

Village of Mazomanie
2020 Comprehensive Outdoor Recreation Plan



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I. Introduction

The Village of Mazomanie Parks and Recreation Committee presents this Comprehensive Outdoor Recreation Plan (CORP) as the basis for assurance that adequate park, open space and recreational resources are available for both present and future residents of the Village and in support of its long-range vision for sustainable growth and development. This plan recognizes that the Village of Mazomanie has its own set of unique needs and opportunities that can be best met through a planning and implementation process involving the Village Board, Parks and Recreation Committee, Village staff, and residents.

The Village of Mazomanie is a moderately growing community in Dane County. As the Village continues to expand, additional park areas must be acquired and developed. Recreation planning has become an essential element of long-range community planning and part of a framework for local economic development. Increased leisure time, renewed emphasis on physical fitness, and the need to find relief from the pace of life in urbanizing communities has underlined the need for expanded recreational facilities. In addition, parks serve the valuable function of providing green open space in an increasingly urbanizing environment. As a community grows and densities increase, parks function as the focal point for community aesthetics. They also serve as important habitats for urban wildlife and as laboratories for environmental and conservation education.

With its ideal location in the Driftless region, the Village sees the potential to become a recreational hub to the region and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, horseback riding, camping, cross country skiing, and snowmobiling.

An attempt has been made in planning Mazomanie's parks to view outdoor recreation facilities as part of a system serving diverse functions for all community members and stakeholders. A park is not a single-use facility serving only limited groups in the community. Rather, there needs to be an emphasis on providing diverse outdoor recreational opportunities for all ages and social groups and to help foster local economic development. In viewing the parks as part of a system, such issues as access, neighborhood aesthetics, and multiple uses of environmental resources are elements of parks and recreation planning.

The Village is home to several unique landscape features including Black Earth Creek, Lake Marion, and Conservancy Bluff, and is adjacent to the Lower Wisconsin State Riverway and thousands of acres of county and state public lands. The Village of Mazomanie wishes to protect, preserve, and enhance these unique features. The Village recognizes that the protection of natural areas benefits both wildlife and people.

Development pressures facing the Village present unique requirements and opportunities for the community to provide a balance of traditional management concepts and the provision of urban-like facilities and services. The desire of the Village to maintain a “small-town character” dictates that development opportunities incorporate open space requirements and that significant land resources be devoted to parks, open space, and recreational facilities.

Comprehensive Outdoor Recreation Plans (CORP) are required by the Wisconsin Department of Natural Resources to be eligible for grant programs, including the development of parks and trails. They must be updated every five years to maintain eligibility.

This Plan has been developed by the Village using the 2009 Comprehensive Plan, the 2015 Community Outdoor Recreation Plan, and the 2016 Mazo 2020 Economic Positioning Strategy. An up-to-date CORP is required to be eligible for participation in State and Federal funding in addition to establishing and reinforcing the fundamental planning direction for Village parks and recreation areas.

This Plan consists of a description of the planning method and region, an inventory of existing resources and facilities, a needs assessment, and an action plan.

The CORP should be reviewed each year and be updated at least every five years in order for the Village to remain eligible for all available funding opportunities. The Village shall obtain public comments and assess community attitudes for the purpose of informing residents about the Plan and modifications thereto. After such public participation, the Village Board of Trustees, shall adopt the plan, as amended.

This CORP is not intended to be a static document; rather, the Plan will continue to evolve as the Village’s needs and goals change and new priorities are identified. Plan amendments are common and should be considered part of the planning process between plan adoption and the next, five-year formal plan update. Amendments must follow the same process as the original plan as outlined in this section.

II. Plan Goals & Policies

The following Comprehensive Outdoor Recreation Plan goals and policies are statements that will apply in general to all endeavors of the Village’s Parks and Recreation Committee and Board of Trustees. Following each goal are policies and philosophies that will be used to implement the goals of this plan. These policies are not all-inclusive and are intended only to outline general recreation policies. These policies are to be used together with the “Agriculture, Natural & Cultural” policies in the Village of Mazomanie Comprehensive Plan.

Goal A: Provide adequate park, recreation, and open space facilities for the enjoyment of all segments of the Village’s population. Policies:

- To recognize the differing nature of open space needs, from locally provided neighborhood parks and community-wide facilities, to County-maintained large-scale resource areas.

To encourage the development of parks and open spaces accessible to all residents as well as using open space preservation as a vehicle for protecting the historic, aesthetic, and cultural heritage of Mazomanie.

- To provide outdoor recreation facilities for Mazomanie residents, regardless of age and physical condition, that achieve maximum individual and family health through those outdoor activities which promote cardiovascular fitness and high-level wellness.

Goal B: Take full advantage of the Village’s cultural and natural resources, realizing that these are for the most part finite and irreplaceable. Policies:

- To guide the location and design of urban development in order to minimize potential adverse impacts on the quality of ground and surface waters.
- To develop a program of designation and acquisition of open space and resource protection areas, with lands to be acquired in advance of need to reduce purchase costs and to provide additional features for the guidance of the design and location of subsequent development.
- To recognize that the Village of Mazomanie’s unique identity is in part defined by the scenic vistas and open space provided by agricultural lands east of the Village and wetlands to the north. The Village recognizes that these lands provide benefits beyond economic value.
- To adopt mapped environmental corridors for the preservation of natural resources, including the open space system, and natural vistas as guidance tools for the location and pattern of developed areas.
- To act to become a recreational hub to the region and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, horseback riding, camping, cross country skiing, and snowmobiling.

Environmental corridors include those lands forming continuous, linear systems of natural resource features and/or public open space and recreation lands. Examples of features within an environmental corridor include parks, recreation trails, wooded steep slopes, water drainage parkways, wetlands and floodplains.

Goal C: Preserve the natural features within the Black Earth Creek watershed. These features include such areas as lakes, streams, wetlands, prairies, and woodlands. Policies:

- To preserve the bluffs south of the Village.
- To encourage land use patterns and practices that preserve the integrity of the natural water-related system, including the balance between ground and surface waters.
- To incorporate natural drainage patterns and erosion control measures in the design of urban development.

- To preserve the role of wetlands and woodlands as essential components of the water-related system as well as valuable wildlife habitat, and to restore degraded wetland resources where possible.
- To protect floodplain areas, emphasizing their value to the community as potential focal points of natural beauty and recreation.

Goal D: Provide better pedestrian, bicycle, and vehicular access to all parks and recreation facilities. Policies:

- To provide for a comprehensive trail system to connect all existing and proposed park and recreational facilities.
- To provide for a trail hub in the center of Village that connects to parks, outlying areas of the Village, area schools, and toward Middleton.

Goal E: Restore and preserve potential natural areas such as highway rights-of-way.

Goal F: Realize that there is an important link between recreation development and environmental quality. Through proper environmental planning the Village can maintain a positive relationship with the environment. Policy:

- To develop a system of open spaces which would be multifunctional in nature, providing storm drainage, neighborhood recreational space, and a secondary circulation system for pedestrians and bicycles, and linked where possible with other recreational and resource open space areas and corridors.

III. Definitions

The definitions used in this Plan have been modified and simplified from standard definitions often utilized in other outdoor recreation plans to better reflect the current and planned size and context of the Village of Mazomanie. Since Mazomanie is a relatively small community, it is not feasible or desirable for the community to support larger sizes as typically defined. Instead single park areas should fulfill the functions of a variety of types so that there is a diversity of recreational opportunities available in the community.

Playlots and Totlots

This type of facility is essentially a substitute for the backyard for higher-density areas. Neighborhoods where there are concentrations of multi-family housing may require playlots. These may be provided by an apartment complex developer or by the community. Playlots may also be provided as a section of a neighborhood park or playground. Site development should include walkways, benches, landscaping and a designated totlot with sandboxes and play devices for preschoolers. The recommended service area for a playlot or totlot is the immediate facility and in no case no more than one-eighth of a mile radius from the lot.

Neighborhood Park

Neighborhood parks provide open space and opportunities for active and passive recreation for both young and old (particularly the elderly and mothers with young children). Ideally, these parks should be located no more than one-quarter mile from home and, if possible, should be associated with a natural feature. Access to these recreation areas should be safe and easy, avoiding major thoroughfares or other obstacles. The desirable size for neighborhood parks is 3.5 acres to 6.0 acres with a minimum size of approximately 2.0 acres. Site development should include walkways, benches, picnic facilities and play equipment, open space for field games, and parking facilities

Neighborhood Playground

A neighborhood playground is usually provided in conjunction with an elementary school and mainly serves the recreation needs of children ages 5 to 12. The playground's size is dependent on the types of activities it supports and facilities it provides. Playground apparatus, ballfields, basketball courts, and open playfields are common in these areas. The service area for such a recreation area is highly variable, but a radius of one-quarter mile is common.

Playfield

A playfield provides active and organized recreation space for older youths, adults, and family groups. It is designated to accommodate activities that cannot be included at smaller sites. A separate area for spectators is generally desirable. Playfields are often part of school grounds and community parks.

Because some portions of the playfield may be used for highly competitive sports, proper site location or a landscaped buffer strip should be utilized to protect nearby residential properties from noise and disturbance. The playfield should be accessible by way of a major street and should have provisions for off- street parking. Minimum acreage for a playfield is 5 acres with a service area of one-half to three-quarters of a mile—for the Village currently this should serve the entire community. A more desirable acreage for a playfield is 8-12 acres.

Community Park

This type of park usually serves the entire community and is under municipal administration. Although size is not always a sound criterion for classifying parks, it is generally recognized that community parks are more spacious than neighborhood parks or playgrounds. In addition to the kinds of facilities provided at neighborhood parks, these parks may provide swimming pools, hiking, or bicycling trails, more elaborate playfields with spectator facilities, shelter and toilet buildings, and tennis courts.

Trails and Linear Parkways

This type of area includes sidewalks, officially designated bicycle trails, snowmobile trails, hiking trails, and pathways connecting neighborhoods with parks, schools, and other recreational areas. Often, such lands are leased or contained on the right-of-way of existing transportation corridors. Linear parkways may include minimal facilities such as benches, picnic tables or playlots. The most efficient linear trail systems either connect to a larger trail system or have a defined final destination.

Specialized Recreation Areas

Golf courses, historic sites, conservancy areas, and floodplains are examples of specialized recreation areas. Most of these have limited active recreation value and are developed for specialized recreation or are not always available for use by the public. Ownership may be public, quasi-public or private. Although such areas are not usually considered parks, it must be recognized that specialized areas are important adjuncts to a community and its parks program.

Conservancy Park

Conservation parks have no minimum size requirements; however, areas are generally of sufficient size to enable desired protection of the features within the site. They consist of environmentally important areas in their natural state, such as native plant communities, wetlands, geological features and, in some cases, represent purely aesthetic values. They may provide outdoor study facilities for school and/or public use.

Greenways

Greenways have no minimum acreage requirements. They follow principal utility easements or stormwater drainageways serve to maintain proper drainage levels, groundwater stabilization, and utility access. They may be enlarged at specific locations and provide the required area and facilities for a park. Existing drainage greenways are considered as having potential for park use when sufficient area exists for such use without significant alteration of the existing topography.

IV. Planning Region

The Village of Mazomanie is located in the western half of Dane County, surrounded mostly by the Town of Mazomanie. The Village shares a relatively short boundary with the Town of Black Earth to the south. The Village boundaries have expanded slowly over the years. Due to natural barriers such as flood plains and wetlands, the Village is largely unable to expand to the north. However, land to the west and south of the Village is classified by Dane County as acceptable for building and therefore presents some potential for expansion. The Village annexed a large area to the east in 2006 in order to accommodate neighborhood growth, which includes long-range planning for residential, commercial, and open space uses. The current property owner has not sought Village approval for its development

A. Social Characteristics

Mazomanie is a moderately growing community with an estimated January 1, 2019 population of 1,679 residents, according to the Wisconsin Department of Administration (DOA). Mazomanie has been, and is expected to be, one of the slow to moderately growing communities in Dane County. The DOA projects that the Village will grow to a total population of 1,780 residents by the year 2025.

Past Trends

The chart below shows the population growth patterns in the Village of Mazomanie between 1970 and 2019. The Village of Mazomanie grew at a rate of 1 percent per annum throughout much of the 1990's and the first decade of the 2000's. Between 2000 and 2019 the Village saw

an estimated increase of population of 27 persons for an annual increase of 0.18 percent. Past trends for the Village’s total population, number of households and average household size are reflected in Table 3.1.

Table 3.1 Population Trends for Village of Mazomanie

Year	Population Estimate	% Change	# of Households	Avg. Household Size
1970 Census	1,217	--	N/A	N/A
1980 Census	1,248	2.5	N/A	N/A
1990 Census	1,377	10.3	508	2.7
2000 Census	1,485	7.8	594	2.5
2007 Estimate/Projection †	1,606	8.1	N/A	N/A
2008 Estimate/Projection †	1,624	1.1	N/A	N/A
2010 Census	1,652	1.7	689	2.4
2019 Estimate/Projection †	1,679	1.63	744	2.33

Sources: Wisconsin Dept. of Administration and U.S. Census Bureau

† 2007 and 2008 Household Figures are Projections from Wisconsin Dept. of Administration

Population Projections

The DOA prepares population estimates and projections for all municipalities in the state. Table 3.2 reflects the population estimates and projections for the Village of Mazomanie. The projected increase of 213 residents between 2000 and 2040 would reflect an increase of 12.9 percent.

Table 3.2 Village of Mazomanie Population Projections

Growth Projections	2025	2030	2035	2040
Population	1,780	1825	1,850	1865
Households	772	799	818	830
Persons per Household	2.31	2.28	2.26	2.25
% Increase in Population from 2010 Population	7.7	10.5	12	12.9

Source: Wisconsin Dept. of Administration

Demographics

The median age of Village residents (36.2.3 years) is slightly higher than for Dane County (34.9) and slightly lower than for the State of Wisconsin (39.6). Table 3.3 provides a breakdown of the Village’s population by age group from the 2017 American Community Survey. (Source: U.S. Census, Bureau 2017 American Community Survey)

Table 3.3 Village of Mazomanie Age Distribution (Year 2017)

Age	Number	Percent of Total
Under 5 Years	136	7.7
5 to 9 Years	152	8.7
10 to 14 Years	79	4.5
15 to 19 Years	90	5.1
20 to 24 Years	83	4.7
25 to 34 Years	314	17.9
35 to 44 Years	207	11.8
45 to 54 Years	246	14
55 to 64 Years	248	14.2
65 to 74 Years	129	7.3
75 and Older	73	4.2
Total	1757	--

Source: U.S. Census Bureau, 2017 American Community Survey

Between 2006 and 2019, the number of new housing starts in the Village of Mazomanie fluctuated from a high of 19 new dwelling units in 2006 to low of zero new dwelling units in 2014. Table 3.4 provides a breakdown of the number of new home building permits issued by the Village of Mazomanie between the years of 2006 and 2019.

Table 3.4 Village of Mazomanie New Home Permits

Year	Number of Permits
2006	19
2007	8
2008	3
2009	7
2010	6
2011	1
2012	1
2013	3
2014	0
2015	1
2016	2
2017	3
2018	9
2019	8

Source: U.S.State of the Cities Data Systems

B. Physical Characteristics

General Setting

Source: Wisconsin Land Legacy Report. Wisconsin DNR, 2002, 2006

The Village of Mazomanie is located on the boundaries of several Ecological Landscapes as defined by the Wisconsin Department of Natural Resources (DNR). The Village is located primarily within the Western Coulee & Ridges Landscape but lies within close proximity to the Central Sand Hills, Southwest Savanna and Southeast Glacial Plains Landscapes.

Western Coulee and Ridges Landscape

This ecological landscape is characterized by highly eroded, unglaciated topography. Steep-sided valleys are heavily forested and often managed for hardwood production. Agricultural activities, primarily dairy and beef farming, are typically confined to valley floors and ridge tops. Large, meandering rivers with broad floodplains are also characteristic of this landscape. They include the Mississippi, Wisconsin, Chippewa, Black, La Crosse, and Kickapoo. The floodplain forests associated with these riverine systems are among the largest in the Upper Midwest. Spring fed, coldwater streams that support robust brown and brook trout fisheries are common throughout the area. Soils are typically silt loams (loess) and sandy loams in the uplands and alluvial or terrace deposits in the valley floors.

Water Resources

Black Earth Creek

The Village is located within the Black Earth Creek Watershed, which covers 103 square miles in western Dane County and the northeastern corner of Iowa County. Black Earth Creek eventually drains into the Wisconsin River to the west of the Village. The glaciated morainal landscape within this watershed contains many depressions and internally drained areas that provide excellent infiltration of rainwater. The subsequent groundwater recharge is responsible for baseflow in Black Earth Creek, which is listed by the DNR as an exceptional resource water. The Black Earth Creek Watershed has been extensively monitored and many best management practices have been implemented. The DNR, U.S. Environmental Protection Agency (EPA), United States Geological Survey (USGS), Natural Resource Conservation Service (NRCS), Dane County, and other groups have all played an important role in the analysis and protection of Black Earth Creek.

The United States Geological Survey (USGS) in 2009 completed a preliminary groundwater model for the Black Earth Creek Watershed. This model will identify current groundwater flow patterns throughout the watershed. As part of this research, the USGS will identify recharge areas and springs and estimate the amount of base-flow within local streams. After completion, the model will help to quantify the impacts of development and land use changes on groundwater recharge.

The Black Earth Creek valley encompasses a very scenic portion of the border between the unglaciated and the glaciated parts of the state. The area is a mix of rolling hills and deeply dissected ridges and valleys, consisting primarily of farmed ridgetops and bottomlands with wooded hillsides. Some large prairie, oak opening and oak woodland restoration projects are already underway. Black Earth Creek is one of the most productive and heavily fished trout waters in the Midwest. Intensive agriculture and increasing urbanization of the watershed affect

water quality and quantity and limit natural trout reproduction. Indian mounds and petroglyphs can be found in several locations in the valley. In addition to its ecological values, the valley could provide very significant recreation opportunities for fishing, off road biking, hiking, snowshoeing, cross-country skiing, and horseback riding, among other outdoor recreation activities. Although some public properties, notably fishing access easements, exist within the valley, with over 400,000 people in the nearby Madison metropolitan area, this place could be critical to meet growing demands for outdoor recreation.

Lake Marion

Lake Marion is a 15-acre former millpond on the southeastern edge of the Village, between the railroad and Highway KP. The Village recently converted the lake's water supply from an aging diversion dam on Black Earth Creek to a newly constructed high-capacity groundwater well, installed a new lakebed liner to fix a historic problem of leakage from the manmade impoundment, and refilled the lake to a maximum depth of 10 feet. The Village manages the lake primarily as a family recreational fishery with other uses by permission.

Flora and Fauna

The Bureau of Endangered Resources, part of the Wisconsin Department of Natural Resources, maintains a database of threatened and endangered species and their locations throughout the state. The Bureau also maintains the state's Natural Heritage Inventory (NHI). This program maintains a database of the status and locations of rare and endangered species found or potentially found throughout the state. In order to protect these species, their specific locations are not provided. However, there are both aquatic and terrestrial endangered species and habitats in multiple locations throughout the Town of Mazomanie, and potentially within or adjacent to the Village of Mazomanie.

Species

- Black Redhorse
- Ornate Box Turtle
- Slender Glass Lizard
- Regal Fritillary
- Butterfly (Mussel)
- Sheepnose
- Higgins' Eye
- Yellow & Slough Sandshells
- Pink Milkwort
- Pale False Foxglove
- Prairie False-dandelion
- Prairie Indian-Plantain
- Small Forget-me-not
- Prairie Turnip
- Whip Nutrush
- White Camas
- October Lady's-tresses
- Great Plains Lady's-tresses
- Pickerel Frog
- Blanding's Turtle

- American Eel
- Least Darter
- Prairie Deer Mouse
- Prairie Vole
- Predaceous Diving Beetle
- Planthopper
- Phyllira Tiger Moth
- North American Racer
- Gophersnake
- Elktoe
- Bell's Vireo
- Paddlefish
- Shoal Chub
- Blue Sucker
- Prairie Leafhopper
- Rock Pocketbook
- Monkeyface
- Wartyback
- Buckhorn
- Fawnsfoot
- Prairie Parsley
- Hill's Thistle
- Pale Purple Coneflower
- Roundstem Foxglove
- Pale Green Orchid
- White Lady's-slipper
- Purple Milkweed

Habitats

- Floodplain Forest
- Southern Sedge Meadow
- Calcareous Fen
- Wet Prairie
- Shrub-carr
- Alder Thicket
- Springs and Spring Runs, Hard
- Stream—Slow, hard, warm
- Dry-mesic Prairie

Source: Wisconsin Department of Natural Resources, Natural Heritage Inventory, April 2019

V. Needs Analysis and Parks Standards

A. 2020 Community Survey Results

The following survey results are taken from a survey conducted in the first quarter of 2020 as part of the Village's updating of both its Comprehensive "Smart Growth" Plan and this Community Outdoor Recreation Plan. The Survey Research Center (SRC) at the University of Wisconsin – River Falls conducted the survey for the Village as part of its effort to obtain broad public participation in the plan update process.

In mid-January 2020, the SRC mailed surveys to 749 Village of Mazomanie households and non-resident property owners for which mailing addresses were available. The initial mailing contained a cover letter describing the purpose of the survey, a questionnaire, and a postage-paid return envelope. A URL to an identical online version of the mailed survey was provided in the cover letter for those who preferred to complete the survey electronically.

A postcard reminder was sent to non-respondents two weeks after the initial mailing and this was followed by a second questionnaire in mid-February. An informational flyer was included in the second mailing of the survey advertising a community visioning meeting held on February 26, 2020. The purpose of the community meeting was to provide general information about the Comprehensive Plan, explain why it is being updated, and invite people to get involved. The data collection time frame was 7½ weeks and was completed prior to the governor's March 12 declaration of the COVID-19 public health emergency.

The response exceeded expectations and surpassed the goal of 247 responses needed for a confidence interval of plus/minus 5%, which is a widely accepted standard for statistical analysis. **Out of 693 delivered surveys, the SRC received 322 usable surveys which were completed by mail (293) or online (29).** The response rate was 46%. With 322 completed surveys, the results provided in this report are expected to be accurate to within plus/minus 4 percent with 95 percent confidence. The full survey and results are included as Appendix A.

Recreational Opportunities

Lion's Park and Lake Marion Park are the most heavily used of the Village's park and outdoor recreational facilities. One question asked respondents to identify the recreational activities in which members of their household engaged. The most popular activity was walking/running, with 75 percent of Village households participating. Biking and picnicking came in a near second and third place with 50 percent and 49percent, respectively, closely followed by fishing at 46 percent

Table 3.5 In which of the following recreational activities do you or members of your household participate? (Multiple Choices Allowed)

Activity	Percentage
Running/Walking	75
Bicycling	50
Picnic/Cookout	49
Fishing	46
Swimming	40
Dog Exercising	39
Bird/Wildlife Viewing	39
Hunting	33
Athletics	28
Winter Sports	23
Paddle Sports	18
Snowmobiling	8
Other	8

Trail Connections

Survey respondents were asked whether the Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County. Eighty percent of respondents either agreed or strongly agreed that the Village should cooperate with other municipalities in regard to the trail system

Table 3.6 The Village should consider cooperating with other communities regarding an expanded multiuse recreational trail system for this region.

	Percentage
Strongly Agree	34%
Agree	46%
Disagree	4%
Strongly Disagree	3%
No Opinion	12%

Natural Resources

Village Residents were presented with a list of four natural resource items and asked how important it is to use planning and regulations to address each item. Respondents showed that they place a high level of importance on the protection of both surface water and groundwater quality. More than ninety percent of Village respondents indicated that it was important or very important to protect these two resources. Two other questions related to Black Earth Creek and its floodplain. A majority of respondents favored enhancing Black Earth Creek as a recreational amenity. A clear majority of 63% regarded favored removal of existing structures from the Creek’s floodplain, while 15 percent said that it was unimportant or very unimportant and 23 percent had no opinion.

Table 3.7 How important is it for local planning and zoning to address the following:

	Very Important	Important	Unimportant	Very Unimportant	No Opinion
Remove existing structures from within the floodplain of Black Earth Creek	23%	40%	12%	3%	23%
Protect ground-water quality	61%	30%	1%	0%	7%
Protect surface water quality	53%	37%	2%	1%	8%
Enhance Black Earth Creek as a recreational amenity	23%	40%	14%	5%	18%

Table 3.8 How do you feel about the number of park and open space areas in the Village?

Too Few	10%
About Right	78%
Too Many	3%
No Opinion	9%

Table 3.9 Are there areas of the Village that need more park area? *Multiple Choices Allowed*

No	38%
Along Black Earth Creek	27%
Lake Marion	22%
South of Highway 14	20%
New Subdivisions	17%
North Side of Village	8%
East Side of Village	8%
Enchanted Forest Subdivision	7%
Downtown	5%
Elementary School	4%

Other	4%
Crocker and Wall streets	3%
West Side of Village	3%

Table 3.10 Which of the following facilities need improvement (or new construction)? *Multiple Choices Allowed*

Sledding Hills	31%
Walking Paths	29%
Black Earth Creek	28%
Mazomanie Bluff	26%
Bike Paths	23%
Playground Equipment	22%
Other	17%
Basketball Courts	16%
Tennis Courts	15%
Picnic Areas	14%
Baseball Fields	11%
Cross Country Skiing Trails	6%
Soccer Fields	6%
Promenade	5%
Splash Pad	2%

Table 3.11 Should the county and DNR be encouraged to develop trails in adjacent public lands?

	Village
Yes	57%
Maybe	25%
No Opinion	12%
No	6%

B. Establishment of Park and Open Space Planning Standards

This section of the CORP deals with two types of standards: minimum acreage requirements, and activity. The first is accomplished by assigning a gross acreage requirement for each 1,000 persons in the community. The gross space standards serve as a general guide to the amount of park land and gross open space to be provided.

The previously adopted standard was 15 acres of park land per thousand residents based on previous Dane County standards. The County did not renew or establish any minimum goals for acres per 1,000 persons in subsequent POSPs adopted in 2006, 2012 and 2018. The Village,

therefore, has had the option of establishing a standard suited to the Village’s specific needs and wants for the future. The Parks and Recreation Committee consensus at a public review meeting in 2009 was that current park space in the Village was adequate and the standard should reflect the ratio of acres per 1,000 persons currently existing in the Village. This 2020 update of the CORP, consistent with current community opinion that park space in the Village remains adequate, renews that standard, and uses the Wisconsin DOA 2019 estimate of 1,679 as the base population.

Gross Acreage Requirements

For Neighborhood through Community Parks the ratio is 33.37 acres per 1,000. For natural and conservancy areas it is 24.25 acres per 1,000[†]. **Standards were rounded to closest tenth resulting in standards of 33.4 acres/1,000 for parks and 24.25 acres per 1,000 for nature and conservancy areas.**

These standards are reflected in the following two tables. Total acreage needs and supply are reflected in Table 5.1. Activity-related standards and acreage breakdown by park type are included in Table 5.2 and are expressed in terms of number of people per activity, such as one baseball diamond per 1,000 people. Other activities, as they relate to the community are also noted.

Table 3.12 Existing and Forecast Standard Park Acreage Minimums *

Year	Population Estimate	Land Needed	Land Supply **	New Required
2000	1,485	49.6 acres	49.7 acres	- 0.1 acres
2008	1,624	54.2 acres	54.2 acres	0.0 acres
2010	1,652	55.2 acres	54.2 acres	0.2 acres
2014	1,664	55.6 acres	54.2 acres	1.4 acres
2019	1,679	56 acres	54.2 acres	3.6 acres
2025	1,780	59.5 acres	54.2 acres	5.3 acres
2030	1,825	61 acres	54.2 acres	6.8 acres
2035	1,850	62 acres		
2040	1,865	62 acres		

* Source: Wisconsin Dept. of Administration—2000, 2010 actual figures; 2014-2040 projections

** Designated park space only—does not include conservancy land.

Table 3.13 Existing Park Facilities and Planning Standards

	Acres	Baseball/Softball										Tennis	Basketball	Soccer	Trails	Playground	Pools	Shelter	Restroom Facilities	Park Furniture	
Playlots and Neighborhood Parks (NP)																					
Appleby Circle Park	1.3																				
Pheasant Ridge Run Park	2																				
Community Park (CP)																					
Lions Park	31	3																			
Lake Marion Park	17																				
Westland Promenade	4.5																				
Totals	55.8	3	2	3	2	2	2	1	6	2	2	1	6	2	2	19					
Acres per Thousand Population	33.23																				
Planning Standard/1,000 Pop.	33.40																				
Current Surplus/Deficit	0.2																				
Required Acreage to meet Standard (Year 2030)	61																				
Assessable Acreage Needed to Meet Proposed Standard (Year 2030)	5.2																				
Nature Areas/Conservancies (N/C)																					
Enchanted Forest Conservancy	22.6																				
Forest Edge Detention Basin	1.7																				
Lake Marion	27																				
Conservancy Bluff	13.5																				
Whitechapel Greenway	1.6																				
Eva Wolf Conservancy	6.2																				
Totals	72.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					
Acres per Thousand Population	43.24																				
Planning Standard/1,000 Pop.	24.25																				
Current Surplus/Deficit	31.9																				
Required Acreage to Meet Standard (Year 2030)	44.3																				
Assessable Acreage Needed to Meet Proposed Standard (Year 2030)	0																				
Facilities Owned By Other Entities																					
Mazomanie Elementary/Wisconsin Heights SD	6	1																			
Walking Iron County Park	287																				
Totals	294	1	0	0	0	0	2	1	0	0	2	1	0	0	0	2					
Total	128.4	4	0	0	2	3	4	3	1	6	2	21									
Existing Facilities Per Thousand Population	76.5	2.46	1.85	1.23	1.85	1.85	2.46	1.85	0.62	3.69	1.23	12.93									
Planning Standards Units per Thousand	57.65	2.50	2.00	1.25	1.25	2.00	2.50	2.00	N/A	3.75	1.25	13.00									
Current Surplus/Deficit	31.6	3	0.25	0.03	-0.97	0.06	0.06	0.25	N/A	0.09	0.03	0.11									
Total Required (Year 2030)	105.2	4.87	3.89	2.43	2.43	3.89	4.87	3.89	N/A	7.30	2.43	25.30									
Assessable Amenities to Meet Planning Standard (Year 2030)	0	1	1	0	0	1	1	1	N/A	1	0	4									

VI. Review of Relevant Plans

A. Summary of Past Outdoor Recreation Plans

The most recent predecessor to this plan was the Village of Mazomanie Outdoor Recreation Plan adopted in 2015. The 2015 plan established park and outdoor recreation objectives and policies for the Village. Many of these remain a part of this updated 2020 CORP, although supported with current demographics and community attitudes and expanded direction for local growth and sustainable development

B. “Mazo 2020” Village of Mazomanie Economic Positioning Strategy

This document, adopted by the Village in January 2016 after consultation with major local institutions, presents a clear vision for the community that can help guide public and private decision-making toward a vibrant and sustainable future. Mazo 2020 recognizes the strategic importance of developing new outdoor recreation opportunities to retain residents, attract visitors, and bring new business downtown. It calls for community action to make Mazomanie a recreational hub to the region and serve as a land and water crossroads for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddle sports, horseback riding, camping, cross country skiing, and snowmobiling. Developed after construction of Wolf Run Trail in 2013-2015, Mazo 2020 urges development of additional trails and regional trail connections to Middleton as well as to Great Sauk State Trail and Devil's Lake State Park.

C. Village of Mazomanie Lake Marion Long-Term Management Plan

The Lake Marion Management Plan adopted by the Village in December 2014 followed a study prepared for the Village of Mazomanie in 2010 by students of the UW-Madison Water Resources Management Practicum under the leadership of Professor Kenneth Potter, Department of Civil & Environmental Engineering. The 2010 WRM Report served as a basis for earlier decisions surrounding Lake Marion, dam removal, and local Black Earth Creek river restoration and trails projects through 2014. In July 2014, the Village of Mazomanie established the long-term goal to maintain Lake Marion as a family recreational fishery. The 2014 study and management plan built upon the 2010 WRM Report to further investigate gaps in information such as sediment and seepage studies; to assess feasibility of alternative management actions; to present project scenarios that the Village could pursue to take immediate action on to reach the plan's goals and objectives; as well as to discuss long-term operation and management needs for maintaining the resource in perpetuity.

D. Dane County Parks and Open Space Plan (POSP) 2018-2023

The Dane County Parks and Open Space Plan is intended to identify “significant cultural, historical and natural resources” to be considered for possible protection, preservation, or restoration. The Plan also identifies countywide recreational needs. The Plan primarily focuses on parks and trails owned by the County. Several of these facilities are located near the Village of Mazomanie.

The current Dane County POSP, adopted in 2018, pointed out population trends important to planning the future county recreation needs and relevant to the Village's CORP. From 2010-2017, the population in Dane County increased by 36,714 people (+7.52%), which was more than any other county in the state. The City of Madison was estimated to have the fastest proportional change (+7.23%) and the largest numeric change (+16,864 people) in population

from 2010-2017 among large cities in Wisconsin. By 2040, the Wisconsin Demographic Service Center projects the population of Dane County to be 606,620*; an increase of approximately 24.3%, one of the highest expected growth rates in the state.

- By 2040, the largest increases are expected to be in residents over the age of 65, with 2-2.5 out of every 10 residents in Dane County are projected to be over the age of 65.: Dane County will have approximately 121,470 people over the age of 65 by 2040, according to the Department of Health Services, Division of Long Term Care 2015 data. the elderly demographic is growing at a rate 3 times as rapidly as youth groups. The Dane County POSP recommendations include:
 - The continued projected growth of the 65 and older county population supports the ongoing priority to develop more trail and passive recreation activities and maintain current rural landowner relationships on priority acquisition projects.
 - Retirement age population projections are of particular interest to Dane County Parks as they provide the majority of volunteer help and oftentimes lead school and youth activities. Engaging youth to take an early interest in parks and conservation is critical to the long-term success of the park system.
 - Youth oriented facilities should continue to be a priority for Dane County Parks as projections show increases in youth age groups by 2040.
 - Dane County has one of the highest and most diverse ethnic populations in south central Wisconsin. The Hispanic population is the fastest growing ethnic group in Dane County, and bilingual signage and website information should be considered.

Black Earth Creek Natural Resource Area (Towns of Black Earth, Berry, Mazomanie, Cross Plains, Middleton, 94 acres)

Black Earth Creek is nationally known for its excellent trout fishing. Some of the lands along the creek are owned by the Wisconsin Department of Natural Resources as public fishing and wildlife habitat areas. Future land acquisitions would seek to fill in the gaps between existing publicly owned lands and to protect the scenic quality of the stream corridor. The Dane County Regional Planning Commission completed a project plan for Black Earth Creek in 2003 that was adopted by the Dane County Board. A master plan for the Sunnyside property was completed in 2010. The City of Middleton is working with a variety of partners on the creation of an Olympic winter sports training facility west of the Pleasant View golf course. Dane County recently announced plans to purchase an adjacent 79 acres now privately owned to add to the BEC NRA. The Dane County POSP recommendations within or near the Village of Mazomanie include:

- Continue working with Groundswell Conservancy on its identified priority areas within the project boundary, including acquisition of conservation easements from ridge top to ridge top between Cross Plains and Mazomanie.
- Investigate allowing hunting on county lands adjacent to Wisconsin Department of Natural Resources public hunting grounds where compatible with other park uses.
- Continue to foster planning of the future Black Earth Creek Trail (formerly known as the Good Neighbor Trail).

Walking Iron County Park (Town of Mazomanie, 288 acres)

Walking Iron County Park is located in northwestern Dane County adjacent to the Village of Mazomanie. The park contains native sand prairies and a segment of Black Earth Creek. Access to the park is primarily through the Lions Park in the Village of Mazomanie. Extensive restoration efforts are being undertaken to restore prairie and woodland forests.

The Dane County POSP recommendations within or near the Village of Mazomanie include:

- Prepare a master plan to further investigate how recreation and stewardship activities at this park can be improved and enhanced.
- Explore expansion of equestrian trails into newly acquired lands as available and consider possible connection to Blackhawk state riding area.
- Continue to work with Friends and Wisconsin DNR on concepts of trail connections to the Lower Wisconsin Riverway.

Walking Iron Natural Resource Area (Town of Mazomanie, 2,688.1 acres)

In 2008 Dane County acquired over 1,000 acres of property known previously as 7A Farms in the Town of Mazomanie. This property provides a continuous connection of public land between Walking Iron County Park and WDNR Lower Wisconsin Riverway lands to the north. The connection of these areas will create a premier corridor that supports a wide diversity of wildlife and habitat types while also offering many recreational opportunities. The property hosts Wisconsin River backwater and shoreland communities as well as large tracts of working farmlands. Flocks of sandhill cranes use the property as a staging site for fall migration, and each fall several thousand cranes gather here. On at least one occasion, whooping cranes have also stopped here in the spring. An area north of Walking Iron County Park hosts a scrub oak forest and could be considered an oak-barren ecological type, and has the potential to support ornate box turtles, an endangered species. An old glacial lake of some 200 acres, now drained, may easily be restored to a productive wetland. In addition, a half-mile of Marsh Creek meanders through a wide riparian corridor. Interior ditches throughout the project area and seasonally flooded crop fields provide outstanding waterfowl habitat. The Wisconsin DNR, Natural Heritage Land Trust and U.S. Fish and Wildlife Service are potential future conservation partners in this river region.

The Dane County POSP recommendations within or near the Village of Mazomanie include:

- Continue to work with volunteers and partners on trail-connectivity between Walking Iron Park and the Lower Wisconsin State Riverway.
- Continue ongoing vegetation restoration and habitat improvement projects throughout the project area.

Walking Iron Wildlife Area (Town of Mazomanie, 911.3 acres)

Located north of Walking Iron County Park and the Village of Mazomanie, this property can be accessed off a gravel parking lot at the intersection of CTH Y and Amenda Road, and from two additional gravel parking lots on Amenda Road. The Dane County Conservation League provided a substantial donation that allowed parking lots and boundary signage to be installed. Lands east of CTH Y are primarily grassland restoration and crop fields. Lands north of Amenda Road contain a small woodlot, crop fields and drainage ditches that can offer fantastic waterfowl hunting and observation. Lands south of Amenda Road are being restored to oak savanna and offer excellent deer and turkey hunting.

Morton Forest County Park (Town of Black Earth, 113.9 acres)

Morton Forest, named after its benefactor Steve Morton, opened in 2016 and offers passive recreational use in a quiet and tranquil setting. The Forest is located about 2.5 miles south of the Village of Mazomanie and offers year-round hiking trails and two outstanding vistas looking over the countryside.

Black Earth Creek Water Trail

Black Earth Creek is one of several water resources in Dane County that provide water trail opportunities. Most of the water trail development in the County is spearheaded by Capital Water Trails Ltd. Recommendations in the POSP for water trails include: The County's role will be to continue acquiring future lands that provide public access for parking and canoe/kayak launching to navigable waterways. Dane County Parks may also construct small gravel parking lots and trailhead facilities as staff and budgets allow. Development, signing and maintenance of these water trails will be carried out by volunteer organizations.

Middleton to Mazomanie Trail and Mazomanie to Great Sauk State Trail

A long-term vision supported by Dane County is for a regional bicycle-pedestrian trail system connecting major population centers to County park facilities and other trails and allowing winter snowmobile use where appropriate. Two trails are envisioned to connect to the Village of Mazomanie as part of this plan: the Middleton to Mazomanie trail through the Black Earth Creek corridor and the Mazomanie to Great Sauk State Trail, via a Lower Wisconsin State River bridge crossing, and to Devil's Lake State Park. The first constructed Dane County segment, Wolf Run Trail, a two-mile, year-round multiuse recreational trail connecting the Village of Mazomanie to Wisconsin Heights High School, was funded in part by Dane County in partnership with Wolf Run Association, a local community nonprofit organization. In 2016 Dane County Executive Joe Parisi established a \$1 million county fund to support private property agreements for construction of new segments of the trail and in support of regional economic growth.

Dane County is now in active discussion with WDNR, WisDOT, and Wisconsin & Southern Railroad to develop the seven-mile rail corridor from Mazomanie to the Wisconsin River, trackage no longer used for through rail traffic, as a rails-to-trail conversion project sponsored by Dane County as the Walking Iron Trail. The rail corridor passes between the 2300-acre Mazomanie Recreation Area and 835-acre Black Hawk Ridge Area of the state Lower Wisconsin State Riverway. In 2019, Sauk and Dane counties co-funded an engineering feasibility study of a new recreational bridge to replace the former rail bridge at Sauk City, dismantled in 2018, in order to connect Great Sauk State Trail and Walking Iron Trail for bike, pedestrian and snowmobile use. The study found the 500-foot span feasible from an engineering standpoint and estimated the total cost of construction at \$8 million.

Recommendations in the POSP for this trail network include:

- Work with the Gateway to The Driftless regional economic development partnership and other community stakeholders to review existing plan and identify update opportunities.
- Update trail vision and standards based on input from stakeholders and local units of government.
- Consider rename of entire Middleton to Mazomanie trail segment to Black Earth Creek Trail to foster seamless identity and renewed planning environment, and
- Prepare a phased implementation plan that includes land acquisition recommendations.

Prairie and Oak Savanna Sites

The amended Dane County Parks and Open Space Plan 1990-1995 recommended that the county support and assist in completing an inventory of prairie and oak savanna sites, notify landowners and local governments of site locations and promote better awareness of these important natural environments. The Prairie Enthusiasts is now developing a database of known prairie and savanna remnants. Its goal is to inform the owners of the existence of these

remnants and work with them on restoration, management, and protection if the owners so choose. Dane County's role in this initiative is to work with non-profit conservation organizations and land trusts, such as the Prairie Enthusiasts and Groundswell Conservancy, as well as with local units of governments and the WDNR, in funding the acquisition of identified sites through the Dane County Conservation Fund. The county should also investigate opportunities to expand these sites through proposed phosphorus reduction projects in the north Mendota watershed.

E. 2019 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP)

The Wisconsin Department of Natural Resources prepares a 5-year outdoor recreation plan that includes significant planning information that is pertinent to the Village plan. This plan also includes valuable survey data pertaining to the amount and trends of outdoor recreation activities occurring across the state and south-central region. The 2019 SCORP survey identified the top five outdoor activities in Wisconsin as walking/hiking, fishing, hunting, bicycling, and camping. In terms of participation frequency, top 10 activities among survey respondents were: picnicking/tailgating/cookout (74%); hiking/walking/running on trails (68%), visiting a beach/beak walking (65%); bird/wildlife watching at home (55%); swimming in lakes/ponds/rivers (54%); visiting a nature center (52%); motor boating (45%); lake fishing from shore or a pier (40%); bird/wildlife watching away from home (39%); lake fishing from a boat/canoe/kayak and nature photography (tied, 37%). The 2019 SCORP identified the following statewide outdoor recreation needs: places near population centers; trails; water access – shoreline and boat launches; camping opportunities; dog parks and exercise areas, and target shooting ranges. Needs identified for the Southern Gateways region, south-central part of the state and encompasses Columbia, Dane, Dodge, Green, Iowa, Jefferson, Lafayette, Richland, Rock and Sauk Counties, were:

- ATV/UTV riding
- Bicycling – bicycle touring/road riding and mountain biking/off-road biking
- Bird or wildlife watching
- Camping – developed and primitive
- Canoeing or kayaking Fishing
- Gather mushrooms, berries, etc.
- Hiking, walking, trail running, backpacking Motor boating (inc. waterski/tubing, personal watercraft) Picnicking Snowshoeing
- Swimming in lakes and rivers

Western Coulees and Ridges Master Planning

WDNR owns or holds easements on more than 35,000 acres along trout and smallmouth bass streams in the Driftless Area. The department is conducting master planning at the regional level based on Ecological Landscapes. The Village of Mazomanie and its environs are part of the designated Western Coulees and Ridges eco-region. Master planning for this region, replacing the previous Driftless Area Streams Master Planning program, was scheduled by the agency to be one of the next regions planned but is likely to be delayed due to restrictions on field work as WDNR reevaluates work priorities and schedules in response to COVID-19. The WDNR's River Planning Grant program is a potential source of funding to the Village to develop a comprehensive, long term outdoor recreation development plan that would encompass lower Black Earth Creek, Lake Marion, the regional trails, Lion's Park, Walking Iron Park, etc., and

create opportunities for project partnerships with WDNR, Dane County, and other sources of grant funding.

Lower Wisconsin State Riverway Master Planning

The Lower Wisconsin State Riverway stretches along the Wisconsin River from Prairie du Sac to the Mississippi River. The property includes miles of river shoreline and sandbars, and also includes acres of prairies, bluffs, woodlands, and wetlands. The Black Hawk Ridge, Ferry Bluff, Mazomanie, and Arena & Cassel Prairie units are included. Recreation opportunities range from hunting, trapping, and fishing, to canoeing, kayaking, sandbar camping, bird watching, and berry picking. The department's master planning process focuses on the approximately 45,000 acres owned by the WDNR. The 2016 update to the master plan includes concepts--all supported by the Village of Mazomanie--for an enhanced trail network on state lands between the Village and the river and a riverside day use area in the Mazo Beach area; improvements to the Arena Boat landing serving paddlers, and further evaluation of an equestrian route envisioned to connect Blackhawk and Walking Iron County Park as well as a proposed target shooting range on LWSR land.

Great Sauk State Trail

The Great Sauk State Trail is the most prominent investment in outdoor recreation for all of Sauk County. In 2007, the Sauk County Board of Supervisors first pledged their support of a multi-use trail through the Villages of Sauk City and Prairie du sac. It took another seven years before the next resolution had passed, this time authorizing an Intergovernmental Agreement creating a trail development commission. The expansion of the trail has progressed at a rapid pace but still cannot keep up with the demand to see the Great Sauk State Trail bisect the entirety of Sauk County. To date, over \$3.25 million has been allocated for the trail. Funding has been provided from traditional State and local agencies along with over \$650,000 from the Friends of the Great Sauk State Trail and another \$560,000 from proceeds of the sales of salvaged trail material. The current trail system in Sauk County is comprised of two segments. On October 19, 2017, the first segment of the Great Sauk State Trail was officially opened. The Prairie du Sac | Sauk City Segment (5.17 miles) begins at the southern boundary of the former Badger Army Ammunition Plant, traverses downtown Prairie du Sac, continues through Sauk City and concludes at the site of the proposed Wisconsin River Recreation Bridge to Walking Iron Trail in Dane County discussed above.. This segment represents an urban section of trail that can coincide with downtown place-making and economic development initiatives. Just over one year later, On October 26, 2018, the second segment of the Great Sauk State Trail, the Badger Segment, was opened. The Badger Segment (6.75 miles) begins just south of Devil's Lake State Park and concludes at the southern boundary of the former Badger Army Ammunition Plant. Construction will begin on the expansion of this segment through what is known as the Wye, a portion of rail line that was used to transfer loads moving from north to south. Once complete through the Wye, the Great Sauk State Trail will be at the foot of Devils Lake State Park, ensuring a huge bump in usage.

D. Village of Mazomanie Comprehensive Plan

The Village of Mazomanie adopted a Comprehensive Plan in compliance with the state Smart Growth Law in 2009. The Comprehensive Plan establishes a 20-year community vision for growth and the following goals for Recreation, Open Space and Environmental Resources:

- To provide adequate permanent open space throughout the Village for outdoor recreation, environmental protection and to encourage the same with the neighboring municipalities.
- To recognize the natural environment of the Black Earth Creek watershed and ensure that the health and stability of this resource system are maintained.

The Village’s 10-year update of the Comp Plan is currently underway and, as required by state law, the review and amendment process, includes broad public participation. The update is scheduled to be completed by the end of 2020.

VII. Existing Resources and Facilities

A. Inventory of Existing Parks and Open Spaces

Playlots and Neighborhood Parks

Appleby Circle Park (1.3 acres)



Located inside Appleby Circle, on the southern side of the Village. This small park includes a free play field and playground and is surrounded by residences.

Facilities: Picnic Tables, Swings, Sliding Board, Sandbox, Bench, Teeter Totter

Pheasant Ridge Run Park (2.0 acres) Located at the intersection of Emily Road and Ridge Drive in the Pheasant Ridge Run subdivision. This park contains a playground and also serves as a

stormwater management facility.
Facilities: Two playsets, swings, and benches

Community Parks

Lions Park (18.0 Acres)



This community park is located on the northwestern side of the Village, adjacent to Walking Iron County Park. A portion of Black Earth Creek lies along the northern park boundary. Walking Iron County Park is located immediately adjacent to the northwest of Lion's Club Park. Facilities: Three (3) Baseball Diamonds, Two (2) Basketball Courts, Two (2) Playground Areas, Three (3) Tennis Courts, Swimming Pool, Splash Pad, Two (2) restroom facilities, Skate Park, Three (3) Shelters, and two (2) soccer fields.

Lake Marion Park (17 Acres)



In 2019 the Village completed restoration of the 15-acre former millpond that has served the area as a family fishery since its construction in 1855. The lake park is open to the public for fishing, picnicking, walking the 1.3-mile shoreline, and wildlife viewing. A handicapped fishing pier is maintained by the Wisconsin River Sportsmen's Club. Paddle and sail craft are allowed, from a public launch site at the south end of the lake adjacent to the pump house. Swimming and wading are not permitted. The Village is considering additional development of the 44-acre property for multi-use recreational purposes. The remaining 27 acres outside the developed lake park is classified as Conservancy property in this plan.

Facilities: Picnic Shelter, Fishing Pier, shelter, two off-street parking areas, benches, and picnic tables.

Lake Marion Trail



This paved bike-ped trail connects downtown Mazomanie to the village's Lake Marion Park. The trail includes a 105-foot long boardwalk/bridge and changes 22 feet in elevation throughout its half-mile length.

Westland Promenade (4.5 acres)



The Westland Promenade is located Downtown in the center of the Village straddling the railroad tracks. A master plan for the area was developed in 2006 and partially implemented in 2007 and 2008. The park is planned to be a gathering area for community events including farmer's markets, art shows, concerts, and weddings.

Facilities: Three shelters, benches, lighting, landscaped and lawn areas, historical kiosks, and walking paths

Conservancy Parks and Greenways

Enchanted Forest Conservancy (22.6 acres) This steep-sloped wooded area in two parcels was dedicated for open space as part of the Enchanted Forest Plat and subdivision.

Forest Edge Detention Basin (1.7 acres)

This stormwater management handles stormwater for the Enchanted Forest Subdivision.

Conservancy Bluff (13.5 acres) A heavily forested and steeply sloped area that is adjacent to Lake Marion. It offers scenic views from the downtown and Westland Promenade area to and the surrounding area from the top of bluff.

Whitechapel Greenway (1.6 acres) This drainageway provides for area drainage and is part of the local snowmobile trail network.

Eva Wolf Conservancy (6.2 acres) This undeveloped, wooded area lies between Black Earth Creek, Halfway Prairie Creek, and the Wisconsin & Southern Railroad wye track between the Wolf Run Trail bridge and the Hudson Road bridge.

B. Facilities Owned by Other Entities

Walking Iron County Park (288 acres) Village Entrance: 636 Hudson Road Parking Lot Entrance: 6064 Beckman Road. Entrance to Horse Trails: 10645 Segebrecht Road.

This regional park is located just outside the Village to the northwest, within the Town of Mazomanie and is adjacent to Lions Park. The northwestern portion of the park contains a native sand prairie and nature trail along Marsh Creek. Black Earth Creek flows through the southeastern portion of the park and contains an access road and parking area for Lions Park. An eight-acre portion of the park is developed for active recreational uses.

Facilities: Hiking and Bridle Trails, Access to Snowmobile Trails, Picnic Area

Mazomanie Elementary School Playground (6.0 acres)



This Wisconsin Heights School District facility serves as a neighborhood playground. It provides a 4.2-acre playfield south of Black Earth Creek. The playground also includes play apparatus and an informal ball field.

Wolf Run Trail



This 2-mile multiuse recreational trail from the Village of Mazomanie to Wisconsin Heights High School was completed in November 2014. The four-season trail is designed for a variety of recreational uses. Pedestrian activities, human-powered cycling, inline and roller skating, skateboarding and human-powered scooters, walking of leashed pets, cross-country skiing, snowshoeing, and snowmobiling during winters months with adequate snow cover all are permitted. The trail also gives anglers easy access in season to the recently restored stretch of lower Black Earth Creek. Wolf Run Trail is made possible by the cooperation of the following private and public landowners: the Wolf Family through a perpetual easement for the Wolf Conservancy to the Natural Heritage Land Trust and Dane County; Wisconsin Department of Natural Resources; Wisconsin Department of Transportation; Town of Mazomanie; Natural Resources Conservation Service, and Wisconsin Heights School District. The trail is managed by Wolf Run Association. Wolf Run Trail is envisioned as part of a regional trail extending east to the City of Middleton and northeast to Sauk County and Devil's Lake State Park in the future.

VIII. 2020 – 2025 Action Plan

Based on identified parks, open space, and recreation needs of residents, the Village has developed the following 5-year action plan for the 2020 CORP:

A. Lake Marion Park Development

The Lake Marion Long-Term Management Plan adopted by the Village in December 2014 for the 15-acre constructed former millpond located at the north end of the 44-acre property did not address the former state fish-rearing pond area at its southern end. The plan established the first management priority to ensure that water levels at the restored lake, refilled and restocked in 2019, could be sustained. The plan called for the Village in future to decide whether to refill and maintain the abandoned ponds as water bodies or develop the area for recreational or other community purposes.

B. Lions Park Improvements

The Village's 2020 capital budget includes substantial investments in this community park, including a new pump and paint for the municipal swimming pool, improvements to the baseball and softball fields, and new bleachers.

C. Regional Trail Development

The Mazo 2020 Committee, created by the Village as an implementation priority of the 2015 economic positioning study discussed above, is an active partner in the regional public-private initiative to develop the year-round, multi-use recreational trail envisioned to connect Wolf Run Trail east to Middleton and north to the Wisconsin River and the Great Sauk Trail with the goals of improving quality of life and fostering downtown revitalization. The committee also supports development of an enhanced trail network on state and county lands between the Village and the Wisconsin River and a day use area and connecting trails at the Mazo Beach area of the Lower Wisconsin State Riverway.

D. Downtown Mazomanie to Black Earth Creek Connections

In order to achieve the goals expressed in the 2020 Comprehensive Outdoor Recreation Plan and also the Mazo 2020 Economic Positioning Strategy (Appendix 2), the Village of Mazomanie should look to find a viable way to connect downtown and trail heads with the Black Earth Creek. Goals C (Preserve the natural features within the Black Earth Creek watershed) and D (Provide better pedestrian, bicycle, and vehicular access to all parks and recreation facilities) of the CORP would specifically be addressed. Such connections would also fulfill desires expressed in the 2020 Community Survey (Appendix 1). Sixty three percent of respondents said it was "important" or "very important" to "enhance Black Earth Creek as a recreational amenity," and 27 percent said more park or open space was needed "along Black Earth Creek."

E. Eva Wolf Conservancy

The Village and the Wolf Family have expressed a mutual interest in developing a long-term plan for recreational development of this 6.2-acre undeveloped, wooded Village-owned property that lies between Black Earth Creek, Halfway Prairie Creek, and the Wisconsin & Southern Railroad wye track between the Wolf Run Trail bridge and the Hudson Road bridge.

F. Conservancy (Schoolhouse) Bluff

A plan for recreational development of this 13.5-acre heavily forested and steeply sloped area that is adjacent to Lake Marion Park and offers scenic views of the Village downtown and Westland Promenade area would respond to the need for recreational facilities on the property identified by 26 percent of respondents in the 2020 Community Survey (Appendix 1).

Maintenance and Repair

Regular review of existing facilities and proper budgeting of routine maintenance is critical for maintaining a viable and enjoyable park system. It is recommended that a review be made of all park facilities on an annual basis to identify maintenance and repair needs and then have prioritized and budgeted for.

Accessibility for Persons with Disabilities

In order to conform to The Americans with Disabilities Act (ADA) in regard to programs, services, and facilities a government entity must follow numerous requirements. The Act, as structured, first defines broad mandates followed by prescriptive technical or physical descriptions on recognized methods that best achieve the mandates. Title II of the ADA, relating to requirements of government entities, states that “no qualified disabled individual may be denied the benefits of services, programs, or activities by state or local governments or their agencies, nor be excluded from participation in those benefits.” This mandate is supported by technical requirements in Title III through the ADA Accessibility Guidelines (ADAAG).

Simply put, this definition dictates that a government entity currently must have some type of established program in place to accommodate individuals with disabilities for nearly everything the entity provides. It further dictates that an accommodation must be “reasonable”. This includes such issues as readily achievable both physically and financially.

This plan recommends the utilization of adopted accessibility guidelines for the Village of Mazomanie to minimize interpretation conflicts and in the absence of adopted guidelines the use of draft guidelines and/ or accommodation programs. Furthermore, it is recommended that policies be developed between the Village of Mazomanie, Dane County, and the various service or other organizations that utilize Village Parks and recreational facilities that clearly define the public accommodation responsibilities for the spaces each occupies.

For a government entity this accommodation can be made through a program or a physical means. For example, if an existing concession stand counter is not at an accessible height the government entity may opt to provide food to a wheel-chair bound patron by directly handing it to them via a side door rather than physically lowering the counter. This flexibility is only afforded to government entities. Private businesses currently must make physical modifications retroactively.

This “flexibility” to accommodation for government entities provides more accessibility options but also produces a “gray” area as to what constitutes a “reasonable” accommodation. There are no rules that state unequivocally that one approach be used over another. The U.S. Justice Department ultimately decides the extent to which an accommodation is “reasonable”. Where published technical guidelines are available they are strongly recommended to be followed to minimize conflicting interpretations. Otherwise in the concession example stated above, if this accommodation was contested in court, it may be acceptable on a temporary basis but not on a permanent basis. In addition, without a specific policy, regulations relating to government agencies and those required for service organizations may also produce a similar “gray” area.

IX. Recommendation

The CORP is based on prior Village plans; recent outdoor recreation projects involving Wolf Run Trail, lower Black Earth Creek, and Lake Marion; results of the 2020 community attitudes survey; citizen and stakeholder input comments on the draft plan, and discussions with the Wisconsin Department of Natural Resources, Dane County, and other funding sources concerning potential future outdoor recreation project partnerships.

This CORP is not intended to be a static document; rather, the Plan will continue to evolve as the Village’s needs and goals change and new priorities are identified. Plan amendments are common and should be considered part of the planning process between plan adoption and the next, five-year formal plan update. Amendments must follow the same process as the original plan as outlined in this section.

IX. Appendices

Appendix 1: Village of Mazomanie Public Opinion Survey Report, 2020



Village of Mazomanie Public Opinion Survey Report, 2020

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**Survey Research Center Report 2020/5
March 2020**

Staff and students working for the Survey Research Center at UW-River Falls were instrumental in the completion of this study. We would like to thank Jacqueline Campbell, David Foerster, Luke Spaeth, Hannah Nelson, Ana Spinler, and Tyler Schmidt. We gratefully acknowledge their hard work and dedication.

The SRC would also like to thank Christopher Long, CCL Consulting, LLC and Village of Mazomanie representatives for their assistance throughout the study.

Finally, we would like to thank the Village of Mazomanie residents and property owners who took the time to complete their questionnaires.

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Executive Summary

The Village of Mazomanie's current comprehensive plan, adopted in 2009, is a local government's guide to a community's physical, social, and economic development and, under Wisconsin law, provides the basis for local land use decisions with a long-term vision for future planning and community decisions. State law calls for public participation in the 10-year plan update process.

The Village of Mazomanie is also updating its five-year Community Outdoor Recreation Plan (CORP) which is a requirement for the Village to be eligible for state grant programs, including the development of parks and trails.

A key component in both the comprehensive plan and community outdoor recreation plan processes is public awareness and involvement. Surveys are generally completed in the early phases of the planning process to provide guidance for the later phases of research, public engagement, and drafting the goals and recommendations for the plans. The Survey Research Center (SRC) at the University of Wisconsin – River Falls was chosen to implement a survey (in printed form sent by mail and online) of Village of Mazomanie residents for the Village. CCL Consulting, LLC is managing the Comprehensive Plan and Community Outdoor Recreation Plan update projects on behalf of the Village.

In mid-January 2020, the SRC mailed surveys to 749 Village of Mazomanie households and non-resident property owners for which mailing addresses were available. The initial mailing contained a cover letter describing the purpose of the survey, a questionnaire, and a postage-paid return envelope. A URL to an identical online version of the mailed survey was provided in the cover letter for those who preferred to complete the survey electronically. A postcard reminder was sent to non-respondents two weeks after the initial mailing and this was followed by a second questionnaire in mid-February. The data collection time frame was 7½ weeks.

The response exceeded expectations and surpassed the goal of 247 responses needed for a confidence interval of plus/minus 5%, which is a widely accepted standard for statistical analysis. **Out of 693 delivered surveys, the SRC received 322 usable surveys which were completed by mail (293) or online (29).** The response rate was 46%. With 322 completed surveys, the results provided in this report are expected to be accurate to within plus/minus 4 percent with 95 percent confidence.

The questionnaire contained seven topical sections related to the update of the Village's comprehensive plan: quality of life, community facilities and services, natural resources, housing, transportation, economic development, and recreation. The recreation section of the survey was an expanded section created to help inform the Village's CORP update.

The following are key observations from the survey results:

Quality of Life

- The top reasons Village of Mazomanie respondents give for choosing to live in the Village are the rural, small-town atmosphere, to be near family and friends, affordable housing, being close to Madison, and the natural beauty of the area.
- Seventy-eight percent of respondents rate the overall quality of life in the Village of Mazomanie as good (63%) or excellent (15%).

Community Facilities and Services

- Substantial majorities rated all but two of the local facilities and services as good or excellent. Storm water management and road repairs and maintenance had slightly less than one-half of respondents rating these services as excellent or good.

Natural Resources

- Most Mazomanie respondents place a very high level of importance on the protection of groundwater and surface water (at least 90% rated the protection of these two resources as very important or important).

Transportation

- Village of Mazomanie respondents are largely satisfied with the overall road network in the Village (75% rate street conditions as satisfactory or very satisfactory).
- When asked to choose the best way to get commuters to Madison and back from Mazomanie, the largest portion of respondents preferred using highways rather than mass transit options (light rail or bus lines).

Economic Development

- Most Village of Mazomanie residents agree that the Village needs to focus on being a business-friendly community with the ability to attract and retain workforce (89% agree or strongly agree), and that downtown revitalization is key for local economic development (85% agree/strongly agree).
- When asked where they prefer additional non-residential development to be located in the Village, respondents' strongest preferences were in the industrial park (68%), and along Highway 14 (52%).
- A slight majority (54%) of respondents agreed that new non-residential development should be regulated by aesthetics and design standards established by the Village.

Housing

- When asked what types of housing are needed in the Village, strong majorities of survey respondents agreed or strongly agreed that there is a need for additional single family housing, and housing options for older citizens (senior condominiums and apartments, assisted living facilities, and nursing homes).

Recreation

- When asked to identify the recreational activities in which members of their household engaged, the most popular activities chosen by respondents were running or walking.
- Eight in ten respondents said they agreed or strongly agreed that the Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.
- More than three-fourths of respondents (78%) believe the number of parks and the amount of open space in the Village is about right. When respondents were asked what areas of the Village, if any, need more parks and open space areas, a substantial minority of respondents (38%) believe that the Village doesn't need more parks or open space.

Report and Analysis

Survey Purpose

The purpose of this study was twofold: first, to gather opinions of residents and non-resident property owners about land use and other planning issues as the Village of Mazomanie updates its Comprehensive Plan; and secondly, to gather opinions about outdoor recreation as the Village updates its Community Outdoor Recreation Plan. Christopher Long of CCL Consulting, LLC in collaboration with representatives from the Village of Mazomanie chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to conduct the survey.

Survey Methods

Data collection began in mid-January 2020 and extended through the end of February. The SRC mailed surveys to 749 Village of Mazomanie households and non-resident property owners for whom mailing addresses were available. The initial mailing contained a cover letter describing the purpose of the survey, a questionnaire, and a postage-paid return envelope. A URL to an identical online version of the mailed survey was provided in the cover letter for those who preferred to complete the survey electronically.¹ Approximately two weeks after the initial mailing, a postcard reminder was sent to non-respondents. Approximately two weeks after the postcard, non-respondents received a second survey with a postage-paid envelope.² The goal of 247 responses needed for a confidence interval of plus/minus 5% was surpassed. **Out of 693 delivered surveys, the SRC received 322 usable surveys which were completed by mail (293) or online (29).** The response rate was 46%. With 322 completed surveys, the results provided in this report are expected to be accurate to within plus/minus 4% with 95% confidence.

Survey Design

In November 2019, the SRC worked with Christopher Long of CCL Consulting, LLC and Peter Huebner, Village of Mazomanie Administrator to construct the 2020 Village of Mazomanie Public Opinion Survey with the goal of gaining input from the community in order to inform the comprehensive planning process and maintaining enough similarity with earlier survey instruments from 2008 and 2015 to allow for meaningful comparisons of survey results over time. The 2020 survey instrument contains large matrix questions (multiple questions presented on a grid) consisting of Likert-type scales (examples: an agreement scale of strongly agree, agree, disagree, or strongly disagree, a quality scale of excellent, good, fair, or poor, and an importance scale of very important, important, unimportant, and very unimportant). No opinion options were included for most questions in the survey. Due to survey design, the results in this report are shown mostly in table format for effective data presentation.

¹ The online version was created using the online software platform Qualtrics and was accessible through a survey link contained in the survey mailing's cover letter.

² An informational flyer was included in the second mailing of the survey advertising a community visioning meeting held on February 26, 2020. The purpose of the community meeting was to provide general information about the Comprehensive Plan, explain why it is being updated, and invite people to get involved.

Statistical Analysis

Analysis by Demographic Subgroups. In the analysis to follow, the SRC will summarize the 2020 Village of Mazomanie Public Opinion Survey results and note any statistically significant results among different demographic groups.

To facilitate the analysis, the SRC compared the following demographic groupings:

- those under 45 versus those 45 and above
- those identifying themselves as male versus female
- those reporting annual household incomes of \$75,000 or more versus those with annual household incomes of less than \$75,000. *The median household income in the Village of Mazomanie according to U.S. Census Bureau 2017 American Community Survey 5-Year estimates was \$62,396.*
- those who've resided in the Village of Mazomanie for more than 10 years versus those with 10 years or less residency
- those who are resident landowners versus renters
- those with higher levels of formal education (at least a 4-year degree) versus those with less than a 4-year college degree
- those employed (full or part-time, or self-employed) versus those retired or unemployed
- those with children (<18) in their household versus those without children in their homes

Comparisons with Earlier Surveys. In the analysis to follow, the SRC will also determine if responses varied significantly between:

- **2020 and 2008** when a similar Comprehensive Planning (COMP) Public Opinion Survey was conducted for the Village. 2008 Mail-Only Survey Summary: In January 2008, the SRC mailed surveys to all 682 Village of Mazomanie households for which mailing addresses were available. After two weeks, the SRC mailed postcards to those from whom a completed questionnaire had not been received. A second questionnaire was sent to remaining non-respondents in February 2008. The SRC received a total of 366 completed questionnaires for a 54% response rate with estimates accurate to within +/- 4.5% with 95% confidence.
- **2020 and 2015** when a Mazomanie Community Outdoor Recreation Plan (CORP) Survey was conducted for the Village. 2015 Online Survey Summary: The Village announced the survey in an enclosure sent with local property tax bills to both Village and Town of Mazomanie residents. In the announcement, recipients were directed to a link to complete the survey. The survey was also advertised in a news release to the local newspaper and paper copies were available at the Village office. The survey was available online for approximately 3½ weeks. The feedback received from the 2015 survey should probably be viewed as, at most, representative of the opinions of people who have a higher than average level of interest in outdoor recreation in the Village of Mazomanie. Further, the number of respondents to the 2015 CORP survey is relatively small ($n = 150$). Therefore, the SRC has concerns about the representativeness of the 2015 data and believe the comparisons made between the 2020 Public Opinion Survey and the 2015 Community Outdoor Recreation Plan survey should be used cautiously.

Testing Methodology

The testing methodology used to look at statistically significant differences is discussed below.

*The SRC used statistical tests to identify questions with statistically significant differences across demographic groups and identify questions with statistically significant differences across responses from different survey years. In statistics, a result is **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the observed difference between two groups' averages is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the average values for the two groups are actually equal. Such a result does not mean the difference is necessarily large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. **Response patterns that vary at statistically significant levels ($p < .05$) are noted in the report.***

Appendices

Based upon a standard statistical analysis that is described in **Appendix A**, the Survey Research Center concludes that there is little evidence that non-response bias is a significant concern for this survey. In addition to numeric data, respondents provided additional written answers. **Appendix B** contains respondents' written comments. **Appendix C** 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 respondents to the 2020 Village of Mazomanie Public Opinion Survey. Where comparable data was available from the Census,³ they were included to indicate the degree to which the sample represents the underlying adult population in the Village of Mazomanie, as is the demographic profile of respondents from the 2008 Village of Mazomanie Comprehensive Planning Public Opinion Survey.⁴ Demographic questions were intentionally placed at the end of the survey, with more engaging questions placed first, to minimize survey fatigue and optimize response rates.

Gender	Count	Male	Female	Other	Don't Care to Answer		
Sample - 2020	311	49%	44%	0%	7%		
Sample - 2008	331	53%	47%	---	---		
Census (18 ⁺)	1,340	49%	51%	---	---		
Age 18+	Count	<25	25-34	35-44	45-54	55-64	65+
Sample - 2020	312	1%	10%	15%	18%	22%	34%
Sample - 2008	350	3%	13%	23%	23%	16%	22%
Census (18 ⁺)	1,340	9%	23%	15%	18%	19%	15%
Children	Count	0	1	2	3	4	5+
Children (<18) - 2020	307	66%	15%	11%	6%	1%	2%
Children (<18) - 2008	366	65%	15%	13%	4%	1%	2%
Residential Status	Count	Resident Landowner	Renter	Non-Res Landowner	Other		
Sample - 2020	314	83%	14%	2%	1%		
Sample - 2008	365	84%	15%	1%	<1%		
Census (Housing Units)	722	68%	32%				
Household Income ⁵	Count	<\$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000+	
Sample - 2020	234	7%	24%	18%	19%	32%	
Sample - 2008	343	16%	33%	25%	13%	13%	
Census (Total Households)	722	15%	27%	23%	15%	20%	
Length of Residency	Count	Non-Res	<1 Year	1-5 Years	5.1-10 Years	10.1-20 Years	20+ Years
Sample - 2020	315	2%	1%	16%	12%	17%	52%
Sample - 2008	357	---	6%	20%	15%	18%	42%
Highest Level of Educ	Count	Less than high school	HS Diploma /GED	Some College	2-Year College	4-Yr Degree	Grad/Prof. Degree
Not asked in 2008							
Sample - 2020	310	2%	25%	22%	17%	24%	11%
Census (25 ⁺)	1217	6%	35%	24%	11%	19%	6%
Employment Status	Count	Employed Full-time	Self-Employed	Un-employed	Employed Part-time	Retired	Other
Sample - 2020	307	51%	8%	1%	7%	33%	1%
Sample - 2008	349	60%	9%	2%	4%	25%	<1%

³ Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates.

⁴ Two demographic questions were included in the 2015 CORP Survey: age (classifications did not align with Census groupings) and gender (male, 43% and female, 57%), so these data are not included in Table 1.

⁵ 25% of 2020 survey respondents chose the "Don't care to answer" option for household income. The percentages shown in Table 1 for household income show only those who provided an income range.

Demographic Information from 2020 Respondents.

- Most survey respondents were long-term residents: 69% have resided in the Village for 10 years or more
- Most were middle-age or older. Seventy-four percent were 45 and older. More than one-third were 65 and older. Only 1% (2 respondents) were under the age of 25.
- Most own their homes. Fourteen percent rent.
- Two-thirds have no children living with them.
- Two-thirds have less than a bachelor's degree.
- Working full-time (51%) and being retired (33%) were the most common answers about employment status.

Deviations from the Village of Mazomanie Census. Demographic questions were asked in order to see how survey respondents reflected the general adult population of the Village of Mazomanie through comparisons with the Village's Census data for certain traits, such as age. Younger age groups (<35) are under-represented in the 2020 sample and older groups (>55) are over-represented. The sample contains more respondents with a four-year degree or higher and more respondents with household incomes of \$75,000 and above. However, it should be noted that a substantial proportion of the sample (25%) declined to share their income. There is a higher proportion of homeowners (resident landowners) and a lower proportion of renters in the Mazomanie sample than is true for the Village as a whole.

Comparisons to 2008 Respondents. Compared to 2008, the 2020 sample contains more:

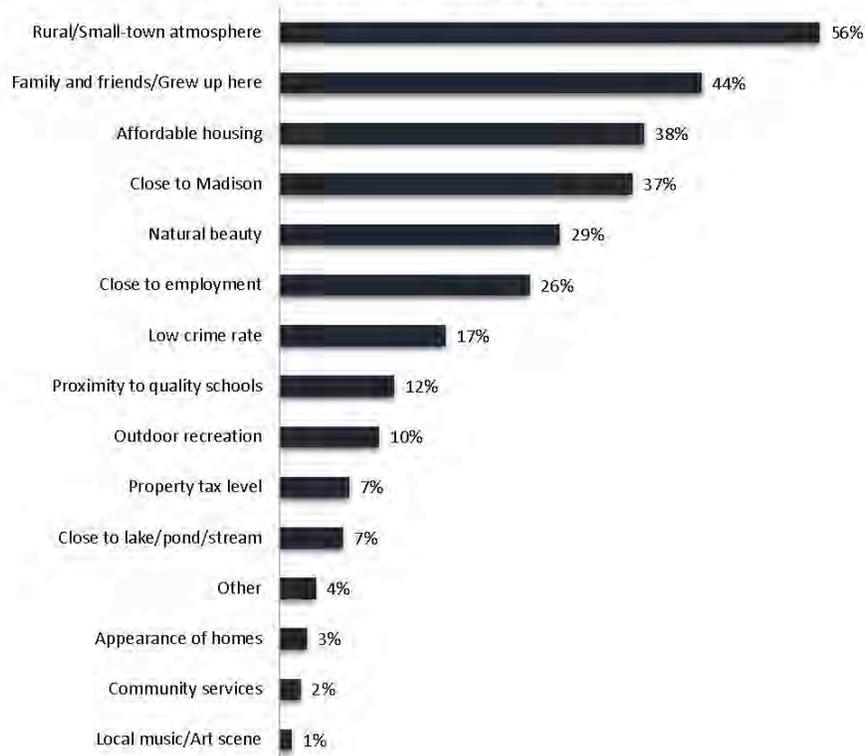
- older respondents (55+),
- very long-term residents (20+ years),
- respondents living in households without children,
- retired respondents, and
- respondents with higher incomes (75K+)

Quality of Life

Reasons for Living in the Village of Mazomanie. Respondents were asked to identify the three most important reasons they and their family chose to live in the Village of Mazomanie. As shown in Figure 1, at least one-half of the respondents chose the rural/small-town atmosphere in their top three reasons, while family and friends/growing up in Mazomanie, affordable housing, and being close to Madison are in the top three for more than one-third of the respondents. At the other end of the spectrum, fewer than ten percent indicated that property tax level, being close to lakes/ponds/streams, the appearance of homes, community services, or the local music/art scene were among the most important reasons to live in the Village.

Figure 1: Most Important Reasons Respondents Choose to Live in the Village of Mazomanie

Asked to Choose Three Most Important Reasons



Statistically significant differences of opinion among demographic groups with respect to the reasons for choosing to live in the Village of Mazomanie:

- **Respondents younger than age 45** were more likely to include affordable housing in their top reasons for living in the Village.
- **Respondents with higher levels of formal education (at least a 4-year degree)** were more likely to include affordable housing and proximity to quality schools in their top reasons to live in the Village. **Respondents with less formal education** were more likely to include being near family and friends, and a low crime rate in their top reasons for living in the Village.
- **Respondents with children in their household** were more likely to include affordable housing in their top choices for living in the Village. **Those without children in their homes** were more likely to say that the natural beauty of the area was a top reason for living in the Village.
- **Employed respondents (full, part, or self-employed)** were more likely to include being close to employment as a top reason to live in the Village. **Unemployed or retired respondents** were more likely to choose family and friends as their top reasons for living in the Village.
- **Respondents living in the Village of Mazomanie for 10 years or less** were more likely to include affordable housing and being close to Madison as their top reasons to live in the Village. **Longer-term residents (10+ years)** were more likely to include being near family/friends as one of their top reasons for living in the Village.
- **Male respondents** were more likely to include being near lakes, ponds, and streams, and outdoor recreation as top reasons for living in the Village. **Female respondents** were more likely to include living close to Madison as a top reason to live in the Village.
- **Resident landowners** were more likely to include the rural/small-town atmosphere as a top reason for living in the Village than renters.

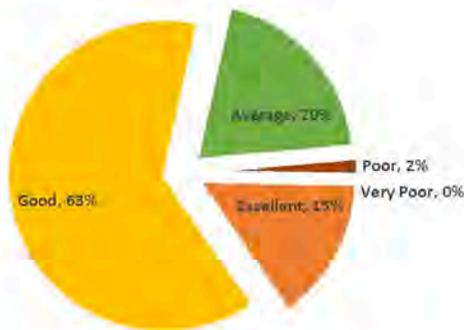
2008/2020 Comparisons. There were slight alterations to some of the question's options in the 2020 survey, so comparisons to 2008 are not exact in some cases. Survey modifications are provided at the bottom of Table 1a.

The percentage of respondents choosing rural/small-town atmosphere as a top reason to live in the Village of Mazomanie increased significantly since 2008. The percentage of respondents choosing natural beauty of the area increased significantly since the 2008 survey as well. Two reasons declined significantly as top reasons to live in the Village from 2008 to 2020: the appearance of homes and affordable housing (Table 1a).

Table 1a: Reasons for Choosing to Live in the Village of Mazomanie: Comparison of 2008-2020 Survey Results		
Reasons	2020	2008
Rural/Small-town atmosphere	56%	34%
Family and Friends/Grew up here	44%	48%
Affordable housing	38%	45%
Close to Madison	37%	34%
Natural beauty of area	29%	23%
Close to employment	26%	28%
Low crime rate	17%	20%
Proximity to quality schools	12%	8%
Outdoor recreational opportunities	10%	5%
Close to lake/pond/stream	7%	5%
Property tax level	7%	7%
Appearance of homes	3%	11%
Community services	2%	3%
Local music and art scene	1%	---
Modifications. In 2020, <ul style="list-style-type: none"> • Close to Recreational Activities was Changed to Outdoor Recreational Opportunities • Near Family and Friends was changed to Family/Friends/Grew up here • Quality of School District was changed to Proximity to Quality Schools • Rural Atmosphere was changed to Rural/Small-town Atmosphere • Local Music and Art Scene was added 		

Overall Quality of Life. Overall, respondents gave a positive rating to the quality of life in the Village of Mazomanie (Figure 2). The highest proportion rated it good (63%), fifteen percent gave an excellent rating, one-fifth rated it as average, and two percent rated it poor; no one rated the quality of life in the Village as very poor.

Figure 2: Overall Quality of Life Rating in the Village of Mazomanie
n = 298



There were no statistically significant differences in the quality of life ratings among demographic groups.

2008/2020 Comparisons. The proportion of survey respondents in 2020 choosing excellent and good quality of life ratings is significantly higher than 2008 (Table 2a).⁶

	2020	2008
Excellent	15%	8%
Good	63%	53%
Average	20%	34%
Poor	2%	4%
Very Poor	0%	1%

⁶ It is important to note that the 2008 survey occurred during the Great Recession and the 2020 data were collected before COVID 19 was affecting the U.S. economy in a serious way. These differences in the economic situation almost certainly influenced survey responses.

Community Facilities and Services

Rating the Quality of Local Services. Village of Mazomanie respondents indicated a relatively high level of satisfaction with the community facilities and services listed on the survey. Substantial majorities rated all but two of the facilities and services in Table 3 as good or excellent. For most facilities and services, the most frequently marked rating was “good.” Particularly high ratings were shown for fire protection (combined good/excellent rating of 89%), emergency medical services (88%), recycling/trash collection (85%), parks and recreation (84%), and electric service (84%). Storm water management had slightly less than one-half of respondents rating it excellent or good. Fewer than one-half of survey respondents gave road repairs and maintenance a combined rating of good (37%) or excellent (9%), while 50% gave it a rating of fair or poor.

Table 3: Opinions About Community Facilities and Services in the Village of Mazomanie

Facilities and Services	Count	Excellent	Good	Fair	Poor	No Opinion
Emergency Medical Services	317	51%	37%	4%	0%	8%
Fire Protection	317	47%	42%	3%	0%	8%
Library Service	318	34%	44%	9%	2%	12%
Police Protection	318	33%	45%	15%	3%	5%
Recycling/Trash Collection	316	32%	53%	12%	2%	2%
Parks and Recreation	318	28%	56%	10%	2%	4%
Electric Service	319	24%	60%	12%	2%	3%
Swimming Pool	314	21%	47%	13%	3%	16%
Downtown Parking	320	21%	51%	20%	3%	5%
Sewer Service	316	20%	50%	19%	4%	6%
Water Service	317	18%	54%	18%	4%	6%
Snow Removal	317	17%	43%	30%	9%	2%
Storm Water Management	316	10%	39%	30%	9%	13%
Road Repairs and Maintenance	319	9%	37%	37%	13%	3%

Although there were a few statistically significant differences among the ratings from the various demographic groups, the most frequent differences were between the responses of those living in the Village for 10 years or less versus those living in the Village for more than 10 years.

Statistically significant differences regarding the rating of community facilities and services,

- Longer-term residents of the Village (10+ years) gave higher ratings to emergency medical services, fire protection, and police protection.
- Male respondents rated emergency medical services higher than female respondents.
- Residents land-owners rated library services higher than renters.
- Retired or unemployed respondents rated snow removal higher than employed respondents.
- Respondents with children in their household rated the swimming pool higher.

2008/2020 Comparisons. Other than library services (the ratings increased, but not significantly), all facilities and services listed on the survey in 2020 showed statistically significant increases in excellent/good ratings when compared to 2008 results (Table 3a). Of particular note are the increases found in the ratings given to snow removal, electric service, and sewer services.

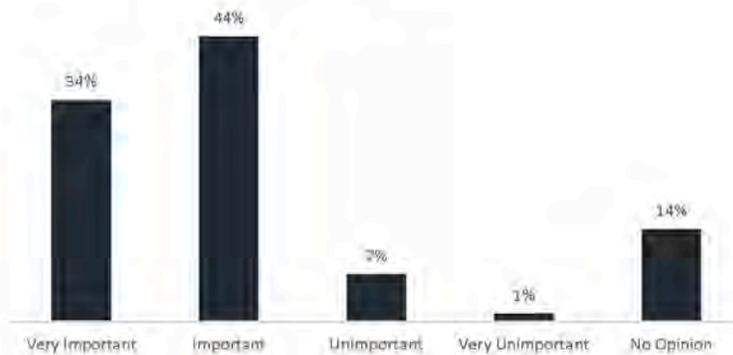
**Table 3b: Quality of Local Services "Excellent or Good" Responses;
Comparison of 2008-2020 Survey Results**

Services	2020	2008
Emergency Medical Services	89%	77%
Fire Protection	88%	76%
Police Protection	85%	77%
Recycling/Trash Collection	84%	---
Parks and Recreation	84%	74%
Electric Service	78%	62%
Library Service	78%	74%
Swimming Pool	72%	64%
Downtown Parking	72%	61%
Sewer Service	70%	56%
Water Service	68%	56%
Snow Removal	60%	42%
Storm Water Management	49%	36%
Road Repairs and Maintenance	46%	38%

Modifications. In 2008, recycling and trash collection were listed as two separate services; recycling received 81% excellent/good ratings and trash collection received 82% excellent/good ratings.

Agreements with Neighboring Jurisdictions. Most respondents believe it is important (44%) or very important (34%) that the Village seek agreements with neighboring local governments regarding land use and annexation issues and public services.

Figure 4: Importance For Village to Seek Agreements with Neighboring Jurisdictions on Future Land Use, Public Services, and Annexations
n = 319



There were no statistically significant differences among demographic groups regarding opinions about seeking agreements with neighboring jurisdictions.

2008/2020 Comparisons. The percentage of 2020 respondents in favor of seeking agreements with neighboring local governments regarding land use, public services, and annexations is similar to 2008; the differences are not statistically significant (Table 4a).

	2020	2008
Very Important	34%	35%
Important	44%	45%
Unimportant	7%	6%
Very Unimportant	1%	1%

Natural Resources

Residents were presented with a list of four natural resource items and asked how important it is to use planning and regulations to address each item. As shown in Table 5, Village of Mazomanie residents gave a high level of importance to the protection of both surface water and groundwater quality. Approximately nine in ten respondents said that it was important or very important to protect these two natural resources.

The remaining two items in this question related to Black Earth Creek. A majority favored enhancing Black Earth Creek as a recreational amenity and said it was important to remove existing structures from the Creek's floodplain. The relatively high proportion of respondents without an opinion for the two Black Earth Creek questions may be an indicator that many Village residents felt that they do not have sufficient information to have an informed opinion regarding these issues.

<i>How important is it for local planning and zoning to address the following?</i>	Count	Very Important	Im- portant	Un- important	Very Un- important	No Opinion
Protect groundwater quality	298	61%	30%	1%	0%	7%
Protect surface water quality	297	53%	37%	2%	1%	8%
Enhance Black Earth Creek as a recreational amenity	294	23%	40%	14%	5%	18%
Remove existing structures from within floodplain of Black Earth Creek	292	23%	40%	12%	3%	23%

There were no statistically significant differences among demographic groups and opinions about the natural resource issues asked about in the survey.

2008/2015/2020 Comparisons.⁷ When compared to both the combined average of 2008 and 2015 and when comparing only the two COMP surveys of 2008 and 2020, there is a statistically significant increase in 2020 in the percentage of respondents saying that it is important or very important to remove existing structures from within the floodplain of Black Earth Creek (Table 5a).

	2020	2015	2008
Protect groundwater quality	91%	98%	94%
Protect surface water quality	90%	98%	92%
Remove existing structures from within floodplain of Black Earth Creek	63%	30%	45%
Enhance Black Earth Creek as a recreational amenity	63%	77%	59%

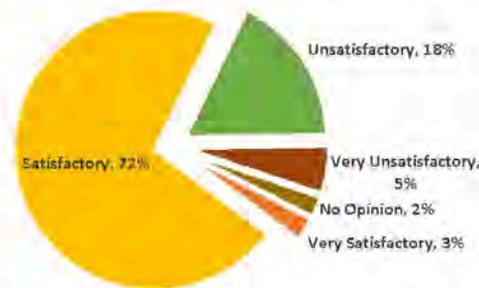
⁷ This set of Natural Resources questions was included in the 2015 Community Outdoor Recreation Plan (CORP) Survey, so comparisons between the two COMP surveys of 2008 and 2020 and the 2015 CORP survey are shown in Table 5a.

Transportation

A section of the survey asked respondents three groups of questions regarding transportation issues in the Village of Mazomanie.

Street Conditions. The first question asked respondents to rate the conditions of streets in the Village of Mazomanie (Figure 6). Village of Mazomanie respondents are largely satisfied with the overall road network in the Village (75% rate street conditions as satisfactory or very satisfactory). Although not an exact comparison, these results diverge from the tepid ratings given to road repairs and maintenance asked about in a previous survey question (Table 3).

Figure 6: Street Conditions in the Village
n = 297



Only one statistically significant difference was found in the results among demographic groups,

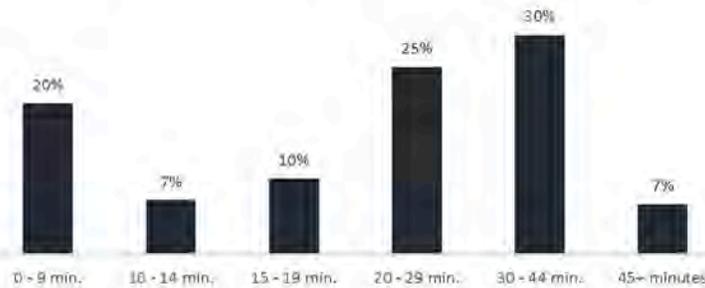
- Respondents 45 and older rate street conditions in the Village higher than respondents under the age of 45.

2008/2020 Comparisons. The relative satisfaction shown in 2020 for street conditions in the Village is similar to the ratings shown in 2008; the differences are not statistically significant (Table 6a).

Table 6a: Rating Street Conditions in Village: Comparison of 2008-2020 Survey Results		
	2020	2008
Very Satisfactory	3%	7%
Satisfactory	72%	70%
Unsatisfactory	18%	15%
Very Unsatisfactory	5%	7%
No Opinion	2%	1%

Transportation to Work. The second question related to transportation asked respondents how many minutes it normally takes, one-way, for a respondent to get from their home to their primary work place (Figure 7).⁸ Many respondents said the question was not applicable to them because they are not working outside their home or that they work from home. Of those driving to work (excluding the “NA/Not Working and Work from Home” responses), a majority of Mazomanie respondents have a one way commute time between 20 and 45 minutes. One in five respondents drive less than 10 minutes to work, and 7 percent drive more than 45 minutes to their place of employment. (Figure 7).

Figure 7: Minutes, One-Way, From Home to Work Place
n = 205, excludes those working from home



There were no statistically significant differences among demographic groups and the mileage driven to work for survey respondents who drive to work.

2008/2020 Comparisons. The mileage reported to work is similar in 2008 and 2020; differences are not statistically significant (Table 7a).

	2020	2008
0 – 9 minutes	20%	20%
10 – 14 minutes	7%	5%
15 – 19 minutes	10%	6%
20 – 29 minutes	25%	29%
30 – 44 minutes	30%	34%
45+ minutes	7%	6%

⁸ The Village of Mazomanie 2020 Public Opinion Survey was conducted prior to the mandatory work-from-home policies instituted by many businesses amid the spread of COVID-19.

Commuting. The third question relating to transportation asked respondents to choose the best way to get commuters to Madison and back from Mazomanie (Figure 8). The largest portion of respondents preferred using highways rather than rail; of this group the larger proportion (41%) preferred to expand the highway system, while 23% indicated a preference for incentives to create van or car pools. Of the mass transit options, the development of a commuter or light rail service was the more popular choice, with 23% choosing the development of a commuter rail line. Only 8% favored an extension of the Madison Metro bus lines.

Figure 8: Best Way to Get Commuters to Madison and Back from Mazomanie
n = 261



There were no statistically significant differences among demographic groups and the preferred method of commuter transportation to and from Madison. There were also no statistically significant differences based on length of commute (Figure 7) and respondents' opinions about the best way to get commuters to Madison and back from Mazomanie.

2008/2020 Comparisons. There were slight changes to the question's wording and options in the 2020 survey, so comparisons to 2008 are not exact. Survey modifications are provided at the bottom of Table 8a. There is a statistically significant increase in 2020 in the percentage of respondents favoring the expansion of the highway system when compared to 2008.

Table 8a: Best Way to Get Commuters to Madison and Back from Mazomanie: Comparison of 2008-2020 Survey Results		
What is the best way to get commuters to Madison and back from Mazomanie?	2020	2008
Expand the highway system to facilitate driving	41%	34%
Incentives to create car/van pools	24%	26%
Develop commuter/light rail transit to serve Mazomanie/neighboring communities	23%	29%
Extend Madison Metro bus lines	8%	8%
The wording for the question and the wording for each of the commuter options were slightly different over the two survey years. The differences are shown below.		
2020	2008	
What is the best way to get commuters to Madison and back from Mazomanie?	What is the best way to get commuters to Madison and back from the outlying parts of Dane County?	
Expand the Highway System to Facilitate Driving	Expansion of the Highway System	
Incentives to Create Car/van Pools	Car/Van Pool	
Develop Commuter or Light Rail Transit to Serve Mazomanie and Neighboring Communities	Develop Commuter or Light Rail Transit on Existing Tracks or Abandoned Rail Right-of-Way	
Extend Madison Metro bus lines	Extension of Madison Metro bus lines	

Economic Development

A section of the survey contained four groups of questions focused on economic development in the Village of Mazomanie.

In the first group of questions, respondents were asked their level of agreement to a series of statements about economic development (Table 9). Village of Mazomanie residents overwhelmingly agree that the Village needs to focus on being a business-friendly community with the ability to attract and retain workforce (89% agree or strongly agree). Another statement receiving considerable support (85% agree or strongly agree) is that downtown revitalization is key for local economic development. Two-thirds of the survey respondents agree/strongly agree that outdoor recreation opportunities are key to the Village of Mazomanie's future development. Approximately six in ten respondents agree/strongly agree that the Village needs to develop more opportunities for its children and that the Village should become a recreational hub for the region. One-half of the survey respondents believe the essence of the Village has been tied to agriculture and the railroad and these should be the pillars of future development. Only about one-quarter of the respondents said the Village should develop the infrastructure to be an Americana Music destination.

With the exceptions of focusing on being a business-friendly community and downtown revitalization, the relatively high proportion of Village respondents without an opinion about these economic development issues indicates that many Village residents felt that they do not have sufficient information to have an informed opinion regarding these issues.

<i>Please provide your level of agreement to the following statements:</i>	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Village needs to focus on being a business-friendly community with the ability to attract and retain workforce	298	39%	50%	5%	1%	6%
Downtown revitalization (housing, restaurants, shops, etc.) is key for local economic development	295	38%	47%	6%	2%	6%
Outdoor recreation opportunities are key to the Village of Mazomanie's future development	295	20%	46%	14%	3%	18%
Village needs to develop more opportunities for its children (enhance soccer fields, additional after school activities, etc.)	295	18%	43%	15%	4%	20%
Village of Mazomanie should become a recreational hub for the region (biking, hiking, climbing, hunting, fishing, camping, etc.)	296	18%	38%	17%	4%	24%
The essence of the Village of Mazomanie has been tied to agriculture and the railroad and these should be the pillars for future development	297	9%	41%	21%	3%	26%
Village should develop the infrastructure to be an "Americana Music" destination	294	8%	20%	28%	8%	36%

Statistically significant differences among different demographic groups regarding the economic development issues asked about in the survey:

- Longer-term residents of the Village (10+ years) were more likely to agree that the Village should focus on being a business-friendly community. Shorter-term residents (10 years or less) were more likely to agree that the key for local economic development is downtown revitalization.
- Respondents under the age of 45 were more likely to agree that outdoor recreation opportunities are key to the Village's future development.
- Younger respondents (<45), respondents with children in their households, and respondents with at least \$75,000 in household income were more likely to agree that the Village needs to develop more opportunities for its children.
- Respondents with at least a bachelor's degree were more likely to agree that the Village should become a recreational hub for the region. Respondents with less than a bachelor's degree were more likely to agree that the essence of the Village has been tied to agriculture and the railroad and these should be the pillars for future development.

2008/2020 Comparisons. The group of questions shown in Table 9 were not included in the 2008 survey, so comparisons are not possible.

Non-Residential Development. When asked where they prefer additional non-residential development to be located in the Village, respondents' strongest preferences were in the industrial park (68%), and along Highway 14 (52%).⁹ Forty-four percent favor downtown non-residential development. Six percent do not support additional non-residential development.

Figure 9: Where Non-Residential Development Should be Located
Multiple Choices Allowed



Statistically significant differences in the responses to these questions among the demographic groups:

- Male respondents and longer-term residents (10+ years) were more likely to support non-residential development in the industrial park.
- Younger respondents (<45) were more likely to say that additional non-residential development should be located downtown.

2008/2020 Comparisons. 2020 survey respondents were much more likely to say that additional non-residential development should be located in the industrial park and less likely to support such development on Highway 14 than was the case in 2008. More respondents in 2020 support additional non-residential development (in general) than was the case twelve years ago. The differences described above are statistically significant (Table 9a).

Table 9a: Non-Residential Development Should be Located: Comparison of 2008-2020 Survey Results		
Where should additional non-residential development be located?	2020	2008
Industrial Park	68%	51%
Highway 14	52%	59%
Downtown	44%	46%
I do not support additional non-residential development	6%	15%

⁹ This question allowed respondents to select multiple responses since the various locations presented are not exclusive of each other.

Regulation of Non-Residential Developments. A slight majority (54%) of Mazomanie respondents agreed that new non-residential development should be regulated by aesthetics and design standards established by the Village; 21% said no. At the same time, a substantial percentage of respondents (25%) had no opinion about this issue (Figure 10).

Figure 10: New Non-Residential Development Should be Regulated by Aesthetics and Design Standards Established by the Village
n = 299



Statistically significant differences in responses among the demographic groups:

- Male respondents and respondents with higher levels of formal education were more likely to agree that the Village should apply aesthetic and design standards to new non-residential development.
- Female respondents were more likely to not have an opinion about this topic.

2008/2020 Comparisons. The percentage of 2020 respondents that believe the Village should apply aesthetic and design standards to non-residential development is lower (-6%) since the 2008 survey; the difference is not statistically significant (Table 10a).

Table 10a: Non-Residential Development Should be Regulated by Aesthetics and Design Standards Established by Village: Comparison of 2008-2020 Survey Results		
Should new non-residential development be regulated by aesthetics and design standards established by the Village?	2020	2008
Yes	54%	60%
No	21%	19%
No Opinion	25%	21%

Satisfaction with New Growth in Village. When asked their level of satisfaction with various types of growth that has occurred in the Village, Mazomanie respondents' highest level of satisfaction is for residential development and industrial development. Sixty-four percent said they were satisfied or very satisfied with residential development, and nearly as many (61%) expressed a similar level of satisfaction with industrial development. (Table 11).

Growth along the highway received mixed reviews. Although approximately one-half of respondents are satisfied or very satisfied with the new growth along the highway, there is a substantial minority totaling 32 percent who are dissatisfied or very dissatisfied with such growth.

Only 24% said they are satisfied or very satisfied with downtown development, and about three in five were dissatisfied or very dissatisfied. Relatively high proportions of respondents had no opinion about the new growth being asked about in the survey.

Table 11. Opinions Regarding New Growth in Mazomanie

Types of Growth	Count	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Residential	289	6%	58%	13%	2%	21%
Industrial Development	290	7%	54%	12%	3%	24%
Commercial Along Highway	289	3%	50%	27%	5%	15%
Commercial Downtown	289	2%	22%	46%	13%	17%

Statistically significant differences in responses among the demographic groups:

- Longer-term residents, and respondents 45 and older were more satisfied with industrial growth.
- Male respondents were more satisfied with commercial growth along the highway.
- Residents landowners were more satisfied with residential development than renters.

2008/2020 Comparisons. 2020 respondents were much less satisfied with downtown development and development along the highway than 2008 respondents and these results are statistically significant. Conversely, although not statistically significant, 2020 respondents were more satisfied with industrial development and less satisfied with residential development than 2008 respondents (Table 11a).

Table 11a: Types of New Growth in the Village "Very Satisfied and Satisfied" Responses: Comparison of 2008-2020 Survey Results

How satisfied are you with the following types of new growth in the Village?	2020	2008
Residential	64%	69%
Industrial development	61%	55%
Commercial along highway	53%	68%
Commercial downtown	24%	50%

Housing

As shown in Table 12, strong majorities of survey respondents agreed or strongly agreed that there is a need for additional single family housing (74%), and housing options for older citizens (senior condominiums and apartments (76%), and assisted living facilities and nursing homes (65%)).

Respondents were less sure, however, about the need for other types of housing. Although a majority (58%) said there is a need for more affordable housing, more than a quarter of the respondents disagreed or strongly disagreed. Survey respondents also had split opinions about the need for more duplexes and two-unit townhomes (58% agreed or strongly agreed, and 22% disagreed or strongly disagreed).

Respondents were also less sure about the need for more apartments. A plurality (45%) agreed or strongly agreed more apartments are needed in the Village, but more than one-third (34%) disagreed or strongly disagreed.

This group of housing questions had a high proportion of responses in the no opinion category.

Housing Types	Count	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
Senior condominiums and Apartments	296	33%	43%	4%	2%	18%
Single Family Housing	287	26%	48%	5%	1%	20%
Assisted living facilities/Nursing homes	286	26%	39%	9%	3%	23%
Affordable Housing	291	31%	27%	15%	13%	15%
Duplexes and townhouses (2 units)	284	14%	44%	17%	5%	21%
Apartments (3 or more units)	279	15%	30%	24%	10%	22%

Statistically significant differences in responses among the demographic groups:

- Respondents with lower levels of formal education were more likely to see a need for more single family housing.
- Renters and shorter-term residents were more likely to see a need for more apartments.
- Respondents 45 and older, retired respondents, longer-term residents, and respondents with household incomes below \$75,000 were more likely to see a need for more senior condominiums and apartments.
- Respondents 45 and older and longer-term residents were more likely to see a need for assisted living facilities/nursing homes.
- Female respondents, respondents with less formal education, unemployed or retired respondents, longer-term residents, and respondents with household incomes below \$75,000 were more likely to see a need for more affordable housing.

2008/2020 Comparisons. With the exception of more affordable housing (-6% decline from 2008 to 2020), all the housing types listed on the survey, for which comparisons can be made, show statistically significant increases in the proportion of survey respondents who believe there is a need for more such housing types in the Village: apartments (+22% increase from 2008 to 2020), duplexes and townhomes (+18% increase), single family housing (+9%), and senior condominiums and apartments (+8%)(Table 12a).

Table 12a: Types of Housing Needed in the Village of Mazomanie “Strongly Agree and Agree” Responses: Comparison of 2008-2020 Survey Results		
<i>More of the following types of housing are needed in the Village of Mazomanie:</i>	2020	2008
Single Family Housing	74%	65%
Duplexes and Townhomes (2 units)	58%	40%
Apartments (3 or more units)	45%	23%
Senior Condominiums and Apartments	76%	68%
Assisted living facilities/Nursing homes	65%	---
Affordable Housing	58%	64%
Modifications. In 2008, Assisting Living Facilities and Nursing Homes were listed as two separate housing types; assisted living facilities received 68% strongly agree/agree responses and nursing homes received 48% strongly agree/agree responses.		

Additional Comments Regarding Land Use and Comprehensive Planning

Respondents were asked to provide additional comments about land use and comprehensive planning in the Village. A qualitative analysis was completed by using emergent themes to sort and tally 68 responses into 11 categories. Comments relating to parks and recreation, transportation/roads, and economic development received the greatest proportion of the total comments, with 53%. Based on the comments from survey respondents who answered this question, Village of Mazomanie survey respondents are interested in bike trails and wish for a variety of improvements to Hwy 14, specifically the need to have more passing lanes to Madison, more stoplights, and better aesthetics.

Comments include:

"Black Earth Creek needs to remain untouched and quiet, leaving it a pristine fishing destination. This is the reason why so many people already travel to the area."

"Connect bike trail to Sauk City bike path."

"I wish there was a bike trail off the road that connected Mazo to Black Earth's downtown area."

"The railroad going to Sauk needs to be changed to a walking/biking path, not a railcar storage area."

"Enforce traffic laws, especially speed and turn only lanes on 14 in town. Stop lights!"

"Commercial development on Hwy 14 is abhorrent in its lack of aesthetics."

"The downtown area and Hwy 14 corridor is not very inviting to a visitor. Cow tanks and flowers didn't do it for me."

The complete list of comments to this question is included in Appendix B, Question 21.

	Count	%
Parks and Recreation	13	19%
Transportation/Roads	12	18%
Economic Development	11	16%
Housing	7	10%
Downtown	6	9%
Multiple Topics	5	7%
Representatives/Leadership	5	7%
Leave as Is	4	6%
Village Facilities/Services	3	4%
Daycare/After School Care	1	1%
Events	1	1%
TOTAL	68	100%

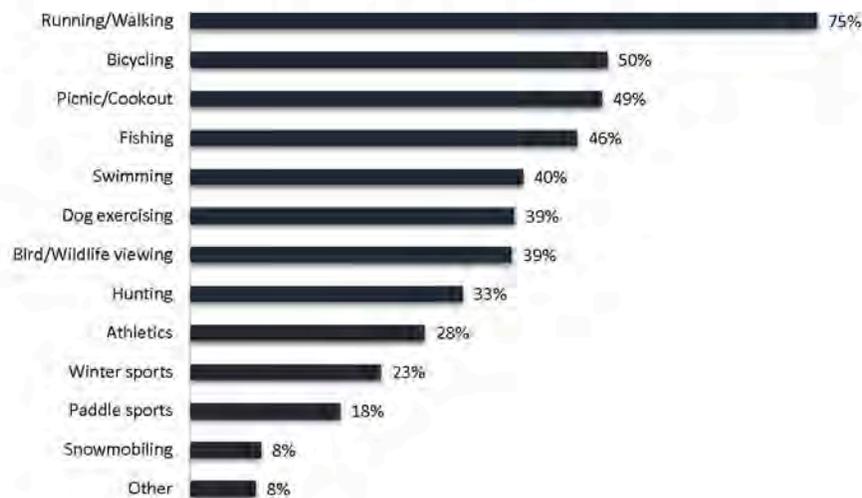
Recreation

The recreation section of the Village of Mazomanie 2020 Public Opinion Survey was expanded to help inform the Village's Community Outdoor Recreation Plan (CORP) update.¹⁰

Recreational Activities. Respondents were asked to identify the recreational activities in which members of their household engaged. By far, the most popular activities chosen were running or walking, with 75% of households participating. Biking and picnicking/cookout came in a distant second and third place with 50% and 49% respectively. Slightly fewer than half the respondents said their family includes someone who fishes. Relatively few survey respondents have household members who participate in snowmobiling. (Figure 14). In addition to the categorical activity options, respondents could specify "other" recreational activities that they/members of their household participate in. Written responses included ATV, hiking, golf, and tennis. The complete list of "other" activities provided by respondents is included in Appendix B, Question 5.

Figure 14: Household Recreational Activities Participation

Multiple Choices Allowed



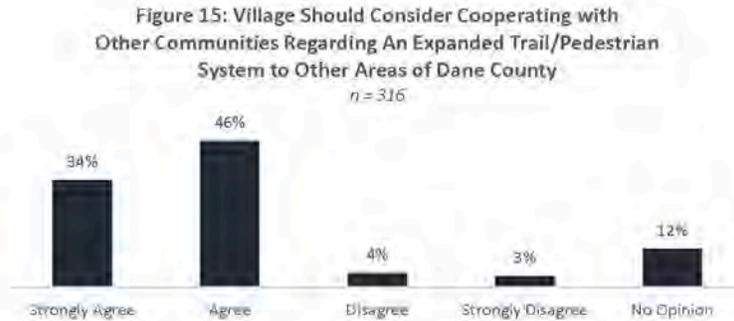
¹⁰ As noted earlier in the report, the data collection process was quite different in 2015 when the previous CORP survey was conducted and likely resulted in more people who are invested in recreation being in the sample. Further, some of the questions were worded somewhat differently, so comparing those results to those obtained in 2008 and 2020 is difficult.

For ease of presentation, Table 14 highlights the many statistically significant differences among the demographic groups and the recreational activities members of respondents' households participate in. *In most cases, younger, employed respondents with higher levels of education, with children in their household, and with household incomes of at least \$75,000 were more likely to participate in recreational activities.*

Recreational Activity	More Likely to Participate
Athletics (e.g. softball, basketball)	<ul style="list-style-type: none"> • Younger respondents (less than 45 years old) • Employed respondents • Respondents with children in their households • Respondents with household incomes of \$75,000*
Bicycling	<ul style="list-style-type: none"> • Younger respondents • Respondents with at least a bachelor's degree • Employed respondents • Respondents with children in their homes • Respondents with household incomes of \$75,000*
Dog Exercising	<ul style="list-style-type: none"> • Female respondents • Respondents with at least a bachelor's degree • Employed respondents • Resident landowners (renters often restricted from having pets)
Fishing	<ul style="list-style-type: none"> • Younger respondents • Employed respondents • Male respondents • Respondents with children in their homes
Hunting	<ul style="list-style-type: none"> • Male respondents • Respondents with children in their homes
Paddle Sports	<ul style="list-style-type: none"> • Respondents with at least a bachelor's degree • Employed respondents • Resident landowners • Respondents with household incomes of \$75,000*
Picnic/Cookout	<ul style="list-style-type: none"> • Younger respondents • Employed respondents • Respondents with children in their homes • Respondents with household incomes of \$75,000*
Running/Walking	<ul style="list-style-type: none"> • Respondents with at least a bachelor's degree • Employed respondents • Respondents with household incomes of \$75,000*
Snowmobiling	<ul style="list-style-type: none"> • Male respondents • Shorter-term residents (<10 years)
Swimming	<ul style="list-style-type: none"> • Younger respondents • Employed respondents • Respondents with children in their homes • Shorter-term residents • Respondents with household incomes of \$75,000*
Winter Sports (e.g. skating, skiing)	<ul style="list-style-type: none"> • Younger respondents • Respondents with at least a bachelor's degree • Employed respondents • Respondents with children in their homes • Respondents with household incomes of \$75,000*

Historical Comparisons. Due to survey modifications over time to the recreational activities question, comparisons between the 2008 Village of Mazomanie Comprehensive Plan Survey, the 2015 Mazomanie Community Outdoor Recreation Plan Survey, and the 2020 Village of Mazomanie Public Opinion are not possible.

Expanded Trail/Pedestrian System. Respondents generally agree (eight in ten agreed or strongly agreed) that the Village should consider cooperating with other communities on an expanded trail/pedestrian system to other parts of Dane County (Figure 15).



Statistically significant difference in responses among one demographic group:

- Respondents with at least a bachelor’s degree were more supportive of cooperation between the Village and other communities to expand a trail/pedestrian system.

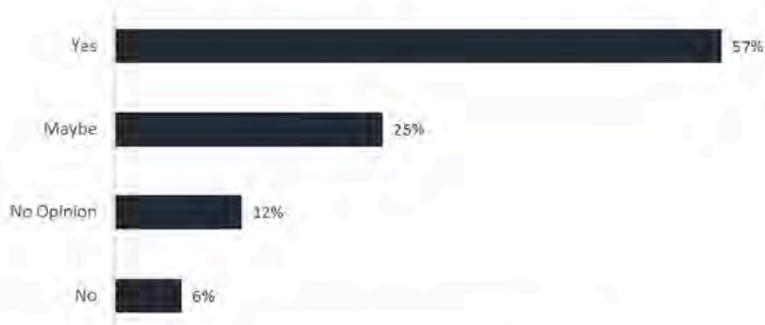
2008/2015/2020 Comparisons. The question’s wording in the 2015 CORP survey was slightly different than the 2008 and 2020 COMP surveys, so comparisons are not exact (Table 15a). When comparing only the two COMP surveys of 2008 and 2020 (identical wording), the increase shown over time (12% increase) in the level of support for Village cooperation with other communities regarding an expanded trail system is statistically significant. The comparison between 2020 COMP survey results versus the 2015 CORP survey results is more tenuous because of survey modifications and differences in how the data were obtained, but the level of decline shown from 2015 to 2020 for such cooperation is substantial (-10%).

Table 15a: Village Should Cooperate with Other Communities Regarding Expanded Trail/Pedestrian System to Other Areas of Dane County “Strongly Agree and Agree” Responses: Comparison of 2008-2015-2020 Survey Results		
2020	2015*	2008
80%	90%	68%
The wording for this question was slightly different in 2015. The difference is shown below.		
2008 and 2020		2015
“The Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.”		“Should the Village consider cooperating with other communities regarding an expanded multiuse recreational trail system for this region?”

Trails on Public Lands Adjacent to Village. Respondents were asked if Dane County and the Wisconsin Department of Natural Resources should be encouraged to develop trails on public lands adjacent to the Village. Figure 16 indicates that 57% of respondents believe this development should be encouraged, 25% said maybe, 12% had no opinion, and only 6% believe this type of development should be discouraged.

Figure 16: Should Dane County and the WI DNR be Encouraged to Develop Trails on Public Lands Adjacent to the Village?

n = 319



Statistically significant difference in responses of one demographic group:

- Respondents with at least a bachelor’s degree were more supportive of cooperation between Dane County and the Wisconsin Department of Natural Resources to develop trails on public lands adjacent to the Village.

2015/2020 Comparisons. When compared to the 2015 Community Outdoor Recreation Plan (CORP) respondents, 2020 COMP plan survey respondents were much less likely to wholly agree that Dane County and WI DNR should be encouraged to develop trails on public lands adjacent to the Village. However, 2020 respondents were not more likely to say that this should not occur at all, they were, instead, more likely to say “maybe” it should occur or they had no opinion about the topic at all (Table 16a). This likely reflects differences in the underlying sample respondents in the two surveys.

Table 16a: Dane County and WI Dept. of Natural Resources Should Be Encouraged to Develop Trails on Public Lands Adjacent to Village: Comparison of 2015-2020 Survey Results		
Should Dane County and the Wisconsin Department of Natural Resources be encouraged to develop trails on public lands adjacent to the Village?	2020	2015
Yes	57%	74%
Maybe	25%	16%
No	6%	5%
No Opinion	12%	5%

This question was not included in the 2008 survey.

Parks and Open Space Area in Village. Respondents were asked how they feel about the number of parks and the amount of open space in the Village. Figure 17 indicates that 78% of respondents believe the number of parks and amount of open space in the Village is about right, 10% believe there are too few, 9% have no opinion, and only 3% believe there are too many.

Figure 17: How Do You Feel About the Number of Parks and Open Space in the Village?
n = 320



There were no statistically significant differences among demographic groups with respect to their opinions about the number of parks and open space in the Village.

2015/2020 Comparisons. Due to survey modifications made in 2020, comparisons to the 2015 CORP survey are not exact. However, when the “no opinion” responses from 2020 are excluded from analysis, there is a statistically significant decline in 2020 in the percentage of respondents who believe there are “too few” parks and open space in the Village and a significant increase in the percentage who believe the amount of parks and open space in the Village is “about right.”

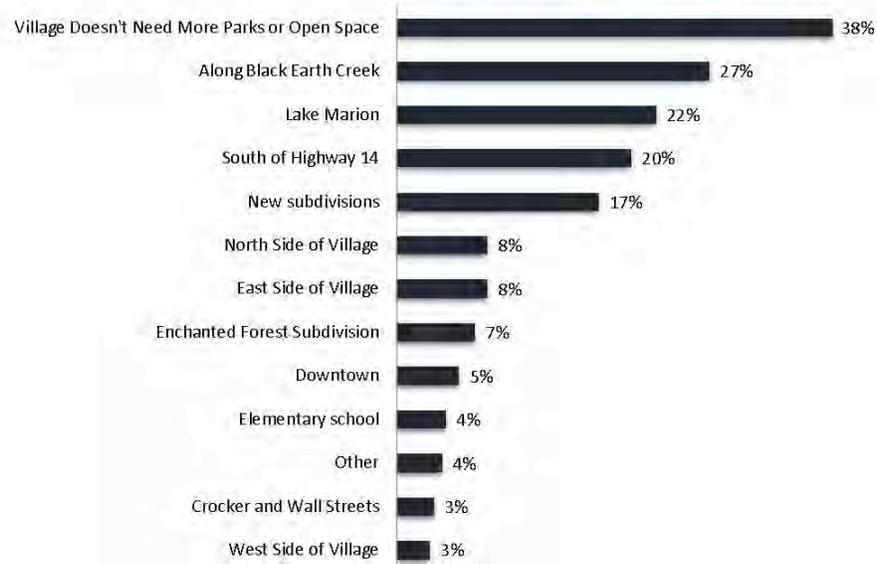
Table 17a: Number of Parks and Open Space Areas in the Village: Comparison of 2015-2020 Survey Results		
How do you feel about the number of parks and open space areas in the Village?	2020	2015
Too Few	10%	24%
About Right	78%	75%
Too Many	3%	0%
No Opinion	9%	----

This question was not included in the 2008 survey. “No Opinion” was added to the 2020 survey.

Areas Where More Parks and Open Space Are Needed in Village. Respondents were asked what areas of the Village, if any, need more parks and open space areas.¹¹ A substantial proportion of respondents (38%) believe that the Village doesn't need more parks or open space. Along Black Earth Creek, Lake Marion, South of Highway 14, and new subdivisions are the areas respondents believe are most in need of new parks and open space (Figure 18).

Figure 18: Areas Where More Parks and Open Space Are Needed

Multiple Choices Allowed



Statistically significant differences in responses among demographic groups:

- Male respondents, respondents 45 and above, respondents with less formal education, and longer-term residents were more likely to say that the Village doesn't need more parks or open space.
- Younger respondents (<45), and shorter-term residents (10 years or less) were more likely to say that more parks and open space are needed in new subdivisions.
- Respondents with higher levels of formal education were more likely to say that more parks and open space are needed along Black Earth Creek.
- Younger respondents, respondents with children in their households, and shorter-term residents were more likely to say that more parks and open space are needed by Lake Marion.

¹¹ This question allowed respondents to select multiple responses since the various areas presented are not exclusive of each other.

2015/2020 Comparisons. When comparing the 2015 CORP survey results and the 2020 COMP survey results there are statistically significant declines in the percentage of respondents who believe more parks and open space should be located along Black Earth Creek (-31%), downtown (-11%), on the east side of the Village (-10%), by the elementary school (-11%), and Lake Marion (-9%) (Table 18a).

Table 18a: Need More Parks and Open Space: Comparison of 2015-2020 Survey Results

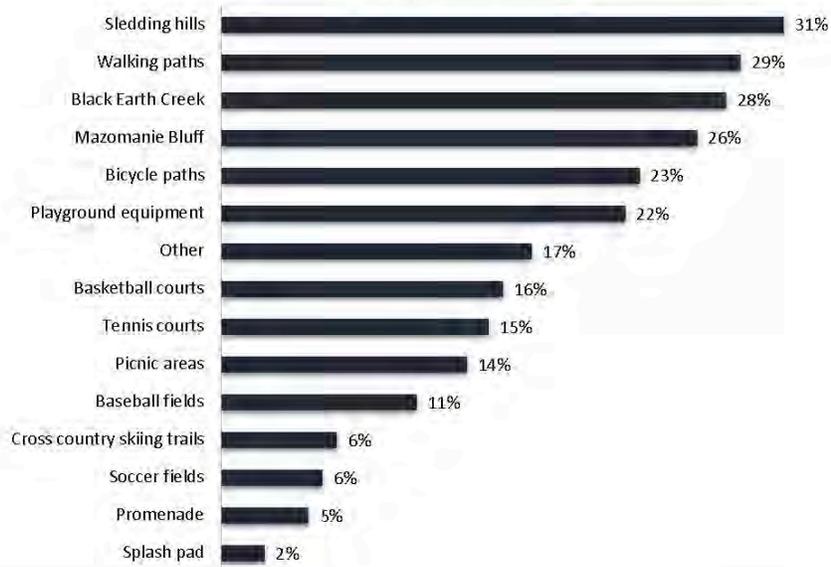
<i>In your opinion, what areas of the Village, if any, need more parks and open space areas?</i>	2020	2015
Village doesn't need more parks or open space	38%	35%
South of Highway 14	20%	26%
Downtown	5%	16%
East Side of Village	8%	18%
West Side of Village	3%	9%
North Side of Village	8%	—
New Subdivision	17%	23%
Along Black Earth Creek	27%	58%
Crocker and Wall Streets	3%	9%
Lake Marion	22%	31%
Enchanted Forest Subdivision	7%	8%
Elementary School	4%	15%

This question was not included in the 2008 survey.
Modification. In the 2015 survey, Northwest Side of Village was included.

Improvement of Recreational Facilities. Respondents were asked which recreational facilities in the Village need improvement.¹² As shown in Figure 19, fewer than one-third said any of the facilities listed on the survey needed improvement. Sledding hills, walking paths, Black Earth Creek, and Mazomanie Bluff had had between about one-third to one-fourth responding affirmatively to the need for improvement.

Figure 19: Recreational Facilities Needing Improvement

Multiple Choices Allowed



Statistically significant differences in responses among the demographic groups:

- Respondents with less formal education and employed respondents were more likely to see a need for improvements to basketball courts.
- Respondents with higher levels of formal education were more likely to see a need for improvements made to cross country skiing trails.
- Renters and respondents with less than \$75,000 annual household income were more likely to see a need for improvement to picnic areas.
- Younger respondents (<45), renters, shorter-term residents, and respondents with children in their households were more likely to see a need for improvement to playground equipment.

¹² This question allowed respondents to select multiple responses since the various recreational facilities presented as choices are not exclusive of each other.

2015/2020 Comparisons. Due to survey modifications made in 2020, comparisons to the 2015 CORP survey are not exact. When comparing the 2015 CORP survey results and the 2020 COMP survey results there are statistically significant declines in 2020 of the percentage of respondents who believe improvements should be made to walking paths, Black Earth Creek, bicycle paths, tennis courts, picnic areas, cross country skiing trails, and the splash pad (Table 19a).

Table 19a: Need Improvements: Comparison of 2015-2020 Survey Results		
<i>Which of the following recreational facilities need improvement?</i>	2020	2015
Sledding Hills	31%	32%
Walking Paths	29%	43%
Black Earth Creek (open space, trails)	28%	45%
Mazomanie Bluff	26%	33%
Bicycle Paths	23%	44%
Playground Equipment	22%	22%
Basketball Courts	16%	13%
Tennis Courts	15%	27%
Picnic Areas	14%	26%
Baseball Fields	11%	9%
Cross Country Skiing Trails	6%	21%
Soccer Fields	6%	11%
Promenade	5%	---
Splash Pad	2%	42%
Modifications. Promenade was not included in the 2015 survey. The wording for this question was different in 2015. The question's wording for 2020 and 2015 is shown below.		
	2020	2015
	<i>"Which of the following recreational facilities need improvement?"</i>	<i>"Which of the following facilities need improvement (or new construction)?"</i>

Additional Comments Regarding Outdoor Recreation in the Village

Respondents were asked to provide additional comments about outdoor recreation in the Village of Mazomanie. Response was similar to the number of comments submitted relating to comprehensive planning in the Village; 68 recreation comments were collected.¹³ Comments were sorted into 13 categories plus a miscellaneous category summarized in Table 20.

	Count	%
Parks and Facilities	17	25%
Trails	12	18%
Swimming Pool	5	7%
Lake Marion	4	6%
Need More Information	4	6%
Kayaking	3	4%
Natural Areas	3	4%
Positive Sentiments	3	4%
Flood Control	2	3%
Ice Rink	2	3%
Outdoor Opportunities	2	3%
Restrooms	2	3%
Small Town Atmosphere	1	1%
Miscellaneous	8	12%
TOTAL	68	100%

Comments relating specifically to parks, facilities, and trails elicited the greatest proportion of the total, with a combined 43 percent. Generally, there were only a few percentage points separating the other categories. Based on the comments from survey respondents who answered this question, Village of Mazomanie respondents are interested in a variety of court facilities (tennis, basketball, etc.), and are particularly interested in a dog park. Survey respondents also expressed a wish for trail access improvements and noted a lack of continuous sidewalks in the Village.

Examples of written comments include:

"A dog park would be great next to Lake Marion. Public bathroom on the promenade

would encourage use of the space."

"Access to 90% of our outdoor recreation is difficult to access from south of Highway 14. No continuous sidewalks to Lake Marion without crossing 14 and going under the bridge."

"If you want to walk around this village, it is dangerous because of lack of continuous sidewalks - you are often in the street."

"Keep making the natural areas beautiful and healthy. That's what makes the Driftless area so amazing."

"The swimming pool is a huge asset to this village! It needs updating."

The complete list of comments to this question is included in Appendix B, Question 11.

¹³ Responses to the two open-ended questions in the survey were relatively low when compared to the overall survey response (approximately 1/5 of respondents provided comments to each open-ended question). The response to the qualitative questions in the survey could have been due to survey fatigue and/or question format.

Conclusions

A theme from the results of this survey is the desire to preserve Mazomanie's rural character. The appeal of the rural atmosphere of the Village of Mazomanie and its natural surroundings is expressed in various ways in the responses to questions throughout the survey. Mazomanie respondents value living in Mazomanie because of its rural, small town atmosphere, its natural beauty, and to be near their family and friends. Mazomanie respondents expressed a strong desire to protect the natural resources of the Village that are the basis for the natural beauty so important to them.

Although the appeal of living in a rural, small atmosphere is a prominent theme of the survey, respondents, at the same time, believe strongly that the Village needs to focus on being a business-friendly community with the ability to attract and retain its workforce. In addition, downtown revitalization, according to this group of respondents, is key for local economic development. However, when asked where non-residential development should be located, a minority, 44% favor downtown.

There was consensus among survey respondents that single-family homes and housing options for older citizens are the highest priority.

Mazomanie respondents were satisfied with most community services and facilities. Very few services or facilities received poor ratings. Fire protection, emergency medical services, recycling/trash collection, parks and recreation, and electric services were rated particularly high among the community services listed on the survey. When asked to rate the condition of streets in the Village, respondents were largely satisfied; however, road repairs and maintenance was the local service with the highest percentage of fair and poor ratings.

Comparing Results Over Time

The SRC determined, when possible, if response patterns varied at statistically significant levels when comparing the 2020 Village of Mazomanie Public Opinion survey results to the 2008 Village of Mazomanie Public Opinion survey and the 2015 Village of Mazomanie Community Outdoor Recreation Plan survey. Due to survey modifications over time, some questions are not comparable. Further, differences in how data were obtained in 2015 compared to 2008 and 2020, make comparisons less exact. In particular, the 2015 data are likely going to come from people who are more interested in recreation than the average resident of the Village.

It is also important to bear in mind that 2008 was in the midst of the "Great Recession" and the 2020 data were collected before COVID 19 was affecting the U.S. economy in a serious way. These differences in the economic situation almost certainly influenced responses.

Given these provisos:

- Results show a substantial increase in 2020 in the percentage of respondents choosing rural, small-town atmosphere as a top reason to live in the Village of Mazomanie when compared to 2008. The percentage of respondents choosing the natural beauty of the area as a reason to live in the Village increased significantly as well.
- The proportion of survey respondents in 2020 who rated the overall quality of life in the Village as excellent or good increased significantly when compared to 2008 ratings.
- Other than library services (the ratings increased since 2008, but not significantly), all local facilities and services listed on the survey in 2020 showed statistically significant increases in excellent/good ratings when compared to 2008.
- When compared to the combined average of survey results from 2008 and 2015, there is a statistically significant increase in 2020 in the percentage of respondents saying that it is important or very important to remove existing structures from within the floodplain of Black Earth Creek.
- There is a statistically significant increase in 2020 in the percentage of respondents favoring the expansion of the highway system to facilitate driving when compared to 2008.
- 2020 survey respondents were much more likely to say that additional non-residential development should be located in the industrial park and less likely to support such development on Highway 14 than was the case in 2008.
- 2020 respondents were much less satisfied with downtown development and development along the highway than 2008 respondents.
- When comparisons were possible to the 2008 survey, 2020 respondents were statistically more likely to say there is a need for most of the housing types listed on the survey (single family housing, duplexes and townhomes, apartments, senior condominiums and apartments) with the exception of affordable housing.
- When comparing only the two public opinion surveys of 2008 and 2020 (in which the wording of the question was identical), the increase shown over time (12% increase) in the level of support for Village cooperation with other communities regarding an expanded trail system is statistically significant.
- When compared to the 2015 Community Outdoor Recreation Plan survey, there is a statistically significant decline in the percentage of 2020 respondents who believe there are “too few” parks and open space in the Village and a significant increase in the percentage of respondents who believe the number of parks and open space in the Village is “about right.”
- The proportion of Mazomanie respondents believing there should be more parks and open space downtown, on the east side of the Village, along Black Earth Creek, Lake Marion, and by the elementary school fell considerably from 2015 to 2020.

Appendix A – Non-Response Bias Test

Any survey must be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, one of the sections in the survey asked respondents to rate community facilities and services in the Village of Mazomanie. If those who failed to return their survey were more dissatisfied with such services, the estimates included in this report would overstate the satisfaction of respondents regarding community facilities/services.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 268 people responded to the first mailing, and 54 responded to the second mailing.

In the Village of Mazomanie dataset, there were 7 of 101 variables tested with statistically significant differences between the mean responses of mail 1 and mail 2 respondents. These variables are fairly randomly distributed throughout the questionnaire and show no clear pattern. Late responders were slightly more likely to say that they choose to live in the Village due to the natural beauty of the area and have members in their household who hunt. Early survey responders rate downtown parking and fire protection higher. Early responders were more likely to agree that the Village needs to focus on being a business-friendly community with the ability to attract and retain workforce. Early responders were more likely to agree that more single family housing and senior condominiums/apartments are needed in the Village.

Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. The Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for the Village of Mazomanie Public Opinion Survey dataset.

Variable	Mail 1	Mail 2	Sig.	Meaning
Q1j. Reasons to live in Village: natural beauty	.27	.41	.042	Mail 2 more likely to choose
Q3a. Rate: Downtown Parking	2.18	2.64	.002	Mail 1 higher ratings
Q3d. Rate: Fire Protection	1.74	2.25	.003	Mail 1 higher ratings
Q5f. Participates: Hunting	.29	.44	.026	Mail 2 more likely to participate
Q13g. Village needs to focus on being business-friendly	1.80	2.23	.004	Mail 1 more likely to agree
Q17a. More single-family housing is needed	2.32	2.82	.021	Mail 1 more likely to agree
Q17d. More senior condos/apartments are needed	2.21	2.72	.023	Mail 1 more likely to agree

Appendix B – Village of Mazomanie Public Opinion Survey, 2020 - Comments

Written comments from survey respondents were transcribed verbatim. In some instances, the SRC corrected misspelled words, but have generally not modified comments for grammar or clarity. There were instances where survey respondents wrote "N/A" or "No Opinion" as a written response. The SRC has excluded N/A and No Opinion comments from the compilations shown below.

Q1: From the following list, mark the three most important reason you and your family choose to live in the Village of Mazomanie? "Other" responses (12 Responses)

- Lived here for years (x2)
- Close to business
- Close to family
- Could afford it at the time
- Ease of involvement
- Great neighborhood
- Live in Township
- Lot size
- School
- Village swimming pool
- Where my boyfriend lives

Q5: In which of the following recreational activities do members of your household participate? "Other" responses (26 Responses)

- ATV (x5)
- None (x4)
- Hiking (x3)
- Golf (x2)
- Tennis (x2)
- Camping
- Dance class
- Disc golf
- Equine trail riding
- Four wheeling
- Gardening
- Motorcycling
- Pokémon
- Splash Pad
- 4 wheeling

Q9: In your opinion, what areas of the Village, if any, need more parks and open space areas? "Other" responses (9 Responses)

- Dog park (x2)
- Easier access to Mazo Bluff
- Flooded area should be new park- open space
- Get rid of the brush dump, should be a wildlife area
- Hwy/RD 18
- Improve elementary space
- Lake Marion playground area needed!
- Walking Iron Park is underdeveloped

Q10: Which of the following recreational facilities need improvement? "Other" responses (37 Responses)

- Swimming pool (x10)
- Ice skating rink (x4)
- Dog park (x2)
- Sidewalks (x2)
- Access to bike trail
- ATV trails
- Bars/Tavin's
- Basketball court needed south of Highway 14
- Beginning of trail at the end of Crescent
- Forest
- Golf courses!
- Hunting area
- Need sidewalks on S. Brodhead
- Need to replace tennis court
- Park could use updating. Younger families are coming.
- Parking for Wolf Run
- Pool needs expanding exercise lane that is separate
- Roads for biking
- Schools!
- Skate park
- Softball fields/youth teams
- Tractor pull, Flood area?
- Walking Iron

Q11: Is there anything else you want to say about outdoor recreation in the Village? 68 Responses

In some instances, respondents wrote about multiple topics regarding outdoor recreation related to the Village. When possible, each comment associated with a respondent is categorized based on what was determined to be the predominant theme of the comment.

Parks and Facilities (17 Responses)

Dog Park (9 Responses)

- We need a dog park. (x3)
- A dog park would be great next to Lake Marion. Public bathroom on the promenade would encourage use of the space.
- Add a playground and/or dog park in Coventry Meadows area where housing can't be built.
- Desperately in need of a large, fenced in dog park.
- More development by the promenade-across. Also, a dog area would be nice.
- Perhaps activities or facilities designed for older or disabled people. many people would like to see a dog park-which would be a rather low-cost addition.
- We really need a large dog park! Bike trails that connect to larger systems.

Parks and Recreation - Miscellaneous (8 Responses)

- Bring back the tennis court.
- Having a park w/basketball court across the highway (new subdivision).
- Need large park.
- Put park (basketball court, playground, ice rink, etc.) in open village lot off State St. at 4th Street.
- Regarding the Mazomanie Bluff: At the top there should be a little area cleared so you can see the town from the top. The flag on the Bluff should be replaced as it is in very bad condition as well.
- The parks are well kept and need a few small updates.
- The Village need to maintain these spaces better by enforcing rules.
- You need to put more money into the parks (not Lake Marion) Concession stand - not the building. Lights for ballpark kids will benefit more from this than Lake Marion. Exercise.

Trails (12 Responses)

ATV/4-Wheel Trails (5 Responses)

- Open more ATV Trails (x3)
- ATVs and snowmobiles should not be allowed on city/town streets, walking/bicycle paths, or nature area or preserves.
- It would be good to have trail for 4-wheeling and dirt track.

Walking Paths/Trails (4 Responses)

- Access to 90% of our outdoor recreation is difficult to access from south of Highway 14. No continuous sidewalks to Lake Marion without crossing 14 and going under the bridge. A sidewalk along the south side of Highway 14 and down KP would be great. Crossing Highway 14 is a must to access other parks like Wolf Run and Walking Iron and traffic rarely stops for pedestrians. When they do, cars behind them drive around them in turn lanes. It's not safe.

- If you want to walk around this village, it is dangerous because of lack of continuous sidewalks- you are often in the street.
- Needs to be more easy access, walk to, trail heads.
- Providing a walk path with no parking area is ridiculous.

Biking Trails (3 Responses)

- Black Wolf Trail can be a bit rough for biking (loose gravel) it would be great if it was paved.
- I want Dane County to create a bike trail from Maze to Sauk Trail.
- No easy way for young children on bikes who live south of Hwy 14 to get to Wolf Run (or no safe passage to pool and ball fields).

Swimming Pool (5 Responses)

- Improve the equipment at the park by the splash pad. Those old slides are not safe!
- Keep weeds out of swimming pool deck area, paint pool.
- My family and I believe that if we made a pool then more people would want to move to the village.
- The splash pad is a huge plus.
- The swimming pool is a huge asset to this village! It needs updating.

Lake Marion (4 Responses)

- Allow bikes on Walking Iron Trail, playground at Lake Marion allow swimming in Lake Marion (don't need a beach or formal setting).
- Is Lake Marion a reflecting pool or will it be used someday- who looks out there? Fill a sandy bottom tell the lake Nazis to lighten up to launch.
- Lake Marion is a waste of taxpayers' money and would have been better served as ball field or something else. Spend the money on fixing Lion Park and putting a tennis court back.
- Would be nice if dog could at least swim in Lake Marion.

Need More Information (4 Responses)

- Advertise more for what's available, if new to area feel very left out, don't know a lot in area.
- More info readily available.
- We haven't lived here for long and I didn't grow up here, therefore, I am not familiar with all the locations. Please list the names.
- We just moved here. We don't know much about the town yet.

Kayaking (3 Responses)

- Keep Black Earth Creek free/open, remove fallen trees, etc. Available for kayaks without obstructions in the water.
- The Black Earth Creek needs to be kept clear of obstruction (or fuller trees) for kayaking and flood control.
- The village need to clean the creek for kayaking.

Natural Areas (3 Responses)

- Keep making the natural areas beautiful and healthy. That's what makes the Driftless area so amazing.
- Leave natural

- There has been some good work within "Green Spaces" within Mazomanie, but there is a serious problem with the types and methods of trees/plants planted within those areas. Some plants/trees planted are going to outgrow their present location in under 5 years.

Positive Sentiments (3 Responses)

- Fine!
- Very good considering size of the Village!!
- We really enjoy it.

Flood Control (2 Responses)

- Flood mitigation should be considered in all new park's projects.
- I could see an advantage to create open space doing the Black Earth Creek that could double as flood control area.

Ice Rink (2 Responses)

- Ice skating rink at park-Lake and open gym. Also, skateboarding area.
- We have several locations that could easily support being converted to an ice rink. The old spot the tennis courts were on for example. West of Lions Park soccer field for another example. Below Elementary school for another.

Outdoor Opportunities (2 Responses)

- There are outdoor opportunities.
- There is plenty of outdoor recreation areas within and surrounding the Village.

Restrooms (2 Responses)

- Closer bathroom facilities would be great! Handicap accessibility.
- There could be a porta-potty at Wolf Run Trail head.

Small Town Atmosphere (1 Response)

- It is what young families and old folks want. Make it accessible. Keep our small-town atmosphere.

Miscellaneous (8 Responses)

- Do not waste any more money on cow tanks for flowers.
- Don't waste money. Went to <illegible> 4 years ago. Oldest housing and no <illegible>
- Enough! is Enough!
- Preserve the Driftless!!
- Snow removal is horrible. The Village truck that plows the roads goes right through stop signs and only does one pass.
- Stop mosquito spraying - let individuals maintain their own property.
- Summer Day Camp for kids would be nice.
- The 4th of July and other community activities are great here. We need a stop light by Dollar General and 14 and 92.

A respondent enclosed a one-page letter along with their completed survey. The scanned letter, in its entirety, is included below.

Mazomanie doesn't need more parks, pools, recreation facilities nor do we need to become a recreational hub – what we do need are more incentives for the elderly to stay living in our homes.

Affordable Transportation – Most of the businesses are located across busy Highway 14 – (no stop lights) with no full grocery store, pharmacy, dentist. We have 1 doctor whose office is also across the highway. The Sauk Prairie Clinic is convenient to people with their own transportation. They have a \$2 or \$3 taxi service for elderly living in their communities.

Dentist ---Several dental offices are located in nearby towns, but for our Dean Advantage insurance we need to drive over an hour to Madison for appointments.

Affordable Housing for the elderly that includes a maintenance person to help fix problems within the retirement complex -- (lights go out, fuses need to be checked, water leaks, lawn care, etc.)

If Mazo had a “helping hands” group that could be called for simple projects – i.e. when a light bulb needs to be replaced, or a if a bag of salt needs to be carried to the water softener. Our local hardware store charges \$10 delivery charge for only 2-3 blocks plus \$10/bag of salt. – too costly for retirees.

Another very helpful project for elderly living alone is a “daily phone connection” – just a quick “hello – just checking in to make sure you're OK” -- I believe there was a small monthly charge.

Snow removal – not everyone has a neighbor who volunteers. We pay \$30 to clear our driveway and then the village plow drives by and fills it in again.

Shame on Mazomanie! Mazomanie has drastically cut their donation to Dane County Senior services. Unfortunately, they have moved farther away from Mazo, but the exercise programs are available to us, some equipment loans, meals on wheels, and a place for people to get together for an afternoon of bingo or cards. We should support this organization –more, not less.

Lastly, when a long-time resident retires, why can't their property taxes be frozen as long as they continue to reside in their home? Then, the village can re-assess the property and update the valuation when the property is sold.

I realize my suggestions will probably fly out the window, but Mazo needs to think about the elderly and less about the recreational, playgrounds and other opportunities for people who are probably not planning to stay here.

Q14: Where should additional non-residential development be located? "Other" responses (5 Responses)

- A place a grocery store can fit
- Corner of Hwy 14 and 78
- New residential population
- Outside Village
- 14/78

Q16: How satisfied are you with the following types of new growth in the Village? "Other" responses (10 Responses)

- Elderly housing (x5)
- Downtown apartment
- New business
- New housing growth is needed
- No grocery
- \$

Q20: What is the best way to get commuters to Madison and back from Mazomanie? "Other" responses (8 Responses)

- Better Highway 14
- Bypass this one-horse town
- Create local jobs
- Fix the roads
- H lane
- More passing lanes on Hwy 14
- Parking for car or van pool riders, saving money from not having to drive oneself should be incentive enough
- Four lanes to Madison

Q21: Is there anything else you want to say about land use and comprehensive planning in the Village? 68 Responses

In some instances, respondents wrote about multiple topics regarding land use, comprehensive planning, and other topics related to the Village. When possible, each comment associated with a respondent is categorized based on what was determined to be the predominant theme of the comment. In some instances, a main theme could not be determined, so the comment was placed into a "multiple topics" category.

Parks and Recreation (13 Responses)

- A dog park would be great and low cost.
- Black Earth Creek needs to remain untouched and quiet, leaving it a pristine fishing destination. This is the reason why so many people already travel to the area.
- Connect hiking trail with Sauk Trail, expand Wolf paving instead of gravel would increase use. Walking Iron Park is under developed and under-utilized maybe disc golf course.

- Develop quality green spaces for public gathering and events. Lake Marion is a nice place but PLEASE stop dumping resources into it. Develop and enhance the downtown area and what it can offer. Connect bike trail to Sauk City bike path.
- Fenced-in, off-leash, dog recreation areas.
- I wish there was a bike trail off the road that connected Mazo to Black Earth's downtown area. I would like to see pet waste stations along Hudson St. Two of them. One on the west side, one by the flag pole. We have one by Wolf Run Trail.
- Lake Marion needs more trees. Some comfortable. Add grill to Lion Park.
- More ATV friendly areas
- Need Star Park at old nude beach. Link town to park with trails. Connect to (in process) rail bridge to Sauk! Land above sign should have a Driftless viewing/welcome picnic center. Trails should connect to Wolf Run. Extend Wolf Run (Convert tracks on 78) to Sauk.
- Redevelopment of the Mazo beach area into a picnic area is also a great project to support.
- Replace the tennis court, replace basketball court, more trails. Creek cleanup support by the Village.
- The railroad going to Sauk needs to be changed to a walking/biking path, not a railcar storage area.
- There should absolutely be no addition of ATV or snowmobile trails added anywhere in the area. They are annoying and disruptive to those enjoying nature and the outdoors.

Transportation/Roads (12 responses)

- Be nice if traffic was direct more through downtown instead of Hwy 14. Get a more prominent downtown.
- Do not put pea gravel on streets in Mazo
- Enforce traffic laws, especially speed and turn only lanes on 14 in town. Stop lights!
- Fix roads
- Hwy 14 road needs work. Local roads have been improving nicely for the last couple of years.
- More sidewalks
- Our alley gravel was rarely added since it was flooded it completely washed away and has not been replaced. Know the rain fills up the alley and becomes a creek. Please replace the gravel in the alley please!
- Passing lane option on Hwy 14 From Mazo to Madison
- Please consider installing a stoplight at the Hwy 14 and Walter Road intersection and/or pedestrian crosswalks with flashing lights similar to Cross Plains at several intersections on Hwy 14 in town.
- Safer easier way into Sauk City
- The railroad crossings on Brodhead and Cramer Streets are hard to wheel a stroller or children's bike over because they are disintegrating. It's a small thing but there's many young families in town.
- We need stop light by Mobil gas station. It is very dangerous for kid and bikers.

Economic Development (11 Responses)

- Additional housing of all sorts and exploiting our natural beauty of the area and recreational opportunities will drive economic and commercial development of our town. We can be a magnet for tourism if done right.
- Attraction of businesses a must, more worker opportunities, will draw more home buy to area too.
- Commercial development on Hwy 14 is abhorrent in its lack of aesthetics. Question 20 requires two responses- light rail and car pools.
- For village growth there need to be more business manufacturing to attract new residents, resulting in a growth in the tax base.
- I haven't noticed any non-residential growth along the highway, and very little anywhere else.
- If doing anything that doesn't bring or promote retail business, don't waste taxpayer money.
- Most people don't know they have been through Mazomanie because it's just a pass through for them on their way to Madison. I think we should make it more evident (not just through signage) that they have entered a community. Make Mazomanie's Hwy 14 a destination. We need inviting lighting, building facades, walkable spaces, landscape, and businesses all along 14 so people slow down, stop and visit business here.
- Private investment needs to be encouraged to bring any apartment or businesses.
- Q16 is misleading to me, as I'm not aware of any new growth recently. My initial observation is the village does not encourage nor support new growth/businesses. Regardless of location (i.e. Hwy 14, downtown, industrial park), we need businesses in the community to thrive. Revitalizing downtown would be nice, however, getting people to turn off of Hwy 14 is the problem. Mazo is a pass through village, and it seems the Board is interested in keeping it that way, a sleepy suburb of Madison. Lastly and more importantly, having a 4-lane Hwy to Madison is the missing link.
- The downtown area and Hwy 14 corridor is not very inviting to a visitor. Cow tanks and flowers didn't do it for me. Local developers have kept lot prices high. We have given them tax breaks for years. Time to make them pay up and move on.
- We can't expect growth by micro managing policy about what growth has to look like. Any growth plan needs to be flexible in order to accommodate the needs and desire of people spending the money.

Housing (7 Responses)

- I prefer to stay a small community. I don't wish to expand new housing in subdivisions.
- Need senior citizen housing and perhaps an assisted-living facility so that older people do not have to move away from the village.
- New subdivision residents are treated like out of towners.
- No more duplex units.
- No more low-income housing.
- Over 55 housing is very necessary in our small community.
- Please, no affordable housing units, (Section & Housing), or more apartment complexes. We don't need the noise or crime!

Downtown (6 Responses)

- Business owners should weed by their property. Downtown is horrible with weeds. Not a very good attraction!
- Downtown is in need of major revision. Many people on Hwy 14 are not even aware there is a downtown.
- Grants to improve- maintain downtown storefronts- front entrances. Deteriorating front steps all need help, old sandstone steps falling. Restore the "over the street" Christmas lights.
- That commercial development downtown-there is none.
- The village needs to consider if they put more business downtown, they need better parking, so it doesn't affect the apartment residents' parking rights. They need to plan building better in regard to flooding.
- Would love to see more of the downtown commercial spaces used for community business that are actually open. What is preventing businesses from being here? Is it rental price? Village politics?

Multiple Topics (5 Responses)

- Define question 12a. Remove structures/floodplain/Black Earth? Question 20- why mark one only? Extending bus lines- easy to do incentives for car pools also easy to do. People want options and we have the infrastructure in place.
- Hwy 14 is ugly- poor intro to town (not talking industrial park) is zoning hurting new housing? Where can new families live? Restaurants are a big draw- there are very few here and what are, poorly attended- little variety- where are WI fish - need entrepreneur help. You've got a good school, promote it - who knows? Look at Spring Green or Sauk. Incubators. Taverns.
- More apartment buildings and more chain restaurants
- Renewable resources, solar panels, wind power, give senior citizens a break on real estate taxes. That are on fixed incomes.
- The village should plan for the future growth of the community and take steps to promote business environment, take action to control the flooding (tributaries, dams, water diversions, alternate flows) paths as we got all the run off from the creek watershed starting cause the flooding.

Representatives/Leadership (5 Responses)

- Get a qualified village administrator who can do the job and is more than a figurehead pencil pushing yes man!
- Thanks for improving storm drain/roads/and water admins. Continue to be pro-active! After a decade of neglect, it's starting to look like taxes are doing some good!
- The need to attract people to come here. There is nothing in this town to justify the high taxes. We are not happy with the direction that the village board has been taking.
- There needs to be more cooperation between different groups instead of political fighting to get progress done the politics of the town board get in the way of progress.
- Until the recent past, Mazo has suffered leadership. It is refreshing to see the positive change as taking place the past few years.

Leave as Is (4 Responses)

- Leave alone
- I like that Mazomanie has quiet charm, with a small village atmosphere. Mazomanie is nestled in nature and that makes it beautiful. I would hate to see it developed to be a "Madison-suburb", or an REI "Weekend Warrior" destination. The people that live here are very different than people that live in Madison. I would hate to see Mazomanie strive to emulate or connect us to Madison.
- I think it's very important that we maintain the small town feel- this is why we live here but continue to offer the best schools, activities and culture to keep people coming back.
- We are an agricultural community. I enjoy the fact that fields and farms are very closely intertwined with our homes.

Village Facilities/Services (3 Responses)

- An auditorium would be nice (not at the school).
- Disagree with bandshell need and location. It takes away large open space in town and I doubt it will be used a lot. Promenade is nearly never used.
- More lighting in the subdivisions for better safety.

Daycare/After School Care (1 Response)

- It would be great to establish more options for daycare/after school care outside of Lifecycle Kids.

Events (1 Response)

- I used to go to the Gandy Dancer Festival when it was a free event. You could bring your own beverages and come and go as you pleased. Now you have to pay for everything and are fenced in. I am not sure if I will ever go again.

Q25: Employment Status: "Other" (4 Responses)

- Disabled (x2)
- Homemaker
- Side Jobs

Q26: Residential Status: "Other" responses (3 Responses)

- Business
- Homeowner
- Live in the town of Black Earth (1 mile south of Mazomanie)

Appendix C – Quantitative Summary of Responses by Question
2020 Village of Mazomanie Public Opinion Survey

Sample, n = 322

QUALITY OF LIFE

1. From the following list, mark the **THREE** most important reasons you and your family choose to live in the Village of Mazomanie. (● **Mark top three only**)

38%	a. Affordable housing	17%	i. Low crime rate
3%	b. Appearance of homes	29%	j. Natural beauty of area
26%	c. Close to employment	10%	k. Outdoor recreational opportunities
7%	d. Close to lake/pond/stream	7%	l. Property tax level
37%	e. Close to Madison	12%	m. Proximity to quality schools
2%	f. Community services	56%	n. Rural/Small-town atmosphere
44%	g. Family and friends/Grew up here	4%	o. Other, specify: See Appendix B
1%	h. Local music and art scene		

2. How would you rate the overall quality of life in the Village of Mazomanie?	Excellent	Good	Average	Poor	Very Poor
	15%	63%	20%	2%	0%

COMMUNITY FACILITIES AND SERVICES

3. Rate the quality of the following local services:	Excellent	Good	Fair	Poor	No Opinion
a. Downtown Parking	21%	51%	20%	3%	5%
b. Electric Service	24%	60%	12%	2%	3%
c. Emergency Medical Services	51%	37%	4%	0%	8%
d. Fire Protection	47%	42%	3%	0%	8%
e. Library Service	34%	44%	9%	2%	12%
f. Parks and Recreation	28%	56%	10%	2%	4%
g. Police Protection	33%	45%	15%	3%	5%
h. Recycling/Trash Collection	32%	53%	12%	2%	2%
i. Road Repairs and Maintenance	9%	37%	37%	13%	3%
j. Snow Removal	17%	43%	30%	9%	2%
k. Storm Water Management	10%	39%	30%	9%	13%
l. Swimming Pool	21%	47%	13%	3%	16%
m. Water Service	18%	54%	18%	4%	6%
n. Sewer Service	20%	50%	19%	4%	6%

4. How important is it for the Village to seek agreements with neighboring jurisdictions on future land use, public services, and annexations?	Very Important	Important	Unimportant	Very Unimportant	No Opinion
	34%	44%	7%	1%	14%

RECREATION

5. In which of the following recreational activities do members of your household participate? (● Mark all that apply)
- | | | | | | |
|-----|--|-----|--------------------|-----|--|
| 28% | a. Athletics (e.g. softball, basketball) | 33% | f. Hunting | 40% | k. Swimming |
| 50% | b. Bicycling | 18% | g. Paddle Sports | 23% | l. Winter sports (e.g. skating, skiing) |
| 39% | c. Bird/Wildlife Viewing | 49% | h. Picnic/Cookout | 8% | m. Other, specify: See Appendix B |
| 39% | d. Dog Exercising | 75% | i. Running/Walking | | |
| 46% | e. Fishing | 8% | j. Snowmobiling | | |
6. The Village should consider cooperating with other communities regarding an expanded trail/pedestrian system to other areas of Dane County.
- | | | | | | |
|--|----------------|-------|----------|-------------------|------------|
| | Strongly Agree | Agree | Disagree | Strongly Disagree | No Opinion |
| | 34% | 46% | 4% | 3% | 12% |
7. Should Dane County and the Wisconsin Department of Natural Resources be encouraged to develop trails on public
- | | | | | |
|--|-----|-------|----|------------|
| | Yes | Maybe | No | No Opinion |
| | 57% | 25% | 6% | 12% |
8. How do you feel about the number of parks and open space areas in the Village?
- | | | | | |
|--|---------|-------------|----------|------------|
| | Too Few | About Right | Too Many | No Opinion |
| | 10% | 78% | 3% | 9% |
9. In your opinion, what areas of the Village, if any, need more parks and open space areas? (● Mark all that apply)
- | | | | |
|-----|--|-----|--|
| 38% | a. Village doesn't need more parks or open space | 27% | h. Along Black Earth Creek |
| 20% | b. South of Highway 14 | 3% | i. Crocker and Wall Streets |
| 5% | c. Downtown | 22% | j. Lake Marion |
| 8% | d. East Side of Village | 7% | k. Enchanted Forest Subdivision |
| 3% | e. West Side of Village | 4% | l. Elementary School |
| 8% | f. North Side of Village | 4% | m. Other, specify: See Appendix B |
| 17% | g. New Subdivisions | | |
10. Which of the following recreational facilities need improvement? (● Mark all that apply)
- | | | | |
|-----|---|-----|--|
| 11% | a. Baseball Fields | 31% | i. Sledding Hills |
| 16% | b. Basketball Courts | 6% | j. Soccer Fields |
| 23% | c. Bicycle Paths | 2% | k. Splash Pad |
| 28% | d. Black Earth Creek (open space, trails) | 5% | l. Promenade |
| 6% | e. Cross country skiing trails | 15% | m. Tennis Courts |
| 26% | f. Mazomanie Bluff | 29% | n. Walking Paths |
| 14% | g. Picnic Areas | 17% | o. Other, specify: See Appendix B |
| 22% | h. Playground Equipment | | |

11. Is there anything else you want to say about outdoor recreation in the Village? See Appendix B

NATURAL RESOURCES

12. How important is it for local planning and zoning to address the following?	Very Important	Important	Unimportant	Very Unimportant	No Opinion
a. Remove existing structures from within the floodplain of Black Earth Creek	23%	40%	12%	3%	23%
b. Protect groundwater quality	61%	30%	1%	0%	7%
c. Protect surface water quality	53%	37%	2%	1%	8%
d. Enhance Black Earth Creek as a recreational amenity	23%	40%	14%	5%	18%

ECONOMIC DEVELOPMENT

13. Please provide your level of agreement to the following statements:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Outdoor recreation opportunities are key to the Village of Mazomanie’s future development	20%	46%	14%	3%	18%
b. The Village needs to develop more opportunities for its children (enhance soccer fields, additional after school activities, etc.)	18%	43%	15%	4%	20%
c. Downtown revitalization (housing, restaurants, shops, etc.) is key for local economic development	38%	47%	6%	2%	6%
d. The Village should develop the infrastructure to be an “Americana Music” destination	8%	20%	28%	8%	36%
e. The Village of Mazomanie should become a recreational hub for the region (biking, hiking, climbing, hunting, fishing, camping, etc.)	18%	38%	17%	4%	24%
f. The essence of the Village of Mazomanie has been tied to agriculture and the railroad and these should be the pillars for future development	9%	41%	21%	3%	26%
g. The Village needs to focus on being a business-friendly community with the ability to attract and retain workforce	39%	50%	5%	1%	6%

14. Where should additional non-residential development be located? (● Mark all that apply)

6% a. I do not support additional non-residential development	68% d. Industrial park
44% b. Downtown	3% e. Other, specify: See Appendix B
52% c. Highway 14	

15. Should new non-residential development be regulated by aesthetics and design standards established by the Village?

	Yes	No	No Opinion
	54%	21%	25%

16. How satisfied are you with the following types of new growth in the Village?	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
a. Commercial along highway	3%	50%	27%	5%	15%
b. Commercial downtown	2%	22%	46%	13%	17%
c. Industrial development	7%	54%	12%	3%	24%
d. Residential	6%	58%	13%	2%	21%
e. Other, specify See Appendix B	2%	5%	5%	7%	81%

HOUSING

17. More of the following types of housing are needed in the Village of Mazomanie:	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. Single Family Housing	26%	48%	5%	1%	20%
b. Duplexes and Townhomes (2 units)	14%	44%	17%	5%	21%
c. Apartments (3 or more units)	15%	30%	24%	10%	22%
d. Senior condominiums and apartments	33%	43%	4%	2%	18%
e. Assisted living facilities/Nursing homes	26%	39%	9%	3%	23%
f. Affordable Housing	31%	27%	15%	13%	15%

TRANSPORTATION

18. How would you rate the condition of streets in the Village of Mazomanie?	Very Satisfactory	Satisfactory	Unsatisfactory	Very Unsatisfactory	No Opinion
	3%	72%	18%	5%	2%

19. How many minutes, one-way, is it normally from your home to your primary work place?

NA/Not Working	Work from Home	0 – 9 minutes	10 – 14 minutes	15 – 19 minutes	20 – 29 minutes	30 – 44 minutes	45+ minutes
26%	5%	14%	5%	7%	18%	21%	5%

20. What is the **best way** to get commuters to Madison and back from Mazomanie? (● Mark one only)

23%	a. Develop commuter or light rail transit to serve Mazomanie and neighboring communities	24%	d. Incentives to create car/van pools
8%	b. Extend Madison Metro bus lines	3%	e. Other, specify: See Appendix B
41%	c. Expand the highway system to facilitate driving		

21. Is there anything else you want to say about land use and comprehensive planning in the Village? **See Appendix B**

DEMOGRAPHICS

Please answer the following questions about yourself. All personal and individual information will remain confidential. Your responses will be combined with those from other participants for statistical analysis only.

22. Gender:	Male	Female	Other	Don't Care to Answer				
	49%	44%	0%	7%				
23. Age:	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65+		
	1%	10%	15%	18%	22%	34%		
24. Highest Level of Education:	Less than high school	High school diploma/GED	Some college/tech/trade school	2-year College/tech/trade school	4-year College degree	Graduate or Professional degree		
	2%	25%	22%	17%	24%	11%		
25. Employment Status:	Employed Full-time	Self Employed	Unemployed	Employed Part-time	Retired	Other: See Appendix B		
	51%	8%	1%	7%	33%	1%		
26. Residential Status:	Resident Landowner	Renter	Non-Resident Landowner	Other: See Appendix B				
	83%	14%	2%	1%				
27. Number of Children (<18) in household:	0	1	2	3	4	5	6+	
	66%	15%	11%	6%	1%	1%	1%	
28. Length of residency in Mazomanie:	Non-Resident	Less than 1 year	1 to 5 years	5.1 – 10 years	10.1 – 15 years	15.1 – 20 years	20.1 to 30 years	Over 30 years
	2%	1%	16%	12%	10%	7%	13%	39%
29. Household Income Range:	Don't care to answer	Less than \$25,000	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 or more		
	25%	5%	18%	14%	14%	24%		

Appendix 2: "Mazo 2020" Village of Mazomanie Economic Positioning Strategy



Mazo 2020

Village of Mazomanie Economic Positioning Strategy



Document Prepared by:



January 20, 2016

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1. Introduction

The Village of Mazomanie, established in 1855 as a regional rail and economic center, remains an authentic small town framed within the beautiful natural landscape of Wisconsin's Driftless region and the lower Wisconsin River valley. Located in the state's fastest-growing county, 25 miles from downtown Madison and the State Capitol, the Village has a quaintly historic downtown district and is today ideally located to become a vibrant "gateway" community connecting Dane County's expanding urban center with the rural lifestyle and abundant natural resources of the Driftless region of southwest Wisconsin.

The Village brings a wealth of assets to leverage future community growth and new economic opportunity—a genuine "open door" quality of life, top-rated schools, and a business-friendly attitude. In recent years, there also has been a growing appreciation of the role of the outdoors in building the community's quality of life, and of the strategic importance of developing new outdoor recreation opportunities to retain residents, attract visitors, and bring new business downtown. In seeking a path for economic and community development, the Village also has consulted with major local institutions, recognizing the critical need of local employers to find ways to attract new workers, and for the Wisconsin Heights School District to remain on the path of growth and sustainability. This planning effort is an outgrowth of the stated economic need to attract employees and residents.

Purpose of the Document

This document summarizes the process, findings, and recommendations of the Economic Positioning Strategy effort. It presents a clear Vision for the community that can help guide public and private decision-making toward a vibrant and sustainable future. The Vision presented is an achievable, place-based goal for a future Mazomanie around which residents, local entrepreneurs, and other interested parties can structure their own efforts from now to 2020 and beyond.

The recommendation section of the document offers a pull-out Framework outlining key projects that the community should pursue in the next five years to begin the process of becoming a vibrant and unique Mazomanie; a Framework that understands Mazomanie's abundant natural resources is vital to the community's future, and that is attractive to residents, job-seekers, families, visitors, and businesses.

Strategic Goals

Three strategic goals were established for the project, to guide and evaluate the economic strategies and activities:

1. **Attract Workforce/School Enrollment**
2. **Improve Quality of Life for Residents and Enhance Destination for Visitors**
3. **Help Ensure the Community gets ROI on Past Efforts**

Inputs and Study

Topics at the Forefront

During an upfront scoping session, the Ad Hoc Committee discussed the community's marketable qualities and assets and identified several broad themes and questions for further exploration by special focus groups.

- **Historic but Disconnected Downtown.** Downtown Mazomanie has been described as a "movie set with no movie." After shifts in consumer habits and growth of the highway commercial corridor, Downtown Mazomanie has been bypassed for local and visitor activity. Great efforts to restore and preserve historic building facades have resulted in a variety of new shops attempting to make a start over the years, yet failing to thrive. The question arises: how can these historic structures be better utilized? How can the downtown support a healthy mix of restaurants, shops that would boost activity?
- **Highway Rebuilding & Streetscaping.** With the approval of the future Highway 14 improvements and streetscaping project, it is essential to examine highway improvements that will enhance the community and sense of place, and what other related issues could be addressed in order to incorporate these into an efficient plan. High on the list was the need to tie a disconnected downtown to the Highway 14 traffic corridor and bring people back downtown. Specifically, what improvements can be made at the intersection of the Highway and Broadhead to project the essence of Mazomanie and improve downtown access? How can the Village control unplanned, continuous strip commercial development along high-speed corridors?
- **Vital Natural Resources.** As an outgrowth of the 2015 Comprehensive Outdoor Recreation Plan, projects such as the Lake Marion improvements and the Wolf Run Trail were elevated to highest priority. Other issues such as the sustainable use of Black Earth Creek, conflicting uses of the River and other recreational areas, and potential uses of the extensive county and state public lands adjacent to Mazomanie provide the opportunity to further shape the Mazomanie of the future. Knowing how essential Mazomanie's abundant natural resources and recreational opportunities are to the character and quality of life in our community, how do we leverage and enhance the area's natural resources and public places?
- **Positioning Mazomanie amidst Surrounding Communities and in the Region.** How does Mazomanie talk about its best assets and make them part of its identity? How does Mazomanie differentiate itself in the eyes of residents, visitors, and businesses? Does it compete with, or complement the markets in Black Earth and Cross Plains for residents, tourists, and business? How does it compete with larger area communities such as Mt. Horeb and Spring Green that have lively downtowns with growing destination "mojo?" Does it want to position for the kind of growth seen in Sun Prairie or Middleton?
- **Regional Branding.** How can we work together to market Western Dane County; the rail and river communities in this subregion of the Driftless area?

Focus Groups: October 12, 2015

Community members and thought leaders representing a broad cross-section of community demographics and interests were recruited for a series of 90-minute conversations moderated by the consultant team. The discussions were broken into four topics areas. Summaries of those discussions were provided to the Committee and can be found in the Findings section of this document.

Youth, Families, and Community Participants

Cora Gullickson, Teacher
Dale Green, Elementary Principal
Dick Royston, Lion's Park
Dennis Schafer, Friends of L. Marion
Jim Wick, Local resident

Craftsmen, Creatives, and Music Participants

Marcia Miquelon, Rumpus Room
Don Meyer, Gandy Dancer
Jacob Mills, Rumpus Room
Jennifer Ogorek, Pickled Pottery
James and Deb Schroeder, Mazo Music Conservancy

Natural Resources/Outdoor Recreation Participants

Ted Marthe, Hoofbeat Ridge
Dale Reeve, Hunter
Scott Stokes, Wolf Run Association
Jeff Valek, Biker

Local & Regional Food/Food Destination Participants

Mike Lohre, Mike's Mix
Mary Beth Schall, Base Camp
Nancy Viste, Old Feed Mill
Jeff & Nancy Wirth, Wall St. Bistro

2. Summary of Findings

Overall Identified Issues

Following broad-based discussion, community input and focus groups, the Committee identified several key areas of opportunity for improving quality of life for local residents and to begin creating a new framework for local economic development.

- **After school activities for kids** are needed in the community.
- **New employees** need 'landing pad' apartment housing attractive to young talent.
- **Mazomanie lacks a suitable music venue** to host its active existing music scene.
- **More restaurants** are needed: "the more the better."
- **Downtown needs shops and restaurants;** it has quality historic buildings and authentic character, but lack of activity or reasons to go there.
- **Downtown needs people;** currently it lacks both new housing to bring residents there, as well as new restaurants, shops, and entertainment destinations to serve them.
- **The vibrancy cycle:** A Downtown without shops doesn't draw people; without people it cannot sustain shops, service businesses, and restaurants.
- **The community's image** from highway and gateways does not show off the community's assets or provide a sense of community pride.
- **Mazomanie's many rec opportunities** should get greater emphasis.
- **Black Earth Creek** is a valuable asset and Class A fishing stream, but should be used lightly.

"Every new business thinks it wants to be located on the highway."

"We are more than just the Mazo beach."

"Winter comes and the (downtown) shop goes under."

"There is no group to drive community events or promote the Driftless area."

Identified Key Assets and Opportunities

The following Key Assets and Opportunities were identified during the course of the four Community Focus Groups: Youth, Families, and Community; Craftsmen, Creatives, and Music; Natural Resources, Outdoor Recreation; and Local and Regional Food.

Youth, Families, and Community

Opportunities:

Enhance Soccer Fields to best in class for west county region. Soccer is a growing sport in the region and draws families from around the region to Mazomanie for games. Often it is these visitors' first introduction to Mazomanie.

Safe Crossing Points on Hwy 14. In a community known as a safe place to raise kids and foster their love of the outdoors, it is important for families to be able to safely allow kids the "freedom" to walk or bike around the community for play, getting to school, or attending events. Highway 14 currently creates a notable barrier to safe crossing at points beyond the bike trails. Completing the trail connections and adding multiple safe crossing points along Highway 14 can help unify the community and foster additional safe activities for kids.

Additional K-6 After-School Activities for Kids. Many Mazomanie parents commute to their jobs, and are eager to find additional after-school activities for their kids. There is an opportunity to expand on program activities such as those offered by the Rumpus Room, area horseback riding camps, visual and performance activities, outdoor skills groups, and more. A coordinated public and private effort and sharing of resources can help extend the available area resources to more families.

Housing for Young Professionals and Seniors. Area businesses have suggested that Mazomanie has the opportunity to add additional quality market-rate apartment housing to accommodate young professionals. This would help make recruitment of young talent easier for area companies. Families residing in Mazomanie have expressed the need for housing options that allow them to "age in place" in their chosen community. This is particularly important in a rural community that has limited offerings for health care and other services needed by seniors.

Key Assets:

- Quality school system
- Safe, small town
- Pool
- Drama and music
- Soccer fields
- Lake Marion and Parks
- Kids camps
- Affordable housing
- Bike trail near schools

Craftsmen, Creatives, and Music

Opportunities:

Music Venue Opportunity. With Mazomanie's active bluegrass and folk music talents and events, and its unique and varied performance groups, the community has the potential to create an "Americana Music" destination venue.

Expand to become a Recreational Hub to Region.

Mazomanie is ideally located in the Driftless region. With the completion of its trail connections and leverage/enhancement to other resources, Mazomanie will become a land and water recreational crossroads with potential to serve as a hub for a wide variety of activities such as biking, hiking, climbing, hunting, fishing, paddlesports, horseback riding, and camping. Mazomanie's current "Base Camp" cafe is aptly named, and this or another entity/entities could be expanded to become a regional resource that offers residents and visitors extended trail, rental, and/or overnight accommodation information, equipment, and other support.

Gandy Dancer Festival Expansion in Square. Now in its 10th year, the Gandy Dancer Festival has become a popular annual event in Mazomanie, drawing thousands of local residents and out of town visitors to two outdoor stages featuring bluegrass, folk, and roots music. The Village currently closes down the streets in the main Downtown district to accommodate overflow from the Festival. Originally produced by a regional railroad museum, the Festival is now sponsored by a community nonprofit. There is an opportunity to move more of the activity from the Park to the Downtown Village "square" to create a more unique and authentic home-grown experience that will mutually benefit the image and energy of both the Downtown and of the Festival.

Themed Train Excursion Opportunity. Excursion trains have been successful in bringing large numbers of new visitors here in the past, and were part of the success of the Gandy Dancer Festival. With that service no longer available, Gandy Dancer will have to rework its configuration if it is to continue into the future. Bringing the train back for themed tours such as the Christmas train from Middleton, Gandy Dancer Festival, bike and other organized events, local food tour, can help draw day and weekend visitors from the Madison metro area in a memorable experience.

Key Assets:

- Mazomanie Music Conservancy
- Artists/Craftsmen
- Gandy Dancer bluegrass festival
- Car Museum
- Local "Americana" bands and musicians
- History Museum
- Circus history and Rumpus Room activities

Natural Resources and Outdoor Recreation

Opportunities:

Connect/Expand Trail System. The Village hosts a number of popular multi-use recreational trails serving walkers, bicyclists, and seasonal snowmobilers. There is opportunity to create additional trails and make connections between trails that will create new routes and activities and further enhance the value of these unique community assets. The recently completed Wolf Run Trail is the first link of the planned regional recreational trail from Mazomanie to Middleton.

Key Assets:

- Trails
- Black Earth Creek
- Wisconsin Riverway
- Canoe/Kayak trips on Wisconsin River
- Horseback riding
- DNR/County land
- Proximity to Devil's Lake and Governor Dodge
- Driftless landscape

The Lake Marion Trail planned for construction in summer 2016 will link the county's on-road County Highway KP bicycle trail to Downtown Mazomanie. Planning is now underway for the Great Sauk Trail envisioned for bike and pedestrian use between Devil's Lake State Park and Mazomanie.

Low-Impact Local Use of Black Earth Creek. A recently completed series of restoration projects on lower Black Earth Creek at Mazomanie has opened up this picturesque spring-fed creek to new angling and family recreational paddling opportunities, easily accessed from local roadways and by Wolf Run Trail. There is an opportunity for the Village to work with local user groups, the Wisconsin Department of Natural Resources, and other partners to add amenities such as parking areas, handicapped access, and put-in and take-out points while recognizing this relatively small stream's limitations in terms of multiple recreational uses and overall capacity issues in order to maintain a quality experience for all users.

Winter Sports Expansion. The rolling countryside and open expanses of the Driftless region make the Mazomanie area popular for snowmobiling, cross-country skiing, and snowshoeing. The Village should seek to work with local snowmobiling and skiing clubs to identify opportunities to expand the winter trail system and serve as a base for winter recreational events.

Position as Hub for Many Outdoor Activities; Fishing, Hunting, Biking, Kayak/Canoeing, Rock climbing. The Village is emerging as a "hub" for a variety of outdoor pursuits available in the immediate area as well as within easy driving distance. The Lower Wisconsin State Riverway, Devil's Lake State Park, and Governor Dodge State Park each offer multiple outdoor recreation opportunities. There is an opportunity to draw both new residents and visitors attracted to the community's proximity to these amenities, positioning the Village and its Downtown business district to serve as a "base camp" offering facilities and services in support of this remarkable range of outdoor pursuits.

Camping and Picnicking. The network of land and water trails in the immediate vicinity of the Village creates opportunities for new family camping and picnicking facilities. With Dane County preparing to begin work on a new long-term master plan for Walking Iron Park—a 320-acre facility located directly across Black Earth Creek from Lion's Park—the Village will have an opportunity to provide input about further development, including family camping and picnicking facilities. A similar opportunity may exist with the Eva Wolf Conservancy, the 6-acre undeveloped wooded property that lies in the Village between Black Earth Creek, Halfway Prairie Creek, and Wisconsin & Southern Railroad.

Encourage Additional Active Uses of Adjacent County and State Public Lands. There are thousands of acres of mostly undeveloped county and state public recreation lands that lie to the north between the Village and the lower Wisconsin River. These public lands hold exciting potential for developing multiple compatible outdoor recreational uses and facilities and a direct trail connection from the Village to the Lower Wisconsin State Riverway (LWSR). The Village should seek opportunities to become an active participant in county and state long-term master planning initiatives for these vast tracts of public land located so close at hand. Development of new recreational facilities and expanded public use of LWSR lands at the Mazomanie Beach area may in future influence state policy regarding public access to the scenic natural beach.

Local and Regional Food

Opportunities:

Explore Grocery Store. A number of Focus Group participants said they routinely shop in Sauk City or in Madison at large grocery destinations like Costco on a weekly or bi-weekly basis. While most agree it would be convenient to have a local grocer, most express being “used to it” and have found they can source basic staples such as milk and bread at local convenience stores. Neighboring Black Earth, Berry, and Arena also share this challenge. Looking at a store serving a combined market would make a grocer more feasible. Local producers, farm stands, and CSAs could be tapped for their interest in participating in creation of a larger local food presence. There is also opportunity to expand local grocery delivery services.

APT Connection Opportunity. Visitors already come through Mazomanie on the way to the American Players Theatre in Spring Green. However, there is opportunity to get them to make Mazomanie much more of a weekend destination experience of its own. Mazomanie could complement a visit to Spring Green by offering dining, lodging, and even train transport to grow this business in Mazomanie dramatically. It could also position and create additional entertainment amenities to capture tourism traffic between the Dells and Spring Green.

Additional Dining Downtown. By offering additional dining downtown, Mazomanie could be more of a weekend destination. There is potential to offer local fare, and to expand into “gastropub” food offerings as the market is built over time.

Demand for Lodging/Niche. Guests to weddings and other celebrations held in the Mazomanie area are currently directed to seek overnight accommodation at the only B&B in the community, or look to Middleton as their closest option. At such times (largely seasonal) there is a demonstrated need for local lodging. There is also potential for getting visitors to stop in Mazomanie and stay a while on the way to the Dells or Spring Green, or make Mazomanie a multi-day recreation destination, with the addition of new lodging options for families. This becomes more feasible if the lodging market is expanded to include Black Earth and Cross Plains.

Local Food Destination Opportunity. With the community’s large agricultural base and several active farm stands, Mazomanie has the potential to grow the farm market concept in a central destination, possibly taking advantage of the currently underutilized Promenade facility. The addition of parking adjacent to the Promenade would facilitate the ease of access and set-up for farm market vendors. The successful Carr Valley Cheese is an example of a local business occupying a highly visible position on Highway 14. Mike’s Mix, currently located in the Downtown, makes protein foods for sports enthusiasts. There is potential to make local offerings like these into more of a destination by expanding the venue and creating an expanded tour, gift shop, and/or on-site dining.

Key Assets:

- Local restaurants
- Local food producers and CSAs
- Food processing(?) businesses
- Roadside farm stands
- B&B

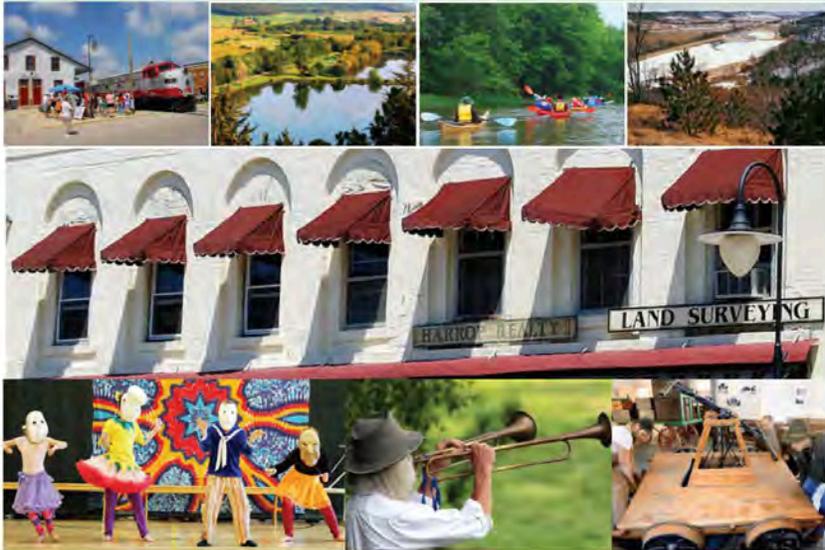
3. Recommendations

Vision

The following Vision for Mazo 2020 grew out of a variety of community and professional inputs. This is a Vision for Mazomanie that can be used to guide future decision-making and align area assets and activities to create a cohesive direction. The focus and tone of the Vision are resident- and visitor-targeted rather than specifically business-directed. Businesses are served with this positioning and vision via employee attraction and quality of life enhancement. This balance directly responds to the original **Strategic Goal 1: Attracting Workforce/School Enrollment, and Strategic Goal 2: Improve Quality of Life for Residents and Enhance Destination for Visitors.**

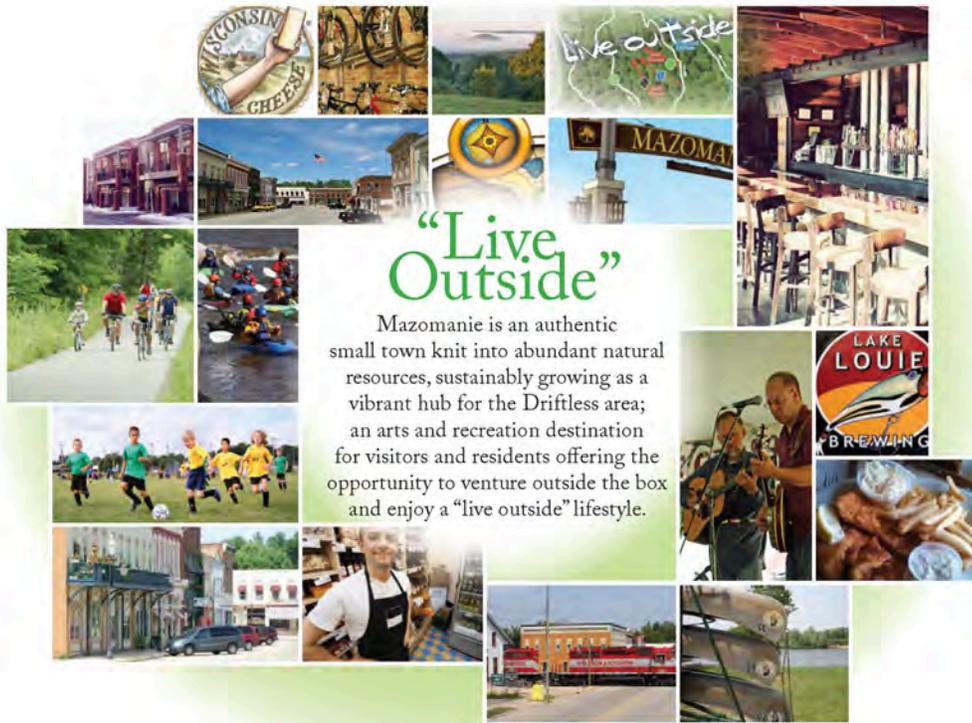
Economic Positioning Vision:

“Mazomanie is an authentic small town knit into abundant natural resources, sustainably growing as a vibrant hub for the Driftless area; an arts and recreation destination for visitors and residents offering the opportunity to venture outside the box and enjoy a ‘live outside’ lifestyle.”



Heart of the Brand

“Live Outside” has been crafted to be a positioning line that serves as the heart of the Mazomanie Brand. It quickly captures and expresses the essence of Mazomanie’s Vision and the core ideas around which it is positioning itself in the minds of new employees, residents, and visitors.



Positioning Platform

How do we talk about the brand?

Below is a set of benefit-oriented talking points that can be used throughout marketing efforts and materials. Once the brand is launched and some of the key projects in this Economic Positioning Strategy are implemented, these points can guide how Mazomanie should view and talk about itself. They add a back story to the Mazomanie brand, answer some of the most common questions asked by new employees, potential residents, or visitors, and offer "proof" to claims in the positioning that may alter the audience's past experiences with or perceptions of Mazomanie.

Why live here? Mazomanie offers young workforce and families the freedom to pursue a genuine quality of life—with easy access to a wide range of prime outdoor recreation, top-notch schools, easy access to culture both in nearby Madison and region, and the close knit community and safety that are associated with being outside the "big city."

Why work or grow a business here? The Village's "open, business friendly" attitude and policies are attractive to small business. Mazomanie is flexible and ready to help anyone who wants to live and work "outside the box" or be their own boss, including small businesses, fledgling retail entrepreneurs, artists, and craftspeople.

Can we find a good quality of life here? Mazomanie is defined by its friendly, authentic downtown, top rated schools, and stunning landscape. Its synergistic natural resources can become a part of living, working, and playing here. This helps give Mazomanie residents of all ages opportunities for an excellent quality of life, with the area's assets easier than ever to incorporate into daily living.

What makes Mazomanie more than a place to go through? As today's Mazomanie comes into its own, it is generating a growing regional buzz and becoming a naturally defined visitor destination for unique and authentic outdoor experiences. Mazomanie's businesses attract top talent with these abundant recreational assets and quality of life. Commercial and retail enterprises here embrace a genuine, home-grown and "outside the box" flavoring in their offerings, and work together to create, complement, and enhance a full palette of unique area experiences for residents and visitors.

What is changing to make this brand authentic and real? The Village is working to connect the dots: adding the right mix of amenities/projects that will support an "outside" orientation for the community, filling in the gaps, creating a synthesized new Vibrancy Downtown and on the highway, all while protecting and promoting appropriate uses of natural resources.

How are we securing this unique brand for Mazomanie? The Village is helping the community's businesses find ways to utilize and complement area assets and amenities, market themselves with authenticity, grow and connect to create a critical mass, and work together to generate a larger buzz.

Economic Positioning Strategy Framework

At right is a four-page fold-out Economic Positioning Strategy Framework that can help prioritize project implementation, outline actions, assign lead roles and responsibilities, and suggest partners for implementation. It is organized by page into four project/activity categories:

- **Workforce and Family Attraction**
- **Downtown Revival**
- **Image and Community Building**
- **Driftless Region Building**

Quick Moving Projects

Several of the projects listed in the full Framework are either already underway or are slated to begin implementation in 2016. A quick summary of these first projects is provided below.

1. Implementation Committee:

- Create Implementation Committee with makeup similar to Project Committee
- Helps spearhead and advance key projects
- Reports to the Village Board

2. Marketing:

- Web Site, logo, and poster/trail map
- Explore regional economic positioning - partners

3. Streetscaping, Trails, and Enhancements:

- Complete Lake Marion Trails and connection to Lions Park
- Create Downtown trailhead
- Visually connect Brodhead/Downtown to Hwy 14
- Hwy 14 safety improvements
- Gateway enhancements and signage

4. Redevelopment:

- Investigate downtown housing project opportunities
- Explore music venue Tap House with private sector/interested parties

Strategic Development Plan – Mazomanie Implementation Framework

PRIORITY PROJECT FOCUS	PROJECT ID	PROJECT/INITIATIVE	ACTIONS	TIMEFRAME:			LEVEL OF EFFORT/COST (LOW/MED/HI)	LEAD	PARTNERS
				2016	2017-2018	2019-2020+			
1. WORKFORCE & FAMILY ATTRACTION	W.1	After school programs & outdoor skills WIISD programming akche	Work with local CP partners to develop niche programming	2016			high	Implementation Committee (IC), WHSD	WHSD admin/faculty, Dane County Parks, Private providers
	W.2	Lake Marion trails	Secure grants, determine alignment and design, and construct	2016			medium	IC, DPW	Friends of Lake Monon, Dane County Parks, WSOR, WDOT
	W.3	Connection to Lion's Park	Secure grants, determine alignment and design, and construct		2017-2018		medium		Lion's Club, Dane County Parks, WSOR, WDOT
	W.4	Soccer fields	Create dedicated parking, improve fields, add signage and wayfinding to downtown	2016			medium	R&R, DPW	Soccer clubs, Lion's Club
	W.5	Safe crossing points on Hwy 14	Integrate into Highway 14 DOT reconstruction		2017-2018		medium	DPW	IC, WDOT
	W.6	Quality apartments for workforce	Work with property owners, recruit developers aligned with vision	2016			medium	IC	Developers
	W.7	Active Senior housing	Develop niche concept, secure site, recruit developer	2016			medium	IC	Developers
	W.8	Grocery service	Meet w/nearest CP potential providers, pilot small-scale model		2018		medium	IC	Providers, private sector grocers (Regional or state economic development agency role here)
	W.9	Support Community Splashpad Effort	Work with community on Wisconsin Heights Splashpad as they secure financing resources	2016			low	Splash Pad Committee	Splash Pad Committee, Mazomanie Chamber/IC Alliance, DPW
	W.10	Improve Broadband/High Speed Internet Service for towns in School District	Develop strategy and work with potential providers to improve service in Towns of Mazomanie & Black Earth	2016			low	IC, WIISD	WIISD, Providers, State Agencies
	W.11	Support Eva Wolf Run Conservancy Property Enhancement	Partner with Wolf Run Association to develop long-term physical and financial plan and agreements for improvements and maintenance of this property as part of May 2020 effort	2016			low	Wolf Run Association	Village, Wolf Run Association
	W.12	Investigate a community-led bike sharing program	Investigate use, use, small team models and work with local partners to implement		2017		low	IC, Chamber	Wolf Run

Strategic Development Plan – Mazomanie Implementation Framework

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				2016	2017-2018	2019-2020+			
2. DOWNTOWN REVIVAL	D.1	Connect Highway 14 to Downtown	Develop design plans for 14 Broadhead gateway signage and Broadhead streetscape	Early 2016				IC, DPW	Chamber of Commerce
	D.2	Link downtown to creek/enhance as amenity	Investigate with property owners, prepare concept plan, and determine financial approach and potential grants		2017		high	IC, DPW	Property owners, Friends of Lower Black Earth Creek, Mazomanie Community Foundation, Madison Community Foundation
	D.3	Create a central music destination such as a tap house, etc.	Investigate with potential private sector/entrepreneurs	2016			medium	IC	Music Conservancy, Selected Developer, Chamber of Commerce
	D.4	"Connect the dots" music / arts events (walks)	Map key creative and arts destination places in community	2016			low	IC, Chamber of Commerce	Arts Community, Music Conservancy, Chamber of Commerce, DPW
	D.5	Public "Square" (signature flex/closed-off streets/space for events like Gandy Dancer)	Investigate potential options for key downtown events with organizers	2016			low	IC, Chamber of Commerce	Arts community, organizers, providers, vendors, DPW
	D.6	Increase downtown housing	Test market potential and interest with credible apartment developers		2017		high	IC	Developers, Chamber, Property Owners
	D.7	Target specific synergistic mix of business uses	Develop desired use mix target list and use vision for community services and regional destination		2016		medium	IC	Chamber
	D.8	Create downtown trailhead and streetscaping	Develop signage and site plan for improvements, determine budget	2016			medium	IC, DPW	Chamber, Dane County Parks
	D.9	Explore potential connection from Broadhead to Cramer	Work with property owners on long term plan		2017		medium	IC, DPW	Chamber, private property owners on South side of RR corridor

Strategic Development Plan – Mazomanie Implementation Framework

PRIORITY PROJECT FOCUS	PROJECT ID	PROJECT/INITIATIVE	ACTIONS	TIMEFRAME:			LEVEL OF EFFORT/COST (LOW/MED/HI)	LEAD	PARTNERS
				2016	2017-2018	2019-2020+			
3. IMAGE & COMMUNITY BUILDING	1.1	Highway 14 image and safety improvements	Ensure guidelines and aesthetic improvements incorporated into DOT Highway 14 reconstruction plans		2017		medium	IC, DPW	WDOT, Chamber
	1.2	Develop and apply brand and unique selling points	Create a working framework of unique selling points, and benefit oriented messages for residents, tourists, business audiences, roll out in web site	2016			Low	IC, Marketing subcommittee or consultant TBD	
	1.3	Local marketing: "Live Outside" poster or trails map	Create poster with trails, destinations that can be displayed at local businesses (poster) or given out at kiosks (map)	2016			low	IC, Marketing subcommittee or consultant TBD	Chamber, Friends groups,
	1.4	Logo and Web site upgrade	Develop logo that captures key benefits and forward vision of community. Upgrade website with new positioning system and format, ensuring site is able to accommodate new features in future	2016			medium	IC, Web webpage, Marketing subcommittee or consultant TBD	Chamber
	1.5	Community Image Celebration and Participation Event	Plan a summer community event to roll out positioning, celebrate Mazomanie's unique assets, and engage community members to use the positioning to advance their own aligned businesses and activities	2016			Low	IC, Chamber of Commerce, Web webpage, Marketing subcommittee or consultant TBD	
	1.6	Enhance community gateways	Identify key sites and improvements to be completed over time			2019 and beyond	medium	IC, DPW, Marketing subcommittee or consultant TBD	Arts community, Wayne Duse County Arts Council grant.
	1.7	Grow signature events (Gandy Dancer etc)	Plan for a larger marketing effort for 2017 event, investigate community organizations to help organize/manage		2017		medium	IC, Chamber of Commerce, Marketing subcommittee or consultant TBD	Arts community, organizers, providers, vendors, State Tourism Dept
	1.8	Leverage existing food enterprises to create a local food destination	Continue to investigate potential entrepreneurial role in local food industry		2017		medium	IC, Marketing subcommittee or consultant TBD	
	1.9	Marketing Mazomanie	Disseminate simple, low-cost tactics to tell the Mazo story to the broader region		2017			Marketing subcommittee or consultant TBD	Local providers

Strategic Development Plan – Mazomanie Implementation Framework

PRIORITY PROJECT FOCUS	PROJECT ID	PROJECT/INITIATIVE	ACTIONS	TIMEFRAME:			LEVEL OF EFFORT/COST (LOW/MED/HI)	LEAD	PARTNERS
				2016	2017-2018	2019-2020+			
4. DRIFTLESS REGION BUILDING	R.1	Create Regional Recreation Hub resources	Develop unique ways to grow and market as a hub including map and private or public facilities		2017		short	IC, Marketing subcommittee or consultant TBD	Chamber, State Tourism Dept
	R.2	Investigate market demand and niches for Lodging	Private sector discussion to determine potential demand and niche		2017		low	IC	Area Destinations/Employers, State Tourism Dept, WEDC
	R.3	Complete trail connections	Prepare master trail/resources master plan with regional partners		2017		high	IC, DPW	Wolf Run Association, Friends of Lower Black Earth Creek, Dane County Parks, Department of Natural Resources, etc.
	R.4	Investigate excursion rail with operator	Meet with rail operator to discuss opportunities		2017		medium	IC, Chamber of Commerce	Chamber, Operator
	R.5	Explore regional economic positioning opportunity for creek and river communities	Hold private/public event to share common opportunities and gauge interest	2016			low	IC	Vandewalle, Chamber, State Tourism Dept, WEDC

Additional Detail for Downtown Revival Projects

The revival of the Downtown is a highly complex issue that will take involvement of many parties over the short and long term. Below is additional detail on the suggested Projects and Activities to supplement those provided in the Framework chart.

D.1 Connect Highway 14 to Downtown. The historic Downtown "Square" is not clearly visible from the main traffic route on Highway 14, due to distance, topography, and lack of visual cues. There are several potential strategies for achieving a stronger connection from Highway 14 to the Downtown Square. They include:

1. **Connect the Downtown to Hwy 14 visually with "bookend" features,** (i.e. two towers) and streetscaping, or create linear connection (art or bricks, etc.) from Highway 14 down Brodhead
2. **Emphasize crossing at Hwy 14 and Brodhead Intersection** with paver pattern at crossings
3. **Bring elements of style/materials from the Downtown out to Hwy 14**
4. **"Point" to Downtown** with a large public art piece on Highway 14 and Brodhead

*Downtown
Flag Pole*



*Hwy 14
Intersection*



D.2 Link Downtown to Creek/enhance as an amenity. Black Earth Creek is literally steps from the Downtown “Square,” yet is not visible from any Downtown vantage point. Making the Creek a visible and usable public feature of the Downtown could quickly add much-needed new energy and activity to the Downtown district. Several parcels along Hudson Street touch both the Downtown and the Creek, and could be enhanced to take advantage of the opportunity. (See Figure 1 at right.)

D.3 Create a central music destination such as a tap house, etc. A small-scale music venue in a central location would bring new activity Downtown while leveraging Mazomanie’s existing Americana/ folk music scene. The venue could be anchored by a tap house that operates 3 to 4 days a week, which could open for performances on weekends or for scheduled music events into a separate yet attached music venue with capacity of 100 to 250 people.



D.4 “Connect the Dots” music/art events/walks. To very quickly create a greater whole from the individual members of Mazomanie’s existing art scene, existing artists could be mapped, and organized “gallery walk” open house events could be created to familiarize residents and visitors with arts amenities. This would be an easily implemented way to generate awareness and energy for what is unique about Mazomanie, and could be organized in the first year of implementation.

D.5 Public “Square” (signature flex/closed-off streets/space for events like Gandy Dancer). Another quick project that could receive immediate implementation is to begin closing the Downtown “Square” formed by the streets of Hudson and Brodhead to automotive traffic during events such as Gandy Dancer, and making them open to pedestrian oriented gathering activities, booths, bands etc. (See Figure 1 at right.)

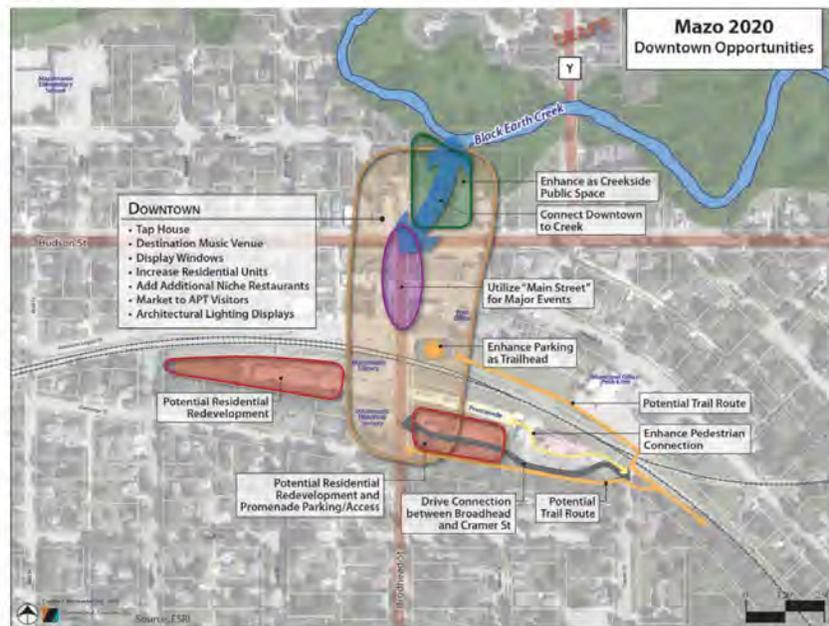
D.6 Increase Downtown housing. The task of bringing new Downtown housing should happen simultaneously with other projects that add new business mixes to the Downtown. This helps ensure that there will be people to support new business, and business services to support new Downtown residents. The implementation committee should begin work with developers and Downtown property owners to explore options for redevelopment with high quality residential apartments on one or two key sites. (See Figure 1 at right.)

D.7 Target specific synergistic mix of business uses. Downtown Mazomanie is not likely to again become a major retail destination for residents. However, it should anchor some basic services (dining, shopping, and other services) to locals as new residential units are added, along with a layer of a niche businesses to make it a destination for unique entertainment, arts, or other creative uses. These niche opportunities uses should be carefully cultivated as the next round of physical improvements are completed (trail, connection to Creek, etc.). As the market evolves it can examine successes and opportunities to foster an integrated combination of uses that create related synergies, expanding on some of the things that make it unique such as its recreational focus, Driftless area location, music, or arts focus.

D.8 Create Downtown trailhead and streetscape enhancements. A trailhead facility should be added Downtown, with public parking added. Two potential options exist for creating a recreational trail route in the Downtown area that would bring new activity to Downtown; one option located to the north of the rail line with public crossing at Broadhead, and one option to the south with public crossing at Cramer. These alternatives should be the subject of future study. The trail alternatives and trailhead location are shown in *Figure 1* below.

D.9 Explore potential connection from Broadhead to Cramer. A stronger connection should be established between Broadhead and Cramer in order to more fully realize the potential of the Promenade. *Figure 1* shows a potential drive connection to the east of and aligned with the existing W. Exchange Street. Additional pedestrian enhancements are also suggested to create a stronger connection. These options should be considered in conjunction with the trailhead enhancements.

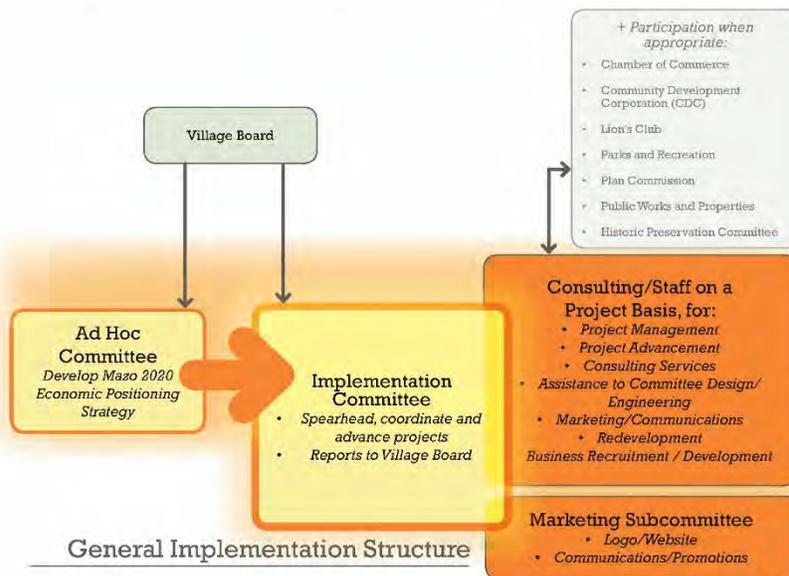
Figure 1.



Strategic Implementation

Implementation Committee

The multifaceted project opportunities identified in this strategy will take implementation efforts from a broad cadre of public and private partners. The strategy, while driven by the Village Board, should offer numerous opportunities to empower individuals, volunteers, and self-organized groups to take active roles in community projects and new business opportunities that are consistent with the Vision. To ensure the momentum generated during the planning process is leveraged to advance the implementing of the initial projects, it will be critical to have a committed group of leaders who can help coordinate and advance the projects. It is recommended that a Mazo 2020 Implementation Committee be appointed to drive implementation. This committee should be small and nimble (8-10 members) and could be largely made up of members of the Strategy Planning Committee. This group would be charged with advancing projects, and would report to the Village Board.



Implementation Assistance on a Project Basis

As the Implementation Committee works to advance projects, various tasks will likely need additional consulting capacity and professional skill sets to develop, design, and facilitate projects. At times for efficiency and productivity, the committee will likely need a project manager/facilitator role to help move efforts between meetings, coordinate with various agencies, develop and manage detailed task lists, write grants, develop agreements, work with community partners and committees, and manage sub-contractor efforts.

Village Committees, Community Development Corporation, and CDA

Due to the diverse nature of the projects in the strategy including physical improvements, signage, property acquisition and redevelopment, park and trail improvements and marketing, various Village committees will be involved. During 2016, clarity of roles and powers of the CDA, CDC, and others should be refreshed to ensure efficient project advancement.

Marketing Subcommittee

Positioning Mazomanie to help attract employees, residents, and investment will take external communications that highlight Mazomanie's successes, destinations, and events. Specific communication tactics and vehicles will need to be determined and executed when the time is right and in a cost effective manner. A Marketing Subcommittee of the Implementation Committee should be established to be deployed when needed utilizing local talent. There may be efforts when additional marketing consultants may be necessary to help tell the Mazo story and promote major events and new developments and successes.