



MEMO

MEMO DATE: November 8, 2018

MTG. DATE: **NOVEMBER 14, 2018**

TO: Village of Cottage Grove Plan Commission

CC: Matt Giese – Village Administrator

Lisa Kalata – Village Clerk

Lee Boushea – Village Attorney

Mike Maloney – Village Engineer

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **Review of Comprehensive Plan Survey Results**

BACKGROUND

At meetings in September the Plan Commission and Village Board reviewed and authorized a survey to be conducted on the Survey Monkey website for use in gathering information for the Comprehensive Plan update.

The survey was open from September 27 to October 31. During that time the link was placed on the Village website and was posted weekly on the Village's Facebook feed. It was also distributed on the Police and Parks Department Facebook pages and via the Parks Department's email list. The link was also shared on the Cottage Grove Chamber of Commerce Facebook feed.

The survey received 278 responses. Three sets of resulting data are attached: 1) results showing responses by all respondents, 2) results showing responses sorted by the location of the respondent's residence, and 3) results showing responses sorted by age.

OVERVIEW

Below are notes on specific areas of interest within those results.

- 81% of the respondents live in the Village of Cottage Grove; 16% live in the Town of Cottage Grove; the remaining eight respondents either live in the Town of Sun Prairie or checked other
- About 70% of the respondents were female
- About 96% of the respondents owned their residence



- 46% use Facebook 'frequently' and an additional 35% use it 'sometimes'; 28% use the Village's primary, parks, or police Facebook feed frequently, and an additional 48% use at least one of those 'sometimes'
- 70% never attend a public meeting, and 76% never watch one on YouTube
- 64% walk for pleasure or exercise 'frequently', while 6% responded that they 'never' do
- More or more varied destinations (69%) and more off-street trails (66%) were the factors most likely to get people to walk or bike more
- Quality of schools was cited by 78% as a 'very important' factor in moving to the Cottage Grove community
- Respondents said Cottage Grove 'needs more' sit-down restaurants (92%), specialty foods/beverages (78%), and sports bars/brew pubs (69%) – the three highest in the 'needs more' category
- Respondents said Cottage Grove 'has enough' gas stations (89%), banks (77%), and home/garden (74%) – the three highest on the 'has enough' category
- 48% felt big box retail was 'not appropriate' in the Village, which was the largest percentage of 'not appropriate' votes
- 67% felt the current mix of housing types/values should be continued, while 33% felt there should be more variety
- Multi-family development (41%) was the land use most frequently cited as growing 'too fast'
- Senior housing (73%) and single-family (65%) were cited most frequently as land uses growing 'about right'
- Retail (77%) was cited most frequently as the land use growing 'too slowly'
- 1-story commercial (49%) and small mixed use (46%) were cited most frequently as appropriate land uses for W. Cottage Grove Road
- 2-story commercial (48%) and small mixed use (44%) were most frequently selected as appropriate for the N and BB area
- Small commercial (55%) and light industrial flex space (41%) were most frequently deemed appropriate for the land north of I-94

Crosstabulating data (using responses to one question to sort responses to the rest of the questions) can provide additional insight and provide more detail to the story told by the overall data described above.

Some examples of insights gained from sorting by the location of residence are included below.

- Overall 77% of respondents felt that their neighborhood's proximity to a public park was either 'excellent' or 'good', that figure drops to 62% for residents living in the Village NE of N & BB
- NE (69%) and NW (67%) felt street maintenance was 'excellent' or 'good' compared to 56% in the SE and 50% in the SW



- Town (33%) and NE (49%) felt ease of biking was 'excellent' or 'good' compared to 63% in the SW and over 70% in the NW and SE
- While the NE was the lowest Village area for ease of biking, 73% in the NE said they 'often' or 'sometimes' walk or bike for pleasure or exercise – highest among the Village areas; the opposite was true of the NW where the lowest percentage (64%) walk or bike for pleasure or exercise despite having the highest ranking for 'ease of biking'
- The NE had the highest percentage (78%) who felt that additional off-street trails would increase their likelihood to walk or bike, though this figure was over 60% in all areas except the SE (which already has access to the Glacial Drumlin Trail)
- 30% in the NW and 27% in the NE said more or better street trees would increase their likelihood to walk or bike for pleasure while the other Village areas were 12% or lower
- 10% in the SW replied that better accommodations for disabilities would increase their likelihood to walk or bike for pleasure, while no other Village area was more than 6%
- In 17 of 19 business categories the NE ranked lowest or second lowest in terms of responding 'need more', sometimes by a wide margin – for example, 59% in specialty foods compared to no less than 76% elsewhere, 50% for sports bar/brew pub compared to no less than 64% elsewhere, and 23% for grocery compared to no less than 37% elsewhere
- The NE was also first or second among the Village areas in every land use category in saying that growth was 'too fast'
- 36% of the SE and 32% of the NE felt that single-family residential was growing 'too fast' – in the other areas, including the Town respondents, no more than 23% felt so

Some examples of insights gained from sorting by the age of the respondent are included below.

- The highest percentage of renters occurred in the 20 to 29 year old age group (17%), dropped to the lowest between 30 and 39 (2%)
- The 20-29 group had the highest percentage of stay at home parents (22%)
- The percentage responding that they worked at home was 11% for 20 to 29 year olds, dropped to 9% for 30-39 year olds then rose to 17% in the 40 to 49 and 50 to 59 age groups
- There was a general trend of increased use of the Village website 'frequently' or 'sometimes' from 39% for 20 to 29 year olds up to 73% for 60 to 69 year olds
- Use of the Village Facebook feeds was highest among 30 to 39 (81%) and 40 to 49 (78%) groups
- Use of the Herald Independent newspaper/website rose steadily from 28% of 20 to 29 year olds to 67% of 60 to 69 year olds
- Respondents 20 to 29 were most likely to watch a meeting on YouTube (11%) declining steadily to 0% from 50 to 59 with an uptick back to 7% from 60 to 69
- Respondents aged 20 to 29 used word of mouth for information 'frequently' or 'sometimes' by 61% - every other age group was over 73%



- Perceptions of street maintenance steadily decreased from 72% of 20 to 29 year olds finding maintenance to be 'excellent' or 'good' down to 40% of 60 to 69 year olds
- 86% of 60 to 69 year olds and 71% of 50 to 59 year olds rated their neighborhood's proximity to goods and services as 'excellent' or 'good' – no other group was over 61%
- Adding off-street trails as a means of increasing walking and biking was particularly enticing to 20 to 29 year olds (83%) with no other group over 70%
- Better accommodations for disabilities was noted by 21% of 60 to 69 year olds as a means to increase walking and biking, while no other group was over 11%
- Rating sense of community as 'very' or 'somewhat' important to the decision to move to Cottage Grove peaked in 30 to 39 group (81%) and steadily decreased to 46% for 60 to 69 year olds
- 20% of 50 to 59 year olds feel Cottage Grove 'needs more' fast food places, with no other group under 38%
- 20 to 29 year olds feel Cottage Grove 'needs more' gas stations (17%), medical services (44%), child care (28%), and banks (28%) at rates approximately double that of the next highest age group in each category
- The 20 to 29 (44%) and 60 to 69 (62%) age groups were more likely to want more variety in housing unit types – with no other group over 33%
- 28% of 20 to 29 year olds felt multi-family development was growing 'too fast' while no other group was below 42%
- 39% of 60 to 69 year olds felt senior housing was growing 'too slowly' with other groups ranging from 10% to 28%
- 8% of 60 to 69 year olds favored 2-story commercial on W. Cottage Grove Road, while other groups ranged from 33% to 61% finding it appropriate
- Likewise, only 8% of 60 to 69 year olds favored 2-story commercial near N & BB with every other group over 42%