

CITY OF SUN PRAIRIE  
Comprehensive Plan 2019-2039

# Community Survey Results

# APPENDIX

# B





# Community Survey Results

August 3, 2018

## Community Survey Results

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This section summarizes the City of Sun Prairie Community Survey Results which were collected from May 3, 2018 - June 10, 2018. The survey was hosted online on Survey Monkey, and hard copies in English, Spanish and Hmong were available at City Hall and Public Library. Information promoting the survey was provided via post card, press releases, local community/organization emails, and social media posts (i.e., Facebook, Twitter, NextDoor). ***In total, 2,046 individuals responded to the survey.***

Several demographic questions compare the survey results to the **2016 American Community Survey (ACS)**<sup>1</sup> breakdown for Sun Prairie. The survey represents a diverse group demographically, though certain groups were under-represented, including the following<sup>2</sup>: *younger members of the community, African American / Black population, lower-income households, and renters.*

Some questions were filtered based on neighborhood area (see Q16) and/or by housing tenure (rent or own). **R**enters are identified in orange. **H**omeowners are identified in purple.

Unless otherwise indicated, graphs and tables present results for all respondents. About 15% of respondents are not City residents, but live in a nearby jurisdiction. These respondents are part of the larger Sun Prairie community.

Questions with additional comment/open-ended responses are marked with an asterisk (e.g. Q1\*) along with a summary of common responses. A comprehensive list of all responses to open-ended questions is on file with the City Planning Department.

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<sup>1</sup> - 2016 American Community Survey (ACS) - The U.S. Census has historically been a key source of data for many community indicators. Much of the information previously collected by the decennial U.S. Census is now collected only by the ACS.

<sup>2</sup> - Because the ACS estimates are based on a sample of the population, they include some error. The margin of error is reported for each estimate, and is an indication of how reliable the estimate is. As a general rule, the ACS data is quite reliable at the State level, generally reliable at the County level, and less reliable at the municipal level. The margin of error makes the data much more difficult to interpret.



**Sun Prairie Community Survey - Overview and Introduction**  
**Jason Valerius, MSA Professional Services**  
**August 3, 2018**

***The survey results will inform the planning process, but will not dictate plan policies***

The 2018 Community Survey collected opinions from more than 2,000 members of the Sun Prairie community. It is one of several methods by which the City is collecting viewpoints about the City's future growth, change and improvement. It is important to keep in mind that this survey will *inform* the crafting of goals and policies in the Comprehensive Plan, but it does not constitute a *vote* on various city policies. The City Council has the final say on the content of the Comprehensive Plan and may support unpopular policies on specific issues as part of a comprehensive package of interrelated policies deemed to be in the City's best, long-term interest.

***The survey results are useful, but beware the biases***

A total of 2,046 people completed at least part of the survey, including about 1,700 who completed all of it. This is a robust sample of the community, statistically, though there is some bias in this sample as compared to all City residents. Residents who are notably over-represented (giving them a stronger voice in the results) include women; people age 30-49; white, non-hispanic people; homeowners; and medium- to high-income households. Conversely, residents who are not as well represented in these results include men, people younger than 30, people of color, renters, and lower-income households. These biases are a common, persistent challenge of community engagement efforts. The survey results are still a useful expression of community preferences, but it is important to keep in mind the biases when using these results to inform policy decisions. Many of the underrepresented aspects of the City's population correlate with renting (renters are more racially diverse, younger and have lower incomes than the overall population), and so in some cases we included in the survey summary the results for renters and owners separately.

***The enclosed summary of survey results has been edited as compared to the first public version shared with the Comprehensive Plan Steering Committee***

Most of our edits were minor improvements for appearance or clarity. The one noteworthy change is with Question 27, regarding preferences for the housing mix in the City. The original question included inaccurate data in which "single-family attached" units (typically townhomes) were classified with multi-unit buildings. The corrected data is described in this update. Unfortunately, our error undercounted single family housing (47%, instead of 59%) and renders the results of that question unreliable as a measure of community preferences on this topic.

***Residents are generally quite satisfied with their neighborhoods, though only half of homeowners are confident they will stay in Sun Prairie if they move in the next five years***

This planning process is attempting to orient residents to their needs and interests at the neighborhood level. We asked people to tell us what factors make a good neighborhood (Q. 28) and “safety”, “parks” and “walkability” topped the list. When asked about the condition of things like lighting, property upkeep, street trees, safety, walkability, etc. (Q. 9), 74% of respondents rated their neighborhoods either “good” or “excellent”. The responses of renters were slightly less positive than home owners, but not by much.

We also asked people if they will stay in Sun Prairie should they move in the next five years (Q. 24). While 64% of renters said “yes”, only 51% of owners said “yes”. Among the reasons given by those who answered “no” were taxes, safety and a desire for a smaller town with less growth.

***Tax rates are a common concern***

Questions that directly or indirectly relate to taxes reveal a prevalent focus on preventing budget and tax rate increases. A majority of respondents were opposed to additional spending for support job growth (Q. 48), city facilities or services other than street maintenance (Q. 49), and development incentives (Q. 50). When we asked about park and recreation improvements (Q. 10), “none” was the third most popular answer.<sup>1</sup>

***There is widespread opposition to new rental units, mostly among homeowners***

On all of the housing-related questions, considering images of different housing types (Questions 11-15), affordability (Q. 20), pace of growth (Q. 26) and unit mix (Q. 27), a majority of respondents opposed new multi-unit rental buildings, either implicitly or explicitly. Renters are far more open to the addition of various attached housing formats in their neighborhoods. Comments throughout the survey reveal common misperceptions that rental housing and affordable housing are the same thing, and that all multi-unit buildings are rental (vs. condominiums). The strength of current opposition appears to be driven by the approval and construction of several larger housing complexes in the past 12-18 months. On the other hand, townhomes and duplexes are seen as relatively more appropriate in neighborhoods and more desirable as a housing choice. More than a third of renters and about 10% of homeowners would consider these formats if moving in the next five years (Q. 22). For reference, the ownership rate was about 59% in 2016 based on 1-year Census Bureau estimates.

***Renters are more concerned about affordability than owners***

Among all respondents, fewer than 50% agreed that there is a need for more housing affordable to working families and individuals (Q. 20). However, nearly 75% of renters are concerned about affordability.

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<sup>1</sup> For reference, the 2017 effective tax rate in Sun Prairie was \$21.97 per \$1,000, and the City portion of this \$7.78. This is comparable to the City of Madison (\$22.54/\$9.05), the City of Fitchburg (\$22.68/\$8.50) and the Village of Cottage Grove (\$21.51/\$5.81), but higher than other peers such as the Village of DeForest (\$19.75/\$7.22), the Village of Waunakee (\$19.69/\$6.12) and the City of Middleton (\$18.70/\$5.94). All townships have lower tax rates (and fewer public services).

### ***Urban design preferences tend toward “small town” character***

The survey presented a variety of images of residential building types to see what people prefer within their neighborhood (Questions 11-15). Among the housing types, only townhome/duplex formats that would blend in well among single-family homes gained broad support.

The survey also presented images of a variety of commercial and mixed use developments (Questions 29-40) to see what people thought were appropriate for Sun Prairie and, if appropriate, where in the City should it be built (downtown, major/minor arterials, abutting 151). The majority of responses suggest a comfort with buildings up to four stories in height and massing that is vertically-proportioned. One possible exception to this overall sentiment is receptiveness to taller office buildings (5-8 stories) if built abutting Highway 151 (40% support).

### ***Support for “sustainability” initiatives is weak***

Regarding municipal actions that could make the City more efficient and environmentally friendly, only green building technologies and high-efficiency street lights received support from a majority of respondents (Q. 51). Regarding incentives to encourage the private sector to build more sustainable development, the most popular response was “none” (Q. 50). Less than a third of respondents supported any of the other suggested methods.

### ***Support for investment in bike and pedestrian infrastructure is strong***

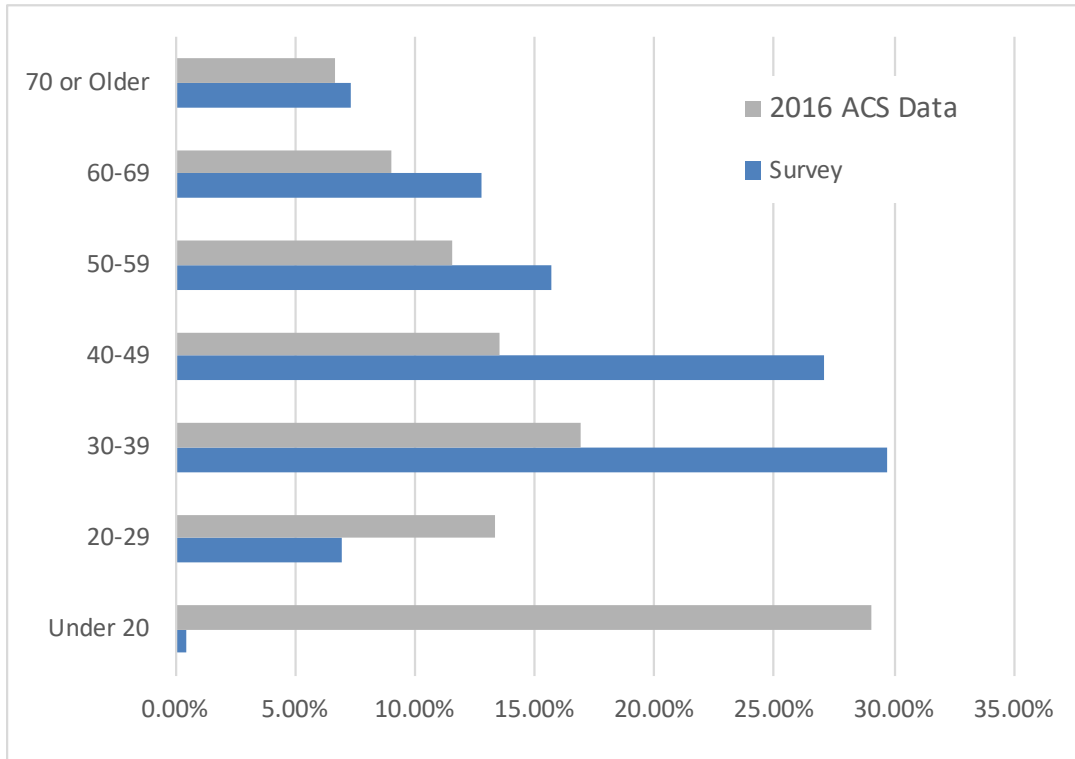
Respondents supported the addition of sidewalks to most existing roads during reconstruction projects, except cul-de sacs (Q. 45). The number one desired park and recreation improvement in every part of the City was “off-road walking/biking trails” (Q. 10). “Bike/ped facilities” was the second most common selection for increased tax dollar spending (43%) after “street maintenance” (Q. 49). When asked to prioritize recreation improvement in the City from a list of eight options, “Sign/mark a City-wide bike trail” had the highest overall ranking with “Add more off-street pathways” ranked third (Q. 52).

### ***There is a desire for bus transit service***

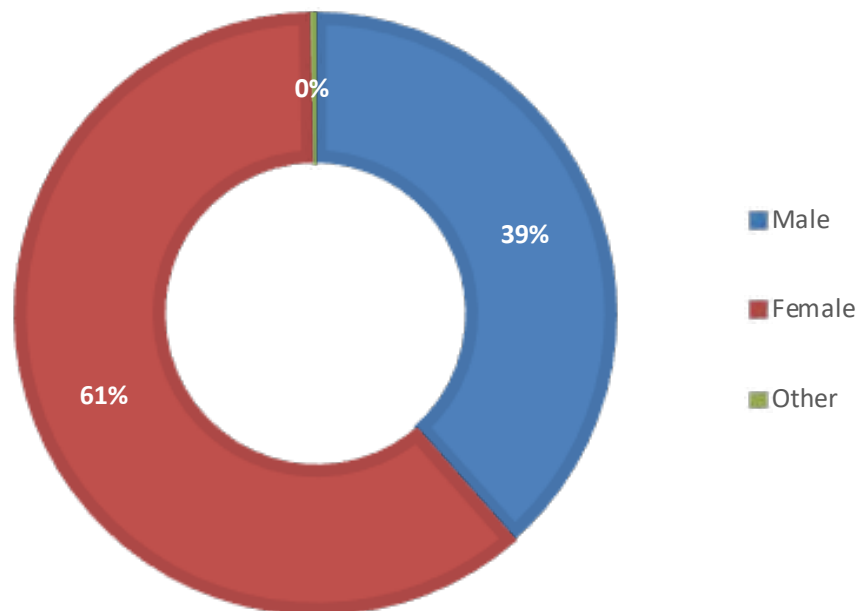
The final question of the survey (Q. 54) asks about other desired improvements not previously addressed in the survey. The most common response to this, by far, was discussing the addition of “bus service” to Sun Prairie.

# DEMOGRAPHICS

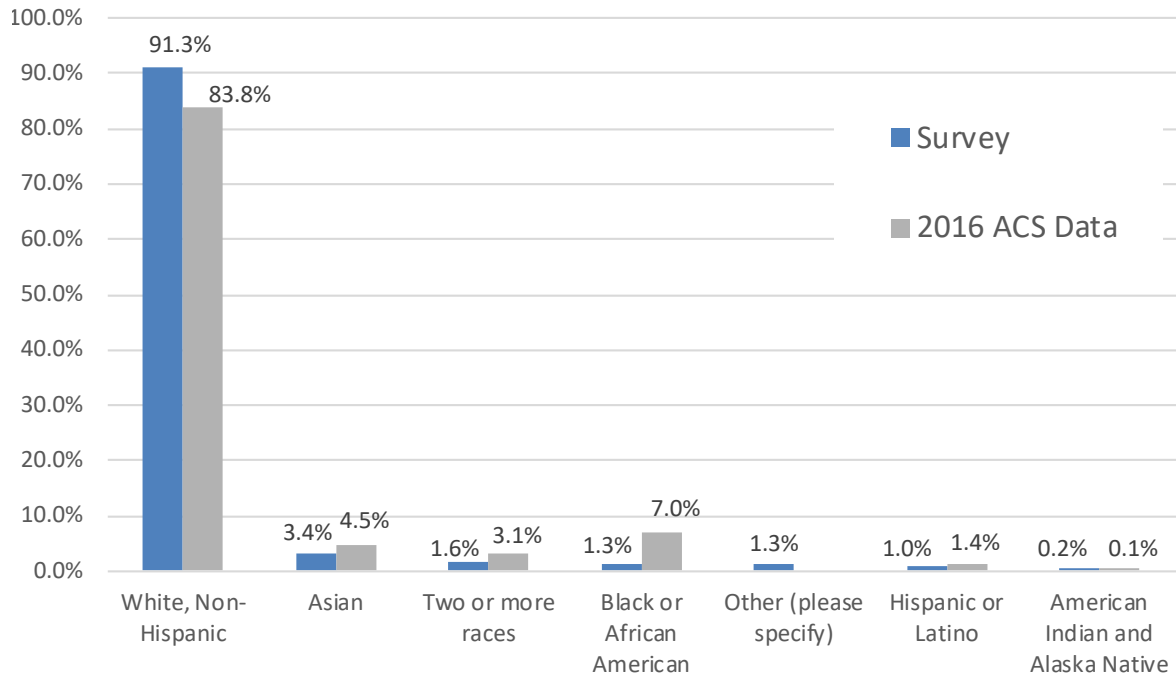
## Q1A What is your age?



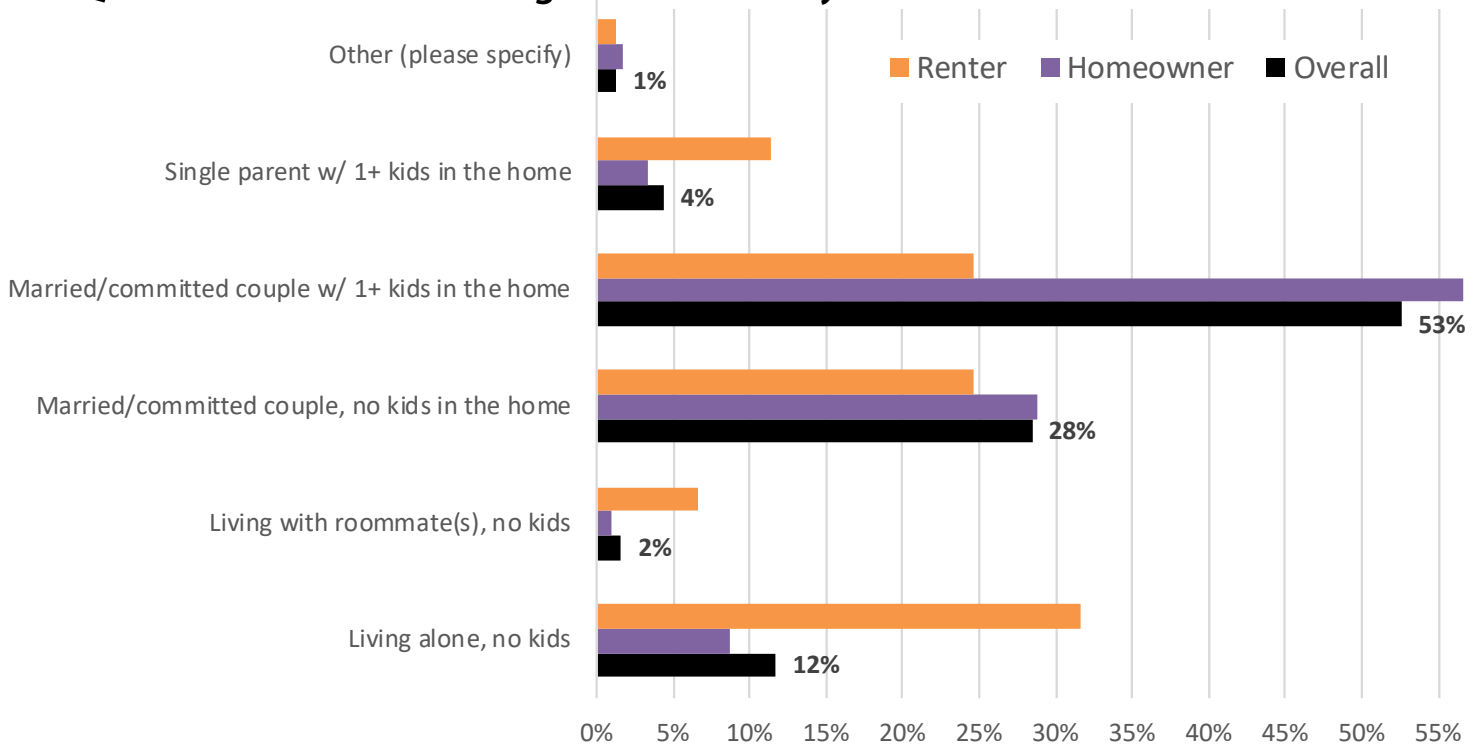
## Q1B What is your gender?



## Q2 What is your race?



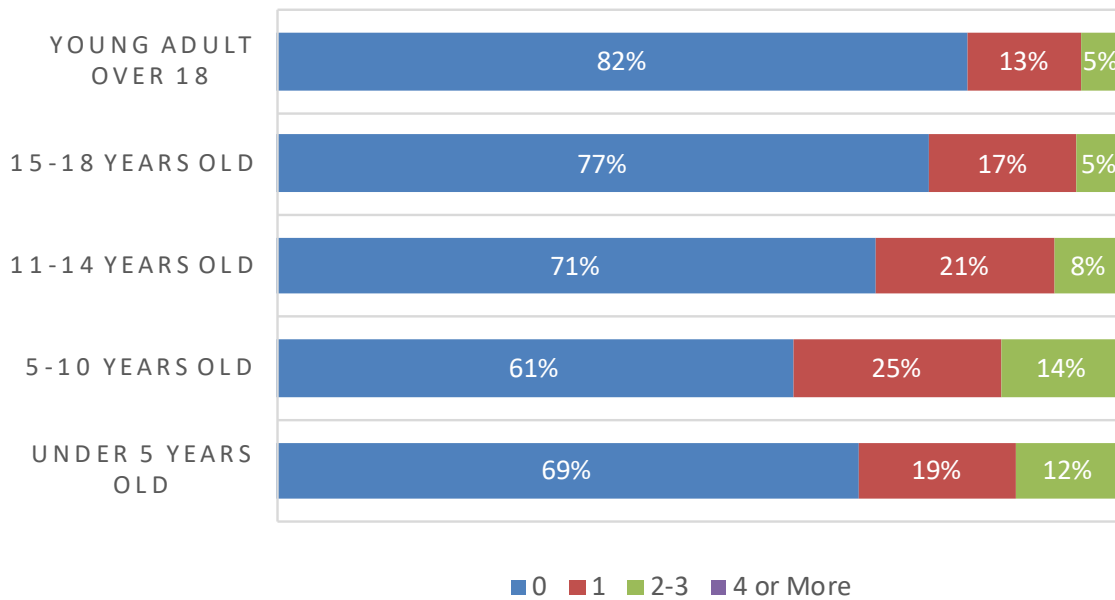
## Q3 Which of the following best describes your current household?



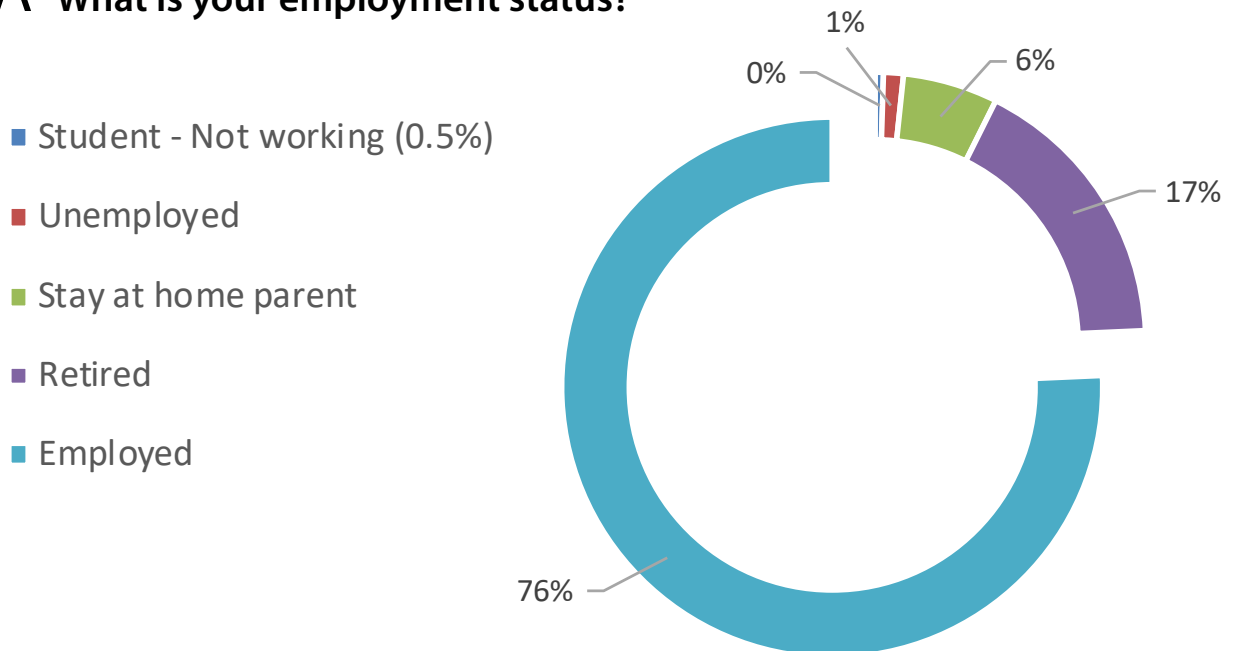


## DEMOGRAPHICS

**Q4** How many children live in your home per the following age brackets, at least part of the year?

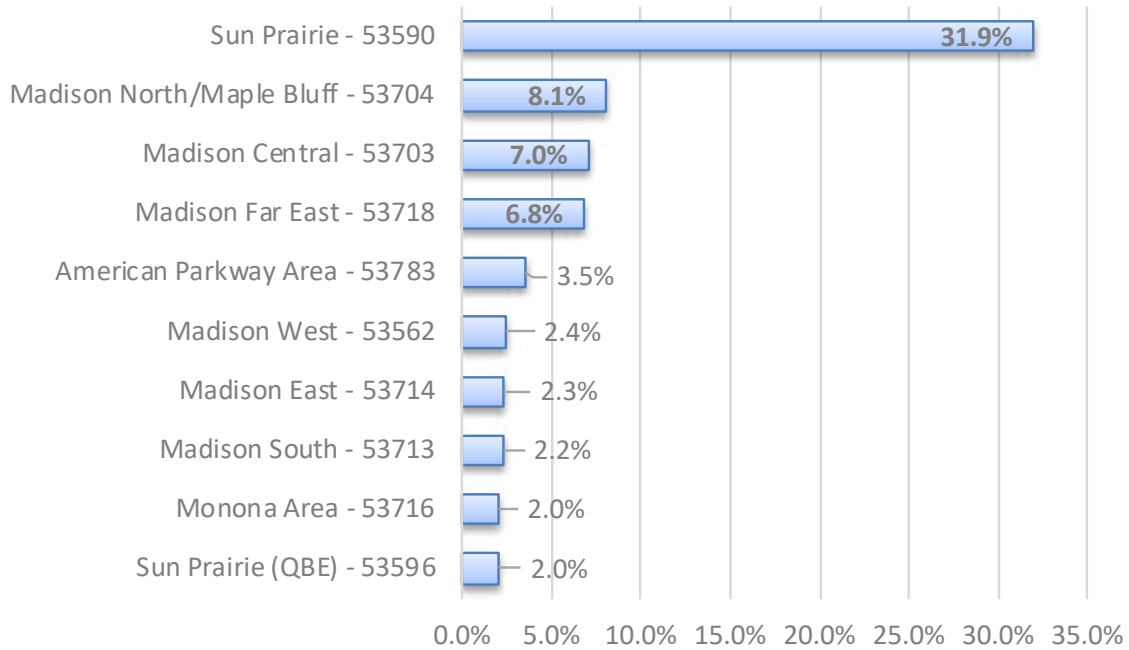


**Q5A** What is your employment status?

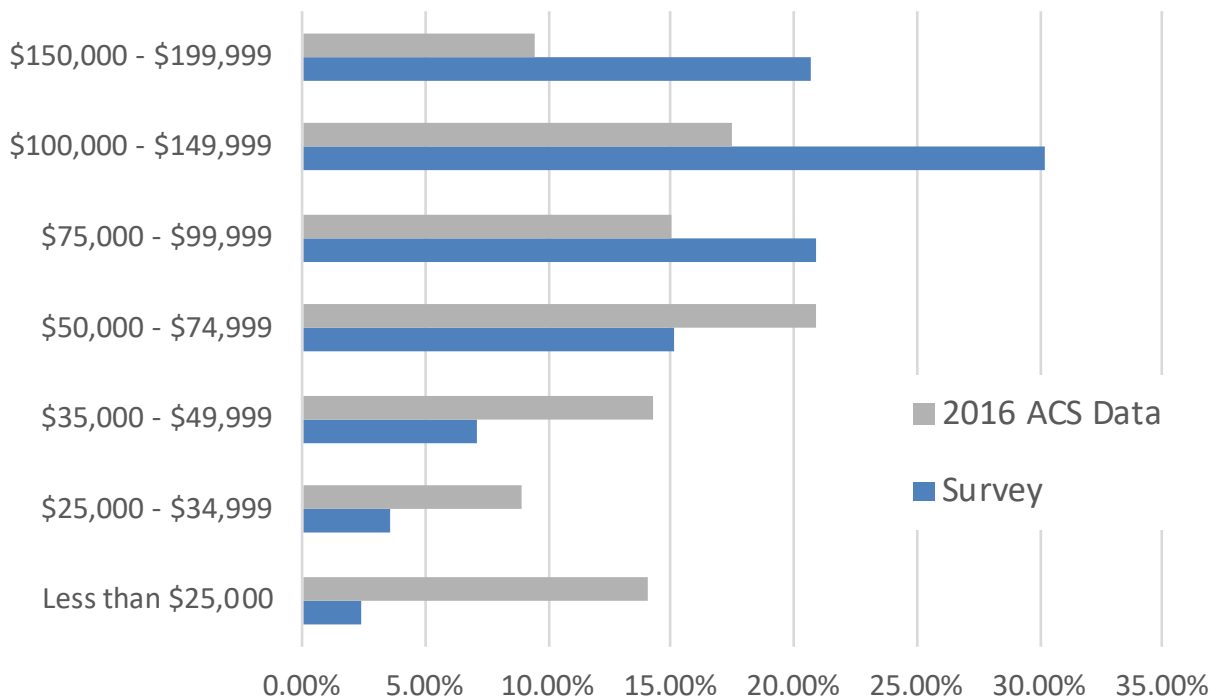


## Q5B\* If you are working, what is the zip code of your place of work?

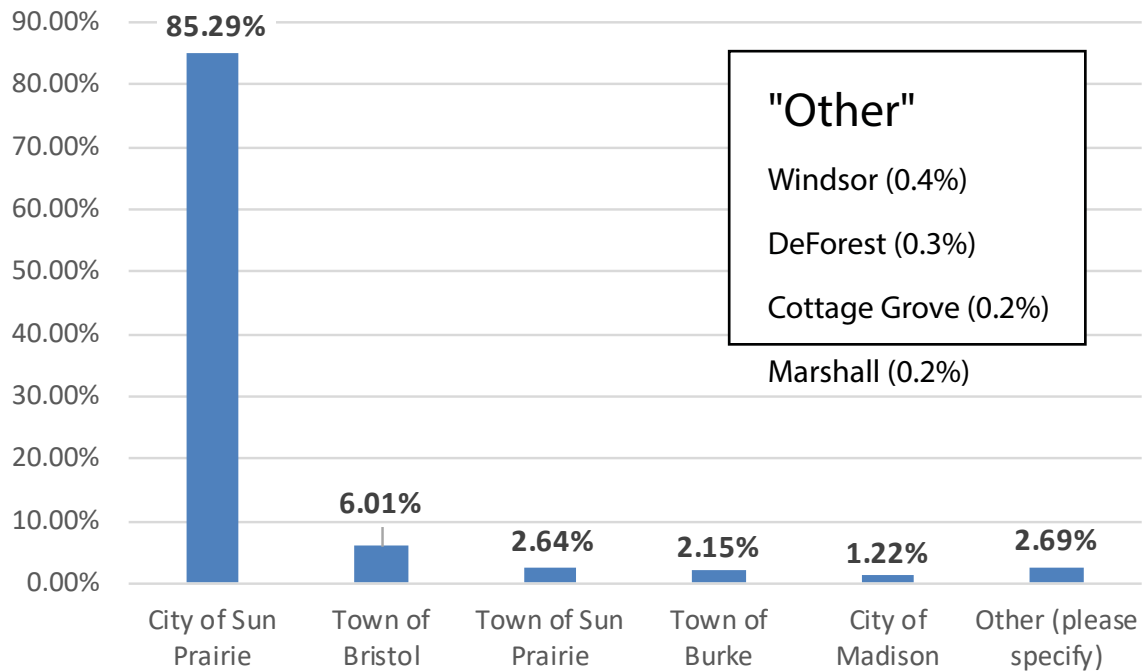
### Top Ten Work Zip Codes



## Q6 What is your HOUSEHOLD income?

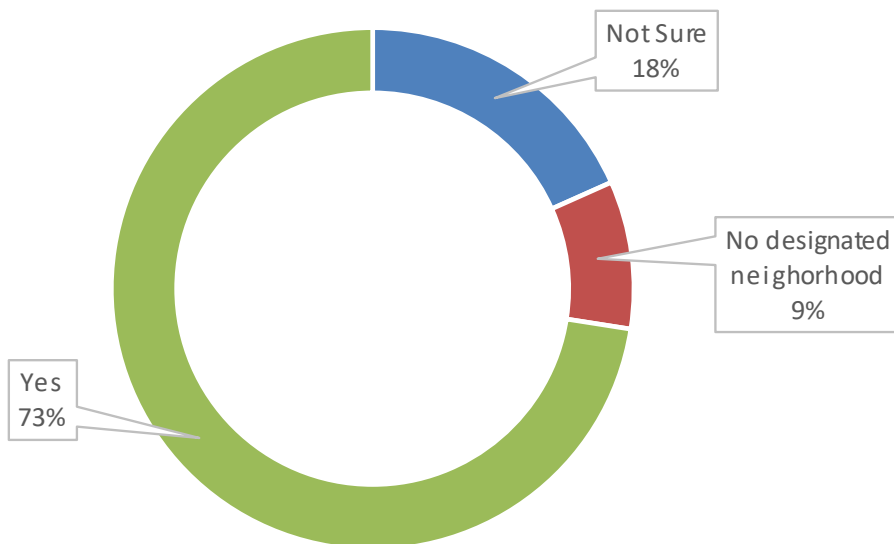


## Q7\* Where do you live?



## SUN PRAIRIE RESIDENTS ONLY RESPONSES (Q8-Q16)

## Q8\* Do you know the name of the neighborhood you live in? If yes, please provide the name.



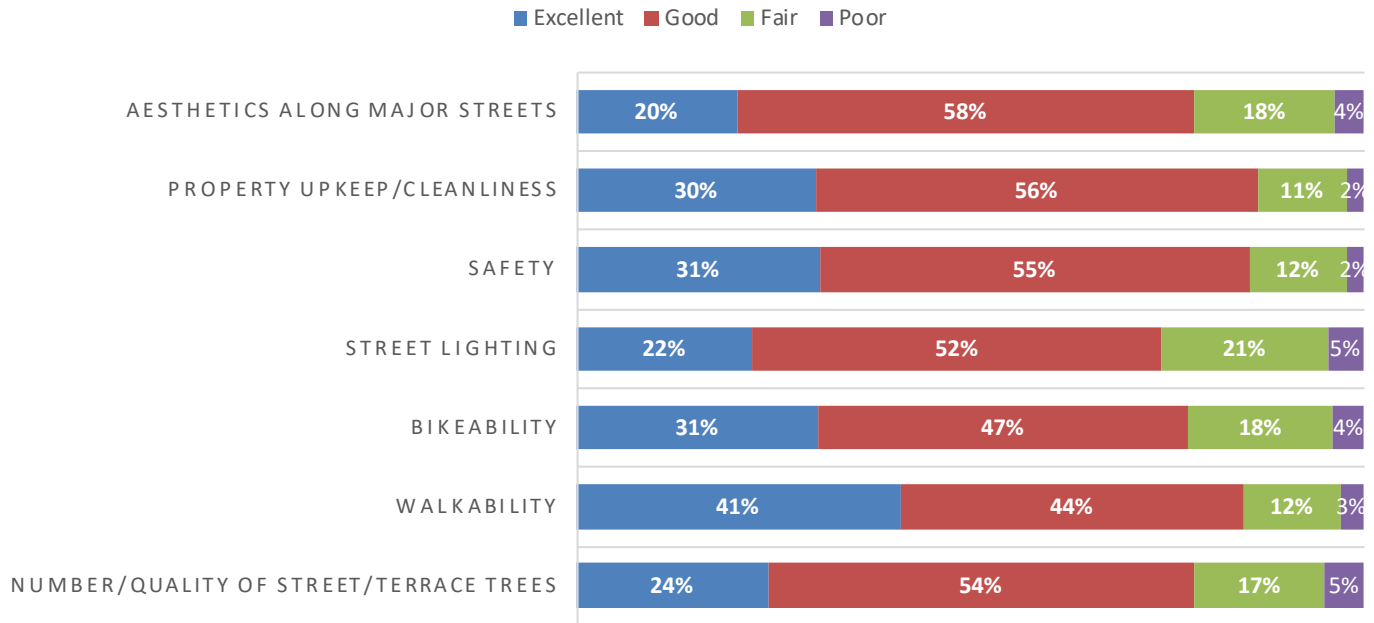
See the next page for neighborhood names provided.

## Sun Prairie - Neighborhood Name List (as provided by survey respondents)

Angel Park/Subdivision	Maple	Vandenberg (Heights)
Arabian	market street area	Village View heights
Athletic Way	Maynard Drive	Villas at Meadow Crossing
Benz Acres	Meadow Crossing	Weestwynde II
Bird Street East	Memorial Gardens	West Prairie (Village)
Birkinbine (Park)	Memorial Heights	Westmount
Blooming Meadows	Migration Path Estates	Westside School
Bristol Gardens	Misty Meadows	Westview heights
Cannery Square	Musket Ridge	Westwind
Cardinal Crest (Estates)	N Westmont	Weybridge
Carriage Hill (Estates)	North Bird Street	Willow Brook (Garden)
Central (South)	Northeast	Windsor gardens
Charlotte's Walk	Northern / Northside	Winfield Estates
Colonial senior housing	Oakview	Woodgrove Ridge Condo Association
Creek view Crossing	Old Downtown	Woodview Estates
Dewey street	Old town Hillcrest	Wyndham Hills
District 2 cardinal district	Olympic Village	
Downtown	Patrick Marsh	
East Bay	Pebblebrook Trail	
East Macarthur st	Pheasant Branch	
East Side	Pheasant Run	
Effingham way	Prairie Lakes	
Emerald Terrace	Prospect commons	
Estates of Patrick Marsh	Providence	
far east side	Renstone	
Fox point	Ridge Crest	
Garden of Willowbrook	Ridgeway	
Gateway (Commons)	Royal Oaks	
Glacier Crossing	Sacred hearts	
Golden Meadows	Saint albert	
Goldleaf Development/ Hunters Creek	Scenic Point	
Goodview (Park)	Schey	
Grand view and tower dr	Schonus Highland	
Hickory Grove (Estates)	Smith Crossing	
Hickory Meadows	South central	
Historic Water Tower	Stone Haven (Park)	
Hunter's Creek	Stone Ridge/Wood Estates	
Hunter's Ridge	Stonehaven (Estates/Frawley/Park/Terrace)	
Ironwood (Estates)	Stoneridge Estates	
Kohlman	Sunny Valley Park	
Laura Street	Sunset	
Lenzville	The Reserve	
Leopold Neighborhood	The Uplands	

# NEIGHBORHOODS

## Q9\* How do you rate the following aspects within your neighborhood?



### RECURRING COMMENTS (385 total comments)

- Sidewalks are lifted / trip hazard
- Need for more sidewalks and bike paths
- Do not want more sidewalks (especially resulting in cutting trees down)
- Traffic/speeding concerns

# Q10 Which of the following park and recreation amenities would you like to be added, improved or expanded in your neighborhood? (See Q16: Map Areas #1-#6)

Overall Rank: 1 2 3 4 5

	Overall		Area #1		Area #2		Area #3		Area #4		Area #5		Area #6	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
<b>None / Choose not to answer</b>	20.0%	3	23.2%	2	12.0%	13	21.8%	2	26.9%	2	24.3%	2	10.8%	13
Basketball Court(s)	8.3%	15	8.4%	13	9.7%	15	5.8%	17	6.0%	15	5.4%	16	13.8%	9
Baseball / Softball field	4.9%	20	5.2%	19	4.9%	19	8.3%	14	2.0%	22	4.5%	18	4.2%	20
Bocce ball courts	5.4%	18	5.2%	19	6.0%	17	6.4%	16	6.0%	15	3.8%	19	7.8%	16
Community garden	13.7%	7	11.6%	10	20.0%	5	17.3%	5	10.7%	9	10.5%	12	12.6%	11
<b>Dog Park</b>	19.2%	4	17.6%	4	22.9%	4	15.4%	6	14.1%	6	17.9%	5	28.1%	2
Horseshoe pits	2.5%	21	1.5%	22	1.1%	22	5.8%	17	3.4%	20	3.8%	19	2.4%	21
Ice skating/hockey rink (outdoor)	11.0%	13	8.2%	14	13.1%	8	13.5%	8	9.4%	12	12.8%	7	11.4%	12
Lacrosse fields	1.1%	23	0.9%	23	1.1%	22	0.0%	23	0.7%	23	2.9%	22	0.6%	22
<b>Off-road walking/biking trails</b>	34.7%	1	32.6%	1	37.4%	1	28.2%	1	27.5%	1	37.7%	1	44.3%	1
On-road bicycle facilities	15.8%	6	17.0%	5	12.9%	11	12.8%	9	20.1%	4	16.3%	6	19.2%	4
Outdoor fitness course/equipment	13.3%	8	12.9%	8	13.1%	8	18.0%	4	10.7%	9	12.1%	8	18.6%	5
<b>Park landscaping/trees</b>	23.0%	2	21.0%	3	29.7%	2	18.6%	3	22.8%	3	21.1%	3	25.2%	3
Park parking lots	2.4%	22	3.9%	21	2.3%	21	1.3%	22	3.4%	20	1.3%	23	0.6%	22
Pickleball courts	5.4%	18	6.2%	18	4.0%	20	5.8%	17	4.7%	18	5.1%	17	7.8%	16
<b>Playground equipment</b>	16.1%	5	9.9%	11	23.7%	3	12.2%	10	14.1%	6	18.2%	4	16.2%	7
Restrooms	11.8%	11	13.3%	7	10.6%	14	10.9%	12	10.7%	9	10.9%	11	15.6%	8
Sand volleyball courts	5.7%	17	6.4%	17	6.3%	16	3.2%	21	7.4%	14	3.5%	21	6.0%	18
Shelters	9.6%	14	9.7%	12	13.1%	8	9.6%	13	6.0%	15	7.0%	14	9.0%	14
Site furnishings (benches, tables, grills)	12.8%	10	12.9%	8	12.6%	12	15.4%	6	13.4%	8	11.2%	10	13.8%	9
Soccer fields	6.0%	16	7.3%	16	6.0%	17	5.8%	17	4.0%	19	5.8%	15	4.8%	19
Tennis courts	11.1%	12	7.7%	15	15.4%	6	7.7%	15	8.7%	13	9.3%	13	16.8%	6
Other (please specify)	13.0%	9	14.2%	6	14.9%	7	12.2%	10	14.8%	5	11.5%	9	8.4%	15

## "Other" Responses (larger font indicates greater frequency of response)

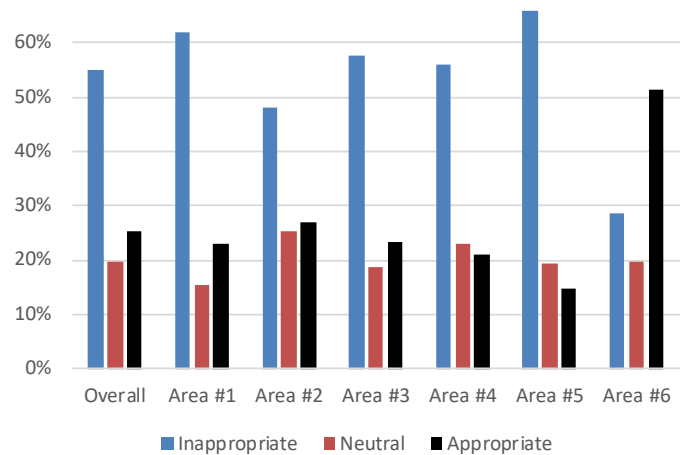
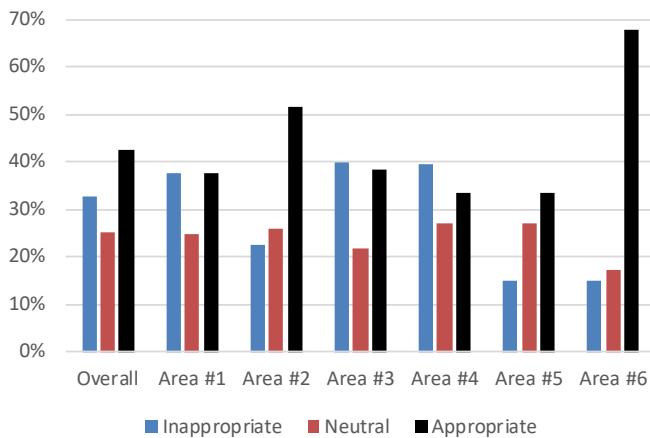
Taxes Waste Disc Golf Course Restrooms Trails sledding Hill  
 Amenities Ball Pit Streets Swimming Facility  
 Sun Prairie Fishing Pond Splash Pad Winter  
 Park Indoor Swimming Pool Wooded Areas  
 Playground Ice Rink Bike Path Drive Walk Sand  
 Archery Range Room Soccer Fields

**Q11/12\*** Looking at the image, how appropriate is this residential building if it were to be built in or near your neighborhood? (See Q16: Map Areas #1-#6)



"Appropriate": **H** 40% **R** 62%

"Appropriate": **H** 21% **R** 55%



**RECURRING COMMENTS**

*(202 Total Comments)*

- Fine if built away from single-family homes
- Nice curb appeal, but not near single-family

**RECURRING COMMENTS**

*(197 Total Comments)*

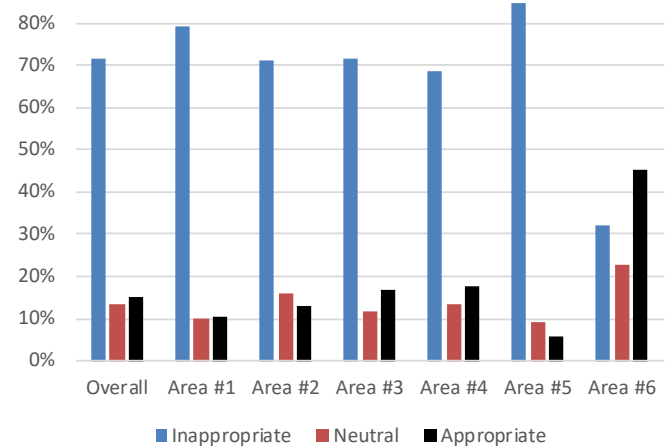
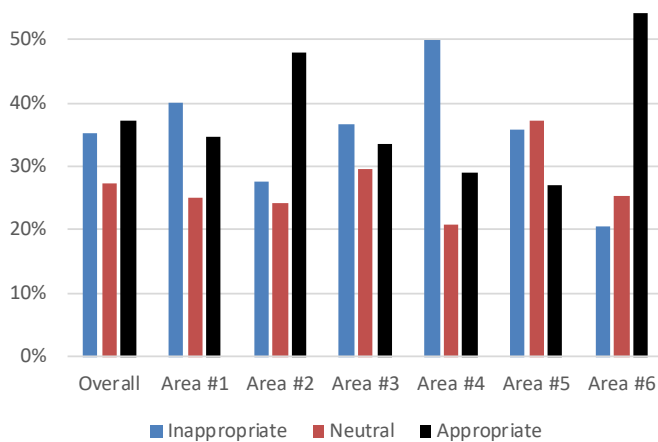
- Too many apartments / Prefer more single-family
- Not enough space for these dwellings (in my neighborhood)
- Look weird (in my older neighborhood)
- Don't want traffic in my single-family neighborhood

**Q13/14\*** Looking at the image, how appropriate is this residential building if it were to be built in or near your neighborhood? (See Q16: Map Areas #1-#6)



"Appropriate": **H** 35% **R** 56%

"Appropriate": **H** 11% **R** 42%



**RECURRING COMMENTS**

*(121 Total Comments)*

- Too many apartments / Prefer more single-family
- Multi-family housing is not appropriate
- Okay if condo, especially as senior (retirement) housing

**RECURRING COMMENTS**

*(181 Total Comments)*

- Too many apartments / Prefer more single-family
- Too large / Too dense / Too high



**Q15\*** Looking at the image, how appropriate is this residential building if it were to be built in or near your neighborhood? (See Q16: Map Areas #1-#6)



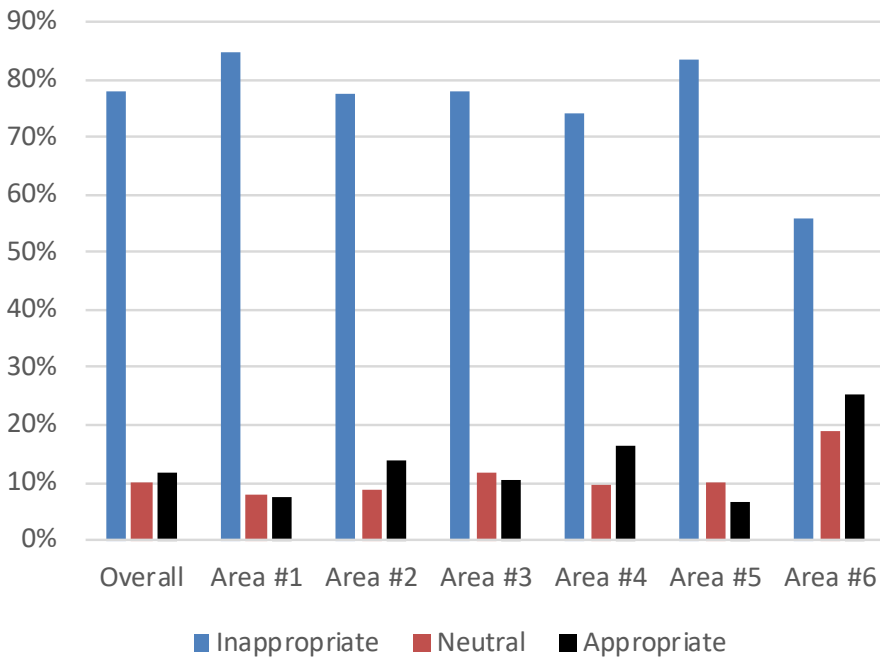
**RECURRING COMMENTS**

(215 Total Comments)

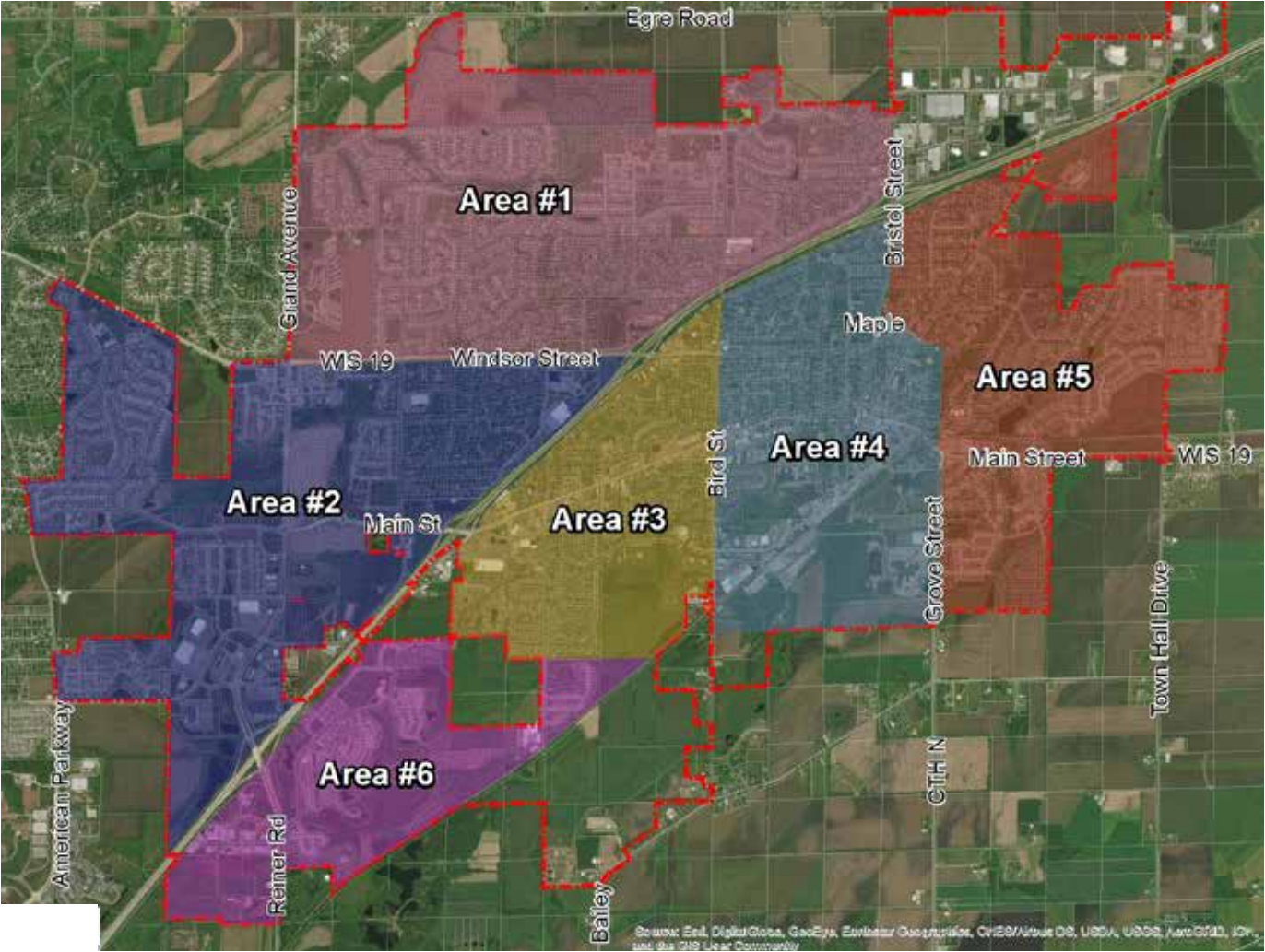
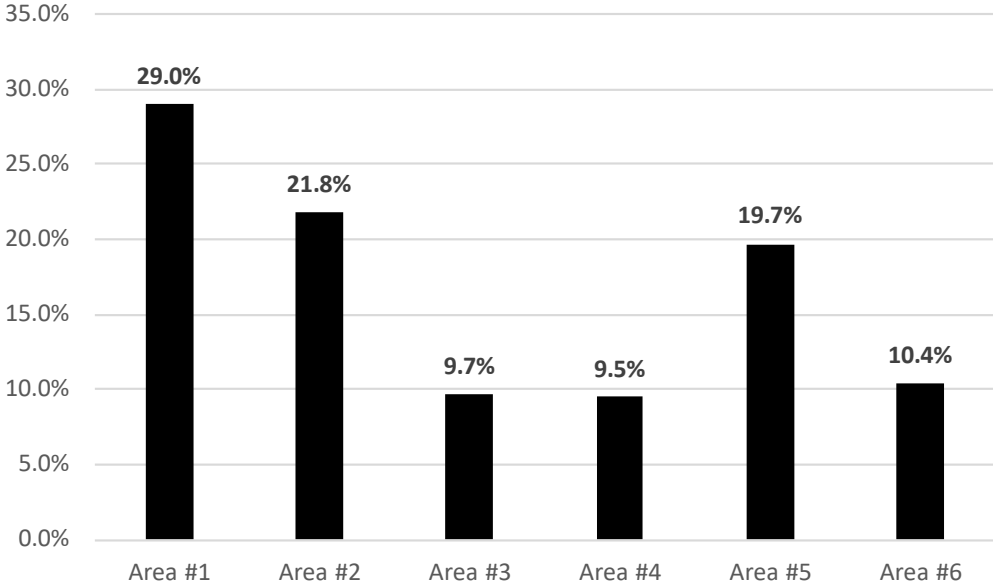
Too many apartments / Prefer more single-family

- Too large / Too dense / Too high
- Too modern
- Not appropriate anywhere in Sun Prairie
- Possibly in the downtown or along commercial corridors

"Appropriate": **H 9%** **R 26%**

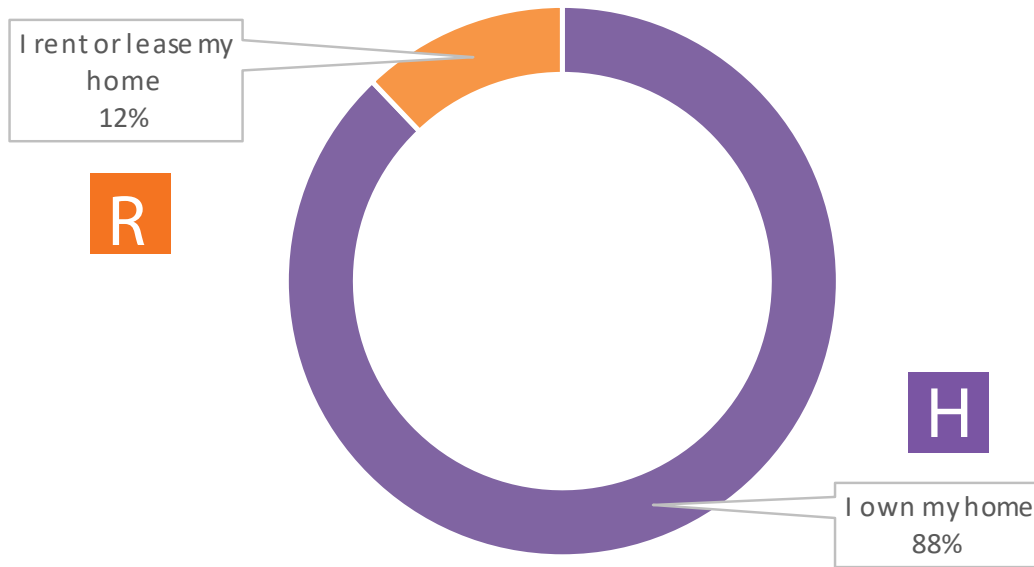


# Q16 Identify which neighborhood planning area you live in from the map above.

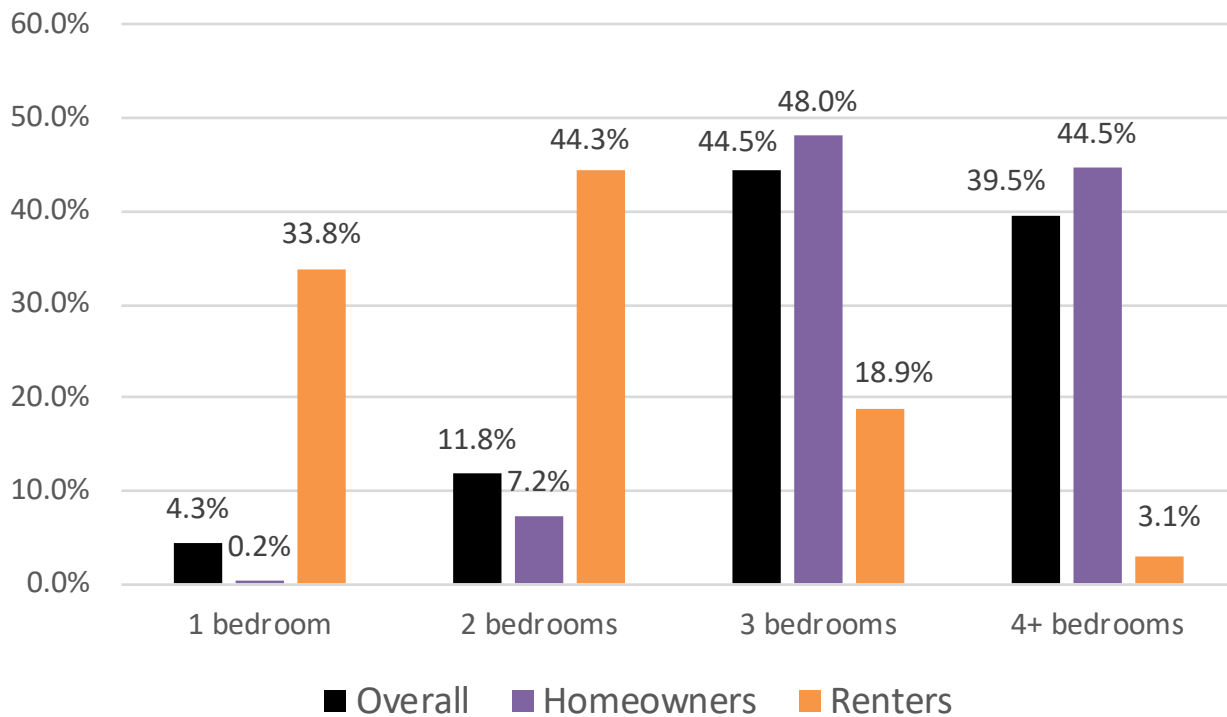


# HOUSING

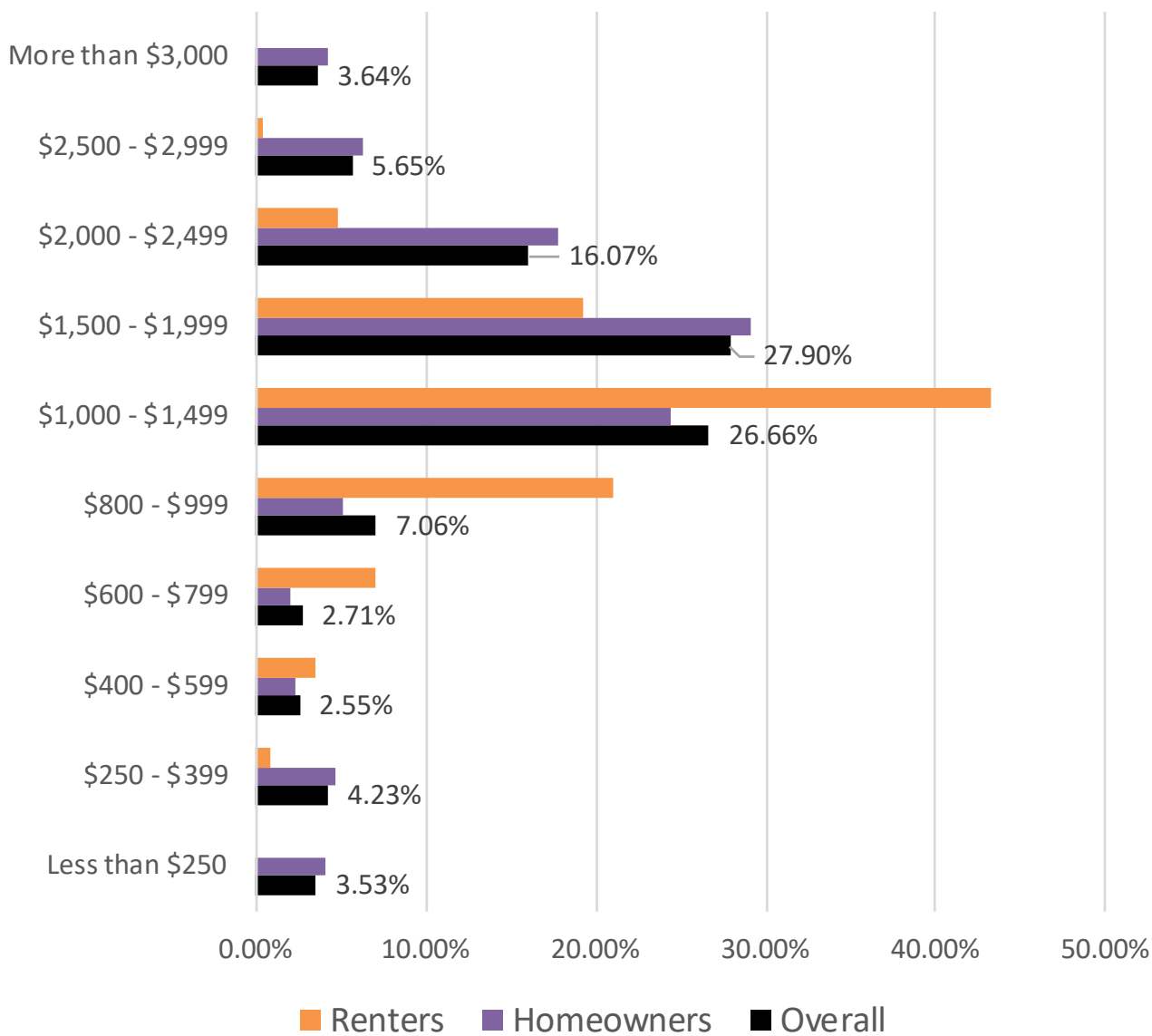
## Q17 Do you rent or own your current home?



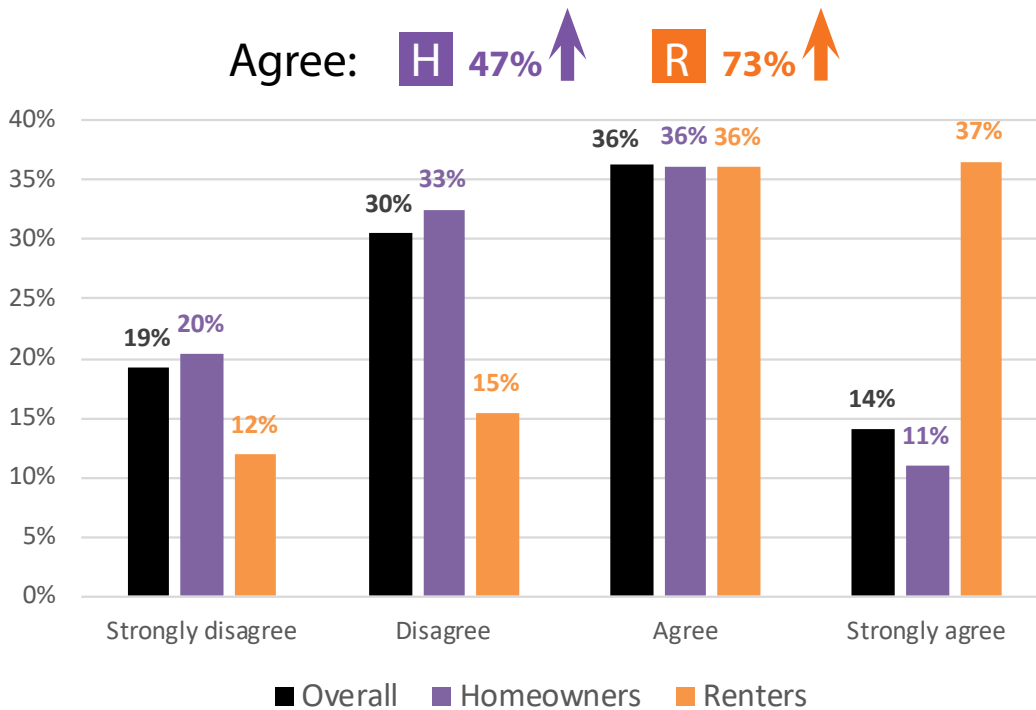
## Q18 What size is your current residence?



## Q19 How much do you spend per month on housing (mortgage/rent, plus utilities)?



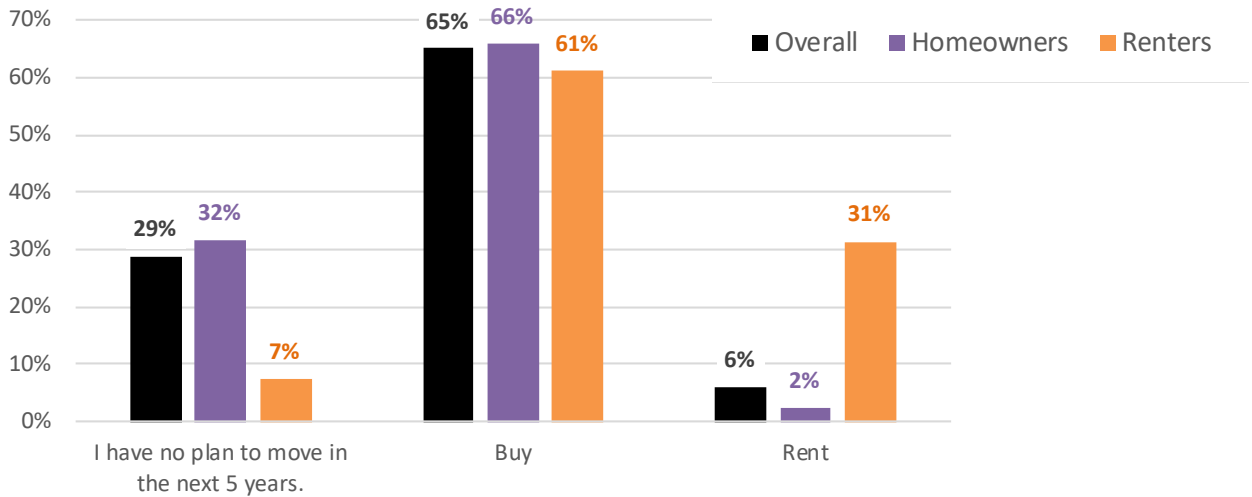
**Q20** Please indicate your agreement or disagreement with the following statement: *There is a need for more housing in the City of Sun Prairie affordable to working families and individuals.*



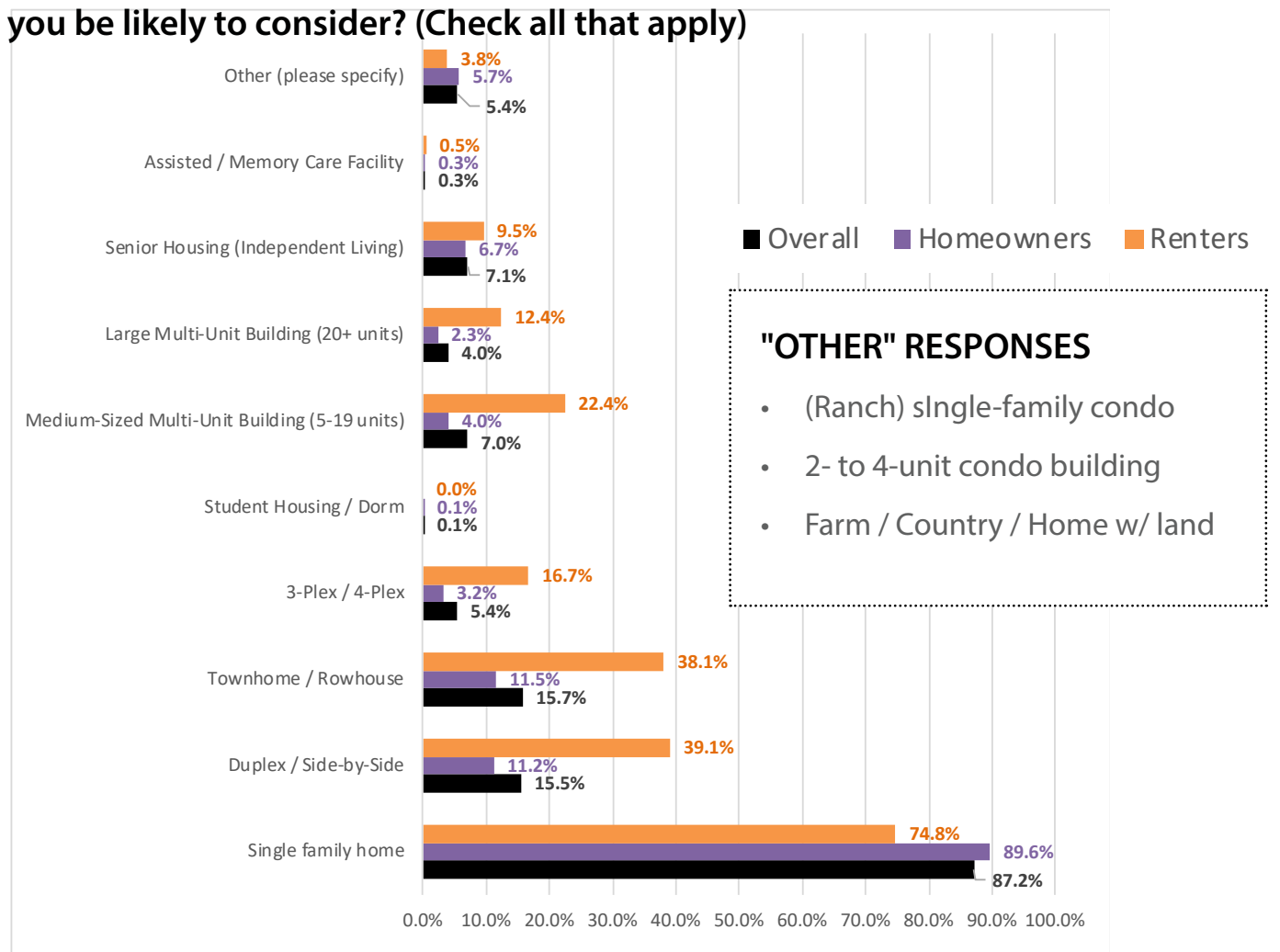
**RECURRING COMMENTS** (442 Total Responses)

- Too many apartments being built already
- Need for affordable single-family homes
- Definition means different things to different people / More detail needed
- Too much low income housing already
- Concern on taxes and school system

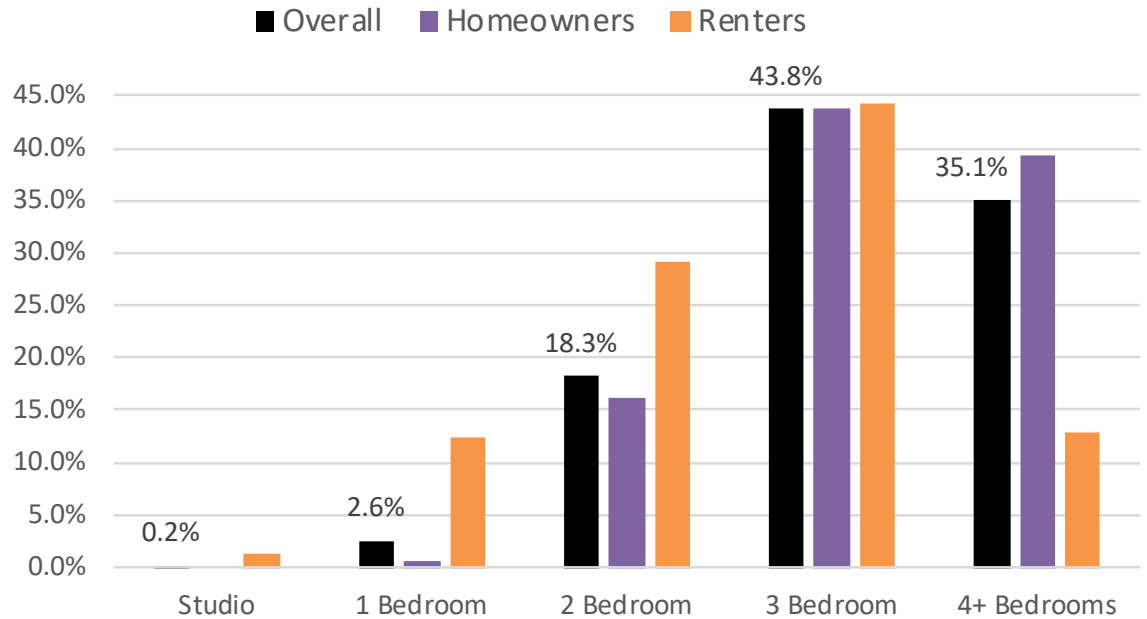
## Q21 If you were to move in the next 5 years (within or outside Sun Prairie), would you prefer to buy or rent?



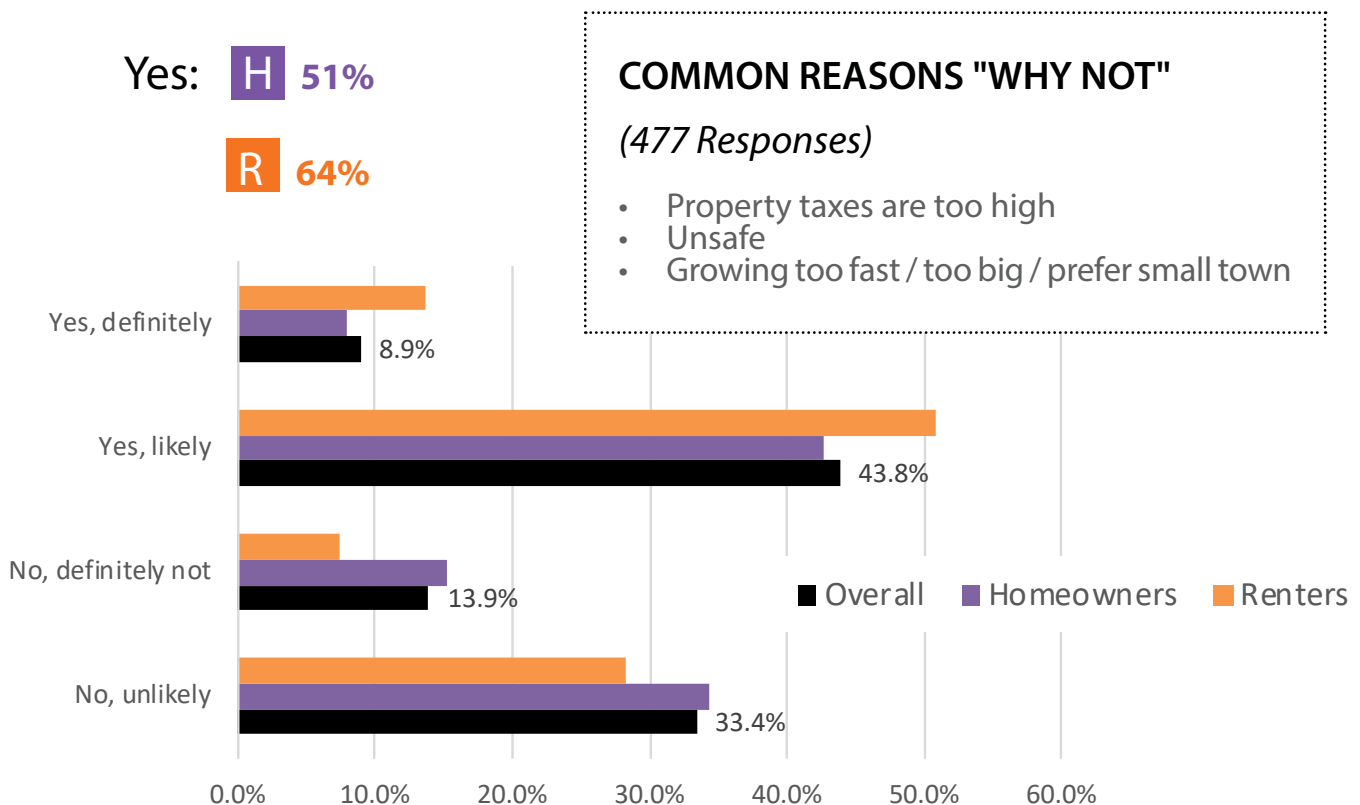
## Q22 If you were to move within the next 5 years, what TYPE of residence would you be likely to consider? (Check all that apply)



## Q23 If you were to move in the next 5 years, what SIZE of residence would you likely seek?

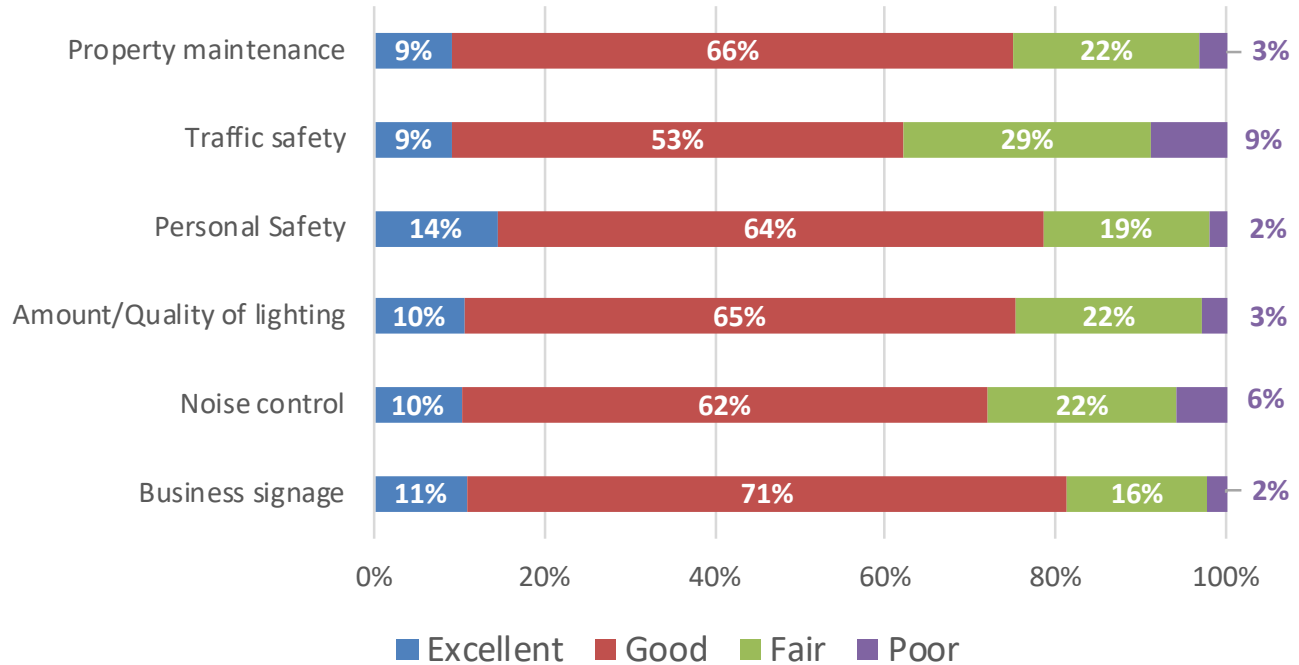


## Q24\* If you were to move in the next 5 years, are you likely to stay in Sun Prairie?



## DEVELOPMENT / GROWTH

**Q25\*** How do you rate the regulation of the following in the City of Sun Prairie?

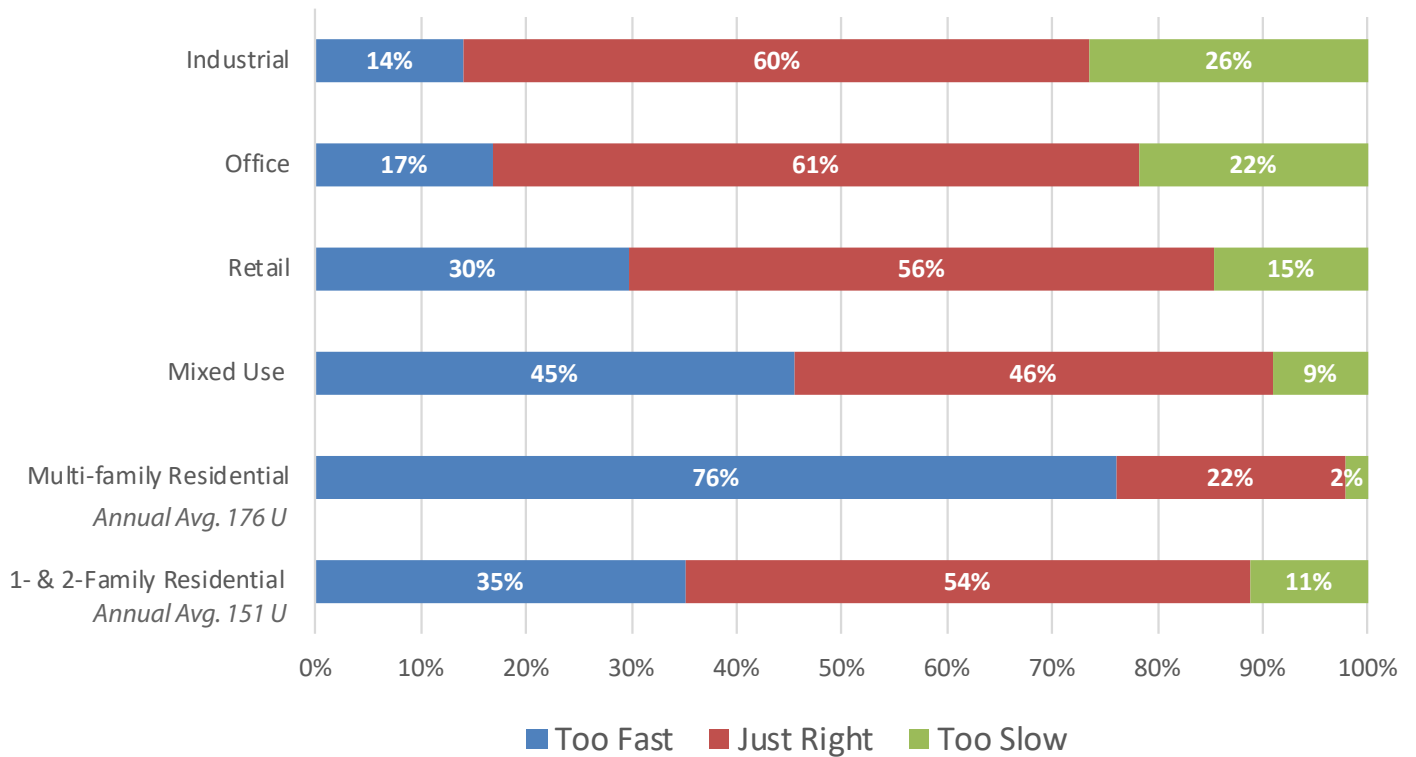


### RECURRING COMMENTS (303 total comments)

- Too much traffic noise from HWY 19 / US 151
- Too much speeding
- Property maintenance concerns
- Street lighting improvements needed
- Too much crime
- Road repairs needed
- Roundabout getting worse with more traffic - rules not being followed / lack of enforcement



**Q26\*** Do you believe the pace of development over the last 5 years in Sun Prairie is... (percentages shown below reflect only those who answered the question)

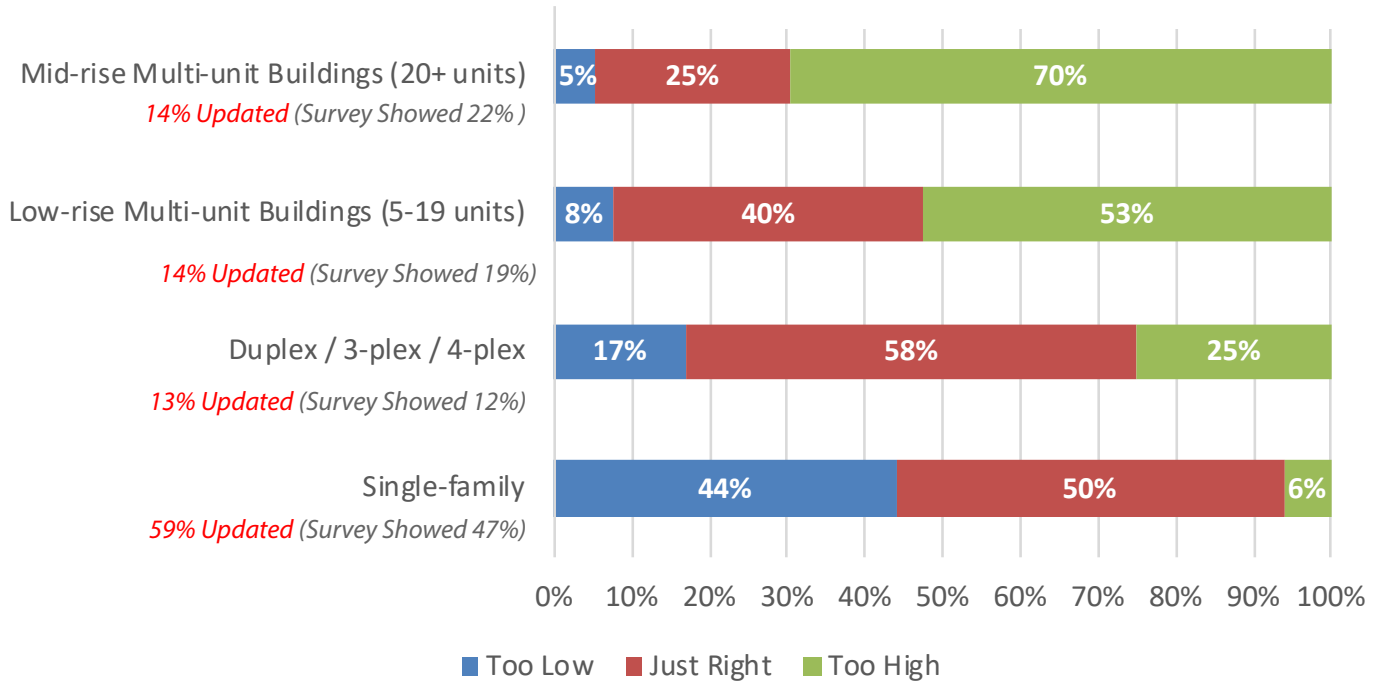


**RECURRING COMMENTS** (239 total comments)

- No more low income apartments
- Too many apartments
- Too many big box stores
- Slow down growth - Police/Fire/Schools cannot keep up
- More growth in local businesses

## Q27\* Do you believe the current percent of \_\_\_\_\_ residential in the City

**of Sun Prairie is...?** *This question presented data describing the City's housing stock inaccurately, combining "single-family, attached" units (townhomes) within the numbers for "Multi-unit buildings". Those units should be treated as "Single Family". The numbers below correct that mistake and also use a different reporting period (2016, instead of 2012-2016), which is believed to be more accurate. The results of this question don't have much value as an indicator of community preference on this topic.*



### RECURRING COMMENTS (112 total comments)

- No more (low income) apartments
- In favor of more single family homes (at least above 50% of supply)
- More apartments = More traffic issues and more parking needs

## Q28\* Please list your top THREE factors that make for a good neighborhood.

### TOP RESPONSES (1,549 Responses)

- |                                |                                    |
|--------------------------------|------------------------------------|
| 1. Safety - 673                | 6. Quiet - 131                     |
| 2. Good Parks (nearby) - 394   | 7. Friendly - 111                  |
| 3. Walkable - 338              | 8. Sidewalks - 110                 |
| 4. Good Schools (nearby) - 180 | 9. Well lit - 98                   |
| 5. Controlled Traffic - 146    | 10. Home Maintenance / Upkeep - 97 |
|                                | 11. Bikeability (bike path) - 93   |

# Q29/30 Where would the pictured development be appropriate if built in Sun Prairie? (Check all that apply)

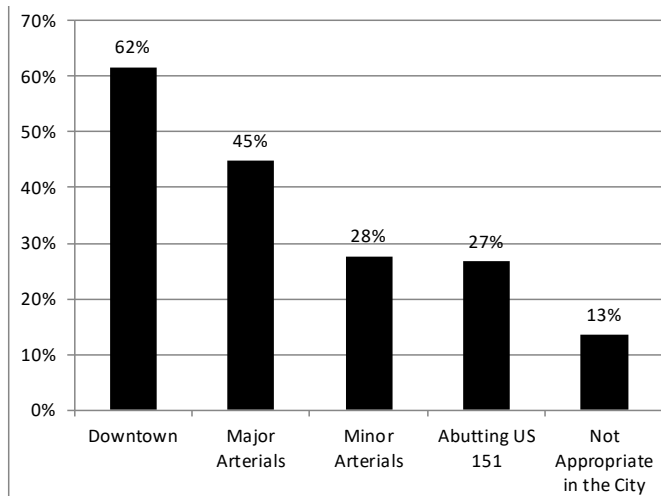
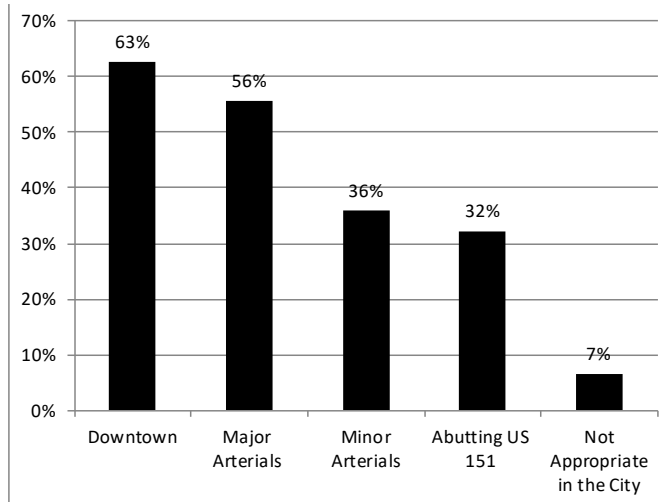
## RESPONSE KEY

**Downtown** (Knocke Dr - Grove St)

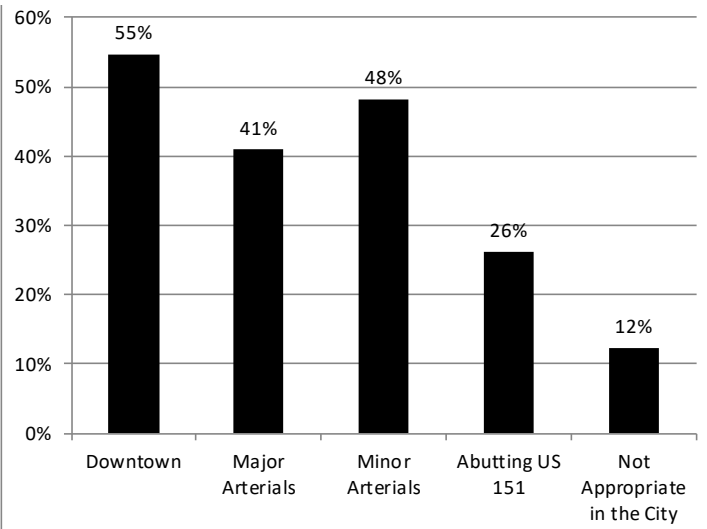
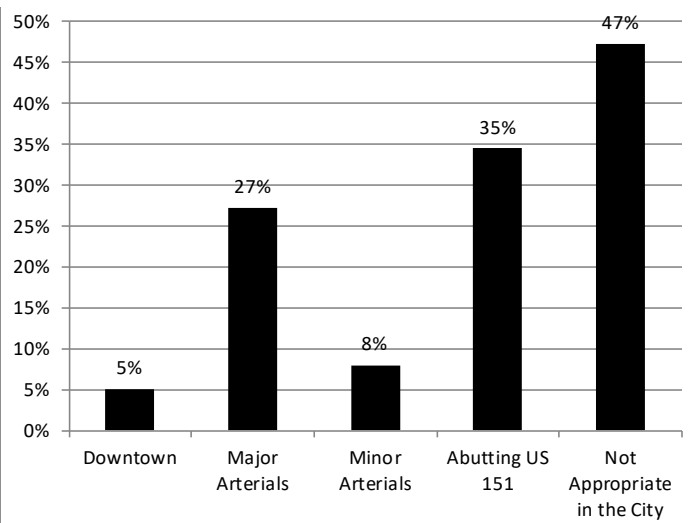
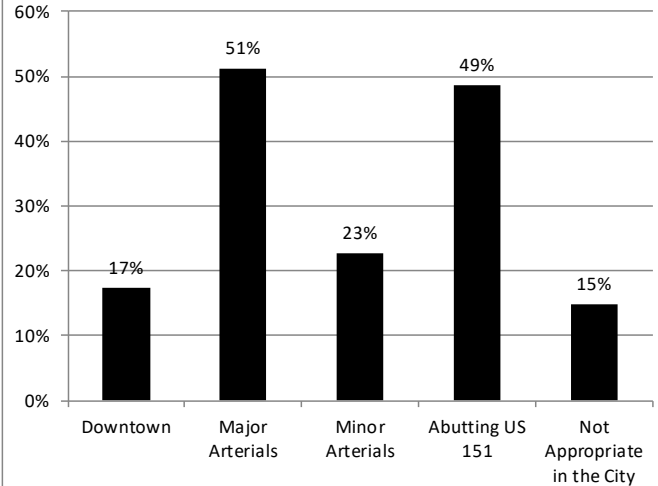
**Major Arterials** (Grand Ave, Windsor St, Main St - Outside of Downtown)

**Minor Arterials** (Grove St/CTH N, Bird St, Bristol St - Outside of Downtown)

**Abutting US 151** (S. Thompson, Leopold Way, McCoy Rd, Communications Dr)



# Q31/32/33 Where would the pictured development be appropriate if built in Sun Prairie? (Check all that apply)



# Q34/35 Where would the pictured development be appropriate if built in Sun Prairie? (Check all that apply)

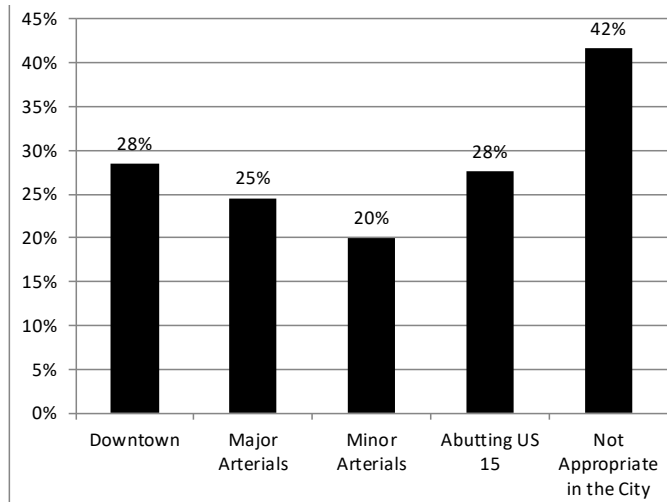
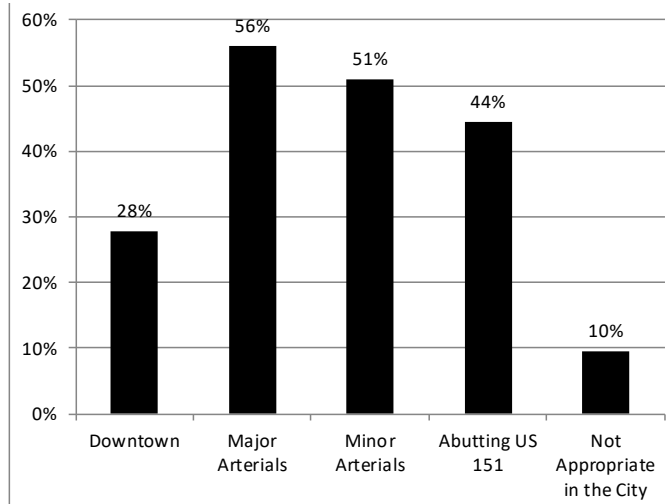
## RESPONSE KEY

**Downtown** (Knocke Dr - Grove St)

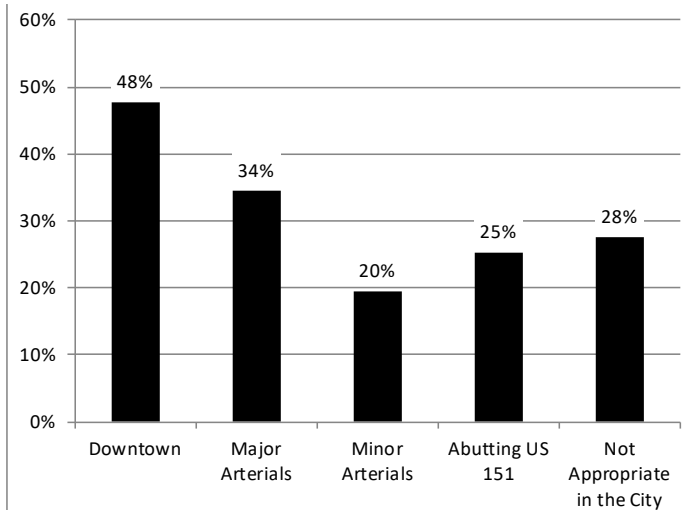
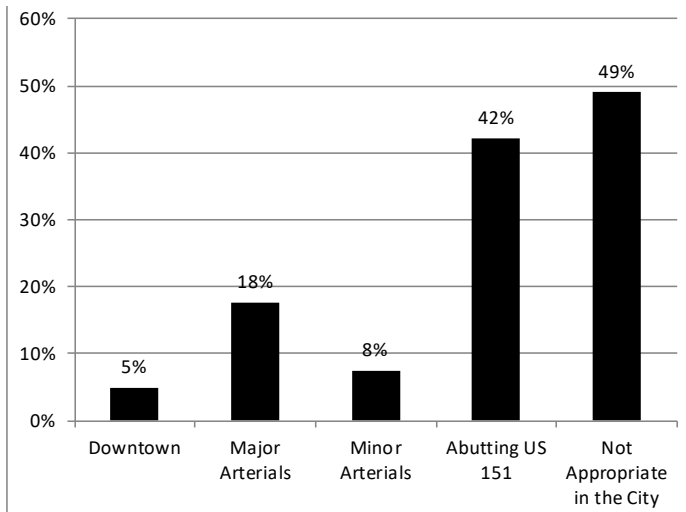
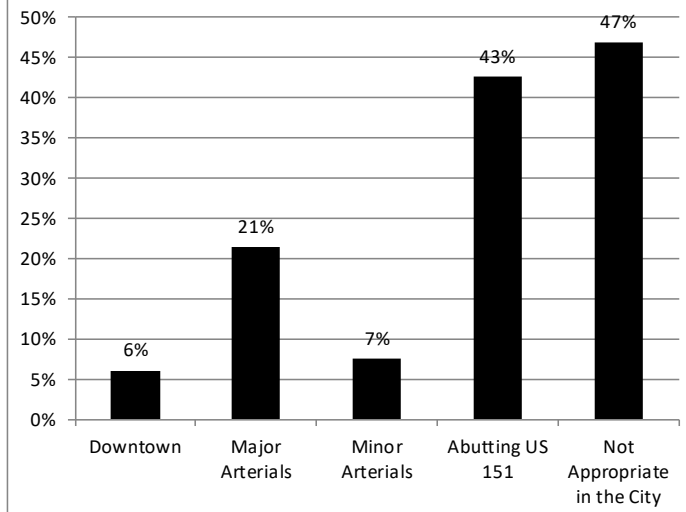
**Major Arterials** (Grand Ave, Windsor St, Main St - Outside of Downtown)

**Minor Arterials** (Grove St/CTH N, Bird St, Bristol St - Outside of Downtown)

**Abutting US 151** (S. Thompson, Leopold Way, McCoy Rd, Communications Dr)



# Q36/37/38 Where would the pictured development be appropriate if built in Sun Prairie? (Check all that apply)



# Q39/40 Where would the pictured development be appropriate if built in Sun Prairie? (Check all that apply)

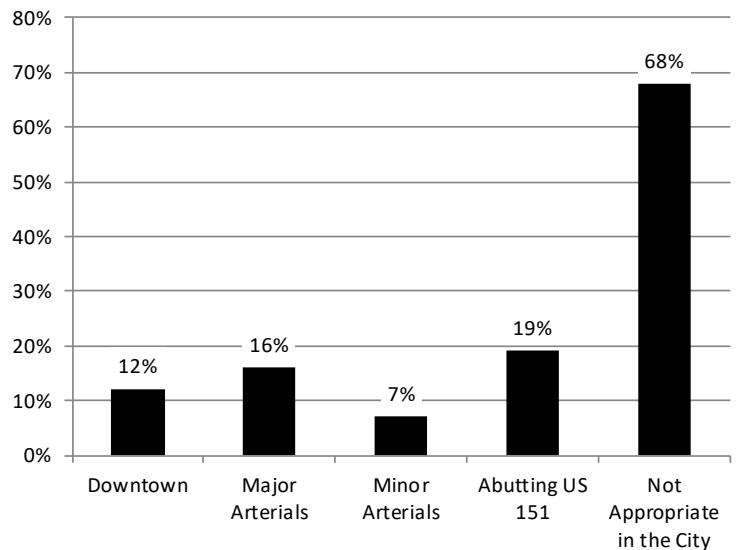
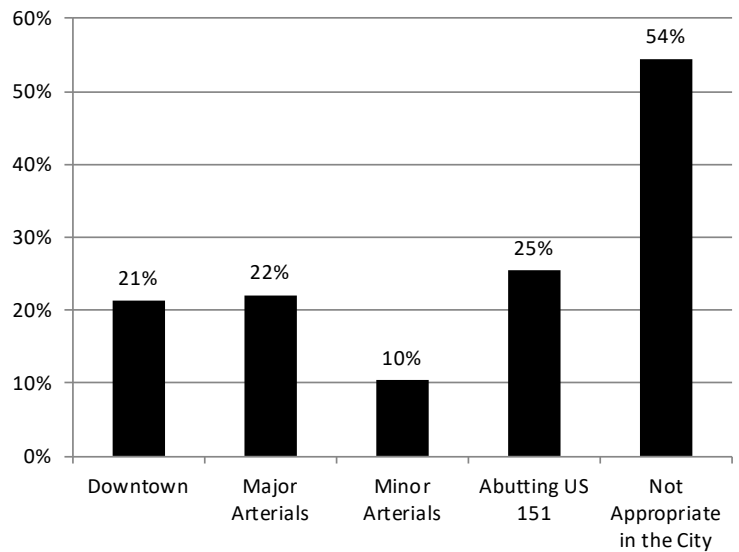
## RESPONSE KEY

**Downtown** (Knocke Dr - Grove St)

**Major Arterials** (Grand Ave, Windsor St, Main St - Outside of Downtown)

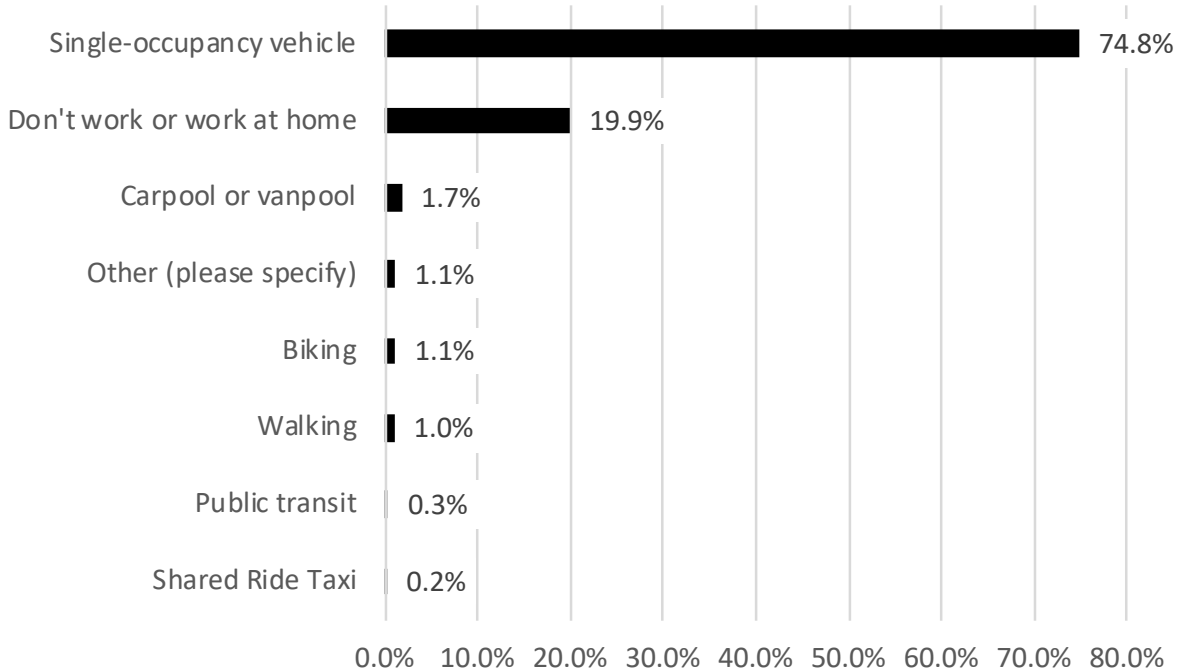
**Minor Arterials** (Grove St/CTH N, Bird St, Bristol St - Outside of Downtown)

**Abutting US 151** (S. Thompson, Leopold Way, McCoy Rd, Communications Dr)



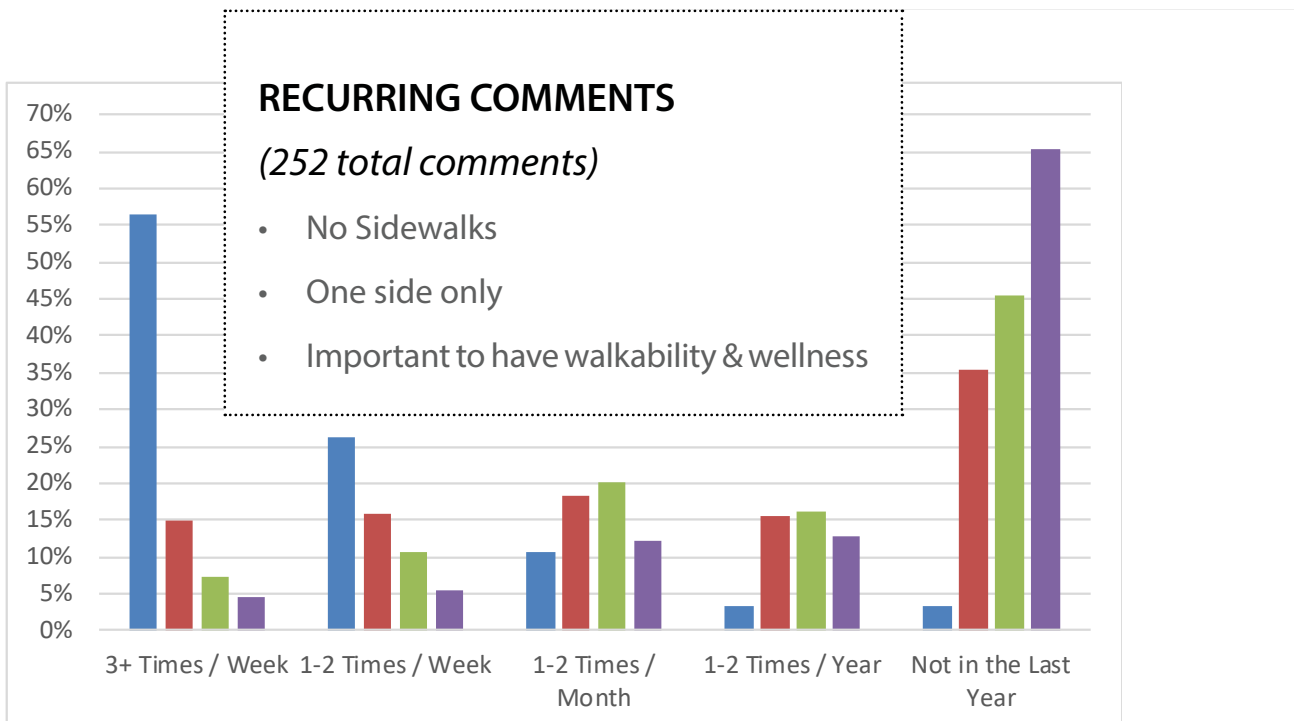
# TRANSPORTATION

## Q41 How do you typically get to work?



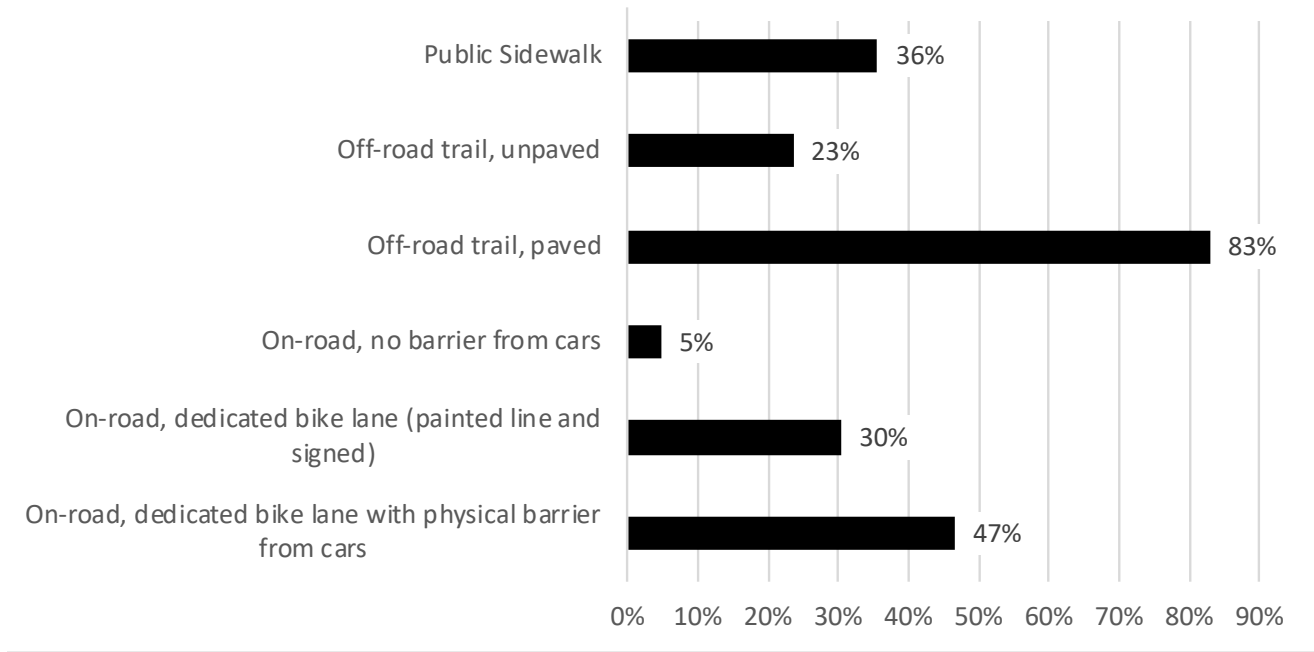
## Q42\* How often do you:

- Walk for exercise
- Bike for exercise
- Walk for transportation
- Bike for transportation

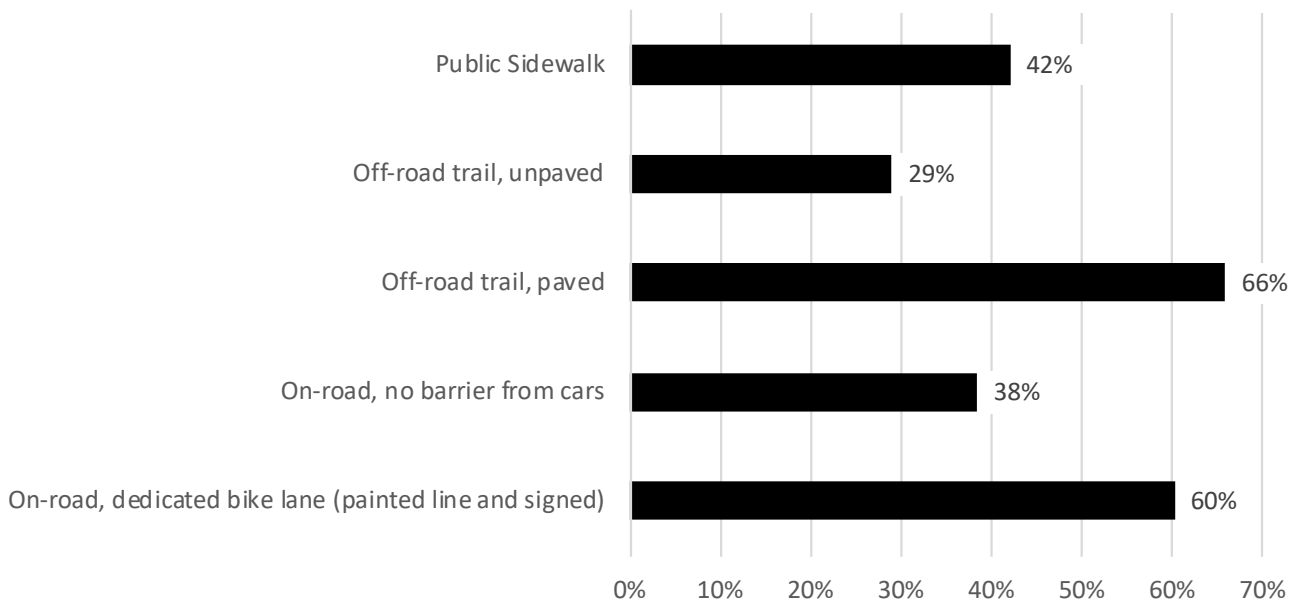




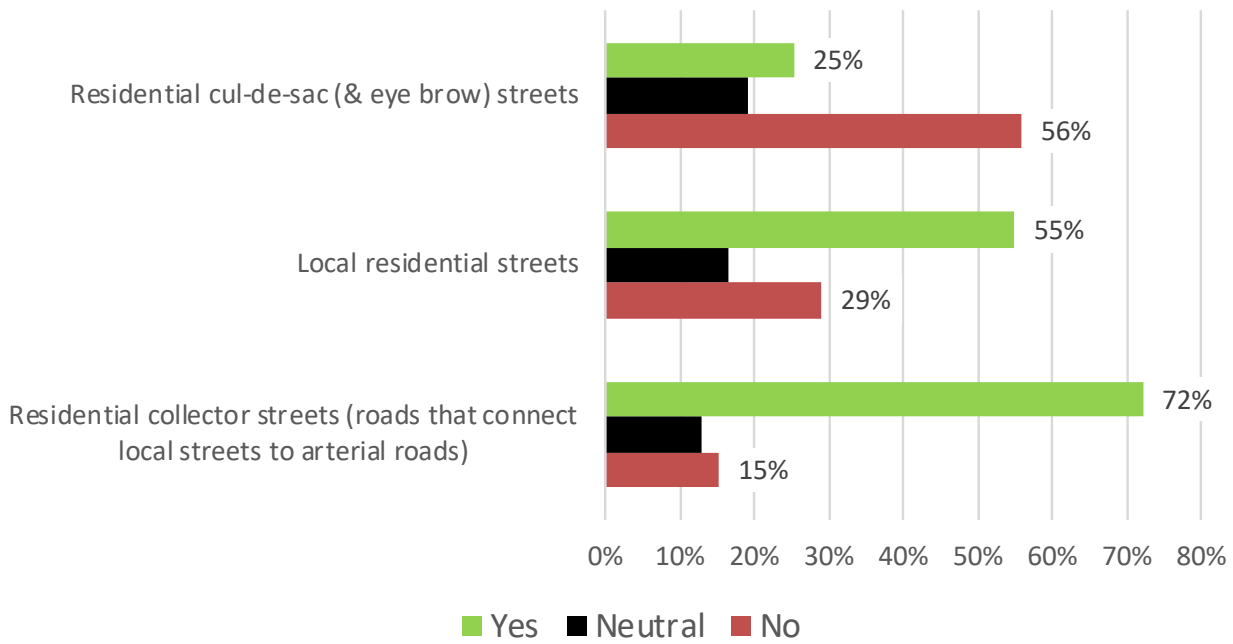
### Q43 Along a BUSY ROAD, what type of bike facility would you feel safe using? (Check all that apply)



### Q44 Along a LOCAL STREET, what type of bike facility would you feel safe using? (Check all that apply)

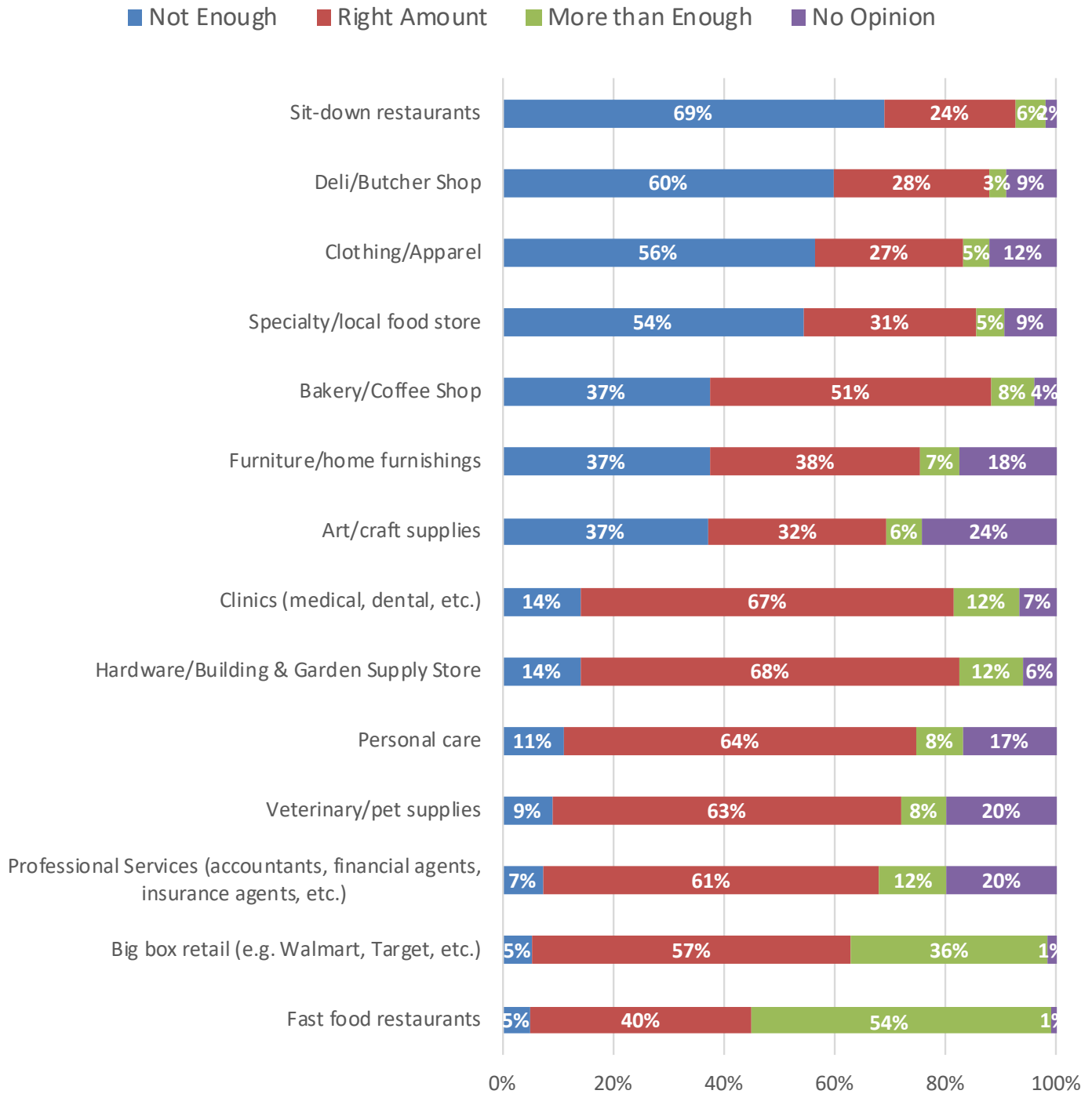


## Q45 Should Sun Prairie require the installation of sidewalks when reconstructing the following existing public streets?



# ECONOMIC PROSPERITY

## Q46 Are there enough options in Sun Prairie in the following categories?



## Q47\* Name up to THREE business/retailers you would most like to see...

### SPECIFIC ESTABLISHMENTS

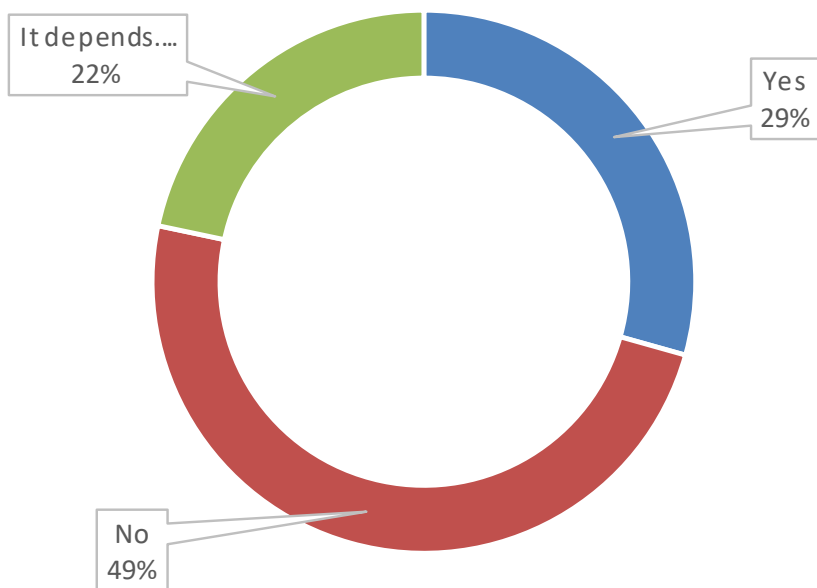
(1,281 Responses)

1. Trader Joe's - 158
2. Whole Foods - 90
3. Lowes - 80
4. Panera - 74
5. IKEA - 62
6. Home Goods - 50
7. Kohl's - 40
8. Farm & Fleet - 34
9. Chick-fil-A - 30
10. Michael's - 26

### GENERAL TYPES

1. Restaurant (Italian, Steakhouse, Ethnic) - 274
2. Clothing - 93
3. Bakery - 56
4. Brewery / Brew Pub - 47
5. Sports Store - 41
6. Craft (and Arts Supplies) Shop - 37
7. Deli - 27
8. Shoe - 23
9. Local Coffee Shops - 15
10. Pet Store - 15

## Q48\* Do you believe the City should direct more local tax dollars, through marketing, incentives, etc., to help spur job growth?



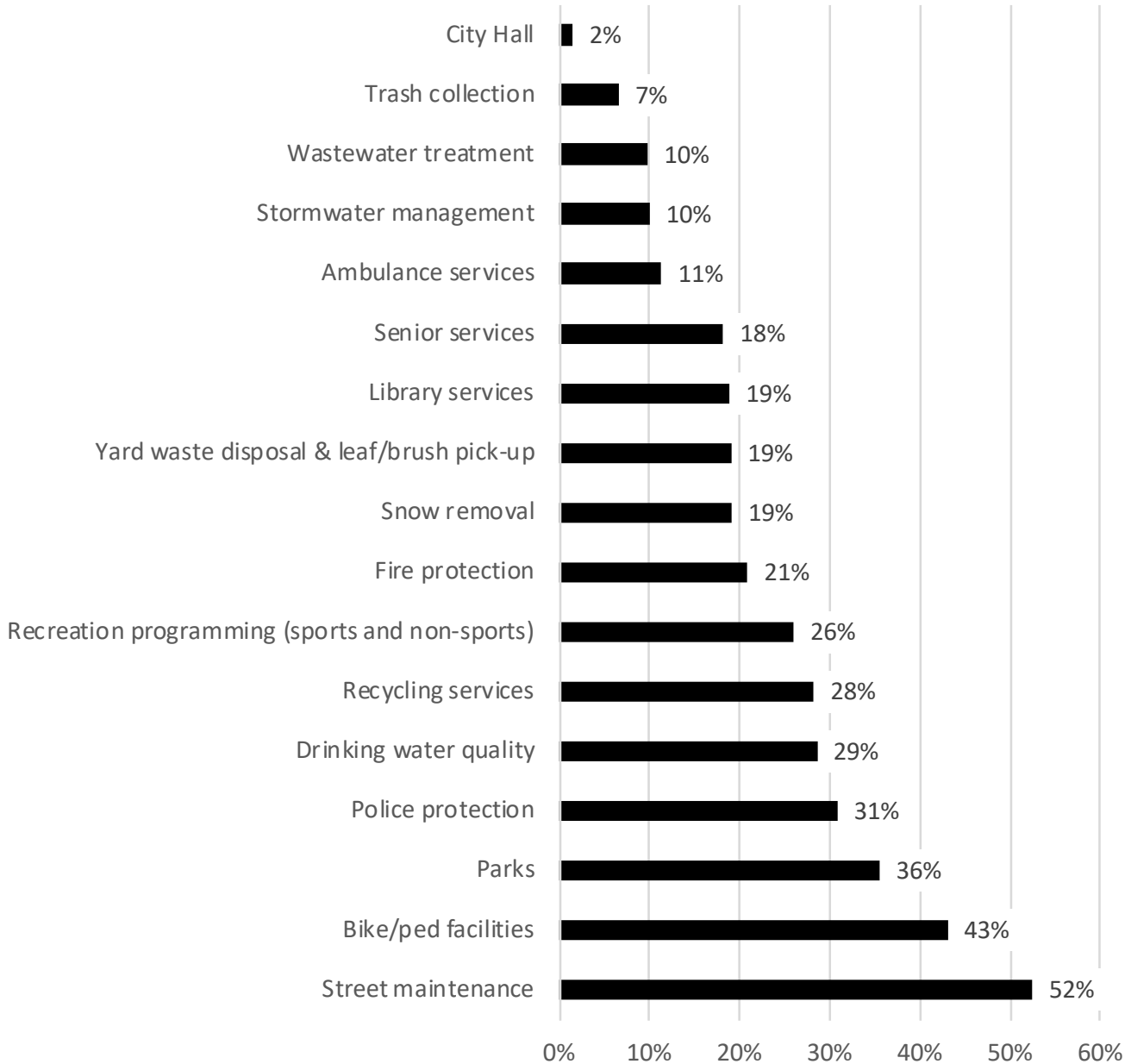
### "IT DEPENDS" RESPONSES

(373 Responses)

- Creates jobs/job growth
- Jobs with good wages
- Professional jobs / Quality Jobs / Non-retail
- Against giving businesses tax relief
- Taxes too high / Don't Raise Taxes
- Companies should pay

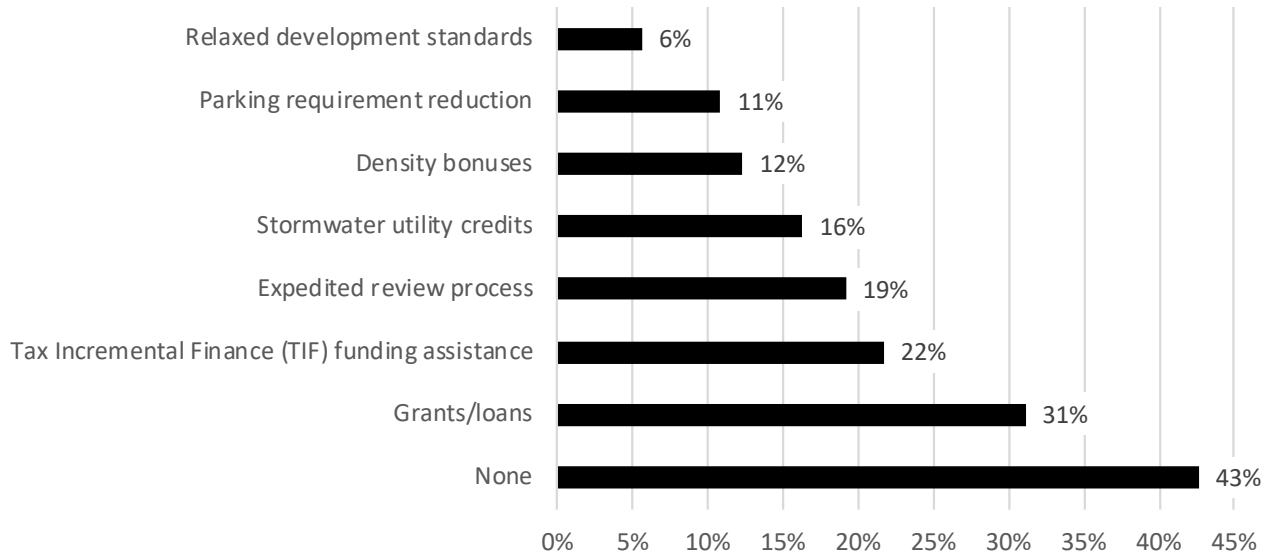
## COMMUNITY FACILITIES & SERVICES

**Q49** Should the City invest more tax dollars to improve the quality of any of the following public facilities or services? (Select up to 5)

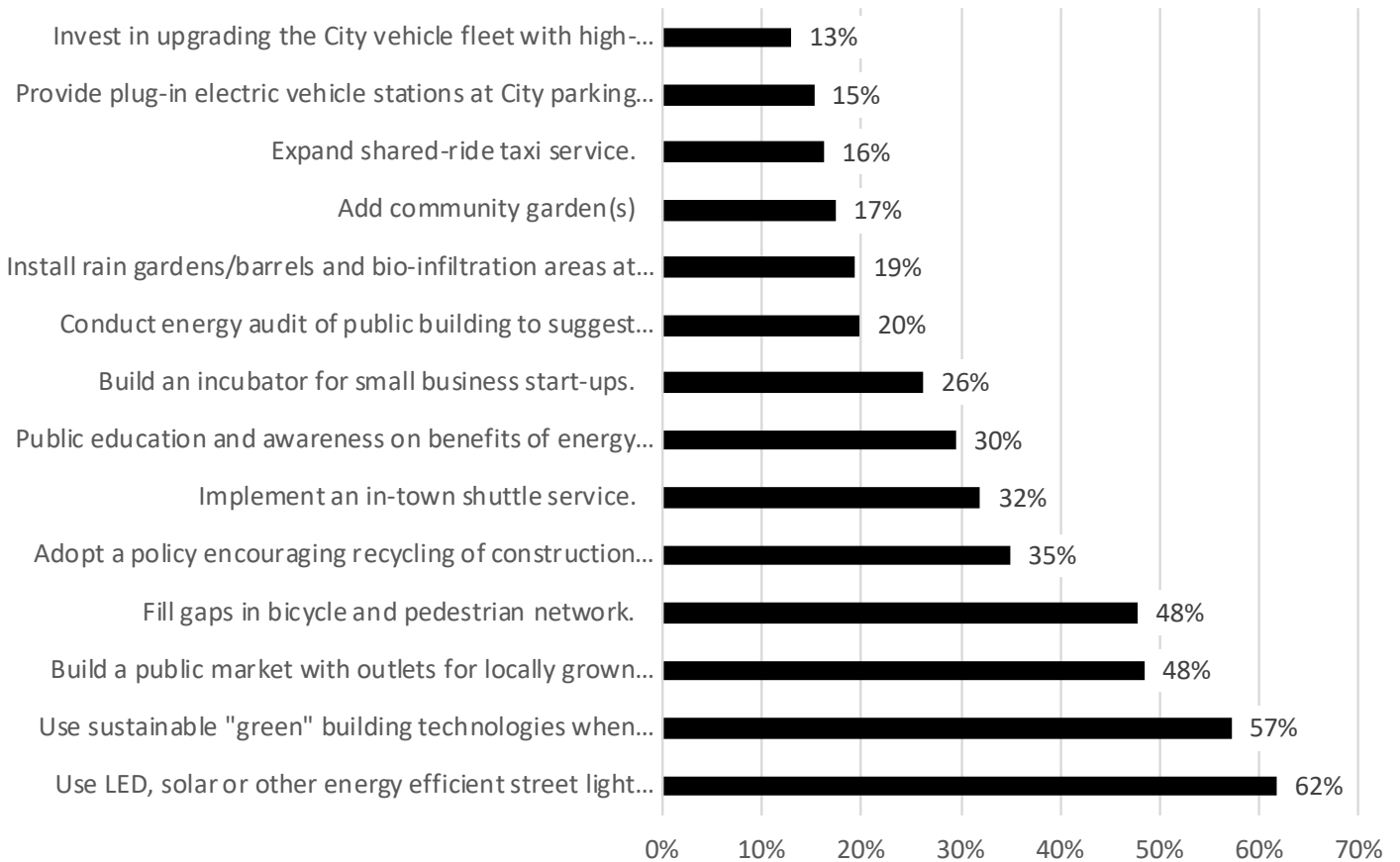


# SUSTAINABILITY

**Q50** Should the City encourage the private sector to achieve more sustainable development? (Check each method that you would support)

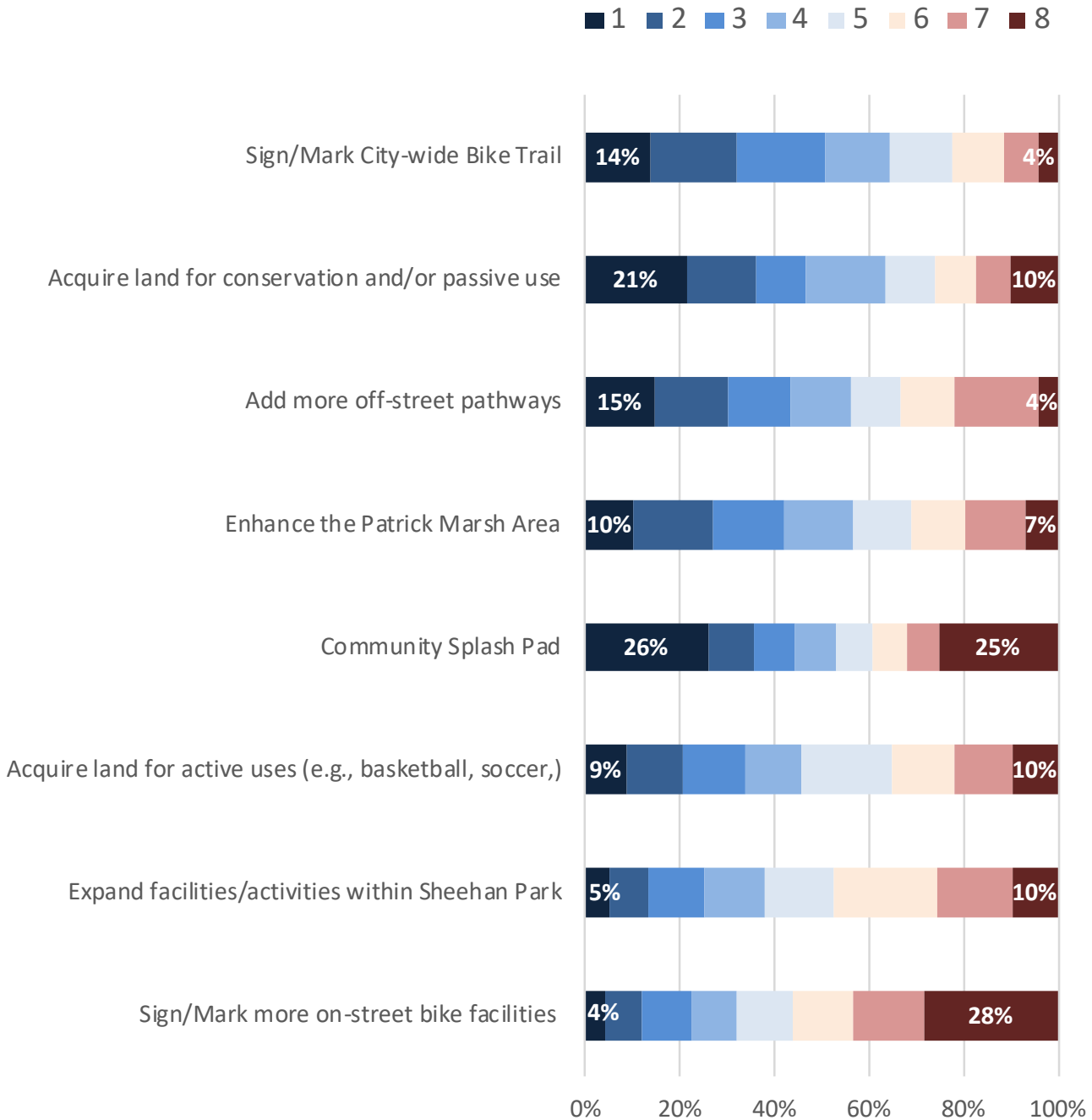


**Q51** Please select up to FIVE efforts listed below that the City should take to become a more sustainable community.



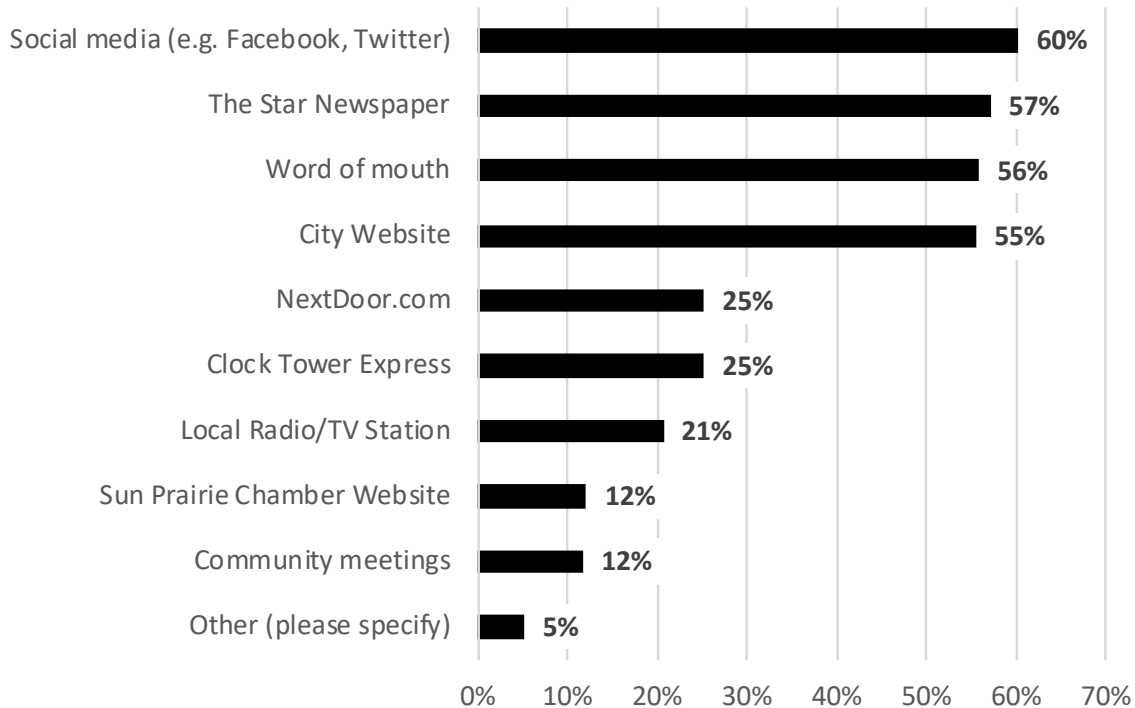
# COMMUNITY FACILITIES & SERVICES

**Q52** Please rank how the City should prioritize the following recreation improvements, with "1" being the highest priority.



## OTHER

**Q53** How have you stayed informed about what is going on in the community?  
(check all that you use at least occasionally)



**Q54\*** Are there any improvements you would like to see in Sun Prairie's future that were not covered in this survey?

### TOP RESPONSES (777 Responses)

- |   |  |
|---|--|
| 1. Bus service - 112                      | 8. More local businesses - 24          |
| 2. Slow growth / Stop expansion - 63      | 9. Fix roads - 22                      |
| 3. Bike paths - 57                        | 10. More greenery - 18                 |
| 4. Lower taxes - 40                       | 11. Recycling more frequently - 16     |
| 5. Less apartments - 46                   | 12. Improve safety - 15                |
| 6. Low-income Housing - 32                | 13. More services for the elderly - 10 |
| 7. High School expansion/improvement - 31 | 14. More space for the Museum - 6      |