

Comprehensive Development Plan Survey Highlights – Town of Lisbon – Exhibit D

Survey Purpose and Methods

The Town of Lisbon worked in cooperation with many other municipalities in Waukesha County to prepare a comprehensive plan that will guide growth and land use decisions into the future. As part of the process, the Survey Research Center (SRC) at the University of Wisconsin – River Falls surveyed residents. The goal of the study is to provide decision-makers in the Town of Lisbon with accurate, up-to-date information about the views of town residents regarding key planning issues.

In October 2006, the SRC mailed questionnaires to 1,092 households in the Town of Lisbon. 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 372 completed questionnaires from residents for a 34 percent response rate. Based on 2000 census adult population data for the Town (6,764), the estimates provided in this report are expected to be accurate to within plus or minus 4.9 percent with 95 percent confidence.

Quality of Life

- Residents cited the rural atmosphere and the quality of schools as the top reasons they chose to live in Waukesha County.
- More Town of Lisbon residents (32%) said that the quality of life had declined during the last 5 to 10 years than said it had improved (25%); 28% believed it did not change. Residents ranked the amount of development and conditions of the roads/traffic as the most important factors that have changed the town's quality of life.

Agriculture, Natural, and Cultural Resources

- Sixty-one percent of Town of Lisbon residents rated the overall environmental quality in Waukesha County as either "Good" (51%) or "Excellent" (10%).
- Air quality, groundwater, and farmland were the three county resources that were most valued for protection.

Housing Development

- When given county growth data, 41% thought that the rate of growth was about right; 58% thought that too much development has occurred. One percent said "too little."
- A majority of Town of Lisbon residents (55%) said that the county needs more housing specifically designed to meet the needs of people 55+. A majority of Town of Lisbon residents disagreed with the need for more mobile homes, apartments, single family rental housing, and duplexes.

Land Use and Growth

- Tax rates, preservation of green space, and crime rate/safety were the top county-wide growth issues for residents in the Town of Lisbon.
- When asked how satisfied they are with how county-wide growth issues are being dealt with, a majority of Lisbon residents were "Satisfied" with two of fourteen issues: solid waste management and crime rate/safety. A majority of residents (59%) were "Dissatisfied" with tax rates.

Transportation

- Over half of Lisbon residents believed that the overall road network currently meets the need of the county's residents (58%), but 40% either disagreed or strongly disagreed that it will be adequate to meet future growth needs.
- Fifty-eight percent of residents favored an additional north-south corridor connecting I-43 and I-94, and 57% favored a new corridor connecting I-43 and US-41/US-45.

Economic Development

- Town of Lisbon residents were generally satisfied with the current economic development efforts in the county for types of businesses that they use frequently, such as medical services and retail shopping. Types of businesses with which they have less personal contact, such as warehousing, received more neutral responses.
- According to respondents, emerging technology was the most important type of business development the county should encourage.

Community Facilities and Services

- Most community facilities and services were rated as "Good" or "Excellent" by large majorities. Five of the fifteen received combined "Good" or "Excellent" ratings above 75%.
- When asked about sharing services with neighboring governments, four services exceeded 50%: police protection, the public library, ambulance service, and recycling programs.

COMPREHENSIVE DEVELOPMENT PLAN PUBLIC OPINION SURVEY RESULTS

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	31%	41%	28%	k. Proximity to work	59%	31%	10%
b. Crime rate/safety	70%	23%	6%	l. Quality of schools	66%	27%	7%
c. Emergency services (police, fire, ambulance)	65%	29%	6%	m. Roads/traffic	41%	33%	26%
d. Employment opportunities	41%	46%	13%	n. Rural atmosphere	54%	26%	20%
e. Housing choices	64%	30%	6%	o. Shopping opportunities	65%	24%	11%
f. Medical care (doctors, hospitals, clinics)	77%	17%	6%	p. Urban atmosphere	41%	46%	12%
g. Natural environment/open space (wetlands, wildlife, etc.)	56%	23%	21%	q. Recycling and garbage collection	82%	14%	4%
h. Land use planning & zoning	21%	37%	42%	r. Water quality (lakes, streams)	58%	30%	12%
i. Parks and recreation	69%	24%	7%	s. Water quality (drinking water)	59%	25%	16%
j. Property taxes	15%	26%	59%	t. Water supply	58%	32%	10%

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

3. What has happened to the quality of life in your municipality over the past 5 to 10 years? (Check only one)	Improved	Declined	Remained the same
	25%	32%	28%
	No opinion		Have lived in muni less than 5 years
	4%		11%
4. If you answered <u>improved</u> or <u>declined</u> to Question 3, which items have had the greatest impact on the quality of life in your municipality? (Check up to three)	Fire and Police protection	Community events	Residential areas
	12%	7%	21%
	Parks and open spaces	School system	Conditions of road/traffic
	21%	19%	32%
	Employment Opportunities	Amount of development	Avail of shopping
	8%	53%	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	64%	28%	8%	f. Parks	74%	22%	4%
b. Farmland	31%	28%	41%	g. Surface water (rivers, lakes, streams)	47%	38%	14%
c. Forested land	33%	35%	32%	h. Wetlands (marshes, bogs, fens)	40%	39%	20%
d. Groundwater	38%	37%	25%	i. Wildlife/habitat	40%	35%	25%
e. Historic sites	37%	55%	8%	j. Other	6%	0%	94%

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 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.
a. Air quality	26%	13%	11%	f. Parks	5%	8%	10%
b. Farmland	17%	13%	8%	g. Surface water (rivers, lakes, streams)	6%	15%	18%
c. Forested land	9%	17%	12%	h. Wetlands (marshes, bogs, fens)	3%	7%	11%
d. Groundwater	23%	19%	9%	i. Wildlife/habitat	8%	7%	16%
e. Historic sites	1%	3%	4%	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
	12%	3%	6%	3%	25%	9%	11%	16%	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				
	76%					24%				
9. How would you rate the overall <u>environmental quality</u> in Waukesha County?	Excellent	Good	Average	Poor	Very Poor	No Opinion				
	10%	51%	34%	5%	1%	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)	17%	22%	29%	22%	9%	1%		
b. Single family housing (rental)	1%	7%	28%	34%	27%	2%		
c. Duplexes (2 units)	2%	11%	26%	30%	29%	2%		
d. Apartments (3 or more units – rental)	1%	4%	20%	33%	40%	2%		
e. Town houses or condos (owner)	5%	21%	30%	21%	22%	2%		
f. Mobile homes	0%	2%	13%	27%	57%	1%		
g. Affordable housing (defined as \$208,900 or below in 2005 in Waukesha County by federal gov't statistics)	11%	25%	28%	17%	17%	2%		
h. Housing specifically designed to meet the needs of older people (55+)	12%	43%	30%	6%	6%	2%		
i. Housing specifically designed to meet the needs of people with disabilities	9%	38%	39%	5%	5%	4%		
11. Homeowners should be allowed to make major modifications to existing dwellings to enable elderly or disabled relatives to live with them.	37%	49%	12%	1%	1%	1%		
12. Programs are needed to provide assistance to low and moderate income residents for the purpose of purchasing/rehabilitating homes.	10%	20%	33%	19%	17%	1%		
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	Rent	Own	Rent	Own	Rent	Own	Rent
	99%	0%	1%	1%	0%	0%	0%	0%

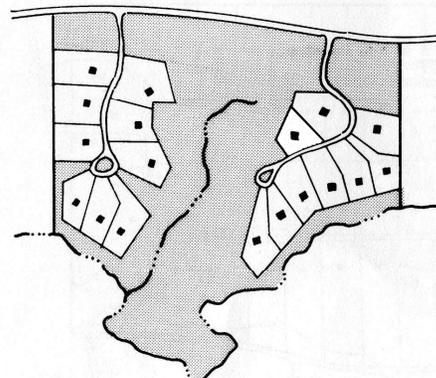
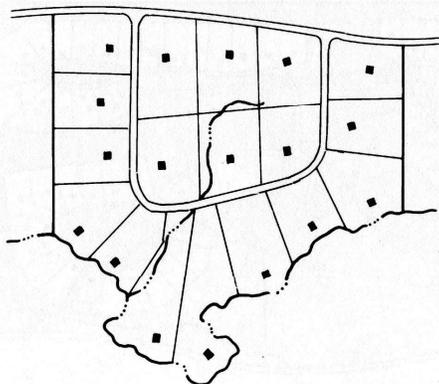
14. Would you prefer new housing built in the County to reflect a traditional design with larger lot sizes (Option A) or a cluster design permanently preserving open space (Option B)?
Please check either Option A or Option B (not both) below to indicate your preference.

OPTION A

30%

OPTION B

70%



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%	41%	1%

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
	9%	40%	44%	8%

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%	64%	60%	59%	43%	
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
	14%	16%	21%	29%	19%	0%

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	22%	42%	37%	h. Maintaining community atmosphere	42%	46%	13%
b. Building regulations	28%	47%	25%	i. Quality of roads	47%	34%	19%
c. Zoning regulations	25%	48%	27%	j. School issues (buildings, crowding)	46%	40%	14%
d. Crime rate/safety	67%	26%	7%	k. Solid waste management (garbage)	72%	25%	3%
e. Environmental protection	36%	46%	18%	l. Water/sewer system capacity	32%	57%	12%
f. Water quality	42%	41%	17%	m. Employment opportunities	35%	56%	8%
g. Traffic congestion	26%	36%	38%	n. Tax rates	16%	24%	59%

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 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.
a. Preservation of green space	16%	12%	10%	h. Maintaining community atmosphere	3%	5%	8%
b. Building regulations	2%	4%	4%	i. Quality of roads	3%	8%	5%
c. Zoning regulations	4%	6%	10%	j. School issues (buildings, crowding)	7%	12%	10%
d. Crime rate/safety	10%	13%	11%	k. Solid waste management (garbage)	0%	1%	1%
e. Environmental protection	5%	7%	5%	l. Water/sewer system capacity	1%	3%	4%
f. Water quality	5%	10%	8%	m. Employment opportunities	2%	2%	2%
g. Traffic congestion	5%	10%	12%	n. Tax rates	38%	8%	11%

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							
	66%		34%							
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
	11%	4%	7%	5%	21%	7%	6%	15%	4%	21%

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
						2%	98%
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%	13%	40%	7%	13%	27%	
b. Bus service (to Milwaukee or Madison)	7%	7%	50%	7%	7%	21%	
c. Commuter/ride share program to work	0%	29%	36%	7%	7%	21%	
d. Disability transportation services	7%	21%	36%	0%	14%	21%	
e. Ride-share taxi (multiple users vs. one rider)	0%	7%	57%	0%	7%	29%	
f. Taxi	0%	0%	64%	0%	0%	36%	
g. Other	50%	0%	0%	0%	50%	0%	
25. The <u>availability</u> of public transit services in the County meets my needs (e.g. routes, frequency of service, etc.).	7%	9%	32%	13%	11%	29%	
26. The overall road network (roads, streets, and highways) in Waukesha County meets the <u>current needs</u> of its citizens.	10%	48%	16%	19%	5%	2%	
27. The overall road network is adequate to meet <u>projected future growth</u> in Waukesha County.	7%	26%	24%	30%	10%	3%	
28. Road and street maintenance in Waukesha County is acceptable.	8%	46%	24%	14%	8%	1%	
29. More biking and walking lanes/trails are needed in Waukesha County.	19%	31%	29%	14%	6%	2%	
30. Do you support the development of an additional north-south transportation corridor connecting I-43 and I-94?						Yes	No
						58%	42%
31. Do you support the development of an additional north-south transportation corridor connecting I-43 and US-41/US-45?						57%	43%

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	28%	59%	13%	g. Professional services	51%	46%	3%
b. Entertainment venues	38%	50%	12%	h. Recreational facilities	45%	43%	12%
c. Hotels, tourism	42%	50%	7%	i. Restaurants	51%	33%	16%
d. Industrial	33%	52%	15%	j. Retail/shopping	56%	32%	12%
e. Manufacturing	33%	50%	17%	k. Warehousing	32%	65%	3%
f. Medical services	59%	36%	5%	l. Other	50%	0%	50%

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 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.
a. Emerging technology	30%	10%	12%	g. Professional services	4%	10%	8%
b. Entertainment venues	5%	11%	8%	h. Recreational facilities	8%	11%	13%
c. Hotels, tourism	2%	2%	5%	i. Restaurants	7%	11%	11%
d. Industrial	10%	11%	7%	j. Retail/shopping	5%	6%	11%
e. Manufacturing	15%	18%	10%	k. Warehousing	0%	0%	3%
f. Medical services	12%	7%	10%	l. Other	0%	1%	1%

34. I am satisfied with the availability of employment opportunities in the area.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No Opinion
	8%	34%	37%	10%	4%	7%
35. Rate the importance of the following in Waukesha County:	Very Important	Important	Neutral	Unimportant	Very Unimportant	No Opinion
	47%	34%	16%	0%	0%	4%
a. Business retention	31%	30%	30%	3%	1%	5%
b. Entrepreneurial assistance						

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	17%	42%	19%	2%	1%	21%
b. Building inspection	10%	39%	29%	5%	2%	15%
c. Fire protection	14%	50%	22%	3%	2%	9%
d. Garbage collection	35%	53%	8%	3%	0%	1%
e. Park and recreation facilities	24%	57%	16%	2%	1%	1%
f. Planning and zoning	4%	25%	37%	16%	8%	10%
g. Police protection	13%	45%	27%	8%	4%	3%
h. Public library	35%	46%	14%	1%	1%	4%
i. Public school system	30%	44%	15%	1%	3%	6%
j. Recycling programs	24%	54%	17%	2%	0%	2%
k. Road maintenance	9%	52%	27%	7%	5%	1%
l. Sanitary sewer service (not private system)	6%	18%	12%	2%	1%	60%
m. Snow removal	22%	54%	18%	4%	0%	2%
n. Storm water management	6%	31%	30%	2%	2%	28%
o. Water utility service (not private system)	3%	10%	10%	3%	1%	72%
p. Other	11%	11%	0%	0%	78%	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
51%	38%	49%	45%	36%	29%	57%	52%	31%	51%	43%	31%	39%	28%	31%	12%

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

38. Gender:	Male	Female	
	59%	41%	
39. What is your age range?	18-24	25-34	35-44
	0%	5%	29%
	45-54	55-64	65-74
	29%	25%	10%
	75+		
	3%		
40. Employment status:	Employed	Unemployed	Retired
	72%	1%	20%
	Homemaker	Other	
	6%	2%	
41. What is your highest level of education?	Less than high school	High school diploma	Some tech/college/trade school
	1%	17%	26%
	Two year tech/college/trade degree	Bachelor's degree	Grad/Professional degree
	14%	28%	14%
42. How long have you lived in Waukesha County?	Less than 1 year	1 to 5 years	5.1 – 10 years
	1%	9%	13%
	10.1 – 15 years	15.1 – 20 years	20.1 to 30 years
	13%	13%	18%
	Over 30 years		
	34%		
43. What is your approximate annual family income?	Under \$25,000	\$25,000-\$34,999	\$35,000 - \$49,999
	2%	6%	8%
	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more
	23%	24%	36%