

Attachment C – Community Survey Results



Attachment C – McFarland Community and Employee Survey Results

Introduction

Village of McFarland leaders have undertaken a strategic planning effort to review the current vision and mission and formulate goals, strategies and an action plan with the objective of achieving consensus about new initiatives. Developing a strategic plan will ensure that staff members are working to support the Board of Trustees' goals. The new plan will reflect the current priorities of the Trustees with input from community stakeholders and Village staff through the year 2025.

An initial activity included surveying community stakeholders and Village employees to solicit input for the strategic plan. The survey was used to gather opinions about Village strengths, weaknesses, opportunities, challenges, vision, and the organization's mission, values and priorities. A summary of the results and themes from the survey are presented below.

Survey Results

The survey was available online to the community using the Village of McFarland website. The survey link was also shared with local organizations such as the Chamber of Commerce and the McFarland Historical Society. Paper copies of the survey were made available at the Ed Locke Public Library and the Village Administration Building. When paper copies were completed, the Village Administrator mailed the survey directly to Management Partners.

Village employees were emailed a link to the online survey, which was available from July 2 through 19, 2019. A total of 433 responses were received from community stakeholders and 65 responses were received from Village employees.

Strengths, Weaknesses, Opportunities, and Challenges of the Village

Survey respondents were asked to review a list of statements and indicate if they strongly agree, agree, disagree or strongly disagree with each statement. Following each list of statements, respondents had the opportunity to identify additional strengths, weaknesses, opportunities and challenges in an open-ended format. Responses submitted by the community and those submitted by employees are shown separately. Statements are listed from the greatest to least by the percent of respondents who agreed or strongly agreed.

Table 7 shows the community responses related to statements about the strengths of the Village. At least 94% of respondents agreed or strongly agreed that the following statements are strengths of the Village:

- Proximity to the City of Madison,
- Good library system,
- A safe community, and
- Small town feel.



In the open-ended response, an additional 142 strengths were submitted by community respondents. Of these, 39 (27%) comments identified the school system as a strength, 19 (13%) comments identified Lake Waubesa as a strength, and 17 (11%) identified the community as a strength. Other themes include recreation opportunities, sense of safety in the community, historic and unique properties, and Village events and services.

Table 7. Community Survey Responses – Village of McFarland Strengths

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did Not Respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Proximity to the City of Madison	301 (70%)	122 (28%)	7 (2%)	1 (0%)	2 (0%)
	423 (98%)		8 (2%)		
b. Good library services	271 (64%)	146 (34%)	4 (1%)	3 (1%)	9 (2%)
	417 (98%)		7 (2%)		
c. A safe community	170 (40%)	244 (57%)	14 (3%)	1 (0%)	4 (1%)
	414 (97%)		15 (3%)		
d. Small town feel	162 (38%)	243 (56%)	21 (5%)	5 (1%)	2 (0%)
	405 (94%)		26 (6%)		
e. Well maintained parks	128 (30%)	260 (61%)	35 (8%)	5 (1%)	5 (1%)
	388 (91%)		40 (9%)		
f. Financially stable	62 (15%)	307 (76%)	33 (8%)	4 (1%)	27 (6%)
	369 (91%)		37 (9%)		
g. Abundance of parks and open space	142 (33%)	241 (56%)	36 (9%)	9 (2%)	5 (1%)
	383 (89%)		45 (11%)		
h. Well maintained streets	85 (20%)	287 (67%)	49 (12%)	5 (1%)	7 (2%)
	372 (87%)		54 (13%)		
i. Village Hall's service delivery	55 (14%)	282 (70%)	60 (15%)	4 (1%)	32 (7%)
	337 (84%)		64 (16%)		
j. Well run Village Hall	69 (16%)	275 (66%)	64 (15%)	11 (3%)	14 (3%)
	344 (82%)		75 (18%)		
k. Commitment to volunteerism by residents	64 (15%)	268 (66%)	63 (16%)	13 (3%)	25 (6%)
	332 (81%)		76 (19%)		
l. Fiscally responsible with budgeting and expenditures	52 (13%)	250 (61%)	83 (20%)	22 (6%)	26 (6%)
	302 (74%)		105 (26%)		
m. Communication from the Village to residents and stakeholders is good	45 (11%)	248 (61%)	93 (23%)	22 (5%)	25 (6%)
	293 (72%)		115 (28%)		
n. Village leaders listen to the public	45 (11%)	213 (52%)	117 (28%)	35 (9%)	23 (5%)
	258 (63%)		152 (37%)		
o. Land available for future development	27 (7%)	219 (55%)	125 (32%)	25 (6%)	37 (9%)
	246 (62%)		150 (38%)		



Table 8 shows the employee responses to statements on Village strengths. Similar to the community response, 90% or more of respondents indicate that they agreed or strongly agreed with Village strengths as follows:

- Proximity to the City of Madison,
- Good library system,
- A safe community, and
- Well maintained parks.

In the open-ended responses, 16 additional strengths were submitted by employee respondents. Of these, four (25%) comments mentioned the school system as a strength, and three comments identified natural areas (e.g., Lake Waubesa, greenspace and wildlife) as a strength.

Table 8. Employee Survey Responses – Village of McFarland Strengths

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did not respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Proximity to the City of Madison	42 (64%)	22 (34%)	1 (2%)	0 (0%)	0 (0%)
	64 (98%)		1 (2%)		
b. Good library services	37 (57%)	26 (40%)	2 (3%)	0 (0%)	0 (0%)
	63 (97%)		2 (3%)		
c. A safe community	27 (42%)	35 (55%)	1 (2%)	1 (2%)	1 (2%)
	62 (97%)		2 (3%)		
d. Well maintained parks	27 (41%)	35 (54%)	3 (5%)	0 (0%)	0 (0%)
	62 (95%)		3 (5%)		
e. Well maintained streets	16 (25%)	42 (66%)	5 (8%)	1 (2%)	1 (2%)
	58 (91%)		6 (9%)		
f. Financially stable	22 (36%)	32 (53%)	5 (8%)	2 (3%)	4 (6%)
	54 (89%)		7 (11%)		
g. Abundance of parks and open space	30 (46%)	26 (40%)	9 (14%)	0 (0%)	0 (0%)
	56 (86%)		9 (14%)		
h. Village Hall's service delivery	15 (24%)	38 (60%)	7 (11%)	3 (5%)	2 (3%)
	53 (84%)		10 (16%)		
i. Small town feel	23 (35%)	29 (45%)	10 (15%)	3 (5%)	0 (0%)
	52 (80%)		13 (20%)		
j. Well run Village Hall	14 (22%)	37 (58%)	8 (13%)	5 (7%)	1 (2%)
	51 (80%)		13 (20%)		
k. Fiscally responsible with budgeting and expenditures	20 (32%)	27 (43%)	10 (16%)	6 (9%)	2 (3%)
	47 (75%)		16 (25%)		



Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did not respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
i. Commitment to volunteerism by residents	9 (14%)	37 (58%)	16 (25%)	2 (3%)	1 (2%)
	46 (72%)		18 (28%)		
m. Communication from the Village to residents and stakeholders is good	10 (15%)	36 (56%)	18 (28%)	1 (2%)	0 (0%)
	46 (71%)		19 (29%)		
n. Village leaders listen to the public	9 (14%)	33 (51%)	13 (20%)	10 (15%)	0 (0%)
	42 (65%)		23 (35%)		
o. Land available for future development	4 (6%)	36 (55%)	16 (25%)	9 (14%)	0 (0%)
	40 (61%)		25 (39%)		

Table 9 shows community responses to statements about Village weaknesses. There was not a strong consensus on what constituted a weakness for the Village. The weaknesses from 60% or more of respondents are:

- Rising housing costs,
- Lack of clear priorities for the future, and
- Lack of commercial development.

The top weaknesses identified by community respondents are further borne out in the open-ended responses. Community survey respondents submitted 245 weaknesses. Reflecting general agreement that *rising housing costs* is a weakness, 12 (5%) comments identified lack of housing options and 11 (4%) referred to uncontrolled growth as weaknesses.

A lack of economic and commercial development emerged as major theme of the open-ended responses with 41 (17%) mentions. Related to development, 14 (6%) comments identified the underutilization of Lake Waubesa, and ten (5%) comments identified an underdeveloped downtown. Another theme from 18 (7%) of respondents identified lack of communication, follow through, and leadership from Village administration.

Table 9. Community Survey Responses – Village of McFarland Weaknesses

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did Not Respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Rising housing costs	154 (40%)	150 (38%)	77 (19%)	10 (3%)	42 (10%)
	304 (78%)		87 (22%)		
b. Lack of clear priorities for the future	89 (24%)	159 (43%)	116 (31%)	6 (2%)	63 (15%)
	248 (67%)		122 (33%)		
c. Lack of commercial development	105 (27%)	142 (36%)	126 (32%)	18 (5%)	42 (10%)
	247 (63%)		144 (37%)		



Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did Not Respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
d. Limited housing for seniors	67 (18%)	156 (42%)	137 (37%)	15 (4%)	58 (13%)
	223 (59%)		152 (41%)		
e. Limited recreation programming	72 (19%)	144 (38%)	139 (37%)	23 (6%)	55 (13%)
	216 (57%)		162 (43%)		
f. Limited meeting space in the community	50 (13%)	160 (43%)	151 (41%)	12 (3%)	60 (14%)
	210 (56%)		163 (44%)		
g. Lack of village identity	45 (12%)	124 (32%)	198 (51%)	20 (5%)	46 (11%)
	169 (44%)		218 (56%)		

Table 10 displays employee responses to statements on Village weaknesses, with similar results as the community response. Statements that had at least 60% of respondents indicate that they agreed or strongly agreed are:

- Rising housing costs,
- Lack of clear priorities for the future,
- Lack of commercial development, and
- Limited recreation programming.

Of the 18 weaknesses submitted by employee respondents, six (33%) identified Village services with four of the responses specifically identifying limited transportation service. Another five comments identified the lack of community facilities (e.g., community center and pool) as a weakness.

Table 10. Employee Survey Responses – Village of McFarland Weaknesses

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did not respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Rising housing costs	24 (38%)	22 (35%)	16 (25%)	1 (2%)	2 (3%)
	46 (73%)		17 (27%)		
b. Lack of clear priorities for the future	19 (29%)	28 (43%)	17 (26%)	1 (2%)	0 (0%)
	47 (72%)		18 (28%)		
c. Lack of commercial development	21 (33%)	19 (30%)	21 (33%)	2 (3%)	2 (3%)
	40 (63%)		23 (37%)		
d. Limited recreation programming	19 (30%)	19 (30%)	22 (34%)	4 (6%)	1 (2%)
	38 (60%)		26 (40%)		
e. Limited meeting space in the community	13 (21%)	24 (38%)	20 (31%)	6 (10%)	2 (3%)
	37 (59%)		26 (41%)		
f. Limited housing for seniors	11 (17%)	26 (41%)	23 (36%)	4 (6%)	1 (2%)
	37 (58%)		27 (42%)		
g. Lack of village identity	8 (12%)	18 (28%)	29 (45%)	10 (15%)	0 (0%)
	26 (40%)		39 (60%)		



Table 11 shows community responses to statements about opportunities for the Village. Statements from 86% or more respondents indicate they view the following as opportunities:

- Making residents more aware of services provided by the Village,
- Expanding recreation offerings,
- Increasing collaboration and partnerships with civic organizations and other public agencies, and
- Providing Village services in more innovative ways.

Community survey respondents submitted 149 open-ended responses about opportunities. Economic development was a major theme, with 29 (19%) respondents suggesting it as an opportunity. Developing programs and activities for all ages in the community was another opportunity identified in 25 (17%) of the comments, and 21 (14%) of respondents suggested adding either a pool, splash pad, or aquatic center as an opportunity.

Table 11. Community Survey Responses – Village of McFarland Opportunities

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did Not Respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Making residents more aware of services provided by the Village	129 (34%)	213 (56%)	38 (10%)	0 (0%)	53 (12%)
	342 (90%)		38 (10%)		
b. Expanding recreation offerings	153 (40%)	172 (45%)	44 (12%)	10 (3%)	54 (12%)
	325 (85%)		54 (15%)		
c. Increasing collaboration and partnerships with civic organizations and other public agencies	88 (23%)	235 (64%)	47 (13%)	0 (0%)	63 (15%)
	323 (87%)		47 (13%)		
d. Providing Village services in more innovative ways	99 (27%)	218 (59%)	50 (13%)	2 (1%)	64 (15%)
	317 (86%)		52 (14%)		
e. Improving communication between the Village and residents	113 (30%)	202 (54%)	55 (15%)	2 (1%)	61 (14%)
	315 (84%)		57 (16%)		
f. Promoting greater public use of frontage along Lake Waubesa	191 (50%)	130 (34%)	49 (13%)	11 (3%)	52 (12%)
	321 (84%)		60 (16%)		
g. Improving the mix of commercial and industrial development along HWY 51	112 (29%)	197 (52%)	62 (16%)	10 (3%)	52 (12%)
	309 (81%)		72 (19%)		
h. Expanding senior services and programming	91 (24%)	179 (49%)	94 (25%)	8 (2%)	61 (14%)
	270 (73%)		102 (27%)		
i. Pursuing commercial and industrial development opportunities east of the Village	85 (23%)	134 (36%)	117 (31%)	36 (10%)	61 (14%)
	219 (59%)		153 (41%)		

Table 12 displays employee responses to statements about Village opportunities. Statements from 84% or more of respondents indicate they think the following are opportunities:



- Improving the mix of commercial and industrial development along highway 51,
- Promoting greater public use of frontage along Lake Waubesa,
- Increasing collaboration and partnerships with civic organizations and other public agencies, and
- Improving communication between the Village and residents.

Employee respondents submitted 21 suggestions about opportunities in the open-ended responses. Some prevalent themes included increasing recreation opportunities, creating a strong Village center, and innovation from Village administration.

Table 12. Employee Survey Responses – Village of McFarland Opportunities

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did not respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Improving the mix of commercial and industrial development along highway 51	29 (45%)	28 (44%)	5 (8%)	2 (3%)	1 (2%)
	57 (89%)		7 (11%)		
b. Promoting greater public use of frontage along Lake Waubesa	34 (53%)	23 (35%)	8 (12%)	0 (0%)	0 (0%)
	57 (88%)		8 (12%)		
c. Increasing collaboration and partnerships with civic organizations and other public agencies	12 (19%)	42 (67%)	9 (14%)	0 (0%)	2 (3%)
	54 (86%)		9 (14%)		
d. Improving communication between the Village and residents	21 (32%)	33 (52%)	9 (14%)	1 (2%)	1 (2%)
	54 (84%)		10 (16%)		
e. Making residents more aware of services provided by the Village	29 (45%)	24 (38%)	10 (16%)	1 (2%)	1 (2%)
	53 (83%)		11 (17%)		
f. Providing Village services in more innovative ways	19 (30%)	33 (51%)	10 (16%)	2 (3%)	1 (2%)
	52 (81%)		12 (19%)		
g. Pursuing commercial and industrial development opportunities east of the Village	27 (42%)	23 (36%)	13 (20%)	1 (2%)	1 (2%)
	50 (78%)		14 (22%)		
h. Expanding recreation offerings	19 (30%)	27 (42%)	13 (20%)	5 (8%)	1 (2%)
	46 (72%)		18 (28%)		
i. Expanding senior services and programming	19 (30%)	27 (42%)	10 (16%)	8 (12%)	1 (2%)
	46 (72%)		18 (28%)		

Table 13 displays community responses to statements about challenges the Village may face. Statements with 84% or more indicate the following challenges:

- Determining the impacts of further growth on Village service delivery,
- Achieving greater community engagement and participation,
- Financing future needs of the Village, and
- Reducing flooding and storm water runoff.



Community survey respondents submitted 47 comments identifying Village challenges. One major theme mentioned by ten (21%) respondents regarded Village operations and leadership as a challenge (e.g., political pressures, planning, and attracting diverse populations and businesses to the Village). Additional challenges included eight (17%) comments about providing community programs and services for all ages and needs, and an additional eight (17%) mentioned economic development.

Table 13. Community Survey Responses – Village of McFarland Challenges

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did not respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Determining the impacts of further growth on Village service delivery	80 (23%)	228 (65%)	43 (12%)	1 (0%)	81 (19%)
	308 (88%)		44 (12%)		
b. Achieving greater community engagement and participation	114 (32%)	194 (55%)	43 (12%)	3 (1%)	79 (18%)
	308 (87%)		46 (13%)		
c. Financing future needs of the Village	76 (21%)	228 (64%)	45 (13%)	6 (2%)	78 (18%)
	304 (86%)		51 (14%)		
d. Reducing flooding and storm water runoff	108 (30%)	195 (54%)	55 (15%)	2 (1%)	73 (17%)
	303 (84%)		57 (16%)		
e. Increasing retail offerings in the Village	135 (36%)	164 (44%)	56 (15%)	15 (4%)	63 (15%)
	299 (81%)		71 (19%)		
f. Addressing the facility needs of Village departments	69 (20%)	211 (60%)	61 (18%)	9 (2%)	83 (19%)
	280 (80%)		70 (20%)		
g. Understanding and working with special needs populations	82 (23%)	189 (54%)	74 (21%)	7 (2%)	81 (19%)
	271 (77%)		81 (23%)		
h. Determining the role of the Village in providing social services	68 (19%)	193 (55%)	84 (3%)	5 (1%)	83 (19%)
	261 (75%)		89 (25%)		
i. Developing affordable housing in the Village	78 (21%)	144 (39%)	113 (31%)	34 (9%)	64 (15%)
	222 (60%)		147 (40%)		

Table 14 displays the employee responses to statements about challenges the Village may face. Statements agreed on by at least 84% of respondents follow:

- Achieving greater community engagement and participation,
- Addressing the facility needs of Village departments, and
- Financing future needs of the Village.

Employee survey respondents submitted 17 comments identifying Village challenges. Of these, five (29%) identified transportation as a challenge, specifically mentioning public transit access,



and improving safety and walkability in the community. Other themes include economic development, providing sufficient public services, and updating Village buildings and facilities.

Table 14. Employee Survey Responses – Village of McFarland Challenges

Survey Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Did not respond
	Strongly Agree/Agree		Strongly Disagree/Disagree		
a. Achieving greater community engagement and participation	18 (28%)	36 (56%)	9 (14%)	1 (2%)	1 (2%)
	54 (84%)		10 (16%)		
b. Addressing the facility needs of Village departments	30 (48%)	23 (36%)	9 (14%)	1 (2%)	2 (3%)
	53 (84%)		10 (16%)		
c. Financing future needs of the Village	24 (39%)	28 (45%)	9 (14%)	1 (2%)	3 (5%)
	52 (84%)		10 (16%)		
d. Understanding and working with special needs populations	13 (21%)	38 (60%)	9 (14%)	3 (5%)	2 (3%)
	51 (81%)		12 (19%)		
e. Determining the impacts of further growth on Village service delivery	18 (30%)	31 (51%)	10 (16%)	2 (3%)	4 (6%)
	49 (81%)		12 (19%)		
f. Increasing retail offerings in the Village	29 (45%)	22 (35%)	10 (16%)	3 (4%)	1 (2%)
	51 (80%)		13 (20%)		
g. Reducing flooding and storm water runoff	21 (33%)	25 (39%)	13 (20%)	5 (8%)	1 (2%)
	46 (72%)		18 (28%)		
h. Determining the role of the Village in providing social services	13 (21%)	31 (51%)	14 (23%)	3 (5%)	4 (6%)
	44 (72%)		17 (28%)		
i. Developing affordable housing in the Village	16 (25%)	28 (45%)	13 (20%)	6 (10%)	2 (3%)
	44 (70%)		19 (30%)		

Village of McFarland Vision, Mission and Values

Survey respondents were asked if the current vision, mission, and values should be changed. They were also given the opportunity to provide suggested changes for each.

A vision is an aspirational statement of a future desired state. Survey respondents were asked if the current Village vision should be changed and had the option to provide suggested revisions. The current McFarland vision is:

The vision of McFarland is to create an inviting, dynamic, diverse community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.



Suggested themes submitted by survey respondents are provided in Table 15. Both community and employee survey respondents suggested simplifying the vision statement.

Table 15. Suggestions for Changes to the Current Vision

Response Theme	Examples From Community Responses	Examples From Employee Responses
Remove words or phrases	Choice value Commercial growth Diverse leisure options Viable economic base	
Refine/Reword	Change “citizens may practice” to “citizens participate” Define choice value and natural resources Simplify vision statement Statement is too vague Vision statement does not reflect village	Proud heritage Simplify vision statement
Add	Be an inviting and dynamic community Be mindful of environment Create a diverse population through housing Create a community that is diverse socially, culturally, economically, and in its land use that fulfills value choices of the populace to enhance community Fiscal responsibility Keep Lake Waubesa clean and safe for our community Providing housing opportunities and atmosphere for all facets of economic class Reducing economic barriers	All done at a reasonable cost to residents Be inviting to businesses Forward thinking Provide a safe community
Words or Phrases to Keep	All citizens Recreational options current and future growth Support educational excellence Responsible and balanced growth	Commercial growth

The current mission statement for the Village reads:

With direction encouraged from an engaged citizenry, Village elected officials and employees will maintain and enhance the quality of life of the community by delivering quality services in an efficient and accountable manner and by providing an orderly, unbiased system of government that is transparent and accessible. To create and sustain a high level of confidence in Village government, we pledge to function with: professional integrity; fiscal responsibility; open communications; environmental sustainability;



sensitivity to the values of each individual; and full cooperation in achieving the priority goals determined by the community.

Suggested themes submitted by survey respondents are provided in Table 18. Similar to suggestions for the vision statement, some community and employee survey respondents indicated the mission statement should be simplified.

Table 16. Suggestions for Changes to the Current Mission

Response Theme	Examples From Community Responses	Examples From Employee Responses
Refine/Reword	Clarify how is quality of life is improved Community instead of citizenry Define quality services Simplify mission statement	Full cooperation in achieving priority goals Simplify mission statement
Add	The vision of McFarland is to facilitate a safe, environmentally conscious community where individuals can live, thrive, and pursue their best lives Lake community Modernize Prioritize affordable housing Sustainability Seek economic growth, including commercial development	Control tax burden Fiscal accountability
Words or Phrases to Keep	Professional integrity Quality of life	Accountable Engaged citizenry Responsible

Values are the core operating principles of an organization. They govern the actions and behaviors of policy makers and employees to effectuate the Village’s mission and vision.

The current mission statement for McFarland includes the following core values:

- *Professional integrity*
- *Fiscal responsibility*
- *Open communications*
- *Environmental sustainability*
- *Sensitivity to the values of each individual*
- *Full cooperation in achieving the priority goals determined by the community*

Table 17 shows that a majority of survey respondents believe that the current core values do not need to be changed.



Table 17. *Should any of the values be changed?*

Response	Community Response	Employee Response
Yes	51 (15%)	11 (17%)
No	290 (85%)	54 (83%)
Answered Question	341	0

Table 18 provides a summary of suggested values submitted by community and employee survey respondents. Survey respondents could submit up to three values.

Table 18. *Suggestions for Changes to the Current Values*

Response	Community Response	Employee Response
Add or Keep	Commitment to the safety and well-being of residents Decrease barriers (economic, social) Diversity Education Environment Responsibility Equity Financial/Fiscal Responsibility Inclusion Learning Openness Preparation Professional Integrity Responsiveness Sensitivity Transparency	Accountability Kindness Opportunity Progressiveness Quality of life Respect Trust
Remove	Full cooperation Values of each individual	

Village of McFarland Community Priorities of the Future

Survey respondents were given a list of priorities for McFarland to focus on for the future and were asked to indicate their top three priorities. Respondents could add up to three priorities as well. There were 353 (81%) community responses and 64 (98%) employee responses to this question.

Table 19 identifies the priorities survey respondents thought Village leaders should focus on for the future. Responses from community and employee survey respondents are separated, and the top five priorities of each respondent group have been highlighted. Both community and employee respondents agreed that *increasing retail offerings in the Village* and *improving the mix of commercial and industrial development along Highway 51* should be priorities.

Top priorities identified by community respondents are provided below.



- *Developing an outdoor swimming pool,*
- *Increasing retail offerings in the Village,*
- *Promoting greater public use of frontage along Lake Waubesa,*
- *Improving the mix of commercial and industrial development along Highway 51, and*
- *Increasing retail offerings.*

Top priorities identified by employee respondents are provided below.

- *Addressing the facility needs of Village departments,*
- *Pursuing commercial and industrial development opportunities east of the Village,*
- *Developing a multi-purpose community center,*
- *Improving the mix of commercial and industrial development along Highway 51, and*
- *Increasing retail offerings.*

While 27% of employee respondents indicated *addressing the facility needs of Village departments* as a high priority, only 5% of community respondents thought it should be. Should the Village move forward with addressing facilities needs as a top priority, communicating the importance of this to the community may be needed.

Table 19. Priorities for the Village of McFarland

Priority	Community Response	Employee Response
a. Developing an outdoor swimming pool	113 (31%)	8 (13%)
b. Increasing retail offerings in the Village	102 (29%)	12 (19%)
c. Promoting greater public use of frontage along Lake Waubesa	95 (27%)	11 (17%)
d. Improving the mix of commercial and industrial development along Highway 51	73 (20%)	13 (20%)
e. Expanding recreation offerings	70 (20%)	5 (8%)
f. Developing a splash pad	56 (15%)	4 (6%)
g. Pursuing commercial and industrial development opportunities east of the Village	49 (14%)	15 (23%)
h. Developing affordable housing in the Village	44 (12%)	9 (14%)
i. Developing a multi-purpose community center	43 (12%)	14 (22%)
j. Reducing flooding and storm water runoff	39 (10%)	5 (8%)
k. Providing public transportation to Madison	35 (10%)	9 (14%)
l. Adding sidewalks and walking paths	31 (8%)	3 (5%)
m. Improving communication between the Village and residents	29 (8%)	7 (11%)
n. Determining the impacts of further growth on Village service delivery	29 (8%)	9 (14%)
o. Financing the future needs of the Village	29 (8%)	6 (9%)
p. Expanding senior services and programming	28 (7%)	8 (13%)
q. Developing bike paths	28 (7%)	6 (9%)
r. Adding park amenities	26 (7%)	4 (6%)



Priority	Community Response	Employee Response
s. Improving sustainability initiatives	25 (7%)	3 (5%)
t. Addressing the facility needs of Village departments	21 (5%)	17 (27%)
u. Achieving greater community engagement and participation	21 (5%)	7 (11%)
v. Increasing collaboration and partnerships with civic organizations and other public agencies	20 (5%)	1 (2%)
w. Developing a senior center	19 (5%)	4 (6%)
x. Making residents more aware of services provided by the Village	18 (5%)	7 (11%)
y. Developing a youth center	17 (4%)	2 (3%)
z. Understanding and working with special needs populations	16 (4%)	2 (3%)
aa. Providing Village services in more innovative ways	14 (3%)	2 (3%)
bb. Determining the role of the Village in providing social services	11 (3%)	1 (2%)
cc. Developing a dog park	10 (2%)	1 (2%)
Answered Question	353	64

Demographic Information

Community survey respondents were asked their gender, with responses displayed in Table 20. Over half (55%) of the respondents are female.

Table 20. Gender (community response)

Gender	Responses
Female	221 (55%)
Male	98 (24%)
Did not respond	84 (21%)

Community survey respondents were also asked to indicate their age group, as shown in Table 21. The largest group at 30% was from respondents ages 36 to 45, followed by the 46 to 55-year old individuals, accounting for 15% of respondents. A total of 13% of respondents reported being in the 26 to 35 age group.

Table 21. Age Group (community response)

Age Group	Responses
18 to 25	4 (1%)
26 to 35	58 (13%)
36 to 45	131 (30%)
46 to 55	63 (15%)
56 to 65	39 (9%)
Over 65 years old	28 (6%)
Did not respond	110 (25%)



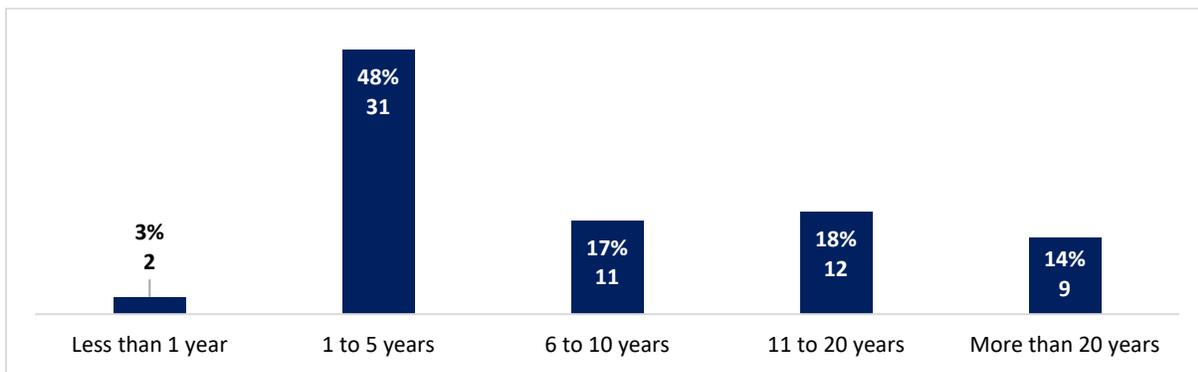
Table 22 shows the relationship community survey respondents have with the Village of McFarland. The 326 (75%) respondents to this question could indicate multiple relationships. The majority (91%) of community respondents are residents of the Village of McFarland.

Table 22. Relationship to the Village of McFarland (community response)

Relationship to Village of McFarland	Responses
a. Resident of the Village of McFarland	308 (91%)
b. Business owner in the Village of McFarland	11 (3%)
c. Member of a Board or Committee	6 (2%)
d. Past Resident	4 (1%)
e. Works in the Village	3 (1%)
f. Resident of Neighboring Community	2 (1%)
g. Children attend McFarland Schools	2 (1%)
h. Visits Village Frequently	2 (1%)
Answered Question	326

Figure 1 show employee respondents' tenure with the Village. Every employee answered this question. Nearly half (48%) have worked for the Village between one and five years. The next largest respondent group at 18% have been employed with the Village for up to 20 years.

Figure 1. Years of Employment in the Village of McFarland (employee response)



Employee survey respondents were also asked to describe their current role with the Village, as shown in Table 25. A total of 55 (85%) employees responded to this question and ten employee respondents did not answer. The largest respondent group (42%) work in a frontline/crew position, almost a quarter (22%) work in a middle manager/administrative/technical position, 12% work in a department head position, and 9% work in a supervisor position.



Table 23. Current Organization Role (employee response)

Organization Role	Responses
a. Frontline/Crew	27 (42%)
b. Department head	8 (12%)
c. Middle Manager/Administrative/Technical	14 (22%)
d. Supervisor	6 (9%)
e. Did Not Respond	10 (15%)

Conclusion

Both community and employee survey respondents indicated Village strengths include proximity to the City of Madison, having a good library system, being a safe community, having a small-town feel, well maintained parks, and the school district.

There were reoccurring themes from respondents throughout the open-ended responses about strengths, weaknesses, opportunities, and challenges. Both community and employee respondents indicated recreation options in the Village as a strength, but also as a weakness, identifying a lack of options available for all ages. Developing recreation options and activities in the Village was seen as an opportunity and a challenge.

Economic development was another reoccurring theme in responses about Village weaknesses, opportunities and challenges. Community and employee respondents indicated a need for downtown, commercial and industrial development. Many see opportunity for Lake Waubesa to be better utilized for public recreation and commercial development (e.g., lakeside restaurants and shopping) but also identified the need for greater efforts to preserve the natural resource.

Services to accommodate seniors and those with disabilities, affordable housing options, transportation and Village administration were also reoccurring themes in weaknesses, opportunities and challenges. For transportation, community respondents indicated needing better access to transit and wanting to improve walkability around the Village. In regard to Village administration, community respondents indicated wanting to see more follow through, communication and engagement with community members, and collaboration with local agencies.

Regarding McFarland's priorities for the future, both community and employee respondents indicated a desire for more recreation options and activities, as well as commercial and industrial development that would result in more jobs, retail stores and restaurants. Community respondents indicated developing an outdoor swimming pool and promoting greater public use of frontage along Lake Waubesa as top priorities. Employee respondents' top priorities include addressing facility needs of Village departments and developing a multi-purpose community center.

