Town of Morse Community Survey 2016 – Results & Discussion

Town of Morse Public Meeting
8/10/2016, 6PM

Ashland County Extension
Background

• Contributing to Town efforts to update their Comprehensive Plan

• Survey looked at themes of land use/zoning, housing, economic development, community services/facilities, and agricultural, natural and cultural resources

• 164 respondents

• Results based on total answers per question
Demographics

• Average age of respondent: 61

• Residency:
  – Year-round resident (54%)
  – Non-resident landowner (35%)
  – Summer resident (10%)
General Information
I am planning on starting a new business here
I am a business owner in the area
I was born or raised in the area
I am retired here or would like to be retired here someday
I have friends and/or relatives living here
I like activities such as fishing, golf, walking and/or hiking
The crime rate is less than other places
The air and water are cleaner and less polluted than other areas
I enjoy peace, quiet and relaxed atmosphere of living in a rural area
I enjoy the scenic beauty, wildlife and forests

Top Reasons for Living in a Rural Area
Not a reason (1) → Slightly Important (2) → Important (3) → Very Important Reason (4)
Use of ATVs, dirt bikes and snowmobiles is acceptable in and around Town.

Utility and communications structures such as satellite towers should be allowed.

I think the Town should limit the size of Concentrated Animal Feeding Operations (CAFO).

Current zoning adequately promotes public health and welfare.

The Town should establish guidelines and locations for mobile home sites and season trailers.

An industrial park would encourage more development and jobs.

I think abandonment of wells should be regulated by the town.

The Town should have more restrictive zoning.

I think the Town can achieve prosperity without population growth.

I think the Town can achieve prosperity without economic growth.

**Attitude Toward Land Use/Zoning Elements**

Strongly Agree (1) → Strongly Disagree (4)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of ATVs, dirt bikes and snowmobiles is acceptable in and around Town</td>
<td>1.9</td>
</tr>
<tr>
<td>Utility and communications structures such as satellite towers should be</td>
<td>1.91</td>
</tr>
<tr>
<td>allowed</td>
<td></td>
</tr>
<tr>
<td>I think the Town should limit the size of Concentrated Animal Feeding</td>
<td>1.93</td>
</tr>
<tr>
<td>Operations (CAFO)</td>
<td></td>
</tr>
<tr>
<td>Current zoning adequately promotes public health and welfare</td>
<td>2.1</td>
</tr>
<tr>
<td>The Town should establish guidelines and locations for mobile home sites</td>
<td>2.19</td>
</tr>
<tr>
<td>and season trailers</td>
<td></td>
</tr>
<tr>
<td>An industrial park would encourage more development and jobs</td>
<td>2.28</td>
</tr>
<tr>
<td>I think abandonment of wells should be regulated by the town</td>
<td>2.38</td>
</tr>
<tr>
<td>The Town should have more restrictive zoning</td>
<td>2.63</td>
</tr>
<tr>
<td>I think the Town can achieve prosperity without population growth</td>
<td>2.69</td>
</tr>
<tr>
<td>I think the Town can achieve prosperity without economic growth</td>
<td>2.95</td>
</tr>
</tbody>
</table>
I think the Town should limit the size of Concentrated Animal Feeding Operations (CAFO)

72% believe CAFO’s should be regulated in some capacity.
Attitude Towards Types of Housing Development would like to see Town Encourage

Strongly Agree (1) --> Strongly Disagree (4)

- Single Family Homes: 1.53
- Senior Housing/Assisted Living: 1.72
- Energy Efficient Housing: 1.75
- Seasonal Tourist Housing and/or Guest Houses: 1.92
- Affordable Housing: 2.07
- Year-round Rental Housing: 2.22
- Seasonal Employee Housing: 2.52
- Low-income High Efficient Housing: 2.6
- Mobile Home Parks: 2.93
“Town should regulate CAFOs and industrial types of agriculture to provide maximum protection to lakes, rivers and well water. Impact on public health and well-being of residents can be adversely affected from pollution, smell and noise.”
Transportation

Source: Gunnarbikes.com
“Gravel roads are average to poor much of the year, but good during the late summer and fall. Public transportation options should be explored”
Economic Development

Source: Bayfield Foods

Source: Wildwoodhaven.com

Source: techcrunch.com
Types of Economic Development that Should be Pursued in the Town
Strongly Agree (1) → Strongly Disagree (4)
Support Environmentally Safe Mining

- Strongly Agree: 24.84%
- Agree: 30.57%
- Disagree: 28.66%
- Strongly Disagree: 15.92%
Economic Development: Attitudes towards Activities Town Economy might be Based
Greatly Encourage (1) → Greatly Discourage (4)

- Farm and Garden: 1.61
- Carpentry: 1.63
- Construction: 1.69
- Hospitality/tourism: 1.77
- Small in-home businesses: 1.85
Economic Development: Attitude Towards Types of Tourism

Greatly Encouraged (1) → Greatly Discouraged (4)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf/fishing/hiking</td>
<td>1.5</td>
</tr>
<tr>
<td>Day visitors</td>
<td>1.51</td>
</tr>
<tr>
<td>Campers</td>
<td>1.51</td>
</tr>
<tr>
<td>Hikers/kayakers/bicyclists</td>
<td>1.55</td>
</tr>
<tr>
<td>Cabin and cottage renters</td>
<td>1.56</td>
</tr>
<tr>
<td>Boating</td>
<td>1.61</td>
</tr>
<tr>
<td>Snowmobiles</td>
<td>1.76</td>
</tr>
<tr>
<td>Motorcycles/ATV's</td>
<td>1.84</td>
</tr>
</tbody>
</table>
“Protect our natural environment when considering any economic development”
Town Facilities

Source: Wisconsin Department of Natural Resources

Source: mellen.wislib.org
Community Services/Facilities: Opinion on Local Services
Excellent (1) → Poor (4)

- State Campground: 1.63
- Library: 1.78
- Fire protection: 1.84
- Parks: 1.88
- Police protection: 1.91
- EMS/ambulance service: 1.95
- School: 1.97
- Sanitary/recycling services: 1.99
- Zoning and ordinance enforcement: 2.45
- General medical services: 2.56
- Domestic violence services: 2.73
- Alcohol/drug abuse services: 2.76
- Mental health services: 2.8
“Hard to answer - How do you define ‘local services’? Example - Ashland has excellent medical. Locally, no medical services”
Support Services

Source: www.meusu.com

Source: apg-wi.com

Source: opsisarch.com
Support Services Needed to Continue Living in Town

- Home Maintenance Services: 53%
- Community Center: 51%
- Assisted Living: 46%
- Job Services/Employment: 45%
- Home Health Care: 44%
- Transportation Assistance: 39%
- Special Events Building: 38%
- Meals on Wheels: 36%
- Affordable Housing - Finding a Property to Rent: 26%
- Affordable Housing - Assistance in Buying a House: 24%
- Food Shelf: 20%
- Child Care: 15%
“OK now, in future may need elder home health, transportation to Ashland, etc.”
Preserving Natural Resources
Should the following resources be preserved and enhanced, and how would you fund their preservation? (Check one on each line)

<table>
<thead>
<tr>
<th>Resource</th>
<th>Yes, fund with local tax dollars</th>
<th>Yes, fund with private dollars</th>
<th>Combined public and private dollars</th>
<th>No, not important to me</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community owned gardens</td>
<td>9.03%</td>
<td>20.14%</td>
<td>23.61%</td>
<td>47.22%</td>
</tr>
<tr>
<td>Forests</td>
<td>27.66%</td>
<td>17.73%</td>
<td>48.23%</td>
<td>6.38%</td>
</tr>
<tr>
<td>Wetlands</td>
<td>31.21%</td>
<td>9.22%</td>
<td>43.26%</td>
<td>16.31%</td>
</tr>
<tr>
<td>Lakes and streams</td>
<td>38.03%</td>
<td>8.45%</td>
<td>49.3%</td>
<td>4.23%</td>
</tr>
<tr>
<td>Farmland</td>
<td>4.38%</td>
<td><strong>56.2%</strong></td>
<td><strong>27.74%</strong></td>
<td>11.68%</td>
</tr>
<tr>
<td>Community open/greenspace</td>
<td>23.36%</td>
<td>8.03%</td>
<td>37.23%</td>
<td>31.39%</td>
</tr>
<tr>
<td>Parks and public boat landings</td>
<td>44.68%</td>
<td>1.42%</td>
<td>51.06%</td>
<td>2.84%</td>
</tr>
<tr>
<td>Public trail system for walking, skiing, biking, birding, etc.</td>
<td>30.34%</td>
<td>4.83%</td>
<td>48.28%</td>
<td>16.55%</td>
</tr>
</tbody>
</table>
“A good biking/walking trail between Mellen and Copper Falls”

“More open spaces for the public to fish from shore on local lakes”
“Internet access in my area is available only via mobile carrier or satellite, and is both slow, expensive, and data-limited. This puts the area at a huge disadvantage for economic development, education, etc.”
Questions/Comments?

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