



How we grow matters When people, businesses, and governments in the Dane County area coordinate our vision and plans for the future, we build a stronger region.

We collected input from nearly 9,200 people People who live, work, and visit the area took an online survey that let them rank options for future growth in our region. A summary of the survey results is available at greatermadisonvision.com

TOP TAKEAWAYS FROM SURVEY RESULTS



People ranked using more renewable energy and green infrastructure as the top two priorities for our growing region among 16 options. Both of these strategies for dealing with growth were presented as responses to the increasing threat of climate change.



Community-based resources and better connections between education and jobs ranked third and fourth. People of color and people with lower incomes prioritized these strategies, and more housing options, while also valuing renewable energy and green infrastructure. Residents outside of Madison put more emphasis on protecting farming areas.



Expanded transit ranked No. 5 overall, and higher among those living in areas most in need of better transit service. Expanded housing options ranked No. 6 overall, and higher among groups with greater housing needs including low-income people, persons of color and people age 65 and older.



Conservation priorities were reflected in votes for growth maps. People want more efficient and better-connected growth that minimizes transportation, energy, and infrastructure costs while protecting natural resources.



By large numbers people did not choose the “go-it-alone” future where individual communities look after themselves and rely more on technology to work and communicate remotely. Many comments expressed the desire for more, rather than fewer, social connections.

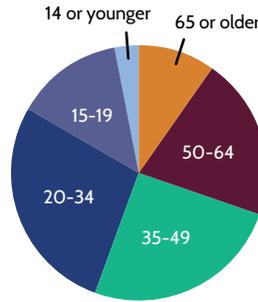
A GREATER MADISON VISION

The survey results are the basis for a shared vision and plan that the Steering Committee for A Greater Madison Vision, and the Capital Area Regional Planning Commission (CARPC) will develop to guide public and private decisions about how the region grows. A report will be ready in late 2019 and will cover growth for the next 25 years.

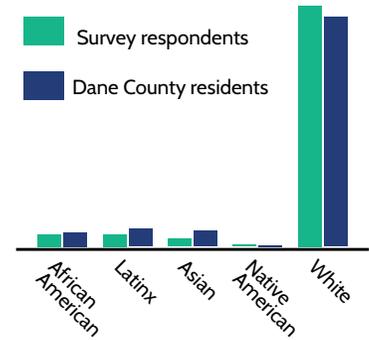
STRATEGIES AS RANKED BY SURVEY RESPONDENTS

1. Renewable energy
2. Green infrastructure
3. Community-based resources
4. Connections between education and jobs
5. Expanded transit
6. Expanded housing options
7. Local energy production
8. Local food production
9. Walkable communities
10. Close-knit communities
11. Preserve farming areas
12. Promote tech job growth
13. Vibrant centers
14. Bigger and more connected natural areas
15. Access to outdoors
16. Online communication and remote living

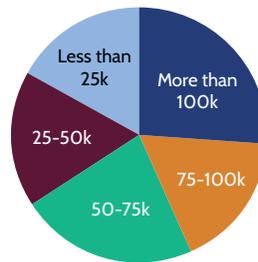
WHO TOOK THE SURVEY



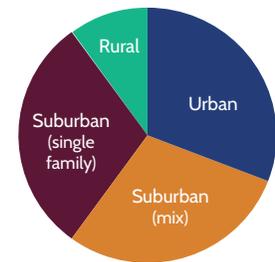
Age
(in years)



Race
(in percentage of total)



Income
(in dollars per year)



Geography

“As our region is expected to increase by over 150,000 people in the next 25 years, it is vital to create a vision for our future that is grounded in an exceptional quality of life, economic opportunity, and a healthy environment for all. A Greater Madison Vision’s survey results give us insight into the values and needs of people in who live, work, and play in this growing region.”

-Sharon Corrigan, Chair
Dane County Board of Supervisors



For more survey information and results go to greatermadisonvision.com