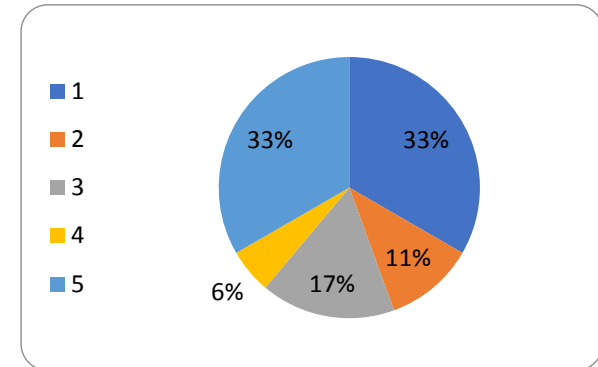


Alliant Energy Center Campus Master Plan + Destination District Vision & Strategy Joint Public Event
Joint Public Event: October 15, 2018

Result By Question

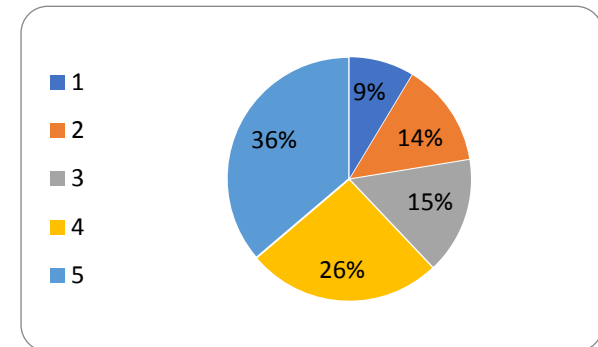
1) Where do you live?

Responses		Answer Options
(Percent)	(Count)	
33%	6	1) Neighborhoods adjoining the Alliant Energy Center (Capital View, Bay Creek, Bram's Addition)
11%	2	2) Downtown/Isthmus
17%	3	3) Elsewhere in the City of Madison
6%	1	4) City of Fitchburg
33%	6	5) Other
Totals	100%	18
Comments:		



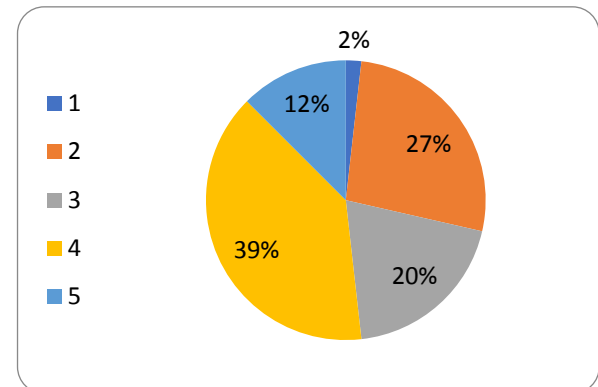
2) How old are you?

Responses		Answer Options
(Percent)	(Count)	
9%	5	1) Under 30
14%	8	2) 30-39
16%	9	3) 40-49
26%	15	4) 50-59
36%	21	5) 60+
Totals	100%	58
Comments:		



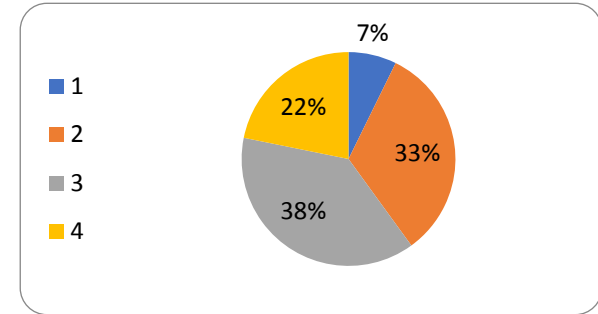
3) I am here tonight primarily as:

Responses		Answer Options
(Percent)	(Count)	
2%	1	1) The organizer of one or more events at the Alliant Energy Center
27%	15	2) An area business owner/employee
20%	11	3) A government official
39%	22	4) A county resident
13%	7	5) Other
Totals	100%	56
Comments:		



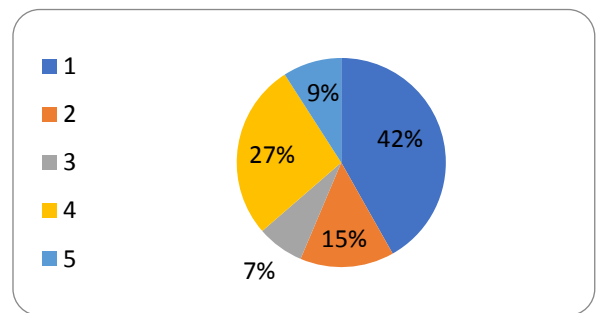
4) How many events do you attend per year at the Alliant Energy Center?

Responses		Answer Options
(Percent)	(Count)	
7%	4	1) None
33%	18	2) 1-2
38%	21	3) 3-5
22%	12	4) 5+
Totals	100%	55
Comments:		



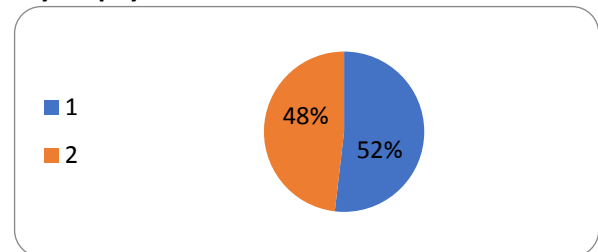
5) How often do you visit other businesses or use the park and open space system in this area?

Responses		Answer Options
(Percent)	(Count)	
42%	23	1) Weekly
15%	8	2) Monthly
7%	4	3) Once every couple of months
27%	15	4) A few times a year
9%	5	5) Almost never
Totals	100%	55
Comments:		



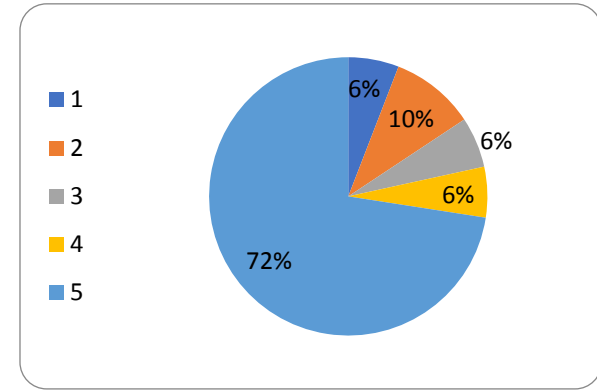
6) The Alliant Energy Center revenues cover all operating expenses with no assistance from County taxpayers.

Responses		Answer Options
(Percent)	(Count)	
52%	28	1) True
48%	26	2) False
Totals	100%	54
Comments:		



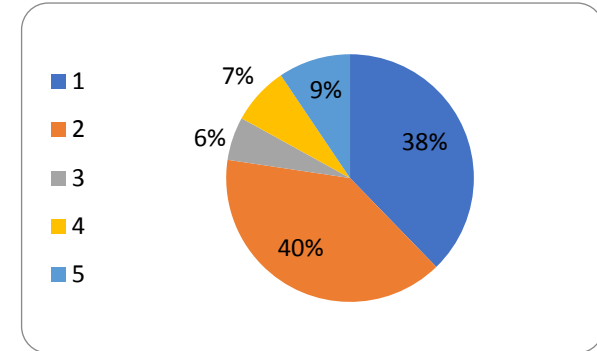
7) The most important role that the Alliant Energy Center plays in the county is:

Responses		Answer Options
(Percent)	(Count)	
6%	3	1) Drawing overnight visitors to local hotels
10%	5	2) Promoting agriculture and other local industries
6%	3	3) Generating tax revenues
6%	3	4) Creating jobs
73%	37	5) Supporting a high quality of life through a variety of entertainment and informational offerings
Totals	100% 51	Comments:



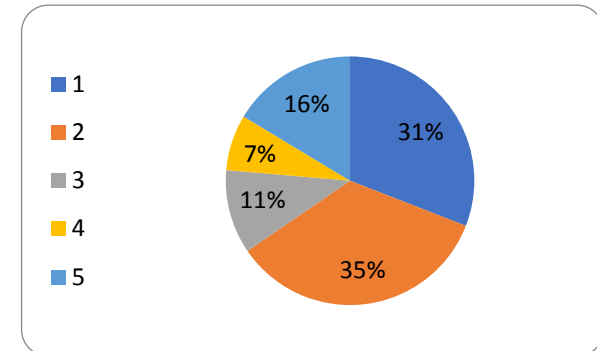
8) These are logical first phases of expansion.

Responses		Answer Options
(Percent)	(Count)	
38%	20	1) Strongly agree
40%	21	2) Agree
6%	3	3) Disagree
8%	4	4) Strongly disagree
9%	5	5) Not sure/No opinion
Totals	100% 53	Comments:



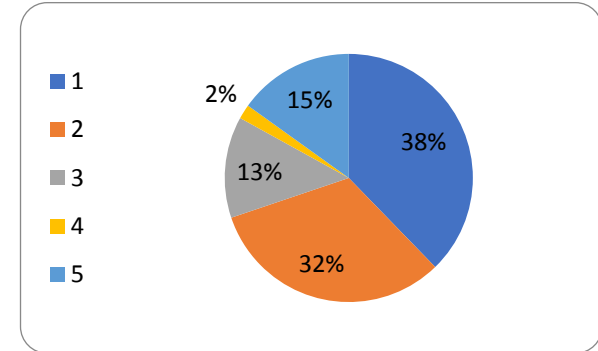
9) With the Phase 1 improvements, I would likely visit the Alliant Energy Center more often.

Responses		Answer Options
(Percent)	(Count)	
31%	17	1) Strongly agree
35%	19	2) Agree
11%	6	3) Disagree
7%	4	4) Strongly disagree
16%	9	5) Not sure/No opinion
Totals	100% 55	Comments:



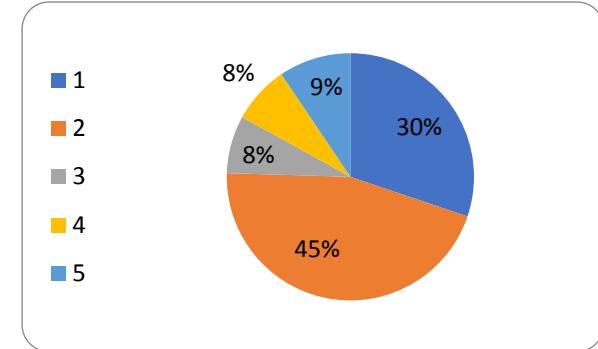
10) Private development of the types described is needed on the Alliant Energy Center campus.

Responses		Answer Options
(Percent)	(Count)	
38%	20	1) Strongly agree
32%	17	2) Agree
13%	7	3) Disagree
2%	1	4) Strongly disagree
15%	8	5) Not sure/No opinion
Totals	100%	53
		Comments:



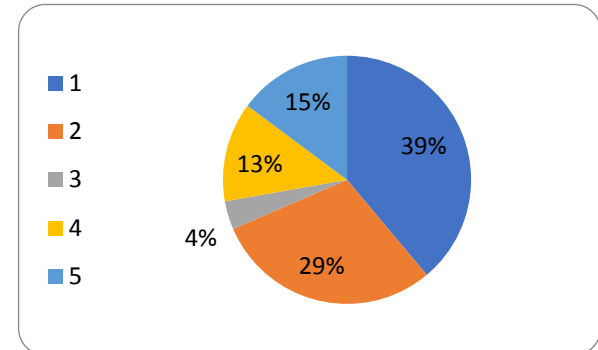
11) These are the logical next phase of improvements.

Responses		Answer Options
(Percent)	(Count)	
30%	16	1) Strongly agree
45%	24	2) Agree
8%	4	3) Disagree
8%	4	4) Strongly disagree
9%	5	5) Not sure/No opinion
Totals	100%	53
		Comments:



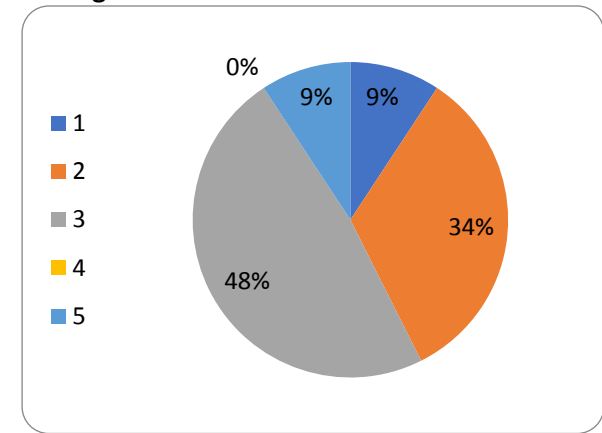
12) With these improvements, I would be more likely to visit the Alliant Energy Center more often.

Responses		Answer Options
(Percent)	(Count)	
39%	21	1) Strongly agree
30%	16	2) Agree
4%	2	3) Disagree
13%	7	4) Strongly disagree
15%	8	5) Not sure/No opinion
Totals	100%	54
		Comments:



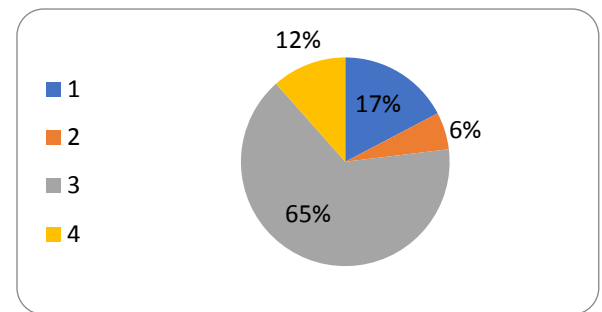
13) Which of the following would draw you to the area more often and contribute the most to creating a destination district?

Responses		Answer Options
(Percent)	(Count)	
9%	5	1) Indoor sports and recreation facilities
33%	18	2) Cultural facilities (lake center, aquariums, museums, art galleries)
48%	26	3) Restaurants, bars, and commercial entertainment venues (theaters, live music)
0%	0	4) Shopping
9%	5	5) None of the above
Totals	100%	54
Comments:		



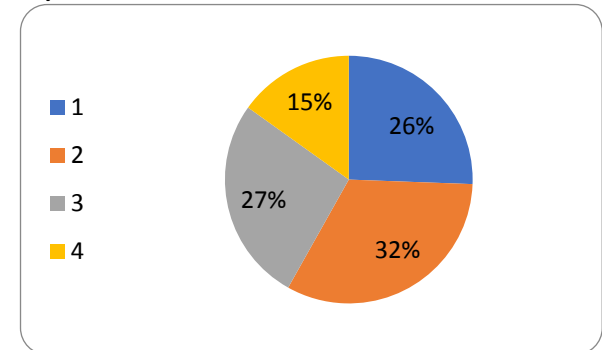
14) What do you think about the amount/scale of development shown for the redevelopment sites?

Responses		Answer Options
(Percent)	(Count)	
17%	9	1) There's too much
6%	3	2) There's not enough
65%	34	3) Looks about right
12%	6	4) Not sure/No opinion
Totals	100%	52
Comments:		



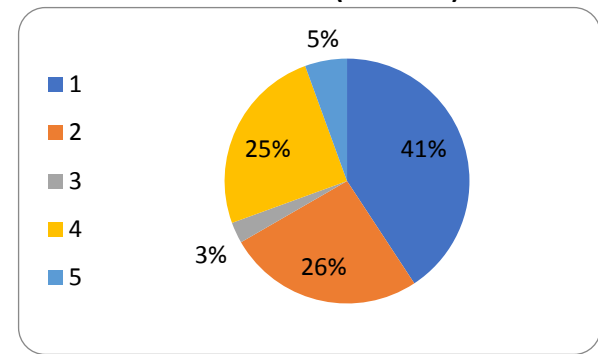
15) Which park and open space improvements would draw you to the area more often? (choose 2)

Responses		Answer Options
(Percent)	(Count)	
26%	22	1) Cohesive user-friendly destination park
33%	28	2) Activated waterfront destination terrace/other amenities
27%	23	3) Lakeview multiuse trail near the shoreline
15%	13	4) New amenities and facilities to serve park users
Totals	100%	86
Comments:		



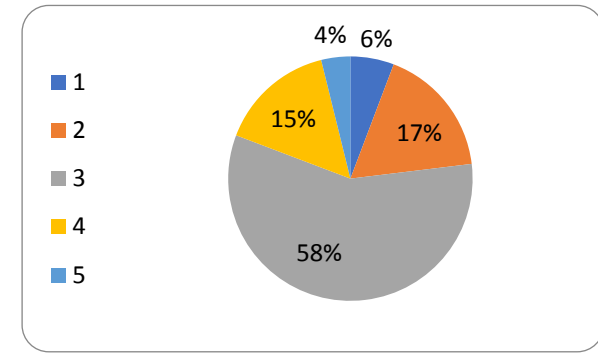
16) Which of the following should be the predominate activities that people most associate with the destination district? (choose 2)

Responses		Answer Options
(Percent)	(Count)	
41%	44	1) Entertainment, events, and convening
26%	28	2) Passive and active recreation
3%	3	3) Employment
25%	27	4) Restaurants, bars, and hotels
6%	6	5) Living
Totals	100%	108
		Comments:



17) To embody the essence of a truly authentic Madison experience, which of the following themes should characterize the district?

Responses		Answer Options
(Percent)	(Count)	
6%	3	1) Health and fitness
17%	9	2) Area agriculture and economies
58%	30	3) Lakes and water
15%	8	4) Bike culture
4%	2	5) Local food
Totals	100%	52
		Comments:



18) As the county grows, creating a destination district like what's been described would:

Responses		Answer Options
(Percent)	(Count)	
21%	11	1) Be a game changing transformation for what it means to live here
52%	27	2) Enhance the quality of life in Madison and Dane County
15%	8	3) Be nice to have, but wouldn't make a difference to most residents
12%	6	4) Detract from my quality of life
Totals	100%	52
		Comments:

