City of Fitchburg Comprehensive Planning Survey Report

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Survey Research Center Report 2006/3
February, 2006

Students working for the Survey Research Center were instrumental in the completion of this study. Danielle Rogers, Ashley Frye, Lindsey Thompson, Kristi Sirinek, Nathan Wilber, Corrie Ford, Bethany Barnett, Rachel Ehlert, and Adrienne Adolpson entered and verified the data. Danielle Rogers calculated the initial descriptive statistics for this study. Megan Glenn proofread an earlier draft of the study. The hard work and dedication of these students are gratefully acknowledged. We also benefited from comments and observations on an earlier draft of this report from the Fitchburg Planning Department.

Executive Summary

Between September and December of 2005 the citizens and business community in Fitchburg, Wisconsin received surveys from the city that requested their input on land use issues. Key findings of this survey include:

- There are relatively few significant differences of opinion between the statistical sample of residents, the general population of Fitchburg residents, and the business community.
- Residents are very supportive of policies that would maintain open- or green-space between Fitchburg and neighboring municipalities.
- They would, generally, prefer to see a mix of housing types that tilt in favor of single-family homes.
- Citizens would also like to see a balance between the development of dwelling units and jobs (rather than emphasizing either dwellings or jobs alone).
- Such development as occurs in Fitchburg should, in the opinion of its citizens occur in areas adjacent to areas that have already been developed and include redevelopment of existing urbanized areas. This suggests a preference for a compact development pattern.
- Citizens, in general, are supportive of production agriculture (at least in part to preserve open space) and would like to see landowners who preserve open space receive compensation from either Fitchburg or developers for their efforts.
- Farmers, in contrast, do not appear to be supportive of regulations that might impinge on their land use decisions, even if compensation is available to pay for their loss of development rights. Further efforts to understand their skepticism toward a purchase or transfer of development rights program are needed.
- Respondents' top pick for style of economic development was mixed use with multiple transit alternatives available.
- Substantial majorities also favor retail and commercial developments that meet the needs of Fitchburg residents, promoting tourism, encouraging infilling and redevelopment, and higher density business development.
- By a wide margin, citizens in Fitchburg favor an economic development strategy based on research and high technology.
- With respect to housing in Fitchburg, there appears to be a fairly strong preference for single-family housing. This preference comes through in a variety of ways: a strong preference for owner-occupied single family homes, allowing a variety of lot sizes for single-family homes, explicit preferences for single- versus multi-family dwellings, etc.
- Substantial proportions of the citizens of Fitchburg don't have enough information to decide if there are adequate supplies of housing for seniors and those with disabilities.
- Nearly 40 percent of Fitchburg residents report using city park facilities several times a week or on a daily basis.
- The new park facility/amenity identified as the top priority by the largest number of people is a dog park.

- Increasing the number of nature paths and natural area preserves is supported by more than 80 percent of respondents.
- Festivals and community concerts are the two recreational activities in which the highest percentage of Fitchburg residents report participating.
- Within families with children, participation in youth sports and other activities in Fitchburg's park system is extremely high – exceeding 90 percent.
- Fitchburg residents would like to see more multi-use linking trails in their community.
- In general, respondents expressed a relatively high level of satisfaction with the current set of facilities, programs, and amenities offered through the city parks.

Survey Methods

Surveys were sent to all 10,673 unique addresses in the City of Fitchburg in September, 2005. From these, 2,000 addresses were randomly selected as a statistical sample. A postcard was mailed out to the statistical sample to remind them to respond to the first survey mailing. A second questionnaire was sent to those included in the statistical sample who had not returned their questionnaire by mid-October. If those in the statistical sample had still not returned a questionnaire by early December, they were sent a third questionnaire.

Of the 8,673 households in the non-statistical sample, 1,053 (12 percent) returned their questionnaire. For the 2,000 households in the statistical sample, a total of 391 (20 percent) were returned.

Any survey has to be concerned with "non-response bias," particularly when response rates are as low as they were in this instance. Non-response bias refers to a situation in which people who don't return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. Based on the statistical tests described in Appendix A, **the Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

The SRC compared the mean responses from the sample and from the mailing that went to all households as described in Appendix A. Again, we found few differences and no pattern in the few differences that did exist. **We feel, therefore, that it is legitimate to use the data from all respondents (1,444 completed surveys) as a single sample.** Analyzing all responses as a single sample means that the expected margin of error shrinks from plus or minus 5 percent (with a statistical group sample of 391) to plus or minus 2.5 percent.

In addition to the numeric questions, respondents provided a wealth of written comments. In fact, a total of 3,025 individual comments were compiled by the SRC from the residents' surveys. A few, select quotes were chosen by the SRC for each major section of the survey to illustrate these comments. A complete compendium of comments will be provided electronically.

Finally, a business survey that was similar to the one sent to residents was mailed to the 527 businesses located in the City of Fitchburg. Only 32 (6 percent) of the businesses completed and returned a questionnaire. Where questions posed to the business community were identical to those asked of the residents, responses were compared. In only one area (the types of economic options Fitchburg should promote) was there a pattern of differences between the business community and residents. Unless otherwise noted, the opinions of the business community appear to be the same as those of the residents.

The responses of each group – the non-statistical sample, the statistical sample, and the businesses group are summarized in Appendix B.

Profile of Respondents

Citizen Respondents. Table 1 summarizes some of the demographic characteristics of the people who responded to the questionnaire and, where able, how the sample compares to the 2000 Census of Population and Housing. The percentages reported throughout this report have been rounded and, therefore, may not sum to100. The mix of genders in the sample closely matches the overall population, as measured by the Census.

In terms of the age of respondents, the sample is older than would have been expected from the Census. Those under 35 are under-represented in the sample and those over 55 are over-represented. Further, statistical tests indicate that those under 35 hold views that are significantly different from those over 35 on more than half of the issues covered in this questionnaire. To better represent the overall opinion of adults in Fitchburg, we have increased the weight assigned to the opinions of those under 35, where statistically significant differences were detected. An example of the re-weighting is included in Appendix C.

Table 1: Demographic Profile of Respondents

Gender	Count	Male	Female					
Sample	1,389	54%	46%					
Census	20,501	52%	48%					
Age	Count	<25	25-34	35-44	45-54	55-64	65-74	75+
Sample	1,425	2%	15%	21%	24%	21%	11%	6%
Census	15,602	16%	27%	22%	19%	9%	4%	3%
Length of Residence	Count	< 5 years	6 – 10 years	11 – 20 years	21 – 30 years	30+ years		
Sample	1,422	39%	16%	21%	11%	13%		
Type Residence	Count	Single-Family	Farm	Duplex	Apart-ment	Condo	Other	
Sample	1,427	75%	2%	2%	8%	12%	1%	
	Count	1-unit		2-units	3+units		Other	
Census	8,662	47%		3%	49%		1%	

There is also an apparent disparity between the sample and census with respect to the type of residence in which respondents reside. The categories in the questionnaire don't align exactly with the census. Further, because the adjustments made to the results to compensate for the under-representation of younger adults in the sample (those under 35 are nearly twice as likely to report that they live in an apartment or condo (31 percent) as are those over 35 (18 percent)) will also address the under-representation of those living in non-single family dwellings, the SRC did not attempt to modify the results to address this variance.

Only 4 percent of the re-weighted respondents said that they own more than 5 acres of land compared to 15 percent who said they own no land, 71 percent who own less than an acre, and 10 percent who own between 1 and 5 acres.

Based on the re-weighted responses, nearly three-quarters of the sample listed their occupation as either "management, professional, and related occupations" (57 percent) or "retired" (14 percent). Roughly equal percentages of respondents listed their occupation in the categories of "sales" (8 percent), "homemaker" (6 percent), or "service" (6 percent). Only 1 percent of respondents reported being unemployed.

Children were present in the homes of 42 percent of the respondents. Table 2 shows the percentage of homes in Fitchburg with 1, 2, 3, or 4 children by age category. So, 77 percent of respondents said that there were no children under the age of 5 in their home, 19 percent had one child in this age group, 5 percent had 2. Because the age ranges are not equal, it is difficult to make definitive statements about the data in Table 2 but it does appear that Fitchburg is attractive to families with young children, given the relatively high proportion of families with children under 5.

Table 2: Percentage of Households with Children in Various Age Categories

	Count	0	1	2	3	4
Under 5 years	1361	77%	19%	5%	0%	
5 - 11 years	1361	87%	8%	4%	1%	0%
12 – 15 years	1361	92%	7%	1%	0%	
16 – 18 years	1361	94%	5%	1%	0%	

Business Respondents. Only 32 of businesses responded to a planning questionnaire that was, in some sections, identical to the one sent to residents. Most respondents were male (70%) and most reported being either the owner of the business (67%) or its manager (23%). Slightly more than one-quarter (26 percent) said their business is a professional office (law, medicine, etc.), 16 percent a service, and 10 percent each in retail, restaurants, and "other". Nearly two-thirds of the business respondents said that they either owned the building in which their business is located (48 percent) or that their business is located in a residence (16 percent). Ninety-four percent of respondents said that their business is independent and locally owned or headquartered in Fitchburg. Finally most responding business were relatively small in terms of annual sales (88 percent reported annual gross sales of less than $5 million) and workforce (84 percent report 25 or fewer full-time equivalent employees).

General Land Use Opinions

The first section of the questionnaire asked residents for their opinions about general land use issues. In Table 3 the smaller the average value, the more strongly do Fitchburg residents agree with the statement. Thus, there is substantially greater agreement among Fitchburg's citizens that new developments should occur next to areas that have already been developed (2.1) and that Fitchburg should provide open space or green space between itself and its neighbors (1.9), than there is about the desired mix of housing stock (3.3). Between two-thirds and three-quarters of respondents who felt they had enough information to form an opinion were supportive of contiguous development and open space buffers between Fitchburg and neighboring communities.

Demographic slices of the population that are significantly more supportive of contiguous development include men, people living on farms, and families with children.

In contrast, women support having green or open space between Fitchburg and its neighbors at significantly higher rates than do men. Interestingly, people who have resided in Fitchburg for shorter periods of time are significantly more supportive of buffer areas *vis-a-vis* neighboring cities than are longer-term residents. There is also a significant and positive relationship between the amount of land owned and support for green or open space around Fitchburg – the more acres owned, the higher the level of support for this option. Homemakers and those working in service industries are also more supportive of open-space buffers around Fitchburg, while those in construction, logistics, and the unemployed are less supportive.

Table 3: Land Use Opinions

	Average	1 = Strongly Agree	2 = Agree	3 =Neutral	4 = Disagree	5 = Strongly Disagree	Not Enough Info
Develop adjacent to developed areas	2.1	31%	37%	15%	7%	5%	5%
Achieve/Maintain 50% single/50% multi-family housing	3.3	7%	23%	19%	24%	21%	5%
Provide open/green space around city	1.9	44%	32%	12%	7%	3%	3%

Only 30 percent of residents professed agreement with the goal of maintaining a 50/50 mix of single- and multi-family housing. The lower level of support for maintaining a 50/50 split could mean that they would like to see a **higher or lower** split between these housing types. Those who disagreed (24 percent) and those who strongly disagreed (21 percent) with this split were asked to indicate the split they would like to see. More than 90 percent of these respondents said they would like to see single-family homes account for more than 50 percent of the housing stock in Fitchburg. More than half of these respondents said that single family homes should make up 80 percent or more of housing in Fitchburg. So, the lower level of support for the goal of a 50/50 split between single-family and multi-family housing stems from a desire to have a mix with a higher level of single-family homes.

Residents were asked to provide their opinion about the future direction of development in Fitchburg and their responses are summarized in Table 4. Two-thirds of the re-weighted responses were in favor of a balance between the number of dwellings in Fitchburg and the number of jobs in the city. This suggests that a majority of residents are not interested in having Fitchburg become a bedroom community in which most people commute to work outside the city. The fact that only 7 percent would like to see more jobs than dwellings indicates that they also don't foresee Fitchburg becoming a regional development hub that attracts commuters from neighboring towns, villages and cities.

Newer residents and those living in duplexes are statistically more favorably disposed to a balance between dwellings and jobs. The vast majority of respondents have between zero and 20 acres of land. As the size of one's acreage increases, there is a slight increase in the support for more dwelling units relative to jobs in Fitchburg. Longer term residents are also more supportive of more dwelling units than jobs.

The question of balance between jobs and dwellings is one about which the business community appears to hold different views. Higher percentages of the business community are in favor of a balance between jobs and dwellings (74 percent business vs 67 percent residents) and more jobs than dwellings (16 percent business vs 8 percent residents).

Table 4: Resident Opinions about Fitchburg's Future Development

	Count	Balance	More Dwellings	More Jobs		
Balance of dwellings and jobs	1,372	67%	26%	8%		
	Count	Same Rate	Slower Rate	Severely Restricted	Grow Faster	
Rate of growth in Fitchburg	1,392	35%	45%	12%	9%	
	Count	Retain Rural	Devel Most City Area (34 sq mi)	Promote Redevel	Devel Rural as Needed	Devel Adjacent Land
Fitchburg over next 30 years should	1,387	42%	6%	23%	6%	23%

A majority of Fitchburg residents would prefer to see growth slow (45 percent) or be severely restricted (12 percent). Table 4 shows that slightly more than one-third are comfortable seeing the current rate of growth continue on into the future. Only 9 percent would like to see more rapid growth.

Residents under 35 years of age, men, those living in duplexes or working in construction, sales or logistics (e.g. transportation) are significantly more supportive of continuing the current pace of growth. Support for maintaining current growth rate falls slightly with length of residence in Fitchburg. Those who favor slower or much slower rates of growth in the city include those over 35 years of age, women, homemakers and service sector workers, apartment dwellers, and those owning less than 20 acres. The only group with a significantly higher level of support for faster growth is the farm population (based on a relatively small sample – 20 of 21 respondents listing their occupation as "farming, fishing, and forestry occupations answered this question).

Finally, residents were asked to say what they would like to see as they look around Fitchburg in 30 years. The responses summarized in Table 4 suggest a strong preference for compact development of the city. Indeed, 88 percent of respondents would seem to support this vision for the future since 42 percent would like to see the rural portions of the city retained, 23 percent would like to see redevelopment of existing urban spaces be the strategy followed to meet future growth needs, and another 23 percent would develop rural areas that are adjacent to areas already developed to meet these needs. Only 12 percent seem to be in favor of unconstrained development.

Support for retaining rural areas is particularly strong among women and older segments of the population. Redevelopment is favored more strongly by those under 30, newer residents, and those who own fewer than 20 acres. Development of areas adjacent to existing urban spaces is more to the liking of men.

<u>General Overview Section Comments:</u> The SRC compiled 860 total comments in the General Overview section of the questionnaire. In the general overview section, two things that are mentioned frequently in respondent comments are the lack of a library and the need for an independent school district. Also, respondents are concerned about growth (too much) and not learning from other communities' mistakes.

> *"I believe my quality of life has diminished in Fitchburg due to rapid development and traffic and loss of open green space. Not sure if I will stay in Fitchburg. It seems to be a haven for developers and urban sprawl."*
>
> *"Where is the Library? Any community that size should have a library if they value education. It seems to me you're too developer friendly."*
>
> *"Everyone wants growth, progress and an opportunity for developing a community that gives all of us something for everyone to share, grow and enjoy equally. I have seen communities all over this country make hallmark mistakes by acting irresponsibly. Make no mistake we here in Fitchburg are no less vulnerable."*
>
> *"Fitchburg is a victim of over planning! Back off a little. Allow for some randomness, lest we all die from boredom!"*
>
> *"We need a school district!"*
>
> *"I'd like Fitchburg to be more developed with our own school and library."*

Opinions About Agricultural Issues

Respondents' opinions about agricultural issues are summarized in Table 5 and show a strong inclination to support agricultural production in Fitchburg, at least within certain limits. Residents are, clearly, very supportive of promoting the preservation of open space (79 percent) and encouraging production agriculture (68 percent). A majority (54 percent) are opposed to promoting the development of rural open spaces and are in favor of having a program to compensate rural landowners for keeping land in a permanently undeveloped state. Respondents were more uncertain about how they felt with respect to agricultural protection areas (either temporary or permanent) and the extent to which there are current conflicts between agriculture and residential development.

Table 5: Agricultural Issues

	Count	Yes	Neutral	No	Not Enough Info
Preserve open space	1,404	79%	9%	8%	3%
Encourage production ag	1,410	68%	19%	8%	5%
Ag/Open-space compensation program	1,403	54%	14%	22%	10%
Permanent ag protection area	1,388	44%	14%	28%	14%
Ag-Residential devel conflicts are current problem	1,410	39%	18%	22%	21%
Temp ag protection area	1,341	35%	16%	34%	15%
Develop rural open space	1,387	18%	22%	54%	7%

The results of the agricultural issues responses are quite consistent with those reported in Table 4. Residents in Fitchburg seem to value the rural character of the area and would like to preserve it. They appear willing to consider programs that would enable the city to realize the goal and encourage development that would be consistent with it (e.g. developing land only that is contiguous to land already developed and to promote redevelopment of urbanized areas). Further, when asked how a program to compensate land owners for preserving open space should be financed, 90 percent said that the funds should come at least partially from developers. Half of all respondents felt the cost of compensation should be passed onto the buyers of these homes and 40 percent felt the cost should be shared with Fitchburg's taxpayers.

Looking beyond the overall averages for the agricultural questions reveals some interesting demographic results. Perhaps most interesting, are the results for these questions for the group most directly affected, the farm population. Farmers, according to this survey, are less supportive of preserving open space, more in favor of developing rural areas, not in favor of encouraging the continuation of production agriculture, and not in favor of either a temporary or permanent agricultural protection area. Farmers were even less supportive of a program to compensate those who preserve open space. The data indicate that farmers are not supportive of programs to provide temporary or permanent agricultural protection but the survey did not explore the reasons for their opposition. This is an area where additional data collection efforts may be warranted.

In contrast, women are more in favor of preserving open space and encouraging production agriculture, and less willing to promote development of rural areas. Relative to the preceding paragraph, it should be noted that 85 percent of those who said farming is their primary occupation in this survey are male. Except for those who have lived in Fitchburg for more than 30 years, support for these concepts also tend to increase with the respondent's length of residence.

Agricultural Section Comments: A total of 280 comments were received in this agricultural section of the questionnaire. In this section allowing landowners to do what they want with their land is frequently mentioned, as is, maintaining /retaining rural space and farms.

> *"As lifelong residents and land-owners we feel this land is like a 401K for our retirement, however we don't seem to have much control when we try to sell some land."*
>
> *"Owning rural land does not automatically imply an entitlement to develop that land beyond rural use."*

Economic Development

Table 6 summarizes the opinions of Fitchburg's citizens with respect to a number of development alternatives. They have been arranged in descending order of the percentage of respondents who said they "strongly agree" or "agree" with the statement.

Of the strategies they were asked to consider, the only one that failed to gather the support of a majority of respondents was that of seeking retail and commercial developments to meet regional shopping needs. The most popular suggestion was to encourage mixed use developments that also incorporate transit alternatives such as cars, buses, bicycles and walking; more than 80 percent of all respondents agreed with this strategy. Between two-thirds and three-quarters of respondents agreed with strategies to meet the commercial and retail needs of Fitchburg residents, encouraging tourism, encouraging infill and redevelopment of older parts of the city, and promoting higher density business development.

More recent arrivals to Fitchburg tend to be more supportive of many of these options (mixed use development, tourism, meeting local retail and commercial needs, promoting in-fill efforts) than are longer-term residents. Similarly, those under 35 tend to be more supportive (higher density developments, tourism, meeting local retail and commercial needs) than older Fitchburg residents. Women are more supportive than men of mixed use developments and tourism but less supportive than males for higher density and infill developments.

Table 6: Economic Development Preferences							
	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Enough Info
Encourage mixed-use devel/Multiple transit alts	1,377	35%	46%	10%	4%	2%	4%
Seek retail/commercial meeting residents' needs	1,411	28%	48%	12%	7%	3%	1%
Encourage tourism	1,405	33%	39%	17%	8%	2%	1%
Encourage infill/ redevelopment	1,370	26%	40%	19%	6%	3%	6%
Promote higher density business devel	1,390	22%	44%	15%	13%	4%	2%
Seek retail/commercial meeting regional needs	1,401	12%	23%	25%	27%	11%	1%

The business community's opinions about the options summarized in Table 6 are statistically indistinguishable from those of the residents except with respect to encouraging infill and redevelopment. The business community is even more strongly supportive of this option than is the general population (84 percent of the business community agrees or strongly agrees with this option vs only 65 percent of the general population).

Residents were also asked about development preferences by sector and their responses have been ranked in Table 7. By a very wide margin, efforts to promote economic development based on research and technology is the top priority for respondents. Support for this strategy is strong across all of the demographic slices the SRC examined. Service workers, perhaps because they see fewer personal opportunities were significantly less supportive of this approach. Those involved in construction or living in duplexes were more neutral to this opportunity. Men and those residing on a farm were particularly enthusiastic about development driven by technology and research.

Farming, by a narrow margin, was the sector with the second highest percentage of respondents saying that Fitchburg should be promoting it as an economic development strategy. Again, the farm population, most of whom were male, seems quite divided on this idea. Sixteen of the 21 people who identified themselves as farmers responded to this question and half agreed or strongly agreed with the idea of promoting farming. However, nearly one-third of these farmers strongly disagreed with it. Farmers were relatively more supportive of building an economic development strategy around manufacturing or research and technology than they were of one based on farming.

Men agreed more strongly with efforts to promote manufacturing, technology, and warehousing/distribution than did women. Women were more supportive of farming and retail/commercial development.

Table 7: As an Economic Development Strategy the City of Fitchburg Should Promote:								
	Count	Percent Top Priority	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Enough Info
Research/ technology	1,188	52%	44%	44%	8%	2%	1%	1%
Farming	1,157	18%	27%	43%	18%	8%	3%	1%
Office/business park	1,137	15%	22%	53%	18%	5%	2%	1%
Retail Commercial	1,149	14%	19%	48%	19%	7%	3%	1%
Manufacturing	1,091	2%	6%	24%	30%	25%	12%	2%
Warehouse/ distribution	1,084	0%	4%	19%	33%	28%	14%	3%

With respect to age, the only significant differences were that residents more than 35 years of age were significantly more supportive of promoting manufacturing and those under 35 were more interested in retail/commercial development.

As noted earlier, this is the one area in which the business community differs systematically from the general population. Compared to the general population, the business community:

- Is more likely to be opposed to promoting research and technology (11.5 percent of the business community vs 3 percent of the general population)
- Is both more strongly supportive (46 percent business vs 27 percent residents) and more skeptical (19 oppose or strongly oppose among businesses vs 11 percent of residents) of promoting farming
- Is more opposed to an office/business park (22 percent of business oppose or strongly oppose vs 7 percent of residents)
- Is both more strongly supportive (29 percent businesses vs 19 percent of residents) and strongly opposed (12 percent of businesses vs 3 percent of residents) of retail/commercial development
- Is much more supportive of manufacturing (62 percent of businesses vs 30 percent of residents)

<u>Economic Development Section Comments:</u> A total of 182 comments were recorded in the Economic Development section of the questionnaire. In this section, two ideas predominate - respondents either want more retail (including ‘big-boxes’) in the immediate area so they do not have to travel to other towns to shop or they do not mind traveling to shop and do not want more retail (especially chains).

> *“Retail commercial will keep more money in Fitchburg- less spent in outlying region will encourage residents to support local business owners.”*

"Fitchburg needs to move away from warehouse/dist/farm/ mfg and grow the professional areas in research/ tech/ office. As downtown Madison becomes overcrowded, Fitchburg's downtown can later serve as its extension. There is a huge opportunity for tax dollars gained from professional businesses."

"Fitchburg needs no more retail development; plenty is available in Madison (which already has too much)"

"Fitchburg needs more retail enterprises-we are considering moving to Middleton simply because we always have to go there for better shopping, restaurants, etc."

"We need to encourage businesses that will hire and retain workers of all educational and skill levels. Fitchburg businesses should allow ALL Fitchburg residents to support their families above the poverty level (without working 3+ jobs)"

Housing Issues

Respondents were told that slightly more than half (55 percent) of all residents in Fitchburg were renter-occupied in 2000 and that household size is expected to decrease through 2030, prompting a need for more dwelling units even if the total population level doesn't change. They were asked to indicate their agreement or disagreement with respect to the need for additional housing units of different types. As Table 8 indicates, there is a very strong preference for home ownership by Fitchburg residents. Ninety percent of respondents agreed or strongly agreed with the proposition that Fitchburg should promote more owner-occupied single-family houses. Indeed the top three choices are all owner-occupied dwellings. Barely one-third of respondents feel that rental housing or duplexes should be promoted and less than one-quarter feel that multi-family units should be promoted.

Table 8: Fitchburg should promote housing that is:

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Enough Info
Owner-occupied single-family	1,382	49%	41%	8%	1%	1%	1%
Workforce owner-occupied	1,361	37%	40%	11%	4%	3%	5%
Owner-occupied Multi-family	1,358	20%	52%	16%	7%	3%	1%
Workforce rental housing	1,323	6%	28%	28%	22%	11%	5%
Renter-occupied duplexes	1,327	4%	32%	32%	20%	11%	1%
Renter-occupied multi-family	1,331	3%	20%	26%	33%	17%	1%

Generally speaking, people tended to agree with a need for additional housing of the type in which they are currently living. So, those in rental housing (apartment and duplex dwellers, students) were more likely to agree with a need for more rental housing, those currently in duplexes cited a need for more duplexes and those in owner occupied multi-family (e.g. condos), more of the same.

Table 9 summarizes the opinions of Fitchburg residents with respect to a variety of housing issues in the city. They are arranged in descending order of the percentage that either agree or disagree with the statement. Table 9 indicates a very strong level of support for a variety of lot sizes for single-family homes rather than a single uniform lot size. There is also strong agreement that single family housing is preferred over multi-family dwellings. About two-thirds of all respondents also agree that large, mixed use developments that include housing, retail, and open space should be encouraged and that the city should shoot for a housing mix with 65 percent owner-occupied homes.

Citizens are less certain that the special needs of seniors and those with disabilities are currently being served adequately in Fitchburg. Not only are there fewer than half of all respondents who agree that the special needs of these groups are being met, but between one-third and one-half of all respondents didn't feel they have enough information to answer this question.

Table 9: Housing in Fitchburg

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Enough Info
Emphasize a variety of lot sizes for single-family homes	1,401	34%	49%	12%	3%	1%	2%
Prefer single-family over multi-family	1,406	41%	31%	15%	11%	1%	2%
Encourage large, mixed use developments	1,386	22%	42%	18%	11%	4%	3%
Encourage 65% owner-occupied and 35% renter-occupied	1,381	22%	37%	15%	13%	8%	5%
Provides adequate senior housing	1,406	9%	33%	17%	8%	3%	31%
Provides adequate housing for people with disabilities	1,405	6%	19%	19%	6%	3%	47%

People who currently live in single-family housing are significantly more likely to agree with the desirability of building more single-family as opposed to multi-family housing. Apartment and condo dwellers, people who have lived in Fitchburg for shorter periods of time and those who own few acres are more likely to disagree with this opinion.

Interestingly, retired people are more likely to say that Fitchburg provides an adequate stock of senior housing. Since this is presumably the segment of the population most affected by senior housing options, this is a very positive finding.

Housing Section Comments: In this section, the SRC recorded 499 individual comments. Many respondents have negative comments about rental/multi-family housing units. Respondents are also concerned about the lack of affordable, single-family housing in the area.

> *"With the ability to plan our future - look to errors of past development and results of communities with excessive rental properties"*
>
> *"The quality of life in Fitchburg is very good. It serves as a "bedroom" community to Madison. Bringing in high density rental properties will ultimately lower the quality of life issue. Let's continue to be on our present path."*

Parks and Recreation

More than three-quarters of all respondents either strongly agreed (38 percent) or agreed (38 percent) with the statement that parks and playgrounds should be located within a quarter mile of all neighborhoods in Fitchburg. Only 11 percent disagreed with this goal. Given the commitment to open spaces by Fitchburg's residents noted in the general overview segment of this report, it should probably not be surprising that they also value parks in the city.

Residents of Fitchburg report using city parks relatively heavily:

- 11 percent use park facilities daily
- 27 percent use park facilities several times per week
- 26 percent use park facilities several times per month
- 30 percent use park facilities several times per year
- 7 percent never use park facilities

Table 10 summarizes citizen opinions about what new park amenities residents would like to see in Fitchburg. There are at least a couple of ways of looking at these data. Table 10 has arranged the options about which residents were asked in descending order of the percentage that identified the item as their top priority. By a fairly wide margin, the citizens of Fitchburg identified a dog park (16 percent) as the feature they would most like to see in the city. Next in order of priority is the trio of a botanical garden, a skating rink and a natural area preserve; each was identified by slightly more than 10 percent of the respondents. An indoor recreation center, a swimming pool and nature paths were each selected by between 8 and 9 percent of the respondents as their top priority amenity.

A second way of looking at the data in Table 10 is to look at the percentage of respondents who strongly agreed or agreed that they would like to see the amenity available in Fitchburg parks. Nine amenities were identified by at least 50 percent of the respondents as something they would like. The amenities with at least 50 percent agreeing or strongly agreeing are: nature paths (85 percent), natural area preserve (81 percent), skating rink (66 percent), cross-country ski trail (62 percent), botanical gardens (57 percent), dog park and indoor recreation center (each with 56 percent), and a swimming pool and a large centralized multi-use public open space (each with 50 percent).

Interestingly, while most of the same items appear near the top of the list under either approach (the large centralized open space is a bit of an exception), the order is quite different. The dog park drops from the number 1 priority to tied for 7th, while the nature path rises from 7th to the top "vote" getter. This suggests some amenities (e.g. the dog park and the botanical garden (which dropped from 2nd in the first approach to 5th in the second)) have support that is narrower but deeper – those who want these items added to parks probably feel passionately about it. Others (nature walk and nature preserve) have support that can be characterized as broader but shallower – almost everyone who responded felt these would be great additions but relatively few felt strongly about adding them.

Demographically, there are some differences between the top priorities of men and women and families with and without children. Men are substantially more interested in a frisbee golf course (5 percent of men rated this as their top priority compared to 1 percent of women) and a mountain bike trail (7 percent of men versus 1 percent of women rated this as their top priority). Women, in contrast, are much more interested in a skating rink (7 percent of men versus 15 percent of women) and a nature preserve (9 percent of men and 12 percent of women). Families with children are more likely to rate an indoor recreation center (11 percent vs 7 percent), a dog park (17 percent vs 14 percent), and a swimming pool (12 percent vs 7 percent) as their top priority than are respondents without children in the home. In contrast, respondents who report no children in the home are substantially more likely to rate facilities for bird watching (5 percent vs 1 percent) and a nature path (10 percent vs 5 percent) as their top priority than are those with children.

Table 11 summarizes the participation in and opinions about a variety of recreational programs in Fitchburg. Note that the number of people who responded to these questions is much smaller than for other portions of the questionnaire. The reasons for this lower level of participation are unclear.

In terms of participation, the highest levels of participation, by far, are for festivals and community concerts. Approximately half of all respondents who answered these questions said they had gone to a community festival or concert. None of the other activities attracted as much as one-quarter of the overall population. Items at the bottom of Table 12 (therapeutic programs, youth activities for 13 – 18 year olds, and regional sports tournaments) tend to have somewhat more specialized or narrow audiences.

Table 10: Park Facility Priorities								
	Count	Percent Top Priority	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Enough Info
Dog park	1,306	16%	24%	32%	26%	9%	8%	1%
Botanical gardens	1,326	12%	20%	37%	25%	12%	4%	2%
Skating rink	1,330	11%	23%	43%	22%	7%	4%	1%
Natural area preserve	1,332	11%	43%	38%	14%	2%	2%	1%
Indoor rec center	1,324	9%	20%	36%	27%	9%	6%	2%
Swimming pool	1,331	9%	21%	29%	25%	13%	11%	1%
Nature paths	1,347	8%	38%	47%	11%	2%	1%	1%
Cross-country ski trail	1,307	6%	23%	39%	27%	6%	4%	1%
Mountain bike trails	1,305	4%	19%	30%	30%	12%	8%	1%
Bird watching area	1,295	4%	14%	25%	39%	14%	6%	1%
Frisbee golf	1,283	3%	8%	22%	42%	18%	7%	2%
Large, centralized open space	1,302	3%	14%	35%	33%	11%	4%	4%
Outdoor athletic field complex	1,308	1%	11%	35%	32%	13%	6%	2%
Skateboard park	1,289	1%	4%	18%	36%	21%	19%	2%
Bocce court	1,283	0%	3%	12%	50%	22%	8%	5%
Lacrosse fields	1,276	0%	3%	9%	52%	23%	11%	2%
Monuments, memorials, etc	1,294	0%	8%	22%	39%	19%	10%	1%
Cricket	1,266	0%	2%	4%	50%	28%	13%	3%
Ultimate frisbee field	1,271	0%	4%	12%	46%	22%	13%	3%

The last 5 columns of Table 11 indicate whether Fitchburg's citizens feel a recreational program should stay the same, be expanded, be improved, be reduced or be eliminated. For nearly all of these programs, a majority of the citizens of Fitchburg feel that the current level of programming is sufficient – they are happy with the status quo. The program with by far the greatest support for expansion is volunteer programs such as community clean-up days. Likewise, Table 11 provides no evidence that more than a small minority of residents would like to see these programs cut back or eliminated.

Table 11: Recreational Programs in Fitchburg

	Count	Participate	Count	No Change	Expand	Improve	Reduce	Eliminate
Festivals	972	57%	909	61%	21%	10%	3%	4%
Community Concerts	866	45%	872	52%	33%	8%	2%	4%
Adult Athletic Leagues	687	22%	758	67%	19%	7%	3%	2%
Youth Athletic Leagues	712	19%	759	63%	22%	9%	1%	2%
Volunteer Programs (clean-up)	670	19%	756	44%	42%	12%	1%	1%
Youth Activities (5 and under)	623	15%	713	65%	23%	6%	3%	3%
Youth Activities (6 - 12)	649	15%	722	62%	25%	8%	2%	2%
Senior Citizen Programs	701	14%	739	59%	27%	10%	1%	2%
Environmental Education	658	13%	736	54%	30%	10%	2%	4%
Regional Sports Tournaments	575	8%	664	64%	20%	6%	5%	6%
Youth Activities (13 - 18)	594	7%	685	61%	26%	9%	2%	2%
Special Needs/ Therapeutic Programs	590	4%	681	63%	20%	10%	3%	4%

Not surprisingly, families which include children are significantly more likely to participate in and support expansion of youth athletic leagues and youth activities for kids under 5, 6-12, and 13-18, and regional tournaments. The one surprise here is that families with children living at home reported astonishingly high levels of participation (in excess of 90 percent) in youth athletic leagues and activities.

Those over 35 are more likely to participate in environmental education programs, senior programs, volunteer activities, youth athletic leagues, and youth activity programs for children over 5 years of age. Those over 35 are significantly more supportive of expanding adult athletic leagues, festivals, and under-5 youth activities.

Women participate in significantly higher numbers than men in community concerts, festivals, and volunteer activities. Women are significantly more likely to support an expansion of concerts, environmental programs, and under-5 youth activities.

Families without children would expand senior programming and volunteer activities.

Residents were asked to help prioritize expansions of facilities and amenities in Fitchburg's parks. Their opinions are summarized in Table 12. Citizen's placed the highest priority on expanding multi-use trails that link parks and neighborhoods and improving the landscaping in parks. With respect to trails, relatively few respondents provided explicit input on where these trails should go (4 people said "all"). One theme that did emerge was a call to link various Fitchburg parks to the Capital City Trail. Five respondents suggested improved landscaping for McKee Park, 3 in all parks, 2 in McGaw, and 1 each for Wildwood and Swan Creek.

The next highest percentage top priority, golf course, was also the only feature for which more than 10 percent of the respondents suggesting reducing. Most of the comments focused on expanding golf facilities at Nine-Springs.

The final 4 columns of Table 12 provide input from the citizens with respect to expanding, improving, reducing or leaving unchanged the park features we have been discussing. The major themes that emerge from these columns are:

- There is little support for reducing these park features
- With few exceptions, a majority of respondents are satisfied with the status quo
- Features for which expansion or improvement should be considered include expanding multi-use, linking trails, improved landscaping, adding a sledding hill, and increasing the supply of drinking fountains.

Residents who suggested expanding a given feature were asked to indicate where this expansion should take place. As noted above, rarely did more than 10 people provide this sort of input. However, one pattern did become clear from the data – improvements for McKee Park were suggested more often than for other parks in Fitchburg. McKee Park was identified by more than 50 respondents as a place where additional amenities or facilities could be placed. The next park with the second most suggestions, McGaw received fewer than 20 such suggestions.

Table 12: Expanding Facilities or Amenities						
	Percent Top Priority	Count	Expand	Improve	Reduce	No Change
Multi-Use Linking Trails	24%	1,086	50%	18%	1%	30%
Landscaping	20%	1,056	31%	28%	2%	39%
Golf Course	11%	999	20%	16%	11%	54%
Sledding Hill	8%	996	32%	18%	3%	47%
Shelters	6%	970	16%	18%	3%	64%
Lighting	6%	990	18%	27%	3%	52%
Drinking Fountains	5%	993	25%	23%	3%	49%
Restrooms	5%	1,006	22%	23%	1%	54%
Soccer Fields	3%	948	9%	12%	4%	75%
Basketball Courts	2%	977	12%	18%	3%	66%
Playground Equipment	2%	1,004	14%	19%	2%	65%
Tennis Courts	2%	953	12%	11%	4%	73%
Volleyball Courts	2%	929	14%	9%	3%	73%
Baseball Fields	1%	972	9%	14%	4%	74%
Seating	1%	942	13%	15%	3%	69%
Bike Racks	0%	966	21%	18%	3%	58%
Grills	0%	933	15%	12%	8%	66%

<u>Park and Recreation Section</u>: In part because this was the largest section in the questionnaire, the SRC recorded a large number of comments about parks and recreation, a total of 1,196. In this section, respondents clearly expressed how much they like Fitchburg parks. However, a few respondents questioned if parks and recreation concerns should take priority over other city concerns, for example the lack of a Fitchburg school system, high taxes, a city library, etc.

> *"Fitchburg needs to continue promoting open space, bike trails and parks. They have done a great job, that is why we live here."*

> *"One town, three school systems, no influence on allocation of education resources. Until we address this, all this is like re-arranging the deck chairs on the Titanic. Find me a well-regarded suburb without influence or control over its education system. I doubt it exists. It's good that we talk about all this stuff, but put first things first."*

Business Issues

As noted in the survey methods portion of this report, questionnaires were sent to 527 businesses in Fitchburg and only 32 returned them. The estimates reported in this section are expected to be accurate to only within plus or minus 18 percent because of the small sample with which we are working. Given these statistical properties, the results of this section should be viewed as impressionistic rather than definitive.

Table 13 summarizes some of the employee issues in Fitchburg. The two sections of Table 13 show the proportion of different types of employees and what they are paid. So, for the 31 firms who responded, professionals and technical people make up 31 percent of their workforce on average but 42 percent of firms said they have no one in this category, they make up 10 percent or less of the workforce in 13 percent of the firms, between 11 and 25 percent in 3 percent of the firms, between 51 and 75 percent in 10 percent and more than 75 percent in 29 percent of the 31 firms. As the table indicates, more than half of the workers in these firms are either professional/technical or semi-skilled workers.

As one might expect professional/technical workers, on average, make more than the other types of workers about which businesses were asked – their average earnings are estimated to be $25.56 per hour. Not only are professional/technical workers more expensive, they are also reportedly harder to recruit for Fitchburg's business community, with 58 percent reporting that they have difficulty doing so. The three most important recruiting factors, according to the business community, include the cost and availability of housing in the city, the overall cost of living in Fitchburg, and personal tax structure.

For nearly three-quarters of all businesses in Fitchburg, 75 percent or more of their workers come either from Fitchburg itself (13 percent) or from elsewhere in Dane County (60 percent)

Business respondents were asked to indicate whether or not they were planning expansions, modernizations, upgrades or departures from Fitchburg. Over half of the businesses said that their present property would allow for expansion but only about one-quarter indicated that they intend to expand. Comparable numbers expect to build a new building or leave Fitchburg. Substantially higher percentages seem prepared to modernize their building (41 percent), modernize their equipment (59 percent), or upgrade their technology (61 percent)

With the exception of mass transit, large majorities of the business community appear to find the municipal services provided by Fitchburg to be adequate for their needs. Slightly more than 71 percent of respondents rated the overall level of governmental services as excellent (6 percent) or good (65 percent). An even stronger majority rated the overall business climate in Fitchburg as favorable.

Table 13: Employee Issues in Fitchburg

Percent of Workforce Is:

	Count	Average	0%	<10%	11-25%	26-50%	51-75%	76-100%
Professional/ Technical	31	37	42%	13%	3%	3%	10%	29%
Office/ Administrative	30	19	27%	30%	23%	13%	0%	7%
High Skill	30	9	67%	13%	10%	7%	0%	3%
Semi-Skill	30	28	43%	10%	0%	27%	0%	20%
Unskilled	30	9	73%	7%	3%	13%	0%	3%

Percent of Workforce Is Paid:

	Count	Average	<$10	$11-$15	$16-$25	$26-$50	$51+
Professional/ Technical	16	$25.56	6%	13%	44%	31%	6%
Office/ Administrative	18	$17.00	11%	33%	44%	11%	0%
High Skill	8	$24.13	0%	25%	63%	0%	13%
Semi-Skill	14	$14.07	21%	50%	29%	0%	0%
Unskilled	6	$9.67	83%	17%	0%	0%	0%

Percent Reporting Difficult to Recruit

	Count	Yes
Blue Collar	22	36%
Office/ Admin	24	29%
Professional/ Technical	26	58%

Factors Affecting Recruiting

	Count	Average	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Enough Info
Housing Cost/ Availability	27	2.4	22%	41%	19%	11%	4%	4%
Cost of Living	27	2.5	30%	30%	15%	19%	4%	4%
Personal Taxes	27	2.6	22%	33%	26%	7%	7%	4%
Quality of Life	26	2.7	23%	31%	15%	23%	4%	4%
Transportation	27	2.7	15%	33%	37%	7%	0%	7%
Climate	26	3.0	15%	12%	42%	23%	4%	4%
K-12 Schools	27	3.1	7%	37%	19%	19%	11%	7%
Area Tech College	27	3.6	0%	19%	37%	26%	7%	11%

Table 14: Business Plans and Opinions						
	Count	Percent Yes				
Owned Property Allows Expansion	32	53%				
Planning Expansion	30	27%				
Planning Modernization	32	41%				
Planning New Building	31	26%				
Planning Equipment Modernization	32	59%				
Planning Tech Upgrade	31	61%				
Planning to Move	32	25%				
Water Pressure OK	28	100%				
Elec/Gas OK	31	97%				
Road Network OK	32	91%				
Data Lines OK	31	81%				
Wireless Facilities OK	25	80%				
Voice Lines OK	30	77%				
Mass Transit OK	29	59%				
	Count	Excellent	Good	Fair	Poor	No Opinion
Overall Level of Gov't Service	31	6%	65%	19%	0%	10%
Overall Business Climate in Fitchburg	31	23%	61%	6%	6%	3%

Conclusions

Based on the responses to this questionnaire, the citizens of Fitchburg appear to be quite concerned about the future environment of their city. They indicated a strong desire for what might be termed managed growth – developments contiguous to the urbanized portion of Fitchburg, provision of green space, redevelopment and in-filling, and a strong preference for more single-family homes occupied by their owners. They even seem willing to institute a program to compensate farmers and other large land owners for preserving open space.

Fitchburg residents would like to see a slightly slower rate of growth and are resistant to becoming either a bedroom community or an employment community (they would like a balance of jobs and dwellings). The preferred source of jobs is research and technology and the preferred place in which to locate those jobs is a mixed-use development that is accessible from a variety of transit options. Residents also appear interested in maintaining the area's production agriculture base. Interestingly, Fitchburg's farm population is significantly less supportive of preserving the area's farming heritage.

With respect to parks and recreation, Fitchburg residents appear to be avid users of the facilities available to them. Families with children reported very high rates of participation in youth sports and other activities and participation in festivals and community concerts also seems to be robust. For the most part, the citizens are satisfied with the current array of programs, facilities and amenities available to them in the city parks. They do, however, seem more interested in expanding or improving the parks and the programs and facilities therein rather than reducing them.

Appendix A – Non-Response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose non-respondents generally feel that the City of Fitchburg should grow at a faster rate than it has been (Question 5), whereas most of those who returned their questionnaire feel that growth should occur at a severely restricted rate. In this case non-response bias would exist and the raw results would overstate concerns about the rate of growth in Fitchburg.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing) and we assume that they are representative of that group. In this survey, there were three mailings. The SRC combined the responses to the second (97 returned questionnaires) and third (45) mailings, and compared them to the first mailing (249 responses).

We found very few statistically significant differences between the mean responses of these two groups of Fitchburg citizens (Table A1). In addition, there was no pattern to the few (5 variables of 117 tested) for which statistical differences exist. The variables for which there were statistical differences were spread throughout the questionnaire and differences are largely ones of degree than of substance. For example, both respondents to the first mailing and to subsequent mailings agree that “Fitchburg should provide green space or open space buffers between Fitchburg and adjacent communities”, which was question 3 in the questionnaire. Those who responded to the second or third mailings (a mean value of 1.78, where 1 = strongly agree and 5 = strongly disagree) feel somewhat more strongly about this issue than do first mailing responders (2.02). The only instance in which there is a substantive difference between the first and subsequent mailing responders is with respect to senior housing; those responding to the second and third mailings disagree that Fitchburg provides adequate housing that meets the needs of seniors. Respondents to the first mailing were, on average, neutral on this issue. Because of the small number of significant differences, the SRC concludes that non-response bias is not a serious concern for this sample.

Table A1 – Statistically Significant Differences Between Responses of First and Subsequent Mailings

Variable	Mean First Mailing	Mean Subsequent Mailing	Statistical Significance
Q3 Provide green space buffer	2.02	1.78	0.03
Q16 Ag/Residential conflicts a current problem	2.35	2.09	0.04
Q25 Fitchburg promote office/business park	2.06	2.30	0.04
Q28 Fitchburg senior housing adequate	3.24	3.83	0.01
Q34 Develop new ice skating rink	2.48	2.22	0.03

Next, the 391 responses from the statistical sample were compared to the 1,053 responses from the non-statistical sample. Again, we found very few statistically significant differences in the means (Table A2 - 6 variables out of 117 tested) and no clear pattern of differences between these two groups of respondents. Respondents in the statistical sample were:

- slightly less adamant that new developments occur adjacent to areas which are already developed
- slightly less likely to encourage mixed use developments
- more likely to participate in local festivals
- less likely to volunteer
- more likely to be satisfied with the status quo with respect to regional sports tournaments
- slightly less heavy users of city park facilities

We feel, therefore, that it is legitimate to use the data from all respondents (1,444 completed surveys) as a single sample. In the text of the report, instances in which the opinions of those in the sample differ from the general mailing will be noted.

Table A2 – Statistically Significant Differences Between the Statistical Sample and the General Mailing

Variable	Mean Statistical Sample	Mean General Mailing	Statistical Significance
Q1 New development adjacent	2.47	2.29	0.01
Q31 Encouraged mixed-use developments	2.66	2.49	0.03
Q35 Participates in festivals (yes=1, no=0)	0.63	0.55	0.02
Q35 Participates in volunteer programs (yes=1, no=0)	0.16	0.23	0.02
Q35 Regional sports tournaments	1.49	1.77	0.01
Q37 Frequency of City park facilities	3.16	3.00	0.01

Appendix B – City of Fitchburg Survey Comparison Tables

Table B1 – General Overview Section Comparison

General Overview Section	Residential – Non-Statistical Group		Residential – Statistical Group		Business Community	
New development should occur adjacent to areas which are already developed.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	32% 37% 15% 7% 5% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	27% 38% 15% 7% 5% 7%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	50% 27% 10% 10% 3% 0%
The Comprehensive Plan should achieve and maintain 50% single-family and 50% multi-family (owner occupied townhouses/condominiums and renter occupied apartments) housing.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	8% 21% 19% 25% 21% 6%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	5% 27% 18% 24% 21% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	9% 22% 28% 19% 22% 0%
If you strongly disagree or disagree, what percentage should be achieved and maintained?	See Survey Comments		See Survey Comments		Comments not inputted for business survey	
Fitchburg should provide green space or open space buffers between Fitchburg and adjacent communities.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	45% 31% 12% 7% 3% 3%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	44% 34% 12% 7% 2% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	35% 26% 23% 10% 6% 0%
Do you feel Fitchburg should have:	A balance between the jobs and dwelling units. More dwelling units than jobs. More jobs than dwelling units.	65% 28% 7%	A balance between the jobs and dwelling units. More dwelling units than jobs. More jobs than dwelling units.	64% 28% 8%	A balance between the jobs and dwelling units. More dwelling units than jobs. More jobs than dwelling units.	74% 10% 16%

Fitchburg should grow and develop:	At the same rate it has been. At a severely restricted rate. At a slower rate. At a faster rate than it has been.	32% 12% 49% 7%	At the same rate it has been. At a severely restricted rate. At a slower rate. At a faster rate than it has been.	35% 12% 45% 9%	At the same rate it has been. At a severely restricted rate. At a slower rate. At a faster rate than it has been.	35% 6% 39% 19%
Which one of these statements best describes how you want Fitchburg to look beyond the next 30 years?	Retain rural area Look to eventually develop most land within its current 34-square-mile boundary. Promote redevelopment to meet new growth. Develop rural land to meet new growth. Develop rural land adjacent to existing development in order to meet new growth.	46% 6% 19% 6% 24%	Retain rural area Look to eventually develop most land within its current 34-square-mile boundary. Promote redevelopment to meet new growth. Develop rural land to meet new growth. Develop rural land adjacent to existing development in order to meet new growth.	45% 6% 20% 7% 22%	Retain rural area Look to eventually develop most land within its current 34-square-mile boundary. Promote redevelopment to meet new growth. Develop rural land to meet new grow. Develop rural land adjacent to existing development in order to meet new growth.	23% 6% 23% 10% 39%

Table B2 – Agricultural Section Comparison

Agricultural Section	Residential – Non-Statistical Group		Residential – Statistical Group		Business Community	
Do you feel Fitchburg should promote the preservation of rural open spaces?	Yes Neutral No Not Enough Info	80% 9% 8% 3%	Yes Neutral No Not Enough Info	76% 11% 9% 4%	Yes Neutral No Not Enough Info	68% 19% 13% 0%
Do you feel Fitchburg should promote the development of rural open spaces?	Yes Neutral No Not Enough Info	16% 20% 57% 7%	Yes Neutral No Not Enough Info	19% 20% 54% 7%	Yes Neutral No Not Enough Info	24% 24% 45% 7%
Do you feel Fitchburg should encourage the continuation of production agriculture?	Yes Neutral No Not Enough Info	70% 17% 7% 5%	Yes Neutral No Not Enough Info	63% 25% 8% 4%	Yes Neutral No Not Enough Info	66% 25% 6% 3%
Do you feel land-use conflicts between agriculture and residential development are currently a problem?	Yes Neutral No Not Enough Info	45% 15% 20% 19%	Yes Neutral No Not Enough Info	39% 17% 24% 20%	Yes Neutral No Not Enough Info	39% 19% 26% 16%
Do you think the APA should be a temporarily defined area?	Yes Neutral No Not Enough Info	34% 14% 37% 15%	Yes Neutral No Not Enough Info	33% 17% 36% 14%	Yes Neutral No Not Enough Info	40% 20% 33% 7%
Do you think the APA should be a temporarily permanently area?	Yes Neutral No Not Enough Info	45% 12% 29% 14%	Yes Neutral No Not Enough Info	41% 19% 27% 12%	Yes Neutral No Not Enough Info	50% 18% 29% 4%
Should Fitchburg have a program to compensate rural landowners for keeping land in a permanently undeveloped state (allowing agricultural and open-space conservancy)?	Yes Neutral No Not Enough Info	52% 13% 25% 10%	Yes Neutral No Not Enough Info	51% 14% 25% 10%	Yes Neutral No Not Enough Info	55% 17% 17% 10%

If Fitchburg adopts a compensation program, how should it be financed?	Payments by all taxpayers and/or grant funds from other units of government. Payments by developers (costs passed on to owners of newly developed lands.) A combination of payments by all taxpayers and developers. Other methods: See Comments	5% 50% 41% 5%	Payments by all taxpayers and/or grant funds from other units of government. Payments by developers (costs passed on to owners of newly developed lands.) A combination of payments by all taxpayers and developers. Other methods: See Comments	7% 52% 37% 4%	Payments by all taxpayers and/or grant funds from other units of govt. Payments by developers (costs passed on to owners of newly developed lands.) A combination of payments by all taxpayers and developers. Other methods:	8% 42% 37% 13%

Table B3 – Economic Development Section Comparison

Economic Development Sections	Residential – Non-Statistical Group		Residential – Statistical Group		Business Community	
Continue to encourage employment-anchored mixed-use developments that incorporate transit alternatives (i.e., car, bus, bicycle, pedestrian).	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	35% 45% 9% 4% 2% 4%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	30% 48% 11% 4% 2% 4%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	43.33% 46.67% 10.00% 0.00% 0.00% 0.00%
Promote higher density business developments with multi-story buildings (e.g., 2-4 stories) that work with the topography.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	23% 41% 15% 14% 6% 2%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	18% 43% 16% 15% 6% 2%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	35.48% 48.39% 6.45% 6.45% 3.23% 0.00%
Fitchburg should capitalize on its natural (e.g., E-way, open space) amenities and built (e.g., bike trails, historic sites) amenities to encourage tourism.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	32% 37% 18% 9% 3% 2%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	32% 38% 18% 9% 2% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	32.26% 25.81% 29.03% 6.45% 3.23% 3.23%
Fitchburg should seek retail and commercial developments that meet the shopping needs of our residents and businesses.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	27% 48% 13% 8% 3% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	26% 53% 11% 6% 3% 0%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	22.58% 54.84% 12.90% 6.45% 3.23% 0.00%
Fitchburg should seek retail and commercial developments that meet the regional shopping needs.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	11% 22% 25% 27% 13% 2%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	10% 23% 26% 28% 12% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	18.75% 28.13% 15.63% 25.00% 12.50% 0.00%

Infill development and redevelopment of older neighborhoods (residential and commercial) of the City should be a priority over the next 20 years.	Strongly Agree	27%	Strongly Agree	20%	Strongly Agree	46.88%
	Agree	39%	Agree	43%	Agree	37.50%
	Neutral	19%	Neutral	20%	Neutral	6.25%
	Disagree	7%	Disagree	6%	Disagree	0.00%
	Strongly Disagree	3%	Strongly Disagree	3%	Strongly Disagree	9.38%
	Not Enough Info	6%	Not Enough Info	8%	Not Enough Info	0.00%
In your opinion, what economic options do you think Fitchburg should promote? Farming (traditional and/or alternative)	Strongly Agree	27%	Strongly Agree	27%	Strongly Agree	46.15%
	Agree	44%	Agree	41%	Agree	15.38%
	Neutral	17%	Neutral	18%	Neutral	15.38%
	Disagree	7%	Disagree	9%	Disagree	11.54%
	Strongly Disagree	3%	Strongly Disagree	4%	Strongly Disagree	7.69%
	Not Enough Info	1%	Not Enough Info	1%	Not Enough Info	3.85%
Manufacturing	Strongly Agree	6%	Strongly Agree	5.%	Strongly Agree	16.67%
	Agree	24%	Agree	26%	Agree	45.83%
	Neutral	30%	Neutral	32%	Neutral	16.67%
	Disagree	25%	Disagree	26%	Disagree	8.33%
	Strongly Disagree	13%	Strongly Disagree	9%	Strongly Disagree	8.33%
	Not Enough Info	2%	Not Enough Info	2%	Not Enough Info	4.17%
Office/Business Park	Strongly Agree	22%	Strongly Agree	22%	Strongly Agree	30.43%
	Agree	53%	Agree	52%	Agree	39.13%
	Neutral	18%	Neutral	18%	Neutral	4.35%
	Disagree	4%	Disagree	6%	Disagree	13.04%
	Strongly Disagree	2%	Strongly Disagree	1%	Strongly Disagree	8.70%
	Not Enough Info	1%	Not Enough Info	1%	Not Enough Info	4.35%
Research/Technology	Strongly Agree	44%	Strongly Agree	43%	Strongly Agree	42.31%
	Agree	44%	Agree	46%	Agree	38.46%
	Neutral	8%	Neutral	8%	Neutral	3.85%
	Disagree	2%	Disagree	2%	Disagree	3.85%
	Strongly Disagree	1%	Strongly Disagree	1%	Strongly Disagree	7.69%
	Not Enough Info	1%	Not Enough Info	0%	Not Enough Info	3.85%
Retail Commercial (shopping, restaurants)	Strongly Agree	19%	Strongly Agree	19%	Strongly Agree	29.17%
	Agree	48%	Agree	50%	Agree	37.50%
	Neutral	20%	Neutral	18%	Neutral	12.50%
	Disagree	7%	Disagree	8%	Disagree	0.00%
	Strongly Disagree	3%	Strongly Disagree	3%	Strongly Disagree	12.50%

	Not Enough Info	2%	Not Enough Info	1%	Not Enough Info	8.33%
Warehouse/Distribution	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	5% 19% 32% 28% 14% 3%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	3% 19% 34% 28% 14% 3%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	13.04% 34.78% 21.74% 13.04% 13.04% 4.35%

Table B4 – Housing Section Comparison

Housing Section	Residential – Non-Statistical Group		Residential – Statistical Group		Business Community	
In your opinion, what housing options do you think Fitchburg should promote? Workforce owner-occupied housing	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	37% 40% 11% 4% 3% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	37% 40% 12% 4% 2% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	41% 44% 9% 3% 0% 3%
Workforce rental housing	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	6% 29% 27% 21% 12% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	5% 28% 30% 24% 10% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	3% 50% 23% 17% 3% 3%
Renter-occupied multi-family (apartment buildings)	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	3% 19% 26% 33% 18% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	2% 15% 24% 38% 18% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	7% 13% 37% 33% 7% 3%
Renter-occupied attached single-family (duplexes)	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	4% 32% 32% 20% 12% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	3% 32% 32% 22% 10% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	7% 33% 23% 27% 7% 3%

Owner-occupied multi-family (condominiums/townhouses)	Strongly Agree	21%	Strongly Agree	19%	Strongly Agree	19%
	Agree	53%	Agree	51%	Agree	45%
	Neutral	15%	Neutral	18%	Neutral	29%
	Disagree	6%	Disagree	10%	Disagree	3%
	Strongly Disagree	4%	Strongly Disagree	2%	Strongly Disagree	0%
	Not Enough Info	1%	Not Enough Info	1%	Not Enough Info	3%
Owner-occupied single-family (single-family houses)	Strongly Agree	49%	Strongly Agree	48%	Strongly Agree	44%
	Agree	40%	Agree	42%	Agree	38%
	Neutral	7%	Neutral	8%	Neutral	9%
	Disagree	1%	Disagree	0%	Disagree	3%
	Strongly Disagree	1%	Strongly Disagree	1%	Strongly Disagree	3%
	Not Enough Info	1%	Not Enough Info	1%	Not Enough Info	3%
Single-family housing should be preferred over multi-family housing.	Strongly Agree	41%	Strongly Agree	41%	Strongly Agree	31%
	Agree	30%	Agree	33%	Agree	31%
	Neutral	15%	Neutral	15%	Neutral	13%
	Disagree	11%	Disagree	8%	Disagree	16%
	Strongly Disagree	1%	Strongly Disagree	2%	Strongly Disagree	6%
	Not Enough Info	2%	Not Enough Info	2%	Not Enough Info	3%
Fitchburg provides adequate housing that meets the needs of seniors.	Strongly Agree	9%	Strongly Agree	8%	Strongly Agree	9%
	Agree	34%	Agree	35%	Agree	25%
	Neutral	16%	Neutral	19%	Neutral	25%
	Disagree	10%	Disagree	8%	Disagree	9%
	Strongly Disagree	3%	Strongly Disagree	3%	Strongly Disagree	6%
	Not Enough Info	28%	Not Enough Info	28%	Not Enough Info	25%
Fitchburg provides adequate housing that meets the needs of people with disabilities.	Strongly Agree	6%	Strongly Agree	6%	Strongly Agree	65%
	Agree	20%	Agree	20%	Agree	16%
	Neutral	21%	Neutral	23%	Neutral	26%
	Disagree	7%	Disagree	6%	Disagree	13%
	Strongly Disagree	3%	Strongly Disagree	3%	Strongly Disagree	3%
	Not Enough Info	44%	Not Enough Info	42%	Not Enough Info	35%
Single-family housing in Fitchburg should emphasize a variety of lot sizes rather than uniform lot sizes.	Strongly Agree	31%	Strongly Agree	30%	Strongly Agree	31%
	Agree	51%	Agree	50%	Agree	56%
	Neutral	12%	Neutral	15%	Neutral	9%
	Disagree	3%	Disagree	3%	Disagree	0%
	Strongly Disagree	1%	Strongly Disagree	0%	Strongly Disagree	0%
	Not Enough Info	2%	Not Enough Info	2%	Not Enough Info	3%

Encourage the development of planned residential areas large enough to allow "mixed-use" with a variety of housing types, complementary commercial, and open-space uses.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	21% 42% 16% 12% 5% 4%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	17% 38% 22% 13% 6% 4%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	23% 43% 20% 7% 3% 3%
Encourage 65% owner-occupied and 35% renter-occupied housing within new neighborhoods.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	20% 36% 16% 14% 10% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	22% 37% 14% 15% 7% 5%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	17% 30% 17% 20% 10% 7%
If you strongly disagree or disagree with the split, what split would you like to see?	See Survey Comments		See Survey Comments			

Table B5 – Park and Recreation Section Comparison

Park and Recreation Section	Residential – Non-Statistical Group		Residential – Statistical Group		Business Community	
Parks and playgrounds should be provided within 1/4 mile (considered to be a convenient walking distance) from all neighborhoods.	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	34% 39% 12% 11% 3% 1%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	33% 35% 18% 11% 1% 2%	Strongly Agree Agree Neutral Disagree Strongly Disagree Not Enough Info	22% 34% 19% 16% 9% 0%

Appendix C – Re-weighting the Results

Comparing the mean responses of those under 35 years of age to those over 35 using a standard T-Test, the SRC found that opinions about the balance of dwellings and jobs in Fitchburg were significantly different at the 1 percent level. This means that there is less than a 1 percent chance that the observed differences are due to chance.

Table C1 indicates that for the un-weighted sample as a whole, 65 percent felt that Fitchburg should aim for a balance between the number of jobs and the number of dwelling units in the city. A significantly higher percentage of those under 35 years of age (71 percent) felt this way.

From Table 1, we know that those under 35 make up only 17 percent of the sample but, according to the 2000 Census, represent 43 percent of the adult population of Fitchburg. The weighted sample percentage of those preferring a balance between dwellings and jobs (67 percent) is calculated by the following formula:

*(Under 35 opinion * percent under 35) + (Over 35 opinion * percent over 35) = weighted %*

or

(71 percent * 43 percent of the population) + (64 percent * 57 percent of the population) = 67%

Table C1 – Re-Weighting Results

	Full Sample	Under 35	Over 35	Weighted Sample
Balance dwellings and jobs	65%	71%	64%	67%
More dwellings than jobs	28%	24%	28%	26%
More jobs than dwellings	8%	5%	8%	7%