement and enjoyment opportunities with strong linkage to the "downtown" and its strengths.*

*I believe the redevelopment of River Corridor is vital to Downtown existence and economy. However, I do not see Baraboo citizens to accept [sic] any more tax levies since the school referendum did not pass.*

The pattern of responses in Table 3, together with the relatively high level of civic pride shown in Figure 1, suggests that the people of Baraboo have a strong and protective sense of place. They, for the most part, like Baraboo and want to see the town's environmental, historical, and social resources preserved and enhanced. At least with respect to one key environmental resource, the Baraboo River, citizens are decidedly neutral on how well city leaders have utilized it.

## **Redevelopment**

### **River Corridor Redevelopment and Downtown Area Activity**

A majority of respondents said that their current level of activity in the river corridor redevelopment area is minimal at best (Table 4). Visiting the Circus World Museum once a year, was the only River Corridor activity that a majority (65%) of respondents said that they do at least once a year.

Men, respondents younger than 55 years of age, and those with a household annual income of more than \$50,000 were more likely to state that they boat in the river corridor area once a year. Men, also, were more likely than women to fish once a year in the river corridor area and eat at tables along the Baraboo River.

Table 4: Frequency of Activity in River Corridor Area							
	Count	5 or more x/week	2-4 x/week	2-3 x/month	Once a month	Once a year	Never
Fish in the area	399	0%	1%	4%	6%	12%	78%
Boat in the area	403	0%	0%	2%	2%	19%	77%
Eat at tables along the Baraboo River	398	0%	0%	3%	5%	26%	66%
Visit Circus World Museum	396	1%	1%	1%	2%	61%	35%
Participate in a Baraboo River festival or event	401	0%	0%	0%	1%	24%	74%
Other	65	11%	15%	20%	18%	14%	22%

When respondents were asked to indicate how regularly they currently participate in activities in either the river corridor area or the downtown square (see map), it is clear that activity in the downtown square area is much greater, especially for activities done once a month. (Table 5).

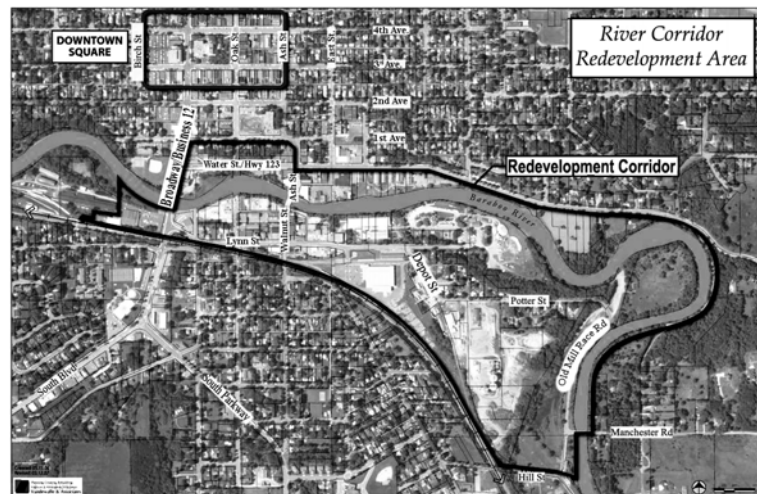


Table 5: Frequency of Activity in Downtown Square and River Corridor Areas												
Downtown Square (DTN) River Corridor (RC)	5 or more x/week		2-4 x/week		2-3 x/month		Once a month		Once a year		Never	
	DTN	RC	DTN	RC	DTN	RC	DTN	RC	DTN	RC	DTN	RC
<i>Count listed on top, percentage on bottom</i>												
Walk in the area	44 11%	16 4%	72 18%	32 8%	99 24%	45 11%	80 20%	53 13%	39 10%	67 16%	45 11%	94 23%
Shop in the area	30 7%	3 1%	66 16%	8 2%	109 27%	26 6%	116 28%	46 11%	50 12%	38 9%	17 4%	119 29%
Eat at a restaurant in the area	10 2%	3 1%	36 9%	7 2%	114 28%	15 4%	120 29%	46 11%	78 19%	49 12%	30 7%	132 32%
Attend musical/other performance events	1 0%	2 0%	2 0%	1 0%	37 9%	6 1%	111 28%	14 4%	143 36%	44 11%	80 20%	181 45%

- Eating at a downtown square restaurant *once a month* was reported by 29% of respondents (compared to 11% in the river corridor).
- Thirty-six percent of respondents attended a musical or other performance event downtown at least *once a year* which was the highest percentage activity being reported in the downtown square area (compared to 11% in the river corridor).
- As reported earlier, the level of activity in the river corridor redevelopment, at least as reported by the survey respondents, is currently not very extensive – few engage in the activities listed in Table 5 with any degree of regularity.

Quite a few significant demographic differences appear when comparing the frequency of activities in the downtown square area and the river corridor redevelopment area. Those respondents with annual household incomes of \$50,000 or more were more likely to shop in the downtown area 2-3 times a month or once a month but less likely to shop in the river corridor area 2-4 times a week than those with annual household incomes of less than \$50,000.

Those with graduate or professional degrees were more likely to walk downtown 2-4 times a week, and eat at a downtown restaurant 2-4 times a week than those with less than a graduate or professional degree.

Respondents 55 years old or more were less likely to walk in the downtown area, either 5 or more times a week or 2-4 times week, but they were more likely than younger respondents to walk in the downtown area once a year. Older respondents were more likely to never shop or eat at a restaurant in the river corridor area than younger (<55) respondents.

Those living outside the City limits were slightly less likely to participate in a Baraboo River festival or event once a year.

## **Household Spending in Downtown Baraboo and the River Corridor Area**

Respondents were asked to estimate their average monthly household spending in downtown Baraboo and in the river corridor area. The answers were coded by the SRC and put into the following groupings: zero, \$1-10, \$11-20, \$21-35, \$36-50, \$51-100, and \$100+ month.

Twenty percent of respondents stated they spend \$100 or more each month in restaurants, taverns, and/or coffee shops downtown; this was also the only expenditure category in which a majority of respondents spent at least \$21 a month downtown. The two items with the highest percentage of “zero” monthly household expenditure were movies in the river corridor area (47% reporting “zero” expenditure) and purchasing groceries/liquor in the river corridor area (46% reported no expenditure).

<b>Table 6: Monthly Household Spending in Downtown Baraboo and River Corridor Area (DTN=Downtown Baraboo and RC=River Corridor)</b>									
		<b>Count</b>	<b>\$0</b>	<b>\$1-10</b>	<b>\$11-20</b>	<b>\$21-35</b>	<b>\$36-50</b>	<b>\$51-100</b>	<b>\$100+</b>
Groceries/liquor	DTN	265	36%	29%	7%	3%	9%	2%	14%
	RC	231	46%	40%	3%	1%	3%	0%	5%
Restaurants/taverns/ coffee	DTN	312	11%	15%	16%	8%	26%	5%	20%
	RC	242	38%	43%	5%	6%	5%	0%	3%
Movies	DTN	231	39%	47%	8%	2%	3%	0%	2%
	RC	204	47%	51%	1%	1%	0%	0%	0%
Cultural Events/museum	DTN	234	30%	45%	9%	9%	5%	0%	1%
	RC	200	43%	54%	1%	2%	1%	1%	0%
Outdoor activities/equip.	DTN	218	43%	45%	4%	4%	2%	0%	2%
	RC	207	42%	47%	5%	3%	3%	0%	0%
Building supplies	DTN	222	39%	40%	6%	2%	5%	0%	7%
	RC	202	43%	48%	2%	0%	2%	0%	3%
Household goods	DTN	225	34%	35%	7%	4%	9%	1%	9%
	RC	207	45%	48%	3%	0%	1%	0%	2%
Auto parts/repair	DTN	234	35%	36%	6%	6%	10%	2%	6%
	RC	217	39%	42%	6%	2%	5%	0%	6%

Respondents with annual household incomes of \$50,000 or more reported spending more on groceries/liquor downtown and attending cultural events/museums downtown than those earning less than \$50,000 a year.

The SRC calculated the average monthly household spending in both the downtown and river corridor areas for each of the categories in the preceding table (Table 6). The counts (number of responses to a question) were smaller for river corridor area spending, and the average amount estimated to have been spent was higher in the downtown square area with one exception. Average monthly household spending on automobile parts/repair in the river corridor area was estimated to be approximately 30% higher than downtown automobile parts/repair.

<b>Table 7: Average Monthly Household Spending in Downtown Baraboo and River Corridor Area (DTN=Downtown Baraboo and RC=River Corridor)</b>				
	<b>Count</b>	<b>Avg. monthly household spending in downtown square area</b>	<b>Count</b>	<b>Avg. monthly household spending in river corridor area</b>
<b>Consumption Items</b>				
groceries/liquor	265	\$34.69	231	\$15.80
restaurants/taverns/coffee shops	312	\$52.74	242	\$9.79
other	84	\$13.30	83	\$8.86
<b>Recreation</b>				
movies	231	\$6.77	204	\$.84
cultural events/museum	234	\$10.00	200	\$1.44
outdoor activities/equipment	218	\$7.78	207	\$3.88
other recreation	64	\$1.48	64	\$.16
<b>Needs for you/your home/auto</b>				
building supplies	222	\$18.12	202	\$9.63
household goods	225	\$18.42	207	\$4.40
automobile parts/repair	234	\$15.77	217	\$20.75
other retail	248	\$25.50	202	\$5.59
other products, services, or legal	122	\$38.29	97	\$4.12
<b>Total Expenditures</b>		\$242.86		\$85.26

The combined average monthly amount spent by households in both the downtown and river corridor area was \$328.12/month (downtown = \$242.86 and river corridor = \$85.26). 2000 Census data shows the total number of households in the 53913 zip code was 7,259 households<sup>2</sup>. Based on the average household expenditures reported in this survey, the number of households in the Baraboo zip code area, and a confidence interval of plus or minus 7 percent, these data indicate that total expenditures in the categories listed in Table 7 in the downtown area are between \$1,639,516 and \$1,886,324 per year.<sup>3</sup> Annual total expenditures in the river corridor area are estimated to be between \$575,579 and \$662,225.

<sup>2</sup> DP-1. Profile of General Demographic Characteristics: 2000, Data Set: Census 2000 Summary File 1 (SF 1) 100-Percent Data, Geographic Area: 53913 5-Digit ZCTA. US Census <http://factfinder.census.gov>

<sup>3</sup> To calculate the confidence interval, the SRC identified the expenditure category, excluding the “other” categories, with the lowest number of responses in the downtown square area (218 for outdoor activities/equipment). This item has the widest confidence interval (the largest amount of potential error) and we used this to calculate the overall expenditure range. In the river corridor area, cultural events/museum had the lowest number of responses (excluding “other” categories) with 200 responses; this was used to calculate the overall expenditure range.

## Familiarity with Redevelopment Area and Plan

The first item in Table 8 measures the level of familiarity with the river corridor redevelopment *area*. As the data in Table 8 indicates, 85 percent of the citizens of Baraboo have some degree of familiarity with the redevelopment area. The fact that nearly two-thirds of respondents said they are familiar to some extent with the redevelopment *plan* indicates that the public information effort associated with this project has been fairly effective at informing the public. Over one-third of respondents were not familiar with the river corridor redevelopment plan which suggests an opportunity for further educational efforts.

Respondents living in Quadrant B appeared to be the most familiar with the river corridor redevelopment area with 34% stating that they were “very familiar” with the area. Respondents from Quadrant A had the highest percentage of respondents stating that they were “not familiar” with the redevelopment plan; 42% out of 101 Quadrant A respondents were not familiar with the plan. This suggests that residents in Quadrant A might be targeted for additional informational efforts about the redevelopment area and plan.

<b>Table 8: Familiarity with Redevelopment Area and Plan</b>					
<b>How familiar are you with.....</b>	<b>Count</b>	<b>Very Familiar</b>	<b>Familiar</b>	<b>Somewhat Familiar</b>	<b>Not Familiar</b>
The river corridor redevelopment area?	404	26%	29%	30%	15%
The river corridor redevelopment plan?	396	4%	17%	42%	36%

Men, respondents with graduate or professional degrees, and those making more than \$50,000 were more familiar with the redevelopment area and the plan. Those not working in either the river corridor area or downtown Baraboo were less likely to say that they were familiar with the redevelopment area or plan.

Written comments from respondents concerning the redevelopment plan include:

*Please put out some publicity on what this redevelopment is, Thank you!*

*We have lived here less than 2 years - this is the first that we have heard anything about this. I did visit the website for more information. I didn't find anything on the website concerning the financial aspects of this redevelopment project and where the funding is going to come from.*

## Level of Interest in the River Corridor/Water St. Redevelopment Efforts

The redevelopment effort with the highest percentage of respondents stating they have a “great deal” of interest (excluding the ‘other’ category – see Appendix B) was preserving natural areas (60% reported having a “great deal” of interest). Environmental clean-up was the only other redevelopment effort with a majority of respondents having a “great deal” of interest.

As evident in Table 9, there is a fairly sharp divide between those items from “four season activities” and above and “excursion and/or commuter rail” and below in terms of public interest. Above the four season activities, about two-thirds of the respondents said they have “some” or a “great deal” of interest. Below that point, fewer than half indicated this (meaning that more than half have little or no interest). Respondents expressed relatively little interest in river corridor residential housing (28% with no interest) and a hotel on the river/riverwalk (24% with no interest).

Table 9: Level of Interest in the River Corridor/Water St. Redevelopment Revitalization Efforts	Future River Corridor Interest				
	Count	Great Deal	Some	Little	None
Preserve natural areas	395	60%	31%	6%	3%
Environmental clean-up	387	53%	37%	7%	2%
Public access to the river	404	47%	38%	10%	5%
Pedestrian connection to downtown	402	39%	40%	12%	9%
Riverwalk (trails on both sides of the river)	400	37%	32%	18%	13%
Link between Ice Age Trail from Devil’s Lake SP & riverwalk	403	33%	42%	16%	9%
Historic building renovation	387	32%	47%	16%	6%
Pedestrian overlook w/access to Water St. and the riverfront	389	31%	42%	15%	11%
Train depot restoration	394	31%	39%	18%	12%
Attractions that complement the Circus World Museum	391	27%	47%	18%	8%
River corridor entertainment/retail	400	26%	44%	20%	11%
River-related businesses (e.g. canoe rentals)	383	21%	46%	21%	11%
Four season activities (e.g. ice rink)	398	20%	44%	22%	13%
Excursion and/or commuter rail	401	18%	31%	27%	23%
Hotel on the river/riverwalk	405	15%	30%	31%	24%
Housing with a view of the Baraboo Bluffs	403	13%	33%	32%	22%
Housing above businesses	382	8%	34%	39%	19%
River corridor business offices	389	7%	32%	41%	20%
River corridor residential housing (live adjacent to water)	387	7%	27%	38%	28%

Significant demographic differences appeared when examining the level of interest in the redevelopment efforts described in Table 9. Those having \$50,000 or more in annual household income were more interested in river-related businesses (such as canoe rentals). They were also significantly more interested in having a hotel on the river/riverwalk, having a pedestrian connection to downtown, having a link between the Ice Age Trail route to Devil’s Lake State Park and the riverwalk, having public access to the river, having river corridor business offices, river corridor entertainment/retail, having a riverwalk, and environmental clean-up than those reporting less than \$50,000 in annual household income.



In terms of differences based on education levels, those with graduate or professional degrees were significantly more likely to be interested in attractions that would complement the Circus World Museum, river-related businesses, a pedestrian connection to downtown, a pedestrian overlook with access down to Water St. and the riverfront, a link between the planned Ice Age Trail route, preserving natural areas, public access to the river, river corridor business offices, river corridor entertainment/retail, a riverwalk, an excursion and/or commuter rail, and environmental clean-up than those with less than a graduate or professional degree.

Those living outside the City limits, showed slightly less interest in four season activities, historic building renovation, and a pedestrian connection to downtown than City residents. Perhaps, not surprisingly, respondents working in the river corridor area had the highest proportion of respondents (94%) saying they had either a “great deal” or “some” interest in river-related businesses.

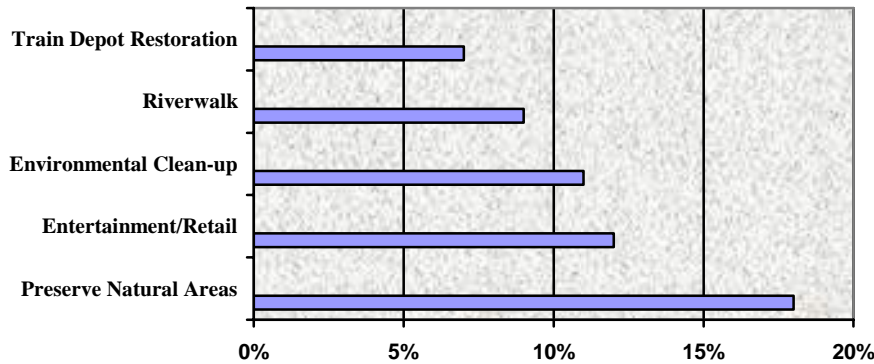
Those living in the City for the least amount of time (roughly 7% of the sample has lived in the City of Baraboo for less than five years), were more likely to have a “great deal” of interest in attractions that complement the Circus World Museum, housing with a view of the Baraboo Bluffs, river-related businesses, four season activities, historic building renovations, pedestrian connection to downtown, a riverwalk, a pedestrian overlook with access down to Water St. and the riverfront, a link between the planned Ice Age Trail route from Devil’s Lake State Park and the riverwalk, a train depot restoration, and an excursion and/or commuter rail, than those living in the City for 5 years or more.

Lastly, when considering age, respondents that were 54 years old or younger had greater levels of interest in attractions that complement the Circus World Museum, river-related businesses, four season activities (such as an ice rink), a pedestrian connection to downtown, a pedestrian overlook with access down to Water St. and the riverfront, a link between the planned Ice Age Trail route, public access to the river, river corridor business offices, river corridor entertainment/retail, and having a riverwalk than respondents who were 55 and over.

The foregoing results indicate that those who are most interested in the broad array of attractions being considered for the river corridor are younger, have more formal education, and have higher household incomes. Those considering opening a business in the redeveloped river corridor would likely view this demographic profile quite favorably.

When asked to pick the future Baraboo River Corridor/Water Street redevelopment/revitalization effort listed in Table 9 of most interest to them, eighteen percent of respondents identified preserving natural areas. In addition to preserving natural areas, at least 7% of respondents stated that entertainment/retail, environmental clean-up, a riverwalk, and train depot restoration were the items of most importance to them (Figure 2). Revitalization efforts with less interest were housing above businesses (no one chose this as the effort of most importance to them), followed by a hotel on the river/riverwalk, river corridor business offices, and river-related businesses; all garnering 1%.

**Figure 2: Revitalization Items of Most Interest/Importance to Respondents**



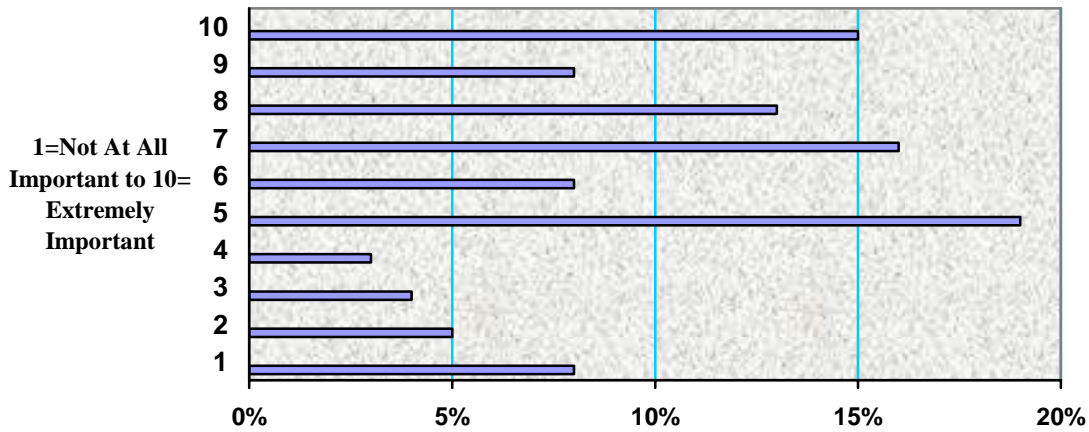
## Importance of River Corridor Redevelopment

Respondents were asked on a scale of 1 (= not at all important) to 10 (= extremely important) how important they thought the redevelopment of the river corridor area is for the City of Baraboo. Figure 3 summarizes their responses, and it is clear that a substantial percentage of the respondents are somewhat neutral in their opinion. The overall average level of importance for the river corridor redevelopment was a “6”. While 52% rated the redevelopment a “7” importance level or above, 39% rated it a “5” level of importance or lower. Women, those with graduate or professional degrees, and those with annual household incomes of \$50,000 or more rate the importance of the river corridor redevelopment higher.

While a majority of respondents feel strongly about the importance of the river corridor redevelopment, the large percentage that fall into the neutral range makes interpretation of this result more challenging. In 571 instances, respondents stated that they currently fish, boat, eat at tables along the Baraboo River, visit the Circus World Museum or participate in a Baraboo River Festival or event at least once a year. Further questions revealed an additional 206 instances where respondents walked, shopped, ate at a restaurant, or attended a musical or other performance event in the river corridor area at least annually. Clearly, some respondents are utilizing the river corridor area on an annual basis but it did not significantly affect the importance rating they gave the river corridor redevelopment project.

Interpreting the river corridor redevelopment “importance level” result is further complicated by the results for the level of interest in future river corridor efforts (Table 9). There are three revitalization efforts with 40% or more of respondents stating they have a great deal of interest in them: preserving natural areas, environmental clean-up, and public access to the river; clearly all of these efforts specifically deal to some degree with the Baraboo River itself. So one could argue that the level of importance one puts into the river corridor redevelopment would be based on the amount of importance one puts in the Baraboo River as a resource. This suggests that development in the corridor is more likely to be embraced if does not detract from the environmental quality of the river. Indeed, given the profile of those with the greatest interest in the river corridor, a “green” model of development is likely to have great appeal.

**Figure 3: Importance of River Corridor  
Redevelopment for the City of Baraboo**



In summary, respondents generally rate the importance of the river corridor redevelopment quite high. Although respondents may participate at least once a year in an activity in the river corridor area, the overall level of *current* activity in the area is minimal. Respondents have a great deal of interest in *future* efforts such as preserving natural areas, environmental clean-up, and having public access to the river. There remains, however, a substantial amount of neutrality about the importance of the river corridor redevelopment.

## Conclusions

The SRC sees 5 key conclusions from this study:

1. **Although respondents were generally familiar with the river corridor redevelopment area, they were less familiar with the plan itself; over one-third reported that they were not familiar with the plan at all.** When asked on a scale of 1 (= not at all important) to 10 (= extremely important) how important the redevelopment of the river corridor area is for the City of Baraboo, 52% respondents rated the redevelopment a “7” importance level or above, however, a substantial percentage (39%) rated the redevelopment efforts a “5” level of importance or lower.
2. **Current public usage, especially in the river corridor area, is minimal based on reported activity.** In terms of the downtown area, approximately a quarter of respondents walk, shop, or eat downtown at least 2-3 times a month.
3. **The three most important future Baraboo River Corridor/Water St. redevelopment efforts in terms of level of interest were preserving natural areas, environmental clean-up, and public access to the river.** Redevelopment options with less interest were housing above businesses, a hotel on the river/riverwalk, river corridor business offices, and river-related businesses.
4. **Respondents have a fairly strong level of pride in Baraboo with almost 7 out of 10 respondents rating their pride level at a “7” or higher on a scale of 1 (embarrassed) to 10 (strong booster).** Most respondents rate the quality of life in Baraboo as either good or excellent; only 3 percent rated it as poor or very poor. Almost three-fourths of respondents believe the City of Baraboo has a strong sense of identity and heritage.
5. **The results from those living inside and outside City limits and the quadrant analysis (with few statistical differences) seem to support the notion that area residents have a strong and integrated sense of place.** This could prove to be a good thing for the river corridor redevelopment in that people living in the zip code seem likely to view this as a *community resource*, not just something for people living inside the City limits or those living close to downtown or the river corridor.

## 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 non-respondents disagree that the historic downtown square will benefit from the riverfront redevelopment (Question 4f), whereas most of those who returned their questionnaire agreed that the downtown square would benefit from the project. In this case, non-response bias would exist and the raw results would overstate the overall public’s belief that the downtown square will benefit from the redevelopment plan.

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, 254 people responded to the first mailing and 163 responded to the second mailing. We found 15 variables with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 141 tested.

With respect to how regularly respondents currently participate in various activities at either the downtown square or the river corridor (question 3b), respondents to the second mailing were statistically less likely to say that they walk and shop 2-4 times/week in the downtown square area than respondents to the first mailing.

In terms of monthly household spending in downtown Baraboo and in the river corridor areas, respondents to the second mailing were more likely to spend more for building supplies and household goods in the river corridor than respondents to the first mailing. Second mailing respondents also spent more in the downtown square on household goods, automobile parts/repair, and other retail.

First mailing respondents had higher levels of education than respondents to the second mailing and rated the quality of life in the City of Baraboo higher than second mailing respondents. First mailing respondents, also, were more familiar with the river corridor redevelopment area than second mailing respondents.

In most cases, the differences of opinions between the first and second mailing are relatively small which leads **the Survey Research Center to conclude that non-response bias was not a concern for this sample.**

<b>Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings</b>			
<b>Variable</b>	<b>Mean First Mailing</b>	<b>Mean Second Mailing</b>	<b>Statistical Significance</b>
Q1a. Quality of life	2.11	2.32	.013
Q2a. Familiar with redevelopment area	2.17	2.59	.000
Q3ad. Visit Circus World Museum	5.17	5.43	.000
Q3ba. Walk in area (2-4 times/wk.) DTN	.21	.13	.045
Q3bb. Shop in area (2-4 times/wk.) DTN	.20	.11	.025
Q3bb. Shop in area (once a year) DTN	.09	.17	.013
Q3bc. Eat at restaurant (once a month) RC	.14	.07	.045
Q3bc. Eat at restaurant (once a year) DTN	.15	.25	.018
Q3bd. Attend musical/other perf. (never) DTN	.17	.25	.044
Q8h. Building Supplies RC	12.72	70.00	.007
Q8i. Household Goods DTN	17.31	47.37	.000
Q8i. Household Goods RC	4.34	20.60	.011
Q8j. Automobile parts/repair DTN	12.77	24.16	.012
Q8k. Other Retail DTN	22.76	40.58	.014
Q13. Highest Level of Education	3.82	3.35	.002

DTN=Downtown Square RC=River Corridor

## Appendix B: Baraboo Written Comments

### Question 3a

Please indicate how regularly you currently do the following in the river corridor redevelopment area (see map).

#### 'Other' responses

- **Exercise (41 responses)**
  - Walk (18x)
  - Walk on river walk (8x)
  - Walk/hike along the river (2x)
  - Bike path
  - Hike
  - I used to walk the river walk 4 times a week with my older dog. My young dog is huge and I cant walk her on a leash so I don't use it at all anymore
  - Paddle river
  - Ride bike on Kiwan river walk
  - Volleyball
  - Walk 3-4 times a week
  - Walk dog
  - Walk in the area
  - Walk the trail
  - Walk or run by
  - Walk/jog
  - Walking path
- **Other Responses (10 responses)**
  - Work (2x)
  - I'm housebound
  - Just moved here
  - Let the dog swim
  - Rendezvous
  - Sit by river
  - Sit on benches along the river
  - Take river walk often, watch it flow and look at nature
  - Travel through

### Question 3b

Please indicate how regularly you currently do the following in the downtown square or in the river corridor redevelopment area.

#### 'Other' Responses

- **Arts (5 responses)**
  - Art Festival/Christmas Parade
  - Attend dance classes
  - Band concerts
  - Concerts on the square
  - Craft shows

- **Other Responses (4 responses)**
  - Don't live in the city of Baraboo - Go when we can.
  - Sit and watch life go by and watch others in their busy lives as I sit back and watch
  - Travel through
  - Walks
- **Public Use Areas (3 responses)**
  - Public library (2x)
  - Osker park
- **Business (2 responses)**
  - Barber
  - Haircut

***Question 6***

***Please indicate your level of interest in the following Baraboo River Corridor/Water St. redevelopment revitalization efforts:***

***'Other' Responses***

- **Recreation/Natural Resources (9 responses)**
  - Believe Baraboo should treat the River as a fishing or fly fishing destination. Get it on the maps!!
  - Not building in natural areas (bluffs)
  - Outdoor music/park
  - River habitat restoration areas
  - Tourist friendly
  - Walkways across river
  - We need a dog park area on one segment of river walk
  - What wild life is affected in doing so? Trees/plants/animals!
- **Business (4 responses)**
  - Better business hours
  - Coffee shop
  - Hotel location between Broadway and ash N. side
  - Relocation of businesses with storage trucks, repair, "junk"
- **Cleanliness (4 responses)**
  - Clean up lawns, back and front
  - Clean up: junk, random buildings, get owners to start doing
  - Make Water St. Look better - old buildings, bad streets, not appealing to visitors!!
  - Rid of blighted looking buildings
- **Other/Multiple Answers (4 responses)**
  - Beer
  - Forget it
  - Lower prices at Museum; Get rid of garbage business by museum
  - Youth activities/interests



**Question 8**

**Consumption Items**

*Please estimate your average monthly household spending in downtown Baraboo and in the river corridor area.*

***'Other' Responses***

- **Shopping (9 responses)**
  - Gifts (2x)
  - Book stores/Book shop (3x)
  - Bakery (2x)
  - Gift buying
  - Odd souvenir shops
- **Health (7 responses)**
  - Drug Store (4x)
  - Drugs (2x)
  - Corner Drug Store
- **Auto (5 responses)**
  - NAPA auto parts (2x)
  - Auto maintenance
  - Car fuel
  - Parts
- **Beauty (4 responses)**
  - Haircuts (2x)
  - Beauty salon
  - Beauty shop
- **Other/Multiple Answers (8 responses)**
  - St. Vincent's (3x)
  - Electronic and household goods
  - Misc.
  - Retail shops/mechanic
  - St. Vincent's and laundry
  - Tool rental

**Question 8**

**Recreation**

*Please estimate your average monthly household spending in downtown Baraboo and in the river corridor area.*

***'Other' Responses (5 total responses)***

- Walking (3x)
- Hiking
- Music/DVDs

**Question 8**

**Needs for you/your home/automobile**

*Please estimate your average monthly household spending in downtown Baraboo and in the river corridor area.*

**'Other' Responses**

- **Beauty (3 responses)**
  - Hair care
  - Barber
  - Spa
- **Professional (10 responses)**
  - Banking (3x)
  - Financial-legal (2x)
  - Legal (2x)
  - Accounting
  - Tax prep
  - Wells Fargo Bank
- **Health (7 responses)**
  - Pharmacy (2x)
  - Drug store (2x)
  - Acupuncture
  - Drug store/pharmacy
  - Drugs at Corner Drug
- **Other Responses (5 responses)**
  - Baraboo music
  - Music lessons
  - Gas
  - Other products
  - Rental

**Question 9**

*Please provide additional comments concerning the river corridor redevelopment projects:*

- **Recreation/Nature (17 responses)**
  - We really like biking/walking on the new river walk in Baraboo
  - I believe the DNR has paved the way to make the Baraboo River a good small mouth bass fisheries and Baraboo should do everything possible to make it better. And use it as a resource.
  - Would especially enjoy public access/walking along river to be improved.
  - It would be great to see a small waterfall and possibly a new fishing pond to take your kids to. Make all redevelopment paths/buildings eco-friendly and attractive to the eye-a place family friendly and peaceful and close to nature.
  - Would be very nice to allow bikes and dogs on river walk trails
  - Keep it natural

- My husband and I walk along the river on the path that is not in "the river corridor redevelopment area" we walk it everyday even in the winter. We would love to see the river path extended!!
  - Walking trails and access for canoeing are of the most interest to me.
  - Important that some natural areas of river development project are restored to pre-settlement state.
  - Allow public access to the river...do not privatize like Wisconsin Dells
  - Please keep benches along river walk
  - I think it's a great way to take advantage of having a wonderful river running through our city. The cleaner the better.
  - Environmental cleanup is of high importance to me. Also natural preservation.
  - I promise to use the paths all the time and will never litter and will tell everyone else not to litter. River area needs to be utilized. I thank you!
  - I am most interested in a beautiful walking area other than Devil's Lake
  - Our resources are beautiful and wish to preserve natural areas so they're accessible but not commercialized and preserve beauty.
  - Leave the river free!!
- **Support Development (13 Responses)**
  - I believe that redevelopment is essential along with a corridor and connection to DTN. Much needed.
  - I believe this is necessary!
  - I really need more information but so far I think it will improve living in Baraboo
  - I think that with any development proper choice of businesses, access and parking are very important. Walking access to the square would be important.
  - It must happen!
  - It has the potential of improving quality of life for existing residents and visitors if done in a sensitive manner - including linkage to area's natural assets. Thoughtful design, public access combined with private business. Unified, well planned, not a feeding frenzy for individual developers.
  - Keep it up. Get it done.
  - River Corridor if very important to the city of Baraboo
  - should in time prove to be a worthwhile project
  - The river corridor area is beautiful and could have a positive impact for Baraboo - we need restaurants, pubs, etc. To have a nice area for 25-40 years to have some places to go out in Baraboo.
  - We support the project
  - Good
  - Wonderful idea and opportunity and certainly doable. It will make the city, not the surrounding area, a destination.

- **Taxes/Government (12 responses)**
  - It's a waste of taxpayer's monies!
  - A waste of tax dollars-will only help a few
  - Any income from the "River Walk" should be divided for real estate taxes of Baraboo!
  - Do not raise taxes to pay for this
  - I believe the money spent on this project could be better spent.
  - I don't know why tax paying businesses or buildings would be relocated to make room for a path on both sides of the river
  - I think our city fathers are wasting our tax dollars on a worthless project
  - keep city government out of dealings and let private investors furnish money for investments
  - Let development costs be absorbed by developers. Use funding for material energies and historic renovation grants
  - Taxes are too high and money could be spent on school
  - Think the mayor lost his mind Baraboo should be using the money for other uses when budgets are so tight. What wrong with him?
  - Waste of my tax money!!!
- **Against Development (9 responses)**
  - Money and Time Wasted (only make the taxes higher and there too high now)
  - You should just leave it alone spend money some place else.
  - Waste of time and money. Revitalizing is just a dream. DTN is just a bunch of mediocrity shops. You can't go to DTN to get groceries and other items.
  - The project will be a waste of time and money if the residential R2 to R1A zones do not occur in connecting historic downtown neighborhoods. The city must remove converted, dilapidated two-flats and multiunit housing to improve city aesthetics and public safety
  - Leave it alone
  - I think the money to be used for the river development could be spent more wisely. Example: street repair.
  - I think our schools need funding before development of a river walk and corridor, etc.
  - I don't agree with developing the area if it detrimentally affects the small businesses and any homeowners.
  - BAD IDEA! Too much money!! Our taxes are some of the highest in WI - yet our schools suffer, the roads suffer, and you want to dump a ton of money into the slums of Baraboo where no one feels safe. I would not walk along the river alone with or without the new face lift!
- **Clean/Restore Area (9 responses)**
  - Before any development money is invested we need to clean up/ relocate "junk" businesses (garbage, car repair, truck storage). Start all over and don't try to "salvage" old buildings. Clean it up first!

- I feel that cleaning up and redeveloping the area is vital to Circus World and all of Baraboo. Don't let the stick in the mud stop this vital and necessary work!
  - It's nice to see some cleanup.
  - Clean up the south side and the railroad station would bring people to the area.
  - Just clean up the junky buildings and clutter in river and along it.
  - Baraboo is full of eyesores! Getting rid of the Oak Street repair shop was a good start, though long overdue. The river corridor project is a great idea - but the remaining eyesores outside of that zone need to be addressed.
  - Totally needs to be cleaned up from decapitated buildings. Looks terrible down water street from the new bridge
  - Most buildings are so dilapidated that salvaging them could be too expensive
  - Cleaning up Baraboo and being more responsive to the low and average citizen would be more productive for Baraboo
- **Retail (6 responses)**
  - Attract business to Baraboo
  - I do all my shopping at Wal-Mart, or Pick & Save, and Menard's.
  - It would be nice to have outdoor summer dining along the river
  - Keep it retail and tourist friendly - motel/restaurants are ok. Residential housing can be built elsewhere.
  - Most of the businesses we shopped at moved out of those areas
  - When possible, 1 shop locally and down town
- **Downtown (3 responses)**
  - Better places to improve for downtown and city well being. Streets, PR, events, etc.
  - Downtown businesses do not have convenient hours or parking for people who work full time. Monday - Friday
  - Emphasis should be on mixed-use development with focus on river enhancement/ and joyment opportunities with strong linkage to the "downtown" and its strengths.
- **Traveling (3 responses)**
  - A significant investment needs to be made in Effinger Road beginning at Manchester to the parking lot of Circus World. Poor for walking, even worse for cycling
  - Between roads crossing the river, it would be extremely nice to have walkways across it. Would be able to enjoy the river much more with family. Thank you.
  - Re-pave the road at the end of the corridor between Water and Manchester. Many people sit down there to watch wildlife on the river and the road is so bad you can't drive down it.
- **Other/Multiple Answers (48 responses)**
  - As the school district declines the cities economic status will continue to decline regardless of effort to revitalize this area

- City public safety building located on civic center site. Remove civic center.
- Clean up, restore, and put in shopping, restaurants, etc, in the old Baraboo sections where St. Vincent used to be. That whole area is a dump! Put useful businesses uptown- Not title place or law firms. Clean up the downtown. Make UPS, etc. use of alley ways for deliveries and not park in the middle of the road and block traffic. Lower price at Museum, Get rid of garbage business by museum Q8: Need Grocery stores, Not much "other" available, Cultural events and museum not exactly downtown, no building supply places left, not many retailers left, but if there were I would take advantage of them. Q14: 3 Block for downtown on 4th street. Clean up the downtown businesses (properties) Promote the circus, Devils Lake, Crane fountain, schools, UW. (On back page) Clean up owners and renters property around town. Some look like abandoned buildings and dumps! Take some pride! Need city clean up again-only control it better. Fix roads and alleys! Clean up the brush and dead trees in the river. It may help the fish, but it looks like hell form the road. Put shops downtown and in the older town section. Nothing left-no hardware, restaurants close early or aren't open, clothes shops are for teenagers-put something back for the older adults. **MOVE BARABOO AREA CHAMBER OF COMMERCE BACK DOWNTOWN INSTEAD OF IN WEST BARABOO!**
- Cleaner make it feel safer maybe call boxes more lighting at dusk
- Core idea - look natural, easy to keep clean, good (indirect) lighting, and accessible k-80 years.
- Creating some community identity around the river and using it to tie together our parks, museums, businesses, and downtown is a great idea
- Dead horse
- Finally the city is putting effort into infilling, too many resources have been used in the past to subsidize Greenfield development by outside wealthy companies to the disadvantage of local businesses.
- Have money up front (I'm handicap cant get around without help)
- I actually live in Lake Delton
- I am 89 years of age. I really have no interest in the river walk. I think that money could have used to fix the streets in Baraboo. They are terrible and get worse every day. I have lived in Baraboo for 60 years and I love the city. I recently sold my home and am living in an apartment. What a change. So this is my answer to all questions. Ella M. Astle
- I am a senior person and limited as to what I can do.
- I believe the redevelopment of RC is vital to DTN existence and economy. However, I do not see Baraboo citizens to accept any more tax levies since the school referendum did not pass.
- I do not do much spending in the downtown area; the selection of quality products and services is limited. I feel the city of Baraboo needs to take care of other projects first. Improve city streets, garbage pickup, and snow removal. They also should concern themselves with issues inside the city

of Baraboo and not what the neighboring townships are doing to improve their areas.

- I live in Lake Delton and go to Summit Credit Union once a month. Dr. Trotter, Dr. Konen, and St. Claire's when necessary. Ardyth's sewing shop- that's about all. I'm 82 years old.
- I live in the country north of Baraboo, so I don't frequent this area very much.
- I think they should clean all the garbage up around the river (that comes mainly from lazy tourist) and leave it the way it is...
- I worry about more crime along the river walk. I hope Baraboo doesn't have more development. It doesn't need to grow more. I like the smaller town atmosphere. NOT big city.
- I would like to see more published info re: plan and ideas. Promoting jobs need very high for this area with young adults
- I would not like to see my taxes go up for a TIF district for an area we barely use and probably wouldn't use much even if it was developed.
- It seems to be well known to the younger citizens that the river walk is a good area to sell drugs and have sex. Who wants to walk into that?! Or pay for the paths they use?!
- It seems we spend a lot of money when the community is short for a lot of people - most people try and pay as they go and use their money wisely. Seems some people don't mind spending a lot of money that is not their own. There are so many places to spend big dollars.
- Natural beauty should be highest priority. We don't need another Wisconsin Dells in Baraboo. Clean up the area; create more access and green space. I am against a lot of development.
- Need more low housing units for seniors
- No hotels
- Relocate hotel and housing
- Old train depot would make great upscale condo project
- Opportunities shopping or activities in the redevelopment area are limited or non existent or too expensive
- Please put out some publicity on what this redevelopment is, Thank you!
- Q5: I think the management of Baraboo is somewhat poor. City public works employees should not control street construction a city planner and administrator for a city of 11,000 people. Give me a break. Three million dollars for this Project. The street I live on is still not completed 2-3 years. Later, what was the cost of circus world parade to the city repaid?
- Should be mixed use a per plan- do not remove or restrict current businesses.
- Should keep west end - Broadway and Water mixed used
- Slogans: "come picnic on our new river walk. Come bike our river walk all the way to Devil's Lake Park. Note: Circus city denotes different things to different people...Fun, Commercial, or Gruesome! Sorry I am 87 years old. I do not live in Baraboo. I do not spend very much time in Baraboo therefore I have no opinions about the Baraboo river corridor

redevelopment program one way or the other. At this stage in my life I am just not interested one way or the other. Though there are streets need fixing more than you need a river walk.

- Start business owners being responsible for cleaning up their properties. Get garbage business out of there. Restore, promote area for viable businesses without coming out of our taxes.
- Survey way too long and not thought out!
- The city is dragging their feet on this project and I feel they need to lose funding if they don't stop dragging their feet.
- The dams were taken out to help the river don't hinder the river with your redevelopment. #8 I live in the Baraboo area most of my money is spent in the Baraboo area
- The water street renovation is a good idea. South town needs some work.
- There is no dog park. All cities the size of Baraboo now have large safe dog parks the time I used to walk my older dog on the river walk I now need to travel to Sauk City to run my huge young dog. #8 can't afford anything except mortgage, gas, taxes, and food.
- There's room for much improvement! I live in Lake Delton. Deer River Estates, but it's considered a Baraboo address.
- Very interested in seeing the train depot restored and passenger rail service returned to the area. A dinner train may also help tourism in Baraboo. Also hope something can be done to help the circus museum restore its popularity.
- Very interested in train depot restoration/ commuter rail; walnut from river tracks desperately revitalized.
- Water Street is a great place for business but the rest if the corridor should be for outdoor activities, environmental preservation not built up.
- We are firmly against any housing developments in this area. Could we please leave some green space in Baraboo City area? We need more concerts and/or outdoor theatrical performances also.
- We are very elderly so really can't be too detailed in our answers.
- We have lived here less than 2 year-this is the first that we have heard anything about this. I did visit the website for more information. I didn't find anything on the website concerning the financial aspects of this redevelopment project and where the funding is going to come from.
- We love our downtown and shop local nearly 100% (we support our downtown and make an effort to do so). I would love to see Water St. cleaned up- considering Circus World is one of Baraboo's most visited areas. This should be a priority!! The condos on the WI River in Sawk are very nice - but the WI River is big enough to hold buildings of that size and quantity. The Baraboo River would be ruined if housing was added, it's too small (and should maintain the look it has now). Boo Canoe does a nice job - no more, no less.
- We love the new community we've moved into and would love to see it remain quaint while containing environmental regulations and growth to ensure no urban sprawl.



**Question 15**

**How long have you lived in the City of Baraboo? 'Other' Responses**

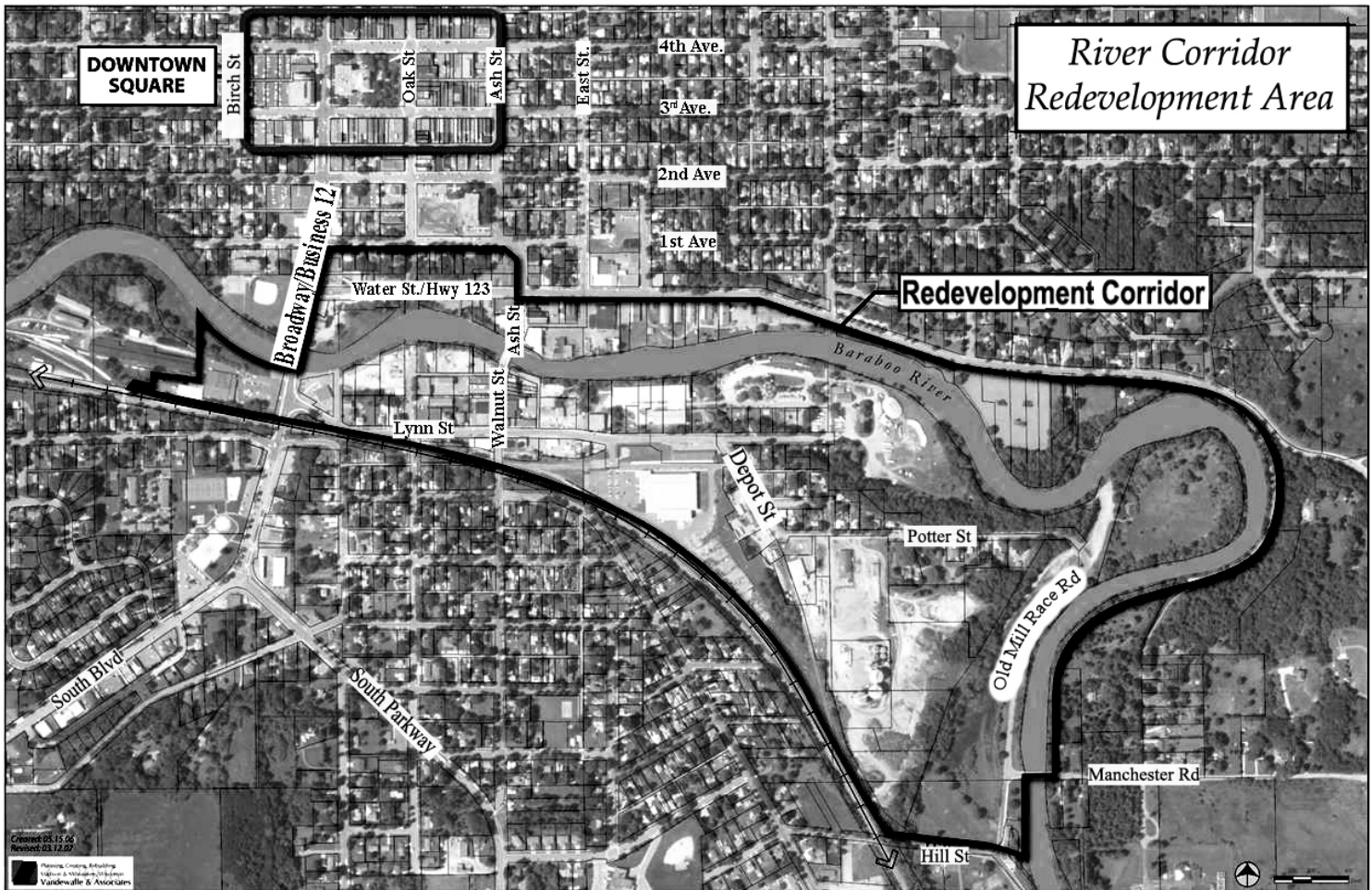
- **Area (42 responses)**
  - **Baraboo (12 responses)**
    - Town of Baraboo/Township of Baraboo/Township (7x)
    - West Baraboo(3x)
    - Baraboo (2x)
  - **Fairfield (12 responses)**
    - Fairfield (11x)
    - Fairfield last 10 years but 31+ years in Baraboo
  - **Greenfield (10 responses)**
    - Greenfield (6x)
    - Greenfield township (3x)
    - Town of Greenfield for 11 years
  - **Delton (6 responses)**
    - Town of Delton/Delton Township (3x)
    - Lake Delton (2x)
    - Lived in Baraboo till I was 45, now I live in Lake Delton.
  - **Other Area (2 responses)**
    - Bent Tree
    - Birnam Woods
- **Direction (7 responses)**
  - 1 mile north on A
  - 3 mi East
  - 5 miles north of Baraboo
  - 7 miles west
  - South of Town for 20 years
  - West of Baraboo
  - North of Baraboo
- **Time (6 responses)**
  - 60 years in Town of Baraboo
  - 56 years
  - 31+ years
  - 18 years in Delton
  - 14 years
  - 12 years
- **Other/Multiple Responses (8 responses)**
  - 10 miles from Baraboo
  - 2 miles
  - Co A
  - Highway 33
  - Less than 5
  - Lived outside for 30 years, then moved in.
  - On farm
  - Vanly Rd

## Appendix C: Quantitative Summary of Responses by Question

### CITY OF BARABOO 2007 River Corridor Redevelopment Survey

In March of 2006, the City of Baraboo received funding from the Wisconsin Department of Commerce to revitalize the Baraboo river corridor area. The redevelopment area is bound by Broadway to the west, Old Mill Race Road to the east, First Avenue to the north and Lynn Street to the south (see map below). The following survey is designed to help the City of Baraboo assess the impact of the river corridor redevelopment project.

<b>1a. Overall, how would you rate the quality of life in the City of Baraboo? Check one only please.</b>	Excellent	Good	Average	Poor	Very Poor	No Opinion
	15%	59%	23%	2%	1%	2%



<b>2. How familiar are you with</b>	Very Familiar	Familiar	Somewhat Familiar	Not Familiar
a. The river corridor redevelopment area?	26%	29%	30%	15%
b. The river corridor redevelopment plan?	4%	17%	42%	36%

**3a. Please indicate how regularly you currently do the following in the river corridor redevelopment area (see map).**

	5 or more times/week	2-4 times/week	2-3 times per month	Once a month	Once a year	Never
a. Fish in the area	0%	1%	4%	6%	12%	78%
b. Boat in the area	0%	0%	2%	2%	19%	77%
c. Eat at tables along the Baraboo River	0%	0%	3%	5%	26%	66%
d. Visit Circus World Museum	1%	1%	1%	2%	61%	35%
e. Participate in a Baraboo River festival or event (e.g. River clean up)	0%	0%	0%	1%	24%	74%
f. Other: <i>specify see comment section</i>	11%	15%	20%	18%	14%	22%

**3b. Please indicate how regularly you currently do the following in the downtown square (=DTN) or in the river corridor (=RC) redevelopment area (downtown square and river corridor as defined in the above map)**

	5 or more times/week		2-4 times/week		2-3 times per month		Once a month		Once a year		Never	
	DTN	RC	DTN	RC	DTN	RC	DTN	RC	DTN	RC	DTN	RC
a. Walk in the area	11%	4%	18%	8%	24%	11%	20%	13%	10%	16%	11%	23%
b. Shop in the area	7%	1%	16%	2%	27%	6%	28%	11%	12%	9%	4%	29%
c. Eat at a restaurant in the area	2%	1%	9%	2%	28%	4%	29%	11%	19%	12%	7%	32%
d. Attend musical or other performance events in the area	0%	0%	0%	0%	9%	1%	28%	4%	36%	11%	20%	45%
e. Other: <i>specify see comment section</i>	2%	2%	7%	2%	9%	2%	2%	2%	7%	0%	0%	11%

**4. Please indicate your level of agreement with the following:**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
a. Local public decision makers should consider the ecologic and social consequences of their actions in addition to the economic impacts.	42%	43%	7%	1%	1%	5%
b. I feel safe in the redevelopment area.	14%	41%	26%	7%	3%	8%
c. I think the City of Baraboo has done a good job of using the Baraboo River to promote economic development.	4%	27%	34%	20%	8%	7%
d. The City of Baraboo has done a good job preserving and enhancing our natural resources.	6%	45%	29%	11%	5%	5%
e. The City of Baraboo has a strong sense of identity and heritage.	15%	59%	17%	4%	3%	2%
f. The historic downtown square will benefit from the riverfront redevelopment.	20%	43%	19%	10%	4%	4%

	Pride Level									
<b>5a. On a scale of 1 (= I am embarrassed to admit it!) to 10 (= I am a strong community booster), how would you rate your pride in living in Baraboo?</b>	1	2	3	4	5	6	7	8	9	10
	0%	2%	4%	2%	15%	8%	19%	24%	12%	13%
	Importance Level									
<b>5b. On a scale of 1 (= not at all important) to 10 (= extremely important), how important do you think the redevelopment of the river corridor area is for the City of Baraboo?</b>	1	2	3	4	5	6	7	8	9	10
	8%	5%	4%	3%	19%	8%	16%	13%	8%	15%

6. Please indicate your <b>level of interest</b> in the following <b>Baraboo River Corridor/Water St. redevelopment revitalization efforts</b> :	Future River Corridor Interest				7. Most Important Effort
	Great Deal	Some	Little	None	
a. Attractions that complement the Circus World Museum (additional visitors to the museum)	27%	47%	18%	8%	5%
b. Housing with a view of the Baraboo Bluffs	13%	33%	32%	22%	2%
c. River-related businesses (e.g. canoe rentals)	21%	46%	21%	11%	1%
d. Four season activities (e.g. ice rink)	20%	44%	22%	13%	3%
e. Historic building renovation	32%	47%	16%	6%	6%
f. Hotel on the river/riverwalk	15%	30%	31%	24%	1%
g. Housing above businesses	8%	34%	39%	19%	0%
h. Pedestrian connection to downtown	39%	40%	12%	9%	3%
i. Pedestrian overlook with access down to Water St. & riverfront	31%	42%	15%	11%	2%
j. Link between planned Ice Age Trail route from Devil's Lake State Park and the riverwalk	33%	42%	16%	9%	4%
k. Preserve natural areas	60%	31%	6%	3%	18%
l. Public access to the river	47%	38%	10%	5%	6%
m. River corridor business offices	7%	32%	41%	20%	1%
n. River corridor entertainment/retail (public activity areas, restaurants, pubs)	26%	44%	20%	11%	12%
o. River corridor residential housing (live adjacent to water)	7%	27%	38%	28%	2%
p. Riverwalk (trails on both sides of the river)	37%	32%	18%	13%	9%
q. Train depot restoration	31%	39%	18%	12%	7%
r. Excursion and/or commuter rail	18%	31%	27%	23%	5%
s. Environmental Clean-up	53%	37%	7%	2%	11%
t. Other: <i>specify see comment section</i>	88%	6%	0%	6%	2%

8. Please estimate your <b>average monthly household spending</b> in <b>downtown Baraboo and in the river corridor area.</b>	Average monthly household spending in downtown square area (see map)	Average monthly household spending in river corridor area (see map)
<b>Consumption Items</b>		
a. groceries/liquor	\$35/month	\$16/month
b. restaurants/taverns/coffee shops	\$53/month	\$10/month
c. other: <i>specify see comment section</i>	\$13/month	\$9/month
<b>Recreation</b>		
d. movies	\$7/month	\$1/month
e. cultural events/museum (e.g. plays, concerts)	\$10/month	\$1/month
f. outdoor activities/equipment (biking, canoeing, fishing)	\$8/month	\$4/month
g. other recreation: <i>specify see comment section</i>	\$1/month	\$0/month
<b>Needs for you/your home/automobile</b>		
h. building supplies (hardware, home repair items)	\$18/month	\$10/month
i. household goods (furniture, appliances, electronics)	\$18/month	\$4/month
j. automobile parts/repair	\$16/month	\$21/month
k. other retail (gifts, souvenirs, clothing)	\$25/month	\$6/month
l. other products, services, or legal: <i>specify see comment section</i>	\$38/month	\$4/month

**9. Please provide additional comments concerning the river corridor redevelopment project:**

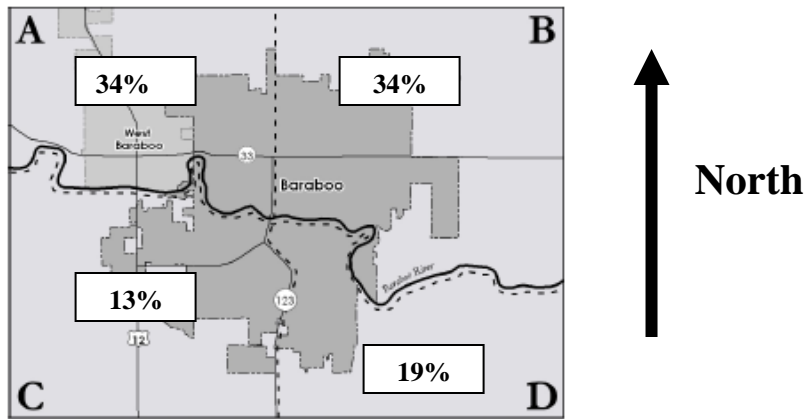
See comment section

**DEMOGRAPHICS**

Please tell us some things about yourself: **Please choose only one answer per question.**

10. Do you work in...?	The River Corridor Redevelopment Area	Downtown Baraboo	Neither
	4%	10%	86%

11. Gender:	<u>66%</u> Male	<u>34%</u> Female				
12. Age:	<u>0%</u> 18-24	<u>6%</u> 25-34	<u>17%</u> 35-44	<u>26%</u> 45-54	<u>22%</u> 55-64	<u>29%</u> 65+
13. What is your highest level of education?	<u>3%</u> Less than high school		<u>24%</u> High school diploma		<u>26%</u> Some college/tech/trade school	
	<u>15%</u> 2-year college/tech/trade school degree		<u>16%</u> Bachelor's degree		<u>15%</u> Graduate or Professional degree	
14. Looking at the general map of Baraboo below, <b><u>please circle the letter (A, B, C, or D) in the dashed-line quadrant that best describes your place of residency (north or south of the River and east or west of Hwy 123).</u></b>						



15. How long have you lived in the City of Baraboo?	<u>7%</u> Less than 5 years	<u>12%</u> 5 to 10 years	<u>16%</u> 11 to 20 years			
	<u>12%</u> 21 to 30 years	<u>34%</u> 31+ years	<u>19%</u> Live outside City limits <i>Specify: ___</i>			
16. Number of adults (18 and over) in household:	<u>21%</u> 1	<u>66%</u> 2	<u>10%</u> 3	<u>3%</u> 4	<u>0%</u> 5	<u>0%</u> 6 or more
17. Number of children (under 18) in household:	<u>66%</u> 0	<u>13%</u> 1	<u>15%</u> 2	<u>5%</u> 3	<u>1%</u> 4	<u>1%</u> 5 or more
18. Annual household income:	<u>7%</u> Less than \$15,000		<u>10%</u> \$15,000 – \$24,999		<u>27%</u> \$25,000 – \$49,999	
	<u>28%</u> \$50,000 – \$74,999		<u>17%</u> \$75,000 – \$99,999		<u>12%</u> \$100,000+	