

South Madison Neighborhood Needs Assessment

Executive Summary

Final report on a Neighborhood Grant received by
Bay Creek Neighborhood Association

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Background

The purpose of this study is to assess the needs of four of the neighborhoods within South Madison bordering the South Park Street corridor, Bay Creek, Bram's Addition, Burr Oaks, Capital View Heights, and the southern part of Greenbush. A formal, comprehensive City neighborhood plan was last conducted in this area since 2005¹, making it timely to revisit how this major urban corridor might better serve its adjacent communities and the City as South Park Street faces rapid redevelopment.

The authors of this report would like to point out that neighborhood identity in South Madison does not align strictly with the City's established neighborhood boundaries. The residents of neighborhoods, particularly those south of Wingra Creek, ignore those boundaries and delineate everything south of Regent Street to the beltline as the South Side and identify this area as their neighborhood. This survey report aspires to voice the opinions of most of this broad South Madison identity.

This survey responded in part to the announced imminent closing in 2018 of Pick 'n Save on South Park Street. Neighbors have been concerned about food access in South Madison since first learning about this projected closure several years ago. Beginning in 2018, neighbors joined together to lobby for the ongoing presence of a supermarket on Park Street. During the time that this survey circulated in fall 2019, SSM chose to back out of its plans to demolish the Pick 'n Save on Park Street, but concern for the future of a full-service supermarket on South Park Street

¹ As we wrapped up this report, the City began a new South Madison Plan. Significantly, while the last South Madison Neighborhood Plan included Bay Creek, this new one does not because of limited City finances, the need to focus resources on the Town of Madison, and the generally greater socioeconomic status of Bay Creek residents. We have included Bay Creek here for the following reasons: 1) South Madison neighbors continue to identify Bay Creek as within South Madison; 2) Bay Creek is split by and profoundly affected by development along the South Park corridor; 3) the new supermarket will be located in Bay Creek; and 4) the grant funding this report specified the inclusion of Bay Creek.

remained even as the City issued an RFP for developers to build a new supermarket on the Truman Olson site. The concern about the future of a full-service grocery store in the South Madison area is voiced throughout the survey response.

Methodology

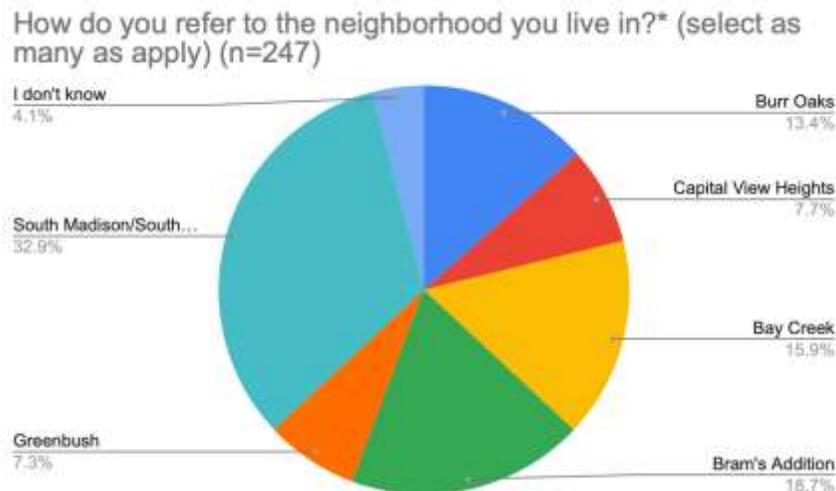
This survey was conducted to assess community needs and priorities in South Madison. This was done through several approaches to gain input from a variety of community members. The initial survey targeted Bay Creek only via mail and included 73 responses. These first survey results were combined with a subsequent survey to which a few additional questions were added. The second survey included Bram's Addition, Burr Oaks, Capital View, and Greenbush neighborhoods. All questions that did not appear on the initial Bay Creek survey are denoted with an "*" throughout this report. The subsequent survey includes randomized mailing surveys (43), online surveys (69), and surveys distributed by volunteer community members at locations such as senior centers, community events, the Pick 'N Save, and door-to-door by Freedom Inc (107). A total of 292 responses were received for both surveys combined. It is important to note this survey did not include the Town of Madison, the Arboretum, Monona Bay or Vilas neighborhoods, which are considered South Madison by some, but focused on those neighborhoods that bordered South Park Street.



Respondent Demographics

This survey included several questions to identify the demographics of the population surveyed. This included self-identified neighborhood, street, age, gender, length of time in the neighborhood, homeownership status, and the number of people living in a household. It is important to note, there was no question regarding race on this survey. There was some feedback in comments on this omission including, “The decision to omit all issues related to race in survey questions and in the demographic info requested is problematic, particularly when you are asking questions about perceived safety, experience with police, and trust for city process. This reinforces the impression that neighborhood engagement efforts are largely driven by a wish to keep up appearances, without meaningful change.” While the decision not to identify race was one made by a committee that included individuals of color, that group and the authors of this report recommend that questions regarding race and ethnicity be included in future surveys.

Self-Identified Neighborhood

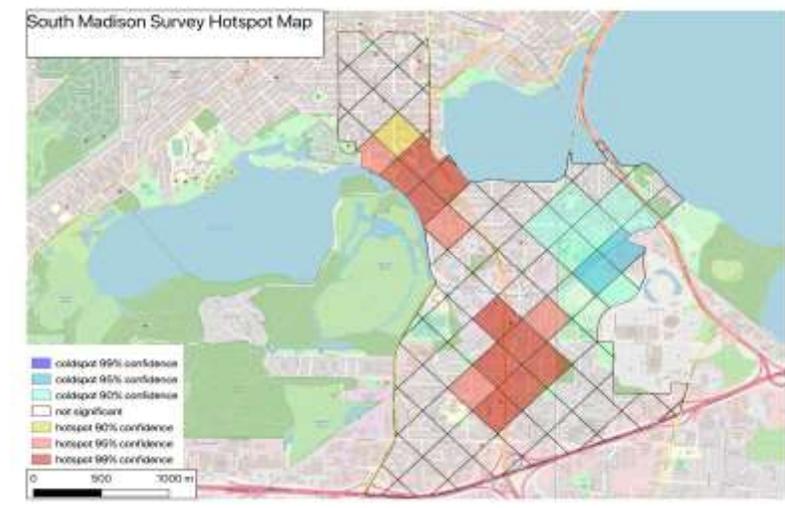


When asked how they refer to their neighborhood, one-third of respondents reported that they refer to their neighborhood as South Madison or the South Side. There is a good mix of representation from the sample neighborhoods, although, Greenbush and Capital View Heights

appear to be slightly under sampled. Fifteen people responded they refer to their neighborhood as both a specific neighborhood and South Madison or the South Side.

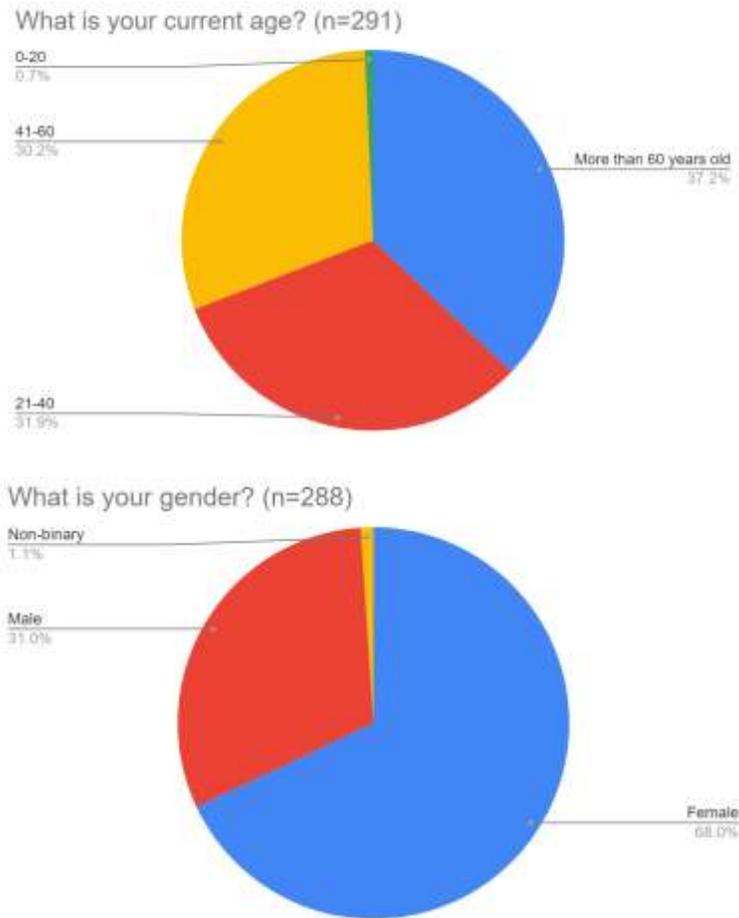


This map documents the wide geographic area in South Madison to which surveys were distributed by mail. Face-to-face distribution pulled in some responses outside of the officially defined sample areas of the five targeted neighborhoods, especially to its southwest. The roads highlighted in red on this map are all of the roads respondents reported living on. Below is a more rigorous analysis of the survey's coverage.



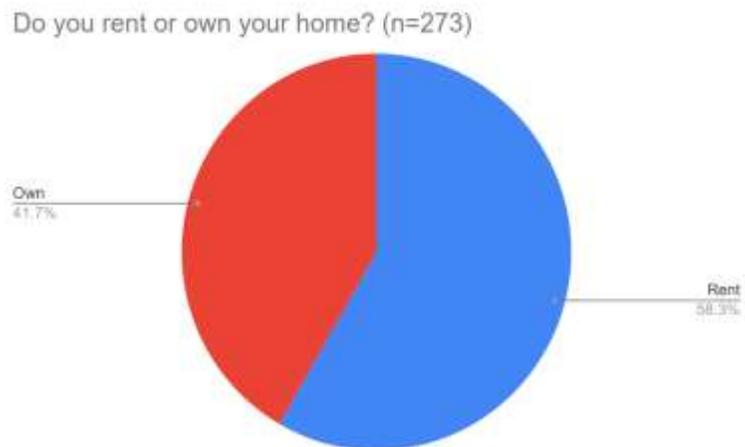
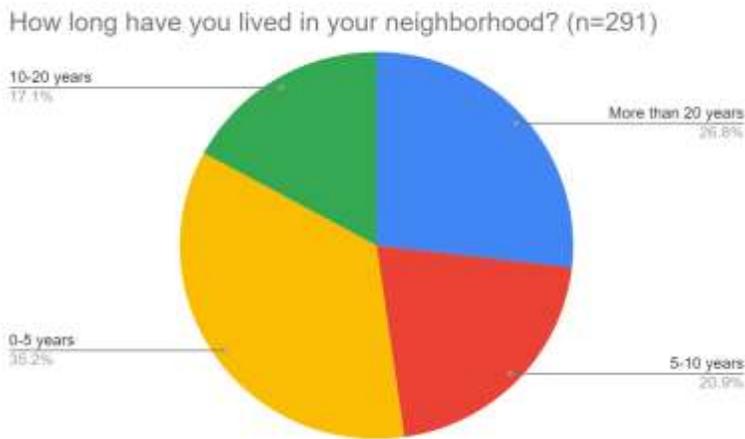
This image shows a hotspot analysis of the surveyed area. Reported street listed by survey respondents, controlling for the number of times it was reported, is reflected as points on this map. The east side of Bay Creek appears to be underrepresented. Northwest Bay Creek and southeast Greenbush, in addition to areas of Bram’s Addition, appear to be overrepresented. It is important to note, this map only reflects streets, not specific addresses. This limits our ability to fully understand the distribution of responses. (The decision was made not to ask respondents to record their address out of respect for people’s desired anonymity.) Additionally, not all survey respondents opted to disclose their street, so streets are missing from this map. Overall, this survey seems to capture the majority of the targeted neighborhoods.

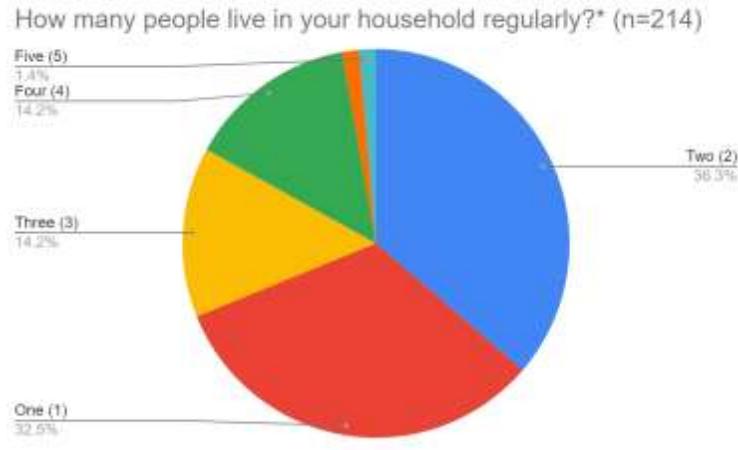
Age and Gender



The majority of respondents are within the ages of 21 and 60 and beyond, with nearly equal distribution through the three groups within the range. The respondents are primarily female. The most recent demographic information for the City of Madison indicates that around 50.6% of the population identifies as female; 16.7% is under the age of 18, and 11.1% above 65 years of age (U.S. Census, 2019). This information suggests that this survey was likely biased towards older demographics and females. Males and those 0-20 years of age are underrepresented in this survey.

Household Demographics





This survey appears to have reached a variety of people, ranging from those new to neighborhoods to those who had lived in South Madison for a long time. Recent demographic information lists the percentage of rented versus owned housing at 75.8% and 24.2% respectively (City of Madison, 2019). The survey response thus likely underweights the portion of South Madisonians who rent their homes.

Key Findings

The overall response to the survey highlights some areas of need and concern from the perspective of residents of the area. An analysis of both the data and the comments, highlight several key points.

Need for a Grocery Store

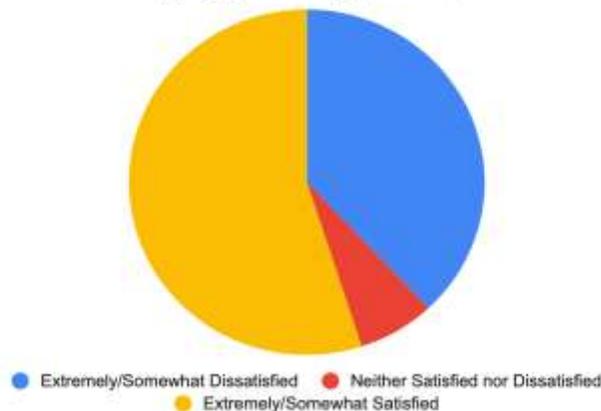
Although SSM Health announced that it would not demolish the grocery store in response to neighborhood outcry during the course of the survey data-collection process, respondents still chose to stress the importance of a full-service grocery store to the area. In response to the question about community priorities, food access emerged as one of the highest-rated needs/resources, with 91% of respondents rating it as very or extremely important. In fact,

the most frequently noted concern in the open comment section surrounds the Pick ‘N Save store on South Park Street. Fifty-nine respondents independently wrote they were opposed to closing Pick ‘N Save on South Park Street. This is quite significant as this means 20% of survey respondents independently reported this concern.

Many respondents wrote things such as, “We need Pick n Save at Park St.-- Have no car-- Take bus.” More specifically, they stressed the importance of keeping this store within a reasonable distance from the public transportation lines and ensuring affordable price points for products. Thirteen out of 16 transportation-related comments directly mention that respondents rely on public transportation to access groceries on South Park.

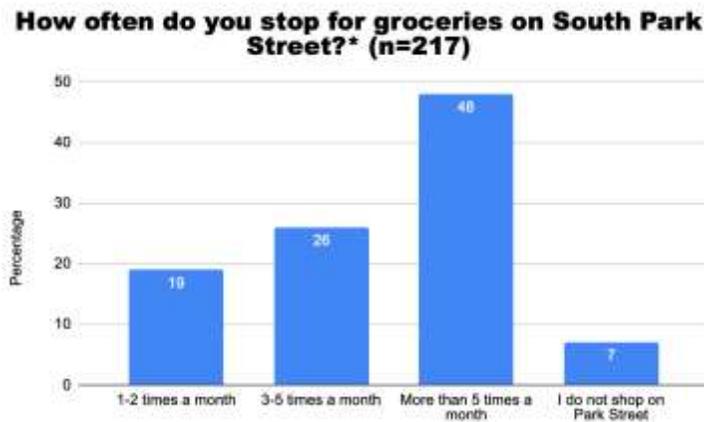
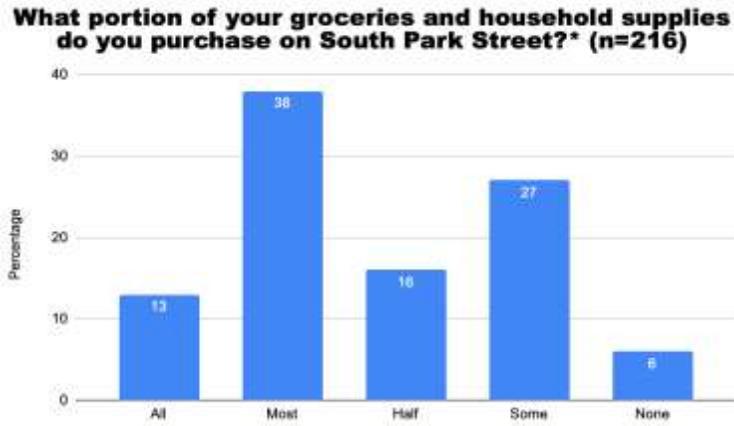
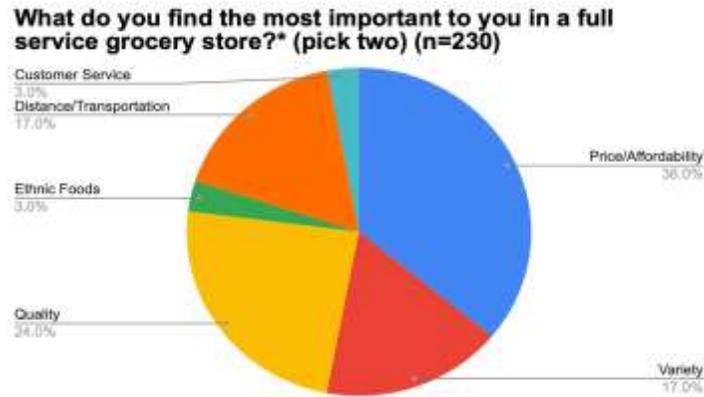
However, grocery store satisfaction is an area in which survey respondents had some disagreement. Fifty-five percent rated current neighborhood food access options as satisfactory, but 38% indicated they were dissatisfied. Additionally, three people wrote they would like to see more affordable grocery options in their neighborhood, and one wrote to voice the desire for more ethnic grocery stores.

How satisfied are you with the opportunities currently in your neighborhood? Shopping (Grocery) (n=287)



Most survey respondents (94%) reported getting at least some of their groceries on South Park Street. Respondents indicated that the most important qualities in a grocery store are

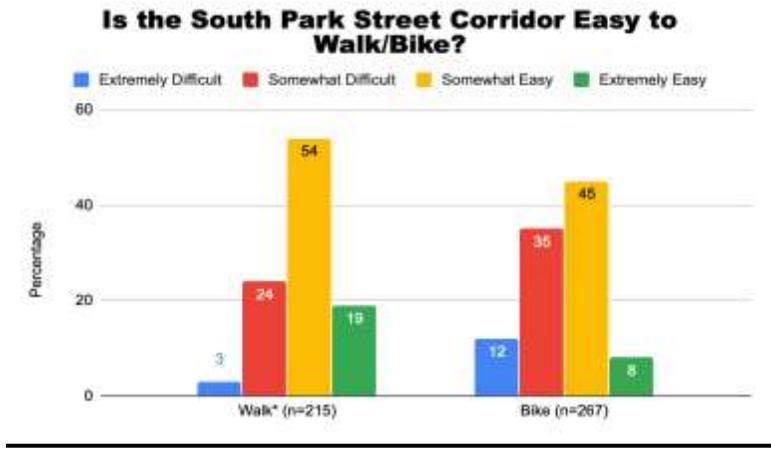
price/affordability and quality, although ease of access (distance/transportation) and variety of products are also indicated as important for many.



Transportation Issues

Transportation is another highly discussed concern throughout the survey. As discussed,

the respondents would like a full-service grocery store on the main transportation lines. However, respondents also stressed that non-vehicular transportation resources, such as bike paths and pedestrian passage are unsafe or in need of improvement, writing in comments, such as, “I want walkability on Park Street improved.” Pedestrian access has one of the highest ratings of importance on the survey, with 86% of respondents stating that it is very to extremely important. These survey results show that 82% of respondents reported being satisfied or very satisfied with their neighborhood’s access to public transit, although 75% do not use public transit regularly. The majority of survey respondents reported feeling safe using public transportation during the day, but a little under half said they felt unsafe using public transit after dark. It may be important to note that transportation safety had a low response rate overall, but this may be due to many survey responders not utilizing public transportation regularly.



The majority of survey respondents appear to be generally satisfied with their ability to walk along the South Park Street corridor, although twice as many people are dissatisfied with the walkability of Park Street compared to their neighborhood. Almost half of the respondents reported that it is somewhat or extremely difficult bike along the South Park corridor. More than three times as many respondents reported it was difficult to bike along the corridor compared to within their neighborhood.

The comments about the challenges respondents experience walking on South Park Street break out as follows: 23 respondents describe crossing Park Street is a challenge; 5 respondents report that the sidewalks are too narrow or uneven; and 5 respondents report too much traffic as a challenge. Nine people report the intersection at Fish Hatchery and 3 report Wingra as a particularly challenging intersection.

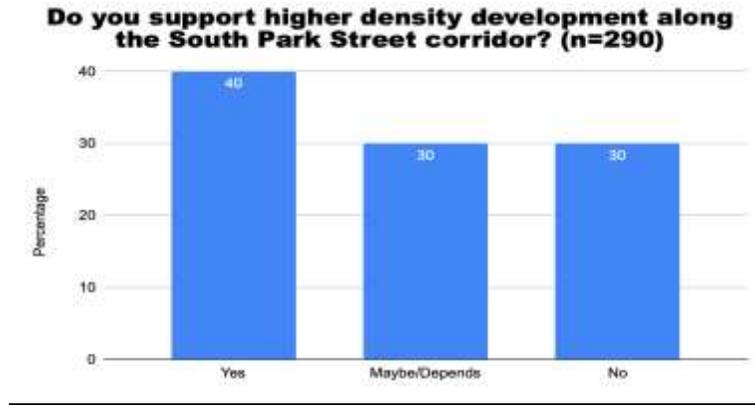
Respondents also reported the lack of shade, too many parking lots, and high-speed limits as challenges. A few respondents also reported the intersection of South Park and Fish Hatchery and between Pick N Save and the library as particularly challenging areas.

The written comments also reflect some of the challenges experienced biking South Park Street. Fourteen people independently wrote that the lack of bike lanes or protected bike lanes made South Park dangerous to bike: 9 people wrote that too much and too-fast traffic make South Park Street challenging to bikers; and 8 report crossing South Park Street as a challenge.

Development on Park Street

Respondents support development along the South Park corridor with 40% of respondents reporting that they support development, and 30% reporting they support it with some conditions. Survey comments indicate some of these conditions: 13 respondents wrote they are concerned about gentrification and the impact of development on affordable housing in the area; 12 respondents reported they would not support high-rise development; and six respondents wrote they were concerned about traffic and parking issues with increased development. Three respondents expressed the desire for eco-friendly that include green space. Three people said they would support development provided it were not undertaken by large developers, and two people said they would support development accessible to the existing neighborhood. Lastly seven respondents reported not wanting to see the development of more medical facilities in South Madison.

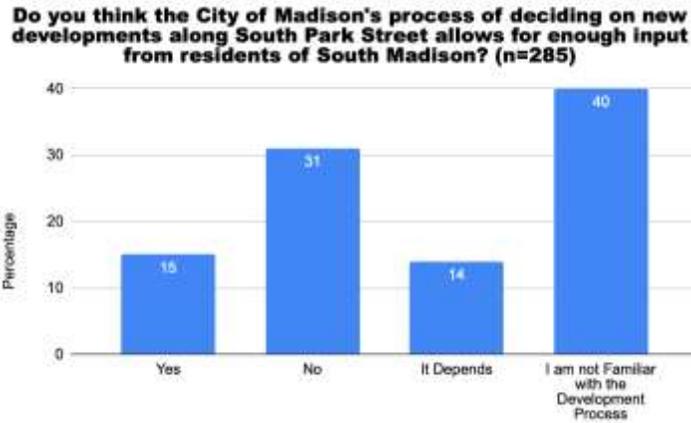
Overall, survey respondents do not appear to be opposed to business development on Park Street, but many would like to see this development prove beneficial for those already living in the area and include affordable housing.



Significantly respondents to not support or feel engaged by the development process. Some respondents stated that they do not feel heard by City planners. Several comments stated the opinion that City planning meetings are organized for show, rather than for hearing what residents have to say. Thirty-one percent of respondents wrote that they do not feel the City is soliciting enough input from residents for the new *South Madison Plan*.

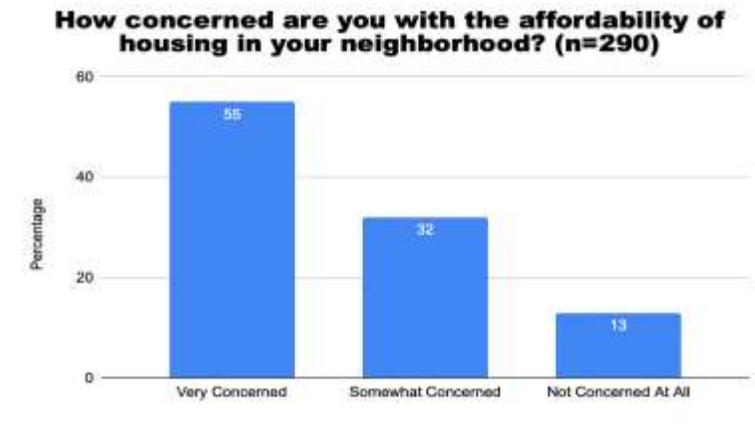
In addition, and importantly, a large contingent of residents seem to be unreachable by the City's efforts at communication. Sixty percent of respondents did not know the name of their neighborhood association or how to make contact with it. Forty percent of respondents were not aware that the *South Madison Plan* is underway. This suggests that: 1) neighborhood associations are not a key resource residents use to get in information pertaining to their neighborhoods, and 2) the sort of communication and outreach needed to engage communities is different than that which the City employs. Of note, those involved in this survey learned from South Madison team members that door-to-door outreach would be important to collecting a robust response and were in fact welcomed for going out into the community. Future exploration

of the ways in which residents receive information in their neighborhoods would be beneficial for present and future outreach and planning efforts.



Affordable Housing & Gentrification

Of note, respondents expressed a fear of gentrification through the survey. Although 68% of respondents stated that they would like to see business development in their neighborhoods, the comments reflected that they would not like this at the cost of gentrification. A push for development of more local business is a priority for many of the respondents.

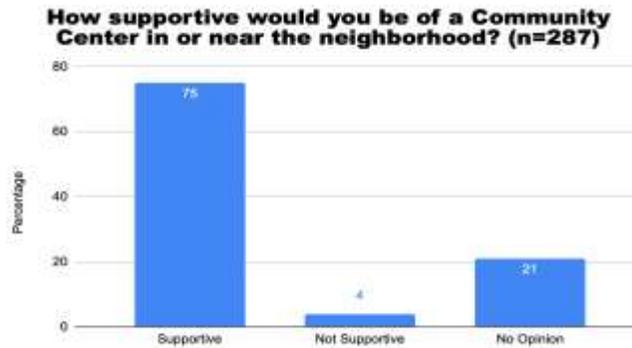


The vast majority (77%) of survey respondents are at least somewhat concerned about affordable housing in their neighborhood. Eighty-five percent agree that affordable housing in their neighborhood is important. Nine comments about affordable housing report concerns about

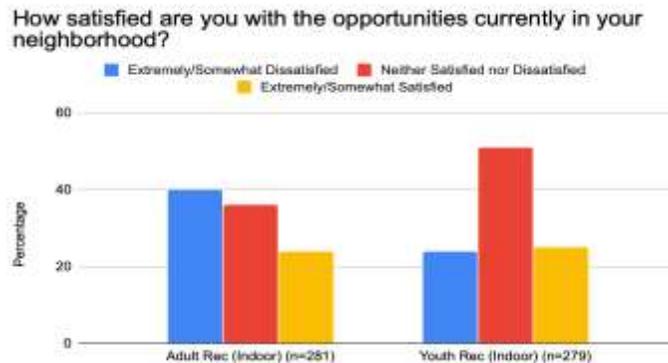
gentrification in South Madison. A number of respondents are concerned that business and housing development is accelerating gentrification and making housing less affordable.

Support for Community Center

One of the most-agreed-upon perspectives in the survey asked about putting a community center in South Madison.



There is strong support for a community center in South Madison. Seventy-five percent of respondents report being in favor of one with only a few not being in favor and 21% having no opinion on the subject. This response may correlate with the fact that adult recreation and specifically indoor recreation, is one of the lowest-rated community resources. It was one of the only areas where more people were dissatisfied than satisfied with a community resource.



Appendix

Appendix A – Bibliography

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Appendix B: Comments: Responses to Question 39

Appendix B – Transcribed Comments

1. As a disabled person who is band to a wheelchair- this is the ONLY grocery store I can get to on my own. Winter/spring/summer/fall- do not take that away
2. I'm just worried about how less housing for low income people
3. Like Pick n Save please don't take it away
4. Please don't take Pick n Save, we need a store close by
5. Need Pick n Save on Park St.
6. Need Pick n Save on Park
7. Need Pink n Save on Park
8. Please keep Pick n Save on Park Street
9. Need Pick n Save on Park Street-- No car
10. We need Pick n Save at Park St.-- Have no car--Take bus
11. Please don't take our store Pick n Save on Park St. Have no car, have to take bus. Can't go anywhere else
12. Please don't take store away on Park
13. I wish to have access to local grocery stores
14. Pick n Save or other full food store close by
15. Need a full food store near, most don't have cars
16. Need a Pick n Save
17. We need a food store nearby. Need Pick n Save
18. We need Pick n Save - Don't have car. Need speed bumps on Taft, they speed race
19. We need Pick n Save
20. Please don't take Pick n Save. We need that store
21. Please keep store on Park St- Pick n Save
22. Need Pick n Save on Park
23. Want food store on Park St.
24. We are hoping that a grocery store remain in our neighborhood
25. Need Pick n Save on Park Street. Need speed bumps on Taft St. Cars drive too fast, seniors and cars live on Taft
26. We seniors more convenient stores and shopping so don't have to go all over the city. Paid our dues don't you think
27. We really really need a big grocery store please
28. Want Pick N Save to stay there we need a store close to us
29. Please don't take Pick N Save on Park
30. Please don't take Pick N Save on Park
31. Need more food stores close by. Please don't take Pick N Save from us on Park Street
32. There are a lot of people in this neighborhood that have no car. If Pick N Save closes, a lot of people will lose the only grocery story they can get to.
33. Tired of biker who think they own the sidewalk when we have bike paths and bike lanes in the road
34. Need store on Park. Pick N Save, no car

35. We want a need food store on Park St
36. Q33 all of them
37. We need a commercial grocery store. One or two restaurants down at the end of Park Street before the beltline.
38. Need store on Park Street-- Pick n Save
39. Without Pick n Save we will have no place to buy food. A small store will not help. We need a fully functioning grocery store where we can get all the food we need.
40. Need Pick n Save- don't have car
41. Please don't take Pick n Save on Park St.
42. I think that we should keep Pick n Save grocery store in the neighborhood for the people that have no cars, and are dependent on public transit
43. We need a full-service grocery store on the bus line, many people don't have cars or a way to get to the store. We need fresh meat and veggie and fruit and dairy.
44. Need food store on Park St
45. We need Pick N Save on Park St
46. Need affordable stores within walking distance.
47. We need a full food store on Park. Fresh meats, fruits, veggies, as well as a deli. Please don't take Pick n Save on Park Street away
48. We need full food store on Park St. Have no car.
49. Need Pick N Save on park, have no car.
50. I would like there to be a grant for ethnic grocery stores who want to expand their offerings or improve their quality. Think of El Rey in Milwaukee--it's now a full-service grocery store.
51. We are a family of 4, two young kids that would especially love a high quality grocery store and more variety/ higher quality restaurants (Pizza, Ice Cream, noodles, diner, fine dining) We LOVE the neighborhood and the people, but would love to see park st become more developed and more walkable. We appreciate the work you are doing to help the city decide what positive changes to enact! Would also support a rec center for winter activities - ESP a pool!!
52. I want to see more business development on S. Park. I rely on Pick n Save heavily, I don't have a car
53. We have enough medical facilities
54. No more medical clinics. We have enough! We need a bigger grocery store!
55. We don't need any more medical facilities! We need groceries
56. I would love to see new development that did NOT include more hospitals/clinics or apartments. Park Street is in a great location to downtown Madison, yet rarely a destination.
57. I am so sorry that this area is being dominated by SSM which does not enhance the neighborhood and cuts out other development that would be more neighborhood friendly options to item #2 in the survey make no sense.
58. Area to read. Write meditate corner area Cypress.

59. We need barber shops, smaller library or sitting area. And public market area "garage sales" transportation from elderly housing to ALL businesses
60. Properties to stay under families not management companies. I feel management companies don't care about properties! I want neighborhood to stay affordable better efforts to make it affordable. Keep it diverse!
61. Need to do something about sewer system flooding
62. Lives in CDA housing-needs upgrading. You are putting up new buildings that charge 1000 and more in the neighborhood too costly. Children need water sprinkler in Penn park they have one on Magnolia- why can't we have one too!- on hot days
63. Overall I am satisfied. I lived here many years ago and it was much worse. It is very safe.
64. We've got good people around here. Family involvement, pleasant. Everybody gets along here on the south side
65. Nice to have healthier restaurants. People throw garbage in my yard and I can't clean it up. Even CDA wrote us a letter saying we would be charged for the litter. CDA could put up cameras with resident permission. A lot of homeless sleep in Penn Park. Need urgent care. Need more crosswalks
66. I want better public transportation system so people can drive less + people w/o car can get around. More dense development would support this. I want walkability on Park Street improved and I'd like to see more green infrastructure: tree planting, rain gardens/runoff management, small parks etc. I'd also like our community to feel more connected through events, more active and inclusive neighborhood associations etc. Thanks for listening!
67. I really value the diversity and affordability of the south side. I love that my neighborhood isn't hip, rich, or young. I am doubtful that "improvements" won't ruin the diversity and affordability. Last week a new resident (young and white) called the cops on my neighbors who are black as they looked for their lost dogs. I was shocked because these neighbors are not "trouble-makers" Change is unavoidable, but I kinda wish it would leave our neighborhood alone.
68. Crime on South Park has risen in the 2 years we've lived here. Further development without consideration for crime prevention will prove detrimental to the neighborhood
69. I move Badger Rd. December 5, 2018. I like it very much. Bus 4, 40, 5, 16, 3 are very good morning transportation. Extremely satisfied
70. Love the library! Love the trees here + the dog park. Love the diversity in the neighborhood
71. I firmly believe we should embrace increasing dentist and encourage the development of the S Park St corridor, fighting progress, as I believe we've done some degree, hampers the possibility of new jobs, a variety of local shopping options, and leads to the large swaths of ulster-utilities spare lie new fear clinic,
72. I used to get neighborhood emails but for some reason I don't get them anymore. Too bad all neighborhood plan sessions are on Thursday nights. I have an obligation on Thursday nights.

73. 1. The best place around my apartment complex is the Pick and Save Grocery Store. I would not want to live in this area if I had to drive far to get groceries. 2. The new buildings/construction are taking away from the peaceful area feel and think a park on the "green area" would have been better choice (instead of another apartment building).
74. N.A.
75. One of the best neighborhoods in town. Better than north and peaceful than westside mainly because of Nepal origin Bhutanese people. They are so familiar with peace, love, down to earth, joint family is their identity. Blessing for town
76. a, Lake levels have been extremely high in the last 2 years causing property damage
 b. Unhappy with the path urban development is taking-- too much importance on density
 c. Difficulty crossing South Park Street corridor in places
 d. Lack of variety concerning shopping
 e. Buildings currently empty and unused "
77. Good survey- stamped envelope very impressive- shows you care
78. I believe south park st. needs an overhaul as many of the businesses are abandoned/ closed down or poorly maintained. However, turning the neighborhood into a higher density area may drive up rent prices that cause gentrification. I am concerned that SSM's plan to raze homes along midland and South Streets to build a new office complex will cause major issues with traffic, parking and increased cost of living. I am very upset that SSM has left these beautiful historic homes in my neighborhood sit vacant with plans to tear them down.
79. A better bike route down south park would be great, as would a better crossing for bikes (South Park) toward arboretum would be nice too
80. I have lived here since 1976, Lakeside St is a speeding problem, no stop signs. this has been a problem for years that still needs to be corrected, but seems it never will until someone is hurt or killed
81. Better monitoring of pedestrian crosswalks on Olin
82. Olin Ave cars are too fast. We live on Olin and have 3 young kids, traffic speed scares us!
83. The city views the area as a traffic corridor and has eliminated street parking and expands # of residents. POOR planning
84. Neighborhood needs grocery store. Park St corridor does not need more gentrification
85. walking north/ south on brooks is scary as there are not many stop signs for cross traffic coming from the east. More stop signs or pedestrian alerts for brooks pedestrians would increase safety.
86. New to the neighborhood - but so far, I am very impressed with the outreach for this feedback! Thank you!
87. Things that matter to me: walkability, biking, mixed income housing, having a grocery store with healthy options, green spaces and preserving natural areas, solutions to reduce traffic, welcoming to all
88. Bay creek is among the finest neighborhoods in the city. we need to make a few

adjustments and do some smart planning to make certain it stays that way. Thanks for your efforts

89. I love this neighborhood, but I feel Wingra area is really disconnected from the rest of bay creek. Also safe ways to school at franklin has been an area we need improvement. Pedestrian focused design would be tremendously helpful for our community, its health and continued vitality. As a PA, in a community I see areas that could improve the community's health.
90. walkable grocery, bars and good restaurants would keep us in the neighborhood, but right now we are looking to purchase a home outside bay creek. It would have been nice to see the boundaries of the neighborhood on a map, we had to look it up
91. Development has been good throughout neighborhood, please continue efforts in business development
92. While the larger roads are usually fine, smaller roads are usually in worse condition, with potholes not being filled for long periods of time
93. Traffic on w lakeside is increasingly a problem - loud, fast speeding drivers. Impacts those of us who bike and certainly the children going to and from school .
94. Our neighborhood has wonderful social capital and functions very well as good neighborhoods should - I worry very much about gentrifying and becoming expensive and overdeveloped enclave for epic types. As is, it has an ideal mix of families, grad students and seniors and it would be a shame to lose this.
95. Investors/ wealthy people buy all the housing, with the exception of a few upper middle-class families. This creates a feudal housing situation
96. Would like to see more retail development and maybe some high density residential with lake views
97. There is a neighborhood center, senior center. I had difficulty reading this small print. I am leaving spruce st to live elsewhere with my relatives very soon
98. More streetlights on lakeside st. left turn at light at park street and fish hatchery when going N on Park Street
99. Better snow plowing - bike paths are cleared off immediately when there's snow, but our street often does not get plowed, it just freezes into ice. Careful development with a strong consideration to minimize flooding and balance of green spaces
100. I support improved public transit options, improved bike lanes and would welcome more local business development in the lakeside street district
101. We would really like to have a YMCA on park street for families and surrounding neighborhoods - too many condos too many bars and restaurants
102. Make it green - walkable - business friendly
103. "A couple of the questions on this survey do not have response options that fit the questions.
104. The decision to omit all issues related to race in survey questions and in the demographic info requested is problematic, particularly when you are asking questions about perceived safety, experience with police, and trust for city process. This reinforces

the impression that neighborhood engagement efforts are largely driven by a wish to keep up appearances, without meaningful change."

105. Some of the answer options on this survey did not match the question asked, confused on how to answer those questions.
106. We would love a dollar store nearby for the elderly.
107. I would love to have more businesses on Park St between Walgreens and Lakeside Especially good bread Bakery, good liquor store, restaurant pub. Or pizza place. Supper club.
108. I would like us to encourage and maintain everyday shops along S. Park St. We have groceries, eateries and a hardware. I wish we had any or more bread shops, ""dime" stores, childcares, elder daycares, local pharmacies, non-boutique clothing and shoe stores, etc.
109. New developments have commercial space at street level, but it often goes unused. I suspect rents are too high and the developers don't want to fuss with a business. They should be required to be filled with service businesses."
110. We could use some more food cart nights at Brittingham Park
111. Live in town & will be annexed to the city in 2020 or later; want it to happen asap
112. I depend on my local store for my household needs. I do not see the need for more healthcare facilities in our neighborhood. Build affordable housing!
113. Pick n Save is NOT affordable. The majority of its shoppers are 1) upper middle class - rich in Bay Creek or 2) extremely busy "working poor" and/or on food stamps where cost may not be as impactful due to money being earmarked for food versus stretched to meet many needs. Aldi, Woodman's, a discount grocer is what we want. Nothing like Hy-Vee, Metcalfe's, etc. Your average Joe cannot afford healthful food from Pick N Save or the like. That is why you will find many area residents drive to Woodman's.
114. This is a very good neighborhood; it is mixed socioeconomically as well as culturally it would be nice to maintain all of that heterogeneity and create nice "neighborhood" shopping areas that are affordable. the main reason I don't shop on Park Street is the quality and choices are poor and the prices are higher than other markets such as Aldi. I would love to see an Aldi in the neighborhood. their food is of great quality and the prices are affordable. as well as they are well marked for non-GMO and gluten free which is important to everyone trying to survive and thrive in health in today's world.
115. I have lived in areas with food deserts and few shopping options before and I don't want options to become more and more limited on the south side.
116. Question 5 asks what's important, but the answers are about satisfaction, not importance. The choices are simply a repeat of question 4. Similarly, question 23 requires a yes/no answer but the choices merely repeat the previous questions.
117. Need an Aldi store
118. Good planning is key- not hodge podge. it is dangerous crossing Park/fish hatch

for pedestrians, need more lights/less traffic, more safety features.

119. This survey did not take into count if a person just works in the neighborhood.

120. I really appreciate this engagement process, any attempts the City made prior to get community input has been so low key it goes unnoticed. I drive and so this impacts my survey choices, I have options unlike many. As a homeowner I also may feel different than others because I like the limited traffic (foot and car). On my small area (about three blocks to Quann garden) it's very nice, quiet generally, safe and I feel safe walking my dog anytime, never had an incident of safety in my immediate area. I think a community center is the most important asset and resource you could add to the area. This is the only side of Madison without a community center. We could have a true farmers market, craft classes for adults, holiday/cultural events and family events/activities. It is/can be, an incredibly resource to developing a sense of community and connections = for all.

Welcome ALL cultures and income levels. Your engagement process is EXCELLENT!!

121. See these survey questions do not make sense as some of the answer choices do not for with the questions

122. I would love to see improvements in this area, but not in a gentrified way. I know this is hard to do. I respect that many different ethnicities and cultures are represented in the area and I want that to continue.

123. "I love the south side. Despite opportunities for improvement regarding infrastructure and desegregation, I love that there are a few good staples in the community as far as restaurants and bars go. I don't care about having other kinds of retail available, but I recognize that's because I have access to a vehicle so I can drive to other places for items the south side can't provide; and because I try to limit materialism in my life. I would prefer that the south side stay cozy, diverse (racially and economically), and unpolished. The south side doesn't need fancy/ hipster crap like the east side has. It needs to support staples like Asian Sweet Bakery, Hot Pot, The South Madison Public Library, etc. We already have hip stuff like Barriques, Lakeside Street Coffee, Funk Factory, and The Mason-- we don't need more of it.

124. RE: infrastructure: I love the public transportation so far, but we could use a couple more commuter buses in the mornings especially. Half hour bus times are not the greatest, and by the time the bus reached Regent Street it is packed. Also, we need a freaking bus to the west side, y'all. I will happily bus to Target or Hilldale to do other kinds of shopping instead of driving if it was actually easy to do.

RE: desegregation: we can't let this place become so built up that it makes gentrification inevitable. And it would be great to have more community centers for connecting the diverse groups of people who live in the south side. And it would be great to be more intentional with affordable housing, which also supports diversity.

This is all I got so far, but I will probably think of more. This survey is also awesome-- a few confusing typos but that's alright. Is it new? If not, I'm not sure how I missed it

before. But thanks for seeking input."

125. Keeping the area nice to walk in and maintaining the tree canopy is very important to me. I am also very supportive of affordable/low-cost housing in the area, even if it means higher density -- that high density needs to go somewhere, and we are close to many services and amenities that make this a great place to live for both haves and have-nots.
126. Thank you for your work to gather information and improve the neighborhood!
127. I've only lived here for almost two months but it seems nearly all properties are rented out with little to no care about any of this. No pride in ownership. If it weren't for Pick and Save and Quality Hardware there would be little to buy close.
128. This questionnaire needs to be better in terms of allowed responses
129. This survey is very poorly written. Options do not always reflect a logical answer to questions or reflect all possible opinions of responders.
130. The online survey has problems with column headings on questions 5, 23, 24
131. Would appreciate regular updates on the status of things in the neighborhood. Doesn't have to be an event or anything extravagant, just a weekly/bi-weekly email update describing statuses of construction projects, neighborhood resources, events, etc. I would be willing to help facilitate, if needed.
132. It seems like a lot of the selectable answers to this weren't proofread. What does, "Extremely Satisfied," as an answer in Q5 mean, when the question was how important it is?
133. Koster, parts of East Rusk and Bram, and Koster sidewalk are currently under construction so I'm hoping that that situation will be better than it was before the construction. Koster definitely needs more streetlights now that it is to have a sidewalk.
134. Poorly designed survey: too many questions; unable to skip questions that did not apply to me (Q24); response choices did not match the question type (Q5) ...that will skew your results. Why isn't Monona Bay neighborhood included (perhaps my responses will not be counted)?
135. Too many new buildings with street level stores that are empty. Ex. St. Mary's.
136. The responses on a few of your survey questions are not updated properly. On both Q5 and Q23, it looks like response options were just copied from previous question [Q5 should ask about importance, not satisfaction again. Q23 should be some kind of frequency rating, not perceived safety again.] The possible responses don't really make sense with the question actually asked... This may mess up your results. :(Also, seems like the first response option on Q31 is mistakenly set to what was probably the default in the survey template. This probably won't impact the results in the same way, but you might want to update/correct it.
137. Please end the Goodman Pool dog wash, it is disgusting, and the neighborhood doesn't like it.
138. About the safety of walking - I walk 2 big dogs so that is not an issue to me. I do not use public transportation.

139. RE: Walking in my neighborhood, my issue is more related to vision issues & personal physical issues. Trip hazards like uneven sidewalks also pose a threat to my walking safety, esp. after dark!
140. "Need more police patrol for safety
141. Community agencies should let us know what functions"