



Village of Howard Resident Survey Report, 2013

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Executive Summary

The purpose of this study was to gather residents' opinions about an array of services, functions, and quality of life issues in the Village of Howard.

In August 2013, the Survey Research Center (SRC) at the University of Wisconsin–River Falls mailed surveys to a random sample of 1,865 Village of Howard households. The response rate was 31 percent (570 completed returns). The results provided in this report are expected to be accurate to within plus/minus 4.0 percent with 95% confidence.

The Howard-Suamico school district and family ties were the most frequently cited reasons for living in Howard.

Parks and recreation opportunities in the Village received high ratings. Ninety-four percent rated parks as good or excellent, and 82% rated recreation opportunities as good or excellent.

Smaller majorities rated senior citizen opportunities and roads as good or excellent. Road maintenance and improvements were the highest transportation priorities and majorities of respondents said they support tax increases to fund road maintenance and improvements.

Over 90% of respondents said they are satisfied or very satisfied with their fire service, garbage collection, EMT, parks & playing fields, police service, and recreation service. Smaller majorities are satisfied with snow plowing and street maintenance.

Relatively few respondents rate future investments in community recreational facilities as a high priority. Although half of respondents said they support an Aquatic Center or outdoor pool, only a third said it was a high priority for funding. Playground equipment and picnic areas were moderate priorities. However, majorities of respondents said 10 of the 13 listed recreational facilities were a low priority or not a priority for future funding. Respondents largely favored funding recreational facilities by a combination of fees and taxes or fees for specific uses rather than relying entirely on property taxes or general user fees.

With respect to housing needs in the Village, large majorities of respondents said more mid-level single family homes, senior condos/apartments, and senior assisted living facilities are needed in Howard. Smaller majorities said more starter single family homes, townhomes/condos, and executive single family homes are needed. Substantial majorities disagreed with the statement that more multi-family units (duplexes and apartments) and mobile home courts are needed in the Village.

Respondents supported additional economic development in the Village, with the largest percentages of support for retail along Lineville Road/US 41, South Cardinal Lane, Velp Avenue/US 41, and expansion of the industrial park. Smaller majorities favored retail at the intersection of Highway 29/US 41 and expansion of office parks. Family restaurants and discount department stores were identified as the top retail priorities. The highest priorities for additional service-oriented businesses were entertainment establishments and providers of health and personal care services.

Majorities of respondents rated eleven of the twelve listed Village services/facilities as good or excellent. Some of these utilities/services/facilities were included in an earlier question that

gauged levels of satisfaction. Garbage collection, recycling, park/recreation facilities, and police protection received the highest ratings, ranging from 85% to 92% in the good or excellent categories. The largest percentages of fair or poor ratings were given to snow removal (34%) and street maintenance (43%). Majorities of respondents said they would support tax increases for improvements to fire protection, police protection, street/road maintenance, and ambulance service. Respondents were evenly split with respect to raising taxes to improve snow removal. Majorities opposed tax increases for the remaining seven services/facilities included in the question: park and recreation facilities, sanitary sewer service, garbage collection, recycling, programming for youths, adults and seniors, storm water management, and zoning/building inspections.

Howard residents are extremely satisfied with the pickup frequency of garbage, recycling, and leaves/yard waste.

With respect to three community projects, about half the respondents said they support an outdoor pool or Aquatic Center. Less than half supported a downtown area or Village Center, and only one in four supported relocation of the County Highway Department and mixed use development around the quarries.

A majority of respondents said they are aware of the autopay option for utility bills, but only a third uses it. Half of respondents were aware of the E-Notify newsletter, but less than 30% subscribe. About six in ten respondents have visited the Village website, and those who have visited it said it is useful.

Survey Purpose

The purpose of this study was to gather residents' opinions with respect to an array of services, functions, and quality of life issues in the Village of Howard. The Village Board chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to collect these data and analyze the results.

Survey Methods

In August 2013, the SRC mailed surveys to 1,865 randomly selected households in Howard. The mailing package contained a cover letter describing the purpose of the survey and a postage-paid return envelope. The response rate was 31 percent (570 completed returns). The results provided in this report are expected to be accurate to within plus/minus 4.0 percent with 95 percent confidence.

In addition to numeric data, respondents provided additional written answers. **Appendix A contains the written responses.**

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

Profile of Respondents

Table 1 summarizes the demographic profile of the sample. The SRC utilized the 2010 Census and the 5-year estimates from the US Census Bureau American Community Survey (ACS) to compare the demographic profile of respondents to the overall profile of adults in Howard.

Table 1. Demographic Profile of Respondents – Village of Howard Resident Survey							
Gender (Age 18+)	Count	Male	Female				
Resident sample	526	60%	40%				
Census (2010)	12,756	48%	52%				
Age 18+	Count	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Resident sample	532	0%	11%	15%	26%	23%	25%
Census (2010)	12,756	11%	18%	21%	21%	15%	15%
Employment Status (Age 16+)	Count	Full-Time	Part-Time	Self	Unemp.	Retired	Other
Resident sample	530	53%	5%	6%	3%	30%	3%
Census (ACS est.)	12,759	70% ¹		2%	4%	25% ²	
Highest Level of Education (Age 25+)	Count	Less than High Sch.	High Sch. Diploma	Some College/ Tech	Tech/ College Grad.	Bachelor Degree	Graduate/ Profess. Degree
Resident sample	525	1%	19%	21%	17%	28%	15%
Census (ACS est.)	11,046	6%	36%	22%	12%	18%	7%
Adults in Household	Count	1	2	3	4	5+	
Resident sample	520	21%	67%	8%	3%	1%	
Census (2010)	6,941	24%	76%				
Households with Children	Count	0	1	2	3	4	5+
Resident sample	485	65%	13%	16%	5%	1%	1%
Census (2010)	6,941	63%	37%				
Residential Status	Count	Own	Rent				
Resident sample	530	89%	10%				
Census (2010)	6,941	66%	34%				
Length of Residence	Count	Less than 1 yr.	1 – 4 yrs.	5 – 9 yrs.	10 – 24 yrs.	25+ yrs.	
Resident sample	532	3%	14%	18%	38%	27%	
Census ³	NA	NA	NA	NA	NA	NA	
Household Income	Count	Less than \$25,000	\$25,000 – \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000+
Resident sample	489	3%	6%	22%	23%	22%	24%
Census (ACS est.)	6,606	10%	8%	14%	21%	21%	26%

¹ Census does not differentiate between full time and part time employment

² Includes “not in workforce”

³ Census does not include length of residence

The responses included more men than would have been expected.

With respect to age, the sample had fewer young adults, particularly in the 18 to 24 age group. The percentage of renters in the response sample was lower than expected based on the American Community Survey estimates. The SRC experience is that younger residents and renters are less likely to participate in surveys.

Educational attainment in the sample is somewhat higher than the overall adult population of the Village.

The sample contains about the same proportion of single-adult households and households without minor children as estimated by the Census. Employment status generally parallels the Census estimates. The distribution of annual household income also aligns with the Census estimates, except that there were fewer low income households among the respondents and more in the \$35,000 to \$49,999 range.

Nearly two-thirds of the response sample said they have lived in Howard for at least 10 years.

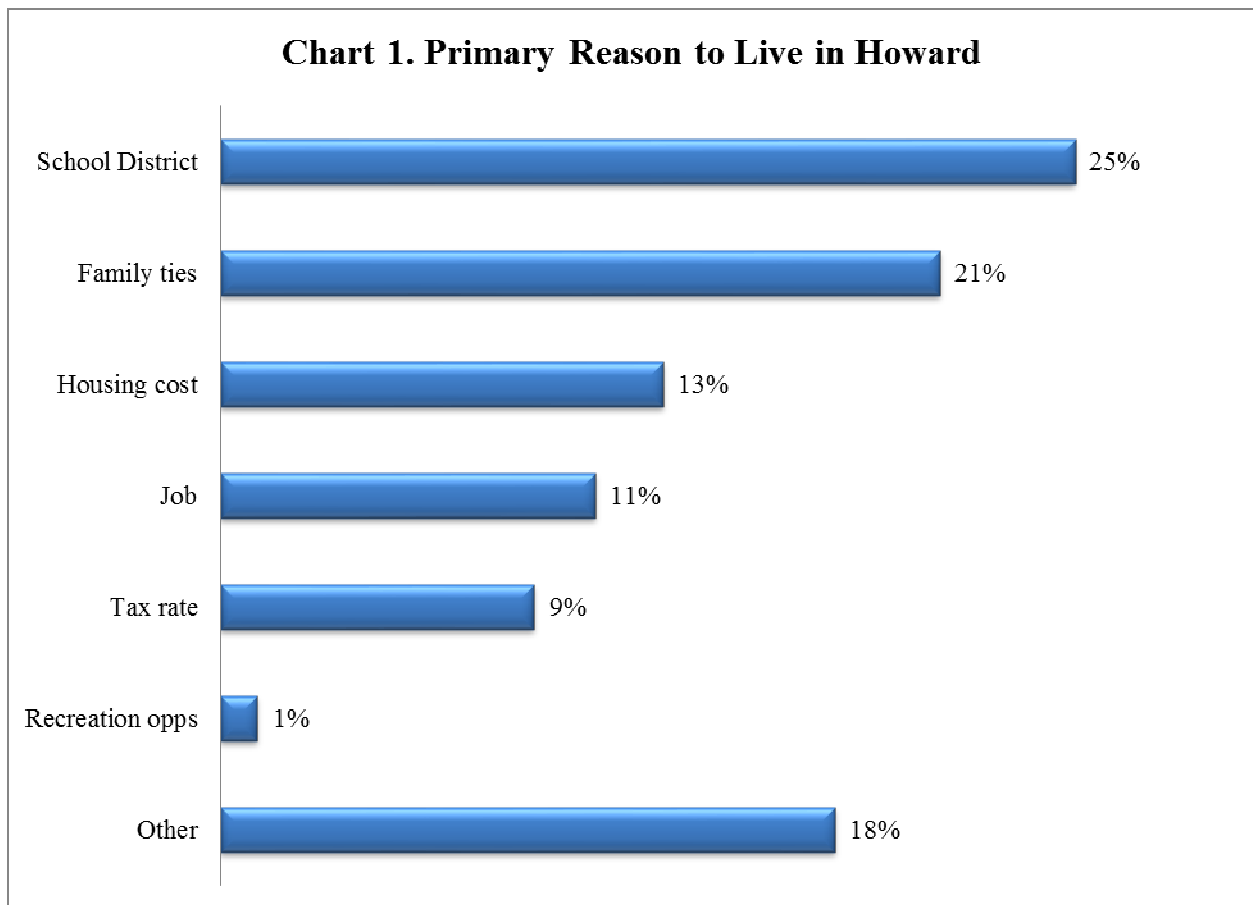
Overall, the SRC is comfortable that the sample is representative of the overall population in the Village.

The SRC performed statistical tests to compare the responses based on the demographic groups. The report will identify those instances where there were meaningful differences in the response pattern among particular demographic groups.

Primary Reason for Living in Howard

Respondents were asked to identify the primary reason they chose to live in Howard. Six choices were offered, plus an “other” category where respondents could write their own response. The results are shown in Chart 1 and indicate that the school district (25%) and family ties (21%) stand out as the top reasons. These were followed by a group that included housing cost, job, and local taxes ranging from 13% to 9%. Recreational opportunities were chosen as their primary reason for living in Howard by only 1% of the respondents. Nearly one in five respondents chose to write their own answer to this question.

The most frequent responses in the “other” category related to housing; these respondents often said they found the housing they liked most in Howard. The Village’s “location” in general and the Village’s country/rural feeling were the next most frequent responses in the “other” category. Additional respondents said they liked the community in general, while others said they live in Howard because they were born there. A complete list of written comments is contained in Appendix A.



Demographic comparisons. Respondents age 45 and older were more likely to write an answer in the “other” category (22%) compared to younger respondents (7%).

The school district was the most important factor among respondents who are in the workforce

(32%). Family ties was the top reason among retirees (30%).

Housing costs and family ties were the most important reasons among single adult households (each cited by 24%).

Not surprisingly, the school district was the primary factor among households with minor children (52%). Family ties (24%) and the cost of housing (15%) were more important among respondents from households without minor children.

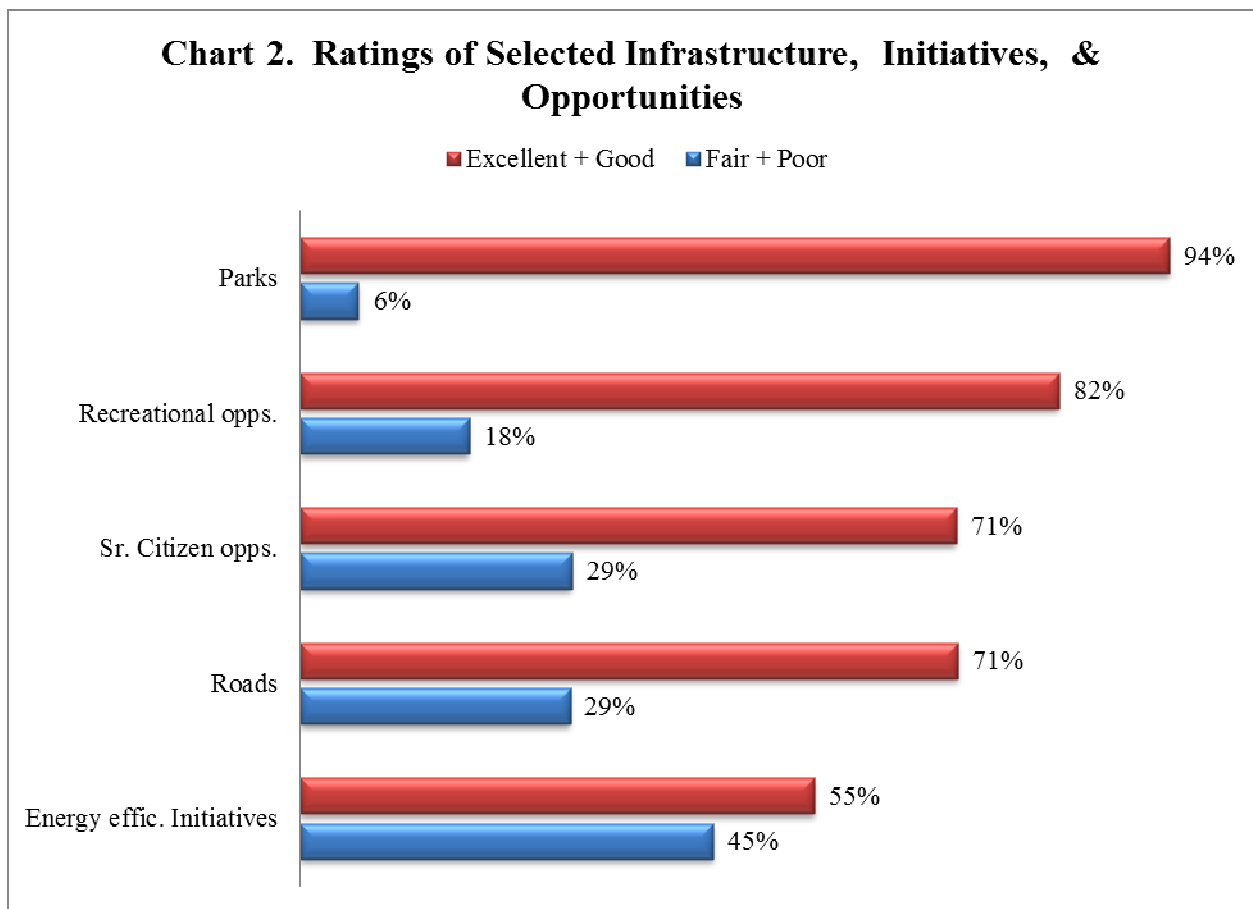
Respondents who have completed a post-secondary education program were more likely to identify the school district as their primary reason (32%) compared to respondents who have not completed a post-secondary program, who said that family ties was their primary reason to live in Howard (26%).

Infrastructure, Opportunities, Initiatives

Respondents were asked to rate the quality of selected types of infrastructure, opportunities, and community initiatives. Answer choices were excellent, good, fair, or poor. The responses are summarized in Chart 2. The top bar in each pair is the sum of the responses in the excellent and good categories, and the bottom bar is the sum of the responses in the fair and poor categories.

Village parks received the highest overall ratings, with 94% saying they are good or excellent. Similarly, recreational opportunities were highly rated as well; over eight in ten respondents said they are good or excellent. Majorities also rated senior citizen opportunities and roads as good or excellent (71%). The rating for energy efficiency initiatives was a bit lower. While over half of respondents rated the initiatives as good or excellent, a substantial minority said they are fair or poor.

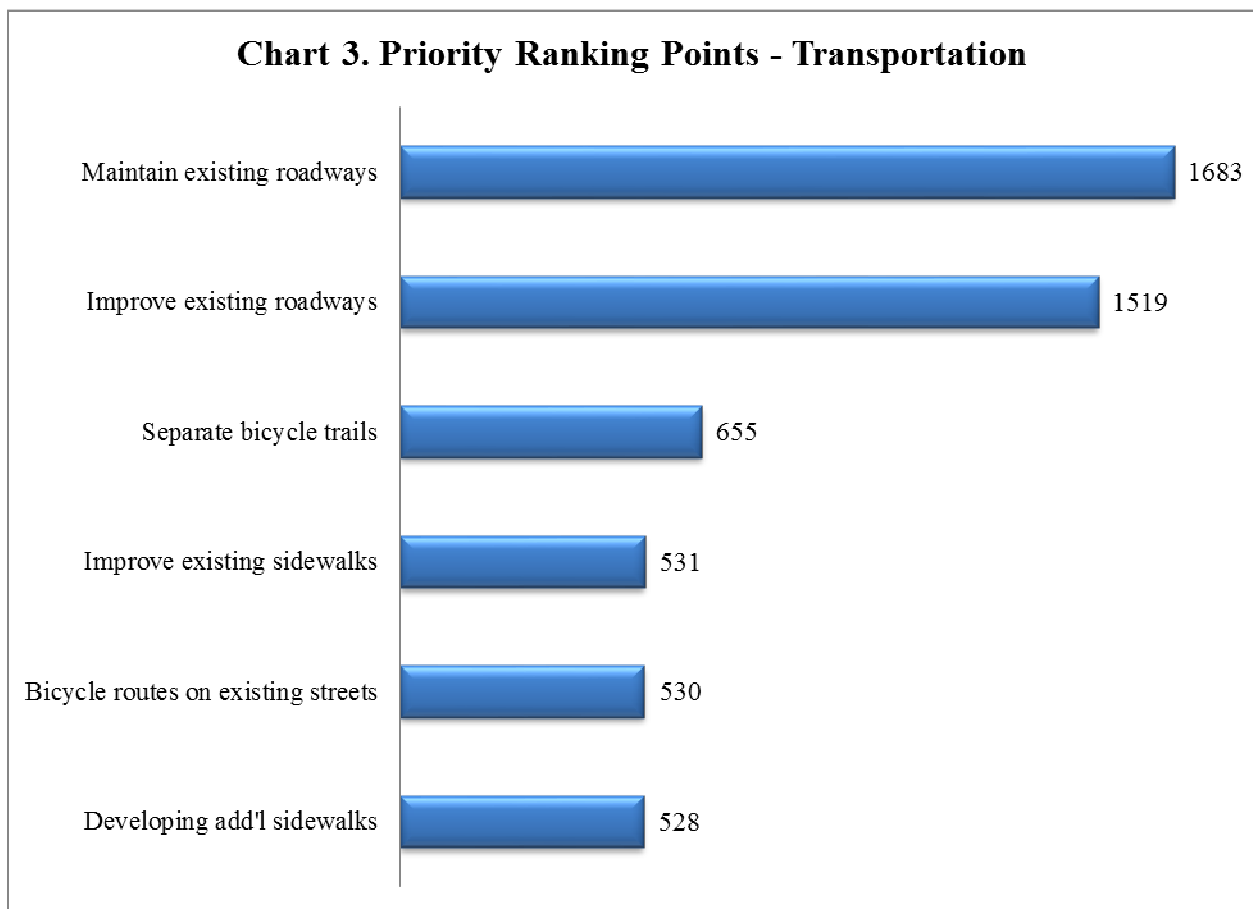
In all items listed, the largest percentages of responses were in the good category.



Demographic comparisons. There were no noteworthy differences among the demographic groups.

In the first of two related follow-up questions, respondents were asked to choose their priorities for transportation projects in the Village. As shown in Chart 3, respondents ranked their top four priorities from a list of six choices. The SRC assigned four points to each respondent's top priority, three points to the second priority, two points to the third priority and one point to the fourth priority.

Maintaining and improving existing roadways were clearly at the top of the rankings. There was a large gap to the third ranked item – separate bicycle trails. Improving sidewalks and bicycle routes on existing streets, and developing additional sidewalks were ranked much lower in priority.



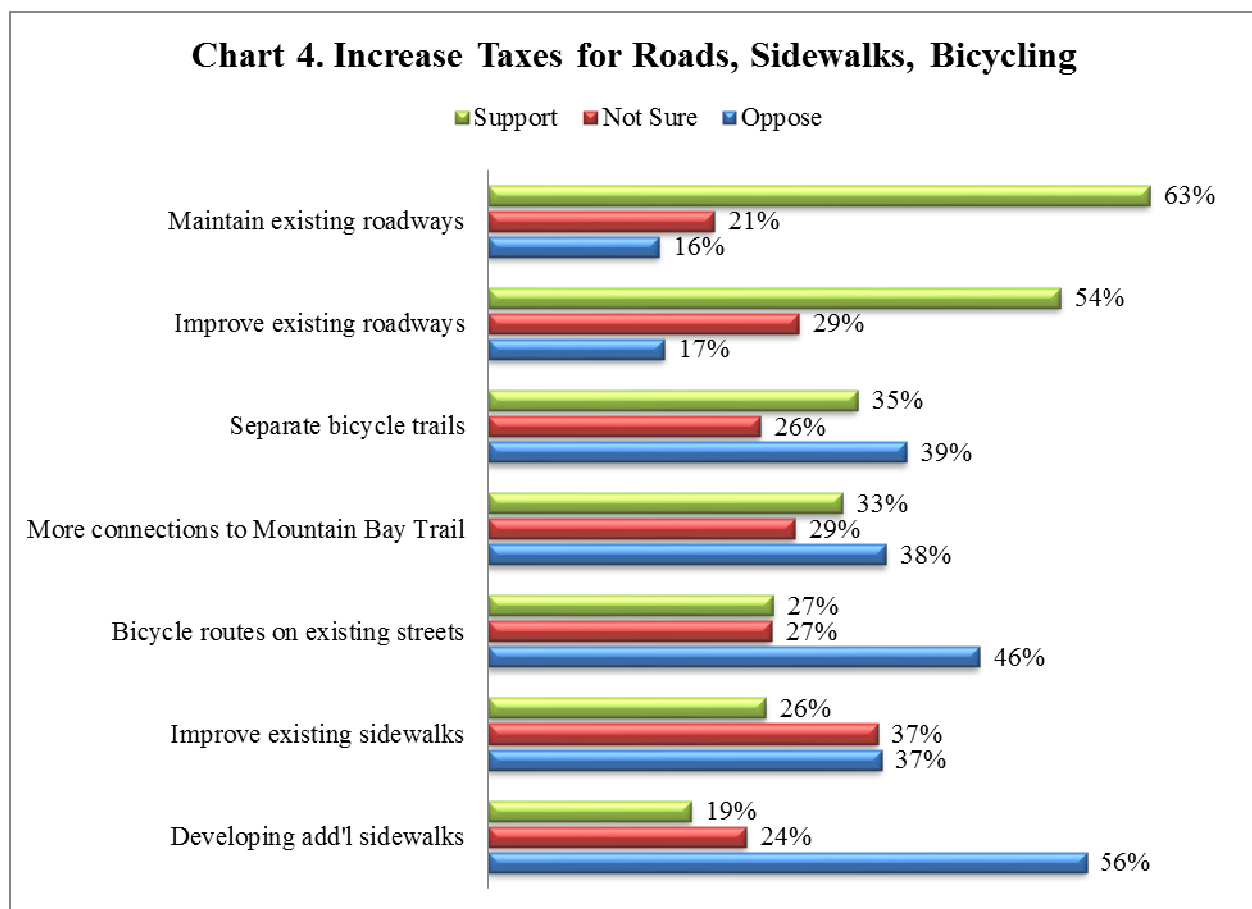
Demographic comparisons. There were no noteworthy differences among the demographic groups.

In the second transportation follow-up question, respondents were asked if they would support or oppose a tax increase for improvements to each of seven listed items. The results are shown in Chart 4. The top bar is the percentage of those who said they would support a tax increase, the middle bar is the percentage who weren't sure, and the bottom bar is the percentage of those opposing a tax increase.

Consistent with the pattern of responses in the previous question, the greatest levels of support for tax increases were for maintenance (63%) and improvements (54%) to existing roadways, which were the only items that a majority of respondents supported.

Between 27% and 35% of respondents supported the three items related to bicycling: separate bicycle trails, more connections to the Mountain Bay Trail, and bicycle routes on existing streets. For all three of these options, substantial proportions of respondents have not made up their minds about their willingness to increase taxes to fund these improvements.

As in the previous question, sidewalk improvements and additional sidewalks had the lowest level of support among respondents.



Demographic comparisons. Opposition to developing additional sidewalks was stronger among men (64%) compared to women (45% opposed).

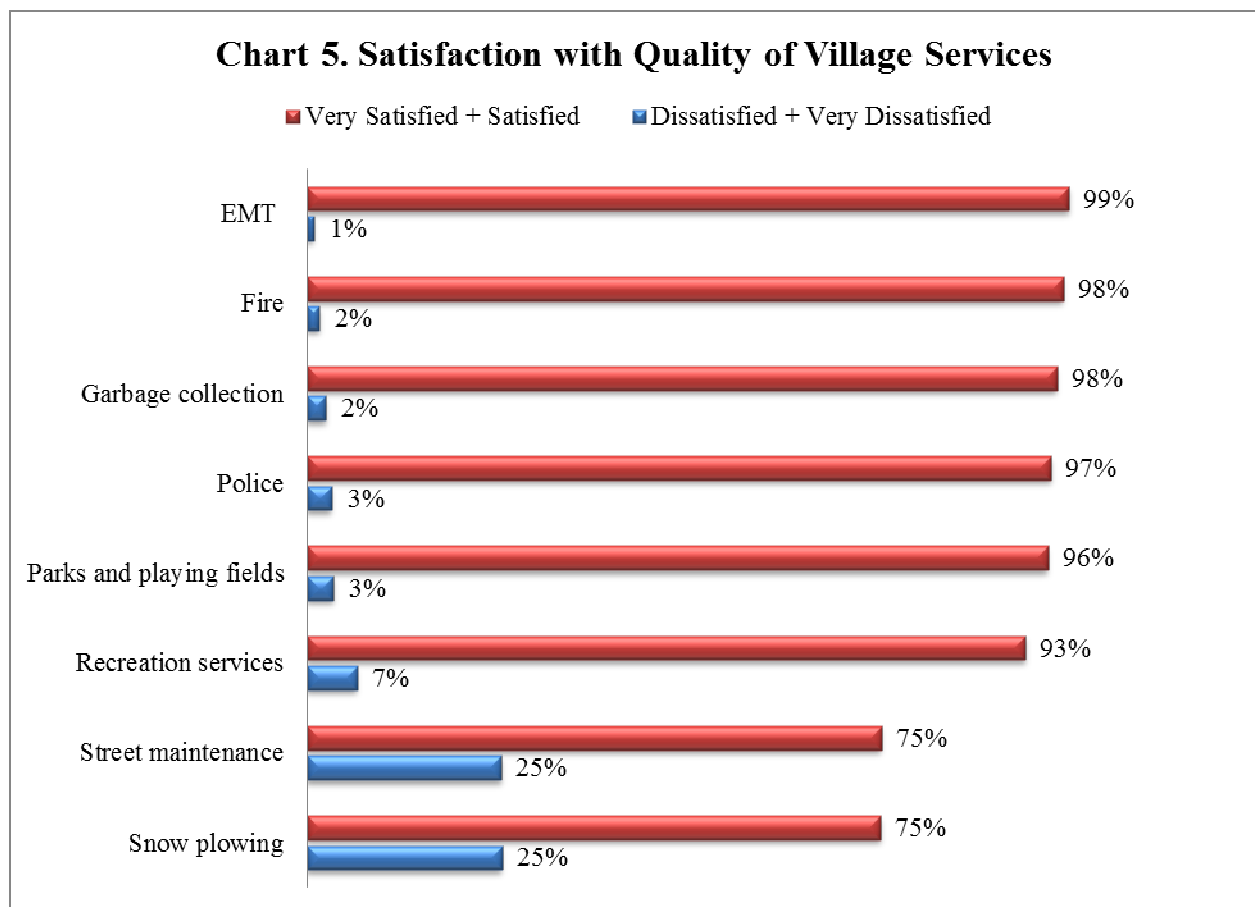
Half of renters supported increased taxes for separate bicycle trails compared to a third of homeowners.

Half of renters supported funding for improving existing sidewalks compared to 23% of homeowners.

A majority of homeowners (61%) opposed developing additional sidewalks, whereas only 17% percent of renters were in opposition. Renters were also more likely to no be sure (44%).

Village Services and Facilities: Satisfaction and Quality

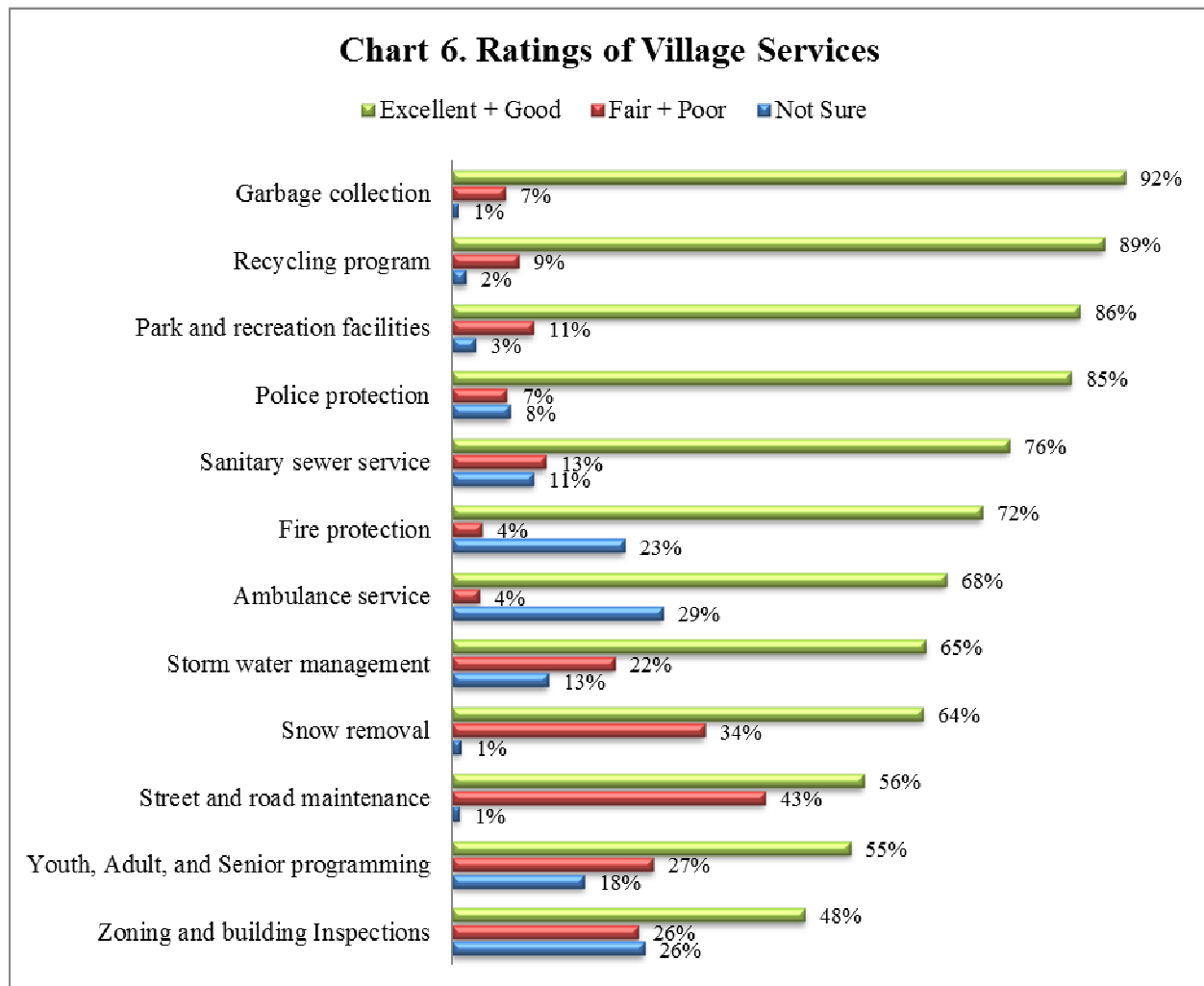
As shown in Chart 5, large majorities of Village of Howard residents are satisfied or very satisfied with the eight village services included in this question. More than nine in ten respondents were satisfied or very satisfied (top bar) with fire protection, garbage collection, EMT service, Village parks and playing fields, police protection, and recreation services. Although a majority of respondents were satisfied or very satisfied with snow plowing and street maintenance, the levels of satisfaction were substantially lower than for the other services listed. The lower ratings for street maintenance were consistent with the results of the previous questions in which Village residents gave the highest priority ratings and support for tax increases to maintenance of existing roadways.



Demographic comparisons. There were no noteworthy differences among the demographic groups.

Ratings of the quality of Village of Howard utilities and community services/facilities are shown in Chart 6. Answer choices were excellent, good, fair, poor and not sure. The top bar is the total of the excellent and good responses; the middle bar is the total of the fair and poor responses, and the bottom bar is the not sure responses. Some of these utilities/services/facilities were included in the previous question that gauged respondents' levels of satisfaction (see Chart 5).

Majorities of respondents rated eleven of the twelve listed services/facilities as good or excellent. The largest percentages of the good or excellent ratings were in the good category. Garbage collection, recycling, park/recreation facilities, and police protection received the highest ratings, ranging from 85% good or excellent to 92% good or excellent. Two-thirds to three-fourths of respondents rated the following as good or excellent: sanitary sewer (76%), fire protection (72%), and ambulance (68%). These were closely followed by storm water management (65%) and snow removal (64%). Respondents were lukewarm in their appraisal of street and road maintenance; although a majority rated it excellent or good (56%), a substantial minority rated it fair or poor (43%). As noted earlier, majorities of respondents said they are willing to increase taxes and spending on maintenance and improvements to Village roadways (Chart 4).



Slightly over half of respondents said programs for youth, adults, and seniors are good or excellent, and about half said building inspection and zoning is good or excellent.

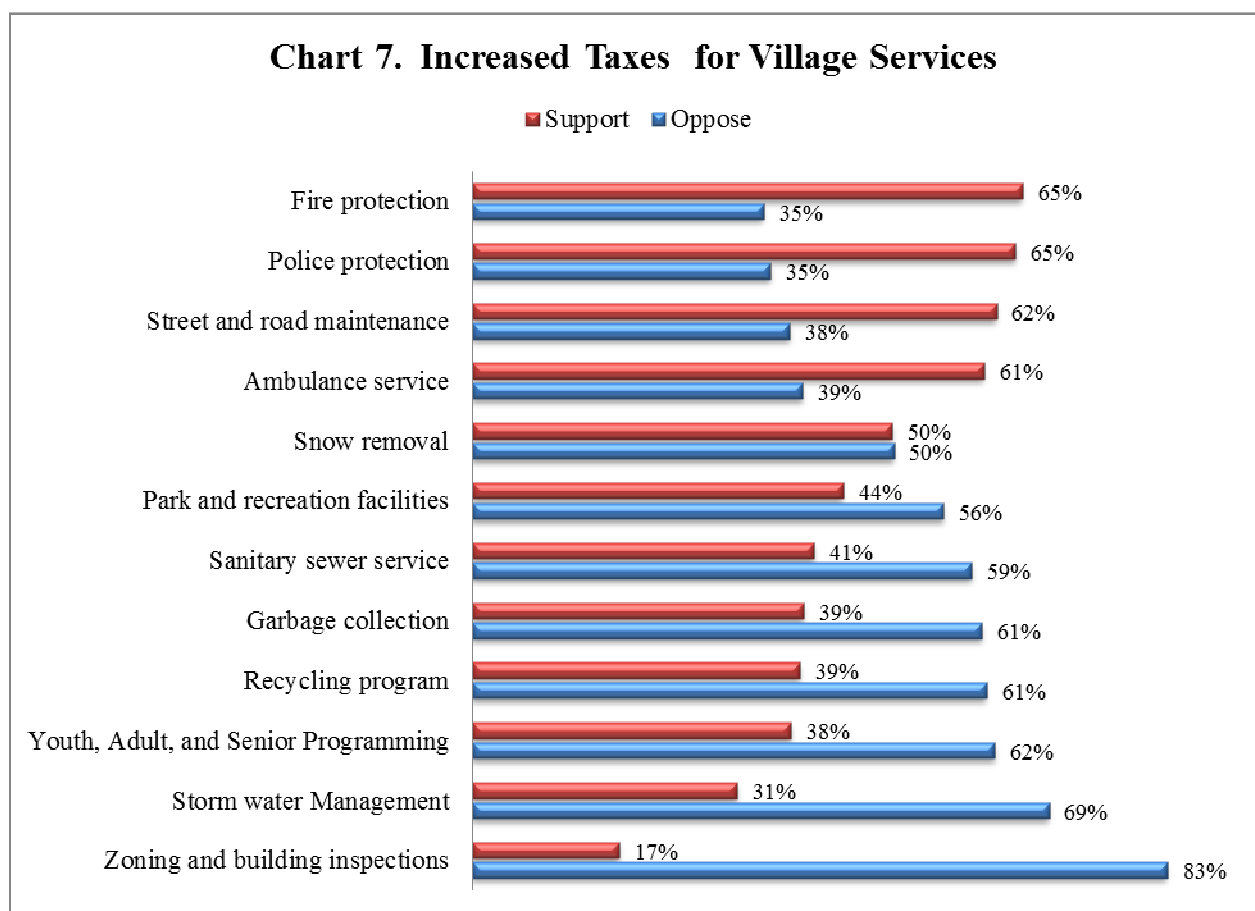
Responses in the not sure category were highest for ambulance (29%), building inspection/zoning (26%), and fire protection (23%), presumably because respondents had not needed these particular services and lacked direct experience upon which to base an opinion.

As noted above, many of the Village services in Chart 6 were also included in the preceding question that asked about respondents' level of satisfaction. In general, the level of satisfaction paralleled the quality ratings. Majorities of respondents said they are satisfied or very satisfied with these services and rate them as good or excellent. However, the size of the majority was larger on the satisfaction scale than on the quality scale (see Chart 5).

Demographic comparisons. Demographic differences were found in the percentage of respondents who said they are not sure about the quality rating for particular Village services. These differences were more frequently based on gender, home ownership and household income. However, among those with an opinion, the response pattern remained the same despite differences in the percentage of those who chose the not sure response. Thus, the interpretation of the results was not affected by the percentages of responses in the not sure category.

When asked if they would support or oppose tax increases for improvements to each of the 12 services/facilities in the previous question, Chart 7 indicates respondents had clear preferences for what they would support and what they would not support. Majorities said they would support tax increases for improvements to fire protection (65%), police protection (65%), street/road maintenance (62%), and ambulance service (61%). Responses were evenly split (50%/50%) with respect to snow removal.

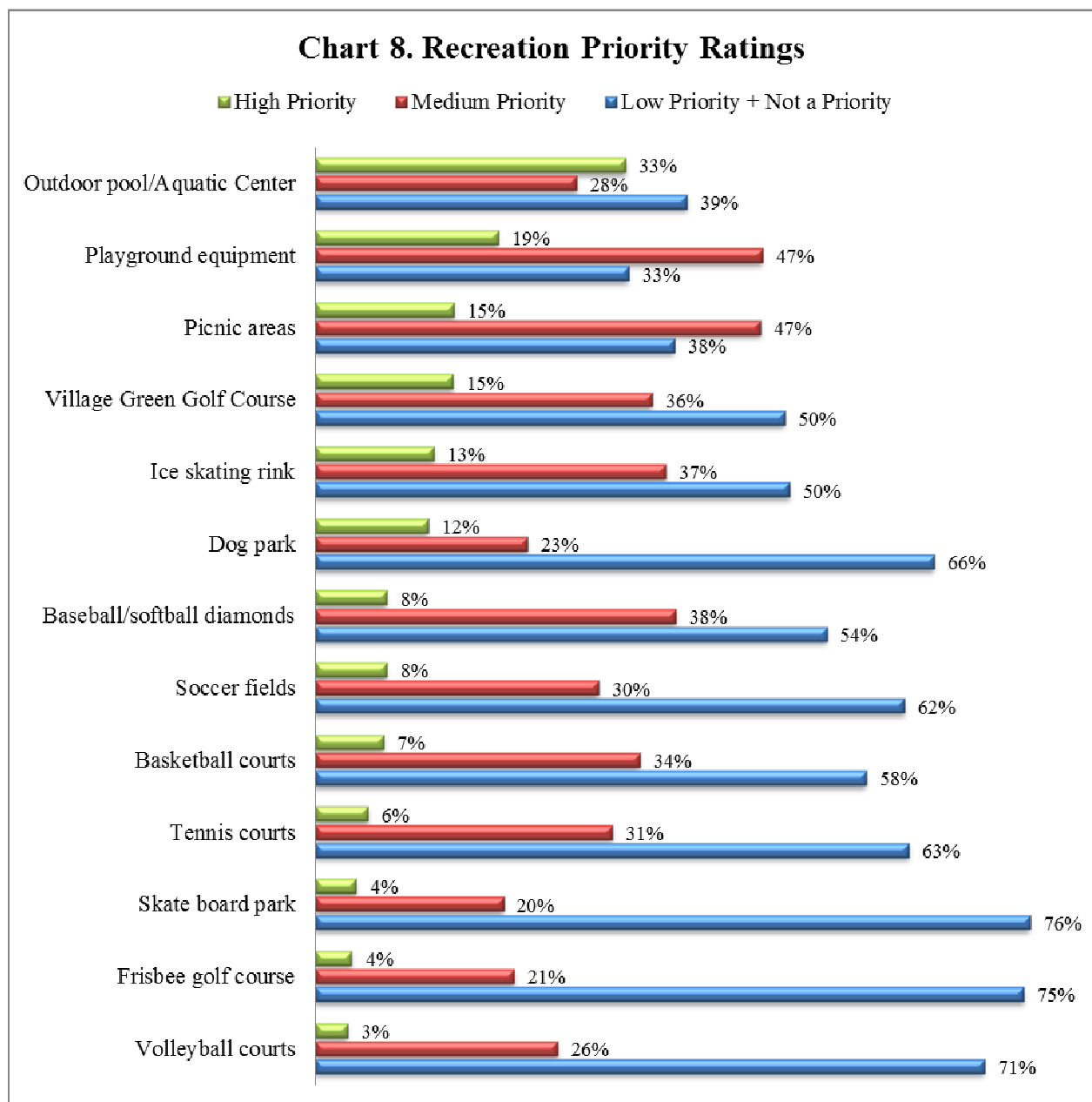
Majorities opposed tax increases for the remaining seven services/facilities included in the question. These included parks/recreation (56% opposed), sanitary sewer (59% opposed), garbage collection (61% opposed), recycling (61% opposed), youth/adult/senior programming (62% opposed), storm water management (69% opposed), and zoning/building inspection (83% opposed).



Demographic comparisons. With respect to park and recreation facilities, 75% of renters said they would support a tax increase, whereas only 41% of homeowners said they'd support a tax increase.

With respect to priorities for future investments in community recreation facilities, respondents didn't rate any of the listed facilities as a high priority (Chart 8). The percentage of high priority responses is shown in the top bar; the middle bar is the medium priority responses, and the bottom bar is the total of low priority responses not a priority responses.

Outdoor pool/aquatic center received the most high priority responses (33%), while an additional 28% of respondents said it is a medium priority. There was a substantial drop-off in the priority ratings for the remaining facilities. Playground equipment ranked second; 19% of respondents said it is a high priority, and 47% said it is a medium priority. Fifteen percent of respondents said picnic areas were high priority facilities. The Village Green Golf Course also received 15% high priority ratings, but half of respondents said it is a low priority or not a priority.

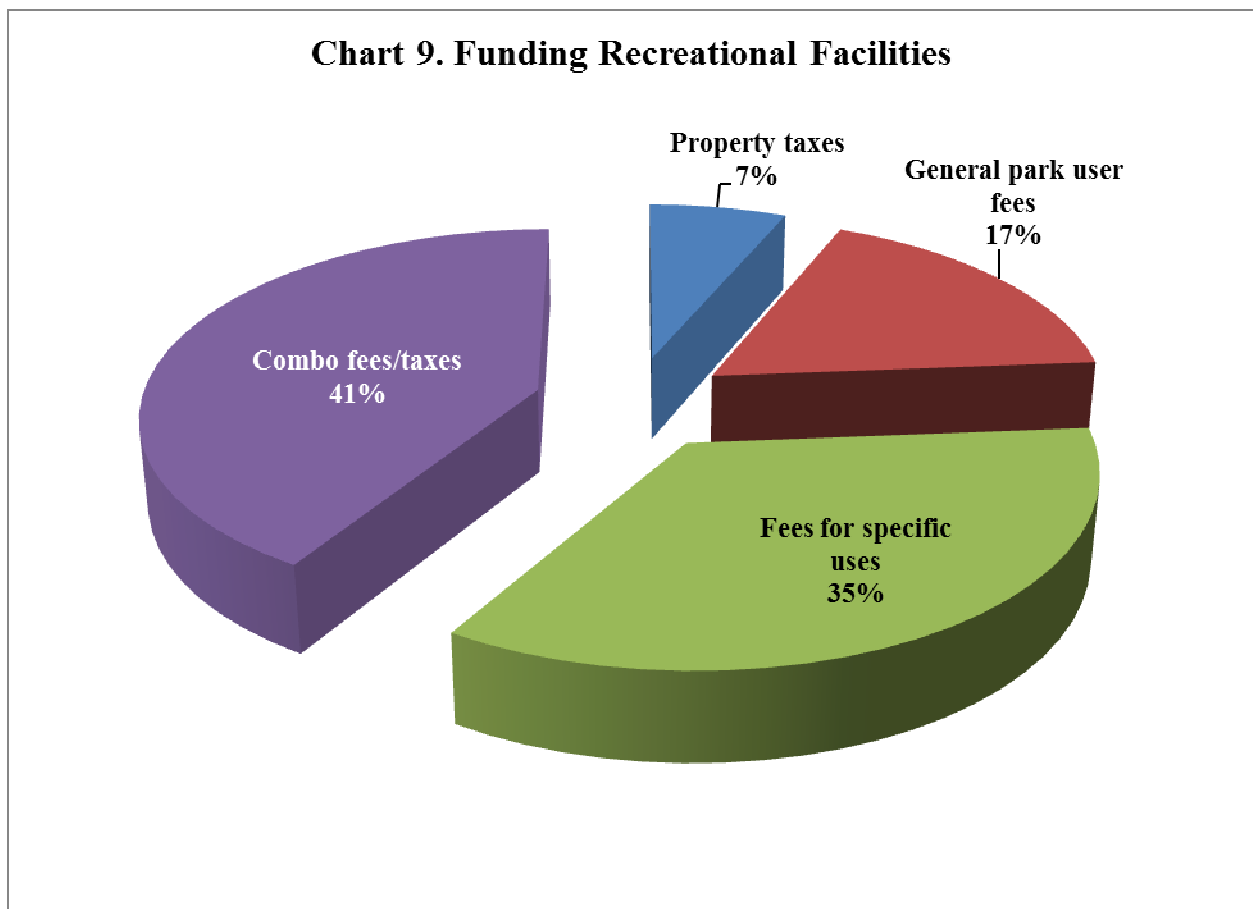


Majorities of respondents rated all remaining recreational facilities on the list as a low priority or not a priority, including ice skating rink, dog park, baseball/softball diamonds, soccer fields, basketball courts, tennis courts, skate board park, Frisbee golf course, and volleyball courts.

Demographic comparisons. Half of respondents under age 45 said an outdoor pool/Aquatic Center is a high priority; among respondents age 45 and older, only 26% said it is a high priority.

Compared to homeowners, higher percentages of renters rated recreational facilities as a high priority or a medium priority and gave higher overall priority ratings to all listed facilities except the Village Green Golf Course and dog park. Although their overall priority ratings were higher than homeowners, renters were similar to homeowners in one important aspect; no recreational facility was viewed as a high priority by a majority of renters.

A follow-up question asked respondents for their preference to fund community recreational facilities in the future. As shown in Chart 9, the largest proportion of Village residents prefer a combination of fees and taxes or fees for specific uses. Reliance solely on property taxes or general park fees was not popular.



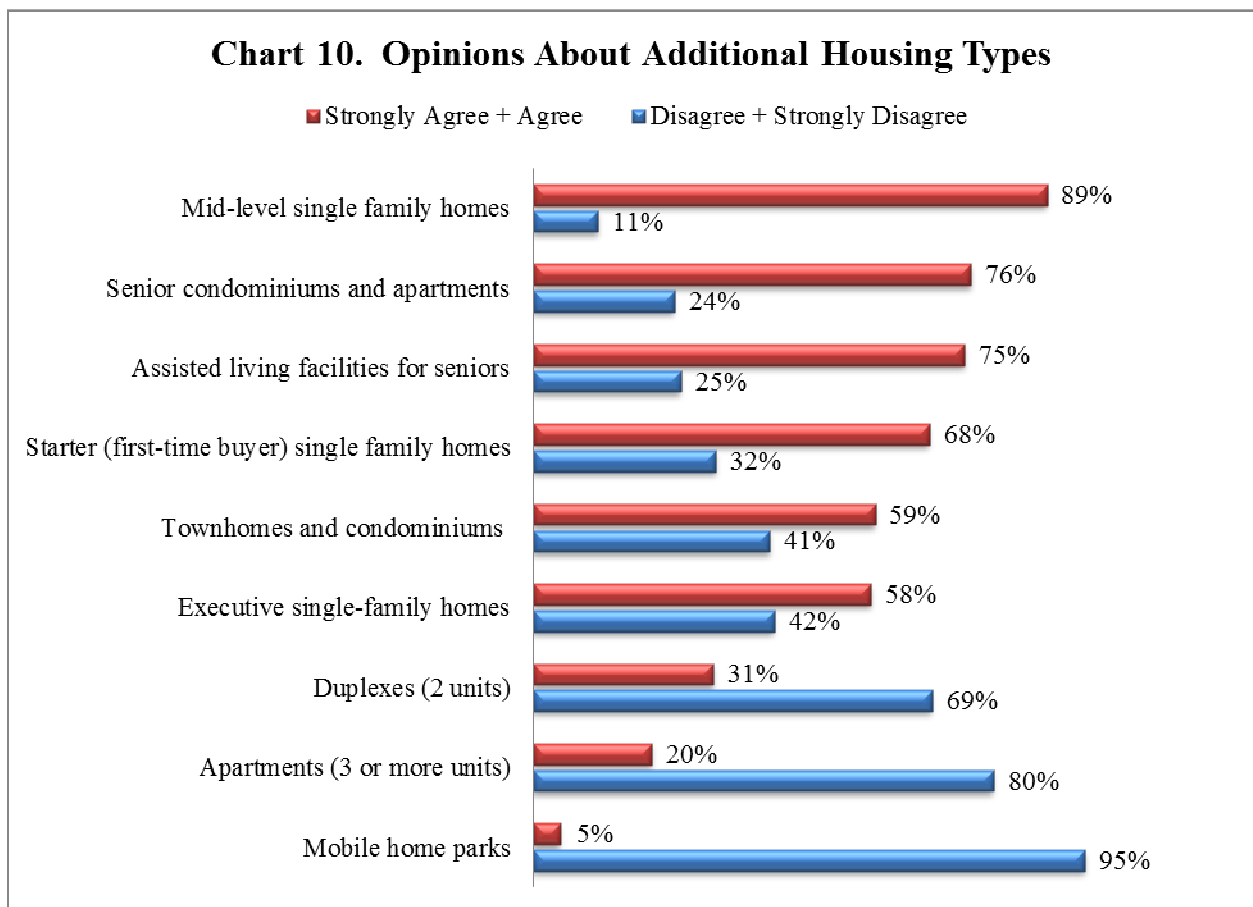
Demographic comparisons. There were no noteworthy differences among the demographic groups.

Housing

Chart 10 shows that majorities of respondents saw a need for more housing types in six of the nine types listed. The top bar is the sum of those who agreed and strongly agreed; the bottom bar is the sum of the responses in the “disagree” and “strongly disagree” categories. A very large majority (89%) of respondents agreed or strongly agreed that more mid-level single family homes are needed in the Village. In addition, a solid majority (75%) agreed or strongly agreed that more senior assisted living facilities and senior apartments/condos are needed. A two-thirds majority also saw a need for additional starter single family homes, and over half said executive homes and townhomes/condominiums are needed.

Among those who agree or strongly agree, more respondents were in the agree category.

Additional multi-family housing and mobile homes were not favored. Nearly seven in ten respondents disagreed or strongly disagreed that additional duplexes are needed, and 80% did not see a need for more apartments. Respondents were nearly unanimous in their opinion that more mobile home parks are not needed.



Demographic comparisons. Not surprisingly, the level of agreement for more senior apartments/condos increased with the age of the respondent. Renters were more likely to agree/strongly agree that additional duplexes and apartments are needed. Over half of renters

said duplexes are needed (55%) compared to homeowners (26%). Similarly, 52% of renters think more apartments are needed compared to 17% of homeowners.

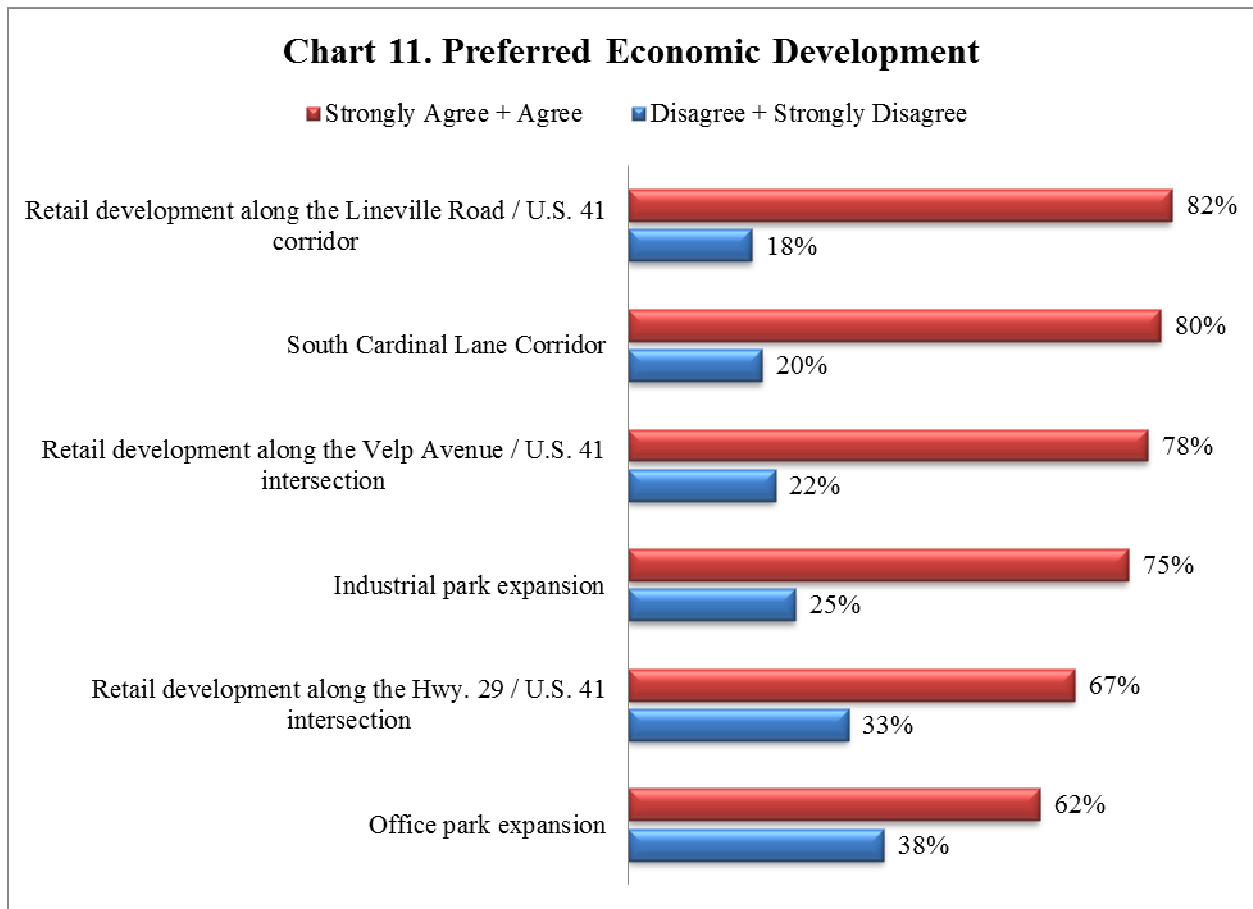
Larger majorities of respondents with household incomes under \$50,000 agreed or strongly agreed that more starter homes are need in the Village, while respondents with incomes \$50,000 and above were more likely to agree that more executive single-family homes are needed. Interest in additional duplexes and apartments was greater among households with incomes less than \$50,000; however, the proportion of respondents in those income categories who agreed or strongly agreed that more duplexes or apartments are needed was less than 50%.

Economic Development

Village residents were asked their preferences for the locations of future economic development in Howard. As shown in Chart 11, majorities of respondents agreed or strongly agreed with all six locations included in the question (top bar). Among those who agreed or strongly agreed, the largest percentage of responses were in the agree category.

The level of agreement was particularly strong for four of the six locations: Lineville Road/U.S. 41 (82%), South Cardinal Lane (80%), Velp Avenue/U.S. 41 (78%), and expansion of the industrial park (75%).

Development at the Highway 29/U.S. 41 intersection was close behind with a two-thirds majority in agreement. More than six in ten respondents agreed or strongly agreed with office park expansion.

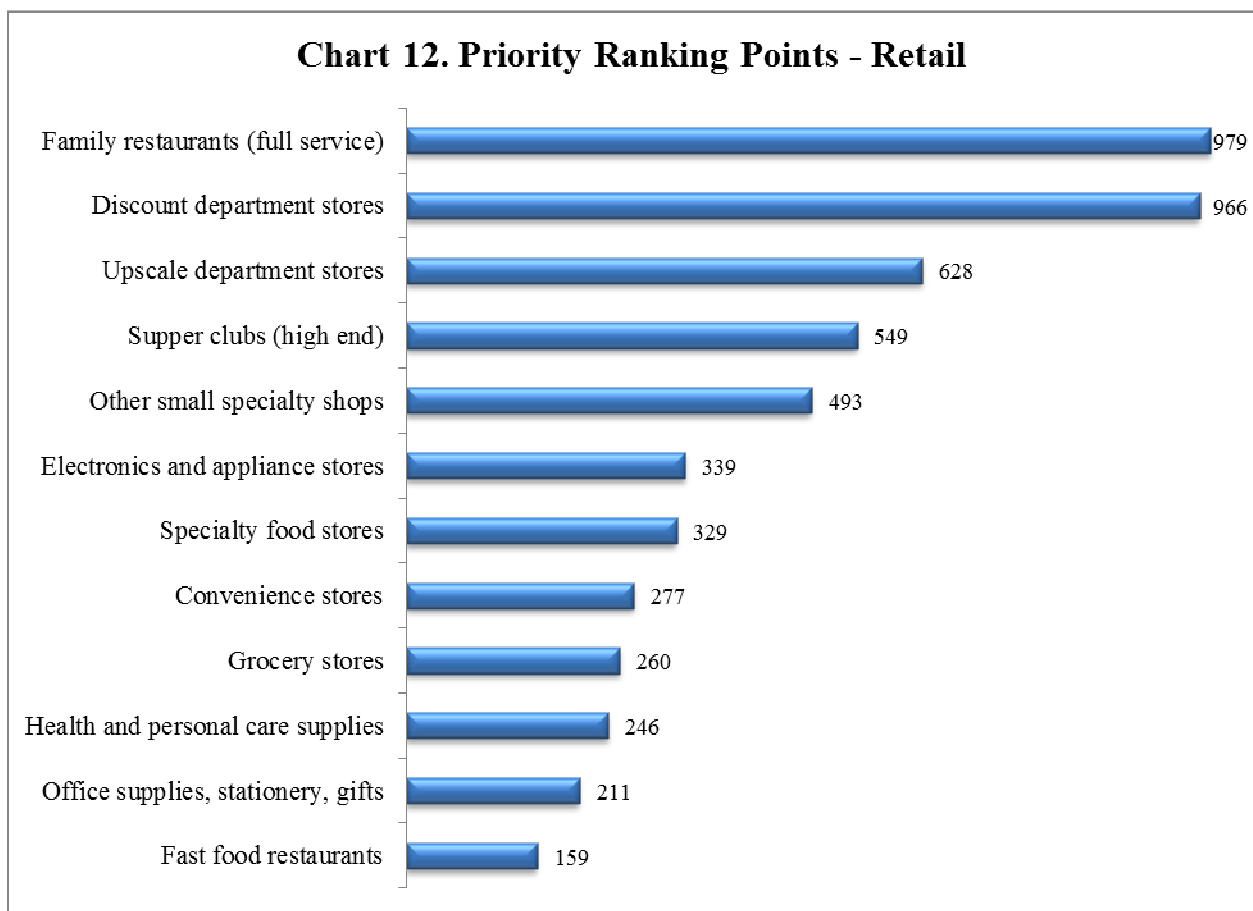


Demographic comparisons. There were no noteworthy differences among the demographic groups.

Two additional economic development questions asked respondents to rank their top four priorities for retail businesses and for business services. The SRC assigned four points to each respondent's top priority, three points to the second priority, two points to the third priority and one point to the fourth priority. The results are shown in Chart 12 and Chart 13.

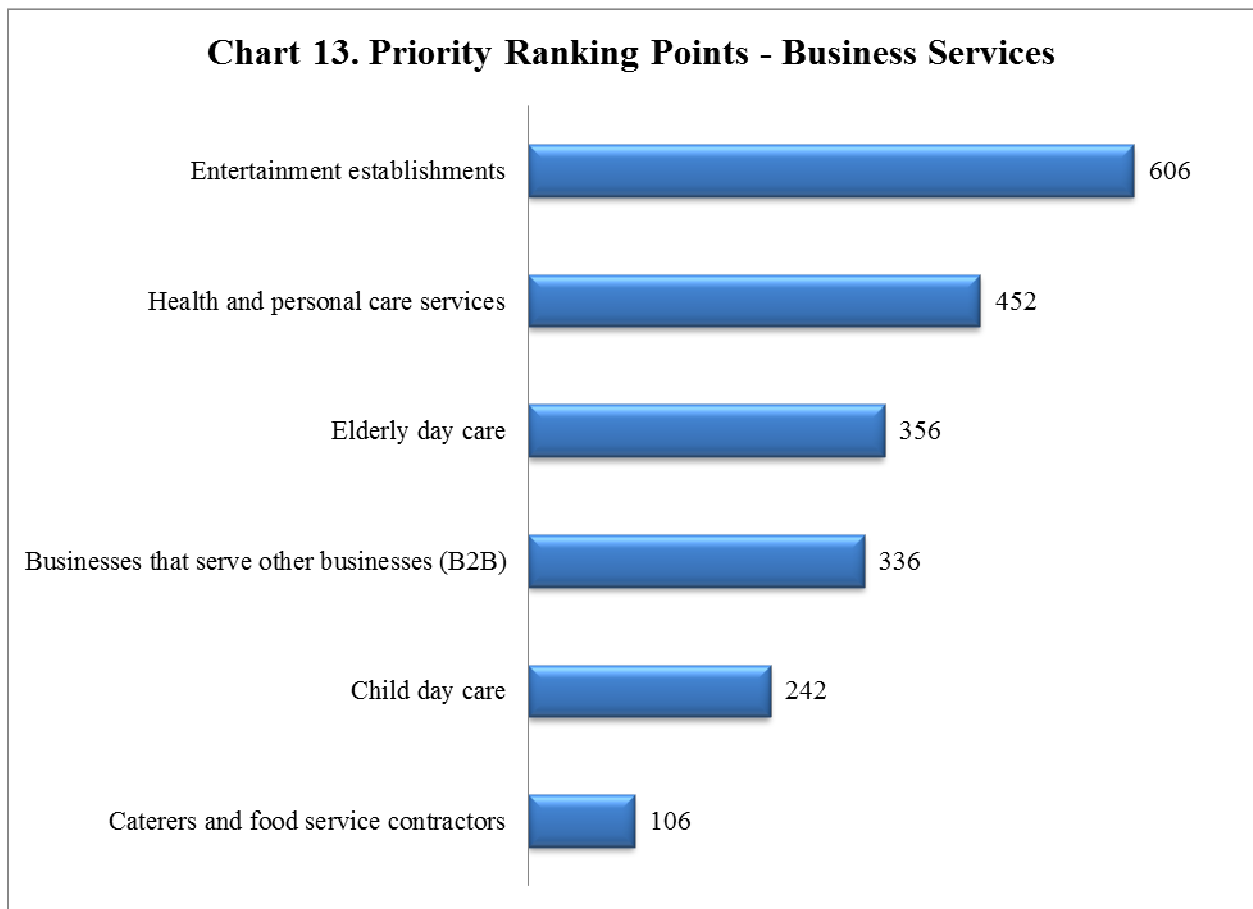
With respect to retail priorities, two store types stood out as top priorities; full service family restaurants and discount department stores finished in a virtual tie.

Upscale department stores, high end supper clubs, and small specialty shops were grouped in the middle of the pack, followed by electronics/appliance stores, specialty food stores, convenience stores, grocery stores, health/personal care supplies, and office supplies/stationery/gifts. Fast food restaurants were at the bottom of the priority rankings.



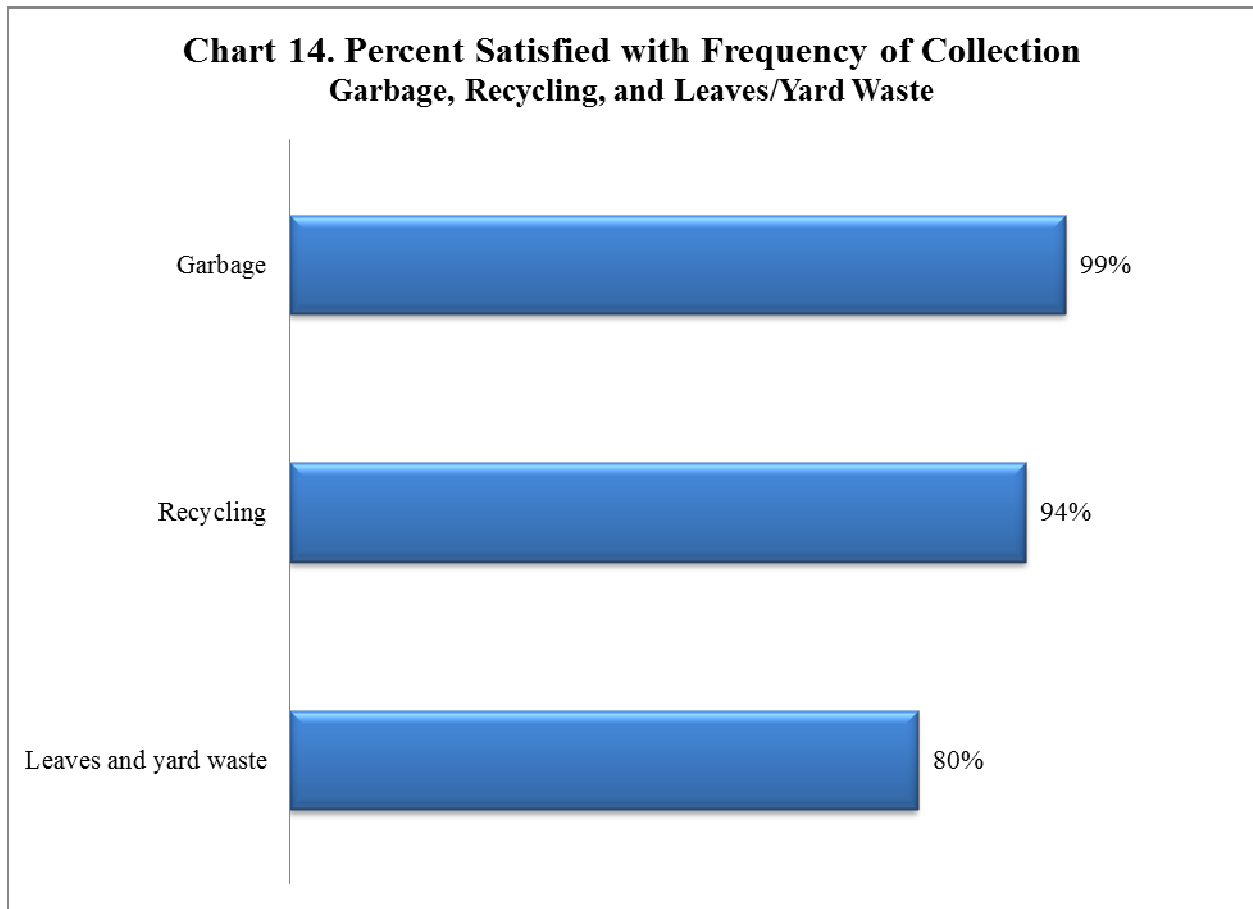
Demographic comparisons. Single adult households ranked full service family restaurants ahead of discount department stores, while households with two adults rated discount department stores ahead of full service family restaurants. Single adult households ranked small specialty shops as their third priority.

With respect to preferred service businesses, respondents were asked to rank their top two priorities from a list of six. The SRC assigned two points to each respondent's top priority and one point to the second priority. The results are shown in Chart 13 and indicate that the respondents ranked entertainment establishments at the top, followed by health/personal care services, elderly day care, and businesses that serve other businesses. Relatively few respondents ranked child day care and caterers/food service providers among their top priorities.



Demographic comparisons. Respondents under age 45 ranked businesses that serve other businesses as a higher priority than health care or elderly day care. Respondents age 25 to 34 rated child day as their second priority.

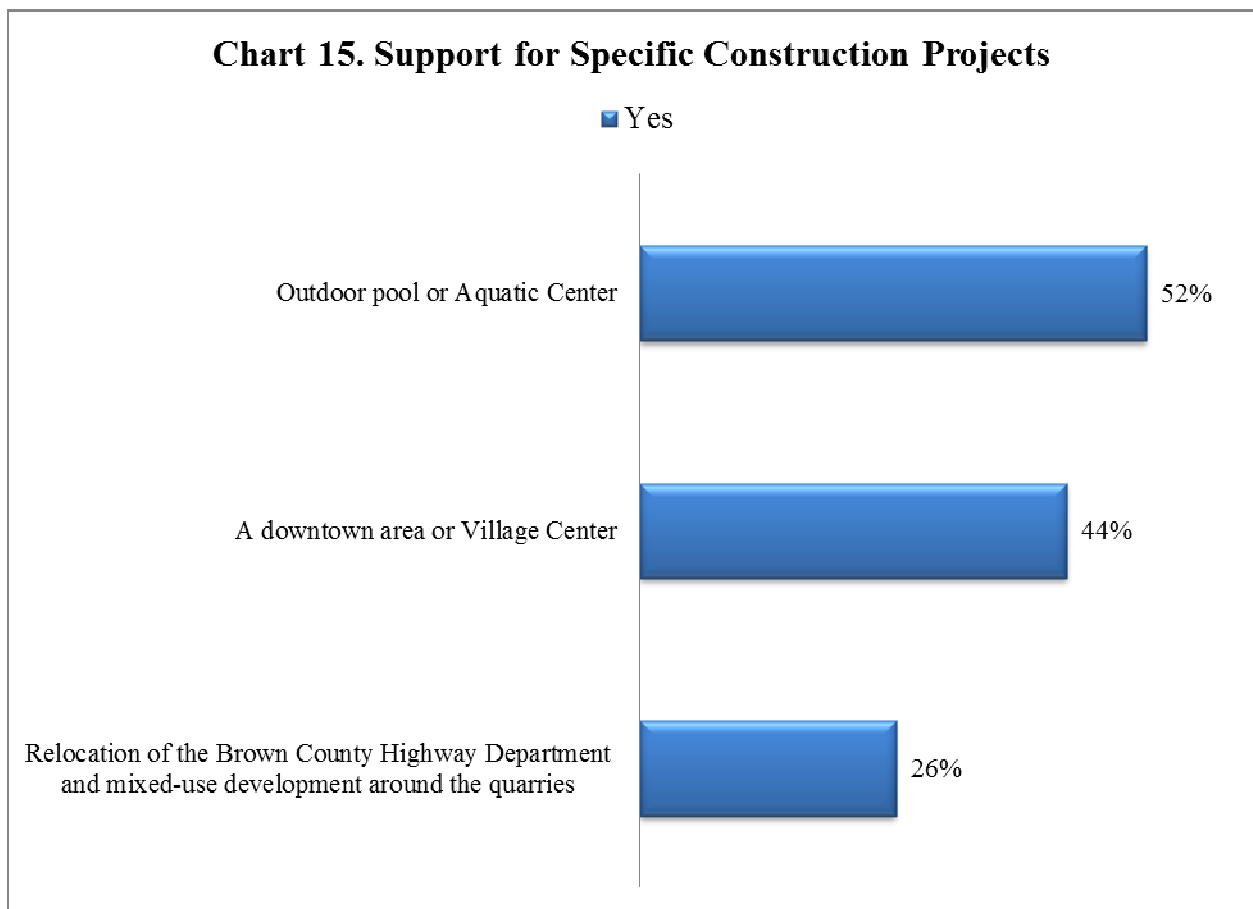
An additional question focused on satisfaction with the frequency of the collection of garbage, recycling, and yard waste in the Village. As shown in Chart 14, large majorities of respondents said they are satisfied with the frequency for garbage pickup (99%), recycling collection (94%) and leaf/yard waste pickup (80%).



Demographic comparisons. There were no differences among the demographic groups.

When asked about support for three specific community construction projects, respondents were lukewarm at best for one project and largely opposed to the other two projects. As shown in Chart 15, a slim majority of 52% supported an outdoor pool or Aquatic Center. This response is consistent with an earlier question asking respondents to rate the priority of an outdoor pool/Aquatic Center. In that question only a third of respondents said it is a high priority, while 28% said it is a medium priority (see Chart 8).

Fewer than half (44%) of respondents said they support the creation of a downtown area or Village Center. A large majority opposed relocation of the County Highway Department and mixed-use development around the quarries.



Demographic comparisons. Support for an outdoor pool/Aquatic Center was higher among younger respondents. A majority of respondents under age 45 (76%) support the outdoor pool/Aquatic Center compared to 42% of respondents age 45 and older.

Renters were less likely to oppose relocation of the County Highway Department and mixed use development around the quarries (52% opposed) compared to homeowners (76% opposed).

Communication and Information Services

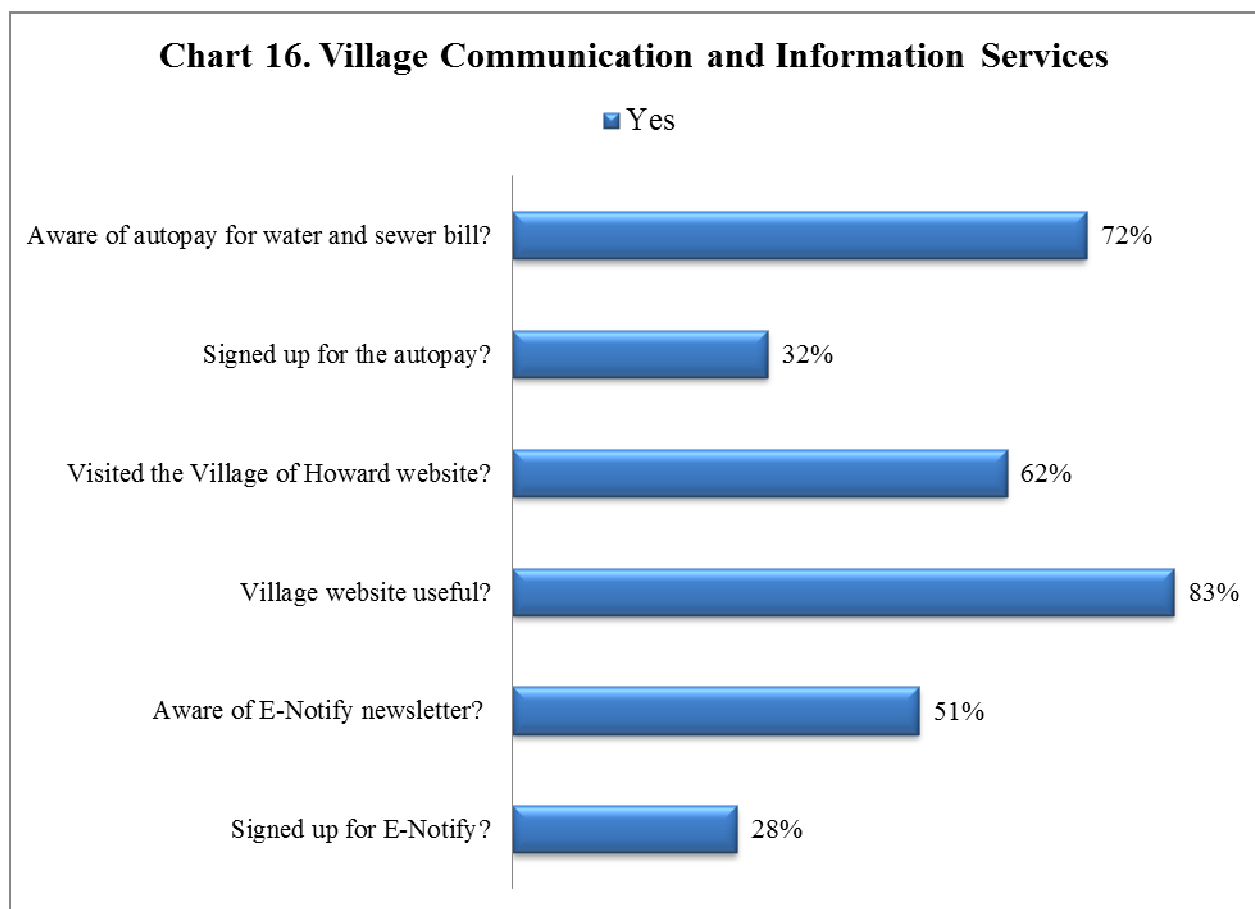
Chart 16 shows the responses to a series of questions about communication and information services for Village residents.

More than 70% of respondents were aware of the autopay option for utility bills, but only about a third said they use this payment method.

More than six in ten respondents have visited the Village of Howard website. Among those who have visited the website, most respondents said it was useful (83%).

Half of respondents were aware of the Village E-Notify newsletter, but only 28% have subscribed to it

The gap between those who are aware of the autopay option and the E-Notify newsletter and those who actually use these two options suggests a need for additional research to identify reasons for non-use and to address concerns that inhibit use.



Demographic comparisons. Respondents under age 45 were more likely to have visited the Village website (86%) compared to respondents age 45 and older (53%). Similarly, only 41% of retirees have visited the website compared to 74% of respondents in the workforce.

Three-fourths of homeowners are aware of autopay for water and sewer bills compared to only 35% of renters. Presumably this difference is because many renters do not pay sewer and water bills directly.

Over 70% of households with incomes \$50,000 or more have visited the Village website compared to 42% of households with incomes below \$50,000. Similarly, 73% of respondents who have completed a post-secondary education program have visited the website compared to 45% of respondents who have not. In addition, only 45% of long-term residents (25+ years) have visited the website.

Written Comments

The survey contained an open-ended question in which respondents could add comments and suggestions about the Village of Howard. Two hundred thirty-eight respondents added comments, and the SRC placed those comments into 12 categories plus a miscellaneous group. Some comments contained multiple topics and were split into their appropriate topical categories, resulting in 336 comments that are summarized in Table 2. Appendix B contains the complete list of comments by topic.

The most frequent comments were about local transportation issues such as roads, sidewalk, trails, and public transit and comprised about a fourth of the total. Concerns about snow removal were the most frequent topic within this group. The following quotes are examples of comments about snow removal.

“Snow removal seems very late in the day.”

“Snow removal on streets that connect to major streets needs improvement.”

Other transportation-related comments focused on road maintenance and repairs as typified in this quote.

“Roads and curbs need repair and resurfacing on many roads in our neighborhoods.”

Comments about recreation issues placed a distant second behind transportation in terms of the number of respondents offering opinions. An Aquatic Center was included among these written comments, which is not surprising since it was specifically included in the survey. There were more favorable comments than unfavorable. The following is a representative positive comment.

“Please construct a pool or aquatic center; it would be good service for all ages.”

Some respondents expressed objections to taxes for recreational activities. The following quote is representative of that opinion.

“Many recreational activities should be funded by those that use the facilities, not the tax increases.”

Respondents offered multiple suggestions for business they would like to see in Howard, including a Target Store, movie theater, entertainment businesses for youths, and a Village Center.

Complaints about water bills were the primary theme among respondents’ comments in the “Water, Sewer, and Storm Water” topic.

Table 2. Written Comments by Topic		
Topic	Count	%
Roads, Sidewalks, Trails, and Transit	86	26%
Recreation	46	14%
Business Development	36	11%
Water, Sewer, and Storm Water	32	10%
Like Village of Howard	27	8%
Taxes	26	8%
Public Safety	24	7%
Garbage, Recycling, & Waste Management	18	5%
Housing	15	4%
Schools	5	1%
Non-Responsive Village Officials	4	1%
Village Website	4	1%
Miscellaneous	12	4%
Total	336	100%

Conclusions

The results of this survey indicate that Howard residents are mostly satisfied with the array of Village services they receive and the facilities in the Village. Most respondents rated basic community services as good or excellent and say that they are satisfied or very satisfied with them. Residents choose to live in Howard because of the quality of the school district, family ties, and the availability of housing that they like.

Although a majority gave relatively high rankings to the Village streets, a substantial minority of respondents voiced displeasure with street maintenance and snow removal. Open-ended comments contained a theme indicating dissatisfaction with leakage in the Village water system and the amount of their residential water bills.

Respondents would support tax increases to fund improvements to basic local government services such as public protection and street maintenance but are reluctant to support tax increases for recreational facilities.

Majorities of respondents supported additional single family housing development, but not more multi-family housing. Additional retail and industrial development in the Village is supported, but not if it requires Village funding such as a Village Center.

There were relatively few differences among demographic groups, which indicates a fairly high level of similarity of opinion in the Village of Howard about the issues included in the survey.

Overall, the results of this survey present a positive set of opinions among Howard residents.

Appendix A. Howard Resident Survey: Open-ended and “Other” Responses.

Q 1. What is the primary reason you chose to live in Howard? Other (108 responses)

Housing (38 responses)

- Found a house we liked (6x)
- Housing (2x)
- Land (2x)
- Liked the house (2x)
- 10 years ago found our inexpensive lot
- 1st wife wanted it, now I'm stuck with it
- Affordable land
- Availability of land
- Bought house
- Condo-house available for sale
- Duplex for rent
- Found a great townhouse
- Friend told me about a house that was in Howard
- Home Purchase
- Housing/people
- Independent living apartment
- Lot available/Location
- Lot Size
- Loved the home and yard
- Nice rental unit
- Perfect lot!
- Preferred my condo to any other in area
- Senior Housing
- That's where my house is
- The right home
- Tired of looking for property
- We found a home we liked.
- We know the owner selling the house
- Wife's house
- Zoning and home values

Location – General (20 responses)

- Location (10x)
- House location (2x)
- Area/Location
- Convenience
- Convenient location
- Location- Mt. Bay Trail
- Location near job
- Location of house purchased
- Liked location of Village
- Northwest orientation from Green Bay

Country/Rural (13 responses)

- Wanted to live in the country (2x)
- 39 Years ago it was country

- Bigger lots, more rural
- Nice Community, smaller size
- Quiet
- Quiet country
- Rural feeling
- Rural living
- Rural setting
- Smaller town appeal
- To live closer to the country
- Wanted country 46 years ago

Lifetime Resident (9 responses)

- All my life (2x)
- Born in Howard (2x)
- Always lived here
- Grew up here
- It's just home
- Life long
- Lived here all my life

Like Community – General (9 responses)

- Atmosphere/area
- Great Area
- Liked Howard
- Liked the area
- Liked the village
- Newer area
- Nice area
- Nice community
- Nice neighborhood

Miscellaneous (19 responses)

- Lower crime rate (2x)
- No reason (2x)
- Children
- Great neighbors
- Health facility
- Joint Venture
- Karma I live in an apartment
- Needed to be in an area with extra storage for business
- Neighbor opportunity
- Office and hospital
- Peaceful crime rate
- Property
- Retirement
- School district turned out to be a disappointment
- Suggested by co-worker
- Tax, Housing, Recreational
- That's where we chose when we moved to Green Bay

Q 17. Please use the box below to enter any comments you would like about the Village of Howard (334 responses).

I. Roads, Sidewalks, Trails, and Transit (86 responses)

a. Snow Removal (24 responses)

- Snow plow removal needs to be improved significantly (4x)
- Snow removal is terrible! (2x)
- I am, in general, happy with services offered in the Village of Howard. I am disappointed with snow removal. Coming from a like-sized community in Central Wisconsin, I was accustomed to lower water cost and better/more timely snow removal.
- I don't feel that the streets are plowed close enough to the curb during the winter.
- I think the Village does a lot of great things. The only complaints I have is with the snow. We always get 3/4 or more of the snow in our driveway, while the people across the street hardly get any. Our snow hauls have been over 5 inches! Also, when you send out a letter warning everyone about snow on the sidewalks without checking when it is, is wrong. This person is just crazy!
- I wish we could get snow plow service more consistently on Belle Plane. It is often late or sometimes not at all.
- Please make snowplowing a priority after a storm. There were numerous times where we were not able to get to work due to plow not coming around. And with our children driving the roads to get to school as well, safety is number 1.
- Please plow and maintain roadways better, they are terrible.
- Snow plowing Ward 4.
- Snow plows could make at least one pass down roads near to main road so we can get out before 3 in the afternoon. It doesn't have to be totally cleaned before all roads are passable.
- Snow removal always moves a mountain at the end of my drive and I am unable to shovel myself so I can't go anywhere till my husband gets home.
- Snow removal could be timelier. The residue of late plowing is hard, very hard on vehicles.
- Snow removal is very poor and roads are not replaced soon enough. Example-Rockwell Road has been bad for 5 years, worse than bad.
- Snow removal on streets that connect to major streets needs improvement. My subdivision is off Cardinal Lane and my street is typically not plowed until the snow has been driven down leaving a lot of buildup on the street. This is very dangerous when trying to turn onto Cardinal; you cannot go in any traction to turn onto Cardinal.
- Snow removal seems very late in the day.
- Tell the plow driver to visit Poise Court from time to time!
- The only reason we rate snow removal as a poor is because 2-3/year they forget to plow us. They do other streets in our subdivision but forget us. Then we call to remind them and they are rude.
- The snow plows are destroying all the curbs around the round-a-bouts and the left side of most driveways in Howard. A better way needs to be thought up to plow round-a-bouts without destroying the curbing. Every round-a-bout in Howard is damaged. Some even have the backs torn out because of snow plowing.
- The snow removal is pitiful at best. I realize the priority is the main roads but you can't use the main roads if you can't get out of your own driveway.
- This was a severe disappointment after moving here. Our road is the last to be plowed. Timing is difficult, we understand but in the 7 years we are constantly the last to be plowed.

b. Road Repair/Improvement (23 responses)

- Roads are not well-maintained, i.e., Rockwell and North Cardinal (3x)
- Fix existing roads (2x)
- Road construction takes longer in Howard than other places, and is inconvenient (2x)
- 4-Lanes on Lineville Road!

- Define what "improving" existing roadways are. Our roads are so bad any repair is improvement!
- If roads are to be refurbished, sidewalks should be put in at the same time.
- I'm in favor of improving streets and roadways. I'm against and question why streets break up and man holes sink in such a short time. Somebody didn't do their job.
- Improve Pinecrest and parking.
- Lineville Road is a mess! We don't need any more round-a-bouts. The congestion is terrible at school peak times.
- Our roads could be repaired quicker. Our street has been called a low priority road.
- Our street was fixed promptly when it developed a sinkhole.
- Please improve on Glendale West of Westline.
- Repave bad streets.
- Riverview Drive is becoming a well-traveled road in Howard. However there are many run-down homes, salvage roads, yard ornaments, CUS, YMCA and town houses. Is there a plan to develop Riverview Drive?
- Road maintenance is very important.
- Roads and curbs need repair and resurfacing on many roads in our neighborhoods.
- The services living on the outskirts of the Village of Howard are just bad. The road maintenance is terrible, snow plowing is bad.
- There are some rough roads and potholes, bumps, etc. Village road crews should be fixing every street in the village for potholes, and repairing them. The bridge over Duck Creek on Cardinal Lane is rough on both directions when going onto the bridge. All streets should be checked.
- We feel that main roads suck at Glendale Ave. Rockwell Rd.

c. Sidewalk Construction (15 responses)

Opposing (11 responses)

- Do not want sidewalks in the Valley Brooke subdivision. They are not needed. Valley Brooke is a great subdivision, very safe, children play in a great environment.
- Howard is obsessed with sidewalks-cornfields have sidewalks! This is ridiculous! Rural neighborhoods do not need sidewalks.
- I am against adding sidewalks to pre-existing neighborhoods without sidewalks.
- I like my sewer and water service. But I do not need sidewalks, bike trails, bus routes, etc...If I wanted that I would have stayed in the city of Green Bay.
- I moved to Howard because I wanted to get away from sidewalks.
- I wish they would quit pushing sidewalks! Spend money on street repair- they need it!
- Lots of sidewalks make jogging and walking a challenge.
- Not in favor of spending money on sidewalks in subdivisions that are not heavily travelled.
- Please do not put a sidewalk on Moon Drive. Rumor has that is in the plans.
- Stop developing sidewalks on both sides of road (Glendale) add a bike path on one side.
- Village put sidewalks on some busy streets. Like Belle Plane, but often many residents do not remove the snow, so people walk in the street anyway. That said; don't go crazy putting in sidewalks, really only the very busy streets need them.

Sidewalk Construction Needed (4 responses)

- A sidewalk or bike path is needed on Pinecrest from Evergreen to Nobel Park.
- As to sidewalks, focus should be placed on streets near schools. I often see children walking on the street home from school, while seldom observing anyone on more distinct sidewalks.
- I wish we could have more roads and sidewalks that connect to the supermarkets, so we can bike to them. Thanks.
- Sidewalk addition needed.

d. Roundabouts and Intersections (10 responses)

- No more roundabouts. (2x)
- Intersection at Glendale and Cardinal should be turned into a roundabout.
- Pedestrian signs are needed at roundabouts.
- Too many cars going through stop signs. Round-a-bouts are confusing.
- Too many roundabouts. Some are located in very bad spots. If a train is going over tracks that are less than 50 feet from a roundabout traffic is blocked up all ways in and out of the roundabout. They should be replaced with stop lights and turn lanes.
- Too many roundabouts on Linesville, especially one coming from highway 41 W at speed limit 45mph, it is still congested.
- Too many stop signs, not enough yield signs. For example, in the Paparin Hill Estates subdivision, many of the intersections are "T's". Most of these stop signs should be replaced with YIELDs. Obvious exceptions would be for Glendale, Pinecrest, and Hillcrest.
- Too much money wasted on round-a-bouts and bike lanes. What are sidewalks for?
- You could put a crosswalk on control between View and Gendall, in the same area to the walking path the woods.

e. Bicycle Trails (9 responses)

- A section of the Mt. Bike Trail should be paved...trail head to Spring Green Park.
- Bike path on streets should be marked or created.
- Bike trail to Cardinal- small strip.
- I would like to see more biking trails if possible.
- In relation to bike routes, a safe route into Green Bay from Howard is desirable.
- Safer bike and walking lanes along rural roadways.
- The campuses are extremely crowded in the area with children being dropped off. Kids taking their bikes would eliminate some of this but there is no good way to get there. Consider a bike tunnel or bridge over Lineville Road to the various schools.
- We are also avid cyclists, but the Mt. Bike trail is far from where we live and we'd love a way to get to Rex River trail from Mt. Bike trail. Also- the website for Mt. Bike trail isn't very helpful.
- We need bicycle access to get out of the village to other communities.

f. Public Transit (6 responses)

- Green Bay Metro Transit Bus System extending service into Howard (3x)
- I think we need a bus service to the area to accommodate the population who are not eligible drivers.
- Nowhere is public transportation mentioned. I strongly believe that a transit link with GB and other surrounding communities should be established. Howard has been avoiding this issue for years and making excuses why it cannot be done. We missed the 20th century. No we should get up to speed.
- We desperately need public transportation- residential population makes up 80-90% of Howard with retail and manufacturing making up 10-20%. Residents need an alternative to driving their personal vehicle. Thank you for this opportunity, Village stuff is great.

II. Recreation (46 responses)

a. Water Recreation (16 responses)

- Please construct a pool or aquatic center; it would be good service for all ages. (4x)
- An outdoor pool would be great. (2x)
- An outdoor (LOW cost, tax free) water area would be embraced by the residents. A public pool would be very good, and used by many.
- A water feature (Squirt Park) should be added to the park. We don't need the extreme or a pool, just a place for kids to play and cool off in the summer.

- An outdoor pool or Aquatic center would be a great attraction for the community. I know my kids would love it!
- How about a splash pad and playground equipment at park in Howard. Something to draw people to the "older neighborhoods" of Howard. Donations from local businesses to support the building of facility.
- I fully support an Aquatic Center in the Village that would allow meets to be hosted at a youth, high school, and state level.
- Howard needs an aquatic center and more summer recreational activities for families. This survey was an excellent idea to receive residents' input.
- I would love a community aquatic center.
- Village could consider a splash pad or wading pool instead of aquatic center.
- You should try and make the Big Quarry a swimming area.

b. Other Recreation (30 responses)

- An indoor terrarium like what Madison has. "The Gem of Madison" in the botanical gardens. We have everything in Green Bay but nowhere to go in the winter... Good for weddings too.
- Buy some lots to save some green spaces! Not every inch of Howard needs a home or business- do not over develop.
- Team up with Suamico and Pulaski for a hockey rink to be shared.
- Howard needs to focus on maintaining current infrastructures before they start new growth on parks and rec.
- I believe that all fees should have a waiver for low-income families (bike paths, aquatic center, etc.). This would allow them to have the use as well as others who have the financial ability to pay the regular price. This includes summer programs for all ages.
- I do not oppose being taxed for services that benefit for us (snow removal, recycling, road maintenance). But I do oppose being taxed for "specialty" use facilities- golf course, skating rink, skateboard park etc. Personally I think those who use the facilities should pay fees entirely, or partially pay small percentage through taxes. The low taxes are one of Howard's most appealing attributes.
- I don't think the government and the taxpayers should be involved in the personal entertainment that should be reasonability of private businesses.
- I have appreciated the work over the years to establish, maintain and improve the parks. Again, I would support this area.
- I would like to see an outdoor archery range at Spring Green Park.
- I would like to see the river cleaned up a bit. It would be nice to use for kayaking/canoeing. All in all the board is doing a great job!
- In the Village of Howard, there isn't much for teens to do. There are programs for kids but not for other ages. If there was an outdoor aquatics center or skate park, that would be good. I know they have a YMCA but sometimes that is too expensive. They have a Sports Complex, but those ages don't do many sports. There are no dance clubs and the roller rink shut down.
- Just Park has a pond which could be rezoned to provide fishing.
- Many recreational activities should be funded by those that use the facilities, not the tax increases.
- Need to have someone develop a large indoor multi use sports complex similar to Players Choice in Appleton.
- Organized sports should have to pay fees for the upkeep of the playing fields. Sports organizations should do their own upkeep. Too much management and not enough workers to get the job done!
- Other than the YMCA and a few parks, there are very few child/youth-centered services here. It seems like we have to go to Appleton if we want to do anything.
- Good focus on recreational support- AKZO Nobel, etc.

- People want a cycle and hiking trails, nature walks, etc. Let them pay; I'm tired of paying boat fees, excessive trail fees, etc., to support all of their ideas. These huggers have a habit of wanting without paying and contributing.
- Pickleball courts are needed.
- Please consider user fees for all sports and recreational improvements.
- Promote green space around quarries. Get rid of "rain tax". We have the YMCA, no aquatic center needed. Sell golf course.
- Recreation programs for children in Howard are lacking.
- Should have more natural waterway access. We live in Howard because we can take our dog to the parks and on the Mt. Bay Trail. Huge positive! Village should support more dog-friendly businesses.
- Skate Park
- The Village of Howard should make more bike/pod trails connecting the Mt. Bay Meadowbrook Pamperin Park trails, schools, VMCA, and into Green Bay.
- To limit park and rec programs only to Howard residents. Only if programs are too crowded should the village have to build more soccer or ball facilities.
- Users should be charged for recreational facilities and parks.
- We need a hockey rink.
- Very much in favor of port area- similar to park area.
- Yes- better utilize the quarries for recreational/housing opportunities!

III. Business Development (36 responses)

- Consider a Target Store. (3x)
- A budget theater would be a great addition to Howard. More jobs in the industrial park and business parks.
- A downtown area where you could shop, have coffee, etc. All in one area, it would be a welcome change. Howard is currently spread out as far as socializing.
- A downtown area would be nice but not sure where.
- A downtown area/village center has been promised for years. There are not enough community events like you have in other areas to bring members and families of the area together, i.e., concerts in the park, farmer markets, craft fairs, festivals.
- A movie theater would be nice.
- Better awareness of business mix as well as business plan, communication plan, and traffic plan, including a South Cardinal at Riverview, Middle Glendale to St. John's, North Louisville at Cardinal Business Centers. Include a space for large farmers market. Get local large existing growers a chance to get involved.
- Can we get a family friendly restaurant that's not a sports bar?!
- Development of Village Plaza including farmer's markets, specialty shops, retail stores, etc. Near/at Cardinal and Riverview. Get the Village Center moving! Meadowbrook shelter was an excellent project.
- Highest priority is having family and kid activities in the village. Kids have a bowling alley- that's it. No movie theaters, aquatic center, or mall or buses that come to Howard to at least take them though these places.
- Howard also doesn't seem interested in developing for tourism?
- Howard has a lot going for it-Kudos for landing Menards. Seems like we lack building for the future.
- Howard should try to attract more businesses and retail.
- I am in favor of retail development to bring in additional taxes.
- I fully support developing areas of Lineville to 41, 29/41/Cardinal Ln, with business and recreation. If there is anything I can do to assist in this, I would be interested in joining a committee to help make it happen.

- I like the additional development of recreation programs and a downtown/village center. The village seems to be lacking a central location for gathering, events, businesses and community togetherness. Would like easier access to the highway and a Target store!
- I suspect there are opportunities for retail growth in Howard instead of having to go to other cities.
- I think the Village needs a retail center where events could be held, along with stores and even an outdoor food market. I think the village needs to capitalize on the area around Cardinal Lane on Hwy 29. As everyone enters the village from Hwy 29 and 41 it needs to be inviting and show Howard as the destination, and give others a reason to continue into Howard and spend money.
- I wish you would have consulted us before allowing Shopko to build here. We would have benefited more from a Target.
- I would like to see an outdoor shopping center and a hotel resort.
- I would like to know if the Village is considering buying the land available between the VFW and the Corner Frame shop for possible future sites for youth or dog park, senior rec, etc. I own 730 Riverview and would like to get rid of that property and break down even on mortgage.
- I'd like to see more emphasis on business and industrial development as a tax base. I see little reason to encourage more retail as there is little shortage of any retail opportunity in the Green Bay Metro Area. How many more stores can be supported? I like the fact the Village is frugal with its money. This is difficult to find in government these days and also very necessary.
- More outdoor/patio restaurants would be nice.
- Need business development. Stop building so many apartments and duplexes.
- No need for further retail. Grow tax base with industrial and business park growth.
- Please acquire the following businesses: Kohl's, Culvers, and Lowes.
- Please have a restaurant (family) located near 41/29 intersection.
- The number of banks is extremely high. Is it necessary?
- The Village is growing and we love all the new businesses coming in. We support any new restaurants and shopping coming into the area. It will keep Howard residents in Howard spending money in Howard.
- Trader Joe's would be a great asset to the Village of Howard.
- We have lived in Howard since 1975 and are very proud of the community and its school. We do have to conserve our open land and thought at one point that allowing New Tract mall development was supposed to be limited, especially if these were existing buildings sitting empty-that space is what should be promoted, whether it is in the industrial park or in mall site.
- We need businesses that draw people. Lunch cafe with shops; more music in the park events. Stop charging people for putting in a new toilet or having a dog and work on park passes and parking fees for events like most baseball/soccer towns do.
- We need places people can go for a night of dancing without going to a bar, need places to hold weddings and etc.
- Would love to see Howard develop a downtown district- seen as a destination spot for the city of Green Bay- Please consider!

IV. Water, Sewer, Storm Water (32 responses)

- Water bills are too high (9x)
- Strongly against retention ponds (2x)
- Across the street from the entrance of Pine Wood Park, there is an open storm water ditch. A pipe should be placed in, with a dirt cover, so it looks nice for the people leaving Pine Wood Park.
- Find and correct the water leaks.
- Get my water bill down where it used to be-its way too high since we did the maintenance "money savings" hook up.
- Hopefully fix water leakage problem, help to lower water rates.
- I am not happy with cost of water in the Village. Coming from a like-sized community in Central

- Wisconsin, I was accustomed to lower water cost and better/more timely snow removal.
- I do not like the way you hide in water bill. Brush, pick up, what are you afraid of?
 - I've lived in Howard most of my life except when I was living out of state for 8 years. I think you should inform people about how much of their water bill goes to rain and snow. No one knows that they are being charged for how much rain or snow we get. I have to clean out the sewer drain in front of my house and I get flooded.
 - Lower the high water rates that we are paying till the water leaks are taken care of so we don't pay for the wasted water we don't use.
 - Once a retention pond is built, nothing happens except mowing (garbage, weeds).
 - One flat fee for municipal water and sewer, that way I'm not paying for leaks in the system.
 - Only auto pay for water.
 - Please investigate the cost of water and sewer. My monthly bill now is more than my quarterly bill was.
 - The amount of our water bills is ridiculously high and we are paying for all the leaks.
 - The village of Howard charges residents way too much for water and sewer bills, used to be every 3 months, now we pay every month. That's why so many people are moving out of Howard, Green Bay.
 - The water loss is costing the Village valuable resources- must be addressed.
 - Tri-yearly check to the sewer line to detect any roots and other debris and cleaning it out, so not to back up in residents basements.
 - Water and sewer prices are incredibly high and have gone up over the last 10 years, at rates that are insane!
 - Water bill is outrageous- I know you're collecting big money and profit.
 - We live in the country and have NO village sewer on water. We have a well for water and septic tank for sewer. WE HATE PAYING FOR WATER BILL WHEN WE HAVE NO WATER.
 - We pay an extremely high rate for water and sewer. We have recently notified that residents are paying excess water leakage from pipes; however the water dept. wasn't able to say exactly where that water is leaking from. We know that it is in excess of 5000 gallons per day. The residents should not have to pay for that if they can't even tell us where it is leaking from.
 - Why does the town mail me separate water bills? I have a well, no water service. Just put bills on taxes. It will save money on paper, stamps, and time for a worker to complete all that.

V. Like Village of Howard (27 responses)

- Great place to live, reasonable taxes (3x)
- Consider landscape Committee to establish planned landscaping for new additions and businesses. A good example is the one in Naples, FL. Consider a new Town Hall. I suggest north of the library area. Build the infrastructure into the area and create a city center, new senior center, Aquatic center. Build in a European type square. My experience with the village is a happy one. Hats off to all the staff and employees that make this a great place to live.
- Everything seems agreeable. I have only recently moved here and things in general appear very satisfactory here.
- Good job overall. Need to keep taxes down. Good place to live.
- Good leadership. Drugs and crime creeping in?
- Howard is a great place to live.
- Howard is a wonderful place to raise a family. Keep focus on family.
- I am a self-employed 66 year old. I think this is a lovely community in which to live and move around. I use the supermarkets, bike trail, the trail with the parks, Meadowbrook, and my favorite feature is the library. I hope the empty retail areas can be better used. I live in a condo-enjoy living in a maxed housing community. I don't know what services for kids or families. I work from home all day so have no need for special services. I use early voting at the Village Hall, and don't want to see that go away. The public workers do a terrific job keeping the community

appealing. Would like more diversity!

- I feel overall the Village of Howard is a nice place to live.
- I grew up in Howard, lived here for 30 years. Got married and moved up North but continued to work here in Howard. I lived there for 18 years, my husband past away so I am back in Howard because it was always a special place to live. It has really grown! I hope to continue to make it a safe place to live! The people have always been nice. I think the way it has grown speaks for itself.
- I have lived in Howard for 3 years now. Very happy and pleasant experience
- I like living in the Village. I think there are nice neighborhoods and pretty much everything you need in the area. I would like to keep it relatively small scale and quiet.
- In general I am very satisfied with the services the Village of Howard provides.
- I love living in Howard. Many activities available. Senior activities could increase. Very proactive community!
- I love my community and I would hate to see it loose its small town friendliness. I love the small town feel toward Howard yet offers a "bigger city" close by. This village values the residence and I feel very safe and comfortable raising my kids here. I think more family/kid-friendly things would be a plus.
- I think of Howard as a good hard-working community. I'd like the town to be on well-being, and care for children and elderly with affordable activities for the whole community. We don't need to have things too fancy, just useful and accessible, attractive to business with a range of job opportunities and community experiences for socializing and exercise.
- Love the Village of Howard. Very clean. However, please consider putting up a sound barrier on Hwy 29 from the Village area to the area beyond the houses and apartments in the right side of the Hwy.
- Nice place to live!
- Overall I rate it very good, best place in Brown County.
- Overall satisfied with Howard- very good place to live.
- Started to improve. We have a chance to become a good city.
- The leaders in the Village of Howard are doing a fantastic job! Our community is by far the best place to live!
- The Village of Howard is a wonderful place to live and raise a family. We are very proud to live with this community! Thank you for all of your hard work!
- We are pleased with the number of services.
- We moved to Howard because it was close to the city but not the city!

VI. Taxes (26 responses)

- Oppose increase in taxes (3x)
- Keep my property taxes down (2x)
- As it pertains to supporting tax increases, I am for it as long as the money raised goes toward paying for the project intended- i.e. roads/street maintenance. But I believe there can always be cuts made in other areas of the budget; where the money may not be needed. Overall, the village has been very responsible in the handling of our money.
- Control of utilities cost.
- I am unsure if I want to support or oppose tax increase for these potential improvements.
- I feel that taxes in Howard are already too high and I am opposed to anything that will cause our taxes to go up.
- It is always easy to spend someone else's money. Make business welcome- and the extra tax dollars will roll in.
- Need to employ more qualified individuals and get rid of the deadwood workers , and stop spending taxpayers money frivolously
- Not happy with accessing homeowners for sewer and sidewalk improvements.

- Our bills tripled since we moved here.
- Paying taxes the same as everyone else does not count if you live outside the Inner Village. Having Village board members tell you just because you live out in the sticks, what you expect, just doesn't cut it. Board members go on deaf ears. The Village of Howard just thinks of what they can build next instead of taking care of what they have now. I hope this survey helps, but I would not bet my \$5000 taxes a year on it.
- Please keep in mind if we say yes to an increase in taxes to keep it within reason.
- Property taxes are too high now. We need small businesses in this town.
- Tax incentives for larger businesses.
- Taxes are reasonable in the Village, please keep them that way. The highest priority, if taxes would be increased, would be to keep gang and drug problems from entering the village (police protection).
- Taxes are way too high and assessments too far over market value. The economic situation in the U.S. right now should motivate the village to be very diligent to keep costs under control. 101 taxes are very high and Brown Co taxes very high on top of that. I will likely move out of 101 at retirement because of high taxes.
- The Village leadership has been doing a very good job balancing taxes vs. Services.
- The village needs to remain focused on managing the tax rate structure that balances affordability for a resident in a 1600 sq. ft. home versus a resident in a 2600 sq. ft. home while still providing the "necessary" services for residents.
- Waste of my time and Village tax dollars. You raise taxes with a vote. Many questions have no relevance; Municipal Electric System? Storm Water Management? I would like to know what the Village does with this money collected on the cable bills! With the current economic conditions the Village's top priority should be maintaining the current level of services. Many people in this community are not doing better.
- We would like to see that the taxes stay the same or lower.
- Well done! Like many businesses today, manage and control spending with priorities in focus will help you weather the storm. Asking the payers to pay more should be the last resort.
- What I would like to see is Howard following the footsteps that made Ashwaubenon successful—create a large tax collection base of industries, stores, restaurants, and commercial establishment to keep residential taxes low.
- With the growing number of new homes being built, I see no reason to raise taxes to fund new or existing projects.

VII. Public Safety (24 responses)

a. Police Department (12 responses)

- As a property manager of over 400 units in Howard, I could highly use a system in place that alerts me when the police or emergency personnel are called to my properties. City of Green Bay has this and it has helped keep my property free of problems.
- Cardinal Lane and Hillcrest Lane should be monitored by police more frequently, as many people drive these roads well in excess of the posted speed limit.
- Driving habits of some local police could be improved. They act as though they are above the law.
- Get speed limits in order. Riverview is a truck route and should be treated as such! Police do not have to hide by the church or recycling center.
- In the past 6 months I have called BSCD 3 times to come to my house about a problem with high speed traffic, they never show up.
- More police effort should be given to cleaning up multi-family units and drug control.
- More police monitoring around parks at dusk time.
- Our area also has the worst unsolved crime in the nation. It's getting worse. Lived here two years one murder (unsolved) 6 thefts (unsolved) and that's just on my street.

- Police Dept. employees think they're big shots and don't hear my side.
- Police protection is great. Almost to a fault-most of the time if someone is stopped it is not unusual to see 2 or 3 squads on scene for a simple stop. Is that really cost-effective?
- Police should quit hiding behind places if they work in car- sit where they can be seen by passing traffic to stop speeding.
- We live on Hillcrest, there needs to be more police surveillance- people are always speeding!

b. Other Enforcement (5 responses)

- Enforce illegal firework prevention laws (3x)
- Enforcement of Village rules needs to be done. People are leaving lawn trimmings at the curb and are expecting them to be picked up. They also blow lawn trimmings into the street. Enforcement of clearing sidewalks of snow needs to be done with much more frequency. Some folks never shovel their sidewalks. Old houses should be torn down (i.e. Cloud 9). This is the first thing visitors to the village see and it looks terrible!
- I would like to see fair enforcement of the rules in the Village, i.e., I get a sticker on my bin if it is too full but the neighbor can leave garbage bags next to their bins and the garbage truck driver will get out of the truck and load those bags in the barrel. Also, enforce pet regulations, i.e., barking, waste pickup. Also, please, PLEASE enforce leaves being raked in the street! Almost had a couple of accidents due to this. And snow being plowed into streets by residents. Police do nothing about this either.

c. Street Lighting (4 responses)

- Additional street lights. It's so dark it's become a meeting-parking place.
- Could use more lighting on our streets.
- Renew older streets for possible street lights for walkers and visibility.
- We should have brighter street lights on Woodale Ave. Thank you.

d. Fire Department (3 responses)

- Keep EMS/Ambulances separate from the Fire Dept. - continue private contract, or create 3rd party. Consolidate public work services with Suamico. Consolidate Fire Dept. with Suamico and expand full-time service availability.
- The Fire Dept. is awesome.
- The volunteer Fire Dept. doesn't seem adequate for the large area and many large homes in this expanding area. A thought should be given to a paid fire dept. rather than trails, paths, pools etc.

VIII. Garbage, Recycling, Waste Management (18 responses)

- Enforce Village ordinance- do not place large items to street 24 hrs. pick up. S-F Side Streets
- Fall leaf collection needs to be done until the leaves are all picked up. Not set a calendar date. That may not coincide with leaves falling.
- For the most part, yard waste pick-up we check online, however, many residents don't and waste sits for a month in summer until they figure it out. Also we have called before during pickup when our waste has sat 2 weeks.
- Garbage can broke during pick up. We receive email for utility bill, but there should be a link in that email to pay bill.
- Garbage removal. They get my cans bent at the top and on occasion knock cans over and a few times spill garbage everywhere. Leaves and yard waste could be picked up more often. They do a great job when they do pick it up.
- Garbage service is good, however I wonder how much hydraulic fluid is dripped on our roadways every week- Veolia needs better truck maintaining.
- I had a problem with the Village removing branches from the curb when it was storm related that my tree came down after a blizzard and freezing temperatures. As a widow it wasn't easy for me

- to take care of the problem sometimes as a tax payer they should make exceptions!
- I would like to have recycling picked up weekly instead of biweekly.
- Leaf and litter and garbage pick-up is good. The village is clean. Neighborhoods generally look good.
- Most services are well developed. I would like more food/grass pickup and longer time!
- People should not be able to burn garbage in the Village. My neighbor burns it behind our house- not even behind his own house, and my entire house reeks of smoke.
- Re-establish a drop site for recycling cardboard to paper.
- Stop planting more trees, take care of the ones you have. Stop non-residents from dropping their yard waste in Howard. We pay to have it ground up. Start charging for mulch. That would offset the expense for the tub grinding.
- The garbage could be better if picked up sooner.
- Too much waste coming out of garbage and recycling trucks in rural areas.
- What happens to the trees cut down in Howard? I've asked many times if they don't outsource these trees, please bring a load to my house.
- Why does the chipper truck pass piles at curbside and are back a few days later? It seems like a waste of expensive fuel. I have been waiting with roof shingles lying in the street for more than 2 weeks.
- Would like to see weekly recycling pick-up. Would like to see large items placed by garbage and picked up too. Pleased overall, thank you.

IX. Housing (15 responses)

- I believe the village of Howard Board members need to stop sucking up to Town properties! They have allowed the slum lords walk all over good people and nice neighborhoods. Stop it before it's too late! This village will be another shit hole in 20 years.
- I don't believe the Village looks at its type of homes they allow to be built. Duplexes and apartments go anywhere without regard to the single family housing. We were a gem at one time, a community that people sought out.
- Less apartment/duplex development- the cost is too great for the Howard citizens, crime, rundown/unkept residence, etc.
- Moved to Howard 25 years ago because of the rural atmosphere. Since then the village has grown too big too fast. The priority seems to have been to bend over backwards for the big developers instead of the existing homeowners. The lots in the new subdivisions are too small and the developers are allowed to build on wetland so they can make lots, ALL in the name of greed. I would like the village to stop the developing or at least limit the size of the lots to two acres or more.
- No mobile home parks- they are tornado magnets!
- No more apartments!
- Place a freeze on duplex and multi-family permits. Build more starter homes and middle level.
- Please, NO more apartments, but concentrate on nice starter homes.
- The house at 1688 Velp Ave is falling apart. You need to put up a new road to beautify the village.
- Also not thrilled with the number of apartment complexes being established off Old Shawano. There should be a limit.
- The village should have the development of former farmlands. High quality land is being consumed by apartment complexes. The village is not getting its best 'bang for the buck' with these developments. Once the land is zoned and developed, they pretty much lock themselves into that being the best value of the land.
- Think roads. Sidewalks, parks, bike trails are all sufficient. Think there is already a wide variety of housing.
- We need more affordable apartments for the elderly, they are not income based.

- We need to work on preserving Howard as a family community. They should pay for hook ups. We are getting too many apartments and not enough long term tax payers. Our schools are starting to suffer and soon the community will follow.
- Would like to see residential lots larger for new home construction. Lots are being developed way too small.

X. Schools (5 responses)

- A great school district!
- Even though my kids are long grown, the Howard school district is a gem and its efforts should be on-going to keep it that way.
- Good support of education.
- I grew up in Ashwaubenon, but have lived here for over 20 years. I raised my children here and they attended Bay Port High School and other schools in the Howard-Suamico School District. The schools are great.
- The schools are excellent for my grandchildren.

XI. Non-Responsive Village Officials (4 responses)

- Extremely dissatisfied with Village response to ATC Easement Tree Cutting Project. The Village offered no help or advice when our property was destroyed. Please continue developing Howard as a family community.
- I have found the Village of Howard officials less than responsive to concerns of residents. As an example, residents have complained for a long time about Sanimax odors. It is just recently that county officials have taken punitive action to address the complete non-compliance of Sanimax to contain odors. I feel that the current action is in direct response to business concerns. The Village of Howard certainly doesn't want to lose business tax revenue. It is about the money and not about quality of life. Village of Howard officials are unprofessional toward residents that have concerns. Residents are tagged as "complainers" and "whiners." I find it offensive that certain subdivisions are given nicknames such as "the island" which is where I live. I don't understand why they find this humorous. I find it derogatory. That was not my choice to be an island stuck in a commercial area. When we purchased our home, the property adjacent to our subdivision was zoned single family residential. The village altered the zoning plan and created this "island." Village of Howard officials need to take a course in professionalism in order to earn the respect of the residents. They have lost my respect.
- My family and I love living in Howard. I only have one complaint: We had some concerns regarding a pending sidewalk installation scheduled for 2014. I attended an informational meeting in Jan. 2013 and was given a form to fill out and send to a village engineer. I filled out the form and even sent pictures of the potential issue in Feb. 2013 asking someone to please contact me. It is now August and I have not yet received a letter or call.
- The zoning dept. is a joke; I get incorrect info all the time! Bob Bartels is never available, avoids any questions and calls, and leans on his staff for all the dirty work.

XII. Village Website (4 responses)

- I would like to see the village invest more in the website to provide easier ways to access voting information, especially regarding local candidates, sample ballots, etc. It is currently very tedious to track those things down.
- The website has poor navigation. It is impossible to find how to pay your bill online.
- Village does an excellent job of communicating to the residents through e-notification/newsletters. Village website should have clear schedule of recycling/trash pickup days- normal and holiday weeks.
- Website is too confusing/too much info; you can't find what you're looking for. E-notify? If we had a neighborhood welcome new residents would know.

XIII. Miscellaneous (12 responses)

- Appreciate the effort to keep dirt down in the village.
- Have the option for buying wireless network in the community.
- Howard has no sense of community. There is no village identity. Blvd. plantings are beautiful, but costly. Annuals are planted and thrown away each year. Plant perennials.
- I have not answered most of the questions. Not having a home owner not even the facilities covered. I do not drive now and because I rent I am not familiar with most of the survey questions.
- I live in an apartment, so some of these things may not apply to me.
- I rent and a lot of this doesn't pertain to me. Should be sent to a homeowner with children.
- Need more undecided or not sure categories.
- Thank you for this survey!
- Thank you for using a local in-state college for this study.
- This survey took me at least 1/2 hour to complete.
- We appreciate the Village president going to bat for Howard against Mayor Jim Schmitt. Thanks for a balanced budget!
- Within our neighborhood there is much concern about growing deer population. Aggressive nature/no fear of humans. Also, potential spread of deer trails, destruction of personal property.

Q 20. Employment status: Other (17 responses)

- Homemaker (6x)
- Disabled (3x)
- Housewife (2x)
- 2 Jobs
- Income Prop
- Sort of retired
- Stay at home mom
- Stay at home dad
- Student-Full Time

Q 21. Place of residence: Other (4 responses)

- Health facility
- Home
- Parents
- Parents own

Appendix B. Quantitative Summary of Responses by Question

Village of Howard Citizen Survey - 2013

1. What is the primary reason you chose to live in Howard? (Mark (•) one only)

Howard-Suamico School District	Tax Rate	Cost of Housing	Family Ties	Recreational Opportunities	Job	Other, Specify
25%	9%	13%	21%	1%	11%	18%
						See Appendix A

INFRASTRUCTURE, STREETS, AND SIDEWALKS

2. Rate the overall quality of the following in the Village of Howard?	Excellent	Good	Fair	Poor
a. Roads	9%	62%	25%	4%
b. Parks	36%	58%	6%	1%
c. Recreation opportunities	20%	62%	17%	1%
d. Senior Citizen opportunities	11%	60%	25%	4%
e. Energy efficiency initiatives	6%	50%	36%	8%

3. During the next 5 years, in which of the following do you think the Village of Howard should invest? **Using the letters a to f, please rank your top 4 choices in priority order below:**

	Highest Priority	2 nd Highest Priority	3 rd Highest Priority	4 th Highest Priority
a. Maintaining existing roadways	46%	31%	10%	7%
b. Improving existing roadways	32%	40%	9%	10%
c. Developing existing roadways	8%	6%	16%	17%
d. Improving existing sidewalks	1%	6%	28%	23%
e. Establish bike routes on existing streets through signage and striping	5%	7%	19%	22%
f. Improve bicycling opportunities by developing separate trails for bicycling	8%	10%	19%	22%

4. If these steps in Question 2 to improve transportation services required an increase in taxes, would you support or oppose increases for the following?

	Support	Not sure	Oppose
a. Maintenance to existing roadways	63%	21%	16%
b. Improving existing roadways	54%	29%	17%
c. Developing additional sidewalks	19%	24%	56%
d. Improving existing sidewalks	26%	37%	37%
e. Improving bicycling opportunities by:			

(Question 4 continued)

	Support	Not Sure	Oppose
i. Establishing bike routes on existing streets through signage and striping	27%	27%	46%
ii. Developing separate trails for bicycling	35%	26%	39%
iii. Developing more connections to the Mountain Bay Trail	33%	29%	38%

QUALITY OF LIFE

5. How satisfied are you with the quality of the following services in the Village of Howard?	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
a. Police	34%	63%	2%	1%
b. Fire	38%	60%	1%	0%
c. EMT	37%	62%	1%	0%
d. Parks and playing fields	37%	60%	3%	0%
e. Recreation services	26%	67%	6%	1%
f. Snow plowing	19%	56%	17%	8%
g. Street maintenance	12%	63%	22%	3%
h. Garbage collection	38%	60%	2%	0%

6. During the next 5 years, how high a priority do you think it is for the Village of Howard to invest in the following recreational facilities?	High	Medium	Low	Not a Priority
a. Soccer fields	8%	30%	36%	27%
b. Baseball/softball diamonds	8%	38%	32%	22%
c. Basketball courts	7%	34%	36%	22%
d. Skate board park	4%	20%	38%	38%
e. Ice skating rink	13%	37%	30%	21%
f. Village Green Golf Course	15%	36%	28%	21%
g. Dog park	12%	23%	35%	31%
h. Frisbee golf course	4%	21%	39%	36%
i. Picnic areas	15%	47%	24%	14%
j. Playground equipment	19%	47%	20%	13%
k. Outdoor pool/Aquatic Center	33%	28%	16%	23%
l. Tennis courts	6%	31%	40%	23%
m. Volleyball courts	3%	26%	45%	26%

7. If you believe that **any** of the resources above (Question 5) should be created or expanded, how should the improvements be funded? (Mark (●) one only)

Property Taxes	General park user fees	Fees for specific uses	Combination of fees and taxes
6%	17%	35%	41%

HOUSING

8. To what extent do you agree or disagree that more of the following types of housing are needed in the Village of Howard?	Strongly Agree	Agree	Disagree	Strongly Disagree
a. Starter (first-time buyer) single family homes	16%	52%	26%	6%
b. Mid-level single family homes	22%	67%	10%	1%
c. Executive single-family homes	13%	45%	35%	6%
d. Mobile home parks	1%	4%	24%	71%
e. Duplexes (2 units)	2%	29%	42%	26%
f. Apartments (3 or more units)	2%	19%	43%	37%
g. Townhomes and condominiums	8%	51%	28%	13%
h. Senior condominiums and apartments	17%	58%	19%	5%
i. Assisted living facilities for seniors	15%	59%	21%	5%

ECONOMIC DEVELOPMENT

9. In which of the following locations should Howard focus its economic development efforts? Please indicate your level of agreement or disagreement with each.	Strongly Agree	Agree	Disagree	Strongly Disagree
a. South Cardinal Lane Corridor	22%	58%	18%	2%
b. Industrial park expansion	17%	58%	21%	4%
c. Office park expansion	11%	51%	34%	4%
d. Retail development along the Velp Avenue / U.S. 41 intersection	23%	55%	18%	4%
e. Retail development along the Lineville Road / U.S. 41 corridor	32%	49%	15%	3%
f. Retail development along the Hwy. 29 / U.S. 41 intersection	20%	47%	27%	6%

10. Which of the following retail establishments are the highest priorities for the Village of Howard? **Using the letters a to l, please rank your top 4 choices in priority order below:**

	Highest Priority	2 nd Highest Priority	3 rd Highest Priority	4 th Highest Priority
a. Convenience Stores	5%	6%	4%	6%
b. Upscale department stores	15%	11%	7%	7%
c. Discount department stores	24%	17%	12%	8%
d. Electronics and appliance stores	4%	8%	9%	7%
e. Health and personal care supplies	3%	5%	5%	7%
f. Office supplies, stationary, gifts	1%	6%	7%	4%
g. Specialty food stores	6%	6%	6%	7%
h. Other small specialty shops	4%	11%	13%	15%
i. Supper clubs	9%	9%	12%	12%
j. Family restaurants	20%	17%	17%	16%
k. Fast Food restaurants	2%	2%	5%	7%
l. Grocery stores	6%	4%	3%	6%

11. Which of the following private service businesses are the highest priorities for the Village of Howard? **Using the letters a to f, please rank your top 2 choices in priority order below:**

	Highest Priority	2 nd Highest Priority
a. Entertainment establishments	41%	17%
b. Caterers and food service	3%	7%
c. Child day care	10%	13%
d. Elderly day care	16%	18%
e. Health and personal care services	17%	26%
f. Businesses that serve other businesses (B2B)	13%	19%

UTILITY AND COMMUNITY FACILITIES/SERVICES

12. Based on your experience, please rate the following Village of Howard services.	Excellent	Good	Fair	Poor	Not Sure
a. Ambulance service	24%	43%	3%	0%	29%
b. Fire protection	27%	45%	3%	1%	23%
c. Garbage collection	40%	52%	6%	1%	1%
d. Zoning and building Inspections	8%	40%	18%	7%	26%
e. Park and recreation facilities	24%	61%	10%	1%	3%

<u>(Question 12 continued)</u>	Excellent	Good	Fair	Poor	Not Sure
f. Police protection	27%	58%	5%	2%	8%
g. Municipal electric system	20%	54%	8%	1%	17%
h. Recycling program	34%	55%	8%	1%	2%
i. Sanitary sewer service	19%	57%	11%	2%	11%
j. Snow removal	16%	48%	20%	14%	1%
k. Storm water management	10%	54%	17%	5%	13%
l. Street and road maintenance	8%	48%	29%	14%	1%
m. Youth, Adult, and Senior programming	6%	48%	23%	4%	18%

13. If improvements required increases in your taxes, would you support or oppose increases for the following services?	Support	Oppose
a. Ambulance service	61%	39%
b. Fire protection	65%	35%
c. Garbage collection	39%	61%
d. Zoning and building inspections	17%	83%
e. Park and recreation facilities	44%	56%
f. Police protection	65%	35%
g. Municipal electric system	33%	67%
h. Recycling program	39%	61%
i. Sanitary sewer service	41%	59%
j. Snow removal	50%	50%
k. Storm water Management	31%	69%
l. Street and road maintenance	62%	38%
m. Youth, Adult, and Senior Programming	38%	62%

14. Are you satisfied with the frequency with which the village collects the following?	Yes	No
a. Garbage	99%	1%
b. Recycling	94%	6%
c. Leaves and yard waste	80%	20%

15. Should the Village Board consider spending funds to construct the following?	Yes	No
a. Outdoor pool or Aquatic Center	52%	48%
b. A downtown area or Village Center	44%	56%
c. Relocation of the Brown County Highway Department and mixed-use (Residential, Business, and Recreational) development around the quarries	26%	74%

COMMUNICATION AND INFORMATION SERVICES

16. Please answer the following:	Yes	No
a. Are you aware that the Village of Howard communicates with residents through an e-mail newsletter called E-Notify?	51%	49%
b. Are you currently signed up for E-Notify?	28%	72%
c. Have you visited the Village of Howard website?	62%	38%
d. If yes, did you find the information on the website useful?	83%	17%
e. Are you aware that the Village of Howard offers a free and convenient autopay option for municipal water and sewer bill payments?	72%	28%
f. Are you currently signed up for the autopay bill payment service?	32%	68%

17. Please use the box below to enter any comments you would like to add about the Village of Howard.

See Appendix A

DEMOGRAPHICS (used for statistical purposes only)

18. Gender:	Male	Female						
	60%	40%						
19. Age:	18-24	25-34	35-44	45-54	55-64	65 and older		
	0%	11%	15%	26%	23%	25%		
20. Employment status:	Employed Full Time	Employed Part Time	Self Employed	Unemployed	Retired	Other, specify		
	53%	5%	6%	3%	30%	3%		
21. Place of residence:	Own	Rent	Other, specify					
	89%	10%	1%	See Appendix A				
			0	1	2	3	4	5+
22. Number of Adults (18 or older) in household:				21%	65%	8%	3%	1%
23. Number of children (under 18) in household:			65%	13%	16%	5%	1%	1%
24. Household income range:	Less than 15,000	15,000 – 24,999	25,000 – 49,999	50,000 – 74,999	75,000 – 99,999	100,000 or More		
	3%	6%	22%	23%	22%	24%		
25. Highest level of education:	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor's degree	Graduate or professional degree		
	1%	19%	21%	17%	28%	15%		
26. How many years have you lived in the Village of Howard?	Less than 1	1 – 4	5 - 9	10 - 24	25+			
	3%	14%	18%	38%	27%			