

City of Evansville
Smart Growth Community Survey
Initial Data Report, May 26, 2004

Survey Background

The City of Evansville, Wisconsin, conducted this survey to gather public input on local priorities and planning options as part of a comprehensive community planning project. The survey design was an activity of the Evansville Smart Growth Planning Committee with assistance from Omni Associates. Questions were framed around key issues in planning Evansville's future. Conduct of the survey was guided by a subcommittee of Heidi Carvin, Chris Eager, Bill Hammann, and Doug Zweizig.

Survey implementation involved a mailed survey to a random sample of 467 households in the City of Evansville—approximately one fifth of the households. Names and addresses were obtained from Evansville Water and Light. Special efforts were made to reach renters, even in cases where the landlord received the utility bills. In order for all residents to feel they had a chance to participate in the survey, surveys were also placed in the Eager Free Public Library and City Hall; the 21 surveys completed are analyzed and reported separately from the sample surveys in order to preserve the benefits of the estimates provided from the random sample.

The survey was conducted from March to May of 2004. Before the survey began, articles in the *Evansville Review* described the survey and encouraged participation. One week before the surveys were mailed, postcards were sent to the randomly selected households to alert them to their selection and to check on the functioning of the addresses. The mailed surveys included a cover sheet explaining the purpose for the survey signed by the mayor and city administrator and a stamped, self-addressed return envelope. All respondents were assured of confidentiality. Those households that did not respond within two weeks were sent a postcard reminding them of the survey and again asking for their participation. Households that had not responded approximately ten days after the postcard reminder were sent another full survey packet, including another copy of the survey, another stamped return envelope, and a note urging their response.

Out of the original sample of 467, 316 households returned usable surveys, 44 sampled households were dropped from the list because the households were duplicates, vacant, or were not residences, leaving 423 eligible households in the sample. The response rate for the survey was 75 percent (316/423). The final sample size of 316 households yields data that has statistical reliability of ± 5 percentage points at the 95% confidence level. This means that 95 out of 100 times, the results of an item from this survey should differ by no more than 5 percent, in either direction, from what would have been obtained by surveying all households in the City of Evansville.

Key assistance in use of the Evansville Water and Light address list was provided by Donna Hammett. Data were entered by Teacher Jan Walker's Coop Class of Evansville High School (Kallie Elmer, SaRoi Faulkner, Nichole Leick, and Christi Rischar).



31 South Madison Street

Evansville, Wisconsin 53536
March 10, 2004

Dear Evansville resident,

What should Evansville be like in the year 2010? In 2020? These are questions that the City of Evansville is attempting to answer in its Smart Growth planning process. We are asking a randomly selected sample of Evansville citizens to help us with these questions.

Your household has been selected to help us in this process. One adult should complete the survey, but feel free to gather input from other members. However, you may only mark one answer to a question.

The City is now engaged in a comprehensive planning process that

- identifies the current issues and opportunities that need to be addressed,
- describes future directions for
 - housing,
 - transportation,
 - economic development,
 - community utilities and facilities,
 - agricultural, natural, and cultural resources, and
 - land use, and
- relates Evansville's plan with the plans of Union Township, Rock County, the Evansville School District, and with other governmental bodies.

We are asking you to respond to this survey with your opinions about what is important to you about Evansville, what we should preserve, what we should change. Your opinions will be used, along with others, to create the new master plan for the city. Your responses will be combined with the responses of others; **your individual responses will remain completely confidential.**

It is very important for our understanding of what residents desire that you fill out and return this survey before the deadline. We will be following up with those who don't respond to ensure a high response rate. If, for any reason, you are not able to be a respondent, please notify Bill Connors at 882-2263.

You can learn more about the City's planning process by calling Bill Connors, Evansville City Administrator, at 882-2263 or by going to the project Internet web page at www.omni.com (click on PROJECTS and select EVANSVILLE).

Thank you for your part in planning for a better Evansville,

Janice Ringhand, Mayor

Bill Connors, City Administrator

PLEASE BEGIN THE SURVEY ON THE NEXT PAGE.



COMMUNITY SURVEY

Sharing Your Views About the Future

Please mail your completed survey to City Hall in the envelope provided. **Completed survey forms must be returned or postmarked by DATE.**

Thank you so much for your cooperation in helping us enhance the community of Evansville!

YOU AND YOUR RESIDENCE

PLEASE FILL IN THE CIRCLE NEXT TO YOUR ANSWER.

1. How long have you been a resident of the City of Evansville?

- | | |
|-----------------------------|-------------------------------|
| 10% Less than 1 year | 26% 11 to 25 years |
| 23% 1 to 5 years | 27% More than 25 years |
| 13% 6 to 10 years | |

2. Which of the following best describes your current residence?

- | | |
|-----------------------------------|---------------------------------|
| 75% Single-family house | 14% Apartment |
| 9% Duplex/Two-family house | 1% Condominium/Town home |
| 1% Other: | |
- _____

3. Do you own or rent your current residence? **73%** Own **27%** Rent

4. How many people, including yourself, live in your household?

% 1	% 2	% 3	% 4	% 5+
24%	33%	14%	19%	9%

5. How many of the people living in your household are:

AGE GROUP	% of households with
MALE under 18	31%
MALE age 18 to 55	57%
MALE over age 55	18%
FEMALE under 18	27%
FEMALE age 18 to 55	64%

FEMALE over age 55	29%
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6. Please indicate where you and other members of your household work.

LOCATION OF WORK	% of Evansville households with someone who works in:
Evansville	33%
Madison	45%
Janesville	13%
Elsewhere in Rock County	4%
Elsewhere in Dane County	10%
Other (please specify)	9%
Retired	24%
Do not work outside the home	9%

YOUR PERSPECTIVE ON THE CITY OF EVANSVILLE

7. Why would you recommend that someone move to Evansville?

	Very Strong Aspect	Strong Aspect	Weak Aspect	Very Weak Aspect	Neutral / No Opinion
Geographic Location	19%	59%	9%	2%	12%
Small City Atmosphere	36%	51%	7%	2%	5%
Housing Opportunities	15%	55%	12%	4%	14%
Local Employment Choices	0%	7%	36%	42%	14%
Quality of Schools	29%	50%	5%	1%	15%
Low Crime Rate/ Safety	37%	50%	8%	1%	4%
Historic District	23%	39%	15%	8%	16%
Parks and Recreation	17%	50%	19%	7%	7%
Property Taxes	3%	13%	33%	33%	18%

8. How concerned are you about the increased amount of traffic in Evansville?

28%	39%	33%
Very Concerned	Concerned	Not Concerned

9. In your opinion, how adequate is the **current** availability of housing options in Evansville?

	<i>Very Adequate</i>	<i>Adequate</i>	<i>Inadequate</i>	<i>Very Inadequate</i>	<i>No Opinion</i>
Upscale single family homes	17%	49%	13%	5%	16%
Affordable single family homes	21%	48%	16%	5%	10%
Multi-family apartment buildings	13%	47%	16%	2%	23%
Mobile/manufactured home parks	17%	34%	7%	3%	39%
Duplexes/Two-family houses	11%	47%	16%	2%	24%
Condominiums/Townhouses	7%	28%	24%	9%	32%
Assisted living units for seniors	9%	38%	20%	8%	26%
Housing for people with disabilities (Independent living units)	4%	26%	20%	12%	38%

10. Overall, how satisfied are you with the City of Evansville as a place to live?

32%
Very
Satisfied

62%
Satisfied

5%
Dissatisfied

1%
Very
Dissatisfied

YOUR PERSPECTIVE ON FUTURE DEVELOPMENT IN THE CITY OF EVANSVILLE

New Housing

11. The current population of the City of Evansville is approximately 4,300. In planning for future population growth, which statement most closely matches your opinion: (Select One)

5%	The City Government should encourage rapid growth in housing & population.
49%	The City Government should encourage moderate growth in housing & population.
34%	The City Government should limit growth in housing & population.
13%	I favor keeping the same housing & population.

12. To what extent would you support or oppose the following kinds of **future** housing development in Evansville?

	Strongly Support	Support	Oppose	Strongly Oppose	Neither Support Nor Oppose
Upscale single family homes	21%	45%	14%	5%	15%
Affordable single family homes	28%	52%	8%	5%	7%
Multi-family apartment buildings	7%	30%	29%	17%	17%
Mobile/manufactured home parks	5%	11%	31%	36%	17%
Duplexes/Two-family houses	8%	54%	14%	9%	15%
Condominiums/Townhouses	13%	46%	14%	9%	19%
Assisted living units for seniors	22%	63%	2%	1%	11%
Independent living units for people with disabilities	20%	59%	3%	2%	16%

New Community Facilities

13. If Lake Leota is dredged, it will return to being a usable lake. How much in additional property taxes would you be willing to pay each year for 20 years to finance the cost of dredging Lake Leota?

26%
\$65 to \$80
per year

10%
\$95 to \$110
per year

41%
I do not want to pay any
additional property
taxes to have Lake
Leota dredged.

21%
N/A
I do not pay property
taxes in Evansville.

14. Should the City use local tax dollars to return Lake Leota to being a usable lake?

13%
Strongly
Support

39%
Support

13%
Oppose

18%
Strongly
Oppose

17%
Neither
Support Nor
Oppose

15. Should the City use local tax dollars for walking and bicycle trails through and around the City?

16%
Strongly
Support

40%
Support

15%
Oppose

14%
Strongly
Oppose

15%
Neither
Support Nor
Oppose

16. Should the City use local tax dollars to purchase additional parkland and install equipment and recreational facilities?

13%
Strongly
Support

34%
Support

19%
Oppose

13%
Strongly
Oppose

21%
Neither
Support Nor
Oppose

17. Please place a **1** by the facility you think **most important**, a **2** by your second priority, and a **3** by your third priority:

% 1	% 2	% 3	
22%	37%	41%	Additional parks with equipment and recreational facilities
32%	42%	27%	New walking and biking trails
46%	21%	33%	Restoring Lake Leota

18. A city ordinance requires the developer of a new residential subdivision to pay for constructing sidewalks on only the north and east sides of new streets, unless a street is designated as a major street (e.g., West Main Street), in which case the developer must pay for constructing sidewalks on both sides of the new street. Developers pass this cost on to the buyers of individual lots. When the City reconstructs existing streets, it follows this same policy, and charges property owners half of the cost of constructing the sidewalk on their property. What do you think the City's future policy should be regarding sidewalks?

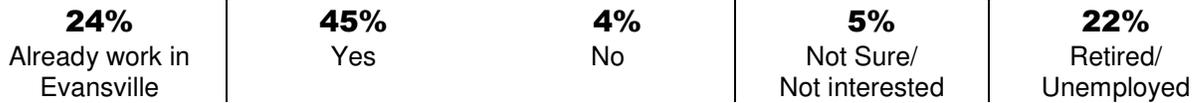
44%	35%	15%	6%
Keep the current policy described above.	Require sidewalks on both sides of all streets, and continue to require developers and property owners to pay the cost.	Require sidewalks on both sides of all streets, but use city tax dollars to pay for the cost.	Do not require any sidewalks.

Future Economic Development

19. Economic development is important to sustaining the local economy and keeping tax rates manageable. To what extent would you like to see the City of Evansville seek the following kinds of economic development?

	<i>Strongly Support</i>	<i>Support</i>	<i>Oppose</i>	<i>Strongly Oppose</i>	<i>Neither Support Nor Oppose</i>
Major Industry, such as Stoughton Trailers, General Motors	34%	39%	16%	3%	8%
Small-Scale Industry, such as Harvard Corporation	39%	54%	3%	0%	4%
Small Businesses, such as dry cleaning,	35%	56%	3%	1%	6%
Retail Development, such as pharmacy, clothing store	39%	50%	4%	1%	7%
Agribusiness, such as Landmark Coop	25%	51%	9%	0%	15%
Research and Development, such as genetic or software development	29%	44%	10%	2%	16%
Service Industries, such as restaurants, contractors	32%	52%	5%	1%	9%
Professional office park, such as law offices, financial services	25%	43%	12%	3%	17%
Health care facilities, such as clinics, nursing homes	33%	49%	4%	1%	13%

20. Would you be interested in working in Evansville if jobs comparable to your current employment were available?



New Transportation Facilities

21. If investment were made to establish a park & ride lot to encourage carpooling to Janesville, Madison, and other nearby communities, would you be likely to use it?



22. What is your opinion of Evansville establishing a required truck route to concentrate truck traffic away from the downtown?



23. To what degree do you favor adding stop lights at the busiest intersections in the city?

Strongly favor stoplights.	Favor stoplights.	Oppose stoplights.	Strongly oppose stoplights.
26%	45%	22%	6%

24. U.S. Hwy 14 runs through the City on Union Street and much of East Main Street. Should the City ask the state to construct a bypass for U.S. Hwy 14 outside of the City, even if this might hurt businesses on Union and East Main Streets?

Strongly support bypass.	Support bypass.	Oppose bypass.	Strongly oppose bypass.
20%	32%	37%	11%

25. State Hwy 59/213 runs through the City on Madison Street. Should the City ask the state to construct a bypass for State Hwy 59/213 outside of the City, even if this might hurt businesses in the City's downtown?

Strongly support bypass.	Support bypass.	Oppose bypass.	Strongly oppose bypass.
11%	23%	52%	14%

Future Land Use

26. From 1990 to 2000, Evansville's population increased by 27% (or approximately 1,000 people). Would you like to see the City's population continue to grow at the same rate, decrease, or remain the same over the next twenty years? **(Select One)**

- 5%** Increase at a faster rate (2025 population over 7,000)
- 32%** Increase at the same rate (2025 population between 6,000 -7,000)
- 39%** Increase at a slower rate (2025 population between 5,000-6,000)
- 23%** Remain approximately the same as it is today (approximately 4,300)

NOTE: The 2000 Census reported population for Evansville was 4,039 persons; the official estimated population as of January 1, 2003 was 4,296.

Thank you for completing this survey. Your input is very important to the City's planning effort.

If you would like to share additional comments or suggestions, please include them in the space below.

Please return the completed survey in the envelope provided to: City of Evansville, 31 S. Madison Street, Evansville, WI 53536. Completed surveys must be returned by **March 22, 2004**.

Thank you for your time and assistance!

If you are interested in learning more about the City of Evansville comprehensive planning effort, please check the project Internet web page at www.omnni.com (click on PROJECTS and select EVANSVILLE) or you can call Bill Connors, Evansville City Administrator, at 882-2263.

This number is used to determine which surveys have been returned. As soon as a survey has been returned, any connection between this number and respondent identification is removed.