

## **2021 Village of Howard Consumer Survey Report**

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## **THE SURVEY RESEARCH CENTER (SRC)**

The Survey Research Center (SRC) is a research organization at the University of Wisconsin – River Falls in River Falls, Wisconsin. Since 1990, the SRC has provided statistically sound, low-cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The SRC conducts surveys on a wide variety of topics including customer satisfaction, resident experience, business climate, equity and inclusion, labor needs, etc. The SRC is directed by Dr. Shaheer Burney and currently employs two staff members, Denise Parks and Dr. David Trechter, and eight student assistants.

## ACKNOWLEDGEMENTS

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## EXECUTIVE SUMMARY

The goal of this survey was to gauge the experience of residents living in the Village of Howard and determine areas where residents feel improvements are desired. Residents were surveyed using an online questionnaire which was distributed through email and through postcards sent to residents for whom email addresses were not available. A total of 2,697 responses were received by the Survey Research Center, representing an overall response rate of about 34%.

Demographic characteristics of the survey sample show that 16% of respondents rented their home rather than owning it, more than half were female, 21% were senior citizens over the age of 65, 69% were employed (either full-time, part-time, or self-employed), 40% had children in their household, 55% had a more formal education (a college degree or higher), 14% were low-income households, and just under half had lived in the Village of Howard for less than 10 years. Several statistically significant differences in the opinion of respondents were found between different demographic groups. A full set of demographic estimates are shown in table 17 and statistically significant differences between low and high-income households, households with and without children, renters and homeowners, and senior citizens and younger residents are discussed in the report.

Key findings from the survey are as follows:

- The primary reasons for choosing to live in Village of Howard were the Howard-Suamico school district, family ties, and cost of housing. Other important reasons included the availability of housing, safety and low crime rate, and quality of neighborhoods.
- Residents ranked the quality of parks as highest and the quality of streets as lowest. This result was consistent across all demographic groups that were tested for statistical significance.
- Respondents were most satisfied with the K-12 education in Village of Howard and the safety of the community and least satisfied with recreational opportunities for senior citizens and entertainment options.
- Maintaining and improving existing roadways was in the top three investment priorities for the largest proportion of respondents. In general, residents ranked improving existing sidewalks and beautification of Village corridors as low priority.
- Residents are most likely to support tax increases for maintaining and improving existing roadways and least likely to support tax increases for developing additional sidewalks.
- Respondents are very likely to support the spending of funds to preserve green spaces, somewhat likely to support the continued development of Howard Commons as a gathering place, and unlikely to support the relocation of the Brown County Highway Department and mixed-use development around the quarries.

- Fire protection, garbage and recycling collection, ambulance service, and police protection were ranked as “excellent” by at least a third of all respondents. Events for senior citizens were ranked “fair” or “poor” by about half of all respondents.
- Respondents are most likely to support tax increases for fire protection, police protection, and street and road maintenance, and least likely to support tax increases for zoning and building inspections and events for senior citizens.
- Residents are generally satisfied with the frequency with which the Village of Howard collects different types of household and yard waste. However, the smallest proportion of respondents is satisfied with the frequency of recycling collection.
- Among recreational facilities that should receive investment and improvement during the next 5 years, the Duck Creek Quarry and Beach was ranked highest by respondents. Other highly ranked facilities included outdoor gathering space, outdoor music venue, and outdoor pool. Low priority facility investments included indoor soccer fields and a skateboard park.
- Among retail stores needed in the Village of Howard, an overwhelming majority of respondents agree that family restaurants are needed, while a smaller but still substantial proportion of respondents agree that department stores are needed. Respondents did not seem to feel the need for additional fast-food restaurants and furniture and appliance stores in Howard.
- Among private sector businesses needed in the Village of Howard, close to half of all respondents ranked entertainment as the top priority. There was least amount of support for caterers and food services establishments and elderly daycare.
- Large proportions of respondents agree that more mid-level single-family homes and affordable owner-occupied housing are needed in the Village of Howard. The smallest proportion of respondents agree that more large apartment complexes are needed.
- Most residents agree that the Village of Howard has a good mix of housing types, openness to new residents from different backgrounds, neighborhoods with a mix of incomes, and adequate housing for the elderly and disabled. Most residents disagree, however, that the Village of Howard has racial and ethnic diversity in its neighborhoods.
- Well over three-quarters of all respondents visited the Village of Howard website in the past year and found the website useful. Most residents are aware of E-Notify and over half are currently signed up. While over two-thirds of all respondents are aware of the autopay option for water and sewer payments, only a third are currently signed up for it.

## SURVEY BACKGROUND AND METHODOLOGY

In February 2021, the Survey Research Center (SRC) was approached by the Village of Howard to conduct a community survey aimed at gathering information about residents' living experience in the Village of Howard. The SRC worked with the Village of Howard to develop an online survey questionnaire. The survey was officially launched in September 2021.

Two parallel distribution methods were utilized. First, the SRC distributed the survey link through a personalized email to all residents for whom an email address was provided by the Village of Howard. This included a total of 6,863 email invitations successfully sent out. Second, a postcard with the survey link was mailed to a random sample of 1,000 residents for whom the Village of Howard had a postal address available but not an email address.

Data collection was completed by the first week of October 2021. A total of 2,697 responses were received, including 2,570 responses from the first distribution channel (personalized email) and 127 responses from the second distribution channel (mailed postcard). This represents a response rate of about 34%. Total responses far exceeded the minimum sample size of 375 responses that needed to construct estimates within a 95% confidence interval. Data compilation and analysis was completed in November 2021. Sociodemographic characteristics of the survey sample are discussed in detail in the "Demographics of the Sample" section and are presented in table 17.

In the following analysis, we present responses sorted by ranking (or popularity). Response categories are ranked based on the highest level of agreement (for example, "excellent" or "strongly agree") to the lowest level of agreement (for example, "poor" or "strongly disagree"). In particular, we calculate a score for each category by assigning a weight based on the level of agreement. That is, for a question that asks about the quality of a service, an "excellent" response is assigned a weight of 4 (the highest weight possible) and a "poor" response is assigned a weight of 1 (the lowest weight possible). The weights are then multiplied by the proportion of respondents who selected that response to calculate the overall score.

In addition to constructing estimates and rankings of consumer preferences for the overall sample, we also tested for statistical significance of differences between respondents in the following four demographic groups:

- **Low-income households:** respondents that report having an annual aggregate income of less than \$50,000 across all household members.
- **Households with children:** respondents that report having at least one child (under the age of 18) living in the household.
- **Renters:** respondents that report renting their place of residence relative to owning it.
- **Senior citizens:** respondents that report their age as 65 years or older.

These demographic splits were selected for their policy relevance and due to potential differences of opinions/priorities across each sub-group. For example, low-income households were included because their perceptions may be starkly different from those households with greater purchasing

power and the issues they face may also be unique to that subgroup. In addition, low-income households were substantially under-represented in the sample as only 14% of the sample falls into this category, while Census data shows about 21% of all households have incomes under \$50,000. Similarly, households with children may have considerably different spending patterns and may utilize public services to a different extent than households without children.

It should be noted that there may be a considerable overlap of respondents between demographic subgroups. That is, one household may be included in multiple subgroups. However, despite this overlap, each respondent is only counted once within each subgroup. For example, consider a respondent who is a renter and has a household income lower than \$50,000. This respondent will be included in both, the renters and the low-income subgroup. However, the respondent counts as only one observation when averaging across all renters and only one observation when averaging across all low-income households. Therefore, there is no double-counting in the sample and each respondent within a subgroup has equal weight relative to other respondents in the subgroup.

Statistical significance indicates the reliability of an estimate. It allows greater confidence that the result represents the true perception of respondents and was not obtained by “chance.” Statistical significance is expressed as a probability that the observed difference between the average values for two groups is not real. A commonly used probability standard, and the one used in this report, is 5%. Statistical significance at the 5% level indicates there is only a 5 in 100 probability that the average values of the two groups are actually the same (that is, there is no statistical difference between the two). It does not mean the difference between the average values 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 in average values can be statistically significant.

In the following analysis, statistically significant differences are presented in each corresponding table. Differences are presented as probabilities and statistically significant estimates are indicated in **bold** font. For example, an estimate of 7% in the table represents a 7% probability that respondents in that respective demographic have a greater likelihood relative to those respondents not in the demographic group.

## SURVEY RESULTS

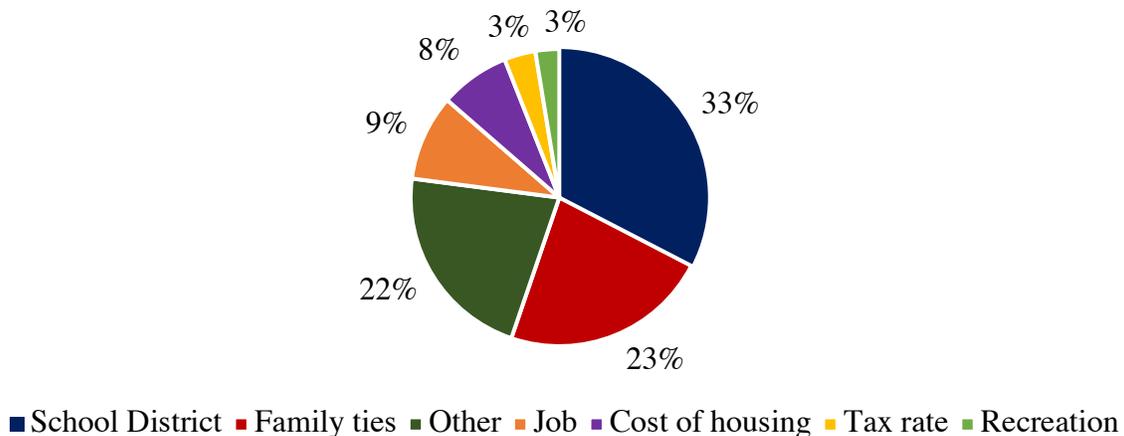
### I. Overall Quality of life

The set of questions in this category aimed to gather the overall sentiment of residents towards life in the Village of Howard, focusing primarily on why they selected Village of Howard as their place of residence and whether they were satisfied with living in the Village.

Figure 1 shows the proportion of respondents that selected different attributes of the Village of Howard as their primary reason for living there. The most popular reason among respondents for choosing Village of Howard was the Howard-Suamico school district, as about 33% of all respondents selected this as the primary reason. This is not surprising, given that about 40% of all respondents live in households with children. The second most popular reason was “Family ties” as 23% of all respondents indicated this as the primary reason for living in Village of Howard. About 22% of all respondents selected “Other” and provided specific reasons in the given textbox. Among those who chose “Other,” common responses, in decreasing order of popularity, include the availability of housing (selected by a large proportion of respondents), safety/low-crime area, quality of the neighborhood, small community feel, proximity to highway, and the St. John Baptist Church and School.

Table 1 (on the next page) shows the top three reasons for living in Village of Howard for different demographic groups. Among the low-income subgroup (respondents with household income less than \$50,000), the renters subgroup (respondents who rent their place of residence), and the seniors subgroup (respondents aged 65 years and over), “Other” and “Family ties” rank first and second. Not surprisingly, among the households with children subgroup (respondents who live in a household with at least one member less than 18 years of age), “School District” is the most popular reason. “Cost of Housing” is in the top three reasons of the seniors subgroup only.

**Figure 1. Reasons for Living in Village of Howard**



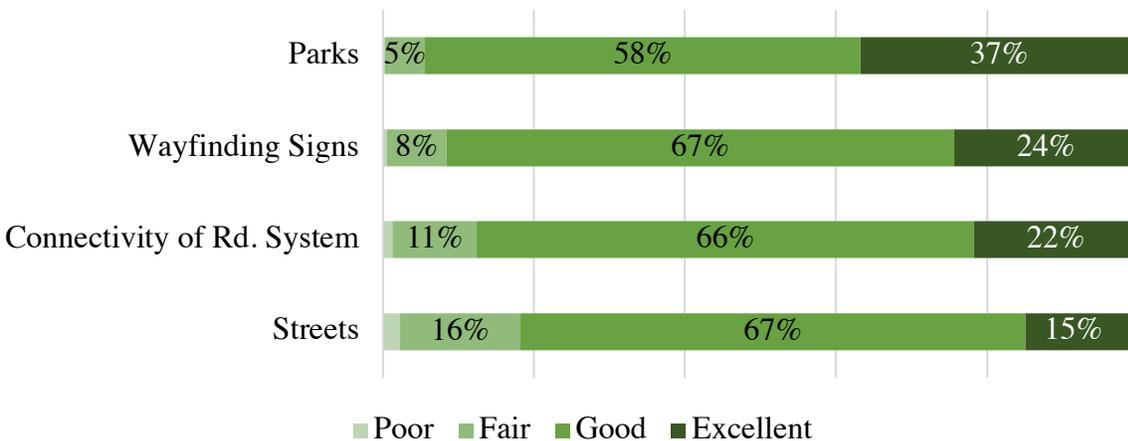
**Table 1. Reasons for Living in Village of Howard by Demographic Group**

Low-Income	HH with Children	Renters	Senior Citizens
Other (27%)	School District (54%)	Other (30%)	Other (35%)
Family Ties (24%)	Family Ties (18%)	Family Ties (21%)	Family Ties (25%)
School District (20%)	Other (13%)	School District (19%)	Cost of Housing (16%)

Figure 2 (next page) shows how respondents rank the overall quality of public areas in the Village of Howard. While all options were ranked highly by respondents, there is some notable variation in the responses. About 94% of respondents indicated that parks are “good” or “excellent,” while 92% indicated the same about wayfinding signs. There were negligible proportions of respondents that indicated that the quality of parks and wayfinding signs was “poor.” While connectivity of the road system and streets had the smallest proportion of “good” and “excellent” responses, very few respondents (1.4% for connectivity of road system and 2.3% for streets) indicated that their quality was “poor.”

Table 2 (on the next page) shows how rankings of overall quality of public areas vary by demographic subgroup. The numbers in the table determine whether respondents in a demographic subgroup were more likely or less likely to rank the quality as “good” or “excellent” relative to respondents not in that subgroup. For example, respondents in the low-income household subgroup are 2% *more* likely to rank connectivity of road system as “good” or “excellent” relative to higher income households. Similarly, respondents in the renters subgroup are 4% *less* likely to rank wayfinding signs as “good” or “excellent” relative to respondents that are homeowners. Statistically significant estimates (estimates that fall within 95% confidence interval) are indicated using **bold** numbers. In table 2, the only statistically significant difference is between the ranking of renters and homeowners of wayfinding signs. That is, the ranking of wayfaring signs by renters is statistically significantly lower than the ranking by homeowners. Refer to the previous section “Survey Background and Methodology” for a more detailed discussion of statistical significance.

**Figure 2. Overall Quality of Public Areas**



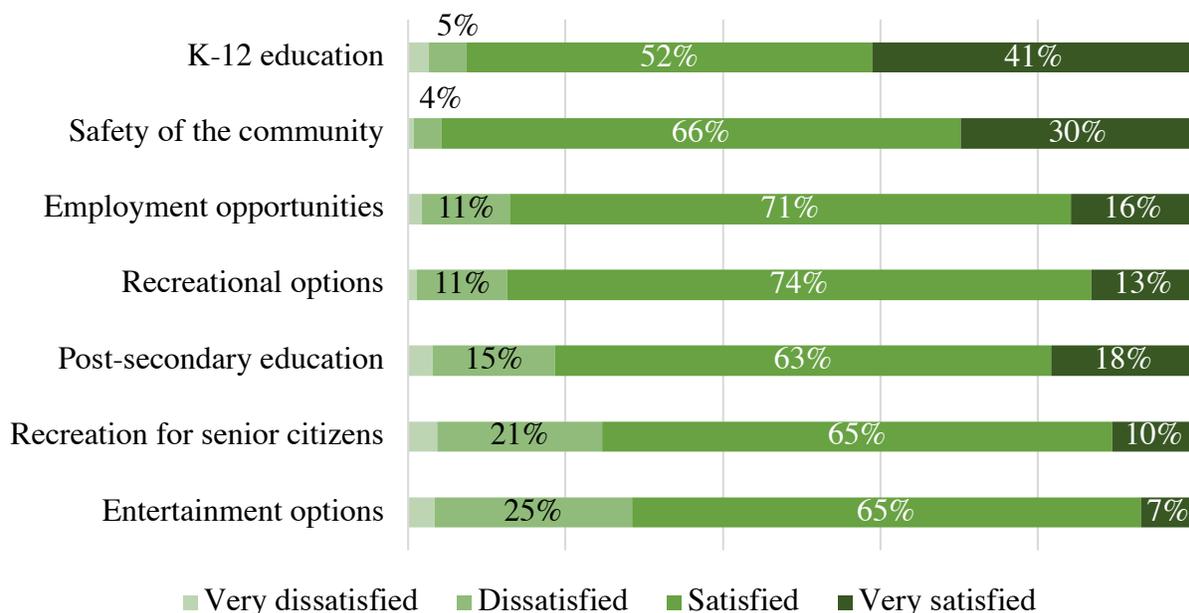
**Table 2. Overall Quality of Public Areas by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Parks	0%	0%	-1%	2%
Wayfinding Signs	-2%	2%	-4%	-1%
Connectivity of Road System	2%	-1%	2%	1%
Streets	0%	1%	4%	-1%

Figure 3 shows respondents’ satisfaction level with different aspects of life in the Village of Howard. An overwhelming majority of respondents indicated that they “satisfied” or “very satisfied” with K-12 education (93%) and the safety of the community (96%). A small proportion of respondents (13% each) expressed dissatisfaction with employment opportunities and recreational options, while somewhat larger minorities of respondents indicated they were “dissatisfied” or “very dissatisfied” with post-secondary education (19%), recreational opportunities for seniors (25%), and entertainment options (28%).

Figure 3(a) (on the next page) shows the proportion of respondents who indicated they had “no opinion” on their satisfaction level of aspects shown in figure 3. In general, these respondents represent a population that does not currently utilize these aspects and/or may not have awareness of these aspects in the Village of Howard. For example, a large majority of the 48% of respondents who selected “no opinion” to employment opportunities may not be actively looking for a job, and the 58% of respondents who selected “no opinion” to K-12 education may not have young children.

**Figure 3. Satisfaction Level with Aspects of the Village of Howard**



**Figure 3(a). Respondents with “No Opinion” on Aspects of the Village of Howard**

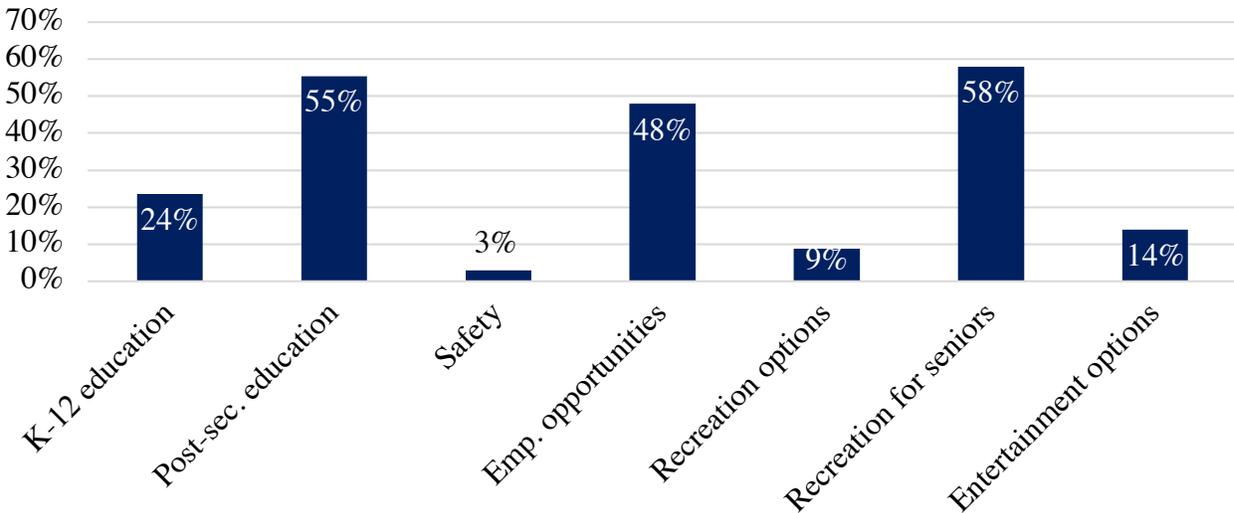


Table 3 shows the differences between demographic subgroups in probability of a respondent group being “satisfied” or “very satisfied” with aspects of the Village of Howard. As discussed in the previous section “Survey Background and Methodology,” negative and positive numbers represent a lower and higher probability, respectively, and a bold number indicates that the difference is statistically significant.

Among different aspects of the Village of Howard, statistically significant results show:

- **Low-income households** are least satisfied with K-12 education and most satisfied with recreational opportunities for senior citizens than higher income households.
- **Households with children** are least satisfied with recreational options for seniors and most satisfied with K-12 education relative to those from households without children.
- **Renters** are least satisfied with K-12 education relative to homeowners.
- **Senior citizens** are least satisfied with employment opportunities and most satisfied with recreational opportunities for senior citizens than younger respondents.

**Table 3. Satisfaction Level with Aspects of the Village of Howard by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
K-12 education	<b>-9%</b>	<b>18%</b>	<b>-19%</b>	1%
Safety of the community	<b>-4%</b>	0%	-2%	<b>-3%</b>
Employment opportunities	0%	3%	0%	<b>-7%</b>
Recreational options	<b>-6%</b>	1%	-4%	1%
Post-secondary education	4%	<b>-5%</b>	<b>-8%</b>	<b>14%</b>
Recreation for senior citizens	<b>8%</b>	<b>-26%</b>	-5%	<b>38%</b>
Entertainment options	-4%	-1%	-4%	<b>5%</b>

## II. Public Infrastructure and Services

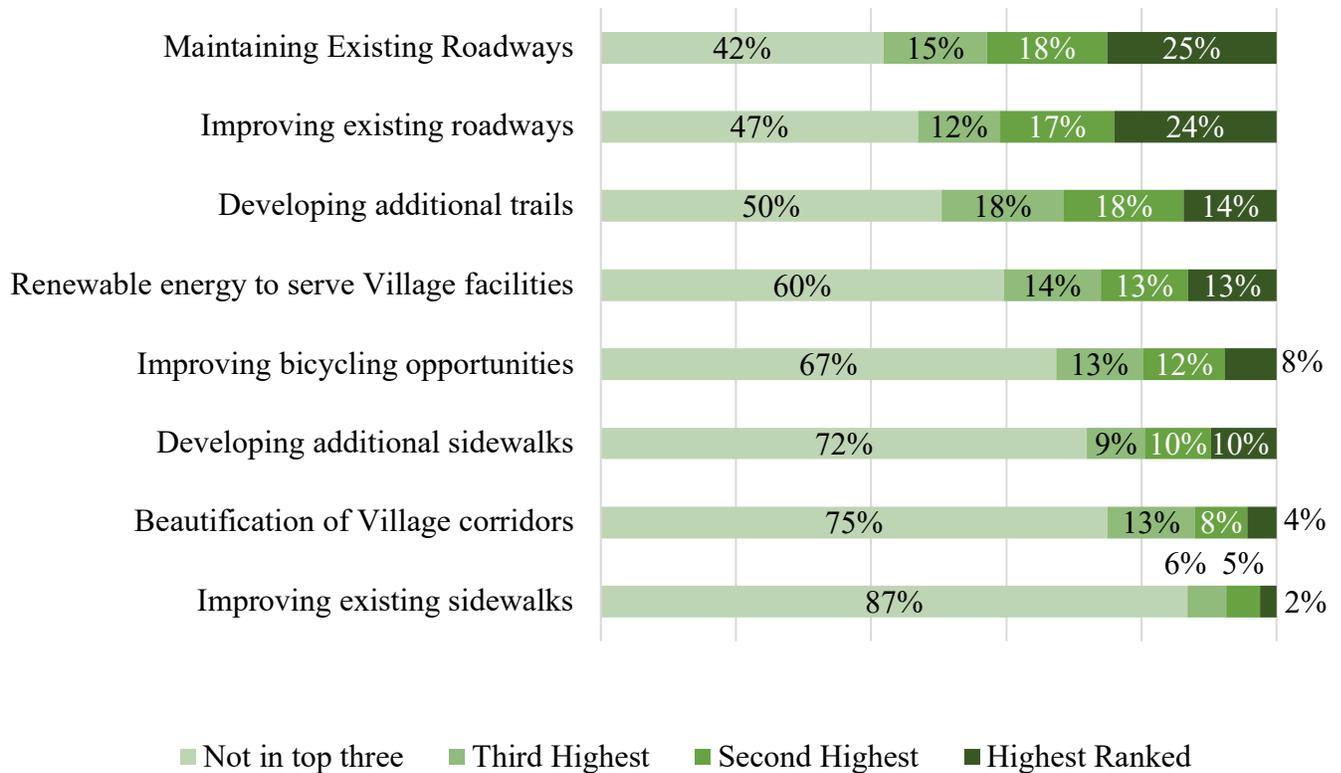
Figure 4 (on next page) shows how high a priority respondents think each investment should be during the next five years in the Village of Howard. Maintaining existing roadways, improving existing roadways, and developing additional trails, were all ranked in the top three of at least half of all respondents, with almost a quarter of all respondents ranking maintaining and improving existing roadways as their top priority. Developing additional sidewalks, improving existing sidewalks, and beautification of Village corridors were in the top three among only small proportions of respondents. This implies that respondents are generally satisfied with the current state of these attributes.

Table 4 (next page) shows differences between demographic groups in likelihood of respondents ranking an investment among their top three high priority investments. Among the ranked investments, statistically significant results show:

- Respondents from **low-income households** are least likely to rank, relative to other investments, the development of additional trails in their top three and most likely to rank renewable energy to serve Village facilities and improvement of bicycling opportunities in their top three relative to higher income households
- **Households with children** are least likely to rank, relative to other investments, renewable energy to serve Village facilities and most likely to rank the development of additional sidewalks in their top three relative to households with no children.
- **Renters** are least likely to rank, relative to other investments, the improvement of existing roadways and most likely to rank the development of additional sidewalks in their top three relative to homeowners.
- **Seniors** are much least likely to rank, relative to other investments, the development of additional trails or sidewalks and much more likely to rank maintaining existing roadways and beautification of Village corridors in their top three relative to younger respondents.

Figure 5 (on page 15) shows whether respondents would support or oppose tax increases for each of the investments specified in figure 4. Consistent with the results shown in Figure 4, maintenance and improvements to existing roadways and development of additional trails have relatively strong support among respondents with at least 50% of all respondents expressing support for a tax increase. Interestingly, as shown in figure 4, while 42%, 47%, and 50% (respectively) of respondents did not rank these investments in their top three, only 24%, 23%, and 29% indicated they would oppose tax increases for these investments. This is because a substantial proportion of respondents indicated they were “not sure” whether they would support or oppose these tax hikes. Also consistent with Figure 4, improvement of existing sidewalks, development of additional sidewalks, and beautification of Village corridors have weak support, with only about a third of all respondents expressing support for a tax increase for these three investments. Investments in renewable energy to serve Village facilities and development of additional connections to the Mountain Bay Trail for bicycling have moderate support for tax increases from respondents. Only 30% or less of respondents oppose tax hikes for these two investments. Overall, it seems that the majority of respondents either support tax increases for all investments or at least do not oppose them. This is an encouraging sign for implementation of these initiatives.

**Figure 4. Top 3 Investments that Should be Prioritized During Next 5 Years**



**Table 4. Top 3 Investments that Should be Prioritized During Next 5 Years by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Maintaining Existing Roadways	2%	-8%	-6%	12%
Improving existing roadways	3%	-5%	-11%	7%
Developing additional trails	-9%	10%	6%	-21%
Ren. energy to serve Village facilities	10%	-9%	5%	11%
Improving bicycling opportunities	11%	4%	2%	-11%
Developing additional sidewalks	1%	16%	11%	-13%
Beautification of Village corridors	2%	-7%	0%	13%
Improving existing sidewalks	2%	0%	-2%	3%

**Figure 5. Support for Tax Increases for Each Investment**

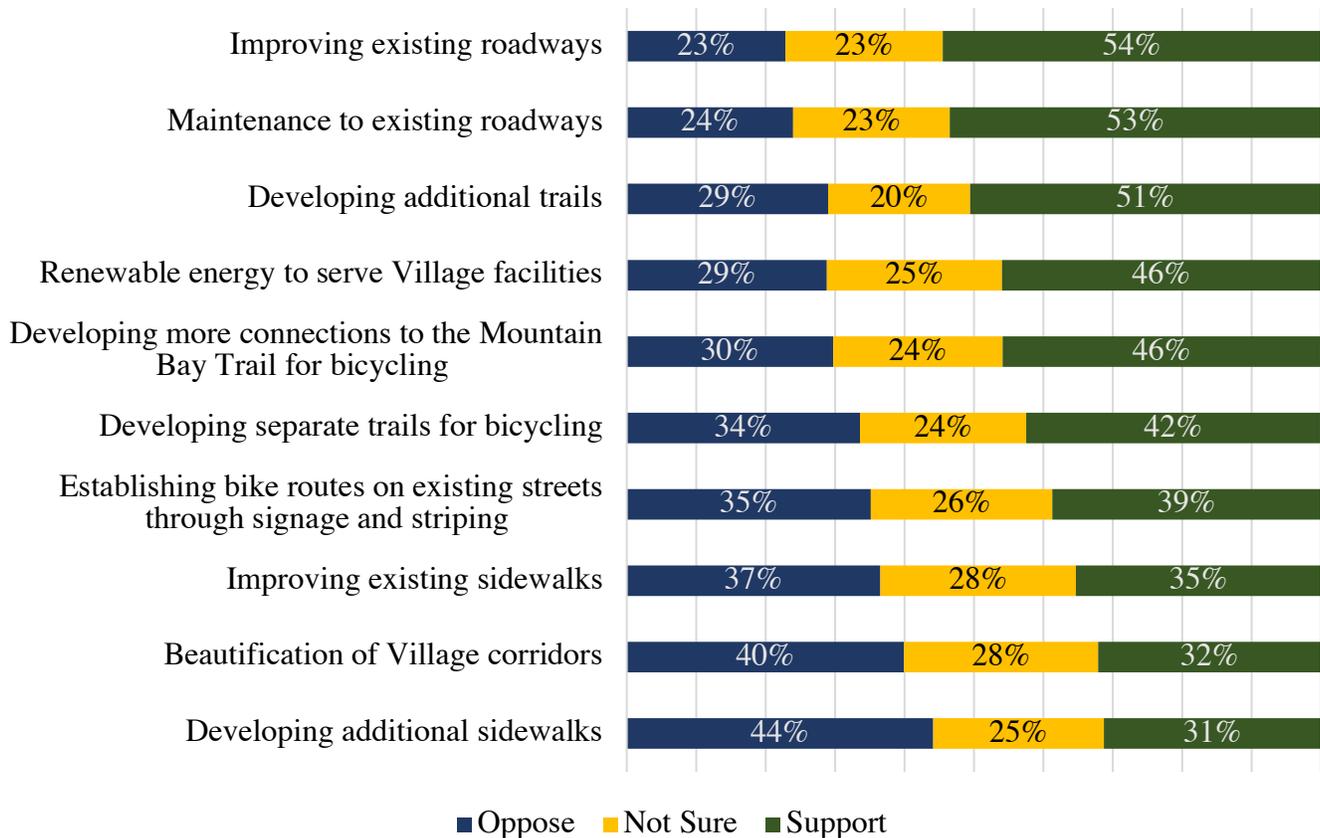


Table 5 (on next page) shows the probability of respondents in demographic groups choosing to “support” a tax increase relative to their counterparts. Overall, table 5 results closely match those shown in table 4. Among statistically significant results,

- **Low-income households** are 8% more likely to support a tax hike for improving existing sidewalks
- **Households with children** are least likely, relative to other investments, to support tax increases for maintaining existing roadways relative to households without children and most likely to support tax increases for the development of additional connections to the Mountain Bay Trail, developing additional trails and developing additional sidewalks.
- **Renters**, compared to homeowners, are more likely, by large margins, of supporting tax increases for the development of additional sidewalks, improving existing sidewalks, expanding trails, establishing bike lanes, and using renewable energy to serve Village facilities.
- **Senior citizens** are least likely, relative to other investments, to support tax increases for the development of additional trails or sidewalks or connections to the mountain bike trail, and most likely to support tax increases for maintaining or improving existing roadways, and beautification of Village corridors relative to non-seniors.

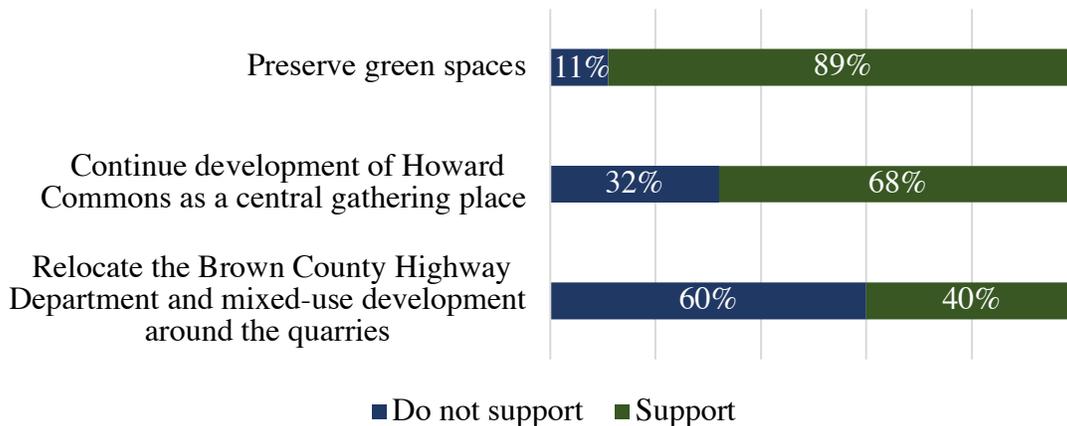
**Table 5. Support for Tax Increases for Each Investment by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Improving existing roadways	1%	-5%	7%	12%
Maintenance to existing roadways	3%	-7%	5%	13%
Developing additional trails	-6%	12%	10%	-16%
Renewable energy to serve Village facilities	7%	-4%	12%	8%
Developing more conn. to the Mount. Bay Trail	-4%	11%	6%	-13%
Developing separate trails for bicycling	0%	5%	8%	-7%
Establishing bike...through signage and striping	2%	4%	13%	-6%
Improving existing sidewalks	8%	1%	12%	-3%
Beautification of Village corridors	0%	-6%	7%	10%
Developing additional sidewalks	4%	13%	20%	-10%

Figure 6 shows the proportion of respondents who support or oppose spending by the Village Board for each investment shown. An overwhelming majority (89%) of respondents support spending funds to preserve green spaces, while two-thirds of all respondents support spending on the development of Howard Commons as a gathering space. Results do not show strong support for the relocation of the Brown County Highway Department and mixed-use development (residential, business, and recreational) around the quarries.

Table 6 (next page) shows differences in proportions of respondents in demographic groups that support spending on an investment. The only statistically significant difference between demographic groups is regarding the relocation of the Brown County Highway Department and mixed-use development around the quarries. Households with children and renters are more likely to support this investment and seniors are less likely to support this investment relative to their demographic counterparts.

**Figure 6. Support for Spending on Each Investment**

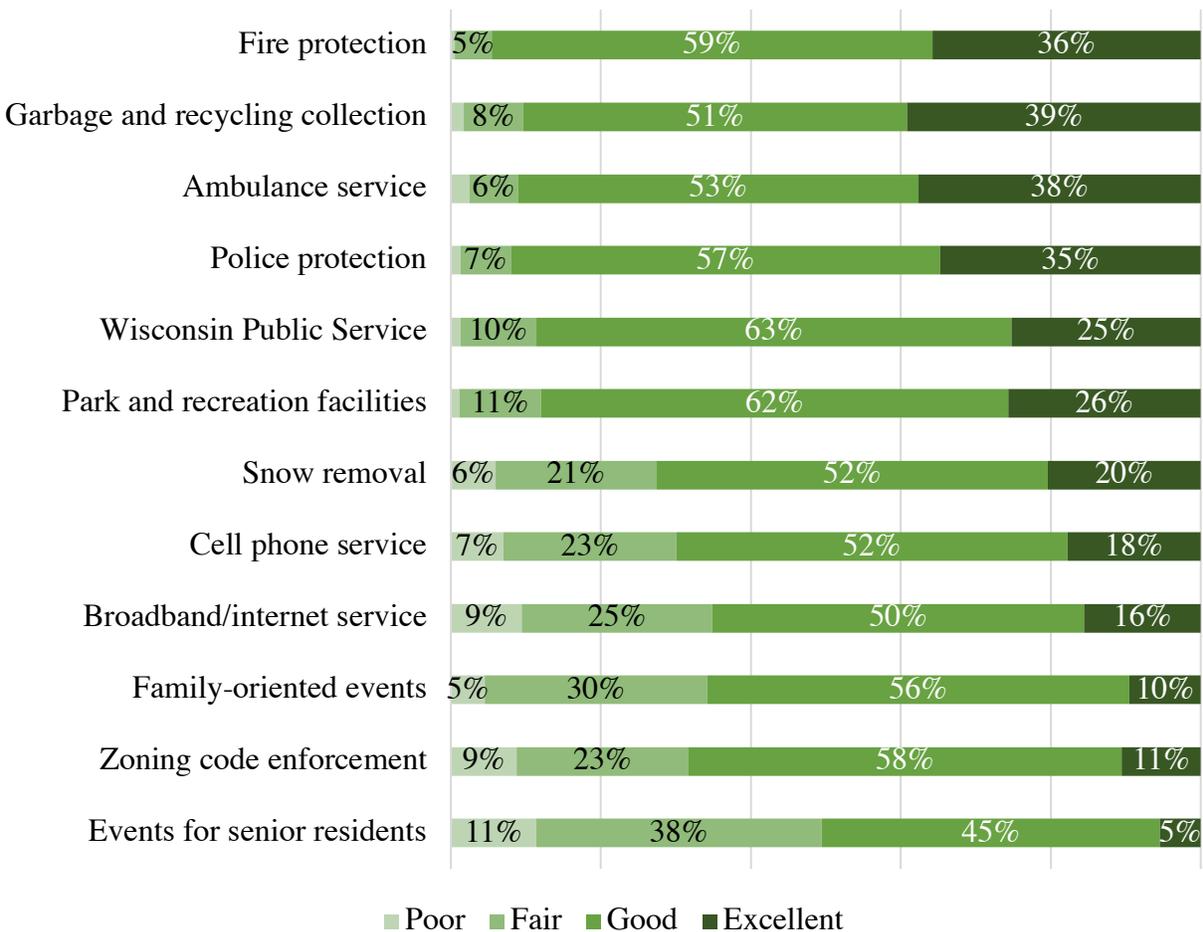


**Table 6. Support for Spending on Each Investment by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Preserve green spaces	1%	1%	2%	-1%
Continue development of...place	-5%	3%	3%	-4%
Relocate...around the quarries	1%	5%	6%	-7%

Figure 7 shows respondents' opinions regarding the quality of public services available in the Village of Howard. Overall, respondents seem to be very satisfied with fire protection, garbage and recycling collection, ambulance service, police protection, Wisconsin Public Service, and park and recreation facilities. With a negligible number of exceptions, all respondents consider these services to be at least "fair," and a large majority of respondents consider these services "good" or "excellent." Improvements are needed, according to a small, but non-trivial proportion of...

**Figure 7. Quality of Public Services**



**Table 7. Quality of Public Services by Demographic Group**

	<b>Low-Income HHs</b>	<b>HH with Children</b>	<b>Renters</b>	<b>Senior Citizens</b>
Fire protection	<b>8%</b>	<b>-9%</b>	<b>-9%</b>	<b>15%</b>
Garbage and recyc. collection	-1%	-3%	<b>-12%</b>	<b>6%</b>
Ambulance service	<b>13%</b>	<b>-13%</b>	-1%	<b>23%</b>
Police protection	4%	<b>-6%</b>	-7%	<b>11%</b>
Wisconsin Public Service	-3%	<b>-7%</b>	<b>-12%</b>	<b>10%</b>
Park and recreation facilities	-1%	0%	<b>-11%</b>	2%
Snow removal	0%	<b>-9%</b>	-4%	<b>13%</b>
Cell phone service	1%	<b>-6%</b>	-2%	<b>13%</b>
Broadband/internet service	-5%	<b>-5%</b>	-2%	<b>9%</b>
Family-oriented events	-2%	<b>5%</b>	<b>-8%</b>	-2%
Zoning code enforcement	4%	<b>-5%</b>	-5%	<b>9%</b>
Events for senior residents	<b>13%</b>	<b>-10%</b>	-2%	<b>21%</b>

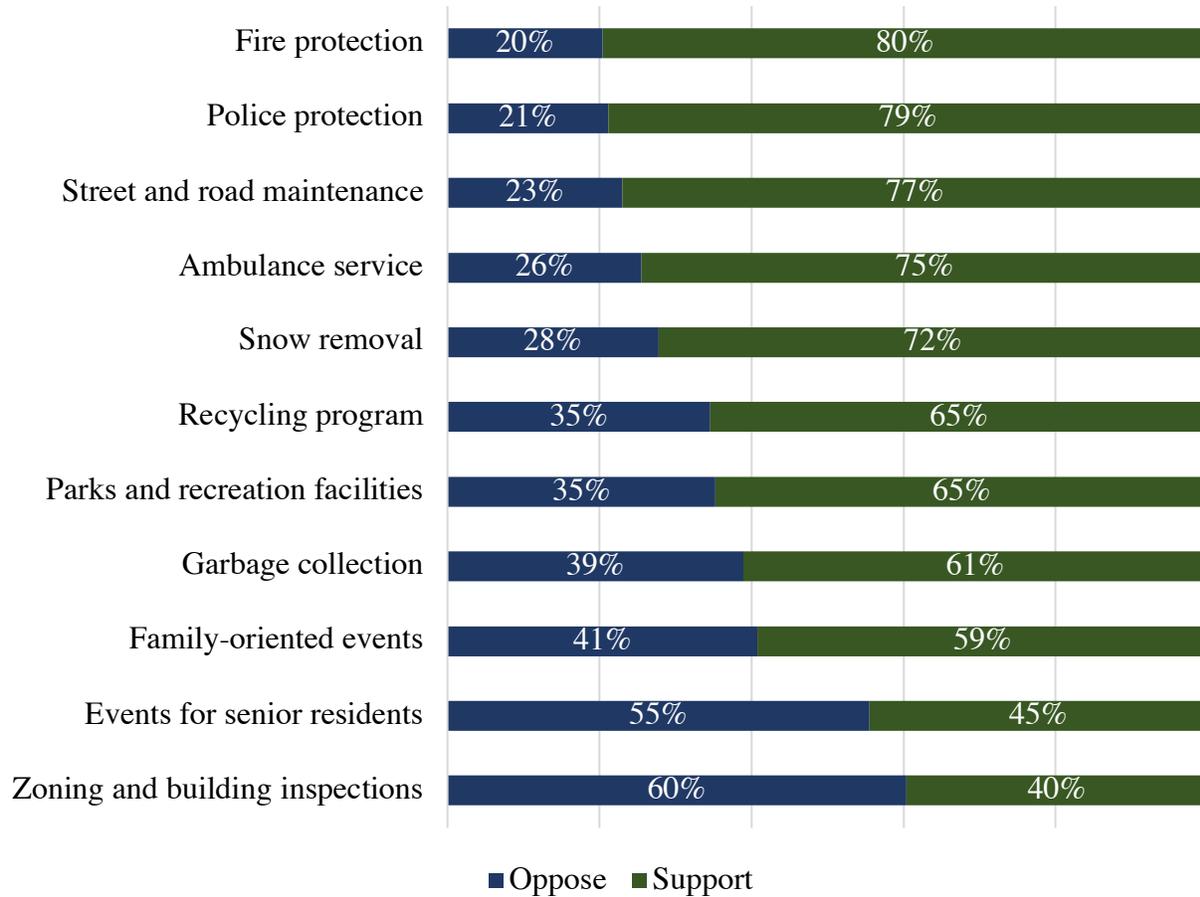
...respondents, in snow removal, cell phone service, broadband/internet service, family-oriented events, zoning code enforcement, and events for senior citizens. Dissatisfaction with events for senior citizens seems to be a consistent theme as it was also identified in figure 3. About half of all respondents consider events for seniors to be “fair” or “poor”.

Table 7 shows differences in the likelihood that respondents in a demographic group consider the quality of a public service to be “good” or “excellent.” Among statistically significant results,

- **Low-income households** are most likely to rank, relative to other public services, fire protection, ambulance services, and events for elderly residents as “good” or “excellent” relative to higher income households.
- **Households with children** rank almost all public services less highly than those without children; ambulance services had the largest negative gap between the two groups.
- **Renters** also ranked all public services less highly than did homeowners. Among renters, garbage/recycling collection and Wisconsin Public Service had the largest gap relative to homeowners.
- For **senior residents** there were no public services that they ranked significantly lower than younger residents. Compared to younger respondents, seniors rated ambulance services and events for seniors highest relative to other public services.

Figure 8 (on the next page) shows the proportion of respondents that support or oppose tax increases for improvements to public services. Note that not all public services included in Figure 7 are included in Figure 8. Surprisingly, fire protection, police protection, and ambulance service are among services with strongest support for tax increases, even though over 90% of all respondents rank these services as “good” or “excellent” (as shown in Figure 7). This implies...

**Figure 8. Support for Tax Increases for Public Services**



...that respondents consider these public safety services to be extremely important to their standard of living. This result is also consistent with results shown in figure 1, which state that safety and low crime are major reasons why respondents chose to live in the Village of Howard. Street and road maintenance also has substantial support among respondents. There is clearly a high desire among residents for better street and road maintenance, as Figure 5 showed a similar result. Zoning and building inspections has the least support for tax increases. This is possibly because residents do not perceive this to be an important issue, are not impacted by these inspections, or are satisfied with the quality of services currently provided. Events for senior citizens also have weak support for tax hikes. This is likely because according to Census data (shown in table 17), only 20% of Village of Howard residents are senior citizens.

Table 8 (on the next page) shows differences in the likelihood that respondents in a demographic group support a tax increase for a public service.

- **Lower-income households** are more supportive of tax increases to support events for senior residents relative to higher income households...
- **Households with children** are more supportive of tax increases for family-oriented events and parks and recreation facilities and less supportive of tax increases for events for senior residents relative to households without children.

**Table 8. Support for Tax Increases for Public Services by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Fire protection	1%	-4%	3%	5%
Police protection	-3%	-2%	-1%	9%
Street and road maintenance	-1%	-1%	4%	5%
Ambulance service	3%	-1%	5%	1%
Snow removal	4%	2%	9%	-1%
Recycling program	1%	4%	5%	-1%
Parks and recreation facilities	-2%	14%	10%	-11%
Garbage collection	0%	-3%	3%	3%
Family-oriented events	1%	16%	10%	-3%
Events for senior residents	11%	-13%	11%	19%
Zoning and bldg. inspections	7%	-8%	11%	13%

- **Renters** are more likely to support tax increases for events for senior residents, zoning and building inspections, family-oriented events and parks and rec facilities relative to homeowners.
- **Seniors** are more supportive of tax increases for events for senior citizens and zoning and building inspections, and less supportive of tax increases for parks and recreation facilities.

**Figure 9. Satisfaction with Waste Collection Services**

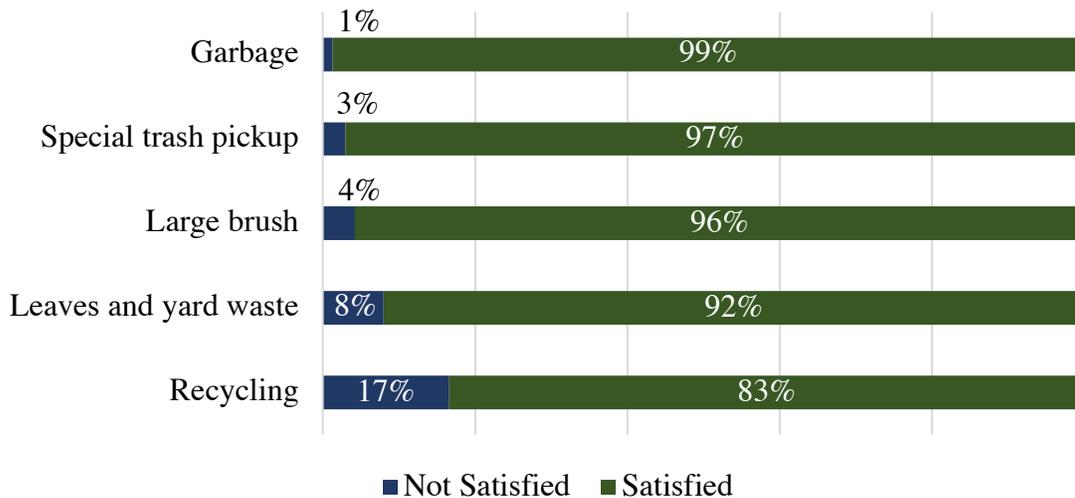


Figure 9 (on previous page) shows the proportion of respondents that are satisfied with waste collection services in the Village of Howard. In general, respondents seem to be satisfied with all waste collection services. However, there is an opportunity for improvement in recycling collection.

Table 9 shows differences between demographic groups in the proportion of respondents who stated they are “satisfied” with waste collection services. Recycling services seem to be where most differences are prominent, as low-income households and senior citizens are more satisfied and households with children are less satisfied than their demographic counterparts. Other statistically significant estimates are relatively small and, therefore, less meaningful.

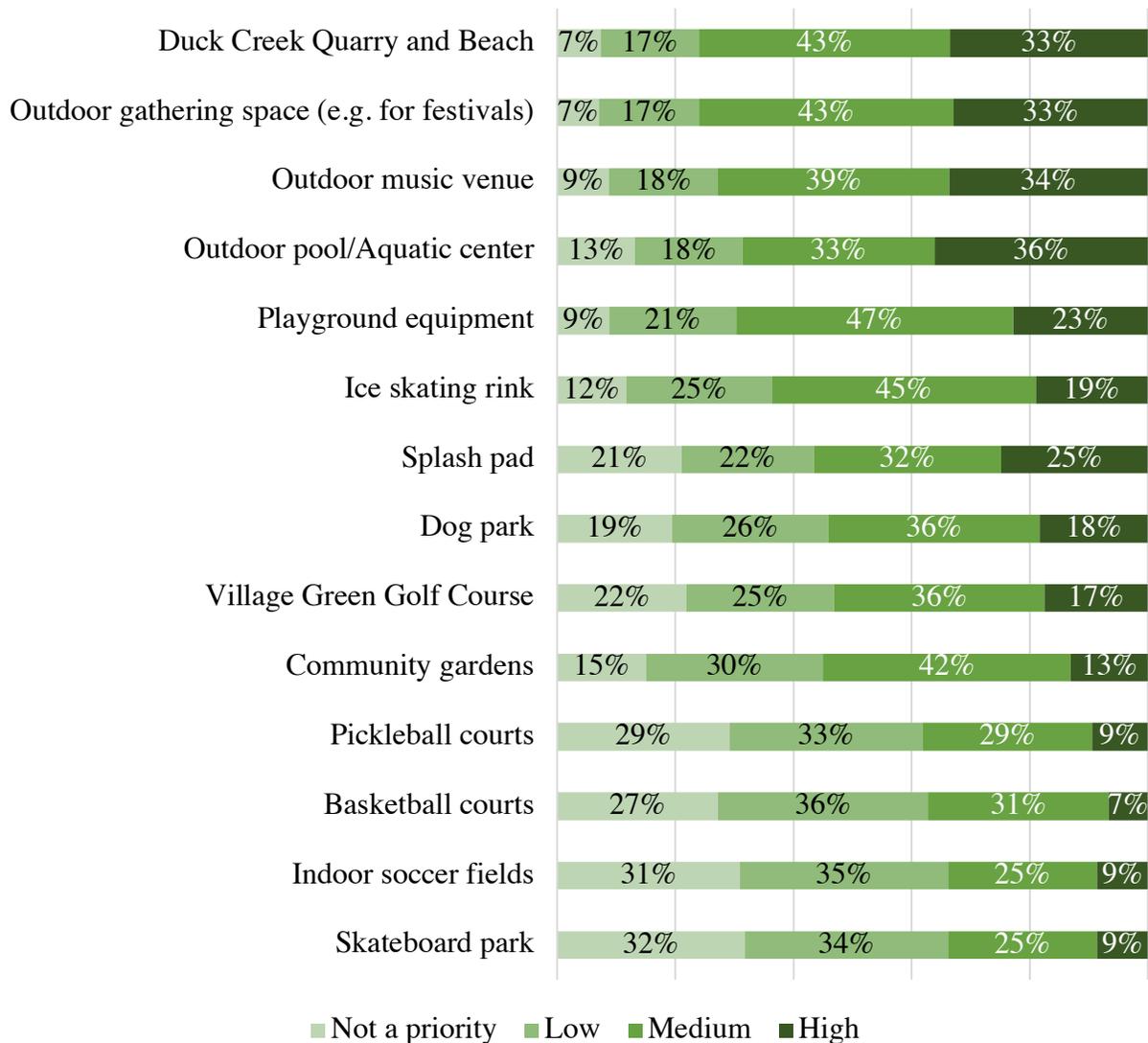
**Table 9. Satisfaction with Waste Collection Services by Demographic Group**

	<b>Low-Income HHs</b>	<b>HH with Children</b>	<b>Renters</b>	<b>Senior Citizens</b>
Garbage	1%	<b>-1%</b>	-1%	0%
Special trash pickup	-1%	0%	-1%	0%
Large brush	-2%	0%	<b>-3%</b>	2%
Leaves and yard waste	-2%	<b>-3%</b>	0%	<b>4%</b>
Recycling	<b>8%</b>	<b>-19%</b>	4%	<b>16%</b>

### III. Amenities

Figure 10 shows how high a priority respondents think investing in or improving different recreational facilities should be during the next five years. About a third of all respondents indicated that Duck Creek Quarry and Beach, an outdoor gathering space, an outdoor music venue, and an outdoor pool/aquatic center, are “high” priority investments/improvements. Well over two-thirds of all respondents indicated that these four recreational facilities are a “medium” or “high” priority. Close to one-third of all respondents consider pickleball courts, basketball courts, indoor soccer fields, and skateboard park, “not a priority.”

**Figure 10. Priority Level for Investments in Recreational Facilities**



**Table 10. Priority Level for Investments in Recreational Facilities by Demographic Group**

	<b>Low-Income HHs</b>	<b>HH with Children</b>	<b>Renters</b>	<b>Senior Citizens</b>
Duck Creek Quarry and Beach	<b>10%</b>	<b>10%</b>	<b>14%</b>	<b>-12%</b>
Outdoor gathering space	-3%	<b>4%</b>	<b>8%</b>	<b>-12%</b>
Outdoor music venue	-3%	2%	<b>9%</b>	<b>-10%</b>
Outdoor pool/Aquatic center	-2%	<b>25%</b>	4%	<b>-19%</b>
Playground equipment	2%	<b>19%</b>	<b>6%</b>	<b>-9%</b>
Ice skating rink	1%	<b>13%</b>	<b>6%</b>	<b>-9%</b>
Splash pad	-5%	<b>28%</b>	3%	<b>-17%</b>
Dog park	-3%	2%	<b>6%</b>	<b>-11%</b>
Village Green Golf Course	-4%	<b>-3%</b>	0%	4%
Community gardens	4%	<b>-3%</b>	<b>9%</b>	-1%
Pickleball courts	-1%	<b>-3%</b>	2%	<b>3%</b>
Basketball courts	-2%	<b>7%</b>	<b>4%</b>	<b>-4%</b>
Indoor soccer fields	<b>-4%</b>	<b>9%</b>	-1%	<b>-5%</b>
Skateboard park	1%	<b>6%</b>	<b>8%</b>	<b>-6%</b>

Table 10 (above) shows differences between demographic groups in likelihood of respondents classifying a recreational facility as “high” priority during the next 5 years. Among statistically significant results,

- **Low-income households** are more likely to rank Duck Creek Quarry and Beach and less likely to rank indoor soccer fields as “high” priority relative to higher income households.
- **Households with children** are most likely, relative to other recreational facilities, to rank splash pad, an outdoor pool/aquatic center, playground equipment, an ice skating rink and the Duck Creek Quarry and Beach as high priorities and least likely to rank Village Green golf course, community gardens, and pickleball courts as “high” priority relative to households without children.
- **Renters** are most likely, relative to other recreational facilities, to rank Duck Creek Quarry and Beach as “high” priority relative to homeowners.
- **Seniors** are significantly less likely to rank all recreational facilities as “high” priority relative to younger residents.

Figure 11 (on next page) shows categories of retail that respondents agree are needed in the Village of Howard. There is strong support for family restaurants, as about 90% of all respondents “agree” or “strongly agree” that they are needed in the Village of Howard. In addition, department stores and supper clubs had support from 77% and 71% of respondents who “agreed” or “strongly agreed.” Significantly less than half of all respondents agreed that furniture and appliance stores (46%) and fast-food restaurants (40%) are needed in the Village of Howard.

**Figure 11. Retail Stores that are Needed in Village of Howard**

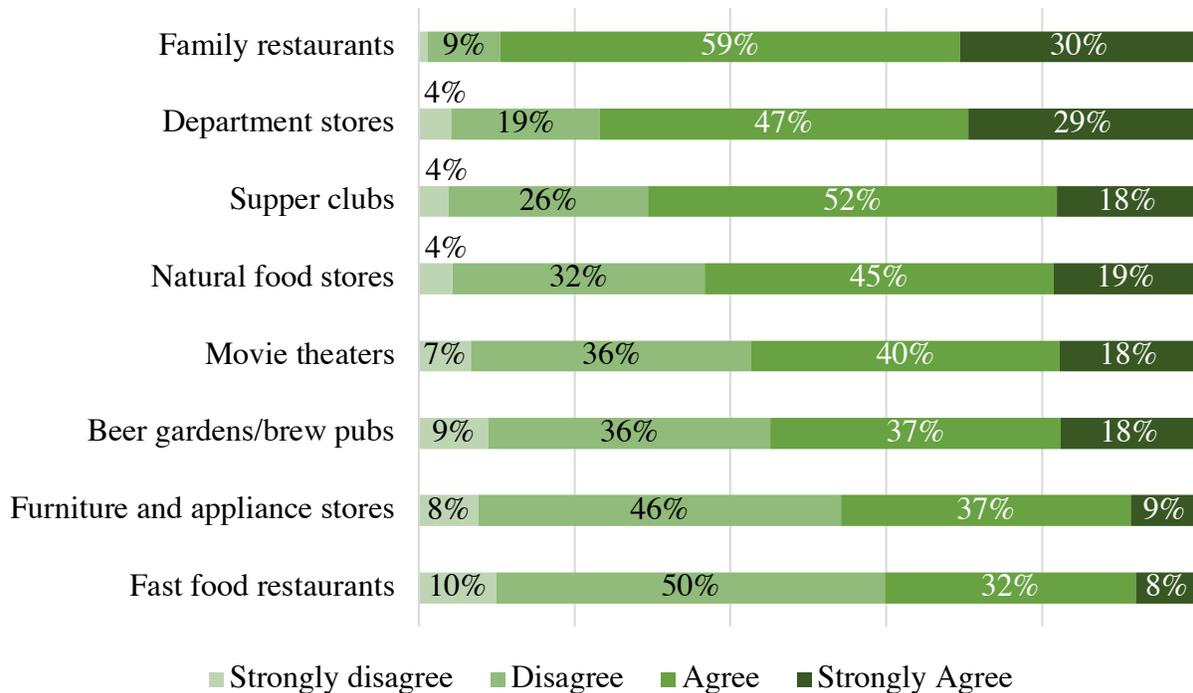


Table 11 (on next page) shows differences between demographic groups in likelihood of respondents selecting “agree” or “strongly agree” to retail stores that are needed in Village of Howard. Among statistically significant results,

- **Low-income households** are more likely to agree that movie theaters are needed and less likely to agree that beer gardens/pubs are needed relative to higher income households.
- **Households with children** are more likely to agree that beer gardens/pubs are needed and less likely to agree that furniture and appliance stores are needed, relative to households without children.
- Among **renters**, natural food stores and movie theaters are more popular while supper clubs are less popular relative to homeowners.
- **Senior citizens** have a stronger preference for furniture and appliance stores and a strong preference against beer gardens/pubs relative to non-senior residents.

Figure 12 (on next page) shows the private sector businesses that respondents indicated are the highest priority for Village of Howard. Entertainment and health and personal services were ranked in the top three of 77% and 73% of all respondents, respectively. However, over twice as many respondents ranked entertainment as the highest priority than ranked health and personal services at the top. While childcare was the third most popular business type, less than half of all respondents ranked it in their top three. This is not particularly surprising, since about 60% of all respondents live in households without children. Similarly, it is not surprising that elderly daycare was ranked second from the bottom as according to Census data (shown in table 17) only about 20% of all adults in the Village of Howard are aged 65 and over.

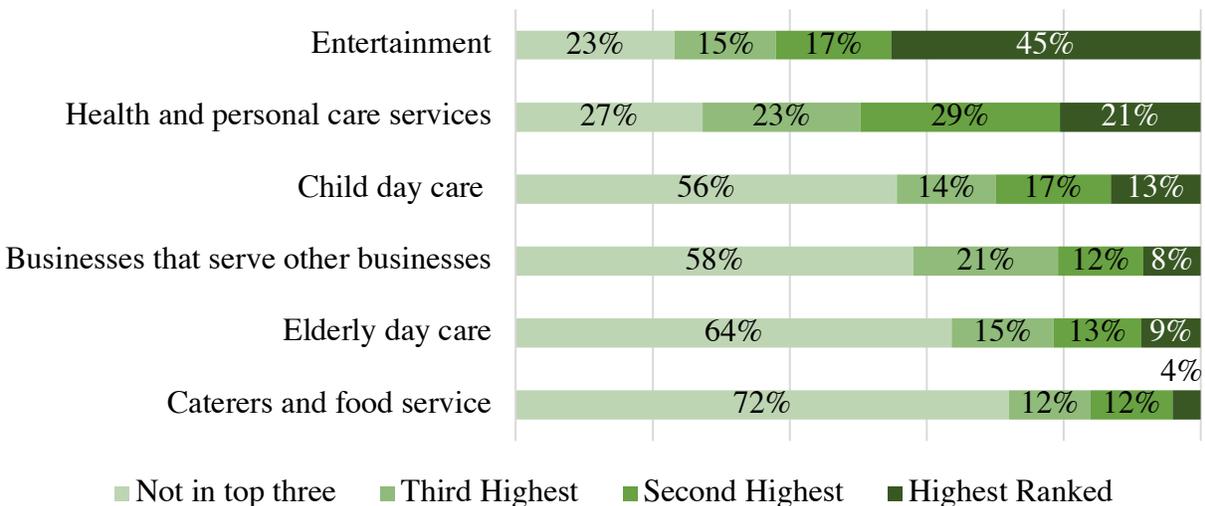
**Table 11. Retail Stores that are Needed in Village of Howard by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Family restaurants	-2%	2%	-1%	0%
Department stores	1%	3%	-4%	7%
Supper clubs	-3%	0%	-6%	4%
Natural food stores	1%	3%	8%	-8%
Movie theaters	9%	-1%	7%	4%
Beer gardens/brew pubs	-17%	9%	-4%	-24%
Furniture and appliance stores	5%	-10%	-3%	20%
Fast food restaurants	4%	-2%	-1%	6%

Table 12 (on next page) shows differences in likelihood of respondents ranking a business among their top three high priority businesses. Among statistically significant results,

- **Low-income households** are least likely, relative to other businesses to rank entertainment establishments and more likely to rank elderly day care among their top three relative to higher income households.
- **Households with children** are least likely, relative to other businesses, to rank elderly day care and most likely to rank entertainment establishments among their top three relative to households without children.
- Respondents that are **renters** do not differ significantly from homeowners in their rankings of any of the listed businesses.
- **Senior citizens**, like low-income households, are least likely to rank entertainment establishments and most likely to rank elderly day care among their top three relative to younger residents.

**Figure 12. Top 3 Businesses that are Highest Priority for Village of Howard**



**Table 12. Top 3 Businesses that are Highest Priority for Village of Howard by Demographic Group**

	<b>Low-Income HHs</b>	<b>HH with Children</b>	<b>Renters</b>	<b>Senior Citizens</b>
Entertainment establishments	<b>-18%</b>	<b>18%</b>	-1%	<b>-24%</b>
Health and personal care services	5%	-1%	1%	<b>8%</b>
Child day care	4%	<b>7%</b>	1%	0%
Businesses that serve other businesses	-1%	3%	-6%	-4%
Elderly day care	<b>17%</b>	<b>-28%</b>	0%	<b>30%</b>
Caterers and food service contractors	<b>-7%</b>	2%	5%	<b>-10%</b>

#### IV. Housing and Community Attributes

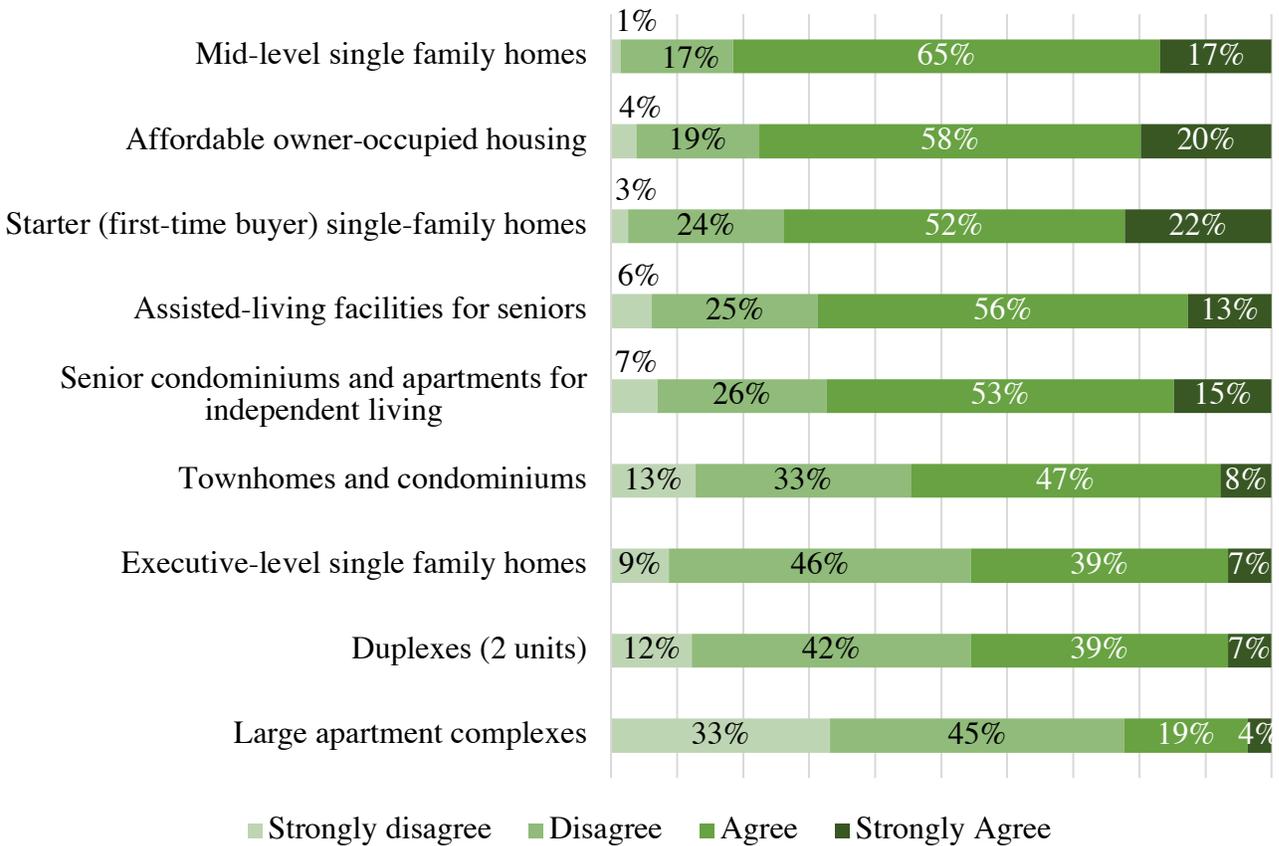
Figure 13 shows the housing types respondents indicated are needed in the Village of Howard. Mid-level single-family homes, affordable owner-occupied housing, and starter single-family homes were the most popular, as 82%, 78%, and 74% (respectively) of respondents selected “agree” or “strongly agree” for these housing types. There is also strong support for accommodations for senior citizens, as a large proportion of respondents agreed that assisted-living facilities for seniors (69%) and senior condominiums and apartments (67%) are needed in Village of Howard.

In general, joint and group quarters such as large apartment complexes, condominiums, and townhomes were ranked lower among housing types. Close to half of all respondents agreed that these housing types were needed in the Village of Howard. Possible reasons for this result are that these housing types are already available in the Village of Howard or that respondents do not want densely populated residential development in their community.

Table 13 shows differences between demographic groups in likelihood of respondents indicating “agree” or “strongly agree” to types of housing that are needed in Village of Howard. Results show that there are several statistically significant differences between demographic groups:

- **Low-income households** are less likely to “agree” or “strongly agree” that executive-level single family homes are needed and most likely, relative to other housing types, to feel that that duplexes, apartment complexes, affordable owner-occupied housing, and starter homes are needed in the Village of Howard relative to higher income households.
- Surprisingly, **households with children** are less likely to agree, relative to households without children, that any of the listed housing types are needed. They are least interested in senior condominiums and assisted living facilities.
- **Renters** are less likely to “agree” or “strongly agree” that executive-level family homes are needed and most likely, relative other housing types, to feel more duplexes are needed in Village of Howard.
- Not surprisingly, **senior citizens** have the highest likelihood to feel that senior condominiums and apartments, and assisted-living facilities for seniors are needed.

**Figure 13. Types of Housing that are Needed in Village of Howard**



**Table 13. Types of Housing that are Needed in Village of Howard by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Mid-level single-family homes	3%	-1%	-1%	6%
Affordable owner-occupied housing	11%	-12%	9%	12%
Starter single-family homes	10%	-6%	15%	6%
Assisted-living facilities for seniors	8%	-13%	0%	19%
Senior condominiums and apartments	9%	-17%	-2%	23%
Townhomes and condominiums	0%	-10%	10%	13%
Executive-level single-family homes	-8%	1%	-12%	5%
Duplexes (2 units)	18%	-6%	28%	12%
Large apartment complexes	12%	1%	20%	3%

**Figure 14. Community Attributes that Respondents Agree Village of Howard Exhibits**

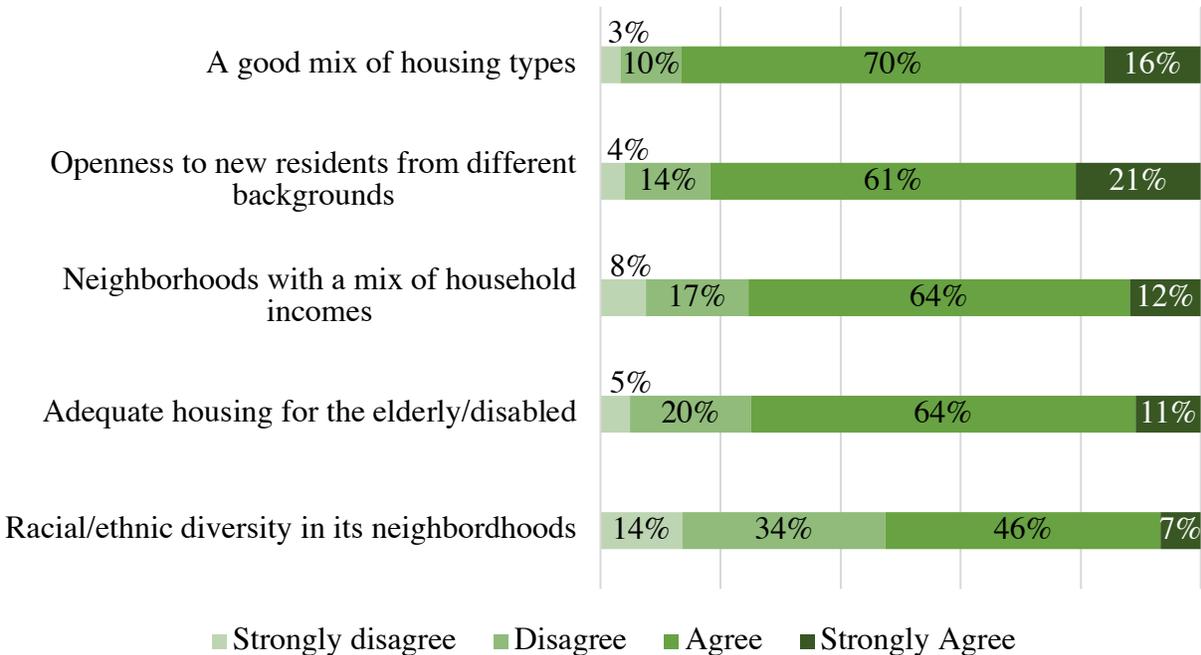


Figure 14 shows attributes of the community that respondents agree the Village of Howard currently exhibits. At least three-fourths of all respondents “agree” or “strongly agree” that the Village of Howard has a good mix of housing types (86%), openness to new residents from different backgrounds (82%), neighborhoods with a mix of household incomes (75%), and adequate housing for elderly and disabled (75%). However, over half of all respondents “disagree” or “strongly disagree” that Village of Howard has racial and ethnic diversity in its neighborhoods.

Figure 14(a) (on the next page) shows the proportion of respondents who indicated they had “no opinion” on the community attributes depicted in Figure 14. Similar to Figure 3(a), these responses represent a population that don’t have enough information to determine whether the Village of Howard exhibits these community attributes or not. Perhaps not surprisingly, the community attribute with the highest proportion of respondents who selected “no opinion” was racial and ethnic diversity in neighborhoods. Paired with Figure 14, this implies that a lack of exposure to racial and ethnic diversity in the community may lead respondents to conclude that it is lacking or that they do not have adequate information to make that claim. Both support the fact that there is relatively little racial and ethnic diversity in the Village of Howard. This is also corroborated by Census data that shows that about 91% of all Village of Howard respondents identify as White. Therefore, given the Village of Howard’s demographics, there is not a lot of opportunities for exposure to racial and ethnic diversity.

**Figure 14(a). Respondents with “No Opinion” on Community Attributes that Village of Howard Exhibits**

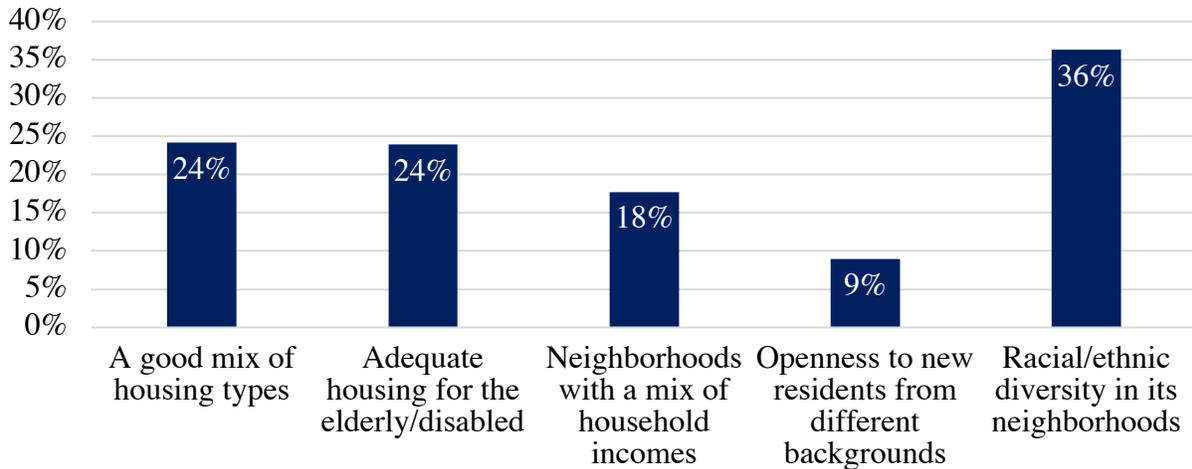


Table 14 shows differences between demographic groups in likelihood of respondents indicating “agree” or “strongly agree” to community attributes that Village of Howard currently exhibits. Among statistically significant results,

- **Low-income households** are more likely to agree that Village of Howard has racial and ethnic diversity in its neighborhoods relative to higher income households.
- **Households with children** are least likely to agree that Village of Howard has adequate housing for elderly and disabled residents and most likely to agree that Village of Howard has openness to new residents from different backgrounds
- **Renters** have a substantially lower probability that Village of Howard has neighborhoods with a mix of household incomes, a good mix of housing types, adequate housing for the elderly/disabled, and openness to residents from different backgrounds.
- **Seniors** are more likely to agree that Village of Howard has adequate housing for elderly and disabled residents and has racial and ethnic diversity in its neighborhoods relative to non-seniors.

**Table 14. Community Attributes that Village of Howard Currently Exhibits by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
A good mix of housing types	-3%	0%	-9%	-1%
Adequate housing for the elderly/disabled	1%	-4%	-9%	7%
Openness to new residents from different...	3%	8%	-8%	-2%
Neighborhoods with a mix of household...	-2%	-1%	-14%	5%
Racial/ethnic diversity in its neighborhoods	8%	-2%	-4%	7%

## V. Communications

Table 15 shows how effectively the Village of Howard communicates with its residents. Overall, responses to these questions show various areas in which communication can be improved. Only about two-thirds of all residents are aware of the Village of Howard’s newsletter and just over half of all respondents are currently signed up for it. Impressively, over 82% of respondents said “yes” to visiting the Village of Howard website in the previous year, and 83% of those who said “yes” found the information on the website useful. While a sizable portion of respondents are aware of autopay options for utilities, less than a third of all respondents avail these services. Several respondents in the open-ended section of the survey indicated that they were not aware of the autopay option but would like to enroll.

**Table 15. Effectiveness of Communication with Residents**

	Yes	No
Are you aware that the Village of Howard communicates with residents through an email newsletter called E-Notify?	67%	33%
Are you currently signed up for E-Notify?	55%	45%
Have you visited the Village of Howard website in the past year?	82%	18%
If you did visit the website in the past year, did you find the information on the website useful?	83%	17%
Are you aware that the Village of Howard offers a free and convenient autopay option for municipal water and sewer bill payments?	70%	30%
Are you currently signed up for the autopay bill payment service?	33%	67%

Table 16 (on the previous page) shows differences between demographic groups in likelihood of respondents selecting “yes” to questions regarding effectiveness of communication. Among statistically significant results,

- **Low-income households** are less likely to have visited the Village of Howard website relative to higher income households, and those low-income households that did visit the website were less likely to find the information useful.
- **Households with children** are more likely to have visited the website and are less likely to be signed up for autopay bill payment service.
- Results for **renters** show that communication is less effective for them across the board relative to homeowners. This is an expected result, since renters are more likely to change addresses and are, therefore, more difficult to reach through mailings. In addition, their ties to and interest in the Village may be weaker.
- **Senior citizens** are less likely to have visited the Village of Howard website in the past year and most likely to be signed up for autopay bill payment service.

**Table 16. Effectiveness of Communication with Residents by Demographic Group**

	Low-Income HHs	HH with Children	Renters	Senior Citizens
Are you aware that...newsletter called E-Notify?	0%	-1%	-12%	5%
Are you currently signed up for E-Notify?	-6%	0%	-12%	3%
Have you visited...website in the past year?	-15%	9%	-18%	-12%
If you did...the information on the website useful?	-11%	0%	-14%	1%
Are you aware...water and sewer bill payments?	-3%	-2%	-17%	7%
Are you currently signed up...payment service?	-6%	-7%	-17%	12%

## VI. Other Comments

In this section, we discuss the responses to the open-ended statement, “please use the box below to enter any comments you would like to add about the Village of Howard.” Responses are grouped into major categories and presented below. Only those categories that large proportions of respondents addressed in their comments are included. These categories include,

- a. Overall quality of Village of Howard,
- b. Housing development,
- c. Taxes,
- d. Affordable housing,
- e. Target/department store,
- f. Duck Creek Quarry and Beach,
- g. Poor quality of roads,
- h. Traffic,
- i. Biking and walking,
- j. Waste collection, and
- k. Aquatic center/pool.

Within each category, a curated set of responses that represent the general sentiment of respondents towards that category are included. Note, we do not present a comprehensive list of comments as most simply repeat what has already been stated in the curated set of comments presented here.

### Overall Quality of Village of Howard

A vast majority of respondents indicated that they enjoy living in the Village of Howard and comment on specific aspects of the Village as reasons why they like living there. Safety, quality of public services (police, fire department, ambulance, maintenance, etc.), the school district, and cleanliness and beauty of neighborhoods and communities, were among the most popular reasons respondents gave for liking the overall quality of Village of Howard.

- “I have lived on the East side and West side of Green Bay, and I feel that Howard is the very best place to live!”
- “Excellent neighborhood and leadership. Areas for improvement: diversity and inclusion; more local entertainment (e.g. rooftop bar, upscale restaurant); more transportation options connecting to other neighborhoods and big cities (e.g. rail system)”
- “I have been living here since 2005 when I purchased my first house in the Village. I am proud to live here, both of my kids started to go to school in the district and this is the main reason I would not move out of here. I love the Duck Creek Quarry and I think this is a privilege for the residents to have access.”
- “I love living in Howard. I never want to move. My neighborhood is wonderful. It feels safe, and full of good people. The quarry is amazing. Howard Commons and the events held there are wonderful. The animal help officer I called when a bunny got stuck in my fence was ready to come save the day as soon as I called. The business district continues to grow, without being too crazy.”
- “Excellent place to live and work. Clean, safe, and friendly. Let's do all we can to keep crime and drugs out of the village.”
- “Great and safe community to live in. The community workers here (police, fire, maintenance, water, waste management) are fantastic.”
- “I like living here and I think it’s a safe place to live, and the village is beautiful, nice layout on property lots and parks. And I think we have very good services as ambulance and fire department, snow removal.”
- “I think the Village of Howard does a great job at keeping a safe and well-kept community. I’m very happy to be part of this community and moved here because it’s development planning and how well the municipal department keeps it nice. You don’t have to worry if you forget to lock up at night. Great neighborhoods.”
- “I love Howard. Out of all the places I've lived in Wisconsin this is the best. My kids get to go to a great school, and I get to work for a great district. Thank you.”
- “It’s a great place to live. Heavy emphasis on the greatness of the schools and infrastructure. Public services are strong and appreciated.”
- “Moved to Howard 28 years ago from Milwaukee. Have lived in 2 other municipalities over 20 years of that and just moved back to Howard. Very nice community and school district!!”
- “Howard is a beautiful, vibrant and growing community.”

- “Beautiful village, I like the attention to landscaping and design.”

### Housing Development

The largest proportion of respondents’ comments was on housing development, in particular expressing opposition to the construction of new apartment complexes or high-density housing (townhomes, condominiums, etc.) There are a few salient reasons for this. First, residents feel that apartment complexes are “luxury” and “high-end” and, therefore, question their accessibility to current residents. Second, residents feel new housing development would lead to an influx of tenants in the Village of Howard and may strain the extant infrastructure and resources. For example, several tenants complained about traffic being an issue. Third, residents felt that large apartment and high-density housing units may turn Village of Howard more into a city like Green Bay and expressed their desire to retain the Village’s “small-town” charm.

The following set of comments depict respondents’ sentiment towards housing development:

- “Howard Commons is a nice idea, but there are way too many apartments squeezed into that space. Feels like a ghetto. Because of road access to I-43 access to Velp, it is frustrating to have to go out of my way to access the Village. That lack of access has caused Velp to not flourish. All of that development has shifted north to Lineville. Allowing Velp access to close has been a huge mistake. Would like to see more businesses located along Corridor by the YMCA and the library. Cute breakfast, lunch, and dinner places, but not more strip malls. Pleasant buildings, not contemporary cubes.”
- “I do really hope the village does NOT allow apartments/condos/townhouses or any of the kind to be developed in front of the Community Church on Cardinal lane - there is already an abundance of new apartment/condo housing across the streets. Also - it would be nice if they would keep up the retention pond in front of the Community Church better - seasonal growth of scum/algae, etc. should be kept up better in my opinion. Would be super if they would put a nice-looking fence around it as well.”
- “I think we need to stop building so many apartments. Our schools are crowded, and some taxpayers don't want to use tax money to build more schools and that is the direction we are heading in Howard with all these "luxury" apartments being build. I also think we need to keep more green space in the village. Howard is a village not a city and I prefer it to stay that way.”
- “I wish the massive amount of high-end apartments being built would stop. I hope it’s not going to become Hobart. Disappointed in all the building in what are supposed to be wetlands and [conservancies].”
- “I'm 36 years old and I have lived in Howard for close to 30 years. I do feel there are too many apartments and senior citizen complexes going up....I think the improvements that have been made to Howard over the past few years have been excellent. The only negative thing I feel is the alarming [number] of apartments going up.”

- “Moved to Howard from Door County two years ago to be close to our health care. We are impressed with Howard...Slow down on the number of apartment complex construction, you are overbuilding. We are in our 80's and Howard is a good location for retired/older people.”
- “I would love to see more commercial development between Glendale and Cardinal vs Lineville. Also, no more apartments near Howard commons. Maybe condos or buyable townhomes.”
- “I think we should carefully [reconsider] more residential housing and apartments, and rather focus on bringing in more businesses, I also oppose the Village owning and managing apartments, I think they have other priorities that the Village should be focusing on and investing in. I also oppose the Village financing residential developments for developers, instead the Village should be vetting developers and selecting developers that have the ability to acquire their own financing.”
- “Love the Village love the things they do here. Should definitely consider the fact that they are growing possibly [too] fast and over development in the area in regard to apartments and multi-level housing. Be more aggressive with figuring out what to do with the old abandoned United Health care building.”
- “I don't feel it is appropriate for the Village to use taxpayers’ dollars for real estate development given the risk it presents. I'm primarily referring to the housing complexes built within the Howard Commons area. The real estate projects up to this point have likely been favorable which I understand is a benefit to Village taxpayers, but I don't feel the Village Board should be taking on the risk and potential loss of taxpayers’ dollars on projects typically reserved for the private sector. For the record, I am not in the business of real estate development. I'm simply a concerned resident regarding the risk the Village is taking on with taxpayer's dollars.”

### Taxes

The second-most popular topic that comments addressed was taxes. A large proportion of respondents expressed dissatisfaction with high taxes and the prospect of tax hikes in the near future. Comments about taxes typically referred to property taxes and were paired with comments about dissatisfaction with the Howard-Suamico school district and with new housing and commercial development in the Village. Among those who complained about taxes, a common theme was that taxes should be spent on infrastructure and public services rather than for investments that should be made by private-sector businesses.

The following set of comments depict respondents’ sentiment towards taxes:

- “I am extremely disappointed with the mill rate increase for current property taxes in the last two years. I’m also extremely disappointed in the attitude of the individual(s) I spoke with at the Village of Howard who [are] responsible for the explanation of the extra quarterly fees for retention ponds, fire services, and utilities for taxpayers (such as myself); my property consists of my own water well and at-grade mound sewer system. My taxes are already exorbitant for

the land and dwelling. Please consider adding these fees into the property taxes, so that I can at least take an income tax deduction for these extra services I do not use. One of our current examples, is garbage and recycling services collection that is included in the current property taxes. I don't believe it should be separately charged for the before mentioned services if I cannot deduct them on my property taxes."

- "I enjoy living in this community, but the taxes are getting out of hand. We've been in our house for 6 years and we've seen an increase of over \$2,000 per year without any improvements."
- "I oppose tax increases as the new property taxes should help funding (meaning all the new construction). I do support using those funds to continue to improve the Village. I believe west Shawano and west Glendale need to be widened."
- "I think we pay enough taxes - mine rose \$300 in the last two years!!!"
- "I would like to have had more positive things to say but as a senior, on a fixed income, I can't afford any more taxes. Social Security doesn't keep up with inflation."
- "Improvements do not require raising taxes! Reallocate existing taxes and budget!"
- "Our taxes are the highest here of anywhere we have ever lived, though the cost of living is lowest. I'm not happy to pay more. I think the funds could be better used than on technology constantly upgrading in the schools."
- "I think the village should focus on the amount of money spent on schools when there are not to the standards that they should be when spending the amount of money that we do. I think we should be allocating less money on school and spend it somewhere else. Property taxes are too high, mostly because schools. Schools should be doing a better job if we are spending that kind of money."

### Affordable Housing

Not surprisingly, a number of respondents commented on the lack of affordable housing and rent increases in the Village of Howard. While rapid inflation in housing markets is a nationwide phenomenon, it is worth considering that Village of Howard residents feel the impact as well. A common sentiment is that Village of Howard does not offer affordable housing for middle to low-income residents. Residents also noted that new and planned construction is also catering to wealthier households looking for luxury apartments. Residents who expressed the need for affordable housing indicated that, in general, they are otherwise satisfied with everything Village of Howard has to offer. Incidentally, a sizable proportion of respondents who commented that they oppose new apartment and high-density housing construction (discussed earlier in this section) also indicated that they oppose housing for lower-income households.

The following set of comments depict respondents' sentiment towards affordable housing:

- "Affordable housing projects are a must. Too many new subdivisions and apartment complexes are planned, but for people who are looking to try and better their home life, are just too expensive. Municipal subsidization of housing projects could help a lot of people get into a better community."
- "Affordable rent options are not available. Rental units are charging more than the average residents earns in Howard forcing them to find housing outside of the community where they work. The village needs to look into rent caps for older rental units and stop forcing the lower to low middle class from living in this community."
- "I feel the area needs more housing for the low/middle class. Housing for low-income and for middle/ high-income [is available], but not [for households with income levels] in between."
- "It's grown so much in the last year. I love the community things added but the new buildings are going to push many that have lived in Howard to leave when they sell to downsize. I would not be able to afford to move into any of the housing currently available in this village when I retire. They are beautiful but way too pricey."
- "I would say my only concern is that we should bring in more affordable housing. Such as apartments with \$700-\$800 dollars a month rent. Seems like the current development of apartments have rents over \$1000 dollars a month. I just feel that having rent that high is only going to attract wealthy folks, and not as many new families who may want to eventually have a house in the Village in the future. A good mix is always helpful though to attract a variety of different people to the village."

#### Target/Department Store

Many respondents who provided comments expressed the need for a large department store, and almost all gave Target as an example. These comments, to a significant part, were predicated by the closure of Shopko and that a storage facility now occupies that space. Several respondents indicated that they have a preference against a Walmart and a strong preference for a Target store. Others also offered TJ Maxx and Whole Foods as stores they would like to see in Village of Howard.

The following set of comments depict respondents' sentiment towards the need for Target or department store in Village of Howard:

- "I would really like a Target in the Howard/Suamico area to replace Shopko. I know we have Meijer and feel a Target would also be a good option a little more North. We need more department stores."
- "If you truly want Howard to be a destination, you need to stop investing in senior housing and start providing destinations to draw people here. A big box retailer is a must have, Meijer isn't enough and plus it's on the other side of the highway. If the old AMS building is vacant, use

that space for a Target (no Walmart - that draws in more riff raff that necessary), otherwise a smaller retailer like Shopko would be wonderful as well.”

- “Disappointed with lack of shopping in the village. I miss Shopko. I would love a Target and Aldi’s.”
- “I couldn't believe that the Village chose to allow a storage facility to take the place of the old Shopko in the Urban Edge shopping center...We need more shopping, there isn't a pharmacy close, no Target or TJ Maxx that would draw a steady stream of shoppers. Everyone goes to Ashwaubenon, we need to keep our taxes dollars in our own community.”
- “I strongly disagree with what has happened with the zoning near the old Shopko and festival food area. That area would have been a perfect place for something else like Target or Whole Foods. If we were the first place in northeastern Wisconsin to get Whole Foods store, people would be making special trips to Howard to do their grocery shopping.”
- “I was really hoping for a Target (at the old Shopko) and a Seroogy's (at the old Shopko Express). I am not a fan of Meijer or Walmart, and I am happy to see locally owned businesses (even though Target doesn't fall into that category) move into the area whenever possible.”

### *Duck Creek Quarry and Beach*

In general, respondents really like the Duck Creek Quarry and Beach. For most respondents, restricting access to the area to residents only was a necessary move and most support keeping it that way. Some, however, felt that rules and regulations are too stringent and others felt that the access to the area should be extended, to some extent, to guests.

The following set of comments depict respondents’ sentiment towards Duck Creek Quarry and Beach:

- “I feel that opening the quarry to only Howard residents this year was a good idea. Less problems. I’m sure the police department will agree.”
- “I really do not like that the quarry was developed as a “beach.” I live in this area and would have preferred to see it developed as a picnic or natural area. It’s at the beginning (or end) of what could be a wonderful bike trail, if [Brown County] could have the trails paved as is on the fox river trail. It could be a beautiful rest spot for bikers or walkers. I think it a waste of money to try and maintain a “beach” in the long run, with sand upkeep, policing, wristbands, signage, fencing, etc. This quarry is a home to many ducks, geese, swans, and fish. I just don’t feel we need to “develop” every natural area.”
- “I really like the quarry now that there are wristbands and security oversight (but wish there was a way to get rid of the geese).”

- “I think that the quarry should remain for Howard residents only, prior to when it being opened to everyone, it was a mess, there was broken glass from beer bottles. I witnessed person smoking marijuana. Now the quarry is a safe place to bring my young children. There have never been any issues while being there except for people without bracelets trying to sneak in, which is quickly taken care of. I am a taxpayer and feel as though this is something that the people in the Village of Howard should only be allowed to use.”
- “I would like to see an option for additional guest passes or purchase of daily guest passes to the quarry for Howard residents.”
- “The quarry is great. I do wish the quarry was open to non-Howard residents via selling a limited number of day-passes to limit overcrowding. Possibly just on the weekends.”
- “I’m not a fan of needing a wrist band to use the quarry. I always forget to get one during the week and I’m not sure how to get one on weekends. I used to bike with my kids from the Mountain Bay Trail but have been shoo-ed away because we didn't have bands. If we could have some online verification that would be better.”
- “It's sad that a great resource like the Howard Quarry now has so many rules, regulations and restrictions that residents are barely able to use, much less enjoy it! It's overkill”
- “The Duck Creek Quarry is awesome, especially since it's been limited to Howard residents and their guests. The couple years prior to that, the Quarry became unusable to our family and most Howard residents we know due to the overcrowding, messes, and crime from the rough crowd. Now we go a couple times every month during the past two summers and it's great! Please continue to limit access in some way to avoid that overcrowded mess from past years.”

### Poor Quality of Roads

A common complaint against respondents who provided comments was the poor and deteriorating quality of roads. Several of these comments with paired with comments about traffic problems (discussed separately in the next subsection). According to respondents, more resources need to be directed towards fixing roads in a timely fashion.

The following set of comments depict respondents’ sentiment towards road quality:

- “Roads need a lot of work, even roads that were recently done just have large cracks that are just painful to keep going over. Improving the road quality to have a smooth ride would elevate the area tremendously.”
- “I would like to see Howard seriously debate having a wheel tax imposed like surrounding communities do. Roads definitely need improvement, but the high costs of special assessments make them difficult for residents.”

- “Cardinal Lane north from Glendale to Wooddale really needs some attention. It's very bumpy and unpleasant to drive on. It would also be nice for Cardinal to be four lanes all the way to Lineville.”
- “Concerned about the continued sinkholes on our streets and lawns due to poor construction of street water drain system. To date...only a band-aid approach has been taken by the Village.”
- “Currently it appears that the village has a few ongoing road maintenance projects going that do not seem to ever get completed.”
- “I think some of the roads have been forgotten. I have not seen improvement on our street for years. We have a manhole that pops up each spring, nothing seems to get done.”
- “I would like to see the maintenance of roads have a much higher funding priority.”

### Traffic

Several comments indicated that road traffic is a major issue, especially at the roundabouts on Lineville Road. Respondents stated that Lineville Road does not have the capacity to keep up with current levels of traffic, especially near schools, and needs to be widened to 4 lanes.

The following set of comments depict respondents’ sentiment towards traffic:

- “Great community to live. Would like to see more roundabouts to make traffic flow better. Cardinal & Glendale would be a great location to consider a roundabout.”
- “I feel there has been too much residential and apartment development done too fast recently and that it is hodgepodge. What I mean by hodgepodge is there it’s a subdivision here and a subdivision there. This has resulted in a lot more traffic. It also makes it more difficult to centralize services such as retail, parks, entertainment, etc. and reduces the walk ability many people nowadays seek.”
- “The roundabouts and their proximity to the schools as well as the railroad tracks on Lineville Road need to be reviewed. The traffic situation is awful after Lineville, Forest Glen, and BayPort let out and traffic gets substantially backed up on Lineville and Cardinal. Add into that mix a train going through and traffic is stuck even longer.”
- “Let's hurry and widen Lineville Road! Traffic is RIDICULOUS.”
- “Attention is required to traffic that leaves the schools on Lineville Road at the end of the school day. The traffic jams on the roundabouts are terrible. Other exit/entry points might dissipate the traffic rush in these areas.”

- “It would be great to have what we need but not get so congested and lose the community feel. Please fix the traffic flow at the school roundabouts. Patrol areas with increased traffic and where people take short cuts like Memorial because people speed dangerously and there are kids.”
- “Lineville Road needs to be made 4 lanes. There is too much traffic congestion.”
- “[Make widening] Lineville Road to 4 lanes a priority. Car pick up zone at schools is disruptive to other traffic on Cardinal.”
- “Lineville Road needs to be widened. I will not travel that road except during very quiet times. Impossible to get anywhere during busy times. Area grew [too] fast and the road cannot handle it.”

### *Biking and Walking*

A number of comments communicated the need for more biking and walking opportunities in the area, at least in part to address the traffic problems discussed above. Among those who prefer to bike or walk, heavy traffic raised issues of safety. In general, respondents feel that more can be done to make Village of Howard a bike/walk friendly area.

The following set of comments depict respondents’ sentiment towards the need for biking and walking opportunities in the Village of Howard:

- “I live on Greenfield Ave. and my answers to the sidewalks and bicycling reflect where I live. Something needs to be done soon. Traffic is getting terrible with all houses going up. There's no shoulder to the road and people do not drive slowly. The posted speed limit is 40 mph to give you an idea. There are getting to be lots more people like me who want to get out but do not feel safe on the road. I'd like to ride a bike and take pets for a walk by the zero shoulder and steep ditches make it pretty impossible.”
- “I would love more bike lanes/walking lanes on busy rural roads like Glendale, Greenfield, Evergreen, Shawano. No sidewalks needed. As a resident in the area for the past 12 years, there's been a tremendous increase in traffic. Bike traffic has also increased and the potential for an accident is imminent. More speed limit signs, and monitoring would be helpful too.”
- “Bicycling I feel is the most important thing in this survey to me, as it can lessen car traffic on roads and allow safer and faster travel to anyone on bikes. Separate bike roads/trails are preferred over road lines and signage, but I get how that can be difficult to accomplish.”
- “I use the Mountain Bay Trail daily. I've found the payment process for bike passes frustrating (because you always have to do it via mail). I was so hopeful when I saw the Kiosk, but nope it's still a hot mess. What's the point of a Kiosk if you still have to mail in a receipt in order to get your trail pass? Ok, so the kiosk allows immediate payment to the Village but provides zero added convenience for the user!”

- “I would urge developing safe bicycle trails and lanes so one could SAFELY and easily commute to do routine errands around the village without feeling both harassed and endangered. Howard feels light years behind more progressive villages as far as encouraging and supporting bicycling as a desired and viable mode of transportation. It needs to be recognized that it is preferred to bike and keep your car at home for short trips.”
- “Maintain walking, running and, in particular, bicycling opportunities. With increased development, safe cycling options need consideration. Especially along County C and to the North and northwest.”
- “Build a walking/bike bridge over duck creek behind the day care /Walgreens/bank park and the park on the other side of the creek in the housing division. To create a “loop” to/from cardinal lane”

### Waste Collection

A substantial number of respondents expressed dissatisfaction with waste collection in Village of Howard, including collection of household trash, large items, and yard waste. However, some respondents acknowledged that trash pick-up is better than other places such as Green Bay.

The following set of comments depict respondents’ sentiment towards waste collection:

- “Garbage pick-up is terrible. They spill garbage onto the street, especially if no one is watching them. Zoning laws are not enforced, even when officials are aware of violations.”
- “Leaf pickup doesn’t seem sufficient when so many leaves fall AFTER the pickup season is over.”
- “It would be nice to have a biannual or quarterly day for large item garbage pickup. A day where residents would not have to call to arrange pickup.”
- “I would love it if the brush pick-up weren't so picky...sticks all in one direction. We do not have the equipment to haul away.”
- “I would like to see an expanded window for leaf collection”
- “I wish the garbage cans were larger. I have a family of 5 and it fills up way too easily.”
- “Could use a bigger garbage can or go twice a week pickup”
- “I live in a condo, and I pay taxes. I do not like the way the garbage company was selected, the way they cut us off for large pick up and I feel threatened that they might stop all trash pick-up. Our condo association takes great pride in our community and looks better than some apartments and homes in the village.”

- “Moved to Howard from Green Bay. Yard waste, tree branch and special collection pick-up are much better than Green Bay. Moved 2 years ago and overall have been very happy.”

*Aquatic Center/Pool*

Several residents specifically named aquatic center or an indoor or outdoor pool as an amenity they would like to have in Village of Howard.

The following set of comments depict respondents’ sentiment towards the need for an aquatic center or pool:

- “An aquatic center would be an amazing addition to our community!”
- “I would like to see in our Village an aquatic center similar to Resch aquatic, splash pads.”
- “Love the community. Would really like to see a splashpad at least if not an aquatic center.”
- “My husband and I have lived in Howard for almost 19 years. I have always wondered why this community does not have a aquatic center? I feel that our community is big enough to support a community pool and the household income for the majority of our residents I feel have the capacity for our taxes to pay for it.”
- “Adding an outdoor pool would be a great addition to our community...We need more things to do that keep us spending money in Howard and not always have to go into Green Bay to swim, ice-skate, etc.”
- “It would be nice to have an increase in [amenities] like pool and splash pad in Howard”

## DEMOGRAPHICS OF THE SAMPLE

Table 17 on page 46 shows demographic attributes of the survey sample and select demographic attributes obtained from the US Census Bureau's American Community Survey (ACS) for the Village of Howard.

### *Residence*

The survey sample was composed of 83% homeowners, 16% renters, and 1% in the "other" category. Among the handful of respondents that selected the "other" category, most responses indicated that the respondent was living at home with parents. Compared to ACS estimates, the survey sample over-represents homeowners and under-represents renters. Given that the survey was distributed through an email list, this is expected. Homeownership generally indicates greater permanence of residence, while renters are less likely to stay in the Village of Howard and, therefore, less likely to respond to a survey regarding their resident experience.

### *Gender*

About 38% of all respondents identified as male, 58% identified as female, less than 1% identified as non-binary, and 4% indicated they preferred not to answer. According to the ACS estimates, which show that the Village of Howard has about an even male-female split, the survey over-sampled females and under-sampled male respondents. Based on historical data at the SRC, females are more likely to respond to surveys than males.

### *Age*

According to the ACS estimates, residents under the age of 25 were significantly under-represented in the survey sample. Note that both, the ACS estimates and the survey sample, do not include residents under the age of 18. Respondents between 25 and 34 years of age were somewhat under-represented, while all older residents were slightly over-represented by the survey sample. This is not surprisingly as older residents, especially those over the age of 55, are generally more likely to respond to surveys. About 21% of all respondents were senior citizens.

### *Employment Status*

A majority (69%) of all respondents were employed either full-time, part-time, or self-employed. This closely matches the ACS estimate of 68% for these three groups, indicating that respondents are accurately represented by employment status. The same is true for unemployed and retired respondents. Respondents who selected the "other" option provided text responses to describe their response. Common responses include "retired," "stay-at-home mom," "homemaker," and "full-time student."

### *Number of Household Members*

About 17% of all respondents lived in a single-adult (individuals aged 18 and older) household. A substantial majority (68%) lived in 2-adult households and small proportions lived in larger households. About 60% of all respondents did not have children (individuals aged 17 and younger) living with them in the household. About a third (32%) of all respondents lived in households with one or two children. Census data is not available for this demographic statistic.

### *Educational Attainment*

The survey sample has a significantly lower representation of residents with a high school degree or lower level of educational attainment. ACS estimates show that 38% of all Village of Howard residents fall within this category, while the survey sample included only 11.2%. There was commensurate representation in the survey sample relative to Census data of those with more education than a high school degree but less education than a 4-year college degree. As is usually the case, higher education residents (4-year degree or graduate school) were over-sampled by the survey.

### *Household Income*

Low-income households, or households with annual income less than \$50,000, were under-represented in the survey sample (14% relative to 21% according to ACS estimates). Middle-income households, or households with income between \$50,000 and \$150,000, were accurately represented as survey sample proportions are relatively similar to ACS estimates. About 18% of all respondents were high income, or with income greater than \$150,000, and 18% of respondents chose not to disclose their household income (these respondents are not included in the table). Large proportion of non-responses to questions regarding household income is common.

### *Years in Village of Howard*

Close to half of all respondents indicated that they had lived in the Village of Howard for less than 10 years. This implies that the Village of Howard has a large population of relatively new residents, which may indicate that (a) the population of the Village of Howard is rapidly growing, or (b) there is significant turnover such that a large proportion of residents do not stay in the Village of Howard beyond 10 years. Census data shows that the population growth rate of the Village of Howard has been on a downward trajectory for most of the previous decade, falling from 2.99% in 2013 and reaching the bottom at 0.9% in 2017. Average growth rate between 2010 and 2019 (latest year of data available) is 1.81%.

**Table 17. Sample Demographics**

<b>Residence</b>	Own	Rent	Other				
<i>Survey Sample</i>	83%	16%	1%				
<i>Census</i>	65%	35%	-				
<b>Gender</b>	Male	Female	Non-binary	Prefer not to answer			
<i>Survey Sample</i>	38%	58%	0.5%	4%			
<i>Census</i>	48%	52%	-	-			
<b>Age</b>	Under 25	25 to 34	35 to 44	45 to 54	55 to 64	Over 65	
<i>Survey Sample</i>	3%	13%	22%	20%	21%	21%	
<i>Census</i>	14%	15%	16%	19%	16%	20%	
<b>Employment Status</b>	Employed - Full Time	Employed - Part Time	Self-Employed	Unemployed	Retired	Other	
<i>Survey Sample</i>	57%	7%	5%	2%	26%	3%	
<i>Census</i>		- 68% -		2%	- 30% -		
<b># of Adults in HH</b>	0	1	2	3	4	5+	
<i>Survey Sample</i>	-	17%	68%	11%	3%	1%	
<b># of Children in HH</b>	0	1	2	3	4	5+	
<i>Survey Sample</i>	60%	14%	18%	6%	1%	1%	
<b>Education</b>	< High School	High School	Some College	2-Yr degree	4-Yr degree	Grad/Prof	
<i>Survey Sample</i>	0.2%	11%	19%	15%	36%	19%	
<i>Census</i>	6%	32%	- 35% -		20%	8%	
<b>HH Income</b>	Under \$25k	\$25k to \$49,999	\$50k to \$74,999	\$75k to \$99,999	\$100k to \$149,999	\$150k to \$249,999	\$250k+
<i>Survey Sample</i>	3%	11%	20%	19%	28%	14%	4%
<i>Census</i>	8%	13%	18%	18%	24%	- 11% -	
<b>Years in Village of Howard</b>	Less than 1	1 to 4	5 to 9	10 to 24	25 or more		
<i>Survey Sample</i>	4%	25%	19%	31%	22%		

## CONCLUSION

Several conclusions can be drawn from the data collected by the SRC. First, a sizable proportion of respondents are very satisfied with the overall quality of life in the Village of Howard. They cite reasons such as the school district, safety and security, quality of public services (particularly police and fire protection), clean and beautiful neighborhoods, friendliness of community, and parks and green spaces. The Duck Creek Quarry and Beach area is very popular among residents. Residents, in general, support restricting access to the Duck Creek Quarry and Beach area to residents of the Village only due to safety, overcrowding, and cleanliness issues.

There are, however, many factors according to residents that the Village of Howard needs to address. Overall, housing is an important topic for residents of the Village. There is widespread opposition to the construction of new high-density housing, such as large apartment complexes. This opposition mainly seems to stem from the desire to preserve green spaces, prevent overcrowding, and retain the Village of Howard's small-town charm. However, there seems to be a clear distinction between the opinions of middle to low-income households and those of wealthier residents when it comes to type of housing needed in the Village. Middle and low-income households identified the rapidly rising cost of housing as a major concern and expressed strong opposition to the construction of new "luxury" and "high-end" apartments. Wealthier households, while agreeing that the Village should avoid building more apartments and high-density housing, also stated that low-income/affordable housing should not be a priority in the Village of Howard.

Another result that is consistent with responses throughout the survey is the need to improve and maintain roads in the Village of Howard. Respondents expressed dissatisfaction with the current state of the roads, and indicated they were deteriorating and needed repair. When ranking the quality of various public assets, streets were ranked lowest by respondents. Respondents also indicated that maintenance and improvements to existing roads were the highest priorities for directing public investment and these investments had the most amount of support for funding through a tax increase. Well over half of all respondents stated they would support tax increases for road investments. Less than a quarter stated they will oppose such tax hikes. Related to the quality of roads, respondents expressed dissatisfaction with the state of traffic, especially around roundabouts on Lineville Road. Several respondents suggested that it was time to widen the road. In addition, there was some support for biking and walking trails to alleviate some of the congestion caused by traffic.

There are salient differences between senior citizens and younger residents. While senior citizens account for almost a fifth of the sample (and a fifth of the Village of Howard population), there is weak support among respondents for investing in amenities that serve seniors. For example, about a quarter of respondents expressed dissatisfaction with the quality of recreational opportunities for seniors and the largest proportion of all respondents stated that events for senior citizens were of "fair" or "poor" quality. However, a large (over half) proportion of respondents also stated they would oppose tax increases for events for senior citizens. Moreover, there is a significant correlation between the opinion of seniors and those of low-income households (household income

under \$50,000). This is not surprising, since 41% of all respondents in low-income households are seniors.

Among amenities, it was clear that residents felt that a department store (particularly a Target) is needed in the Village of Howard, especially after the closing of Shopko. In addition, residents expressed dissatisfaction with the quality and amount of entertainment options available in the Village. An aquatic center or a community pool would be very welcomed by respondents, in addition to other outdoor gathering spaces. Residents also indicated that more family restaurants and family-oriented events needed in the Village. Family restaurants were the most popular retail option among respondents as about 89% stated that family restaurants are needed in the Village.

Overall, residents are generally satisfied with life in the Village of Howard and feel that the community is meeting most of their needs. They are particularly satisfied with the quality of public services such as fire protection, police protection, ambulance service, waste collection, etc. Strategic investments, such as on road maintenance and improvements, better housing options, and preservation of the Village's green spaces and small-town feel, are likely to have the most impact in terms of improving resident experience in the Village of Howard.