

# **BAY CREEK NEIGHBORHOOD NEEDS ASSESSMENT**

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**PREPARED BY  
UW-MADISON COMMUNITY DEVELOPMENT CLASS  
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# Bay Creek Neighborhood Needs Assessment

## Introduction

At the request of the Bay Creek Neighborhood Association, the Community Development class at UW-Madison conducted an assessment of needs and assets in the neighborhood. The study involved analyzing existing census data on the neighborhood, conducting a mail survey of households, and interviewing businesses and youth in the area.

## Census Data Analysis

The Bay Creek neighborhood is operating in a dynamic environment. The neighborhood is becoming a highly desirable location because of its lakeside views, proximity to a major health care complex and many other amenities within the vibrant downtown area. This desirability makes Bay Creek ideal for development, which could prompt significant changes in the future. In this data analysis, we will highlight two key points. First, these data will provide a sense of how the neighborhood has changed demographically over time, from 1991 until 2016. Second, we consider how Bay Creek compares to the immediately surrounding neighborhoods in terms of demographics, housing, and income. The data from 1990 was made available from a comprehensive plan written that year. The other years were available through the Census Bureau. The year 2016 is the most recent year for which data are available and the Bureau's website does not allow easy access to data before 2000.

The Bay Creek neighborhood has become younger since 1990. In 1990, 22% of the neighborhood's residents were over the age of 65. By 2016, that percentage fell to just over 9%, with the median age of a Bay Creek resident 38.6 years of age. In 2016, there were a total of 2,479 residents in Bay Creek. This is a small decline since 2000, when the population was 2,572. The Bay Creek neighborhood population is increasing after experiencing a small decrease in the mid 2000s. Eighty percent of the 2016 population was white, and 6% percent were African American, while the remaining population identified as Asian or American Indian. That population breakdown is similar to the racial makeup of the neighborhood in the 2000 census; 88% of residents were white and nearly 5% were black. Once again, the remaining population was made up of people of American Indian and Asian descent.

The Bay Creek neighborhood has become more affluent since 1990, but there also is greater inequality. The median income that year was just over \$36,000 per family. Adjusted for that inflation, that income would have been worth \$69,000 in 2016. The median family income in the Bay Creek neighborhood in 2016 was \$86,196. Conversely, a little over 20% of households in 2016 earned an annual income below \$25,000. We found that only 10% of households in Bay Creek who earned below \$25,000 were categorized as being over 65 years of

age. In fact, those who are between the ages of 45 and 64 are most likely to earn less than \$25,000 a year.

Residents in the Bay Creek neighborhood are more likely to be married than in the past. Census data reveals that in 2000, only 22% of the residents were married. In contrast, by 2016, 42% of the residents were married.

Bay Creek neighborhood has remained a desirable location to purchase a home. Median housing values rose 42% from 2000 to 2016. While in 2000, the median rental costs were \$544 a month, that rate has risen 55% to \$845. Although rental costs have increased, the overall percentage of units being rented has remained steady. In 2016, 59% of units are rented by their occupants and in 2011 51% were rented. In comparison, in both 2000 and 1990, 54% of the housing units were occupied by renters.

To compare Bay Creek with other neighborhoods in the area, we identified two adjacent communities in census tracts 14.02 (defined as Madison Arboretum) and 14.02 (Burr Oaks neighborhood). Bay Creek residents are younger than they used to be, but they are older than adjacent neighbors. Although Bay Creek residents are more likely to be younger than in past years, there are fewer children living in the neighborhood than in those directly adjacent. Bay Creek, however, is home to a higher ratio of residents over the age of 65. In 2016, the percentage of residents over 65 years of age was 7.3 %. Near the arboretum, that percentage was 5.5% and 4.3% in Burr Oaks.

There were key differences in household income between the three neighborhoods as well. Bay Creek is more affluent than adjacent neighborhoods with a median household income at \$57,551. However, that number jumps up to \$86,196 when that household is home to a family, or to a married couple at \$93,000. Across all these Census Bureau categories, highest median income in these three neighborhoods belongs to Bay Creek married couples who earned \$93,000 in 2016. Similarly, in Burr Oaks the range of median incomes for households and households with families hovers around \$35,000, though this number skyrockets to \$85,438 for married couples.

We also found differences in racial demographics in those neighborhoods. Between 2011 and 2016, the white population in Bay Creek has been increasing, remained stable in the neighborhood near the Arboretum and experienced a steep decline of 20% in Burr Oaks. Since 2000, the black population has increased significantly in all three neighborhoods. Among them, the percentage African Americans resident was lowest in Bay Creek at 6.6%, and highest in Burr Oaks at 36%, while the area near the Arboretum was comprised of 19% African Americans.

Bay Creek's homes are valued higher than homes in adjacent neighborhoods. For example, in 2016, the median price of a Bay Creek home was \$247,300. In comparison, the

median price of a home in 2016 near to the arboretum was \$146,400 and in Burr Oaks was \$235,200.

Bay Creek has a higher percentage of owner-occupied homes than adjacent neighborhoods. Of the three neighborhoods we analyzed, the neighborhood near the Arboretum had the lowest percentage of owner-occupied homes at 18% and in Burr Oaks 26% of homes were owner occupied. To contrast, in Bay Creek, 41% of homes were renter occupied. In 2016, 81% of homes were renter occupied near the Arboretum. That same year in Tract Burr Oaks, 73.6% of homes were renter occupied. In Bay Creek, only 59% of homes were renter occupied, but Bay Creek's rental prices were competitive with the adjacent neighborhoods. In 2016, the median price of renting in Bay Creek home was \$845. The median price of renting near the Arboretum was \$719 and in Burr Oaks was \$869.

These data suggest the character of the community has been relatively stable over the past 15 years. In particular, demographics, income levels and housing characteristics remain at comparable levels to those in 2000. Based on the data collected regarding household incomes, and the value of homes both rented and owned, the neighborhood of Bay Creek has maintained at about the same level. Although the Bay Creek neighborhood is younger than in the past, it is still home to a smaller ratio of children than its adjacent neighborhood. As the residents begin to think about providing spaces for their children, it may be prudent to think also of how these spaces will be impacted by the communities which surround Bay Creek.

## **Household Survey**

To examine residents' assessments of local resources and services, we conducted a mail survey among a random sample of households in the Bay Creek neighborhood (see Appendix A). A list of residents and property owners in the neighborhood was provided by the City of Madison. We excluded names of property owners outside the neighborhood. We drew a 20% sample and 322 surveys were mailed (27 were returned because they were not occupied, or the survey could not be delivered for some other reason). Seventy-three surveys usable were returned. To develop a random sample of adults in each household, we asked for an adult (18 years or older) who had the most recent birthday to complete the survey.

We asked residents to assess their satisfaction with and importance of a wide variety of services and amenities in the neighborhood (Table 1). One strategy for making sense of the data is to focus on items where residents are less satisfied and place a great deal of importance. Three issues stand out. First, a little over one-half of the residents are satisfied with the current options for grocery shopping, but over 90% report that this issue is extremely or very important to them. One reason for the level of satisfaction may be that many residents do their grocery shopping outside the immediate area. Most residents report that quality and location are the most important factors influencing where they decide to shop for groceries. Second, Second, only 8% of the

residents said they are satisfied with indoor recreation opportunities for youth, but almost one-half reported that it is extremely or very important to them. Similarly, about 14% of the residents indicated they are satisfied with indoor recreation opportunities for adults, but more than 40% believe it is extremely or very important to them. Finally, Bay Creek residents place a great deal of importance on pedestrian access, but a significant number are not satisfied with the current situation.

Table 1. Satisfaction and Importance of Neighborhood Services and Assets

	% Satisfied	% Extremely or Very Important
Employment	27	46
Education	57	68
Shopping	33	38
Groceries	52	93
Restaurants	63	62
Green space	81	90
Healthcare	81	73
Public transportation	63	75
Options for worship	26	19
Adult outdoor recreation	80	70
Adult indoor recreation	14	38
Youth outdoor recreation	44	58
Youth indoor recreation	8	44
Pedestrian access	73	93

We asked Bay Creek residents to rate the condition of the neighborhood’s infrastructure (Table 2). For the most part, residents considered the infrastructure in good or excellent condition. In particular, almost 90% of the residents considered their parks as good or excellent. A few items did receive relatively lower ratings. More than one-fourth (28%) of the residents evaluated sidewalks in the neighborhood as fair or poor. Walking/bike paths also received a relatively low rating.

Table 2. Rating of Neighborhood Infrastructure

	Very Poor	Poor	Fair	Good	Excellent
Sidewalks	0.0	5.6	22.2	62.5	9.7
Walking/ Bike Paths	1.4	1.4	12.3	56.2	28.8
Local Parks	2.7	1.4	6.8	65.8	23.3
Roads (driving)	1.4	9.7	34.7	47.2	6.9
Roads (Biking)	1.4	9.6	32.9	43.8	12.3

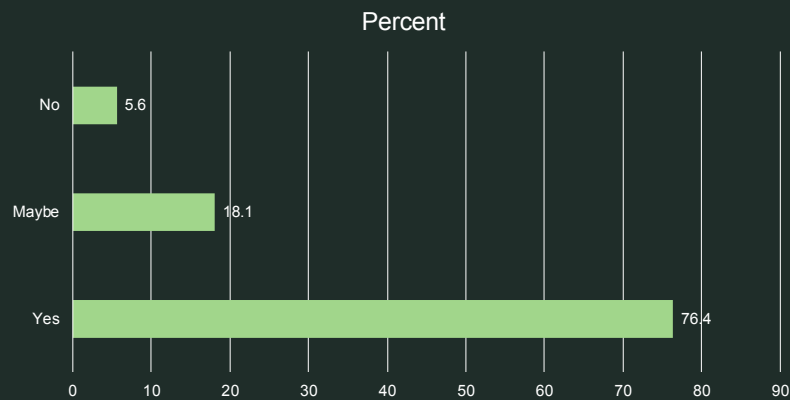
Street Parking	2.8	7.0	28.2	57.7	4.2
Connectivity to different parts of the neighborhood	4.2	5.6	26.4	58.3	5.6

Mobility in the neighborhood appears to be a key issue for residents, so we asked a series of questions about walkability, biking, and other means of transportation. Almost all residents reported that it was somewhat or extremely easy to walk or bike within the neighborhood. The most difficult areas for walking and biking were on or near Park Street and Fish Hatchery Road. About 70% of the residents reported that it was difficult to bike on the South Park Street Corridor.

Over 75% of the residents were satisfied with public transportation options in the neighborhood. One-third of the residents, however, never use public transportation and most do not use it on a regular basis. Several residents mentioned that the reason they don't use public transportation is the infrequent schedule of busses in the area.

There is considerable interest among residents in supporting business development in and near the Bay Creek neighborhood. Over three-fourths of the residents are supportive of more business development in the neighborhood. Residents are about evenly split with regard to satisfaction with the range of businesses along South Park Street. Several residents suggested there are enough bars and restaurants, and other types of retail are needed. Almost one-half of the residents shop frequently or always on South Park Street, while the other half report the only shop there sometimes or never.

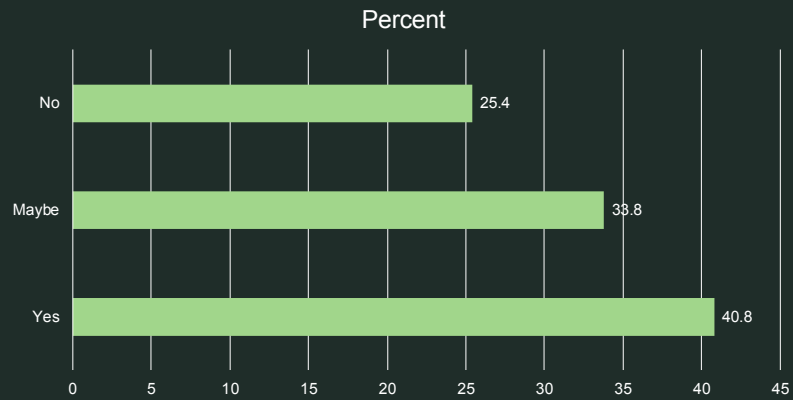
## Support more business development in the neighborhood



Development along the South Park Street Corridor is of concern among many Bay Creek residents. Support for higher density development is slightly stronger than the opposition. Approximately 41% support higher density development, 34% are uncertain, and 25% are opposed. For those who are uncertain, many were concerned with the potential loss of green spaces, parking/traffic, and height requirements. Several residents mentioned that the development should maintain the “neighborhood feel” in the area. Some suggested that the City of Madison encourage more development away from Park Street.

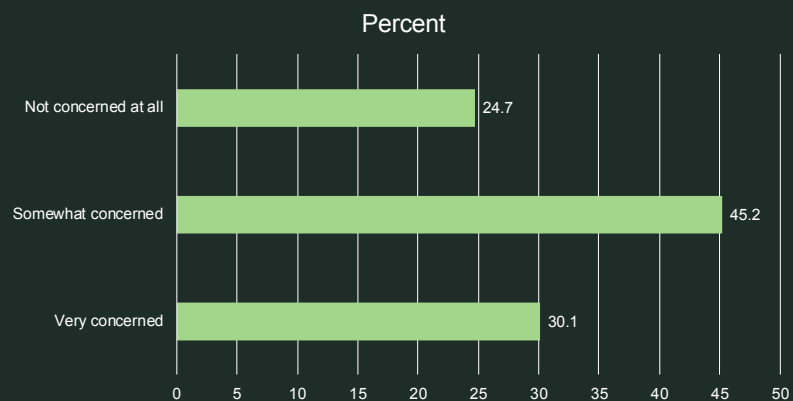
There is criticism in many neighborhoods about the process of development in the City of Madison. When asked if the City of Madison’s process for development allows enough input from residents, more than half (53%) said that it does allow for enough participation. Only one-fourth reported the neighborhood did not have enough input, while one-fourth said that “it depends.”

## Support higher density development in the South Park Street Corridor



Although housing prices have increased throughout the Madison area, Bay Creek residents did not appear to be extremely concerned with the affordability of housing in the neighborhood. Only 30% reported that they are very concerned with affordability issues. Another 45% said they are somewhat concerned and 25% are not concerned at all.

## Concern with affordable housing in the neighborhood

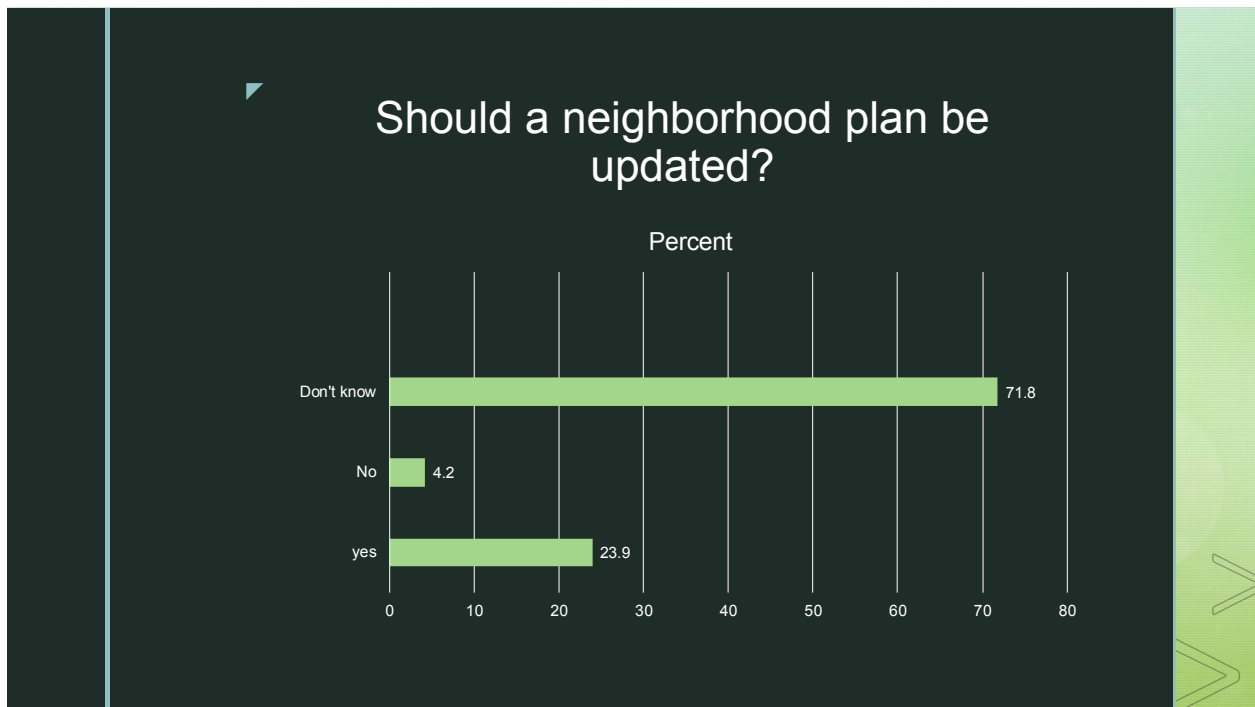




Residents are overwhelmingly supportive of historic preservation efforts to renovate buildings along West Lakeside Street. Similarly, most residents are supportive of a Community Center in or near the neighborhood, especially for youth.

Next, we asked several questions about the neighborhood association and planning in the area. Only a few residents (11%) were dissatisfied with the neighborhood association’s activities. Three-fourths of the residents, however, never attend neighborhood association meetings.

It appears that the last time the neighborhood had developed a plan was in 1991. Although most residents were not opposed to updating the neighborhood plan, the majority of residents were unsure about the need for it.



Approximately 36% of the respondents are renters and 64% are homeowners. We examined whether there were differences between these two groups of residents with regard to perceived needs and concerns. The only major difference was for concern with affordability of the neighborhood. As one might expect, renters are much more likely to be very concerned with affordability, while owners are somewhat less concerned.

The neighborhood is fairly even split between newcomers and long-time residents. About 40% of the residents have lived in the neighborhood less than five years. Conversely, 32% of the

residents have lived in the neighborhood for more than 20 years. Length of residence in the neighborhood had a negligible impact on perceived needs and concerns in the neighborhood.

We also gave respondents an opportunity at the end of the survey to discuss in more detail the key issues facing the neighborhood. Almost 80% of the residents provided additional feedback. The most comment issues discussed were lack of walkability and traffic issues (especially speeding) in the neighborhood. Several residents voiced concern over the changing demographics of the neighborhood—largely with rising housing costs and rent that can lead to gentrification. Park Street development also was mentioned by several residents—primarily a concern with the increasing density and height of buildings. Similarly, residents mentioned the lack of a grocery store as a major concern. Other issues discussed were conservation of green space, communication with the neighborhood, and preservation of historic structures.

## **Business Interviews**

We interviewed several businesses in the neighborhood and surrounding area to ascertain their concerns and hopes for the neighborhood (see Appendix B). Businesses that were interviewed emphasized how wonderful their local neighborhood is. The businesses are located in the Bay Creek area because they want to serve the local community and its residents. Many of these small businesses emphasized how they truly enjoy having their business in this neighborhood because of the support of the local residents. There is a sense of loyalty between the businesses, the neighborhood and the residents. For the business owners and employees, it is great for them to get to know customers on a more personal level and to be able to see familiar faces on a regular basis. In addition, the small businesses appreciate the accessibility to run and bike paths in the neighborhood. Overall, the businesses described the Bay Creek neighborhood as very friendly and supportive, causing each business to feel comfortable in their current location and have a positive perception on the local community.

In terms of development, businesses generally agreed that bringing more development to the Park Street area would increase traffic and visibility which in turn would bring in more customers. However, with more development the business owners recognized that there would be more competition that could lead to a rise in lease/rental pricing. Despite the positive benefits of development, such as the possibility of new customers, many of the businesses were worried about keeping their current customer base in the local neighborhood who tend to come on foot. \

When asked about the proposed Heartland Housing project, opinions were all across the board. One business is strongly opposed to the project, another in support of the project, and another who was unaware of the project. Collectively, the establishments are in support of what the project aims to do but are concerned about the reputation of these housing developments.

Many owners suggested enhancing safety in the area such as having more police presence in the vicinity or adding more lighting on the streets to increase sidewalk visibility. Lastly, businesses expressed their concern for appropriate management of all future developments in the area to insure small business safety and to preserve the sense of community.

Next, looking at trends in the workforce, the businesses in the Bay Creek area employ individuals mainly within the Bay Creek Neighborhood, have a somewhat diverse workforce and high employee retention rates. For the businesses such as Amstar Gas Station, Nutzy Mutz and Crazy Catz and Quality Hardware Co. Inc., majority of their workforce live within or around the Bay Creek Neighborhood. As for pHitness Plus, about 25% of the employees live within the neighborhood while the rest live on the west side of Madison. In terms of diversity, Nutzy Mutz and Crazy Catz reported that they employ mainly women, with a few members that are a part of the LGBTQ community as well as individuals who are Asian. In addition, pHitness Plus reported that their workforce is composed of half women and half men. Quality Hardware Co. Inc. is a family owned business, where three of the five employees are siblings. Lastly, looking at the employee retention rates of these businesses, Amstar Gas Station, Nutzy Mutz and Crazy Catz and Quality Hardware Co. Inc., reported that they have no trouble keeping employees, with the number of years employees have worked there ranging from 3 to 30. That said, the employee retention rate is high overall.

Another prominent topic mentioned by several business owners during the interviews was accessibility to their businesses. The majority of the business owners agreed that they are very accessible to foot traffic and bikes. However, one business mentioned feeling like they are constantly blocked off by traffic on Park street or school and city buses on other streets of the neighborhood during rush hours. This makes it difficult for people in cars to access their business especially when there is a lack of parking space near them. Several businesses who did not have a private parking lot available for their customers wanted the city to install more parking meters to ensure there is always parking available. It was also brought up that Lakeside Street is not very well lit at night making it hard to be out during evening hours. Another request from businesses not on Park street was to have their business included in the Bay Creek neighborhood map that currently only shows all the businesses on Park street. Lakeside street business owners also wanted their streets to have snow removal without much delay as this affects their accessibility.

Finally, a list of suggestions on how improvements in the area could be made was pulled from the various interviews. Although many businesses agreed on development increasing their visibility and traffic, there was a suggestion of wanting a healthy balance of income levels represented with new developments. Along with development, one suggestion was to repurpose old buildings instead of tearing them down and replacing them with new buildings. A few other suggestions for neighborhood improvements included ideas such as displaying neighborhood information and history, and potentially having the University help provide support and

resources with this. Similarly, one business mentioned maps that would showcase business locations. Another suggestion was to help facilitate ways for the community to give businesses more input on how they can better meet their needs. Lastly, as mentioned before, a suggestion for better lighting on lakeside street was also mentioned.

The interviews provided a variety of insight on what business owners in the Bay Creek neighborhood hope to see moving forward. There was a variety of ideas, suggestions, and opinions, but overall most agreed that they enjoy owning a small business in this specific community. Although businesses want to see their community grow through various development projects, fears of gentrification increasing rent was mentioned. Similarly, a hot topic seemed to be the Heartland Housing project with four of the five businesses knowing about it and having an opinion. Overall, these insights can help determine what role businesses see themselves playing in the community and what their hopes for the future of the neighborhood look like.

## **Youth Interviews**

Through small group interviews with middle and elementary school-aged students at the South Madison Boys and Girls Club, we have compiled a list of interests, involvement, mobility and community desires of the youth living in Bay Creek and other South Madison neighborhoods. We created a list of interview questions about the characteristics of their neighborhoods, concerns and appeals about their neighborhoods, and the opportunities available to them within their neighborhoods (See Appendix C).

Many students reported being involved in sports, mostly through school programs but also in private gyms/studios. Most involvement was in football, basketball, gymnastics and dance particularly. As for as other forms of involvement, students told us about semi-regular school dances and events, but they said there were no large-scale community events beyond that. Students expressed interest mostly in playing sports, but they were also interested in art, music, online games and other community organizations such as churches and Girl Scouts. Many students reported interest in greater access to a gym outside of the Boys and Girls Club. As for consumer interests, students identified chain restaurants as their favorite places to eat and Walmart as their families preferred place to shop, although others expressed appreciation for ethnically diverse food options around their home.

Students mostly reported riding the school bus or being driven by parents to school. Students frequently take the bus to the Boys and Girls Club after school and some also told us about shared vans that take them back to their homes afterwards. Some told us they felt comfortable walking and biking near their homes, while others said busy streets prevented this

element of safety and mobility in their neighborhoods. Of the students that had bikes, most reported only using them to play in the neighborhood and not in transit.

Students valued the outdoor space in their neighborhoods. Some students mentioned being able to walk or bike to a nearby park to play with friends. Many reported they usually played at each other's homes rather than community space. Students reported enjoying living near their friends and having other kids in their neighborhood to play with. Several students also appreciate their time after school spent doing homework at a church. They expressed gratitude for the educational support they receive at the church.

Students primarily had an interest in spaces that would support them and their interests. These included a community center and more recreational opportunities for sports and music, especially during the winter months when they cannot as easily congregate outdoors. Other students reported desire for more safety in their neighborhoods, in the form of road safety as well as overall community safety.

Overall, the most common wishes of youth for south Madison neighborhoods include a more specifically designated space for their activities and events. There appears to be some lacking cohesive elements and support in the neighborhoods, and more community space within the neighborhoods themselves could facilitate stronger community ties.

## **Conclusions**

We can make several conclusions from this analysis. Most Bay Creek residents are satisfied with the quality of life in the neighborhood, but they do identify several changes that will improve conditions. There was a fair amount of dissatisfaction with grocery shopping options and most residents considered this a very important issue. There was an emphasis on both quality and location of a grocery store. Residents also expressed concern with the availability of indoor recreation opportunities for adults and youth.

Business development was of central concern among residents. Approximately half the residents expressed dissatisfaction with the range of businesses in the neighborhood and would like to see more business development in the area. The majority of residents felt that the neighborhood had adequate input into the development process. Several people commented that development should be encouraged away from Park Street and to the East side of the neighborhood.

The housing market in the City of Madison has been booming for several years and the majority of residents expressed some concern with the availability of affordable housing in the area. A slight majority of residents were supportive of higher density development, within limits,

in the neighborhood. Most residents also are supportive of historic preservation on West Lakeside Street.

When asked if the neighborhood plan should be updated, the vast majority of residents were unsure about this. This suggests that an educational process is needed to explain what elements go into a neighborhood plan and what it would do. Many of the issue raised in this analysis, suggest there may be benefits in taking a broader approach to planning and incorporating plans of adjacent neighborhoods.

# Appendix A: Bay Creek Neighborhood Survey

Q1. How satisfied are you with the opportunities **currently available within** the Bay Creek neighborhood?

	Extremely satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied/ Not Applicable	Somewhat dissatisfied	Extremely dissatisfied
Employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (non-grocery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (food/grocery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants/bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Options for worship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult recreation (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult recreation (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth recreation (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Youth recreation (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Pedestrian access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Q2. How important is it to you to have opportunities for the following available in your neighborhood?

	Extremely important	Very important	Moderately important	Slightly important	Not at all important
Employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (non-grocery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping (food/grocery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants/bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Options for worship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult recreation (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult recreation (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Youth recreation (outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth recreation (indoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. How would you rate the condition of the neighborhood's infrastructure?

	Very Poor	Poor	Fair	Good	Excellent
Sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking Paths / Bike Paths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads (Driving)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roads (Biking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connectivity between different parts of the neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. Is the neighborhood easy to walk?

Extremely easy

Somewhat easy

Somewhat difficult

Extremely difficult (where? \_\_\_\_\_)

Q5. Is the neighborhood easy to bike?

Extremely easy

Somewhat easy

Somewhat difficult

Extremely difficult (where? \_\_\_\_\_)

Q6. Is the South Park Street Corridor easy to bike?

Extremely easy

Somewhat easy

Somewhat difficult

Extremely difficult (where? \_\_\_\_\_)

Q7. How satisfied are you with access to public transportation in the neighborhood?

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

Q8. How often do you use public transportation?

Always

Most of the time

Sometimes

Never

Q9. How satisfied are you with the range of businesses along South Park Street?

Very satisfied

Satisfied

Dissatisfied

Very dissatisfied

Q10. About how often do you shop at the businesses along South Park Street?

Always

Frequently

Sometimes

Never

Q11. How supportive would you be of a Community Center in or near the neighborhood?

Supportive

No opinion

Not supportive

Q12. Do you support historic preservation efforts to renovate buildings along West Lakeside Street?

Yes

Maybe/It depends (Explain: \_\_\_\_\_)

No

Don't know

Q13. How concerned are you with the affordability of housing in the neighborhood?

Very concerned

Somewhat concerned

Not concerned at all

Q14. Do you support higher density development in the South Park Street corridor?

Yes

Not sure/Depends (Explain: \_\_\_\_\_)

No

Q15. How often do you shop outside the South Park Corridor?

- Always
- Most of the time
- Sometimes
- Never

Q16. Do you support more business development in the neighborhood?

- Yes
- Not sure/Depends (Explain: \_\_\_\_\_)
- No

Q17. How important is it to maintain the quality of Olin-Turnvile Park?

- Important
- Not sure/Depends
- Not important at all

Q18. What do you consider most important in choosing a grocery store?

Location

Prices

Quality

Variety

Q19. Do you think the City of Madison's process for development allows for enough input from residents in the Park Street Corridor?

Yes

It depends (Explain: \_\_\_\_\_)

No

I am not familiar with the proposal

20. How satisfied are you with the neighborhood association activities?

Very Satisfied

Somewhat satisfied

Not satisfied at all

Q21. How often do you attend neighborhood association meetings?

Always

Sometimes

Never

Q22. Do you believe the neighborhood plan should be updated?

Yes

No

Don't know

Q23. Have the South Madison Police been responsive to your calls when you have had a problem?

Yes

No

Have not had a need

Q24. What is your current age?

0-20

21-40

41-60

More the 60 years old



Q25. Gender

Male

Female

Q26. How long have you lived in this neighborhood?

0-5 years

5-10 years

10-20 years

More than 20 years

Q27. Do you rent or own your home?

Rent

Own

Q28. Please provide any additional comments below regarding the needs and opportunities in the neighborhood:

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THANK YOU!



## **Appendix B: Business Interviews**

1. What role do you see your business playing in the community?
2. What are your thoughts about development taking place on Park Street?
3. What are the long-term goals for your business?
4. What are the areas of improvement in the community needed to enhance your business?
5. How accessible is your business to the community?
6. How does parking accessibility impact your business?
7. Can you tell me about your workforce and its' role within your business?
8. What do you enjoy about owning a business in the Bay Creek area?
9. How would you describe your customer base?
10. Are you aware of the Heartland Housing development project? If so, what is your perception of the project?
- 11.

## Appendix C: Youth Interviews

1. Are you in any groups with your friends? (ex: sports, religion-based organizations, music, art, etc.)
2. Are there any events in your community that happen every year? Events that bring the whole community together?
3. What do you do in your free time/after school?
4. What do you like to do with your parents/guardians (on the weekends)?
5. What do you like to do with your friends?
6. What is your favorite place in Bay Creek and what do you do there?
7. How do you get to your favorite places?
8. How do you get to school?
9. Do you feel safe crossing the street in your neighborhood?
10. Do you feel safe riding your bike in your neighborhood?
11. What do you wish you could do in your community that you can't do right now?
12. What do you wish you had in your community?
13. If your community built a community center, what would you want in it? What would you want to do there?
14. What would make your and/or your parent's life easier?
15. How do you imagine your community in 10 years and what would you like to see different?

## Appendix D: Survey Results

### Q1a.Satisfaction w/employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	6	8.2	8.2	8.2
	Somewhat satisfied	14	19.2	19.2	27.4
	Neither	46	63.0	63.0	90.4
	Somewhat dissatisfied	5	6.8	6.8	97.3
	Extremely dissatisfied	2	2.7	2.7	100.0
	Total	73	100.0	100.0	

### Q1b.Satisfaction w/education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	27	37.0	37.5	37.5
	Somewhat satisfied	14	19.2	19.4	56.9
	Neither	28	38.4	38.9	95.8
	Somewhat dissatisfied	2	2.7	2.8	98.6
	Extremely dissatisfied	1	1.4	1.4	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q1c.Satisfaction w/shopping (nongrocery)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	6	8.2	8.6	8.6
	Somewhat satisfied	17	23.3	24.3	32.9
	Neither	8	11.0	11.4	44.3
	Somewhat dissatisfied	34	46.6	48.6	92.9
	Extremely dissatisfied	5	6.8	7.1	100.0
	Total	70	95.9	100.0	
Missing	System	3	4.1		
Total		73	100.0		

### Q1d.Satisfaction w/grocery shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	10	13.7	13.7	13.7
	Somewhat satisfied	28	38.4	38.4	52.1
	Neither	3	4.1	4.1	56.2
	Somewhat dissatisfied	25	34.2	34.2	90.4
	Extremely dissatisfied	7	9.6	9.6	100.0
	Total	73	100.0	100.0	

### Q1e.Satisfaction w/restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	18	24.7	24.7	24.7
	Somewhat satisfied	28	38.4	38.4	63.0
	Neither	12	16.4	16.4	79.5
	Somewhat dissatisfied	14	19.2	19.2	98.6
	Extremely dissatisfied	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

### Q1f.Satisfaction w/green space

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	30	41.1	41.7	41.7
	Somewhat satisfied	28	38.4	38.9	80.6
	Neither	3	4.1	4.2	84.7
	Somewhat dissatisfied	9	12.3	12.5	97.2
	Extremely dissatisfied	2	2.7	2.8	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q1g.Satisfaction w/health care

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	40	54.8	54.8	54.8
	Somewhat satisfied	19	26.0	26.0	80.8
	Neither	12	16.4	16.4	97.3
	Somewhat dissatisfied	1	1.4	1.4	98.6
	Extremely dissatisfied	1	1.4	1.4	100.0
Total		73	100.0	100.0	

### Q1h.Satisfaction w/public transportation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	19	26.0	26.0	26.0
	Somewhat satisfied	27	37.0	37.0	63.0
	Neither	15	20.5	20.5	83.6
	Somewhat dissatisfied	10	13.7	13.7	97.3
	Extremely dissatisfied	2	2.7	2.7	100.0
Total		73	100.0	100.0	

### Q1i.Satisfaction w/options for worship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	10	13.7	13.9	13.9
	Somewhat satisfied	9	12.3	12.5	26.4
	Neither	51	69.9	70.8	97.2
	Somewhat dissatisfied	2	2.7	2.8	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q1j.Satisfaction w/adult outdoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	33	45.2	45.2	45.2
	Somewhat satisfied	25	34.2	34.2	79.5
	Neither	11	15.1	15.1	94.5
	Somewhat dissatisfied	4	5.5	5.5	100.0
	Total	73	100.0	100.0	

### Q1k.Satisfaction w/adult indoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	3	4.1	4.2	4.2
	Somewhat satisfied	7	9.6	9.7	13.9
	Neither	36	49.3	50.0	63.9
	Somewhat dissatisfied	18	24.7	25.0	88.9
	Extremely dissatisfied	8	11.0	11.1	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q1l.Satisfaction w/youth outdoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	13	17.8	17.8	17.8
	Somewhat satisfied	19	26.0	26.0	43.8
	Neither	38	52.1	52.1	95.9
	Somewhat dissatisfied	3	4.1	4.1	100.0
	Total	73	100.0	100.0	



### Q1m.Satisfaction w/youth indoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	2	2.7	2.8	2.8
	Somewhat satisfied	4	5.5	5.6	8.3
	Neither	50	68.5	69.4	77.8
	Somewhat dissatisfied	9	12.3	12.5	90.3
	Extremely dissatisfied	7	9.6	9.7	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q1n.Satisfaction with pedestrian access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely satisfied	20	27.4	28.2	28.2
	Somewhat satisfied	32	43.8	45.1	73.2
	Neither	6	8.2	8.5	81.7
	Somewhat dissatisfied	9	12.3	12.7	94.4
	Extremely dissatisfied	4	5.5	5.6	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q2a.Importance of employment in neighborhood

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	13	17.8	18.8	18.8
	Very important	19	26.0	27.5	46.4
	Moderately important	19	26.0	27.5	73.9
	Slightly important	6	8.2	8.7	82.6
	Not at all important	12	16.4	17.4	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2b.Importance of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	28	38.4	40.6	40.6
	Very important	19	26.0	27.5	68.1
	Moderately important	10	13.7	14.5	82.6
	Slightly important	7	9.6	10.1	92.8
	Not at all important	5	6.8	7.2	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2c.Importance of shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	12	16.4	17.4	17.4
	Very important	14	19.2	20.3	37.7
	Moderately important	28	38.4	40.6	78.3
	Slightly important	10	13.7	14.5	92.8
	Not at all important	5	6.8	7.2	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2d.Importance of grocery shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	41	56.2	59.4	59.4
	Very important	23	31.5	33.3	92.8
	Moderately important	5	6.8	7.2	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2e.Importance of restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely important	12	16.4	17.4	17.4
	Very important	31	42.5	44.9	62.3
	Moderately important	24	32.9	34.8	97.1
	Not at all important	2	2.7	2.9	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2f.Importance of green space

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely important	37	50.7	53.6	53.6
	Very important	25	34.2	36.2	89.9
	Moderately important	6	8.2	8.7	98.6
	Slightly important	1	1.4	1.4	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2g.Importance of health care

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely important	26	35.6	37.7	37.7
	Very important	24	32.9	34.8	72.5
	Moderately important	13	17.8	18.8	91.3
	Slightly important	4	5.5	5.8	97.1
	Not at all important	2	2.7	2.9	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2h.Importance of public transportation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	32	43.8	46.4	46.4
	Very important	20	27.4	29.0	75.4
	Moderately important	10	13.7	14.5	89.9
	Slightly important	4	5.5	5.8	95.7
	Not at all important	3	4.1	4.3	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2i.Importance of options for worship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	2	2.7	2.9	2.9
	Very important	11	15.1	16.2	19.1
	Moderately important	13	17.8	19.1	38.2
	Slightly important	10	13.7	14.7	52.9
	Not at all important	32	43.8	47.1	100.0
	Total	68	93.2	100.0	
Missing	System	5	6.8		
Total		73	100.0		

### Q2j.Importance of adult outdoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	22	30.1	31.9	31.9
	Very important	26	35.6	37.7	69.6
	Moderately important	16	21.9	23.2	92.8
	Slightly important	4	5.5	5.8	98.6
	Not at all important	1	1.4	1.4	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2k.Importance of adult indoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	12	16.4	17.4	17.4
	Very important	14	19.2	20.3	37.7
	Moderately important	34	46.6	49.3	87.0
	Slightly important	7	9.6	10.1	97.1
	Not at all important	2	2.7	2.9	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2l.Importance of youth outdoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	20	27.4	29.0	29.0
	Very important	20	27.4	29.0	58.0
	Moderately important	12	16.4	17.4	75.4
	Slightly important	4	5.5	5.8	81.2
	Not at all important	13	17.8	18.8	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2m.Importance of youth indoor recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely imortant	13	17.8	18.8	18.8
	Very important	17	23.3	24.6	43.5
	Moderately important	21	28.8	30.4	73.9
	Slightly important	3	4.1	4.3	78.3
	Not at all important	15	20.5	21.7	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q2n.Importance of pedestrian access

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely important	38	52.1	55.1	55.1
	Very important	26	35.6	37.7	92.8
	Moderately important	4	5.5	5.8	98.6
	Not at all important	1	1.4	1.4	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

### Q3a.Rating of sidewalks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	4	5.5	5.6	5.6
	Fair	16	21.9	22.2	27.8
	Good	45	61.6	62.5	90.3
	Excellent	7	9.6	9.7	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q3b.Rating of walking/biking paths

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	1	1.4	1.4	1.4
	Poor	1	1.4	1.4	2.7
	Fair	9	12.3	12.3	15.1
	Good	41	56.2	56.2	71.2
	Excellent	21	28.8	28.8	100.0
	Total	73	100.0	100.0	

### Q3c.Rating of parks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	2	2.7	2.7	2.7
	Poor	1	1.4	1.4	4.1
	Fair	5	6.8	6.8	11.0
	Good	48	65.8	65.8	76.7
	Excellent	17	23.3	23.3	100.0
	Total	73	100.0	100.0	

### Q3d.Rating of roads (driving)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	1	1.4	1.4	1.4
	Poor	7	9.6	9.7	11.1
	Fair	25	34.2	34.7	45.8
	Good	34	46.6	47.2	93.1
	Excellent	5	6.8	6.9	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q3e.Rating of roads (biking)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	1	1.4	1.4	1.4
	Poor	7	9.6	9.6	11.0
	Fair	24	32.9	32.9	43.8
	Good	32	43.8	43.8	87.7
	Excellent	9	12.3	12.3	100.0
	Total	73	100.0	100.0	

### Q3f.Rating of street parking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	2	2.7	2.8	2.8
	Poor	5	6.8	7.0	9.9
	Fair	20	27.4	28.2	38.0
	Good	41	56.2	57.7	95.8
	Excellent	3	4.1	4.2	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q3g.Rating of connectivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	3	4.1	4.2	4.2
	Poor	4	5.5	5.6	9.7
	Fair	19	26.0	26.4	36.1
	Good	42	57.5	58.3	94.4
	Excellent	4	5.5	5.6	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q4.Is the neighborhood easy to walk?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely easy	32	43.8	43.8	43.8
	Somewhat easy	32	43.8	43.8	87.7
	Somewhat difficult	7	9.6	9.6	97.3
	Extremely difficult	2	2.7	2.7	100.0
	Total	73	100.0	100.0	



**Q5.Is the neighborhood easy to bike?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely easy	28	38.4	41.2	41.2
	Somewhat easy	34	46.6	50.0	91.2
	Somewhat difficult	5	6.8	7.4	98.5
	Extremely difficult	1	1.4	1.5	100.0
	Total	68	93.2	100.0	
Missing	System	5	6.8		
Total		73	100.0		

**Q6.Is the South Park Street corridor easy to bike?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely easy	1	1.4	1.5	1.5
	Somewhat easy	19	26.0	27.9	29.4
	Somewhat difficult	36	49.3	52.9	82.4
	Extremely difficult	12	16.4	17.6	100.0
	Total	68	93.2	100.0	
Missing	System	5	6.8		
Total		73	100.0		

**Q7.Satisfaction with public transportation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	8	11.0	11.9	11.9
	Satisfied	44	60.3	65.7	77.6
	Dissatisfied	11	15.1	16.4	94.0
	Very dissatsifeid	4	5.5	6.0	100.0
	Total	67	91.8	100.0	
Missing	System	6	8.2		
Total		73	100.0		

### Q8.Use of public transportation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	3	4.1	4.2	4.2
	Most of the time	5	6.8	7.0	11.3
	Sometimes	39	53.4	54.9	66.2
	Never	24	32.9	33.8	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q9.Satisfaction with range of businesses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	2	2.7	2.7	2.7
	Satisfied	37	50.7	50.7	53.4
	Dissatisfied	33	45.2	45.2	98.6
	Very dissatsifeid	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

### Q10.How often do you shop along South Park St.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	2	2.7	2.8	2.8
	Most of the time	33	45.2	45.8	48.6
	Sometimes	35	47.9	48.6	97.2
	Never	2	2.7	2.8	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q11.Supportive of a Community Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	supportive	44	60.3	62.0	62.0
	no opinion	21	28.8	29.6	91.5
	not supportive	6	8.2	8.5	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q12.Supportive of historic preservation on West Lakeside St.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	54.8	61.5	61.5
	Maybe	16	21.9	24.6	86.2
	No	9	12.3	13.8	100.0
	Total	65	89.0	100.0	
Missing	Don't know	8	11.0		
Total		73	100.0		

### Q13.Concern with affordable housing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very concerned	22	30.1	30.1	30.1
	Somewhat concerned	33	45.2	45.2	75.3
	Not concerned at all	18	24.7	24.7	100.0
	Total	73	100.0	100.0	

### Q14.Support for higher density development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	29	39.7	40.8	40.8
	not sure	24	32.9	33.8	74.6
	no	18	24.7	25.4	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q15.How often shop outside South Park St.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	4	5.5	5.6	5.6
	Most of the time	48	65.8	67.6	73.2
	Sometimes	19	26.0	26.8	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q16.Support more business development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	55	75.3	76.4	76.4
	not sure	13	17.8	18.1	94.4
	no	4	5.5	5.6	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q17.Importance of Olin-Turnville Park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	65	89.0	90.3	90.3
	Not sure	5	6.8	6.9	97.2
	Not important at all	2	2.7	2.8	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q18.Factors in choosing a grocery store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Location	22	30.1	36.7	36.7
	Prices	6	8.2	10.0	46.7
	Quality	30	41.1	50.0	96.7
	Variety	2	2.7	3.3	100.0
	Total	60	82.2	100.0	
Missing	System	13	17.8		
Total		73	100.0		

### Q19.Enough resident input into development process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	27.4	52.6	52.6
	It depends	9	12.3	23.7	76.3
	No	9	12.3	23.7	100.0
	Total	38	52.1	100.0	
Missing	Not familiar	34	46.6		
	System	1	1.4		
	Total	35	47.9		
Total		73	100.0		

### Q20.Satisfaction with neighborhood association

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	17	23.3	26.6	26.6
	Somewhat satisfied	40	54.8	62.5	89.1
	Not satisfied at all	7	9.6	10.9	100.0
	Total	64	87.7	100.0	
Missing	System	9	12.3		
Total		73	100.0		

### Q21.How often attend NA meetings?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	1	1.4	1.4	1.4
	Sometimes	16	21.9	22.5	23.9
	Never	54	74.0	76.1	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q22.Should neighborhood plan be updated?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	17	23.3	85.0	85.0
	No	3	4.1	15.0	100.0
	Total	20	27.4	100.0	
Missing	Don't know	51	69.9		
	System	2	2.7		
	Total	53	72.6		
Total		73	100.0		

### Q23. Have Madison police been responsive?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	42.5	43.7	43.7
	Have not had a need	40	54.8	56.3	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

### Q24. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-40	28	38.4	38.4	38.4
	41-60	26	35.6	35.6	74.0
	>60	19	26.0	26.0	100.0
	Total	73	100.0	100.0	

### Q25. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	32	43.8	44.4	44.4
	Female	40	54.8	55.6	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

### Q26. Length of residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-5	29	39.7	39.7	39.7
	5-10	11	15.1	15.1	54.8
	10-20	10	13.7	13.7	68.5
	>20	23	31.5	31.5	100.0
	Total	73	100.0	100.0	

### Q27Rent or own?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rent	26	35.6	36.1	36.1
	Own	46	63.0	63.9	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		