

## APPENDIX A - INVENTORY OF MONONA PLANS, 1979-2003

In 1979, the City of Monona adopted the *Monona Master Plan*. The City of Monona has adopted and implemented several additional plans. These plans were developed to plan for growth, change, and redevelopment in geographically specific areas of the city, such as Broadway and Monona Drive. A brief description of the plans follows.

**1979 Master Plan** - This Plan provided the City with guidelines and policies in the areas of housing development, economic development, transportation, environmental protection, open space, recreation, public services, social services, and education to achieve coordinated, adjusted, and harmonious development in the City of Monona. The *Master Plan* was prepared by the Plan Commission based on information compiled by an Ad Hoc Master Plan Committee with assistance from the Dane County Regional Planning Commission. The Plan included Monona's goals, objectives, policies, and recommended actions in these areas. In 1994, the City Council approved an update to this plan's housing development section.

**Tax Incremental Financing (TIF) District No. 1** - This Plan was adopted according to State Statute 66.46(4)(f) in 1980. Its purpose was to expand the City of Monona's tax base by providing public improvements necessary to promote development in the South Towne area. This district was retired in 1991, and was one of the most successful TIF Districts in the State of Wisconsin.

**Broadway Corridor Plan** - The City Council adopted this Plan in October 1989. The Plan was prepared in compliance with Wisconsin Statute 62.23. This Plan outlined the City's vision for the revitalization and redevelopment of the Broadway corridor after the construction of the South Beltline Highway (U.S. Highway 12/18). After the construction of the Beltline in 1988, new access points within the Broadway corridor and relocated traffic volumes had a tremendous impact on land use. The Beltline construction opened the Broadway corridor to better regional linkage, creating new redevelopment and market opportunities. This Plan is an important element in the City of Monona's *Master Plan* and the City Council adopted it as a component of the *Master Plan* in 1989.

Most of the recommendations of the *Broadway Corridor Plan* have been implemented since 1989 including rezoning most of the land along Broadway as a Community Design District; adopting *TIF District Number 2*; adopting design standards for buildings and sites; preparing for and constructing streetscape designs for East and West Broadway; purchasing and improving a 21-acre recreational park (Ahuska Park); adopting *Redevelopment Project Plan Number 1*; and privately developing River Place and Pier 37 commercial centers and two hotels. As of 2003, the majority of the private development projects in the Plan had been completed.

**Management Concept for the Monona Wetlands** - The City Council approved this concept plan on December 17, 1990. Its purpose was to establish a conceptual framework for the management of the Monona Wetlands. The Plan included conducting a wetland inventory and building boardwalk trails.

**TIF District No. 2** - The Monona City Council adopted this plan in September 1991 in accordance with State Statute 66.46(4)(f). Creating the District helped to implement the recommendations

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of the *Broadway Corridor Plan*, including infrastructure improvements, by encouraging investment in commercial development. The District's purpose is also to expand the tax base of Monona and to provide for new development and additional employment opportunities. In October 2001, the last projects in the *Project Plan* were completed and *TID Number 2* is expected to be retired around 2014.

**Yahara Waterfront Walkway Plan** - The City Council approved this plan on June 21, 1993 upon recommendations from the Boardwalk Steering Committee and the Plan Commission. This document outlines the City's long-range concept plan for establishing boardwalk trails and a waterfront walkway system plan as outlined in the *Broadway Corridor Plan* and in short-range plans for the construction of the first phase of the Waterfront Walkway at River Pace. The Yahara Cove Boardwalk was completed in 1995 at River Place, as the first phase of the implementation of this trail system.

**Redevelopment Project Plan No. 1** - This Plan was for the redevelopment of a portion of the East Broadway corridor region from Monona Drive east to the eastern property line of the parcel at 1050 East Broadway, south of East Broadway and north of US Highway 12/18. The purpose of this Redevelopment Plan was to eliminate older, deteriorating buildings, assemble larger tracts of land for redevelopment, and increase the City's tax base. This Plan was prepared in accordance with State Statute 66.4325. The City Council approved this Plan in 1994.

Redevelopment of 16 acres on the west end of the redevelopment project area occurred between 1997 and 2000 with the development of the large commercial retail center, Pier 37. Development of 21 acres in the center of the project area occurred between 1995 and 2001 with the purchase and improvement of a recreational park, Ahuska Park. Some of the improvements included lighted soccer and baseball fields, tennis courts, a shelter, and parking lots. Redevelopment of the remaining 7-10 acres on the far east end of the project area will occur within the next five years with the development of the Broadway Business Park.

**Sand County Property General Development Plan** - The Plan Commission and the City Council approved this Plan in 1995. It outlines a plan for land use of the 46-acre property that the City of Monona purchased from the Sand County Foundation in 1995. The *General Development Plan* for the 46.63-acre property included 20.16 acres of land to be used as: conservancy and leased to the Aldo Leopold Nature Center; 4.45 acres to be used as a Community Design District and to be leased to Tellurian, Inc.; 17.52 acres to be used as City park; and 4.5 acres to be used for commercial development.

Since 1995, the City of Monona has created Monona Woodland Park, which contains a system of hiking trails. The City has placed a State of Wisconsin Historical Marker at the site of two large Indian Mounds in the Park. Tellurian has developed a new facility, Teresa McGovern Center, for their rehabilitation programs. The Aldo Leopold Nature Center has also constructed a new nature center building. The four and a half acres planned for future development was made part of the *Redevelopment Project Plan Number 2*. The City, in 2003, is considering residential development at this site.

**Scenic Bike Route Plan** - This plan was approved as part of the City of Monona's *Official Map* in May of 1998. The alternative scenic bike route is part of the Lake Monona Loop bicycle route in Monona. It passes Schluter Beach Park, Waterman Park, Maywood Park, and through the center of Winnequah Park.

**Redevelopment Project Plan No. 2** - The purpose of this Plan is to plan for the redevelopment of the area along Monona and Femrite Drives. The objectives of the Plan include eliminating old, deteriorating buildings, providing for orderly physical and economic growth, and encouraging coordinated redevelopment. This Plan was approved in 1998. A mix of senior housing and commercial development was proposed in 2003 as part of the redevelopment of this 7-acre project area.

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**Redevelopment Project Plan No. 3** - The redevelopment of the Bridge Road and West Broadway area is the focus of this Plan. Its purposes are the same as those laid out in the other redevelopment plans. It was also approved in 1998. The Monona Community Development Authority (CDA) is seeking redevelopment projects for this area.

**TIF District No. 3** - This District was created in September 2000 under the authority of State Statute 66.46. This Plan's purpose is to expand Monona's tax base by providing public improvements necessary to promote redevelopment. This District is located in the southwest part of the city. Street improvements and assistance in redeveloping warehouse buildings for new multi-story office developments adjacent to the Beltline Highway are planned in the *TID No. 3 Project Plan*.

**TIF District No. 4** - Under the authority of State Statute 66.46, this District was also created in September 2000. This District is located along Monona Drive, from Femrite Drive north to Panther Trail. Its purposes are to expand Monona's tax base, to provide higher and better uses for this portion of the city, and to assist in the reconstruction and improvements of Monona Drive.

**Park and Open Space Plan** - This Plan was approved in 2001 and contains a compilation of the City's goals, objectives, current and future needs, and demands for recreational facilities. It plans for the improvement and maintenance of Monona's recreational and open space resources by outlining a strategy to manage existing resources and to develop additional resources. This Plan is scheduled to be updated every five-years to meet the State of Wisconsin's Department of Natural Resources requirements.

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## APPENDIX B – PROCEDURES FOR PUBLIC PARTICIPATION

*Approved by Monona City Plan Commission, August 22, 2001*

*Approved by Monona City Council, October 1, 2001*

The City of Monona will follow the following set of procedures for including public participation during the update of the City's Comprehensive Plan.

- 1) **Survey** – Initial work will include a comprehensive master plan survey. This survey will be mailed to all Monona households prior to the development of the Plan. The survey will inquire into citizen's satisfaction with issues such as housing, transportation, utilities, community facilities, natural resources, and economic development.
  - a) Press releases will be published via various modes of communication/media to alert citizens of the survey and its importance to land use planning.
  - b) This survey will serve as a base vision for the comprehensive planning process.
- 2) **Public Work Sessions** – For the nine elements of the Comprehensive Plan, public work sessions will be held in conjunction with regular Plan Commission meetings.
  - a) Other City Committees will receive drafts (after Plan Commission work sessions) and will be asked to provide their input and changes to the draft.
- 3) **Public Informational and Input Meetings** – One or more public informational and input meetings will be held by the Plan Commission to discuss the contents, goals, and objectives of the elements with Monona residents and business owners and other interested parties.
  - a) Press releases and public notices will inform residents, business owners, and stakeholders of these meetings.
  - b) The meetings will include an open house format for individual and small group discussion and questions, as well as a presentation on the draft plan element.
- 4) **Comment Period** – Upon completion of the Comprehensive Plan, the City will make copies available for residents, in hard copy form (at the Library and City Hall) and in electronic form on the City's website. A thirty-day comment period will take place after the draft Plan is published.
  - a) Notices will be given to all city residents and business owners regarding the availability of the plan and the comment period.
  - b) Written comments will be accepted for thirty days after the comment period begins (after official notice has been released.)
  - c) The Plan Commission will consider written and oral comments in various meetings and work sessions. The Commission will make any necessary changes to the draft plan prior to submitting a final draft to the City Council.
- 5) **Formal Presentation to the Public** – The City of Monona Plan Commission will hold a formal presentation upon completion of the Plan. The Commission will present the Plan and its contents to the public at this time.
  - a) The Plan will be presented to the community, the City Council, and city committees.
- 6) **Sources of Information** – Information will be available as follows:
  - a) Notice of meetings, agendas, work sessions, public informational meetings, and the availability of drafts will appear on the City of Monona's cable television station and on the City's website.
  - b) Copies of drafts will be available to citizens at City Hall, the Library, and through the City's website.

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## **APPENDIX C – CITY OF MONONA COMMITTEES**

BOARD OF REVIEW

BROADBAND TELECOMMUNICATIONS ADVISORY COMMITTEE (CATV)

CITY COUNCIL

COMMUNITY DEVELOPMENT AUTHORITY (CDA)

DISTINGUISHED SERVICE AWARD COMMITTEE

ADVISORY ECONOMIC DEVELOPMENT COMMITTEE (EDC)

FINANCE AND PERSONNEL COMMITTEE

LANDMARKS COMMISSION

LICENSE REVIEW COMMITTEE

PLAN COMMISSION

PARK AND RECREATION BOARD

LIBRARY BOARD

MASS TRANSIT AUTHORITY

POLICE AND FIRE COMMISSION

PUBLIC SAFETY COMMISSION

PUBLIC WORKS COMMITTEE

SENIOR CITIZENS COMMISSION

ZONING BOARD OF APPEALS (ZBA)

SEVERAL AD HOC COMMITTEES, INCLUDING:

MONONA DRIVE ADVISORY COMMITTEE

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## APPENDIX D – SENIOR HOUSING SURVEY (1999): OVERVIEW

*Source: Senior Housing Survey, 1999*

Monona's latest *Senior Housing Survey* indicates that people are interested and willing to pay for Senior Housing. The idea of a Monona *Senior Housing Survey* began in the summer of 1998. The Senior Commission, after hearing a presentation from the Lang Group in July 1998, began discussing senior housing options. In October, the Lang Group returned to answer more questions from the Senior Commission and provided them with a sample senior housing survey. It was agreed at this meeting that it was important to find out if there was a need and an interest in senior housing, and if so, what kind. Over the preceding months, the Commission discussed what the survey should ask, how many to mail, and the cost. On April 13, 1999 the Commission mailed 606 *Senior Housing Surveys*. This was a random sample from a total of 2,028 registered voters, aged 55 and older in Monona. The sample yielded 223 surveys.

The Commission tabulated the data, which provided the following picture: The majority of respondents reside in their own single-family homes (188 individuals) and 136 have no mortgage. Most of these individuals have lived in Monona for a long time, with an average residency of 31 years, and 89 individuals have lived in Monona more than 40 years, including 16 for more than 50 years. The majority of respondents indicated a preference to own a townhouse type of residence and would be willing to pay an average of \$60,375. Secondly, there was an interest in renting a townhouse and paying \$796 per month.

This group of primarily retired individuals is still married, with most between the ages of 70-74 and making \$2,500-\$2,999 per month. Sixty-two said they had a disability, which included arthritis, vision problems, heart problems, asthma, and/or hearing difficulties. These disabilities typically tend to lead to housing requests for no stairs, handicap bathrooms with raised toilets and grab bars, and no heavy doors. The majority of seniors do not need any health services from outside providers, but continue to live independently. However, many added that assistance might become necessary as they age.

The respondents hoped to walk to services, listing as a priority food shopping, public transportation, pharmacy, and banking. The most important housing features were washer and dryer hook up, closely followed by a security locked lobby. In-unit storage and microwave ovens were also popular items. The top priority service sought in an independent senior housing community was transportation. Exercise facilities and meal plan availability were also important. If a meal plan was an option, most preferred an evening meal.

One hundred forty-five people said they would consider moving into a high quality senior housing community in Monona. On the timing of such a move, most said they were happy where they were. Others said such a move depends on health and independence, the ability to maintain their present home, and on what is developed and its location. Some said they would like to move in five to ten years. Many comments were included in the surveys, varying from lengthy, to one word responses. One hundred of those who responded included their name, address, and telephone number to receive further information about senior housing.

Overall, it appears there is a group of people interested and willing to pay for senior housing. They like living in Monona and wish to remain here but need options when they can no longer remain in their single-family homes. Their hope is to remain as independent as possible and care for themselves in their later years. They want a high quality of life, in a pleasant environment, within a reasonable distance to needed services, and to feel safe.

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## APPENDIX E –MASTER PLAN SURVEY (2000): QUESTIONNAIRE & RESULTS

This four-page survey was sent to Monona's approximate 3,800 households and 440 surveys were returned to the City, yielding an 11.5% response rate. Results from the survey were summarized and a follow-up article was sent to all Monona households in the *Spring 2001 City Newsletter*.

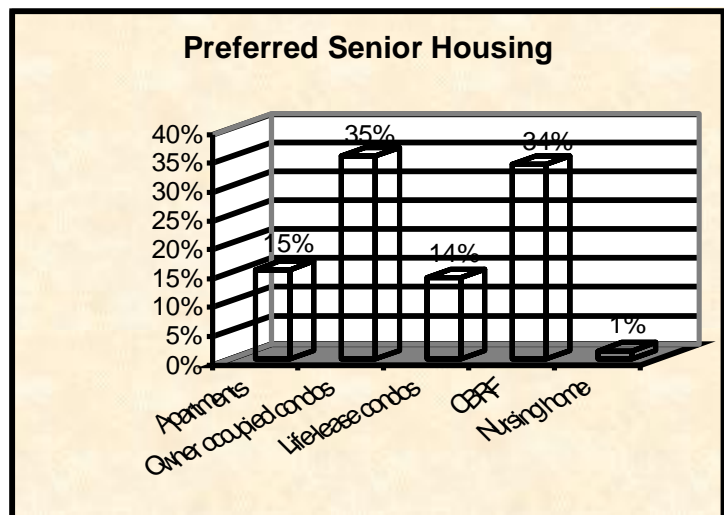
First, some information about the respondents. The majority of people who responded have lived in Monona for 26 years or more, and 83% of respondents have lived in Monona for at least 6 years. Most of the respondents are employed in Madison (41%), but 12% work in Monona. The survey results are slightly skewed to represent the views of those aged 55 and over, as almost 54% of the respondents fall into that category, and 39% of the respondents are retired. The vast majority (90%) of those who responded own their home, with 53% spending less than 20% of their monthly income on housing costs. Finally, when asked how difficult it was to find a home in Monona, 50% of the people surveyed reported an average level of difficulty (in comparison to surrounding communities), 33% reported having a somewhat or very difficult time, and 17% said they had an easy time finding their home. Many people remarked that their search for a home took place at least 30 years ago however, and commented that they might have a different experience now.

### HOUSING

In general, people were satisfied with the amount of housing in Monona, and the condition that it is in. However there were a number of written responses that commented that the housing stock is too small and old. Another often repeated comment was that there are few houses available in a lower and more affordable price range of under \$120,000.

According to the survey, the biggest drawback in terms of housing is the lack of senior housing. Only 26% of respondents said that there is an adequate level of housing for seniors, 32% said the amount is mediocre, and 35% of the respondents felt that there is a lack of senior housing in Monona. In addition, the lack of housing for seniors was one of the most repeated comments throughout the written responses of the survey.

Survey respondents age 55 and over were asked which type of senior housing they would like to be built in Monona in the future. The results are shown on the chart below. The two most popular answers were owner occupied condos and CBRF's (Community Based Residential Facilities) or other types of assisted living housing. Another concern voiced by respondents was about the amount of condominiums in Monona. 30% of people surveyed answered that there is a lack of condominiums in Monona, and a number of respondents repeated the idea in the written response section, particularly condominiums for seniors. A final concern for respondents was a perceived lack of enforcement of ordinances against junk piles, old cars and boat trailers, and general appearances of homes. On a positive note, an often-repeated comment was that Monona is one of the few Madison area communities with small starter homes and nice neighborhoods for young families.

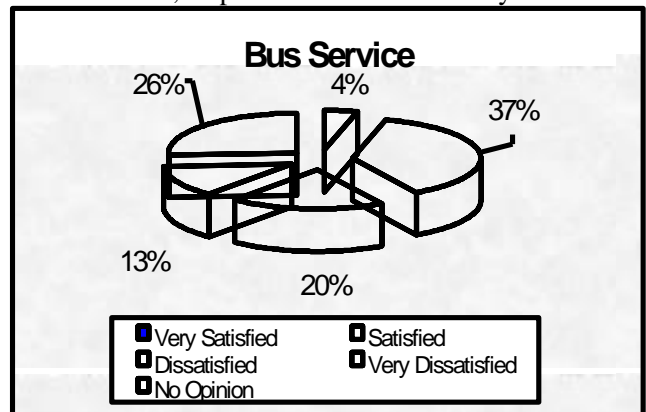


**TRANSPORTATION**

The transportation section elicited the highest response rate of any other section of the survey. The number one most repeated written comment of the entire survey was that bus service in Monona is inadequate for most times, and especially for the evening routes. When people were asked to describe their level of satisfaction for bus service in Monona, approximately 40% agreed that they were satisfied or very satisfied with it, while 33% reported being dissatisfied or very dissatisfied. This is a high percentage of dissatisfaction when compared to the levels of dissatisfaction for other issues throughout the survey. The chart below details the response more completely.

A second concern voiced by numerous respondents was the issue of bike paths or lanes. Many people who responded with written comments felt that the City should work to create or better mark bicycle lanes on busy streets, particularly Winnequah Road. In addition, respondents asked for a bicycle route with its own lane on Monona Drive.

The next issue of importance in terms of transportation was traffic problems on Monona Drive. Many people felt that Monona Drive was too busy and dangerous. Additional concerns about Monona Drive included the need for a turn lane, concerns that there were too many exits and entries on the street, and better enforcement of speeding. Finally, another issue voiced by respondents was the lack of sidewalks throughout the city, which many felt led to safety issues.



**UTILITIES AND COMMUNITY FACILITIES**

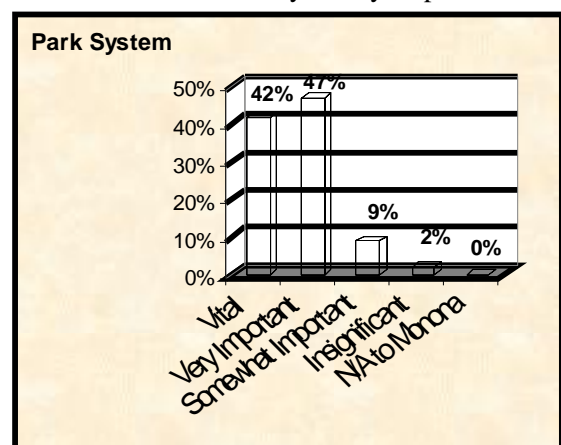
In general, most respondents were satisfied with the facilities and services provided in Monona. Police, Fire and Rescue, the Community Center, the Senior Center, the pool, the library, schools and recycling were all given very high marks for satisfaction. The most often repeated complaints in this section related to stormwater management. Many respondents commented with written statements that they had problems in the past with storm water and sewers backing up into their homes. Another repeated comment was that the taste and quality of the drinking water in Monona was inadequate.

Other comments included asking for utility lines to be placed underground, complaints about the cost and selection of cable television services, and support for the new library. In addition, some respondents felt the need for a teen or youth center in Monona.

**NATURAL RESOURCES**

The natural resources section elicited the second most response after transportation. The city parks and Lake Monona were cited as the most important natural resources in the city. Many respondents commented that we need to take care of both important resources, by keeping the city green with lots of trees, and protecting the water and beaches of the lake from pollution and erosion. A number of people surveyed commented that Lake Monona is polluted from runoff, and asked for a ban on lawn fertilization near the lake. Respondents also mentioned how important access to the lake is for them, and asked for the development of more public beaches.

The park system was rated very highly by a number of respondents, which is detailed in the chart below. Many respondents felt that parks were one of the nicest and most important natural features of the city, and



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voiced concern that some of the older parks were not as well maintained as the newer ones. Some people surveyed also asked for more natural park settings, without ball fields and equipment.

Many respondents asserted that their favorite addition to the Park System has been Monona Woodland Park, the only wooded park with a trail system in the city. A number of people asked the City to consider adding specialty parks or gardens to public areas, such as rock or butterfly gardens, or bird habitats. One of the few complaints about the park system concerned the proliferation of dogs and geese in the parks.

Two final often-repeated comments about natural resources in general were to ban burning in the City to preserve air quality, and a call to diminish light pollution in Monona by encouraging people and businesses to direct their lighting downwards.

### **ECONOMIC DEVELOPMENT**

The number one concern in terms of economic development in Monona was the development of Monona Drive. Responses from both the structured part of the survey and the written comments all indicated that citizens are concerned about the appearance, condition and composition of this business corridor. Numerous written comments asked that further development of Monona Drive be coordinated to create a destination for people, instead of a thoroughfare, citing examples of Monroe Street in Madison, and the downtown of Cambridge. Respondents wrote that they would like to see Monona Drive develop into an area with small and unique retail shops that people can walk to safely. In addition to retail, numerous respondents noted that they would like more high-end restaurants located on Monona Drive, and less fast food restaurants. Finally, some respondents were concerned that that move of Kohl's grocery store off of Monona Drive was a problem, and they noted that it would be beneficial to locate a grocery store on Monona Drive in the future.

The second area of concern for respondents was South Towne Mall. This area received a large number of responses to the question, "What types of businesses would you like to see added to these existing business corridors?" which scored the highest number of responses for retail, and the second highest (after Monona Drive) for food. Some of the written comments focused on the idea that adding development at South Towne may help relieve congestion on Monona Drive.

Finally, respondents commended the City on the redevelopment of East and West Broadway, and the additions of Pier 37 and River Place. Some of the written comments focused on the building and design standards used in these areas, and some respondents asked if these same sorts of standards could be applied to new construction on Monona Drive and throughout the city.

### **ADDITIONAL COMMENTS**

Survey respondents had many things to say when asked to name the most pressing issues for Monona in the next 20 years. The most popular responses reiterated comments already mentioned in other parts of the survey. These responses included: a lack of housing for an increasing senior population; traffic issues and appearance of Monona Drive; lack of public transportation; outgrowing the schools and the partnership with Cottage Grove; sewage and storm water problems; deterioration and aging of housing; maintaining affordable housing for low and medium income families; diminishing green space; and escalating property taxes. Additional comments included a concern for the amount of development along the lake, the need for an urgent care facility in the city; a concern over the lack of sidewalks throughout the city; and a call for more mixed use development, such as apartments over retail businesses along Monona Drive.

Finally, a number of people ended their survey responses on a positive note. A few examples of comments include "Don't change the city too much; it's a great place to live and raise children!" and "Monona is a unique and beautiful community. It's a mistake to try to make it look like everywhere else" and finally, "We must maintain the quality of life in Monona. Things like parks and recreation are essential. Raise taxes if necessary!"

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## MONONA MASTER PLAN QUESTIONNAIRE

Dear Neighbor:

The City of Monona is updating our Master Plan, and we need your help! Please take a few minutes to answer and return this questionnaire. Your response will be extremely important in helping to shape the future of the City. Please take the time to carefully assess the needs of Monona, and help us to create a vision of the City for the next five, ten and twenty years. All responses will be kept strictly anonymous.

When you have completed this survey, please refold and seal the form with tape or a staple so that the return address is showing. We would appreciate having the survey returned by **Friday, September 29th**. The survey can also be delivered by hand to City Hall, the Monona Public Library, or the Senior Center.

If you have any additional comments, please write them on a separate sheet of paper and return them with the survey.

Thank you very much for your help!

**Please circle the letter of the answer you choose.**

1. How long have you lived in Monona?
  - a. Less than 1 year
  - b. 1 – 5 years
  - c. 6 – 15 years
  - d. 16 – 25 years
  - e. 26 years or more
2. In what city/town are you now employed?
  - a. Monona
  - b. Madison
  - c. Other city \_\_\_\_\_
  - d. Not in labor force
  - e. Retired
  - f. Unemployed, looking for work
3. How many people reside in your home, including yourself?  
Adults \_\_\_\_\_  
Children \_\_\_\_\_
4. How old are you?

a. 18 – 25	e. 56 – 65
b. 26 – 35	f. 66 – 75
c. 36 – 45	g. 76 – 85
d. 46 – 55	h. 86 and older
5. Sex:
  - a. Male
  - b. Female
6. Do you:
  - a. Own a home
  - b. Rent house / duplex
  - c. Rent apartment / room
  - d. Rent / own condominium
7. How much of your monthly income do you spend on housing (rent or mortgage)?
  - a. Less than 20 %
  - b. Between 20% and 25%
  - c. Between 25% and 35%
  - d. More than 35%
8. If you own or rent a residence, how would you describe the level of difficulty you had in finding your home?
  - a. Very difficult – few choices available
  - b. Somewhat difficult – it took longer than expected
  - c. Average level of difficulty – similar to other communities
  - d. Easy – housing choices are plentiful
9. If you are a senior citizen (55 or older) please answer the following question: Which type of senior housing would you prefer to be built in Monona?
  - a. Apartments
  - b. Owner occupied condominiums
  - c. Life-lease condominiums
  - d. CBRF (community based residential facility) or assisted living housing
  - e. Nursing home
  - f. Other \_\_\_\_\_

10. In general, how do you feel about the existing housing stock in Monona?

	More than Adequate	Adequate	Mediocre	Lacking
Amount				
Condition				
Affordable housing				
Apartments				
Condominiums				
Proximity to shopping				
Proximity to schools				
Senior housing				
Other _____				

**I.**

11. Please list some comments about the existing housing stock in Monona, including problems and positive remarks.

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**II. Transportation**

12. Please describe your level of satisfaction with the following:

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Condition of streets					
Parking					
Bicycle routes					
Buses					
Elderly transportation					
Transit for disabled					
Congestion					
Placement of stoplights					
Traffic safety					
Other _____					

13. Please list any problems related to transportation issues in Monona.

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### III. Utilities and Community Facilities

14. Describe your satisfaction with the following facilities and services:

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Telecommunica-tions					
Water supply					
Storm water management					
Recycling					
Schools					
Health care facilities					
Child care facilities					
Police					
Fire and Rescue					
Library					
Senior Center					
Community Center					
Pool					
Other _____					

15. Please add your own comments about the utilities and community facilities in Monona.

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### IV. Natural Resources

16. How important are the following natural resources to Monona?

	Vital	Very Important	Somewhat Important	Insignificant	Not applicable to Monona
Groundwater					
Forests					
Stream corridors					
Surface water					
Floodplains					
Wetlands					
Wildlife Habitat					
Parks					
Open spaces					
Other _____					

17. Please comment upon what you consider to be the most important natural resources in Monona, and how you feel the City can best protect and use them.

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## V. Economic Development

18. What types of businesses would you like to see added to these existing business corridors?

	Food	Retail	Office	Industry	Service	Medical	Other
Upper Monona Dr. (Winnequah – Nichols)							
Middle Monona Dr. (Nichols – Frostwoods)							
Lower Monona Dr. (Frostwoods – Broadway)							
East Broadway (east of Monona Drive)							
West Broadway (west of Monona Dr.)							
Femrite Dr.							
South Towne Mall							
Bridge Rd.							

19. What commercial areas of the city do you feel should be a priority for new development or redevelopment? Please rank in order from 1 to 8, with 1 being highest priority for development.

- |                        |       |                     |       |
|------------------------|-------|---------------------|-------|
| a. Upper Monona Drive  | _____ | e. West Broadway    | _____ |
| b. Middle Monona Drive | _____ | f. Femrite Drive    | _____ |
| c. Lower Monona Drive  | _____ | g. South Towne Mall | _____ |
| d. East Broadway       | _____ | h. Bridge Road      | _____ |

20. Please add your comments pertaining to what direction you think Monona should grow in terms of economic development.

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Finally, please take a moment to let us know what you think are the most pressing issues Monona will face in the next 20 years.

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**Thank you very much for completing this survey! Please return by mail, or drop off at Monona City Hall, Public Library or Senior Center by September 29, 2000!**

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Please place  
Postage here

**Monona City Hall  
5211 Schluter Road  
Monona, WI 53716**

## APPENDIX F – MONONA DRIVE CORRIDOR SURVEY (2001): QUESTIONNAIRE & RESULTS

The City of Monona, along with the City of Madison, has conducted a survey of residents and business owners in both cities in order to develop a long-term vision for Monona Drive. The survey consisted of 15 questions designed to gauge opinions on land use, character and feel of the street. Approximately 8,000 were sent out to residents of both cities, and we received about 1,500 completed surveys. The following is a summary of the responses.

**Question 1 - Please indicate the employment locations for you and any other working family members.**

Most of the people who responded to the survey were employed in Madison. The City of Monona was second in terms of employment, followed by surrounding communities such as McFarland, Middleton, and Sun Prairie.

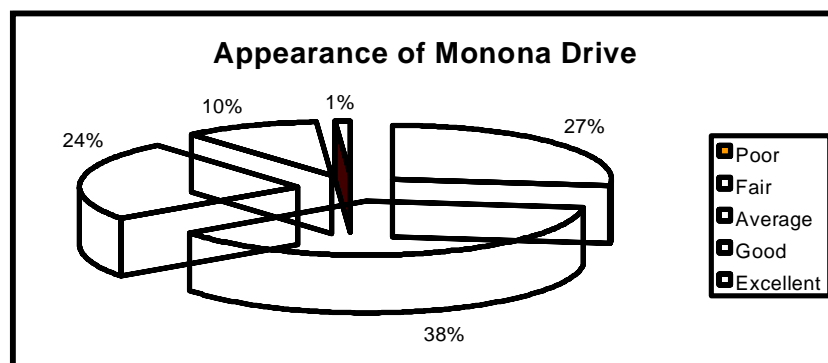
**Question 2 - How many trips per week do you make to or on Monona Drive?**

The majority of respondents, whether they are employed in Madison, Monona or other surrounding communities, make 16 or more trips to or on Monona Drive per week. The exception to this are retired citizens, the majority of whom make only 6-10 trips per week.

	Employed Monona	Employed Madison	Retired	Other Community
0 –2	2%	10%	5%	5%
3 –5	11.8	11	34.3	20
6 – 10	22.4	23.2	47	25
11 – 15	24.5	24.6	11	15
16 or more	38.5	30.6	1	34.7

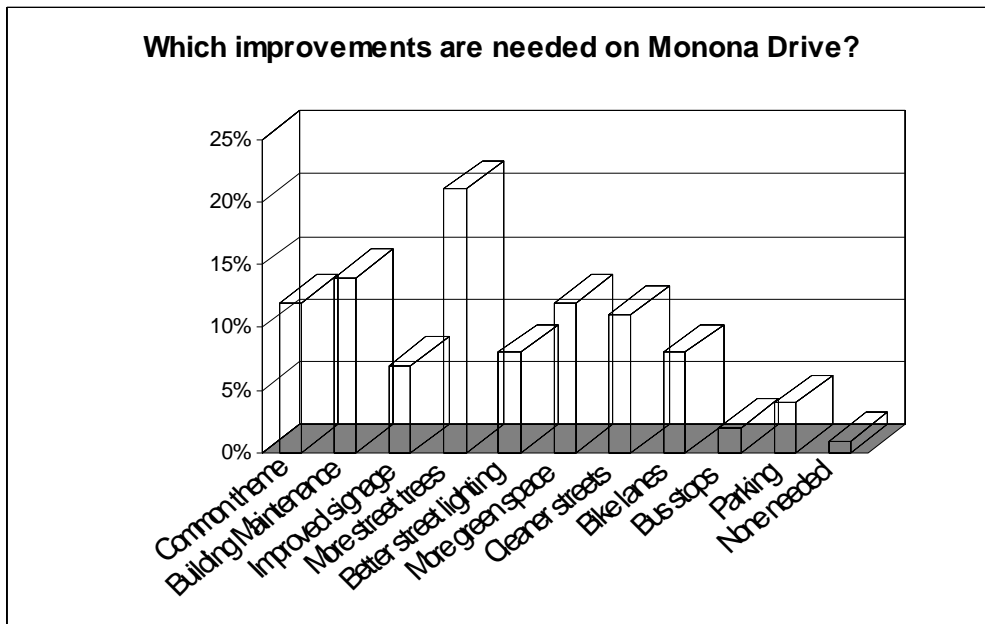
**Question 3 - How would you rate the appearance of Monona Drive’s streetscape?**

The vast majority of respondents (88%) consider the appearance of Monona Drive to be of average quality or below, with approximately a quarter of all respondents rating appearance in the lowest category, poor. An average of 10% of the people surveyed put appearance in the good category, while only 1% rated it excellent.



**Question 4 - What aesthetic/character improvements do you feel are most needed on Monona Drive?**

The improvement chosen most often by respondents was the addition of more street trees. This particular improvement garnered 21% of the votes. This is a fairly large margin over the next highly rated potential improvement, building maintenance, which 14% of respondents chose as one of their top five choices. The next two potential improvements tied at 12% of the vote total each, having a common theme (architecturally) and the addition of more green space. Finally, the improvement of having cleaner streets collected 11% of the total vote, making it the one of the top five improvements chosen. The remaining potential improvements, better street lighting, bike lanes, improved signage, parking and bus stops all received 8% of the total vote or less. In addition, 1% of those surveyed felt that improvements to Monona Drive were not needed.



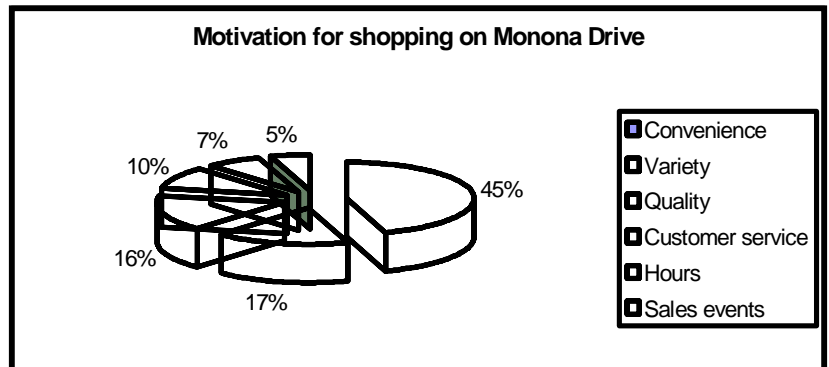
**Question 5 - How many times per week do you shop or do business on Monona Drive?**

The numbers for this question varied greatly by where the respondent was employed. A majority of people (approximately 70%) employed in Monona or other surrounding communities (not Madison) shopped or did business on Monona Drive four or more times per week. In contrast, the majority of those employed in Madison (61%), shop on Monona Drive three or fewer times per week.

	Employed Monona	Employed Madison	Retired	Other Community
0-1	7%	23.7	14.1	10.7
2-3	19.3	38	38.8	24.4
4-6	38.6	22.8	37.6	24.1
7 or more	35	15.4	9.5	40.8

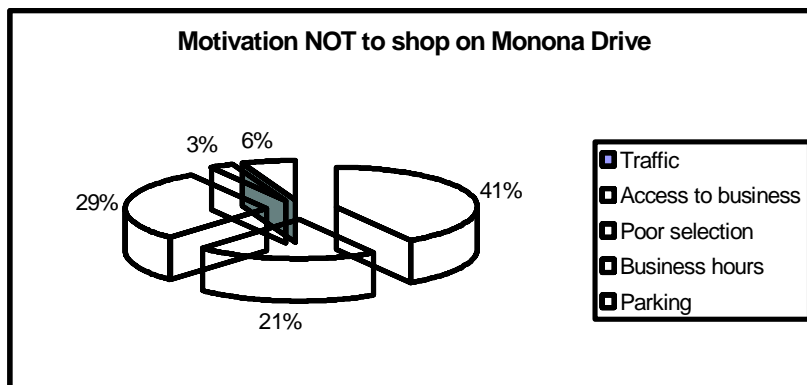
**Question 6 - What most motivates you TO shop on Monona Drive?**

This question was answered the same regardless of where the respondent was employed. The majority of people (45%) chose convenience as their main reason for shopping on Monona Drive. The variety and quality of businesses on Monona Drive were cited as the second and third most popular reasons. Finally, excellent customer service, business hours and sales and promotional events all received 10% or less of the total votes.



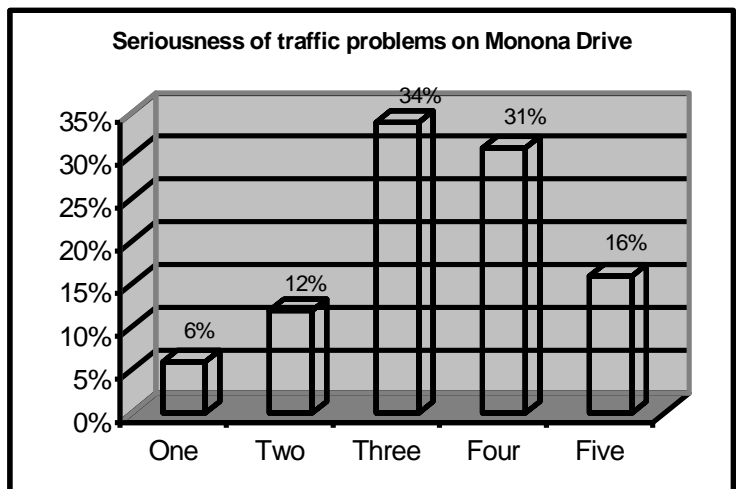
**Question 7 - What most motivates you NOT to shop on Monona Drive?**

Again, the answers to this question were similar regardless of where the respondent was employed. For many people (41%) traffic is the biggest reason why they do not shop on Monona Drive. Poor selection of products sold was the second most chosen reason, and access to business was the third most popular answer.



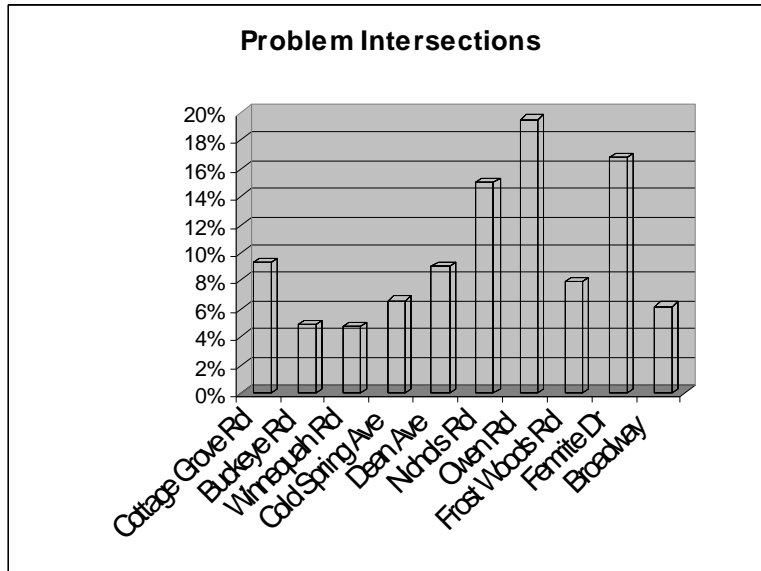
**Question 8 - Rate the seriousness of traffic problems on Monona Drive with 1 being not serious and 5 being very serious.**

Most respondents chose either three or four for this question, indicating that they viewed traffic problems on Monona Drive as somewhat serious to very serious.



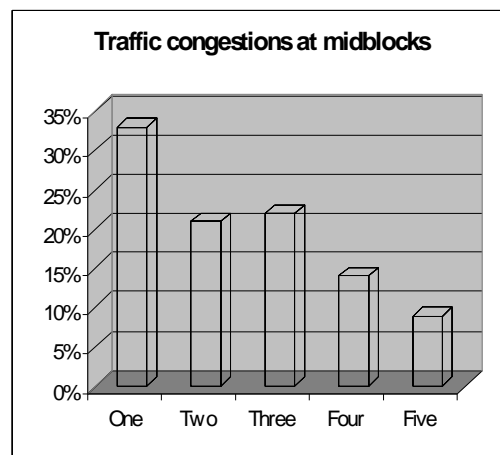
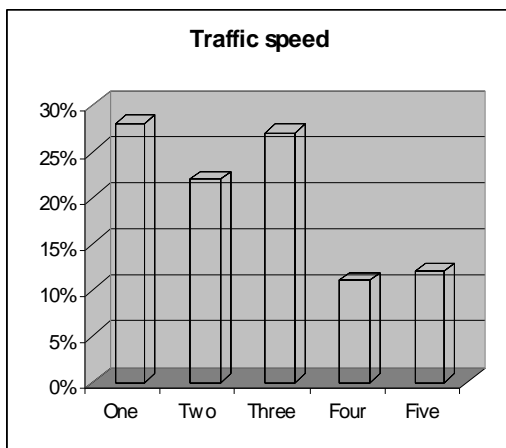
**Question 9 - What intersections with Monona Drive do you think cause the most problems?**

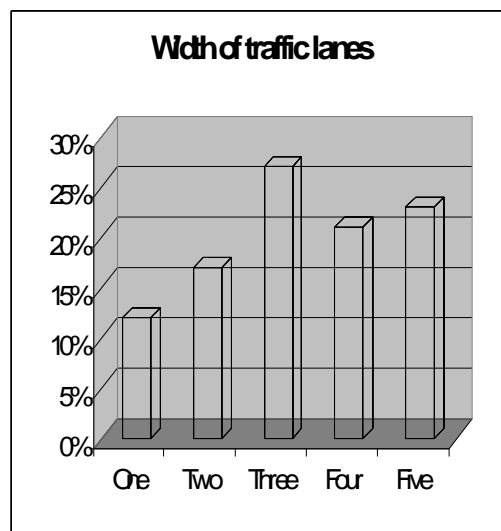
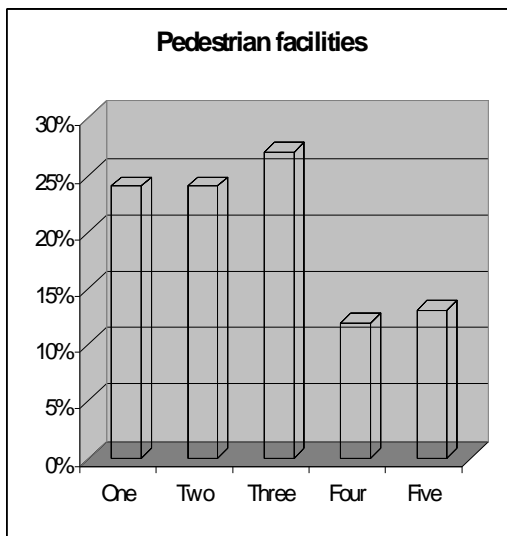
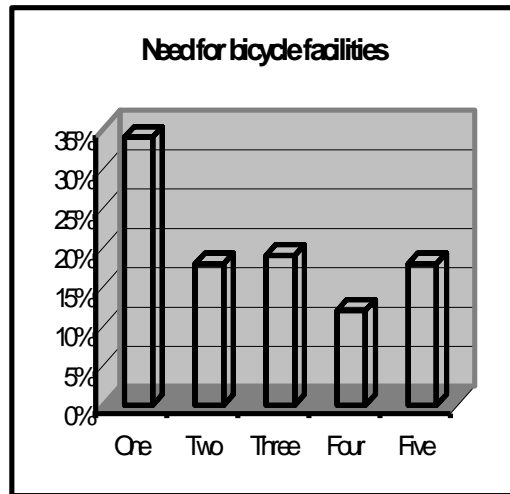
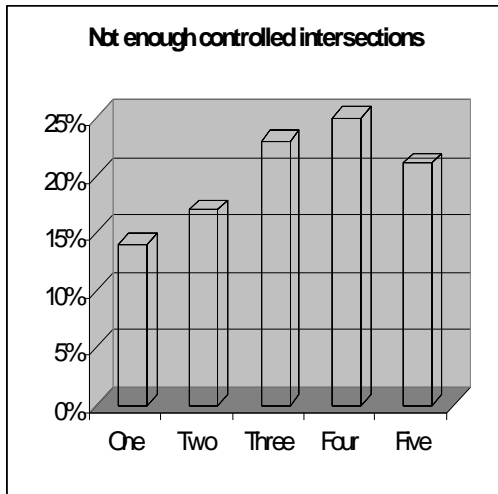
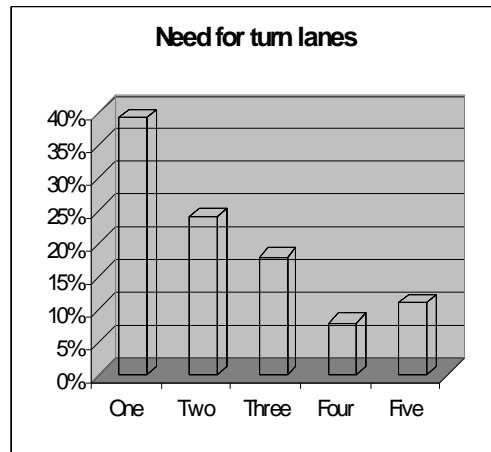
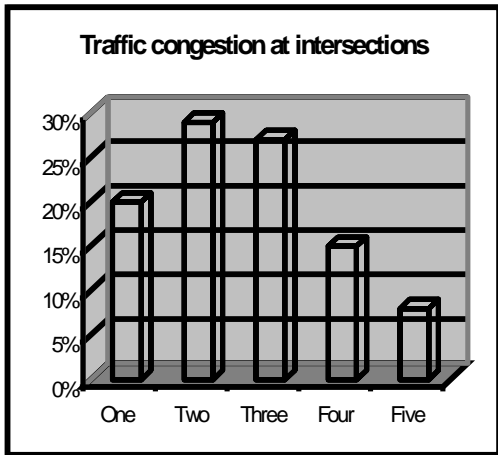
All of the intersections listed received votes for causing traffic problems. However, the intersections with the highest tallies were Owen Road, Femrite Drive, and Nichols Road, in that order. The intersections with the smallest number of votes were Broadway, Buckeye Road and Winnequah Road.



**Question 10 - Please rate the following Monona Drive issues from 1 to 5, 1 meaning the issue is very important and 5 meaning the issue is not important.**

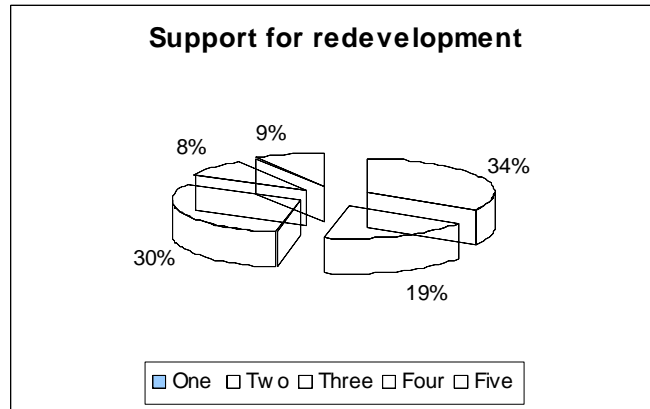
The majority of respondents rated almost all of the issues as a three or lower, indicating that the issues were quite important to them. The exceptions to this are the issues of not having enough controlled intersections and the width of traffic lanes, both of which had a majority of threes and higher, indicating that these issues are less important to residents.





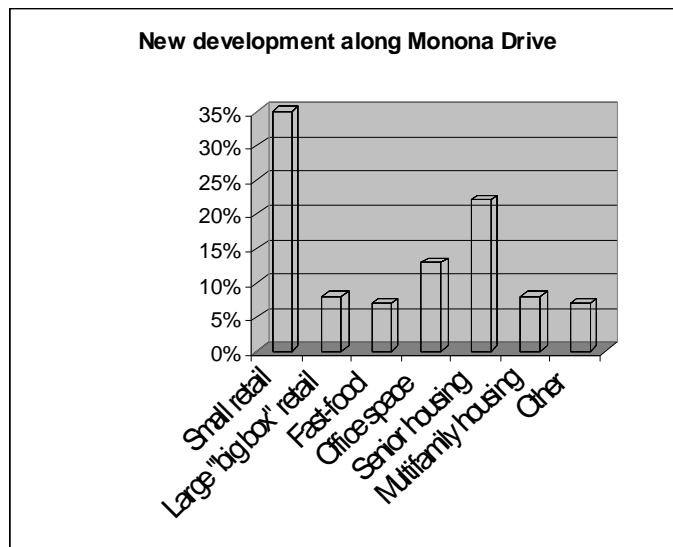
**Question 11 - Rate your support from 1 (very supportive) to 5 (very unsupportive) for the redevelopment of aging commercial/retail buildings on Monona Drive.**

The majority of respondents were either somewhat supportive (choosing a 3) or very supportive (1 or 2) of redevelopment along Monona Drive. Only 17% of respondents chose a 4 or a 5, indicating that they would not support redevelopment.



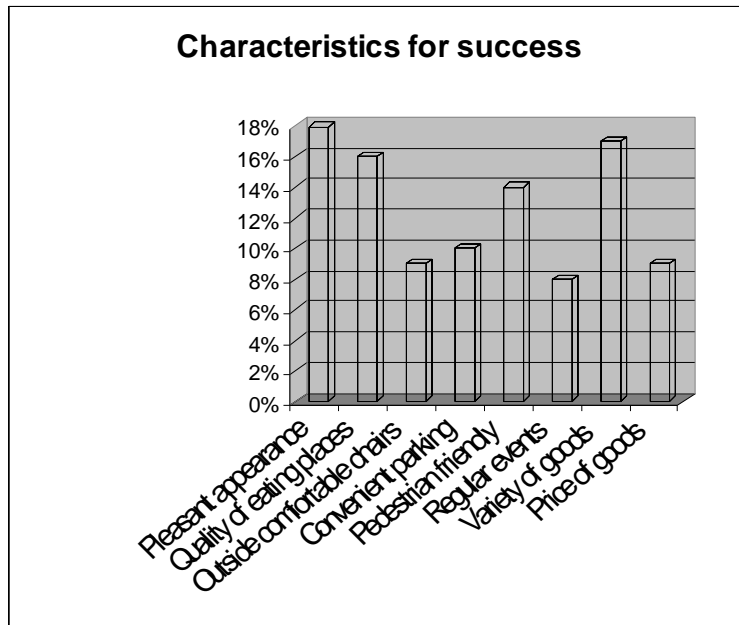
**Question 12 - What kind of new development along Monona Drive would you support?**

The majority of respondents (35%) chose small retail/service business park as their preference for new development along Monona Drive. Senior housing was the second most popular choice at 22% of the total vote, and office space was third with 13%. The remaining choices, large “big box” retail, fast-food, and multifamily housing all received less than 8% of the vote each.



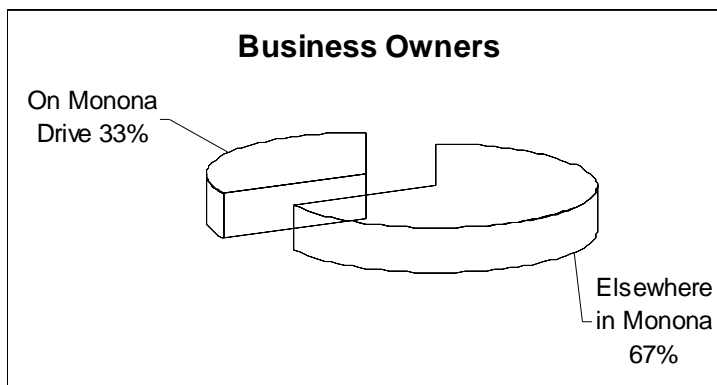
**Question 13 - Which of the following characteristics are the most important for the success of Monona Drive?**

The votes were fairly evenly split among all of the choices for this question. The top three choices however, were a pleasant appearance, variety of goods for sale, and quality of eating establishments. The characteristics chosen the least were, regular events, festivals and promotions, the price of goods for sale, and having comfortable places to sit outside.



**Question 14 - Are you a business owner? A business owner on Monona Drive?**

Of the approximately 1,500 surveys received, 150 respondents identified themselves as business owners, and 49 identified themselves as business owners on Monona Drive.



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## APPENDIX G – COMMUNITY SURVEY (2003): QUESTIONNAIRE & RESULTS

The primary purpose of this survey was to gain community response on several areas of City operations: economic development, transportation, natural resources, housing, land use, public services, facilities, and utilities. The results of the *Community Survey* were used to identify issues and opportunities valued by the public for comprehensive planning analysis. In addition the results aided various decision-making processes to determine future policy and the City's *2004 Budget*. The Mayor, City Council, and City Administrator identified themselves as key users of the results of the survey to continue their on-going evaluation of City services to meet the needs of the Monona community.

The 20-question survey was mailed to all residents and businesses in Monona, for an estimated total of 4,600 surveys. The four-page survey was included in the *Fall 2003 City Newsletter*. To fund the mailing of the survey, the City used partnerships with private entities including: WPS Health Insurance, Monona State Bank, and the Monona Festival Committee. WPS Health Insurance, as a community service agreed to pay for the printing cost. Monona State Bank contributed \$750, while the Monona Festival Committee donated \$500. Our three supporters were supplied with advertising space in the City's Fall Newsletter.

The total number of surveys received was 518. As a result, this was an 11.26% response rate. Survey responses were tallied and the findings are summarized below.

### Transportation

First, the majority of Monona residents supported improvements to the following: residential streets; collector streets; Broadway; Monona Drive; bicycle trails; and public transportation. Second, to address the problem of excessive speeds on local roads, survey respondents favored the stricter enforcement of laws, followed by speed bumps and humps.

### Economic Development

Community members were asked which types of economic development they would support in Monona. The most popular response was evenly split between the development of more job opportunities and commercial development along Monona Drive; each response received strong support from 43.2% of the survey respondents. Other forms of economic development that the community supported included: new retail shopping; new manufacturing facilities; and the provision of incentives for businesses to locate and grow here. Additional office space on Monona Drive and the expansion of public transportation routes were two responses that received approximately 47% of the community's general support. The development of facilities to train workers and the development of additional day care facilities received nearly equal positive and negative responses.

### Housing

In this section, the community's preference for the development of single-family homes was clearly seen. Fifty-percent of survey respondents strongly supported this development, with an additional 27% "somewhat supporting" it. Following this preference, the other types of housing development that the respondents favored included the following: assisted living housing; handicapped accessible housing; moderately priced homes; condominiums; and granny flats. The community was split on other types of development including: rental housing; townhouses; duplexes; and additional apartments or condominiums on Monona Drive.

### **Natural Resources**

In planning for the future of Monona, survey respondents found the following to be the most important steps that we should take to protect or improve the quality of Monona's natural resources: maintenance of existing parks and open spaces; preservation of existing woodlands; improvements to the water quality of the Yahara River; general improvements to the quality of Lake Monona; and stricter regulations on the quality of drinking water. As secondary steps, the respondents favored: additional landscaping throughout the community; the development of a stormwater utility to manage and fund flood control facilities; and the better enforcement of existing laws and regulations. Additional steps or activities that were recommended by respondents were: the ban of phosphate fertilizers; endorsement of rain gardens; enforcement of existing ordinances; utilization of less road salt; discouragement of mowing up to the edge of Lake Monona; and the promotion of pervious driveways.

### **Land Use**

This section quantified the support for land use planning in the City of Monona. Fifty-one percent of survey respondents indicated that they strongly support it, while 31% "somewhat support" it. Only 8.1% of the respondents were in some type of opposition to land use planning in Monona. Nine percent were of no opinion.

### **Community Facilities**

Monona's residents were asked if they support a new or renovated middle school in the Monona Grove School District. In general, 53% of survey respondents were supportive of a new or renovated middle school, while 31% were generally opposed.

Monona's residents were also asked to indicate their support of Monona's Public Library's hours of operation. Forty-four percent of survey respondents were generally supportive of the current hours of operation. In looking at specific schedule changes, the most popular response was the maintenance of Sunday hours during the school year. However, most respondents were not supportive of the addition of Sunday hours during the summer. The community was divided on the following issues: the opening the library at 9 a.m. on weekdays and the closure at 9 p.m. Monday through Thursday.

### **City Operations**

In this section, the community was asked for advice on Monona's current budget situation. The question read:

*As cut backs from the State are negatively affecting Monona's financial situation, taxes will be increased or services will be cut. In order to maintain current service levels, which would you prefer?*

- a) Do not raise taxes. Cut or eliminate city services.*
- b) Raise taxes. Do not cut city services.*
- c) A combination of both tax increases and service cutbacks.*
- d) No opinion.*

The survey respondents answered this question with a diverse mix of attitudes. In general, 60.4% of the respondents were in favor of some form of tax increase. Specifically, the majority of the respondents (41.9%) supported using a combination of both tax increases and service cutbacks. Following the majority, 32.6% of the population did not want taxes to be raised; rather they favored cutting or eliminating city services. Only 18.5% of the respondents favored a straight tax increase to maintain current service levels.

Following this question, those respondents that supported not raising taxes, were asked which services they supported cutting. The only service that the majority of respondents favored cut-backs on was public access television. The services that were most supported included: police; fire; EMS/ambulance; street repair; snow plowing; stormwater management; trash collection; brush removal; library services; parks and open spaces management; and outdoor pool hours. Respondents were equally

divided on the maintenance or cutbacks on the following services: public transportation, recreational programs, senior center hours, senior programs, and indoor pool hours.

The survey also asked the community to consider alternative options to current trash collection services. However, 46% of the respondents did not want their service changed, but preferred to maintain the existing service. Following this group, 28% favored 30-gallon containers as the basic service, while 21% favored 60-gallon containers.

Regulation of the storage of boats, campers, and recreational vehicles on front and side yards was the final survey question. 45.7% of the respondents favored the regulation of this type of storage, while 42.6% did not support the regulation and believed that regulations are okay as they are.

## Summer 2003 Community Survey

*Please circle the number or letter beside the word or phrase that best describes your answer. Do not skip any questions unless instructed to do so. Your answers will remain confidential, but this information is necessary to plan for growth and change in our community.*

1. Listed below are several transportation related items. For each one, please tell us whether you support improvement.		Strongly Support	Support Somewhat	Oppose Somewhat	Strongly Oppose	No Opinion
<b>TRANSPORTATION</b>	a. Residential Streets.....	1	2	3	4	5
	b. Collector Streets (e.g. Winnequah, Nichols, Dean, etc.).....	1	2	3	4	5
	c. Monona Drive.....	1	2	3	4	5
	d. <b>Broadway</b> .....	1	2	3	4	5
	e. Sidewalks.....	1	2	3	4	5
	f. Bicycle Trails.....	1	2	3	4	5
	g. <b>Public Transportation</b> .....	1	2	3	4	5
	h. Rail Transportation.....	1	2	3	4	5

2. Which of the following would you support to address the problem of excessive speeds on local roads?  
(CIRCLE ALL THAT APPLY)

- a. Narrower roads
- b. Speed bumps / humps
- c. Traffic circles at intersections
- d. Medians
- e. Other traffic calming devices
- f. Stricter enforcement of laws
- g. None
- h. Not sure

3. What type of economic development would you support in Monona?		Strongly Support	Support Somewhat	Oppose Somewhat	Strongly Oppose	No Opinion
<b>ECONOMIC DEVELOPMENT</b>	a. <b>More job opportunities</b> .....	1	2	3	4	5
	b. New retail shopping.....	1	2	3	4	5
	c. <b>New manufacturing facilities</b> .....	1	2	3	4	5
	d. <b>Providing incentives for businesses to locate and grow here</b> .....	1	2	3	4	5
	e. Commercial redevelopment along Monona Drive.....	1	2	3	4	5
	f. <b>Facilities to train workers</b> .....	1	2	3	4	5
	g. <b>Additional day care facilities</b> .....	1	2	3	4	5
	h. Expansion of public transportation routes.....	1	2	3	4	5

4. How would you support the development of housing in Monona, in each of the following categories?		Strongly Support	Support Somewhat	Oppose Somewhat	Strongly Oppose	No Opinion
<b>HOUSING</b>	a. <b>Single-family homes</b> .....	1	2	3	4	5
	b. <b>Assisted living housing</b> .....	1	2	3	4	5
	c. <b>Handicapped accessible housing</b> .....	1	2	3	4	5
	d. <b>Rental housing</b> .....	1	2	3	4	5
	e. Moderately priced homes.....	1	2	3	4	5
	f. Condominiums.....	1	2	3	4	5
	g. <b>Townhouses</b> .....	1	2	3	4	5
	h. Duplexes.....	1	2	3	4	5
	i. Apartments above commercial businesses.....	1	2	3	4	5
	j. Additional Apartments on Monona Drive.....	1	2	3	4	5
	k. <b>Additional Condominiums on Monona Drive</b> .....	1	2	3	4	5

**5. In planning for the future, which of the following do you think would be the most important steps that we should take to protect or improve the quality of our natural environment in Monona?**

NATURAL RESOURCES	Strongly	Support	Oppose	Strongly	No
	Support	Somewhat	Somewhat	Oppose	Opinion
a. <b>Maintain our existing parks and open spaces</b> .....	1	2	3	4	5
b. Preserve existing woodlands. ....	1	2	3	4	5
c. Improve the water quality of the Yahara River.....	1	2	3	4	5
d. Improve Lake Monona water quality.....	1	2	3	4	5
e. Stricter regulations on drinking water quality.....	1	2	3	4	5
f. <b>More neighborhood beautification projects</b> ...	1	2	3	4	5
g. <b>Continue trash collection and snow plowing</b> .....	1	2	3	4	5
h. Develop a stormwater utility to manage & fund flood control facilities	1	2	3	4	5
i. Better enforcement of existing laws and regulations.	1	2	3	4	5
j. <b>Other (Please specify)</b> .....	1	2	3	4	5
k. <b>None, our environment is fine the way it is</b> .....	1	2	3	4	5

**6. Do you agree with the importance of land use planning in the City of Monona?**

- LAND USE
- a. **Strongly Agree**
  - b. **Agree Somewhat**
  - c. **Disagree Somewhat**
  - d. **Strongly Disagree**
  - e. **No Opinion**

**7. Please indicate your support of the Monona Public Library's hours of operation:**

*Current Library hours are: Monday-Thursday 10-8 - Friday 10-6  
Saturday 9-5 - Sunday 1-4 (Only during the School Year)*

	<b>Strongly Support</b>	<b>Support Somewhat</b>	<b>Oppose Somewhat</b>	<b>Strongly Oppose</b>	<b>No Opinion</b>
a. <b>Open at 9 a.m. on weekdays</b> .....	1	2	3	4	5
b. <b>Close at 9 p.m. Monday through Thursday</b> .....	1	2	3	4	5
c. <b>Add Sunday hours during the Summer</b> .....	1	2	3	4	5
d. <b>Maintain Sunday hours during the School Year</b> .....	1	2	3	4	5
e. <b>Sunday hours are unnecessary</b> .....	1	2	3	4	5
f. <b>Current hours are adequate</b> .....	1	2	3	4	5

**8. As cut backs from the State are negatively affecting Monona's financial situation, taxes will be increased or services will be cut. In order to maintain current service levels, which would you prefer?**

- a. Do not raise taxes. Cut or eliminate city services.
- b. Raise taxes. Do not cut city services. (Skip to question 9)
- c. A combination of both tax increases and service cutbacks.
- d. No opinion.

**8a. If you support not raising taxes, which services would you support keeping and and which do you support cutting?**

CITY OPERATIONS

	<b>Strongly Support Maintaining Program</b>	<b>Somewhat Support Maintaining Program</b>	<b>Somewhat Oppose Maintaining Program</b>	<b>Strongly Oppose Maintaining Program</b>	<b>No Opinion</b>
a. <b>Parks and Open Spaces Maintenance</b> .....	1	2	3	4	5
b. <b>Indoor Pool Hours (High School)</b> .....	1	2	3	4	5
c. <b>Outdoor Pool Hours</b> .....	1	2	3	4	5
d. <b>Library Services</b> .....	1	2	3	4	5
e. <b>Recreation Programs</b> .....	1	2	3	4	5
f. <b>Senior Center Hours</b> .....	1	2	3	4	5
g. <b>Senior Programs</b> .....	1	2	3	4	5
h. <b>Police Services</b> .....	1	2	3	4	5
i. <b>Fire Services</b> .....	1	2	3	4	5
j. <b>Emergency Medical / Ambulance Services</b> .....	1	2	3	4	5
k. <b>Public Transportation</b> .....	1	2	3	4	5
l. <b>Street Repair</b> .....	1	2	3	4	5
m. <b>Snow Plowing</b> .....	1	2	3	4	5
n. <b>Stormwater Management</b> .....	1	2	3	4	5
o. <b>Trash Collection</b> .....	1	2	3	4	5
p. <b>Brush Removal</b> .....	1	2	3	4	5
q. <b>Other:</b> .....	1	2	3	4	5

**9. The City of Monona is considering establishing a basic service level of trash collection. For example, the basic service may include the collection of one 30-gallon container of trash each week and charging for additional containers of trash. What basic service level would you prefer?**

- a. 30-gallon container as basic service. Charge for additional trash containers.
- b. 60-gallon container as basic service. Charge for additional trash containers.
- c. 90-gallon container as basic service. Charge for additional trash containers.
- d. Maintain existing service.

**10. Should the City regulate the storage of boats, campers, and recreational vehicles on front and side yards?**

- a. Yes, regulate storage in yards.
- b. No, regulations are okay as they are.
- c. No Opinion

**Please Tell Us About Yourself:**

*The following information is intended for statistical purposes only. All of the information you provide will remain strictly confidential.*

PLEASE TELL US ABOUT YOURSELF

11. What is your age?

- a. 18 – 24
- b. 25 – 34
- c. 35 – 44
- d. 45 – 54
- e. 55 – 64
- f. 65 or older

12. How many people live in your household?

- under 18 years
- 18 years or older

13. Which of the following categories best describes your current housing situation?

- a. Homeowner
- b. Renter
- c. Non-resident land owner
- d. Other

14. How long have you lived in Monona?

- a. Less than 5 years
- b. 5 to 10 years
- c. 11 to 20 years
- d. More than 20 years

15. Are you male or female?

- a. Male
- b. Female

16. Which of the following general categories best describes your household income from all sources for 2002?

- a. Less than \$20,000
- b. Between \$20,000 and \$35,000
- c. Between \$35,001 and \$60,000
- d. Between \$60,001 and \$80,000
- e. Between \$80,001 and \$100,000
- f. More than \$100,000

*For more information concerning this survey or the Comprehensive Plan, please contact Brea Lemke or Paul Kachelmeier at Monona City Hall: (608) 222.2525.*

## APPENDIX H – GLOSSARY

**Crime clearance rate** - Defined as the number of crimes “cleared” by arrest, unfounded grounds, or other action that served to “clear” the crime.

**Earnings** – Earnings, as defined by the U.S. Census Bureau is “the algebraic sum of wage or salary income and net income from self-employment. Earnings represent the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc”.

**Family household (Family)** – The U.S. Census Bureau defines family to include “a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption. All people in a household who are related to the householder are regarded as members of his or her family. A family household may contain people not related to the householder, but those people are not included as part of the householder's family in census tabulations. Thus, the number of family households is equal to the number of families, but family households may include more members than do families. A household can contain only one family for purposes of census tabulations. Not all households contain families since a household may comprise a group of unrelated people or one person living alone.”

**Household** – As defined by the U.S. Census Bureau, “a household includes all the people who occupy a housing unit as their usual place of residence”.

**Income** – The U.S. Census Bureau defines ‘Total income’ as “the sum of the amounts reported separately for wages, salary, commissions, bonuses, or tips; self-employment income from own nonfarm or farm businesses, including proprietorships and partnerships; interest, dividends, net rental income, royalty income, or income from estates and trusts; Social Security or Railroad Retirement income; Supplemental Security Income (SSI); any public assistance or welfare payments from the state or local welfare office; retirement, survivor, or disability pensions; and any other sources of income received regularly such as Veterans' (VA) payments, unemployment compensation, child support, or alimony”.

**Per capita income** – The U.S. Census Bureau defines this term is the “average obtained by dividing aggregate income by total population of an area”.