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Office of the City Administrator

**PUBLIC WELFARE COMMITTEE**  
**Tuesday, February 11, 2025**  
**5:30 PM**  
**Lower Conference Room**

**Agenda**

- 1) Call to Order
- 2) Approval of Meeting Minutes  
**Action requested: review and approve**
  - a. January Meeting Minutes
- 3) Resolutions  
**Action requested: review and recommend approval**
  - a. **RESOLUTION 4178** A Resolution Authorizing Renewal of an Application with Bird City Wisconsin and Observing World Migratory Bird Day in Conjunction with Arbor Day
  - b. **RESOLUTION 4179** A Resolution Designating Mequon, Wisconsin as a Bee City USA
- 4) Discussion
  - a. Community Survey
- 5) Work Calendar
- 6) Adjourn

*Dated: February 11, 2025*

*/s/ Dale Mayr, Chair*

.....  
Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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Office of the City Administrator

**PUBLIC WELFARE COMMITTEE**  
**Tuesday, January 14, 2025**  
**5:30 PM**  
**Lower Conference Room**

**Minutes**

1) Call to Order, Roll Call

**Present:**

Chair Dale Mayr  
 Alderman Gregg Bach  
 Alderman Brian Parrish

Also Present: ETC Consultant Heacock, Assistant City Administrator Schoenemann, City Clerk Fochs, Executive Assistant Enea, and Management Fellow Randall.

2) Approval of Meeting Minutes

a. Public Welfare Committee meeting minutes of December 10, 2024

**RESULT:** **Approved by Voice Acclamation [Unanimous]**

**MOVED BY:** Alderman Bach

**SECONDED BY:** Alderman Parrish

<b>AYES:</b>	Mayr, Bach, Parrish
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3) Resolutions

**Action requested: review and recommend approval**

a. **RESOLUTION 4172** A Resolution Consolidating all City of Mequon Polling Sites into One Location at Mequon City Hall for the February 18, 2025 Primary Election

City Clerk Fochs explained to the Committee that a low voter turn-out is expected for the Spring Primary Election on February 18 with only the Superintendent of Public Instruction on the ballot. Therefore, consolidating all the voting sites to City Hall is recommended. This was done for a similar election in 2021 and it went well.

**RESULT:** **Approved by Voice Acclamation [Unanimous]**

**MOVED BY:** Alderman Parrish

**SECONDED BY:** Alderman Bach

Attachment: PW Minutes 011425 (10051 : January Meeting Minutes)

**AYES:** Mayr, Bach, Parrish

4) Discussion Items  
a. Community Survey

The Committee discussed the updated version of the Community Survey. ETC Consultant explained how space may be an issue when including maps and tables. The Committee decided to delete Question #7 and requested for Community Development staff to write a question asking residents if they are in support of bringing water to the area to attract larger developments. They also decided that only one map was needed in the Development Section, therefore giving space to create a table for Question #8. In Question 8, street beautification was removed per Community Development Director Tollefson's recommendation, as well as additional answer options of apartments, senior housing, personal services, financial services, and other were included. For Questions 12 and 13, the Committee requested for Assistant City Engineer McCraw to look at both questions and give his opinion. For Question 14, Alderman Parrish requested the categories to be changed to the areas identified in the Parks & Open Space Plan.

The Committee then discussed the survey timeline. Department Heads will review the draft survey and offer feedback at an upcoming staff meeting. The Committee will review the suggestions from the Department Heads at the February 11 Public Welfare Meeting. The Common Council will have the chance to review the draft survey at the March COTW Meeting. Then, a special Public Welfare meeting will take place in mid to late March to review the COTW feedback. After which, the survey will be submitted to ETC at the beginning of April for their team to finalize the instrument. Postcards will be mailed on May 1, and the survey will be mailed out on May 12.

5) Work Calendar

The Committee will review staff feedback about the Community Survey at the next meeting.

6) Adjourn

Alderman Bach moved to adjourn at 6:35 PM and Alderman Mayr seconded.

Respectfully Submitted,

*Carrie Enea*  
*Executive Assistant*



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Office of Administration

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**TO: Public Welfare Committee**  
**FROM: Carrie Enea, Executive Assistant**  
**DATE: February 11, 2025**  
**SUBJECT: RESOLUTION 4178 A Resolution Authorizing Renewal of an Application with Bird City Wisconsin and Observing World Migratory Bird Day in Conjunction with Arbor Day**

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### **Background**

The City of Mequon was first designated as a “Bird City” under former Mayor Nuernberg in 2010 and has been renewed annually ever since. In 2015, the application renewal process was updated to require the adoption of a resolution annually by the Common Council. A draft resolution is attached.

### **Analysis**

In 2025, Bird City activities will be observed in conjunction with the City of Mequon’s Arbor Day festivities, and City staff will provide public information about migratory bird conservation as noted in the resolution.

### **Fiscal Impact**

The Mequon Nature Preserve and City staff work closely to coordinate Bird City activities that are primarily education-based. The application renewal fee of \$175 is paid for by Mequon Nature Preserve.

### **Recommendation**

A recommendation is forthcoming from the Public Welfare Committee on February 11, 2025.

COMMON COUNCIL  
OF THE  
CITY OF MEQUON

RESOLUTION 4178

A Resolution Authorizing Renewal of an Application with Bird City Wisconsin and Observing  
World Migratory Bird Day in Conjunction with Arbor Day

**RECITALS**

A. Migratory birds are some of the most beautiful and easily observed wildlife that enhance the Mequon community.

B. Local residents recognize and welcome migratory songbirds as symbolic harbingers of spring and enjoy all the opportunities they have to engage in great recreational endeavors such as birdwatching and nature photography.

C. Migrant bird species also play an important economic role in the community, controlling insect pests and generating revenue related to bird watching activities.

D. Public awareness and concern are crucial components of migratory bird conservation where residents can directly contribute to maintaining healthy bird populations.

E. Since 1993, World Migratory Bird Day (WMBD) has become a primary vehicle for focusing public attention on the nearly 350 species that travel between nesting habitats in the City of Mequon and throughout North America and their wintering grounds in South and Central America, Mexico, the Caribbean and the southern United States.

BASED UPON THE FOREGOING RECITALS, IT IS RESOLVED by the Common Council of the City of Mequon, Wisconsin that:

1. World Migratory Bird Day will be celebrated/observed in conjunction with the City of Mequon's Arbor Day Festivities on April 27, 2025, and public information will be provided about migratory bird conservation and the importance of taking action to protect and conserve migratory birds and their habitats throughout the community.

2. The City, in conjunction with the Mequon Nature Preserve, has submitted an application and associated fee to Bird City Wisconsin, allowing the City of Mequon to maintain its "Bird City" designation.

3. These actions will continue to enhance the City's reputation for leadership in protecting the natural environment and bird habitats, while recognizing the interest of many of its residents in bird conservation.

\_\_\_\_\_  
Approved by: Andrew Nerbun, Mayor

Date Approved: February 11, 2025

I certify that the foregoing Resolution was adopted by the Common Council of the City of Mequon, Wisconsin, at a meeting held on February 11, 2025.

\_\_\_\_\_  
Caroline Fochs, City Clerk



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Office of Administration

**TO: Public Welfare Committee**  
**FROM: Carrie Enea, Executive Assistant**  
**DATE: February 11, 2025**  
**SUBJECT: RESOLUTION 4179 A Resolution Designating Mequon, Wisconsin as a Bee City USA**

### **Background**

The Mequon Nature Preserve, on behalf of the City of Mequon, is working on renewing the City's Bee City USA application for 2025. The City was first designated as a Bee City upon Common Council approval of Resolution 3370 on April 12, 2016. The 2025 renewal process requires a resolution to be adopted by the Common Council. A draft resolution is attached, and it should be noted that the resolution was prepared in accord with Bee City USA guidelines; hence there is a significant amount of required text.

### **Analysis**

In 2006 when honeybee colonies started disappearing, later dubbed "Colony Collapse Disorder," beekeepers and non-beekeepers alike became very concerned. After all, one in every three bites of food that is consumed is courtesy of insect pollination. Equally important, 85% of flowering plants and trees rely on pollinators for the survival of their species. While less is known about native bees and other pollinators, entire species are disappearing as they battle most of the same enemies as honeybees - loss of habitat essential for food and shelter, inappropriate pesticide use, diseases, and parasites.

Launched in 2012, the Bee City USA program endorses a set of commitments, defined in a resolution, for creating sustainable habitats for pollinators, which are vital to feeding the planet. Cities, towns, and communities across America are invited to make these commitments and become certified as a Bee City USA affiliate.

### **Fiscal Impact**

The Mequon Nature Preserve staff will take the lead on any associated activities and publicity efforts. The application renewal fee of \$300, which is based on the population size of Mequon, is paid for by the Mequon Nature Preserve.

### **Recommendation**

A recommendation is forthcoming from the Public Welfare Committee on February 11, 2025.

COMMON COUNCIL  
OF THE  
CITY OF MEQUON

RESOLUTION 4179

A Resolution Designating Mequon, Wisconsin as a Bee City USA

**RECITALS**

A. The goal of the BEE CITY USA program is to promote healthy, sustainable habitats and communities for bees and other pollinators.

B. Thanks to the tremendous diversity of wild native bees, along with honeybees that were brought here from Europe in the 1700's, the United States has very diverse dietary choices rich in fruits, nuts, and vegetables.

C. Bees and other pollinators around the globe have experienced dramatic declines due to a combination of habitat loss, use of pesticides, and the spread of pests and diseases, with grave implications for the future health of flora and fauna.

D. Communities have the opportunity to support bees and other pollinators on both public and private land.

E. Supporting pollinators fosters environmental awareness and sustainability and increases interactions among community stewards such as commercial and backyard beekeepers, farmers, children, educators, Master Naturalists, Master Gardeners, plant nurseries, municipalities, neighborhoods, and garden suppliers and clubs.

F. The economic benefits of (native and honey) bee-friendliness include:

- Healthy ecosystems - insect pollinators are required for pollination and reproduction of about 85% of flowering plants globally, plants that: 1) are vital for clean air and water; 2) provide food, fiber and shelter for people and wildlife; and 3) support the very insects that pollinate crops and form the basis of food webs.
- Increased vegetable and fruit crop yields due to bee pollination.
- Increased habitat for natural enemies of crop pests and therefore reduced need for and costs associated with pesticides.
- Increased demand for pollinator-friendly plant materials from local nurseries and growers.
- Income earned by beekeepers and others through the sale of bee products, beekeeping equipment and supplies, and hive rentals for pollination; and, heightened prestige and premium asking prices for place-based honey, which enhances the visibility and reputation of its community of origin.

G. Mequon, Wisconsin should be certified as a BEE CITY USA community because:

- Community interest in supporting sustainable habitats for bees and other pollinators has grown as the decline in pollinator populations and habitat has received greater local and national media attention.
- The Mequon Nature Preserve has become a trusted community resource and facilitator of honeybee education.
- Resident participation in the local bee club sponsored by the Mequon Nature Preserve has increased steadily, demonstrating the community's growing desire to learn about bees and share experiences.

H. Ideal pollinator-friendly habitats:

- Provide diverse and abundant nectar and pollen from plants blooming in succession.
- Provide clean water for drinking, nest-building, cooling, diluting stored honey, and butterfly puddling.
- Are pesticide-free or have pesticide use carried out in a manner to minimize effects on pollinators.
- Are comprised of mostly, if not all, native species of annual and perennial wildflowers, shrubs, trees, and grasses because many native pollinators prefer or depend on the native plants with which they co-evolved.
- Include, where possible, designated pollinator zones in public spaces with signage to educate the public and build awareness.
- Provide for safe and humane removal of bees when required.
- Provide undisturbed spaces (leaf and brush piles, un-mowed fields, or field margins, fallen tree and other dead wood) for nesting and overwintering for native pollinators.

I. In order to enhance understanding among local government staff and the public about the vital role that pollinators play and what each of us can do to sustain them, Mequon, Wisconsin agrees to meet the following commitments required of all BEE CITY USA communities:

1. Pass this BEE CITY USA resolution (which articulates these commitments).
2. The Mequon Nature Preserve is hereby designated as the Bee City USA sponsor and Kristin Thiel, Executive Director, as the Bee City USA "liaison" to encourage and coordinate local pollinator habitat and awareness activities. This body will serve as the intermediary between the citizenry and local government on matters of enhancing pollinator awareness, health, and habitat, fulfilling the following commitments:
  - a. Annually celebrate National Pollinator Week (third full week of June) or some other appropriate occasion with educational events, pollinator habitat plantings or restoration, proclamations or promotions that

showcase the municipality's commitment to enhancing pollinator health and habitat.

- b. Annually apply for renewal of the community's designation and submit a report of the previous year's BEE CITY USA activities following the format provided.
3. Publicly acknowledge the community's commitment by agreeing to:
    - a. Install/maintain at least one authorized BEE CITY USA street sign in a prominent location.
    - b. Create/maintain links on appropriate pages of the local government's website which includes, at minimum, links to a PDF of this signed Resolution and the national BEE CITY USA website, contact information for the local government's BEE CITY USA liaison and designated "facilitator commission or non-profit organization committee," and reports of the pollinator-friendly activities the community has accomplished in previous year(s).

BASED UPON THE FOREGOING RECITALS, IT IS RESOLVED by the Common Council of the City of Mequon, Wisconsin that the Mequon Nature Preserve is authorized to submit an application to Bee City USA on behalf of the City of Mequon to maintain Mequon's "Bee City" designation, and commits to the standards of Bee City USA.

\_\_\_\_\_  
Approved by: Andrew Nerbun, Mayor

Date Approved: February 11, 2025

I certify that the foregoing Resolution was adopted by the Common Council of the City of Mequon, Wisconsin, at a meeting held on February 11, 2025.

\_\_\_\_\_  
Caroline Fochs, City Clerk



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**Office of Administration**

**TO: Public Welfare Committee**  
**FROM: Carrie Enea, Executive Assistant**  
**DATE: February 6, 2025**  
**SUBJECT: Community Survey**

### **Background**

During the December 2023 Committee of the Whole meeting, the Common Council discussed when to conduct the next community-wide survey. The Council's general consensus was to align the City's next survey with the upcoming update of the organization's five-year strategic plan. Bringing public opinion into the development of the next strategic plan would be an insightful element, providing the City with the latest data from residents. Over the first quarter of 2024, staff worked to complete the initial steps to begin the survey development and vendor selection process based on the timeline presented at the February Public Welfare meeting. In late February, staff met with four survey vendors, ETC Institute, Magellan Strategies, Polco, and ZenCity, and narrowed the pool to three service providers. A matrix was developed to begin the vendor selection process and identify the criteria of most importance moving forward in identifying the best suited vendor. The matrix depicted three general categories, which include Cost and Methodology, Question Development, and Administrative items necessary to conduct a community-wide survey.

The three vendors under consideration for conducting the City's next community survey were ETC Institute, Magellan Strategies, and Polco. Each vendor provided the Committee with a 30-minute presentation, with an additional 15 minutes for questions. At the July Public Welfare Meeting, the Committee selected ETC Institute and requested them to amend their original proposal and include mailing a postcard with a QR code to all residents not included in the statistical sample, to summarize the on-line survey findings in addition to the statistical survey findings, and appear in-person to present the survey findings to the Council. In the second half of 2024, the Committee started to review the survey topics submitted from other Committees, developed survey questions, and refined the 2025 survey instrument template. It is anticipated that the Public Welfare Committee will be continuing to devote time to streamline questions, finalize the next community survey, and related materials in the first quarter of 2025 for the survey launch in May.

### **Analysis**

At its January meeting, the Committee continued discussing the details of the survey instrument, still fine-tuning some of the questions. Department Heads provided their feedback regarding the survey at their January 29 staff meeting. Since then, staff have taken the feedback from both meetings and has prepared the attached red-lined draft for the Committee to review at the February 11 meeting. Notable Department Head feedback that staff would like to point out

include:

1. Question 1 - Answer options 7 (a city moving in the right direction) & 8 (a place you are proud to call home) are not actionable. Respondents might be confused as to what is being asked. Is there something specific the Committee wants feedback on that could take the place of these two answer options?
2. Question 2 - Answer option 6 is not clear to what appearance respondents are asking to rate.
3. Question 6 - Remove Option 4 since its not likely to happen. Also, remove Option 10 as it does not fit with the question. Maybe make Option 10 a new question?
4. Question 9 - Move to Section 1.
5. Question 10 - Consider removing the pool question as the Civic Planning Process will be addressing.
6. Question 14 - Consider removing the Ash Tree Initiative because the City will continue to do no matter what the response is.

Staff would suggest the Committee review the draft survey and provide any additional modifications or additions that members wish included in the next iteration of the survey which will be presented at the March Committee of the Whole meeting to seek Common Council feedback.

### **Recommendation**

Staff will be ready to gather feedback from the Committee for the 2025 survey.

Attachments:

Mequon Draft Survey 020625 (PDF)

**SECTION ONE: COMMUNITY ATTRIBUTES**

The City of Mequon endeavors to support/grow community characteristics. An important step in fostering the community-at-large is to measure resident view and perceptions of the City.

1. **Ratings of Mequon.** Please rate the City of Mequon using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following:

How would you rate Mequon...	Excellent	Good	Average	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place to open a business	5	4	3	2	1	9
7. As a city moving in the right direction	5	4	3	2	1	9
8. As a place you are proud to call home	5	4	3	2	1	9

2. **Perceptions of Mequon.** Please rate your overall satisfaction with the following services provided by the City of Mequon using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2. Reputation of the City of Mequon	5	4	3	2	1	9
3. Quality of the City of Mequon government services	5	4	3	2	1	9
4. Quality of life in Mequon	5	4	3	2	1	9
5. How well the City of Mequon is planning for growth	5	4	3	2	1	9
6. Overall appearance of Mequon	5	4	3	2	1	9
7. Perception of public safety in Mequon	5	4	3	2	1	9
8. Leadership of elected officials, including the Mayor, Alderpersons	5	4	3	2	1	9

9. **While striving to maintain rural character, density and future development, what in your opinion should be the ultimate projected population of Mequon? (Current population is 25,489)**

\_\_\_\_(1) Less than 30,000    \_\_\_\_ (2) 30,000 – 40,000    \_\_\_\_ (3) 40,001 - 50,000    \_\_\_\_ (4) Not sure

Attachment: Mequon Draft Survey 020625 (10052 : Community Survey)

**SECTION TWO: SATISFACTION WITH CITY SERVICES**

The City of Mequon strives to provide quality municipal services to residents. An important step in ensuring/improving the quality of services provided is to measure resident satisfaction with services received.

**3. Have you called your city government with a question, problem, or complaint during the past year?**

\_\_\_(1) Yes [Answer Q3a-c.]      \_\_\_(2) No [Skip to Q4.]

**3a. Which department(s) did you contact:**

\_\_\_\_\_

**3b. Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following.**

	How satisfied <i>were</i> you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy were <u>the Department/Individual</u>	5	4	3	2	1	9
2.	Courteousness of response	5	4	3	2	1	9
3.	How well your issue was handled	5	4	3	2	1	9

**3c. Additional comments:**

\_\_\_\_\_

**4. Major Categories of City Services. Please rate your overall satisfaction with the following services provided by the City of Mequon using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Architectural Review Board	5	4	3	2	1	9
2.	Election Services/Voter Registration	5	4	3	2	1	9
3.	Fire/EMS Response Times	5	4	3	2	1	9
4.	Overall Quality of Fire/EMS services	5	4	3	2	1	9
5.	Inspections/Permitting	5	4	3	2	1	9
6.	Park Cleanliness and Upkeep	5	4	3	2	1	9
7.	Police Response Times	5	4	3	2	1	9
8.	Overall Quality of Police Services	5	4	3	2	1	9
9.	The City Fairly Assessing your Property	5	4	3	2	1	9
10.	Quality and Availability of City Communications	5	4	3	2	1	9
11.	Road Maintenance	5	4	3	2	1	9
12.	Delivery of Sewer Services	5	4	3	2	1	9
13.	Snow Removal	5	4	3	2	1	9
14.	Storm Water Management (Drainage)	5	4	3	2	1	9

Attachment: Mequon Draft Survey 020625 (10052 : Community Survey)

15.	Public Water Utility (City Water)	5	4	3	2	1	9
16.	Overall City Hall Customer Service	5	4	3	2	1	9
17.	Special Events (Taste of Mequon & Winter Wonderland)	5	4	3	2	1	9
18.	Cashiering						

**5. Communications. From which of the following sources do you currently get information about the City of Mequon? [Check all that apply]**

- (1) Local Newspapers
- (2) City's Website
- (3) City's Facebook Page
- (4) City's Instagram Accounts
- (5) City's YouTube Channel (Public Meetings)
- (6) Utility Bill
- (7) City of Mequon Weekly Bulletin (Email Newsletter)
- (8) Emergency Communications
- (9) City Calendar on Website
- (10) Channel 25
- (11) Other: \_\_\_\_\_

**SECTION THREE: DEVELOPMENT**

The Common Council has long strived to maintain low property tax rates. Recent inflation has made that more challenging than in years past. There are two primary ways to increase revenues to fund City operations: tax rate increases and creation of new development. State of Wisconsin property tax levy limits further restrict local municipalities from increases to the tax rate beyond what new development achieves. Current initiatives under consideration for new development include the following:



**RESIDENTIAL DEVELOPMENT**

**City officials are exploring the addition of residential development in the following area. The area is approximately 110 acres, currently zoned for industrial use and has never been developed.. The 110 acres is adjacent to single-family residential and agricultural uses to the east, south and west and industrial uses to the north. Please refer to the reference map below to answer the following question.**

Attachment: Mequon Draft Survey 020625 (10052 : Community Survey)

6. **If the described area is rezoned to residential, please rate your support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Very Opposed," to the following types of residential development within the described area .**

		Very Supportive	Supportive	Neutral	Opposed	Very Opposed	Don't Know
1.	Single-Family Homes - 1/2 acre lots	5	4	3	2	1	9
2.	Single-Family Homes - 1/2 - 1 acre lots	5	4	3	2	1	9
3.	Single-Family Homes - 1 - 5 acre lots	5	4	3	2	1	9
4.	Single Family Homes - 5+ acre lots	5	4	3	2	1	9
5.	Two-Family Homes (Side-By-Side Homes)	5	4	3	2	1	9
6.	Townhomes (Attached Homes of More than 2)	5	4	3	2	1	9
7.	Apartments	5	4	3	2	1	9
8.	Age Restricted Housing (55+ yrs of age)	5	4	3	2	1	9
9.	Full Service / Care Retirement Communities	5	4	3	2	1	9
		5					9

**INDUSTRIAL DEVELOPMENT**

The City of Mequon Zoning Code and Zoning Map currently allows light industrial use in an area bound by County Line Road, Wasaukee Road, Donges Bay Road and Granville Road (see reference map below). Recent feasibility assessments indicate this area, given its proximity to Hwy 45/41 can support industrial development. The City is evaluating infrastructure improvements for the area including extending public sewer main, public water main, and improving road conditions.

Should the City make infrastructure improvements as an economic development tool to promote industrial use in the described area?

\_\_\_\_\_ (1) Support \_\_\_\_\_ (2) Neutral \_\_\_\_\_ (3) Oppose \_\_\_\_\_ (4) Don't Know

7.

8. **Please rate your support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Very Opposed," to the following types of development in the Port Washington Corridor between Highland Road and County Line Road.**

		Very Supportive	Supportive	Neutral	Opposed	Very Opposed	Don't Know
1.	Hotel	5	4	3	2	1	9
2.	Fast food restaurant w/ drive-thru	5	4	3	2	1	9
3.	Casual dining restaurant	5	4	3	2	1	9
4.	Personal Services (Salon, Spa, etc.)	5	4	3	2	1	9
	Retail of convenience and specialty goods						
	Automotive Supplies						
	Beer, Wine and Liquor Store						

5.	Big Box stores/ <b>General Merchandise stores</b>	5	4	3	2	1	9
6.	Childcare <b>Facilities</b>	5	4	3	2	1	9
	<b>Office</b>						
7.	Medical <b>and Healthcare Services</b>	5	4	3	2	1	9
8.	Indoor Entertainment <b>Venues</b>	5	4	3	2	1	9
	<b>Outdoor Entertainment Venues</b>						
	<b>Indoor Recreational Facilities</b>						
	<b>Outdoor Recreational Facilities</b>						
9.	Mixed Use Residential/ <b>Commercial</b>	5	4	3	2	1	9
10.	<b>Townhomes (Attached Homes of More than 2)</b>	5	4	3	2	1	9
11.	Apartments	5	4	3	2	1	9
12.	Age Restricted (55+ yrs of age) Housing	5	4	3	2	1	9
	<b>Full Service / Care Retirement Communities</b>						
13.	Other _____	5	4	3	2	1	9

**Should the City ensure there is adaptive reuse of commercial buildings when approving the design of structures located on Port Washington Road?**

\_\_\_\_(1) Support    \_\_\_\_ (2) Neutral    \_\_\_\_ (3) Oppose    \_\_\_\_ (4) Don't Know

**SECTION FOUR: PARKS & OPEN SPACE**

The City of Mequon has 26 parks, a community pool, and bike/pedestrian pathways throughout the community. The City is exploring updating current features and adding new improvements to enhance these parks and pathways.

**10. Future Needs.** If the City built a new Community Pool, what amenities would you like to see? *[Check all that apply]*

- |                       |                          |
|-----------------------|--------------------------|
| ____(1) Indoor        | ____(7) Concession Stand |
| ____(2) Outdoor       | ____(8) Cabanas          |
| ____(3) Wading Pool   | ____(9) Splashpad        |
| ____(4) Lap Swimming  | ____(10) Lazy River      |
| ____(5) Slide         | ____(11) Hot Tub         |
| ____(6) Diving boards | ____(12) Other: _____    |

**From the list of items in question 9 above, which THREE of the amenities would you most like to see?**

1st: \_\_\_\_    2nd: \_\_\_\_    3rd: \_\_\_\_

**11. In your opinion, does Mequon need additional roadside paths/sidewalks?**

\_\_\_\_ (1) Yes    \_\_\_\_ (2) No    \_\_\_\_ (3) Not sure

**12. Please rate your level of agreement with the following statement:**

**I want my community to spend more money to make roads safer for pedestrians and bicyclists.**

\_\_\_(1) Strongly Agree \_\_\_(2) Agree \_\_\_(3) Neutral \_\_\_(4) Disagree \_\_\_(5) Strongly Disagree

- 13. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the overall value your household receives from the Mequon Parks.**

\_\_\_(1) Very Satisfied \_\_\_(2) Satisfied \_\_\_(3) Neutral \_\_\_(4) Dissatisfied \_\_\_(5) Very Dissatisfied

- 14. For the Mequon Parks, how would you rank the priority of funding the below initiatives on a scale of 1 to 6, where 6 means “Highest Priority” and 1 means “Lowest Priority.”**

\_\_\_\_\_ ADA Accessibility

\_\_\_\_\_ Emerald Ash Tree Removal and Tree Replacement

\_\_\_\_\_ Replacement of Playgrounds

\_\_\_\_\_ Dog Park Improvements

\_\_\_\_\_ Rotary Park Infrastructure Upgrades

\_\_\_\_\_ Playing Fields (e.g., baseball, softball, lacrosse, soccer)

\_\_\_\_\_ Other

## DEMOGRAPHICS

Understanding a few things about individuals taking this survey will help Mequon officials determine if opinion varies by demographics.

- 15. How long have you been a resident of Mequon?**

\_\_\_(1) 0-5 years    \_\_\_(2) 6-10 years    \_\_\_(3) 11-15 years    \_\_\_(4) 16-20 years    \_\_\_(5) 21+ years

- 16. Including yourself, what is the composition of your household?**

\_\_\_(1) 1 adult, no minors

\_\_\_(2) 1 adult and 1 or more minors

\_\_\_(3) 2 or more adults and no minors

\_\_\_(4) 2 or more adults and 1 or more minors

\_\_\_(5) Other \_\_\_\_\_

- 17. Which of the following categories best corresponds with your age?**

\_\_\_(1) 18-29

\_\_\_(3) 40-49

\_\_\_(5) 60-69

\_\_\_(7) 80+

\_\_\_(2) 30-39

\_\_\_(4) 50-59

\_\_\_(6) 70-79

- 18. Why did you move to Mequon? [Select all that apply]**

\_\_\_(1) I was born here

\_\_\_(2) Low taxes

\_\_\_(3) Low crime/safety

\_\_\_(4) I found a specific residence/lot

\_\_\_(5) For work

\_\_\_(6) To raise a family

\_\_\_(7) Family already living here

\_\_\_(8) I moved with my parents

\_\_\_(9) Schools

\_\_\_(10) Feel of the community

\_\_\_(11) Rural character

\_\_\_(12) Other (please specify)

- 19. Do you own or rent your current residence?**

\_\_\_(1) Own

\_\_\_(2) Rent

- 20. Which best describes the building you live in?**

- \_\_\_ (1) **Single-Family Home** detached from any other house  
 \_\_\_ (2) House attached to one or more houses (e.g., a duplex or townhome)  
 \_\_\_ (3) Building with two or more apartments or condos  
 \_\_\_ (4) Other: \_\_\_\_\_

**21. Which of the following best describes your race/ethnicity? [Check all that apply.]**

- \_\_\_ (1) American Indian/Alaskan Native                      \_\_\_ (5) White/Caucasian  
 \_\_\_ (2) African American/Black                                \_\_\_ (6) Other \_\_\_\_\_  
 \_\_\_ (3) Asian, Asian Indian or Pacific Islander            \_\_\_ (7) Would rather not say  
 \_\_\_ (4) Hispanic, Spanish, Latino/x

**22. Would you say your total **annual** household income is...**

- \_\_\_ (1) Under \$50,000    \_\_\_ (4) **\$150,000 +**  
 \_\_\_ (2) **\$50,000 - \$100,000**                                      \_\_\_ (5) Would rather not say  
 \_\_\_ (3) **\$100,000 - \$150,000**

**This concludes the survey. Thank you for your time!**

If you have any additional thoughts or feedback, please feel free to e-mail the Mayor, Alderman or Alderwoman of your District by visiting [cityofmequonwi.gov/commoncouncil.com](http://cityofmequonwi.gov/commoncouncil.com)

**Please return your completed survey in the enclosed postage-paid envelope addressed to:**

**ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Your responses will remain completely confidential. The information printed to the right will only be used to help identify which areas of the City are having concerns with City services and to assist in future planning efforts. If your address is not correct, please provide the correct information. Thank you.

2025 SURVEY INSTRUMENT DRAFT



Dear Mequon Resident:

**Mequon’s Mayor and Common Council want to know what you think.**

This important survey is an opportunity to share your perceptions about development, satisfaction with City services, future City needs, and communication channels with Mequon’s elected officials. Your input will serve as an important guide for the City as it makes decisions and plans for the future.

All individual responses are strictly ANONYMOUS and CONFIDENTIAL. The City has partnered with the ETC Institute (ETC) to ensure confidentiality and accurate data analysis. Select households in the City of Mequon have been randomly chosen by ETC to receive one copy of this survey by mail. ETC will maintain the data, and individual answers will not be disclosed; all responses will be combined and only summaries will be reported.

Please complete the survey and return it in the enclosed self-addressed postage-paid envelopes **soon as DATE HERE**. **If you prefer, you can complete the survey online** at the following URL:[mequonsurvey.org](https://mequonsurvey.org) If your household contains more than one adult member, an additional copy can be filled out online.

All households not randomly selected to receive a paper copy of the survey will be sent a postcard to take the survey online. Should you have any questions, please contact Carrie Enea, Executive Assistant – Communications for the City of Mequon, at (262) 236-2941, or via email at [cenea@cityofmequonwi.gov](mailto:cenea@cityofmequonwi.gov). A summary report of the survey results will be made available to the public on the City of Mequon website at [cityofmequonwi.gov](https://cityofmequonwi.gov). Thanks for your participation and thank you for helping make Mequon the great community that it is. City of Mequon Common Council

[Andrew Nerbun, Mayor](#)

[Robert Strzelczyk, District 1 Alderman](#) [Gregg Bach, District 5 Alderman](#)

[Kelly Tolocko, District 2 Alderwoman](#) [Brian Parrish, District 6 Alderman](#)

[Dale Mayr, District 3 Alderman](#) [Peter Bratt, District 7 Alderman](#)

[Jeffrey Hansher, District 4 Alderman](#) [Bill Gebhardt, District 8 Alderman](#)

Attachment: Mequon Draft Survey 020625 (10052 : Community Survey)



11333 N. Cedarburg Road  
Mequon, WI 53092-1930  
Phone: 262-242-3100  
Fax: 262-242-9655

[www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)

**Office of Administration**

**TO: Public Welfare Committee**  
**FROM: Justin Schoenemann, Assistant City Administrator**  
**DATE: January 6, 2025**  
**SUBJECT: Work Calendar**

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### **Meeting Topics**

#### **January**

- Polling Site Locations
- Community Survey (Continued)

#### **February**

- Bee City and Bird City Designations
- Community Survey (Continued)

#### **March**

- Community Survey (Continued)

### **Future Agenda Topics**

- Chapter II, Article IV Review (Continued)
- Adopt-A-Median Program
- Community Outreach Initiatives
- Logo Redesign/Branding

### **2025 Completed Items**

- Polling Site Locations