



# OFFICIAL NOTICE AND AGENDA

Notice is hereby given that the Sustainability Committee of the City of Stoughton, Wisconsin will hold a regular or special meeting as indicated on the date, time and location given below.

Meeting of the: **SUSTAINABILITY COMMITTEE OF THE CITY OF STOUGHTON**  
Date/Time: **Thursday, December 1<sup>st</sup>, 2022 @ 4:30 p.m.**  
Location: The meeting of the Sustainability Committee will be conducted virtually.

**Via Zoom:** Join the meeting from your computer tablet or smartphone:  
<https://uwmadison.zoom.us/j/93186631098?pwd=MWVOZG1WaXNQWnA0T2cxeXEyaTRtdz09>  
Meeting ID: 931 8663 1098  
Passcode: 753675  
One tap mobile  
+13017158592,,93186631098# US (Washington DC)  
+13052241968,,93186631098# US

Members: Ben Heili, Rachel Venegas, Donelle Scaffidi, Stephen Jackson, Denise Duranczyk, Scott Taylor, Jeff Leverich, Jen Cummings, Heath Massey & Sienna Scott

Guests: Sharon Lezberg

**Item # AGENDA**

1. Call to Order

**NEW BUSINESS**

1. Refine Survey

**FUTURE AGENDA ITEMS**

2. Adjournment

cc. Mayor Swadley, Department Heads, Council, Attorney Matt Dregne, Library Clerical Asst., Receptionists, Stoughton Newspapers/Wisc State Journal \*Note: An expanded meeting may constitute a quorum of the Council. Meeting may close per Statutes 19.85 (1)(b) to consider the licensing of a person, then reopen for regular course of business.

Find your local number: <https://us06web.zoom.us/j/km4p9ML73>

11/28/2022

Greetings All!

Sharon sent me a copy of the updated survey and I spent some time reviewing it.

You are headed in the right direction. Surveys are harder than they look, and you all are doing a good job of persisting and shaping the questions.

Right now, we are at the point where we should start cutting questions. This is the "normal" stage of development, which comes right after we've identified all of our interests.

The version I reviewed from Google docs will take a swift reader about 29 minutes and an average reader about 35 to 40 minutes. In any survey over 10 minutes, we will begin rapidly losing respondents with each additional question. We can stretch the upper time limit to about 15 minutes for local surveys on issues that survey respondents perceive as critical.

We can be optimistic about capturing residents for 15 minutes if the survey is very well organized and keeps the respondent experience foremost in mind.

To that end, the target should be no more than 40 to 45 questions. A swift reader will take an average of 20 seconds per question, which means that a 40 question survey will be 15 minutes long.

I downloaded the google doc into an excel so everyone can see the scope of the survey more easily. At this stage in development, it's easier to edit and cut when looking at the questions in Excel as opposed to looking at the paper version of the survey. I eliminated the personal sustainability questions to get the survey down to 75 questions (25.0 minutes). This is still too long, and I would recommend eliminating another 30 items.

When cutting, I usually approach it like this:

1. Cut redundant questions. (e.g. there are several similar questions about bicycling and a number of specific and detailed questions about home landscaping) Respondents will drop off if they perceive the questions are repetitive.
2. If, regardless of the survey results, an action is likely to be taken or a policy is likely to be recommended, then the committee should consider cutting the question related to that policy. I always ask myself, "Do we need public support to recommend this, or can we do this without knowing if people broadly support it?"
3. Using this guideline, the committee most likely does not need to know the level of public support in order to recommend installing solar panels on city buildings as I predict that you will recommend that very sensible action regardless of survey results.

Thus, that question can be cut. In contrast, actions around the comp plan and land use probably do require broad support in order to implement, so those would be critical questions to keep on the survey.

Using those rules, I cut the survey to 41 questions, as you'll see on the attached Excel (tab 2). Take a look, discuss, and see if this still gets the information you need to move forward.

And, while I cannot make the night meetings this quarter, I am available during the daytime to meet. Give me a few days notice to coordinate meeting times if you want to chat.

# Stoughton Community Survey

Project summary here

**What is the Purpose of This Survey?** The information collected in this survey will be used by community leaders as they work to understand resident opinions related to sustainability.

**Who Should Take This Survey?** This survey is intended for City of Stoughton residents who are at least 18 years of age.

**Voluntary Participation:** Your participation in the survey is completely voluntary. Although your input is very valuable, you are not required to take this survey.

**Anonymity:** Your identity is anonymous when taking this survey. Answers to the survey will be tabulated by the Division of Extension at the University of Wisconsin-Madison. Your answers will be combined with all other answers and used in aggregate form only.

**Survey Sponsors:** This survey is conducted by the University of Wisconsin's Division of Extension on behalf of the City of Stoughton's Sustainability Committee

**Questions About the Survey?** If you have any questions about this survey, please contact Kristin Runge at [kristin.runge@wisc.edu](mailto:kristin.runge@wisc.edu).

**How Do I Take the Survey?** Please turn the page and complete the questions. Once you have finished, please drop the survey off at \_\_\_\_ by \_\_\_\_, and your answers will be sent to the Division of Extension at UW Madison where they will be recorded.

**Can more than one household member take the survey?** Yes. All household members who are at least 18 years old can fill out the survey by going to the online version at \_\_\_\_ or by accessing it through the QR code below. Additional paper surveys are available in several locations throughout the Village.

**Prefer to take this survey online?** You may take this survey online at \_\_\_\_ or by accessing it through the QR code below:



Please continue to next page →

## Personal Experiences & Relationship to Local Environment

Personal1. Please think about a typical year. Weather permitting, how often do you do the following activities in Stoughton or the surrounding area?

*(Please place an X or ✓ over the circle that corresponds with your answer)*

	Never	Not very often	Several times a year	At least once a month	Weekly or more
Go to a local park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk or bike within the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hike, bike, or walk on a trail or route	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spend time on the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to a state park, county park, or other natural area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go hunting or fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Finding Common Ground

CommonGround1. When thinking of the Stoughton area, how important are the following to you, personally?

	Not important at all	Somewhat important	Moderately important	Very important	Extremely important
Preserving farmland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing native habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The health of local lakes, rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The health of local groundwater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating an environmentally sustainable community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating an economically sustainable community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating a fair community where everyone has opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concentrating development in the urban area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## Personal Sustainability Behaviors

### PSB1. How often do you do the following, if you do these things at all?

	Never	Rarely	Sometimes	Frequently	Always
Sort waste for recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unplug or turn off electronic devices when not in use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk or bicycle for transportation instead of using a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use ride share or carpool to work or events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear grass clippings or fallen leaves from street gutters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compost food or yard waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### PSB4. The following are one-time or few-time efforts or activities that some people have undertaken. Have you done any of these, or thought about doing any of these things?

	Have not done this and am not likely to do so	Might do this	Have plans to do this	Have done this already	Does not apply
Planted a tree near your house in order to reduce cooling bills in the summertime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed a "smart" thermostat or programmable thermostat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replaced regular light bulbs with LED or compact fluorescent light bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conducted a home energy audit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved your home's insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed a low-flow shower head, water faucet, or toilet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Sustainability Initiatives

In this next section we would like your opinion on initiatives that the City of Stoughton might undertake as part of the work to create a more sustainable community.

### S11. Energy and Carbon Reduction

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not sure
Install solar panels on city property (facilities, parking lots, park shelters)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implement on-peak and off-peak metering for electricity use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide financial incentives to developers to go above state energy efficient building standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase grants and rebate programs to homeowners for improving energy efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### S12. Land Use and Development

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not Sure
Promote mixed-use developments that include both housing and business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review ordinances and land use plan to promote increased density	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find ways to promote more in-fill and re-use of existing buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant shade trees in public parks & terraces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish native prairie or oak savanna restoration in city parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### S13. Transportation

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not Sure
Develop public transportation (such as a bus service) between Stoughton and other communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Establish electric vehicle charging stations at various locations in the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a Park and Ride for ride sharing to Madison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop more connected, safe bicycle paths and lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Redesign some city streets to include bicycle lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish a city 'no idling' policy to reduce emissions and improve air quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Establish transportation options within Stoughton such as Main Street bus trolley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### S14. Water

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not sure
Install rain gardens in terraces during street reconstruction projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide incentives to convert lawns to native grasses as a storm-water management practice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conduct feasibility study to identify permeable surface alternatives to sidewalks, driveways, and parking lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### S15. Solid Waste Management

As we look for ways to become a more sustainable community, how important is it that the City try to do the following actions?

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Not Sure
Work with businesses and organizations to reduce waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explore the feasibility of a community wide composting program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support the school district in reducing food waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand efforts to educate the public about proper recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop incentives for recycling for larger organizations and companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explore opportunities for materials reuse in construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## Household willingness to participate in sustainability initiatives

HW1. If support for the following options were available (information, assistance, rebates, other financial incentives), to what extent would you and/or your family members likely adopt these initiatives and/or utilize these services?

	Not likely	Minimally likely	Not sure	Very likely	Extremely likely
Install rooftop solar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrade home appliances for greater energy efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compost your food and yard waste at your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant and manage shade trees on my property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take public transportation between Stoughton and other communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilize electric vehicle charging stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in ride-sharing to Madison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consider increased bicycle community with a safe bicycling infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take public transportation options within Stoughton (e.g., trolley, ride-share)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install a rain garden on my property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convert some of my lawn to native plants/grasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next set of questions will help us understand student transportation needs and household barriers to utilizing sustainable forms of transportation. While the City of Stoughton is not responsible for transportation of school aged children to and from school, The city would like to partner with the Stoughton School District to address student transportation needs as part of its sustainability initiatives.

### Transportation, Schools & Employment Barriers

Transport1. Which best describes your employment situation right now?

- |                       |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Employed or looking   | Unemployed            | Self Employed         | Retired               | Homemaker             | Student               | Disabled              | Other                 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Transport2. About how far do you live from your current or most recent employer?

- |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Less than one mile    | 1-5 miles             | 6-10 miles            | 11-20 miles           | 21-30 miles           | More than 30 miles    |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Transport3. How often, if at all, are you able to do your job from a remote location?

- |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Never                 | Rarely                | Occasionally          | Frequently            | Always                |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Transport4. Which of the following, if any, are available at your workplace?

- |                               |   |                       |                                    |                                |
|-------------------------------|---|-----------------------|------------------------------------|--------------------------------|
| Carpool or ride share program | Bus stop or other public transportation | Bicycle parking       | Electric vehicle charging stations | Free parking during work hours |
| <input type="radio"/>         | <input type="radio"/>                   | <input type="radio"/> | <input type="radio"/>              | <input type="radio"/>          |

Transport5. Do you have children at home, either full time or part time? If so, which ages are they? (Please check all that apply)

- |                                |                       |                       |                       |                       |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I do not have children at home | Infant – Pre-School   | Elementary School Age | Middle School Age     | High School Age       |
| <input type="radio"/>          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Transport6. Thinking of your school age children, on a typical good weather day, how do they get to school in the morning?

- |                       |                       |                             |                           |  |
|-----------------------|-----------------------|-----------------------------|---------------------------|--|
| Walk or bike          | Ride a school bus     | Carpool with another family | Parent or guardian drives | They drive themselves or ride with friends |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       | <input type="radio"/>     | <input type="radio"/>                      |

Transport7. After school, do they come straight home, go to after school care, go to extra-curricular activities, or somewhere else?

Please continue to next page →

Go home <input type="radio"/>	Go to after school care <input type="radio"/>	Go to extra-curriculars <input type="radio"/>	Go to a job or non-school activity <input type="radio"/>	Other <input type="radio"/>
<b>Transport8. At the end of the day, how do they get home?</b>				
Walk or bike <input type="radio"/>	Ride a school bus <input type="radio"/>	Carpool with another family <input type="radio"/>	Parent or guardian drives <input type="radio"/>	They drive themselves or ride with friends <input type="radio"/>

### Attitudes Toward Funding Sustainability

Fund1. Some of the measures that the city undertakes to become more sustainable will be cost neutral. Some may save money in the long term, and others may cost the city money. We are curious about if you would support or oppose sustainability measures that do the following ..

Would you support or oppose sustainability measures that ...	Strongly oppose	Oppose	Not sure	Support	Strongly support
Save the city money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Save households money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make it easier to live a sustainable lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost the city money but preserve land and water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost the city more in the short term, but save money in the long term	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do not cost anything at all and have no impact on short term or long-term costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**(Open Ended)** Is there anything that you would like to share with the committee as we are working toward making Stoughton a more sustainable community?

Because we try to get responses and opinions from many different people across the community, we would like to ask you a few questions that help us make sure we are reaching people of different ages, genders, neighborhoods, viewpoints and so on.

These responses will be confidential and will only be used for research purposes.

**What is your gender?**

- Male
- Female
- Non-binary/Other

**Is your current community your hometown?**

- Yes, it is my original hometown
- Yes, it is my adopted hometown
- No, my hometown is elsewhere

**Which best describes where you live?**

- City of Stoughton
- Stoughton School District, but not the city
- The surrounding area
- Somewhere else

Please continue to next page →

What is your age? \_\_\_\_\_

How long have you lived in the  
Stoughton area? \_\_\_\_\_

How long have you lived in Wisconsin  
or the Upper Midwest? \_\_\_\_\_

Have you or anyone else in your  
household had to work two jobs at once  
in order to make ends meet at any point  
over the past five years?

- Yes
- No

Generally speaking, do you consider yourself  
conservative, moderate, or liberal when it comes to  
different issues?

- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

Which best describes your race or ethnicity? (please  
check all that apply)

- White or Euro American
- Black or African American
- Asian or Asian American
- American Indian or Native American
- Hawaiian or Pacific Islander
- Latino/Latinx or Hispanic
- Other

Would you be interested in receiving updates from the Stoughton Sustainability Committee or interested in helping out?  
If so, please [click here](#).

Thank you! Please return this survey to \_\_\_\_\_ by \_\_\_\_\_.

If you have any questions, please contact Kristin Runge, PhD. at the Division of Extension, UW-Madison  
kristin.runge@wisc.edu or (608) 263-1432.

**Question stem**

Weather permitting, how often do you do the following?

Creating common ground

How important is it that we do the following?

How important is it that the city do the following?

Household Actions

Transportation

Support parameters

Demographics

## Question

Go to a local park

~~Walk or bike within the city~~

Hike, bike, or walk on a trail or route

~~Spend time on the water~~

Go to a state park, county park, or other natural area

~~Go hunting or fishing~~

Preserving farmland

Increasing native plant and wildlife habitat

The health of local lakes, rivers

The health of local groundwater

Creating an environmentally sustainable community

Creating an economically sustainable community

Creating a fair community where everyone has opportunities

~~Concentrating development in the urban area~~

Install solar panels on city property (facilities, parking lots, park shelters)

Implement on-peak and off-peak metering for electricity use

Provide financial incentives to developers to go above state energy efficient building standards

Increase grants and rebate programs to homeowners for improving energy efficiency

Promote mixed-use developments that include both housing and business

Review ordinances and land use plan to encourage increased density

~~Find ways to promote more in-fill~~

~~Find ways to promote re-use of existing buildings~~

Plant shade trees in public parks & terraces

Develop public transportation (such as a bus service) between Stoughton and other communities

Establish electric vehicle charging stations at various locations in the City

Create a Park and Ride for ride sharing to Madison

Develop more connected, safe bicycle paths and lanes

Redesign some city streets to include bicycle lanes

Establish a city 'no idling' policy to reduce emissions and improve air quality

Establish transportation options within Stoughton such as Main Street bus trolley

Install rain gardens in terraces during street reconstruction projects

Provide incentives to convert lawns to native grasses as a storm-water management practice

Conduct feasibility study to identify permeable surface alternatives to sidewalks, driveways, and parking lots

Work with businesses and organizations to reduce waste

~~Explore the feasibility of a community wide composting program~~

~~Support the school district in reducing food waste~~

~~Expand efforts to educate the public about proper recycling~~

~~Develop incentives for recycling for larger organizations and companies~~

Explore opportunities for materials reuse in construction

Install rooftop solar

Upgrade home appliances for greater energy efficiency

Upgrade home for greater energy efficiency  
Plant and manage shade trees on my property  
Take public transportation between Stoughton and other communities  
Utilize electric vehicle charging stations  
Participate in ride-sharing to Madison

Consider increased bicycle community with a safe bicycling infrastructure

Take public transportation options within Stoughton (e.g., trolley, ride-share)  
Install a rain garden on my property  
Convert my lawn to native plants/grasses  
Utilize permeable pavers for driveway upgrades  
Compost your food and yard waste at your home

Transport1. Which best describes your employment situation right now?

Transport2. About how far do you live from your current or most recent employer?

Transport3. How often, if at all, are you able to do your job from a remote location?

Transport4. Which of the following, if any, are available at your workplace? (Carpool, ride share ... )

Transport5. Do you have children at home, either full time or part time? If so, which ages are they? (Please

Transport6. Thinking of your school age children, on a typical good weather day, how do they get to school

Transport7. After school, do they come straight home, go to after school care, go to extra-curricular activities

Transport8. At the end of the day, how do they get home?

Would you support or oppose sustainability measures that ...

Save the city money

Save households money

Make it easier to live a sustainable lifestyle

Cost the city money but preserve land and water

Cost the city more in the short term, but save money in the long term

Do not cost anything at all and have no impact on short term or long-term costs

What is your gender?

Age

Generally speaking, do you consider yourself conservative, moderate, or liberal ... ?

Municipality

Education

Tenure as resident

Race/ethnicity

Two or more jobs



**Notes**

Eliminate entire battery for space

Eliminate entire battery for space

Eliminate entire battery for space

Eliminate entire battery for space

Eliminate entire battery for space

Eliminate entire battery for space

Redundant if the survey is also asking about smaller lots, density etc.

Redundant? This would likely occur with the review of ordinances

Redundant? This would likely occur with the review of ordinances

Choose only one bicycle infrastructure question

Choose only one bicycle infrastructure question

Is broad public support necessary to implement or recommend this? Will i

Is broad public support necessary to implement or recommend this?

Is broad public support necessary to implement or recommend this?

Redundant? If the later question about utilizing a composting program is p

Is this a documented issue?

Is recycling an issue in Stoughton? My understanding is that WI has very h

Is compliance with recycling laws an issue for businesses in Stoughton?

This question has a very limited scope. Given the need to cut questions, is

Choose only one bicycle infrastructure question

Limited usefulness? Would the number of people considering a driveway t

e check all that apply)

al in the morning?

ties, or somewhere else?



upgrade be so small that this question isn't useful?















































**Question stem**

Creating common ground

How important is it that we do the following?

Household Actions

Transportation barriers

Would you support or oppose sustainability measures that ...

Demographics

## Question

Preserving farmland

Increasing native plant and wildlife habitat

The health of local lakes, rivers

The health of local groundwater

Implement on-peak and off-peak metering for electricity use

Increase grants and rebate programs for improving energy efficiency

Review ordinances and land use plan to promote increased density

Develop public transportation within Stoughton and to other communities

Create a Park and Ride for ride sharing to Madison

Develop more connected, safe bicycle paths and lanes

Install rooftop or backyard solar

Upgrade home appliances for greater energy efficiency

Upgrade home mechanicals or structure for greater energy efficiency

Update landscaping to be more sustainable (e.g. plant more shade trees, install a rain garden)

Take public transportation between Stoughton and other communities

Participate in ride-sharing to Madison

Take public transportation options within Stoughton (e.g., trolley, ride-share)

Transport1. Which best describes your employment situation right now?

Transport2. About how far do you live from your current or most recent employer?

Transport3. How often, if at all, are you able to do your job from a remote location?

Transport4. Which of the following, if any, are available at your workplace? (Carpool, ride share ... )

Transport5. Do you have children at home, either full time or part time? If so, which ages are they? (Please

Transport6. Thinking of your school age children, on a typical good weather day, how do they get to school

Transport7. After school, do they come straight home, go to after school care, go to extra-curricular activities

Transport8. At the end of the day, how do they get home?

Save the city money

Make it easier to live a sustainable lifestyle

Cost the city money but preserve land and water

Cost the city more in the short term, but save money in the long term

What is your gender?

Age

Generally speaking, do you consider yourself conservative, moderate, or liberal ... ?

Municipality

Education

Tenure as resident

Race/ethnicity

Two or more jobs

Household income

## Notes

Replaces the incentives to builders and rebates for homeowners as both c

e check all that apply)  
ol in the morning?  
ties, or somewhere else?

ould occur under this question





















