

**Narrative Report of the Results of
A Study of Public Attitudes and Opinions
Regarding Various Planning and Development Issues
in Lincoln and Lancaster County**

**Prepared for
Lincoln/Lancaster County Planning Department
November, 2000**

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**2000 Public Opinion Survey of
Planning and Development Issues
in Lincoln and Lancaster County**

Executive Summary

INTRODUCTION

A total of 710 residents of Lancaster County, Nebraska (505 in Lincoln and 205 outside of Lincoln in Lancaster County) were contacted and interviewed by telephone between October 19th and November 2nd, 2000. The maximum margin of error associated with the sample of 710 is $\pm 4.0\%$.

Survey items were mutually agreed upon by representatives of the Lincoln/Lancaster County Planning Department and Sigma Group. The survey averaged less than thirteen minutes to complete by telephone. All interviewers were employed by Sigma Group and were trained in the specific needs and uniqueness of the 2000 Public Opinion Survey for the Lincoln/Lancaster County Planning Department.

A more complete discussion of the study objectives and the findings are presented in the full narrative report following this summary. The next few pages are intended to provide a brief overview of the major study findings and Sigma Group's observations based on those findings.

MAJOR STUDY FINDINGS

LIKES AND DISLIKES OF LIVING IN LINCOLN AND LANCASTER COUNTY:

Residents of Lincoln and Lancaster County named a variety of positives about living in Lincoln, suggesting that Lincoln and Lancaster County still provide a "small town" atmosphere (13%), and are clean (10%), safe (9%), and have nice people (8%). It is also convenient and easy to get to places within the city (10%), being just the right size (8%).

Two factors dominated the thoughts of area residents in terms of the worst aspects of living in Lincoln and Lancaster County - traffic (28%) and high taxes (13%).

PERCEPTIONS OF GROWTH AND DEVELOPMENT CONDITIONS:

Area residents agreed, by a ratio of five to one, that there are plenty of housing choices, in terms of type and size, and by price range, available in the city and county. They also agreed fairly strongly that downtown Lincoln is attractive and

presents a good image of Lincoln, that the way Lincoln is developed makes good use of available land, and that the city should emphasize the physical appearance of the city (signs, landscaping, architecture). They were slightly more likely to agree than disagree that Lincoln and Lancaster County allow too much development of new commercial and retail areas, rather than using or renovating existing space, and that Lincoln is developed in a planned and organized way. The public was evenly split on whether Lincoln is growing too fast, with 51% disagreeing that it is, but with the 46% who agree having a greater intensity of opinion ("strongly agree"). Three out of four Lincoln and Lancaster County residents did not think that the streets in Lincoln are adequate for carrying the volume of traffic in the city.

PREFERENCES ON KEY TRADEOFF ISSUES:

Residents revealed a mind-set largely oriented toward preserving natural resources and existing neighborhoods as Lincoln is developed in the future. Most people in Lincoln and Lancaster County were in agreement that public funds should be used to protect natural resources (76%) and floodplain areas (60%), and that they would pay three or four dollars per month to expand the flood protection drainage system (58%). Residents of the city and county were about evenly split on whether to preserve older neighborhoods or widen roads for traffic flow, but they slightly more favored the preservation of older neighborhoods. Residents gave resounding negative responses to using public funds to build streets and utilities for new developing areas if that meant less money was available for maintaining old neighborhoods. Seven out of eight respondents said that the city should not allow development in an area if it would impact important natural resources.

IMPORTANCE OF VARIOUS PLANNING OBJECTIVES AND PRIORITIES:

When area residents were asked how important each of 22 potential objectives was as the City and County establishes priorities for the future, a highly environmental mind-set was again revealed. The four objectives named as most important were that the city/county should plan its growth in a way that preserves the natural environmental qualities of the county; that the city/county should maintain and preserve existing wetlands, streams, trees, wildlife habitat and other natural resources; that the city/county should preserve the quality of rural life and highly productive agricultural land in Lancaster County; and that the city/county should develop and maintain a system of parks and recreational facilities across the city.

Respondents put the least importance on the objectives to limit the further development of acreages in rural parts of the county; to encourage the development of additional large retail centers similar to the one at north 27th and Superior Streets; and to encourage the development of additional shopping malls.

When asked to name the one most important objective for Lincoln and Lancaster County, a substantial plurality (35%) named general or specific priorities related to improving traffic flow. About equal numbers (5% to 7%) named education/schools, taxes/spending, managing or balancing growth, preserving natural environment/land, or preserving neighborhoods as key priorities.

INVESTING PUBLIC FUNDS TO KEEP/ATTRACT LARGE EMPLOYERS:

Only slightly over a quarter (28%) of residents supported investing public funds in making improvements in the infrastructure of the area in order to keep or attract large employers to Lincoln or Lancaster County. Another eighth (13%) said that their opinion would depend on the situation, while a majority (58%) said they would prefer that public funds not be used to attract or keep employers.

COMMUNITY AWARENESS OF HOW TO BE INVOLVED IN PLANNING AND DEVELOPMENT:

An amazingly high 76% of area residents indicated that they would attend neighborhood meetings on community planning and development, while half (51%) said they would attend similar city-wide meetings. Half of all respondents also felt that they know how to be involved in planning/development changes (48%) and that they feel they are well informed about when planning and development meetings occur (46%).

OBSERVATIONS

Overall, the 2000 Public Opinion Survey of Perception and Attitudes Toward Various Planning Issues in Lincoln and Lancaster County reveals a populace that is largely satisfied and pleased with the area they live within, but also a populace that is diverse in its opinions about what should be changed or improved about the area.

Certainly, as plans are made for the future of the city and county, focus will need to be placed on managing growth in a manner that improves traffic flow and congestion, that preserves natural resources and existing - especially historical - neighborhoods, and that clearly expends public resources in a way that reflects this focus. It will be important for Lincoln to continue to provide and maintain an excellent system of parks and bike and hiking trails and for planning in the county to be done in a way that preserves the natural resources and the quality of rural life.

For now, there appears to be no real demand for additional shopping malls or major retail centers. There is substantial support for expanding the flood protection drainage system, even if it is necessary to add a fee of three or four dollars per

month to a utility bill. It also appears that placing planning information for the city and county on an Internet website is of interest to, and would be accessed by, a sizable percentage of the population.

There will certainly be other major observations and conclusions that can be identified from the 2000 study findings. The highlights presented above are felt to be those that are most clearly supported by the study results and that are consistent with the needs and objectives originally identified by L/LCPD. We at Sigma Group would be pleased to discuss, from our "research advantage," any major findings or conclusions that others might identify based on these results.

Sigma Group appreciated the confidence demonstrated by the City of Lincoln and the Planning Department in our research capabilities and philosophies. We welcome the opportunity to be of further assistance in any way possible, in the further analysis or discussion of these study data, or in the conduct of additional primary research. We extend a special note of appreciation to Steve Henrichsen, Kathleen Sellman, and Kent Morgan of the Planning Department for their help in ensuring that the 2000 public opinion survey study effort was a success.

**SECTION I
INTRODUCTION
AND SAMPLE CHARACTERISTICS**

Introduction

The Lincoln/Lancaster County Planning Department commissioned Sigma Group, LLC. of Lincoln, Nebraska to conduct a public opinion survey of the general public in Lincoln and Lancaster County. The study was intended to document public attitudes toward various planning and development issues facing City and County planners and officials as plans are made for directing future growth and development in the area. Specifically, the research objectives of the study were as follows:

1. To determine important community issues and concerns related to planning, growth and development of the City of Lincoln and Lancaster County as part of the process to update the City and County's Comprehensive Plan;
2. To allow City and County residents an opportunity to participate in the effort of the Comprehensive Plan update through their participation in the survey;
3. To use the survey results to heighten citizen awareness of important issues in the community.

The further objective of this study is to provide a series of "benchmarks" against which future measurements can be compared to assess the degree of success achieved in meeting the perceived planning and development goals identified in this study. The information gained in attempting to meet these stated objectives is intended to be used to better understand the perceived needs of Lincoln and Lancaster County residents and to implement strategies and plans that will help to direct Lincoln's future growth and development in a manner that is satisfactory to most of its citizenry.

Methodology

In order to meet these objectives, a random sample of 710 respondents in Lancaster County was selected and interviewed by telephone between October 19th and November 2nd of 2000. For this study, 507 respondents were from Lincoln, and a disproportionately high 203 were from the balance of Lancaster County. When the male or female head of household was not available during the first telephone contact, as many as five additional callbacks were made in order to complete the interview. This callback procedure is a quality control mechanism for obtaining a high response rate among area "householders," which ensures a representative random sample. The interviewers involved in the project were experienced and professionally trained Sigma Group interviewers. All fieldwork was validated by supervisory "listen-ins" and observation, and all completed questionnaires were edited and coded independently to ensure the accuracy of the data.

Survey Instrument

Survey items for the study were mutually agreed upon by representatives of Sigma Group and the Lincoln/Lancaster County Planning Department. L/LCPD had responsibility for identifying the topical question areas desired, while Sigma Group had responsibility for writing items that were technically correct and without bias. A copy of the survey instrument is provided in the Appendix of this report.

Stability of Results

The maximum expected statistical range of error for a sample of 710 respondents is $\pm 3.7\%$. Stated more simply, if 100 different samples of 710 persons each were randomly chosen from the given population, 95 times out of 100 the total results obtained would vary no more than ± 3.7 percentage points from the results that would be obtained if the entire population were surveyed. As the sample size decreases, the expected error range increases; for example, the expected error range for the respondents located in the West area (zips 68522, 68524 and 68528; n=44) would be $\pm 14.8\%$. Caution should be exercised in the interpretation and generalization of findings based on small subsamples (e.g. for specific age, gender, or zip code groups).

The error ranges for a sample of 710 respondents and for various response distribution patterns, at the 95% level of confidence, are shown below:

EXPECTED ERROR RANGE FOR A MARKET SAMPLE OF 710 RESPONDENTS*									
Results About:	10%	20%	30%	40%	50%	60%	70%	80%	90%
Error Range:	± 2.2	± 2.9	± 3.4	± 3.6	± 3.7	± 3.6	± 3.4	± 2.9	± 2.2

* At the 95% level of confidence

In other words, if 40% of all 710 respondents answered "yes" to a particular question, 95 times out of 100 in similar studies, the results to that same item should be between 36% and 44%, or within $\pm 3.6\%$ of the result obtained if every area household were surveyed.

Sample Design

The 33 Lancaster County zips were grouped into eight sub-areas, as shown below:

TABLE 1 DISTRIBUTION OF STUDY SAMPLE						
Area	Zip	Town	# of Surveys	% of Total Sample	# Inside Lincoln	# outside Lincoln
North Central			98	14%		
	68503	Lincoln	21		21	
	68508	Lincoln	19		19	
	68521	Lincoln	58		55	3
North East			66	9%		
	68504	Lincoln	29		29	
	68507	Lincoln	34		34	
	68514	Lincoln	1			1
	68517	Lincoln	2			2
East			92	13%		
	68505	Lincoln	45		45	
	68510	Lincoln	44		44	
	68520	Lincoln	1		1	
	68527	Lincoln	2			2
South			143	20%		
	68502	Lincoln	56		56	
	68506	Lincoln	87		87	
Far South			91	13%		
	68512	Lincoln	19		19	
	68516	Lincoln	63		58	5
	68523	Lincoln	6			6
	68526	Lincoln	3		2	1
West			44	6%		
	68522	Lincoln	24		21	3
	68524	Lincoln	13		11	2
	68528	Lincoln	6		5	1
	68532	Lincoln	1			1
South Lancaster County			111	16%		
	68317	Bennet	28			28
	68339	Denton	10			10
	68358	Firth	15			15
	68368	Hallam	3			3
	68372	Hickman	29			29
	68404	Martell	11			11
	68430	Roca	8			8
	68461	Walton	7			7
North Lancaster County			65	9%		
	68336	Davey	2			2
	68402	Malcolm	18			18
	68428	Raymond	11			11
	68462	Waverly	34			34
TOTAL			710			

The sample was disproportionately designed to result in 500 surveys completed within the Lincoln city limits and 200 within the balance of the county. Slight oversamples (507; 203) were achieved in each area. Of the 203 respondents outside the city limits, forty-two (42) were in "Lincoln" zip codes, but were outside the city limits. The most frequently-named zip codes were 68506, 68516, 68521, and 68502.

Reports Prepared

Lincoln/Lancaster County Planning Department has been provided, under separate cover, a complete set of tabular results including frequencies and percentages by demographic classification. These results will serve as reference material and may be consulted for overall planning purposes. The written analysis prepared and presented herein is based upon both descriptive and inferential statistical analyses of the data and focuses on what Sigma Group determined are the most meaningful findings of the study.

Sample Characteristics

Table 2 presents the demographic information about respondents participating in the study:

TABLE 2 SAMPLE CHARACTERISTICS (n=710)		
	Number of Respondents	Proportion of Sample
<u>Gender</u>		
Male	358	50%
Female	352	50
<u>Age</u>		
18-24	72	10%
25-34	138	19
35-44	152	21
45-54	146	21
55-64	98	14
65-74	63	9
75+	41	6
Average Age		45.9 yrs
<u>Have children under age 18</u>		
Yes	249	35%
No	461	65
<u>Number of people in household</u>		
One	126	18%
Two	290	41
Three	110	15
Four	111	16
Five or more	71	10
Average number in household		2.64

- less than 1% mention

TABLE 2 (Continued)
SAMPLE CHARACTERISTICS
 (n=710)

	Number of Respondents	Proportion of Sample
<u>Residence Type</u>		
Town/City	585	82%
Acreage	85	12
Farm	40	6
<u>Length of Residency</u>		
Less than 1 year	21	3%
1 to 3 years	49	7
3 to 5 years	50	7
5 to 10 years	81	11
10 years or more	509	72
<u>Ethnic Background</u>		
White	680	96%
Other	22	3
Refused	8	1
<u>Annual Household Income</u>		
Under \$15,000	48	7%
\$15,000-\$24,999	68	10
\$25,000-\$34,999	104	15
\$35,000-\$44,999	100	14
\$45,000-\$54,999	104	15
\$55,000-\$74,999	104	15
\$75,000 and over	117	16
Don't know/refused	65	9
Average income		\$47,850

- less than 1% mention

- The sample was nearly evenly split between male and female respondents.
- The average age of respondents was about 46, with one respondent in seven (15%) being over the age of 65, and a tenth (10%) being under 24.
- One in three households (35%) reported having at least one child, under 18, living at home at least six months out of the year.
- The average household comprises 2.64 individuals. Only about one household in five (18%) indicated that they were a "single person" household, with 35% of those over 65 indicating only one person in the household. The plurality of households (41%) reported having two people. Only 10% of households had five or more members.
- More than four-fifths (82%) of Lancaster County residents surveyed lived in a town or city, while one in eight (12%) lived on an acreage and half that number (6%) lived on a farm.
- Nearly three-fourths of respondents (72%) have lived in Lancaster County for more than 10 years. Fully one in ten (10%) reported being new to Lincoln in the last three years.
- Nearly all respondents (96%) were white. Census data available would indicate that this is representative of Lancaster County, in which 93% of individuals are reported to be white. This study included a disproportionately large sample of "non-Lincoln" county residents (97% white), resulting in a slightly higher proportion of white respondents. Residents of Lincoln were, again, only slightly less likely to report being white (95%), with proportions of respondents being about evenly split in terms of reporting that they were Hispanic (n=4), Native American (n=4), Black (n=3), Asian (n=3), other (n=6) or those who refused to respond to that question (n=8).
- About one in six Lancaster County residents reported annual household incomes of less than \$25,000 (17%), with a similar number reporting an income of \$75,000 or more (16%). The average household income was \$47,850.

- After the survey was already started, it was determined that it would be useful to add a question regarding where Lancaster County residents worked. Since 200 surveys had been completed when this item was inserted, only 510 respondents answered the question of how many members of their household worked in each of four locations. More than eight in ten reported that at least one person worked in Lincoln (82%), with only five percent (5%) indicating that one household member worked in Omaha, one percent (1%) in Beatrice, and ten percent (10%) in any other Nebraska community.

	Total (n=510)	Lincoln (n=366)	County (n=144)
Household members work in Lincoln			
None	18%	15%	26%
One or more	82	85	74
Household members work in Omaha			
None	95%	96%	94%
One or more	5	4	6
Household members work in Beatrice			
None	98%	99%	98%
One or more	2	1	2
Household members work in other Nebraska community			
None	90%	95%	77%
One or more	10	5	23

Note, partial sample. Question was added after survey was in process.

- Most of those reporting that household members work in communities other than Lincoln, Omaha, or Beatrice, are, obviously, residents of rural Lancaster communities who also work in or near those communities.

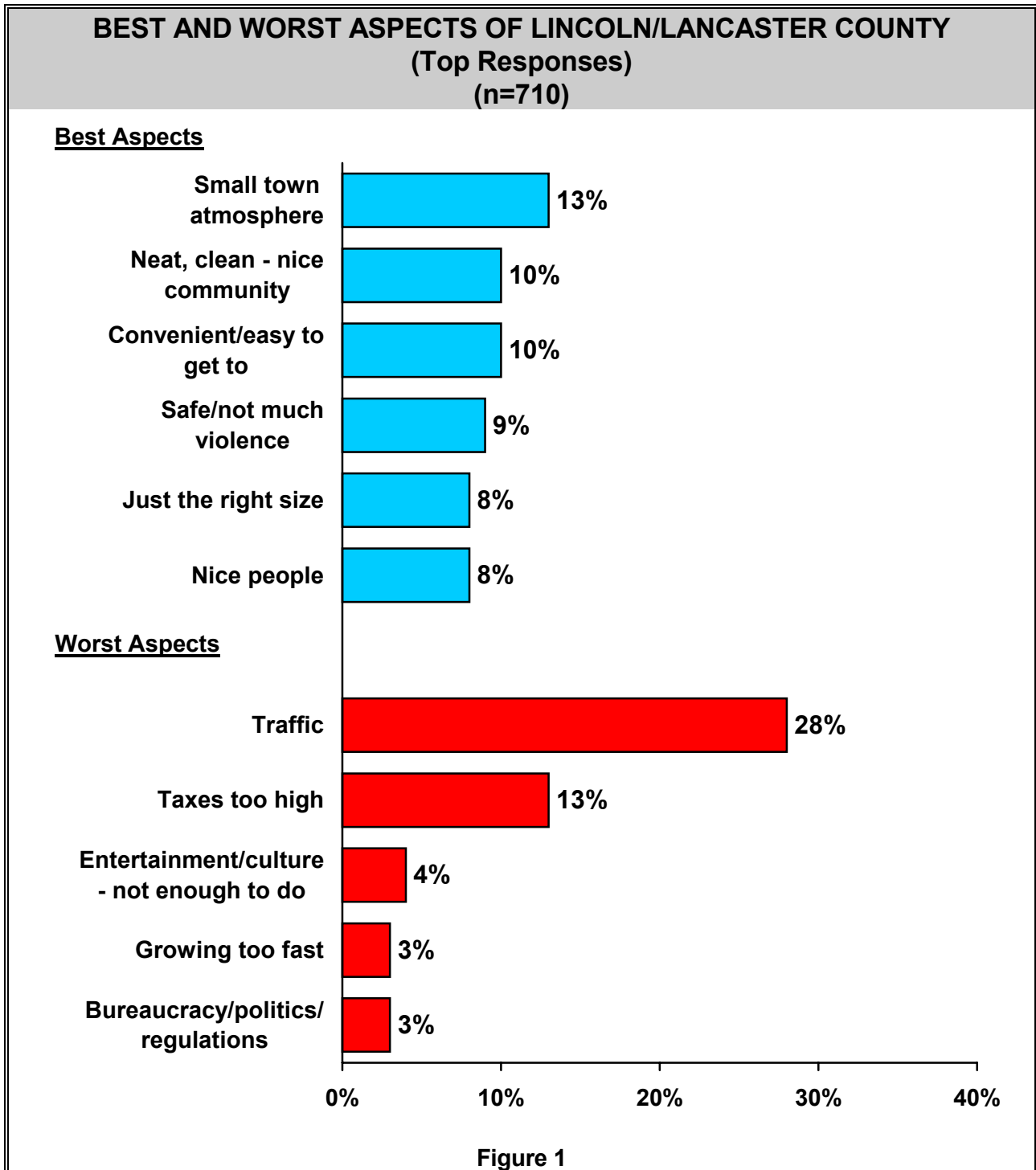
**SECTION II
LIKES AND DISLIKES ABOUT LIVING IN
LINCOLN AND LANCASTER COUNTY**

Respondents were asked the following questions at the outset of the survey:

"First, all things considered, what one thing do you like best about living (in Lincoln/in Lancaster County)?"

and

"What don't you like about living (in Lincoln/in your community) or what is most frustrating to you about living (in Lincoln/in Lancaster County)?"



Tables 3 and 4 provide slightly more detail on the best and worst aspects of living in the Lincoln area, as perceived by county residents.

TABLE 3 BEST ASPECTS OF LINCOLN/LANCASTER COUNTY			
	Total (n=710)	Lincoln (n=507)	County (n=203)
Small town atmosphere	13%	14%	11%
Neat, clean - nice community	10	12	5
Convenient/easy to get to	10	9	13
Safe/not much violence	9	10	5
Just the right size	8	10	3
Nice people (pleasant, friendly)	8	10	4
Schools	3	4	1
Peaceful/quiet	3	2	7
Family is here/grew up here	3	3	2
Entertainment/culture - enough to do	2	2	2
Family oriented/good place to raise kids	2	2	1
Neighborhood/my neighbors	2	1	2
Close to Lincoln	2	-	5
Other	15	14	18
Don't know/nothing	8	6	14
Everything	2	2	3

- less than 1% mention

- A variety of responses were mentioned, most appropriately summarized as being a very livable community - having a small town atmosphere, being neat, clean, and nice, with an ease or convenience of getting to places, and a good degree of safety.
- Possibly the most meaningful finding is that only one respondent in twelve (8%) couldn't name a most positive aspect of living in the county.

**TABLE 4
WORST ASPECTS OF LINCOLN/LANCASTER COUNTY**

	Total (n=710)	Lincoln (n=507)	County (n=203)
Traffic	28%	33%	14%
Taxes too high	13	8	26
Entertainment/culture - not enough to do	4	5	-
Growing too fast	3	2	5
Bureaucracy/politics/regulations	3	2	4
Road construction	2	3	-
Weather/bugs	2	2	1
People (rude, unfriendly)	1	2	-
Too much violence, gangs	1	2	-
Things are too spread out, hard to get to, too big	1	1	1
Drivers poor, run red lights	1	2	-
Schools	1	1	1
Street signage, stop lights, turn signals, one way streets	1	1	-
County roads, unpaved roads	1	-	3
Other	20	20	19
Don't know	3	2	5
Nothing	14	13	18
Streets/Highways/Traffic (total responses)	35	39	25

- less than 1% mention

- On the negative side of the general opinion of Lincoln and Lancaster County, three meaningful responses emerge:
 - Traffic frustrations and other aspects of driving (35%)
 - Nothing/don't know (17%)
 - Taxes (13%).

**SECTION III
PUBLIC PERCEPTIONS OF EXISTING
GROWTH AND DEVELOPMENT CONDITIONS
IN LINCOLN & LANCASTER COUNTY**

All respondents were asked:

"I'm going to read you a series of statements about Lincoln and Lancaster County today. For each statement, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree with that statement."

**TABLE 5A
PUBLIC PERCEPTIONS OF EXISTING CHARACTERISTICS
OF LINCOLN AND LANCASTER COUNTY
(n=710)**

	Percent Response					Mean Rating
	Strongly Disagree	Mostly Disagree	Mostly Agree	Strongly Agree	Don't Know	
There are plenty of housing choices in Lincoln and Lancaster County in terms of type and size	4%	9%	52%	31%	4%	3.15
There are plenty of housing choices in Lincoln and Lancaster County in your price range	11	14	47	22	7	2.85
Downtown Lincoln is attractive, and presents a good image of our community	8	22	51	17	2	2.79
Lincoln is developed in a way that makes good use of the land that is available	9	18	59	12	3	2.76
Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping and architecture	7	29	42	19	2	2.74
Lincoln and Lancaster County allow too much development of <u>new</u> commercial and retail areas, rather than using or renovating <u>existing</u> space	9	34	33	20	4	2.67
Lincoln is developed in a planned and organized way	13	23	51	11	3	2.62
Lincoln is growing too fast	14	37	24	22	2	2.55
The streets in Lincoln are adequate for carrying the volume of traffic we have	42	31	22	4	1	1.88

Scale: 4=strongly agree-1=strongly disagree

- Area residents were most likely to agree that there are plenty of housing choices available in Lincoln and Lancaster County, both in terms of a wide range of type and size (3.15; 83% strongly or most agree) or in their price range (2.85; 69% strongly or mostly agree).
- For each of the nine statements, a majority gave one of the mid-scale responses of mostly agree or mostly disagree. The highest percentage observed in one of the more extreme ("strongly") response positions was on the adequacy of the streets in Lincoln for carrying the existing traffic volume (42% strongly disagree).
- Area residents were more likely to agree, than disagree, with seven of the nine statements. Area residents were split on the issue of whether Lincoln was growing too fast. Respondents were more likely to disagree than agree that the streets were adequate for existing traffic.
- Respondents who lived on farms were more likely than those living in towns or on acreages to agree that Lincoln is growing too fast, and that too much new development is allowed, rather than renovation of existing space. They were less likely to agree that good use is made of the land, that Lincoln is growing in a planned and organized manner, and that that they have housing choices in their price range.
- One of the items that showed a good deal of variation in agreement levels according to the geographic location of the respondent was the item regarding the streets being adequate for the traffic volume. The mean ratings by geographic location are shown below. Respondents in the North East area and those in the Far South area gave the lowest ratings of the adequacy of streets.

	Mean Rating
Total	1.88
North Lancaster	2.11
North Central	2.04
South	2.01
West	1.91
South Lancaster	1.83
East	1.76
Far South	1.67
North East	1.62

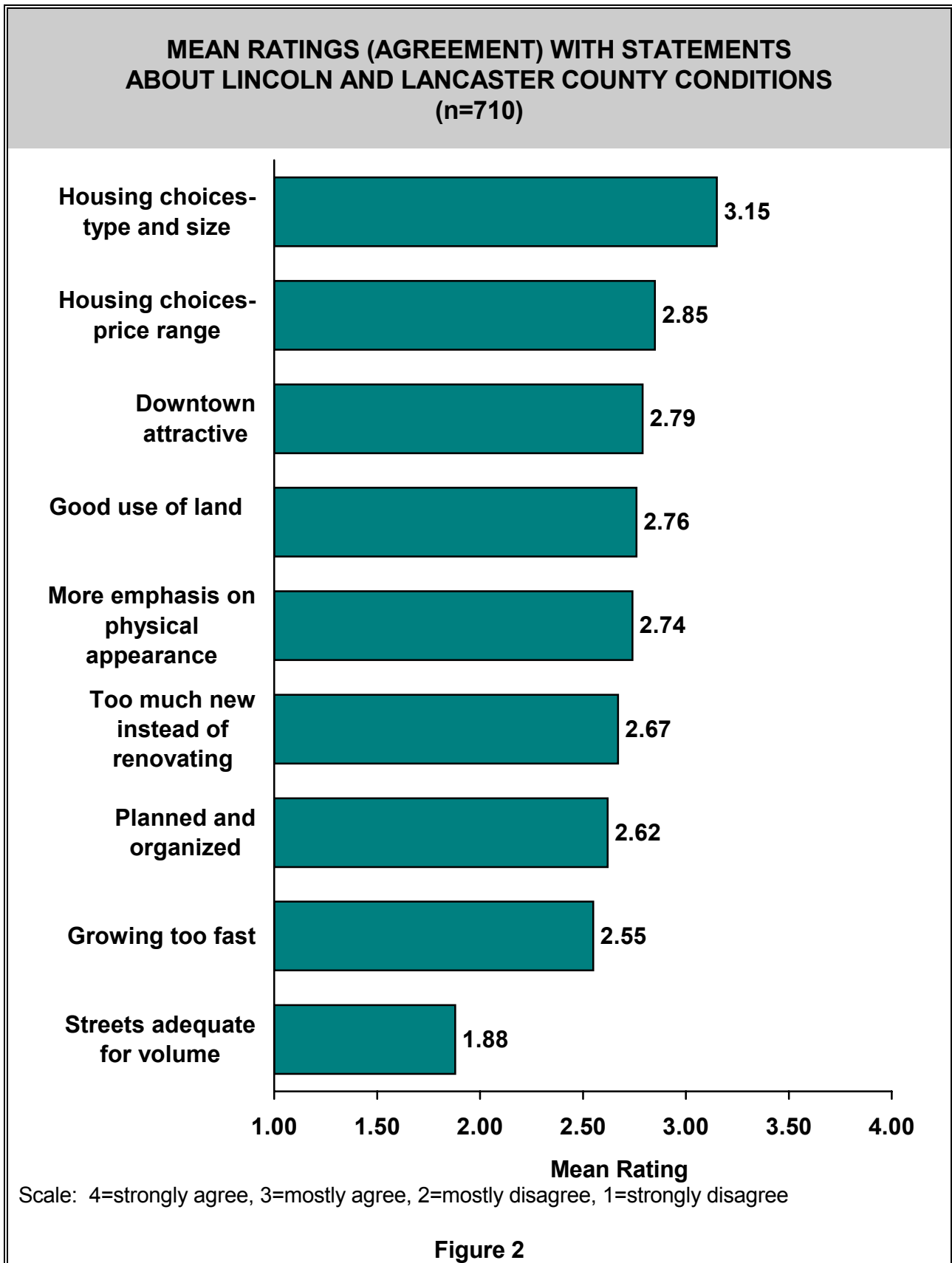
- Table 5B on the next page examines these results for Lincoln residents, compared to those in the balance of the county.

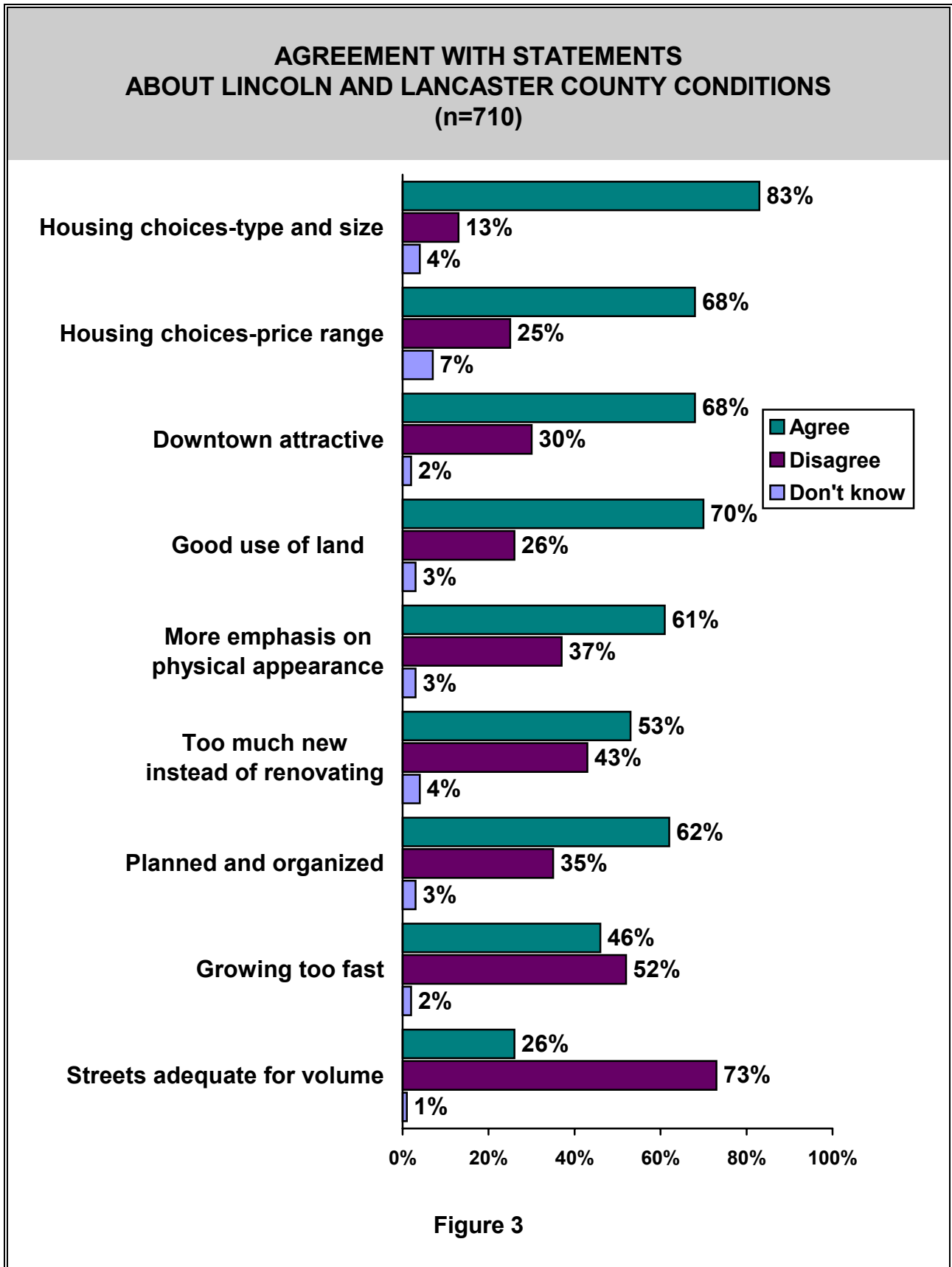
**TABLE 5B
PUBLIC PERCEPTIONS OF EXISTING CHARACTERISTICS
OF LINCOLN AND LANCASTER COUNTY
(LINCOLN RESIDENTS/COUNTY RESIDENTS)**

	Total (n=710)	Lincoln (n=507)	County (n=203)
There are plenty of housing choices in Lincoln and Lancaster County in terms of type and size	3.15	3.12	3.22
There are plenty of housing choices in Lincoln and Lancaster County in your price range	2.85	2.83	2.88
Downtown Lincoln is attractive, and presents a good image of our community	2.79	2.76	2.84
Lincoln is developed in a way that makes good use of the land that is available	2.76	2.80	2.65
Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping and architecture	2.74	2.80	2.61
Lincoln and Lancaster County allow too much development of <u>new</u> commercial and retail areas, rather than using or renovating <u>existing</u> space	2.67	2.63	2.75
Lincoln is developed in a planned and organized way	2.62	2.65	2.53
Lincoln is growing too fast	2.55	2.47	2.74
The streets in Lincoln are adequate for carrying the volume of traffic we have	1.88	1.87	1.91

- Respondents inside the city limits of Lincoln were significantly more likely than those outside the city limits to agree that good use is made of the land, and that more emphasis should be placed on the physical appearance of Lincoln. Respondents outside the city limits were significantly more likely to agree that Lincoln is growing too fast. On the remaining issues, respondents showed similar responses.
- City residents were also somewhat more likely to agree that Lincoln is developed in a planned and organized way, but less likely than residents outside of Lincoln to agree that too much development of new commercial and retail areas is allowed, rather than using or renovating existing space.

Figures 2 and 3 provide additional examination of these items:





- It should be noted that two of the items examined in this section are negatively-worded, in contrast to the positive wording of the other seven items. Respondents were less prone to agree with these negatively-worded statements (Lincoln is growing too fast; ... too much development of new....) which is good. A higher percentage of residents disagreed that "Lincoln is growing too fast" than agreed. However, the "mean" level of agreement on that item is still on the "agree" side of the 2.50 mid-point on the 4.0 scale. This is due to the fact that a higher number of those in agreement with that notion indicated having strong feelings on that issue ("strongly" agree), while those who disagreed were more moderate in their opinion ("mostly" disagree).
- Undoubtedly, these results indicated that the adequacy of streets for the existing traffic flow in Lincoln is a widely-perceived concern among county residents, especially those in the Far South and North East area, among males, and among those between ages 35 and 65.
- Apparently, there is an adequate supply and mix of housing alternatives in the area.

**SECTION IV
PREFERENCES OF AREA RESPONDENTS ON
KEY TRADEOFF ISSUES**

Next, Lincoln and Lancaster County residents were asked:

"Next, I'm going to ask you to decide between issues that are tradeoffs. Please think about which view BEST fits your opinion, and tell me Yes or No to each statement."

TABLE 6 VIEWPOINTS ON SEVERAL TOUGH CHOICE ISSUES AMONG RESIDENTS OF LINCOLN AND THE COUNTY			
	% Responding "Yes"		
	Total (n=710)	Lincoln (n=507)	County (n=203)
Should natural resources such as native prairies, wetlands, and trees be preserved, even if it meant public funds would be used to buy the land or development rights?	76%	75%	78%
Should efforts be made to preserve floodplain areas from being developed, even if it meant public funds would be used to buy the land or development rights?	60	58	64
Should we significantly expand the flood protection drainage system, even if that added a fee of three or four dollars a month to your utility bills?	58	59	58
Should the city preserve the character of older neighborhoods, rather than widen roads for traffic flow?	53	53	51
Should <u>more</u> public funds be used to build streets and utilities for new developing areas, even if <u>less</u> money would be available to maintain streets and utilities in older neighborhoods?	18	19	17
Should the city allow development in an area, even if it impacts important natural resources?	13	13	13

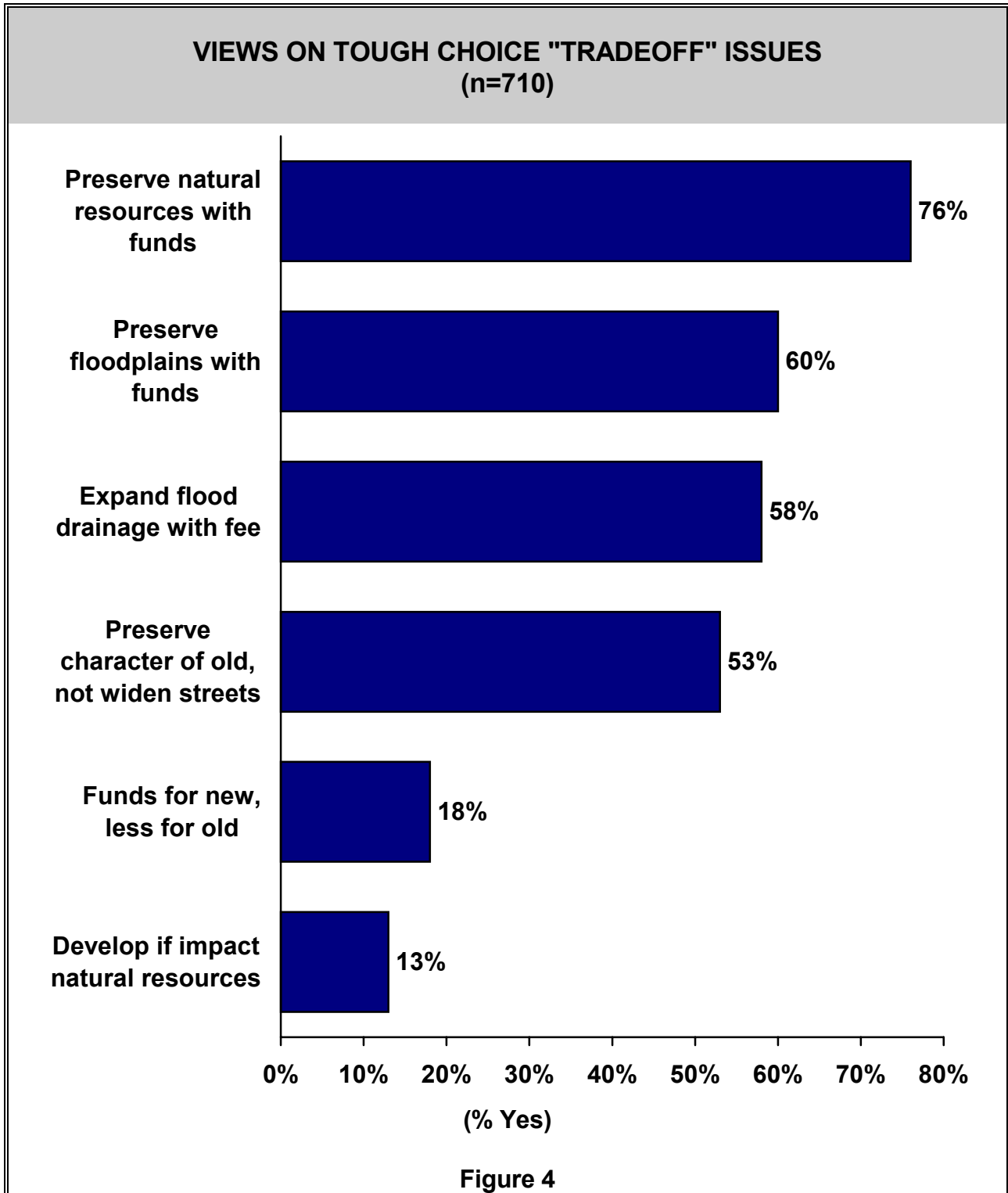
- The results to these six "tradeoff" questions reveal an environmentally-minded populace with a slight tendency to prefer the preservation of older neighborhoods over further development or street construction.
- Somewhat surprisingly, there were no substantial patterns of response by age category. Females did give slightly more environmentally-minded and "preservationist" responses than did males on each of the six items.

Table 7 provides an examination of these items by geographic location of the respondent. Figure 4 provides a graphic depiction of the results.

TABLE 7 RESIDENTS' VIEWPOINTS ON SEVERAL TOUGH CHOICE ISSUES BY GEOGRAPHIC AREA (% Yes)									
	Total (n=710)	NC (n=98)	NE (n=66)	East (n=92)	South (n=143)	Far South (n=91)	West (n=44)	South Lanc (n=111)	North Lanc (n=65)
Preserve natural resources with funds	76%	79%	80%	73%	76%	71%	73%	74%	71%
Preserve floodplains with funds	60	55	58	68	55	56	68	61	62
Expand flood drainage with fee	58	63	56	60	57	58	64	54	54
Preserve character of old, rather than widen streets	53	61	53	46	62	40	52	51	48
Funds for new, less for old	18	15	17	20	15	25	23	18	14
Develop if impact natural resources	13	14	11	9	8	22	14	16	14

Note: Caution should be exercised in generalizing findings based on small subsamples of respondents.

- Responses were actually fairly consistent on most items across the various zip code areas. The most notable exceptions were observed on the tradeoff between preserving old neighborhoods and widening streets, with respondents in the Far South (40%) and East (46%) being substantially less likely to favor preservation than were those in the older neighborhoods in the South (62%) and North Central (61%) areas.
- Residents in the Far South (25%) and West (23%) were also more likely to support spending more on developing new neighborhoods, even if that left less money for older areas, than were residents of North Lancaster County (14%), the North Central area (15%) or the South (15%).



- Again, a strong majority favored preserving natural resources, even if public funds have to be used to buy land. Only one in eight favored development in areas that might impact natural resources.

**SECTION V
IMPORTANCE OF VARIOUS PLANNING
OBJECTIVES AND PRIORITIES**

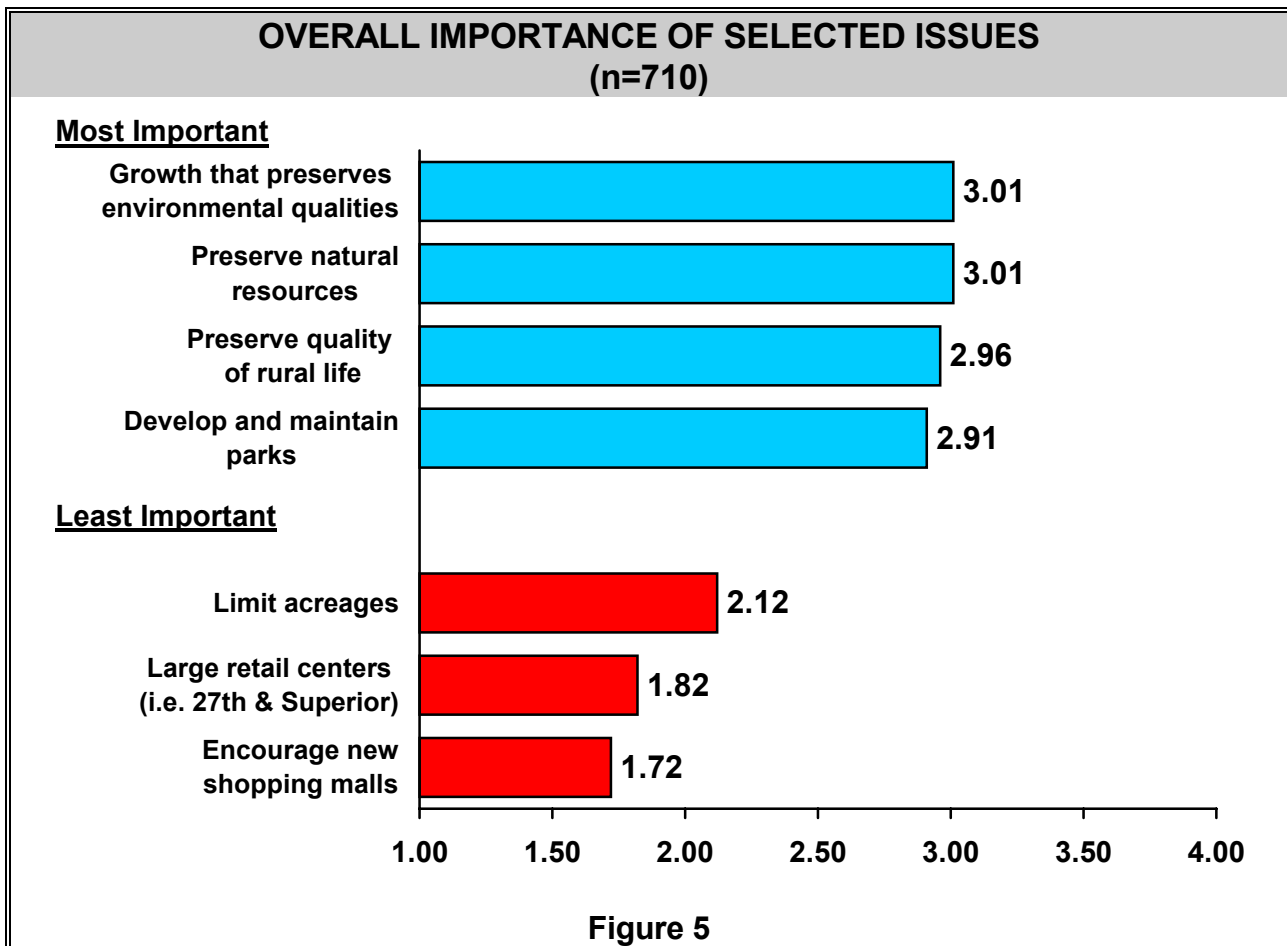
Lincoln and Lancaster County residents were asked their opinion of the importance of 22 planning objectives or priorities for the city and county:

"As the City and County plan for our future, they must identify several areas that are most important to put time, money, and energy into. Now please tell me whether you think each issue is extremely important, very important, somewhat important, or not really that important as a priority for the future of Lincoln and Lancaster County. How about (objective)? Is that extremely important, very important, somewhat important, or not important to you?"

The 22 objectives were grouped into four major topic areas:

- **Commercial and Retail Development**
- **Natural Resources/Environmental Protection**
- **Managing Growth**
- **Transportation**

Statements were shortened in order to fit into the graphic report format. Full item wordings can be seen in the survey at the back of this report, in Question 5. Overall, the items that were rated as most important, and those rated as least important, are summarized below. A more detailed analysis of responses is presented on the following pages.



- Clearly, the environmental protection orientation of Lincoln and Lancaster County residents continued to be evident. The following four stated objectives were accorded the greatest degree of importance by respondents:
 - *Plan for urban development and growth in a way that preserves the natural environmental qualities of the county.*
 - *Maintain and preserve existing wetlands, streams, trees, wildlife habitat and other natural resources.*
 - *Preserve the quality of rural life and highly productive agricultural land in Lancaster County.*
 - *Develop and maintain a system of parks and recreational facilities across the city.*

- The least amount of importance was given to the following three stated objectives:
 - *Limit the further development of acreages in rural Lancaster County.*
 - *Encourage the development of additional large retail centers, with areas for separate stores, similar to the one at north 27th and Superior Street.*
 - *Encourage the development of additional shopping malls, similar to the ones at Gateway or South Pointe.*

- Figures 6 through 9 examine the responses of the general public to the 22 objective statements, by topical category. Table 8 examines the results for residents inside and outside of Lincoln.

- The complete wordings of each item, by topical category, are presented below.

Commercial and Retail Development

- *Encourage the development of additional large retail centers, with areas for separate stores, similar to the one at north 27th and Superior Street.*
- *Encourage the development of additional shopping malls, similar to the ones at Gateway or South Pointe.*
- *Encourage the development or renovation of retail areas in older neighborhoods*
- *Encourage the development of retail areas that are considerate to existing area homeowners in terms of noise, lighting, and traffic*
- *Encourage smaller neighborhood retail areas that are close to new neighborhoods.*

Managing Growth

- *Encourage the development of a high-tech or communication infrastructure for Lincoln, in terms of internet and cable services.*
- *Plan for urban development and growth in a way that preserves the natural environmental qualities of the county.*
- *Encourage development that preserves the character of existing older neighborhoods.*

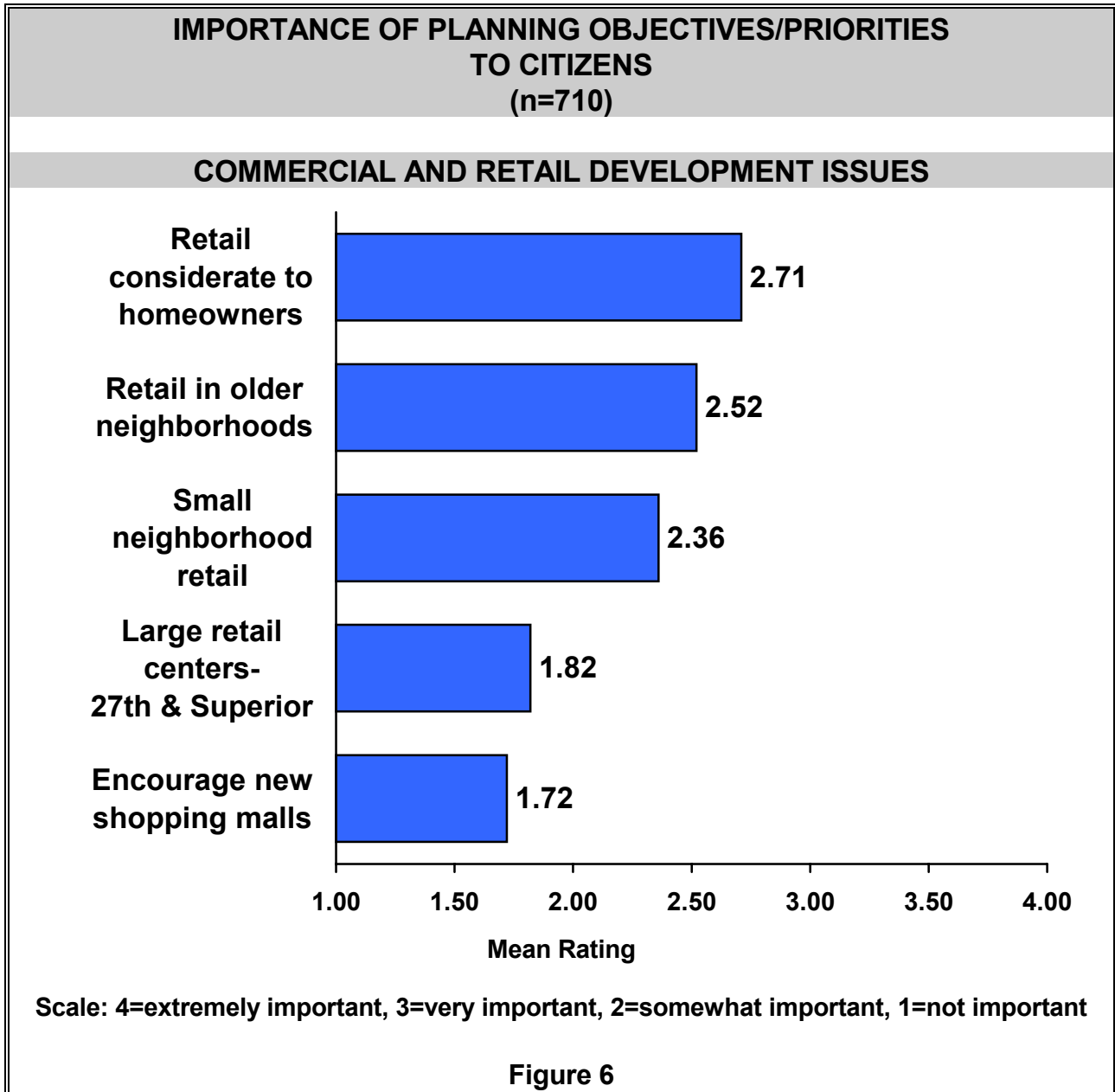
- *Preserve the character and unique historical and architectural features of rural and urban neighborhoods.*
- *Protect and improve the appearance of major entrances into Lincoln.*
- *Preserve the quality of rural life and highly productive agricultural land in Lancaster County.*
- *Limit the further development of acreages in rural Lancaster County.*
- *Encourage new offices, entertainment and businesses in Downtown Lincoln.*

Natural Resources and Environmental Protection

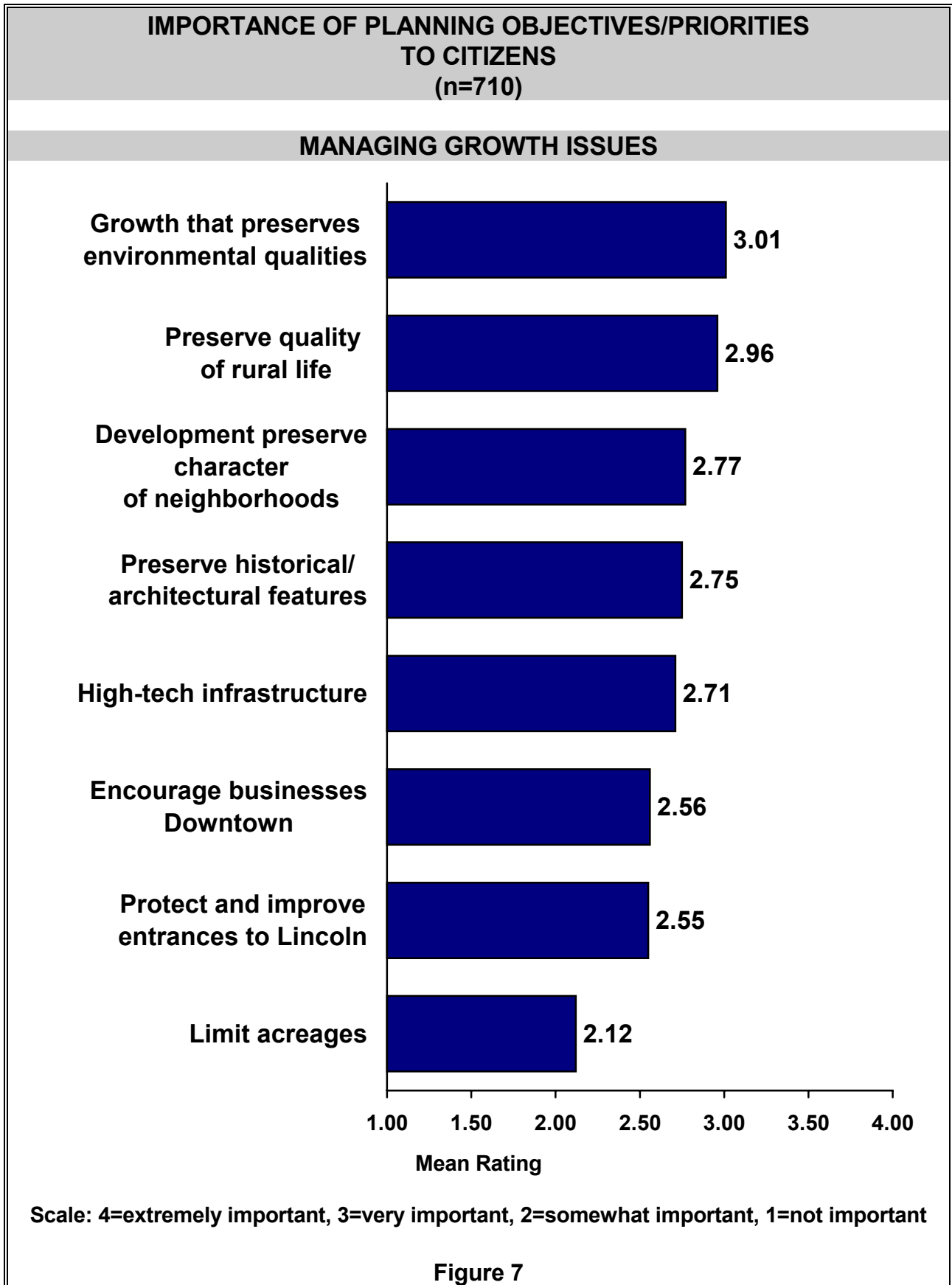
- *Maintain and preserve existing wetlands, streams, trees, wildlife habitat and other natural resources.*
- *Develop and maintain a system of parks and recreational facilities across the city.*

Transportation

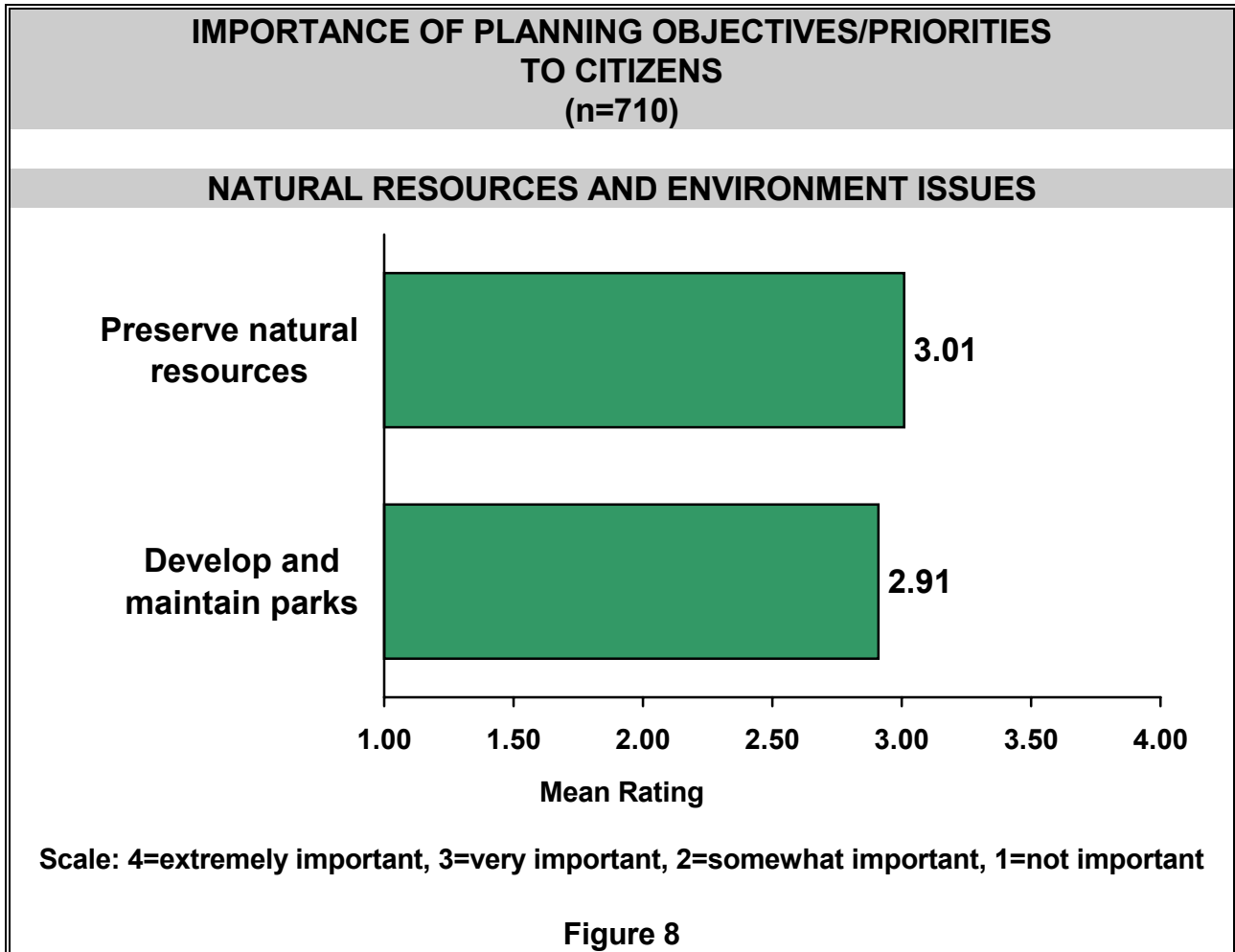
- *Plan and develop county roads to serve the needs of rural residents.*
- *Plan and develop highways or beltways for traffic around the city of Lincoln.*
- *Widen existing roads to provide better traffic flow going across Lincoln in the East-West direction.*
- *Widen existing roads to provide better traffic flow going across Lincoln in the North-South direction.*
- *Encourage carpooling, walking biking, bus or other alternatives to single-person car trips.*
- *Encourage the development of better or expanded airline service in Lincoln.*
- *Continue the further development of a system of bike and walking trails.*



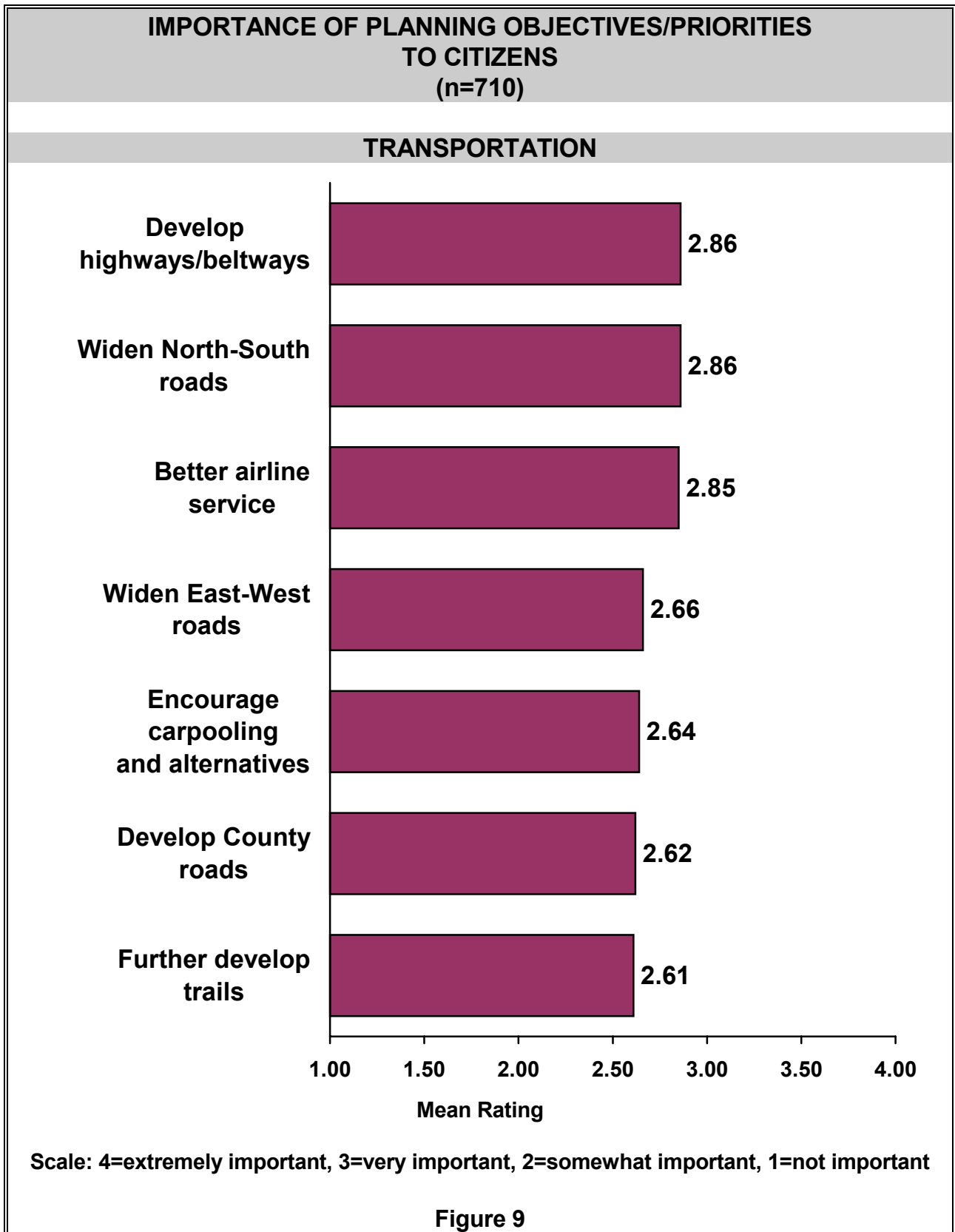
- Besides encouraging the development of retail areas that are considerate of existing homeowners, Lancaster County residents place little importance on commercial and retail development as priorities for the city of Lincoln.
- Four out of five residents said it was only somewhat important (34%) or not important (49%) to develop new shopping malls.
- A similar number said it was only somewhat (39%) or not (39%) important to develop retail centers with separate stores, like the one at 27th and Superior.
- As was true with all items reported in this study report, more demographic detail on the response patterns is available in the tabular results.



- Three out of four residents indicated that it was extremely (30%) or very (43)% important that the City and County plan for urban development and growth in a way that preserves the natural environmental qualities of the county.
- Virtually the same proportion of people felt that it was an extremely (29%) or very (43%) important priority to preserve the quality of rural life and highly productive agricultural land in Lancaster County. Those living outside the city limits of Lincoln were even more likely to give those responses (38% extremely important, 45% very important).
- More than half of area respondents also said that it was extremely important or very important to encourage development that preserves the character of existing older neighborhoods (21%; 40%), the character of unique historical and architectural features of rural and urban neighborhoods (22%; 38%), to encourage the development of a high-tech or communication infrastructure (22%; 37%), that encourages growth and development in Downtown Lincoln (18%; 36%) and to protect and improve the entrances into Lincoln (15%; 36%).
- Less than one in three felt it was extremely (14%) or very (17%) important to limit the further development of acreages in rural Lancaster county.
- A quarter of Lincoln residents placed importance on limiting acreages in rural Lancaster County (10%; 15%), compared to two out of five in the balance of the county (22%; 22%).



- Two of the four most important priorities, in the minds of Lancaster County residents, dealt almost exclusively with preserving natural resources (wetlands, streams, wildlife habitat and other natural resources) and developing parks and recreational facilities across the city.
- More than seven respondents in ten found these to be extremely (31% on preserving resources, 25% on parks) or very important (42%; 46%).



- For each of the seven planning objectives pertaining to transportation issues, at least half of area residents said that the issue was an extremely or very important priority for the future.
- Developing highways or beltways (29% "extremely"; 37% "very"), widening roads in the North-South direction (30%; 35%), and encouraging the development of better or expanded airline service (29%; 34%) were given somewhat more importance than the other transportation issues.
- Residents outside of Lincoln were significantly more likely to say that it was extremely (27%) or very (46%) important to plan and develop county roads than were Lincolnites (10%; 37%). Those on farms (25%; 48%) and acreages (25%; 39%), as would be reasonable, also placed greater importance on county roads.
- There were no substantial differences by respondent location in the perceived importance of the need to encourage carpooling, walking, biking, bus or other alternatives to single person car trips.
- In terms of the need for better or expanded airline service, there were observable trends by income (perceived importance increased with income) and by age (those over 45 placed more importance on expanding airline service than did those under 45).
- The further development of a system of bike and walking trails was also accorded greater importance by Lincoln residents, those in the South, North Central, and West areas of Lincoln, by females, and by those under age 45. There were no observable differences by income levels.

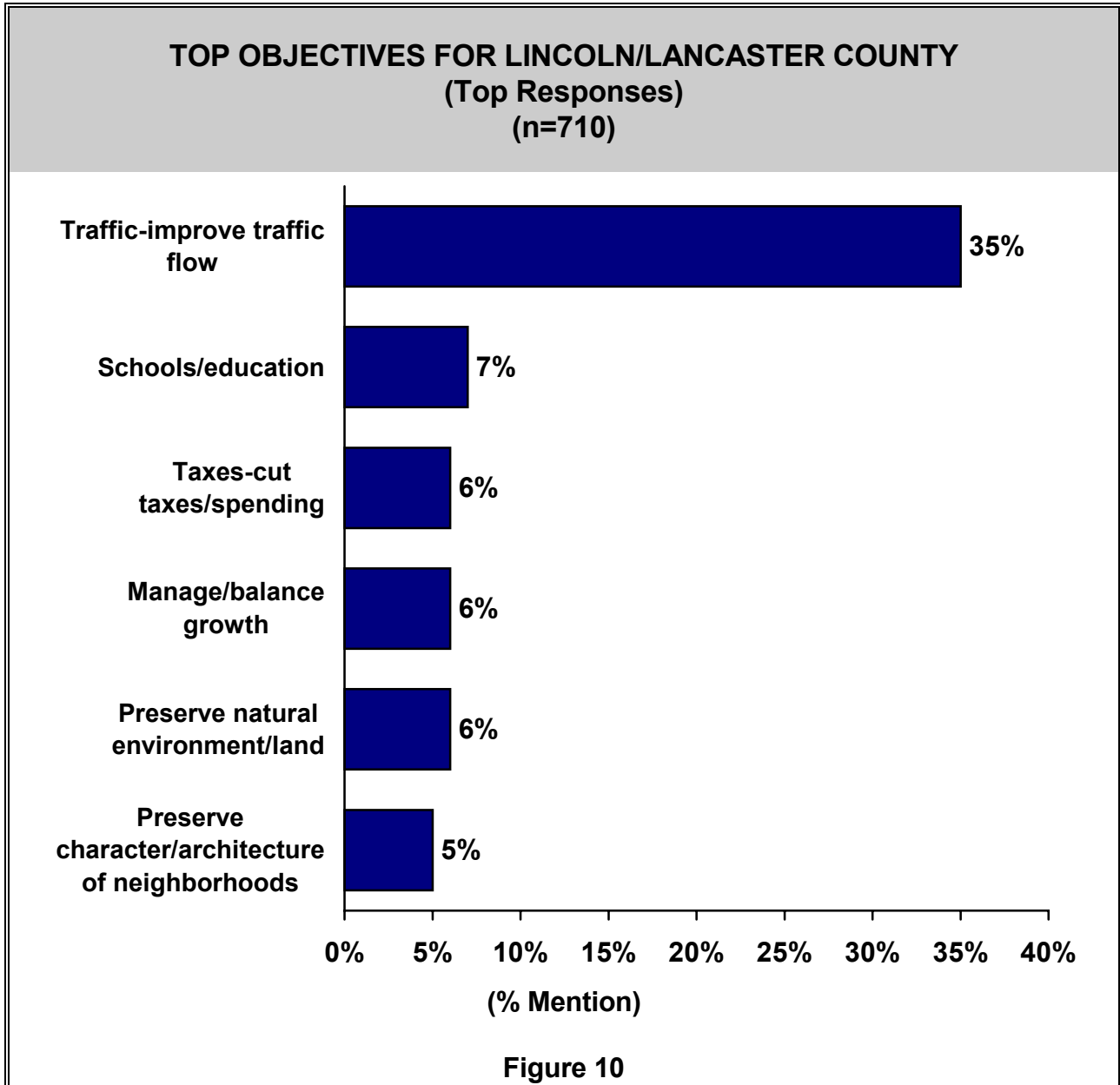
TABLE 8
**IMPORTANCE OF PLANNING OBJECTIVES/
 PRIORITIES TO CITIZENS**
(LINCOLN RESIDENTS/COUNTY RESIDENTS)

	Total (n=710)	Lincoln (n=507)	County (n=203)
Growth that preserves environmental qualities	3.01	2.98	3.09
Preserve natural resources	3.01	2.98	3.07
Preserve quality of rural life	2.96	2.86	3.21
Develop and maintain parks	2.91	2.92	2.90
Develop highways and beltways	2.86	2.92	2.72
Widen roads - North/South	2.86	2.86	2.88
Better/expanded airline service	2.85	2.89	2.74
Preserve character of older neighborhoods	2.77	2.78	2.73
Preserve historical/architectural features	2.75	2.72	2.84
Encourage retail that is considerate to homeowners	2.71	2.72	2.69
Encourage high-tech/communications infrastructure	2.71	2.77	2.57
Widen roads - East/West	2.66	2.67	2.64
Encourage carpooling, etc. alternatives	2.64	2.69	2.54
Develop county roads to serve rural residents	2.62	2.49	2.95
Further development of bike/walking trails	2.61	2.70	2.38
Encourage new offices, entertainment, and businesses downtown	2.56	2.62	2.41
Protect/improve appearance of major entrances to Lincoln	2.55	2.58	2.47
Renovate retail areas in older neighborhoods	2.52	2.52	2.51
Encourage smaller retail in new neighborhoods	2.36	2.40	2.27
Limit acreages	2.12	2.02	2.36
Encourage large retail centers (i.e. 27th and Superior)	1.82	1.81	1.83
Encourage new shopping malls	1.72	1.73	1.69

- On nine of the 22 objectives read to respondents, the difference in the average (mean) response was .15 or greater, when comparing the results obtained from residents of Lincoln to those in the rest of Lancaster County.
- County residents placed significantly greater importance on developing county roads, preserving the quality of rural life, and limiting the further development of acreages than did those in Lincoln. Lincolnites placed much more importance, than did county residents, on the further development of bike and walking trails and on encouraging further development of businesses in the downtown area.

Following the importance ratings of the 22 proposed planning objectives, respondents were asked:

"Now overall, what one goal or objective would you consider to be the most important for Lincoln and Lancaster County elected officials to put primary emphasis on in the next three to five years? This may include issues we've discussed, or an issue that we have not yet covered. "



- Table 9 on the following page provides more detail on the public perceptions of the most critical objectives facing Lincoln and Lancaster County in the next three to five years.

**TABLE 9
MOST IMPORTANT OBJECTIVE FOR LINCOLN/LANCASTER COUNTY**

	Total (n=710)	Lincoln (n=507)	County (n=203)
Traffic and roads			
Traffic-improve traffic flow (in general)	14%	16%	9%
Traffic - highways or beltways around Lincoln	6	5	8
Traffic - widen roads for better flow going North-South	5	5	5
Traffic - widen roads for better flow going East-West	3	4	1
Roads - better roads, road repairs	3	2	4
Roads - widen roads (all)	2	1	4
Roads - improve traffic signals, turn lanes	1	1	1
Roads - county roads, improve gravel roads	1	-	2
Schools and Taxes			
Schools/education	7	7	6
Taxes- cut taxes/spending	6	5	8
Use tax dollars more wisely	1	2	1
Manage/balance growth			
Growth - controlled growth/slowed growth/limit	3	2	4
Growth - better planning for growth	2	2	1
Growth - balance growth/direction of growth	1	1	1
Preserve natural environment/land			
Preserve wetlands, streams, trees, natural resources	3	3	4
Development - preserve natural environmental qualities	2	2	1
Preserve the quality of rural life, agricultural land	1	1	3
Preserve character/architecture of neighborhoods			
Development-preserve character of existing neighborhoods	3	4	-
Development - preserve character/unique historical, architectural features of neighborhoods	2	2	3
Economic/business development			
Downtown Lincoln - encourage offices, entertainment, businesses	2	2	1
Activities/recreation - provide more	1	2	-
Employers - encourage more employers to stay/move here	1	1	2
Airline service in Lincoln - expand	1	2	-
High tech or communication infrastructure	1	1	-
Growth - continue growth	1	1	-
Commercial development/more industry	1	-	1
Other top issues			
Crime - reduce crime/improve law enforcement	2	2	2
Planning - communicate better, more community input	1	1	1
Politicians - tell the truth/be honest	1	1	1
Parks and recreational facilities - develop more	1	1	1

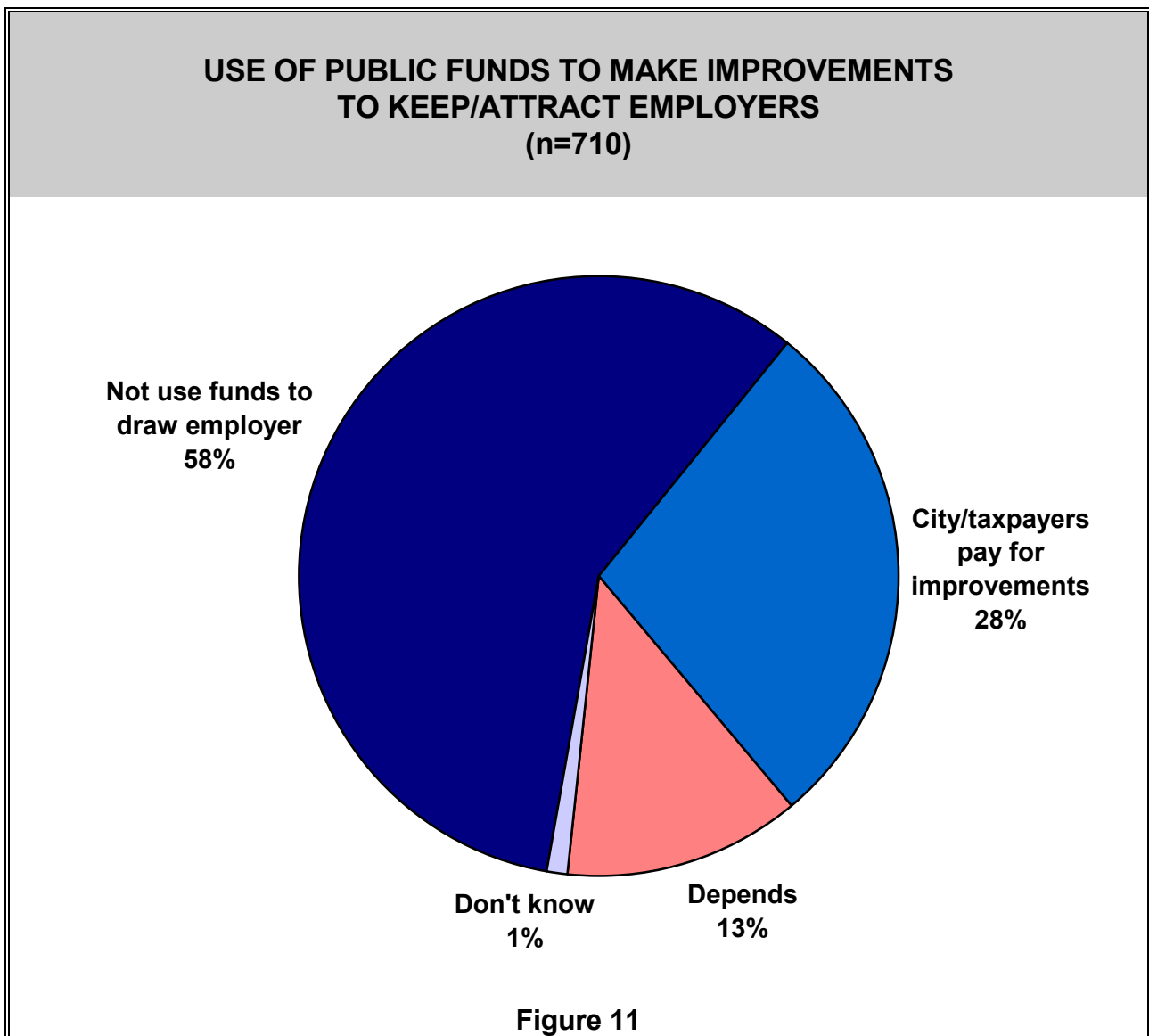
- less than 1% mention

- One in twelve (8%) said they did not know what the most important objective is, or that they could think of nothing. The remaining 17% of the sample, not reflected in Table 9, gave responses that were each named by fewer than one percent of respondents. This list of anecdotal responses can be viewed in the tabular results to Question 6, under separate cover.
- Consistent with the responses to the most negative or frustrating aspect of living in Lincoln and Lancaster County, the overwhelming plurality of respondents named something to do with traffic or roads as the most important goal or objective to put primary emphasis on in the next three to five years.
- Responses pertaining to maintaining good schools (7%) and reducing taxes or using tax dollars wisely (7%) were the only other objectives named by more than five percent of respondents.
- It should be noted that a greater proportion of respondents inside the city limits and particularly in the remainder of the county named preservation and controlled growth issues, rather than encouragement of new development.

**SECTION VI
SUPPORT FOR INVESTING PUBLIC FUNDS
IN DEVELOPMENTS NEEDED
TO KEEP/ATTRACT LARGE EMPLOYERS**

Respondents were asked:

"If a large employer was looking at Lincoln as one of several cities to expand into or to stay in, but it would cost several million dollars to make specific improvements or developments needed by the company, would you favor having public funds pay for those improvements, or would you prefer that tax funds are not used to get that major employer to come to or stay in Lincoln?"



- Nearly three out of five respondents preferred that public funds not be used to make developments or improvements that may be needed to attract or retain a larger employer in the county.

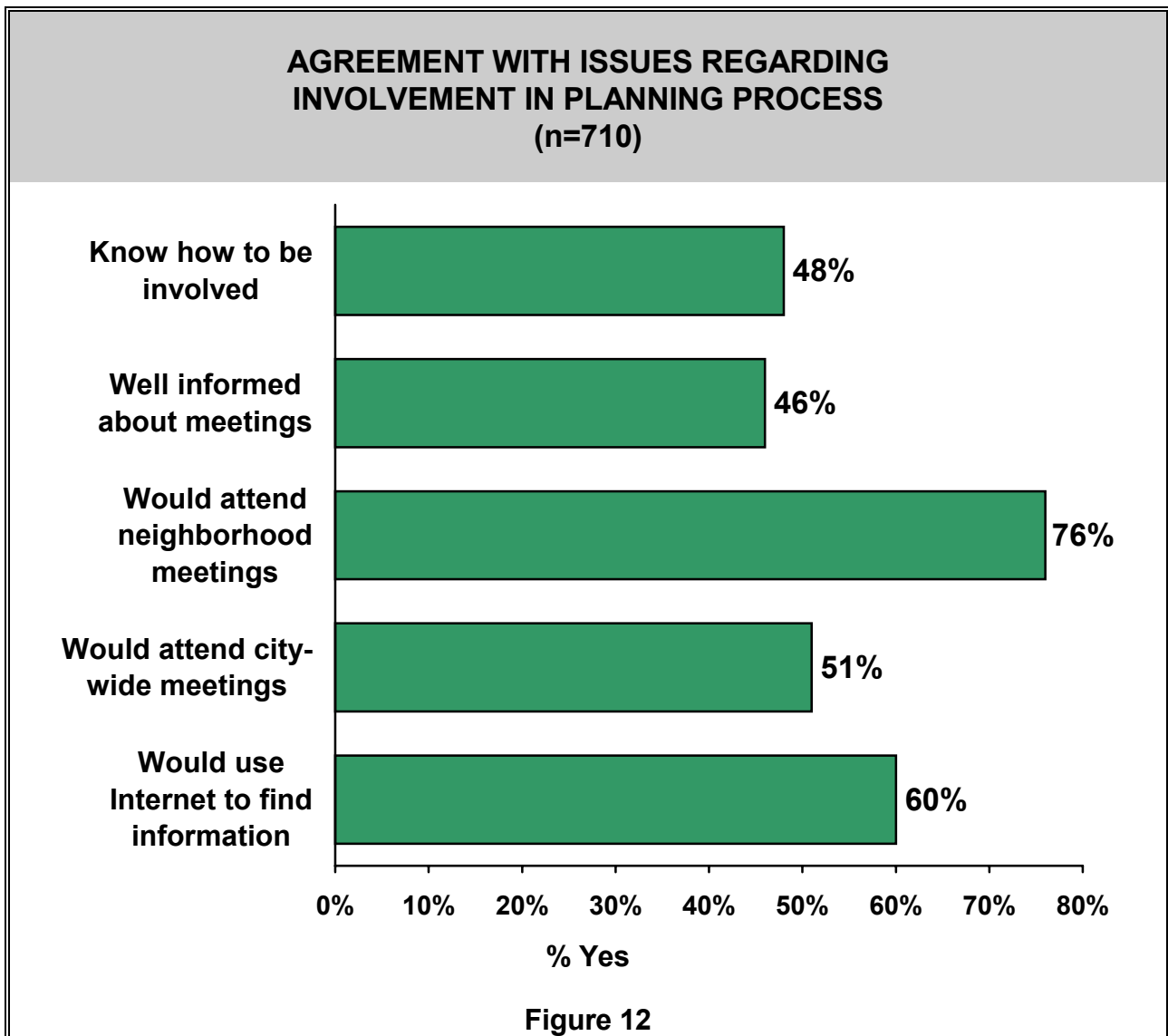
- Males (34%) were significantly more likely than were females (22%) to support using public funds.
- Those with household incomes of more than \$45,000 (33%) were more supportive of using public funds than were those reporting incomes of less than \$45,000 (23%).
- Respondents under the age of 45 supported using public funds (32%) more than did those over 45 (23%).
- The ten percent of area residents having lived here for less than three years were the most likely to favor using public funds to attract employers (40%) across all demographic groups.

**SECTION VII
COMMUNITY AWARENESS OF HOW TO BE
INVOLVED IN PLANNING AND DEVELOPMENT**

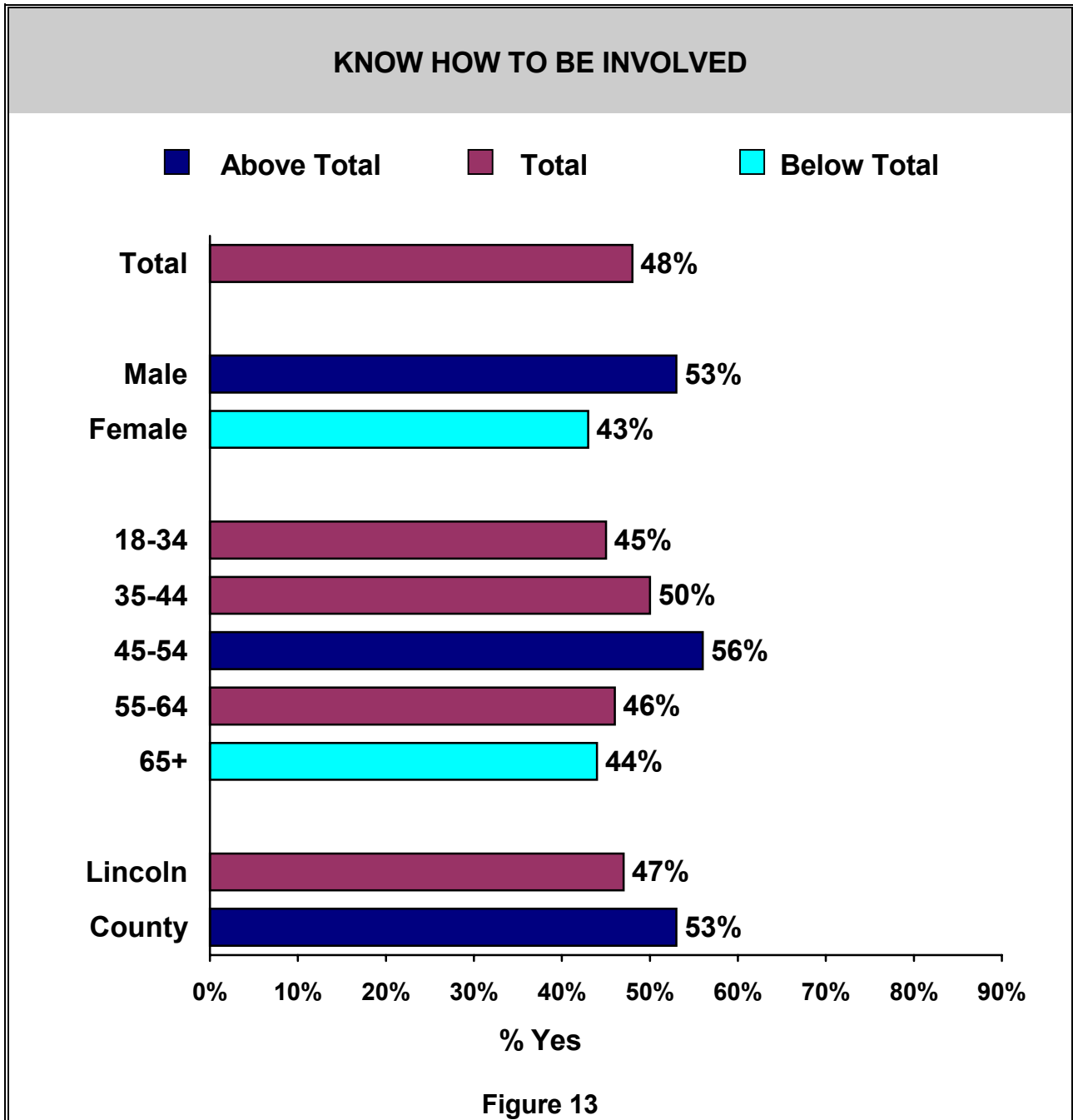
Residents of Lincoln and Lancaster County were asked:

"In terms of your own involvement in the planning process for the community ...?"

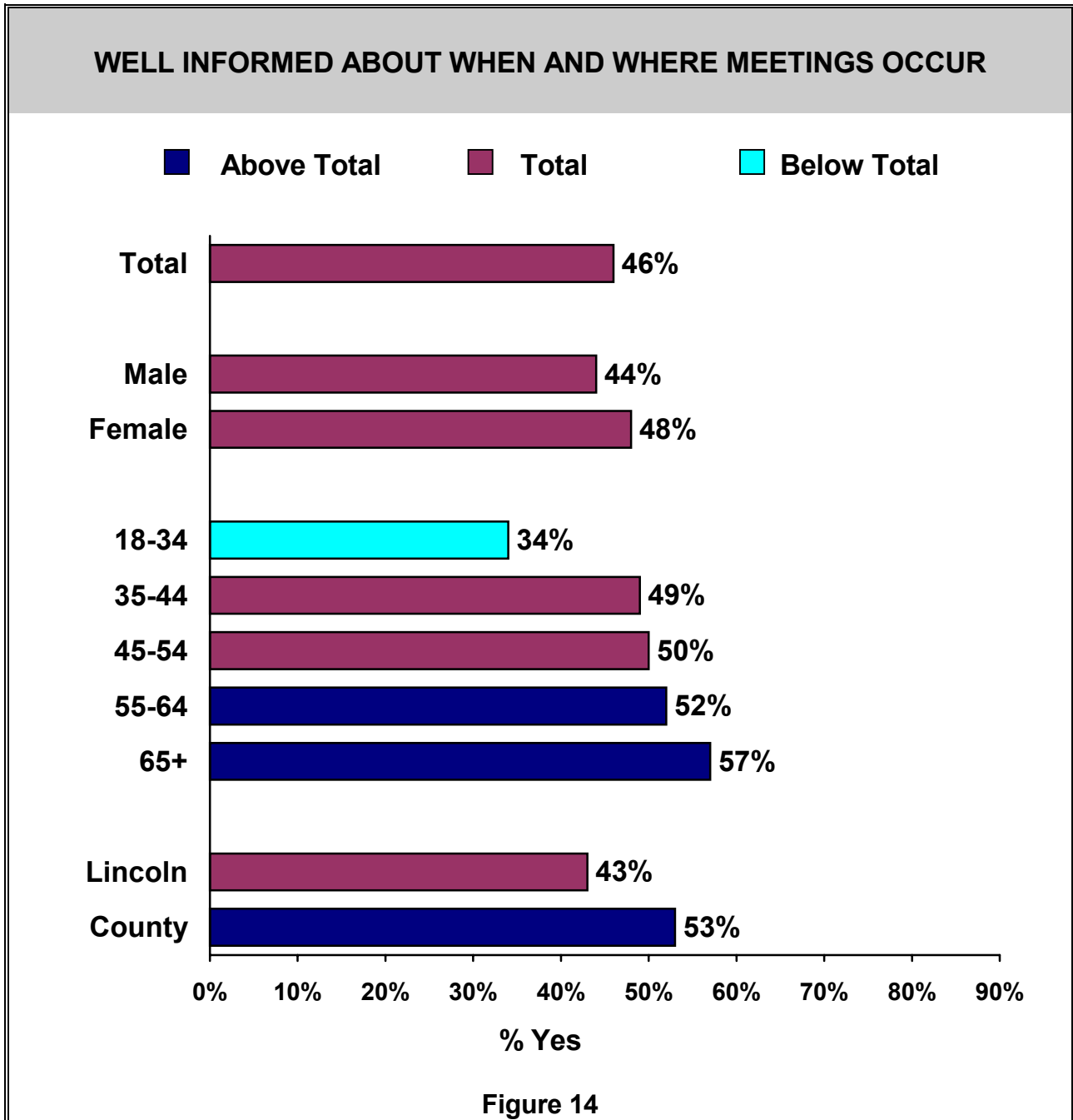
- ***Do you feel that you know how to be involved in how planning and development changes occur?***
- ***Do you feel that you are well informed about when and where meetings occur regarding planning and development changes?***
- ***Would you attend neighborhood meetings regarding how the community should be planned or developed?***
- ***Would you attend city-wide meetings regarding how the community should be planned and developed?***
- ***Would you use the Internet to find planning information?***



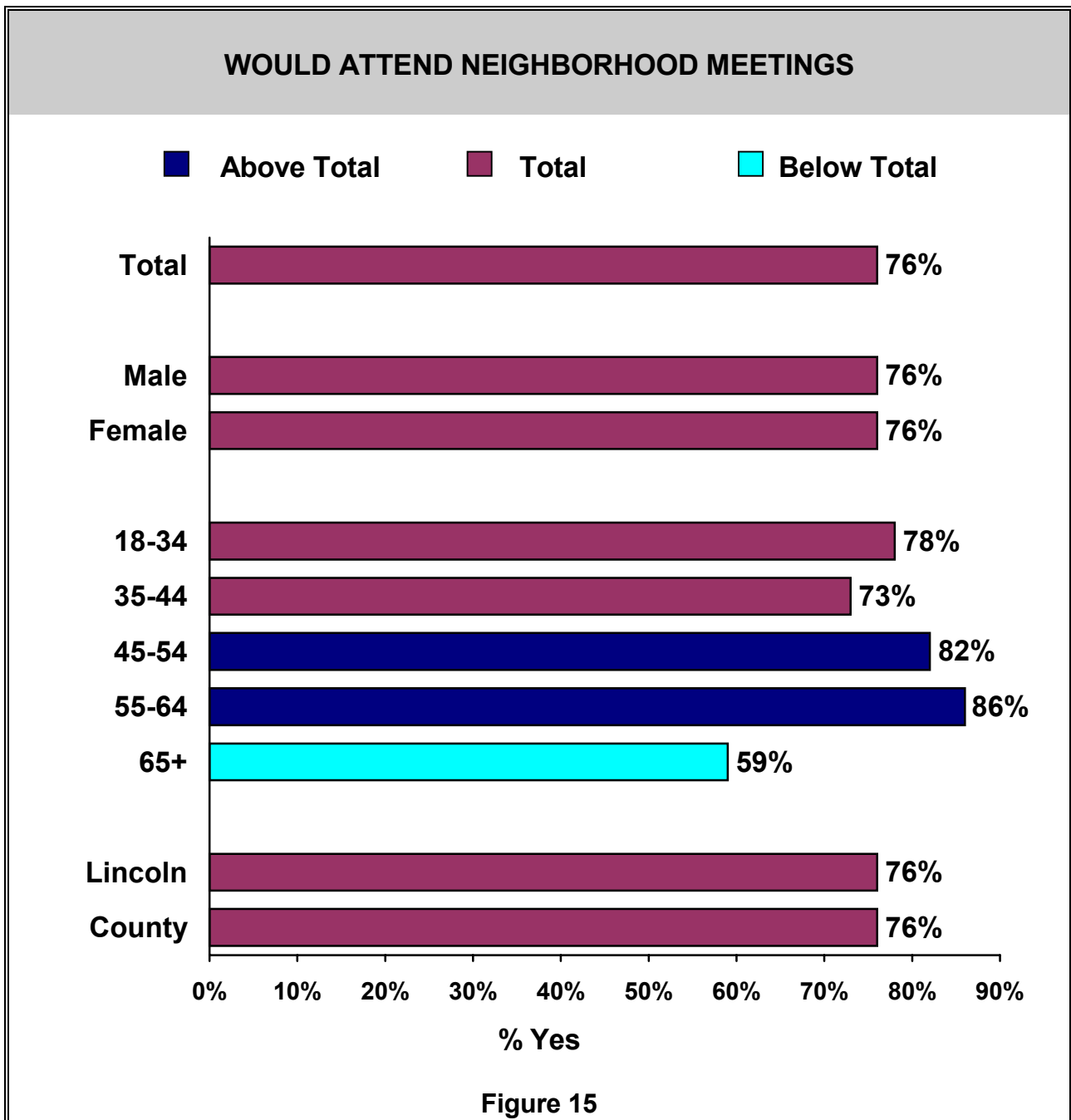
■ Figures 13 to 17 examine public opinion in greater detail.



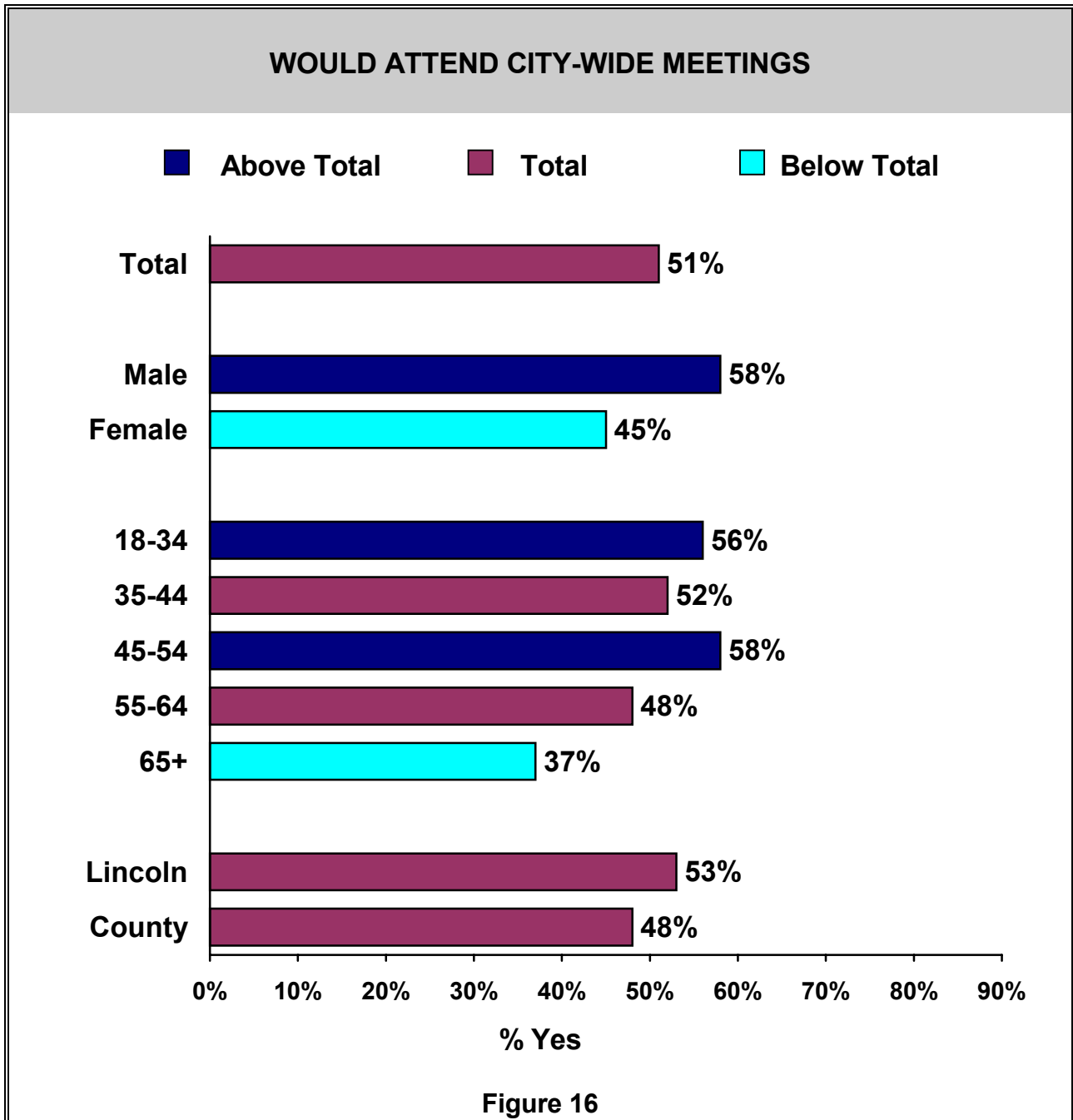
- Half of Lancaster County residents (48%) felt that they knew how to be involved in planning for the city and county. Males, those between ages 45 and 54, and rural county residents were more prone to feel they knew how to be involved. Females and those over 65 were less confident that they knew how to get involved.



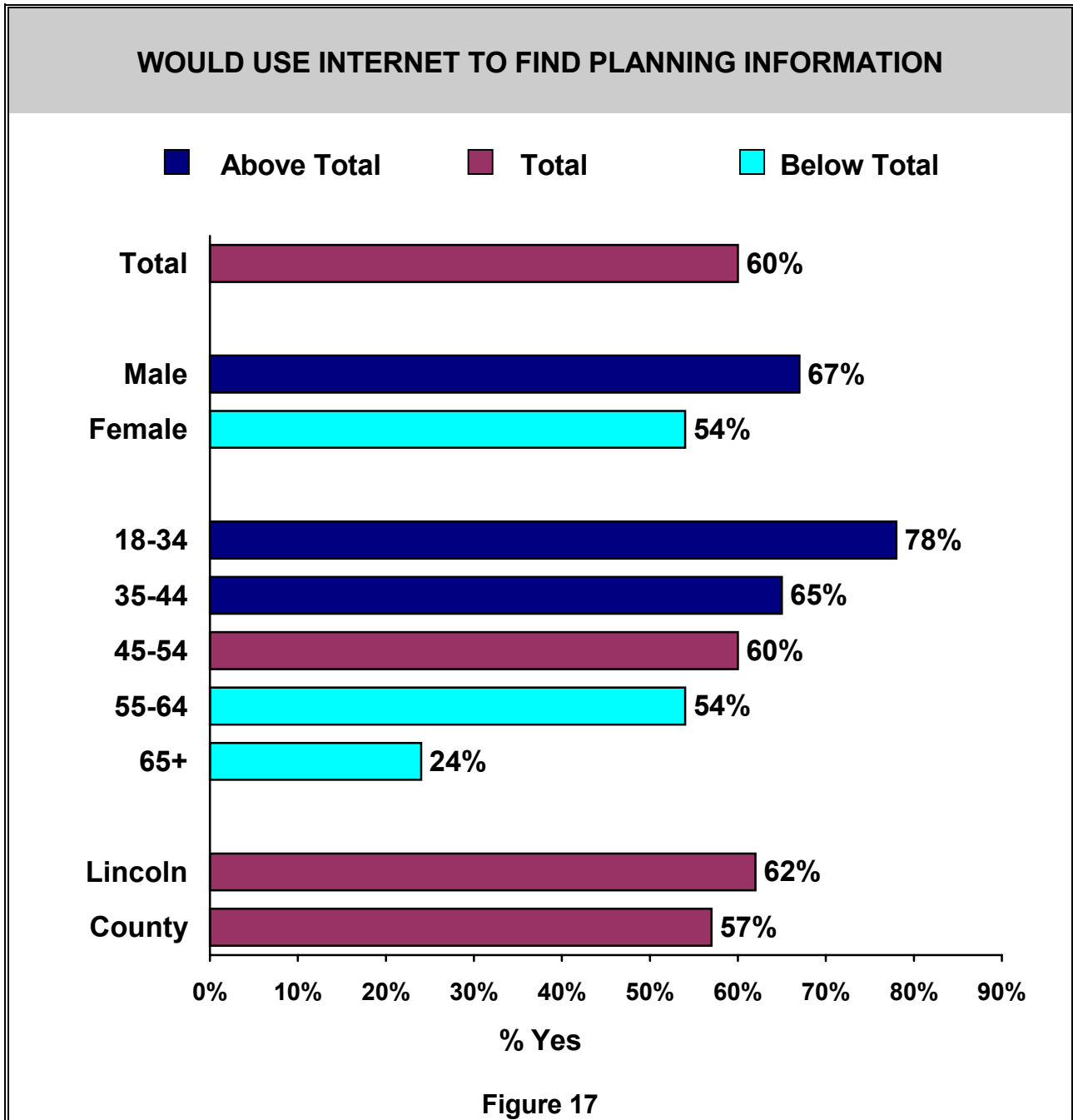
- Rural area residents were more likely than city dwellers to feel well-informed about planning and development meetings, as were those over age 55.
- Younger respondents were less prone to think they were well-informed regarding meeting times and locations.



- More than three respondents in four said they would attend neighborhood meetings about how the community is planned and developed.
- Those between 45 and 64 years of age were most likely to attend, while those over 65 were least likely to say they would attend.



- The likelihood to attend planning and development meetings dropped significantly between neighborhood and city-wide meetings. Still, more than half expressed a likelihood or willingness to attend such city-wide planning meetings.
- Males and those who are age 45 to 54 or 18 to 34 were most likely to attend city-wide meetings.



- Three out of five residents reported that they would access planning data on the Internet, with two in three males giving this indication.
- As might be expected, a clear and inverse relationship existed according to the age of the respondent.

**APPENDIX:
SURVEY INSTRUMENT**


Lincoln/Lancaster County Planning Department

Lincoln, Nebraska

10/17 Date Approved By Client

____ Date Approved By Project Director

Community Planning Study

October, 2000

n=700/12 minutes

SURVEY CASE ID #:

** Area code and telephone number:

col 1.10

** Interview length: (in minutes)

col 700.5

Screeners

Hello, this is ____ with Sigma Group here in Lincoln. We are working with the Lincoln/Lancaster County Planning Department to get the opinions of Lincoln and Lancaster County residents on the importance of various planning and development issues facing all of us in the next few years. We need to ask you a few questions to make sure your opinions are included.

S1. Are you the (male/female) head of the household?

1 Yes, male

2 Yes, female

3 No

(Ask to speak to that person)

4 No one available

(Set time to call back)

5 DK/RF

(Thank and terminate)

col 301.1

S2. What County do you live in?

1 Lancaster

- continue

2 Other/DK/Refused

- thank and terminate

S3. What zip code do you live in? (Code all 5 digits of zip code)

68317 (BENNET)
68336 (DAVEY)
68339 (DENTON)
68358 (FIRTH)
68368 (HALLAM)
68372 (HICKMAN)
68402 (MALCOLM)
68404 (MARTELL)
68428 (RAYMOND)
68430 (ROCA)
68461 (WALTON)
68462 (WAVERLY)

68502 (LINCOLN)
68503 (LINCOLN)
68504 (LINCOLN)
68505 (LINCOLN)
68506 (LINCOLN)
68507 (LINCOLN)
68508 (LINCOLN)
68510 (LINCOLN)
68512 (LINCOLN)
68514 (LINCOLN)
68516 (LINCOLN)
68517 (LINCOLN)
68520 (LINCOLN)
68521 (LINCOLN)
68522 (LINCOLN)
68523 (LINCOLN)
68524 (LINCOLN)
68526 (LINCOLN)
68527 (LINCOLN)
68528 (LINCOLN)
68531 (LINCOLN)
68532 (LINCOLN)
68583 (LINCOLN)

99998 Other- (Thank and Terminate)
99999 (DK/REF) - (Thank and Terminate)

col 302.5

S4. Do you live inside the city limits of Lincoln?

1 Yes (n=500)
2 No (n=200)
3 (DK/RF) - Thank and terminate

S5. Are you between the ages of (read 1-7, as needed)? (Open ended and code)

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65-74
- 7 75 and older

8 (RF) - **(Thank and terminate)**

col 307.1

1. First, all things considered, what one thing do you like best about living (in Lincoln/in Lancaster County)? (Open ended and code. Do NOT read list)

- 01 Other
- 02 (DK)
- 03 (Refused)
- 04 (Nothing)
- 05 (Everything)
- 06 Churches
- 07 Convenient/easy to get to
- 08 Easy to find work/lots of jobs
- 09 Entertainment/culture - enough to do
- 10 Growing/prosperous/strong economy
- 11 Just the right size
- 12 Neat, clean - nice community
- 13 Neighborhood/my neighbors
- 14 Nice people (pleasant, friendly, etc.)
- 15 Parks/open space
- 16 Peaceful/quiet
- 17 Safe/not much violence
- 18 Schools
- 19 Small town atmosphere
- 20 Traffic - not many problems

2. What don't you like about living (in Lincoln/in your community) or what is most frustrating to you about living (in Lincoln/in Lancaster County)?

- 01 Other
- 02 (DK)
- 03 (Refused)
- 04 (Nothing)
- 05 (Everything)

06 City is getting run-down, dirty, deteriorating

- 07 Drugs/addiction
- 08 Entertainment/culture - not enough to do
- 09 Growing too fast
- 10 Housing choices limited/poor
- 11 Not enough/good churches
- 12 Parks - not enough, too small
- 13 People - rude, unfriendly, snooty, etc.
- 14 People - too many people, too crowded
- 15 Schools
- 16 Taxes too high
- 17 Things are too spread out, hard to get to, too big
- 18 Too much violence/gangs/etc.
- 19 Too small
- 20 Traffic
- 21 Weak economy/no jobs

3. I'm going to read you a series of statements about Lincoln and Lancaster County today. For each statement, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree with that statement. **(Read & rotate A-I)?**

- 4 Strongly agree
- 3 Mostly agree
- 2 Mostly disagree
- 1 Strongly disagree

- 5 (DK)
- 6 (Refused)

- A. Lincoln is growing too fast.
- B. Lincoln is developed in a way that makes good use of the land that is available.
- C. Lincoln should place more emphasis on the physical appearance of the city, including managing signs, landscaping and architecture.
- D. Lincoln is developed in a planned and organized way.
- E. Downtown Lincoln is attractive, and presents a good image of our community.
- F. The streets in Lincoln are adequate for carrying the volume of traffic we have.
- G. There are plenty of housing choices in Lincoln and Lancaster County in terms of type and size.
- H. There are plenty of housing choices in Lincoln and Lancaster County in your price range.
- I. Lincoln and Lancaster County allow too much development of new commercial and retail areas, rather than using or renovating existing space.

4. Next I'm going to ask you to decide between issues that are trade-offs. Please think about which view BEST fits your opinion, and tell me Yes or No to each statement. **(Read and rotate A-F)?**

- 1 Yes
 2 No
 3 (Depends on situation)
 4 (DK)
 5 (Refused)

- A. Should more public funds be used to build streets and utilities for new developing areas, even if less money would be available to maintain streets and utilities in older neighborhoods?
 B. Should the city allow development in an area, even if it impacts important natural resources?
 C. Should the city preserve the character of older neighborhoods, rather than widen roads for traffic flow?
 D. Should efforts be made to preserve floodplain areas from being developed, even if it meant public funds would be used to buy the land or development rights?
 E. Should natural resources such as native prairies, wetlands, and trees be preserved, even if it meant public funds would be used to buy the land or development rights?
 F. Should we significantly expand the flood protection drainage system, even if that added a fee of three or four dollars a month to your utility bills?

5. As the City and County plan for our future, they must identify several areas that are most important to put time, money, and energy into. Now please tell me whether you think each issue is extremely important, very important, somewhat important, or not really that important as a priority for the future of Lincoln and Lancaster County. How about **(Read & rotate A-V, in sections)?** Is that extremely important, very important, somewhat important, or not important to you?

- 4 Extremely important
 3 Very important
 2 Somewhat important
 1 Not important
 5 (DK)
 6 (Refused)

Commercial and Retail Development

- A. Encourage the development of additional large retail centers, with areas for separate stores, similar to the one at north 27th and Superior Street.
 B. Encourage the development of additional shopping malls, similar to the ones at Gateway or South Pointe.

- C. Encourage the development or renovation of retail areas in older neighborhoods
- D. Encourage the development of retail areas that are considerate to existing area homeowners in terms of noise, lighting, and traffic
- E. Encourage smaller neighborhood retail areas that are close to new neighborhoods.

Managing Growth

- F. Encourage the development of a high-tech or communication infrastructure for Lincoln, in terms of internet and cable services.
- G. Plan for urban development and growth in a way that preserves the natural environmental qualities of the county.
- H. Encourage development that preserves the character of existing older neighborhoods.
- I. Preserve the character and unique historical and architectural features of rural and urban neighborhoods.
- J. Protect and improve the appearance of major entrances into Lincoln.
- K. Preserve the quality of rural life and highly productive agricultural land in Lancaster County.
- L. Limit the further development of acreages in rural Lancaster County.
- M. Encourage new offices, entertainment and businesses in Downtown Lincoln.

Natural Resources and Environmental Protection

- N. Maintain and preserve existing wetlands, streams, trees, wildlife habitat and other natural resources.
- O. Develop and maintain a system of parks and recreational facilities across the city.

Transportation

- P. Plan and develop county roads to serve the needs of rural residents.
- Q. Plan and develop highways or beltways for traffic around the city of Lincoln.
- R. Widen existing roads to provide better traffic flow going across Lincoln in the East-West direction.
- S. Widen existing roads to provide better traffic flow going across Lincoln in the North-South direction.
- T. Encourage carpooling, walking biking, bus or other alternatives to single-person car trips.
- U. Encourage the development of better or expanded airline service in Lincoln.
- V. Continue the further development of a system of bike and walking trails.

6. Now overall, what one goal or objective would you consider to be the most important for Lincoln and Lancaster County elected officials to put primary emphasis on in the next three to five years? This may include issues we've discussed, or an issue that we have not yet covered. (Open-ended and code)
- 01 Other (list)
02 (DK)
03 (RF)
- 06 Acreages-limit the development of acreages
07 Activities/recreation - provide more
08 Airline service in Lincoln - expand
09 Crime - reduce crime/improve law enforcement
10 Development-preserve character of existing older neighborhoods
11 Development-preserve natural environmental qualities of county
12 Development-preserve the character/unique historical, architectural features of rural/urban neighborhoods
13 Downtown Lincoln-encourage offices, entertainment, businesses
14 Employers-encourage more employers to stay/move here
15 Entrances into Lincoln-protect and improve appearance
16 High-tech or communication infrastructure
17 Parks and recreational facilities-develop more
18 Parks-protect Wilderness Park
19 Preserve wetlands, streams, trees, wildlife habitat, natural resources
20 Preserve the quality of rural life, agricultural land
21 Retail/Shopping-Considerate to existing area homeowners
22 Retail/Shopping-develop large retail centers like 27th & Superior
23 Retail/Shopping-develop shopping malls
24 Retail/Shopping-Retail areas in older neighborhoods
25 Retail/Shopping-smaller neighborhood retail areas
26 Taxes-cut taxes/spending
27 Traffic-county roads
28 Traffic-encourage carpooling, walking, biking, bus, other alternatives
29 Traffic-highways or beltways around Lincoln
30 Traffic-widen roads for better flow going East-West
31 Traffic-widen roads for better flow going North-South
32 Trails-further development of biking/walking trails

7. If a large employer was looking at Lincoln as one of several cities to expand into or to stay in, but it would cost several million dollars to make specific improvements or developments needed by the company, would you favor having public funds pay for those improvements, or would you prefer that tax funds are not used to get that major employer to come to or stay in Lincoln?

- 1 City and taxpayers pay for improvements
- 2 Tax funds not used to get employer here
- 3 (Depends on situation, type and number of jobs, etc.)
- 4 (DK)
- 5 (Refused)

8. In terms of your own involvement in the planning process for the community**(read and rotate A-E)?**

- 1 Yes
- 2 No
- 3 (DK)
- 4 (Refused)

- A. Do you feel that you know how to be involved in how planning and development changes occur?
- B. Do you feel that you are well informed about when and where meetings occur regarding planning and development changes?
- C. Would you attend neighborhood meetings regarding how the community should be planned or developed?
- D. Would you attend city-wide meetings regarding how the community should be planned and developed?
- E. Would you use the Internet to find planning information?

DEMOGRAPHICS BEING HERE:

- D1. Do you have children, under the age of 18, currently living at home?
- 1 Yes
 - 2 No
 - 3 (DK)
 - 4 (Refused)
- D2. Now overall, including yourself, how many people live in your household at least six months out of the year?
- D3. RESIDENCE TYPE: Do you live... (read 1-3)?
- 1 On an acreage
 - 2 On a farm
 - 3 In a town or city
 - 4 (DK)
 - 5 (Refused)
- D4. RESIDENCE IN AREA: How long have you lived in Lincoln or Lancaster County?
- 1 Less than 1 year
 - 2 1 to 3 years
 - 3 3 to 5 years
 - 4 5 to 10 years
 - 5 10 years or more
 - 6 (DK)
 - 7 (Refused)
- D5. ETHNIC BACKGROUND: In order to ensure we've talked to a broad representation of people, I need to record whether you are white, black, Hispanic, Asian, or some other ethnic group. (If necessary, ask:) Which ethnic group do you feel best represents your background, or that you most associate with?
- 1 White
 - 2 Black
 - 3 Hispanic
 - 4 Asian
 - 5 Native American/American Indian
 - 6 Other
 - 7 (Refused)

(D7 added after 200 surveys already complete)

D7. How many members of your household, if any, work in the following cities or towns? (read and rotate A-C, D last)?
(If respondent says a member "travels all over", ask if travels to city/town listed)

record actual number
00 None, 99 Refused

- A. In Lincoln
- B. In Omaha, or an Omaha suburb
- C. In Beatrice
- D. In another town or city in Nebraska

D6. INCOME: Is your total annual household income, before taxes, over or under \$25,000?

(If "Under", ask:) Is it over or under \$15,000?

(If "Over", ask:) Is it over or under \$35,000?

(If "Over", ask:) Is it over or under \$45,000?

(If "Over", ask:) Is it over or under \$55,000?

(If "Over", ask:) Is it over or under \$75,000?

- 1 Under \$15,000
- 2 \$15,000 - \$24,999
- 3 \$25,000 - \$34,999
- 4 \$35,000 - \$44,999
- 5 \$45,000 - \$54,999
- 6 \$55,000 - \$74,999
- 7 \$75,000 and over
- 8 (DK)
- 9 (Refused)

col 403.1

(Interviewer Read:)

Again, this is ____ with Sigma Group. Thank you very much for your time and your willingness to share your opinions with us. I need to confirm that we reached you at _____.
(Validate phone number.) Thank you again, and have a nice evening/day.

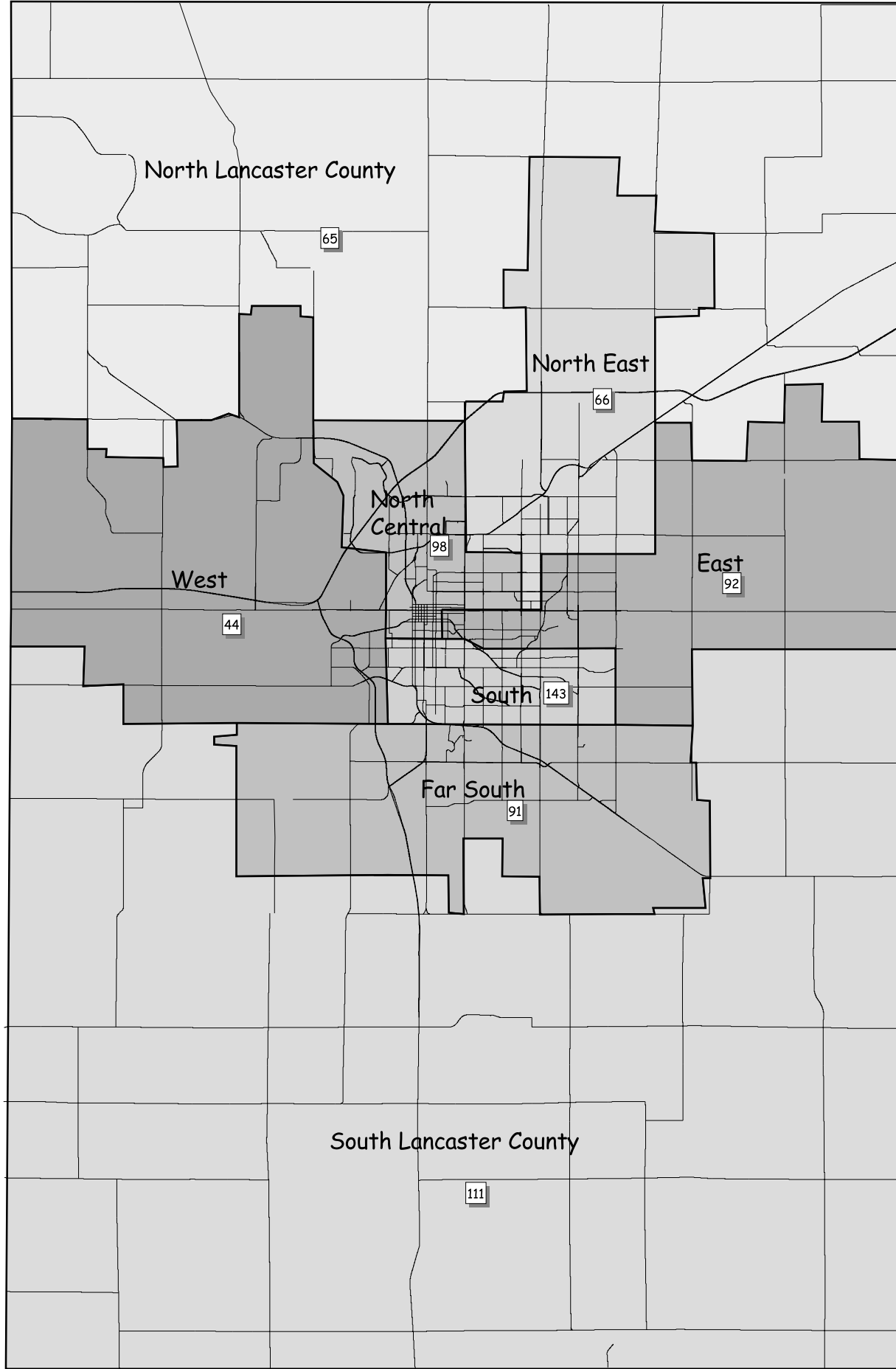
(If needed:)

If you have any questions regarding this survey, you are welcome to contact Steve Henrichsen at the Planning Department at 441-7491. Results from this study should be available after Thanksgiving.

Interviewer ID:

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Ashland Rd.
Agnew Rd.
Davey Rd.
Raymond Rd.
Waverly Rd.
Mc Kelvie Rd.
Fletcher Ave.
Adams St.
'O' St.
Van Dorn St.
Old Cheney Rd.
Yankee Hill Rd.
Saltillo Rd.
Wittstruck Rd.
Martell Rd.
Stagecoach Rd.
Olive Creek Rd.
Pella Rd.
Gage Rd.



North Lancaster County

North East

North Central

West

East

South

Far South

South Lancaster County

SW. 142nd St.
SW. 114th St.
SW. 84th St.
SW. 58th St.
SW. 29th St.
SW. 2nd St.
S. 25th St.
S. 54th St.
S. 82nd St.
S. 110th St.
S. 134th St.
S. 162nd St.
S. 190th St.