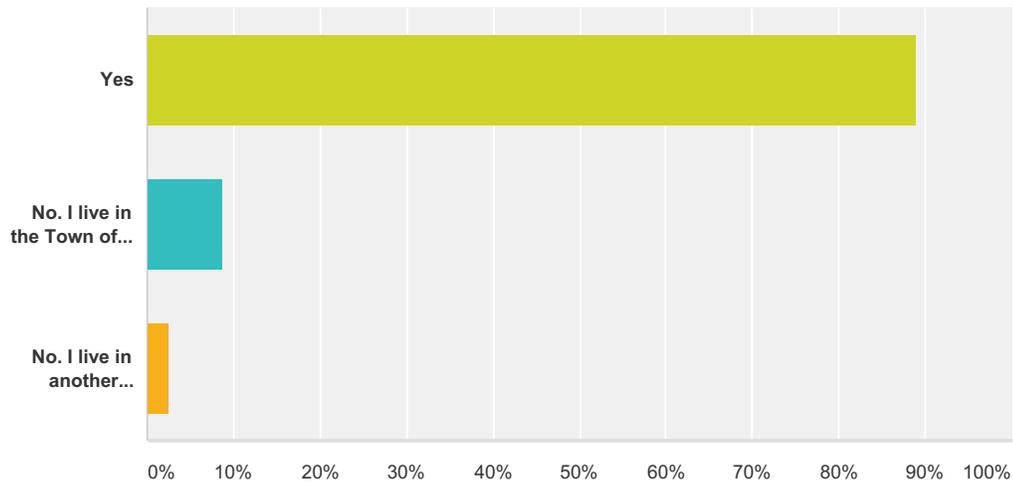


Q1 1. Are you a resident of the City of Stoughton? (please select only ONE option)

Answered: 583 Skipped: 3

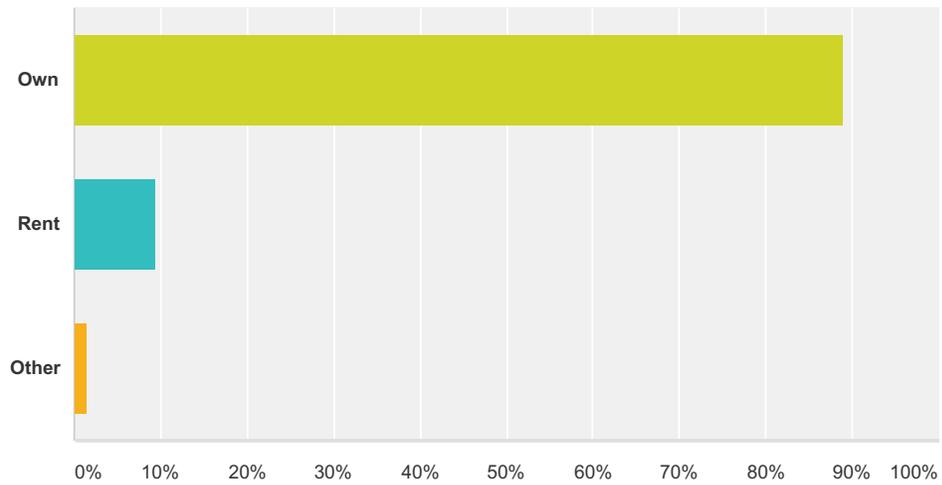


Answer Choices	Responses
Yes	88.85% 518
No. I live in the Town of Dunkirk, Pleasant Springs, Rutland, or Dunn	8.75% 51
No. I live in another community	2.40% 14
Total	583

#	If you live in another community not mentioned, please specify.	Date
1	Edgerton	10/21/2016 3:02 PM
2	Oregon	10/21/2016 10:26 AM
3	Madison	10/20/2016 3:20 PM
4	Edgerton	10/20/2016 3:11 PM
5	Cooksville/Town of Porter	10/17/2016 2:51 PM
6	Albany	10/13/2016 8:58 PM
7	I own rental properties	10/8/2016 1:35 PM
8	Mount Horeb, but I used to live in Stoughton	10/5/2016 8:00 PM
9	Evansville WI	10/5/2016 6:34 PM
10	Sun Prairie	10/4/2016 4:28 PM
11	Oregon	10/4/2016 11:08 AM
12	Madison	10/1/2016 2:50 PM

Q2 2. Do you own or rent your house or apartment?

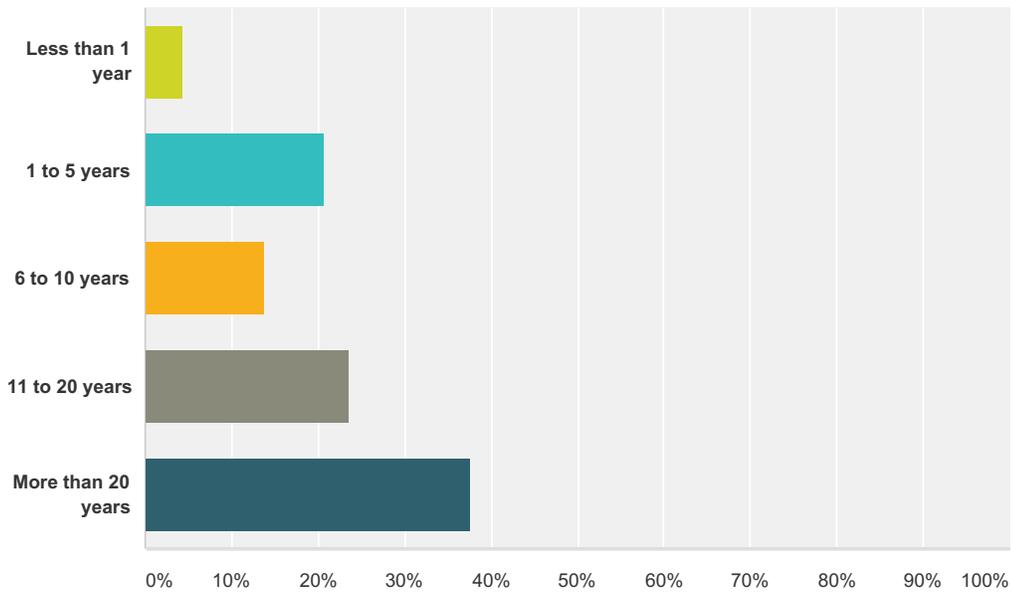
Answered: 583 Skipped: 3



Answer Choices	Responses
Own	89.02% 519
Rent	9.43% 55
Other	1.54% 9
Total	583

Q3 3. How long have you lived in the City of Stoughton?

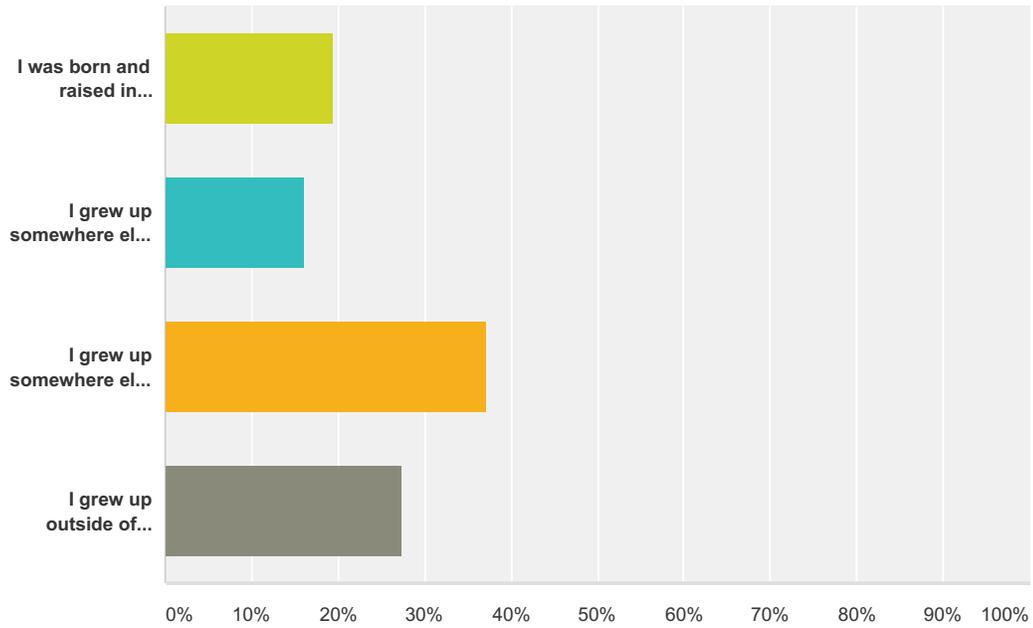
Answered: 570 Skipped: 16



Answer Choices	Responses	
Less than 1 year	4.39%	25
1 to 5 years	20.70%	118
6 to 10 years	13.86%	79
11 to 20 years	23.51%	134
More than 20 years	37.54%	214
Total		570

Q4 4. Where did you grow up?

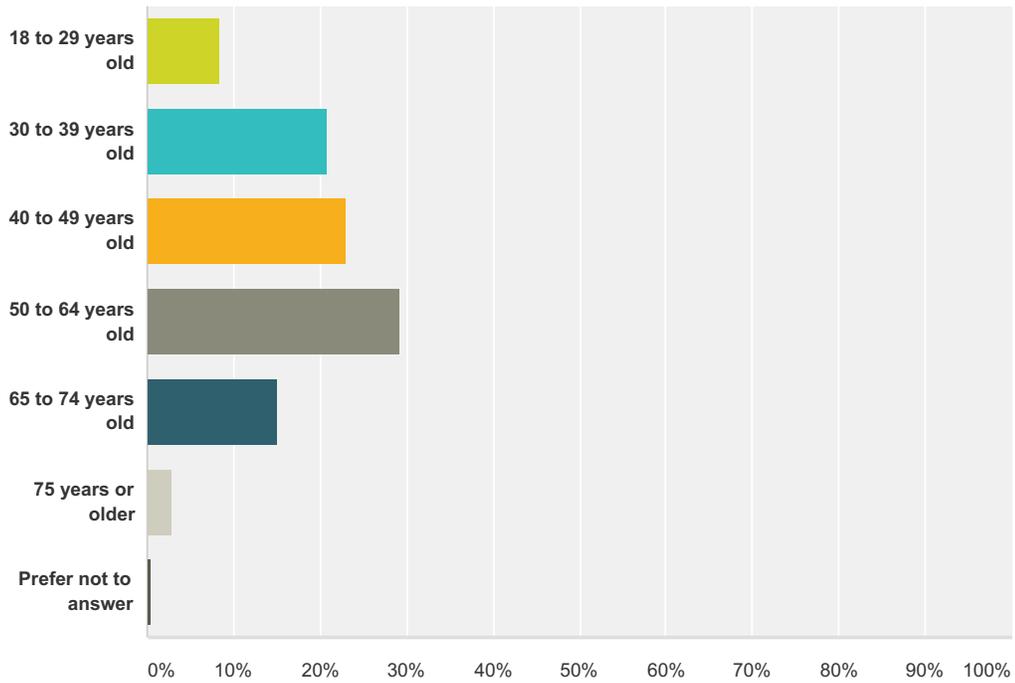
Answered: 582 Skipped: 4



Answer Choices	Responses	
I was born and raised in Stoughton and/or I spent most of my childhood in Stoughton.	19.42%	113
I grew up somewhere else in Dane County.	16.15%	94
I grew up somewhere else in Wisconsin.	37.11%	216
I grew up outside of Wisconsin.	27.32%	159
Total		582

Q5 5. What is your age?

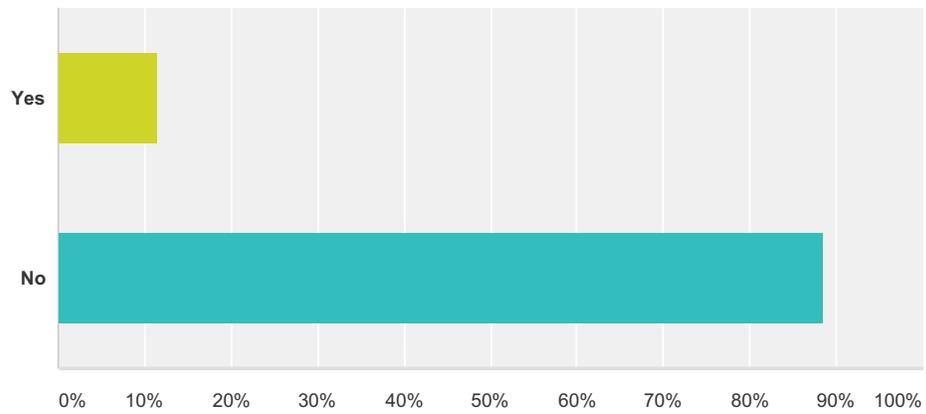
Answered: 582 Skipped: 4



Answer Choices	Responses	
18 to 29 years old	8.42%	49
30 to 39 years old	20.79%	121
40 to 49 years old	23.02%	134
50 to 64 years old	29.21%	170
65 to 74 years old	15.12%	88
75 years or older	2.92%	17
Prefer not to answer	0.52%	3
Total		582

Q6 6. Do you own a business located in the City of Stoughton?

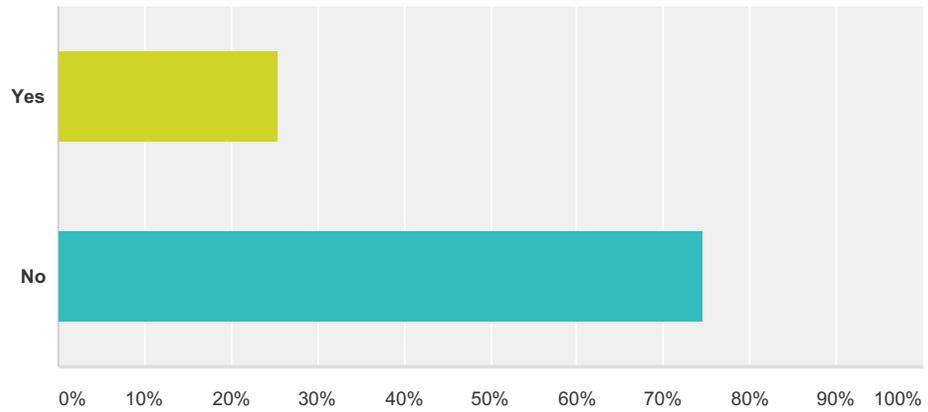
Answered: 579 Skipped: 7



Answer Choices	Responses
Yes	11.40% 66
No	88.60% 513
Total	579

Q7 7. Do you work in the City of Stoughton?

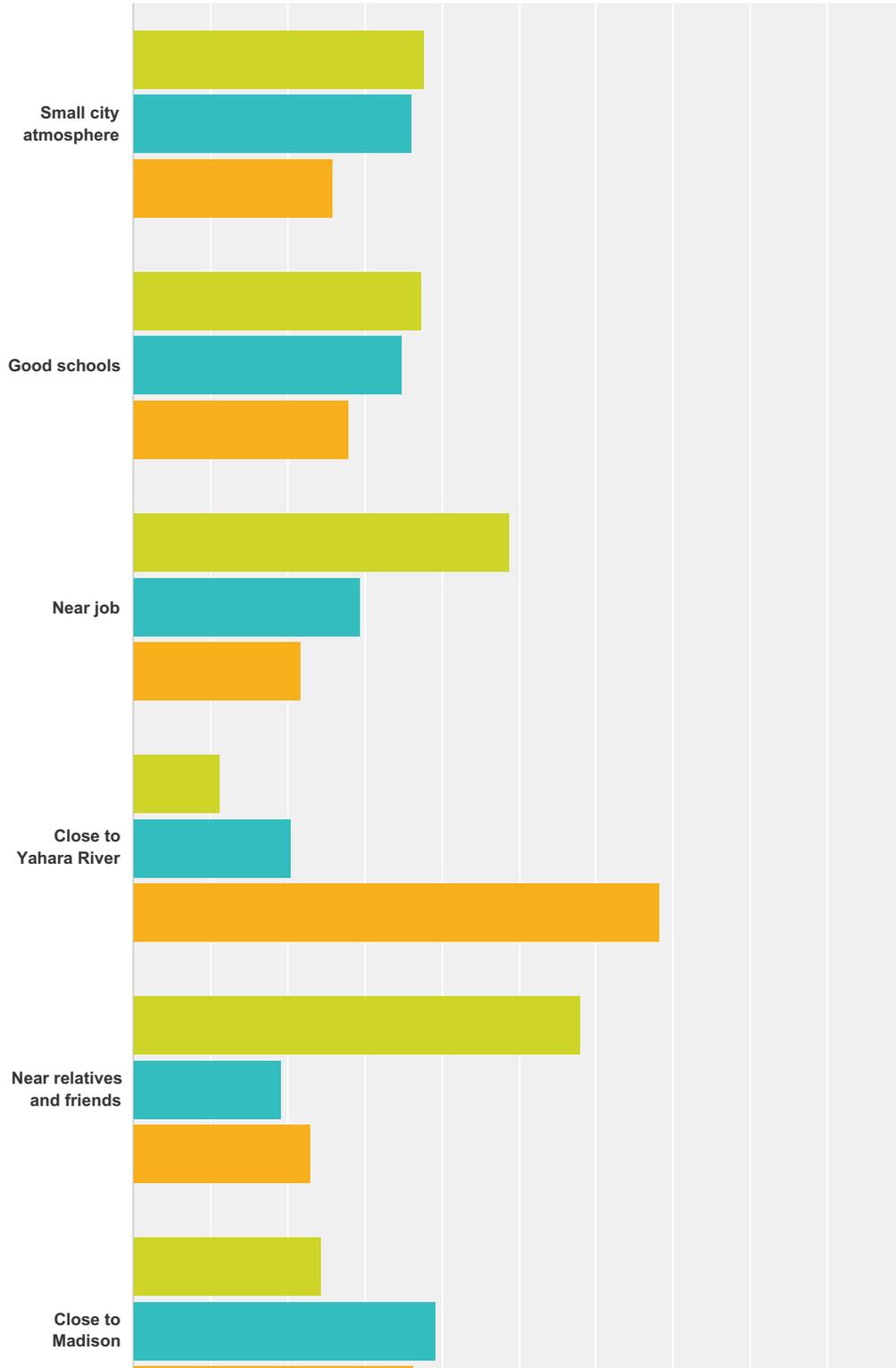
Answered: 579 Skipped: 7



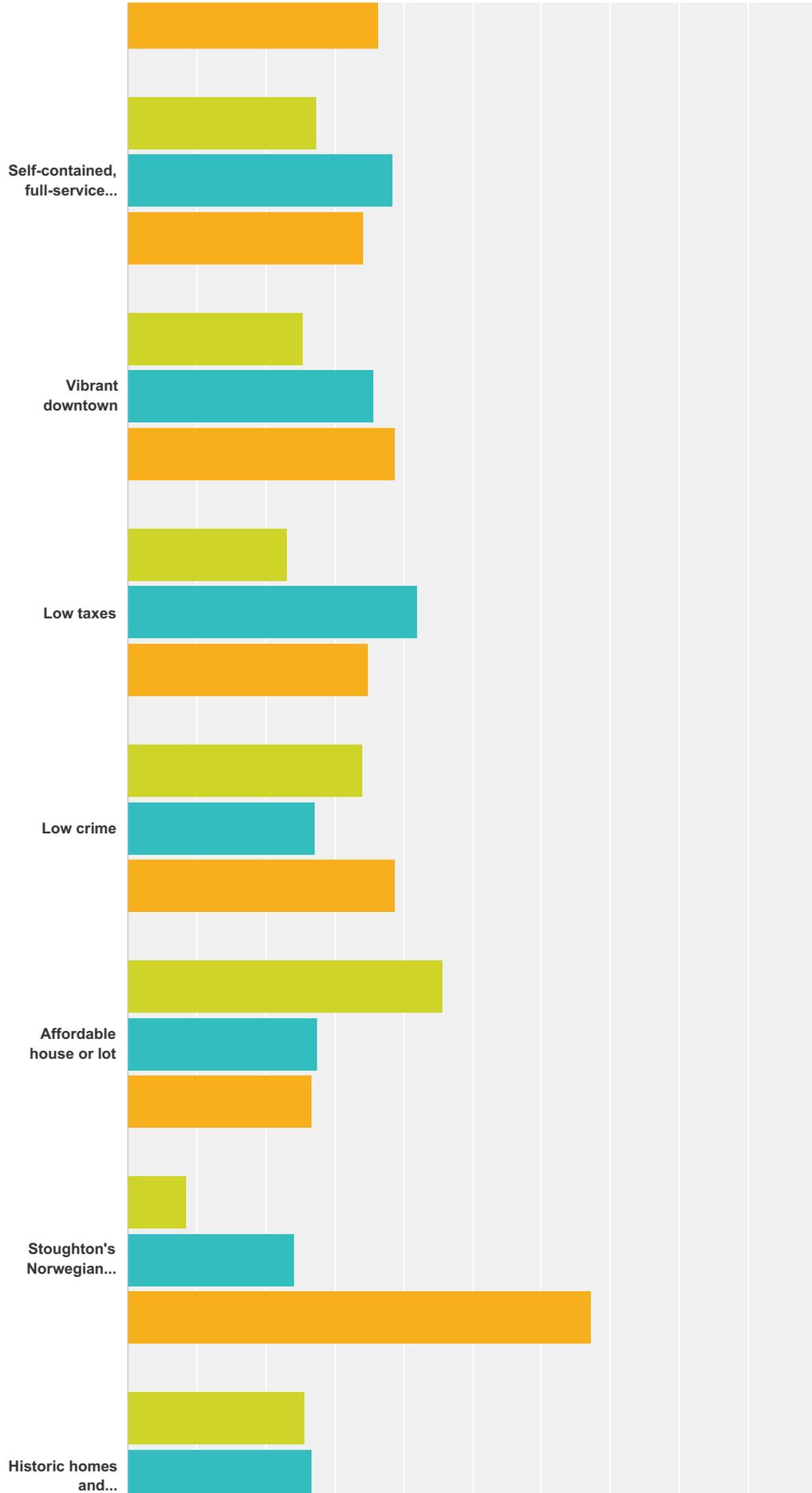
Answer Choices	Responses	
Yes	25.56%	148
No	74.44%	431
Total		579

Q8 8. What are the 3 most important reasons you or your family chose to live in the City of Stoughton? Please rank your top 3 choices by selecting an option for each column below.

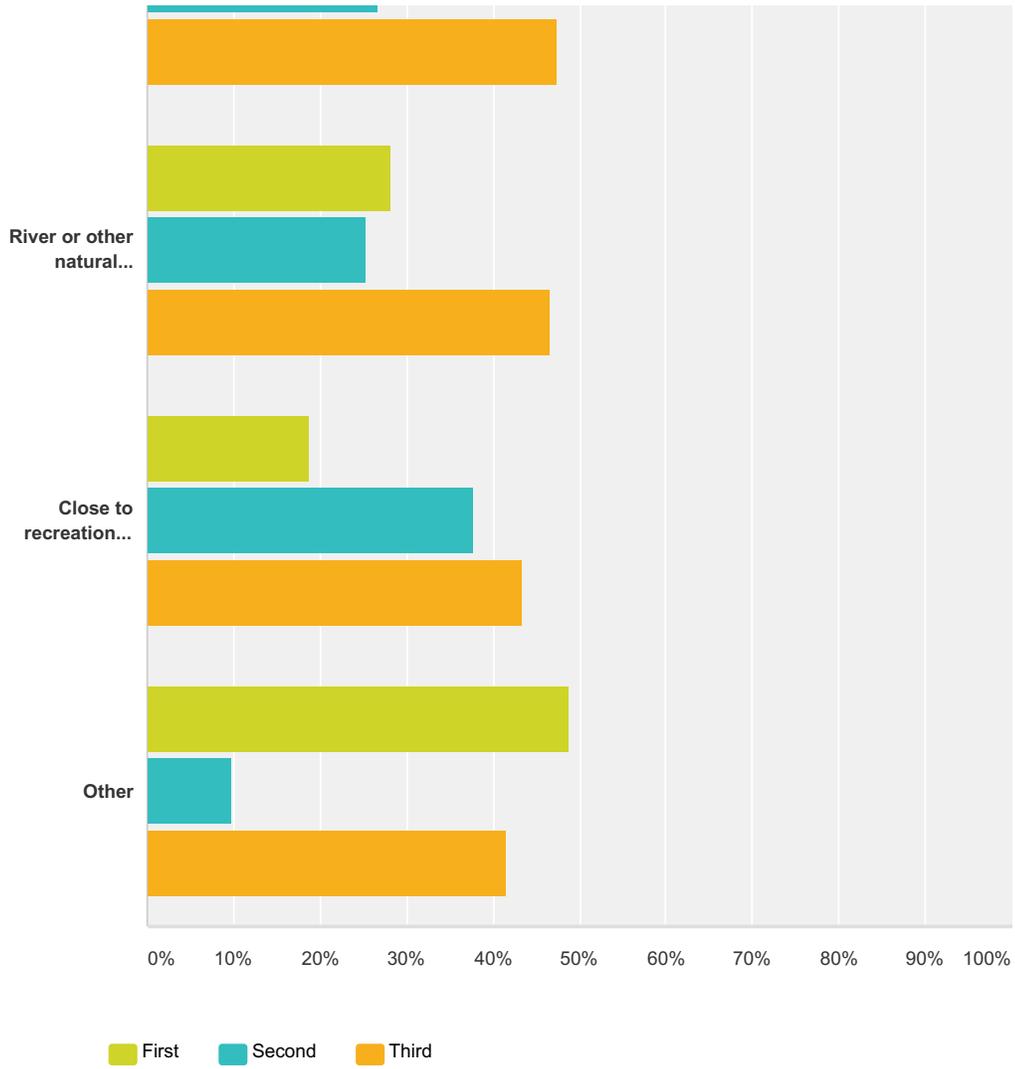
Answered: 546 Skipped: 40



City of Stoughton Public Opinion Survey



City of Stoughton Public Opinion Survey



	First	Second	Third	Total
Small city atmosphere	37.86% 92	36.21% 88	25.93% 63	243
Good schools	37.27% 60	34.78% 56	27.95% 45	161
Near job	48.80% 81	29.52% 49	21.69% 36	166
Close to Yahara River	11.36% 5	20.45% 9	68.18% 30	44
Near relatives and friends	57.98% 109	19.15% 36	22.87% 43	188
Close to Madison	24.34% 65	39.33% 105	36.33% 97	267
Self-contained, full-service city	27.27% 39	38.46% 55	34.27% 49	143
Vibrant downtown	25.40% 32	35.71% 45	38.89% 49	126
Low taxes	23.19% 16	42.03% 29	34.78% 24	69

City of Stoughton Public Opinion Survey

Low crime	33.98% 35	27.18% 28	38.83% 40	103
Affordable house or lot	45.73% 91	27.64% 55	26.63% 53	199
Stoughton's Norwegian heritage	8.62% 5	24.14% 14	67.24% 39	58
Historic homes and neighborhoods	25.77% 25	26.80% 26	47.42% 46	97
River or other natural resources	28.17% 20	25.35% 18	46.48% 33	71
Close to recreation opportunities	18.87% 10	37.74% 20	43.40% 23	53
Other	48.78% 20	9.76% 4	41.46% 17	41

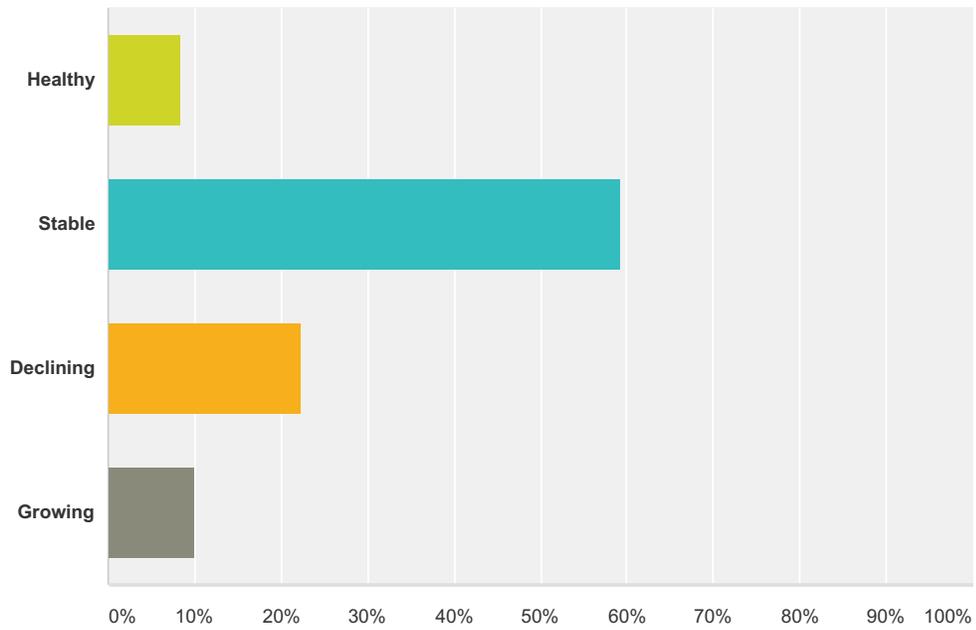
#	If you selected 'Other' (please specify)	Date
1	Owned home	11/3/2016 4:38 PM
2	St. Ann's church	11/1/2016 5:42 PM
3	Our children grew up in Stoughton, they are no longer living there and we are not either.	10/21/2016 3:08 PM
4	do not live in Stoughton	10/21/2016 10:30 AM
5	(1) Close to church, (3) found a house we liked	10/20/2016 4:11 PM
6	Lake Kegonsa	10/20/2016 10:59 AM
7	Very few communities still have a historical downtown that you can have some town living.	10/19/2016 6:49 PM
8	my hometown	10/18/2016 12:12 PM
9	I have had the good fortune to have lived in the community I grew up in and had an excellent employment experience here all my life.	10/18/2016 11:13 AM
10	Married my spouse	10/18/2016 10:23 AM
11	It was getting cold outside; I was homeless; my real estate agent could not find houses to show me and I saw a house for sale.	10/18/2016 6:23 AM
12	In between jobs we commute to (one in Rock County, one in Madison)	10/17/2016 9:44 PM
13	Lot available to build	10/17/2016 8:48 PM
14	I moved here without a car. I needed my services to be walkable	10/17/2016 5:59 AM
15	Open-minded, highly educated, tolerant, friendly people and culture	10/15/2016 5:10 PM
16	Parents moved here late 1940's	10/15/2016 3:16 AM
17	closer to Chicago	10/15/2016 1:35 AM
18	Downtown character	10/14/2016 6:15 PM
19	Catholic School and Church (St Ann's)	10/14/2016 7:27 AM
20	Job sent me here	10/13/2016 8:58 PM
21	USDA Rural Housing Loan	10/11/2016 9:03 PM
22	Liberal heritage	10/11/2016 1:53 PM
23	Personal	10/8/2016 5:41 PM
24	Born and raised here and family here. If no family here I would move!	10/5/2016 11:45 AM
25	Born here	10/5/2016 11:04 AM
26	Ancestors settled here. Homesteaded farm.	10/4/2016 11:10 PM

City of Stoughton Public Opinion Survey

27	My husband and I were born in Stoughton and I worked for Stoughton Schools for almost 30 years.	10/4/2016 3:53 PM
28	Family ties	10/4/2016 1:43 PM
29	Less low income crap	10/4/2016 1:31 PM
30	Sense of community	10/4/2016 12:38 PM
31	Natural	10/4/2016 11:04 AM
32	The bountiful civic groups and community involvement.	10/4/2016 8:54 AM
33	move in ready home	10/3/2016 10:25 AM
34	owned a business in Stoughton	10/2/2016 3:40 PM
35	Midpoint between places of employment	10/1/2016 7:44 PM
36	Clean politics until our Mayor made a midnight- sweetheart deal for Walmart agenst the vote of the citizens.	10/1/2016 5:03 PM
37	Mid way location for jobs	10/1/2016 1:09 PM
38	Library	9/30/2016 8:46 PM
39	It's home it's where i was born and raised. It's where i'll die.	9/30/2016 3:29 PM
40	Utica Christian School & Bible Baptist Church of Utica. Christian school for our children!!	9/30/2016 1:20 PM
41	Purchased a successful retail furniture business	9/30/2016 8:22 AM
42	Stoughton is half way between where I and my wife were working.	9/29/2016 3:09 PM
43	midway between where I and my wife worked	9/29/2016 2:38 PM
44	Stoughton is in rough shape. low income housing is killing the schools and the business in town.	9/29/2016 1:39 PM

Q9 9. How would you describe Stoughton's economy?

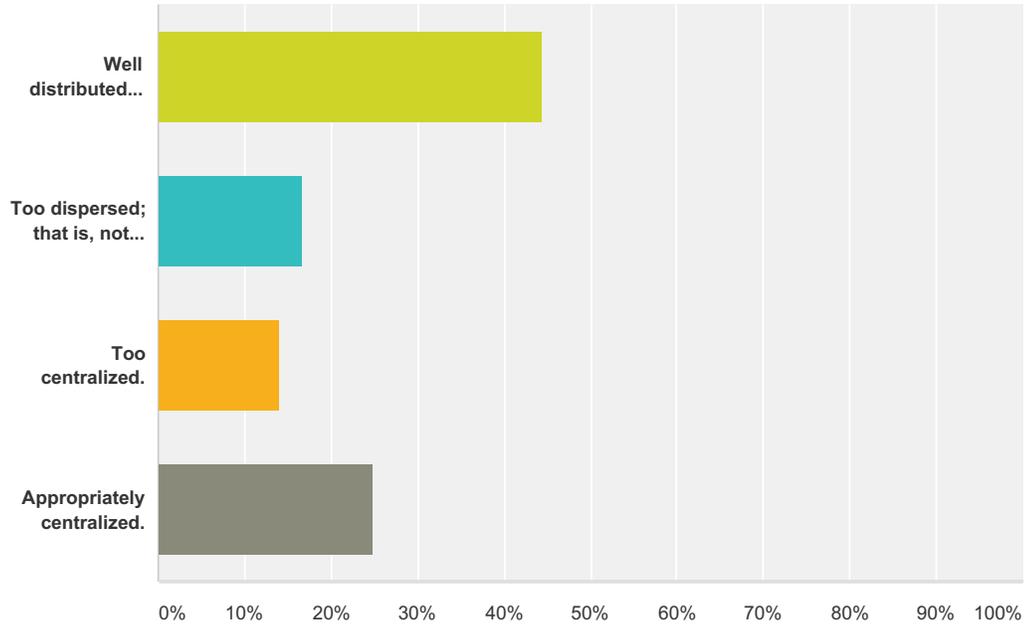
Answered: 547 Skipped: 39



Answer Choices	Responses
Healthy	8.41% 46
Stable	59.23% 324
Declining	22.30% 122
Growing	10.05% 55
Total	547

Q10 10. In your opinion, existing business and shopping districts in the City of Stoughton are:

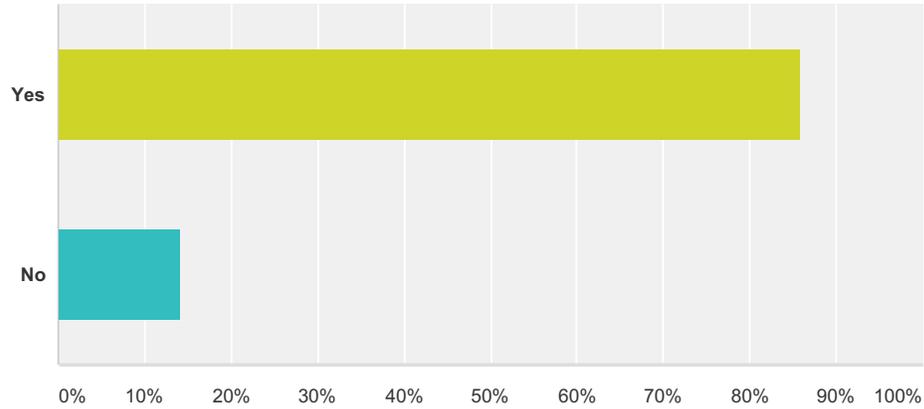
Answered: 538 Skipped: 48



Answer Choices	Responses
Well distributed throughout the community.	44.42% 239
Too dispersed; that is, not centered in any one location.	16.73% 90
Too centralized.	13.94% 75
Appropriately centralized.	24.91% 134
Total	538

Q11 11. In your opinion, is the City of Stoughton walkable and safe for pedestrians? Are you able to walk safely to different destinations in the City?

Answered: 546 Skipped: 40



Answer Choices	Responses
Yes	85.71% 468
No	14.29% 78
Total	546

#	Please describe specific opportunities for improvement.	Date
1	Getting better but need more sidewalks and driver education	11/8/2016 9:34 AM
2	Need more sidewalks.	11/8/2016 12:03 AM
3	Yet more and even more traffic calming on Main St/Highway 51 is needed. Especially as it seems rerouting of through traffic or semi trucks is not going to happen. Downtown (about Morris St on the east to Van Buren on the west) is okay, but there is no safe way to walk from Dollar General to Pik and Save, for example. I have no real hopes for the new Wal Mart development to be reachable by pedestrians or bikes, either. The strip mall by Jackson is also not reachable from the current WalMart area, either.	11/7/2016 10:58 AM
4	Safety concerns - adult bicyclists/adult joggers who block sidewalk and are not respectful of slower walkers - children, parents with strollers, seniors.	11/3/2016 4:38 PM
5	There should be more sidewalks and pedestrian crossings	11/2/2016 12:24 PM
6	Some areas need to be more handicapped accessible, also, need more handicapped parking spaces and kept snow and ice free in winter.	11/2/2016 12:13 PM
7	I would like to see the Yahara river trail expanded along the river through the city. I would appreciate a longer designated walking/running/biking trail for recreation away from traffic.	11/1/2016 1:26 PM
8	Is anywhere anymore? :(11/1/2016 12:53 PM
9	But only downtown Main St.	11/1/2016 12:36 PM
10	Those flashing lights crosswalks are excellent! Good for you and thank you!	11/1/2016 8:40 AM
11	Consider stop lights at the intersection(s) of Hwy 51 and Hamilton/King/Rowe streets.	11/1/2016 7:11 AM
12	Would like to see more business in the downtown area. The businesses on the west side of town are not walkable at all.	10/31/2016 9:40 PM

City of Stoughton Public Opinion Survey

13	Too many streets in neighborhoods do not have sidewalks so you have to walk on the streets, or the quality of the sidewalks on side streets are not level, hard to walk at night. Also, need a lot more signage and alert lights on Main St. so people can cross safely. I've watched people stand at a corner while cars refuse to stop. Need those "It's State Law-Yield to Pedestrians" signs displayed prominently at cross walks.	10/31/2016 6:26 PM
14	Though pedestrian safety has improved more needs to be done with accessible walkways and safe for my family	10/31/2016 12:55 PM
15	Roads generally speaking, are becoming too wide; wider roads encourage faster driving. The intersection of N Page and W Prospect needs a raised crosswalk, a choker or chicanes - something to slow traffic. This is a dangerous intersection because cars travel very fast, due to the hill often drivers don't see that someone is crossing the intersection until they are right on top of it, and this is one of the primary areas children are crossing the street to and from school.	10/30/2016 3:35 PM
16	Connecting the sidewalks -- in my neighborhood the sidewalk just ends on some streets and need to walk on the road or cross to the other side.	10/27/2016 12:08 PM
17	--Page Street is a free-for-all for speeders making crossing it by foot very hard at times --Washington Street is a short cut for speeders who want to avoid Main St. making walking across that street very dangerous, particularly for kids. They zoom down Washington, then down Division, and then up Forton. There are young kids going through that corridor twice daily and it's very unsafe. --There should be a 3-way stop at the bottom of Forton at Division to safely cross. --Many sidewalks simply end like on the south side of Jackson St. --Main St. is very unsafe. I was nearly hit by one of the city's own trucks because the city worker was speeding and yelling out the window at a friend with his head turned. --Winter snow removal in the downtown business district is terrible. It makes it unsafe and unwelcoming. --In our 10 years here, we've very seldom ever seen police monitoring speeding on Main St. or Page Streets.	10/27/2016 10:41 AM
18	Ticket motorists who turn onto pedestrians at intersections	10/26/2016 11:40 AM
19	There are generally enough sidewalks for those that live close enough to walk where they want to go. However, the existing and future business and shopping districts are too dispersed for them to be safely walkable from some parts of the city.	10/26/2016 8:11 AM
20	Chain restaurants in West Stoughton, on Nygaard St are of course built for America's "Drive in Utopia", not for people on foot. Also, the new Walmart and buildings on the other side of US 51 will not likely be pedestrian friendly. Downtown is very walkable and pleasant.	10/25/2016 9:31 PM
21	No one stops when you cross Main St. This is a major problem, especially for kids crossing the street!	10/25/2016 3:42 PM
22	I am handicapped; need a scooter to go anywhere downtown..	10/24/2016 10:01 AM
23	I run and it seems a lot of work goes into sidewalks every year to make sure any that have heaved are fixed. That is appreciated.	10/24/2016 6:54 AM
24	for the most part yes, some drivers will not allow you to cross the street safely	10/22/2016 7:33 PM
25	Walking to SWAC from the east or south appears dangerous	10/21/2016 10:30 AM
26	I like the crosswalk that blinks on Page Street. It helps at night for drivers to see people crossing the street when they are wearing dark clothing. Wish we had more of those. I think there could be a street light on the 1200-1300 block of Roby for safety reasons. It is really dark there especially for people who walk at night, and now with children going for trick or treating for Halloween. Also, could use sidewalks on both sides of the street as it is so close to the school and so many students walk.	10/20/2016 4:35 PM
27	A lot of dogs that chase us as we jog - getting to be more of a nuisance than it has ever been	10/20/2016 4:11 PM
28	We could use more sidewalks where feasible throughout some older north central neighborhood areas of the city to eliminate walking in the road (areas between the high school and Bjoin Park Neighborhood) . Pedestrian safety should also be addressed while crossing Hwy 51 from downtown (N. Page St.) to the West towards Hwy 138 and as 51 heads north to Madison.	10/20/2016 3:13 PM
29	We need more community park walking trails.	10/20/2016 3:09 PM
30	Continue to add sidewalks on one side as has been done in many older areas. Concentrate on the highest traffic streets.	10/20/2016 11:52 AM
31	More ongoing communication to drivers of the pedestrian right of way.	10/20/2016 7:53 AM
32	More bike and pedestrian infrastructure would be welcome.	10/19/2016 5:53 PM
33	More traffic controls	10/19/2016 12:21 PM
34	Better lighting downtown. As it gets darker earlier, it's really hard to see pedestrians wearing dark clothes in the crosswalks.	10/19/2016 8:49 AM

City of Stoughton Public Opinion Survey

35	Sidewalks could be wider to allow for better walking with stroller and significant other at the same time. More sidewalk in high traffic areas.	10/18/2016 8:46 PM
36	Difficult to cross main Street. Drivers do not obey pedestrian laws.	10/18/2016 8:31 PM
37	The crossing from 5th st. south towards the Opera House is very dangerous. Traffic from the East speeds up the hill and has very limited line of sight to the crosswalk. A lit crosswalk would be welcome.	10/18/2016 7:41 PM
38	Main Street from the hardware store to the current Walmart would benefit from safer crosswalks. The crosswalk from Walgreens to Pick n Save is extremely dangerous. It's located at the top of a hill so drivers don't actually see the zebra stripes until they are on top of them. If a driver in the right lane stops for pedestrians, it only makes it harder for drivers in the left lane to see children in the crosswalk. I would never allow a child to walk on that section of street.	10/18/2016 5:57 PM
39	Main Street needs to be more pedestrian friendly (maybe more stoplights) and 25 mph speed limit NEEDS TO BE ENFORCED.	10/18/2016 4:15 PM
40	Use more crosswalks	10/18/2016 11:52 AM
41	Walking is safe as long as you don't try to cross a street.	10/18/2016 11:13 AM
42	The lack of sidewalk on one side of Forton Street is horrible for middle school students who then walk in the street. Cars are then dodging around the kids before and after school.	10/18/2016 10:30 AM
43	Stoughton is usually walkable, but cars need to better respect pedestrians. We frequently use the crossing at Page and Prospect, and I'd estimate cars yield to pedestrians only about 50% of the time.	10/17/2016 9:44 PM
44	The centralized part of the city is safe, but the outskirts are not. This includes shopping areas on the West Side of town.	10/17/2016 1:44 PM
45	Well marked cross walks & with more blinking yellow lights.	10/17/2016 1:27 PM
46	I do think though that it is highly risky to cross Main Street west of Home Savings. I have seen too many incidences when someone wanted to cross the street and with 2 lanes of traffic each way someone in the outside lane waves on the person to cross and the cars on the inside lane just barrel through. I have witnessed too many close calls with this happening. Particularly bad at Monroe & Main Street intersection.	10/17/2016 12:02 PM
47	Concerns about sidewalk access to new Kettle West development.	10/17/2016 11:25 AM
48	we can use improvements for crossing main st between Van Buren and Kings Lynn. Flashing cross-walk signs are helpful, but an on demand crossing light that would give a red light to car traffic would be far safer. Especially since cars in the direction from Kings Lynn to Van Buren tends to speed as it goes down hill. Regular visible enforcement of the speed limit would also make it safer.	10/17/2016 11:08 AM
49	The new development with the super center seems very inaccessible. I live close to downtown and I depend on the health of downtown offerings.	10/17/2016 5:59 AM
50	I like the river trail.	10/16/2016 7:39 PM
51	Downtown and the city center are generally pedestrian friendly.	10/16/2016 7:35 PM
52	For the most part. Is there room for improvement? YES !!!!!!!!!!!!!!! Level sidewalks and handicapped curbs necessary EVERYWHERE!!!!!!!!!!!!!! As well as BIKE LANES & BIKE PATHS!!!!!!!!!!!!!! PATHS THAT WILL CONNECT TO THE YAHARA RIVER TRAIL, KEGONSA STATE PARK AND TO MADISON VIA RURAL SCENIC AND LAKE ROUTES.	10/16/2016 7:34 PM
53	Too many people jaywalking downtown. People need to use the crosswalks and lights. Drivers need to stop for people in crosswalks. Drivers very resistant to stopping for people at Admundson.	10/15/2016 8:09 PM
54	1. McKinley Street from Page Street, especially historic sidewalk narrow and crumbling near the Yahara River. 2. The gap between North Page Street from Open Pantry to the Williams Drive paths. 3. Safety at the River Trail path seems questionable. I'm grateful to see city police monitor the trail end at the industrial park.	10/15/2016 5:10 PM
55	Things are more spread out than would be ideal for a walking focused city.	10/15/2016 2:42 PM
56	Generally it is safe.	10/15/2016 1:20 PM
57	Vehicles rarely stop for pedestrians. There are many crosswalks and the flags are great but the drivers are still not stopping. I would like to be able to send my kids downtown to the library on their own someday soon but the drivers are making it too unsafe for me to allow my kids to do this. This needs to be changed- maybe our police department could more actively enforce the laws regarding pedestrian crossing. Not just downtown either but all the areas with cross walks etc.	10/15/2016 10:13 AM
58	Too many speeders. Some don't stop for people at cross walks.	10/15/2016 4:48 AM
59	It is getting better on main street	10/14/2016 9:20 PM

City of Stoughton Public Opinion Survey

60	From the start, we have been disturbed by the poor walk, bike, and trail development in Stoughton. We have never seen a city with so many stop-go sidewalks. For no reason at all, sidewalks will stop and start in the same block, especially areas built in the 1980's and 1990s. Much the same applies to bike path planning along streets. What chaos and madness. Witness what happened along Kings Lynn. Integrated, bike and pedestrian planning seems a clear after-thought in Stoughton and that has lead to significant whip-saw and squeak wheel fixes by neighborhood or area. Why hasn't there been uniform application of design standards over the years? Something clearly has gone wrong here!	10/14/2016 6:15 PM
61	During the daylight hours; would not venture far away from my car or home in the dark.	10/14/2016 3:10 PM
62	2 Yahara River trails & Virgin Lake trails are great. In winter with snow walking streets and sidewalks is safe - but shoveling of walks not always timely.	10/14/2016 11:41 AM
63	traffic enforcement downtown, speed and yielding in sidewalks	10/13/2016 9:28 PM
64	Needs more big industry, to share in tax revenue, also property taxes R way to high.	10/13/2016 8:36 PM
65	downtown is walkable and safe. I would like to see more establishments downtown.	10/13/2016 6:59 PM
66	Everything is too far apart to have cause to walk, besides recreation. Stoughton isn't an high-density urban area, and I have no interest in walking as a method of transportation. The city is well suited for recreational walking, including sidewalks, trails, and crosswalks.	10/13/2016 6:32 PM
67	The neighborhoods are too isolated. It's too far to really walk to any restaurants or commercial areas. Downtown development is nice, but make the neighborhoods more of a mix than they are.	10/13/2016 3:33 PM
68	There are a areas where walking is tricky because there is no sidewalk or the sidewalk is only on one side of the road.	10/12/2016 6:28 PM
69	Too many streets with interruption of sidewalk for one or more blocks.	10/12/2016 10:08 AM
70	Yes and no. Some areas are great. Some are a bit scary. The police need to have a more real presence -- like walking areas -- instead of driving around like they're hot rods from Knight Rider. The police shouldn't hid behind cars like they're some private eyes -- they should be ACTIVE in the community.	10/12/2016 7:37 AM
71	I wish there was sidewalk near the Anytime Fitness on 51 to connect the Papa Murphy's strip mall with Pick n Save. Some residential areas do no have sidewalks and there's a big gap between the gutter and the street asphalt (ex: north side of Eisenhower between Lincoln and Van Buren).	10/11/2016 9:03 PM
72	Put TWO *FLASHING* Stop Signs, on either side of the RH turn lane from Main onto Page in front of the Senior Center. Nobody sees that stop sign	10/11/2016 3:54 PM
73	Would love a bus or trolley that went up and down Main Street from one end to the other	10/11/2016 3:41 PM
74	Would be nice to have bike lanes so bikes are not on sidewalks. That causes dangers for pedestrians	10/11/2016 10:42 AM
75	I can always cross the street safely, but never in a timely manner	10/10/2016 10:45 AM
76	We need a safer way to cross major highways, 51 an B.	10/9/2016 8:37 PM
77	Crossing Main Street is just unsafe with fast traffic and so many semis	10/9/2016 8:07 PM
78	Not all areas have sidewalks on both sides of street. Paint the crosswalks.	10/9/2016 4:56 PM
79	For people using walkers and wheelchairs, it's inaccessible to shop on Main St. for most stores. There are no sidewalks to Bjoin park and lot of people walk this area to get to the path along the Yahara or as a short cut to Division St.	10/9/2016 3:29 PM
80	51 is constant movement. It is verry difficult to cross.	10/9/2016 12:13 AM
81	The Hub always mentions different things, such as the Yahara Trail, but doesn't include a map ... OR the map's details are so minute, you can't even read it. I wonder about the safety of those nature-type areas and, therefore, don't use them. Maybe more publicity would help.	10/8/2016 5:41 PM
82	Now that the flashing yellow lights were placed across the street from Kwik Trip & Walmart	10/7/2016 7:41 AM
83	Business are starting to pop up all over,would rather build the downtown area back up instead of mini malls,etc. scattered around .	10/6/2016 8:20 PM
84	Hoping the last portion will be acquired to complete a loop of the Yahara River path	10/6/2016 8:15 PM
85	There are many places where sidewalks are either non-existent or only on one side of the street, which makes it inconvenient. Also, the public is still not stopping for pedestrians to cross the street.	10/6/2016 5:00 PM

City of Stoughton Public Opinion Survey

86	No, people drive like jackasses. I live at a 4 way controlled intersection and the % of cars making legitimate stops is well below 50%. The speed of travel on main roads is well above the speed limit and there's little to no police enforcement. I drive the East stretch of Main St (Main/Page thru the HWY 138 intersection and even driving at 30-35, I'm constantly passed by other drivers. If I drive 25, I'm likely to be rear ended. Add to that the completely idiotic decision to remove streetlights and you willfully made the situation even worse.	10/6/2016 1:17 PM
87	About the only thing that makes me slightly nervous is dogs that are not restrained very well.	10/6/2016 8:20 AM
88	There is little-to-no enforcement of crosswalk laws. I've almost been hit numerous times, and I see the same just about everyday. Unacceptable.	10/6/2016 6:22 AM
89	Drivers not paying attention to the speed limit and stop signs, especially near the high school.	10/5/2016 8:49 PM
90	yes and no. a lot of drivers don't always stop for pedestrians. if city allows they need those flashing yellow lights at every crosswalk like they have by pick n save.	10/5/2016 6:56 PM
91	Need stronger enforcement of pedestrian laws in regard to yielding and jaywalking.	10/5/2016 3:43 PM
92	Hwy 51 needs pedestrian/bike overpasses. Poor Fox Prairie kids who live north of the Hwy and want/need to bike or walk to school!!!	10/5/2016 12:46 PM
93	Sidewalks are in disrepair on East side.	10/5/2016 12:39 PM
94	Some areas could use more or better lighting. (Buckingham by walk path and maybe some low lighting along paths, either on a timer or motion lights). Also paving paths would be nice.	10/5/2016 9:43 AM
95	I walk around town a few nights a week and wear bright colors, but feel completely safe. Hoel Ave is not that well lighted and is the area leading up to our home on Milwaukee St. I'd like to see brighter street lights in that area. The park up there isn't well lit at all either.	10/5/2016 8:55 AM
96	N/A	10/5/2016 7:33 AM
97	Very few sidewalks	10/5/2016 6:20 AM
98	Area next to Kegonsa school, Elvensted, motel, 4th, 5th, 6th streets area.	10/5/2016 5:54 AM
99	Having a 4 lane road through the center of town makes it hard to cross the streets in some areas. however sidewalks make it easy to walk around the downtown.	10/5/2016 12:38 AM
100	Businesses in Kettle Park West will not be "walkable"	10/4/2016 10:01 PM
101	I would like to see more emphasis on the downtown.	10/4/2016 10:00 PM
102	Stoughton is walkable and safe as long as I don't have to cross 51 at an intersection without a traffic light.	10/4/2016 9:39 PM
103	the flashing pedestrian light on page street appears to frequently be not working. this is concerning with the amount of traffic and children crossing that road.	10/4/2016 7:56 PM
104	It use to be walkable and safe seems to be changing. I was approached by a panhandler at kwik trip and if walking have to be careful not to fall because sidewalks uneven are in need of repair	10/4/2016 3:59 PM
105	I don't like driving in Stoughton , I think they have gone to far with safety with pedestrians I have seen people stop in the road of the 4 lane hwy so people can cross but they don't look at the lane next to them or the other two lanes going the other way and I have seen kids almost get hit ,one day I had to lay on my horn one day because the car in front of me had stopped and not in a cross walk for 2 little girls and a car went around us in the left lane just flying almost hit the girl and just kept going .	10/4/2016 3:53 PM
106	Hard to navigate around hwy 51 and other busy streets. I would love to see a ped/bike trail throughout the city and surrounding area	10/4/2016 2:54 PM
107	Difficult to cross streets down town	10/4/2016 2:48 PM
108	Not all walk signs work. More sidewalkspecifically are needed.	10/4/2016 2:28 PM
109	More enforcement of pedestrian laws is needed, especially before and after school and downtown	10/4/2016 1:46 PM
110	Improve crossing Main Street near Hoel ave	10/4/2016 12:37 PM
111	The lighted cross walks are helping, need more expecially downtown on Forrest St.	10/4/2016 12:37 PM
112	It is a city where you can reach any place by walking, but not always safe as a pedestrian. Only the taxis always stop. Not busses or cops	10/4/2016 12:16 PM
113	Some streets in my neighborhood don't have sidewalks. In my opinion if they are to do improvements to the street they should add sidewalk to just one side of the street, which will keep costs down a bit.	10/4/2016 11:07 AM

City of Stoughton Public Opinion Survey

114	There are certain neighborhoods that are "sketchy", mostly in some of the areas starting a block or 2 south of main street. The section 8 housing near the VFW, and always need to be aware near the jackson street apartments (several blocks worth).	10/4/2016 11:06 AM
115	Crossing Main Street is difficult due to the density of traffic and narrow traffic lanes.	10/3/2016 9:37 PM
116	Main St outside of downtown is difficult to cross.	10/3/2016 5:50 PM
117	It would be nice if the foot path around Virgin Lake was paved. It can be very muddy and sometimes slants making it more uneven.	10/3/2016 1:28 PM
118	Slow down traffic on main arterials, especially Lincoln Ave north of Kriedeman.	10/3/2016 1:27 PM
119	Need safer crossing near Asleson's and Roby/US51	10/3/2016 12:43 PM
120	There are too many streets near Fox Prairie Elementary that do not have sidewalks. This is very dangerous for the children, especially ones who walk to school alone or without an adult.	10/3/2016 11:39 AM
121	It is not safe to walk or bike in the City of Stoughton. Not just my opinion, but the National Highway Safety and Wisconsin DOT rates cities and village in pedestrian accidents per capita and Stoughton ranks as one of the worst.	10/2/2016 8:07 PM
122	Side walk along Pleasant View Drive for safe walking of school children to and from Fox Prairie Elementary School.	10/2/2016 8:42 AM
123	riverwalk	10/1/2016 9:21 PM
124	Motorists speed on the Main Street and large cargo trucks barrel down the hill leading to downtown. Pedestrians in crosswalks are regularly ignored. I have a hard time walking around the city with three small children, so I often drive down the hill and park to visit the library or the shops. Walking in downtown Madison is surprisingly safer and less nerve racking!	10/1/2016 7:58 PM
125	We have found most of the city to be walkable and safe for pedestrians. One location that could use improvement is at the Silverado/Hoel/51 intersection.	10/1/2016 7:44 PM
126	Police should give tickets to violators. Drivers do not stop for pedestrians.	10/1/2016 5:03 PM
127	n/a	10/1/2016 2:55 PM
128	We live on the edge of town with no sidewalks on our street, that's not quite "walkable". But when we go downtown, it's perfectly walkable.	10/1/2016 2:01 PM
129	I feel safe walking within different parts of the city. However, the distribution of business and shopping districts is not ideal, meaning that it is easier to walk to businesses in some parts of the city, while very challenging to do so in other parts of the city. The city keeps growing westward and to a lesser extent to the south, while there is little if any growth to the east and north.	10/1/2016 10:15 AM
130	Not super safe crossing 51 even at stop light down town.	10/1/2016 8:18 AM
131	we need more bike/pedestrian paths!	10/1/2016 8:17 AM
132	Walking to work, church and other destinations.	10/1/2016 7:19 AM
133	The City is very walkable, but the drivers seem to speed everywhere.	9/30/2016 8:46 PM
134	Pedestrians and bicyclists need more respect for larger, faster vehicles. Most people learn to cross a street or ride a bike before they finish grade school. The "small city atmosphere" is supposed to foster respect for people with lesser abilities; for instance little children, slow people, the mobility impaired, the aged, etc. Being selfish used to be a shameful attitude. We don't need more crosswalks or bike paths. And We should not need to stop at nearly every intersection in town.	9/30/2016 7:38 PM
135	The downtown should be closed to traffic and made into a pedestrian mall. Traffic should bypass BEHIND the city center where the parking is located. Also NO THRU TRUCK TRAFFIC should be allowed downtown as it is loud and obnoxious. Specifically local freight companies who can go around on Cty N.	9/30/2016 4:37 PM
136	With the increase in types of service calls for police and the increase in the number of gang tattoos that I have seen at local stores I think Stoughton is in for an awakening.	9/30/2016 3:39 PM
137	The bizarre lack of sidewalks on some residential roads makes it hard for young children to safely walk around the neighborhood.	9/30/2016 1:30 PM
138	Bike/Pedestrian trail is NOT well lighted. Main Street is basically the only way to commute on foot between the east side and the west where all of the commercial shopping is!! Could NOT answer # 10 because all the "shopping" is based on the far west side!	9/30/2016 1:20 PM

City of Stoughton Public Opinion Survey

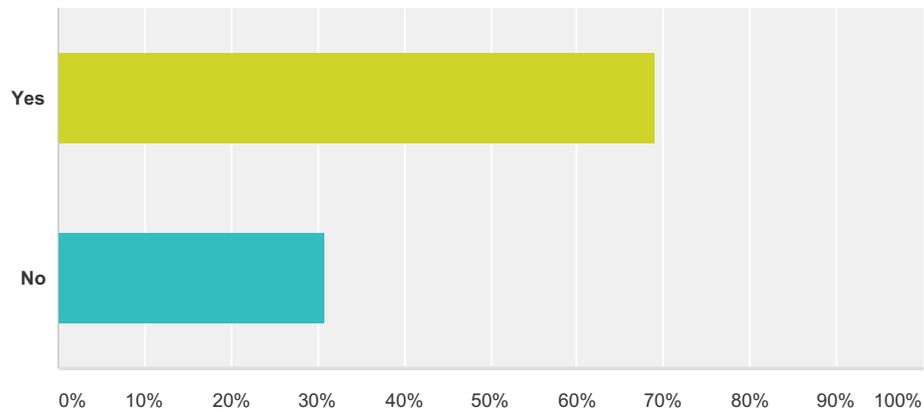
139	Frequent gaps in sidewalk networks make pedestrians less safe. Crossing Main St at a light requires pressing a button, and the interval that a pedestrian is allowed to walk is quite short. Many drivers ignore the pedestrian crossings scattered throughout the city, even when a pedestrian is waving a flag or has stepped off the curb to signal intent to cross.	9/30/2016 12:46 PM
140	I walk all the time, the only problem is motorist do not stop to allow me to cross the streets, especially main st.	9/30/2016 11:06 AM
141	Looking forward to the expanded trails near the hospital and the retail expansion near the river.	9/30/2016 10:51 AM
142	live close to downtown	9/30/2016 8:54 AM
143	Also hold pedestrians accountable for stupidity instead of always blaming a motorist for someone who dives into the crosswalk at the last minute just to see if you'll stop for them. There are also a lot of bicyclists on the sidewalk with no ramifications.	9/30/2016 8:44 AM
144	Highway 51 between downtown and Van Buren St needs additional and more visible crosswalks.	9/29/2016 10:18 PM
145	More pedestrian crossing signals at stop lights because the city continues to grow. Additionally, public service announcements notifying pedestrians they should never "jaywalk" so that drivers know to slow down or stop, and cautioning drivers to follow the city's driving requirements.	9/29/2016 10:12 PM
146	There are non-contiguous walking and recreation through ways throughout the city, would like to see them intentionally connected and usable throughout.	9/29/2016 9:57 PM
147	crossing the street can be a challenge	9/29/2016 8:47 PM
148	I very much enjoy living in Stoughton and feel safe walking the city. I'm fortunate to live very near to downtown but feel some of the businesses there could have later hours, or days with later hours. Some are closed on Sundays which is bewildering to me. I work full-time during the day and by time I get home many shops are already closed. Developing the River Walk and empty tobacco warehouse would be wonderful. Many were opposed to the large Walmart coming to town but I think it will be good for the city and it won't compete with the small Main Street businesses. I would like to see cute, old-timey signage pointing Walmart visitors towards the Historic Main Street area (maybe on the roundabouts). Instead of fighting Walmart and the development, welcome them and work with them to encourage enjoy all Stoughton has to offer.	9/29/2016 8:06 PM
149	Start of W Main Street (across from Sunrise/Valvoline) always has people trying to cross, but not clear intersection. Gjertson/Main St. always has children trying to cross, yet cars speeding away after turning left from Van Buren causes dangerous crossing.	9/29/2016 7:57 PM
150	It would be walkable if sidewalks were finished and pedestrian right of way respected and enforced on main street	9/29/2016 6:41 PM
151	Curbs desperately need repair, especially with the vicinity of parks.	9/29/2016 6:01 PM
152	Teach drivers they need to STOP for pedestrians. I've seen so many near misses where I stop and the passing lane flies past, barely missing the pedestrian. More of the crosswalk flashing lights would also help, especially in the winter.	9/29/2016 5:42 PM
153	There is no safe way to cross over highway 51, unless you're all the way to Main Street.	9/29/2016 5:19 PM
154	Still really angers me that people don't stop for pedestrians in town. Would love to see more walking and biking trails.	9/29/2016 4:16 PM
155	For the most part although I was nearly run over crossing Division Street at Main Street about a year ago at 9:30pm. I had the walk light and the person turning off of Main Street was careless.	9/29/2016 3:27 PM
156	Don't really walk anywhere.	9/29/2016 3:09 PM
157	Not really an issue since don't hardly walk to any destination.	9/29/2016 2:38 PM
158	Right now Stoughton is walkable, but its becoming a community full of bars, tattoo shops and drug overdoses.	9/29/2016 1:39 PM
159	Not all areas of Stoughton are safe anymore.	9/29/2016 1:21 PM
160	traffic light on B and hwy 51	9/29/2016 1:06 PM
161	Crossing walk light do not always work. Snow removal at intersections and around fire hydrants is no enforced. My husband is legally blind and this causes a problem when we are out walking. Vegetation grows over into the sidewalk on page street and makes it a tripping concern for him. Piles of snow around stop signs causes a blocked view on Johnson and west st.	9/29/2016 1:00 PM
162	Not if you live on the end of town	9/29/2016 12:49 PM
163	The historic downtown area, yes ... it is walkable. The newer sections of town and commerce are not walkable. The new Wal-Mart location would be the most ugly example of the modern "sprawl" Stoughton seems to be embracing of late.	9/29/2016 10:49 AM
164	I run. I have almost been hit by cars several times. Pavement near Main St American Fam street is very uneven.	9/29/2016 9:51 AM

City of Stoughton Public Opinion Survey

165	There are areas along US Highway 51 east and west that do not have any sidewalks.	9/28/2016 9:18 AM
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Q12 12. In your opinion, is the City of Stoughton bikeable and safe for bicyclists?

Answered: 529 Skipped: 57



Answer Choices	Responses	Count
Yes	69.00%	365
No	31.00%	164
Total		529

#	Please describe specific issues.	Date
1	Need more bike lanes in old city and any new development	11/8/2016 9:34 AM
2	Narrow Main Street with parking on both sides leaves no room for bikes on the main route.	11/8/2016 7:29 AM
3	It is nearly impossible to get anywhere by bike. I guess it's a huge opportunity for improvement, from zero bikability to SOMETHING.	11/7/2016 10:58 AM
4	Not safe for drivers - as bicyclists ride multiple across in streets that have designated routes on street rather than use designated routes. Kids are much more adept at following rules than adults. Bicycling is great exercise for all ages, but too many don't respect others.	11/3/2016 4:38 PM
5	There needs to be more bike lanes	11/2/2016 12:24 PM
6	There are enough side streets that extend through the city to get around the areas of heavy traffic, however, expanded bike lanes on busier streets would be a safer way to travel. Particularly to the downtown areas and shopping districts. I feel relatively comfortable biking along Park Street within the bike lane while allowing enough space to go between parked cars and moving traffic.	11/1/2016 1:26 PM
7	I don't bike though.	11/1/2016 12:53 PM
8	Safe in 25 MPH zones; not particularly safe for students biking to and from school.	11/1/2016 12:47 PM
9	I live in Dunn. Riding a bike on 51 is dangerous. If there was a bike path I would ride my bike into town.	11/1/2016 8:40 AM
10	Looking forward to the completion of the Lower Yahara River Trail to McFarland.	11/1/2016 7:11 AM
11	Yahara bike path is a great work-in-progress. Can't wait for the off-road leg on Cty B to be built. Still, need more ability/paths to bike through town.	10/31/2016 6:26 PM
12	We need more bike lanes and more areas for bikes to travel around the city	10/31/2016 12:55 PM
13	Not enough bike lanes	10/31/2016 7:48 AM
14	More bike paths would be fantastic, especially a bridge over the river near the dog park.	10/28/2016 4:19 PM

City of Stoughton Public Opinion Survey

15	Need more designated street bike lanes that connect to one another. Also need to connect the off-road bike/walking paths.	10/27/2016 12:08 PM
16	--There are no bike lanes or bike trails. Look to the city of Deborah, Iowa, which recently completed a loop trail around the city. This makes bike travel safe and also serves as a destination for visitors. --There are two river trails. Both end abruptly and the only option is to take roads. Why not connect them for a loop?	10/27/2016 10:41 AM
17	Streets are not wide enough	10/26/2016 2:24 PM
18	Need more bike lanes esp. on well traveled roads	10/26/2016 12:28 PM
19	The city is improving on making streets bikeable by adding bike lanes, but in older parts of the city they don't exist. Narrower, busy streets frequently cause cyclists, especially children, to use sidewalks instead, which causes challenges for pedestrians. Bicycling could be made safer for everyone through better and more bike lanes and better enforcement of traffic laws for both motorists and cyclists.	10/26/2016 8:11 AM
20	I'm very concerned about declining bike lanes. I've been harassed by drivers for riding my bike legally on the road. Certain intersections are not bike safe. Crossings over HWY 51 are terrifying.	10/25/2016 8:08 PM
21	I would like to see bike paths outside the city proper; paths in the country, not in town.	10/25/2016 3:42 PM
22	I would not feel comfortable biking in town since there are no bike lanes, but would on a trail.	10/24/2016 5:38 PM
23	Main St./51 isn't safe for bicyclists in most places.	10/24/2016 2:38 PM
24	need more bike paths esp. on streets	10/23/2016 10:05 AM
25	Though it has that small town bikeability, kids riding bikes to school on the side of the road or sidewalks, it really doesn't offer safe places for bicyclists to ride. I see families in places like Verona biking on designated bike/walking trails and I wish we had those types of safe places for our families here in Stoughton.	10/22/2016 5:20 PM
26	It's semi safe, but some more bike trails along the road would be nice or maybe more signs. There are a lot of children who ride the sidewalks.	10/21/2016 10:49 AM
27	I am not in favor of the bike lanes. It gives bikers a false feeling of safety and security, "because" they are in the bike lanes. I feel all bikes should be licensed, and bikers should know, (and obey) the safety and rules of the roads that they share with vehicles. The costs for the paint for bike lanes, and the people to maintain them, is a waste if bikers do not obey the rules of the road, not to mention that the police do not have the number of policemen to enforce bikers.	10/20/2016 4:35 PM
28	NA	10/20/2016 4:11 PM
29	Bicycle accessibility along Main St should be increased and safety along hwy 51 should also be addressed while crossing Hwy 51 from downtown (N. Page St.) to the West towards Hwy 138 and as 51 heads north to Madison.	10/20/2016 3:13 PM
30	We need more community biking / hiking trails.	10/20/2016 3:09 PM
31	bikes in the downtown and other areas of the city have little no room to ride.	10/20/2016 9:45 AM
32	appears to be though I do not bike. I really do not see many bike riders in this city except for school age kids. does not appear to be many adult bikers as there are in Madison.	10/20/2016 9:41 AM
33	Protected bike lanes would be perfect, but I realize this would be very expensive. I don't bike but I worry about bikers.	10/20/2016 9:06 AM
34	would like bike lanes.	10/19/2016 11:22 PM
35	As above, more bike and pedestrian infrastructure such as bike lanes, routes and paths would be welcome.	10/19/2016 5:53 PM
36	Traffic control needed	10/19/2016 12:21 PM
37	There aren't dedicated bike lanes and kids have to either ride in the street or on the sidewalks.	10/19/2016 8:49 AM
38	There are too many bicyclists riding on the sidewalks on Main St. Hwy 51/Main St isn't really wide enough for a bicyclist and car to ride side by side.	10/18/2016 8:46 PM
39	Yes, somewhat. It has a lot of room for improvement.	10/18/2016 7:41 PM
40	Although there are plenty of pretty streets, there are no obvious routes for bicyclists to take. If there were designated bike routes, then motorists would know to watch for them.	10/18/2016 5:57 PM
41	but we certainly could use more bike lanes painted on city streets!	10/18/2016 4:15 PM
42	not knowlegable on question	10/18/2016 12:12 PM
43	Bike lanes and trails fine	10/18/2016 11:52 AM

City of Stoughton Public Opinion Survey

44	This September, I saw a pickup hit a small boy on a bicycle on his way to Sandhill Elementary. He was going straight on Lincoln Avenue sidewalk to Sandhill and the truck was turning right on a street near Sandhill.	10/18/2016 10:30 AM
45	Bikes do not obey rules.	10/18/2016 10:23 AM
46	No bike lanes on main street and west main street is messed up beyond repair	10/17/2016 6:55 PM
47	We need more bike lanes and safe walking areas on the outskirts of town. Biking to shopping areas on the west side can be hazardous.	10/17/2016 1:44 PM
48	But again unless both bicyclists and cars work together to be aware of each other there will be accidents.	10/17/2016 12:02 PM
49	Not many bike lanes	10/17/2016 11:25 AM
50	Main street is not safe to bike. For one there is no bike path available, and it is made clear through signs that biking on the sidewalks is not permitted. A large portion of the bicycling public are our children. Main street is simply not safe for them to bike on. The city has not signaled a pro-bicycle view, in my opinion. If the city considers putting in bike lanes/paths, I have two suggestions: 1. start with Main street and the main arteries (Page, Roby, Van Buren, Kings Lynn, etc) 2. Bike lanes are safest if there is a physical barrier between the bike lane and the main road occupied by cars. There are lots of options to make this happen.	10/17/2016 11:08 AM
51	Some roads are better than others	10/17/2016 7:40 AM
52	I don't think cars look for bikes or walkers. I feel safe on Page St. but try to avoid 51. I take 4th St. to get to my downtown needs.	10/17/2016 5:59 AM
53	More bike lanes and trails would be super!	10/16/2016 9:00 PM
54	Not aware of an actual bike trail that runs through stoughton or bike lanes for safety.	10/16/2016 7:39 PM
55	The city should invest in a bicycling friendly environment if we want to attract more families and young people. Bike lanes are bike racks are a must. The cost will pay for itself when we attract more people to Stoughton. Families are moving away from cars and expect a walkable, bicycle friendly city.	10/16/2016 7:35 PM
56	WE NEED BIKE LANES & BIKE PATHS!!!!!!!!!!!!!! PATHS THAT WILL CONNECT TO THE YAHARA RIVER TRAIL, KEGONSA STATE PARK AND TO MADISON VIA RURAL SCENIC AND LAKE ROUTES. BIKE PATHS THAT WILL TAKE PEOPLE DOWNTOWN AND TO SCHOOLS ROUTES FOR SCHOOL AGE CHILDREN MIDDLE SCHOOL THRU HIGH SCHOOL AND COMMUNITY PARKS.	10/16/2016 7:34 PM
57	Yes as long as there is an adult in the group. I don't feel comfortable for my young teenage son to venture around certain parts of the city alone.	10/16/2016 7:14 PM
58	It would be nice to see more bike lanes and/or trails so that cyclists can feel safe and not have to depend on motorists to be paying attention.	10/16/2016 2:21 PM
59	No safe bike route through downtown. Would also love to see bike path connection between Cooper's Causeway and Viking Park completed.	10/15/2016 8:09 PM
60	Most people in Stoughton are courteous to bicyclists -- much appreciated. The downtown area does not accommodate bicycles as part of traffic flow, especially during busy times in afternoons. Some of the bike lanes look great but are surprisingly hard to ride safely because of a poor surface or trash in the path. Some paths terminate suddenly where there's no apparent destination.	10/15/2016 5:10 PM
61	I don't bike much so I don't think I am qualified. It appears that we could use more bicycle lanes.	10/15/2016 1:20 PM
62	Not enough bike lanes. Car drivers do not respect bicycles as legal vehicles on the road and often go out of their way to be aggressive towards cycle.	10/15/2016 11:06 AM
63	We should have bike lanes through the busy areas.	10/15/2016 10:13 AM
64	More bike lanes are needed, especially near primary and middle schools where bikes and walkers are sharing sidewalks.	10/15/2016 5:14 AM
65	Same reasons as above.	10/15/2016 4:48 AM
66	not a biker	10/15/2016 1:35 AM
67	at times you must bike on sidewalks to be safe. More bike lanes would be nice.	10/14/2016 9:20 PM

City of Stoughton Public Opinion Survey

68	Again, per above. On a simple walk around the block area, we often have to keep going between streets and sidewalks for no apparent reason because of the extreme sidewalk discontinuity. This is wrong. Then, as sidewalks approach the downtown area where people like to walk, lighting becomes an issue. Clear efforts must be given to creating feeder walkways to sidewalks that go somewhere. Biking is even worse. Yes, there are a few highlights of good bike safety planning such as the painted bike paths along Page St., but, for the most part, biking in Stoughton is an act of faith and it shouldn't be. Again, the recent problems associated with Kings Lynn point out the fact that bike paths have never been given a priority because if they did, they would be inter connected and more paths would have been completed. It has always seemed very odd and cynical that great demands were put upon Dennis Steinkraus in the developing of KPW 1 and 2 and yet the city has been able over the past 20 years to forego its responsibilities within the city. This seems wrong!	10/14/2016 6:15 PM
69	traffic enforcement, speeding and yielding right of way	10/13/2016 9:28 PM
70	Actually I don't know,(could have had that as a choice) since I do not bike	10/13/2016 9:01 PM
71	Some areas are not bikable.	10/13/2016 6:59 PM
72	Why are there no designated and painted bike lanes, except on just two or three roads? Some streets like Jackson are dangerous if you try to bike them, due to too much parking. And to think the council REMOVED a planned bike lane on the north side of Kings Lynn... why?!? The city needs to drastically expand Downtown Main/51 and 51/138 simply cannot be biked, even though it's one of the only ways to traverse from one side of the city to the other. Alternatives like Jackson and South St. exist, but they are plagued with stop signs, and have no painted lanes. Why are there no connecting trails to other communities? The highways can't be biked, and the rural roads are too narrow. Why are there no paved biking trails to get from one side of Stoughton to the other? The walking trails are not bike-friendly, because not only are they recreational only, but the pedestrians (and their dogs) do not share the trail. Stoughton's bike acceptance is embarrassing compared to the rest of Dane County.	10/13/2016 6:32 PM
73	51 can be a problem both ways.	10/13/2016 4:11 PM
74	The one bike path is nice, but doesn't connect to anything.	10/13/2016 3:33 PM
75	Not enough visible bike lanes.	10/13/2016 11:46 AM
76	Not bikers so can't comment.	10/12/2016 10:08 AM
77	Again, yes and no. Some areas are great -- some areas are really dangerous -- like 51 and robbie rode, or near the north industrial park.	10/12/2016 7:37 AM
78	Very few bike lanes, and the ones that exist are filled with road debris, lawn clipping, and garbage cans. Frequently when roads have been repaved or chip sealed, former bike lanes are not re-stripped. The traffic signals are all designed to change only when a car is present, and will not change when a bicycle is present. There is no safe east-west corridor through the city. There is little thought or caring about cyclists.	10/11/2016 1:53 PM
79	Need more bike paths, especially along scenic routes like the river	10/11/2016 10:42 AM
80	Our Main Street is really the only option for getting through town, and it is dangerous for bikes - no bike lanes. Therefore, bikes use sidewalks, which is dangerous for pedestrians, especially downtown.	10/11/2016 9:42 AM
81	There is no room on main street	10/10/2016 10:45 AM
82	I feel there should be more investment into bike trails to create a loop around Viking park to the Yahara River Trail. It would also be nice to push cooperation with the county/townships/other towns to get a bike trail to Madison.	10/10/2016 6:34 AM
83	We need a safer way to cross major highways, 51 an B.	10/9/2016 8:37 PM
84	Not Main Street tho	10/9/2016 8:07 PM
85	Add bike lanes and education to drivers.	10/9/2016 4:56 PM
86	No bike lanes and narrow streets.	10/9/2016 3:29 PM
87	Somewhat. I am nervous biking near 51.	10/9/2016 12:13 AM
88	I only bike on neighborhood streets. Again, if there are bike paths, I don't know much about them .. as stated above.	10/8/2016 5:41 PM
89	Main Street west of the railroad tracks is not a safe environment for bicyclists nor is USH 51/138 from Van Buren to Hoel Avenue	10/7/2016 10:28 AM
90	Our streets are in terrible shape on the East side, specifically East South Street and Vernon Sts .	10/6/2016 8:20 PM
91	I would like to see designated bike lane markings on Main Street, 4th Street/Taylor Lane, Racetrack Lane and Page Street. These are streets many of use to start our rides.....	10/6/2016 8:15 PM

City of Stoughton Public Opinion Survey

92	Largely, it is safe, but it could be made better. The downtown area - specifically Main St. from Hwy. N to Silverado Dr. could use a bicycle lane. Traffic through town is quite heavy and there isn't really enough room for cyclists to comfortably travel without resorting to the sidewalk in places, which is unsafe for pedestrians. I think a bicycle lane would increase bicycle traffic in town dramatically.	10/6/2016 1:28 PM
93	No, see the above comments on pedestrians.	10/6/2016 1:17 PM
94	Assitional designated (marked) bike lanes on busier neighborhood streets would improve safety.	10/6/2016 8:50 AM
95	See above	10/5/2016 8:49 PM
96	lack of bike lanes or space for them	10/5/2016 6:44 PM
97	Very few bike lanes or bike paths. Most motorists do not understand the laws regarding bikes as vehicles for transportation.	10/5/2016 3:46 PM
98	can't wait for the bike trail expansions	10/5/2016 12:46 PM
99	Not really bikeable, do designated bike lanes and sidewalks are in disrepair	10/5/2016 12:39 PM
100	Drivers don't watch out for bikes very scary riding on the roads and we have no paved trails	10/5/2016 11:04 AM
101	Wider shoulders along highways would allow safer riding.	10/5/2016 9:43 AM
102	Main Street/Hwy 51 is dangerous for bikes	10/5/2016 7:57 AM
103	I no longer ride but I see many who do so safely.	10/5/2016 7:33 AM
104	Need a bike path connected to madison area trails	10/5/2016 6:45 AM
105	I have been a year-round bike commuter for ten years. We need more infrastructure to raise drivers awareness to the presence of bikes. There are insufficient bike racks in town. We need more bike lanes.	10/5/2016 6:31 AM
106	Need actual bike lanes. It would be a great draw if Stoughton could be more bike friendly	10/5/2016 6:22 AM
107	No bike lanes and heavy traffic.	10/5/2016 12:38 AM
108	Main roads need bike lanes	10/4/2016 10:41 PM
109	Bike lanes on streets is very important.	10/4/2016 10:01 PM
110	I would like to see more bike lanes, more bike racks downtown and in general, more bike friendly.	10/4/2016 10:00 PM
111	It depends on the part of the city. Downtown is definitely not biker friendly. Many bikers feel it is necessary to bike on the downtown sidewalks because the streets are crowded and dangerous. There are several streets that are biker safe, but if you want to grow downtown business, then downtown needs to be accessible for all.	10/4/2016 9:39 PM
112	Except for downtown	10/4/2016 7:23 PM
113	I do not like biking with my kids. On many main streets (Lincoln, Roby, Page, Kings Lynn) cars go too fast. Bike lanes, where they exist, seem overlooked. My kids can't safely bike to Sandhill, too much traffic and too many parked cars pushing them out into the street.	10/4/2016 6:48 PM
114	Most streets do not have a bike lane	10/4/2016 4:31 PM
115	bike lanes on major streets, wider shoulders.	10/4/2016 4:14 PM
116	not on main street downtown	10/4/2016 3:59 PM
117	Bike lanes on rural roads	10/4/2016 3:52 PM
118	trails needed	10/4/2016 2:54 PM
119	Don't care	10/4/2016 2:40 PM
120	51 is definitely not bike friendly. More bike lanes needed.	10/4/2016 2:28 PM
121	it is an issue of drivers not being able to safely assume what bicyclists are going to do. I continually see bicyclists disregard the rules of the road which endangers them. As a driver when ever I see a bicyclist, I automatically practice hyper defensive driving. I believe more emphasis needs to put on education bicyclists. They are on a 10 pound 2-wheeled form of transportation, riding in the same area as a 2,000 pound hard bodied vehicle. Natural physics apply - the bicyclist will lose, sometimes due to their own fault. Get back to "share the road" mentality which applies to ALL forms of transportation.	10/4/2016 2:27 PM
122	More bike paths are needed in high traffic neighborhoods	10/4/2016 1:46 PM
123	Downtown area is claustrophobic for biking.	10/4/2016 1:20 PM

City of Stoughton Public Opinion Survey

124	Keep bikes off of roads.	10/4/2016 12:38 PM
125	Improve crossing Main Street near Hoel ave	10/4/2016 12:37 PM
126	Downtown has no bike lanes, therefore forced to drive in car lanes where often not seen/expected. Causes traffic backups and people trying to pass illegally.	10/4/2016 12:37 PM
127	needs major improvements, hardly any bike lanes.	10/4/2016 12:28 PM
128	However it would be nice to have bike lanes on Main Street for safety.	10/4/2016 12:25 PM
129	There are un safe areas for bikes to travel off the sidewalks downtown	10/4/2016 12:16 PM
130	I do not think that this city has enough traffic on most streets to have more designated bike routes.	10/4/2016 12:04 PM
131	Not the downtown area, especially with the ordinance that prohibits bicycles on the downtown while we have busy traffic at the same time.	10/4/2016 11:06 AM
132	No bike lanes and from my experience people aren't very respectful of bikes.	10/4/2016 11:04 AM
133	The main roads are not bike friendly	10/4/2016 10:55 AM
134	Downtown area is congested, riding on Main Street is dangerous.	10/4/2016 10:28 AM
135	Streets too narrow; need more bike lanes	10/4/2016 10:22 AM
136	We must have more bike lanes.	10/4/2016 8:54 AM
137	There are no bike lanes on the main thoroughfares which are already very narrow, making it extremely hazardous to both bicyclists and motorists to be on the same street. This is a shame as we have a beautiful bike path along the river that gets very little use because its not safe to get to it.	10/3/2016 9:37 PM
138	City needs more bike lanes and routes to safely get around town.	10/3/2016 8:04 PM
139	Bike lanes and paths are enormously limited. Way, way behind the curve on this.	10/3/2016 6:08 PM
140	Saw a small boy on a bicycle hit by a pick up truck off Lincoln Ave and a cross street near Sandhill Elem this fall on a week day before school. The truck was making a right hand turn onto Lincoln and the boy was going straight on Lincoln.	10/3/2016 1:28 PM
141	Slow down traffic on main arterials, especially Lincoln Ave north of Kriedeman.	10/3/2016 1:27 PM
142	The bike lanes on Kings Lynn are not needed. Kings Lynn is a collector street but with the bike lanes it effectively becomes a neighborhood street. Kings Lynn carries too much traffic for these lanes.	10/3/2016 12:43 PM
143	My response is the same as above, there are too many streets near Fox Prairie that do not have sidewalks for the children going to and from school.	10/3/2016 11:39 AM
144	No bike lanes	10/2/2016 8:25 PM
145	It is not safe to walk or bike in the City of Stoughton. Not just my opinion, but the National Highway Safety and Wisconsin DOT rates cities and village in pedestrian accidents per capita and Stoughton ranks as one of the worst.	10/2/2016 8:07 PM
146	Bike lanes need to be designated	10/2/2016 3:40 PM
147	In many areas.	10/2/2016 1:45 PM
148	I would ride my bike more if there were designated bike lanes. I would also like to see a bike train from Stoughton to McFarland and to Oregon.	10/2/2016 8:42 AM
149	Except for Main Street	10/1/2016 9:33 PM
150	I don't bike, but I assume they have some of the same issues I have as a pedestrian.	10/1/2016 7:58 PM
151	Main street (51) is a deathtrap. It is illegal to ride on the sidewalk downtown and to ride safely a cyclist must ride deep in the lane. Should ban parking on Main street between RR tracks and Page St.	10/1/2016 5:03 PM
152	n/a	10/1/2016 2:55 PM
153	I think it's bikeable, but it is difficult in the downtown area. I wish there was a bike lane on Main St.	10/1/2016 12:22 PM
154	There doesn't seem to be enough bike lanes in parts of the city, which forces bicyclists to ride too close to traffic or on the sidewalk with pedestrians, when neither is really suitable. However, along with bike lanes, better enforcement of traffic laws for motorists and bicyclists alike would improve biking safety.	10/1/2016 10:15 AM
155	As long as the existing bike lanes are not removed as has been recently attempted.	10/1/2016 9:00 AM

City of Stoughton Public Opinion Survey

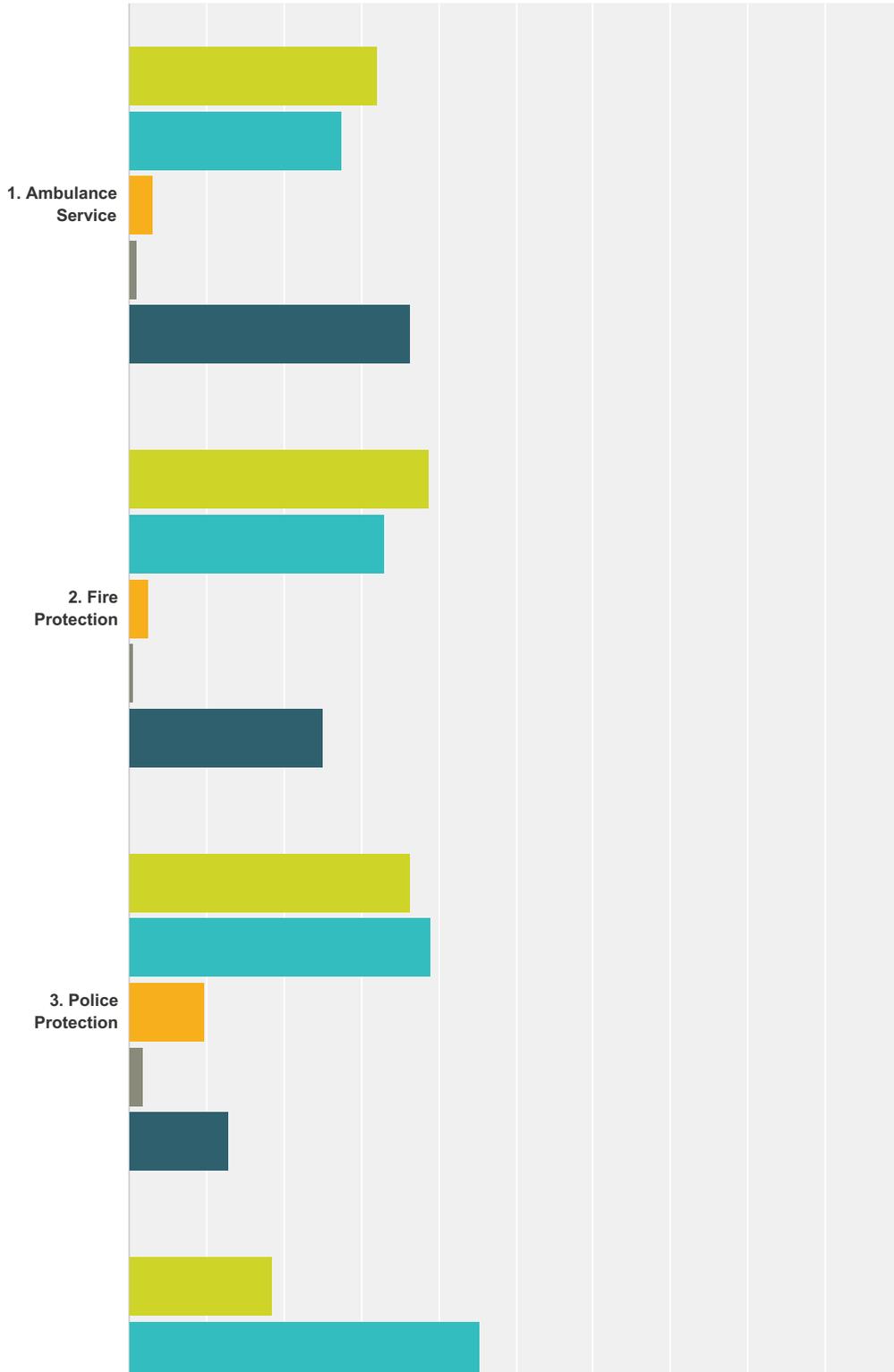
156	Some of it is on inexperienced bikers, some on cars not paying attention.	10/1/2016 8:18 AM
157	we need more bike/pedestrian paths!	10/1/2016 8:17 AM
158	No longer bike.	10/1/2016 7:19 AM
159	Bike lanes are unsafe - too close to traffic and on busy streets. We always ride on streets without bike lanes. If we have to ride on busy streets, we ride on sidewalk.	9/30/2016 8:46 PM
160	Like I inferred above, too many crosswalks and too many bike paths (like too many who think they are special and should have priority) get an attitude that makes them lazy, so they will be all the more likely to be injured. Then the city gets sued and my taxes go up and up and up and up.... Please remove the crosswalks and "islands" from Main Street. And we do NOT need traffic roundabouts!!	9/30/2016 7:38 PM
161	Bike lanes are not clearly marked in many locations. Kingslynn is missing any markings still.	9/30/2016 4:37 PM
162	Cooper's Causeway could use a Pedestrian/bike tunnel.	9/30/2016 1:30 PM
163	Can't ride a bike from east side to west without going through downtown. Very inconvenient to use back or side streets to avoid main street.	9/30/2016 1:20 PM
164	need more dedicated bike routs in town and in the surrounding rural area.	9/30/2016 11:03 AM
165	Bike lanes needed on hwy B and other roads as well as stop lights	9/30/2016 7:06 AM
166	There is a lot of street parking, which leaves little room for bikes on the side of the road.	9/30/2016 6:35 AM
167	Though there are some very nice bike paths in town, there are a limited number of bike lanes through out town that lead to them. And in most cases accessing the bike paths requires navigating several busy intersections (also absent bike lanes).	9/29/2016 10:18 PM
168	Again, reminder public service announcements for bicyclists would also be helpful.	9/29/2016 10:12 PM
169	There are again, non-contiguous trails and pathways that are not fully usable to bike safely in our community. This along with the varied outdoor water recreation areas that can be improved and diversified are the two areas that I would like to see improved in our city.	9/29/2016 9:57 PM
170	51/Main St. has no bike lanes whatsoever and is in no way safe.	9/29/2016 8:56 PM
171	I do not feel safe riding my bike in the city of Stoughton. Ideally there should be bicycle lanes. I do ride my bike on the city streets but only to get to the trails (sad the Roby Road bike trail didn't go thru in favor of more street parking). There are some aggressive drivers on Main Street and surrounding streets and in general, I don't think the drivers here are used to bicyclists.	9/29/2016 8:06 PM
172	It would be nice to have more bike lanes on the main drags. And bike trails for recreation.	9/29/2016 8:01 PM
173	Mostly. Hwy B is dangerous, it would be nice to see lower speed limits here.	9/29/2016 7:44 PM
174	Bike routes, trails and lanes are getting better. Main Street is ride at own risk. Some residential streets are unsafe because of driving habits (speeding, etc). Nearby county highways are terrible for biking because there is no berm.	9/29/2016 6:41 PM
175	I don't know; I don't ride a bike.	9/29/2016 4:47 PM
176	Hwy 51 is very crowded and not user-friendly for cyclists. However, there would be very few inexpensive options to create bike lanes without hampering motorists.	9/29/2016 4:05 PM
177	We need more bike trails and more marked bike lanes to cross through town. There has been a movement to get rid of bike lanes and that is moving the city in the wrong direction. We need more not less. We need to be a bike friendly community especially because we will be connected to the superb Madison bike trail network in the near future.	9/29/2016 3:27 PM
178	Don't know. Don't bike.	9/29/2016 3:09 PM
179	Don't know, Not an issue for me.	9/29/2016 2:38 PM
180	no opinion- I am not a biker.	9/29/2016 1:25 PM
181	I would not call Stoughton a "bike" community	9/29/2016 1:21 PM
182	has seen many improvements...much better than most small communities	9/29/2016 1:06 PM
183	Our bike path is too short and needs to be connected all around the town.	9/29/2016 1:00 PM
184	Parts of it are but the recent move of some members of the city council to exclude an established bike line from a newly repaved city street shows that some leaders of this city are not in tune with the importance of bike-ability and walk-ability for quality of life in this town.	9/29/2016 10:49 AM

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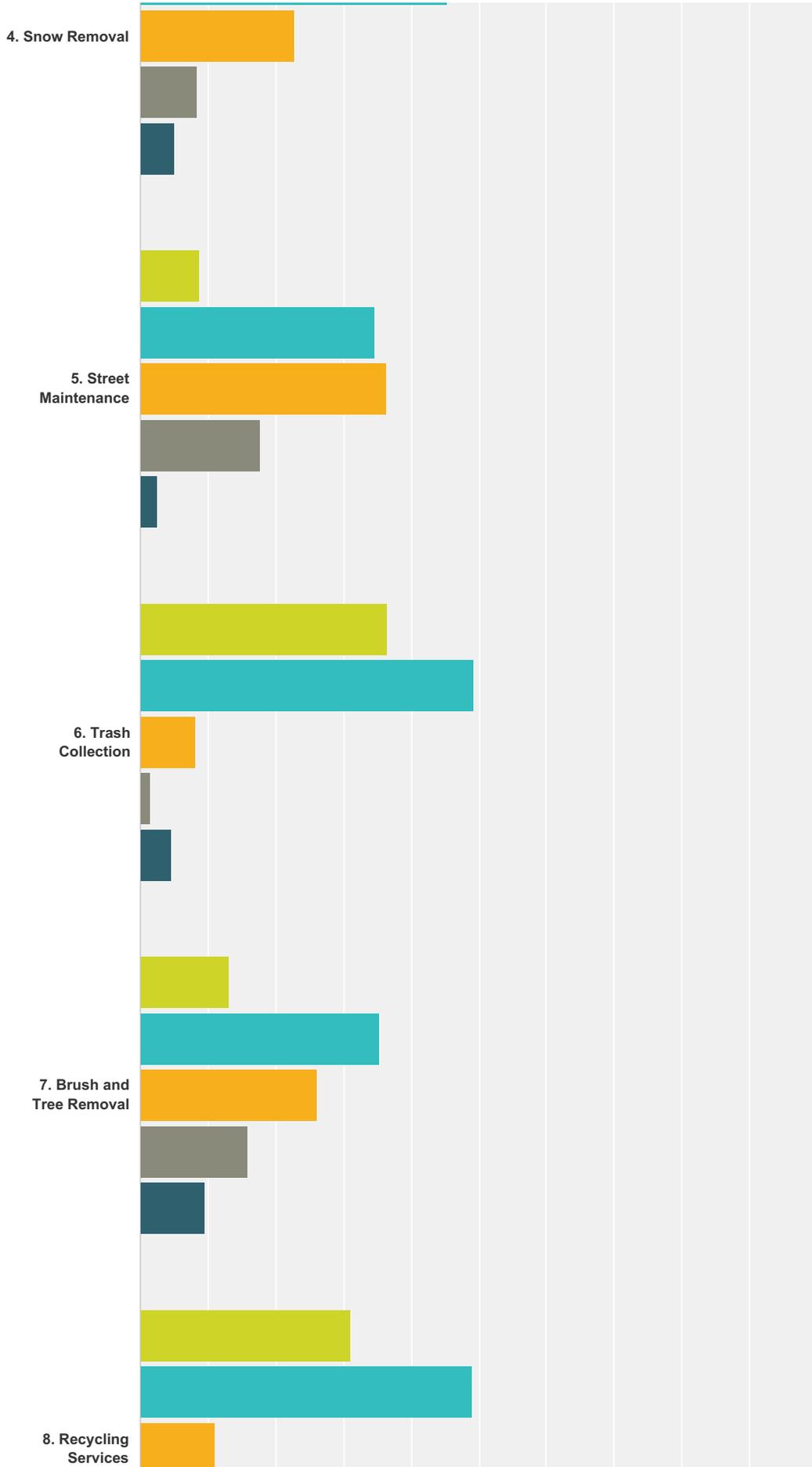
185	I hope to move to Middleton within one year where there are paths.	9/29/2016 9:51 AM
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Q13 13. How would you rate the following SERVICES in Stoughton? Please select the appropriate box (Excellent, Good, Fair, Poor, or No Opinion) for each of the services listed below.

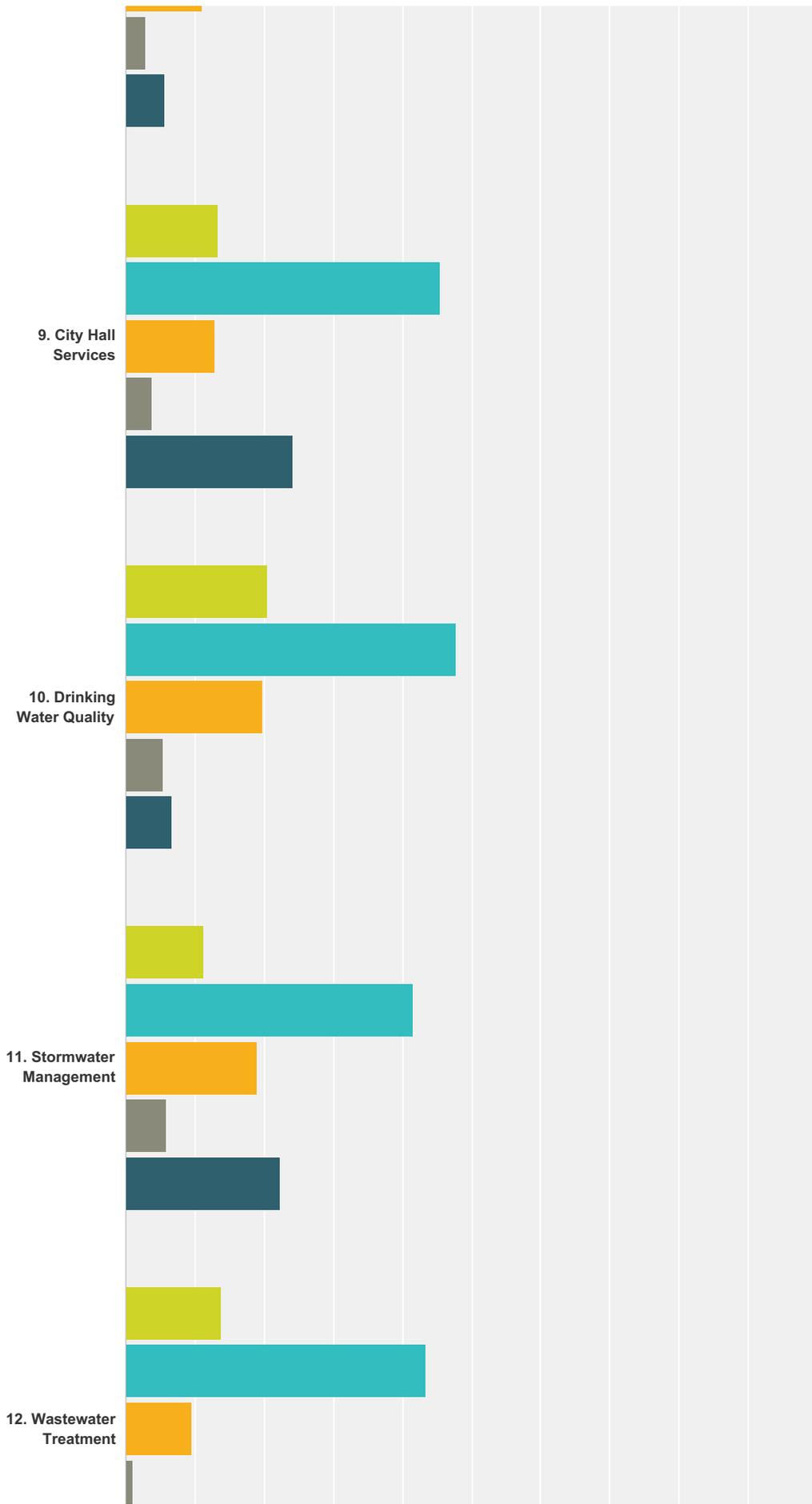
Answered: 552 Skipped: 34



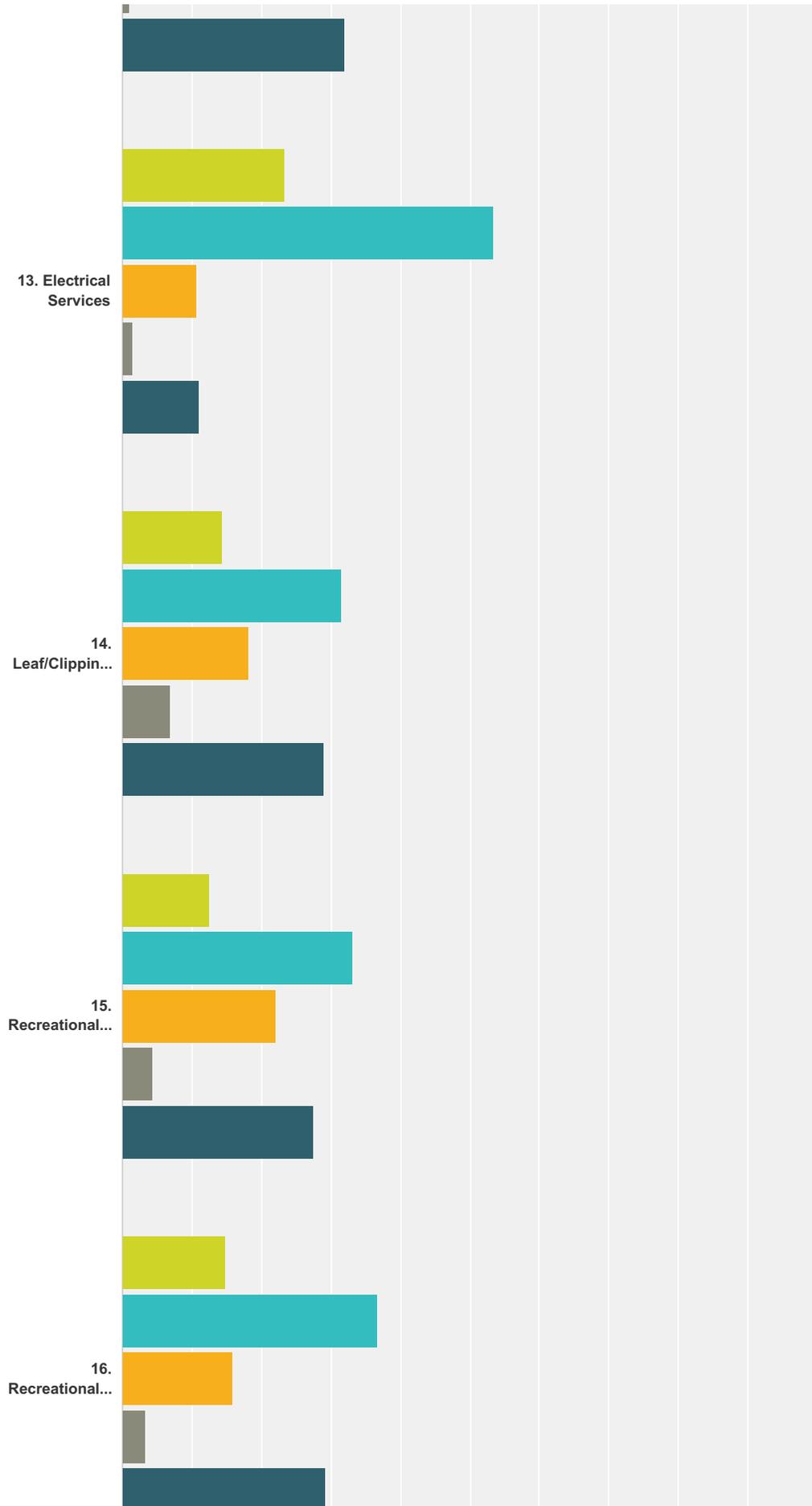
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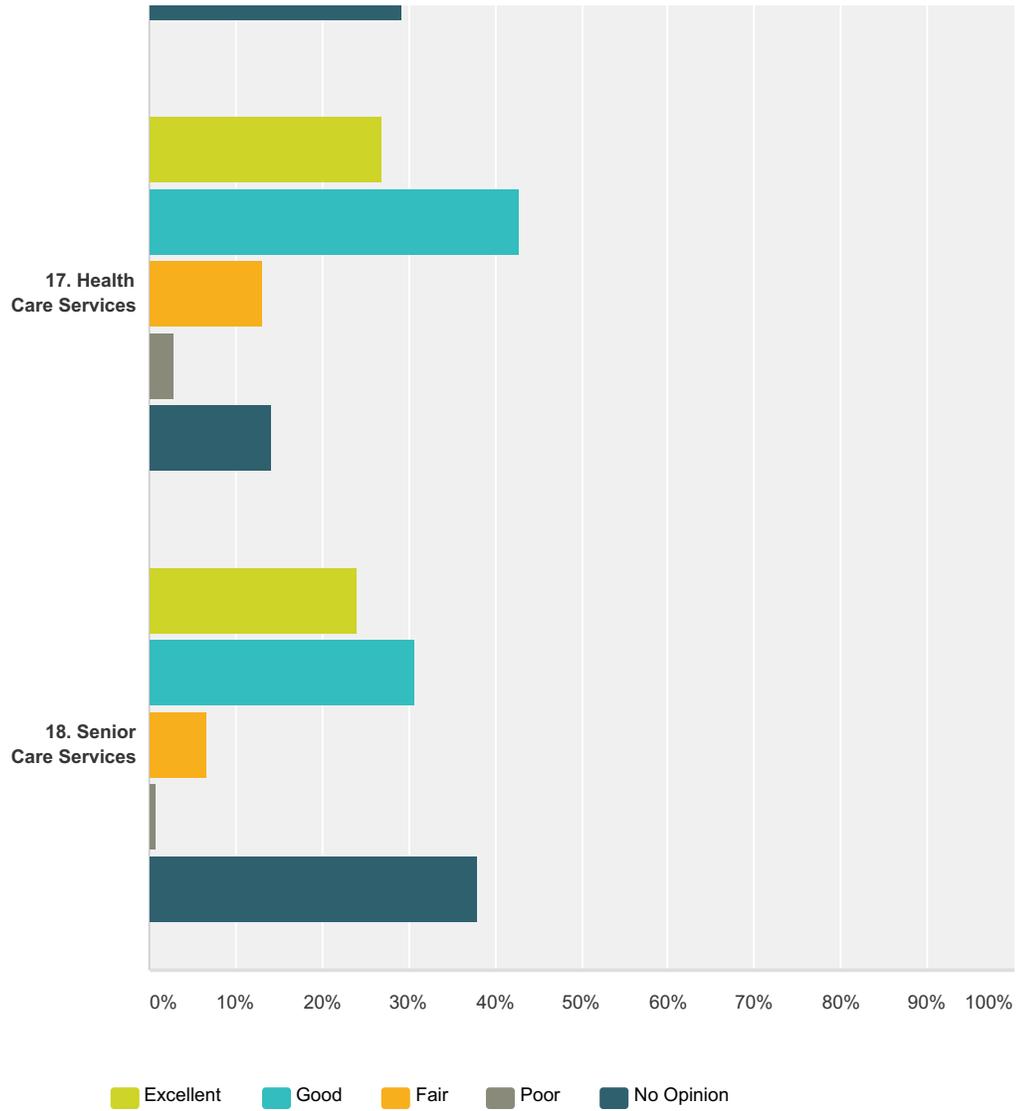
City of Stoughton Public Opinion Survey



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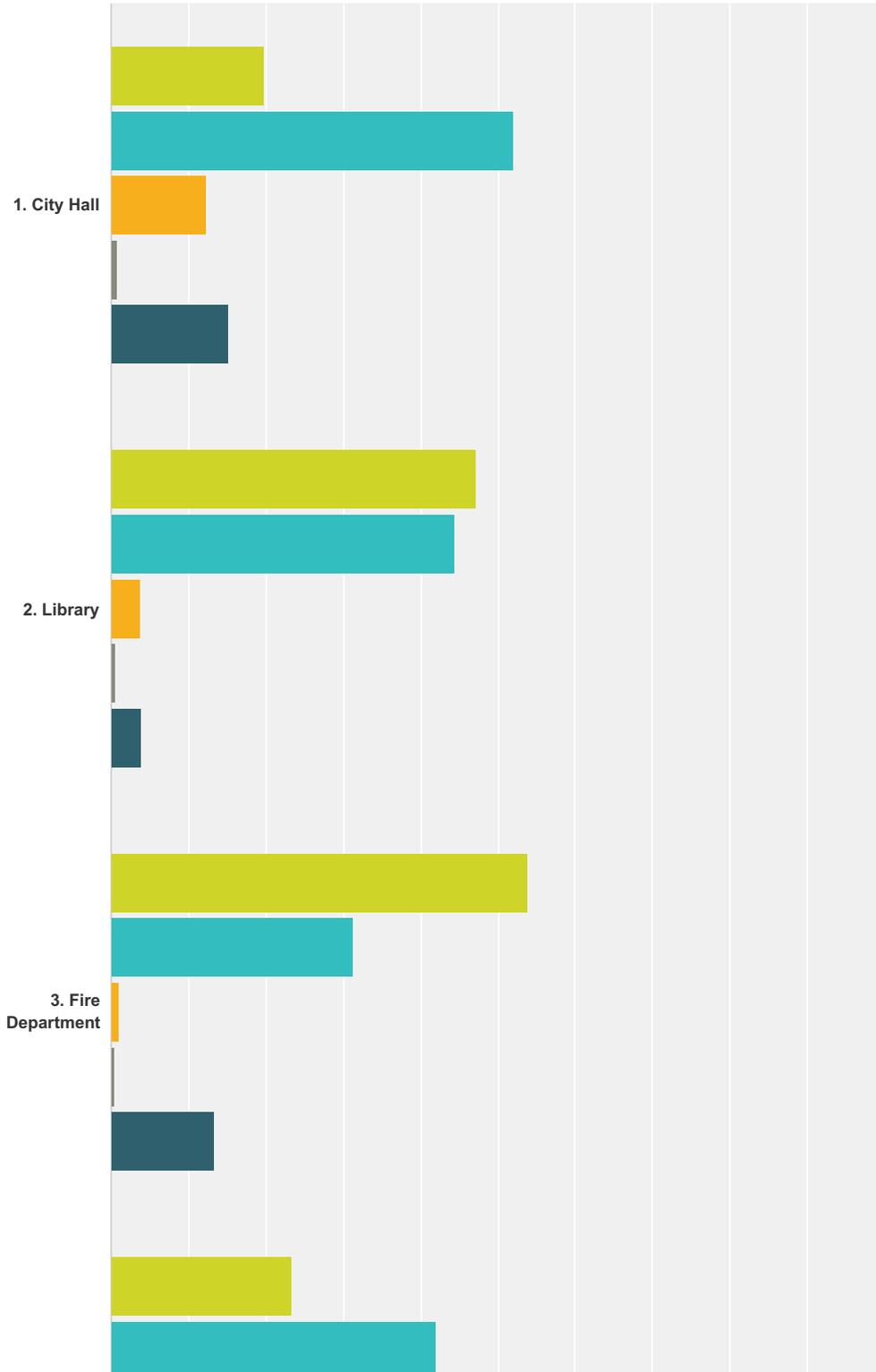
	Excellent	Good	Fair	Poor	No Opinion	Total
1. Ambulance Service	32.06% 176	27.50% 151	3.10% 17	1.09% 6	36.25% 199	549
2. Fire Protection	38.73% 213	32.91% 181	2.55% 14	0.73% 4	25.09% 138	550
3. Police Protection	36.38% 199	38.94% 213	9.87% 54	1.83% 10	12.98% 71	547
4. Snow Removal	18.58% 102	45.36% 249	22.77% 125	8.38% 46	4.92% 27	549
5. Street Maintenance	8.76% 48	34.67% 190	36.31% 199	17.70% 97	2.55% 14	548
6. Trash Collection	36.61% 201	49.18% 270	8.20% 45	1.46% 8	4.55% 25	549
7. Brush and Tree Removal	13.16% 72	35.28% 193	26.14% 143	15.90% 87	9.51% 52	547
8. Recycling Services	31.20% 171	49.09% 269	11.13% 61	2.92% 16	5.66% 31	548

City of Stoughton Public Opinion Survey

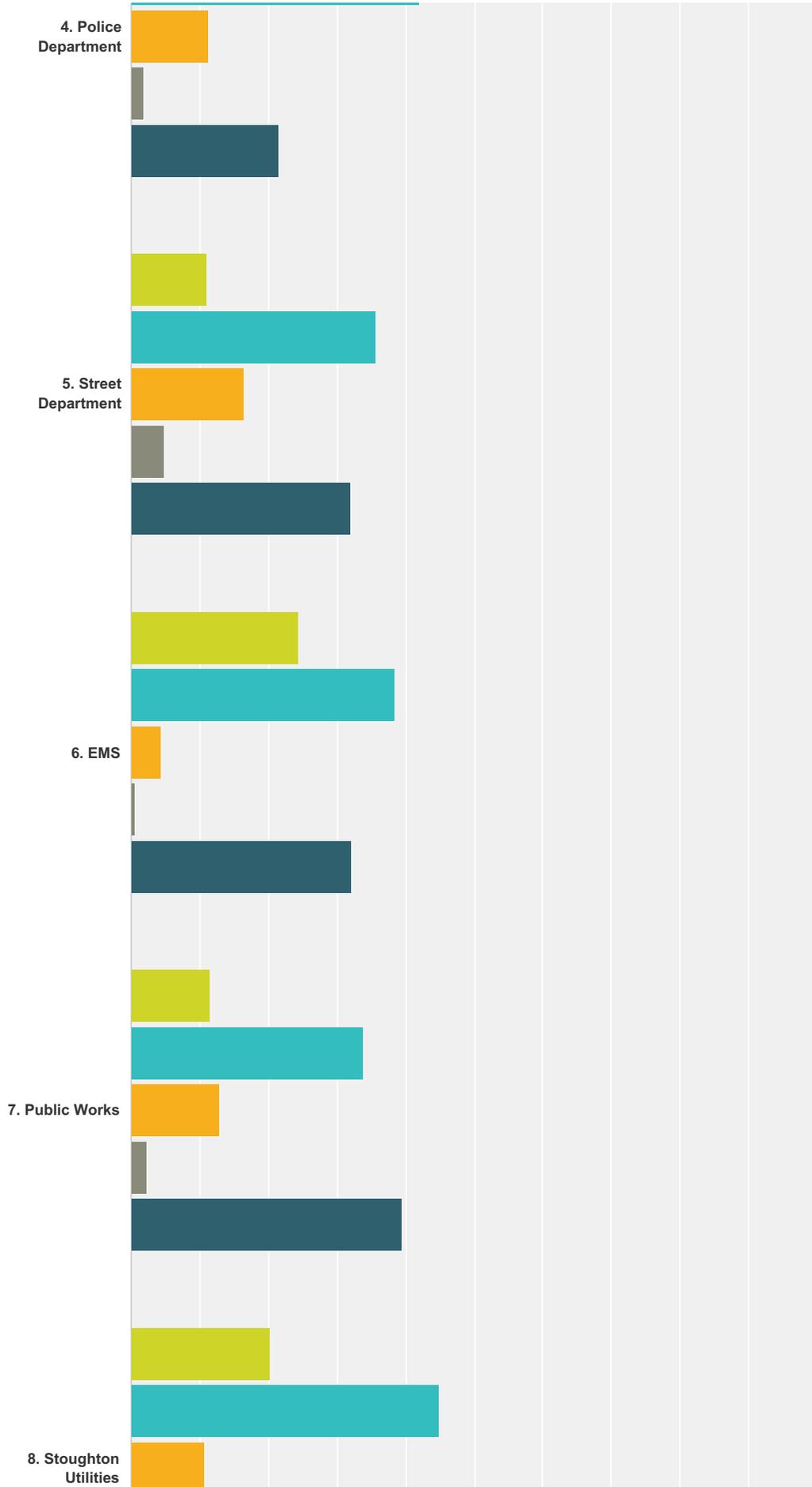
9. City Hall Services	13.35% 73	45.52% 249	12.98% 71	3.84% 21	24.31% 133	547
10. Drinking Water Quality	20.48% 112	47.71% 261	19.74% 108	5.48% 30	6.58% 36	547
11. Stormwater Management	11.17% 61	41.58% 227	19.05% 104	5.86% 32	22.34% 122	546
12. Wastewater Treatment	13.87% 76	43.43% 238	9.67% 53	1.09% 6	31.93% 175	548
13. Electrical Services	23.32% 128	53.37% 293	10.75% 59	1.46% 8	11.11% 61	549
14. Leaf/Clipping Drop-Off	14.47% 79	31.50% 172	18.13% 99	6.96% 38	28.94% 158	546
15. Recreational Programs for Adults	12.61% 69	33.27% 182	22.12% 121	4.39% 24	27.61% 151	547
16. Recreational Programs for Children	14.92% 81	36.65% 199	15.84% 86	3.31% 18	29.28% 159	543
17. Health Care Services	27.02% 147	42.83% 233	13.05% 71	2.94% 16	14.15% 77	544
18. Senior Care Services	23.99% 131	30.59% 167	6.59% 36	0.92% 5	37.91% 207	546

Q14 14. How would you rate the following facilities in Stoughton? Please select the appropriate box (Excellent, Good, Fair, Poor, or No Opinion) for each of the facilities listed below.

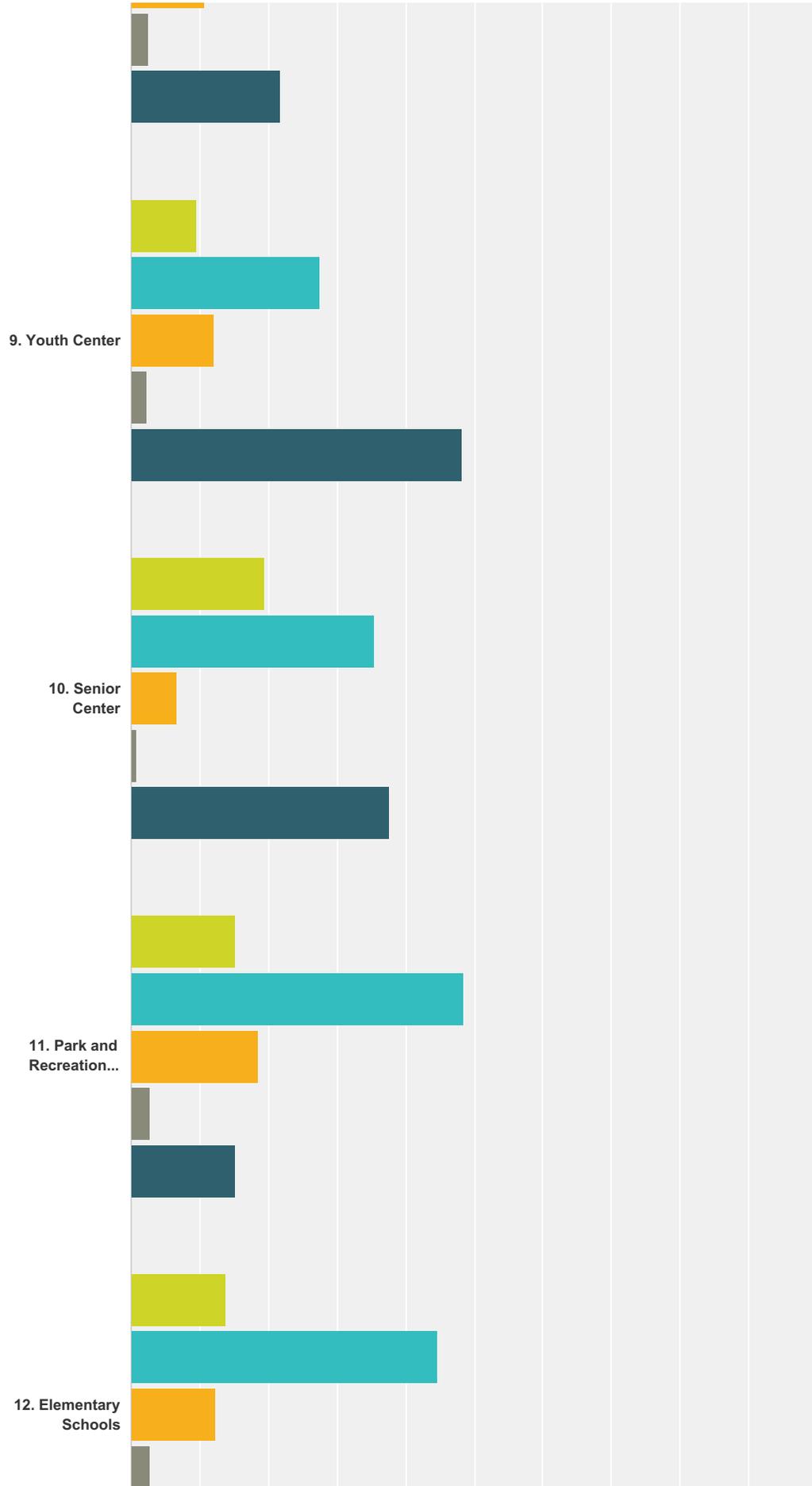
Answered: 548 Skipped: 38



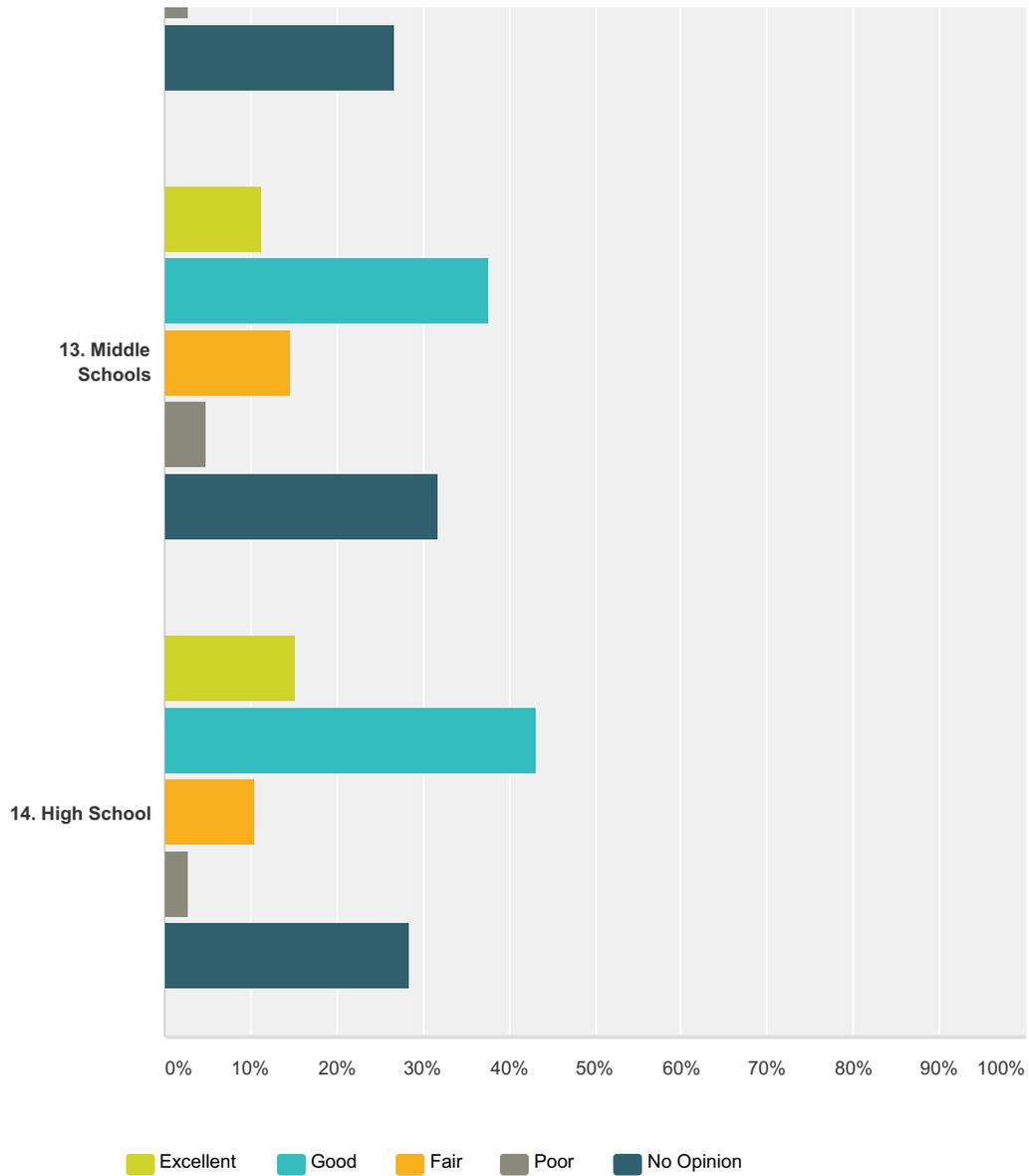
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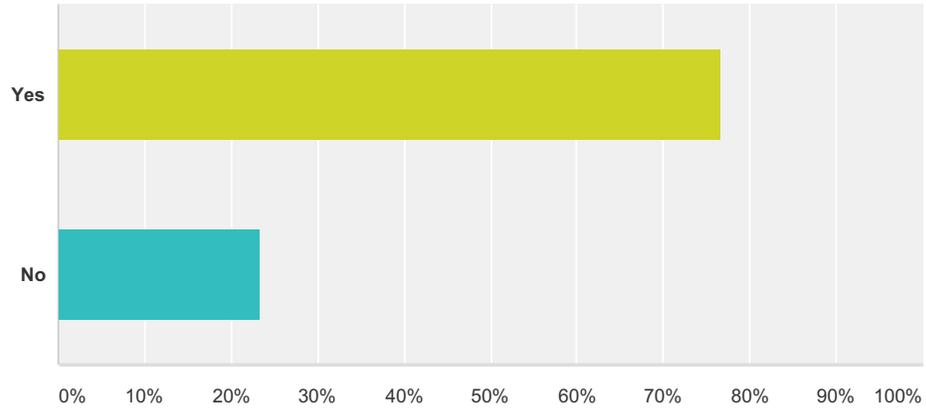
	Excellent	Good	Fair	Poor	No Opinion	Total
1. City Hall	19.74% 108	51.92% 284	12.25% 67	0.91% 5	15.17% 83	547
2. Library	47.08% 258	44.53% 244	3.83% 21	0.55% 3	4.01% 22	548
3. Fire Department	53.83% 295	31.39% 172	1.09% 6	0.36% 2	13.32% 73	548
4. Police Department	23.36% 128	41.97% 230	11.31% 62	1.82% 10	21.53% 118	548
5. Street Department	11.15% 61	35.65% 195	16.45% 90	4.75% 26	31.99% 175	547
6. EMS	24.50% 134	38.39% 210	4.39% 24	0.55% 3	32.18% 176	547
7. Public Works	11.40% 62	33.82% 184	12.87% 70	2.39% 13	39.52% 215	544

City of Stoughton Public Opinion Survey

8. Stoughton Utilities	20.22% 110	44.85% 244	10.66% 58	2.57% 14	21.69% 118	544
9. Youth Center	9.69% 53	27.61% 151	12.07% 66	2.38% 13	48.26% 264	547
10. Senior Center	19.34% 106	35.40% 194	6.75% 37	0.91% 5	37.59% 206	548
11. Park and Recreation Facilities	15.20% 83	48.35% 264	18.50% 101	2.75% 15	15.20% 83	546
12. Elementary Schools	13.69% 75	44.71% 245	12.23% 67	2.74% 15	26.64% 146	548
13. Middle Schools	11.33% 62	37.48% 205	14.63% 80	4.75% 26	31.81% 174	547
14. High School	15.20% 83	43.22% 236	10.44% 57	2.75% 15	28.39% 155	546

Q15 15. In your opinion, does the City of Stoughton have an adequate highway network connecting it to Madison and other regional destinations?

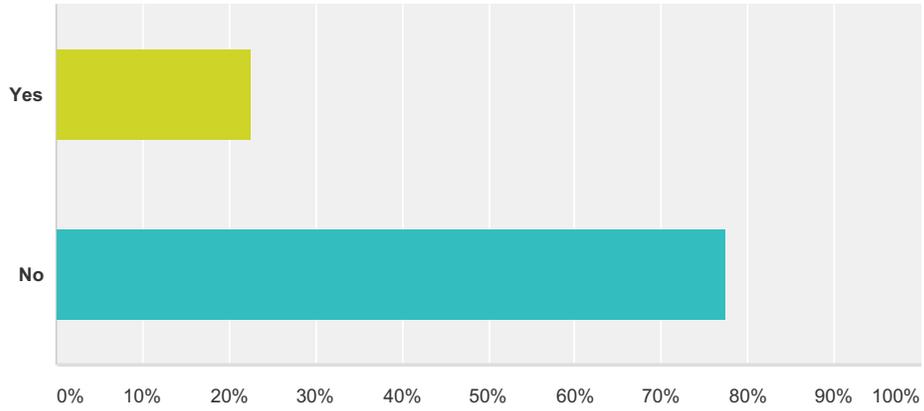
Answered: 497 Skipped: 89



Answer Choices	Responses
Yes	76.66% 381
No	23.34% 116
Total	497

Q16 16. In your opinion, does the City of Stoughton have adequate regional transit options that connect to Madison and other regional destinations?

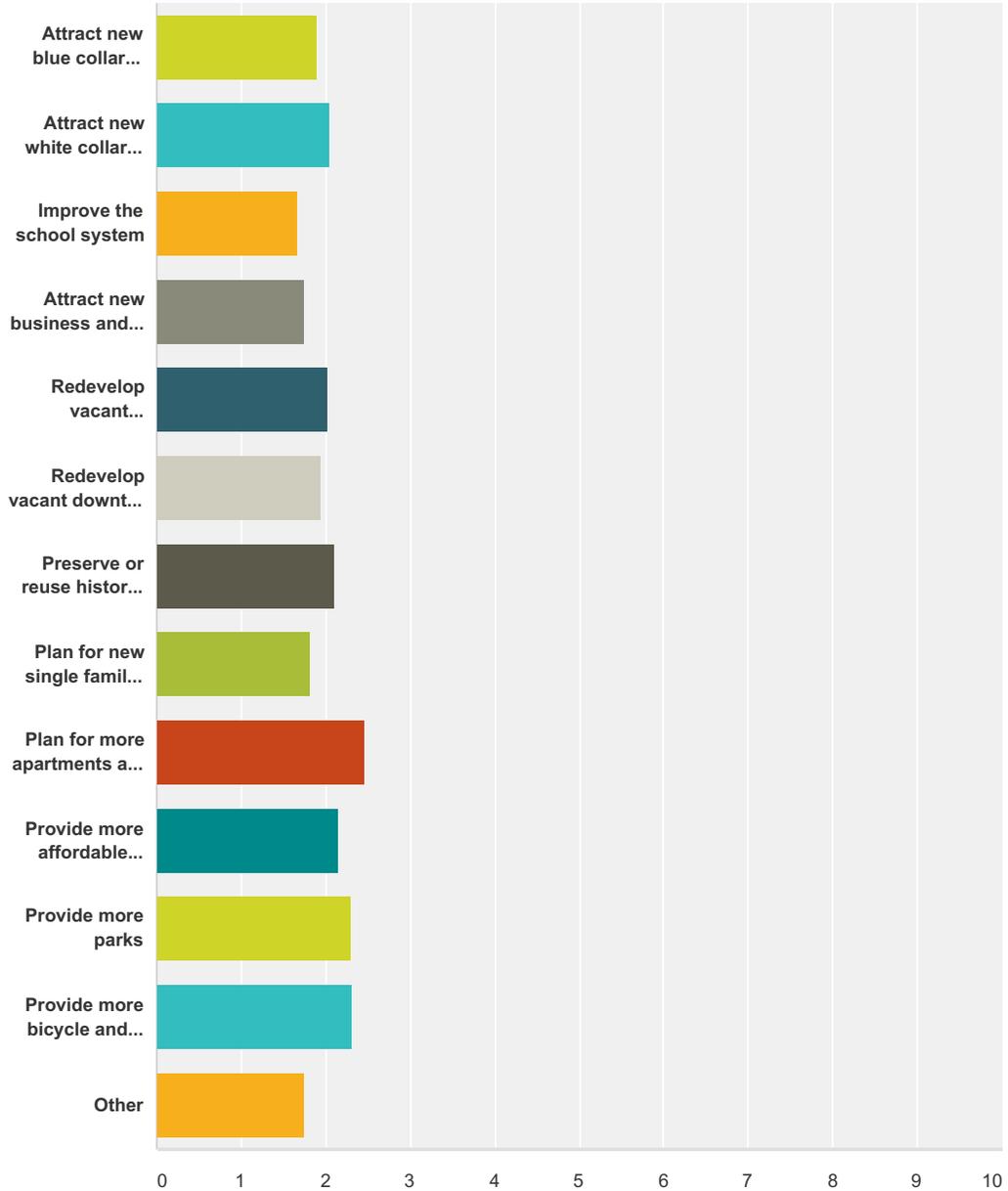
Answered: 492 Skipped: 94



Answer Choices	Responses
Yes	22.56% 111
No	77.44% 381
Total	492

Q17 17. What are the top 3 issues that you think the City should prioritize in the next 5 years? Assume the City will continue to maintain its current services and facilities. Please rank your top 3 choices by selecting the appropriate box (First, Second, or Third) next to each issue.

Answered: 494 Skipped: 92



	First	Second	Third	Total	Weighted Average
Attract new blue collar jobs (manual labor, physical work)	34.62% 36	40.38% 42	25.00% 26	104	1.90

City of Stoughton Public Opinion Survey

Attract new white collar jobs (office work)	32.42% 59	30.77% 56	36.81% 67	182	2.04
Improve the school system	53.14% 110	26.09% 54	20.77% 43	207	1.68
Attract new business and retail development	45.74% 102	33.63% 75	20.63% 46	223	1.75
Redevelop vacant industrial sites	30.25% 49	37.65% 61	32.10% 52	162	2.02
Redevelop vacant downtown buildings	32.08% 77	40.42% 97	27.50% 66	240	1.95
Preserve or reuse historic commercial buildings	26.85% 40	34.90% 52	38.26% 57	149	2.11
Plan for new single family homes	42.11% 48	35.09% 40	22.81% 26	114	1.81
Plan for more apartments and condos	8.16% 4	36.73% 18	55.10% 27	49	2.47
Provide more affordable housing	28.40% 23	29.63% 24	41.98% 34	81	2.14
Provide more parks	19.35% 12	32.26% 20	48.39% 30	62	2.29
Provide more bicycle and pedestrian trails and routes	21.90% 30	25.55% 35	52.55% 72	137	2.31
Other	53.33% 24	17.78% 8	28.89% 13	45	1.76

#	Other (please specify)	Date
1	The waterfront downtown is incredibly underutilized. Great opportunities exist for outdoor seating, river view homes and shops in existing buildings downtown.	11/7/2016 4:39 PM
2	Get a traffic light at the HWY 51-Cty RD B intersection	11/1/2016 6:00 PM
3	Free Splash pad within the parks department, like Fitchburg has.	11/1/2016 1:59 PM
4	Redevelop all vacant retail, downtown & industrial & keep businesses going	11/1/2016 12:57 PM
5	Transit service to Madison	11/1/2016 8:47 AM
6	The entire city economic plan should revolve around the 80+ shows that the Opera House hosts every year. Stoughton should become a regional arts hub that revolves around its downtown. That will bring business and money to town.	10/27/2016 11:13 AM
7	Regional transit such as bus or train to Madison	10/26/2016 12:13 PM
8	Allow and encourage small-scale agriculture, such as keeping chickens and other animals by city residents. Encourage self-reliance which will be needed in a society without electricity or cars and trucks.	10/25/2016 10:08 PM
9	Work on providing public transit to Madison (e.g., buses).	10/24/2016 2:45 PM
10	Preserve historical aspect of town and not bring in low payer retail and hospitality jobs	10/19/2016 7:10 PM
11	Develop and connect to regional transportation system. Preserve and reuse vacant old High School Bldg.	10/19/2016 6:10 PM
12	Less Walmart and it's corresponding business types, Walmart brings crime and traffic	10/19/2016 11:15 AM
13	Fix the street...especially west main	10/17/2016 7:03 PM
14	improve safety / fight drug use and related activities	10/17/2016 11:23 AM
15	I have young children and the one thing I hear from all my Mom friends that they wished this city had is a safe splash pad park for very young children. They do not feel safe bringing their kids to Troll Beach. Many drive to Edgerton or Madison.	10/16/2016 7:38 PM
16	Invest in highly qualified teachers	10/16/2016 2:32 PM

City of Stoughton Public Opinion Survey

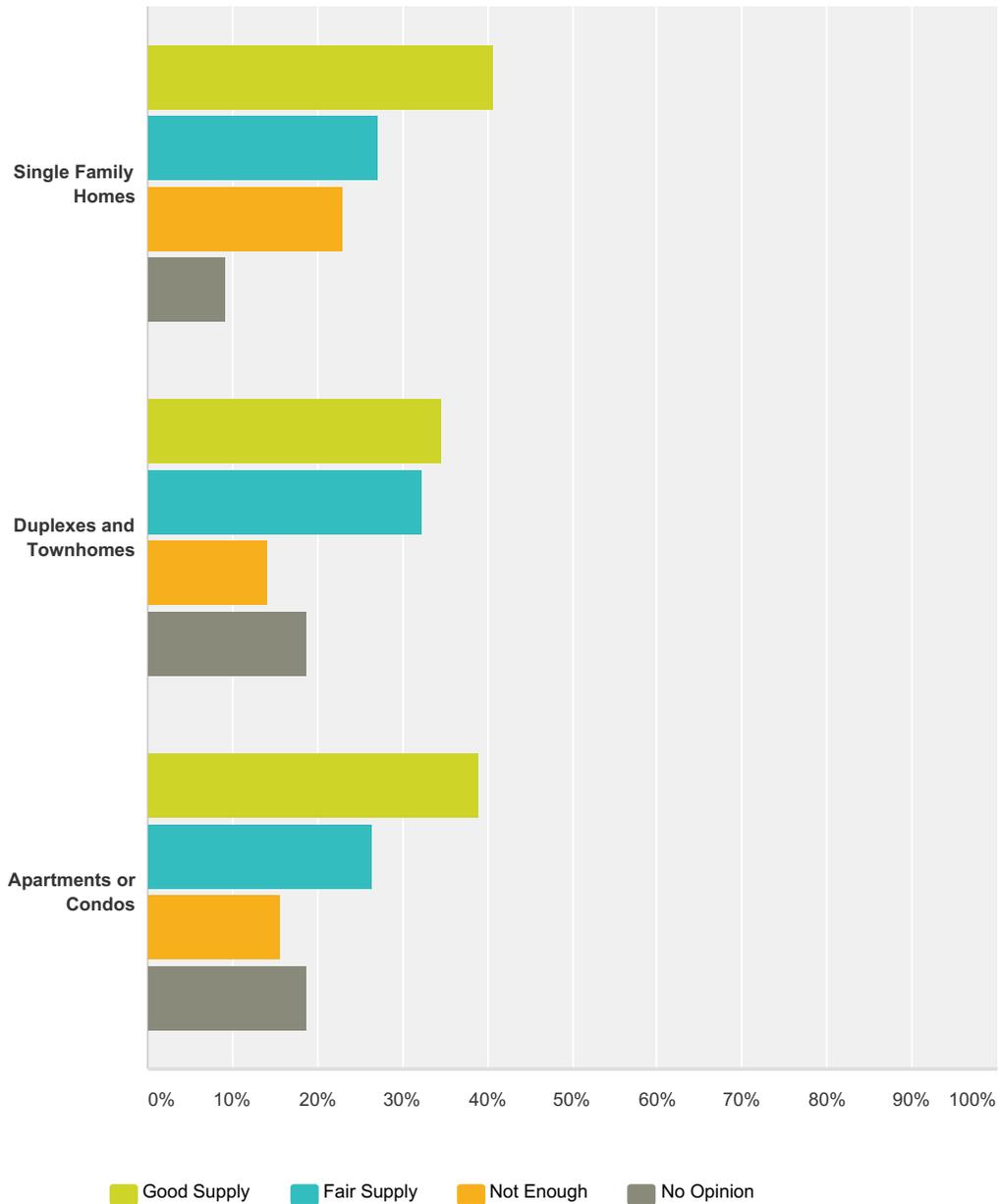
17	Find sustainable businesses for existing downtown store fronts	10/15/2016 3:07 PM
18	I would like to see a rail line connecting Stoughton to other nearby towns and cities. I would like to have a solar powered trolleys for in town transportation. I would like to see more attractions for our youth & families w/children- a children's museum, an art center geared for our youth, some type of indoor play/movement center for families, a real community pool	10/15/2016 10:59 AM
19	Revitalize downtown infrastructure (e.g. parking, lighting) and do the MillFab area right with multi-uses	10/14/2016 7:29 PM
20	Stoughton especially would benefit from a nicer regional park. We have lots of similar small parks, but nothing with a large play structure like kids crossing in Fitchburg	10/14/2016 11:40 AM
21	Fix the streets.	10/14/2016 7:45 AM
22	Affordable public transportation to Madison	10/13/2016 9:09 PM
23	Enough low income housing!	10/13/2016 7:18 PM
24	Fix the ROADS	10/13/2016 4:39 PM
25	Transit services	10/11/2016 3:49 PM
26	Plan for a city with little change in growth, i.e. give up the fantasy that growth solves all problem!!!!	10/11/2016 2:11 PM
27	More 24 hour services	10/11/2016 9:08 AM
28	Provide better mass transit and possibly even to and from Madison	10/11/2016 6:26 AM
29	Improve the riverfront property. This is a huge asset which is currently mostly wasted via industrial development. Can the City relocate the Uniroyal Plant to the industrial park?	10/10/2016 3:41 PM
30	Deal with the many many irritating, dangerous, drunken fireworks from mid June to mid July	10/9/2016 8:21 PM
31	The current mayor is too bent on turning Stoughton into a Fitchburg. She and her followers needs to listen to residents who chose to live her for what Stoughton has been and is at the present time. Stop the growth.	10/8/2016 6:01 PM
32	we have more parks than we need	10/6/2016 8:41 PM
33	Maintain a healthy balance between controlled economic growth / housing developments and maintaining a small town atmosphere where families desire to live and school their children.	10/6/2016 1:51 PM
34	transit to madison	10/5/2016 7:07 PM
35	We need a local taxi service that operates after 8pm, which is what the current one does, I believe.	10/5/2016 9:04 AM
36	Ensure safety on Hwy 51 from Hwy B through town to Hwy N. Stop signs-roundabouts. Anything to slow down traffic.	10/4/2016 10:48 PM
37	arts	10/4/2016 10:12 PM
38	When trees need trimming because of branching over or in road etc, trim the tree all the way around. The sliced look of the trees is very unattractive for the city, just make one more cut on the sidewalk side.	10/4/2016 6:02 PM
39	We need more stores down town and not just specialty shops where you can shop and not just window shop.	10/4/2016 4:33 PM
40	Please no more low income housing.	10/4/2016 4:00 PM
41	additional subsidized is needed, but it should be included in other housing options. All housing options are needed	10/4/2016 3:42 PM
42	Grocery store on the east side of town	10/4/2016 3:05 PM
43	Fix the roads, especially main street!	10/4/2016 2:34 PM
44	Land preservation especially for plants, and animals!	10/4/2016 1:33 PM
45	Create a public transportation system, especially one connecting to madison	10/4/2016 12:32 PM
46	Remove the ordinance prohibiting firearms in city owned buildings to make the city safer.	10/4/2016 11:37 AM
47	purchase and conserve green spaces in and around Stoughton	10/4/2016 10:56 AM
48	Have more small business - try to keep big business companies out. Support the small local companies and not all. Some brand.	10/4/2016 10:33 AM
49	We should begin preserving land and dedicating it to natural spaces.	10/4/2016 9:19 AM
50	Move Uniroyal to Business Park and Enforce EPA emissions requirements that are already in place on the current facility. How can we redevelop the waterfront with a plant that is emitting toxins in violation of EPA mandates located on the waterfront?	10/3/2016 5:55 PM

City of Stoughton Public Opinion Survey

51	Economic devolpment should be a top priority. The transit to Madison is not nessesary.	10/3/2016 4:29 PM
52	Provide adequate highway system to connect to Madison, i.e. make Hwy 51 four lanes!	10/3/2016 2:42 PM
53	Improve Main Street. It is in horrible condition.	10/2/2016 8:37 PM
54	Also Preserve and reuse historic commercial buildings	10/2/2016 9:03 AM
55	Get a nice outdoor pool	10/1/2016 10:08 PM
56	Redevelopment of current Walmart site	10/1/2016 8:14 PM
57	Demilitarize the police- more women and minorities. What are the police so unfriendly and act so tough.	10/1/2016 5:31 PM
58	A place such as an aquatic center or "splash pad" for the kids in the city	10/1/2016 5:19 PM
59	ROADS, ROADS, ROADS and tear down the old building that belonged to Sto trailers and a fence along river by park	10/1/2016 3:38 PM
60	Better soccer fields (improve and expand) to attract out of town teams.	10/1/2016 12:30 PM
61	Improve the downtown by allowing restaurants/businesses to offer limited, outside seating. This will create a real ARTS District.	10/1/2016 9:16 AM
62	Attract a radio station.	9/30/2016 9:02 PM
63	Stop spending so much on schools! Reading, writing, and math are plenty - no extras.	9/30/2016 8:21 PM
64	The Senior Center building is inadequate for the newer - Baby Boomer seniors	9/30/2016 2:51 PM
65	Stop being afraid to bringing God & the Bible back into the classroom. Go back only 60 years ago and that was part of the regular curriculum. STOP COMMON CORE!!!!!!	9/30/2016 1:52 PM
66	A walking and biking path along the river would be great, along with making the downtown more attractive to new businees	9/30/2016 11:29 AM
67	Figure out how to lower city property taxes that are absurd. I'll be moving in five years otherwise. Hello Green County!	9/30/2016 8:54 AM
68	Along the lines of redeveloping vacant downtown buildings, we feel that the riverfront could be a wonderful area to redevelop.	9/29/2016 8:44 PM
69	These are all important. Parks and rec and trails attract people for housing. We need to attract new high tech jobs.	9/29/2016 3:48 PM
70	Riverfront Redevelopment Area should be priority along with affordable housing for low income individuals	9/29/2016 3:27 PM
71	Would like to have more retail/grocery on the east side of town. Having to drive to the other side of town for pick & save's overpriced groceries is annoying, I might as well drive to Madison.	9/29/2016 3:14 PM
72	Truck bypass around the city- too much truck traffic on Main street make it's unsafe for pedestrians	9/29/2016 1:40 PM
73	Two thoughts: The streets in Stoughton are neglected and potholed. Deal with that please. Also, the school system is not in the City's purview so why ask about that as a priority? The SASD BOE is the elected body that can effect change, not the mayor or city council.	9/29/2016 11:13 AM

Q18 18. Currently, the City's housing stock includes roughly 67% single family homes, 10% duplexes and townhomes, and 23% apartments and condos. Which of the following statements best reflects your opinion about the availability of housing in the City of Stoughton? Please select the appropriate box for each Housing Type below.

Answered: 491 Skipped: 95



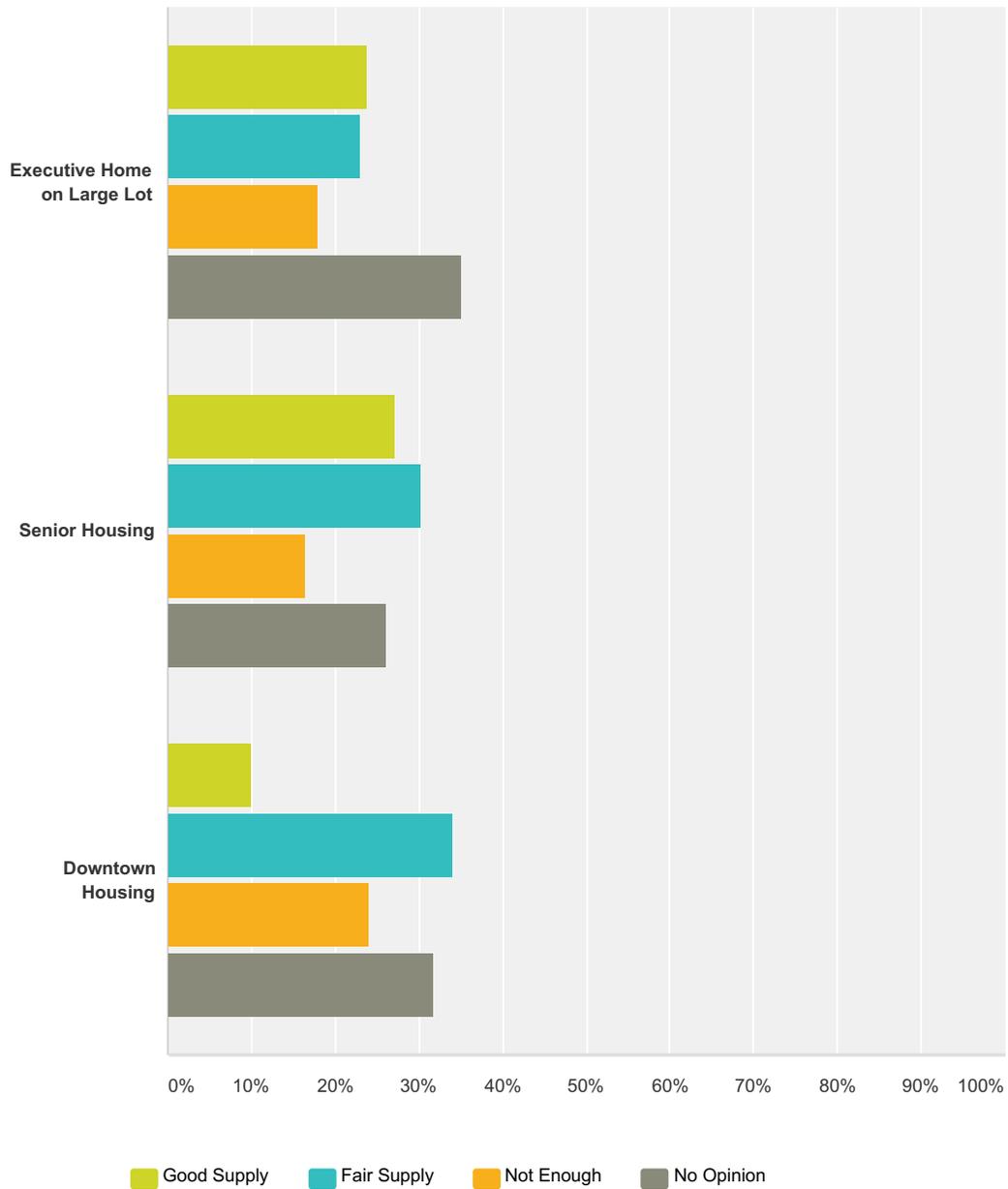
	Good Supply	Fair Supply	Not Enough	No Opinion	Total
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City of Stoughton Public Opinion Survey

Single Family Homes	40.61% 199	27.14% 133	23.06% 113	9.18% 45	490
Duplexes and Townhomes	34.62% 170	32.38% 159	14.26% 70	18.74% 92	491
Apartments or Condos	39.10% 192	26.48% 130	15.68% 77	18.74% 92	491

Q19 19. Which of the following statements best reflects your opinion about the availability of other types of housing in the City of Stoughton? Please select the appropriate box for each Housing Type below.

Answered: 490 Skipped: 96



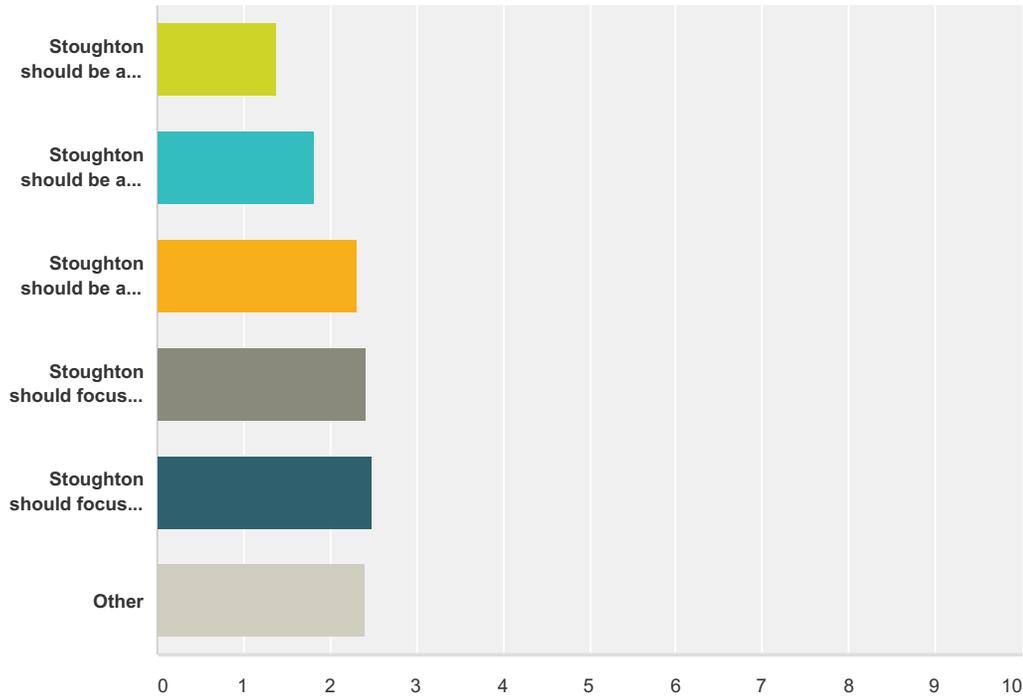
	Good Supply	Fair Supply	Not Enough	No Opinion	Total
Executive Home on Large Lot	23.88% 117	23.06% 113	17.96% 88	35.10% 172	490

City of Stoughton Public Opinion Survey

Senior Housing	27.14% 133	30.20% 148	16.53% 81	26.12% 128	490
Downtown Housing	10.06% 49	34.09% 166	24.02% 117	31.83% 155	487

Q20 20. Which of the following statements best reflects your future vision for the City of Stoughton? Please rank your top 3 choices by selecting the appropriate box (First, Second, or Third) next to each statement.

Answered: 489 Skipped: 97



	First	Second	Third	Total	Weighted Average
Stoughton should be a full-service City where all work, shopping, service, housing, healthcare, and educational needs can be met.	70.85% 299	20.62% 87	8.53% 36	422	1.38
Stoughton should be a fairly diverse community with some commercial, job, and housing opportunities.	31.35% 132	56.06% 236	12.59% 53	421	1.81
Stoughton should be a suburban "bedroom" community for Madison; that is, a primarily residential community with few industries and limited retail and commercial services.	24.81% 32	18.60% 24	56.59% 73	129	2.32
Stoughton should focus on becoming a manufacturing-based community.	11.56% 17	34.01% 50	54.42% 80	147	2.43
Stoughton should focus on becoming a tourist-oriented community.	12.60% 32	26.38% 67	61.02% 155	254	2.48
Other	20.00% 12	20.00% 12	60.00% 36	60	2.40

#	Other (please specify)	Date
1	I don't know which option as given would include affordable housing, but that is an unmet need here and all of Dane County.	11/7/2016 4:39 PM

City of Stoughton Public Opinion Survey

2	Stoughton should focus on being nimble and adaptive to what opportunities arise, not focus on only one or two goals. Be prepared to react quickly and respond to opportunities, particularly Downtown,	11/3/2016 10:31 PM
3	Numbers 1 and 2 could work together as first option, implies it doesn't want diversity.	11/3/2016 4:42 PM
4	Stoughton should focus on creating a multi-service city where a diverse community of families and individuals live and work, focusing on a strong and vibrant downtown business and shopping district (through re-development, in-fill and attracting new businesses to town).	10/31/2016 6:59 PM
5	Stoughton has too much concentration of jobs that don't pay a living wage and has been eager to pursue adding jobs in the community that don't pay a living wage instead of attracting high quality employers.	10/30/2016 4:19 PM
6	Focus on becoming not just a "tourist" community but an "arts-based" community. Other cities this size, this close to a city like Milwaukee and not that far from Chicago would faint if they could have an Opera House like ours with the shows it brings in. Build around that. Work to amicably and peacefully relocate Uniroyal to the industrial park and redevelop the riverfront with mixed retail, arts, and apartment/condos for a range of income levels.	10/27/2016 11:13 AM
7	Stoughton just needs to improve what it has. Not try to become a suburb or anything like that. Get the community members to feel more connected to the community.	10/26/2016 2:35 PM
8	This is a poorly designed question/answer. Doesn't give you a good feel for vision.	10/26/2016 12:47 PM
9	Stoughton should serve as the center of the agricultural land surrounding it, and orient its young people towards agriculture, including farming and animal husbandry, in the older historical pattern.	10/25/2016 10:08 PM
10	focus to bring in companies that provide above average paying jobs in manufacturing and biotech	10/24/2016 8:10 PM
11	More Arts and Cultural opportunitis	10/24/2016 6:00 PM
12	poorly worded question	10/23/2016 10:31 AM
13	Anything but a "bedroom" community	10/20/2016 3:33 PM
14	Stoughton should focus on growing the amount of white collar and blue collar job opportunities by growing the business park North and potentially adding an office park.	10/20/2016 12:22 PM
15	Planned residentail and business growth to support city needs and schools.	10/20/2016 8:14 AM
16	play to the historical integrity of the downtown and houses	10/19/2016 7:10 PM
17	Your survey is rigged, no opinions of the constituents are obviously wanted. Time to clean house	10/19/2016 11:15 AM
18	Stoughton should focus on attracting new and small businesses in technology & innovation sectors	10/18/2016 10:01 PM
19	Stoughton should work to attract more white color or technology jobs.	10/18/2016 12:43 PM
20	Stoughton should work toward building a better comunity atmosphere and be less polarized with politics. Our polarizing political atmosphere creates a negative image for families who may want to move here.	10/18/2016 11:54 AM
21	Not a tourist community but a unique destination community like Paoli or Mt Horeb	10/17/2016 7:15 PM
22	I already feel we are a FULL-Service city. If I wanted everything that Madison has to offer, I would move to Madison. Larger isn't always better!	10/17/2016 12:32 PM
23	Stoughton should focus on attracting small businesses and entrepreneurs. The city could focus on developing a business incubator site. This would be a smart investment in the future, as successful businesses out of the incubator will have a foothold in Stoughton as they grow	10/17/2016 11:23 AM
24	Stoughton should attract and fill opportunities for employment, home, and community needs.	10/17/2016 7:32 AM
25	Stoughton should be a full-service city that provides shopping, housing, healthcare, emergency services, educational, recreational, entertainment and some job opportunities, but it does not need to provide work for all its residents. There are no second and third choices.	10/17/2016 12:44 AM
26	Our downtown is a gem with much potential. I would like to see well thought out developement with mixed use. Housing,restaurants, shops, arts and tech/white collar businesses.	10/16/2016 7:58 PM
27	I would like to see a rail line connecting Stoughton to Madison, Milwaukee and other surrounding areas. I would like to see a solar trolley for in town transportation. I would like to see more attractions for our youth & families w/children- a children's museum, an art center geared for our youth, some type of indoor play/movement center for families, a real community pool. These are the things we end up leaving Stoughton for and visiting other places and spending our money in those cities while we are there. It would be great to have more right here in Stoughton so we could stay more local and keep our money going back into our town. We live by a gorgeous lake and as a resident of this town, I feel I have very limited access to it. The public beaches should be increased and better developed for our residents.	10/15/2016 10:59 AM

City of Stoughton Public Opinion Survey

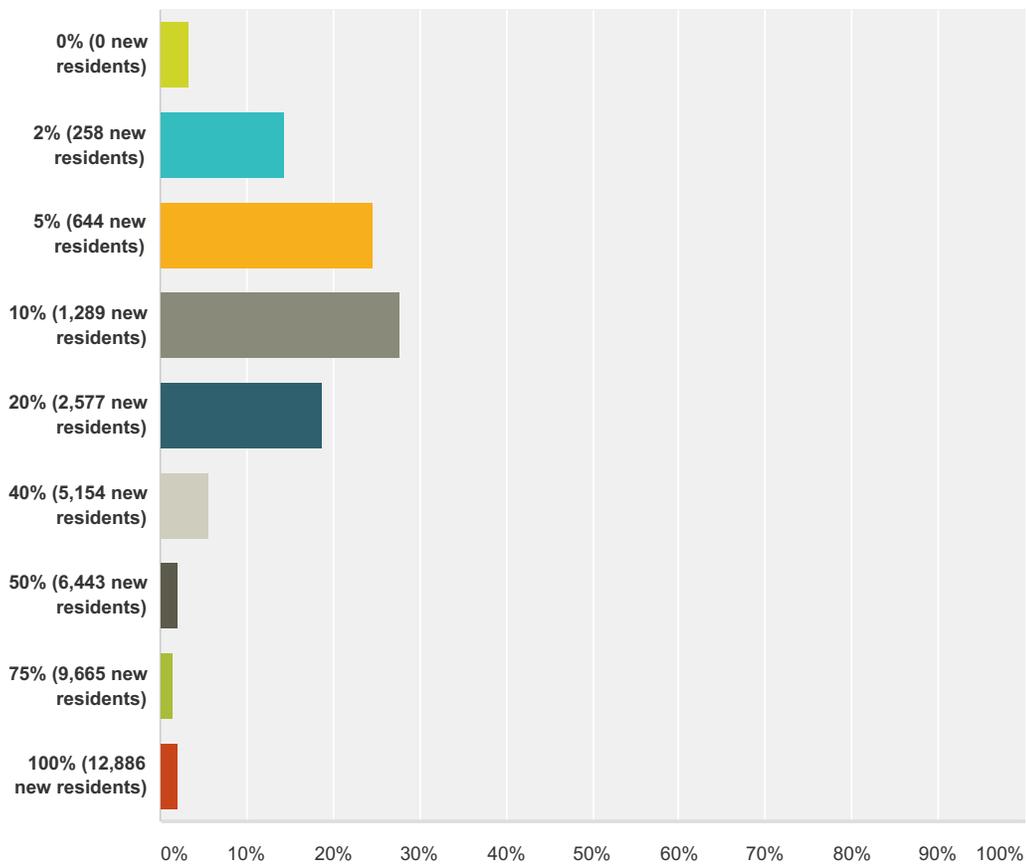
28	Stoughton should NOT seek growth at all costs, but should focus on those resources and cultural amenities, (e.g. riverside development, rail corridor, downtown, historic buildings) that make it unique and outstanding in the region.	10/14/2016 7:29 PM
29	I would like to see more affordable senior housing	10/13/2016 4:45 PM
30	All people welcome	10/13/2016 4:39 PM
31	All properties along Main ST should be well kept, decrepit bldgs removed and views beautified	10/12/2016 1:46 PM
32	crime is already a huge concern. How will further growth affect that?	10/11/2016 12:06 PM
33	We should put more focus on creating community meeting places and events. The Riverwalk development would be a great place for this. More events in the parks like the Rotary park concerts to keep families engaged in the community.	10/11/2016 10:56 AM
34	Stoughton leadership should work to attract employers like Epic or Trek to set up offices or manufacturing facilities here.	10/10/2016 3:41 PM
35	Making Good people and strong families who do good and support one another!	10/8/2016 7:42 PM
36	Stoughton should focus on maintaining strong connections to agriculture and our farmer neighbors.	10/6/2016 11:32 PM
37	more factory type jobs and affordable housing	10/6/2016 8:41 PM
38	Stoughton needs growth. A city cannot survive without it. While I do not envision Stoughton getting as big as say a Janesville, it does need to grow. Growth will accomplish more tax revenue to improve the schools, roads and make Stoughton a community that will attract young families..	10/5/2016 4:20 PM
39	Stoughton should strive to provide full service needs to seniors here and transportation to Madison.	10/5/2016 7:52 AM
40	Stoughton should focus on helping the downtown business enter and thrive.	10/4/2016 10:10 PM
41	Stoughton should be an attractive small community that appeals to millennial families by offering strong schools and welcoming innovation and small businesses.	10/4/2016 7:20 PM
42	be a community that is physically and mentally well	10/4/2016 3:42 PM
43	be a more forward looking tech and green city	10/4/2016 12:50 PM
44	Try to AVOID being a tourist destination. We don't have it. A few old/restored buildings in a downtown cramped for parking is not a tourist attraction. The opera house is not a major attraction either.	10/4/2016 11:37 AM
45	since you got it to go in despite popular vote.....you have already ruined the community with a super Walmart. and the roadways traveling out of Stoughton are ruined also. anything but a Walmart. and why give them monies to build here??? the richest company in the World and you give them our money. thanks. promote the small business person who is struggling.	10/4/2016 10:56 AM
46	Stop focusing so much on the city's history and heritage and look to the future a bit. Add some places to work, maybe a couple fast casual restaurants. Get a grocery store in here that doesn't gouge us for crappy produce and near expiration meats. I hate having to drive 30 minutes to get anything fresh!	10/4/2016 10:46 AM
47	Stoughton should focus on becoming a leader in green communities.	10/4/2016 9:19 AM
48	Please don't become a bedroom community. Ever.	10/3/2016 6:15 PM
49	Full service would be my first, second and third choice!	10/3/2016 5:22 PM
50	The economic devolpment of Stoughton has been poor. Young people should not have to leave for work.	10/3/2016 4:29 PM
51	Downtown area should focus on complimentary specialty shops revolving around art, crafts, beauty and/or food.	10/3/2016 2:42 PM
52	Only one checked because that is the only choice that is important	10/3/2016 1:07 PM
53	I like the 'small town' feel of the city. with the super walmart coming, the city is loosing that feeling. I am on my way out for good.	10/2/2016 9:03 AM
54	Where are we going to put all the minimum wage earners from Walmart? Welfare and healthcare for these people so Waltons can make more billions.	10/1/2016 5:31 PM
55	Stoughton should focus on NOT letting Madison take over all of Dane County!	9/30/2016 8:21 PM
56	need more options for aging Baby Boomers, "community within a community" type housing like Vennevoll.	9/30/2016 2:51 PM

City of Stoughton Public Opinion Survey

57	While I support the concept of Stoughton as a "full-service" community, it is unrealistic to expect that everyone of working age who lives in Stoughton can also work there. For example, I am a lawyer, working in a district attorney's office. I simply can't practice my trade full time in a small city. My wife works in a clinic in Madison; she could not practice her trade here either. We have to accept that a lot of people who live in Stoughton will work elsewhere, just as those living in surrounding Dane County communities will commute some distances for their jobs.	9/30/2016 1:50 PM
58	Stoughton is a cute community that should attract more tourist, like Galena IL	9/30/2016 11:29 AM
59	Stoughton should focus on job creation in the white collar, research and development fields. This is where the \$ is, not Wal-mart level jobs.	9/30/2016 11:07 AM
60	Further develop an active arts community	9/30/2016 8:45 AM
61	Stoughton should focus on becoming an artist's enclave. It already has a large number of studios, artists, and a fabulous theater - the base is there. It just needs development.	9/30/2016 6:54 AM
62	I'm not about to reaffirm the Super Walmart decision. It was a bad call, and has already been a huge headache. There is no need for projects of that scale with Madison and Janesville such a short drive away.	9/29/2016 10:44 PM
63	No opinion	9/29/2016 7:57 PM
64	Stoughton should be an innovative community with a focus on high tech manufacturing and incubator programs	9/29/2016 7:02 PM
65	Somewhere in between option 1 & 3	9/29/2016 5:50 PM
66	Would also like to attract more developers to develop land for home sales	9/29/2016 4:28 PM
67	Options are all too simplistic! Should be a blend of reality that plurality of people work in Madison area but still want a balanced community with local employment, good services and good shopping options.	9/29/2016 3:27 PM
68	Community that has several opportunities and options	9/29/2016 3:16 PM

Q21 21. In the 1980s, the City of Stoughton grew by 16% (1,197 new residents). In the 1990s, the City grew by 41% (3,568 new residents). In the 2000s, the City grew by 2.1% (257 new residents). Between 2010 and 2014, the City grew by approximately 2.2% (275 new residents), which puts it on pace for an estimated ten-year growth rate of 4 to 6% for the 2010s. Over the next 10 years, how much would you like to see the City grow?

Answered: 488 Skipped: 98



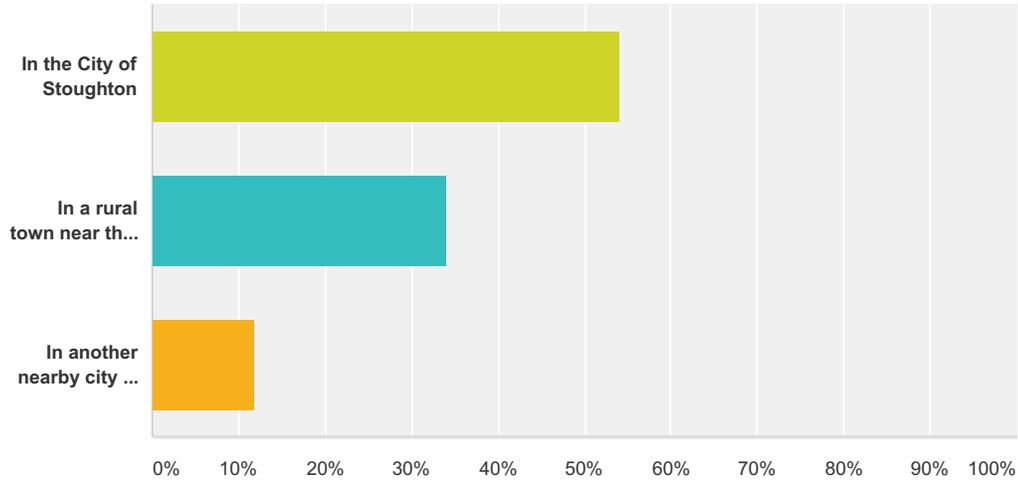
Answer Choices	Responses	Count
0% (0 new residents)	3.28%	16
2% (258 new residents)	14.34%	70
5% (644 new residents)	24.59%	120
10% (1,289 new residents)	27.66%	135
20% (2,577 new residents)	18.85%	92

City of Stoughton Public Opinion Survey

40% (5,154 new residents)	5.74%	28
50% (6,443 new residents)	2.05%	10
75% (9,665 new residents)	1.43%	7
100% (12,886 new residents)	2.05%	10
Total		488

Q22 22. If you were planning to purchase a home or build a new home in this general area, where would you prefer to build/purchase it?

Answered: 481 Skipped: 105



Answer Choices	Responses
In the City of Stoughton	54.05% 260
In a rural town near the City of Stoughton	34.10% 164
In another nearby city or village	11.85% 57
Total	481

#	Why?	Date
1	Stoughton's schools aren't as good as the surrounding area.	11/8/2016 12:16 AM
2	Seek lower taxes and a little less control by government	11/3/2016 10:31 PM
3	The City has good services available to the citizens	11/2/2016 12:29 PM
4	I'm loyal	11/2/2016 12:26 PM
5	Easy access to church, shopping, restaurants, cultural activities	11/1/2016 6:00 PM
6	Quiet	11/1/2016 12:57 PM
7	Prefer rural setting close to small town	11/1/2016 12:49 PM
8	Neighbors	11/1/2016 12:44 PM
9	I enjoy the freedom of the country. I enjoy maintaining this kind of property where I am free to love animals, plant trees, et al.	11/1/2016 8:47 AM
10	I like the historic atmosphere of the city neighborhoods and I like being close to the downtown.	10/31/2016 10:11 PM
11	The school district continues to see declining enrollment. As a parent I fear my child will have fewer opportunities in school and the district will have a tougher time that it has now in attracting and retaining quality teachers. The city has to turn this around. To do so Stoughton needs to grow.	10/31/2016 9:32 PM
12	Lot sizes are too small in city subdivisions.	10/31/2016 4:41 PM
13	opposed to sprawl	10/30/2016 4:19 PM

City of Stoughton Public Opinion Survey

14	It seems as though Stoughton's leaders value enticing and working with mega retail corporations like Wal-Mart and not with it's local businesses. They provide poor jobs with poor benefits. Also, things like having a mud pit instead of a swimming pool make the place feel a bit backward. This was evidenced by the pig wrestling, too. It's too bad. There are a lot of downtown businesses trying to do good work and survive, but the place feels stagnant. Whereas other communities don't. In order to grow you need to attract and cater to young families and young professionals--it doesn't seem that Stoughton does either one very well. And these days, Millennials want to bike or take transit to their jobs. We're an island and have neither option. We're soon to have a Wal-Mart. Millennial don't value Wal-Marts. They dial up Amazon and get what they want when they want it. The town seems to cater to retirees and those living in retirement homes first and foremost, which most likely accounts for its decline. Even now, as someone nearing retirement age, I'd much prefer to live in Middleton, Verona, or downtown Madison than here. I'd feel much less disconnected from arts, entertainment, and cultural offerings.	10/27/2016 11:13 AM
15	My preference is for a walkable community.	10/27/2016 11:05 AM
16	Beinging able to walk to the great services of the Downtown area	10/26/2016 4:18 PM
17	Excellent senior services, library system, hospital, Opera House, safety	10/26/2016 12:13 PM
18	walkability	10/26/2016 11:31 AM
19	I prefer living in the country.	10/26/2016 8:19 AM
20	Close to unique downtown shops, library, quality local restaurants	10/25/2016 8:17 PM
21	I like the convenience to shopping and activities.	10/24/2016 8:10 PM
22	I had always lived/grown up in the country. I like the ability to walk to everything I need to get to, so in town provides the best opportunity for this.	10/24/2016 7:08 AM
23	Hobbies and activities require a little more space than a city lot. Would like to have 2-5 acres.	10/23/2016 9:01 PM
24	I like to walk or like to places. BUT i am very disturbed by the present government. They have not listened to the people and have manipulated "facts" to get what they want. I do not trust the present administration.	10/23/2016 10:31 AM
25	would look for better brush, leaf and snow services	10/22/2016 7:40 PM
26	I'd love to live in downtown Madison. I enjoy all that Madison has to offer (culture, entertainment, recreation)	10/22/2016 5:53 PM
27	We love being close to downtown and able to walk just about everywhere	10/21/2016 11:12 PM
28	I like to be near downtown or within walking distance to parks and retail.	10/21/2016 8:06 PM
29	Taxes cheaper and more freedom over property use	10/21/2016 6:31 PM
30	Just not a city person, prefer country living	10/21/2016 3:19 PM
31	have always had the dream to own more land	10/21/2016 10:44 AM
32	Because of the services provided.	10/20/2016 5:16 PM
33	(1) Community no longer feels safe, (1b) drugs seem to be getting worse, (2) Commute to Madison is getting worse, (3) taxes have grown too high relative to the value of the education	10/20/2016 4:21 PM
34	Currently I would select this as I desire a larger lot and there are very limited opportunities for this in the City	10/20/2016 3:33 PM
35	Would like land outside of a city	10/20/2016 3:25 PM
36	larger lots with lower taxes	10/20/2016 12:22 PM
37	Down size from where we live now, convenience of living in the city of Stoughton.	10/20/2016 10:09 AM
38	I like walking access to the Yahara River Groc. Coop, bank, post office	10/20/2016 9:19 AM
39	Close to all services and schools	10/20/2016 8:14 AM
40	Do not like the direction the city is going catering to developers and not listening to the wants of the citizens.	10/19/2016 7:10 PM
41	I would like more space between homes and not track housing like whats being built on North Page St. Flipping a floor plan back and fourth for a development doesn't make for a good neighborhood 20 years down the road.	10/19/2016 4:00 PM
42	I love being able to walk to downtown Stoughton and enjoy the library, have easy access to the Post Office and the fine shops we have downtown.	10/18/2016 9:01 PM
43	It's safe and if it had more mainstream retail it would be ideal.	10/18/2016 8:32 PM
44	Beautiful historic homes and walking distance to downtown	10/18/2016 7:55 PM

City of Stoughton Public Opinion Survey

45	I bought in Stoughton because I liked the downtown and vibrant small town life, but industry isn't growing and the downtown is dying.	10/18/2016 6:51 PM
46	Close to medical facilities and shopping/retail	10/18/2016 12:43 PM
47	Taxes are too high. Would probably buy or build across the border in Rock County.	10/18/2016 11:28 AM
48	No big lots are available in the City.	10/18/2016 10:39 AM
49	There are beautiful historic homes in the City of Stoughton, plus I like being able to walk or bike downtown.	10/17/2016 10:27 PM
50	Because they have WAY better schools	10/17/2016 7:15 PM
51	Cheaper taxes...not enough business to offset taxes	10/17/2016 7:03 PM
52	This is where we live, we like the charm of historical homes.	10/17/2016 2:19 PM
53	Hassle and congestion of living in any city, but living in Stoughton is better than many other area cities (my opinion).	10/17/2016 1:30 PM
54	I would like to live just outside the city limits just for the sake of more land and additional storage garages, etc.	10/17/2016 12:32 PM
55	prefer rural setting	10/17/2016 11:23 AM
56	I have my community in Stoughton.	10/17/2016 7:32 AM
57	Prefer rural living	10/17/2016 6:39 AM
58	All of my destinations are within walking distance.	10/15/2016 9:27 PM
59	We like to walk to services downtown, including library, shops, theater, etc.	10/15/2016 8:23 PM
60	Poor schools in Stoughton means poor resale value of home	10/15/2016 5:03 PM
61	I like the community	10/15/2016 3:07 PM
62	Convenience to attend school, work, church	10/15/2016 1:36 PM
63	to be close to all the services, stores etc. We don't have any public transportation or bike lanes to get from the rural areas into town so I would purchase a home in town.	10/15/2016 10:59 AM
64	ONLY if the downtown area comes alive and some of current infrastructure, access, and environmental issues are resolved such as getting rid of the leather factory.	10/14/2016 7:29 PM
65	I enjoy being in the city.	10/14/2016 11:46 AM
66	I want to be in the city and benefit from the services the city provides.	10/14/2016 8:40 AM
67	Reaching retirement age and want a small acreage away from it all.	10/14/2016 7:45 AM
68	The feeling that other nearby school districts are better	10/13/2016 9:23 PM
69	Convenience of location to city services	10/13/2016 9:09 PM
70	I'm not going to pay some of the highest taxes (as a percentage) in Dane County when those taxes don't go to benefit me. I have no interest in funding an opera house, recreation for senior citizens, or an overstaffed police department.	10/13/2016 7:18 PM
71	lower taxes	10/13/2016 4:45 PM
72	Don't like were the city is going.	10/13/2016 4:39 PM
73	Closer to shopping, clinics, etc.	10/13/2016 12:54 PM
74	The city's attitude toward growth is killing businesses and schools. The fixation on Norwegian heritage doesn't appeal to the millennials. I have lived here for almost 20 years and still get treated as an "outsider" because I wasn't born and raised here. As the population ages, there isn't enough support for businesses or the schools to thrive. I have been considering moving elsewhere in Dane County.	10/13/2016 11:53 AM
75	Stoughton is getting congested with traffic. Neighborhood covenant restrictions. Small neighborhood lot parcels.	10/13/2016 12:00 AM
76	Lower taxes, closer to golf and lake but quick commute into Stoughton	10/12/2016 7:33 PM
77	I like Stoughton	10/12/2016 6:58 PM
78	We love Stoughton, but big lots are hard to find in the city.	10/12/2016 6:38 PM
79	Good schools, services and healthy community sense	10/12/2016 1:46 PM
80	Easy to walk downtown	10/11/2016 9:28 PM

City of Stoughton Public Opinion Survey

81	I like the historic neighborhoods in Stoughton	10/11/2016 4:57 PM
82	Water, sanitation and other city services. It's why we built our new home in city.	10/11/2016 3:49 PM
83	Larger lot size preferred	10/11/2016 3:24 PM
84	Because of the city's abusive use of TIF's.	10/11/2016 2:11 PM
85	in a country setting	10/11/2016 12:06 PM
86	Stoughton is a great community in a small town atmosphere. We need to focus more on our historic treasures (preservation/enhancement) than on the fools' gold of big box retail.	10/11/2016 11:43 AM
87	Bigger lot	10/11/2016 9:47 AM
88	I like the surroundings but housing is expensive	10/11/2016 6:26 AM
89	Lot size bigger	10/10/2016 8:52 PM
90	We like the walkability of the City as well as the quality of neighborhoods, proximity to downtown and parks.	10/10/2016 3:41 PM
91	to be able to walk to places	10/10/2016 10:51 AM
92	I want to be withing walking distance of downtown.	10/10/2016 7:00 AM
93	We love being able to walk downtown, great neighborhoods here	10/9/2016 8:49 PM
94	Closer to businesses and more populated.	10/9/2016 5:17 PM
95	In a city with more retail other than a big box	10/9/2016 1:44 PM
96	I grew up here, moved away on business, moved back. I want to be in town, especially as I age.	10/8/2016 3:51 PM
97	Gold course area	10/8/2016 11:18 AM
98	Stoughton is a good community with reasonable taxes and services, but stumbles to raise the bar.	10/7/2016 10:41 AM
99	I miss rural living, peace and quiet.	10/6/2016 11:32 PM
100	city utilities and services are important to me.	10/6/2016 10:59 PM
101	Depends on available housing	10/6/2016 9:02 PM
102	We like to live within walking distance of hospital,library ,shops	10/6/2016 8:41 PM
103	There's simply not enough to do n Stoughton, esp for a family. It get tiring to have ot drive to Madison every weekendif you want a good meal or a movie theater (not crammed into a former dine store building)	10/6/2016 1:42 PM
104	Love living in town to be able to walk to where we want to go.	10/6/2016 10:23 AM
105	Proximity and conveniene to services	10/6/2016 9:19 AM
106	Closer to shopping and other services	10/6/2016 8:37 AM
107	prefer rural setting	10/5/2016 7:16 PM
108	Property taxes are similar to other communities, yet Stoughton offers far less than most nearby cities.	10/5/2016 4:20 PM
109	Less restrictive laws	10/5/2016 3:48 PM
110	close to nature	10/5/2016 12:48 PM
111	Like the country and don't like City politics currently. If I wanted to live in Madison I would move there!	10/5/2016 12:12 PM
112	like city life	10/5/2016 11:55 AM
113	to be close to town for the kids activities. But would love to build rural part of Stoughton	10/5/2016 11:40 AM
114	I like country living best within short distance of city conveniences and schools.	10/5/2016 10:32 AM
115	Don't want to be close to Super Walmart	10/5/2016 9:36 AM
116	Easy access.	10/5/2016 7:52 AM
117	Less deed restrictions	10/5/2016 6:51 AM
118	Edgerton. They don't allow as much "extra" stuff into the community, closer to interstate	10/5/2016 6:04 AM
119	Beautiful countryside with good access.	10/4/2016 11:29 PM

City of Stoughton Public Opinion Survey

120	I'm attracted to Stoughton's downtown. I want to live within walking distance of downtown.	10/4/2016 11:16 PM
121	Townships may have fewer taxes but services are also lacking. I like Stoughton's location as it is just far enough away from Madison but plenty close to commute or shop there.	10/4/2016 10:23 PM
122	closer to services	10/4/2016 10:12 PM
123	I don't like having neighbors but I want to be close to town.	10/4/2016 10:10 PM
124	Just wanting more land	10/4/2016 9:13 PM
125	Much better schools than Stoughton	10/4/2016 8:42 PM
126	Current lack of buildable lots	10/4/2016 7:47 PM
127	To much low income or low cost housing	10/4/2016 7:23 PM
128	I would likely want to build on a vacant lot.	10/4/2016 7:20 PM
129	Because Stoughton is losing its rural town feel.	10/4/2016 6:02 PM
130	prefer rural living	10/4/2016 5:40 PM
131	Taxes and lower prices	10/4/2016 5:36 PM
132	Its a lovely city and I want to be close to schools.	10/4/2016 4:34 PM
133	Lower taxes and bigger lots .	10/4/2016 4:33 PM
134	we may be able to get a better tax rate	10/4/2016 4:21 PM
135	To many low income housing units in Stoughton.	10/4/2016 4:00 PM
136	There is a lack of quality single family neighborhood developments with homes in the \$300,000+ range	10/4/2016 3:16 PM
137	we miss our sidewalks for walking by moving out near the lake	10/4/2016 2:37 PM
138	I love the Yahara River, the parks and the downtown. It's a great place to live.	10/4/2016 1:38 PM
139	Convenient access to schools and services	10/4/2016 12:50 PM
140	City amenities included in taxes	10/4/2016 12:50 PM
141	We currently live in the city of Stoughton. I enjoy living where we do but wish we had a larger lot for more room for kids to play. This type of housing situation was difficult to find when we were house hunting. When we purchase our next home we will look into building on a larger lot.	10/4/2016 12:47 PM
142	Close to schools and shopping	10/4/2016 12:28 PM
143	Larger lots	10/4/2016 12:12 PM
144	I'd like to have a big lot and some privacy.	10/4/2016 11:37 AM
145	My husband and I are planning on buying a home in the next year right outside of the city to be in the country and a ways away from the hussle of the city but close enough to get what we need	10/4/2016 11:20 AM
146	Affordable	10/4/2016 11:17 AM
147	I like what the city has to offer and being close to everything in the city	10/4/2016 11:15 AM
148	you are trying to get too big. we are close enough to Madison who has all of these huge shops and all the crime that goes with it. Keep Stoughton a small town.	10/4/2016 10:56 AM
149	So I could continue to walk to my place of employment	10/4/2016 10:50 AM
150	More yard	10/4/2016 10:33 AM
151	I'm afraid that the quality of the schools is declining, which is one of the big reasons we moved to Stoughton.	10/4/2016 9:47 AM
152	I would want to purchase acreage outside of Stoughton to preserve our natural resources. They are being squandered by poorly thought out, small minded, and what I see are delusional quick fix retail and bland development.	10/4/2016 9:19 AM
153	We would prefer to have large animals on a hobby farm and visit Stoughton for our everyday needs.	10/3/2016 10:07 PM
154	I would like to stay close to Stoughton, but would also like to enjoy a rural setting.	10/3/2016 9:22 PM
155	Don't like the new Wal-Mart site and what it will entail	10/3/2016 8:24 PM
156	Walkable neighborhood to great downtown and schools	10/3/2016 5:55 PM

City of Stoughton Public Opinion Survey

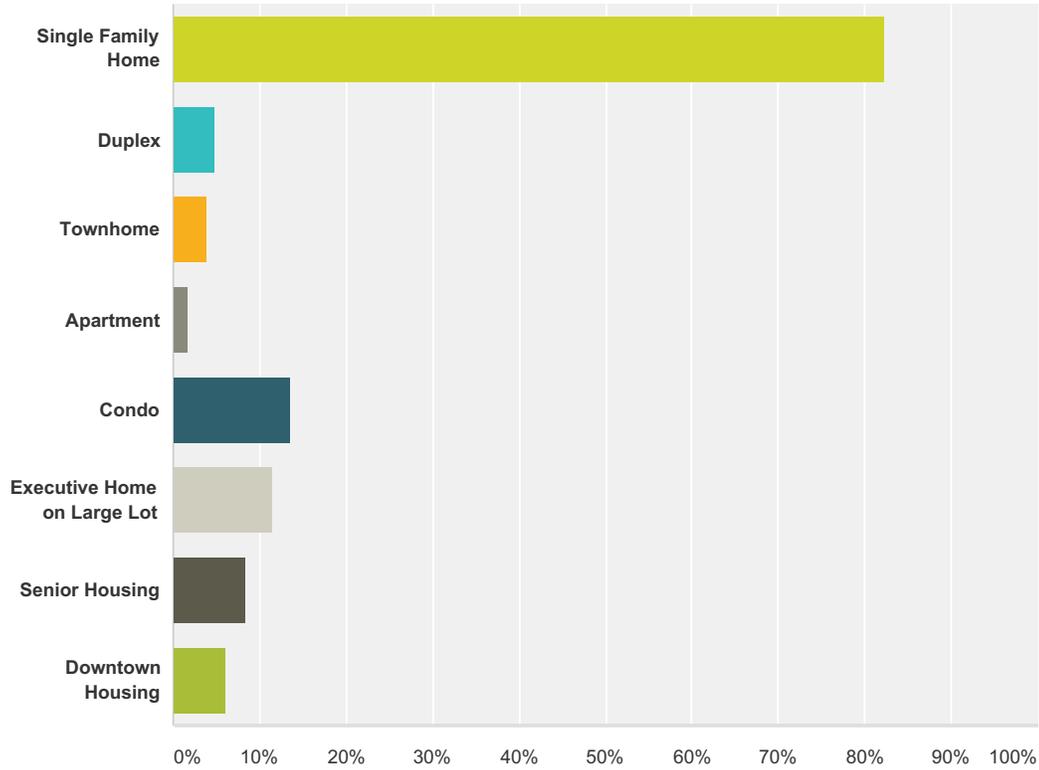
157	Because the lots aren't big enough for the house I want in Stoughton. (Like Bergamont in Oregon)	10/3/2016 5:22 PM
158	The taxes in the City of Stoughton are not a good value.	10/3/2016 4:29 PM
159	Not happy about some new commercial growth in the city. We live very close to the Walmart that is going in and not at all happy about the increased traffic and poor commuting choices.	10/3/2016 2:42 PM
160	Good road network, easily walkable.	10/3/2016 1:39 PM
161	So we could be close to the schools as we have two young children.	10/3/2016 11:58 AM
162	Taxes / cost of living in Dane County exceed surrounding countys / towns just minutes away	10/3/2016 10:44 AM
163	To be near downtown and in an historic area with beautiful homes	10/2/2016 8:49 PM
164	City lots are tiny. We will consider places like the Betgamont if Stoughton doesn't produce a similar neighborhood soon.	10/2/2016 8:37 PM
165	I want a new house with more land (acre) great neighborhood with nice house and land	10/2/2016 4:11 PM
166	I'm afraid because of the lack of young families moving in to the community. the two will become stagnant	10/2/2016 3:49 PM
167	city taxes way too high.	10/2/2016 2:07 PM
168	City services and opportunities, wakable neighborhoods and short trips for needed items.	10/2/2016 11:32 AM
169	I like being able to bike or walk to all services (groceries, work, medical, post office, library, restaurants)	10/2/2016 9:03 AM
170	I'd like to move back to Madison. I was there almost 30 years. Now it's too expensive.	10/1/2016 11:09 PM
171	downtown	10/1/2016 9:42 PM
172	Stoughton is a very pleasant place to live, I like the historic nature of the area. I like that it isn't a bedroom community.	10/1/2016 8:19 PM
173	Value being able to walk to local businesses, parks, school, etc.	10/1/2016 8:14 PM
174	Many buildings are not maintained- slumlords are allowed to flourish.	10/1/2016 5:31 PM
175	Stoughton Schools are terrible. Taxes are too high. Anti-business/growth political climate.	10/1/2016 5:07 PM
176	I'd want to be close to health and business services	10/1/2016 5:06 PM
177	Close to facilities,i.e., hospital, shopping, restaurants, etc.	10/1/2016 3:38 PM
178	We like a bit of peace and quiet, but want to be close enough to schools. Thankfully we can get all of that inside Stoughton.	10/1/2016 2:37 PM
179	Downtown is declining	10/1/2016 1:22 PM
180	Moved here to escape Madison's high taxes. City fathers put that one to bed!	10/1/2016 12:12 PM
181	City services such as snow removal, fire & police.	9/30/2016 9:02 PM
182	I like it here.	9/30/2016 8:21 PM
183	The lots in the city are the smallest in Dane Co and far to expensive. What is there to do in this God forsaken city other than get a tattoo or go to a bar? Ok, too rough as the downtown is getting better, but it still MUST be made into a strictly pedestrian area. Develop the river front into a pedestrian mall is maybe a better alternative. Remove the urban blight, give me sidewalk cafes and a place to play no matter my age. A city on one of the most polluted rivers, with a ghetto culture moving into it because we allow so much low income housing, will NOT attract tax paying citizens. Also, a complete lack of smart growth with PLANNED business districts with beautiful architecture and streets is desirable. Steel sided pole buildings (Conant's, Asleson's) do not make for an attractive community but rather an industrial apocalypse.	9/30/2016 4:58 PM
184	More land for multiple purposes	9/30/2016 3:51 PM
185	too many blacks coming in from chicago	9/30/2016 3:47 PM
186	I prefer living in the country!	9/30/2016 1:52 PM
187	I like living in town.	9/30/2016 1:50 PM
188	larger lot for less money and less taxes.	9/30/2016 11:16 AM
189	Stoughton has a lot to offer in terms of culture, retail and health services. We are reaching our limitsw which is why we need to consider carefully how we will expand and grow.	9/30/2016 11:07 AM
190	closer to friends & family	9/30/2016 11:06 AM

City of Stoughton Public Opinion Survey

191	No higher end developments in the city. Lots are too small. Additionally, Taxes in Stoughton are too high.	9/30/2016 10:00 AM
192	NEED SOME SPACE TO BUILD A WOODWORKING SHOP	9/30/2016 9:41 AM
193	Oregon and McFarland have better school systems, in the long run those communities will do better.	9/30/2016 9:10 AM
194	I wouldn't.	9/30/2016 8:54 AM
195	Larger lot size availability; privacy and quality of life	9/30/2016 8:45 AM
196	Stoughtons taxes are too high	9/30/2016 7:27 AM
197	I would like to have the opportunity to build a house with some acreage but the schools in Stoughton haven't always impressed me. I would choose a property in another district.	9/30/2016 6:54 AM
198	Frankly the lack of road maintenance (specifically W. Main), and poor planning of other road projects (Kettle Park West HWY 138 closure and lack of marked detour)	9/29/2016 10:44 PM
199	Stoughton fits my preferences and needs and has a great small town atmosphere.	9/29/2016 10:41 PM
200	Prefer the country to the city	9/29/2016 9:07 PM
201	we are very happy with our house in Stoughton	9/29/2016 9:01 PM
202	Tighter community presence/footprint	9/29/2016 8:44 PM
203	To be close to services. For me, Stoughton is already rural so I get the best of both rural and city.	9/29/2016 8:35 PM
204	I like being within walking distance of places like the library, restaurants, shops, and schools.	9/29/2016 8:26 PM
205	Nature	9/29/2016 7:57 PM
206	Good stock of historic homes that have been maintained	9/29/2016 7:02 PM
207	The city has much to offer, just needs to focus on more sustained growth which includes new shopping options.	9/29/2016 6:48 PM
208	want to live in the country	9/29/2016 6:37 PM
209	The city is getting a little overpopulated, and then therefore with a little too much noise and traffic.	9/29/2016 5:00 PM
210	Grew up on a farm and want to live in the country	9/29/2016 4:50 PM
211	People love Stoughton, just not a lot of options to build a new home in this town. We really feel this is why people look to other communities where there is more developed land for home building.	9/29/2016 4:28 PM
212	To have the advantage of good services.	9/29/2016 3:48 PM
213	Madison-more diversity and just more of everything	9/29/2016 3:27 PM
214	City taxed are too high for what you get.	9/29/2016 3:16 PM
215	close to hospital and shopping	9/29/2016 1:40 PM
216	we love it here	9/29/2016 1:28 PM
217	I like city services	9/29/2016 1:13 PM
218	The City's fevered pursuit of Wal-Mart was a huge let down. If that company wants to come do business here, fine. But the Mayor and part of the council sold their soul to get Wal-Mart here and ponied up corporate welfare in the form of loans to "help" a multi-billion dollar corporation to come here. If you think Wal-Mart makes Stoughton an attractive place for young professional families you are wrong. It does not make Stoughton the "Paris of Dane County." So blindly seeking Wal-Mart shows a real lack of imagination of the part of our elected leaders, especially so the mayor. It does not enhance the appeal of Stoughton and in fact makes it a less attractive place to live.	9/29/2016 11:13 AM
219	Paths to run/bike, more progressive don't want to live in a little Sun Prairie	9/29/2016 9:56 AM
220	We would rather have a larger lot with no close neighbors and lower taxes	9/28/2016 9:32 AM

Q23 23. If you were planning to purchase a home or build a new home in this general area, what type of housing would you be interested in? (Check all that apply)

Answered: 483 Skipped: 103



Answer Choices	Responses
Single Family Home	82.19% 397
Duplex	4.76% 23
Townhome	3.93% 19
Apartment	1.66% 8
Condo	13.66% 66
Executive Home on Large Lot	11.39% 55
Senior Housing	8.28% 40
Downtown Housing	6.00% 29
Total Respondents: 483	

#	Why?	Date
1	If I'm going to live in Stoughton, I'm going to live in a single family home.	11/8/2016 12:16 AM
2	Because both my wife and I are over 80 years of age.	11/6/2016 9:24 PM
3	I want a new, affordable "dream" home that's accessible - zero level entry	11/2/2016 12:26 PM

City of Stoughton Public Opinion Survey

4	Stoughton is a great place for families to find affordable housing within a good school district while being close to all that Madison has to offer without the chaos of a large city. One can enjoy building equity in a home in a city that has the required amenities and the proximity to Madison's niche dining and shopping.	11/1/2016 1:59 PM
5	Just had a son	11/1/2016 12:57 PM
6	Independence at this point	11/1/2016 12:49 PM
7	We're in our 70's	11/1/2016 12:44 PM
8	We like the privacy of a single family home and the opportunities to garden.	10/31/2016 9:32 PM
9	Love the downtown area and historic houses near the river. Would be nice to see them restored. Love Cooper's Causeway trail.	10/28/2016 4:47 PM
10	My preference is for a walkable community.	10/27/2016 11:05 AM
11	downsizing	10/26/2016 12:47 PM
12	I am 64 & retired	10/26/2016 12:13 PM
13	I have a family of four; it's the best option for us.	10/26/2016 10:19 AM
14	I believe single family housing maintains value and I like to have my own yard.	10/24/2016 8:10 PM
15	That is the next progression I would be planning.	10/24/2016 7:08 AM
16	Would like a 2500 sqft home on 2-5 acres, potentially with an outbuilding for hobbies.	10/23/2016 9:01 PM
17	We have a family with small children and pets and enjoy the outdoors and well as making improvements to our home and neighborhood	10/21/2016 11:12 PM
18	I like having a yard and a home with no shared walls.	10/21/2016 8:06 PM
19	It is better for everyone living in the city	10/21/2016 6:31 PM
20	I am not interested in other types of homes currently. I might consider townhomes or duplexes as investment properties.	10/20/2016 12:22 PM
21	Drive less, able to walk or ride bike to shop, etc.	10/20/2016 10:09 AM
22	In the future I will look to downsize and also look for something where I did not have to take care of maintenance	10/20/2016 9:51 AM
23	This is my preference	10/20/2016 8:14 AM
24	It is what our family would want	10/19/2016 11:12 AM
25	Best option for my family	10/19/2016 9:03 AM
26	There are just two of us and we are retired. We like having our own place and not sharing property.	10/18/2016 9:01 PM
27	Because I have the ability to stay more active.	10/18/2016 11:54 AM
28	My husband and I both have advanced degrees and would prefer an executive home on a lot that would allow for a 3+ car garage. This type of lot is extremely limited in Stoughton.	10/18/2016 10:39 AM
29	Single-family home makes sense for my family right now, but I'd consider a downtown housing option later when we are empty-nesters.	10/17/2016 10:27 PM
30	Because I would want more property but not a HUGE "executive" sized home.	10/17/2016 7:15 PM
31	Want more space and privacy	10/17/2016 12:31 PM
32	That is what this area is comprised of.	10/17/2016 7:32 AM
33	I would raise a family in Stoughton	10/16/2016 9:14 PM
34	I love to being able to walk or bike to the opera house, restaurants, shops etc.	10/16/2016 7:58 PM
35	For three years we have been looking for a house outside Stoughton with 2-5 acres, under 300,000. We rarely see anything we like and when we do it usually sells fast. It gets to be frustrating. We have friends who want to move here but they are having a hard time finding good single family houses here.	10/16/2016 7:38 PM
36	Home now but condo in the next 10 years	10/16/2016 3:16 PM
37	single family - space condo - low maintenance downtown - convenience	10/15/2016 1:55 AM

City of Stoughton Public Opinion Survey

38	Again, we like the downtown area and its potential and would be open to some quality, interesting housing	10/14/2016 7:29 PM
39	Declining enrollment in our school district - single family homes. Senior housing since I am getting older.	10/14/2016 3:21 PM
40	see above.	10/14/2016 11:46 AM
41	Young adult family	10/13/2016 9:09 PM
42	affordable senior independent housing	10/13/2016 4:45 PM
43	Like a little home space	10/13/2016 4:39 PM
44	Retired. Would like to be able to purchase a one floor condo, with a garage and adequate storage. Similar in design to a duplex. Would like it located in a quiet area away from traffic and railroad tracks.	10/13/2016 12:54 PM
45	We don't have many mid-upper end houses as an option	10/13/2016 11:53 AM
46	It has been my and my spouse's traditional living experiences.	10/13/2016 12:00 AM
47	I want to own my home	10/12/2016 6:58 PM
48	Too old to move!	10/12/2016 1:46 PM
49	Needs room for a garden!	10/11/2016 9:28 PM
50	We have more than enough "Senior" and "Executive" housing. The senior housing drains the tax base. Focus on Single Family Housing on small lots to attract young families	10/11/2016 4:02 PM
51	It's what we just did.	10/11/2016 3:49 PM
52	I've lived in my home for 20 years. I can't imagine living in a building with shared walls again. I don't make enough for an 'executive home'.	10/10/2016 7:00 AM
53	I do not wish to have neighbors that close.	10/9/2016 5:17 PM
54	Something using Universal Design, which is totally lacking in most new construction in the area.	10/9/2016 3:45 PM
55	Only way to upgrade	10/8/2016 7:42 PM
56	This should remain a family-oriented community of middle-class working people trying raise children in a safe area with a hometown feel and values.	10/8/2016 6:01 PM
57	I like privacy.	10/7/2016 2:41 PM
58	At this stage of my life I still prefer single family housing.	10/7/2016 10:41 AM
59	Mostly it's what I am used to.	10/6/2016 11:32 PM
60	We are aging and need to plan for ease of mobility in our next house.	10/6/2016 10:59 PM
61	Affordable and don't need larger home with age	10/6/2016 8:41 PM
62	downsize after kids leave	10/6/2016 9:19 AM
63	Less upkeep and other household work	10/6/2016 8:37 AM
64	privacy	10/5/2016 7:16 PM
65	This is the next goal I have to have our own home.	10/5/2016 6:11 PM
66	Kids have grown and moved away, don't need the square footage of an executive home. With that said, I feel there should be more executive home development in Stoughton. Currently there is none, you would have to purchase a lake home or a home near the country club, neither of which are in the City of Stoughton.	10/5/2016 4:20 PM
67	Ability to determine size and style without many restrictions.	10/5/2016 3:48 PM
68	we want to be in charge of our own place and have just our family there.	10/5/2016 11:40 AM
69	I've lived in almost all types. It's my preference, mostly privacy and more quiet so I can see and hear nature better.	10/5/2016 10:32 AM
70	on the lake	10/4/2016 11:29 PM
71	I'm drawn to historic homes, that's one reason why I came to Stoughton	10/4/2016 11:16 PM
72	We are a family of 4, 2 of which are small children.	10/4/2016 10:23 PM
73	No interest in a multi family home	10/4/2016 8:42 PM
74	Thats what people want	10/4/2016 7:23 PM

City of Stoughton Public Opinion Survey

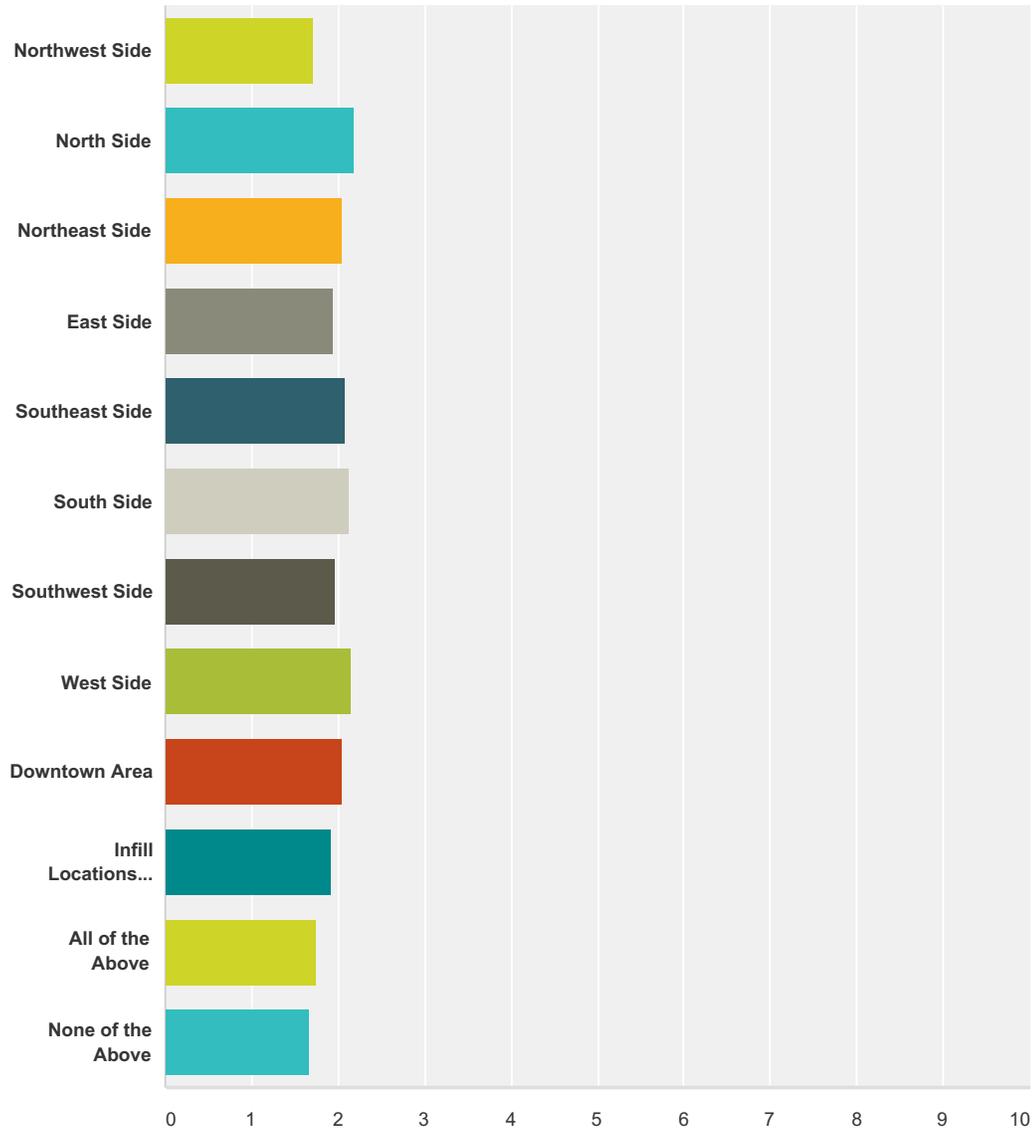
75	I want a yard and room to house my parents as they age.	10/4/2016 7:20 PM
76	I don't like a lot of people constantly moving in and moving out coming and going and never staying. If people own a home they take pride in it compared to renters.	10/4/2016 6:02 PM
77	Family yard	10/4/2016 5:36 PM
78	Personal space	10/4/2016 4:34 PM
79	We have had our own home for over 40 years and the typ of home we want to live in as long as we can !!	10/4/2016 4:33 PM
80	I like to have my own yard. I own a boat and would like to have garage space for the boat and my car.	10/4/2016 1:38 PM
81	We are currently in our "starter" home but look forward to building or purchasing a larger home in 5 years.	10/4/2016 12:47 PM
82	Packing too many people into smaller spaces is not attractive to other buyers and can become areas that have higher crime rates	10/4/2016 12:12 PM
83	It is only me and one child, who will go to college next year	10/4/2016 10:50 AM
84	I would like to build a 'tiny' green home to lessen my impact on the environment.	10/4/2016 9:19 AM
85	We enjoy having chickens which can only be kept on a single family property.	10/3/2016 10:07 PM
86	Quality of life suffers in high density neighborhoods.	10/3/2016 4:29 PM
87	I want our own home and lot to enjoy.	10/3/2016 2:42 PM
88	Because we would want our own space and yard.	10/3/2016 11:58 AM
89	like to be in my own domain most of the time but as I age may change to have others taking care of maintenance and upkeep issues	10/3/2016 10:44 AM
90	Growing family. If I were going to build a home my ideal would be an executive home 5+ bedrooms that fit in well with historic Norwegian look	10/2/2016 8:49 PM
91	Space	10/2/2016 8:37 PM
92	Retired, getting older and downsizing	10/2/2016 2:05 PM
93	We own a home, and are starting a family. If we buy another home, it will be a larger single family home.	10/2/2016 12:13 PM
94	I would ideally live downtown wherever I lived.	10/1/2016 8:19 PM
95	A nice house with a yard big enough to play an recreate in is right at the top of my list.	10/1/2016 5:19 PM
96	If I wanted to live in an apartment or condo I would move to Madison or Middleton.	10/1/2016 5:07 PM
97	A single family home is what we have now, and what we'd move to or build in the future.	10/1/2016 2:37 PM
98	Good investment.	9/30/2016 9:02 PM
99	I'm getting old.	9/30/2016 8:21 PM
100	Because single family homes pay make a community. I don't recall hearing anyone say, gee, I wish I could live in a 200 unit apartment. If only it were low income too, what an American Dream!	9/30/2016 4:58 PM
101	Privacy	9/30/2016 3:51 PM
102	big property big family place to spread my arms. Unlike that crap they are building out on page st. not even ten feet apart should be ashamed of them shelves.	9/30/2016 3:47 PM
103	I would want to have my own walls and property	9/30/2016 11:29 AM
104	I enjoy owning my own home, if I wanted to live in a condo I'd be in Middleton and would never even have considered Stoughton. Improve the schools and focus on young middle class families if you want this city to thrive.	9/30/2016 9:10 AM
105	I am now too old to handle the obligations of a single family home and need to live where I will have the most freedom.	9/29/2016 10:41 PM
106	We have 6 people in our family....	9/29/2016 10:09 PM
107	Recent empty nester, so options are flexible. Would look for desirable location.	9/29/2016 8:44 PM
108	I'm not interested in apartment-like living and too young for senior housing.	9/29/2016 8:35 PM
109	Because I have a family	9/29/2016 7:57 PM
110	I prefer historic homes	9/29/2016 7:02 PM

City of Stoughton Public Opinion Survey

111	We need more upscale homes.	9/29/2016 3:48 PM
112	That wold be my next step given my age	9/29/2016 3:16 PM
113	changing needs as one gets older	9/29/2016 1:28 PM
114	I no longer want yard work and maintenance	9/29/2016 1:13 PM
115	Our preference	9/28/2016 9:32 AM

Q24 24. Where would be a good location(s) for new residential development in Stoughton? Refer to the map above. Please rank your top 3 choices by selecting the appropriate box (First, Second, or Third) next to the location.

Answered: 469 Skipped: 117



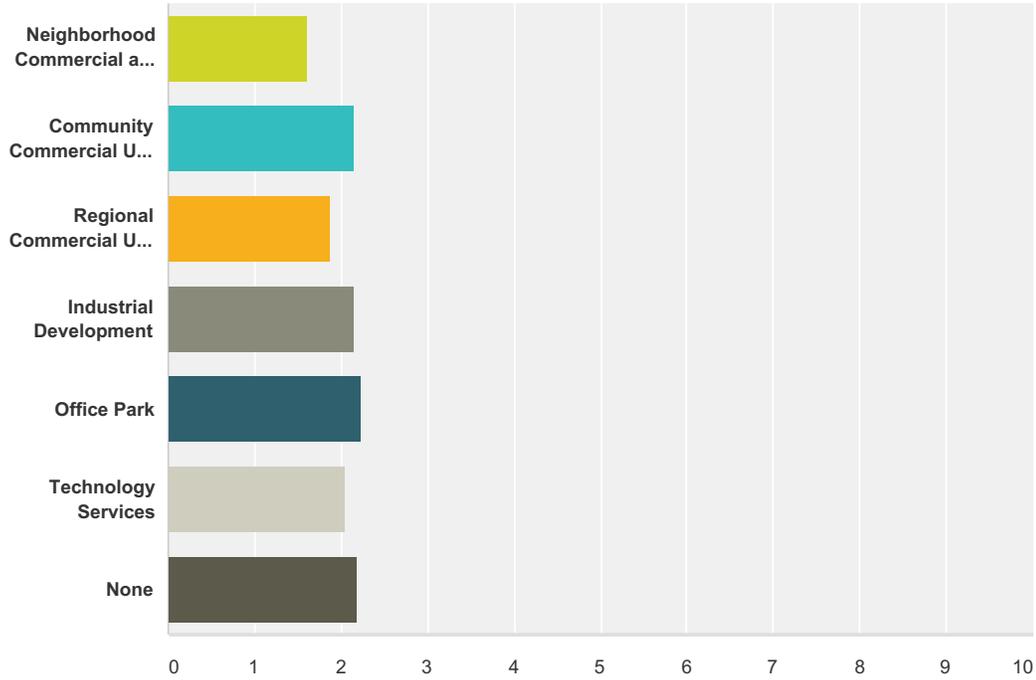
	First	Second	Third	Total	Weighted Average
Northwest Side	50.61% 83	27.44% 45	21.95% 36	164	1.71
North Side	18.00% 18	45.00% 45	37.00% 37	100	2.19
Northeast Side	28.24% 37	38.17% 50	33.59% 44	131	2.05

City of Stoughton Public Opinion Survey

East Side	39.04% 57	27.40% 40	33.56% 49	146	1.95
Southeast Side	27.97% 33	36.44% 43	35.59% 42	118	2.08
South Side	20.16% 26	47.29% 61	32.56% 42	129	2.12
Southwest Side	35.64% 67	32.45% 61	31.91% 60	188	1.96
West Side	23.44% 30	39.06% 50	37.50% 48	128	2.14
Downtown Area	30.30% 30	35.35% 35	34.34% 34	99	2.04
Infill Locations throughout city	43.51% 67	20.13% 31	36.36% 56	154	1.93
All of the Above	53.97% 34	15.87% 10	30.16% 19	63	1.76
None of the Above	61.11% 22	11.11% 4	27.78% 10	36	1.67

Q25 25. Which types of nonresidential development would you like to see in the City of Stoughton in the future? Please rank your top 3 choices by selecting the appropriate box (First, Second, or Third) next to the location.

Answered: 483 Skipped: 103



	First	Second	Third	Total	Weighted Average
Neighborhood Commercial and Office Uses (e.g., convenience stores, bakery, coffee shop, hardware store, doctor's office)	59.77% 208	20.69% 72	19.54% 68	348	1.60
Community Commercial Uses (e.g., supermarkets, auto dealers)	19.14% 40	45.93% 96	34.93% 73	209	2.16
Regional Commercial Uses (e.g., discount super stores, Kohl's, Shopko, Target, etc.)	42.79% 92	27.91% 60	29.30% 63	215	1.87
Industrial Development	23.30% 41	36.93% 65	39.77% 70	176	2.16
Office Park	18.78% 34	39.23% 71	41.99% 76	181	2.23
Technology Services	30.28% 86	35.56% 101	34.15% 97	284	2.04
None	31.25% 15	18.75% 9	50.00% 24	48	2.19

City of Stoughton Public Opinion Survey

Q26 26. What specific stores, offices, or industries would you like to see?

Answered: 294 Skipped: 292

#	Responses	Date
1	Target. Some more technology or industrial R&D. I'm fine with manufacturing too if we keep it away from the downtown area and make sure there isn't heavy pollution.	11/8/2016 12:16 AM
2	Financial Services-as employers, Recycling or re-manufacturing, regional brewery, a Super Wal-Mart	11/3/2016 10:31 PM
3	Smaller grocery store, like Main Street Market size - quality product, smaller size, on northwest side and east side of city.	11/3/2016 4:42 PM
4	More grocery, more technology stores really more of everything	11/2/2016 12:29 PM
5	Shopko, Aldi, Bath & Body, Bed, Bath & Beyond, a sporting goods store, Burlington, Hobby Lobby, Chick Fil-A, Long John Silvers, a seafood/Mediterranean food restaurant, North and South, Dave & Busters, Gordons, roller rink, fondue place, Showbiz Pizza-Chuck E Cheeses, Everything's \$1.00 store, Auntie Anne's Pretzels, Cinnabon	11/2/2016 12:26 PM
6	WAL-MART, Dairy Queen, Fazoli's, Cracker Barrel,	11/1/2016 6:00 PM
7	I would like to see commercial uses that reflect today's economy. I think Stoughton needs more higher wage jobs in the technology (like Epic) along with quality manufacturing with good wages to employ those living here. I would also like to see more diversity in the types of restaurants here, like more competition for ethnic cuisine and not as many fast-food/chain options.	11/1/2016 1:59 PM
8	See above (convenience stores, bakery, coffee shop, supermarkets)	11/1/2016 12:57 PM
9	Specialty stores, supper clubs/fine dining, clothing, crafts	11/1/2016 12:49 PM
10	We need restaurants, (we have enough bars) grocery stores (Woodman's?) on eastside, shoe stores, department stores (w/family clothing)	11/1/2016 12:44 PM
11	Enough with the chains. A Super Wal-Mart! Come on - how yesterday. We need light manufacturing for jobs, a business incubator, develop an arts district centered around the Opera House.	11/1/2016 8:47 AM
12	Emulate Sun Prairie's success store selections with their Prairie Lakes development; Target, Woodman's, Costco, and a Marcus Theater. Stoughton could also benefit from a big box hardware store (Menards, Home Depot, or Lowe's), and a full service electronics outlet. A 24 hr. Dunkin' Donuts or Hurts Donut shop. A Mr. Brews or Nitty Gritty location. A 24 hr. Denny's, IHOP, or Perkins restaurant. An Access Community Healthcare w/dental clinic. Fill long-standing vacancies: 620 Nygaard St. (former Marsala's/Bella Roma/Wis-Tex BBQ. The former Movie Gallery in the Stoughton Center at 2392 Jackson St. The Stoughton Redevelopment Authority needs to be more proactive in courting potential enterpenuers/start-ups. The fact that it took three years for a single business to take advantage of the program is telling. Messaging needs to be stronger, with potentially more aggressive rates with a wider area of coverage (not limited to just downtown). City Council has spent an obscene amount of time in-fighting/discussing every last detail surrounding the Kettle Park West development and the Wal-Mart Supercenter. It will neither be the 'main street' local business destroyer which its detractors fear it will be, nor will it be the single-family attracting boon to Stoughton's local economy which the city's current Mayor hopes it will be. Diversity in commercial retail (i.e. amenities which Stoughton doesn't already have) is key. What Stoughton has ENOUGH of and/or needs LESS of: Bars and liquor stores, auto service centers and retail outlets, car dealerships, gas stations, banks and churches.	11/1/2016 7:26 AM
13	High tech industries that attract people with expendable income, new families. More support for an artisan community.	10/31/2016 10:11 PM
14	Target, Woodman's	10/31/2016 9:32 PM
15	Healthcare management, retail corporate centers, arts industries, a Target or a Shopko (not a Wal-Mart!), restaurants and shops along the river, etc.	10/31/2016 6:59 PM
16	Specialty stores downtown	10/31/2016 1:00 PM
17	Locally owned clothing store, another locally owned book store, locally owned athletic store	10/31/2016 8:00 AM
18	Incubator offices for new companies. Boutique stores to add to the downtown stores. More "Green" businesses - solar panel makers, wind turbine makers, renewable fuel makers. New "Green" entrepreneurs. New businesses that work with farmers and local businesses.	10/27/2016 12:35 PM

City of Stoughton Public Opinion Survey

19	Looking above, we have convenience stores, a bakery, coffee shop, hardware stores, doctors offices, supermarket, auto dealers, a discount super store, etc. So why the heck would we want more of that? There should be a push to attract high tech businesses or small manufacturers who need space for cheap. And the Millennial type entrepreneurs who are keen on working in shared workspaces that are in redeveloped industrial areas, close to downtown, and bikeable/walkable to other places. We're so far behind the other Dane County communities in this regard. We're seen as the sleepy backwater. The thing that's buzzing with Stoughton is the Opera House. That should be the industry that the whole place is built around. And, indeed, refer back to the Hub article from a couple of years ago--Wendigo, Big Sky, the Brewpub, and Fahrenheit all opened in response to the Opera House.	10/27/2016 11:13 AM
20	Target or Costco. Corporate HQ. Light industrial/manufacturing.	10/27/2016 11:05 AM
21	I would like to see the historical buildings and vacant buildings filled in any way.	10/26/2016 2:35 PM
22	Not big box	10/26/2016 12:47 PM
23	No big boxes Smaller department stores	10/26/2016 12:27 PM
24	Grocery stores like Festival Foods, Piggly Wigly, Hy-Vee a company like EPIC in Verona	10/26/2016 12:13 PM
25	evening dining options downtown. good coffee shop. retail/antiques to return to downtown	10/26/2016 11:31 AM
26	Target or ShopKo, offices providing white collar jobs and blue collar jobs like Lands End or similar, manufacturing like Stoughton Trailers and Uniroyal.	10/26/2016 8:19 AM
27	Local, independently owned businesses would be best. They make Stoughton special, different than other places.	10/25/2016 8:17 PM
28	small businesses	10/25/2016 3:51 PM
29	Kohl's (clothing options for family), Dick's Sporting Goods (sports and outdoor equipment), biotech research (industry)	10/24/2016 8:10 PM
30	Men's clothing store, women's clothing store, computer --new/service, chiropractors,	10/24/2016 10:27 AM
31	Target, Woodmans, Engineering/Technical, Fabrication, Food production, a technical school branch.	10/23/2016 9:01 PM
32	I would like to see that the PEOPLE of Stoughton are truly listened to. What difference does it make what I say here if YOU will not listen to us. Like having a Vision session on a Packer game night makes us believe that you want are input!!!!!!	10/23/2016 10:31 AM
33	grocery competition for Pick N Save; Target	10/22/2016 7:40 PM
34	I would like to see a business like Epic move to our town. NOT retail stores!!! Both provide growth but only a business like Epic would provide healthy growth. I'd like to see that for Stoughton.	10/22/2016 5:53 PM
35	Small retail stores so you don't have to drive to Madison and spend your day shopping.	10/22/2016 6:12 AM
36	Target	10/21/2016 11:45 PM
37	Family friendly dining, kid friendly attractions, coffee shops, brew pubs	10/21/2016 11:12 PM
38	Target, Aldi's, Costco, Woodmans	10/21/2016 8:06 PM
39	crafting stores, someplace to get fabric, more thrift stores and second hand store.	10/21/2016 11:39 AM
40	Target, Aldi's	10/21/2016 10:44 AM
41	Farm and Fleet Shopko Kroger Case Catapilar Bobcat	10/20/2016 6:04 PM
42	All of the above are needed before we will be able to attract more people to move here. We will need work for people to make a living, then stores for them to shop and keep their money in the area, then technology services as this is the wave of the future. Starbucks, Family dining like Perkins, look and follow how Sun Prairie has grown.	10/20/2016 5:16 PM
43	Good and healthy diversity of investment & jobs	10/20/2016 4:21 PM
44	I don't know where restaurant or dining would fit in here, but I would like to see more options for sit down dining within the City.	10/20/2016 3:33 PM
45	Target, Staples or Office Store, Trader Joes,	10/20/2016 3:21 PM
46	Most critical would be a clothing store such as Kohls and general purpose store with clothes such as Fleet Farm / Farm and Fleet. Second most critical would be industrial / commercial development in business park north. Third would be office / technology type business to grow. By doing this you encourage residential growth with it and that helps the schools grow instead of losing students and revenue.	10/20/2016 12:22 PM
47	none	10/20/2016 11:12 AM

City of Stoughton Public Opinion Survey

48	Restaurants!! Panera bread restaurant, good Japanese restaurant, other good restaurants (if restaurants had been a choice above, I'll bet it would have gotten a large response!)	10/20/2016 9:19 AM
49	We have limited choice in what business decides to come to Stoughton. First we need to show that we are welcoming to all options. Today the market assumes Stoughton is closed to business.	10/20/2016 8:14 AM
50	those that attract young professional families.	10/19/2016 11:30 PM
51	Sophisticated business that would provide salaries that could afford homes. The city has shown it does not have the long term sustainability vision as it ONLY is catering to big box retailers and hospitality	10/19/2016 7:10 PM
52	Woodmans or some other supermarket.	10/19/2016 4:00 PM
53	A good grocery store would be nice, anything other than Walmart, or pic & save. Small to medium industry. Revitalize downtown.	10/19/2016 11:15 AM
54	Wendy's Fast Food	10/19/2016 10:32 AM
55	Technology services	10/19/2016 9:03 AM
56	Grocery store with high quality butcher and produce departments, locally owned non-franchised restaurants, craft brewery and/or winery, information technology businesses, other high-tech businesses	10/18/2016 10:01 PM
57	A grocery store on the East side of town would be nice. There are so many seniors here and having a place for the to walk to and pick up some groceries would be great.	10/18/2016 9:01 PM
58	Target, kohls	10/18/2016 8:58 PM
59	Aldi, Tractor Supply, Costco, Woodman's, Farm & Fleet	10/18/2016 8:32 PM
60	Downtown offices, coffee shops, river-side restaurants and activities such as canoe rental.	10/18/2016 7:55 PM
61	Medical device, information technology or industries that tie into electronic health records software companies in the region (Epic). A coffee shop that caters to young professionals, similar to Firefly in Oregon. Stores that would keep high school kids downtown instead of heading to the malls in Madison.	10/18/2016 6:51 PM
62	I would like to see more specialty shops like in downtown Galena, IL or New Glarus, WI	10/18/2016 12:03 PM
63	Clothing, Groceries, Crafts	10/18/2016 11:54 AM
64	1) Restaurants that aren't too quirky or expensive, but good for lunch or dinner ie: Milwaukee Grill in Janesville; 2) Grocery with better prices and selections and a nice deli such as Bill's in Oregon, Piggly Wiggly, Woodman's or Festival Foods; 3) Larger small downtown businesses: gift and card store; 4) Nicer bars and grills such as Naughty Norskie that have live music, especially on weekends; 5) more offices to work in; 6) small industries that hire locally. 7) An ice cream / fountain drink establishment / hangout, possible with fun video games needs to be downtown or near the river with a deck. 8) We need new hotels/motels in Stoughton. We advise guests to stay in Madison, as there are only terrible options in Stoughton.	10/18/2016 11:28 AM
65	I think families could really use more restaurants. Not fast food, but sit-down chain type. SWAC brings in people for basketball tournaments and places to eat are obviously limited. Additionally, a retail clothing store like Kohl's would be a dream. Families would love Target as well.	10/18/2016 10:39 AM
66	Kohls, Target	10/18/2016 10:27 AM
67	Mid-range or nicer clothing and shoe stores More restaurant options Dry cleaner Municipal rec center	10/17/2016 10:27 PM
68	Engineering/white collar office type businesses, Boutique retail, coffee houses/cafes/gathering places, Target, Trader Joe's, hyvee	10/17/2016 7:15 PM
69	Tech development...also...make Stoughton a quaint shopping district with good restaurants	10/17/2016 7:03 PM
70	Starbucks, or fast casual restaurant. Outdoor ice skating rink.	10/17/2016 3:56 PM
71	Target, Perkins, Costco, Panera	10/17/2016 2:19 PM
72	None	10/17/2016 1:30 PM
73	supermarket	10/17/2016 1:28 PM
74	I'm all for any business coming to town that has "good" paying jobs and doesn't cause pollution to our city. Distribution centers would be fine as long as they paid well and were put in a location as to not be too annoying to those living around it for large trucks coming and going. We need good paying jobs, not businesses that are going to actually bring the city down with having to offer more city services to those who can't make ends meet with barely minimum wage jobs...WALMART!!	10/17/2016 12:32 PM

City of Stoughton Public Opinion Survey

75	Target, tech	10/17/2016 12:31 PM
76	I'd like to limit big box stores - they make every town feel the same.	10/17/2016 11:35 AM
77	Goodman center of our own, arts district on South Street industrial area, upscale condos above the arts center, edible walking routes, eco-tourism, renewable resources education,	10/17/2016 7:32 AM
78	Boutiques, coffee shops, NOT Walmart or similar businesses	10/16/2016 9:14 PM
79	Target	10/16/2016 9:11 PM
80	restaurant. hotel. update the cinema.	10/16/2016 8:05 PM
81	Small - midsize trendy/fast/convenient moderately priced restaurants, boutiques and shops. Quality food and independent shops.	10/16/2016 8:05 PM
82	Boutique stores (like Williamson Street in Madison). I'd like to see family owned , but we don't need to duplicate chain stores like auto parts, dollar general etc. Office space is great if we can use existing space- especially downtown. PLEASE- no more big box stores or smelly industrial companies.	10/16/2016 7:58 PM
83	Trader Joe's, Shopko and Target	10/16/2016 7:38 PM
84	Professional services	10/16/2016 7:37 PM
85	Noodles, panera, cover band music venue type bar	10/16/2016 7:08 PM
86	Costco	10/16/2016 3:16 PM
87	restaurants, white collar industries, bars	10/16/2016 2:43 PM
88	Co-working facilities	10/15/2016 9:27 PM
89	More diverse restaurants. Southeast Asian specifically. More shops that are not fake antique stores downtown.	10/15/2016 3:07 PM
90	We need more high paying jobs in Stoughton. If you look at our shopping opportunities and infrastructure it makes it very unattractive for people to want to move to Stoughton. World class medical facilities, manufacturing jobs and a decent shopping mall with anchors like Kohls, Boston store etc. would help draw in businesses.	10/15/2016 1:36 PM
91	I would like to see more growth in local, unique stores and restaurants. I would like to see a family/children's museum, indoor play center for youth of all ages, more clothing shops, art or music centers where there are events that draw the community in... etc. I see the shops in towns such as Lake Geneva and think our town could be more like this- in terms of their bustling shopping and restaurants. We need a better hotel- at least one more that is well known and not sketchy looking. I will not shop at Walmart and there are many others that feel that way- I would like to see more local businesses thrive.	10/15/2016 10:59 AM
92	Econofoods, Best Buy, Microbreweries	10/15/2016 7:15 AM
93	Anything that will be able to help Stoughton get out of this low growth hole.	10/15/2016 3:43 AM
94	Technology	10/15/2016 1:55 AM
95	Would like to see more stores/industries devoted to supporting and enhancing our local agricultural and natural resource economy, (e.g. farm co-ops, canoe liveries, agricultural seeds/fertilizer, greenhouses, farmer's markets).	10/14/2016 7:29 PM
96	Target, Kohls, ladies clothing stores, shoe stores, something other than Walmart	10/14/2016 3:21 PM
97	Artisan shops, art galleries, beautiful antique stores like the former Catfish River, pottery, farm-to-table restaurants like Holstein in Oregon.	10/14/2016 1:03 PM
98	Men's clothing! Book stores Office supply	10/14/2016 11:46 AM
99	I'd like to see a shoe store in town again.	10/14/2016 8:40 AM
100	Those that offer a living wage for employees.	10/14/2016 7:45 AM
101	Target	10/14/2016 6:28 AM
102	It would be nice to have niche stores that people would want to come to Stoughton for plus some good stable industries (nonpolluting). I really don't have any industry thoughts, there are so many.... It also seems Stoughton has always had a large senior population and we have Skaalen and other similar businesses that it wouldn't be a bad thing to build around the large population of baby boomers who will want a great life but just not in their large current homes. I think senior living is the thing for towns to consider for the future. Of course make everything family friendly too. Seniors do generally have kids, grand kids and great grandkids that they would want to live in Stoughton also.	10/13/2016 9:12 PM
103	Best buy, woodmans, meijers	10/13/2016 9:09 PM

City of Stoughton Public Opinion Survey

104	High-income white collar employment offerings, such as those in technology, healthcare, research, etc. Why is Stoughton one of the few communities our size in Dane County that doesn't have a Technology Park or other shovel-ready office park with non-warehouse office facilities?	10/13/2016 7:18 PM
105	Coffee shops; specialty stores; craft stores, restaurants	10/13/2016 7:05 PM
106	grocery or a Sams	10/13/2016 4:45 PM
107	Restaurants, coffee shops etc. spread closer to neighborhoods.	10/13/2016 3:51 PM
108	Target, Kohl's, grocery stores etc. We drive to Madison or Janesville weekly to shop. When my kids were little, I couldn't even buy the kind of diapers I liked here in town. If I could find them, they were extremely expensive. Pick & Save is so high priced it is worth the time and money to drive somewhere else.	10/13/2016 11:53 AM
109	Starbucks, Dry-Cleaning, Grocery Store or convenience on east side, new hotel, more restaurants	10/12/2016 7:33 PM
110	Supermarkets. More choices than we currently have	10/12/2016 6:58 PM
111	Competing w/ Walmart will be difficult. Up-to-date bookstore; East side coffee,etc shop; East side Hardware store	10/12/2016 1:46 PM
112	Men's wear	10/12/2016 12:56 PM
113	Fabric/craft store Dollar Tree or Everything \$1.00 Hometown Shopko Grocery store on East or Northeast side	10/12/2016 10:21 AM
114	No more Super Walmarts -- ugh. Donna's Folly.	10/12/2016 7:42 AM
115	My pipe dream would be a Target, Mounds, and Jung Seed. A Chipotle would be awesome.	10/11/2016 9:28 PM
116	Clean industry, tech companies - any company that would bring higher income jobs	10/11/2016 10:56 AM
117	Book stores, hobby stores, game stores <pegasus, misty mountain> candle stores	10/11/2016 9:08 AM
118	It would be nice to have some more grocery stores on the northeast side of town or even a fast food place on that side of town. I also think it would be helpful for that side of town to have a hardware store.	10/11/2016 8:51 AM
119	Target, Woodman's, Costco, more restaurants and a good swimming pool.	10/10/2016 7:43 PM
120	Specialty stores (ie, downtown stores) will bring people to town. We don't need anymore car dealerships, auto parts stores or big-box stores.	10/10/2016 3:41 PM
121	anything that would grow the workforce	10/10/2016 10:51 AM
122	I'd like to see more independent stores: clothing; artsy shops; music; candy. Basically, businesses that would make our downtown a destination.	10/10/2016 7:00 AM
123	Coffee places, bookstore, Thai or Japanese restaurants, Burger King Stores open in evening	10/9/2016 8:21 PM
124	A Target and another supermarket.	10/9/2016 7:57 PM
125	Department stores, clothing, shoes.	10/9/2016 5:17 PM
126	Cafe/lounge that stays open later (not a bar); other options for evening socializing that is family friendly;	10/9/2016 3:45 PM
127	Shoes, appliances, clothing, fabric,	10/9/2016 1:44 PM
128	Family Fun places for kids to adults to enjoy together.	10/8/2016 7:42 PM
129	Small businesses incubated right here in town.	10/8/2016 6:01 PM
130	Target, Hyvee/Festival Foods, Tech start-ups/restaurants and shops downtown that actually stay open during the weekend.	10/8/2016 11:18 AM
131	Starbucks, Buffalo Wild Wings, manufacturing, office park	10/7/2016 10:41 AM
132	Target, Hyvee, clothing/department stores like kohls, marshalls, tjmax	10/7/2016 10:32 AM
133	Target	10/7/2016 7:53 AM
134	Technology, light manufacturing	10/6/2016 9:02 PM
135	Computer services, clothing, small industries	10/6/2016 8:59 PM
136	Grocery. Years ago we had several grocery stores and population was less than half what it is now.	10/6/2016 8:41 PM
137	More arts, not industry or more super centers	10/6/2016 8:29 PM
138	Shoe store; Clothing store; Dining for business lunches/out-of-town guests - there aren't enough restaurants that have a nicer, quiet atmosphere for good conversations.	10/6/2016 5:18 PM

City of Stoughton Public Opinion Survey

139	Aldi grocery, Hi-tech industry,	10/6/2016 1:51 PM
140	Stoughton needs local business that give people a reason to stay in town in the evening and on weekends. We don't need more Walmarks or other box stores - we need more good restaurants, family activities, useable parks and trails. A waterfront that doesn't look and smell like an open air sewer. The city of Manchester, Iowa took a similar useless waterfront and transformed it into a beautiful and well utilized area. http://www.manchester-ia.org/whitewater-park/	10/6/2016 1:42 PM
141	Family owned. Hopefully WalMart will not kill them off.	10/6/2016 6:32 AM
142	NOT WALMART!!! But that ship has sailed. Smaller general retail stores with good business ethics. A better grocery store, not one with overpriced expired food. Hyvee.	10/5/2016 8:59 PM
143	grocery on East side	10/5/2016 7:16 PM
144	farm and fleet, shopko, goodwill/savers thrift stores	10/5/2016 7:07 PM
145	I would like to see growth on the eastside of Stoughton with a supermarket, convenience store, followed by neighborhood commercial listed above.	10/5/2016 4:20 PM
146	Coffee shop like Firefly (Oregon), Noodles & co., Kwik Trip (south), Sherwin Williams, shoe store, dog day care/training/groom, well managed storage facilities	10/5/2016 1:55 PM
147	Grocery Store on the east side.	10/5/2016 12:12 PM
148	grocery store options	10/5/2016 11:55 AM
149	we have what I would want to see	10/5/2016 11:40 AM
150	Anything that will grow the city and reduce taxes	10/5/2016 11:14 AM
151	None particular but those would not be so much in competition with Walmart (tough for those competing). Madison is close enough for meeting needs Walmart and current retailers can't provide.	10/5/2016 10:32 AM
152	More restaurants, shops & safe bars downtown	10/5/2016 9:24 AM
153	Community driven, owned and operated businesses we can support locally.	10/5/2016 9:04 AM
154	Target, NOT Wal-mart	10/5/2016 8:03 AM
155	Woodman's, Kohls, Target.	10/5/2016 7:52 AM
156	Target, Starbucks	10/5/2016 6:51 AM
157	office store, clothing/shoe store, Arts and crafts, Green technology,	10/5/2016 12:58 AM
158	CostCo, wish there was a public pool.	10/4/2016 11:29 PM
159	Craft store, historic restoration shop, wine tasting	10/4/2016 11:16 PM
160	I would like to see something that will compete with Walmart in the retail sector. I would also love a few clothing store options to augment The Next Generation that cater to not only average sized people but also plus sized people. As for industry, food production, cheese making, and beer brewing could be great opportunities for the city. We don't want to attract a large factory production that has a likelihood of closing up shop and devastating our local economy (i.e. GM and Janesville). However, smaller factories and engineering companies would be welcome additions to compliment our local economic diversity.	10/4/2016 10:23 PM
161	downtown condos, small arts based businesses, entertainment, restaurants	10/4/2016 10:12 PM
162	Hobby lobby or other craft s or fabric store.	10/4/2016 10:10 PM
163	Cafe, bagels, healthy options	10/4/2016 9:13 PM
164	Target and Woodmans	10/4/2016 9:07 PM
165	Coffee shop with drive thru!!!!	10/4/2016 8:42 PM
166	Target	10/4/2016 8:14 PM
167	Panera, Target,	10/4/2016 7:47 PM
168	Whole Foods, Panera Bread	10/4/2016 7:30 PM
169	Large. Chain stores amd restaurants	10/4/2016 7:23 PM
170	I'd like a grocery competitor (HyVee). Would have preferred Target or Shopko to Walmart, but too late on that. Another restaurant/bar like Wendigo would be great. More boutiques could bring more destination shopping. An Indian restaurant would make my year.	10/4/2016 7:20 PM

City of Stoughton Public Opinion Survey

171	Another grocery store	10/4/2016 6:33 PM
172	Hobby lobby, or Micheal's, dairy queen, target, sams club or costco, rollerskating rink, Woodman's, bistros, auldies, nice supperclub, bed bath & beyond, penny's, buffet restaurant, shopko, boston store, marcus theater, famous footwear, Great Dane, macy's, brennans, full spa, ymca, weight watchers, joanns fabrics, payless shoes, pancake house, denny's,	10/4/2016 6:02 PM
173	target, starbucks, Noodles, rocky rococo	10/4/2016 5:40 PM
174	Aldi manufacturing business park	10/4/2016 5:36 PM
175	Target, Kohl's, Michael's, Hobby Lobby	10/4/2016 4:41 PM
176	More restaurants.	10/4/2016 4:34 PM
177	Festival Foods , Target , any type of Industrial would be goog	10/4/2016 4:33 PM
178	Walmart is going to be a travesty for this city. We are a town based on small family stores, we just need to see more variety so maybe that means cutting entrepreneurs deals through the city on some of these un-used down town spaces. Get back to local business!	10/4/2016 4:21 PM
179	Target.	10/4/2016 4:00 PM
180	More restaurants -less bar food, boutiques, Duluth trading company, kid services, ice cream/chocolate shop, music/art classes or sign art shop like in mount horeb.	10/4/2016 3:36 PM
181	Chain restaurants such as Noodles. Large dept store such as Target or Kohls in addition to Walmart.	10/4/2016 3:16 PM
182	COFFEE SHOPS, MORE LOCAL BUSINESS, SMALL GROCERY STORE ON EAST SIDE OF TOWN	10/4/2016 3:05 PM
183	Noodles and the shoe box	10/4/2016 2:37 PM
184	Na	10/4/2016 2:34 PM
185	Locally owned small business of any type	10/4/2016 1:55 PM
186	More commercial employers. I think it would be good to promote tech industries like Verona has done, not something like Epic but smaller scale businesses. It would be good to bring more jobs to the area and more tax revenue from business	10/4/2016 1:38 PM
187	Local, local, local. Supporting community building via local and ethical businesses and business practices.	10/4/2016 1:33 PM
188	You've already killed the town by allowing Walmart.....what more can you do?	10/4/2016 1:03 PM
189	More restaurants and shops so wouldn't have to travel to Madison for everything	10/4/2016 1:00 PM
190	Restaurants. Panera, Chick-fil-A, Great Dane Tech industry offices	10/4/2016 12:50 PM
191	Hometown ones nothing big	10/4/2016 12:44 PM
192	Competing supermarkets, Buffalo Wild Wings	10/4/2016 12:28 PM
193	Grocery Store	10/4/2016 12:24 PM
194	Starbucks, Noodles	10/4/2016 12:24 PM
195	Metaphysical shop, place for young children to play indoors during the winter while moms chat, a stay-and-play childcare facility where children can be dropped off for 1-4 hours at a time as needed	10/4/2016 12:19 PM
196	More restaurants!	10/4/2016 12:12 PM
197	I would like to see any kind of manufacturing or technology manufacturing be brought to town (or at least the area). Having mainly blue collar jobs with a mix of white collar jobs will naturally increase demand for housing and services in the city, which will allow it to grow.	10/4/2016 11:37 AM
198	Help small local stores stay in business. Co-op and natural health store, small clothing store. No huge commercial companies.	10/4/2016 11:20 AM
199	A shopping mall for stores like Kohls and more restaurants	10/4/2016 11:17 AM
200	Kohls, Aldis or similar grocery store, starbucks, bagel shop, family restaurants - mid level (similar to BBGs)	10/4/2016 11:15 AM
201	Target and a different grocery store that have better quality food. Pick n save is pricey and the produce mold within a few days of purchase	10/4/2016 11:06 AM

City of Stoughton Public Opinion Survey

202	i would like to see the existing buildings used!!!! Stoughton has a beautiful downtown, but you keep driving people out of business. focus on them for a change. nothing worse than a deserted dead downtown area in a community. horrible.....	10/4/2016 10:56 AM
203	Target or kohls maybe a regional insurance company a fast casual restaurant like qdoba, copps or hy-vee	10/4/2016 10:46 AM
204	Specialty	10/4/2016 10:39 AM
205	Revitalized specialty stores for downtown... Like story ann	10/4/2016 10:19 AM
206	I'd love to see a locally owned craft and office supply store; again, locally owned not another big box retailer. An REI, hunting store would be good, as wood taking advantage of the river and having canoe, kayak, fishing equipment rental. We are sorely lacking in continuing education. I'd like to see the school district administration move to the old 1892 high school and have adult education in their current building to offer; foreign language, trade jobs, certificate classes, and so on. I'd like city hall to share office space with the district or another location so the clock tower can be more of an entertainment building. There should be a gift shop, lounge with refreshments, and definitely not the mayors office.	10/4/2016 9:19 AM
207	Duluth Trading Company	10/3/2016 10:07 PM
208	Target; a coffee shop with a drive-through on the west side of town	10/3/2016 9:39 PM
209	We need a better supermarket with higher quality goods and services than Pick n' Save. Something along the lines of HyVee would be wonderful. Most of my friends and neighbors buy the bulk of their groceries in Madison to avoid Pick n' Save. The existing WalMart is a blight which I have avoided since my first visit there when my family moved to Stoughton four years ago. It's too late now, but a Target would have been much preferable to a SuperWalMart in the new development. The WalMart corporate culture is not something I would welcome to Stoughton, whereas Target might have elevated the community a bit more. More quick-service (not fast food) restaurants would be good. Yahara Grocery Co-op is a gem that is my family's go-to for small grocery runs. The loss of Catfish River art and antique store is a major loss to the downtown shopping district. The "business" that is there now looks as though someone is holding a garage sale in the store windows.	10/3/2016 9:22 PM
210	I would like to see a technology industry incubator for new small businesses along with good paying technology or commercial industry businesses.	10/3/2016 8:20 PM
211	Trader Joe, Mid-size grocery store on far east side, quilting store, Target	10/3/2016 6:04 PM
212	Independent restaurants and service providers, medical software integrators and other technology companies.	10/3/2016 5:55 PM
213	The economic development of Stoughton should be a the top of our communities concerns.	10/3/2016 4:29 PM
214	I would have preferred Target or Costco over Walmart. Craft stores selling fabric, sewing and art supplies. Educational stores for children. Quality clothing stores for adults and children. Specialty health care clinics such as OB, cardiac, cancer, pain, cosmetic, diabetic, orthopedic.	10/3/2016 2:42 PM
215	Costco, Cabelas, an Italian Restaurant, med tech or other technical field.	10/3/2016 1:39 PM
216	Municipal broadband Internet	10/3/2016 1:25 PM
217	A regional grocery store such as Woodman's or Festival Market; regional medical center; technology manufacturer	10/3/2016 1:07 PM
218	Papa Johns, Dominoes, Burger King, Ford Dealership, Drive in Theater, Piggly Wiggly	10/3/2016 10:44 AM
219	Super Target! Any different grocery store option. More small business that are sustainable, such as resteraunts and a coffee shop. Kid friendly business-would love to see an old industrial sight turned into an indoor play area like rock n jump or monkey Jo's	10/2/2016 8:49 PM
220	White collar businesses. Late firms, accountants, engineering etc...	10/2/2016 8:37 PM
221	Stoughton has the opportunity to be itself. Another words, when you drive down Main Street america you see a McDonalds on the right, a Pizza Hut on the left, and a closed Walmart store at the edge of town. And then of course you see one old strip mall after another until you get to the new strip mall at the edge of town. Lets not do this. Let's plan to be different. Lets look at other communities that have done it well - like Kohler or Sheboygan, or even place out of state like Sun Valley Idaho or Marco Island in Florida. These places have the same stores but we don't see them from the road. You see trees, green space, bike lanes and pedestrian walkways. Behind the green space is are the same stores, condo's, and strip malls that we have in our town. There are city planners that do this stuff for a living. If we don't plan our city - someone else will. And so far it been that someone else, and that someone is the developers (I know- because my brother is one). And that is why most cities and village are beginning looks the same. We can do better and this type of survey is a good start. It means I matter. It means you (city leaders) are willing to listen. Thank you for this opportunity	10/2/2016 8:36 PM
222	Target, Kohls, Home Depot, Buffalo Wild wings, Cousins, Noodles, Applebees,	10/2/2016 4:11 PM

City of Stoughton Public Opinion Survey

223	interesting boutique type shops	10/2/2016 3:38 PM
224	Farm & Fleet or similar, Aldi	10/2/2016 2:05 PM
225	I do NOT like the idea of super stores. I am especially upset about the Super Walmart being built. If it drives the Pick N Save out of town, I will be forced to shop for groceries in Madison. At that point I will probably move closer to Madison or into Madison.	10/2/2016 1:38 PM
226	Target, Hy-Vee or redeveloped Kroger grocery, department store such as Kohl's, a coffee shop such as Colectivo or Ancora, Farm and Fleet, bicycle shop, UW Credit Union, gym that focuses on group exercise classes such as yoga and cycling, daycare center such as Bright Horizons.	10/2/2016 12:13 PM
227	Kohls, Target, Olive Garden, Panera Bread, Menards, Lowes, Dairy Queen, Burger King, car dealers, research businesses, Chili's, Rockys, Shoe box, wholesale suppliers, medical supply businesses.	10/2/2016 11:32 AM
228	Not Wal-Mart!	10/1/2016 11:09 PM
229	I would rather not have Walmart. I won't be shopping there. I would have, however, patronized a Target.	10/1/2016 8:19 PM
230	Clothing store like Kohl's, discount wholesale like Costco,	10/1/2016 6:05 PM
231	Mute point because Walmart will destroy downtown shopping- Stores will vacate like rats leaving a sinking ship.	10/1/2016 5:31 PM
232	Something other the Stoughton Trailers.	10/1/2016 5:19 PM
233	See Sun Prairie. Assortment of Walmart, Cabelas, Woodmans, movie theater and a variety of restaurants. All these businesses bring tax revenue and growth to their community. Contrary to the lies spread by Buzz Davis and the anti-growth crowd, Stoughton has room for solid growth while maintaining a unique downtown. The revenue generated by allowing business growth will provide funds to improve the recreational facilities and overall living quality in Stoughton. We have far too many pawn shops and tattoo parlors. None of which generate revenue from outside the community. See the improvements made in Sun Prairie.	10/1/2016 5:07 PM
234	Target, Kohls, Starbucks, Chipotle, Buffalo Wild Wings, Staples, Hy-Vee, a frozen yogurt shop.	10/1/2016 5:06 PM
235	Doctor's offices, more hair/beauty salons, more	10/1/2016 3:38 PM
236	Target, HyVee,	10/1/2016 2:37 PM
237	TAXI service during the evening or 24 hrs a day. Woodman's Grocery Store	10/1/2016 1:22 PM
238	Target, Costco, upscale counter service restaurant like Panera or Noodles and Co.	10/1/2016 12:30 PM
239	No Superstores AT ALL. But biased mayor and city council have already spoken. Who why ask now? IDIOTS!	10/1/2016 12:12 PM
240	Small regional grocery franchises, coffee shops, small locally owned retail in the downtown,	10/1/2016 9:16 AM
241	More computer/software business.	10/1/2016 8:40 AM
242	Kohls and Woodmans	10/1/2016 7:33 AM
243	A local radio station.	9/30/2016 9:02 PM
244	Walmart, Chick-fil-A, Woodman's, Trump Tower office buildings...	9/30/2016 8:21 PM
245	No "big box" stores or strip mall expansion; without those, Stoughton would keep its smaller-town feel. Non-service jobs would expand population and tax revenue without significantly changing the general "vibe" of Stoughton.	9/30/2016 5:35 PM
246	Another grocery store please. Stoughton used to have 12 late 60s-70s. Now we have one half rate high priced store. Don't subsidize a stupid organic store with \$6 / gallon milk. Really? Also, when we allow these stores, make them put up a good looking store that fits the community. The downtown Norski center is such a place. Can't pronounce it, but it is pretty.	9/30/2016 4:58 PM
247	Community outdoor pool, Places for children to play during the day	9/30/2016 3:51 PM
248	Maybe a grocery store on the eastside like a aldis. For the people of vennovol.	9/30/2016 3:47 PM
249	Grocery Stores, Target	9/30/2016 2:51 PM
250	More food options	9/30/2016 1:55 PM
251	High Tech manufacturing, something in the LED industry. Building industry	9/30/2016 1:52 PM
252	I would like to see full-service retail, such as a Shopko or Target. I would also love to see a smaller, "higher-end" grocery like Miller's in Verona.	9/30/2016 1:50 PM
253	Aldi's!	9/30/2016 1:37 PM

City of Stoughton Public Opinion Survey

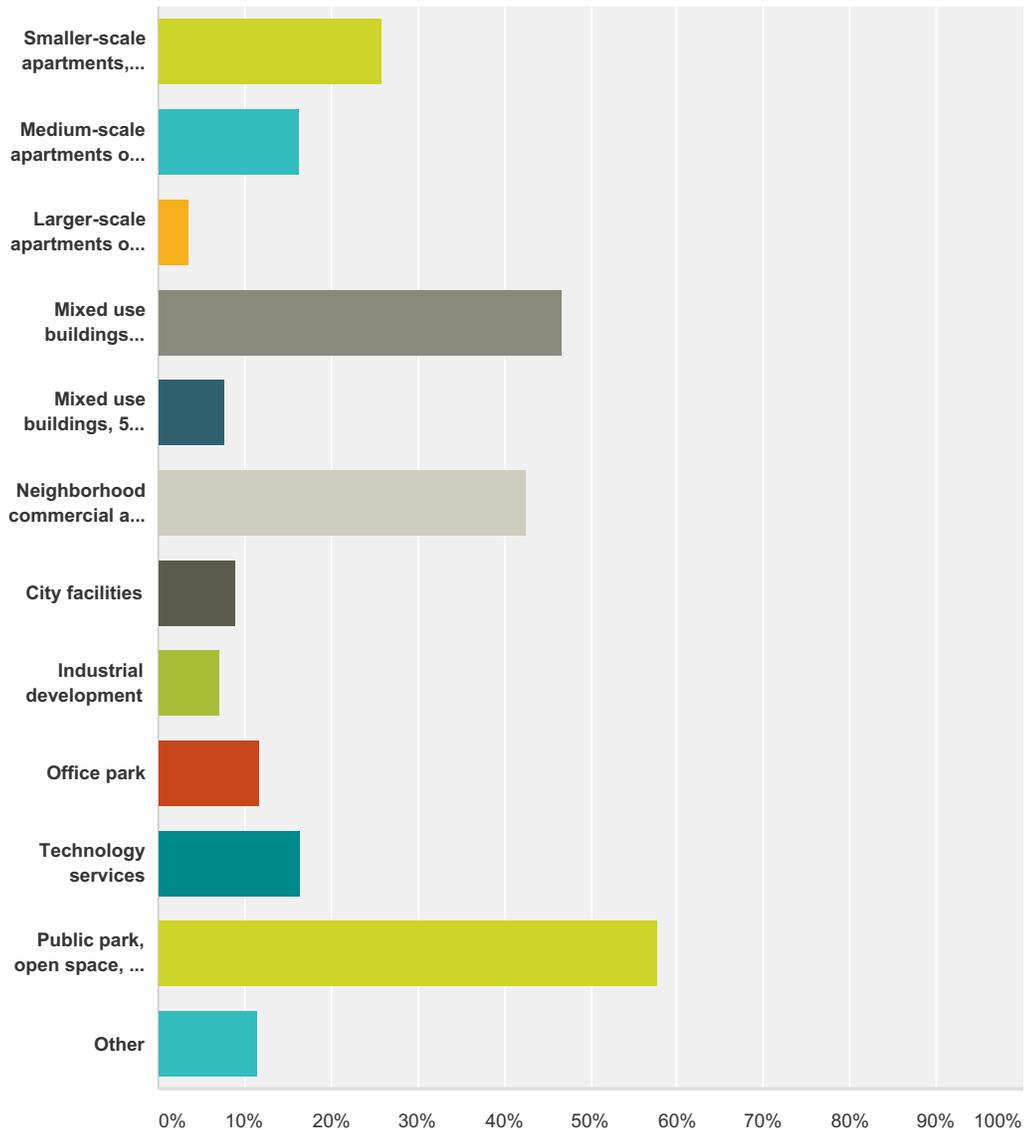
254	A woodman's would be great	9/30/2016 11:29 AM
255	Something to draw a younger crowd, maybe something in the tech industry	9/30/2016 11:06 AM
256	TECHNOLOGY	9/30/2016 9:41 AM
257	Epic Software, but really let's just focus on what we have affordable homes near Madison.	9/30/2016 9:10 AM
258	Industries of manufacture and service followed by technology.	9/30/2016 8:54 AM
259	Technical service providers	9/30/2016 8:45 AM
260	Those associated with the arts, or technology (science, computers, biotech)	9/30/2016 6:54 AM
261	More small retail/boutique and restaurants	9/30/2016 6:46 AM
262	Information Technology, Engineering, Biotechnology, Startup Incubator.	9/29/2016 10:44 PM
263	Schools beyond high school, more and bigger restaurants. A small weekly paper would be nice, either in print or by internet.	9/29/2016 10:41 PM
264	Small non major chain restaurants	9/29/2016 10:09 PM
265	Tech Sector	9/29/2016 9:07 PM
266	We should leverage our lower costs to draw technology firms that have office and/or lab/fab needs. Madison has a great reputation for technology and healthcare, and we should closely align ourselves with this instead of focusing solely on the manufacturing sector (Stoughton Trailers, etc). We can do both well.	9/29/2016 8:44 PM
267	Anything other than big box retailers that have already destroyed the town.	9/29/2016 8:40 PM
268	Large stores that aren't available in Madison or Janesville (to attract residents from surrounding areas) like Costco or even Ikea (Swedes and Norkes get along, right ;D???)	9/29/2016 8:35 PM
269	Duncan Donuts, Panera Bread, BMO Harris Bank, Wedding Venue Hall,	9/29/2016 8:27 PM
270	I would like to maintain the small-town community as much as possible. If I want a "big box" store there are many other places I can go. Our beautiful downtown is very important to me.	9/29/2016 7:57 PM
271	Target not Wal-Mart, Hobby Lobby, Kopps	9/29/2016 7:21 PM
272	A few more restaurants	9/29/2016 7:12 PM
273	Year-round farmers market, high tech incubator (flex space), employee-owned companies, cooperatives, credit unions, please NO payday loans or dollar stores	9/29/2016 7:02 PM
274	Target, Noodles	9/29/2016 6:28 PM
275	Please look into a HyVee Grocery Store. It would be an appropriate companion to the new Wal-Mart, and the Pick and Save is mediocre at best.	9/29/2016 6:19 PM
276	Some sort of dept. store, a Kohls or Target.	9/29/2016 5:50 PM
277	Coffee shop, consignment shop	9/29/2016 5:32 PM
278	Grocery downtown or east side.	9/29/2016 5:00 PM
279	Costco, Target, Starbucks, Qdoba, Chipotle, Engineering industries, Solar Energy Companies	9/29/2016 4:28 PM
280	High tech businesses.	9/29/2016 3:48 PM
281	target	9/29/2016 3:46 PM
282	High-tech or bio-tech industry that leverages work being done at the UW Madison campus.	9/29/2016 3:38 PM
283	No one particular name.	9/29/2016 3:27 PM
284	Control the need to go need to go to Madison - Businesses growth need to support community	9/29/2016 3:16 PM
285	Target, farm & fleet, more dining.	9/29/2016 3:14 PM
286	Grocery stores, hi-tech industries, manufacturing, shoe store, clothing stores.	9/29/2016 2:53 PM
287	craft store to include fabric and sewing supplies. Shoe store. Woman's better clothing store.	9/29/2016 1:40 PM
288	Shopko, Biaggi's Rest.,	9/29/2016 1:28 PM
289	Panera bread. Kroger or HEB and more senior housing	9/29/2016 1:18 PM

City of Stoughton Public Opinion Survey

290	any	9/29/2016 1:13 PM
291	Good God, no more big box monstrosities please.	9/29/2016 11:13 AM
292	Target, full service grocery store . . .	9/29/2016 10:59 AM
293	Non-chain- do NOT want to be like Sun Prairie	9/29/2016 9:56 AM
294	Festival Foods	9/28/2016 9:32 AM

Q27 27. The redevelopment area, shown in the photo above, located between South Fourth Street and Eighth Street, has been vacant for some time, and there is an opportunity to see something new at this location. What types of development would you like to see here? (Select up to 3 options below)

Answered: 490 Skipped: 96



Answer Choices	Responses
Smaller-scale apartments, condos, or townhomes, up to 2 stories	25.92% 127
Medium-scale apartments or condos, up to 4 stories	16.33% 80

City of Stoughton Public Opinion Survey

Larger-scale apartments or condos, 5 stories or taller	3.47%	17
Mixed use buildings (first floor commercial uses with residential upper stories), up to 4 stories	46.73%	229
Mixed use buildings, 5+ stories	7.76%	38
Neighborhood commercial and office uses (e.g., convenience stores, bakery, coffee shop, hardware store, doctor's office)	42.65%	209
City facilities	8.98%	44
Industrial development	7.14%	35
Office park	11.63%	57
Technology services	16.53%	81
Public park, open space, or pedestrian plaza	57.76%	283
Other	11.43%	56
Total Respondents: 490		

#	Other	Date
1	Small scale condos. No apartments.	11/8/2016 12:16 AM
2	Avoid low-income/section 8 or special needs residences as they do not bring income-producing residents. We need to attract working families and young professionals. Small town-seeking Epic employees for example. Get a couple dozen and they will bring others.	11/3/2016 10:31 PM
3	Light commercial, coffee shop, kayak rental, skates	11/1/2016 8:47 AM
4	Restaurant(s)	10/31/2016 9:32 PM
5	There's nothing like a path along a river to get people using and enjoying a park area. If buildings are added, at least keep a walkway open along the river.	10/28/2016 4:47 PM
6	Arts/ Community Center	10/24/2016 6:00 PM
7	Norwegian Heritage Village, as exists in Decorah, IA.	10/23/2016 9:01 PM
8	commercial space for entertainment- coffee, bakery, restaurants	10/22/2016 5:53 PM
9	development that increases tax base and decreases public service need	10/20/2016 4:21 PM
10	a combination of large city park with river / river trail access and mixed use is my #1 choice for this property. Second would be commercial office.	10/20/2016 12:22 PM
11	Restaurants on lower levels, nice residential above (or offices)	10/20/2016 9:19 AM
12	Neighborhood restaurant, brewery, winery, etc.	10/18/2016 10:01 PM
13	Mixed use artisan shops and restaurants with space for large gatherings (weddings, service organizations, etc)	10/18/2016 6:51 PM
14	Need to bring people and businesses together. Even multi-story senior condos with underground parking.	10/18/2016 10:39 AM
15	I'd love to see an outdoor music venue (for Catfish River Music Festival, Gazebo Muzik, etc.). The current area is nice, but it could be so much better and might help Stoughton continue to become a music destination. A playground (indoor or outdoor) would also be great, for the families that use the library and the shops downtown.	10/17/2016 10:27 PM
16	I see this as a great river walk, condo, art center, edible walking path community	10/17/2016 7:32 AM
17	Pedestrian plaza that would include outdoor seating and a coffee shop or small restaurant with indoor and outdoor seating.	10/17/2016 12:44 AM
18	PEDESTRIAN PLAZA and COMMUNITY HUB, with STOUGHTON RECREATION Center with indoor pool, room for classes, gym/dance/yoga/music/meeting space for organizations and non-profits/art classes/music classes. Add a few restaurants and coffee shops. Make it a go to place for the community. Make it a river walk, have it connect to a bike path, have canoe/kayak rentals, bike rentals, bike rest stop and station. have it be a portage stop. Make it accessible to the people and to tourists.	10/16/2016 8:05 PM
19	A mini Norwegian village replica to help attract more tourism.	10/16/2016 7:38 PM

City of Stoughton Public Opinion Survey

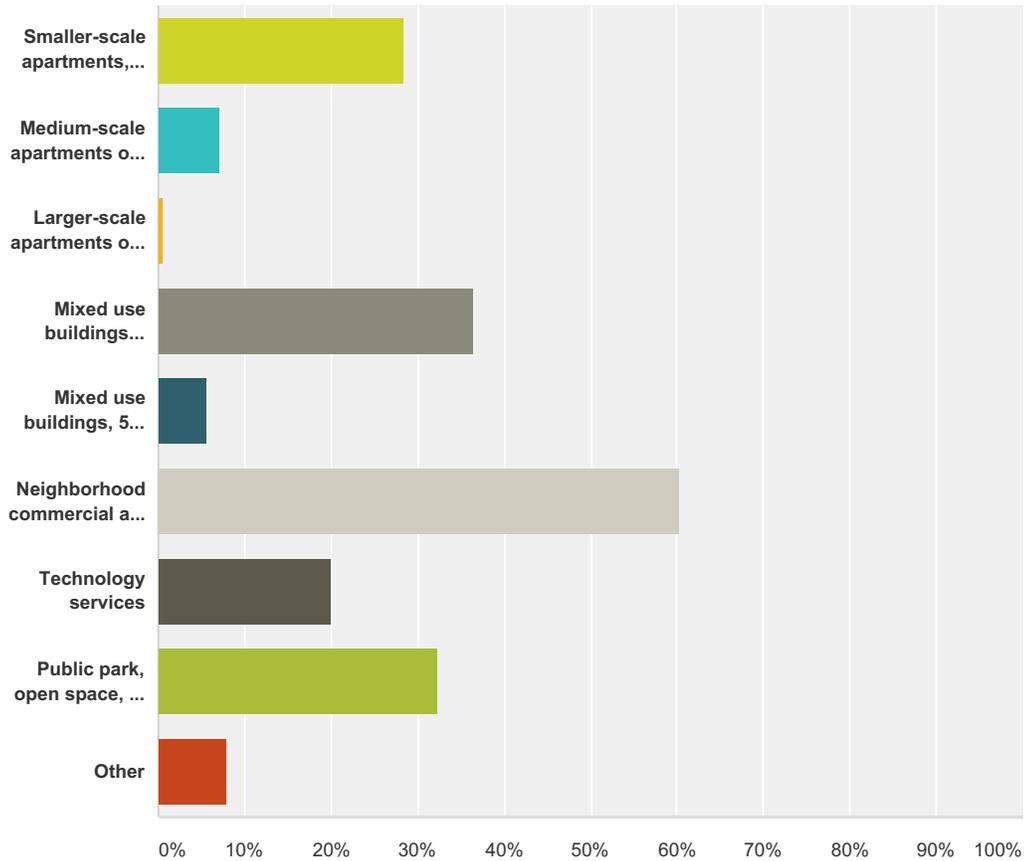
20	Children's museum with indoor and outdoor areas- public play space, dream park?	10/15/2016 10:59 AM
21	Arts/media stores plus a micro-brewery to create a social context for people wanting to come to the MillFab area for enjoyment and connectivity.	10/14/2016 7:29 PM
22	We should develop a vibrant riverwalk area with restaurants, walkways, and commercial	10/14/2016 11:40 AM
23	Splash park/dream park	10/13/2016 9:23 PM
24	restaurant along the river	10/13/2016 12:54 PM
25	Naturalized area with walking/bike paths and limited office park.	10/11/2016 11:43 AM
26	Any use of the waterfront property must include public space, including a river walk.	10/10/2016 3:41 PM
27	Exercise park safe for elderly	10/9/2016 8:21 PM
28	REALLY? If we're not familiar with the surrounding area, how can we make a choice about what should be added to that space?	10/8/2016 6:01 PM
29	Water sports	10/8/2016 9:42 AM
30	affordable apartments. but not low incomr	10/6/2016 8:41 PM
31	We hve PLENTY of space for comercial and private ue nd very limited access to waterfront. Put it to use in a manner that everyone can enjoy and give them a reason to come downtown.	10/6/2016 1:42 PM
32	Development of those parcels should include public park areas or easements	10/6/2016 9:19 AM
33	Look at the Naperville, Illinois Riverwalk redevelopment project for inspiration	10/5/2016 12:48 PM
34	If you are trying to take advantage of the riverwalk any large Development would take away from the focus of river	10/5/2016 12:12 PM
35	Dog park, community gardening.	10/4/2016 11:29 PM
36	Call it a public park and use it as a park when its not a green market! Duplicat green market like the (4 1/2 star) green market in West Allis, 6501 W National Ave, West Allis, WI 53214 please visit	10/4/2016 6:02 PM
37	This "behind the scenes" property is ripe for development for small technical/industrial business, such as body shop, specialized mechanic services, speciality woodworking supply, printing company, custom machine shop, 3D printing servies, etc. And don't overlook startup type buildings for new industrial/technical startups. For example, I've often wondered about starting a powdercoating business, and if I grew out my home, I would need something with up to 480V and 3 phase power, where I can run compressors (noisy), etc, and still be affordable while I continue to grow.	10/4/2016 11:37 AM
38	no opinion	10/4/2016 9:51 AM
39	I'd like to see this development be green with solar panels as well as a unique design to match our historic downtown.	10/4/2016 9:19 AM
40	dont care as long as city dose not pick up tab.	10/3/2016 8:06 PM
41	restaurants, quaint shopping	10/3/2016 5:22 PM
42	One acre of this property should be used to expand the Street Dept faciliy instead of spending \$8m on a new facility on the outskirts of town on Collins Rd. It makes no sense to build a new facility at an exorbinant price on the fringe of town.	10/3/2016 1:07 PM
43	Multi use building no more than 2 stories	10/1/2016 10:08 PM
44	Art Space, Botanical Gardens, Small Apartments	10/1/2016 8:19 PM
45	Senior housing.	10/1/2016 5:31 PM
46	SOMETHING FOR KIDS!!!!!!!!!!!!!!!!!!!!!!!!!!!! Aquatic center, parks, a better youth center or rail friendly industries.	10/1/2016 5:19 PM
47	Stoughton under utilizes the river front. This area should be used for restaurants and river based recreational activities.	10/1/2016 5:07 PM
48	Sorry. Can't answer this question without going out and looking at the place.	9/30/2016 9:02 PM
49	Gathering green space	9/30/2016 6:00 PM
50	It must be a community gathering space, where I want to go everyday. Good Lord don't put up more low income housing! Maybe a few tattoo parlors and strip clubs next? Adult sex store for my kids to see?	9/30/2016 4:58 PM
51	The building on this site would make great condo's and small business with a walking trail connected to it.	9/30/2016 11:29 AM
52	There's nothing the city could do here with the exception of low income affordable housing. This area would not be attractive to any developers, unless it was heavily subsidised. Even with that, it would be a failure.	9/30/2016 10:00 AM

City of Stoughton Public Opinion Survey

53	Let's build the tax base. Raze the place and sell lots to a developer that fits the cities needs and likes.	9/30/2016 8:54 AM
54	Model after Waukesha's riverfront developments with older redone buildings, but a river walk area and higher end stores, restaurants.	9/29/2016 10:09 PM
55	Include some neighborhood commercial mixed with public park and river walk type use.	9/29/2016 6:48 PM
56	DO NOT put apartments down here	9/29/2016 6:19 PM

Q28 28. The former Marathon Station, shown in the photo above, located at 314 W. Main Street, is now vacant and has been acquired by the City for development. What types of development would you like to see here? (Select up to 3 options below)

Answered: 489 Skipped: 97



Answer Choices	Responses
Smaller-scale apartments, condos, or townhomes, up to 2 stories	28.43% 139
Medium-scale apartments or condos, up to 4 stories	7.16% 35
Larger-scale apartments or condos, 5 stories or taller	0.61% 3
Mixed use buildings (first floor commercial uses with residential upper stories), up to 4 stories	36.61% 179
Mixed use buildings, 5+ stories	5.73% 28
Neighborhood commercial and office uses (e.g., convenience stores, bakery, coffee shop, hardware store, doctor's office)	60.33% 295
Technology services	20.04% 98
Public park, open space, or pedestrian plaza	32.31% 158
Other	7.98% 39

City of Stoughton Public Opinion Survey

Total Respondents: 489

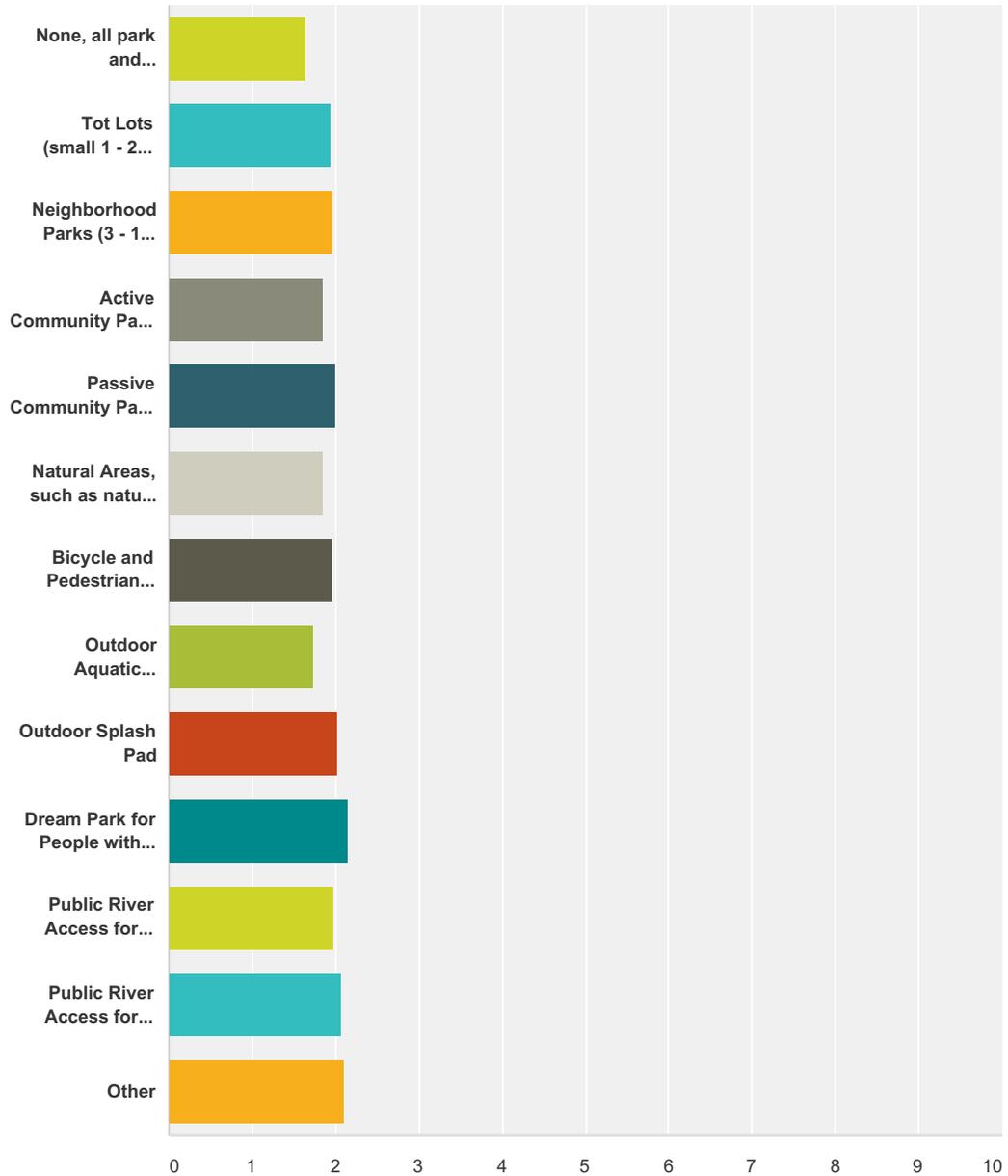
#	Other	Date
1	Dairy Queen	11/1/2016 6:00 PM
2	single family home facing Prairie St.; neighborhood commercial and office but NOT CONVENIENCE STORES!	10/30/2016 4:19 PM
3	I'd like to see retail all in the immediate downtown area refurbishing the historic buildings to attract new tenants.	10/28/2016 4:47 PM
4	Perhaps that would have been a nice place to put a Veterans Park...	10/22/2016 5:53 PM
5	An information center for tourists would be great here to tell people of what our city has to offer.	10/20/2016 5:16 PM
6	development that increases tax base and decreases public service need	10/20/2016 4:21 PM
7	Restaurants	10/20/2016 9:19 AM
8	This is a small space with limited options. A small office building is a good option.	10/20/2016 8:14 AM
9	Homes. Historical looking to assimilate to the other area homes.	10/19/2016 7:10 PM
10	Dairy Queen!	10/18/2016 10:39 AM
11	Drive-through coffee stand	10/17/2016 10:27 PM
12	I	10/17/2016 8:52 PM
13	I am not in favor more than 2-3 stories	10/17/2016 11:35 AM
14	Single family homes. Certainly nothing over 2 stories.	10/17/2016 12:44 AM
15	I'd prefer nice condos that people own. Apartments often get junky and don't improve the city financially.	10/16/2016 7:58 PM
16	Offices	10/15/2016 3:43 AM
17	I am concerned about building scale at this location. A large building doesn't work . . . doesn't fit, no space! A single retail outlet store of some kind would be appropriate, (e.g. shoes, clothing, technology) or even a restaurant.	10/14/2016 7:29 PM
18	parking lot for liveriese?	10/11/2016 4:02 PM
19	Dry cleaners or community swimming pool not controlled by highschool	10/9/2016 8:21 PM
20	Business incubator	10/8/2016 6:01 PM
21	Parking for senior center.	10/6/2016 5:18 PM
22	The question is moot, some developer will throw something up to make money then abandon it for the city to maintain.	10/5/2016 6:45 AM
23	Leave vacant	10/4/2016 4:00 PM
24	restaurant	10/4/2016 12:12 PM
25	A bakery, deli, or some small non-chain type of food service business would be great there (no drive through though, the streets won't support a line)	10/4/2016 11:37 AM
26	really, why would you buy a city lot on main street? nothing. stupid purchase. make it into a park i guess.	10/4/2016 10:56 AM
27	no opinion	10/4/2016 9:51 AM
28	A parking lot/ shuttle service for people to ride to Madison and surrounding areas.	10/4/2016 9:19 AM
29	Stores won't work b/c no one will open a store here because of Walmart.	10/1/2016 5:31 PM
30	Do nothing, but sell it. The city has plenty of properties elsewhere.	9/30/2016 8:21 PM
31	Sell it to the adjacent property owners.	9/30/2016 4:10 PM
32	Small lot, difficult to get in and out of. Waste of time and effort for city and developer. Apply some common sense.	9/30/2016 10:00 AM
33	A plaza with art or a fountain or a place for public performances would be great!	9/30/2016 6:54 AM
34	a parking lot for Christ the King Community Church	9/29/2016 9:01 PM
35	BBQ restaurant like Joe's Real BBQ in Gilbert AZ.	9/29/2016 8:44 PM
36	This is near the entrance of the historical part of Main Street with the shops. I think Stoughton could play up entering this area with Norwegian-themed welcome/now-entering/shop/info attraction.	9/29/2016 8:35 PM

City of Stoughton Public Opinion Survey

37	no multi-family housing	9/29/2016 6:19 PM
38	mixed use building- first floor shops, second floor senior housing	9/29/2016 1:28 PM
39	Several choices mention 4+ story buildings at this location, where all surrounding buildings are single story? Surely you jest	9/29/2016 11:13 AM

Q29 29. Which of the following types of park and recreational facilities are currently needed to serve City of Stoughton residents? Please rank your top 3 choices by selecting the appropriate box (First, Second, or Third) next to each statement.

Answered: 483 Skipped: 103



	First	Second	Third	Total	Weighted Average
None, all park and recreational needs are being met	61.54% 40	12.31% 8	26.15% 17	65	1.65

City of Stoughton Public Opinion Survey

Tot Lots (small 1 - 2 acre parks -- one block or less -- with limited playground equipment, benches, etc.)	34.62% 18	36.54% 19	28.85% 15	52	1.94
Neighborhood Parks (3 - 10 acres with ball fields, playground equipment, basketball court, tennis court, ice skating, etc.)	39.25% 42	25.23% 27	35.51% 38	107	1.96
Active Community Parks (10 or more acres with a wide variety of indoor and outdoor facilities including lighted ball fields, concession areas, tennis courts, etc.)	41.05% 39	31.58% 30	27.37% 26	95	1.86
Passive Community Parks (10 or more acres with walking trails, garden area, picnic areas, pond, playground equipment, children's wading pool, trees, etc.)	30.95% 52	37.50% 63	31.55% 53	168	2.01
Natural Areas, such as nature trails, wildlife viewing areas, interpretive centers that are focused on natural features such as rivers, streams, ponds, wetlands, woodlands, etc.	39.69% 77	34.54% 67	25.77% 50	194	1.86
Bicycle and Pedestrian Facilities, which utilize existing public right-of-ways, rail lines, etc.	34.48% 60	35.06% 61	30.46% 53	174	1.96
Outdoor Aquatic Facility or Pool	48.70% 75	28.57% 44	22.73% 35	154	1.74
Outdoor Splash Pad	30.39% 31	37.25% 38	32.35% 33	102	2.02
Dream Park for People with Disabilities	31.37% 32	22.55% 23	46.08% 47	102	2.15
Public River Access for Active River Activities (e.g., boating and fishing)	28.68% 37	43.41% 56	27.91% 36	129	1.99
Public River Access for Passive Activities (e.g., river views, walking trails, riverside seating, outdoor dining, and music performance spaces)	29.00% 67	36.36% 84	34.63% 80	231	2.06
Other	36.84% 7	15.79% 3	47.37% 9	19	2.11

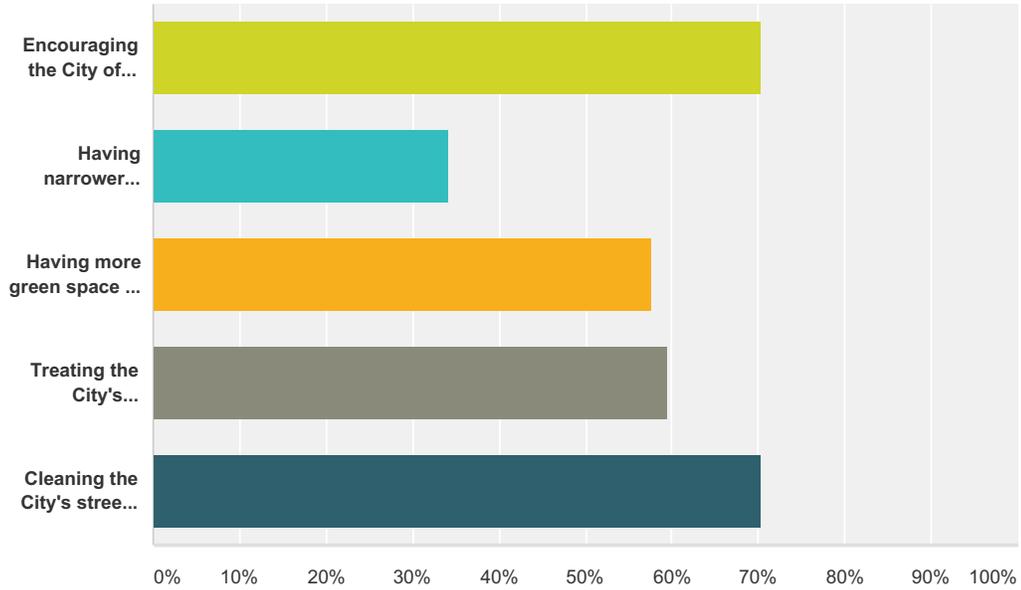
#	Other (please specify)	Date
1	\	11/3/2016 10:31 PM
2	A goose/duck poop free area at Division St. park, small amount of play equipment, a couple more benches - to repel geese, spray an area with grapefruit juice	11/2/2016 12:26 PM
3	Aquatic facility/pool incorporating a splash pad	10/31/2016 9:32 PM
4	We have enough walking and bike trails, plus we have Kegonsa State Park nearby.	10/20/2016 5:16 PM
5	I think we need parks at the river and access for passive and active activities. We have this wonderful resource, but other than the river trail is limited in community available usage.	10/20/2016 12:22 PM
6	Something like Polk area in Middleton Educational and Preservation	10/19/2016 7:10 PM
7	Centralized Soccer Fields.	10/19/2016 10:32 AM
8	We need a soccer park. We travel to many towns and are amazed at how most towns have beautiful soccer parks with concession buildings and restrooms (ie., Fort Atkinson, McFarland)	10/18/2016 10:39 AM
9	Indoor or outdoor playground for families with small children, located downtown near the library, Fosdal's, Coop, restaurants, and other places frequented by families. An indoor playground would be even better--there are not many destinations for families with young children in the winter.	10/17/2016 10:27 PM
10	I feel like every park in town is geared towards just playing fields for soccer, baseball, etc. We need to have nice playgrounds and particularly a Splash Pad for younger children. We also have a beautiful river that needs to be taken advantage of. The "Nauti Norske" is a good start.	10/17/2016 12:32 PM
11	The river is a great asset that is not currently very accessible	10/17/2016 11:35 AM
12	A better skating rink more accessible to figure skating that can operate year round	10/15/2016 11:16 AM
13	Community indoor pool . . . high school pool doesn't work for enough people and Mandt Park beach location is too limited of a season!	10/14/2016 7:29 PM
14	A standard dream park is what Stoughton most needs	10/14/2016 11:40 AM

City of Stoughton Public Opinion Survey

15	More parks with grass, rather than weeds.	10/13/2016 7:18 PM
16	Small dog dog park	10/11/2016 9:28 PM
17	Indoor public swimming pool not controlled by highschool	10/9/2016 8:21 PM
18	Components of Active and Passive Community Parks could be combined.	10/7/2016 10:41 AM
19	We have way more than needed,many seem unused	10/6/2016 8:41 PM
20	Bocce courts	10/6/2016 5:18 PM
21	Both passive and active access to the Yahara River are desirable.	10/6/2016 1:51 PM
22	Fenced in Dog Park	10/4/2016 5:40 PM
23	Wildlife preserves.	10/4/2016 1:33 PM
24	Year Round Pickelball Facility	10/4/2016 12:24 PM
25	It would be nice if we could get superfund money to change the dump so those pipes can be removed, and convert it to an electric radio control model airplane park. But otherwise, it would be nice to have a RC park somewhere on the outskirts of the park. It's not impossible, if we create a AMA chartered club and require membership. Oh, and as for the boating option above you do realize the river is so silted up between the railroad bridge and viking park that's useless unless you have a canoe, right?	10/4/2016 11:37 AM
26	no opinion	10/4/2016 9:51 AM
27	Include an Adult 'Playground'. (outdoor exercise equipment for adults)	10/2/2016 9:03 AM
28	Too many bugs	10/1/2016 3:38 PM
29	Use what we have for any upgrades you're dreaming of.	9/30/2016 8:21 PM
30	We should develop our river front downtown to be like the River Walk in San Antonio, with Pedestrian and Bike trails. Elevate the importance of downtown community and create buzz. Naughty Norski has tapped into something like this; opening up both sides of the river to create development could be exciting.	9/29/2016 8:44 PM
31	WE NEED A SWIMMING POOL!!!!	9/29/2016 4:28 PM
32	on main street	9/29/2016 3:46 PM

Q30 30. The Yahara River plays a key role in defining Stoughton's character. Are you willing to support a beautiful and clean riverway by: (Check ALL that apply)

Answered: 473 Skipped: 113



Answer Choices	Responses
Encouraging the City of Stoughton to acquire more riverfront property for parkland.	70.40% 333
Having narrower streets with less pavement, therefore reducing stormwater runoff into the river.	34.25% 162
Having more green space and smaller lots to encourage water to infiltrate into the ground rather than running into the river.	57.72% 273
Treating the City's stormwater to reduce pollution and runoff into the river.	59.41% 281
Cleaning the City's streets more frequently to reduce the amount of garbage and debris running into the river.	70.40% 333
Total Respondents: 473	

City of Stoughton Public Opinion Survey

Q33 33. Please feel free to write any additional comments you may have regarding your impressions of the City of Stoughton as it currently exists and/or how you would like to see the community develop in the future.

Answered: 205 Skipped: 381

#	Responses	Date
1	I think the city should focus on the downtown area by spending on building improvements to bring in new small commercial businesses. Also, I would like to eat out more in Stoughton but the restaurant selections are very limited for dinner options. Wendigo and BBG's are both good but more variety that is not fast food would be nice.	11/8/2016 7:43 AM
2	I think Stoughton is a great small city, virtually a small self-contained community already. We picked it out of many other Dane County communities 23 years ago to raise our family and don't regret it. I would like Stoughton to seek the ability to obtain and utilize a .01% sales tax to offset property taxes and enhance city services. Some taxes are beneficial. I ask we avoid predatory real estate developers who want to build medium or large sized low-income subsidized housing then sell in a few years. Those developments will likely go downhill and not produce vibrant neighborhoods. These types of residences would be better utilized as small infill projects around town. I worry about the downtown redevelopment plan thinking too short term and succumbing to the immediate availability. That is not what will bring the city residents and visitors down there Do obtain, save and cherish riverfront property as it will be invaluable in 20 years.	11/3/2016 10:31 PM
3	Need mass transit to Madison, bus routes like Fitchburg has to Madison or commuter bus to cut down on single car traffic and for those who do not drive by choice.	11/3/2016 4:42 PM
4	We definitely need some lower cost apartments and more "accessible" zero-level entry homes, which are affordable. I would like Stoughton to be more self-sufficient and not be so dependent on Madison, but don't want it to get so big that we need more than one high school, as one high school unified a city while two or more divides it. I like the city to be small enough that I know most people. I would like Stoughton to be a clean, healthy, beautiful city to live in. I like the continual development of the Yahara River Trail. I like the many parks. Don't like Uniroyal's smells. Is that healthy? We also need empty spaces on Main St. filled, and parking for Christ the King Church. I think it would be great to encourage park row flower gardens in the residential areas. How about "help yourself" fruit trees in the parks? Could we have a city floral garden? You also need to find out why many Cummins younger employees live in Madison rather than Stoughton and how to get them to remain/live here. Regarding question 13: Snow removal Poor, especially on Main St. Not good - shouldn't have to climb through snow any where on park row downtown or at any businesses Rec. programs for Youth Not enough for teens Regarding question 25: no more auto dealers, or auto parts, or banks, or Kwik Trips, or liquor stores, or bars	11/2/2016 12:26 PM
5	I think Stoughton has an opportunity to grow in economic development while maintaining a high quality of life for families by taking advantage of the riverway through improved environmental practices and passive trails, and maintaining a focus on local community by improving parks with play structures and a splash pad, and focusing on bringing in quality educators and improving school facilities. I would like to see Stoughton on the lists of best places to live because of continued support for families and education while providing an economoc atmosphere of diverse local jobs.	11/1/2016 1:59 PM
6	We love Stoughton! Make Highway 51 4 lanes to help bring people from Madison. And reduce car accidents - I have been in 3 car accidents on the Highway from McFarland to Roby Rd! 2 lanes isn't safe w/the volume now.	11/1/2016 12:57 PM
7	Please mail me a copy of the final report as I do not have a computer. Gail Ring 104 Forton St. 873-3131 Regarding question #27: I put technology services it it can do this - area needs to be cleaned out and utilize the beauty of the area there!! P.S. What about the area across the street?! Regarding question #28: Area is too small for this (meaning the first 5 choices) Regarding question #31: How about a phone call? 873-3131 Gail Ring	11/1/2016 12:44 PM
8	I happened to pick this up at the library. How are you planning to reach a significant number of citizens? I haven't seen this at Pick N Save nor at any of the restaurants. Seems limited if you really want citizens' input. You have your challenge ahead when the catastrophe on the corner, aka the Super Wal-Mart, creates more and more empty spaces from businesses pulling out or going under. Look toward infill as the outskirts will draw away any businesses. The Stoughton Opera House is our saving grace. Please capitalize on this and pay attention to movements supporting the arts.	11/1/2016 8:47 AM

City of Stoughton Public Opinion Survey

9	There is so much potential here to preserve and beautify the downtown and make it more of a destination with pedestrian trails along the riverfront, outdoor community gathering spaces, shops, and arts and entertainment. There is a need for more natural areas with pedestrian and biking trails that connect both sides of the city. We have enough small, neighborhood parks and active parks with ball diamonds.	10/31/2016 10:11 PM
10	Re: water runoff. We need to do a much better job of working with businesses and schools that have large pavement areas. Help them to create rain gardens or swales so that the water is diverted from the streets/storm sewers and adds to appearance (and the environment!). Re: brush/leaf pickup. Please consider alternating months brush pickup throughout the summer vs. only two months in spring and fall. Those of us without trucks or SUVs have a difficult time with all the brush all summer long! Street crew is a great group of people, very responsive and much appreciated! I do, however, really really wish the city would make snow removal on downtown streets a priority. Too often the spots on Main St. are left a rutted/slush mess for a full day or more after snowfall. well after all the other streets have been cleared. There has to be a way to get them as clean as Main St. is east and west of downtown (quite often those areas are scraped dry). I've chosen not to stop and shop at downtown businesses after a snowfall because it looks like my car will get stuck.	10/31/2016 6:59 PM
11	Regarding Question #13: Drinking water quality: poor, smells like bleach! Our streets are terrible and need resurfacing especially in older neighborhoods. Why does Kings Lynn and Roby get new streets and the historic districts have broken streets!	10/31/2016 1:00 PM
12	City leaders, for the last 10 years, have not had a vision for this community. Further the planning department does not have the expertise to pursue effective planning, the city has developed piece-meal, and it shows. There are so many opportunities to improve the community that the city has been missing: an outdoor aquatic center for example. It's ridiculous that for a city of this size, I have to take my kids to Edgerton to go to the pool! Mandt Park is a mishmash of buildings and open space. It should be a planned park with amenities, connections to the river right next to it (!), beautiful park buildings instead of pole barns, ball fields, picnic and play areas - many small communities around us have this, why can't we? The city needs to stop turning its back on our downtown. We could see economic growth if city leaders supported and promoted all of the businesses and services downtown. If the city is serious about growth they should be serious about attracting high quality jobs to the city - not these low quality jobs that don't pay a living wage. People who actually make a living wage can afford to buy a house here, and spend disposable income here. Stoughton schools are good but leaders need to be innovative and assertive about attracting new families. Innovative educational programs attract new families. What can this school district offer that others aren't?	10/30/2016 4:19 PM
13	I love the historic aspect of the city including the charming old buildings downtown and the beautiful historic houses. It would be great to attract more shops and restaurants so residents would stay in Stoughton rather than driving to Madison. Each business that is successful can attract more businesses. I think having more public spaces along the river would help. Everyone loves to be near the water especially in the summertime. Cooper's Causeway is wonderful and there is a little bit of park space along the river, but more would be better. I remember a few years back doing some Christmas shopping in Stoughton and it was great. But often when I go downtown stores are closed and it seems like they have limited hours. I know it's difficult for small businesses to be open all the time. Places with historic downtown areas like Galena can thrive especially when the business owners all cooperate and work together toward common goals. Duluth seemed to undergo a big revival when they developed their lakefront area with walking/biking paths and a retail area. I love going to the Viking Brew Pub and Wendigos, both examples of new businesses that are thriving and always busy. I like the farmer's market and hope to get there more often next summer. I think extending a helping hand to people that want to fix up downtown buildings would be a good idea. The City of Madison had a program that provided some matching funds to business owners on State Street to fix up the exterior of their buildings. I went to a program at the Opera House and that is a great asset to the City. The city employees have also impressed me as a great bunch of people.	10/28/2016 4:47 PM
14	City of Stoughton needs to focus on our assets, beautiful downtown, Yahara River, Green Space. We need to preserve as much green space as possible and redevelop current buildings and vacant lots within the city before we expand out into neighboring farms. We need to keep our small town charm that is attracting new families to locate to Stoughton. Having park trails connect and having safe bike lanes on some of our main city streets will make our city stand out from our neighbors. We need to also preserve our heritage by preserving many of our historic buildings, like the 1892 High School.	10/27/2016 12:35 PM

City of Stoughton Public Opinion Survey

15	<p>Overall, we're confused by Stoughton since moving here 10 years ago. The town seems confused about what it wants to be and lacks a focused vision. We also feel like there's a lot of animosity between various groups in town. Indeed, we voted for the current mayor, but did not support the KPW development being underwritten by TIF funding, nor did we support having it revolve around a Super Wal-Mart. By voicing this opinion, the mayor we voted for said that we were part of a group of citizens that was "intimidating." It just seems like if you're not in the old school group of those in power, you're not really listened to around Stoughton. See Bill Livick's article in the Hub from a few years back that even suggests that he wonders if the city leadership is corrupt--ignoring the overwhelming petition against spraying in parks and the overwhelming advisory referenda against the KPW projects. In the end, at this point in my life, Stoughton has truly affected my trust in government and has me feeling like that my voice isn't valued. I envision a town that is forward thinking and progressive in terms of attracting 21st Century businesses and young people that value things like biking and mass transit. It seems that Stoughton values big box stores and is willing to have a very offensively odorous plastics factory anchor its downtown instead of a much more attractive riverfront development. It values mud pits over outdoor pools. All of this affects people's decisions of where to live. And at this point, we've decided that it really isn't the place that we thought it was and we're ready to relocate because of that. But, in terms of what I'd like to see. I'd like to see a vision for the future that is proactive instead of reactive and one that truly values what the place has in terms of a rare downtown and bustling live music scene and to see it build on that.</p>	10/27/2016 11:13 AM
16	<p>I am a recent college grad that moved to the area just this past June. I actually majored in community development, so I'm happy to see that Stoughton is taking steps to update their Comprehensive Plan. I love Stoughton, and I'm so glad that I moved here. It has that small town feel, but it has the amenities that many small towns don't. It's close to Madison, but not TOO close. Housing is fairly affordable; and the people are nice. I just would like to see the city develop the things that it already has. There are some beautiful spaces and buildings in Stoughton that aren't being utilized, and that's really what I would like to see.</p>	10/26/2016 2:35 PM
17	<p>Referring to question 14: Do not support \$8.3 million for new Public Works. Too much to house trucks!!! Referring to question 30: Holding (vision workshop) on Packer game night sends message that you don't want participation!!! Need Economic Development Person if you want to attract better paying jobs. Having present staff do the job is not adequate. Vision: government which is accountable to the people - not present administration Develop long range strategy to attract well paying jobs > starts with Econ. Development person Need to STOP with emphasis on retail development. This is a dead end. Need to have better school system. Some questions give too many options so there is a "shot" gun approach to the answer. History of present administration does not support listening to people and acting on their concerns.</p>	10/26/2016 12:47 PM
18	<p>Encourage smaller commercial development in the CBD. Discourage sprawl and big box development on fringes.</p>	10/26/2016 12:27 PM
19	<p>1. I want mass transit between Stoughton and Madison 2. I want brush pic-up more often by the Street Dept.</p>	10/26/2016 12:13 PM
20	<p>I love this town and my wife (non-midwesterner) are glad to call this home and raise our children here. I think we need to attract more young people to our town. The aging population has me concerned about the sustainability of progress. We love the way of a life in a small town with many full-service features (cinema, brewpub, concert venue etc). I feel as if the downtown retailers have failed to adopt to the changing tastes/shopping patterns of the lat 20 years.</p>	10/26/2016 11:31 AM
21	<p>I grew up in the Eastern US, and moved here for work, and like Stoughton very much. It is a nice city; the biggest risks are expanding too fast, and allowing too much new housing to be built. Longer term, widespread fossil fuel use, and with it the available of electricity, which defines the industrial era, is likely to come to an end in the next few decades. While this reality will bear down on us, most people are blissfully unaware. I'd encourage the city to retain as much of its historical (that is small) scale, and connection to the farm land surrounding the city. If the city really wants to prepare for the future, Stoughton Utilities should consider getting the hydro plant on 4th street working again!</p>	10/25/2016 10:08 PM
22	<p>I think the city does a good job now in making the area look appealing. It would be nice to have people 'clean up' their lots when they have vacant cars or other unsightly items on their lot. Some just have a lot of junk that needs to be taken care of somehow.</p>	10/24/2016 7:08 AM
23	<p>Stoughton is a wonderful community with great services, schools and history. We chose to move here from Belleville, WI., because of low taxes, good home values and a full-service hospital. The slow growth and upward shift of the demographics has been disappointing over the last decade. Especially when you compare this community to near-by communities. The no-growth/no-development attitude in the last decade has nearly hamstrung the entire city. Young families did not want to settle in a retirement community. There is a great framework already in place, just start building a little more. The city could stand to grow by 10% each year for the next 5 years, and then level out afterward. The city needs to make up its mind on what it wants to be and focus on that.</p>	10/23/2016 9:01 PM
24	<p>My experience with the city administration and city council during the recent development of Kettle Park West shows that representing the people is NOT a priority. This survey is meaningless. Unless it supports the present administration/staff ideas and goals. Then it will be used to justify their developer driven development. As a taxpayer and citizen I believe that development should be directed by the people. We should have PLANNED and CONTROLLED DEVELOPMENT. One driven by truly the people of Stoughton. When a "VISION" Workshop is planned for a Packer game night that sends the wrong message. But then again that is not new with this administration. One we cannot trust to represent the people.</p>	10/23/2016 10:31 AM

City of Stoughton Public Opinion Survey

25	Stoughton really needs to increase the brush and leaf pick up. They also need to work on snow removal	10/22/2016 7:40 PM
26	In questions 18 & 19 you should have offered the choice of ENOUGH. Enough single family homes Enough duplexes Enough apartments Enough executive homes TOO MANY senior homes I think the city made a drastic mistake by giving the TIF money to Walmart instead of spending it on our downtown. I think the city should encourage all types of families to move to Stoughton- diversity is important- but it should focus heavily on those that can spend more money in and for our town, such as young professionals. I think the city should support light rail using the existing rail line if possible. It goes straight into Madison, this would support folks who want to live in our great town, but who work in Madison. It would also bring folks from Madison into our great town to shop.	10/22/2016 5:53 PM
27	Our downtown area is our biggest draw. Keeping rent affordable will keep businesses open downtown with less closed storefronts. Also, maintaining and upgrading the surrounding downtown would be a great choice (i.e. that vacant lot between 4th and 8th). We have a great arts community- I think that we should build upon that- I had heard a few years ago that the city was going to turn that lot into a maker's space with apartments on top. Pre family- I would have moved here for that. Now that I have a family, I would love one of those large parks with the huge wooden castle type structures- like Cottage Grove's new park or Sun Prairie's Fireman's Park. Parents and care takers would make the trek just to have another great park to check out.	10/21/2016 8:06 PM
28	I love the small town feel of Stoughton. Downtown is starting to look up, From a personal experience I think it should be easier to get signs put up to advertise for businesses. We left downtown because of dealing with the historic society and foot traffic wasn't has we had hoped for.	10/21/2016 11:39 AM
29	Stoughton has unique attractions like the Opera House, and possibly the train depot to be used for a dinner train option. We could perhaps do River cruises, give historical tours in the city, and show some of our cities fine attributes. We have a couple of golf courses, a disc gulf course, the train depot for possible dinner train rides, the river for a possible river cruise, we have bed and breakfasts and other places for people to stay and enjoy our city.	10/20/2016 5:16 PM
30	We need to attract young, successful families to Stoughton. Bring new, fresh blood to the community. In order to do that, we need to have the things that young families are looking for: Great schools, activities for the kids (splash pad) ect.	10/20/2016 3:21 PM
31	This is a really great survey. I think more community access to the Yahara river (with additional parks) and growing our businesses: office, industrial, and retail facilities is the key to more residential growth. All of these lead to a healthier City of Stoughton with stable growth. That helps the schools and our downtown. One thing not really addressed here is the need for executive / large lot / large home development. Stoughton misses this segment of residential and people looking for this are moving out of the city to township areas around the golf course and other areas, or not even looking at Stoughton. This could be a great way to encourage more businesses, more residents and more retail opportunities for the city.	10/20/2016 12:22 PM
32	please keep development away from Lake Kegonsa. Lake Kegonsa is an asset to Stoughton, if the citizens realize it or not. Care should be taken not to ruin the natural beauty surrounding the Lake and the Lake itself with development, congestion and too many people. The Lake and surrounding area should not become an urban nightmare.	10/20/2016 11:12 AM
33	The traffic on N. Page St. is dangerous for all the children who live there and for those who cross Page to get to school. Please put in a few stop signs and write some tickets for speeders! Stop signs would discourage semis from cutting through on Page, and would also slow down the traffic to help keep the kids safe.	10/20/2016 9:19 AM
34	The city of Stoughton is a great place to live. We need to change the mindset of those on city council whom are closed to residential land commercial growth. The Kettle Park West growth is a good addition to the city. This has been a very difficult process. Now that the development is at the stage where residential is next to move forward, council is still looking for ways to kill the project. Shame on the council. Nordic Ridge is a good start as well. Council however is getting in the way of this progress by trying to force costs on to the developer that are not sustainable. Community development has everything to with a council that has the wrong vision for Stoughton. Change council to change Stoughton.	10/20/2016 8:14 AM
35	I'd like to see Stoughton attract younger families and for the schools to prosper and grow in enrollment. It seems like adjacent cities are more attractive to younger families because of better school reputation. Also I'd like Stoughton to attract industries, new businesses to help grow our employment base and grow the Stoughton economy.	10/19/2016 11:30 PM
36	I have not much faith the leaders of this city will even take heed to this survey if it goes against their own pursuits. They undeniably were disrespectful to the citizens, by not listening to how the majority wants the city to go on the KPW development in the spring referendum. The council and Mayor with deciding vote AGAINST the majority and not only went for the KPW development, but also using TIF dollars. These were both a 60% or on both issues going against them. They are not sophisticated enough to have a progressive sustainable vision for long term.	10/19/2016 7:10 PM
37	It is imperative that Stoughton and surrounding communities and the greater Dane County area develop a regional transportation system incorporating bus and possibly light or heavy rail service. Safe bicycle and pedestrian accommodations should also be expanded.	10/19/2016 6:10 PM
38	More community policing	10/19/2016 12:23 PM

City of Stoughton Public Opinion Survey

39	I'm extremely disgusted with the mayor and her staff for pushing Walmart into town, even though the constituents voted against it three times, and then doing it in a closed door meeting. Thirty years ago, she'd have been run out of town, Walmart brings along with it, poor paying jobs, poor products, and crime. Our "mayor" is the laughing stock of Wisconsin, she makes Scott Walker look like a saint. In the next election, I would hope that everyone who went along with this, is unemployed, and I'd be proud to personally escort them out of town. The street dept. does a horrible job with the pothole/ crack repairs on the road, perhaps the can go down to Beloit, and get schooled on how to do it properly. Their machine should be capable of mixing the tar and pea gravel together, they seem to think an inordinate amount of pea gravel on top should be added. It makes a mess, chips the paint on cars, and chips windshields, i'm actually shocked the city hasn't been sued yet, now there is something 90% of the people would go along with. Most of us moved here for the small hometown type safe community feeling, that has dwindled, and is almost gone. Sad!!	10/19/2016 11:15 AM
40	I think Stoughton should continue to grow and add more retail stores. The downtown is nice, but it only has niche stores which I rarely patronize.	10/18/2016 8:32 PM
41	I would like to see more planned activities for the young families and older adults. I want outdoor recreation centers with ball fields and skating rinks where families drop off their kids and know that they're safe. I'd like to see a downtown with bar league baseball or volleyball for young adults. I'd like safe walking trails with a destination restaurant or coffee shop for older adults. I think Stoughton should continue to protect the integrity of its historic buildings. The charming downtown sets it apart from other suburban towns. I've lived in rural towns all my life and watched them die because young people didn't stay to raise their families.	10/18/2016 6:51 PM
42	I think Stoughton needs a vision for the future to turn it into a more destination city. I believe a weakness is the empty stores downtown and lack of commerce on the eastside of the city. I don't think the coordination and visioning between the chamber of commerce and the city is adequate, or we would already have made this into a viable and growing community.	10/18/2016 12:03 PM
43	I would like to see the community come together as a unified community and eliminate the political negativism we currently have. Doing this I believe will allow the whole community to improve and grow.	10/18/2016 11:54 AM
44	Stoughton has a jewel with the Yahara River running through. It is too bad that this has not been developed throughout the length for the use and enjoyment of all. A riverwalk with a path, gardens, sitting areas near businesses would be a huge draw to the downtown. We have a fine police department that does their job. The police are often the city's first impression, they should be ambassadors. That being said, the officers are not always friendly or approachable. I feel this way as a 60some person, I can't imagine how younger people would feel. I realize there have been many retirements in the past couple of years, with many well-known and well-loved officers leaving the department, but I believe there needs to be an effort made to be friendlier. We are a small town, where everyone knows someone, not a larger less friendly city. The City Council needs to broaden their way of looking at things. Their occasional refusal to accept change is harming our wonderful Stoughton. Examples: fighting Deak's and Naughty Norskie with their efforts to grow, fighting a new hotel in Stoughton. We need to grow or die - look at the school enrollments for proof. That being said, our growth needs to be wise, not just more apartments and multi-family housing.	10/18/2016 11:28 AM
45	We are hoping the City will designate a large portion of new single home development to large executive house lots. These are the kind you see in Oregon and Waunakee. This will attract professionals and their families to come here. We were disappointed when we discovered how tiny the lots are at the new Nordic Ridge development. Clearly not executive home lots. Others we know are also disappointed. Secondly, the City should contact the Board of SAYSA (Stoughton Area Youth Soccer Association) to discuss what size fields are most needed for soccer teams. It would be nice if SAYSA's input could be considered for the new park by the new Walmart. There should also be a restroom and covered picnic area as well as a playground.	10/18/2016 10:39 AM
46	Thank you for the opportunity.	10/18/2016 10:27 AM

City of Stoughton Public Opinion Survey

47	<p>The City is very nice, but it has the potential to be even better by accentuating the things that make us unique--the river, downtown, cultural heritage, etc. I think the City needs to market itself not to business, but to potential families. This means advertising in Madison, Janesville, etc. with a cute, fun ad campaign touting our family-friendly benefits. We can't wait for people to come here--we have to go get them! I'd also love to see the City work more with the County to expand the County's economic development and other expertise here. The new bike trail the County is constructing from Madison is a real opportunity, and I'd love to see the City embrace it, plan for it, and build around it. Re your Question 18, it doesn't distinguish between single-family homes for sale vs for rent. I have heard specific complaints about insufficient stock of good single-family RENTAL homes. Re your Question 20, I don't see why being a full-service community and a bedroom community are mutually exclusive. I think a lot of people work outside of Stoughton, but they enjoy the benefits of the city being largely full-service. We are too obsessed with this question in Stoughton and not concerned enough with attracting new residents, whether they work in the City or elsewhere, and bolstering our downtown. Re your Question 21, I picked 10%, but only because the school district probably needs that much growth or more to reverse enrollment declines. Re your Question 30, I appreciate you asking this question since this is a very important issue. I'd also suggest the City stop spraying herbicides and fertilizers on the grass at parks that border the river! Finally, no offense, but I'm a little skeptical of the comprehensive planning process, since regardless of whatever the plan says, it will get changed at the first test. This is what happened with the Linnerud development and KPW. It's good to ask the community these things, but then we need to stick with the plan once it's developed.</p>	10/17/2016 10:27 PM
48	<p>The chamber of commerce should do more to promote downtown small businesses.</p>	10/17/2016 7:15 PM
49	<p>What made us move to Stoughton 24 years ago was the historical feel. Stoughton has a "real" downtown with wonderful old buildings. We bought one of the old homes and have raised our children here. We felt that a smaller city like Stoughton would be a safer place to live. If we don't protect our historical homes and buildings, Stoughton will just look like all of the other small towns. Our historical homes and buildings, and our Norwegian heritage is what makes Stoughton stand out. The East Side is a wonderful neighborhood. It's a mix of historical homes and post-war homes. Families live in these homes. We have kids, dogs, cats, bikes, backyard cookouts. We have everything but our rights. Our homes are being bought up one by one by Skaalen and the hospital. Then the city gives them permission to rip them down. The hospital and Skaalen will always be land locked. They did not have the foresight years ago to build or expand on the outskirts of Stoughton. Because of this, the Historical East Side is paying the price for their mistakes. How is this fair and just? They could still expand on the outskirts of town like so many other communities have done in the past few years. Save our history.</p>	10/17/2016 2:19 PM
50	<p>There are some in the city who just want it to grow and grow and that is fine if done right. I for one do not want Stoughton to turn into Sun Prairie or Verona. They have grown so fast that they are dealing with all the problems of that explosive growth. I for one love the small town feel and want to keep that. We now will have our stupid huge Walmart, whoopeddo! We could have worked towards having our Walmart and another choice but no we got Walmart and another Kwik Trip and another McFarland State Bank, so what did we really get besides more of the same but bigger, who really cares. I sure hope that the decision to build that huge area doesn't destroy our downtown because without our core we have nothing but what every other city has, monster buildings filled with more crap that we probably don't need.</p>	10/17/2016 12:32 PM
51	<p>Downtown business support</p>	10/17/2016 8:04 AM
52	<p>Solar panels in Lowell Park to support residents in that community, more community garden options on the east side, time bank encouragement, sharing resources-equipment share, conversations with poverty and discussions to ease economic disparity in our community</p>	10/17/2016 7:32 AM
53	<p>I don't think the street department has been keeping our streets in as good a repair as has been done in the past. I would like to see this improved. I also think we need to have more brush collection - spring, mid-summer, and fall. I am opposed to any type of growth that would destroy the downtown area. The downtown needs to be preserved as a vibrant business center, and its historic buildings need to be preserved. Stoughton should be developed and promoted as a place with historic charm. Everything possible should be done to preserve and enhance its historic characteristics. I am totally opposed to building structures over 2 stories high and not in keeping with our historical architecture in the center of town. I moved to Stoughton because it was a small city that offered many services. I am in favor of slow, small growth that does not destroy its small town atmosphere. Not every place needs to become a sprawling metropolis.</p>	10/17/2016 12:44 AM
54	<p>I would love to see a lot of the parks and rec dept improvements listed above. It is an absolute shame that we will struggle to provide our community with the basic joy of park/rec activity and instead use our TIF money to sponsor a multibillion dollar company that is so responsible for economic disparities in the US. I am so disheartened about the decision to build a Super Walmart and will be so sad to watch our sweet little small town shift into just another historic city destroyed by the plague of greedy billionaires who hoard enough money to impoverish an entire nation.</p>	10/16/2016 9:14 PM
55	<p>Would like to see a nice brick "Welcome to Stoughton" sign (similar to Oregon). The current sign off of 130 and 51 is dated. Also recommend that Culvers purchase a digital marque sign (similar to the one in McFarland). The current "manual" sign can date the city and leave of impression of not being progressive.</p>	10/16/2016 8:05 PM

City of Stoughton Public Opinion Survey

56	Stoughton does not need to become like every other suburban community to every other city in the country, but needs to grow, enhance the gems it has working for it. Historic homes, The Stoughton Opera House, the Yahara River, our local farms and natural landscape. We need to be a community united, that fosters education, community and growth for our community as well as personal growth for our residents. We are richer and better as well all grow and come together as a community. We need more opportunities to come together, civic duties, community functions, events and festivals.	10/16/2016 8:05 PM
57	I'm very excited about the future of Stoughton. This is the community we choose to raise our children in and want to continue to be proud to say, "We live in Stoughton".	10/16/2016 7:38 PM
58	Create sustainable positions that can support a family such as law offices, headquarters for large businesses, professional services and build up instead of out.	10/16/2016 7:37 PM
59	Not in favor of TIF to support for-profit development, especially when the development involves long-term pressure on city expenditures.	10/15/2016 9:27 PM
60	Stoughton has a lot of good qualities and I appreciate living here. However, when my family moved here in 2006, we were shocked at how closed a community Stoughton appeared to be. After living here almost 11 years, we often joke that if your Grandparents didn't go to pre-school together, in Stoughton, you are an outsider. I have spoken with dozens and dozens of new families and that feeling is pretty much unanimous. I don't know why that is the case, but I do know that it causes people to want to leave. I grew up in a town the same size as Stoughton back in the 60's and 70's. We had great schools, many recreational opportunities including indoor and outdoor swimming pools, great shopping opportunities, and many good paying companies chose to make it their home base because of the services offered and the fantastic school system. Stoughton can have that too, if they want it. They will have to leave somethings behind. But if Stoughton doesn't grow with the times, then it will be relegated to being a bedroom community with a declining population resulting in substandard schools and services.	10/15/2016 1:36 PM
61	Stoughton is a beautiful city with great resources, but with the huge expansion on the cities west side with the kettle west development, this changes the atmosphere of the city just as it did in the early 90's when WalMart first came to town. The downtown needs to be focused on a lot more. It is what makes Stoughton unique from any other community. As people start to come here for the new Super Walmart we need to make it more than just a "kettle west" destination community.	10/15/2016 7:15 AM
62	Affordable housing is necessary to address and prevent family homelessness.	10/15/2016 5:36 AM
63	Stop creating TIF districts without better public transparency and setting and monitoring success. Report TIF costs on property tax bills.	10/15/2016 1:55 AM

City of Stoughton Public Opinion Survey

64	<p>Some comments about the Comprehensive Plan maps on the homepage. In two words: inadequate and confusing!! I have been part of comprehensive planning work in other cities and these maps are nearly impossible to us. What was the thinking behind the crafting of such difficult maps? Why the poor quality? The final set of maps and associated materials better exceed what we saw here! Also, there was virtually nothing about the need for Stoughton to protect its historic home and structure base. Look, Stoughton is known for its high quality older homes and buildings, (e.g. rail station, Youth Center, Opera House) and virtually no energy was directed to the need to enhance the further protection and rehabilitation of such structures! Two noteworthy current buildings needing saving and restoration are the 1892 High School and the 4th St. power plant. The Highway Trailer Bldg. is yet another building that needs to be considered for some re-purposing or salvaging. This omission must be taken care of in the final draft. Also, a comprehensive plan ought to consider futures' possibilities and virtually nothing was mentioned about preservation along the rail corridor or anything about the possibility of the rail corridor serving as a commuter transportation resource into Madison. We don't know the future and should not believe that cars are the ONLY form of transportation which will survive this century. In like manner, even in the area of commuter needs, there was nothing here questioning the need for a commuter parking lot or connector lot with buses. Why not? This seems like an obvious omission! Finally, I would point out that with the need to redefine modern housing developments comes the need to consider how street-scape planning can be updated for 21st Century needs. Our climate is changing and city's must be more and more cognizant of lower-cost street, sidewalk, and tree placement/maintenance. The drawings that accompanied city materials were inconclusive and conventional, giving little guidance to how future developments could be crafted with green engineering components, (e.g. solar lighting, permeable surfaces) and street-side planning that would allow sidewalks and trees to co-exist more peacefully next to each other. One additional comment. I am aware of the current controversy brewing over the Chalet Expansion area on the east side. This evolving episode points out numerous flaws in the development and use of comprehensive plans. There is clearly no way a 1974 platted area that has a recognized public park on it plus wetland should have gone "missing" in city maps and documents. This is an embarrassment! This comprehensive plan update should make sure that no further "missing" or "overlooked" resources or natural areas, and areas with platting commitments, are not found on appropriate city maps. Oh, one more thing. Downtown area parking. Look, the downtown needs a serious parking study that takes a look at not only the number of spaces now, but what happens when the city keeps growing over the next decade and more businesses and traffic come to the downtown area because of the MillFab development. Not only that, but when the city gets very busy downtown, visitors have difficulty finding the appropriate few lots that exist because there is no signage directing them around. The downtown cannot survive the next decade with parking as currently allocated. People like their auto freedom and they like easy-to-find and use parking. Whether we need a small ramp or some surface parking expansion, that should be the question that gets addressed and soon!</p>	10/14/2016 7:29 PM
65	<p>Downtown Stoughton needs to be a destination. Especially a weekend destination. Many businesses are closed on Sundays, which makes no sense. Most people have weekends off and want to shop retail on the weekends. Stoughton Main Street could be a vibrant street with artisan shops, galleries, live music, coffee shops and farm-to-table restaurants. It would be easy/fun to stage events. Eg, a block party. Live music on the sidewalks. More music at the gazebo. The potential is already there. Stoughton downtown has a lot of character and the Opera House makes for a dramatic, picturesque downtown area. There needs to be a reason for people to come to Stoughton to shop on the weekends. A perfect example is Cambridge. It used to be a destination shopping town but has since declined.</p>	10/14/2016 1:03 PM
66	<p>One of the most needed action is street repair and resurfacing. eg: Jackson St. from Harrison to Kings Lynn - deplorable!</p>	10/14/2016 11:46 AM
67	<p>It is a missed opportunity to not have mixed use commercial and residential river walk area. Not many cities have a river, yet we don't make ours central. Also, we need a park with a substantial play structure, we mostly have small structures with old equipment. Norse park's shelter is especially in need of renovation.</p>	10/14/2016 11:40 AM
68	<p>The public works projects we do are ultimately good, but some planning needs to be done or some better work done with contracts to make sure street reconstruction isn't so disruptive for and entire section of town.</p>	10/14/2016 8:40 AM
69	<p>Don't make the same mistake you did when you developed the paradise pond area. You designed it with no outflow and then had to scramble when we had a wet season to avoid flooding. I see the same thing happening with Kettle Park West. Clean up the paradise pond area to include dredging. This should allow for some return of natural infiltration of ground water. I know we have limited funds for streets, but Main Street should be our showcase. The condition of the street including others is an embarrassment. Especially between Kingslynn and page.</p>	10/14/2016 7:45 AM
70	<p>I'm surprised that this survey was even attempted. I feel like the city charged ahead with the development on the northwest side in secrecy to avoid the people's input.</p>	10/13/2016 9:40 PM
71	<p>I lived and owned a business in Stoughton but at this time do not live there but am still a Stoughtonite at heart and wish the town well and will visit often.</p>	10/13/2016 9:12 PM
72	<p>I am the new pastor at the UMC and am involved with the community programs that began at the church. I am interested in being more involved in the community and watching Stoughton thrive!</p>	10/13/2016 9:09 PM

City of Stoughton Public Opinion Survey

73	I love Stoughton, but have been a little concerned about parks lately. My understanding is that the money that was being raised for the Dream Park was given to the city, but that rather than improving the playground at Norse Park, the city plans to look at a new playground in newly developing areas. I'd like to see the city replace the damaged swings at Norse Park, and maybe add one piece of equipment (as well as follow through on the plans to improve the shelter. I do live near that park, but beyond my own interests I see it as a heavily used park. Old equipment has been removed over the last few years (which is great), but none of it has been replaced. The City does a great job with keeping its parks clean! Thank you for all you do!	10/13/2016 7:45 PM
74	Stoughton is suffering an extreme image problem. As a young adult, I am mocked by my friends that live in the other communities in Dane County. There is nothing here -- as a childless adult I frequently find myself in Verona, Middleton, Sun Prairie, Fitchburg, Waunakee, and Madison, but I do absolutely nothing here except sleep and work because there is nothing else here to do. Why would middle or higher income adults and families come here (or live here if they work here)? There is absolute no reason to. The streets are an embarrassment. Stop funding improvements on cul de sacs, short roads, untraveled roads and fix the roads that actually need to be fixed. Stop ignoring Main/51/138... the state isn't going to bail you out, so do something about it. The city accepted responsibility when they forced the speed limit down to 25mph, so start maintaining it. Also, stop free-painting the lines -- crookedly, over the course of a month. Hire a truck and use templates like every other community. Stoughton governance needs to stop catering to the small but vocal groups that want to dictate the direction of the city. These groups are only looking out for their interests in the immediate future (as evidenced by Buzz Davis' departure to Arizona, despite fighting to block development that will grow the city for decades). Get rid of the single-issue alders, and reduce the size of the council so that there is some actual competition for the voters to choose from. Our schools are struggling due to declining enrollment, and less than 5% total population growth over the past 15 years, with negative growth in the 7-18 year old population, is not sustainable. Almost no other Dane County communities are suffering this problem -- this is Stoughton's own problem, created by Stoughton's leadership, and continuously furthered by Stoughton leadership. Stoughton's leadership needs to stop micromanaging growth. Dictating building exteriors and colors is just absurd. Complaining that a hotel doesn't have solar panels is ridiculous. Voting against one residential development because it doesn't have three entrances, while allowing another residential development that only has one entrance is petty. Create a streamlined process, based on guidelines instead of emotion, so that proposed businesses and developments can be either approved or rejected within 120 days Stoughton's Norwegian culture from the 1800's is interesting, but that's about it. It's time to move on -- remember it, but don't let it dictate the future. Senior citizens are not the City's future -- quite the opposite. Stop focusing on them and ignoring the the 20-40 year olds. Seniors are not funding the city or the schools. They may vote in large numbers, but they will be gone in fifteen years. Plan for the future, or else expect decay following the burst bubble. Learn from the mistakes of other communities that put all their eggs in one basket. I'm shocked Cummins and Nelson have stayed in Stoughton. 90% of their workforce lives outside the community, because Stoughton does not offer anything that a young higher-income population wants. I'll be shocked if they both stay here another 15 years, since the city's lack of offerings restricts their recruitment efforts.	10/13/2016 7:18 PM
75	Thank you for this survey and for your work in planning.	10/13/2016 7:05 PM
76	I was not at all in support of kettle park west and feel it was a big mistake for this community. I hope that this survey is a sign that citizens will be listened to and valued in developing a more environmentally friendly community with a focus on good schools, thriving down down, and increasing high paying jobs (not like the jobs being created at kettle park west) but more like technology/professional jobs. Verona is a good example with Epic.	10/13/2016 6:58 PM
77	I would like to see more affordable senior housing and more smaller affordable housing/apartments for young single people. Seniors can sometimes get a break on housing according to their income but single people have a hard time finding housing unless they get a roommate which isn't always possible or desirable.	10/13/2016 4:45 PM
78	Public and private partnerships should be used to create sustainable and livable communities that protect historic, cultural, and environmental resources in the City of Stoughton. In addition, use techniques that reduce pollution and create a balance between built and natural systems in our city. I look around our city and see some real poor decisions that have been made by acting before planning them out. The out come last for ever.	10/13/2016 4:39 PM
79	I think the Kettle Park West development was good for the city and I hope the council resolves the remaining issues with the housing part of it to finish and move on to other business.	10/13/2016 3:51 PM
80	I like to support the businesses downtown, but they are often closed when I try to shop at them. I'm glad that we are finally trying to develop areas near the river. It's about time.	10/13/2016 12:54 PM

City of Stoughton Public Opinion Survey

81	I read parts of the comprehensive plan and am discouraged that many of the suggestions and values in the original plan seem to have been ignored. Our emphasis seems to be on festivals and maintaining "old Stoughton" instead of growing so that our community can thrive. What does Stoughton have to offer a young professional couple that wants to settle down and start a family? Look at our recreational and athletic facilities compared to other communities - the only thing we have are what the schools provide! We can't expect the schools to be the sole providers of these types of spaces. The parks we have aren't well maintained. A small group of people complain about weeds so Racetrack park now looks run down because we can't spray them. Many businesses downtown have left or gone out of business. As your population ages and is on a fixed income, you can't expect little specialty shops to survive. You need diversity in your population. In order to bring in younger families, Stoughton needs to consider what they are looking for. They aren't going to want to run to Madison to buy affordable groceries and personal necessities. They want convenience, activities and services - not Norwegian museums and festivals. I think Stoughton has potential - its why I moved here 17 years ago. Unfortunately, I don't feel like the city leadership has done much to make improvements and meet the needs of residents.	10/13/2016 11:53 AM
82	Main street provides so much of the city's character. Currently it looks crummy and forgotten. Buildings need to be renovated - to keep their charm while repairing the falling apart interiors and weathered exteriors. The quaint store fronts are just looking neglected. The empty store fronts also add to the "forgotten" theme our downtown is sporting. "Destination Stoughton" can never become its potential without more visually appealing and well taken care of buildings. When I moved here, I thought the city was moving toward a Stillwater, MN type vibe. No, it's more like River Falls, WI. Not a lot for the day-tripper.	10/13/2016 12:00 AM
83	None	10/12/2016 7:33 PM
84	Please keep the current "vibe" going. The opera house and library are treasures and so are the downtown shops and restaurants. We moved here for these things and use them regularly. We'd love to see the riverfront developed for community use!	10/12/2016 6:38 PM
85	Living in Vennevoll, only complaint I have is noisy mufflers on rt 51 and N.	10/12/2016 1:46 PM
86	Continue to improve the city streets. Make better use of the Yahara River throughout the city by offering bike trails, walking trails, shelters, restrooms, foot bridges.	10/12/2016 10:21 AM
87	I like living in Stoughton because it has its own identity, unlike a suburb.	10/11/2016 9:28 PM
88	I strongly disagree with those who feel that the downtown/Main Street area provides all of the necessary retail establishments to make Stoughton a full service community. The idea that Walmart is running Main Street businesses out of town is absurd. There is limited overlap in offerings and plenty of businesses seem to fail despite the fact that we still have a rather small Walmart. I look forward to full service grocery store competition in Stoughton. I would prefer not to travel out of town for all grocery needs but at this time, it is necessary. I see no sense in the city (RDA) buying up additional commercial property when the success rate of re-selling is so low. I think it is a poor investment with minimal to no return, costing precious taxpayer dollars.	10/11/2016 3:24 PM
89	Street maintenance and snow plowing are terrible. The city's use of tif financing for Kettle Park is inexcusable, and may cause me to move elsewhere.	10/11/2016 2:11 PM
90	Eye on crime!!	10/11/2016 12:06 PM
91	Stoughton is losing too many of its trees due to age and disease/insect-related issues - trees which are not being replaced, or not rapidly enough. Our "urban canopy" not only helps keep our city cooler in summer and helps reduce run-off and erosion problems, but adds dramatically to the beauty and attractiveness of the city both in terms of attracting businesses and potential home buyers as well as for tourism.	10/11/2016 11:43 AM
92	My family and I have enjoyed the parks, schools, and nature trails a great deal. I like the small town feel of Stoughton and would like to keep it. That being said, I would like access to 24 hours shopping. Driving to Madison to buy things is not insurmountable, but I do try to shop locally.	10/11/2016 9:08 AM
93	To clarify a previous answer, on tree/brush removal: I think our tree removal is fantastic. Our forester does a great job of keeping our tree canopy safe and healthy. The brush removal is terrible. To have pickup only in early spring and late fall is not acceptable and often there are piles of brush sitting in driveways and on sidewalks all summer. Once a month pickup is not unreasonable. Also, the Uniroyal plant is a wart on our city. We recognize they provide some employment, but the burnt plastic smell that emanates from their facility is extremely unpleasant and has to be unsafe for anyone that ingests it. Last week, I actually had to hold my breath while walking to a downtown business from my car. The odor permeates well beyond downtown and needs to be addressed. The property occupied by the plant would make great public/private space. Thanks for the opportunity to provide input!	10/10/2016 3:41 PM

City of Stoughton Public Opinion Survey

94	I feel our downtown & riverfront possibilities are huge and needs to be the focus of our city. To build the tax base, we need to attract diverse businesses to make this city a destination for shopping, walking, enjoying the river (boardwalk/paddling), and of course, dining. The current Kettle Park West development is a poor choice for making our city unique. Why did we even have that referendum a couple years ago if it was going to happen anyways? Giving our tax dollars to help a greedy, blightly, corporate monster underpay its employees is a real bummer. Sprawl isn't the answer to improving Stoughton.	10/10/2016 7:00 AM
95	Seriously need a pool that can be used anytime during the day by residents!	10/9/2016 8:21 PM
96	Alternate side parking (M-F) enforced year round. This would allow the street cleaner to do a thorough job, remove the stationary vehicles, and make the side streets safer and easier to negotiate. It would also increase revenue for the city.	10/9/2016 5:17 PM
97	I am happy to raise my family in Stoughton. I appreciate our city and the caring community it values! :)	10/8/2016 7:42 PM
98	I love living here. It's safe and homey and just right. Leave it alone, Mayor Olson.	10/8/2016 6:01 PM
99	Stoughton needs to grow. We don't allow growth to happen smoothly. Everything is a battle and it sends a message that we don't want to grow. There seems to be an organized group that opposes growth, but it is difficult to believe the true majority don't want it to grow.	10/7/2016 10:41 AM
100	We moved here in December 2015 with 2 young boys. We work in Madison. We try hard to spend our money in Stoughton for food, entertainment, household needs. We love the small town feel, but also recognize that to maintain our schools and public spaces, we need more tax dollars coming in. this can come from more residents, higher taxes to us, more taxes on businesses, more businesses to tax. We would love to see a few more options to shop in stoughton for things like clothing, shoes, etc at low to medium pricing (NOT boutique pricing). We visit the downtown area regularly for the farmers market, library, gifts for friends and family, toys, restaurants. We love that we can easily get downtown and find public parking close to our destination.	10/7/2016 10:32 AM
101	Speeding on Main street is a problem. I live at the bottom of a hill with 2 sewer drains after a heavy rain I am out there clearing the drains. I think the city should do this more often. Also we have a large amount of raccoons coming out of the sewer drains. This is a safety issue when I called the city I was told I could rent a trap for them. When asked what am I to do with them, I was told drop them off in the country. I don't think so. This Raccoon issue needs to be addressed. Thank you	10/7/2016 7:53 AM
102	We moved to Stoughton 16 years ago as we retired from full-time employment. The city has many excellent facilities - nice parks, excellent Opera House entertainment, outstanding facilities for the elderly, especially a local hospital and various nursing/assisted living facilities. We wish the downtown would be developed; there are so many empty businesses. This should be a very high priority for Stoughton! We are concerned about the future of many businesses with competition from a Super Walmart. I am especially concerned about necessities such as grocery stores, small downtown businesses that can't compete with the purchasing pricing of a superstore. Right now, the local grocery store is less than one mile from our home. As I age, I don't want to have to travel further to get food, a basic necessity!	10/6/2016 8:59 PM
103	Take care of streets. Repair and replace. Don't spend so much on our street department building or police dept.or on having the newest and best fire dept. and the equipment for all these deptd.Update what is needed without going overboard..	10/6/2016 8:41 PM
104	Overall, I moved to Stoughton because of its safety record and inclusive shopping options. Its Norwegian character is also a bonus. I do not support the big box development on the west side of town. Improving the current Wal-Mart store and developing city in-fill would have been a better decision.	10/6/2016 5:18 PM
105	We moved to Stoughton because we wanted to be closer to family in Madison. We see Stoughton as one of the few non-bedroom communities surrounding Madison. We should not attempt to have everything that is available in Madison, but with the Wal-Mart locating here, attempt to upgrade the downtown area (shop keepers could do a lot to improve the look and cleanliness of their establishments) and promote tourism and specialty businesses. Above all, Stoughton needs to remain a safe and desirable location for families with children.	10/6/2016 1:51 PM
106	I grew up in Cedarburg, a city north of Milwaukee that was very similar to Stoughton. I have now lived in Stoughton fro 10+ years (we purchased a home in town 3+ years ago). What immediately drew me to Stoughton was the small town feel and quiet streets, as well as a beautiful downtown. I understand that the Kettle Park Development is already under way, but it disturbs me a great deal to see this everytime I leave town. I have truely considered selling my house to move because I feel it has done a great injustice to the integrity of Stoughton.	10/6/2016 12:32 PM
107	You blew it by allowing the Walmart development. You can redeem yourselves (partially) by correctly developing the riverfront and improve gentrification opportunities downtown. And while you're at it, pay uniroyal to relocate out of town and redevelop those parcels. My family has decided that if progress is not made in this direction in the next 5 years, we will be leaving town and my wife will re-locate her small business elsewhere.	10/6/2016 9:19 AM
108	Concerned with jaywalking crossing S 4th Street to library and Main Street between Fosdahl's and Post Office. Lack of parking in lot by library - have often found full.	10/5/2016 3:48 PM

City of Stoughton Public Opinion Survey

109	I am very pleased with the stores, shops, restaurants, coffee shops and the general atmosphere of the downtown area. I am sick and tired of the changes in City government. We have lost all common sense in attempt by some to be more important than they are in an effort to be more like Madison.	10/5/2016 12:12 PM
110	I grew up in Monroe and visit there frequently. Stoughton is similar in size but more advanced in providing services, city, business and personal, and I feel a more welcoming community.	10/5/2016 10:32 AM
111	I moved here in 2008 as a single female. I encouraged my new husband to build our family here and he is very happy with this city. We love the festivities in May and the small town community atmosphere that is created with the intimate downtown area, that really is the heart of the city. I LOVE the music in the park by the fire station! That is a great addition and more community wide events like that would be really great. I strive to encourage Stoughton to implement a community taxi service to prevent DUI's in the community and to keep our kids and community safe from driver's that do not feel like they have a choice but to drive in certain situations. I highly would be the drive of this and would do anything I could to help implement this! Thanks!	10/5/2016 9:04 AM
112	Appreciate to work and live in such a fine community, with an understanding that it is changing.	10/5/2016 7:52 AM
113	I was at the Smart Growth meetings; I have little faith you would act on any recommendations. These questions lead the participant to certain conclusions. How are you going to attract jobs that people can live on, as opposed to low paying service jobs they can merely survive on?	10/5/2016 6:45 AM
114	Need more businesses on the south side of Stoughton, grocery, etc.	10/5/2016 6:04 AM
115	I think the city needs to do more to enhance the down town businesses, facades, seating, parking. I am pleased to see the city moving forward on the millfab property and hope that it can be a state of the art green development/demonstration site for positive redevelopment. I like the cultural and historic feel of the community but a bit to much emphasis is put on the Norwegian heritage to the exclusion of previous settlers. The old historic homes are an asset to the community and should be played up more. Save the old buildings whenever possible.	10/5/2016 12:58 AM
116	Develop and preserve the lovely historic aspects of the area. We are close to major big box shopping and don't need to repeat that. Artisans, green space, restored downtown, local market, flea market weekly, draw people here to browse and spend. Water recreation for kids, investing in schools, diverse population will bring people here--not another damn big box. Public transportation availability to Madison, Janesville, would be great too.	10/4/2016 11:29 PM
117	I hope to see more open green space and less concrete. I'm hoping the downtown is restored (fill empty shops with local businesses). I hope the vacant industrial buildings near Mandt park are removed and replaced with trails, gardens, and even an amphitheater. I wish the tire factory would be relocated to the industrial park (fumes are disgusting when strolling downtown!). If additional parking was possible for downtown shoppers, that would be ideal. I am NOT in favor of Kettle West and hope Stoughton doesn't lose local businesses and it's charm. Many people are drawn to Stoughton for its shops, historic homes, and small town feel. I don't want it to turn into suburbia with cookie cutter businesses & homes.	10/4/2016 11:16 PM
118	Intentionally plan the "railroad corridor" project to revitalize the central city	10/4/2016 10:12 PM
119	The Yahara River is a unique feature for Stoughton. We could do a lot more on existing city owned land, e.g., perhaps remove the dam and promote a free running river instead of a dead pool. With the new acquisition of river frontage near 4th St., we could develop a canoe landing with the addition of a few well placed rocks to make the canoeing experience more interesting.	10/4/2016 8:57 PM
120	Less sports parks with more garden or natural areas. More housing for seniors not needing assistance.	10/4/2016 8:14 PM
121	We need more middle to upper income housing.	10/4/2016 7:23 PM
122	Stoughton had fallen behind its neighbors. I don't want to see the growth of Verona or Sun Prairie, but we're not keeping up with small communities like Oregon or Waunakee. Making Hwy 51 four lanes would be huge, but Stoughton could still attract new families by having buzz. The location is ideal, but Stoughton largely ignores its riverfront. Drawing families (and business) means better schools and improved parks and recreation facilities.	10/4/2016 7:20 PM
123	Stoughton will attract more people to live here if the property taxes are kept in check.	10/4/2016 6:02 PM
124	I am not sure why the city seems resistant to a city pool. The mudhole is not a suitable alternative and does not bring nonresident tourism. We have an opportunity for more ranch style duplexes similar to the ones on Milwaukee and Berry/Madison street area. Many seniors are not ready to move to a nursing home or Vennevold but need to downsize. Super Walmart was a poor addition to Stoughton. A larger scale store would have been great but a Walmart makes us less of a middle class city. The long term effects will be unfortunate.	10/4/2016 4:34 PM
125	We use to go down town and you could buy shoes , cloths , groceries . Now I go down town to Mcglynn's and Main Street Kitchen , I go to Pick And Save ,but have to go to Woodmans because I cant find a lot of things at Pick and Save and I have to go to Maddison to by cloths, I would love to buy local but that is hard in this town , I do shop at Quams Appliance.	10/4/2016 4:33 PM

City of Stoughton Public Opinion Survey

126	Please keep our small town small. Also, the crime rate is rapidly increasing and so is the number of low income house. Please address these situations before more people continue to move away or adding more apartments that will be left vacant.	10/4/2016 4:00 PM
127	I live in District 3, Ward 5. I have noticed that this particular area does not get the needed streets department attention that the Virgin Lake area receives. The particular street I live on has not had curbs updated in the 25 years I have lived here, the street has not been repaved in 25 years, we have storm water collect at the end of the street because this particular street has no storm drains at all. I enjoy the "older, established" neighborhood, however, with my taxes continually increasing I see no return to this area. It appears to be spent in other areas of town.....	10/4/2016 2:41 PM
128	More focus on small, locally owned, sustainable business; less focus on rapid expansion, big box retailers. More bike paths on neighborhood streets, more parks, and a dedicated soccer facility.	10/4/2016 1:55 PM
129	I moved to Stoughton 3 years ago and love it! I moved from Prairie du Sac and love having the Yahara River running through the city. I really think the city should try to maximize this feature through development of parks, trails, and pubs/restaurants or other businesses along the river. Slow growth residential growth is good, 10-20% in the next 10 years with mainly homes for young families with children and some nicer homes to help increase the city's property tax revenue. The new development of the super Walmart doesn't bother me as long as the city makes every effort to keep the development of a consistent design and doesn't allow businesses to build helter skelter. We need to keep the area attractive to residents and visitors from outside the city. I think the city has done a good job of maintaining the downtown and should continue to promote and support existing and new business on Main St.	10/4/2016 1:38 PM
130	Rather than bringing in large corporations, I would like to see te city work towards giving back to the land that has been caring for us over generations. Local businesses, land preservation, walk/bike routes that are safer, "green technology" (ie. Solar power) all this could go a long way towards helping the residents of Stoughton (both human and non-human). Thank you for taking the time to read. Have a lovely day!	10/4/2016 1:33 PM
131	You are really going to have to work hard to keep this town from dying since you sold your soul to the Walmart....never saw a small town that suvived.	10/4/2016 1:03 PM
132	I support keeping the focus on being a cozy, family-friendly town. I love the parks, farmland, and out-of-the-big-city air that Stoughton had and hope it stays that way.	10/4/2016 12:19 PM
133	The city needs to stop concentrating so hard on "revitalizing" the downtown. It's going to be niche shops in the old buildings, it will never be a tourist destination, no matter how hard some people wish. Larger retail stores are simply going to dominate the day-to-day services for the public. The lack of downtown parking really limits options on trying to keep the downtown relevant, there is no real solution other than tearing down stuff and building new, and we know that is not going to happen. I would also like the city to stop remodeling the library every few years, and look for a new library location that has room for expansion AND parking. No matter what you do, the downtown library is going to be limited space in a city that intends to grow. The city should look into acquiring or long-term leasing the old walmart building and turn it into our main library, and let the smaller one be a branch. To expand on the not-a-tourist-destination theme, people fail to realize, there is nothing to bring in tourists. Old buildings and a opera house are not going to cut it. We need to be a manufacturing/technology town with an emphasis on blue collar jobs. We don't have the scenery or usable waterways like Door county or even the dells. Lastly, we should be looking eastward for expansion if we can. We have been expanding west, north, and NW simply because it's the way to Madison, and on the major roads to east and west madison. Lets see if we can expand our manufacturing and some (just a little) housing to the east and southeast.	10/4/2016 11:37 AM
134	I would love to see more small businesses thriving. Stores turn over very frequently. Also, a better sense of community within the town - maybe thru concerts, parks and rec, get kids and adults interested in outside parks here!	10/4/2016 11:20 AM
135	May I recommend Town & Country Engineering to be your civil engineer. They do great work and specialize in wastewater treatment facilities and storm water management.	10/4/2016 11:17 AM
136	I think street lighting on 51 through downtown and the east side are needed. It is difficult to see pedestrians at night as they often do not us cross walks. It is especially bad downtown near Fosdals and the post office.	10/4/2016 11:06 AM
137	i think it is going to be getting too large. keep it the small wonderful city that we know. with population comes crime and dirt and people that cannot support themselves.	10/4/2016 10:56 AM
138	Decisions for neighborhood streets should take residents opinions into consideration, ex: eliminating parking on one side of the street when the street is plenty wide and sidewalks are in place. No surprise that school enrollment has declined steadily and it's very hard to find an affordable single family home in town.	10/4/2016 10:51 AM
139	Stoughton utilities has so much "extra" add one for the bill. The electric and water bill wouldn't be so bad, but all the extra that is added makes the bill sometimes \$50 more dollars then it should be. Taxes are increasing so why aren't some of our taxes going to that? Not only do our property taxes add on another \$400/month but now we have to add on averaging \$50/month for useless extra charges on utility bill? Something has to change. As for development. Keep it family friendly, small community oriented. It's not hard to drive 10/15 min to get to big stores.	10/4/2016 10:33 AM

City of Stoughton Public Opinion Survey

140	I would like to see things such as some bike trails or a network of them around the city to highlight sites or attractions around the city, as well as facilitate transportation or commute.	10/4/2016 10:21 AM
141	Please don't turn Stoughton into Verona or Fitchburg. We have been so unique, we lost a bit of that with Kettle Park West. I'm afraid if that kind of growth continues my family will look for another community to call home, because big box retailers and stale development isn't the community I have lived in for more than 25 years, that is not Stoughton. Let's turn MilFab into a development we can be proud of. A development to attract the young and not blight our ever shrinking natural resources. We must be the defenders, not perpetrators of the land; we are it's inhabitants, not it's owner.	10/4/2016 9:19 AM
142	The city has a good base of businesses for an attractive downtown (excellent restaurants and a stellar opera house). Now we need to attract more businesses to infill the empty store fronts (coffee shop, book store, independent retailers, etc). The city is also missing out entirely on what could be a huge asset, the river front. The river is currently surrounded by neglected or abandoned properties and one lone, horribly polluting industrial facility. If these were cleaned up and removed or relocated to the industrial park the river front would become a very attractive location for housing, some dining, and some park/recreational development.	10/3/2016 10:07 PM
143	Stoughton is a wonderful city! It has done a great job maintaining its own identity, separate from the Madison sprawl. Please keep it that way and strive to keep it from becoming a bedroom community. Keep up the good work preserving our historic buildings; this is the best way of maintaining a unique sense of place and identity while attracting new residents and small businesses.	10/3/2016 9:22 PM
144	We live here because it's a vibrant small town and wanted NOT to live in an identityless suburb like Fitchburg. Very deeply disappointed that money is being thrown at enormous corporations like Wal Mart rather than the downtown that makes Stoughton what it is.	10/3/2016 6:15 PM
145	The lynchpin to Stoughton realizing its full potential as a thriving community is moving the Uniroyal plant to the industrial park and redeveloping the downtown. This will not be a simple undertaking and will require powerful vision and leadership to accomplish. It is not corporate welfare; this is foundational to the city's ability to move forward in a positive fashion for the benefit of all of its residents.	10/3/2016 5:55 PM
146	Some questions are difficult to answer because I do not understand all the financial impacts (such as the Yahara river question) as well as how manufacturing/office parks benefit a city financially. So I answered accordingly, but please do not use answers to declare citizen "mandates".	10/3/2016 5:22 PM
147	Economic development is a major concern for the future. It should not be necessary to travel through poorly managed traffic to get to employment. The future of Stoughton should be aggressively pursuing new businesses to locate in Stoughton. Every other concern is secondary. Job searching within the City of Stoughton needs to be improved for all of our residents.	10/3/2016 4:29 PM
148	The movie theater was a huge bonus when deciding to move to Stoughton but we have yet to attend because of limited viewing options. Attracting another theater or expanding the existing one would be a great benefit to the city. Our whole family would see more movies if we didn't have to go to Madison. Better yet for the city, and the community, Stoughton couples could have date night right in town. So could couples from Oregon, Dunkirk, Brooklyn and Evansville. Dinner, movie and drinks in Stoughton, and very short ride home. During daytime hours the theater could attract parents from the same areas who are home during the day with special children's viewing times.	10/3/2016 2:42 PM
149	The city has developed a reputation as not particularly friendly to outside businesses. This was and still is predominantly focused on developments around a Super WalMart. That has passed, and those holding grudges need to move on, and help the city become more welcoming to business. Small downtown businesses simply do not employ sufficient numbers of people to encourage the growth needed to maintain services and schools.	10/3/2016 1:39 PM
150	I really like Stoughton just the way it is. I do not like seeing the new mega stores(Like the new Walmart) being built, they have destroyed smaller cities in the past and driven small business away. I am also concerned over the changes in HWY 51. I disagree with and despise traffic roundabouts. They are a hazard in my opinion and are not as safe as everyone seems to think. As a community we should stop these things. Thank you	10/3/2016 1:26 PM
151	There are too many city hall staff. The zoning code document is too detailed and cumbersome. The city needs to learn to do more and spend less. The city needs a professional city manager who understands government, services, sound business practices. City officials needs to be more welcoming to development. Now ordinances and codes are too restrictive.	10/3/2016 1:07 PM
152	More support for small viable business. It seems like small downtime stores turn over so quickly. I'd like to see the city give support to entrepreneurs and find the right sustainable fit. For example there is a new 3D ultrasound service on Main Street and I give it 18 months. It doesn't seem like a thing culturally that stoughtonites would spend disposable income on or attract tourists like the boutique shops.	10/2/2016 8:49 PM

City of Stoughton Public Opinion Survey

153	<p>Stoughton has the opportunity to be itself. Another words, when you drive down Main Street america you see a McDonalds on the right, a Pizza Hut on the left, and a closed Walmart store at the edge of town. And then of course you see one old strip mall after another until you get to the new strip mall at the edge of town. Lets not do this. Let's plan to be different. Lets look at other communities that have done it well - like Kohler or Sheboygan, or even places out of state like Sun Valley Idaho, or Marco Island in Florida. These places have the same stores but we don't see them from the road. You see trees, green space, bike lanes and pedestrian walkways. Behind the green space are the same stores, condo's, and strip malls that we have in our town. There are city planners that do this stuff for a living and do it well. If we don't plan our city - someone else will. And so far its been that someone else. That someone is the developers (I know- because my brother is one). And that is why most cities and villages are beginning looks the same. We can do better. This survey is a good start. It means I matter. It means you (city leaders) are willing to listen. Thank you for this opportunity</p>	10/2/2016 8:36 PM
154	<p>Stop the sprawl! The Walmart development is the worst thing ever. Give incentives to people to open shops and restaurants downtown.</p>	10/2/2016 3:38 PM
155	<p>I would really like to see Stoughton become the kind of community where you can do all of your shopping and daily business here without having to go to Madison. I'd love to see more development of public spaces such as parks and river access. I'd like to see historic downtown buildings restored, and vacant ones put to good use for local businesses. I'd like to see vacant industrial lots either be redeveloped or leased to new industries.</p>	10/2/2016 12:13 PM
156	<p>Traffic lights at 51 and Roby road. Traffic lights at Hoel ave. and 51. More single family lots. Less resistance and barriers to new construction. Do not waste money on remodeling and upkeep of outdated buildings such as the old high school. (There is a lack of parking in this area. What could you turn this into that would not need additional parking spaces?) Develop riverfront property as open areas with small shops, houses or single story condo's across the street. possibly lighted river walk and benches. (Whitewater downtown.) Develop a splash park in one of the parks.</p>	10/2/2016 11:32 AM
157	<p>I don't know how Stoughton will cope with a Walmart and all the problems it will cause to this small community. To bad our leaders allowed realtors and big land owners destroy a quality small town.</p>	10/1/2016 5:31 PM
158	<p>Our mayor has done a TERRIBLE job at making this city a kid and family friendly city in my opinion, from the kettle west development to subpar communication with ALL residents, it's time for a change!!! Developers should not have and make almos all the development decisions in OUR city. It's time for us to catch up with the rest of the communities surrounding us.</p>	10/1/2016 5:19 PM
159	<p>Stoughton needs to realize that the mixed use buildings forced into the community by "Smart Growth" have failed. The business units within the Castle Condominium building sat vacant for close to a decade. The other units south of Main Street, near Cost Cutters, have been at least 50% vacant since the unit was built. Stoughton needs to embrace allowing business growth, like the Super Walmart, to generate the type of traffic and visibility that will make these units desirable to businesses. There is a reason these units, along with other commercial properties in the area, have sat vacant for years.</p>	10/1/2016 5:07 PM
160	<p>I would love for there to be more things for smaller children and families to do during the day and throughout the year. It would be nice to have an outdoor or indoor pool for the community, a splash pad, and a bigger park like a "Dream Park" that Fitchburg, Sun Prairie, and Monona already have. It is nice to have the library story times a few days a week, but they frequently take a couple of weeks break, and that leaves me having to go to other cities to find something to do with my toddler since I am a stay-at-home mom. Other cities have indoor trampoline parks, bounce house parks, swimming pools, etc. It would be nice to actually stay in Stoughton for these things, especially in the winter.</p>	10/1/2016 5:06 PM
161	<p>See above comments regarding ROADS etc. on #17. The Main Street through Sto is terrible. I avoid it by taking other streets. It certainly needs repair worse than some of the other streets being fixed. I understand that the long-term plan is to fix that street but maybe we need to bump the time line up. The fact that there isn't a fence between the playground the river is WRONG. That building East South Street that is condemned should be TORN DOWN. It is a hazard for EVERYONE. The apartments on East South Street, even though privately owned, should look better. They are a disgrace to Stoughton. The semi traffic on East Academy and the cars going to the Sto Trailer and the other businesses are way TOO FAST along East Academy (and I image along South Academy too). The road is in such disrepair that it is not able to handle the traffic and the noise is above the trains that go through. The curve at the bottom is the only thing that slows them down and then only for a short distance.</p>	10/1/2016 3:38 PM
162	<p>Stoughton is a lovely community and we've been very pleased to live here. The original draw was the affordable housing (1.5-income household where the 1 income is a state employee which translates to "fixed income" these days... .. Madison is incredibly unaffordable at this point). But the high quality of the public library and the natural spaces (river, dog park, etc.) were an unexpected bonus. Don't underestimate the appeal of the historic downtown and neighborhoods!</p>	10/1/2016 2:17 PM
163	<p>Need to improve the downtown area as there are a lot of vacant storefronts. I'd like to see more apartments/condos downtown to increase the foot track downtown.</p>	10/1/2016 1:22 PM
164	<p>Lower than darn taxes, or al least supply the services you USED to (like 6 summer brush pickup.)</p>	10/1/2016 12:12 PM

City of Stoughton Public Opinion Survey

165	I live in the historic northwest district and love the old feel of the neighborhood. Some of our streets are lacking in sidewalks which I do not feel is a problem. I like the feel and appearance of having narrower streets and as indicated in the survey above this also minimizes storm water runoff towards the river. I hope that there are no plans to force homeowners to have to add sidewalks where none have ever existed. The city's efforts should be focused on the newer developments and helping to keep the downtown area safe and up to date. I would also like to see the City reconsider not having flower baskets downtown in summer. IF the city of Edgerton can manage this I don't see why Stoughton can not. It would be easy to get the community to contribute to an adopt a flower basket program. I would also like to see the city investigate an alternative recycling program. The current waste disposal company has a very limited recycling program. Perhaps we could create a drop off location for items that could be taken to a larger facility elsewhere? Thank you for this survey.	10/1/2016 9:16 AM
166	It's a very socially conservative place. This survey format doesn't seem to allow for no responses to questions. Therefore, please disregard my response to #30. I had to put something in order to continue with the survey.	9/30/2016 9:02 PM
167	East is a good direction to go. Madison... not so much.	9/30/2016 8:21 PM
168	No more low income, multiply family homes. They are a drain on the community fiscally, aesthetically and emotionally.	9/30/2016 6:00 PM
169	We have an enormous opportunity by living in a city on a river. We also have an enormous responsibility to the environment. Stop paving over with oil based products, and use LEED parking areas such as TrueGrid parking areas. How about living rooftops like MATC Madison Health sciences buildings? Also, STOP painting the streets black with the stupid oil patching you do. One week after Nottingham was done, the cracks opened back up, but the street was black with oil, and piles of tar debris to run into our storm water system. This has been chastised in the paper before, listen and stop wasting our money by putting down oil patch, surface coating. It is useless and expensive.	9/30/2016 4:58 PM
170	For question 30 - The river will not be clean unless it starts in Waunakee and works it's way down. Don't waste the money.	9/30/2016 4:10 PM
171	Parking for the Senior Center is inadequate.	9/30/2016 2:51 PM
172	Stop giving in to multi-billion dollar companies by having the tx payer foot the bill for costs for upgrading local infrastructure just to have them open up shop here. Allow more local businesses incentives to stay and upgrade their business. Don't let an Oscar Mayer problem happen here!!	9/30/2016 1:52 PM
173	Stoughton must grow. With the very low population growth we are seeing, combined with very limited job opportunities we have a population that is getting older and poorer. In 2006 14% of our schools' students were classified as "economically disadvantaged," that is, eligible for free or reduced-price lunches. This year that number has more than doubled to over 28%. Because our city hasn't grown it is getting older. In 2000 35% of our population was over the age of 35. In 2010 44% were over the age of 35. Our school enrollment has declined from about 3400 in 2008 to fewer than 3100 this year. If we continue to grow older and poorer we will have fewer people able to support the small businesses and restaurants downtown. Walmart won't put them out of business; the trajectory we are on will do that.	9/30/2016 1:50 PM
174	I feel the city needs to work closer with the Chamber of Commerce & existing business owners when a perspective new business is considering locating in Stoughton. Existing staff often does not understand the needs of business. I feel the existing utility department is not growth friendly. Between poor attitudes toward rate payers & always looking to charge fees to new developments (new or infill) the utility department has prevented some good projects from happening.	9/30/2016 12:54 PM
175	I would like to see more done to bring cute stores and shops to downtown Stoughton. At one time I thought the Wal-Mart was voted down, and downtown was going to be focused on. Imagine my surprise when I see the new Wal-Mart being constructed and not enough for downtown being done. How did this happen? Beautiful land and homes were destroyed to bring a ugly Wal-Mart in. Again very sad, it seemed as though the residents votes didn't matter.	9/30/2016 11:29 AM
176	My biggest concern is the image we send when people enter our city from the west side: they see a Wal-Mart being built, St. Vincent De Paul store, fast food, car parts places, fast loan and pawn shops. This gives the impression of a "red-neck" community with poverty issues. This is not attractive to new people or businesses that could improve our economy. One's projected image determines the investment people are willing to make. Why is it we have never had a "Parade of Homes" site? Oregon has and they are smaller than us. Appealing to that demographic with the money will help other demographics in our city who don't have it.	9/30/2016 11:07 AM
177	The city must reduce their efforts on acquiring property along East South Street. This area does not have qualities that would lend itself to residential, or commercial development. With Uniroyal to the West, it very unlikely you will attract businesses, or families. Also, you have rail service and Stoughton trailers to the east. All cities have areas that are less desirable, or considered an "eye" sore. We need to focus our attention on the areas of Stoughton that have real potential. The city has made a tremendous investment in property on Williams Drive to support future expansion of the Business / Industrial Park. I really wish the city would re-direct their efforts on finding qualities business from Stoughton, or outside the community to expand in this area. Certainly a much better use of time and money, than putting "lipstick" on the East South Street area.	9/30/2016 10:00 AM

City of Stoughton Public Opinion Survey

178	I believe Jackson Street needs attention. The housing along that street is beginning to look run down and many areas are becoming unsightly. There are many rentals in the area and Landlords should be made to keep up the properties. Although Stoughton has many rentals available, many are not attractive or well maintained. You can build all the new rentals you want, but the ones already available are an important asset to the city as well. There are some good jobs in Stoughton and the people that work in Stoughton should want to live here as well. Good, affordable housing (all kinds) is important.	9/30/2016 9:44 AM
179	WHEN ARE THE CITY INFRASTRUCTURE GOING TO BE TAKEN CARE OF, STREETS BRIDGES ALL THINGS THAT ARE USE AND IS SHOWING ABUSE BUT NOT BEING TAKEN CARE OF NOW. IT SEEMS OUT OF SIGHT OUT OF MIND. I DO SEE WE'RE TAKING CARE OF A FEW WATER AND SEWER SYSTEMS AROUND CERTAIN AREAS, ARE THESE AREAS ON A 30, 40, 50 YEARS REPLACEMENT SCHEDULE AND WHAT ABOUT ALL THE LEAD PIPING IN THE CITY I'VE HEARD NO TALK ABOUT THAT.	9/30/2016 9:41 AM
180	I think a large portion of the city is nice, but we do have some trouble areas that are concerning.	9/30/2016 9:10 AM
181	Develop quality residential areas with large residential lots available, some condo and apartment space of a top quality nature. Walking areas and parks should be part of this. This will grow Stoughton's tax base and add new enrollment in the schools!	9/30/2016 8:45 AM
182	I have always thought Stoughton was a nice community. But lately I have seen more drugs with teens in this town. Also the lower income population seems to be growing and with Walmart coming in it will only get worse. I don't think Stoughton is a safe community to raise my kids and my property taxes are so high I really cannot afford my house. But rental costs in stoughton are as much as a house payment. Not a good community for a single mother with kids. I will be moving out of Stoughton some day soon.	9/30/2016 7:27 AM
183	I think the downtown has the potential for great development. It makes me sad to see so many vacant spaces. The city needs to find a way to draw people from surrounding cities (Madison, McFarland, Oregon, Janesville) - by encouraging unique businesses to open up shop here. It would be great to see the city become a haven for all types of artists (visual, performing, etc). I am very saddened by the Kettle West development and do not want to see more industries of that type move into Stoughton. We need to stay small but vibrant.	9/30/2016 6:54 AM
184	I've been happily living in Stoughton for the last 4 1/2 years, and had spent three years prior bringing my daughter to school here. I very much love this city. My only real complains are the condition of more than a few of the roads (W Main down down in particular), and the misplaced priorities on development. Stoughton has a beautiful downtown, and yet at one time it was deemed more important to have piped in music than provide support for the local businesses. This survey asks many questions about new development while at the same time ignores the number of recently vacated buildings downtown. The city can and should do more to attract good paying jobs beyond the industrial and service industries (technology and engineering specifically).	9/29/2016 10:44 PM
185	I like the friendliness and cultural dimensions of the city. I think politics should play a larger role in the sense that young people should be actively encouraged to participate in city functions. Do we have a welcoming committee here for new residents? The present parades and festival each spring to celebrate Norwegian and city spirit is great.	9/29/2016 10:41 PM
186	Work on bike trails connecting and preparing for lower Yahara River trail to connect in upcoming years. Add plans for an outdoor pool like edgertons Work on a river walk with the redevelopment downtown near the dam so that it can be used similar to how Waukesha redid their river walk downtown around businesses. Then develop around that with new restaurants and shops for a added downtown revitalization.	9/29/2016 10:09 PM
187	We love this community and its blend of old charm and new development. We have to build this brand in unison. Thanks for the opportunity to speak into this.	9/29/2016 8:44 PM
188	We need to increase business opportunities in Stoughton. We need more jobs both - white collar and manufacturing. We need to expand the tax base - individual property taxes are too high for the services rendered.	9/29/2016 8:40 PM
189	I very much enjoy living in Stoughton and think there are great opportunities for growth while maintaining a small town, friendly vibe that is also forward-thinking and diverse.	9/29/2016 8:35 PM
190	I LOVE Syttende Mai in Stoughton. I wish we had more community events that bring business into the city. The city of New Glarus hosts several community events throughout the year. It'd be cool if we had a similar model in Stoughton.	9/29/2016 8:26 PM
191	Other than the preservation of our downtown and other historical areas, I think Stoughton does an excellent job at maintaining parks and natural areas for residents and visitors (Veterans Park could use a little help). There are many parks to take advantage of throughout the city. I also think our parks and rec department does an excellent job offering activities for adults and children!	9/29/2016 7:57 PM
192	Wal-Mart will be the downfall of Stoughton	9/29/2016 7:21 PM
193	We need a more coordinated and mindful downtown business community. There needs to be active discussion including downtown landlords, tenants, city and community stakeholders to help shape the experiences that define our city for residents and visitors.	9/29/2016 7:02 PM

City of Stoughton Public Opinion Survey

194	Thank you for the opportunity to offer feedback. I believe Stoughton needs to grow at a moderate but intentional pace in order to make our community, schools and services more vital.	9/29/2016 6:57 PM
195	I feel that there could be more restaurants on the East side of town, since they all seem clustered around the West side. I also feel like there should be a safer way to turn left/NorthWest onto USH 51 / Main from the South side of town. Turning left is nearly impossible during rush hour. I would not like to see further development on the South side of town.	9/29/2016 5:32 PM
196	The City's development seems interested in size and new development. You have a great opportunity to recruit new business to vacant spaces on Main Street. For example, Walmart may have had better reception had it moved into vacant buildings downtown, resembling an old-fashioned (maybe multi-floor) department store.	9/29/2016 5:00 PM
197	More high tech, high wage industry jobs and redevelop blighted areas within the city. We need to seek out new businesses for development rather than waiting for them to come to us and just giving them what they want.	9/29/2016 3:48 PM
198	Keep downtown development on-going. Develop a sense of continuity for buildings and landscape--I urge you to look at how Carmel California has developed its downtown. Downtown park not on river. Clean up Senior Center . The river is a gem in the rough.	9/29/2016 3:46 PM
199	Thank you for moving forward with the development of KPW. I think it is a much needed addition to the city.	9/29/2016 3:38 PM
200	I understand need to keep responses somewhat simple but many are too complex to be limited to simple multiple choice responses.	9/29/2016 3:27 PM
201	Would really love to see more development/services on the east side of town. I'd like to see the river better utilized. The Naughti Norski is a nice addition, more/easier public access to the river would be good as well. I also think we badly need an outdoor pool/aquatic center. After fearing a child had drowned at troll beach this summer, there is no way I will let me kid swim there. It's too crowded, you can't see the bottom, just not safe. I will spend my money in Fort or Sun Prairie where they have nice facilities & a fun/safe swimming environment.	9/29/2016 3:14 PM
202	Glad you are sending out this survey.	9/29/2016 1:40 PM
203	It always bothers me when I see city street crews just sitting around or driving by sticks and twigs on the curb. I think they should be doing more than driving around or talking to each other in their trucks or standing on the streets. We also need another grocery store for competition. Wal-Mart draws money from the community but new manufacturing and services reinvest in the community. And offer the potential of hiring better paying local jobs. They also help reduce taxes.	9/29/2016 1:18 PM
204	Stoughton offers everything a person would be looking for in a place to live and raise a family. I would like to see more affordable housing for young families.	9/29/2016 1:13 PM
205	Stoughton is falling behind many other communities in Dane County in so many ways. We have a reputation of being unimaginative, gritty, and always doing things "on the cheap." Look at our roads, our parks, and the minimal care and attention paid to the bike trail. I count 64 cities with Wal-Mart Supercenters in Wisconsin ... If our city leaders feel that a Wal-Mart is what will make Stoughton stand out to folks considering moving (or staying) here, I feel that shows a disappointing lack of vision and imagination.	9/29/2016 11:13 AM