



Village of Deer Park Community Planning Survey Report

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Table of Contents

Executive Summary	1
Survey Purpose	3
Survey Methods	3
Profile of Respondents	3
Quality of Life.....	5
Community Facilities and Services.....	7
Natural and Cultural Resources	9
Housing/Development.....	11
Land Use and Growth Management Policy	14
Economic Development	17
Transportation	18
Government Priorities and Communications.....	19
Desired Change in Deer Park.....	21
Conclusions.....	22
Appendix A – Non-Response Bias Test.....	23
Appendix B – Deer Park Community Planning Survey Comments	24
Appendix C - Quantitative Summary of Responses by Question	27

Executive Summary

In September, 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to all households in the Village and non-resident property owners for which we had addresses. The overall response rate was 47 percent (89 completed questionnaires). Based on the estimated number of adults in the population of the Village (170) and the non-resident property owners added to the mailing list, the results provided in this report are expected to be accurate to within plus or minus 7.6 percent with 95 percent confidence. The sample contained more adults over age 55 and fewer who rent their place of residence when compared to the US Census data; however, comparisons to the Census data are difficult due to the inclusion of non-resident property owners in the mailing. Non-response bias does not appear to be a concern in this sample.

Nearly three-fourths of respondents rated the quality of life in Deer Park as good or excellent. Quality of life factors with the highest ratings include parks & recreation, safety, community atmosphere, and community appearance.

The factors that induce people to live in Deer Park are the proximity of family and friends, housing affordability, and the crime rate/safety.

Respondents were generally well-pleased with the community services and facilities in Deer Park. At least half of respondents gave excellent or good ratings to 13 of the 14 services and facilities listed in the question. Ratings were the highest for fire protection, the public library, garbage collection, park and recreation facilities, the public sewer system, and the ambulance service.

A large majority of respondents indicated that they believe preserving the Village's environmental resources and cultural heritage is important or very important. Protection of groundwater, air quality, and small town character ranked the highest.

Strong majorities agreed or strongly agreed that more specialized housing (for the senior citizens and those with disabilities) and single family homes are needed in the Village. Majorities do not see a need for more multi-family housing units or mobile homes. Most respondents view the condition of their place of residence as good or excellent. Taxation issues (the amount of the property tax and equitable assessment among similar properties) and the appearance of other homes in their neighborhood are the top housing concerns. Few respondents said they anticipate moving to a different residence within Deer Park in the next 10 years.

The top four land use and growth management issues are reducing property taxes, enforcement of the speed limit on State Highway 46, maintaining the adequacy of the sewer system, and maintaining community atmosphere. About half of respondents said they think the current rate of growth in the Village is too low. The largest portion of respondents has not formed an opinion regarding whether to change the minimum lot size on undeveloped land.

With respect to economic development, more Deer Park residents and property owners would like to see improved employment opportunities in the area than are satisfied with the status quo. A majority believe the Village should promote or pursue programs or assistance for existing or new local businesses. Three-fourths of respondents said a convenience store/gas station was important or very important to have in Deer Park. In addition, majorities favored a café/restaurant, farmer's market, daycare, agriculture-related businesses, and a recreational facility.

When asked about transportation issues, a large majority of Deer Park respondents said they are satisfied with the current street network (86% agree or strongly agree). At the same time two safety issues stand out — speed management techniques are needed on South Street and a desire for a pedestrian crosswalk on State Highway 46. Additionally, over half of respondents agreed that the sidewalk system meets current needs and support a car pool parking lot at the Four Corners intersection. Majorities would also like to see more walking and biking paths and believe that the Village should seek to cooperate with neighboring governments and St. Croix County for additional biking and pedestrian trails or paths.

Respondents said the most important uses of their local tax dollars are the control of traffic speed, maintenance and repair of streets, the public library, and community clean-up activities.

Direct mailings are the preferred method for receiving information from the Village government, with newsletters coming in a distant second.

When asked to comment on one thing they would like to change in Deer Park, the most frequent responses were related to economic development, with the desire for a convenience store/gas station at the top of the list. Control or management of traffic speed was another frequently mentioned issue.

Survey Purpose

The purpose of this study was to gather opinions of residents about community planning issues regarding the future of the Village of Deer Park. The survey serves as a key component of the public participation portion of the comprehensive plan for the Village. The Village chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to survey residents of the Village of Deer Park about vital planning issues.

Survey Methods

In September, 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to all households in the Village and non-resident property owners for whom we had addresses. With the assistance of Village Clerk/Treasurer Roland Thompson, single adult households and two-adult households in the Village were identified. Each household was mailed the appropriate number of surveys. A total of 188 surveys were sent to village residents and non-residential property owners. The surveys were followed by post card reminders and a second mailing to non-respondents. The overall response rate was 47 percent (89 completed questionnaires). Based on the 188 adults on the combined mailing list of adults in the Village and non-resident property owners, the results provided in this report are expected to be accurate to within plus or minus 7.6 percent with 95 percent confidence.

Any survey has to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

In short, the data gathered in this survey is expected to accurately reflect public opinion about the planning issues facing Deer Park.

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. As appropriate, selected quotes will be used in some sections of this report to illustrate these comments. **Appendix B to this report contains the complete compilation of comments.**

Appendix C contains a copy of the survey questionnaire with a quantitative summary of responses by question.

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the survey. Where comparable data were available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the Village of Deer Park. The data in Table 1 show that, in general, the patterns of the sample were very similar to the underlying population and deviations from the Census data were relatively small. Direct comparisons to the Census data are complicated by the inclusion of non-resident property owners in the survey, since the demographic profile of this group is not known. But it is probable that non-resident property owners are less likely to be in the younger demographic age groups and are less likely to be renters. The sample had a higher proportion of respondents over age 55 and a lower percentage of respondents who rent their place of residence. In terms of educational attainment, the sample had a higher proportion of respondents who had higher levels of formal education (technical

college degree, bachelor’s degree, or graduate/professional degree). The sample also had more households in the higher income brackets, although comparisons to the 2000 Census data are tenuous due to the age of the data and the growth of incomes since the 2000 Census.

The data in Table 1 show that the Village of Deer Park has a substantial proportion of long-time residents. Half have lived in Deer Park for at least 20 years, with nearly 40 percent having been Deer Park residents for over 30 years. About one in five was a more recent resident (five years or less).

As we analyze the data, we will identify when demographic groups have significantly different views.

Table 1. Demographic Profile of Respondents								
Gender	Count	Male	Female					
Sample	80	54%	46%					
Census (18+)	170	52%	48%					
Age 18+	Count	18-24	25-34	35-44	45-54	55-64	65+	
Sample	82	5%	11%	11%	19%	25%	30%	
Census	170	8%	25%	19%	15%	12%	22%	
Households with Children	Count	With Children	Without Children					
Sample	78	24%	76%					
Census	91	30%	70%					
Residential Status	Count	Own	Rent					
Sample	87	92%	8%					
Census	91	74%	26%					
Length of Residency	Count	<1 yr.	1 - 5 yrs.	5.1 - 10 yrs.	10.1 – 15 yrs.	15.1 – 20 yrs.	20.1 - 30 yrs.	Over 30 yrs.
Sample	85	0%	18%	12%	9%	12%	11%	39%
Employment Status	Count	Full-Time	Part-Time	Self	Unemp.	Retired	Other	
Sample	87	46%	4%	12%	1%	32%	5%	
Census (Age 16+)	213	64% ¹		8%	1%	26% ²		
Highest Level of Education	Count	Less than High Sch.	High Sch. Dipl.	Some College/ Tech	Tech/ College Grad.	Bachelor’s Degree	Graduate/ Professional Degree	
Sample	87	7%	37%	24%	20%	6%	7%	
Census	188	10%	40%	34%	10%	4%	2%	
Annual Household Income Range	Count	<\$15,000	\$15-\$24,999	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	
Sample	85	6%	18%	31%	25%	16%	5%	
Census	100	13%	9%	26%	41%	11%	0%	

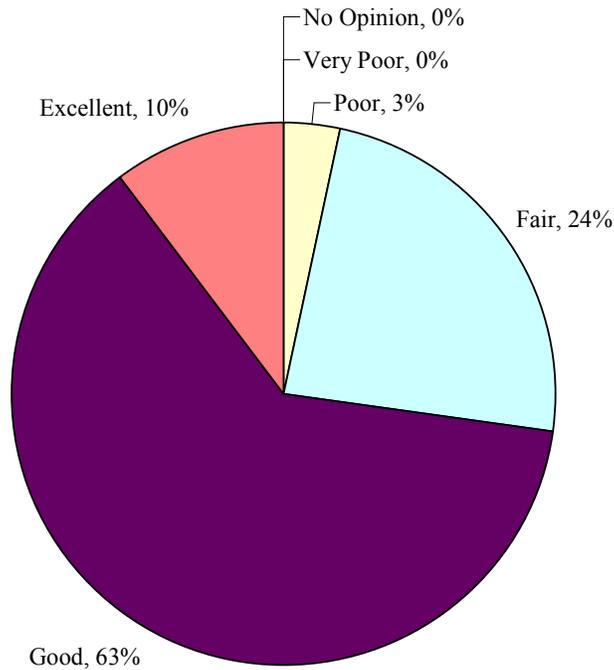
¹ Census employment data does not differentiate between full-time and part-time workers.

² Census data includes retired workers and individuals not in the workforce.

Quality of Life

The initial section of the survey asked respondents a series of questions about the quality of life in the Village of Deer Park. Chart 1 shows that respondents gave a positive rating to the overall quality of life, with nearly three of four rating it as good (63%) or excellent (10%).

Chart 1. Overall Quality of Life Rating



Respondents with children gave a lower rating to the quality of life in the Village than those without children.

Village residents and property owners were asked to rate six particular quality of life factors on a scale from excellent to very poor. The results are summarized in Table 2. With the exception of property taxes, at least half of respondents rated all these factors as excellent or good. In most cases substantially more respondents chose the good category than the excellent category. Respondents gave highest ratings to Parks and Recreation, with three in four rating this item as good or excellent. Safety, community appearance, and community atmosphere all received over 60 percent in the excellent or good categories. Residents were more lukewarm about availability of housing. While half rated it as good, none rated it as excellent, and four in ten said housing availability in the Village is fair. Not surprisingly, property taxes received the lowest rating among the listed quality of life factors. Over half gave a rating of fair, and about one in five said the property taxes are poor or very poor.

Table 2. Rating of Quality of Life Factors						
	Excellent	Good	Fair	Poor	Very Poor	No Opinion
Parks and Recreation	18%	58%	19%	2%	0%	2%
Safety	13%	55%	24%	4%	0%	3%
Community Atmosphere	8%	53%	31%	6%	1%	1%
Community Appearance	1%	62%	27%	7%	2%	1%
Housing Availability	0%	50%	40%	6%	2%	2%
Property Taxes	2%	17%	55%	18%	3%	4%

The SRC notes the following demographic differences:

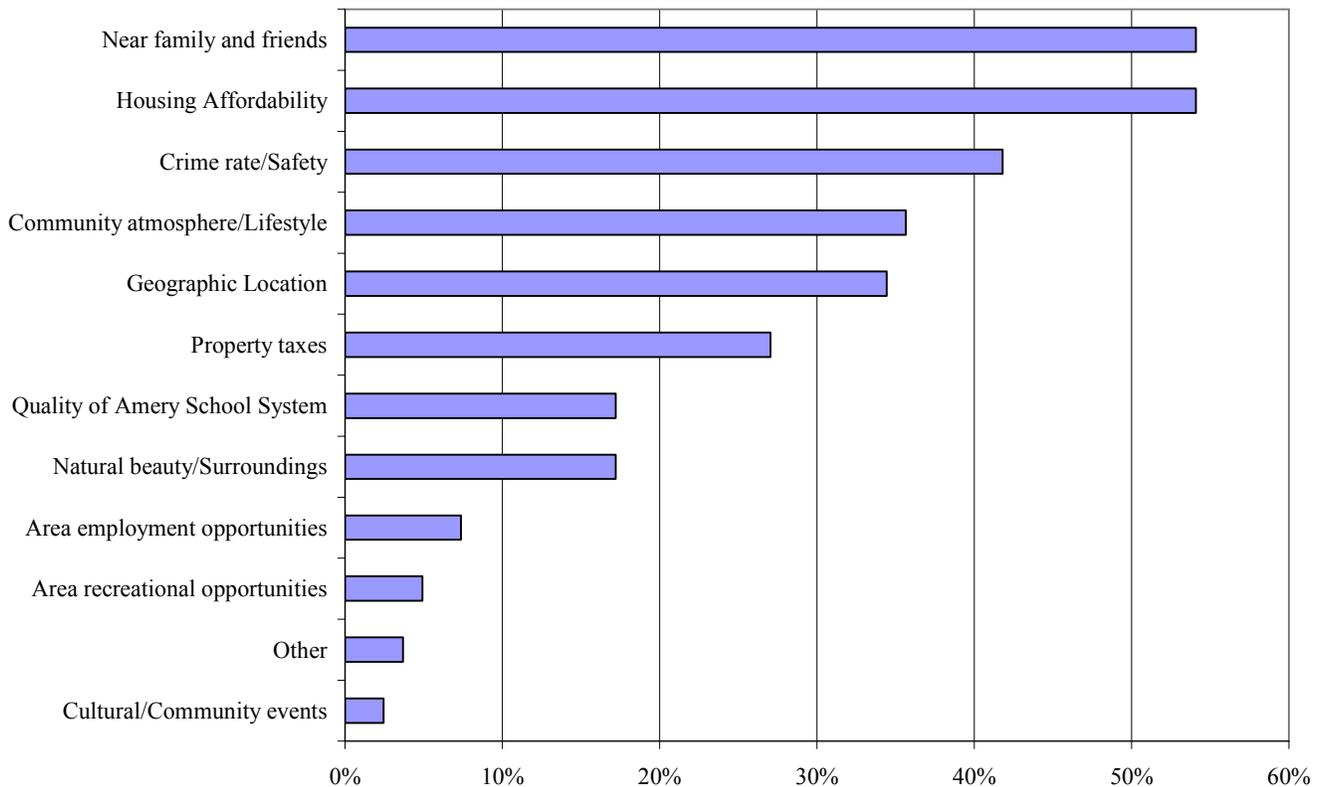
- Male respondents gave higher ratings to community atmosphere and housing availability.
- Community appearance received higher ratings from older respondents (age 45+), single adult households, long-term residents (20+ years), and those with no children in the household.
- Recent residents (5 years or less) were more likely to have no opinion about property taxes.
- Renters gave higher ratings to housing availability.

Respondents were next asked to identify the three most important reasons they have chosen to live in the Village. The results are summarized in Chart 2. Being near family and friends and housing affordability were tied for the top rank, and were included in the top three by 54 percent of the respondents. Rounding out the top three was crime rate and safety, which was included in the top three by 42 percent of respondents.

The next two most important reasons for living in Deer Park were closely grouped — community atmosphere (36%) and geographic location (34%). Property taxes (27%) were in the middle of the group, which is a slightly higher ranking than the SRC typically sees in data from other community surveys that ask the same question. Natural beauty/surroundings and the quality of the Amery schools were included in their top three by 17 percent. The least frequently chosen reasons (less than 10%) for living in Deer Park include employment opportunities, recreational opportunities, and cultural/community events. The relatively low rankings for natural beauty and recreational opportunities are in contrast to the higher rankings these items often receive in surveys conducted in amenity-rich communities.

There were no noteworthy differences among the response patterns of the demographic groups.

Chart 2. Top Reasons for Living in Deer Park



Community Facilities and Services

Respondents were generally well-pleased with the community services and facilities in Deer Park. As shown in Table 3, at least half of respondents gave excellent or good ratings to 13 of the 14 services and facilities listed in the question. The proportions of those who gave ratings of poor or very poor were relatively low for all items, with most in the single digits.

Fire protection and the public library stood out from the others in terms of the high proportion of excellent ratings (53% and 49% respectively). Combined with a high proportion of ratings in the good category, these two items scored over 90 percent in the top two rating categories. Garbage collection also scored a combined 90 percent, but there were more giving this a good (60%) rating than an excellent (30%) rating. About four in five gave excellent or good ratings to the park and recreation facilities, the public sewer system, and the ambulance service; again, more gave these good ratings than gave them excellent ones.

Natural gas service, snow removal, senior citizen facilities/services, street maintenance, electrical service and village staff received positive ratings (good or excellent) by 60 to 68 percent of village residents and property owners.

Ratings for the police service (constable and County Sheriff) and sidewalk maintenance were lukewarm. Although the highest proportion of respondents rated these two items in the good category, 15 percent rated the constable and sheriff as poor or very poor. Nearly a third rated sidewalk maintenance as fair.

Table 3. Rating of Community Facilities and Services						
	Excellent	Good	Fair	Poor	Very Poor	No Opinion
Fire protection	53%	42%	3%	0%	0%	2%
Public library	49%	44%	2%	1%	0%	3%
Garbage collection	30%	60%	5%	1%	0%	5%
Park and recreation facilities	30%	53%	15%	1%	0%	1%
Public sewer system	29%	53%	15%	0%	0%	3%
Ambulance	25%	54%	6%	7%	1%	8%
Electric service	19%	42%	25%	5%	5%	5%
Village staff	18%	42%	26%	4%	2%	8%
Natural gas service	17%	51%	10%	0%	0%	22%
Snow removal	16%	51%	18%	5%	6%	5%
Constable & County Sheriff	15%	38%	26%	8%	7%	7%
Senior facilities	14%	51%	15%	1%	2%	17%
Street & road maintenance	9%	53%	29%	3%	3%	2%
Sidewalk maintenance	5%	42%	32%	6%	5%	11%

There were the following differences in the community service and facilities ratings among the various demographic groups.

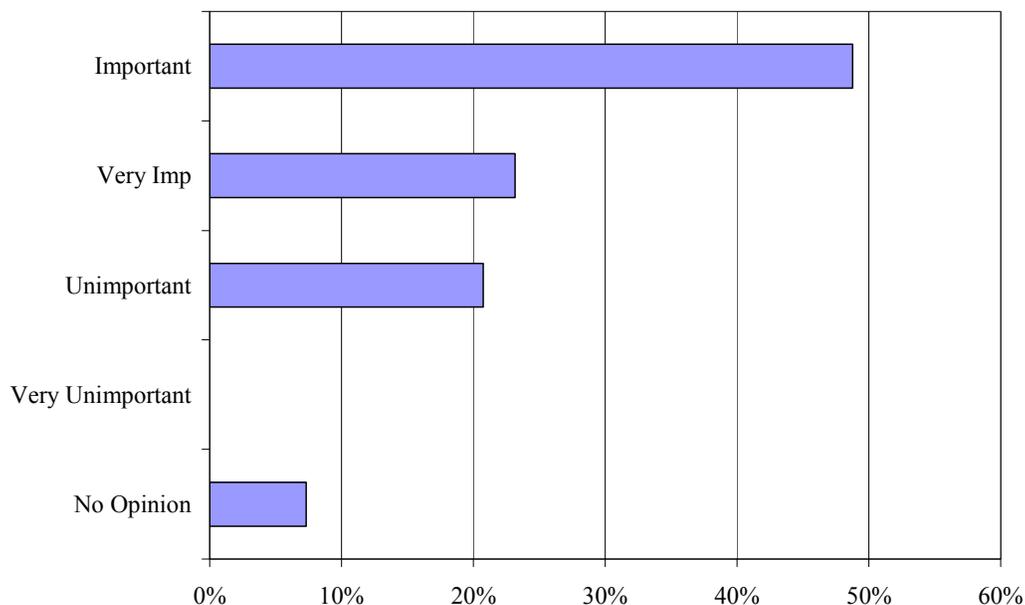
- Ambulance service was given higher ratings by longer term residents (20+ years) and households without children. Respondents less than 45 years old, new residents (5 years or less), and those with higher levels of formal education were more likely to have no opinion about the ambulance service. Those with higher levels of formal education tended to give lower ratings to the ambulance service.
- Electric service and the Village staff received higher ratings from households without children and from those who have lived in the Village for more than 20 years.
- Households without children gave a higher rating to the natural gas service, while recent residents (5 years or less) were more likely to have no opinion.
- Snow removal received higher ratings from households without children and longer term residents (more than 20 years). Those with higher levels of formal education were more likely to give lower ratings to this service.
- The service from the constable and St. Croix County Sheriff was rated higher by those who have lived in the Village more than 20 years and by households without children. Respondents with higher levels of formal education were more likely to give a lower rating to the constable and sheriff services.
- Senior citizen facilities and services were rated higher by those without children in the household and by single adult households. Not surprisingly, respondents younger than age 45 were more likely to have no opinion about the senior citizen facilities and services.
- Street maintenance received higher ratings from households without children but lower ratings from those who have completed higher education programs.
- Sidewalk maintenance received higher ratings from single adult households and households without children.
- Households with no children gave slightly higher ratings to the public sewer system.

Natural and Cultural Resources

The responses to this group of questions indicated that Deer Park residents and property owners have a substantial level of interest in protecting the cultural and natural resources of the Village. The first question in this series asked respondents how important they think it is to maintain the historical and cultural character of Deer Park. As shown in Chart 3, a large majority said that maintenance of the Village’s cultural and historical character was important (49%) or very important (23%).

Renters were more likely to assign a slightly higher level of importance to preserving the Village’s cultural and historical character, while newer residents (five years or less) were more likely to have no opinion.

Chart 3. Protection of Historical and Cultural Character



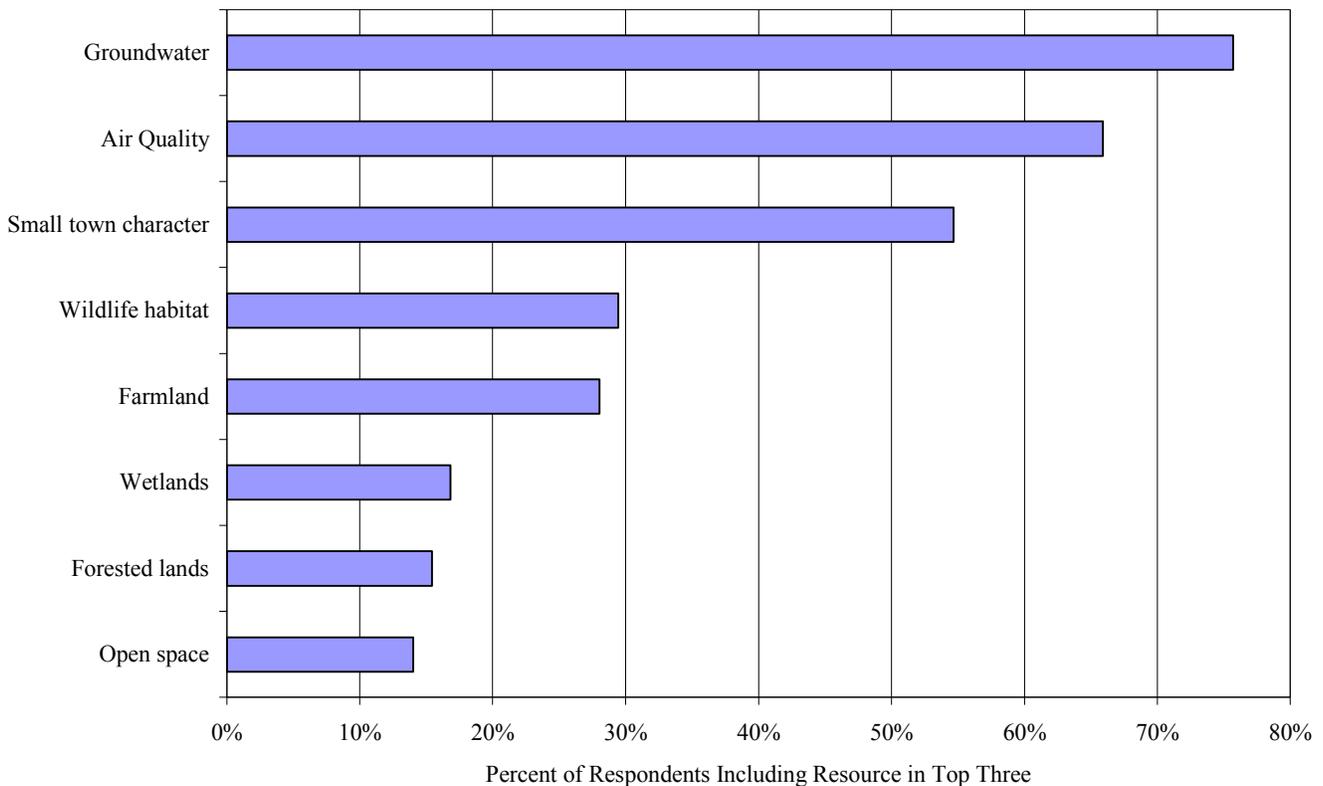
Respondents were next asked how important they think it is to protect the specific natural and cultural resources listed in Table 4. Deer Park residents and property owners believe all of these resources are important to protect. The percentage of respondents saying that it was important or very important to do so exceeded 80 percent for all resources listed, ranging from a low of 80 percent for preserving farmland and open space to a high of 97 percent for protecting groundwater. It is noteworthy that groundwater received a substantially higher proportion of responses in the very important category (71%) than any for the other resources. Air quality and small town character came second and third behind groundwater, with 95 percent and 92 percent respectively.

Respondents between ages 18 to 44 were more likely to have assigned higher levels of importance to protection of wildlife habitat, and renters indicated a higher level of importance for protection of small town character.

Table 4. Importance of Protections of Natural and Cultural Resources

	Very Important	Important	Unimportant	Very Unimportant	No Opinion
Groundwater	71%	26%	1%	0%	2%
Air quality	49%	46%	3%	0%	1%
Small town character	44%	48%	6%	0%	2%
Wildlife habitat	36%	47%	13%	2%	1%
Farmland	35%	44%	15%	2%	3%
Wetlands	34%	48%	11%	2%	4%
Open space	33%	47%	17%	1%	2%
Forested lands	32%	52%	10%	1%	5%

A follow-up question asked respondents to prioritize the top three natural and cultural resources from the list in Table 4. As shown in Chart 4, the rank order remained the same. Protection of groundwater, air quality, and small town character stood out as the top priorities for Deer Park residents and property owners. Groundwater was included in the top three by a three-quarters of the respondents and received 40 percent of the votes for the most important resource, while air quality was included in their top three by two-thirds of respondents (31% of the total votes for the most important).

Chart 4. Top Three Resources to Protect

There were a few noteworthy differences among the demographic groups:

- Respondents age 45 and above were more likely to include small town character and forested lands among their top three priorities.

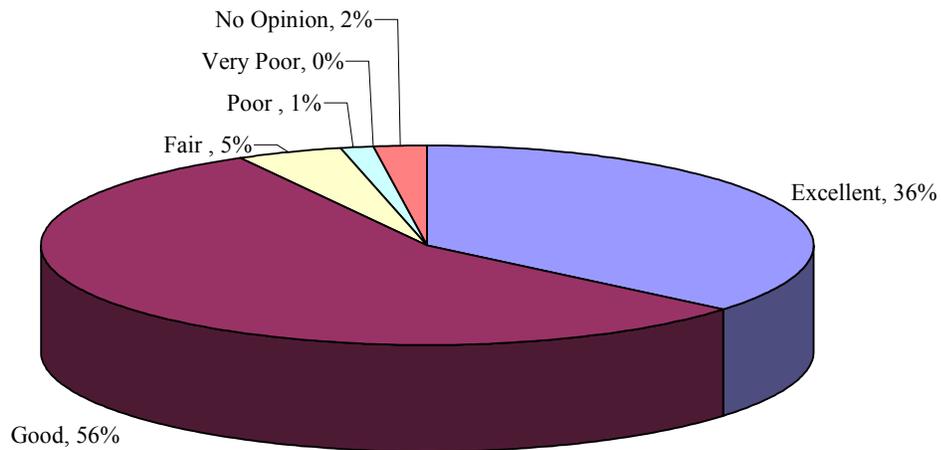
- Single adult households included wetlands more often in their top three but included groundwater less often in their top three.
- Retirees were less likely to include wildlife habitat in their top three.

Housing/Development

Over nine in ten respondents said they live in single family housing and own their place of residence.

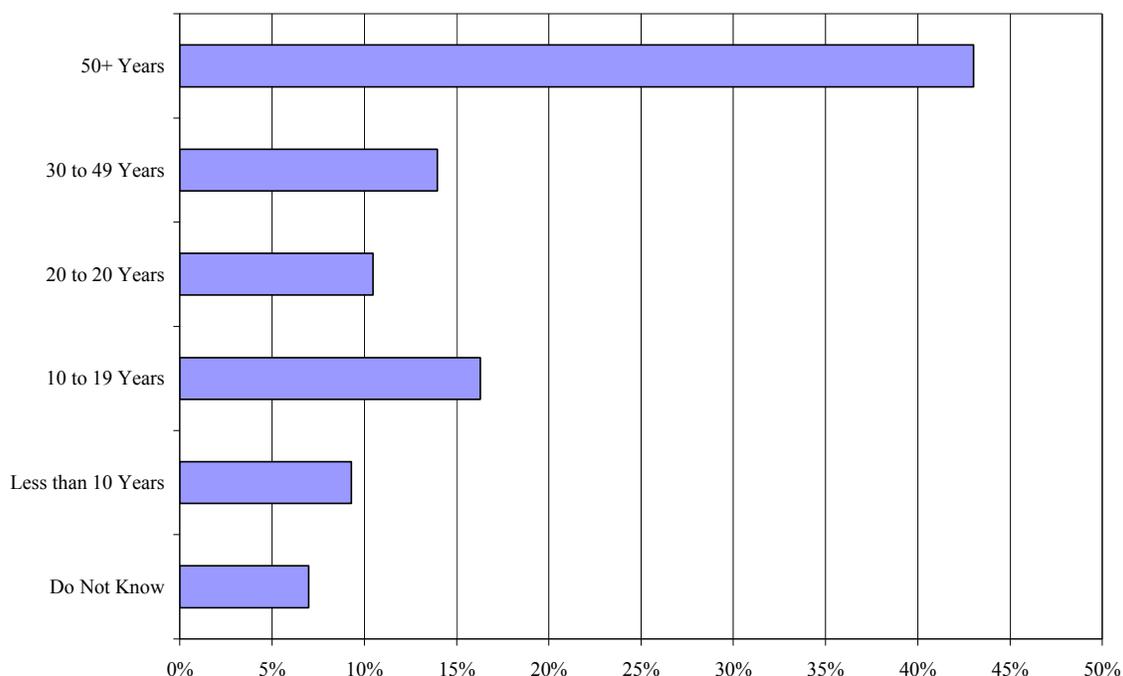
Most respondents gave positive ratings to the condition of their residence. As shown in Chart 5, over nine in ten said it was good (56%) or excellent (35%).

Chart 5. Condition of Residence



This overall positive rating for housing condition is noteworthy in light of the age profile of the housing units in Deer Park. As shown in Chart 6, more than four in ten respondents reported that their residence was at least 50 years old.

Chart 6. Age of Residence



Respondents from households with annual income above \$50,000 were more likely to live in a home that was built within the past ten years.

A group of housing questions asked respondents to assess the possibility of moving to a different type of housing or relocating from Deer Park within the next 10 years. As shown in Table 5, most current homeowners respondents believe they will not buy a larger home in Deer Park, are not likely to buy a smaller home in Deer Park, and do not anticipate selling their home in favor of renting a place in the Village. Among renters, 93 percent said they do not anticipate buying a home within Deer Park during the next 10 years. When asked about the possibility of moving from Deer Park, however, respondents expressed less certainty about their futures. Less than half (44%) said they anticipate remaining in Deer Park for the next 10 years, a third didn't know where they'd be in 10 years, and 22 percent said they anticipate moving from the Village.

Table 5. Anticipated Changes in Residential Status in Next 10 Years

	Yes	Do Not Know	No
Buying a larger home in the Village of Deer Park	0%	9%	91%
Buying a smaller home in the Village of Deer Park	0%	10%	90%
Buying a home in the Village of Deer Park (I currently rent)	1%	5%	93%
Selling a home, then renting in the Village of Deer Park	0%	13%	88%
Moving from the Village of Deer Park	22%	34%	44%
Staying in your current residence	55%	30%	16%

When asked about various housing concerns in the Village, property taxes and the external appearance of other residences in their neighborhoods stood out (Table 6). Not surprisingly, property taxation was the top concern; more than six in ten were very concerned and an additional one in five were somewhat

concerned about the property taxes in Deer Park. Nearly three-fourths of respondents were very concerned (41%) or somewhat concerned (33%) about the external appearance of other homes in their neighborhoods. Two-thirds were very concerned (24%) or somewhat concerned (44%) about the assessed value of similar homes, which is likely another aspect of the property taxation issue discussed above.

Respondents expressed a more moderate level of concern regarding the availability of affordable housing, the availability of financial assistance for rehabilitation of housing, and senior housing availability. The majority of responses were concentrated in the somewhat concerned or slightly concerned categories.

In contrast, the availability of rental housing is not a concern (42%) or only a slight concern (28%) to more than two-thirds of respondents.

The SRC notes the following differences among the demographic groups:

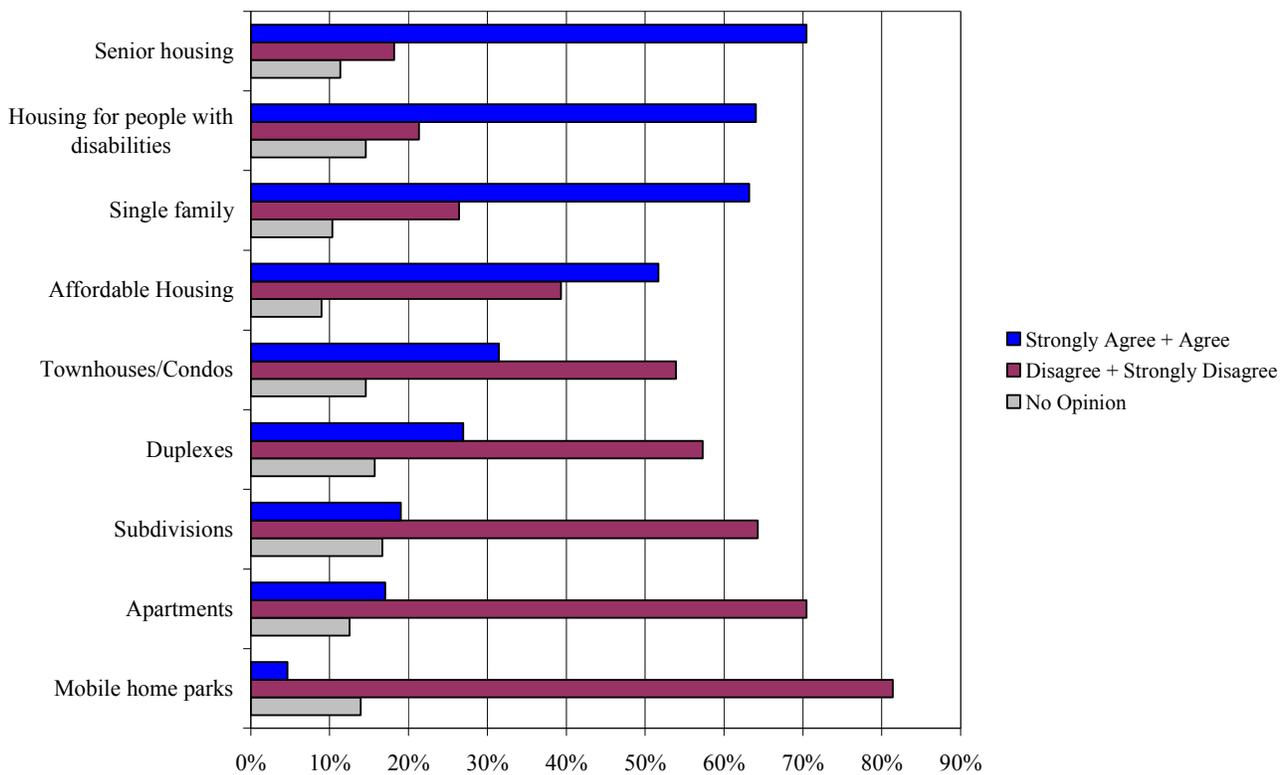
- Longer term residents (over 20 years) were more concerned about the assessed value of similar homes.
- Those whose age is between 18 and 44 and whose household income is less than \$50,000 were more likely to be concerned about housing affordability.
- Single adult households had a higher level of concern about the availability of financial assistance for housing rehabilitation.
- Senior housing availability was a greater concern for those from households without children and single adult households.
- Rental housing availability was a greater concern for single adult households.

Table 6. Housing Concerns in Deer Park					
	Very Concerned	Somewhat Concerned	Slightly Concerned	Not Concerned At All	No Opinion
Property taxes	63%	19%	13%	2%	3%
External appearance of maintenance of residences in my neighborhood	41%	33%	10%	10%	5%
Assessed value of similar homes to your own	24%	44%	13%	8%	10%
Affordable housing availability (no more than 30% of income at each income level)	15%	32%	28%	18%	7%
Availability of home rehab financial assistance	14%	34%	19%	18%	15%
Senior Housing Availability	11%	36%	23%	21%	9%
Rental housing availability	6%	15%	27%	42%	9%

Deer Park residents and property owners expressed divergent opinions about the types of additional housing that they believe are needed in the Village. As shown in Chart 7, respondents saw the greatest need for senior housing, housing for people with disabilities, and single family housing. Respondents were less sure about the need for more affordable housing; half agreed or strongly agreed, but nearly 40 percent disagreed or strongly disagreed.

In comparison, substantially more respondents disagreed or strongly disagreed with the need for multi-family units (townhouses/condos, duplexes, or apartments) or housing subdivisions. Opposition was particularly strong for mobile home parks.

Chart 7. Housing Types Needed



The following demographic differences were noted in the responses:

- Support for additional senior housing was stronger among those with less formal education.
- Single adult households and renters were more likely to want more housing for persons with disabilities.
- Additional affordable housing was more strongly supported by respondents with annual incomes of less than \$50,000 and single-adult households.
- Single-adult households were also more likely to see a need for duplex units and apartments.
- Households with children had more support for housing subdivisions.

Land Use and Growth Management Policy

Respondents were asked their level of agreement with four statements regarding land use and growth management issues in the Village. The results are shown in Table 7. In the first question, a slight majority of respondents indicated that the recent rate of development (2 new houses in the past 10 years) in the Village was too low, while a third disagreed or strongly disagreed. When asked about the Village’s current impact fees on new development, just under half agreed or strongly agreed that the current fees are just right, but the proportion who agreed (43%) was substantially larger than those who were in strong agreement (6%). In addition, 28 percent said they had no opinion about his issue.

More Deer Park residents and property owners disagreed (45%) that there should be a single designated ATV route in the village than agreed with this idea (29%). About one in four had no opinion on the matter.

A majority of respondents are in agreement that the current snowmobile route in the Village meets current needs. Over six in ten agreed (56%) or strongly agreed (5%) and less than 10 percent disagreed or

strongly disagreed. As was true in the previous questions, there was a substantial proportion (31%) with no opinion.

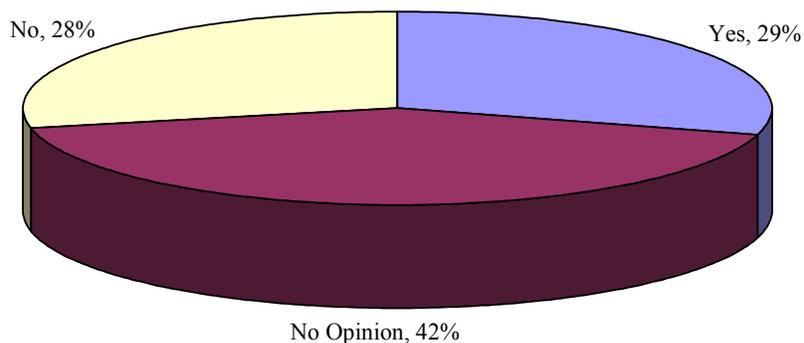
Table 7. Opinions About Land Use Issues					
	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Recent rate of development is too low.	23%	29%	22%	11%	15%
The Village’s fees for new development are just right.	6%	43%	18%	6%	28%
There should be a designated ATV route and no other ATV traffic allowed in the Village.	6%	23%	22%	23%	26%
The current snowmobile route in the Village meets current needs.	5%	56%	5%	3%	31%

Among the demographic groups, those who have lived in Deer Park for five years or less were more likely to say they have no opinion about designating an ATV route in the Village.

The respondents provided little guidance regarding whether they would like to change the current minimum lot size from its current one-half acre. As shown in Chart 8, the largest portion said they had no opinion, and the rest were evenly split between favoring the status quo and changing the size requirement. There were no differences in the response pattern among the demographic groups.

Those who favored changing the lot size were asked a follow-up question about their preference for a new minimum lot size. Among the 29 percent who want to change the minimum lot size, the majority favor increasing the lot size, with more preferring an increase to one acre (44%) than an increase to three-quarters acre (20%). Within this group, respondents with higher levels of formal education were more likely to desire increasing the size to one acre. Those who said they favor a smaller lot size prefer a quarter-acre (24%) rather than a third-acre (12%).

Chart 8. Change Minimum Lot Size?



When asked to rank their top three priority land use and growth management issues for the Village, reducing property taxes and enforcing the 30 mile-per-hour speed limit on State Highway 46 stood out at the top (Chart 9). Property taxes received a third of the top rank votes and was placed in the top three by 61 percent of respondents.

Enforcement of the Highway 46 speed limit was included in the top three by 51 percent of respondents.

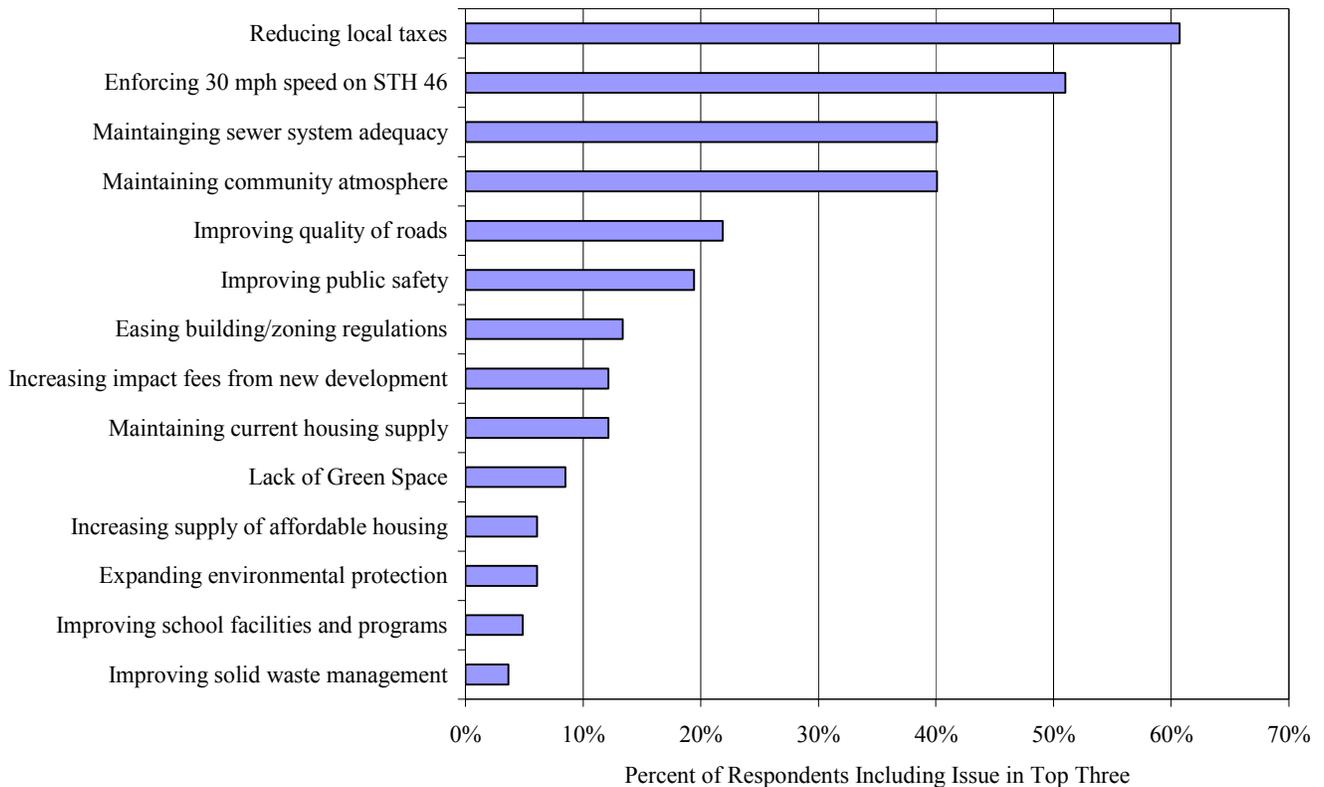
Rounding out the top three was a tie between maintaining the adequacy of the sewer system and maintaining community atmosphere (40%).

In the middle of the pack were improving road quality, improving public safety, easing building codes/regulations, increasing impact fees on new development, and maintaining the current housing supply.

The lowest ranking priorities included lack of green space, expanded environmental protection, increased affordable housing units, improvements to the school system, and improving the solid waste management.

Female respondents were more likely to include enforcement of the speed limit on State Highway 46 in their top three priorities. Recent residents (5 years or less) more frequently included improving public safety. Retirees were more likely to include maintaining community atmosphere in their priority items. Maintaining sewer system adequacy was more frequently chosen by women, retirees, households without children, and households with less than \$50,000 annual income.

Chart 9. Priority Land Use and Growth Management Issues



Economic Development

More Deer Park residents and property owners would like to see improved employment opportunities in the area than those who are satisfied with the status quo. As shown in Table 8, the largest portion of respondents said they disagreed (28%) or strongly disagreed (18%) that they are satisfied with employment opportunities. To help with this situation, a substantial majority (76%) would like the Village to pursue programs that would assist existing and new businesses.

Not surprisingly, retirees were more likely to have no opinion about employment opportunities.

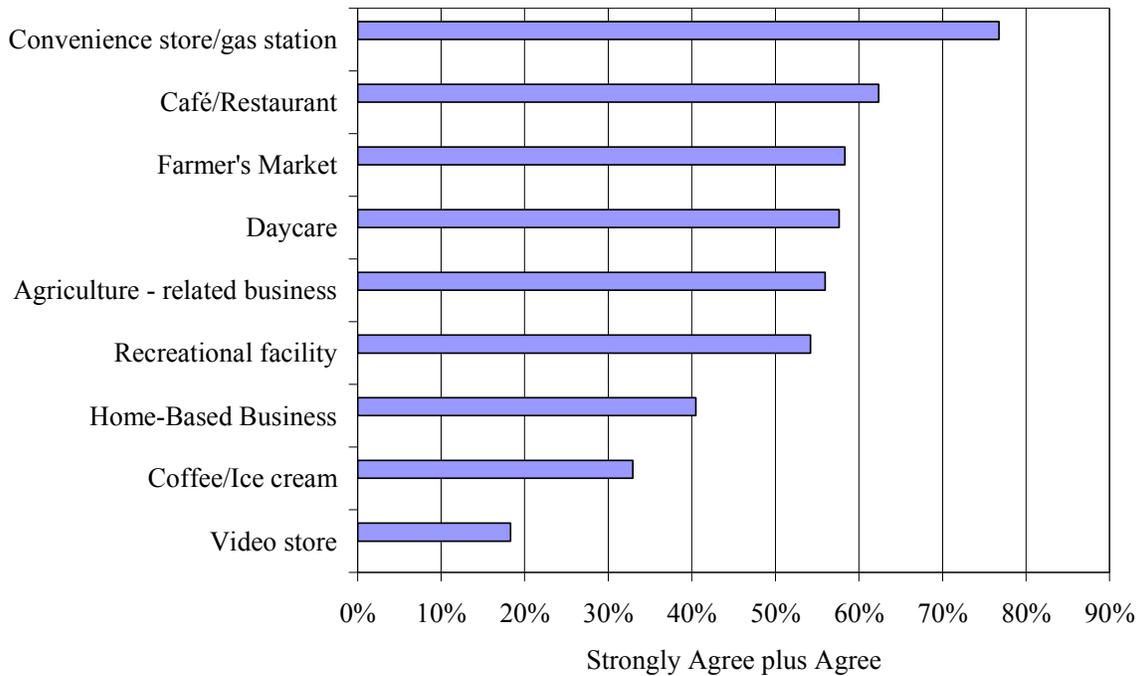
Table 8. Opinions About Economic Development					
	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
I am satisfied with employment opportunities in the area	2%	38%	28%	18%	14%
The Village should promote or pursue programs or assistance for existing or new local businesses	24%	52%	8%	2%	13%

Deer Park residents and property owners view a variety of business types as important to the future development of the Village. More than half of respondents said six of nine business types listed were important or very important, including a recreational facility (55%), agriculture-related businesses (56%), daycare (57%), farmer’s market (58%), and café/restaurant (63%). However, the clear winner was a convenience store/gas station, with 77 percent (Chart 10).

There were several differences among the demographic groups.

- A convenience store/gas station was more strongly supported by respondents from households with children.
- A café/restaurant was more strongly favored by under age 45.
- Women, households with children, and those under age 45 more strongly supported a farmer’s market. Longer-term residents (over 20 years) were less likely to favor a farmer’s market.
- Daycare was more strongly supported by younger respondents.
- Ag-related businesses were more strongly supported by respondents from households with children, those under age 45, and those with more formal education. Retirees and respondents from households with incomes \$50,000 or less were more likely to have no opinion.
- A recreation facility was viewed more favorably by respondents with children in the household, those under age 45, and households with more than \$50,000 annual income. Retirees were more likely to have no opinion.
- Respondents from households with children were more likely to agree that home based businesses are important.
- A coffee/ice cream store was viewed more importantly by women, households with children, and those under age 45.
- Households with children and those under age 45 were more likely to favor a video store. Longer-term residents were less likely to favor a video store.

Chart 10. Important Types Businesses for Future Development



Among respondents who are employed, Table 9 shows the majority have a travel time to work between 15 and 29 minutes. The remaining portion is about equally split among those whose travel time to work is less than 15 minutes, those with a 30 to 44 minute commute, and those who travel 45 or more minutes to their workplace. The broad pattern is similar to that reported in the 2000 census, with a higher proportion in the current sample reporting a 15 to 29 minute commute.

Table 9. Travel Time to Work (minutes)						
	Count	<15	15 – 29	30 – 44	45+	NA
Sample	60	15%	57%	15%	13%	0% ³
Census	149	23%	40%	18%	20%	--

Transportation

When asked about transportation issues, Deer Park residents and property owners indicated a high level of satisfaction with the current street network (86% agree or strongly agree that the current network meets current needs). At the same time two safety issues stand out — speed management techniques on South Street (36% strongly agree and 37% agree) and a pedestrian crosswalk on State Highway 46 (35% strongly agree and 37% agree). This concern for a pedestrian crosswalk on State Highway 46 is consistent with the high priority ranking for enforcement of the speed limit on that highway (see Chart 9).

When it comes to sidewalks and walking paths, a majority (59%) said the sidewalk system meets current needs. At the same time, about the same number (57%) would like to see additional walking paths or trails, and about half would like the Village to explore opportunities for bike and pedestrian trails with neighboring local governments and St. Croix County (although a third had no opinion about the latter).

³ In order to compare these data to the Census data, the “Not Applicable” responses were removed and the percentages were recalculated to include only those who work outside of the home.

Similarly, nearly half (47%) agreed or strongly agreed that they would like to see more walking and biking lanes along existing public roadways.

A commuter parking lot at the “4 Corners” intersection for ride sharing was favored by more than six in 10 respondents. While few disagreed, a third expressed no opinion, presumably because their commute route does take them past that intersection.

The following demographic differences were noted among the responses to this group of questions.

- Respondents with higher levels of formal education were more likely to disagree that the sidewalk system meets current needs.
- Respondents from households with \$50,000 or less annual income were less likely to agree that additional walking and biking paths or trails are needed. Those less than 45 years of age were more likely to agree.
- Similarly, respondents under age 45 and those from households with over \$50,000 annual income were more likely to agree that the Village should cooperate with neighboring communities and St. Croix County regarding bike and pedestrian trails.

Table 10. Opinions About Transportation

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
The overall road network (roads, streets and highways) in the Village meets current needs.	15%	71%	8%	0%	5%
The sidewalk system in Deer Park meets current needs.	7%	52%	22%	7%	12%
Biking and walking lanes are needed along public roadways in Deer Park.	14%	33%	27%	5%	20%
There should be a cross-walk on STH 46.	35%	37%	17%	2%	10%
Speed management techniques of some sort are needed on South Street.	36%	31%	19%	1%	13%
Additional walking paths or trails are needed in Deer Park.	20%	37%	23%	2%	18%
There should be a car/van park and ride at the 4 corners of STH 46 and State Hwy. 64.	14%	47%	4%	2%	33%
The Village should cooperate with the County and neighboring communities to implement bike/pedestrian trails and routes.	16%	36%	12%	4%	32%

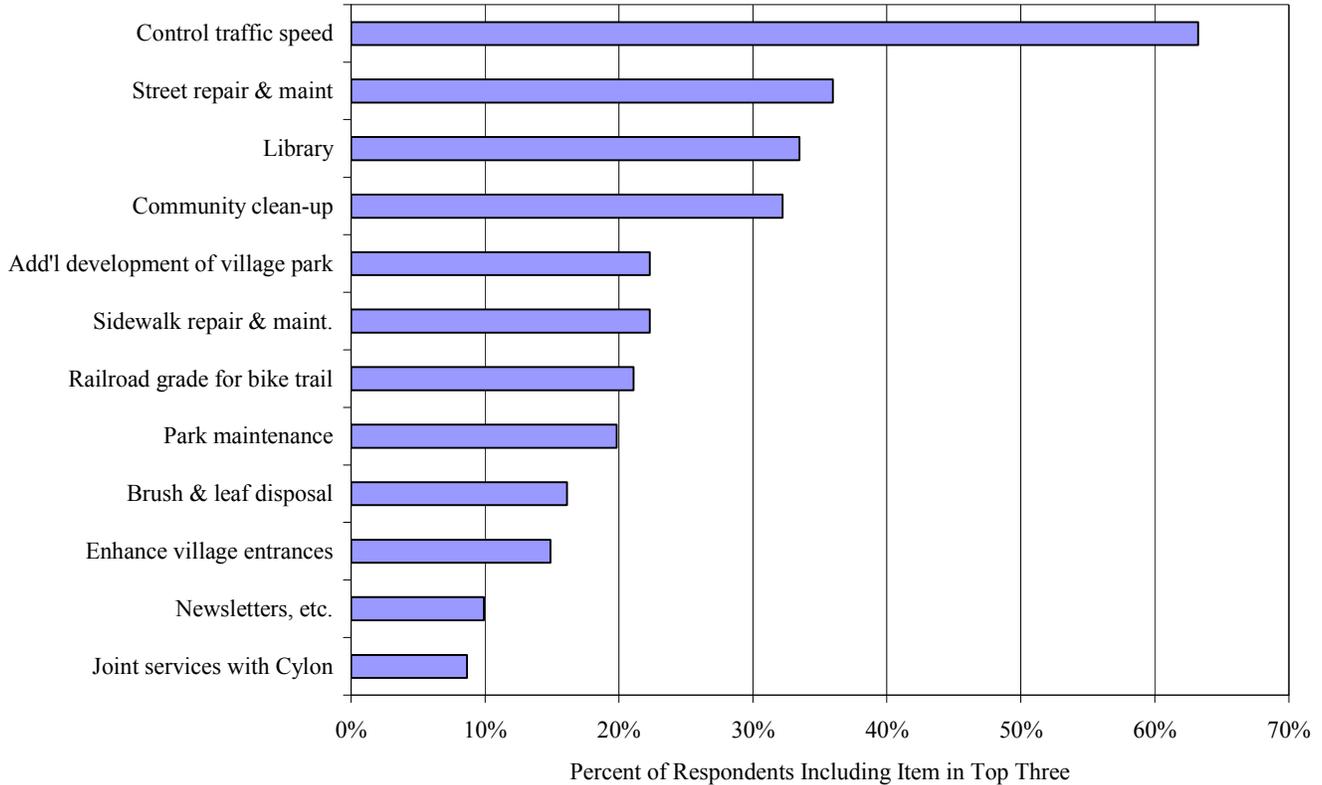
Government Priorities and Communications

As shown in Chart 11, Deer Park residents and property owners said the highest priority for the use of their tax dollars is for control of traffic speed. This item was included in the top three by 63 percent of respondents and received 44 percent of all the votes for the most important item on the list. This response is consistent with previous questions in which residents and property owners gave high priority rankings to related concerns such as speed limit enforcement and pedestrian crosswalks on Highway 46 and speed management techniques on South Street.

Street repair and maintenance, the library, and community clean-up activities were grouped closely together as the next most important priorities, with 36 to 33 percent of respondents placing these among their top three priorities. Sidewalk repair, additional development of land in the Village park, purchasing the abandoned railroad grade for a bike trail, and maintenance of the park were grouped around 22 percent.

Among the lower priorities were a brush dump and leaf composting, enhancements to the entrances to Deer Park, newsletters and other communication from the Village government, and joint services with the Town of Cylon.

Chart 11. Priorities for Village Taxes

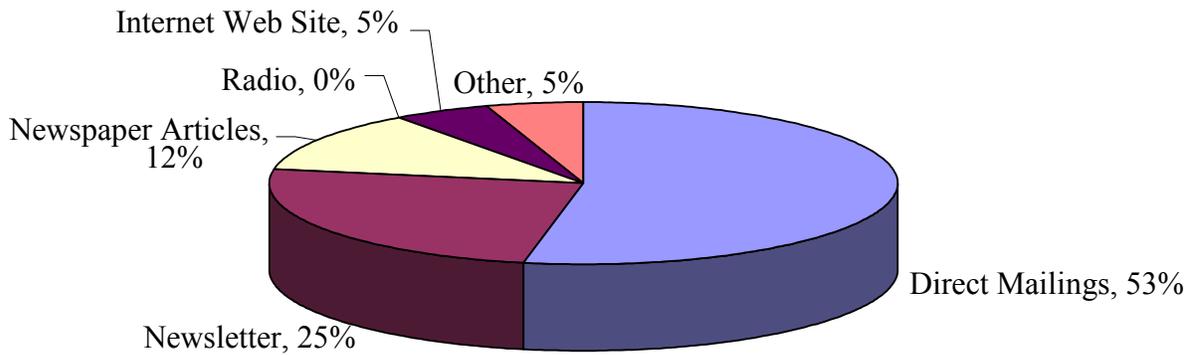


The following demographic differences were noted in the responses:

- Enhancement of village entrances was ranked more highly by respondents under age 45 and those who have lived in Deer Park five years or less.
- Community clean up was more popular among retirees and single adult households.
- Control of traffic speed was a higher priority for households with two or more adults.
- The public library was a higher priority for recently arrived residents (5 years or less).
- Sidewalk repair was more likely to be in the top three priorities of two-adult households.

Regarding preferences for communications from the Village government, as shown in Chart 12 respondents clearly favor direct mailings (53%) over other methods. Newsletters placed a distant second with 25 percent, followed by newspapers articles (12%), an Internet web site (5%), and radio (0%). There were no differences among the demographic groups regarding their preferred information source about Village issues.

Chart 12. Preferred Source of Information About Village Government



Desired Change in Deer Park

Near the end of the survey, respondents were asked the following open-ended question, “If you could change one thing about the Village of Deer Park, what would it be?” Fifty-three respondents provided answers to this question. The answers were grouped into specific topics by the SRC and are summarized in Table 11. The complete list of responses is included in Appendix B.

Five topics were grouped close together as the most frequent desired change: economic development, village appearance, recreation, village government, and traffic.

Within the comments related to economic development, five specifically mentioned a desire for a convenience store and/or gas station in the Village. This pattern is consistent with the responses to the earlier question regarding the types of business desired in Deer Park in which a convenience store/gas station was the top priority (See Chart 10). The following is a typical statement. “Gas station/convenience stores are needed in the area greatly.”

Table 11. Change One Thing in Deer Park		
Topic	Count	%
Economic Development	9	17%
Village Appearance	8	15%
Traffic	7	13%
Village Government	7	13%
Recreation	7	13%
Maintenance	3	6%
Dog Control	3	6%
Taxes	2	4%
Miscellaneous	7	13%
TOTAL	53	100%

Responses related to traffic echoed the previously expressed concerns about excessive speed in particular locations. “Enforce speed limit on South St.”

Desires for improved village appearance most frequently mentioned the downtown area, such as this response. “Clean up downtown.”

Statements about village government were mostly about the Village Board, such as “A more active village board.”

While the majority of responses related to recreation were requests for trails for non-motorized uses. “Establish some sort of walking and biking trails.”

Conclusions

The results of this survey indicate that, in large measure, residents and non-resident property owners are reasonably happy with the overall quality of life in the Village of Deer Park. They choose to live in the Village because of the proximity of family and friends and the affordability of housing, and they want to protect the small town character of the Village and its natural resources, especially groundwater and air quality. They are generally satisfied with the services and facilities of the Village.

At the same time, respondents are concerned about the speed with which traffic moves within the Village, repeatedly citing a desire for enforcement and speed management techniques on State Highway 46 and South Street. They said that control of traffic speed was the top ranked priority for the use of their local tax dollars.

The Village's slow rate of growth in the past several years is also a concern for more than half of respondents.

Perhaps reflecting the economic downturn that was becoming ever clearer during the time that data were being gathered, respondents expressed a fair degree of unease about the availability of jobs in the area. They also indicated a desire for the Village to promote or pursue programs that would assist existing or new businesses and would like to see a convenience store/gas station in the Village.

Appendix A – Non-Response Bias Test

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents are not satisfied with available employment opportunities in the Deer Park area (Question 21), whereas most of those who returned their questionnaire said they are satisfied with the employment opportunities available to them in the area. In this case, non-response bias would exist, and the raw results would overstate public’s opinion about employment opportunities in the Deer Park area.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 73 people responded to the first mailing, and 16 responded to the second mailing.

We found 9 variables with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 96 tested. All but one of these variables are found within four of the 14 community services and facilities in question 7 and within four of the six sub-questions in question 14. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
7b. Village staff	2.38	3.31	.011
7g. Park and recreation facilities	1.82	2.31	.030
7i. Snow removal	2.31	3.19	.010
7m. Electric service	2.29	3.25	.005
14a. Buy larger home in Deer Park	2.95	2.73	.009
14b. Buy smaller home in Deer Park	2.93	2.73	.021
14e. Move from Deer Park	2.32	1.73	.008
14f. Stay in current residence	1.52	2.07	.009
29. Speed management on South Street	2.11	2.93	.034

Appendix B – Deer Park Community Planning Survey Comments

Question 1. *From the following list, please identify which of the items, a-l, are the THREE most important reasons you and your family choose to live in the Village of Deer Park.*

'Other' responses (5)

- Grew up here.
- I don't live here I only own property.
- Job transfer to Stillwater.
- Member of our park fire department.
- Only own 22 acres in village.

Question 10. *In what type of housing do you currently live?*

'Other' responses (6)

- Apartment (2x)
- Apartment of elderly unit
- None
- Own property in village no house on it. Open lots.
- Own residential and multi family property.

Question 33. *Which is your MOST preferred source of information about the Village of Deer Park Government?*

'Other' responses (4)

- Word-of-mouth (2x)
- Decosse Bar, Deer's bar
- Post Office postings

Question 35. *If you could change one thing about the Village of Deer Park, what would it be? (53 total)*

Economic Development (9)

- Bring more businesses to the village.
- Industry, more jobs, more activities to draw people.
- More employment opportunities.
- Try to get something in the empty spots on Main Street. Take care of what we now have.
- Add convenience store.
- Gas station/convenience stores are needed in the area greatly.
- Get a gas station.
- Have a grocery store.
- This town needs a gas station.

Village Appearance (8)

- Some of the buildings look to be unkempt.
- Clean up downtown.
- Repaint/repair downtown.
- Do not store garbage containers in FRONT of homes only on pick up day. Also, remove non-running junk cars from public view and paint buildings down town.
- Junk vehicles should be towed away. Garbage cans should NOT be parked in FRONT of houses.
- That all the rental units in town would be fixed up.

- The appearance when driving through town.
- To make the landlords, that own the rental properties, clean up the appearance of their buildings.

Traffic (7)

- Enforce speed limit on South St. (3x)
- A crosswalk on 46 needs to happen soon.
- Highway noise, re-route 46 around town?
- Traffic Control.
- Having more cops slowing down the speeders.

Village Government (7)

- A more active village board.
- A much more active and aggressive board.
- Board should be more open to newcomers. More open to new ideas.
- The people on the board.
- Town board.
- Village government needs to be changed before any form of growth is ever going to be occurring in Deer Park.
- That one family didn't have so much control and influence on the board and Deer Park in general.

Recreation (7)

- Bike trail
- Create hiking trails with simple exercise stations.
- Establish some sort of walking and biking trails.
- Horseshoe courts at the village park where the western volleyball court is/was. Ideally N.H.P.A. sanctioned courts for a future sanctioned town league.
- Put in a swimming pool.
- The ball park up and running again.
- We need more walking trails.

Maintenance (3)

- To have the side streets cleared of snow after a big storm sooner than two days later.
- Fix sidewalks and street maintenance.
- Sidewalk needs repair and streets need sweeping.

Dog Control (3)

- Dogs not licensed, barking.
- No dog control-dogs are barking on almost all streets. Walking in town, I have been attacked numerous times.
- Way too many dogs barking when I walk on the streets and I do walk downtown and library-station.

Taxes (2)

- Lower house taxes.
- Taxes are going crazy!

Miscellaneous (7)

- Deer Park has always been a low profile friendly community. Why do we need to make any type of change? If you do not like it here then do not live here.
- Have people respect the property of others: railroad bed is privately owned by borrowers.
- Please install handicap doors and ramps.
- Relocate the severe weather siren.
- Have some local law enforcement. There seems to be a lot of problems due to the amount of rentals. Drug users love cheap rentals.
- No bars in village.
- Start a community church.

Question 38. *Employment Status*

'Other' responses (5)

- Disabled
- Home
- Home sales
- Homemaker
- Student

Appendix C - Quantitative Summary of Responses by Question

VILLAGE OF DEER PARK COMMUNITY PLANNING SURVEY

Please return by October 3, 2008

Using blue or black ink, please fill the circle that most closely matches your response on the following:

Please fill the circle: Like this: ● Not like this: (✓) (X) (○)

QUALITY OF LIFE.

1. From the following list, please identify which of the items, a – l, are the THREE most important reasons you and your family choose to live in the Village of Deer Park.

	1 st	2 nd	3 rd		1 st	2 nd	3 rd
a. Housing affordability	33%	13%	8%	g. Area employment opportunities	0%	2%	5%
b. Geographic location	9%	20%	6%	h. Property taxes	5%	7%	15%
c. Cultural/Community events	0%	0%	2%	i. Quality of Amery School System	4%	9%	5%
d. Crime rate/Safety	5%	16%	21%	j. Area recreational opportunities	0%	2%	2%
e. Natural beauty/Surroundings	1%	7%	9%	k. Community atmosphere/Lifestyle	9%	9%	19%
f. Near family and friends	34%	15%	5%	l. Other: specify <u>See Appendix B</u>	1%	0%	2%

2. For the Village of Deer Park, how would you rate the following?

	Excellent	Good	Fair	Poor	Very Poor	No Opinion
a. Community appearance	1%	62%	27%	7%	2%	1%
b. Community atmosphere	8%	53%	31%	6%	1%	1%
c. Housing availability	0%	50%	40%	6%	2%	2%
d. Parks and recreation	18%	58%	19%	2%	0%	2%
e. Property taxes	2%	17%	55%	18%	3%	4%
f. Safety	13%	55%	24%	4%	0%	3%
3. How would you rate the overall quality of life in the Village of Deer Park?	10%	63%	24%	3%	0%	0%

NATURAL AND CULTURAL RESOURCES

4. How important is it that the historical and cultural character of Deer Park be maintained?

Very Important	Important	Unimportant	Very Unimportant	No Opinion
23%	49%	21%	0%	7%

5. How important is the protection of the following:

	Very Important	Important	Unimportant	Very Unimportant	No Opinion
a. Air quality	49%	46%	3%	0%	1%
b. Groundwater	71%	26%	1%	0%	2%
c. Wetlands	34%	48%	11%	2%	4%
d. Wildlife habitat	36%	47%	13%	2%	1%
e. Open space	33%	47%	17%	1%	2%
f. Farmland	35%	44%	15%	2%	3%
g. Forested lands	32%	52%	10%	1%	5%
h. Small town character	44%	48%	6%	0%	2%

6. From the preceding list in Question 5, please identify which of the items, a – h, are the THREE most important resources to protect.

	1 st	2 nd	3 rd		1 st	2 nd	3 rd
a. Air quality	<u>31%</u>	<u>23%</u>	<u>13%</u>	e. Open space	<u>1%</u>	<u>4%</u>	<u>8%</u>
b. Groundwater	<u>40%</u>	<u>33%</u>	<u>3%</u>	f. Farmland	<u>4%</u>	<u>9%</u>	<u>15%</u>
c. Wetlands	<u>4%</u>	<u>4%</u>	<u>8%</u>	g. Forested lands	<u>4%</u>	<u>1%</u>	<u>10%</u>
d. Wildlife habitat	<u>6%</u>	<u>10%</u>	<u>14%</u>	h. Small town character	<u>10%</u>	<u>16%</u>	<u>29%</u>

COMMUNITY FACILITIES AND SERVICES

7. Rate the quality of the following facilities and services:	Excellent	Good	Fair	Poor	Very Poor	No Opinion
a. Ambulance	<u>25%</u>	<u>54%</u>	<u>6%</u>	<u>7%</u>	<u>1%</u>	<u>8%</u>
b. Village staff	<u>18%</u>	<u>42%</u>	<u>26%</u>	<u>4%</u>	<u>2%</u>	<u>8%</u>
c. Fire protection	<u>53%</u>	<u>42%</u>	<u>3%</u>	<u>0%</u>	<u>0%</u>	<u>2%</u>
d. Garbage collection	<u>30%</u>	<u>60%</u>	<u>5%</u>	<u>1%</u>	<u>0%</u>	<u>5%</u>
e. Constable & County Sheriff	<u>15%</u>	<u>38%</u>	<u>26%</u>	<u>8%</u>	<u>7%</u>	<u>7%</u>
f. Public library	<u>49%</u>	<u>44%</u>	<u>2%</u>	<u>1%</u>	<u>0%</u>	<u>3%</u>
g. Park and recreation facilities	<u>30%</u>	<u>53%</u>	<u>15%</u>	<u>1%</u>	<u>0%</u>	<u>1%</u>
h. Public sewer system	<u>29%</u>	<u>53%</u>	<u>15%</u>	<u>0%</u>	<u>0%</u>	<u>3%</u>
i. Snow removal	<u>16%</u>	<u>51%</u>	<u>18%</u>	<u>5%</u>	<u>6%</u>	<u>5%</u>
j. Street & road maintenance	<u>9%</u>	<u>53%</u>	<u>29%</u>	<u>3%</u>	<u>3%</u>	<u>2%</u>
k. Sidewalk maintenance	<u>5%</u>	<u>42%</u>	<u>32%</u>	<u>6%</u>	<u>5%</u>	<u>11%</u>
l. Senior facilities (senior center, van-rides, etc.)	<u>14%</u>	<u>51%</u>	<u>15%</u>	<u>1%</u>	<u>2%</u>	<u>17%</u>
m. Electric service	<u>19%</u>	<u>42%</u>	<u>25%</u>	<u>5%</u>	<u>5%</u>	<u>5%</u>
n. Natural gas service	<u>17%</u>	<u>51%</u>	<u>10%</u>	<u>0%</u>	<u>0%</u>	<u>22%</u>

HOUSING/DEVELOPMENT

8. <u>More</u> of the following types of housing are needed in the Village of Deer Park:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Single family housing	<u>17%</u>	<u>46%</u>	<u>23%</u>	<u>3%</u>	<u>10%</u>
b. Duplexes (2 units)	<u>4%</u>	<u>22%</u>	<u>37%</u>	<u>20%</u>	<u>16%</u>
c. Apartments (3 or more units – rental)	<u>2%</u>	<u>15%</u>	<u>35%</u>	<u>35%</u>	<u>13%</u>
d. Town houses or condos (owner)	<u>4%</u>	<u>27%</u>	<u>27%</u>	<u>27%</u>	<u>15%</u>
e. Affordable housing (costing no more than 30% of income at each income level)	<u>10%</u>	<u>42%</u>	<u>24%</u>	<u>16%</u>	<u>9%</u>
f. Housing specifically designed to meet the needs of older people (55+)	<u>13%</u>	<u>58%</u>	<u>14%</u>	<u>5%</u>	<u>11%</u>
g. Housing specifically designed to meet the needs of people with disabilities	<u>9%</u>	<u>55%</u>	<u>15%</u>	<u>7%</u>	<u>15%</u>
h. Mobile home parks	<u>1%</u>	<u>3%</u>	<u>29%</u>	<u>52%</u>	<u>14%</u>
i. Subdivisions	<u>2%</u>	<u>17%</u>	<u>24%</u>	<u>40%</u>	<u>17%</u>
9. Do you currently own or rent your residence?	<u>92%</u> Own		<u>8%</u> Rent		

Housing/Development (continued)

10. In what type of housing do you currently live?	Single family	Duplex (2 units)	Multiple family (3 or more units)	Other: See Appendix B		
	<u>92%</u>	<u>1%</u>	<u>1%</u>	<u>6%</u>		
11. Please rate the general condition of your residence.	Excellent	Good	Fair	Poor	Very Poor	No Opinion
	<u>36%</u>	<u>56%</u>	<u>5%</u>	<u>1%</u>	<u>0%</u>	<u>2%</u>
12. What is the age of your current residence?						
	1 month – 9 yrs.	10 - 19 yrs.	20 - 29 yrs.	30 - 49 yrs.	50+ yrs.	Do Not Know
	<u>9%</u>	<u>16%</u>	<u>10%</u>	<u>14%</u>	<u>43%</u>	<u>7%</u>
13. How concerned are you about the following housing issues in the Village of Deer Park?	Very Concerned	Somewhat Concerned	Slightly Concerned	Not Concerned At All	No Opinion	
a. Affordable housing availability (costing no more than 30% of income at each income level)	<u>15%</u>	<u>32%</u>	<u>28%</u>	<u>18%</u>	<u>7%</u>	
b. Assessed value of similar homes to your own	<u>24%</u>	<u>44%</u>	<u>13%</u>	<u>8%</u>	<u>10%</u>	
c. External appearance or maintenance of residences in my neighborhood	<u>41%</u>	<u>33%</u>	<u>10%</u>	<u>10%</u>	<u>5%</u>	
d. Availability of home rehab financial assistance	<u>14%</u>	<u>34%</u>	<u>19%</u>	<u>18%</u>	<u>15%</u>	
e. Property taxes	<u>63%</u>	<u>19%</u>	<u>13%</u>	<u>2%</u>	<u>3%</u>	
f. Rental housing availability	<u>6%</u>	<u>15%</u>	<u>27%</u>	<u>42%</u>	<u>9%</u>	
g. Senior housing availability	<u>11%</u>	<u>36%</u>	<u>23%</u>	<u>21%</u>	<u>9%</u>	
14. In the next 10 years do you anticipate.....?				Yes	Don't Know	No
a. Buying a larger home in the Village of Deer Park				<u>0%</u>	<u>9%</u>	<u>91%</u>
b. Buying a smaller home in the Village of Deer Park				<u>0%</u>	<u>10%</u>	<u>90%</u>
c. Buying a home in the Village of Deer Park (I currently rent)				<u>1%</u>	<u>5%</u>	<u>93%</u>
d. Selling a home, then renting in the Village of Deer Park				<u>0%</u>	<u>13%</u>	<u>88%</u>
e. Moving from the Village of Deer Park				<u>22%</u>	<u>34%</u>	<u>44%</u>
f. Staying in your current residence				<u>55%</u>	<u>30%</u>	<u>16%</u>

LAND USE AND GROWTH MANAGEMENT POLICY

15. From the following list of Village growth management issues, a – n, mark your top **THREE** concerns.

	1 st	2 nd	3 rd		1 st	2 nd	3 rd
a. Lack of green space in Deer Park	<u>2%</u>	<u>0%</u>	<u>6%</u>	h. Maintaining community atmosphere	<u>12%</u>	<u>17%</u>	<u>11%</u>
b. Easing building/zoning regulations	<u>1%</u>	<u>5%</u>	<u>8%</u>	i. Improving quality of roads	<u>5%</u>	<u>11%</u>	<u>6%</u>
c. Improving public safety	<u>6%</u>	<u>8%</u>	<u>5%</u>	j. Improving school facilities and programs	<u>0%</u>	<u>2%</u>	<u>2%</u>
d. Expanding environmental protection	<u>1%</u>	<u>1%</u>	<u>4%</u>	k. Improving solid waste management (garbage/recycling)	<u>0%</u>	<u>1%</u>	<u>2%</u>
e. Increasing supply of affordable housing	<u>1%</u>	<u>2%</u>	<u>2%</u>	l. Enforcing the 30 mph speed limit on STH 46	<u>23%</u>	<u>18%</u>	<u>10%</u>
f. Maintaining current housing supply	<u>5%</u>	<u>2%</u>	<u>5%</u>	m. Maintaining sewer system adequacy	<u>10%</u>	<u>17%</u>	<u>14%</u>
g. Increasing impact fees from new development (currently \$1,500/unit + \$1,000/unit sewer hook up fee)	<u>1%</u>	<u>2%</u>	<u>9%</u>	n. Reducing local taxes	<u>33%</u>	<u>13%</u>	<u>15%</u>

Strongly Agree Agree Disagree Strongly Disagree No Opinion

16. The amount of development in the Village of Deer Park was 2 houses in the past ten years. This rate of development is too low.	<u>23%</u>	<u>29%</u>	<u>22%</u>	<u>11%</u>	<u>15%</u>
17. The Village’s fees for new development are just right. (\$1,500/unit impact fee + \$1,000/unit sewer hook up fee)	<u>6%</u>	<u>43%</u>	<u>18%</u>	<u>6%</u>	<u>28%</u>
18. There should be a designated ATV route (on-road) through the Village and no other ATV traffic in the Village.	<u>6%</u>	<u>23%</u>	<u>22%</u>	<u>23%</u>	<u>26%</u>
19. The current snowmobile route through the village meets current needs.	<u>5%</u>	<u>56%</u>	<u>5%</u>	<u>3%</u>	<u>31%</u>
20. In the undeveloped areas of Deer Park, a minimum lot size of 1/2 acre is required with sewer service. Should the minimum lot size be changed?	Yes	No Opinion(Go to Q21)		No (Go to Q21)	
	<u>29%</u>	<u>42%</u>		<u>28%</u>	
	1/4 acre	1/3 acre	3/4 acre	1 acre	
20a. If yes, what should be the minimum lot size?	<u>24%</u>	<u>12%</u>	<u>20%</u>	<u>44%</u>	

ECONOMIC DEVELOPMENT

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
21. I am satisfied with the availability of employment opportunities in the area.	<u>2%</u>	<u>38%</u>	<u>28%</u>	<u>18%</u>	<u>14%</u>
22. The Village should promote or pursue programs or assistance for existing or new local businesses	<u>24%</u>	<u>52%</u>	<u>8%</u>	<u>2%</u>	<u>13%</u>

23. Rate the importance of the following types of future business development in the Village of Deer Park.	Very Important	Important	Un-important	Very Un-important	No Opinion	
a. Convenience store/Gas Station	<u>40%</u>	<u>37%</u>	<u>15%</u>	<u>1%</u>	<u>7%</u>	
b. Video store	<u>6%</u>	<u>12%</u>	<u>51%</u>	<u>13%</u>	<u>17%</u>	
c. Daycare	<u>15%</u>	<u>42%</u>	<u>21%</u>	<u>4%</u>	<u>18%</u>	
d. Home-Based Business	<u>12%</u>	<u>29%</u>	<u>39%</u>	<u>0%</u>	<u>20%</u>	
e. Agriculture- Related Business	<u>12%</u>	<u>44%</u>	<u>21%</u>	<u>1%</u>	<u>21%</u>	
f. Coffee/Ice Cream	<u>14%</u>	<u>19%</u>	<u>39%</u>	<u>7%</u>	<u>21%</u>	
g. Farmer's Market	<u>13%</u>	<u>45%</u>	<u>21%</u>	<u>4%</u>	<u>17%</u>	
h. Recreational facility	<u>16%</u>	<u>39%</u>	<u>20%</u>	<u>5%</u>	<u>20%</u>	
i. Café/Restaurant	<u>24%</u>	<u>39%</u>	<u>22%</u>	<u>2%</u>	<u>13%</u>	
24. If members of your household work outside the home, how many minutes (one way) does it take for the person with the longest commute to get to work?		Under 15	15 - 29	30 - 44	45+	NA
		<u>11%</u>	<u>41%</u>	<u>11%</u>	<u>10%</u>	<u>28%</u>

TRANSPORTATION

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
25. The overall road network (roads, streets and highways) in the Village meets current needs.	<u>15%</u>	<u>71%</u>	<u>8%</u>	<u>0%</u>	<u>5%</u>
26. The sidewalk system in Deer Park meets current needs.	<u>7%</u>	<u>52%</u>	<u>22%</u>	<u>7%</u>	<u>12%</u>
27. Biking and walking lanes are needed along public roadways in Deer Park.	<u>14%</u>	<u>33%</u>	<u>27%</u>	<u>5%</u>	<u>20%</u>
28. There should be a cross-walk on STH 46.	<u>35%</u>	<u>37%</u>	<u>17%</u>	<u>2%</u>	<u>10%</u>
29. Speed management techniques of some sort are needed on South Street.	<u>36%</u>	<u>31%</u>	<u>19%</u>	<u>1%</u>	<u>13%</u>
30. Additional walking paths or trails are needed in Deer Park.	<u>20%</u>	<u>37%</u>	<u>23%</u>	<u>2%</u>	<u>18%</u>
31. There should be a car/van park and ride at the 4 corners of STH 46 and US Hwy. 64.	<u>14%</u>	<u>47%</u>	<u>4%</u>	<u>2%</u>	<u>33%</u>
32. The Village should cooperate with the County and neighboring communities to implement bike/pedestrian trails and routes.	<u>16%</u>	<u>36%</u>	<u>12%</u>	<u>4%</u>	<u>32%</u>

GOVERNMENT COMMUNICATIONS

33. Which is your <u>MOST</u> preferred source of information about the Village of Deer Park Government? (● <u>mark one only</u>)					
<u>53%</u>	a. Direct Mailings	<u>12%</u>	c. Newspaper Articles	<u>5%</u>	e. Internet Web Site
<u>25%</u>	b. Newsletter	<u>0%</u>	d. Radio	<u>5%</u>	f. Other: <u>See Appendix B</u>

34. From the following list, a – l, identify your top **THREE** priorities for the use of Village tax dollars.

	1 st	2 nd	3 rd		1 st	2 nd	3 rd
a. Enhance the entrances to the Village	<u>9%</u>	<u>6%</u>	<u>0%</u>	g. Library	<u>9%</u>	<u>17%</u>	<u>7%</u>
b. Park maintenance	<u>6%</u>	<u>1%</u>	<u>12%</u>	h. Sidewalk repair and maintenance	<u>1%</u>	<u>9%</u>	<u>13%</u>
c. Community Clean-up (litter pickup, tree trimming, mowing, junk removal, etc.)	<u>12%</u>	<u>15%</u>	<u>5%</u>	i. Develop the additional land at the village park	<u>2%</u>	<u>12%</u>	<u>7%</u>
d. Newsletter mailings/website	<u>2%</u>	<u>4%</u>	<u>4%</u>	j. Street repair and maintenance	<u>5%</u>	<u>12%</u>	<u>19%</u>
e. Brush dump/leaf composting	<u>5%</u>	<u>6%</u>	<u>5%</u>	k. Purchase old railroad grade for bike trail	<u>4%</u>	<u>5%</u>	<u>13%</u>
f. Control traffic speed	<u>44%</u>	<u>12%</u>	<u>6%</u>	l. Expand joint services with the Town of Cylon	<u>0%</u>	<u>0%</u>	<u>9%</u>

35. If you could change one thing about the Village of Deer Park, what would it be?

See Appendix B

DEMOGRAPHICS Please tell us some things about you. **Please mark • only one answer per question.**

36. Gender:	Male 54%	Female 46%	37. Age:	18–24 5%	25–34 11%	35–44 11%	45–54 19%	55–64 25%	65+ 30%
38. Employment Status:	Employed full-time 46%	Self-employed 12%	Employed part-time 4%	Unemployed 1%	Retired 32%	Other: <u>See Appendix B</u> 5%			
39. Number of adults (18 or older) in household:	0	1	2	3	4	5	6+		
		<u>20%</u>	<u>71%</u>	<u>6%</u>	<u>4%</u>	<u>0%</u>	<u>0%</u>		
40. Number of children (under 18) in household:	<u>76%</u>	<u>15%</u>	<u>8%</u>	<u>0%</u>	<u>1%</u>	<u>0%</u>	<u>0%</u>		
41. How long have you lived in the Deer Park area?									
	Less than 1 year 0%	1 to 5 years 18%	5.1 – 10 years 12%	10.1 – 15 years 9%	15.1 – 20 years 12%	20.1 to 30 years 11%	Over 30 Years 39%		
42. Highest Level of Education:	Less than high school 7%	High school diploma 37%	Some college/tech 24%	Tech college graduate 20%	Bachelor’s degree 6%	Graduate or professional degree 7%			
43. Household Income range:	Less than \$15,000 6%	\$15,000 - 24,999 18%	\$25,000 – 49,999 31%	\$50,000 – 74,999 25%	\$75,000 – 99,999 16%	\$100,000 or more 5%			

Thanks for completing the survey!