

# A Greater Madison Vision

*how we grow matters*



# SURVEY RESULTS

## *Summary Report*

May 2019



Produced by the Capital Area Regional Planning Commission

# INTRODUCTION



## WHAT IS A GREATER MADISON VISION?

A Greater Madison Vision is an initiative guided by a Steering Committee of leaders from business, government and community organizations. The Capital Area Regional Planning Commission (CARPC) leads the project and provides support to the initiative.

The Greater Madison region is growing quickly. Over the next 25 years the region's population is expected to grow by over 150,000 people – the equivalent of two Camp Randall stadiums full of football fans.

How we grow matters. The mission of A Greater Madison Vision is to develop a shared vision and plan to guide public and private decisions about how the region grows to foster exceptional quality of life, economic opportunity, and a healthy environment for all. When people, businesses, and government coordinate our vision and plan for the future, we build a stronger region.

## EXPLORING POSSIBLE FUTURES

We face an uncertain future, driven by technological, environmental, economic, societal and political forces. Preparing and planning for future growth means exploring how those forces will affect the Greater Madison region. What forces will likely impact us, and in what ways? How can we best prepare and respond?

To explore driving forces of change, A Greater Madison Vision analyzed recent development trends and conducted “driving forces” focus groups and workshops. Drawing on this and other information, Greater Madison Vision prepared four alternative futures. Each future was a “what if” scenario: what if communities

in the region focused resources on one big area of change? Those changes were population, environment, technology, and society/government. These scenarios were presented to people in the region in the form of an online survey.

## SCENARIO SURVEY

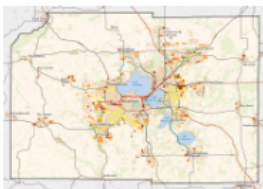
A vision and plan for how the region grows will guide decision-making if leaders and the public participate in the planning process. After Steering Committee members and stakeholders helped create alternative scenarios, public input was the next important step.

People in Dane and surrounding counties were asked to explore the alternative scenarios, rank by importance the strategies in the scenarios, select a preferred growth option, make optional comments, and provide demographic and geographic information.

### PART 4. YOUR PREFERRED GROWTH OPTION

Choose the growth alternative below that you think is best for the region.

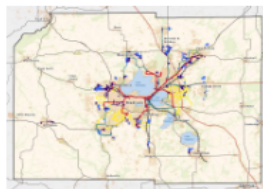
#### COMMUNITY



- Cost/Household: -\$327
- Miles Driven/Household: -481
- Road, Fire, EMS Costs: \$1.3 billion
- Ag Land Developed: 11k

Select

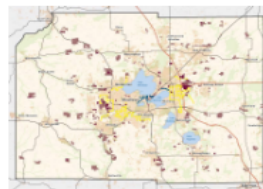
#### INNOVATION



- Cost/Household: -\$1,277
- Miles Driven/Household: -1208
- Road, Fire, EMS Costs: \$911 million
- Ag Land Developed: 5.6k

Select

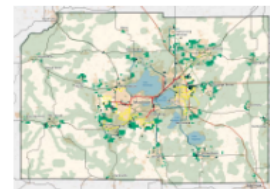
#### SELF-RELIANCE



- Cost/Household: \$964
- Miles Driven/Household: 652
- Road, Fire, EMS Costs: \$1.7 billion
- Ag Land Developed: 19.3k

Select

#### CONSERVATION



- Cost/Household: \$170
- Miles Driven/Household: 37
- Road, Fire, EMS Costs: \$1.2 billion
- Ag Land Developed: 16k

Select

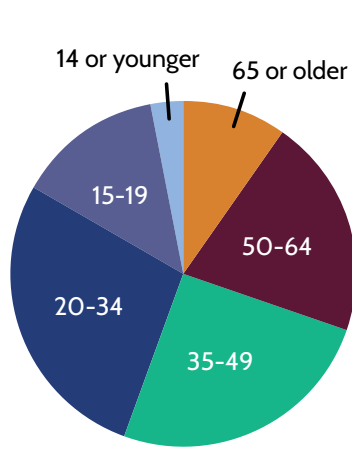
### PART 5. YOUR COMMENTS

Use the section below to tell us more about your preferred future and to make additional comments or express concerns about future growth in the Greater Madison Area.

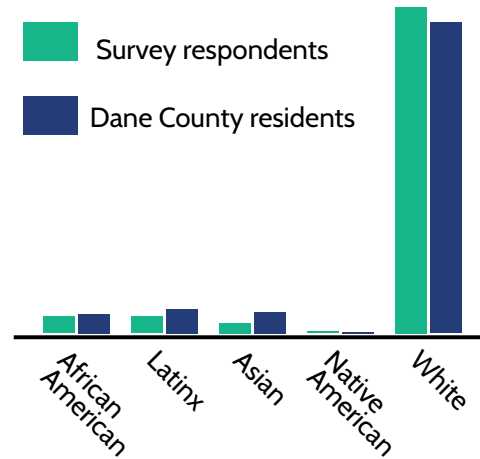
Survey Comments:

## WHO TOOK THE SURVEY

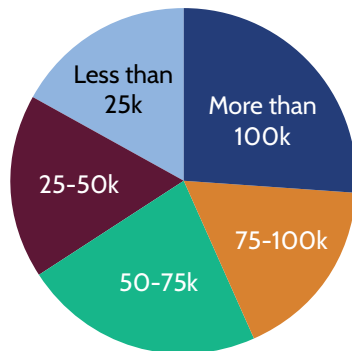
The scenario survey launched on September 12, 2018 with eight “launch day events” around the region. Over the course of the next two to three months, Steering Committee members, staff, and other leaders and stakeholders promoted the survey through email, media, presentations and events. They targeted outreach to those traditionally under-represented in such surveys: persons of color, low-income and rural communities. By the survey close, almost 9,200 people completed the survey.



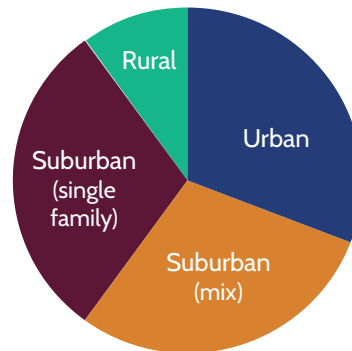
**Age**  
(in years)



**Race**  
(in percentage of total)



**Income**  
(in dollars per year)



**Geography**

*“As our region is expected to increase by over 150,000 people in the next 25 years, it is vital to create a vision for our future that is grounded in an exceptional quality of life, economic opportunity, and a healthy environment for all. A Greater Madison Vision’s survey results give us insight into the values and needs of people who live, work, and play in this growing region.”*

- Sharon Corrigan, Chair  
Dane County Board of Supervisors

# SUMMARY OF KEY FINDINGS

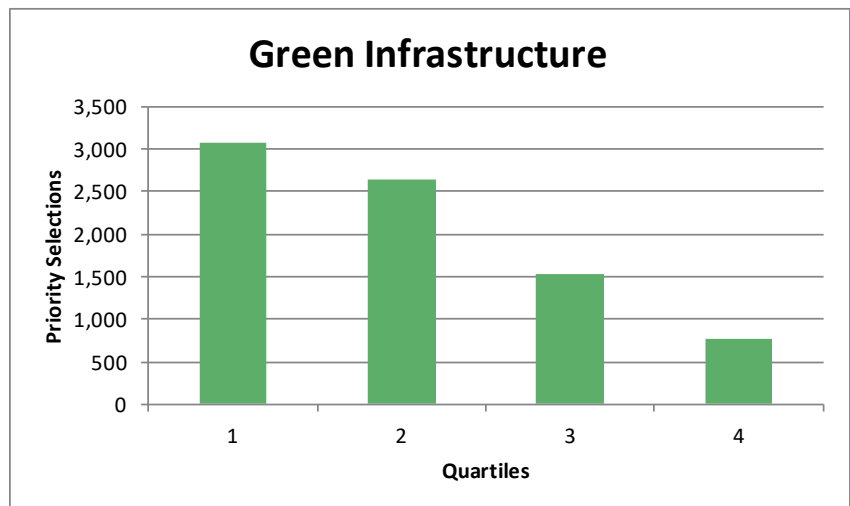
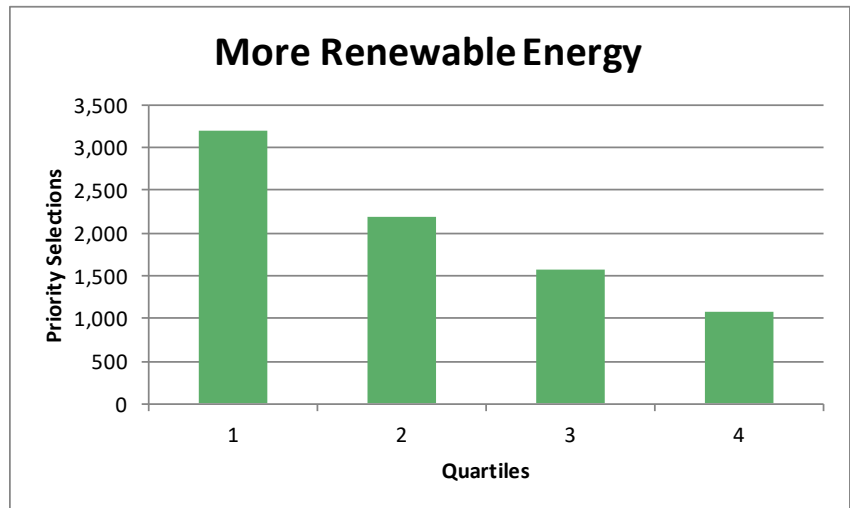
1	Environmental challenges, including climate change and increased risk of flooding, are a top priority for the region.
2	Issues of access to opportunity continue to be a high priority for most people and groups across the region.
3	Expanding transit and housing options are high priorities, depending on location and demographic groups.
4	Preservation of farming areas is a high priority for people in rural communities and outside of Dane County.
5	Conservation priorities in growth are most important to people who weighed the four different scenarios, maps and costs of an expanding population.
6	Integrated approaches to interconnected challenges were major themes in respondents' comments.
7	Local energy production and locally grown food were high priorities for youth.
8	People of all demographics and locations expressed the desire for more social connections.



## ENVIRONMENTAL CHALLENGES, INCLUDING CLIMATE CHANGE AND INCREASED RISK OF FLOODING, ARE A TOP PRIORITY FOR THE REGION.

More renewable energy and green infrastructure is at the heart of the preferred growth strategies for respondents. Using more electric cars and buses powered by wind and solar is one strategy to reduce greenhouse gas emissions and support renewable energy. A regional approach is necessary to create the green infrastructure needed to manage and filter rainfall and melting snow.

Environmental issues were the subject of the second largest number of total comments, 548, or 26%. Prioritizing, expanding or improving conservation, environmental preservation, and/or resource protection was the second most discussed subtopic overall. Climate change ranked 12th among 101 comment subcategories. Water quality also received frequent mentions within the Environmental category; this subtopic of comments was ranked 14th overall.



Charts show number of priority rankings for Renewable Energy and Green Infrastructure by quartile (e.g. first quartile = priorities 1-4).

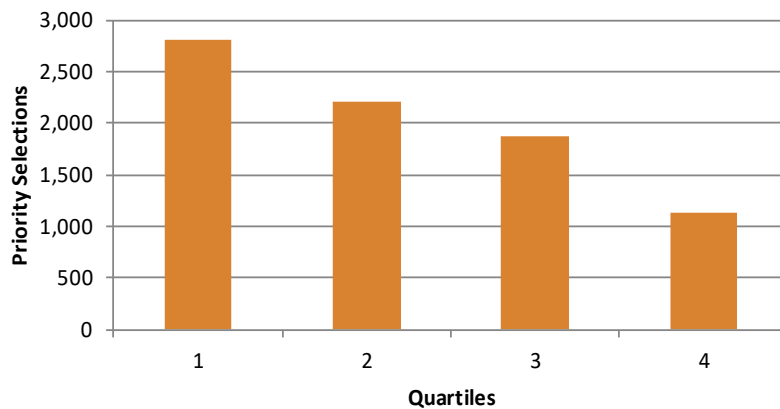
*“Climate change is the biggest challenge humanity is going to face over the coming decades, and we need to be doing everything we can to pursue greener energy alternatives, as well as building the infrastructure we need to cope with the realities of a hotter planet. In addition, we ought to work on conserving and protecting our environment, both the land and the creatures inhabiting it.”*





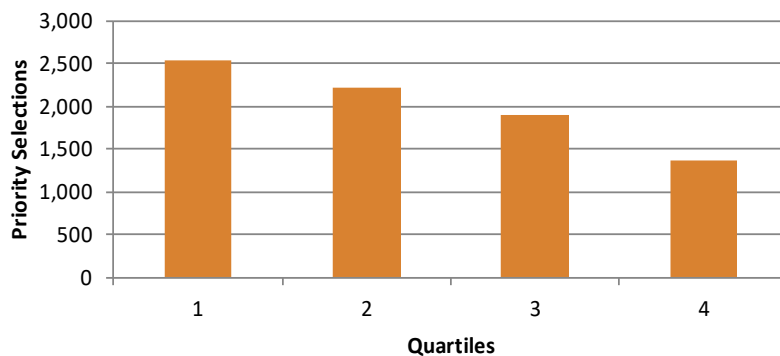
## ISSUES OF ACCESS TO OPPORTUNITY CONTINUE TO BE A HIGH PRIORITY FOR MOST PEOPLE AND GROUPS ACROSS THE REGION.

### More Community-Based Resources



More community-based resources like education, job training and health services through community and senior centers, nonprofits and health providers ranked second among top priorities. Groups more likely to experience economic hardship (including respondents who are seniors, have a lower income, live in rural areas, and people of color) ranked these as a top priority.

### Better Connected Education and Work



The subcategory “Increasing support for low-income residents and marginalized communities” ranked 15th overall. Improving education access and opportunities ranked 20th among all subcategories. Ensuring equal access to services and opportunities ranked 21st overall.

Charts show the number of priority rankings for more community based resources and better connected education and work by quartile (e.g. first quartile = priorities 1-4).

*“I want more social and economic equity - in wages, in health care, in kinds and locations of housing, in education and a wide range of social services. I worry that the community building options propmote segregation and competition, not building a more inclusive humanitarian regional community.”*

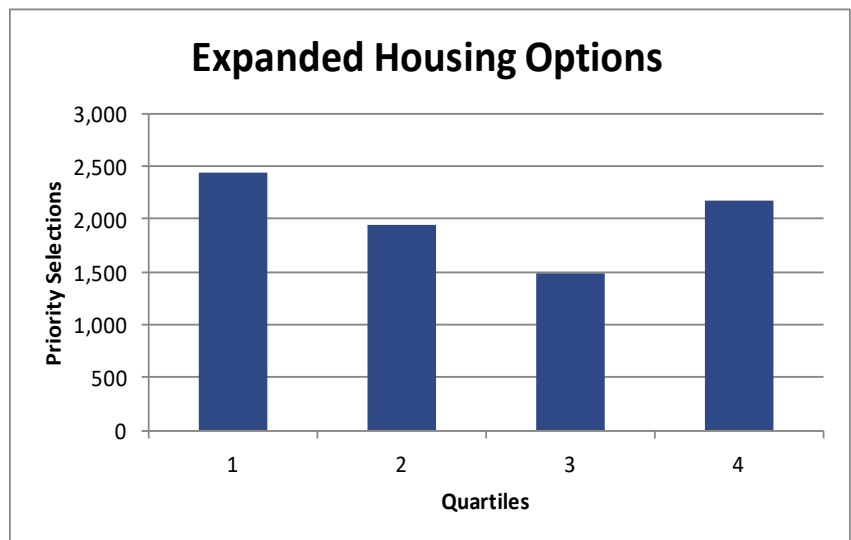
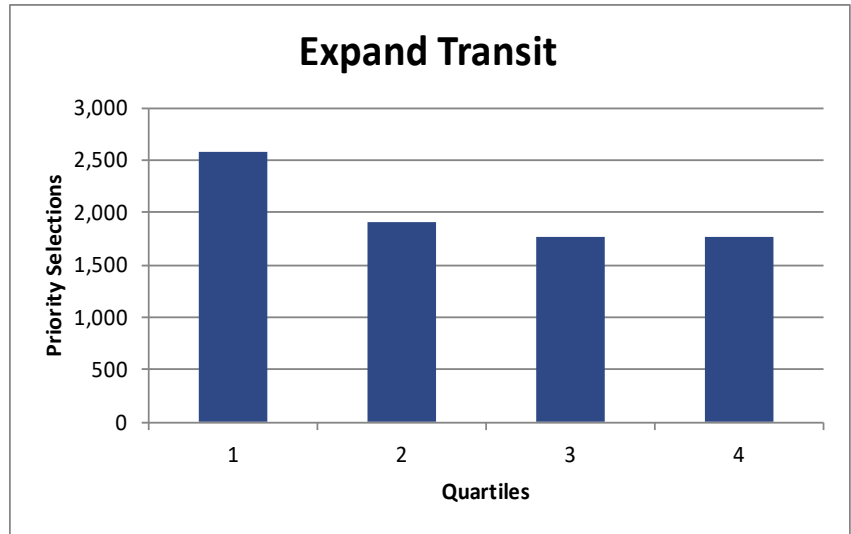
# 3



## EXPANDING TRANSIT AND HOUSING OPTIONS ARE HIGH PRIORITIES, DEPENDING ON LOCATION AND DEMOGRAPHIC GROUPS.

Prioritization for Expand Transit was higher among people in Madison, Fitchburg, and Monona, as well as people with higher incomes and years of formal education and respondents between the ages of 20- 49. Expanded Housing Options was more often ranked among the top choices for people of color, people with lower incomes, people with fewer years of formal education, people age 50-64, and urban residents.

Comments in the Infrastructure category overwhelmingly focused on expanding, improving, or prioritizing local and regional transit. Comments in the Housing category most frequently discussed expanding housing types, affordability, and access. Affordable housing was ranked fifth among all subcategories.



The charts show the number of priority rankings for Expanding Transit and Expanded Housing Options by quartile (e.g. first quartile = priorities 1-4).

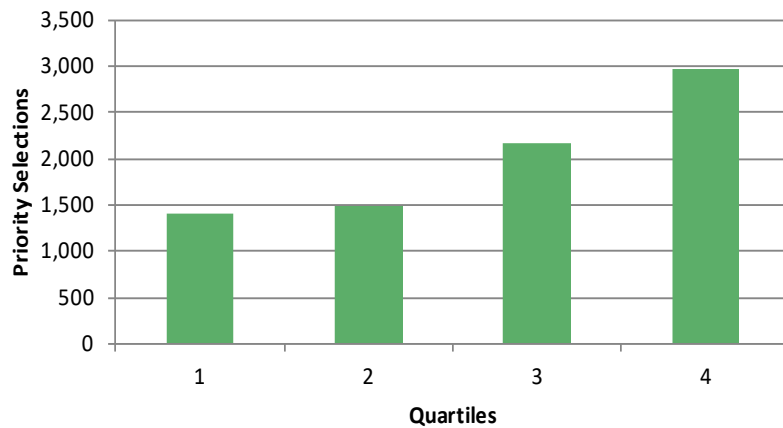
*“Addressing housing costs is essential. Create more housing that is affordable to single people and those who are neither rich nor poor. Allowing people to work and live in the city fosters community engagement and involvement.”*





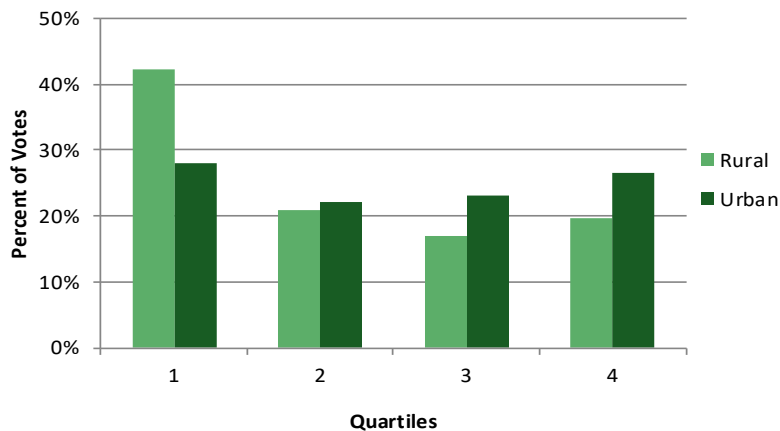
## PRESERVATION OF FARMING AREAS IS A HIGH PRIORITY FOR PEOPLE IN RURAL COMMUNITIES OF DANE COUNTY.

### Preserve More Farming Areas



Although people in rural areas ranked this strategy high, their low population numbers could not offset low priority ranking from the more numerous central urban and first ring community residents.

### Preserve More Farming Areas - Urban vs Rural



The majority of commenters in this subtopic favored preserving farmland; specifically smaller farms with diverse products, as opposed to encouraging expansion of larger factory farms/CAFOs. Comments in support of developing farmlands suggested using agricultural lands to increase the region's housing supply or expand conservation areas.

Charts shows number or percentage of priority rankings for Preserve More Farming Areas by quartile and by urban/rural classification (e.g. first quartile = priorities 1-4).

*"I see Madison expanding outward and A1 farmland being developed into housing. All of this creates more roads, more congestion, more hardscapes leading to flooding, and loss of local community, less land for local food growth, and less habitat for wildlife. All of this leads to a lower quality of life for everyone."*

5



## CONSERVATION PRIORITIES IN GROWTH ARE MOST IMPORTANT TO PEOPLE WHO WEIGHED THE FOUR DIFFERENT SCENARIOS, MAPS AND COSTS OF AN EXPANDING POPULATION.

Conservation priorities were reflected in votes for growth maps. People want more efficient and better-connected growth that minimizes transportation, energy and infrastructure costs while protecting natural resources.

See Future Growth Scenarios: Survey Results on page 13 for more.

*“I’d like to see a ring of vibrant small cities around Madison, each with its own compact downtown and surrounding green space in which development and sprawl is limited, all linked by transit.”*

6



## INTEGRATED APPROACHES TO INTERCONNECTED CHALLENGES WERE MAJOR THEMES IN RESPONDENTS’ COMMENTS.

*“All of these things are important, I would love a focused balance between innovation and conservation as the top two priorities. Innovation will help us faster and sooner, conservation should help more long-term. There needs to be a balanced approach with all four realistically though. Many of these things go well together and could have a multiplier effect.”*

A number of survey takers found the requirement to select one growth option difficult, and expressed a desire to combine elements of the different strategies and pursue integrated approaches were needed. Respondents see connections between the issues facing the region in the future, and want to see A Greater Madison Vision approach the issues in an interconnected way.



## LOCAL ENERGY PRODUCTION AND LOCALLY GROWN FOOD WERE HIGH PRIORITIES FOR YOUTH.

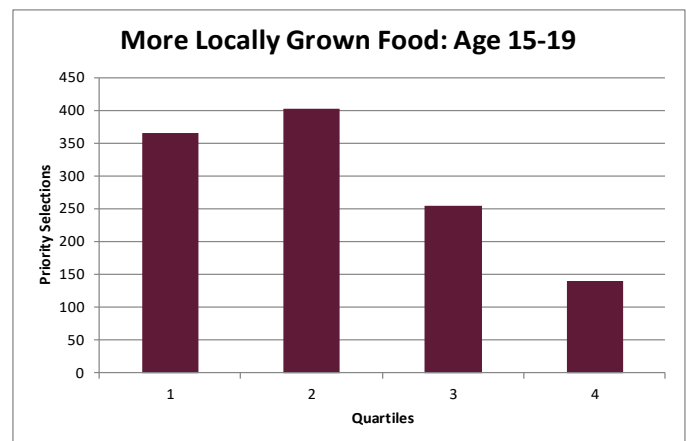
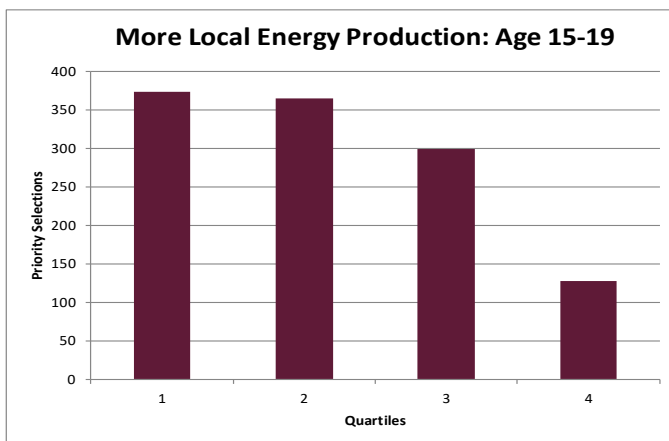
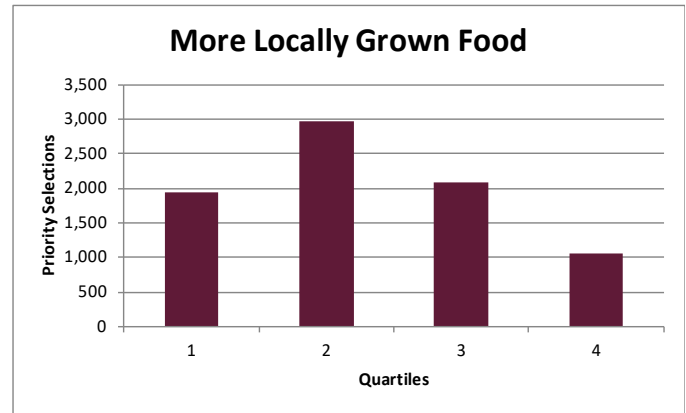
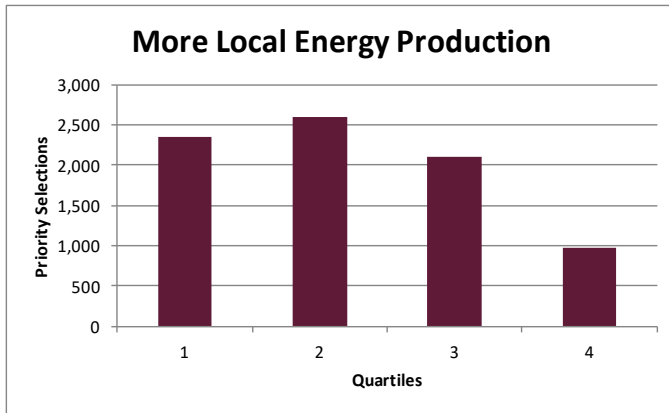


Chart shows number of priority rankings for More Local Energy Production and More Locally Grown Food by quartile for all respondents and respondents age 15-19 (e.g. first quartile = priorities 1-4).

Youth age 19 and younger (generally high school students) ranked “More Locally Grown Food” fourth while all respondents ranked it eighth. Youth ranked “More Local Energy Production” fourth compared to all respondents who ranked it seventh.

A large number of comments voiced support for increasing local and renewable energy production.

*“I think we need to re-localize our economy as much as possible since that means a greater multiplier effect and more local employment...The same goes for our energy demand - why spend money on imported coal or hydro from Montana or Canada when we can produce our own renewable energy (wind/solar) here?”*

# 8



## PEOPLE OF ALL DEMOGRAPHICS AND LOCATIONS EXPRESSED THE DESIRE FOR MORE SOCIAL CONNECTIONS

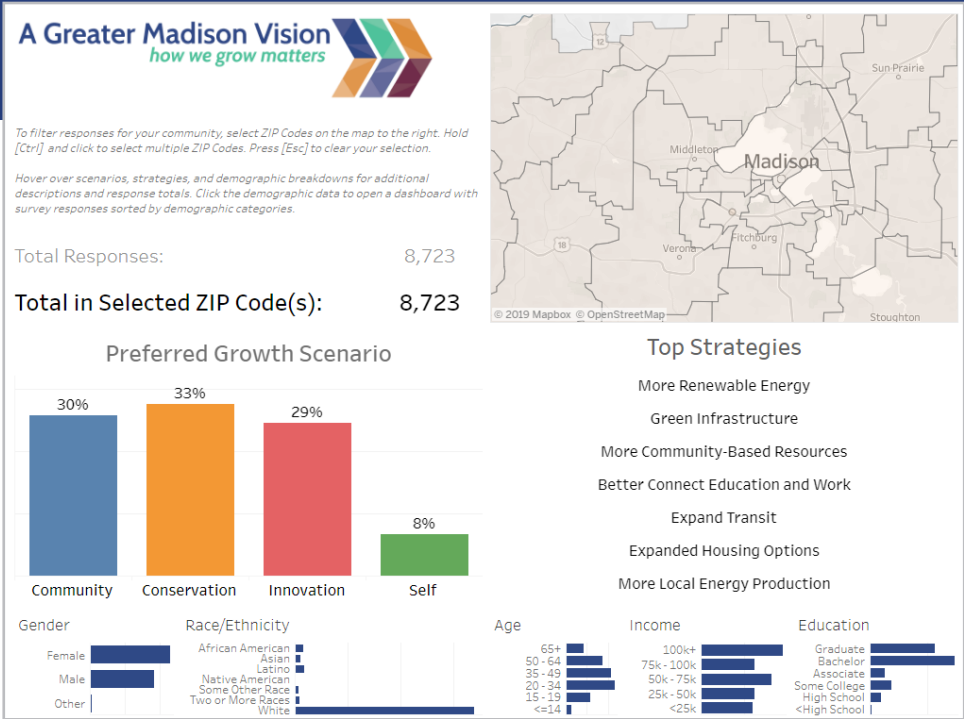
By large numbers people did not choose the self-reliance future where individual communities look after themselves and rely more on technology to work and communicate remotely.

Survey respondents contributed many comments regarding social connection. These comments highlighted the their value of tight-knit communities and increased social cohesion throughout the region.

*“I believe that the greatest contribution the Madison area can have is to become closer knit. I feel this would encourage private businesses and promote socially healthy communities.”*

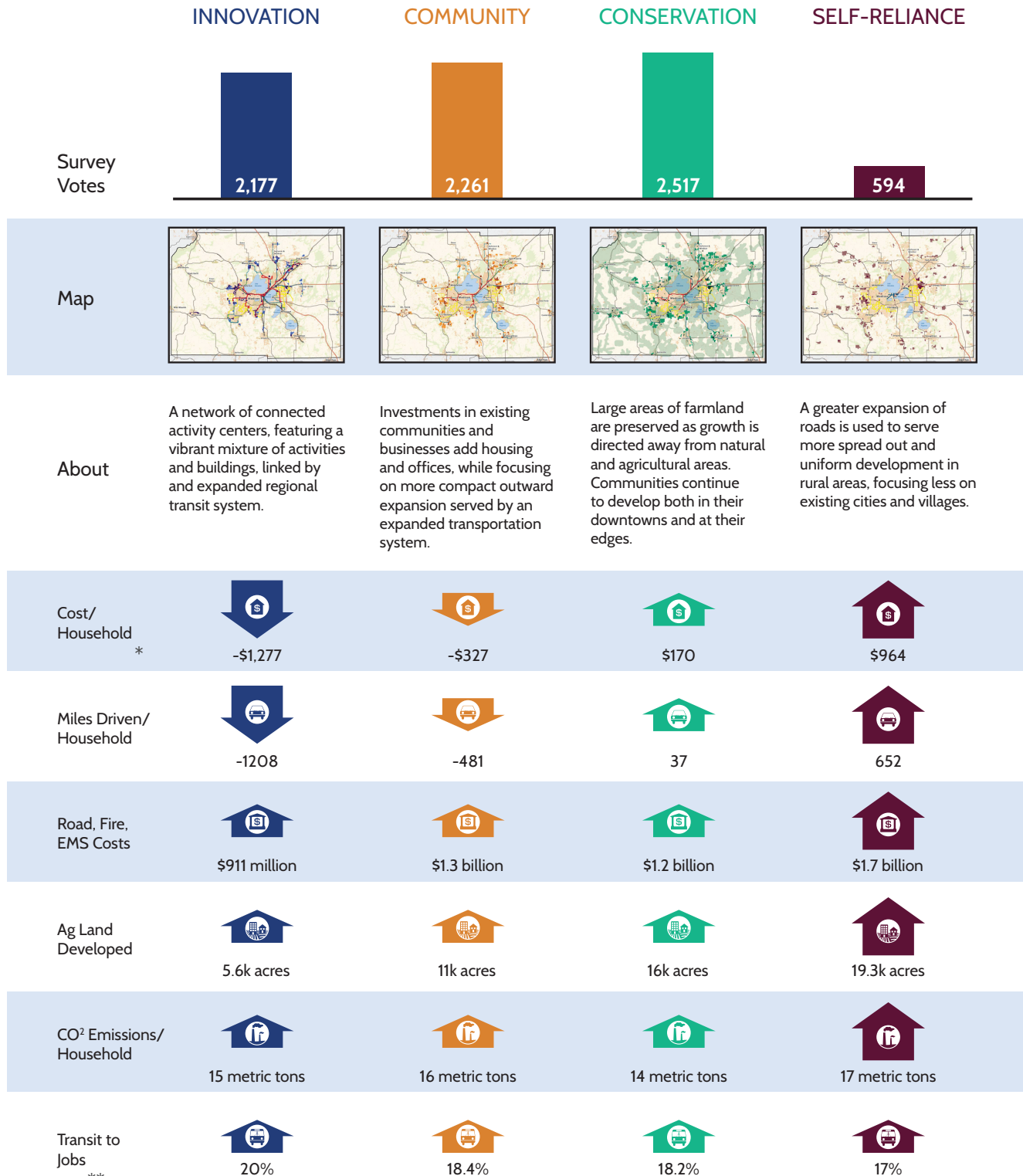
### FOR MORE INFORMATION...

Including detailed breakdowns of preferred growth scenarios and top strategies by zip code, gender, race, age, education, and income visit [GREATERMADISONVISION.COM](http://GREATERMADISONVISION.COM)



# FUTURE GROWTH SCENARIOS

## SURVEY RESULTS



\* Change in annual household energy and transportation costs, from 2015

\*\* Percent of residents able to reach 10+ percent of jobs within 30 minutes via transit

# SCENARIO AND STRATEGY DESCRIPTIONS

## COMMUNITY



In the **Community Future**, communities across the region focus on the challenges of growing, changing populations. Leaders decide it is time to come together to make sure all members can access opportunity and fulfill their potential. They foster welcoming communities where all members can get the resources they need to succeed. They encourage active, healthy communities with access to outdoor activities, and places where people walk and bike more.

### More community-based resources

More education, job training and health services are available locally. Schools, health providers, and non-profit groups bring resources to community centers, libraries, senior centers, or schools.

### More access to outdoors

Communities include more trails and parks that connect people to nature.

### Expanded housing options

More housing choices allow a broader range of families to live in a community. Seniors live with and among children and grandchildren.

### Walkable communities

Streets and paths help people reach destinations and recreation by walking and biking, and help keep people healthy

## CONSERVATION



In the **Conservation Future**, communities focus on environmental challenges. Water pollution continues to challenge the region. Climate change generates more frequent and intensive severe weather events, including floods. Communities respond by expanding important natural areas, protecting farms, reducing water pollution, and increasing renewable energy.

### Bigger and more connected natural areas

Communities expand the environmental corridors and natural areas to protect wildlife and increase opportunities for hunting, fishing, and outdoor recreation.

### More renewable energy

Transportation produces much of the pollution that drives climate change. Communities reduce such pollution by using more electric cars that are powered by renewable energy.

### Preserve more farming areas

To keep a healthy farm economy, communities work together to protect large areas of farmland.

### Green infrastructure

Communities design streets, parking lots, yards and terraces to soak up water from rain and snow, instead of allowing the polluted water run off into lakes and rivers. By soaking up more water into the land, communities reduce the risk of flooding, and make healthier rivers and lakes.



## INNOVATION



In the **Innovation Future**, communities focus on the challenges of rapid technology changes. Communities promote more technology and related jobs to grow the greater Madison region as a national center for innovation and investment. They also make places attractive to tech workers and employers with conveniences like coffee shops, dining, and entertainment that are accessible by walking, biking, and transit, as well as by car.

### Expand transit

Expand transit to connect Madison with surrounding communities. Adopt rules for driverless cars that reduce congestion and improve transit.

### More vibrant centers

Communities develop more vibrant and walkable centers with jobs, shopping, homes, and public spaces. Smaller stores allow people to browse and order products, even as e-commerce thrives.

### Promote tech job growth

Universities and others encourage technology job growth by turning research into businesses, increasing availability of capital, and promoting business networks.

### Better connect education and work

Schools work more closely with technology companies to meet their job needs and foster a vibrant culture of tech entrepreneurs. K-12 education prepares the highly diverse student body to succeed in a technological society.

## SELF-RELIANCE



In the **Self-Reliance Future**, communities focus on the challenge of declining state and federal resources. Communities respond by becoming more self-reliant and autonomous. Local businesses, non-profits and governments assume a greater role in meeting local needs. Driverless cars make travel easier over longer distances. Technology changes make it easier to meet basic needs.

### More online communication and remote living

People have less need to interact face-to-face because they can work, learn and shop from their homes. People use driverless cars to easily travel longer distances.

### More local energy production

Smart energy grids allow people to generate more power at their homes and to purchase power from local companies.

### More locally grown food

Compared to current times, people purchase more food from local growers, and by ordering online. They also grow more food in community gardens and private yards.

### More close-knit communities

With less outside help, people depend more on each other, which creates more close-knit communities.

# AGMV STEERING COMMITTEE

March 2019

\*Asterisks Indicate Executive Committee Members

Godwin Amegashie\* *Consultant*

Ruben Anthony *Urban League Greater Madison*

Juli Aulik *University of Wisconsin Hospitals and Clinics Authority*

Zach Brandon *Greater Madison Chamber of Commerce*

Dave Branson *Building and Construction Trades Council of SC WI*

Gurdip Brar *Mayor, City of Middleton*

Dan Brown *Ho-Chunk Gaming*

Frank Byrne\* *St. Mary's Hospital*

Justice Castañeda\* *Common Wealth Development*

Sharon Corrigan\* *Dane County Board of Supervisors*

Drake Daily *City of Sun Prairie*

Jack Daniels *Madison College*

Joe Daguanno *Adams Outdoor Advertising*

Chris Ehlers *Veridian Homes*

Paul Esser *Mayor, City of Sun Prairie*

Cheryl Fahrner *Columbia County Economic Development Commission*

Paulette Glunn *Northwest Dane Senior Services, Inc.*

Kari Grasee\* *American Family Insurance*

James Hegenbarth *Park Bank*

John Imes *Wisconsin Environmental Initiative*

Paul Jadin\* *MadREP*

Sharyl Kato\* *The Rainbow Project*

Jenni Le *gBETA*

Sabrina Madison\* *Heymiss Progress*

Mariam Maldonado *Luna's Grocery*

Sarita Mannigel\* *Latino Chamber of Commerce*

Ezra Meyer *Clean Wisconsin*

Deb Nemeth *1000 Friends of Wisconsin*

Kwasi Obeng *City of Madison Common Council*

Leslie Orrantia *Wisconsin Collaborative Education Research Network*

Mark Opitz *Madison Area Transportation Planning Board*

Kevin Oppermann *Highland Spring Farm*

Larry Palm\* *CARPC*

Harold Rayford *African American Council of Churches*

Keith Reopelle *Dane County Office of Energy and Climate Change*

Carl Ruedebusch *Ruedebusch Development & Construction, Inc.*

Sue Springman *Village of Waunakee and The Mullins Group*

David Stark *Stark Company Realtors*

Steve Staton\* *Village of Oregon*

Andrew Statz *Madison Metropolitan School District*

Nia Trammell *Urban League of Greater Madison*

James Tye *Clean Lakes Alliance*

Lyle Updike *Town of Sun Prairie*

Donna Walker\* *Alliant Energy*

William White\* *WhiteFish Partners*

Dan White *Filament Games*

Tom Wilson *Town of Westport and Madison Metro Sewerage District*

Gary Wolter\* *Madison Gas & Electric*

Phillip Yang *Wisconsin Hmong Association*

Alex Ysquierdo *Associated Bank*

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