



SRF No. 12141

Comprehensive Plan Steering Committee

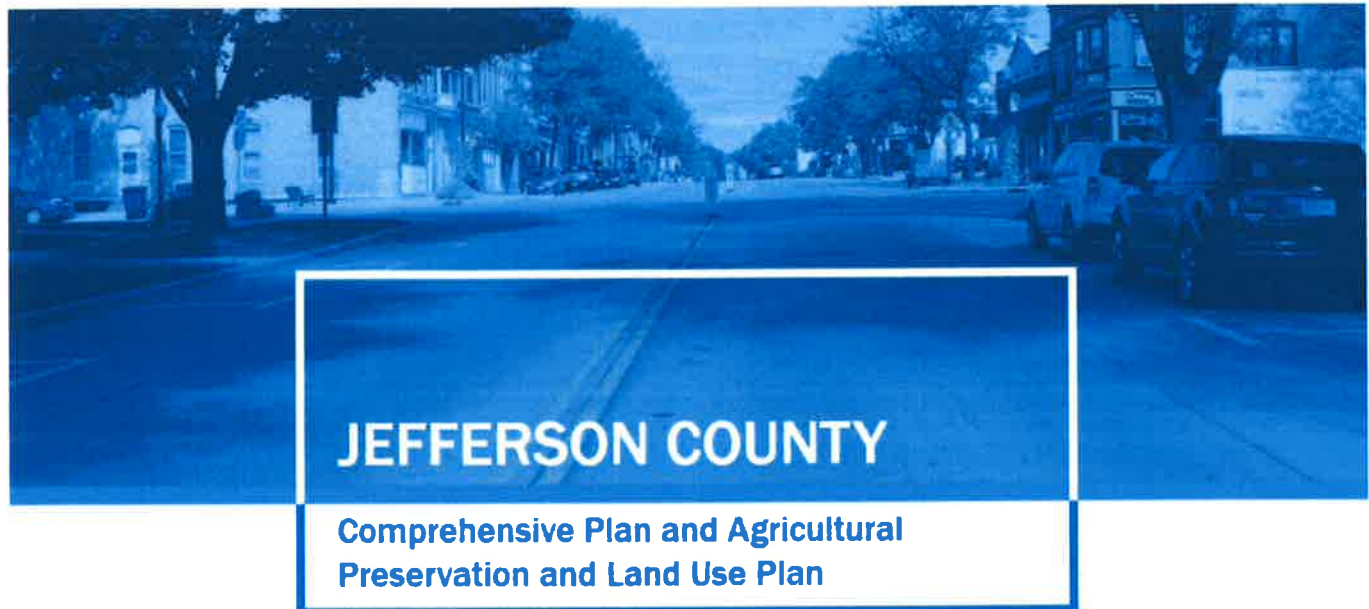
Jefferson County Comprehensive Plan and Agricultural Preservation and Land Use Plan

Tuesday, October 1, 2019

**UW Extension
864 Collins Road, Rooms 8/9
Jefferson, WI
1:00 p.m.**

1. Introductions
2. Early Public Engagement Summary
 - a. Online Survey Review
 - b. Regional Meeting Summary
 - c. Intergovernmental Interview Summary
 - d. Early Public Engagement Key Themes
3. Existing Goal Review
 - a. Comprehensive Plan
 - b. Agricultural Preservation and Land Use Plan
4. Next Steps

Jefferson County – Comprehensive Plan and Agricultural Preservation and Land Use Plan
Regional Meetings #1-4 – Meeting Summaries
June – July 2019



Jefferson County staff and the consultant team conducted four Regional Meetings to present initial findings and share data collection efforts for the Comprehensive Plan and Agricultural Preservation and Land Use Plan. Staff hosted four events throughout the County between the hours of 6-8 pm which allowed residents and attendees a chance to understand the project goals and provide an opportunity to provide feedback regarding the Jefferson County Comprehensive Plan Update. The meeting dates, locations, and number of attendees are listed below:

- Regional Meeting #1, Monday, June 24th at the Bank of Lake Mills Community Room in the City of Watertown. There were 13 attendees who signed in.
- Regional Meeting #2, Wednesday, June 26th at Palmyra Eagle High School, Village of Palmyra. There were 12 attendees who signed in.
- Regional Meeting #3, Wednesday, July 10th at the Dwight Foster Memorial Library, City of Fort Atkinson. There were 23 attendees who signed in.
- Regional Meeting #4, Thursday, July 11th at the Lake Mills Municipal Building, City of Lake Mills. There were 38 attendees who signed in.

The agenda at the Regional Meetings covered:

- Purpose, reason for updating, and overall goals of the Comprehensive Plan and Agricultural Perseveration and Land Use Plan
- Planning process overview
- Plan elements and chapters of the plans
- Existing conditions information, including demographics, population projections, and socio-economic indicators
- Engagement exercises and five exhibit board on display for attendees

Plan Purpose, Process & Elements

The regional engagement meetings began with introductions and a power point presentation by SRF staff. SRF staff explained the basics of what a comprehensive plan is and highlighted the importance of community involvement in developing the Comprehensive Plan and Agricultural Preservation and Land Use Plan for Jefferson County. The presentation outlined past and current planning efforts, explaining Wisconsin State Statutes requirements that the plans must:

- Be updated every ten years
- Create at least a twenty-year vision for future planning and community decisions
- address at least nine elements (shown in graphic below)

Demographic and Socio-Economic Data

Socio-economic data slides including historic population, population change, population density, population age-cohorts, senior and youth population, median household income, poverty status, employment density, employment characteristics, housing trends, and 2040 projections including number of households and employment were presented. Attendees were encouraged to ask questions during the presentation on the data trends. Some attendees were surprised to see the population projections for 2040, but they are partially conditional on the outcomes of this plan.

Engagement Exercises

Following the introduction of the planning process and the demographic data, all four regional meetings broke into groups of 4-8 attendees for engagement exercises. At all four meetings, the initial exercise asked attendees to list the strengths and challenges in the county. Based on the discussion and responses in the first exercise, a second exercise focused on one of the nine elements of the plan. Following this 45-minute discussion, responses for each table were reported out to all attendees.

Strengths and Challenges Exercise

Meeting attendees were prompted to work in groups of 4-8 individuals and discuss various topics within the County. Each group was given one large notepad and attendees were asked to record strengths and opportunities/challenges facing the County over the next twenty years. The strengths focused on why attendees enjoyed living in the county, while the challenges included nuisances the county could address and opportunities for improvement.

Engagement Exercises – Provide your input!

Strengths

- What is going well?
- What elements can we build upon?
- What would you like to see more of?

Opportunities/Challenges

- What are areas of improvement?
- What could be changed to improve the future of Jefferson County?



The top responses for strengths and opportunities/challenges are shown in the table below, indicating the number of tables mentioning each attribute at all four meetings combined. Attendees enjoy the recreational trails and outdoor activities in the county, the beauty of the natural and agricultural lands, and access to good schools. However, housing is a concern for many. This includes the lack of affordable housing and downtown/infill development, as well as a concern of too many rural areas being converted into subdivisions. Attendees also raised economic concerns on good paying jobs and access to high speed internet.

Strengths	Opportunities/Challenges
Recreational Trails and Outdoor Activities – 13	Housing Shortage/Too Expensive – 5
Natural Beauty – Agricultural Lands – 8	Lack of downtown development/economic development - 3
Good Schools – 7	Recreation – 3
Proximity to Large Cities – 4	Broadband – 3
Strong Sense of Community – 4	Loss of Good Paying Jobs – 3
Access to Good Healthcare – 4	Fire Department/Emergency Response Funding – 3
Rural Character – 4	Town Roads (Bad) -3
Efficient Road Ways and Transportation – 3	Expensive Farm Land/Decreasing Farm Land – 3
Zoning Protection of Greenery/Natural Areas - 3	Lack of collaboration of Government – 3
Protection of clean water and air – 2	Use of Rivers (Increase Development) – 2
Sense of Safety – 2	Septic Services – 2
Small Town Identity – 2	Public transportation across county – 2
Park and Rec Department – 2	Bad Roads – 2
Proximity to Retail/Jobs and Economic Strength– 2	Lack of farmland development - 2
Recreational Businesses	Building stock opportunities for reuse
Low Taxes	Mix of agriculture and urban development
Limited Zoning and Land Preservation	Cell service
Growth form Community Out	Renewable Energy
Historic Preservation	Lack of Young People
Access to Nice Lakes	Financing
Local Government Cooperation	Zoning – Build Tax Base
County Fair	Community Health
Lake Mills is Nice	Opening rural areas for development (Bad)
Libraries	Too much commercial development
Family Centered Community	Threat of Flood Plain

Plan Element Exercises

Depending on the prevailing conversation topics in the previous discussion, a second engagement exercise focused on one of the nine elements of the plan. In Watertown, the discussion focused on Transportation, while in Palmyra it covered Transportation and Land Use. The discussions in Fort Atkinson and Lake Mills focused on Transportation, Housing and Land Use but covered all nine elements more broadly, such as economic development and community facilities.

Transportation

Attendees were asked to consider the following questions: Are Roadways in Good Condition? Are there Safety Issues? Is there Concern Regarding Maintenance or Snow Removal Issues? Are there Needed Connections? Attendees were encouraged to add stickers to a map of the county's road and trail system to note specific locations for future improvements. General transportation themes included:

Transit Connections – Access to Health Care, Shopping	Snowmobile Trails	River connections and crossings/ Closures due to Flooding	ATVs on Roads
State of Good Repair (or lack thereof)	Roundabouts (good and bad)	Lack of Speed Enforcement	Bicycle Safety
Mobility Management	Taxi Access	Interstate Growth Areas	Bike Trail Expansion

Housing

To facilitate input, attendees were asked to consider the following questions: What changes are needed to create a housing stock that meets the needs of Jefferson County Residents? Where should the County spend its time and resources? What types of housing are needed for future residents? And, what is the greatest need for the future housing stock? Attendees could fill out a worksheet to indicate what the county should prioritize. Attendees preferred to see the county support senior housing development and affordable housing development. General housing themes discussed during the meetings included:

Workforce Housing	Rural Subdivisions (good and bad)	Affordable Housing	Infill Development
Empty farmsteads	Restricting Lot Splitting	Preserve Sense of Community	Need for Senior Housing
Allowing Accessory Dwelling Units and Duplexes	Opportunities for Rental Housing	Need for Multi-generational Housing	

Land Use

Attendees offered their views on the following topics related to Land Use: Where are Areas to be Protected? What are Areas of Change? What Areas Present Opportunity? And, What Areas Should be Preserved or Used for Enhancement? The current zoning map, land use map, and farmland preservation map provided reference points for attendees. General themes during the meetings included:

Farmland preservation (good and bad; preserve best only)	Limit CAFO impact	Driveway lengths	Utility corridors
Lot splitting	Land trusts		

The photos below illustrate the format of the successful public engagement events in Jefferson County (Top Left: Watertown – June 25th, Lower Left: Palmyra – June 26th, Top Right: Fort Atkinson – July 10th and Lower Right: Lake Mills – July 11th):



Postcards

Beyond in-person activities, postcards with project information including the project website and contact information were distributed. The post card provided general information about the Comprehensive Plan Update, with a list of the plan's discussion topics. Interested parties were invited to provide additional thoughts/comments to the project team over the next 30 days for consideration in the plan.



Jefferson County Comprehensive Plan & Agricultural Preservation and Land Use Plan

Jefferson County is embarking on a process to update the county's Comprehensive Plan to guide future development and policy level decisions. The plan will set a vision, goals and policies that can be used to inform decisions about what county leaders should support, encourage and enhance. A complementary Agricultural Preservation and Land Use Plan will be developed as well. Your input will help shape the plan's vision, ultimately helping to shape a vibrant future for the county.



YOUR INPUT IS NEEDED!

The Comprehensive Plan is built from community input. Public meetings will be held in June and July to gain input from residents about the desired future of Jefferson County. Each meeting will include a formal presentation at 6:00 pm, followed by a series of activities.

A survey is also available to provide input; visit the following link to inform the future of Jefferson County!

<https://www.surveymonkey.com/r/jeffersoncounty2040>

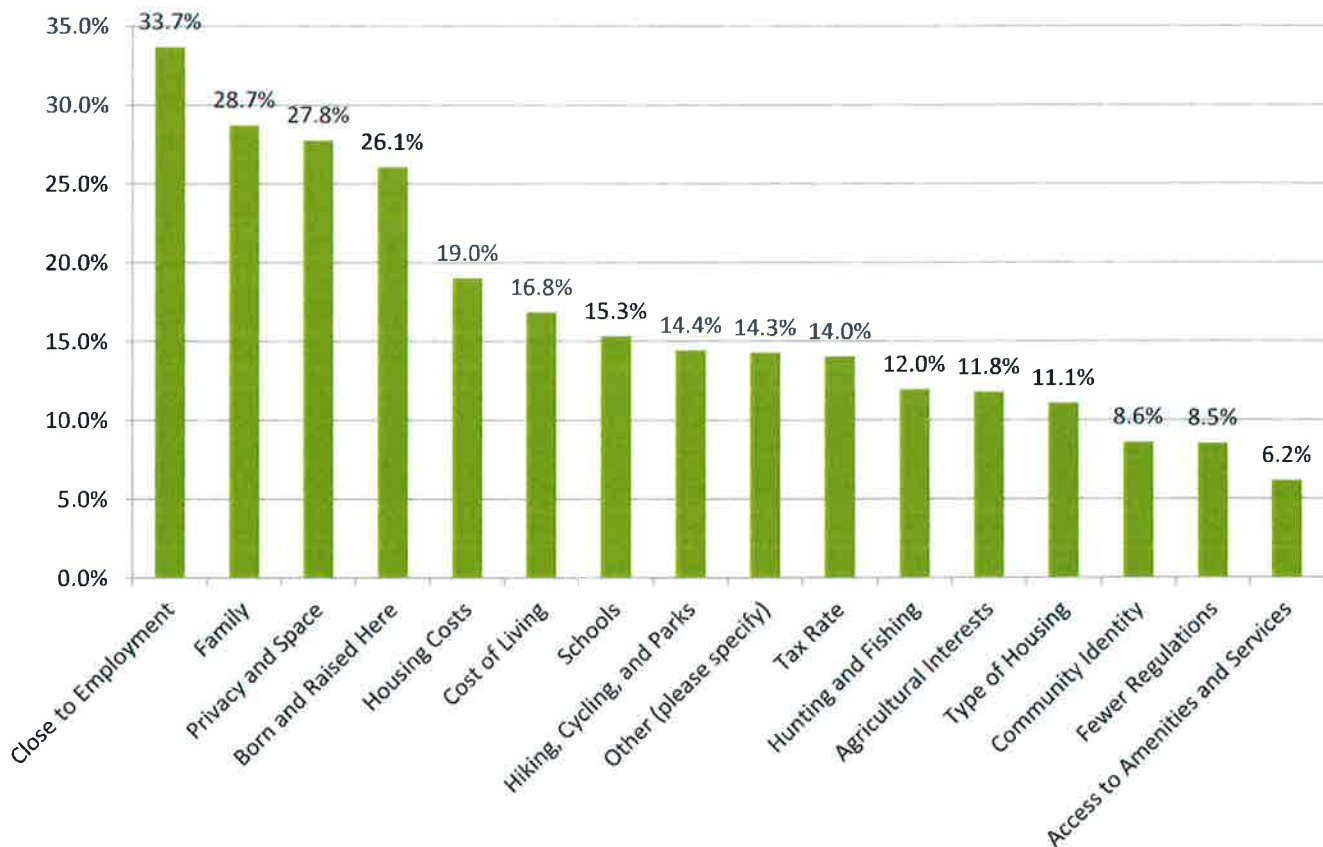
This long-range planning process is guided by the input received from residents and stakeholders, and we look forward to hearing from you. Please pass the word along to your friends and neighbors!

Jefferson County General Survey Response Summary

Jefferson County Comprehensive Plan and Agricultural Preservation & Land Use Plan Survey
June 10 – August 2, 2019

Question 1: Why did you choose to live in Jefferson County? (Identify your top three)

Answer Choices	Responses	
Close to Employment	33.7%	420
Family	28.7%	358
Privacy and Space	27.8%	346
Born and Raised Here	26.1%	325
Housing Costs	19.0%	237
Cost of Living	16.8%	210
Schools	15.3%	191
Hiking, Cycling, and Parks	14.4%	180
Other (please specify)	14.3%	178
Tax Rate	14.0%	175
Hunting and Fishing	12.0%	149
Agricultural Interests	11.8%	147
Type of Housing	11.1%	138
Community Identity	8.6%	107
Fewer Regulations	8.5%	106
Access to Amenities and Services	6.2%	77
Total		1,247



Open-ended Responses:

#	Response
1	room for chickens and garden beds
2	Retirement-complete change in lifestyle
3	Desire to live in a rural setting
4	Proximity to Rock Lake
5	Former husband went into partnership with Lake Mills residents.
6	"fewer regulations" is leading and inappropriate. Where is the option for "strong environmental policies and regulations"?
7	Married and moved here so husband could hunt and fish.mi
8	Access to clean lakes and rivers
9	own property and grew up in Jefferson Co.
10	Low real estate taxes
11	lake access (Lake Ripley)
12	Close proximity of Rock Lake
13	Schools of the 80s and 90s- not after Walker
14	Rural residential accessible to Madison
15	Less politically correct than Madison
16	Wanted to live in country and found a house with great views both west and east we could afford.
17	divorced, had to get away.
18	we like the city of Lake Mills
19	Rock River
20	Land preservation and conservation mindset throughout the county
21	Wife worked in Waukesha and I got a job in Madison
22	Sig other at the time lived out here.
23	Usage of Lake Koshkonong
24	low density housing and strict land use controls
25	campground
26	Our township observes the county open shoot regulations, which we are staunch supporters of, and will not reside without.
27	Managed forrest-tree farm
28	Clean Water
29	Rock Lake
30	In the middle of both our jobs
31	Limits on growth/development are very important to us. Having limited splits on acreage is excellent. Being close to amenities but still living in a somewhat rural setting important. Also, cost of living/housing being reasonable.
32	less people
33	Farm Preservation Area So subdivisions can't just go up everywhere
34	Able to have horses, etc. Hobby farm.
35	retired to our second home from Chicago
36	On the lake
37	Born and raised in Sullivan/Rome area, own part of family farm.
38	Lake
39	Raise horses
40	moved here when i was seven and been here ever since
41	married a local person
42	Relaxation and get away from the city I live in.

#	Response
43	lakes
44	lived here since 1959, it feels like home, most importantly it's not a big city - I hate the cities! It's rural and I love rural life!
45	Horse riding and snowmobiling
46	Quite rural area
47	business opportunity, we opened a new business in 1990
48	Near State Forest, land would not be developed into housing
49	Campground Ownership
50	House owner had to sell so I bought it at a value.
51	Wanted house on Lake Ripley
52	Good commuting half way point between Milwaukee & Madison
53	Purchased multi-family building in Jefferson
54	We own a building downtown, but live in Waukesha
55	Close to nature
56	Karl Junginger Memorial Library
57	Needed a pet-friendly place to live, met someone from Jefferson who had an apartment available. We had never heard of Jefferson, WI prior to this.
58	wanted to be on the water between Madison and Milwaukee
59	could not find a place to live this home I finally became aware of and liked
60	Location facilitated assisting family members who are located throughout south central and southeast Wisconsin.
61	just where I bought my house
62	location easy access to Madison and Milwaukee
63	Live by water (river)
64	Easy commute between both Madison and Milwaukee
65	rural, farmland, low-density, quiet, found a wonderful old farmhouse
66	halfway between Waukesha and Madison
67	Because Jefferson county had maintained rural values
68	country life.
69	Obtained My Kennel License
70	Rock Lake access
71	I don't like crowding, I like country living. The area I chose has a restriction that you need 40 acres to build a new house. However recently, outlaw representatives from Jefferson County have been breaking that law and allowing "some" certain businesses to build on small parcels. I am sure there is some kind of pay off cause individuals and my neighbors are held to that rule when they want to build a house on their property for their kids. Which they should be. The people created this law to keep big developers out, and the criminals voted into office are not following those laws.
72	Rural
73	Location
74	Found home on Rock River
75	keep hog and chicken farms small
76	Dedicated to the historical society of Waterloo and its collection
77	Moved here for my job
78	Mistakenly believed I would be able to build a house without burdensome regulation
79	Own 2 businesses in Watertown
80	lower population
81	Small town atmosphere
82	Marriage

#	Response
83	Near Madison
84	equal distance between 2 major cities and family
85	Lake Ripley
86	live closer to friends who already live here
87	Love being close to Lake Ripley
88	wife found work here
89	Job
90	Recreational charming community near Madison
91	Country living
92	Neighbors farther away
93	No vehicle emissions to hassle with.
94	Rock Lake
95	land more available at a reasonable cost
96	Rock Lake
97	between Madison & Milwaukee (spouse and I work in both cities)
98	Republican and conservative
99	In between Madison and Milwaukee
100	Inherited my home
101	Proximity to Madison, Milwaukee, Janesville and Green Bay
102	Happened to buy a house here
103	availability of housing
104	Peaceful environment
105	And ag, hunting/fishing, schools, privacy. Other was only way to get the 6 top items. Number 1 is lower tax rates.
106	husband's employment
107	camp site in River Bend
108	Lake
109	Lake
110	Affordable home site on Rock Lake
111	Population density acceptable
112	Strong American Republican Politics
113	Value for property
114	Wanted to locate in a small town & Catholic School
115	low taxes
116	Marriage
117	lot prices were a lot lower than Waukesha
118	Purchased a business in 1991
119	rock lake
120	Lake home
121	Access to Rock Lake
122	low crime
123	I liked the house and location.
124	My future husband in 1981 had been here all his life and I wanted to live with him after we were married!!
125	proximity to Madison
126	Location between me and spouses work locations
127	To protect Social Security, college needs to be free. National health insurance.
128	Proximity to Rock Lake

#	Response
129	horse park and horse properties
130	Small town setting
131	Absolutely the lake, where is the lake choice on here?
132	employment requirement
133	Lake House summer resident
134	Location between Madison and Waukesha area employment -and- Outdoor Recreational opportunities
135	Rural community
136	Don't Live Here Currently
137	Location between larger cities.
138	golf course
139	Rock Lake
140	lake, state forest, easy commute
141	Job relocation
142	Church - WELS Lutheran
143	We needed land for our horses.
144	I work in Dane Co and my spouse works in Waukesha Co
145	wasn't a deliberate choice
146	Safety
147	To be on Rock Lake
148	In between Madison and Milwaukee where we both work
149	Less diversity
150	Rock Lake
151	Near Rock Lake, Rock River (water recreation)
152	Rural community lifestyle
153	Land for horses and pets
154	Grew up, moved to Milwaukee in search of work, but couldn't adjust to urban life.
155	Small town less murder
156	Family owned farm property since 1963
157	raised here
158	Nice people, community
159	The restrictions on subdividing keep our population low providing many advantages for recreation, uncrowded roads, low cost of living, easy going environment to live in, etc.
160	Because of the Agricultural Preservation and Land Use Plan and Jefferson County's commitment to preserving farmland, maintaining a rural character, and limiting development.
161	Bought house here. Then decided to stay when it came time to move.
162	library
163	The combination of rural and small towns reminded me of where I grew up which has become a driving nightmare and over populated
164	I prefer a semi-rural lifestyle with modern amenities and access to larger cities when I need it.
165	Retired from USMC and returned to childhood home.
166	Close to larger cities of Madison and Milwaukee
167	Significant other lived out here, get out of the city of Madison
168	Available home when I needed it.
169	Quiet, clean, private living space
170	Small community philosophy
171	More because of a job. The company has since closed
172	Don't current live there, but from Jefferson County

#	Response
173	ability to commute to Madison and Milwaukee metro areas
174	Arts/Music
175	Church
176	Longtime resident. Moved here for employment and stayed.
177	proximity to metropolitan areas of Madison & Milwaukee
178	I don't live in Jefferson County, only work here.

Question 2: List what you think are the two best aspects of day-to-day life, or the two most positive attributes of Jefferson County:

Overall, 1,152 respondents provided one or two aspects that they identified as the best aspects of day-to-day life/positive attributes of Jefferson County. In total, 2,255 individual attributes were provided. The following table and word cloud identify the words that appeared most throughout all responses. An analysis of the general themes that emerged from the responses is provided following the table.

Word	# of Appearances
Rural	232
Small	215
Community	175
Town	174
Living	146
Water	118
Parks	112
Friendly	111
Cities	107
Low	103
Close	98
Safe	97
People	89
Country	87
Quiet	81
Location	73
Madison/Milwaukee	72
Crime	72
Madison	69
Feel	69
Good	69
Schools	68
Access	68
Communities	65
County	64
Life	64
Lake	54
Space	52



The following themes emerged from the survey regarding the most positive attributes of Jefferson County:

Theme	Summary
Rural Character and Agriculture	People enjoy the countryside views, quiet, privacy, space, and peacefulness. Farm life and a slower pace of life are appreciated. There are minimal areas of congestion and traffic, and a low population density generates a high quality of life for some.
Small Towns and Community	Many mentioned the sense of community and the small-town charm of the cities and villages in the county. In the close-knit communities, neighbors know each other, and people do not feel like a number. The cities and villages offer the basic life necessities and entertainment.
Schools and Family Friendly	The communities are strengthened through high quality small to midsized schools and family friendly events. It is a good place to raise kids.
Low Crime and Safety	There is a perception of safety and trust in the neighbors, and people appreciate the low crime rate.
Access and proximity to larger cities	While residents enjoy the rural lifestyle and small communities, they also enjoy living just a short distance away from the larger metro areas and employment centers in Waukesha, Madison, Milwaukee, and, to a lesser extent, Chicago. These metro areas offer regional shopping, and entertainment.
Parks and Recreation, Lakes, Rivers, Nature, Fishing, Hunting	Biking trails and kayaking, and hiking are just some of the recreational activities' residents enjoy. The natural amenities and lakes in the county also allow for hunting and fishing, while others enjoy observing wildlife.
Employment, Low Cost of Living, Low Taxes, Few Regulations	Some moved to Jefferson County for employment opportunities and stayed for the quality of life. Others value to the low cost of living, while some value having a low tax burden and fewer regulations than in urban areas.

Question 3: List what you think are two aspects that could be modified to improve day-to-day life in Jefferson County:

Overall, 1,072 respondents provided one or two aspects that they believe could be modified to improve day-to-day life in Jefferson County. A total of 1,980 individual replies were collected. The following table and word cloud identify the words that appeared most throughout all responses. An analysis of the general themes that emerged from the responses is provided following the table.

Word	# of Appearances
Roads	319
Better	243
Taxes	208
Tax	95
County	86
Businesses	83
Farms	75
Less	73
Access	68
Housing	67
Areas	64
Lower	61
Rural	60
Schools	58
Keep	55
Public	53
Need	53
Improve	52
stores	52
Services	51
Community	50
Internet	45
Trails	45
Land	45
Transportation	44
options	44
Jobs	43
Town	42
Bicycle	40



The following themes emerged from the survey regarding aspect to improve day-to-day life in Jefferson County:

Theme	Summary
Better Roads	To improve life in Jefferson County, some would like to see improved maintenance of the road network. Comments ranged from concerns over the entire network, to specific grievances at certain intersections with County roads. Higher enforcement of speed limits and heavy truck traffic in the villages was also mentioned.
Lower taxes and fewer regulations	Some would like to see the property and sales taxes reduced in the county. Many residents called for the County to lessen the regulatory burden.
Water Quality, Agriculture and Natural Area Preservation	Several comments were concerned with agricultural run-off from farms and fertilizers threatening the water quality of the rivers and lakes. Preserving natural areas from development is a priority for some as well.
Fewer CAFOs/large scale farming operations	Many residents' comments were focused on the trend towards industrial and large-scale agriculture, increasing nuisances of smells and water quality issues. They do not appear to contribute as much to civic life as family farms.
More retail and grocery offerings	While the communities offer most basic life necessities, some would like to see additional grocery store options in the larger communities and new grocery stores in communities without any, such as Johnson Creek. Some big brand retailers are desired as well within certain areas on the County.
Wage and employment growth	With the decline in industrial employment, some would like to see employment growth. However, the new jobs should offer living wages and benefits. Many mentioned the need to attract workers to jobs with higher salaries and most would like to see a local minimum wage higher than the state mandate.
Limit development and sprawl	To preserve the rural character of the county, most residents would like to see development limited to within the current cities and villages or within their urban service areas. Residents want communities to first focus on infill growth before expanding outward. Sprawl development takes over prime agricultural land and some natural areas.
Cultural diversity and more welcoming	While many appreciate the small-town community, some worry the county is not welcoming enough to younger families and newcomers, especially for those with a different cultural or racial background than the majority in Jefferson County.
High speed internet	Dependability and access to high speed internet varies greatly within the county, sometimes even on the same street. It is perceived to be key for business development as the trend for telecommuting increases.
Invest in recreational facilities/activities	Continued investments in recreational trails, facilities, and programming will improve the quality of life and allow people to enjoy the natural beauty of Jefferson County. It could also spur tourism and be a driver for economic development.
Alternative transportation (bike, walk, transit)	While many appreciate the trail system, some would like increased investment in bicycle lanes, trails, sidewalks, and transit for the purpose of day-to-day travel to work and shopping.
Renewable energy and climate change adaption	Investments in renewable energy, such as wind, solar, and hydro are warranted in the face of climate change. In addition, the county should prepare for more extreme weather events and the possibility of people moving to the county to flee environmental changes elsewhere in the country.
Medical services	With an aging population, people would like to enjoy the quality of life in the county for as long as possible, but specialized health services are perceived to be limited.

Question 4: What do you think are the biggest challenges Jefferson County and its residents will encounter over the next 20 years?

A total of 1,123 respondents provided their input on the biggest challenges that Jefferson County may experience over the next 20 years. Overall, 2,135 individual challenges were identified. The following table and word cloud identify the words that appeared most throughout all responses. An analysis of the general themes that emerged from the responses is provided following the table.

Word	# of Appearances
Taxes	183
Growth	168
Keeping	158
Population	139
Housing	139
Farms	125
Roads	91
Loss	88
Land	84
County	81
Businesses	79
Changes	78
Development	74
Jobs	70
People	64
Lack	64
Maintaining	62
Areas	61
Infrastructure	59
Increase	58
Rural	58
Urban	57

Word	# of Appearances
Communities	53
Cost	53
Water	51
Employment	50
Small	50
Sprawl	49
Drug	49
Quality	48
Agricultural	45
Affordable	41
Services	41
Need	40
Cities	38
Aging	38
Climate	37
Schools	36
Crime	36
Due	35
Living	33
Towns	33
Support	30
Higher	30

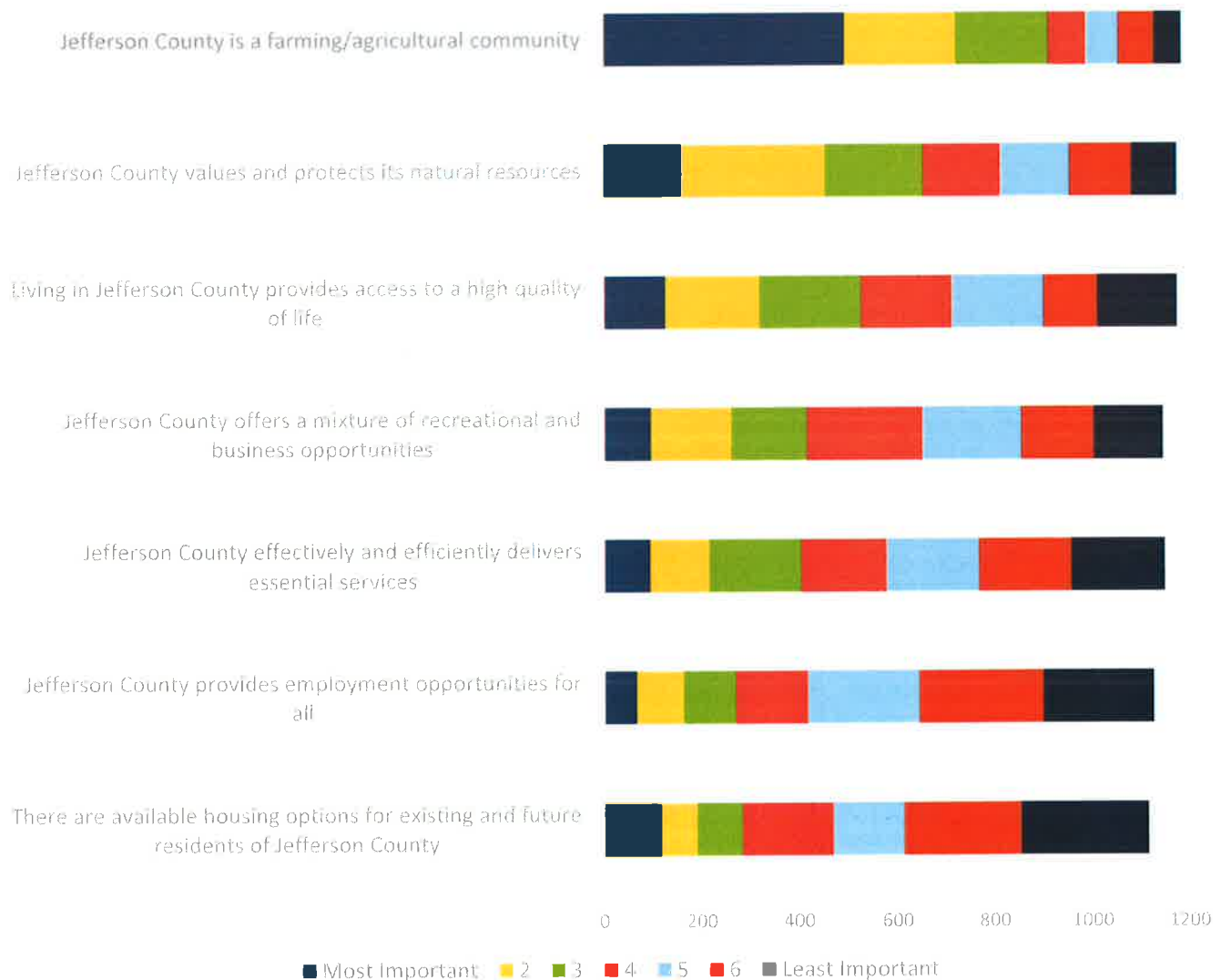


The following themes emerged from the survey regarding the biggest challenges in Jefferson County over the next 20 years:

Theme	Summary
Controlled development, managing growth and sprawl	Many are worried the population growth in Waukesha County and Madison will spill over into Jefferson County, increasing development pressure in the cities, villages, and rural areas. Restricting farmland to be converted to residential uses and limiting lot splitting were mentioned often.
Employment and economic change	Changes in the economy lead to new and different jobs, while long standing occupations in the county may no longer exist. Being able to compete in the future will require the county to be adaptive to change, while also encouraging high wage jobs growth.
Medical needs and aging population (Affordable) housing	The aging population will have increased medical needs, while there is a shortage of nursing staff already. Building a variety of housing types and sizes will allow people at all income levels to afford a place to live in the county.
Climate change and water quality	Many are worried about the impacts of climate change, both in and outside of the county and the effect it will have on the quality of life in the county. Environmental protection for water quality is important as well.
Farm consolidation/scale increase/loss of family farms	The increasing scale of farming operations worries some, as the industry moves away from the family farm model. The large farms are perceived not to contribute to community life and bring additional environmental concerns.
Crime and drugs	Some are worried an increasing population will lead to more crime. Already, some see and increasing use of drugs in their communities which can lead to greater problems.
Roads	Road maintenance and repair are a major priority for many.
Schools	Increased funding for schools is necessary to keep their high quality and make the county an attractive place for younger families.
Loss of identity/small town character	Many enjoy the small-town character and quality of life, but some are worried this identity is threatened by changes in the economy, demographics, and population growth.
Taxes	Some are worried the tax burden will increase, with or without additional services.

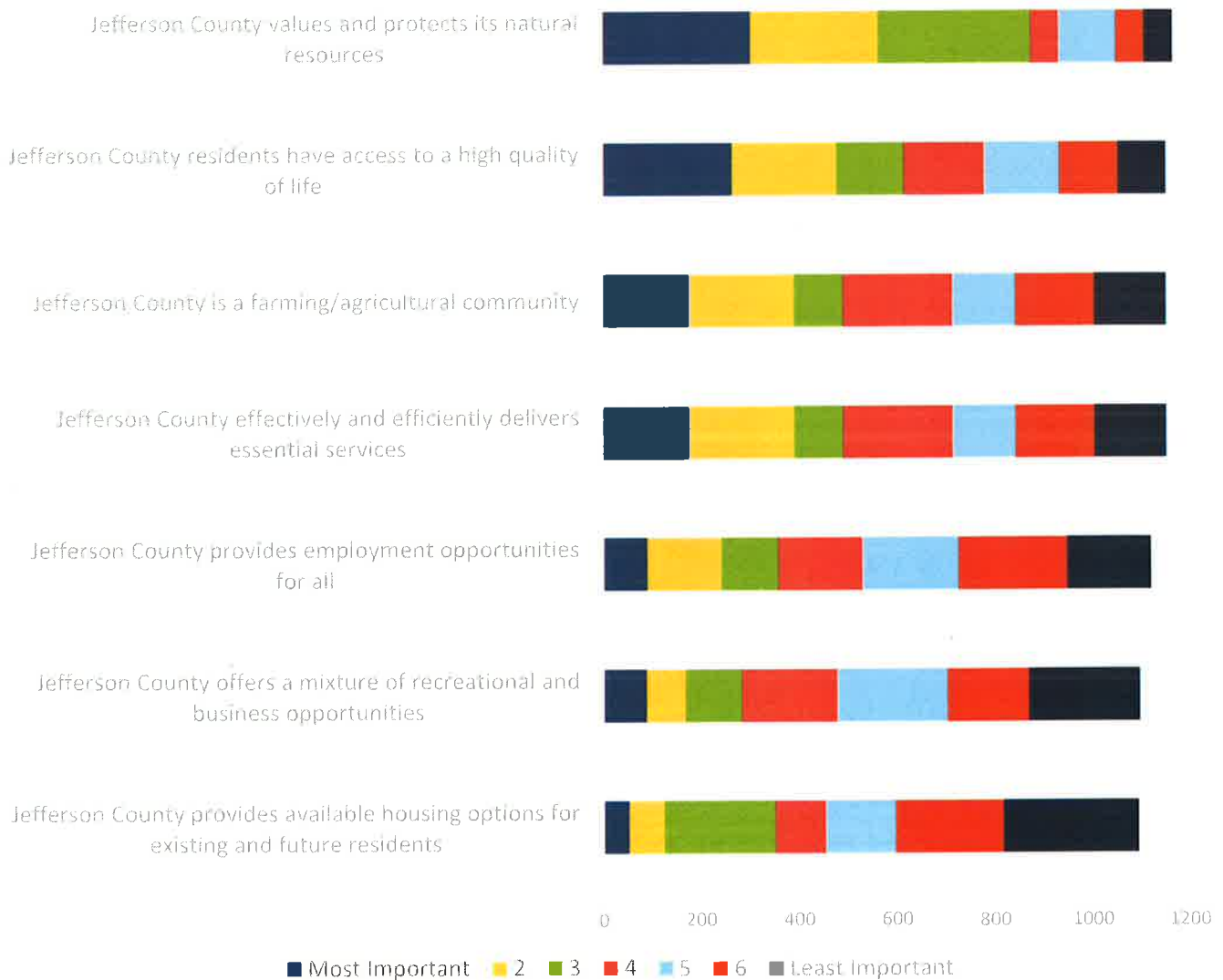
Question 5: Please rank the following statements in order of importance, best reflecting the identity of Jefferson County today (1 as most important):

Answer Choices	1	2	3	4	5	6	7	Total Responses
Jefferson County is a farming/agricultural community	497	160	127	97	95	67	117	1,160
Jefferson County values and protects its natural resources	227	295	193	165	121	95	73	1,169
Living in Jefferson County provides access to a high quality of life	193	203	210	157	190	109	94	1,156
Jefferson County offers a mixture of recreational and business opportunities	77	160	187	237	175	149	187	1,172
Jefferson County effectively and efficiently delivers essential services	66	141	188	203	190	227	144	1,159
Jefferson County provides employment opportunities for all	72	126	109	147	188	254	240	1,136
There are available housing options for existing and future residents of Jefferson County	57	94	165	143	193	228	262	1,142



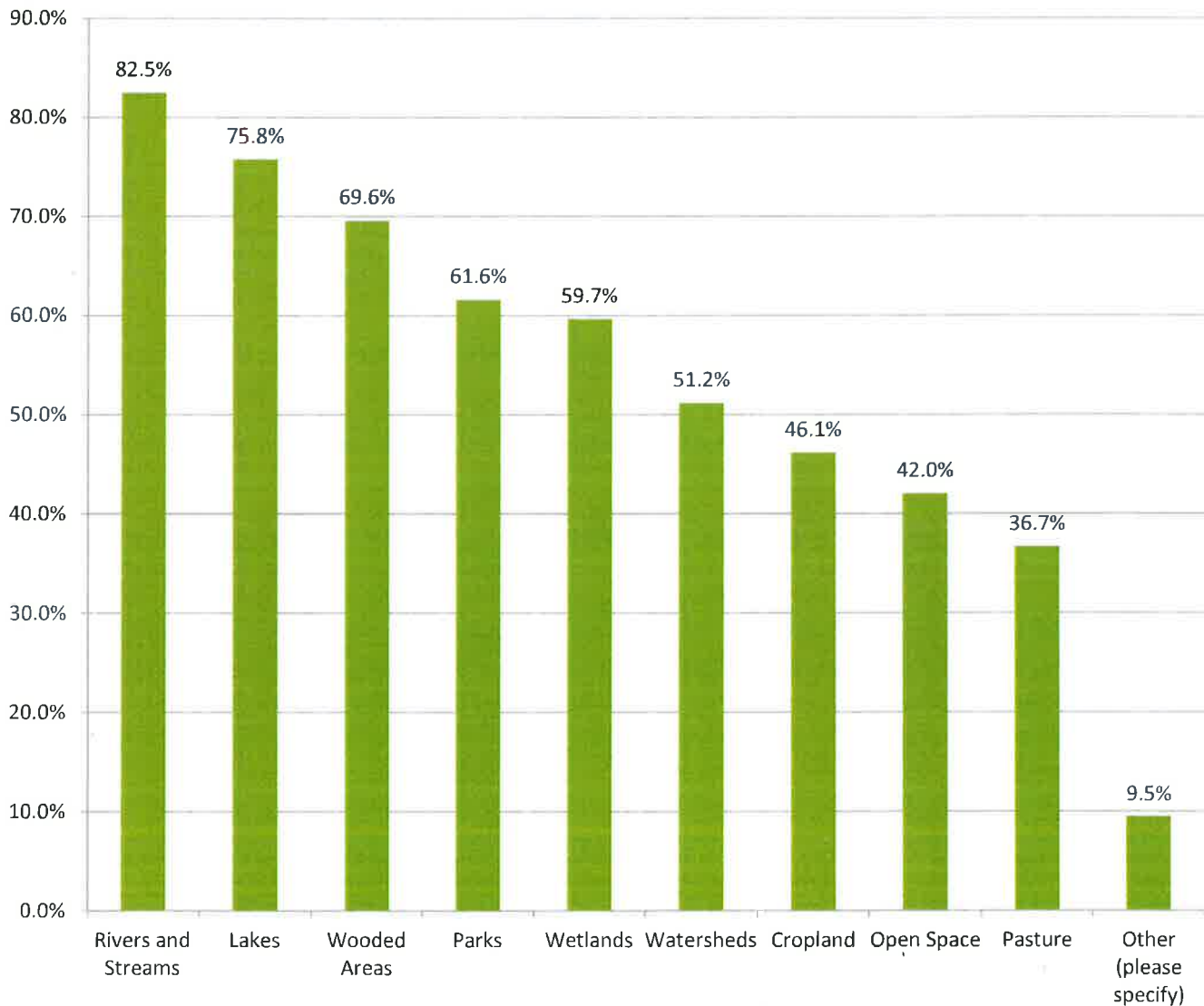
Question 6: Please rank the following characteristics that you hope best reflect Jefferson County in 20 years (1 as most important):

Answer Choices	1	2	3	4	5	6	7	Total Responses
Jefferson County values and protects its natural resources	304	266	175	167	90	88	52	1,142
Jefferson County residents have access to a high quality of life	261	213	216	149	151	79	71	1,140
Jefferson County is a farming/agricultural community	315	141	102	108	118	117	229	1,130
Jefferson County effectively and efficiently delivers essential services	58	165	226	225	173	196	103	1,146
Jefferson County provides employment opportunities for all	117	153	128	154	197	226	143	1,118
Jefferson County offers a mixture of recreational and business opportunities	57	120	161	194	221	165	220	1,138
Jefferson County provides available housing options for existing and future residents	59	99	148	133	173	229	278	1,119



Question 7: Which natural resources would you like to see improved, protected or enhanced throughout Jefferson County? (Check all that apply)

Answer Choices	Responses	
Rivers and Streams	82.5%	983
Lakes	75.8%	903
Wooded Areas	69.6%	829
Parks	61.6%	734
Wetlands	59.7%	711
Watersheds	51.2%	610
Cropland	46.1%	550
Open Space	42.0%	501
Pasture	36.7%	437
Other (please specify)	9.5%	113
Total		1,192



Open-ended Responses:

#	Responses
1	All of the above!!!
2	all of these are important for wildlife and clean air
3	Air quality
4	Identify and protect important environmental corridors to provide linkages between various habitat types.
5	Choice in owned property
6	for Agriculture- support 'healthy soils' initiatives
7	protect what we have. with more building and cement and blacktop there will be nothing left for our children
8	Farmland
9	underground water table contamination and supply for individual wells
10	safe drinking water and air
11	air - Increasing numbers of CAFOs are detrimentally affecting our air quality
12	Lesds CAFO (large farmS) with manure run-off Affecting streams and air quality
13	places for the young folks to homestead when they move here
14	Limit human waste near wetlands. Fields need to be reevaluated to ensure farmers are not going into wetlands and especially not spreading waste near them!
15	Public education, so we all can protect our natural resources.
16	bike trails
17	Air Quality
18	Star viewing
19	Green corridors that connect green space throughout the county
20	public hunting areas
21	wise land use policies that are within reach of everyone
22	Wildlife (and trail) corridors
23	water quality
24	ground water
25	Hunting lands
26	Full Recreation trails not just bike trails
27	hiking/biking trails
28	keeping Concord wi. a farm preservation area
29	more attention to effects of climate change
30	whatever improvements should focus on habitat and wildlife CORRIDORS/connectivity improvements such as crossings or other innovations, also to reduce animal mortality on the roads
31	Nothing we have enough trails
32	Habitat for non-human residents. all the resources are important and have been damaged through the years. So, all need attention.
33	milkweed along roadsides preserved for survival of Monarch
34	deer hunting land
35	all natural resources
36	County Roads & Highways
37	bike trails
38	Native plant areas as food sources for pollinators
39	I don't feel informed enough to respond
40	Plants, animals and geology
41	All of the above
42	public hunting land (currently overcrowded & too much tree removal)
43	encourage and support organic farmers

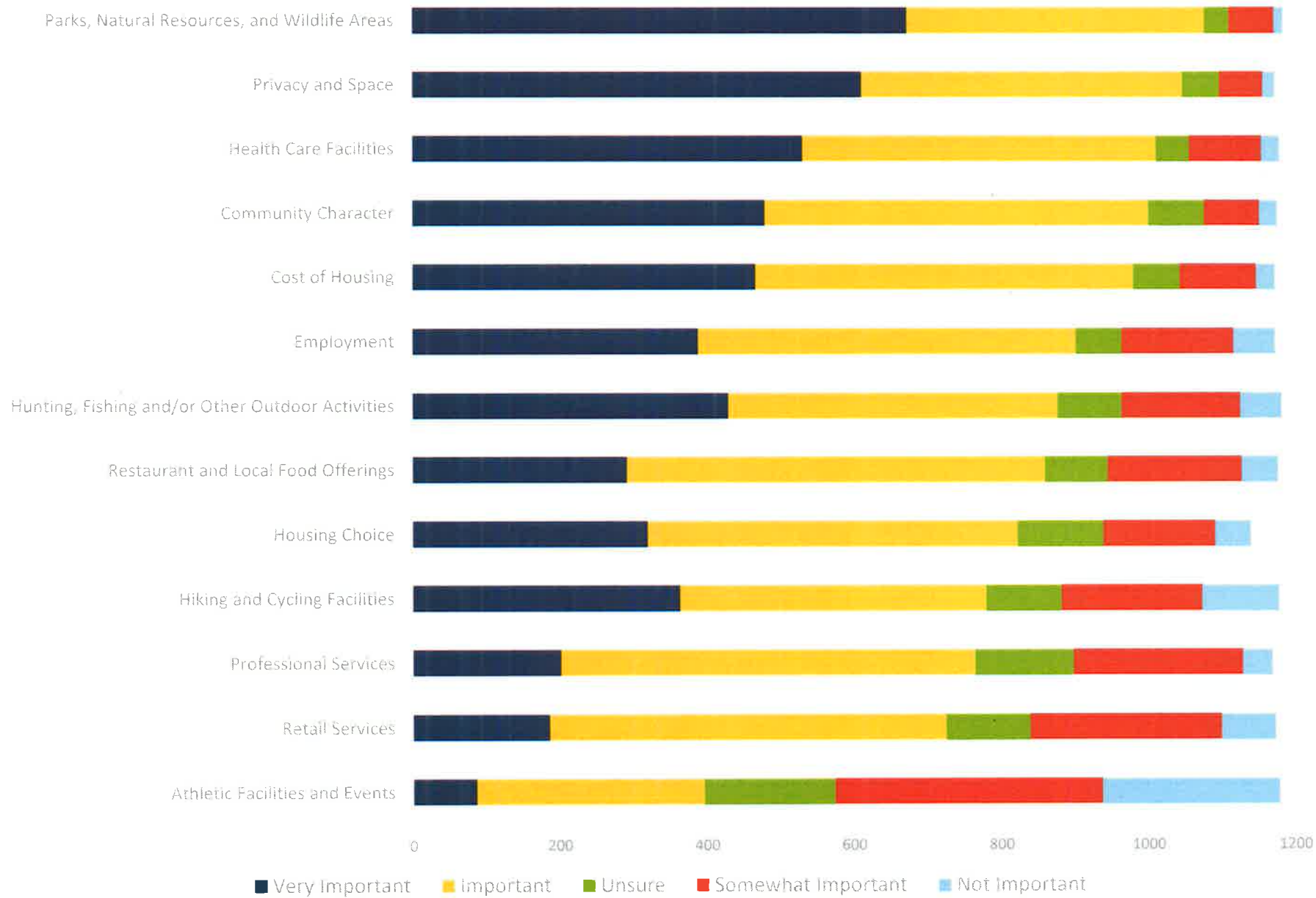
#	Responses
44	Keep it natural
45	Protecting natural resources needs to remain a high priority.
46	water quality
47	We need to keep the rural culture
48	Groundwater (not on list?!)
49	Wildlife
50	no improvements needed
51	Anything underground and in the air
52	Recreation - Ice Age Trail
53	Do as you will with county owned property. Government has no right to restrict private property owners use of their land without compensation for restrictions.
54	Prairie/grassland
55	clean air
56	All are important to maintain and improve on
57	feel that there is enough cropland but concerned about disappearing line fences and new country subdivisions
58	E
59	Allow property owners more freedom to maintain/ improve river and lakeshore lands to control erosion and personal access to the resource.
60	green space throughout city/gathering areas
61	biking and walking trails
62	Better concern for environment; stronger building and environmental regulation
63	community gardens, orchards, csa farms
64	Public hunting grounds
65	Deter farmers from uprooting trees and putting in drainage ditches.
66	green corridors along roadways
67	all of above
68	Prairie
69	ATV trails
70	good job so far but with increasing urbanization it will be tough
71	As long as the county doesn't buy more land
72	Public hunting
73	Horse and snowmobile trails
74	Electric Cars and less oil. Reusable energy.
75	Land owners should have a greater say in what happens to thier lands
76	get rid of daybreak, they are criminal, stop allowing mc mansions on the lake their gross
77	Air (including odors) and water quality
78	Off road vehicles more access to county systems
79	abailty to CLEAN out lake bodies & REMOVE the nitrate & phosphate runoff from farmlands.
80	ATV & UTV ROAD AND TRAIL ACCESS
81	Whitetail Deer
82	More horse trails
83	Horse trails
84	Our historical locations
85	atv off road routes
86	Wildlife areas
87	Less diversity
88	clean air

#	Responses
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- | | |
|-----|---|
| 89 | Improving soil/reducing runoff on farms will help lakes, watersheds, wetlands, rivers |
| 90 | Public hunting land |
| 91 | You give a Natural Resource Zoning on part of a property and then allow motorized units to access and tear it up even though you own it without regard for neighborhoods and farm preservation. They get a lower tax rate for that percentage of property and shouldn't have other uses allowed now or in the past. |
| 92 | Does "enhanced" mean increased acreage? Tad confusing |
| 93 | More biking/hiking opportunities |
| 94 | Stop killing us with pesticides & herbicides |
| 95 | Roads |
| 96 | ATV trail system |
| 97 | Nature trails |
| 98 | limit taking more land for housing developments! |
| 99 | Really, all of the above, but marked some priorities |
| 100 | ATV trails |
| 101 | Public hunting grounds |
| 102 | property rights |
| 103 | I haven't been here for a long time so it's hard to say |
| 104 | Land Options for Businesses near existing cities |
| 105 | Yards as natural spaces instead of lawns |
| 106 | Dredge lake koshkonong instead of allowing dam level changes that further disrupt nature. |
| 107 | I would like to see more organic farming opportunities that would improve all of the above. |
| 108 | Protect our natural resources by seriously looking into the ramifications of CAFOs. |
| 109 | Prairies. |
| 110 | Groundwater quality |
| 111 | Organic Farms/Conservation Easements |
| 112 | Trail systems |
| 113 | historical sites |

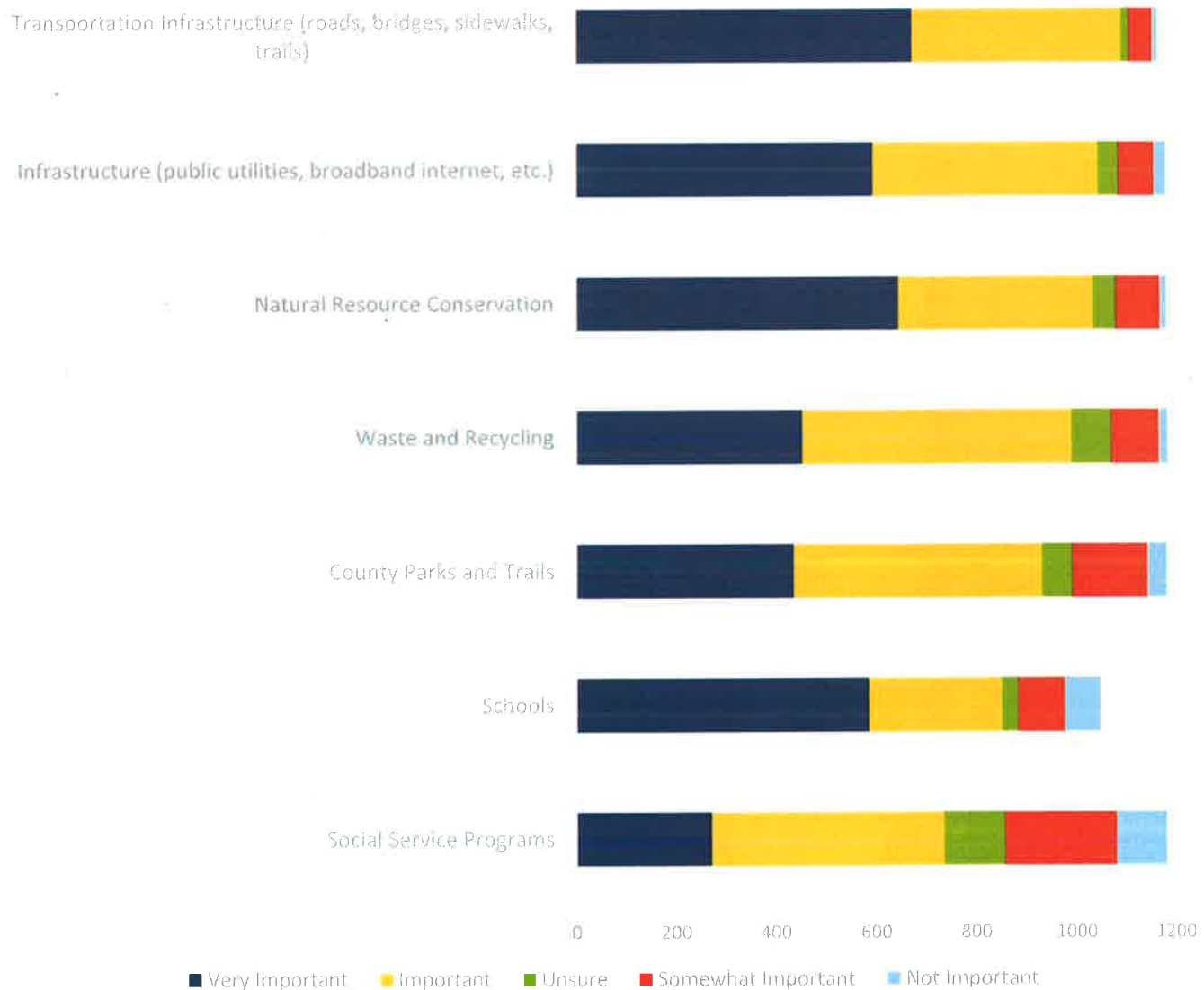
Question 8: How important are the following community features to you?

Answer Choices	Very Important	Important	Unsure	Somewhat Important	Not Important	Total Responses
Parks, Natural Resources, and Wildlife Areas	673	404	34	61	12	1,184
Privacy and Space	611	436	51	59	16	1,173
Health Care Facilities	531	480	46	98	24	1,179
Community Character	480	521	76	75	24	1,176
Cost of Housing	467	513	64	104	25	1,173
Employment	389	513	63	152	56	1,173
Hunting, Fishing and/or Other Outdoor Activities	430	447	88	161	56	1,182
Restaurant and Local Food Offerings	292	568	86	182	49	1,177
Housing Choice	320	503	117	152	48	1,140
Hiking and Cycling Facilities	364	416	103	191	104	1,178
Professional Services	202	563	134	230	40	1,169
Retail Services	186	539	115	260	73	1,173
Athletic Facilities and Events	87	309	179	363	240	1,178



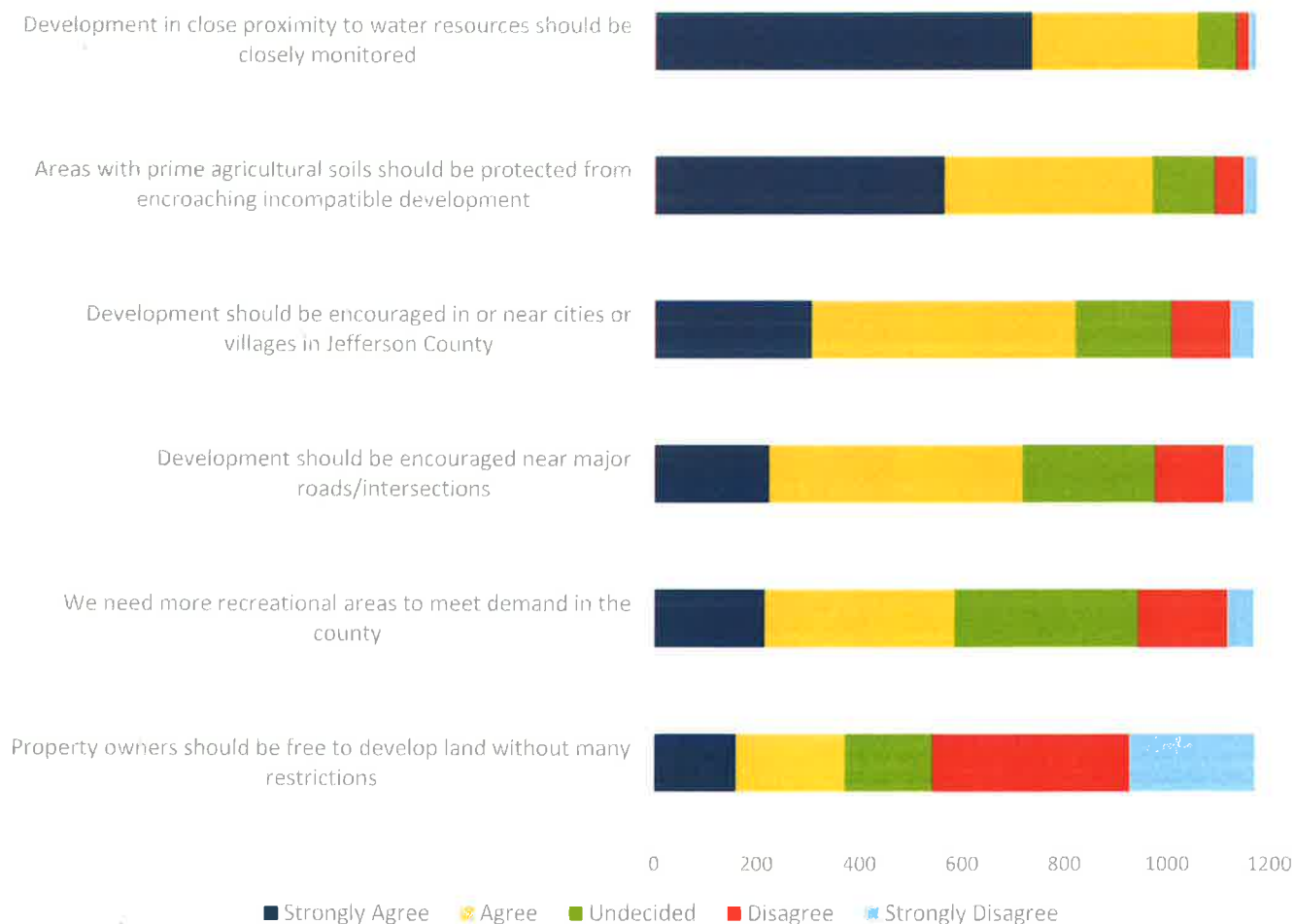
Question 9: How important are the following county and municipal resources to you?

Answer Choices	Very Important	Important	Unsure	Somewhat Important	Not Important	Total Responses
Transportation Infrastructure (roads, bridges, sidewalks, trails)	675	418	18	47	8	1,166
Infrastructure (public utilities, broadband internet, etc.)	596	450	43	72	22	1,183
Natural Resource Conservation	647	388	48	89	11	1,183
Waste and Recycling	454	538	81	97	15	1,185
County Parks and Trails	436	497	61	152	37	1,183
Schools	586	266	34	93	70	1,049
Social Service Programs	270	466	123	224	99	1,182



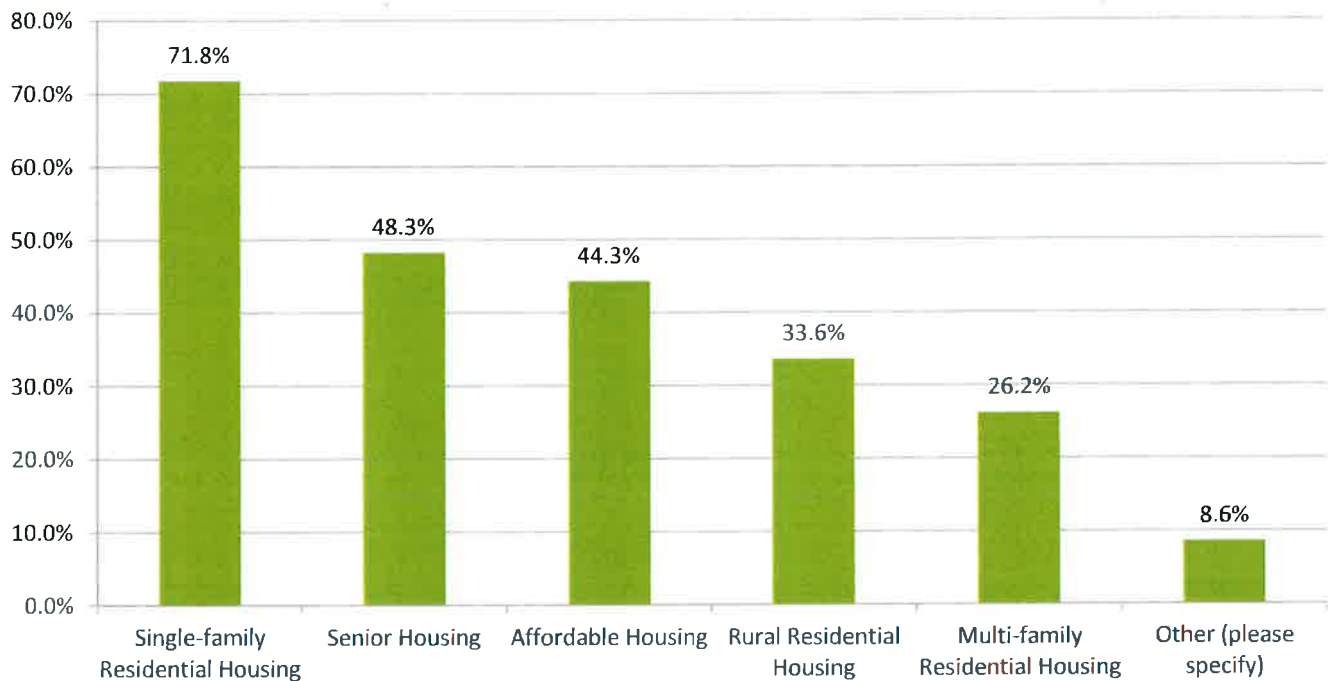
Question 10: What are your thoughts on growth and development within Jefferson County?

Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total Responses
Development in close proximity to water resources should be closely monitored	738	322	78	25	12	1,175
Areas with prime agricultural soils should be protected from encroaching incompatible development	566	407	123	57	24	1,177
Development should be encouraged in or near cities or villages in Jefferson County	307	515	189	116	44	1,171
Development should be encouraged near major roads/intersections	225	494	260	135	57	1,171
We need more recreational areas to meet demand in the county	216	369	360	176	50	1,171
Property owners should be free to develop land without many restrictions	160	211	172	386	244	1,173
Development in close proximity to water resources should be closely monitored	738	322	78	25	12	1,175



Question 11: What types of residential development/growth would you like to see in the county to support changes in the population? (Check all that apply)

Answer Choices	Responses	
Single-family Residential Housing	71.8%	831
Senior Housing	48.3%	559
Affordable Housing	44.3%	513
Rural Residential Housing	33.6%	389
Multi-family Residential Housing	26.2%	303
Other (please specify)	8.6%	99



Open-ended Responses:

#	Responses
1	no growth
2	No more development-too many houses being built close together
3	Assisted Living
4	Allow flexibility beyond the standard minimum lot size type regulations. For example, encourage conservation design type developments. Pedestrian and bicycle facilities should be required in all new developments, and plans should be in place to add them where they are currently missing.
5	Housing that creates neighborhoods with local businesses and resources.
6	Much smaller square footage in housing
7	growth in cities
8	Single family housing with maintenance/yard work provided
9	maintain agricultural / nature focus, we don't need housing developments and apartments out here, keep that within city limits
10	Multigenerational housing and connected green space.
11	Senior Care

#	Responses
12	55+ condos
13	Historical Home Renovation & Rehabilitation
14	Accessory Dwelling Units, New Urbanism, Boardinghouses
15	planned communities with limited urban sprawl
16	Mixed use development (retail, restaurant, affordable housing, service all in one)
17	Very limited housing growth of all types
18	improved housing in downtown to encourage retail/dining options
19	Lake housing
20	Multi-residential housing near county parks to increase use of our parks
21	None
22	Not sure about these / need more info to answer
23	Multi and affordable housing go hand in hand ,both are needed, and essential, as long as both are done tastefully and responsibly
24	Cooperative housing to share costs and keep living cost down
25	small family farms
26	encourage development continuation of small family farms
27	Probably none of the above. The population is growing so fast that were fast becoming a bedroom community of Madison. That is not desirable
28	Townhomes with 2-car garages
29	NONE
30	currently planning board allows too many family units on an acre
31	green (sustainable) housing
32	None
33	none
34	Middle income senior condos
35	Rural Residential Housing with restrictions
36	Lots to build houses
37	Improving & maintaining road systems.
38	condensed housing surrounded by retail/park/health amenities. Use existing space in communities more efficiently.
39	rural residential housing, but close to city utilities
40	We have offering, so we don't have to do a lot of new building. Owners need to update properties they have. How does the county support those owners?
41	mid to high end condominiums
42	People are having less kids, there is no reason to expand housing or bring in outsiders. We need to keep our rural culture.
43	none
44	no government assistance needed
45	Whatever is needed
46	more condos
47	condos, townhouses, row houses near the river
48	smaller senior housing developments with a little green space
49	set minimum lot requirements to 2 or more acres.
50	I would like to see less population growth in Jefferson county, and it grow more rural
51	none unless in town not expanding into country
52	none
53	None needed

Responses

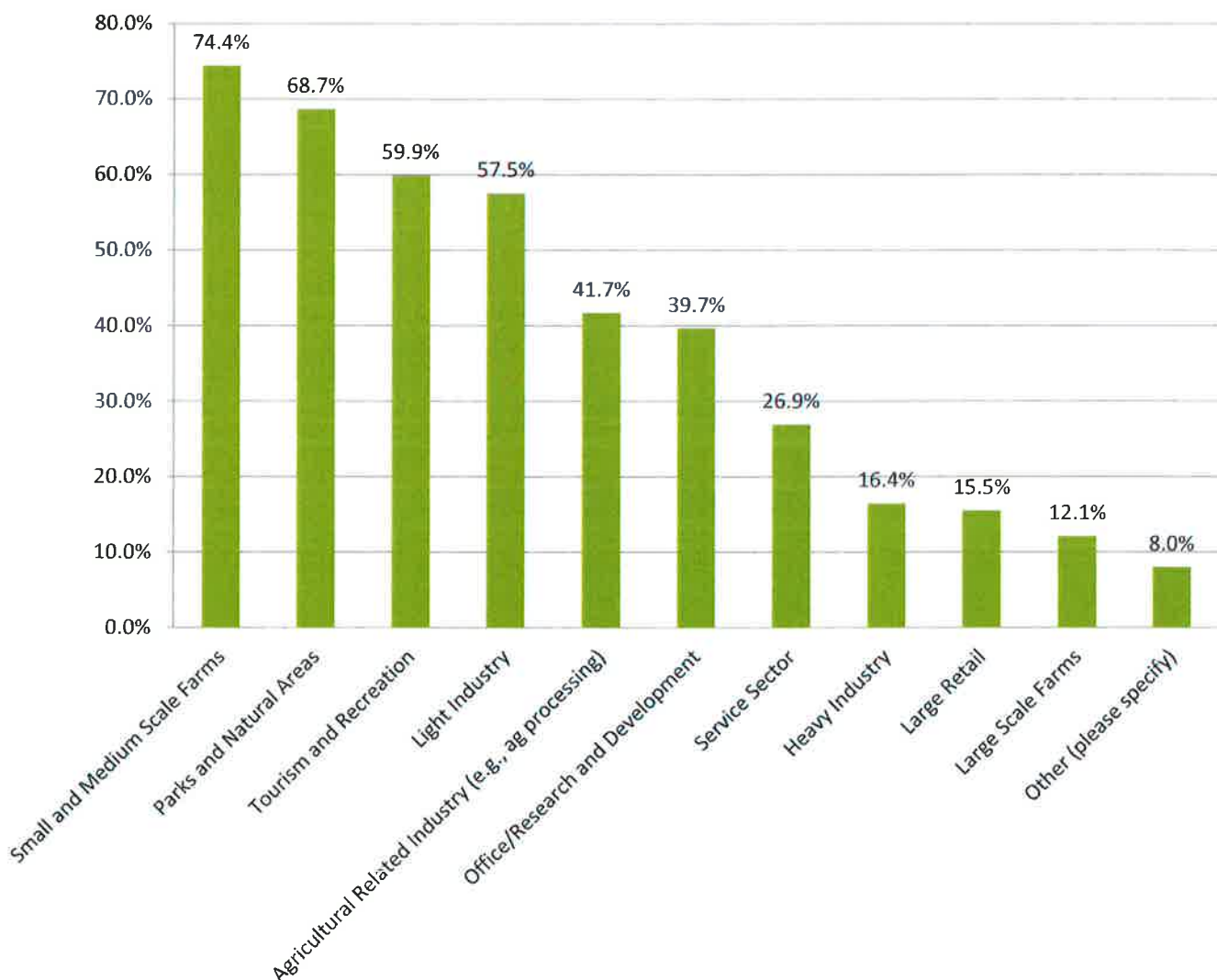
- 54 I don't want to see any more development. There are so many older homes on the market and land continues to be developed and wildlife habitat destroyed, especially areas that should stay green to absorb flood waters.
- 55 Condominiums
- 56 n/a
- 57 3 to 10 acre permaculture homesteads
- 58 upscale condominiums including condo senior housing
- 59 Why should the county be building houses?????
- 60 dont break down farmland for homes
- 61 No federally or state subsidized housing AT ALL
- 62 more trailer parks
- 63 none. why would we want to grow? it is not the responsibility of the county board to force growth. nor is it healthy for it to grow at an unnatural rate. the county board must not promote population growth. if someone wants to move here, and buys a plot from a farmer, let him build a house.... but do not make it a county priority to encourage development. there are enough houses. if you want to move here, wait til someone moves out.
- 64 ATV trails
- 65 Tiny housing options
- 66 ALL housing eeds to be monitored based on the changing populace.
- 67 As long as the county doesn't fund them I don't care
- 68 Environmentally compatible
- 69 Farmland and open space need to be protected
- 70 none. we already have too many people
- 71 Multi-family within cities, not in rural areas
- 72 Rentals and moderately priced condos
- 73 disabled housing for all ages just not the elderly
- 74 Less diversity
- 75 Small homes close to services
- 76 Tiny homes for single or smaller families that have barriers to traditional housing options
- 77 Condos
- 78 Multi-generational housing & co-housing communities
- 79 I would like to see residential development STOPPED; there is enough. We will not be rural if they keep development every piece of land available.
- 80 Would like to point out that within the next 20 years, we'll see a large increase of the baby boomer population needing additional support.
- 81 High quality condos (wealthier seniors)
- 82 Development in the county (not cities) should be restricted.
- 83 More the opposite: limits on growth in number of residences
- 84 There is enough roads already in the county and if a farmer wants to sell off part of his land for rural housing thats fine, but the access that the (city, town, village, county) needs to take care of should not be required. The future land owner should be required to provide access for emergency vehicles, and maintain the access to their house or surrounding houses
- 85 Tiny homes and co-op housing
- 86 Limit all development
- 87 STOP LOW INCOME HOUSING
- 88 Plan for 20 years. If you want to slap apartments and condos in then the people will fit that dynamic. Keep those options to a minimum. Build single family houses and they will come. Look at Johnson Creek/Chapel Hill and surrounding subdivisions. They can't build houses fast enough and they sell within weeks anywhere from 200-350k. People will move here: which people is up to you.
- 89 None

Responses

- 90 Affordable but nice. We have no condos communities with pools and activity centers. We have little to choose from that isn't cheaply made and designed. Nicer housing at a better price can be found outside of this county. Some options don't even exist here like in some of the smaller communities like East Troy, Delavan, Burlington, etc..
- 91 Retirement communities, i.e., Sun City
- 92 Condos on water frontage
- 93 No CAFO's anywhere near other homes, waterways, future development.
- 94 I wouldn't particularly encourage growth
- 95 Consider Agrihoods I will gladly supply a plan we have had drawn up by an architect
- 96 Nice downtown apartments for younger people
- 97 Housing for people with disabilities
- 98 Rehabilitation of existing developed property
- 99 affordable condominiums in desirable locations

Question 12: What types of economic development/growth would you like to see in the county to support changes in the population and support Jefferson County's economy? (Check all that apply)

Answer Choices	Responses	
Small and Medium Scale Farms	74.4%	874
Parks and Natural Areas	68.7%	807
Tourism and Recreation	59.9%	704
Light Industry	57.5%	676
Agricultural Related Industry (e.g., ag processing)	41.7%	490
Office/Research and Development	39.7%	466
Service Sector	26.9%	316
Heavy Industry	16.4%	193
Large Retail	15.5%	182
Large Scale Farms	12.1%	142
Other (please specify)	8.0%	94



Open-ended Responses:

#	Responses
1	apprenticeship programs for the trades/small business development
2	Affordable senior housing and assisted living.
3	Farm to table and specialized ag business opportunities
4	areas for Atv and Utv usage
5	Food Cooperatives, Solar Panel farms
6	large scale organic farms, polyculture and permaculture ag
7	Businesses that value their employees
8	focus on future focused tech industries
9	What does service sector entail?
10	Small Retail
11	Transportation
12	Green Energy Production
13	Gig economy jobs
14	Education
15	Organic farms.
16	Love to see a Woodman's or other larger supermarket
17	Agriculture is fine, but animal feeding operations are too dirty and smelly. Not worth it. Stick to greenhouse agriculture if you wish to promote agriculture development.
18	<p>The region is in DIRE need of a top shelf motorsports facility with residential/business direct access, a motorsports "park" if you will similar to those around Indianapolis or Joliet. The STH 26/I-94 interchange is an excellent area to access such an effort. The area has everything needed to support it without raising concerns over noise, land or traffic (all are already present and inclusive, as well as a landfill that could be used for needed buffer or use now and/or in the future. Recreational motorsports are more popular than ever, and not likely to decline. This is not solely a concept for a recetrack, (Jefferson County fairgrounds is also a major candidate for obvious reasons and the same as aforementioned) the plan must include access for snowmobile, atv, "cross" type use and events (Aztalan already does well with motorcycles) year round, as both generate consistent recreational revenue and interest. More importantly, there is no facility serving autocross/roadcourse and straightline drag race interests near the Milwaukee and Madison markets. The 26/I-94 corridor has the incredible potential and location to host a world class facility, serving a deep need and vibrant market. The focus in these markets is on PARTICIPATION based use and revenue, more than spectator support. The spectator support can and will come with growth and interest on its own. Where the real market is...is in the events and recreation that support the families, groups, and clubs that participate in unison (all of them generate multiple revenue streams and utilization) Anyone who goes to look at the cross events (Like Lake Geneva, Blackhawk, State Fair, Madison, Miller Park, or Road America), or the 300 ft, 1/4, or 1/8 mile drags at any facility can tell you they are an incredible success, and, the facilities are used for private driver training, and law enforcement/government training as well. It also is a very attractive to illegal or local unsanctioned activities. Motorsports "country clubs" are popping up all across the country, Jefferson Co has an incredible opportunity to embrace these concepts and benefit tremendously, at comparatively low costs, and set itself apart as a standout from other communities. Our location and access holds tremendous untapped recreational potential on a motorsports front. Especially with our close proximity to the Chicago suburbs from US Hwy 12, and the fact that so many from this area ALREADY utilize the corridor for recreation, and, it's all within a 2 hr drive. As a county, we need to think outside the box and embrace these concepts, and capitalize on them when Milwaukee and Madison have foolishly chosen to waste them and pass them by. With the Byron, IL facility for sale, leaving a very loyal and robustly attended event schedule open in close proximity, and the fact that GLD in Union Grove has failed to develop to its potential (by choice of its ownership) we are surrounded by recreational revenue streams traveling long distances and many hours to participate in their recreational events and activities, it's a waste of potential and utilization for Jefferson Co to ignore. I'm very closely and actively involved (as a consultant, organizer and as an avid enthusiast) in these efforts with similar other venues, and would be glad to discuss more intricate details on the possibilities with</p>

Responses

anyone from our county board members and planners. The absolute key, is multi use, year round, with residential and commercial acces, and Jefferson county has it all to do with. My email is shanethekan@yahoo.com. My company is EES LLC.

19 absolutely NO Factory Farms or CAFOS

20 organic farming

21 The people who are making these decisions should keep in mind that the concept of growth and progress are not necessarily desirable things.

22 small retail

23 Professional Services and Entrepreneurship- We're in a good spot to offer professional services to companies in both Milwaukee and Madison

24 Medical technology

25 ag related business, not sure what is meant by those businesses

26 Property owners choice

27 Small/Home Business

28 government/county jobs

29 N9ne

30 Alternative Energy Production or Manufacturing

31 More restaurants, Community Events, Focus on building up downtown

32 Organic farming

33 Areas to fish/hunt

34 Develop "feeder schools" where talented graduates are recruited to work & live within those same communities.

35 hobby farms, fruit trees, honey, berries, etc.

36 Small Business

37 So many communities have empty storefronts and farms/industries that are just getting by. How can we energize people to support those businesses and create the mindset of the community using them for sustainability?

38 innovative environmentally sustainable

39 no government assistance needed

40 All of the above

41 Small Business opportunities

42 Small mom and pop stores. Hardware, grocery, essentials.

43 Eco related business

44 small-to-medium retail

45 A lot of citys in Jefferson county need help with any retail and even to have a grocery store

46 small, entrepreneurial businesses especially reuse of existing rural buildings

47 Business in Industrial parks

48 more ATV and off-highway vehicle recreation trail opportunities.

49 Medical

50 none

51 purchase of farmland that can be turned into a park rather than being sold to a builder.

52 Just small businesses

53 nothing in particular; I think all are important

54 independent contractors, local foods, home business

55 small business/entrepreneurial

56 Maybe small retail; I'm not sure what "large" means. Something like Target to replace Shopko in Fort. I have to go to Janesville for a lot of shopping, or shop online.

57 Convenience - Kwik trips, coffee shops, restaurants, retail, shopping

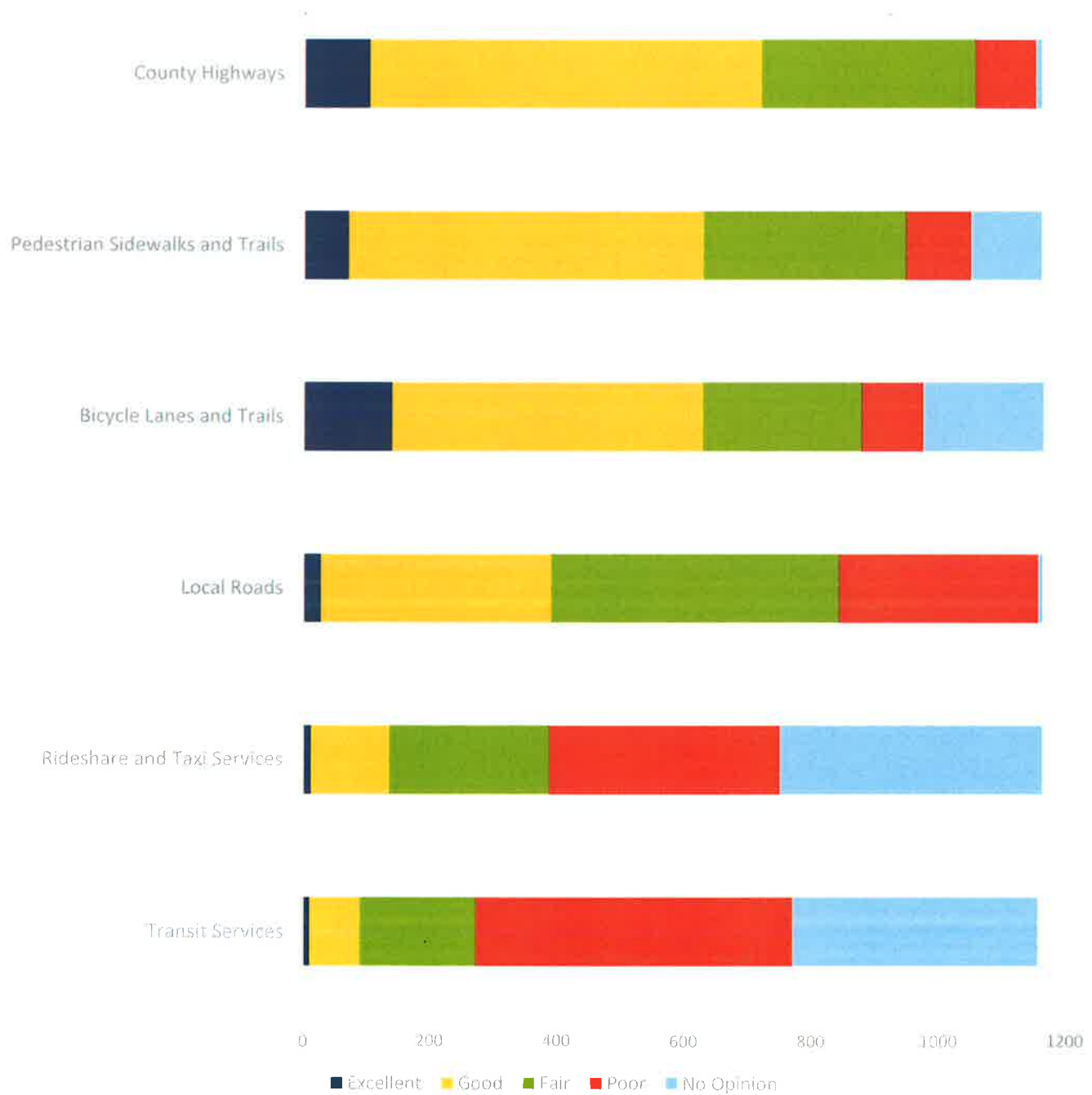
58 Medium industry

Responses

- 59 Small town unique retail and restaurant.
- 60 Small retail
- 61 government should get out of the way
- 62 As long as the county doesn't fund them I don't care
- 63 Water Park that was planned in Johnson Creek. I think a lot of families would take advantage of the closer facility and shopping
- 64 It depends on who's paying for all this
- 65 Better restaurants PLEASE
- 66 I am against using taxes for economic schemes
- 67 Horse trails
- 68 ATV trails
- 69 small business, entrepreneurs, brewing/distilling
- 70 High tech jobs
- 71 Less diversity
- 72 Arts and creatives
- 73 Solar farming
- 74 park and ride location for people that want to ride or walk the trails
- 75 More Rural Residential Homes to get more Town Tax base but trying to stay away from a subdivision but yet allowing more and still keeping wit preservation and character
- 76 Improved secondary edu options
- 77 Small scale specialty ag
- 78 I'm not sure the county needs to "promote" economic development. The cities and surrounding areas are doing that.
- 79 ATV trails/ routes
- 80 broadband based businesses
- 81 Biotech and similar new technologies
- 82 Small business/family business
- 83 Common sense says you need a grocery store in Johnson Creek. Everyone stops at kwik trip. We are the center hub when going North/South/East and West. Please build a grocery store. The school referendum passed- you want more and HAVE more people moving here but you can't provide for them currently and we have to rely on outside business to provide which frowns their areas. We just approved and are building an elderly faculty/living area/ something? On top of the kids sled hill in JC. Let that sink in for a second. We have to open up to a youth that are now successful and able to work remotely and afford to live in suburbia. You must provide for them and easy business would say to add a grocery store if you are doubling the populous. For 8 years I said: wanna be a millionaire: slap a Starbucks next to the park and ride making it easy for people to jump off and on the highway. Business 101. Build for the youth and care for the elderly.
- 84 Small Business
- 85 Expand the bypass. Make interstate access faster.
- 86 NO LARGE SCALE FARMS or AGRICULTURAL RELATED INDUSTRY. This brings contamination of our water and air to the county without anything coming close to sufficient oversight and regulation.
- 87 Some large retail but not overwhelmingly so.
- 88 Undecided
- 89 Small family retail.
- 90 Small retail
- 91 Entrepreneurial & Start Up Share Spaces/Resources/Training
- 92 Medical facilities, assisted living centers with retail built around with services
- 93 affordable health care
- 94 Local family owned businesses

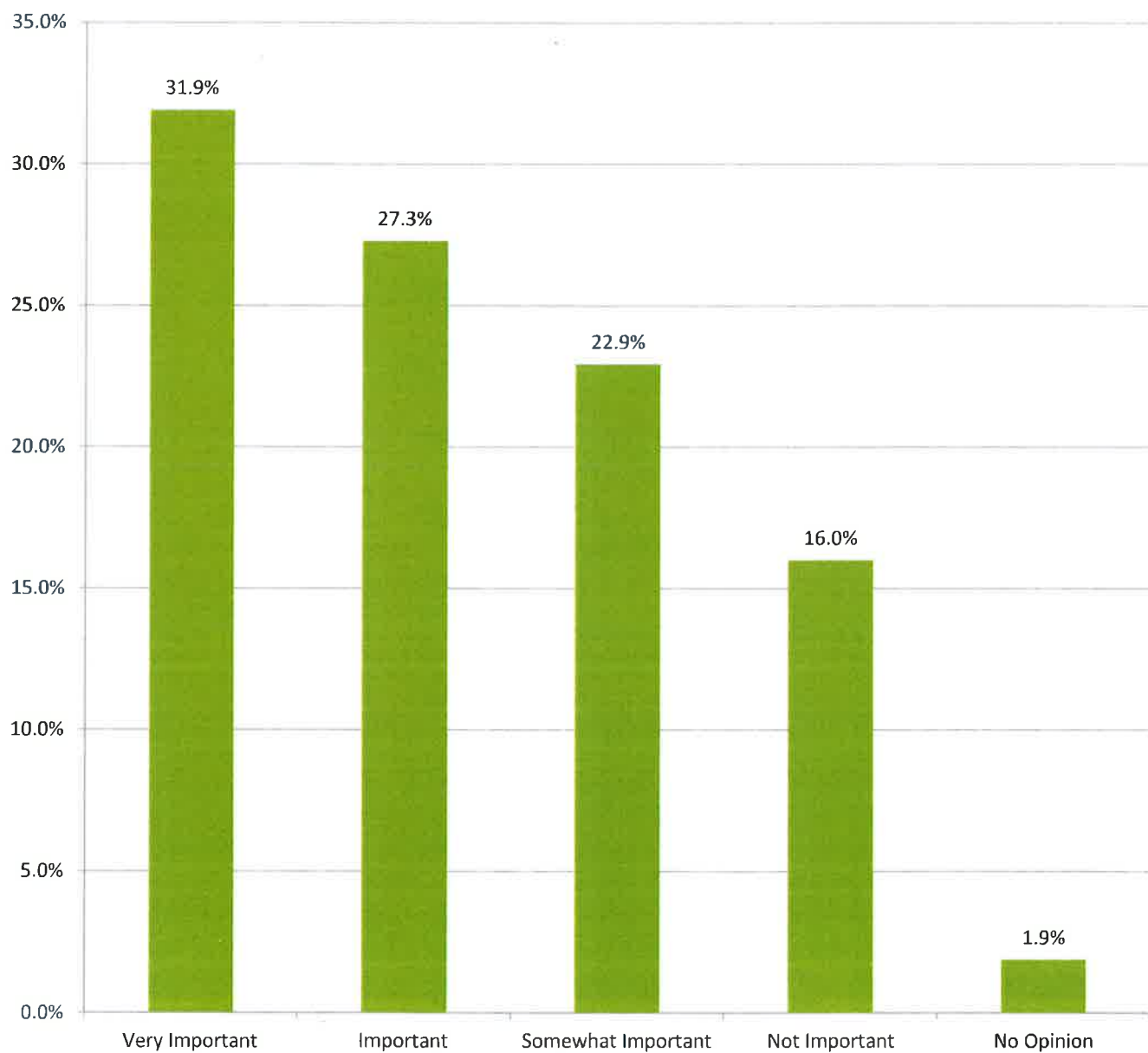
Question 13: How would you rate the county's existing transportation network?

Answer Choices	Excellent	Good	Fair	Poor	No Opinion	Total Responses
County Highways	103	618	338	96	8	1,163
Pedestrian Sidewalks and Trails	70	560	320	103	110	1,163
Bicycle Lanes and Trails	139	490	252	97	188	1,166
Local Roads	27	363	455	314	5	1,164
Rideshare and Taxi Services	12	123	253	364	412	1,164
Transit Services	10	79	184	499	385	1,157



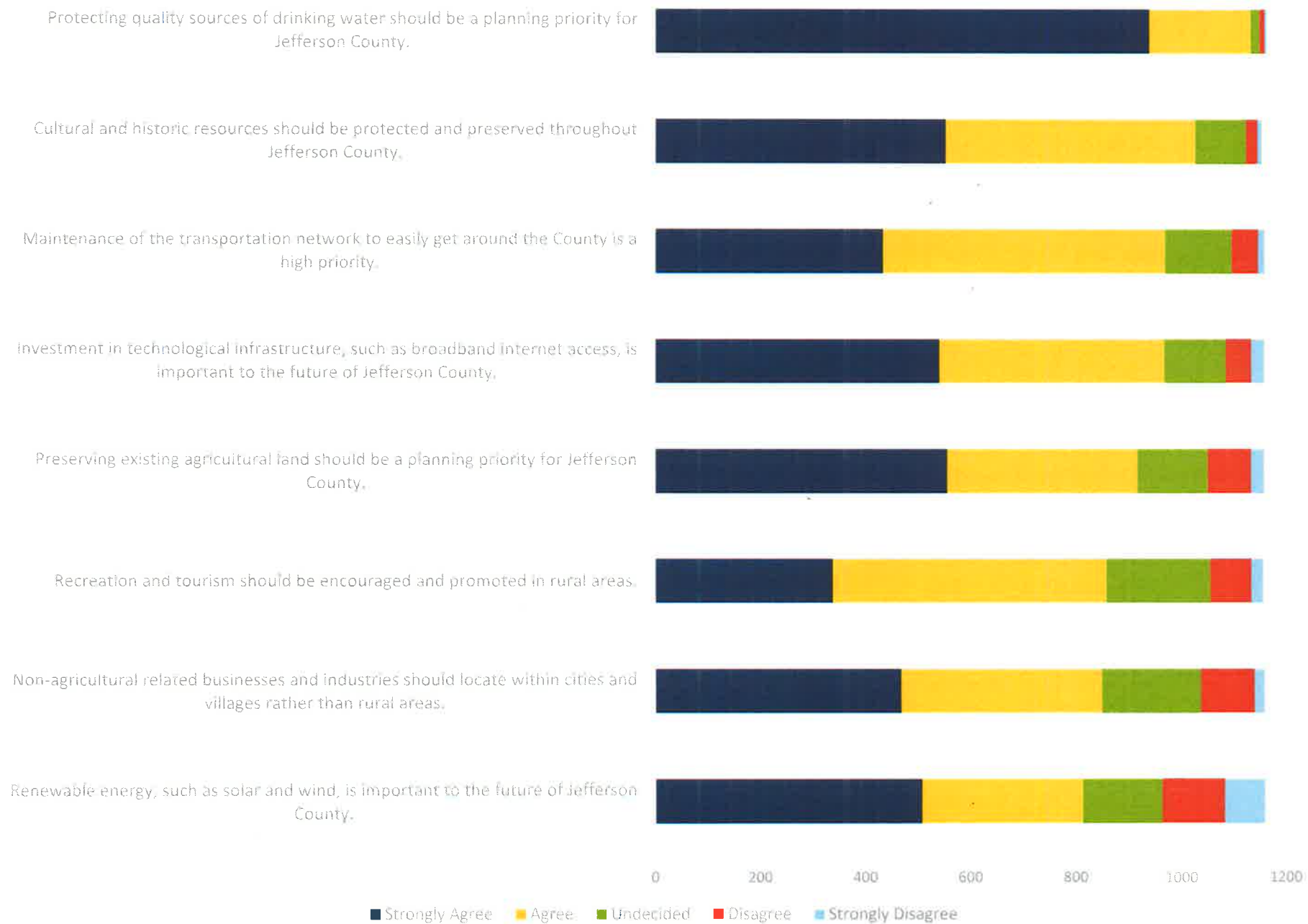
Question 14: How important are improving multi-modal transportation services (transit, biking and walking) to the future of Jefferson County?

Answer Choices	Responses	
Very Important	31.9%	373
Important	27.3%	319
Somewhat Important	22.9%	268
Not Important	16.0%	187
No Opinion	1.9%	22



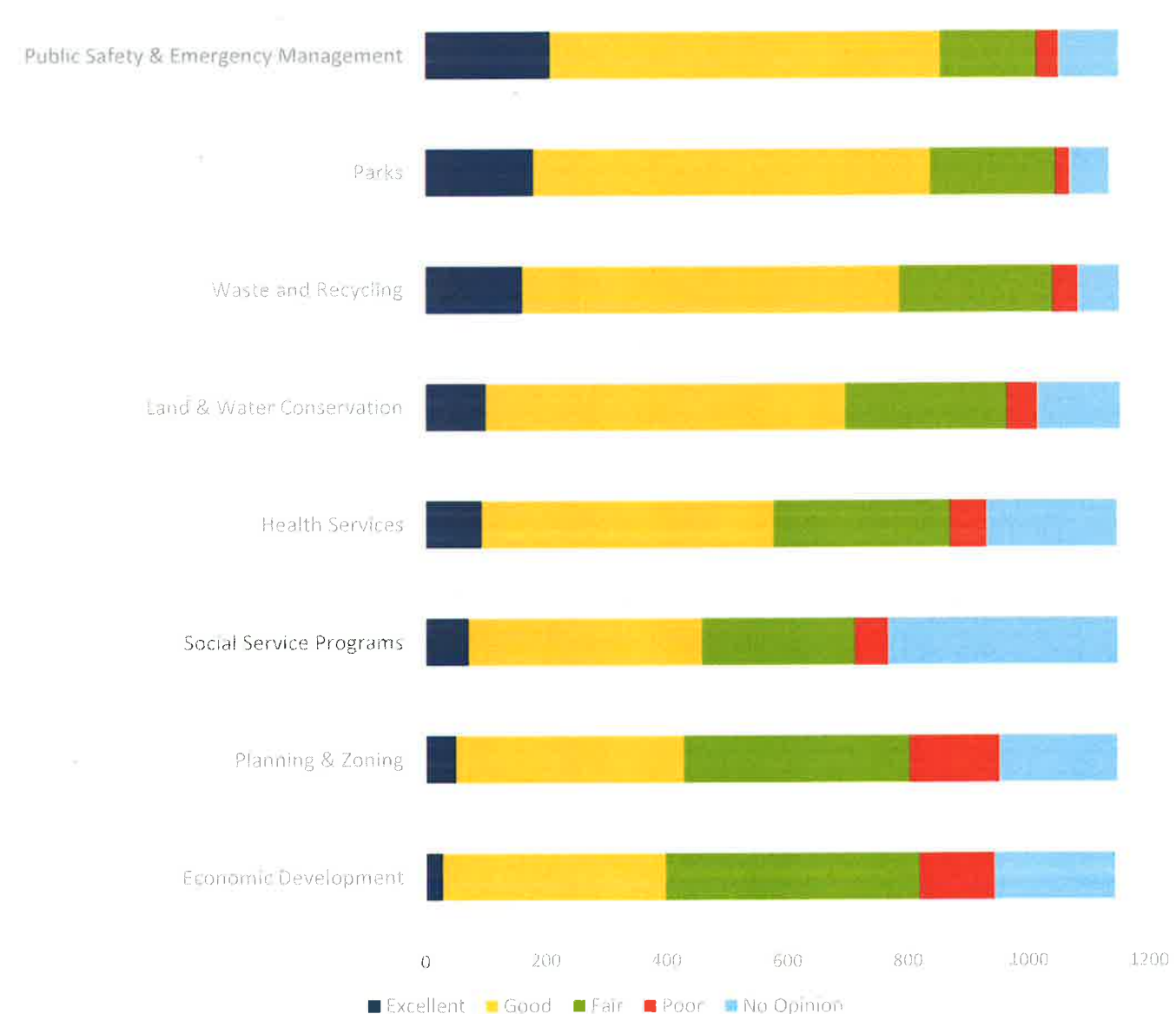
Question 15: Please rate the following statements:

Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total Responses
Protecting quality sources of drinking water should be a planning priority for Jefferson County.	940	193	18	9	3	1,163
Cultural and historic resources should be protected and preserved throughout Jefferson County.	553	475	97	22	8	1,155
Maintenance of the transportation network to easily get around the County is a high priority.	434	537	127	50	12	1,160
Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County.	541	428	117	49	24	1,159
Preserving existing agricultural land should be a planning priority for Jefferson County.	556	362	135	82	24	1,159
Recreation and tourism should be encouraged and promoted in rural areas.	338	521	198	78	22	1,157
Non-agricultural related businesses and industries should locate within cities and villages rather than rural areas.	468	382	189	102	19	1,160
Renewable energy, such as solar and wind, is important to the future of Jefferson County.	508	305	152	119	76	1,160



Question 16: Please rate how effectively and efficiently Jefferson County delivers essential services:

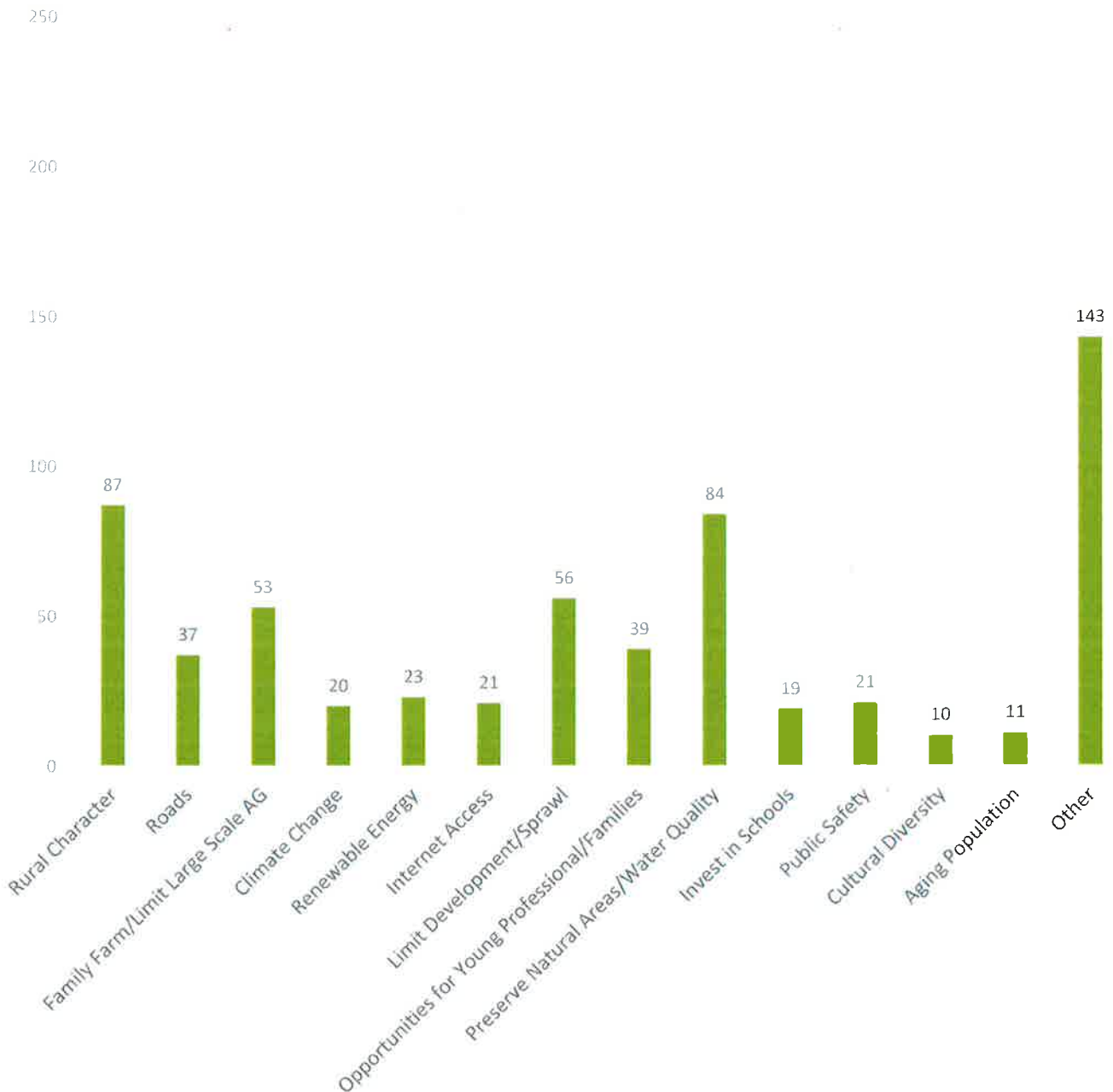
Answer Choices	Excellent	Good	Fair	Poor	No Opinion	Total Responses
Public Safety & Emergency Management	208	650	161	37	98	1,154
Parks	180	661	209	24	64	1,138
Waste and Recycling	162	627	256	42	67	1,154
Land & Water Conservation	101	597	270	51	136	1,155
Health Services	94	484	295	61	215	1,149
Social Service Programs	72	387	255	56	380	1,150
Planning & Zoning	51	378	376	149	195	1,149
Economic Development	29	369	423	124	200	1,145



Question 17: Please provide any additional thoughts or comments regarding county priorities over the next 20 years in Jefferson County:

Overall a total of 408 respondents provided additional feedback on Jefferson County's priorities over the next 20 years. The full responses are provided following a brief summary and analysis of the comments received.

The following themes emerged when asked about additional thoughts and comments for county priorities in the next 20 years. The 408 responses were sorted into (multiple) themes, as shown in the graph below. In addition, all comments were rated positive or negative based on the perceived opinion on the subject matter brought up. Generally, 263 of the comments were positive in nature and varied across all themes.



In general, a majority of the comments had positive attitudes towards the issues addressed. Many comments commended the county on the planning efforts and some comments were about specific questions in the survey. Themes brought up frequently were:

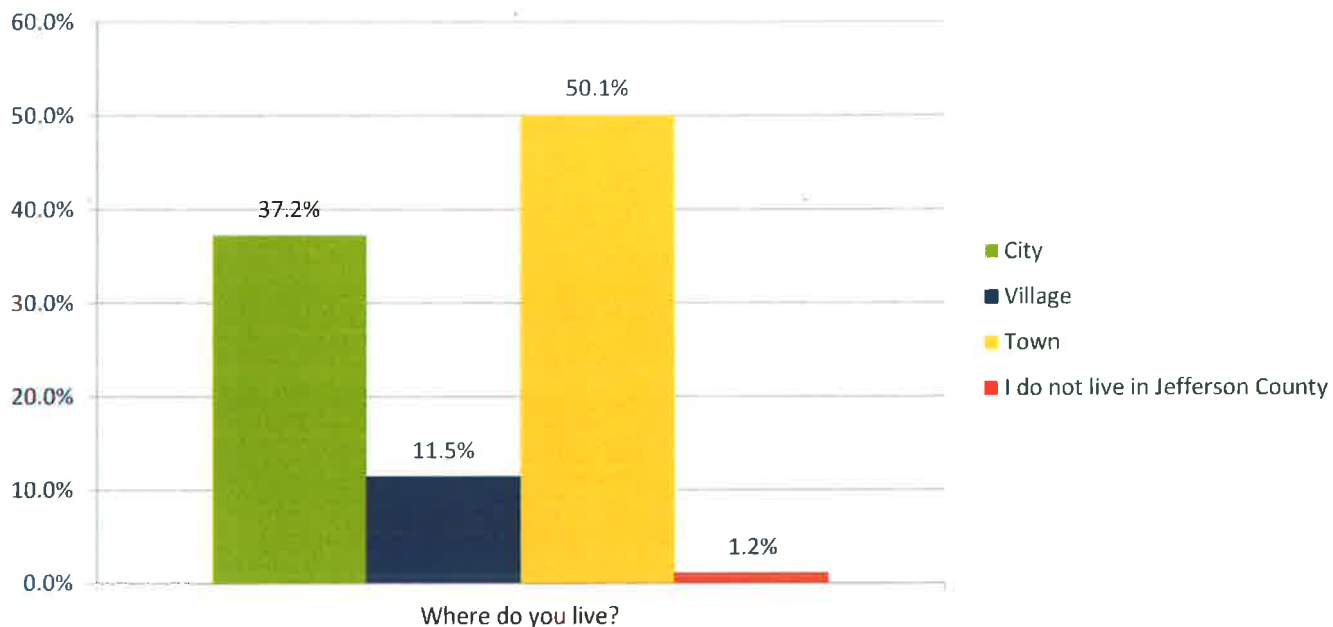
- Rural Character - Strongly different opinions on lot splitting
- Preservation of Natural Areas and Water Quality
- Limit Development and Sprawl - Infill housing development and business development in the established cities and villages is desired, as long as it is of quality and sustainable.
- Concerns about large scale agriculture and the preservation of family farms.

Other reoccurring themes included:

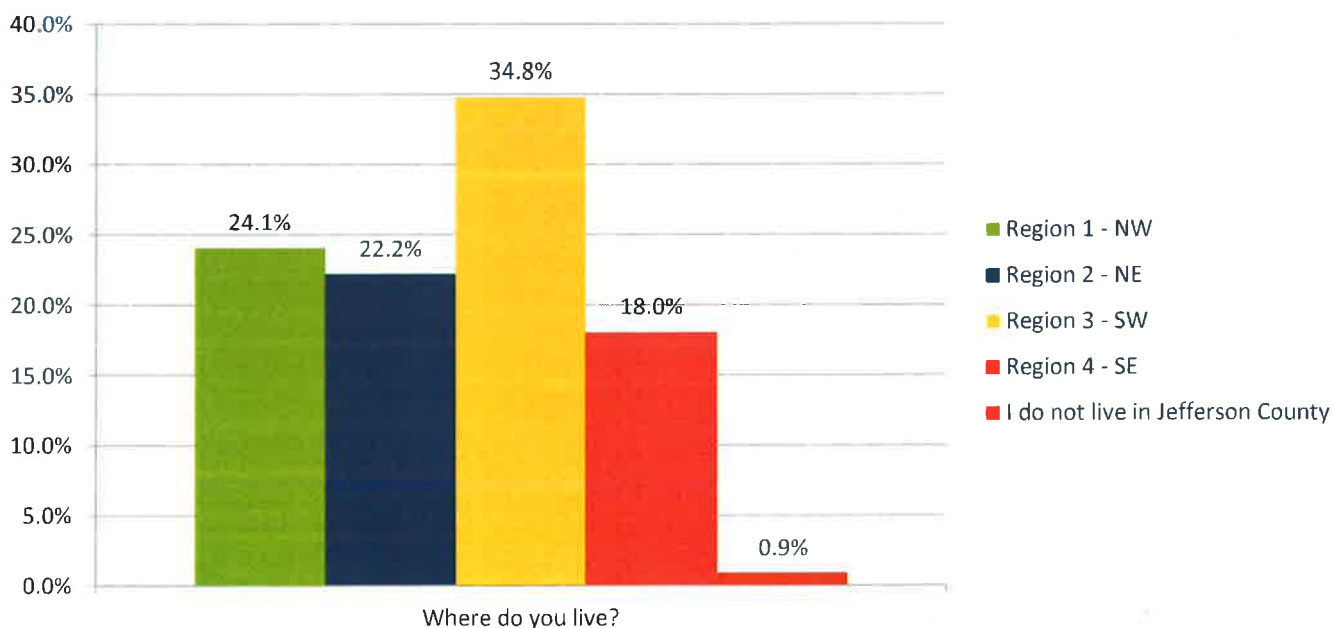
- Opportunities for Young Professionals and Families
- Roads - Maintain what is build, limit expansion. Some comments on incorporating bike lanes and sidewalks.
- Renewable Energy
- Public Safety
- Internet Access
- Climate Change
- Investment in Schools
- Welcoming community for cultural diversity
- Increasing aging population and associated health care needs
- Desire for low property taxes and limited regulations
- Varying opinions of ATV and UTV use on roads
- Waste and recycling management throughout Jefferson County
- Additional retail, entertainment and recreation opportunities – though some respondents identified that there are enough attractions in the county
- Varying opinions on affordable housing

Question 18: Do you live in a City, Village, or Town within Jefferson County, and which region do you live in? (see image below)

Answer Choices	City	Village	Town	I do not live in Jefferson County	Total Responses
Where do you live?	416	128	560	13	1,117

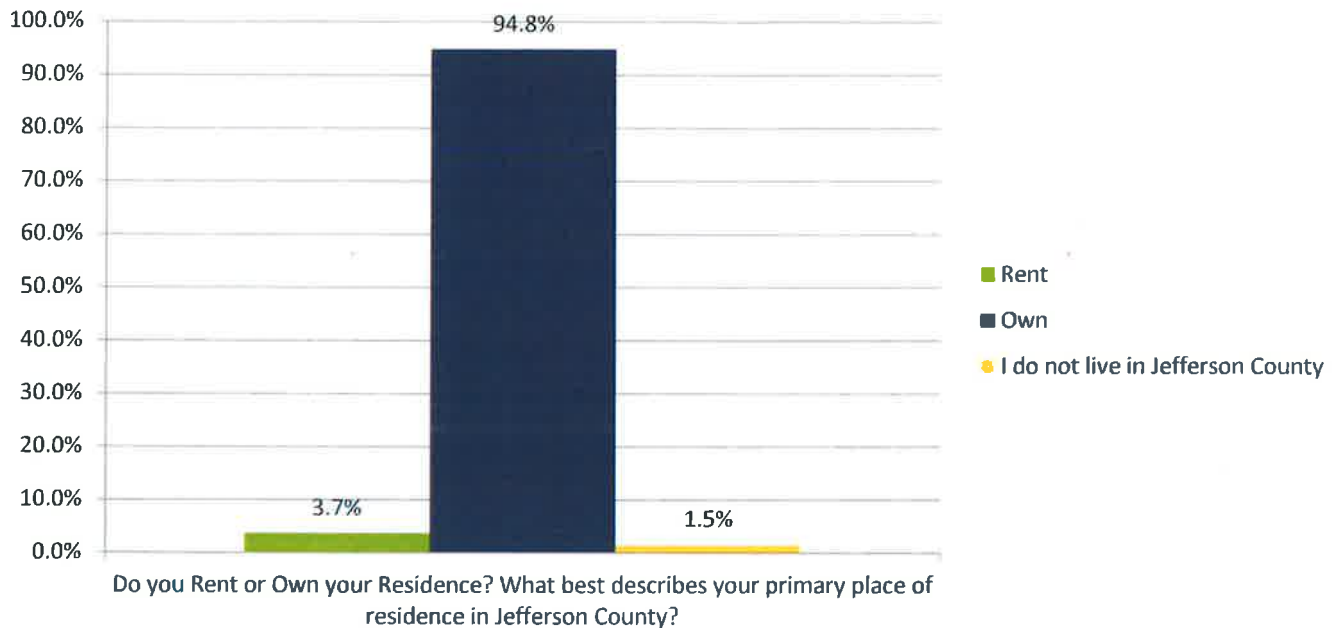


Answer Choices	Region 1 (NW)	Region 2 (NE)	Region 3 (SW)	Region 4 (SE)	I do not live in Jefferson County	Total Responses
Where do you live?	208	192	301	156	8	865

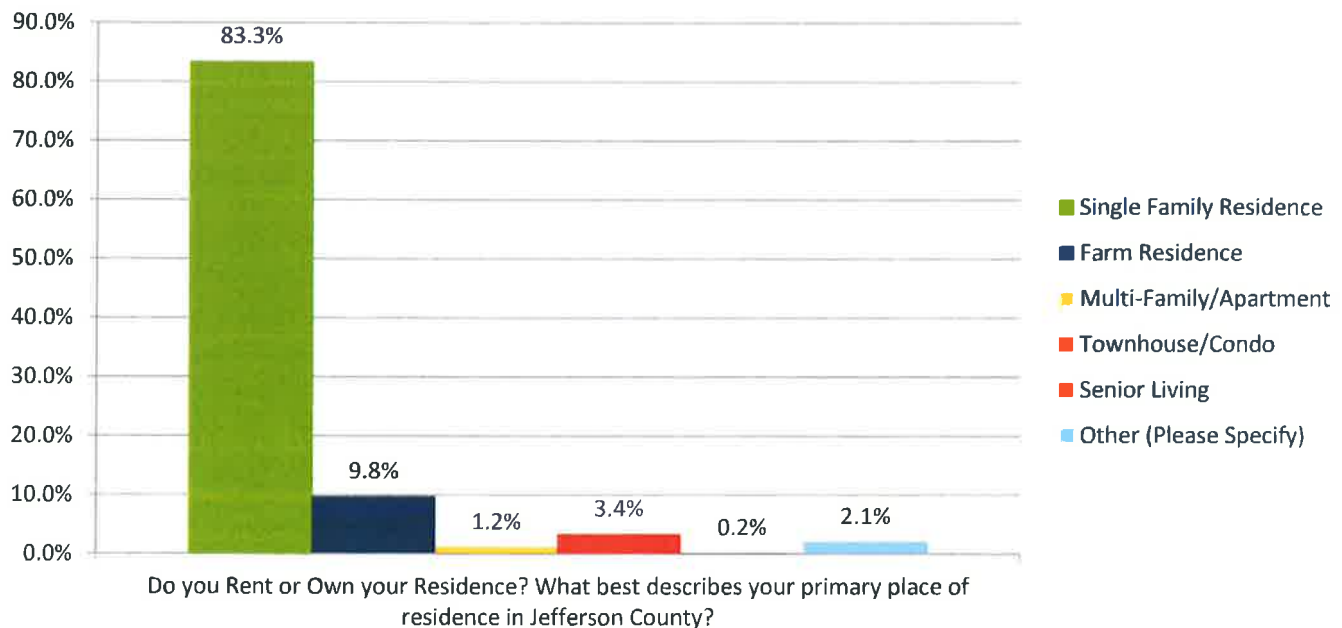


Question 19: Rent, Own, I do not live in Jefferson Co.

Answer Choices	Rent	Own	I do not live in Jefferson County	Total Responses
Do you Rent or Own?	41	1,059	17	1,117



Answer Choices	Single Family	Farm	Multi-Family/Apartment	Townhouse/Condo	Senior Living	Other (Please Specify)	Total Responses
Description of Residence	709	83	10	29	2	17	851

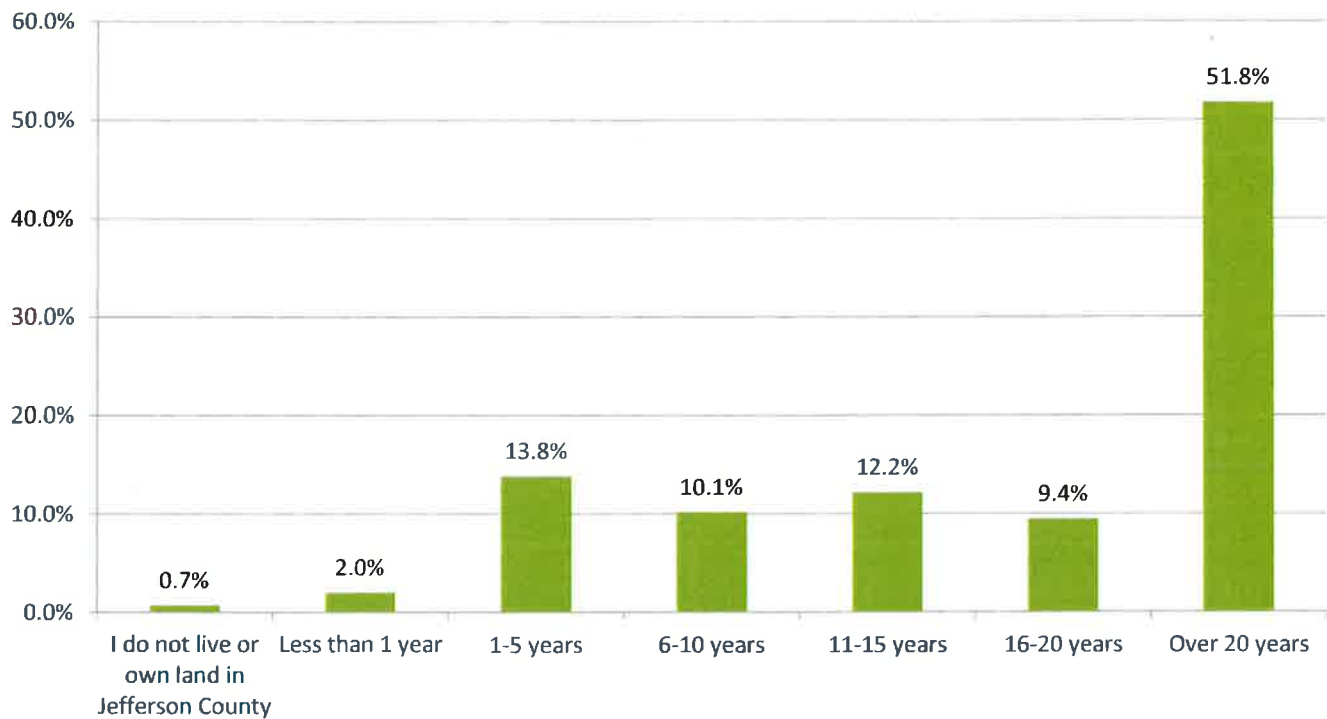


Open-ended Responses:

#	Responses
1	Our property is A-1, with 15 acres of prairie restoration
2	I own an A-1 vacant parcel
3	Natural Resource Residence
4	our property has been a peaceful place for many years, no house on property as of yet tho.
5	I own land
6	cottage
7	Farm
8	Lake/ wetland property - Recreational
9	My fiance owns the house we live in.
10	Iznc
11	Owned land
12	duplex
13	Own single family home
14	River Bend resort lot
15	Wooded acerage
16	I live in what was a farm.
17	Seasonal Residence
18	Commercial rental downtown Jefferson
19	home with ag land
20	Farm Jefferson County
21	Farm
22	I own a rental property in Ft. Atkinson
23	Own farm land and grew up on a dairy farm in Waukesha Co.
24	2 family
25	Living with family, they own the house
26	NA
27	Self Service Laundries
28	duplex
29	region 4 - in Whitewater
30	small hobby farm
31	Own in River Bend
32	A single family home on A1 and A3 zoned land not in a subdivision
33	Aztalan
34	5 acre parcel
35	Single family home
36	single family/business
37	Region 3
38	Looking to purchase but ugh.
39	Duplex
40	Zoned Ag 3, small tract
41	duplex
42	Duplexes

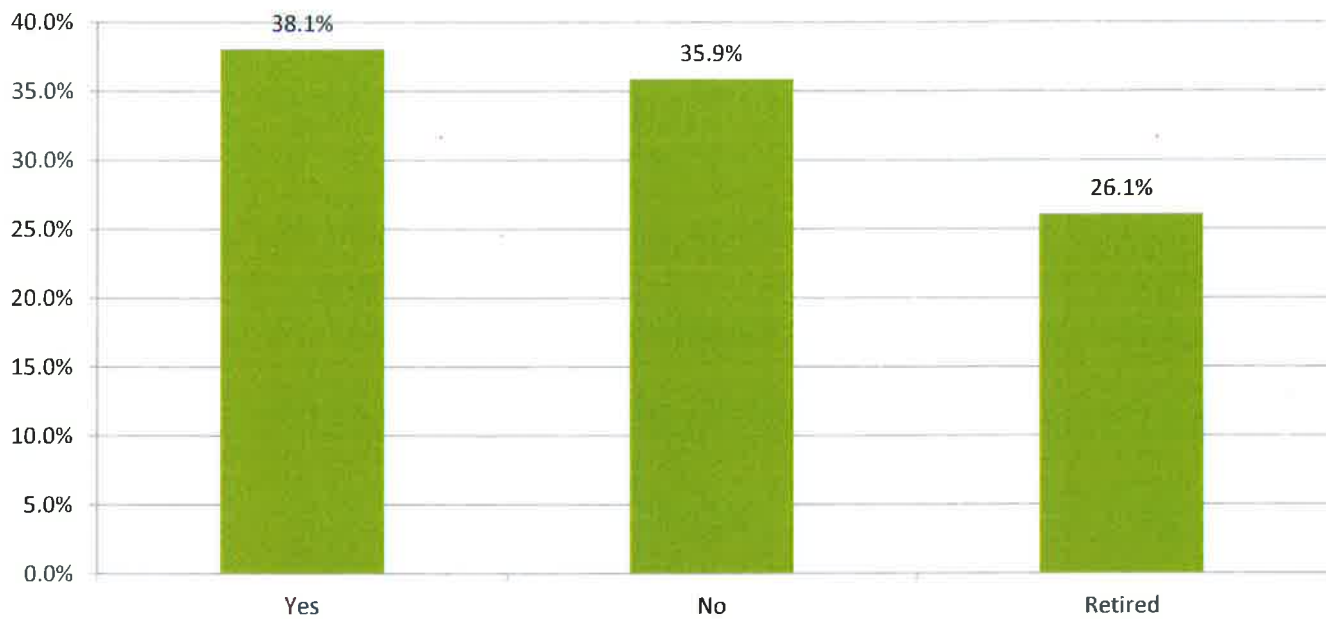
Question 20: How long have you lived or owned land in Jefferson County?

Answer Choices	Responses	
I do not live or own land in Jefferson County	0.7%	8
Less than 1 year	2.0%	23
1-5 years	13.8%	158
6-10 years	10.1%	116
11-15 years	12.2%	139
16-20 years	9.4%	108
Over 20 years	51.8%	592
Total		1,144



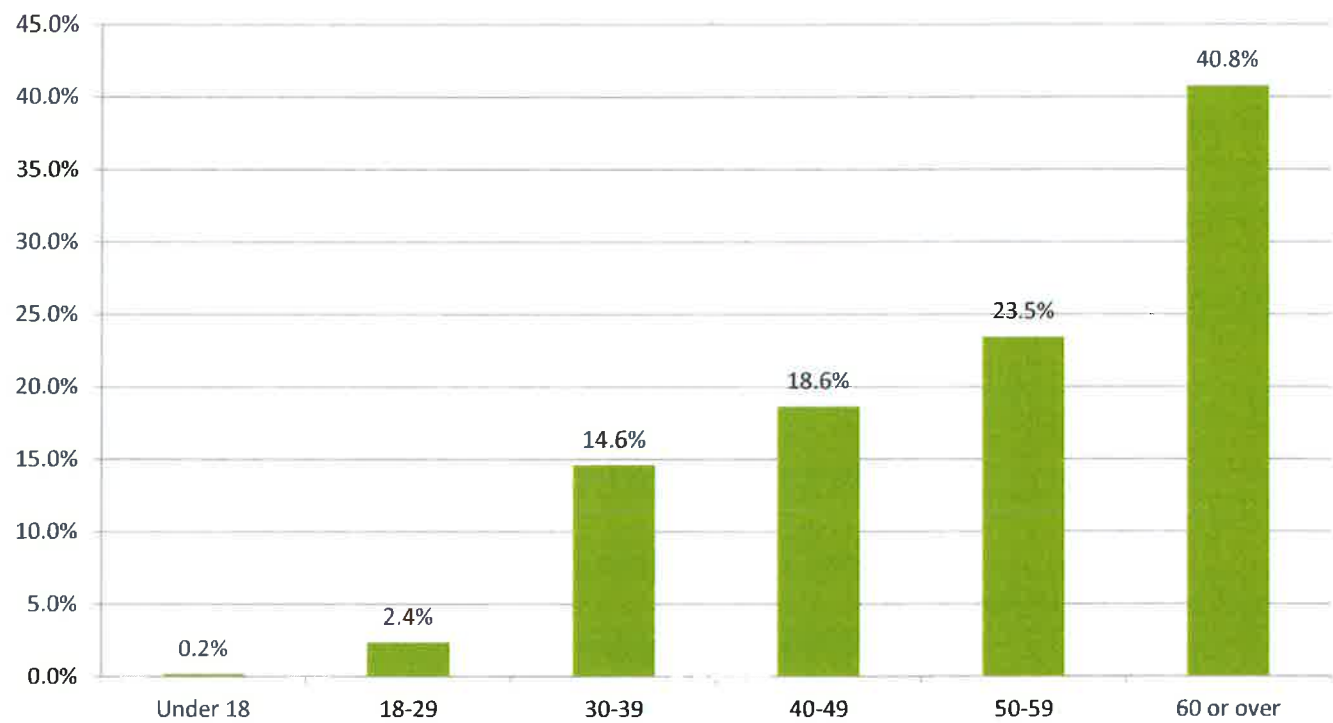
Question 21: Do you work in Jefferson County?

Answer Choices	Responses	
Yes	38.1%	435
No	35.9%	410
Retired	26.1%	298
Total		1,143



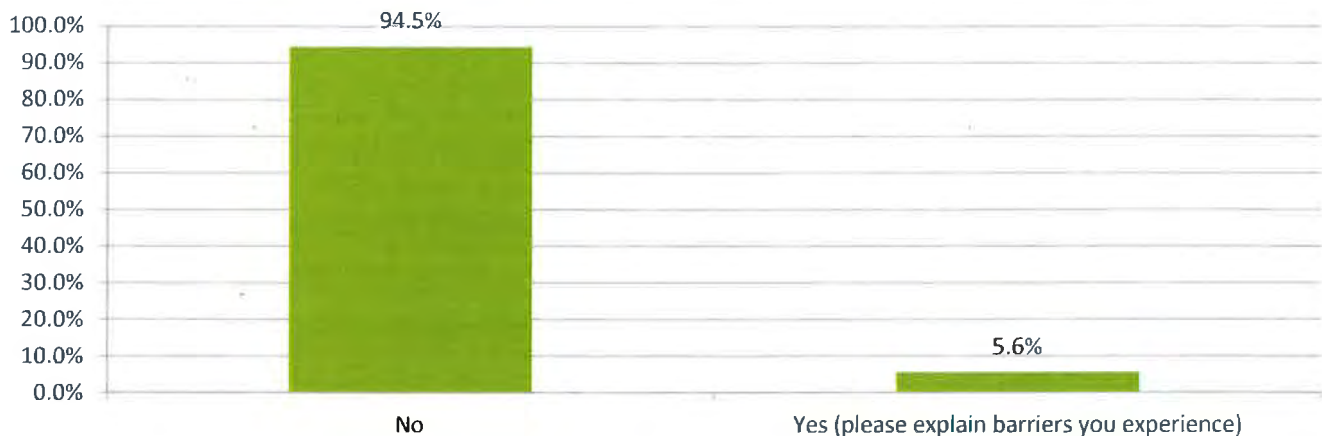
Question 22: What is your age?

Answer Choices	Responses	
Under 18	0.2%	2
18-29	2.4%	27
30-39	14.6%	167
40-49	18.6%	213
50-59	23.5%	268
60 or over	40.8%	466
Total		1,143



Question 23: Do you experience a mental or physical disability? If yes, please list any barriers you may experience in Jefferson County?

Answer Choices	Responses	
No	94.5%	1,073
Yes (please explain barriers you experience)	5.6%	63
Total		1,136



Barriers experienced, open-ended responses:

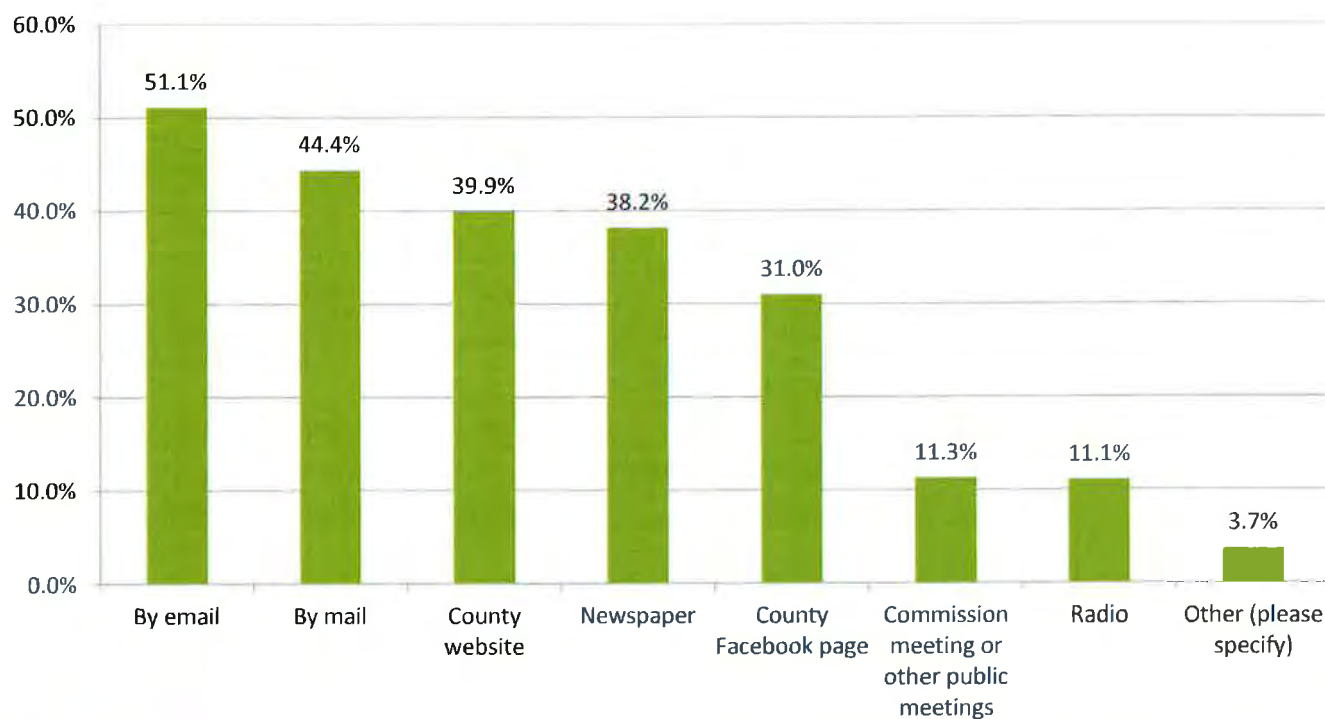
#	Responses
1	Handicap parking
2	Had heart attack.
3	need better access (atv, tracked wheel chair, argo) to all public land.. I am mostly disabled
4	Have an adult daughter with disabilities. Finding qualified caregivers is problematic.
5	physical
6	not enough help to appts.---no help from community members, including churches
7	I am deaf and wear two hearing aidsw.
8	I fight to overcome small-mindness
9	I prefer access to a loop for the hard of hearing. I will include a brochure that gets points across.
10	bipolar services
11	A close family member does; wheelchair mobility is an issue at many public places
12	More quality health care. Gastroenterology for my 16 year old and myself and a female Urologist and Gynecologist
13	People still not understanding that a Service Dog is not to be bothered (petted) when it is out with the owner.
14	Son with autism, very poor access to any therapy services. School resources very lacking.
15	Illegal to ask.
16	at present there are no barriers for me.
17	walk with cane or use wheelchair, need handicapped parking
18	withheld
19	some physical limitations
20	wheelchair accessibility
21	Difficulty with legs--surgery on knees presently using wheel chair
22	None
23	"Old age" Related

Responses

- 24 mobility issues, accessibility is very difficult
- 25 Fort Healthcare lacks Mental Health services
- 26 depression, PTSD - disabled veteran
- 27 Access to restrooms..parking..
- 28 none
- 29 RA
- 30 access to reputable mental health services for my child
- 31 Hearing loss
- 32 I have a young son with Autism, there's not much we can do with him close to home.
- 33 Musclar dystrophy
- 34 No barriers from county
- 35 Transportation to doctor an other appointments. Meals on wheels.
- 36 Curbs that are handicapped accessible
- 37 dependent on a wheelchair....limited access to too many businesses
- 38 No transportation between towns
- 39 None
- 40 handicap transportation, unable to get to medical facilities using public means
- 41 not alot of disabled housing for families or individuals unless you are elderly. Alot of businesses are not accessible to handicapped people due to stairs
- 42 Physical movement, but its Ok.
- 43 Housing
- 44 Getting into a quality psychiatrist
- 45 Getting out and enjoying the outdoors.
- 46 We have to drive to Madison for pediatric Mental Health professionals
- 47 Not sure
- 48 not enough handicap parking
- 49 I have an outstanding case worker who assists me.
- 50 Some businesses not having handicapped parking such as Crawfish Junction Restaurant in Milford Township and the same for the Aztalan Inn in Aztalan Township. In the winter especially I can't park close enough to give them my business. I believe this is a law but no one follows through.
- 51 Wheelchair bond
- 52 No ADA work available
- 53 Mental health
- 54 Mental Health
- 55 I still get around
- 56 I spend a lot of money to belong to a gym with a pool due to knee surgeries and leg injuries (combat)
- 57 really difficult to find mental health providers that are local and not booked out for months
- 58 Copd
- 59 heavy entry doors, broken sidewalks, lack of guardrails (elderly with multiple. orthopedic problems- mind clear)
- 60 Doing well now w/JCHS
- 61 No barriers. Minor disability.
- 62 limited quantity of affordable mental health providers
- 63 N/A

Question 24: What are the best ways for you to receive information and communications from Jefferson County? (Check all that apply)

Answer Choices	Responses	
By email	51.1%	584
By mail	44.4%	507
County website	39.9%	456
Newspaper	38.2%	436
County Facebook page	31.0%	354
Commission meeting or other public meetings	11.3%	129
Radio	11.1%	127
Other (please specify)	3.7%	42
Total		1,143



Responses

- 1 neighbors!
- 2 tomfick@netscape.net
- 3 Text alert to visit county website
- 4 Only mailings. It would have been nice to know about the resources more in advance so that we can attend meetings on topics that we are passionate about. Many times we hear things have been passed without any communication.
- 5 Library
- 6 520-404-8170
- 7 From my county board member
- 8 Television
- 9 special notifications
- 10 phone

Responses

- 11 SMS Texting if emergency or notifications
- 12 free ads in mail
- 13 None. I don't want to.
- 14 Texts
- 15 twitter
- 16 T.V.
- 17 Any communication that requires effort on the part of the recipient (going to the website, reading the newspaper) will be mostly ignored. A piece of paper in the mailbox will at least be handled for a moment.
- 18 Local Television stations (Madison and Milwaukee)
- 19 None
- 20 County Sponsored Cellphone App
- 21 Word of mouth, Union Extra
- 22 I'd like to see all major things in the city & county be announced by Mail instead of on the city hall reader board. This includes Harry Potter Fest, County Fair, 4th of July events. The facebook pages are not updated often enough. The city hall reader board mostly just tell the date and time. I have a cell phone and a clock in my car already. Lets be better. We are a small town, but we can do it.
- 23 used to get the paper but now just by word of mouth mainly
- 24 Do not want.
- 25 word of mouth, gossip
- 26 talk
- 27 social media
- 28 92.7 fm or 1510 am or freespeech.org
- 29 A friend notifies me of meetings and announcements by email
- 30 google, internet search, etc.
- 31 Pbs and npr and wpr
- 32 Friends and family, neighbor
- 33 Free flyers, free mailings; I can't afford the newspaper. I just happened onto this survey, did not even know about it.
- 34 local news - and don't limit social media to only Facebook< Twitter, Linked In, etc.
- 35 Communication via town board
- 36 Emails from my employer
- 37 Web
- 38 None they don't reach out to citizens well.
- 39 text messages
- 40 Text alert
- 41 Facebook local community boards or the local mom & dad boards
- 42 Texts

Question 25: Please provide your email address to stay connected to the Jefferson County long-range planning process.

The email addresses provided respondents will remain confidential and will be used to distribute further information about the Comprehensive Plan and Agricultural Preservation and Land Use Plan Updates.