



# Town of Star Prairie Comprehensive Planning Survey Report

**David Trechter  
Denise Parks  
Shelly Hadley**

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## Executive Summary

During January and February of 2006 the Survey Research Center at the University of Wisconsin at River Falls sent a comprehensive planning questionnaire to all households in the Town of Star Prairie for which we had a valid address. Of the 1,492 households receiving a questionnaire, a total of 755 (52 percent) were returned, entered and analyzed. Based on the adult population in the Town, the results are expected to be accurate to within plus or minus 3 percent, which is a very high level for this type of analysis.

Key conclusions from the survey include:

- The two most important factors that lead residents to choose the Town of Star Prairie as a place to live are its small town/rural lifestyle and the natural beauty of the area.
- Residents feel that protecting all types of open space (lakes, wildlife habitat, woodlands, river corridors, prairie-grasslands, and wetlands) is important.
- Residents are almost equally split on the question “Is future residential growth in the Town desirable?”
- If residential growth is to occur, there is a relatively strong preference for single family homes and, possibly, for housing that caters to the needs of seniors.
- Most residents would like to see productive farmland remain in agriculture.
- Most residents are not in favor of restricting agricultural operations near residences.
- Residents are not yet enthusiastic about creating compensation programs to compensate farmland owners for not developing their property. Interestingly, however, they are willing to use public funds to preserve open space.
- A solid majority (69 percent) agree that landowners should have some restrictions on the amount of their land they will be allowed to develop.
- One land use regulation with widespread support is to protect environmentally sensitive areas.
- There is solid support for charging private developers impact fees to cover the cost of providing them with public services (e.g. roads and emergency services).
- A solid majority of respondents said that they are in favor keeping a 2-acre minimum lot size throughout the Town.
- However, an even bigger majority are in favor of conservation design developments in which the individual lots would, generally, be less than 2 acres.
- Those willing to see deviations from the 2-acre minimum would do so in environmentally sensitive areas, along wildlife corridors, in conservation design developments, and if small scale sewage treatment systems are available.
- Residents are moderately satisfied with the current network of roads and their condition
- Residents are moderately satisfied with public services (ambulance, fire, snow removal, etc) in the Town.
- Residents are generally willing to expend public funds to expand parks and a few other recreational amenities in the Town (boat landings, ball fields, hunting and fishing access and trails for biking and hiking/skiing).

- People are willing to see the Town board expand from 3 to 5 members and to see a new Town Hall built at the corner of Cook Drive and County Road C.
- People are almost evenly split with respect to the fate of the existing Town Hall and, based on the number of written comments on this topic, tend to feel passionately about its fate. Some would like to see the building sold or demolished and others would like to see it maintained and available to a variety of community groups.
- The economic development preferred by residents builds on the Town's traditional economic base of agriculture (crop/livestock production, direct farm marketing, farm services), is small scale in nature (home businesses, gas stations with convenience stores), and is environmentally conscious (composting, wind energy generation).
- Residents are very concerned about groundwater contamination, loss of productive farmland and rural residential development.

## Survey Methods

In January of 2006, the Survey Research Center (SRC) at the University of Wisconsin at River Falls, mailed comprehensive planning questionnaires to 1,492 households in the Town of Star Prairie. After two weeks, postcards were mailed to those from whom we had not received a completed questionnaire. Two weeks after the post card, a second questionnaire was sent to remaining non-respondents. The SRC received a total of 517 completed questionnaires from the first mailing and 238 from the second for a total of 755 completed questionnaires, which is a 52 percent response rate. Given an estimated Town population of 2,078 adults, the estimates included in this report should be accurate to within plus or minus 3 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 on the statistical tests described in Appendix A, **the Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample with one possible exception.** Those who responded to the second mailing displayed a pattern of greater willingness to impose fees on developers, consider additional land use regulations, and beef up enforcement of existing land use regulations. Results for these issues have been weighted to better reflect the overall opinions of the population as a whole.

In addition to the numeric responses, respondents provided a wealth of written comments. In fact, nearly 700 individual comments were compiled by the SRC from the residents’ surveys. As appropriate, a few, select quotes were chosen by the SRC for some sections of the survey to illustrate these comments. A complete compendium of comments is included in Appendix D to this report.

## Profile of Respondents

Table 1 provides a summary of the demographic profile of those who responded to this questionnaire. We have also included, when comparable data are available, information from the 2000 Census of Population and Housing in Table 1.

Table 1: Demographic Profile of Respondents								
Gender	Count	Male	Female					
Sample	715	62%	38%					
Census	2,944	53%	47%					
Age	Count	18 – 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Sample	737	1%	13%	23%	28%	21%	15%	
Census	2078	13%	23%	26%	20%	10%	8%	
Employment Status	Count	Full	Part	Self employed	Unem- ployed	Retired	Other	
Sample	733	58%	7%	12%	2%	19%	1%	
Census	2273	72%			2%	28%		
Income	Count	<\$15,000	\$15 - \$24,999	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000+	
Sample	687	2%	6%	23%	33%	20%	16%	
Census	1,030	7%	12%	27%	27%	17%	11%	
Residency	Count	Non- Resident Land- owner	Rural, non-farm resident	Renter	Farmland owner	Other		
Sample	740	11%	76%	1%	8%	5%		
Number Adults	Count	1	2	3	4	5	6+	
Sample	735	18%	66%	12%	3%	1%	0%	
Number Kids	Count	0	1	2	3	4	5+	
Sample	676	60%	15%	17%	6%	1%	0%	
Years Resident	Count	< 5 years	5 - 10 years	11 - 20 years	21 - 30 years	31 - 40 years	41 - 50 years	50+ years
Sample	714	23%	22%	24%	14%	9%	4%	4%

One striking result from Table 1 is that a disproportionate number of men are represented in the sample. A divergence of this magnitude in the expected proportion of males and females raises

concerns about the representativeness of the sample. To test for “sample bias”, the SRC compared the responses of men and women using a standard T-Test, as described in Appendix B. We found a widespread pattern of gender differences with respect to how men and women in the Town of Star Prairie view land use issues. The differences tend to be ones of degree rather than direction. For example, the questionnaire asked for residents’ assessment of the quality of a variety of Town services (e.g. ambulance, fire, police) and men tended to rate these more highly than did women. However, in no case did men, on average, say that the quality of the service was good while women, on average, said it was poor. On a scale from 2 (= very good) to – 2 (= very poor), men rated the ambulance service as 0.72 (rounding to “good”) and women rated it as 0.59 (again, rounding to “good”). The data discussed in the balance of this report include, as appropriate, the re-weighted results to better account for the under-representation of women in the sample.

As is frequently the case in surveys such as this, young adults (those under 35 years of age) are under-represented in this sample. Further, there are a substantial number of statistical differences in the opinions of those under 35 compared to those over 35. In some instances, the opinions of younger residents align with those of women (both groups rate Town services somewhat lower and are more supportive of spending public funds to expand recreational activities than their respective counterparts). In other ways, however, younger residents diverge in their opinions from those of women. Younger residents are less supportive of additional land use policies (less opposed to allowing landowners to develop land in any way they want, less supportive of fees on new developments to pay for public services, less convinced that additional land use regulations are needed or that enforcement of current regulations should be stepped up) and less concerned about some issues (conflicts between farmers and their neighbors are a concern, groundwater contamination, need for senior housing) than are women. Because women in the sample are significantly younger than are men, a re-weighting based on age would result in women’s opinions gaining excess influence over the results. Therefore, the SRC has not adjusted the results to account for the skewed age structure. Significant differences of opinions related to age will be noted throughout the report.

Table 1 indicates that unemployment remains a relatively insignificant problem in the Town of Star Prairie since only 2 percent of the sample reported being out of work. There is a slightly higher percentage reporting being employed in one fashion or another than was true in the Census and a slightly lower percentage in the Retired or Other categories.

The final demographic variable for which comparable data from the Census are available is for household income. Table 1 indicates that the household income is somewhat higher in the sample than as reported in the census. In general, however, there is a relatively close match between the sample and Census given that 5 years have passed since the latter was taken.

More than three-quarters of those in the sample report being rural, land-owning residents in the Town and only 8 percent list themselves as farmland owners. Interestingly, there were more non-resident land-owners than farmland owners in the sample.

While the average household in the sample reported having slightly more than two adults and slightly fewer than two children, fully 60 percent of respondents had no children in the home.

Only 18 percent of respondents reported a single adult in the household and within no age category is the percentage of single-adult households as high as one-quarter of the households and this peak is for those over 65. In short, the nuclear family of mom, dad and two kids seems to be stronger in the Town of Star Prairie than in most American communities.

Finally, similar percentages of those in the sample have lived in the Town for fewer than 5 years (23 percent), between 5 and 10 years (22 percent), between 11 and 20 years (24 percent), and more than 20 years (31 percent).

## Quality of Life

The first question of the questionnaire asked respondents to identify the three most important reasons they chose to live in the Town of Star Prairie. Both in terms of the individual rankings and in terms of the percentage of households ranking a given feature as one of their top three reasons for choosing to live in Star Prairie, it is clear that residents value the atmospherics of the area. More than half of all households said that the small town atmosphere/rural lifestyle and the natural beauty of the area were key factors in their decision to live in Star Prairie.

	Most Important	2 <sup>nd</sup> Most Imp	3rd Most Imp	Total Top 3
Count	722	716	709	
Small town/rural lifestyle	21%	21%	19%	62%
Natural beauty	24%	18%	11%	53%
Near friends/family	11%	9%	7%	28%
Near job	7%	7%	9%	23%
Proximity to cities	2%	8%	13%	22%
Low crime rate	5%	8%	9%	22%
Property taxes	6%	10%	6%	22%
Cost of homes	7%	4%	5%	15%
Affordable housing	7%	4%	4%	15%
Quality of schools	4%	6%	6%	15%
Recreational opportunities	2%	3%	6%	11%
Appearance of homes	0%	2%	3%	5%
Other	3%	0%	1%	4%
Cultural/Community events	0%	0%	1%	1%

Roughly one-quarter of respondents identified the next 5 items as important in their choice of where to live: being near family and friends (28 percent as one of their top three reasons), being near their job (23 percent), the proximity of the Town to the Twin Cities (22 percent), the low crime rate in the Town (22 percent), and property taxes (22 percent). Somewhat surprisingly, the quality of schools and housing prices were relatively less important to this set of respondents.

Different demographic groups identify different aspects of the quality of life in Star Prairie Town as their motivations for living there. In general, these statistical differences conform to our expectations. For example, the probability that a respondent would identify being close to family and friends as a key reason for their living in the Town increases with the length of time they have lived in Star Prairie. When children are in the home, respondents are significantly more likely to identify the quality of schools and the low crime rate as key reasons. Those with no children and with higher incomes identified the Town's proximity to the Twin Cities in significantly higher percentages than other groups. Those with lower incomes were more likely to list proximity to their job as a reason for living in the Town. Finally, women are more likely to list natural beauty and housing affordability while men identified property taxes in somewhat higher proportions.

### Selected Comments about Quality of Life

*"The small town atmosphere is great. We should be concerned with keeping that . . ."*

*"Because of improvements made to Hwy 64 & the impending river bridge, our community needs to stay ahead of the game and be ready for the population explosion that will follow in the next few years-proactive not reactive! And we need to be able to meet the needs of urban population that is relocating to a rural area."*

*"The challenge is to maintain the unique character of Star Prairie (mix of farmland, residential dev, etc.) while development occurs"*

*"Keep the rural setting and small town atmosphere, protect residents from hazards of water contamination, noise pollution (airport) and control growth in the community."*

*"Please don't add so many services that young families get taxed out. There is (sic) enough parks and rec. facilities in the surrounding area that you can drive to."*

### **Natural and Cultural Resources**

This section of the questionnaire asked residents to rate the importance of protecting several types of open space in the Town. In Table 3, and most subsequent tables, the scale used for these ratings ranges from a negative two (very unimportant) to a positive two (very important). Average values close to zero indicate either that residents have no opinion or are closely divided between supporters and non-supporters. As Table 3 indicates, there is very broad agreement that protecting open space of all varieties is important to the Town. While protecting lakes is the type of open space with the highest average value, each of the 6 items about which we asked had more than 80 percent of residents indicating that it was important or very important to preserve it. Ten respondents added preservation of farmland as an open-space issue.

Because such large majorities of the population feel that it is important to protect all of these types of open space, it is not surprising that there are few statistically significant demographic differences. Residents who've lived in the Town for longer periods (40 or more years of

residence in the Town) feel that protecting lakes is less important than newer arrivals (though 90 percent or more feel this is important or very important). Similarly, men feel less strongly than do women that it is important to protect prairie land/grassland.

Type Space	Average	Count	Very Unim- portant	Unim- portant	No Opinion	Important	Very Important
Lakes	1.61	741	1%	2%	1%	28%	68%
Wildlife Habitat	1.46	738	1%	4%	2%	35%	59%
Woodlands	1.44	736	1%	4%	2%	36%	57%
River Corridors	1.42	739	0%	5%	2%	38%	55%
Prairie - Grasslands	1.21	738	1%	9%	3%	43%	44%
Wetlands	1.18	737	2%	9%	3%	39%	46%

## Housing

The first question in the housing section of the questionnaire asked for opinions about future residential growth in the Town. Residents are very evenly split on whether or not residential growth is desirable:

- 14 percent strongly disagree
- 29 percent disagree
- 7 percent have no opinion
- 43 percent agree
- 8 percent strongly agree

Thus, a slight majority of Town residents are favorably disposed to residential growth but those opposed to growth appear to be a bit more vehement. There are no clear demographic distinctions between supporters of additional residential growth and those opposed (younger respondents are no different than older ones, men and women hold similar opinions, longer-term residents and newer arrivals are the same). The only demographic distinction is with respect to income – lower income respondents were substantially less supportive of residential growth than were the more affluent. The median household income in the Town of Star Prairie, as reported in the 2000 Census, was \$53,468. If we look at the responses of those who reported household incomes of less than \$50,000 compared to those reporting more than this amount, we see that a higher percentage of those earning less than the median level of household income “disagree” or “strongly disagree” (45 percent) with the statement that residential growth is desirable in the Town of Star Prairie than are those earning more (40 percent). Likewise the less affluent are less likely to “agree” or “strongly agree” (42 percent) that residential growth is desirable than are the more well-to-do ((55 percent).

Table 4 summarizes the opinions of respondents to a series of questions about the need for additional housing units of various types. Again, the average value reported is based on assigning values to responses ranging from -2 for “strongly disagree” to +2 for “strongly agree”. So, any value above zero indicates that the given option is favorable to a majority of respondents. The results in Table 4 are fairly clear – the residents of the Town of Star Prairie are generally favorably disposed to additional single family homes (71 percent agreed or strongly agreed compared to only 21 percent who disagreed or strongly disagreed). Respondents also seem to feel the need for more senior-oriented housing and housing that meet the needs of a variety of income levels. None of the other options about which we inquired received close to a majority of “favorable” votes and several (condominiums-apartments, freestanding mobile homes, and mobile home parks), were strongly opposed by residents.

Table 4: Type Additional Housing Needed							
	Average	Count	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Single Family Homes	0.64	727	7%	14%	7%	50%	21%
Senior Housing	0.40	721	10%	16%	11%	52%	12%
Housing for Variety Incomes	0.08	723	19%	18%	9%	46%	9%
Seasonal - Recreational Homes	(0.31)	715	20%	29%	13%	35%	3%
Subdivisions	(0.60)	722	32%	28%	11%	26%	3%
Duplexes	(0.72)	720	32%	35%	8%	23%	2%
Condos - Apartments	(1.01)	719	41%	35%	9%	13%	1%
Mobile Homes	(1.27)	725	57%	25%	8%	8%	2%
Mobile Home Parks	(1.40)	723	60%	27%	7%	4%	1%

Household income is statistically associated with a number of preferences regarding additional housing stock in the Town of Star Prairie. Respondents with less than \$50,000 in household income are **less positive about** additional single family homes (68 percent vs 73 percent), duplexes (20 percent vs 26 percent), or subdivisions (23 percent vs 33 percent) than those with higher incomes. Lower income households are **less negative about** condominiums or apartments (72 percent vs 78 percent), mobile home parks (79 percent vs 91 percent), or mobile home parks (73 percent vs 89 percent) than the more affluent.

Respondents who have lived in the Town for longer periods of time are more negative about additional seasonal and recreational housing and free-standing mobile homes, but more supportive of housing that fits the needs of a variety of incomes and additional senior housing. Those under 35 years of age are significantly less supportive of additional senior housing.

## Agriculture and Land Use Issues

One set of questions in this segment of the questionnaire dealt with agriculture and farmland issues and a second set with more general land use issues. The first agricultural question asked respondents how they thought productive farmland should be used. Few residents are neutral on the issue of the uses for which the Town should allow farmland to be used. By nearly unanimous consent, the residents of the Town of Star Prairie agree that productive farmland should be used for agricultural purposes. A slight majority feel that the Town should not allow productive agricultural land to be used for residential use (52 percent opposed versus 42 percent in favor) and relatively few feel that any use should be allowed for productive agricultural land (72 percent opposed versus 19 percent in favor). Respondents who don't have children are significantly less supportive of using productive farmland for residential or any (non-farming) use than are those with children. Respondents with household incomes less than \$50,000 are more likely to be in favor of allowing productive farm to be used for residential purposes.

	Average	Count	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Use productive farmland for ag uses	1.66	730	0%	0%	2%	28%	69%
Use productive farmland for residential use	(0.24)	705	19%	33%	6%	36%	6%
Use productive farmland for any use	(0.82)	692	35%	37%	9%	14%	5%
Don't Restrict Ag Near Residences	0.71	742	4%	17%	6%	46%	27%
Compensation for Non-Development	0.03	745	11%	34%	10%	31%	14%
Public Funds Compensation for Non-Development	(0.18)	737	13%	39%	10%	28%	10%
Farm/Non-Farm Conflicts Are Concern	(0.29)	739	12%	42%	17%	23%	6%

The bottom portion of Table 5 looks at more general agricultural land use issues in the Town. Town residents are, in general, not in favor of placing restrictions on the use of agricultural land because of its proximity to residences (more than 3 times as many respondents agreed that no restrictions should be enacted than disagreed with this proposition). Women and residents who've lived in the Town for shorter periods of time are significantly more likely to disagree with the proposition that no restrictions should be placed on agricultural uses near residences.

Town residents are, effectively, divided in half with respect to the proposition that owners of farmland should be compensated for agreeing not to develop their land for purposes other than farming (45 percent on either side of this issue). Further, it doesn't make a great deal of

difference if the source of compensation is from public or unspecified sources (52 oppose public funding versus 45 who oppose any sort of compensation program). Women are significantly more likely to be neutral on these questions than are men.

Finally, a majority of respondents rejected the contention that conflicts caused by farm dust, noise, and odors are a concern in the Town. However, nearly one-third of respondents felt that these conflicts were a concern. Men and residents under 35 years of age were more likely to say that farm-nonfarm conflicts are a problem in the Town.

In addition to the questions about farmland, respondents were asked to weigh in on a number of more general land use policy questions. The first set of land use policy questions summarized in Table 6 focus on the extent to which the Town should place restrictions on how land owners use their land.

Residents were asked if “landowners should have some restrictions on how much of their land they would be allowed to develop”. As Table 6 indicates, a majority of respondents (69 percent) agreed or strongly agreed with this statement. Higher income households are significantly more supportive of restricting the amount of land an owner should be able to develop. A sizable proportion (29 percent), however, did not agree with placing restrictions on how much land an owner should be allowed to develop. Those who have resided in the Town for longer periods are significantly more opposed to such restrictions.

A fairly narrow majority (56 percent) are in favor of allowing landowners to subdivide their land into housing lots. Men and those from higher income households are more supportive of this proposition than women or lower income respondents.

<b>Table 6: Land Use Policy Opinions</b>							
	Average	Count	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Restrict Amount of Development	0.55	737	7%	22%	3%	50%	19%
Use Land Subdivisions	0.16	735	13%	24%	7%	48%	8%
Use Land Any Way	(0.53)	742	23%	46%	2%	19%	10%
Land Use Regs for Environment	1.24	739	1%	3%	3%	54%	38%
Impact Fees	1.06	740	4%	10%	5%	40%	42%
Use Public Funds Preserve Open Space	0.60	737	5%	16%	12%	47%	20%
Additional Land Use Enforcement	0.41	726	4%	18%	27%	37%	15%
Additional Land Use Regs	0.28	734	6%	20%	28%	29%	16%

Town residents are opposed to allowing land owners to develop their land in any way they choose. The results (Table 6) for this question are virtually a mirror image of the question asking about restricting the amount of land an owner should be allowed to develop:

- 69 percent either strongly disagreed (23 percent) or disagreed (46 percent) with the idea that landowners should have unrestricted choice regarding how to develop their land (69 percent agreed that landowners should have some restrictions on the amount of land they could develop)
- 29 percent felt land owners should be unrestricted in their land use decisions (29 percent disagreed that some restrictions should be placed on how much land an owner could develop)

This question, should landowners be allowed to develop their land in any way they want, also brought forth a number of significant demographic differences of opinion. Those who have lived in the Town for longer periods, lower income households, respondents under 35 years of age, and households with children were significantly more supportive of giving landowners unrestricted land use authority. It should be noted that there is a strong negative correlation between length of residence and household income level (longer-term residents tend to report lower household incomes) and between age and households with children (respondents under 35 are significantly more likely to have children than are older respondents).

The bottom portion of Table 6 summarizes the opinions of Town residents with respect to a number of land use policies. As the average values reported in the Table suggest, residents tend to be supportive or to have no opinion about all the land use policies about which we asked. There is overwhelming support for using land use regulations to protect environmentally sensitive areas and for imposing impact fees on new developments to cover the costs of additional public services (roads, emergency services, etc.). More affluent households are more supportive of using land-use regulations to protect environmentally sensitive areas. While generally supportive, respondents under 35 years of age and those with kids are significantly more likely to disagree with a policy of impact fees on new developments.

Residents are also quite supportive of a policy that would use public funds to preserve open space in the Town. More than 3 times as many agree or strongly agree with such a policy (67 percent) as disagree or strongly disagree with it (21 percent). Respondents from households reporting more than \$50,000 in income are significantly more supportive of using public funds to preserve open space.

Perhaps the most notable feature of the final two policies about which we asked – the need for additional land use regulations or for stepped-up enforcement of existing regulations – is that one-quarter of all respondents had no opinion about them. A majority of those with opinions were in favor of both more land use regulation and additional enforcement efforts but the large proportion that are sitting on the fence suggests that additional public educational efforts are warranted.

Residents were asked if the current 2-acre minimum residential lot size should continue to be the standard throughout the Town. Of the 724 people who answered this question, 65 percent said

that the 2-acre minimum should be continued, 29 disagreed and 9 percent had no opinion. Women and respondents with children in the home were more likely to support deviations from the 2-acre minimum than were their counterparts.

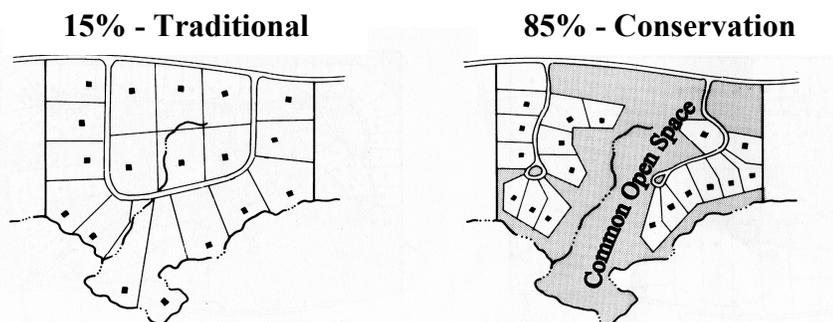
Those who disagreed were asked to identify the instances when they would like to see a deviation from the 2-acre minimum lot requirement. Their opinions are summarized in Table 7.

	Average	Count	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Environmentally Sensitive Area	1.36	227	1%	5%	2%	40%	52%
Wildlife Corridor	1.28	228	1%	7%	3%	40%	48%
Conservation Design Developments	1.22	217	2%	6%	6%	39%	47%
Small Scale Sewage Treatment Systems	1.03	223	4%	9%	6%	43%	39%
Near Higher Density Communities	0.73	230	9%	15%	3%	41%	32%

Remembering that only a bit more than one-third of all respondents are in favor of deviations from the 2-acre standard minimum lot size, Table 7 indicates that all of the reasons for deviating from this requirement about which we asked enjoyed considerable support. More than 90 percent suggest variations from the 2-acre minimum in environmentally sensitive areas. More than 80 percent support deviations to preserve wildlife corridors, in conservation design developments (see below), and if a small-scale sewage treatment facility is available. Nearly three-quarters would like to see deviations in areas adjacent to existing high-density communities such as New Richmond.

As noted in Table 7, there is considerable support among those willing to consider a deviation from the 2-acre minimum lot size standard for conservation design development. Figure 1, which illustrates what a conservation design might look like, suggests that support for this type of development is very widespread. Of the 679 people who answered this question, 575 (85 percent) favored the conservation design.

**Figure 1: Opinions about Conservation vs Traditional Design Options**



## Transportation

The only transportation related questions asked if the overall net work of roads, streets and highways in the Town meet the needs of its citizens and if the condition of that network is acceptable. Table 8 indicates there is general satisfaction with both the overall network of roads and their quality. However, about one-quarter of all respondents are not satisfied with the quality.

	Average	Count	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Network Meets Needs	0.79	742	3%	11%	4%	70%	13%
Conditions Acceptable	0.53	739	4%	20%	5%	62%	10%

## Community Facilities and Services

The questionnaire asked for input from citizens on the quality of services (ambulance, fire, etc.) in the Town of Star Prairie, support for using public funds to expand a variety of recreational activities (parks, trails, etc.), and some specific issues (preferred size for the Town board, a new town hall, and uses for the existing town hall)

With respect to public services, Table 9 indicates that residents are relatively satisfied with all of the services listed – all have positive average ratings and a majority rate all services as “good” or “very good”. Snow removal, which virtually everyone in the Town is likely to have had some personal experience, has the highest percentage (72 percent) of “good” or “very good” ratings. Ratings for ambulance, fire, and police are higher for those who’ve lived in the town for longer periods of time but this group gives lower ratings to public facilities (Town Hall).

	Average	Count	Very Poor	Poor	No Opinion	Good	Very Good
Ambulance	0.66	743	1%	3%	38%	44%	14%
Fire	0.66	740	1%	5%	33%	47%	14%
Snow Removal	0.63	740	5%	14%	9%	58%	14%
Police	0.49	742	3%	11%	27%	49%	9%
Recycling	0.44	740	5%	14%	23%	51%	8%
Parks – Recreation	0.43	738	4%	18%	19%	48%	11%
Facilities	0.38	742	4%	18%	21%	49%	8%

With the exception of snow removal, all of these services have relatively high percentages of the respondents indicating that they have no opinion. In some instances (fire, ambulance) this

probably means that they have no direct experience with the service. In other instances (recycling, parks and recreation, public facilities (Town Hall)), it may suggest that the service is, in their opinion, neither particularly good nor particularly bad. Ambulance, fire, police, and public facilities are services about which those under 35 years of age and those who have children are significantly more likely to say that they have no opinion. Women were significantly more likely to have no opinion about fire, police, and park and recreational facilities.

The results summarized in Table 10 indicate a willingness of residents to use public funds to expand recreational activities in the Town. While it is not clear what the source of public funds is (federal, state, county, town), majorities of 60 percent or more agreed with the suggestion to use public funds to expand parks, boat landing, ballfields, hunting and fishing access, bicycle routes, and hiking trails. Only snowmobile-ATV trails (49 percent), horse trails (38 percent), and publicly-owned campgrounds (38 percent), failed to garner the support of a majority of those responding. By a substantial margin, the top choice of Town residents seems to be to use funds to expand parks in the Town.

	Average	Count	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Parks	0.81	745	3%	11%	7%	62%	17%
Boat Landings	0.53	742	4%	18%	10%	56%	11%
Ballfields	0.53	740	5%	17%	10%	57%	11%
Hunting - Fishing Access	0.52	745	5%	19%	10%	52%	14%
Bicycle Routes	0.49	743	6%	22%	9%	50%	14%
Hiking - Ski Trails	0.40	743	5%	25%	10%	49%	11%
Snowmobile - ATV Trails	0.11	744	11%	29%	11%	36%	13%
Horse Trails	(0.03)	739	8%	36%	18%	32%	6%
Publicly-Owned Campgrounds	(0.14)	740	9%	40%	13%	32%	6%

Those who've lived in the Town for more years are less supportive of using public funds to expand several of these recreational activities (parks, hiking - skiing trails, publicly owned campgrounds, and horse trails). Men are more supportive of expanding access to hunting and fishing in the Town but less supportive of trails for hiking-skiing, bicycling, or horseback riding. Those under 35 years of age are significantly more supportive of biking-skiing and snowmobile trails. Respondents with children in the home support expansion of snowmobile trails and those from higher income households favor hiking-skiing trails.

The questionnaire also asked for input from residents about the size of the Town Board and the Town Hall. By a substantial majority, respondents favor a 5-person board (65 percent) over the current 3-person board (35 percent). Women and respondents from households with above average incomes are more supportive of the move to a 5-member board. Those who've lived in the Town for more than 20 years are relatively less supportive.

A narrower majority favor building a new Town Hall at the corner of Cook Drive and County Road C (57 percent in favor vs 43 percent opposed). Those in favor of building a new Town Hall were asked if they would support putting a satellite facility for the Sheriff, meeting rooms, and a community/senior center in it. More than 90 percent of respondents were in favor of including all of these facilities in the new Hall. As noted in Appendix D, respondents also noted a number of additional things that they would like to see in a new Hall. Several suggested the hall be available for rental for receptions and other events (16x), that it include ball fields (12x), and that it be available for youth groups such as Scouts or 4-H (11x).

Finally, residents were asked if the existing Town Hall should be kept and maintained. Residents are closely divided on this question. After rebalancing the data to reflect actual gender splits (see Appendix B), 42 percent of respondents are opposed to keeping and maintaining it, 38 percent are in favor, and 21 percent have no opinion.

If kept and maintained, residents see the existing Town Hall being used for meetings (52x), possibly as a museum (33x), or as a community/senior center (30x). In fact, a total of nearly 250 uses (some of which were far from serious) were suggested by respondents. Since they had to take the time and make the effort to write these in, this is a very high number. Further, respondents were asked at the end of the questionnaire if they had any additional comments about the Town and comprehensive planning and a number of their comments referred to the existing Town Hall. In short, keeping and maintaining the existing Town Hall is an issue about which people in the Town seem to hold strong and divergent opinions.

## **Economic Development**

Table 11 summarizes the responses of Star Prairie residents with respect to the type of economic and commercial development they would like to see in the Town. More than 90 percent of respondents find agricultural production (crops and livestock) and direct farm marketing to be acceptable types of economic development. The third most popular business development option is also agriculturally focused, agricultural services (fertilizers, implement dealers, veterinarians, etc.). Interestingly, large scale farm operations are clearly not seen as desirable by a solid majority (62 percent) of the Town's population. So, Town residents want to retain the traditional agricultural base of the Town's economy.

The next two most acceptable business developments are home based businesses (0.83 average value) and wind power generators (0.82 average value). Roughly three-quarters of all respondents said that they would find these types of developments acceptable.

Composting (0.46 average value), convenience stores and gas stations (0.41) and retail or commercial development (0.40) all have in excess of 60 percent support from respondents. Beyond these options, the proportion of respondents who find given options unacceptable increases markedly. So, while a slight majority (52 percent) would find the development dog kennels acceptable, 32 percent of Town residents would disagree.

Based on the overall pattern of responses, it appears that Town residents are most interested in development that builds on its traditional strengths (agricultural production, direct farm marketing, agricultural services), is small in scale (home-based businesses, convenience stores), and has a “green” tint to it (composting, wind power).

	Average	Count	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
Ag production	1.20	738	1%	3%	5%	60%	32%
Direct Farms Sales	1.08	736	0%	3%	6%	69%	22%
Ag Services	0.97	732	1%	6%	8%	63%	21%
Home Based Businesses	0.83	736	1%	8%	11%	65%	15%
Wind Power	0.82	736	3%	10%	11%	52%	24%
Composting	0.46	731	4%	19%	12%	57%	8%
Convenience stores	0.41	740	5%	22%	7%	58%	7%
Retail	0.40	734	8%	18%	9%	57%	8%
Dog Kennels	0.18	737	8%	24%	15%	48%	4%
Golf Courses	0.16	739	9%	26%	10%	47%	7%
Privately Owned Campgrounds	0.05	729	10%	30%	10%	44%	6%
Storage Businesses	(0.04)	735	12%	29%	12%	44%	3%
Industrial – Manufacturing	(0.05)	732	14%	29%	9%	44%	5%
Gravel Pits	(0.39)	734	13%	41%	15%	29%	2%
Large Scale Farms	(0.51)	736	20%	42%	11%	24%	4%
Junk Yards	(0.98)	736	36%	40%	9%	13%	1%

## Specific Town Issues

Residents were asked to rate the importance of six specific issues facing the Town and their responses are summarized in Table 12. There is nearly consensus that groundwater contamination is an important issue facing the Town; 98 percent of all respondents said this is an important (15 percent) or very important (83 percent) issue. More than 80 percent of the population feel that the inter-related issues of the loss of productive farmland and residential development are important issues facing the town. Approximately two-thirds of the respondents felt that New Richmond’s extraterritorial subdivision regulation and additions to recreation and trail facilities are important issues. Somewhat surprisingly, respondents were nearly equally split on the issue of the New Richmond airport expansion between those who see this as an important issue and those who don’t.

Because there is a high level of agreement within Star Prairie Town that most of the items in Table 12 are important issues, it is not surprising that there are relatively few significant demographic differences of opinion. With respect to groundwater, while almost everyone

recognizes this as an important issue, those older than 35 are significantly more likely to rate this as a “very important” issue than are those younger than this. Lower income households are significantly more likely to rate rural residential development and an addition to or expansion of trails and recreational facilities as “unimportant” or “very unimportant” than are those with higher incomes. Respondents who report having children in the home are significantly more likely to say that the city of New Richmond’s extraterritorial subdivision regulations are “unimportant” or “very unimportant” and that expansion of trails and recreational facilities are “important” or “very important”.

<b>Table 12: Specific Town Issues</b>							
	Average	Count	Very Unimportant	Unimportant	No Opinion	Important	Very Important
Groundwater Contamination	1.81	745	0%	1%	1%	15%	83%
Loss Productive Farmland	1.16	740	1%	11%	4%	41%	44%
Residential Development	1.06	735	3%	12%	3%	41%	41%
New Richmond Subdivision Regs	0.74	735	4%	12%	19%	34%	31%
Add/Expand Trail Facilities	0.70	734	3%	19%	8%	44%	26%
Airport Expansion	0.11	742	14%	30%	8%	25%	22%

## Conclusions

Every household living in Star Prairie was given the opportunity to provide input into the key planning issues facing the Town. They responded in relatively high numbers; 755 responses out of 1,449 mailed out for an overall response rate of 52 percent. As a result, there should be a high level of confidence in these results.

The residents have told us that they value the rural lifestyle and natural beauty of the Town. Their responses also tell us that they are very interested in taking action to preserve these characteristics. Their desire to preserve their current way of life was manifested in the way they responded to a number of questions:

- They are very supportive of protecting all forms of open space (lakes, woodlands, grassland, etc.) and are willing to use public funds to preserve it.
- They are equivocal about the desirability of additional housing stock in the Town but if more is to be built, they expressed a strong desire to see more conservation design developments

- They are willing to consider restrictions on the amount land an owner will be allowed to develop. In particular, restrictions based on environmental concerns (environmental sensitivity of the parcel, wildlife corridors, etc.)
- They are strongly opposed to permitting landowners to use their land in any way they choose.
- They are strongly in favor of keeping productive land in agricultural production. They are not yet, however, persuaded that compensation for “transference of development rights” is a good idea.
- They don’t want to restrict agricultural production practices when residential development abuts farmland. The type of agricultural production they favor tends to be “family farming” operations rather than large-scale agriculture.
- The types of economic/business development preferred by the population in the Town tends to build on its agricultural base, is small in scale, and often has environmental leanings.
- There is nearly universal concern about groundwater contamination and high levels of concern about the loss of productive farmland and rural residential developments.

Different demographic subgroups in the Town have specific issues and perspectives that generally reflect their current situation. Those who have lived in the Town the longest tend to prefer fewer land-use restrictions. This may well be because they are expecting to retire soon and would like to sell their property and recognize that fewer restrictions on how their land can be used might mean a higher selling price. Respondents with children are much more concerned about the quality of the schools in the area, the affordability of housing, and the availability of recreational facilities than other groups. Respondents from higher income households tend to rate the accessibility of the Town to the Twin Cities and its environmental amenities as important to them. As a result, higher income households tend to be more willing to use public policy to maintain the amenities they value (open space, farmland, environmental quality).

In sum, the survey results reported here provide local officials with a wealth of information about the preferences of the people they represent. In large measure the picture painted is consistent across the sections of the report and contains relatively few significant surprises.