



11333 N. Cedarburg Road
Mequon, WI 53092
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www.ci.mequon.wi.us

Office of the City Administrator

PUBLIC WELFARE COMMITTEE
Tuesday, March 11, 2025
5:15 PM
Lower Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. February Minutes
- 3) Discussion Items
Action requested: discuss and take action as needed
 - a. 2025 Community Survey
- 4) Work Calendar
- 5) Adjourn

Dated: March 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, February 11, 2025
5:30 PM
Lower Conference Room

Minutes

1) Call to Order

Present:

Chair Dale Mayr
Alderman Gregg Bach
Alderman Brian Parrish

Also Present: Assistant City Administrator Schoenemann, Executive Assistant Enea, and Management Intern Randall

2) Approval of Meeting Minutes

a. Public Welfare Committee meeting minutes of January 14, 2025

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

MOVED BY: Alderman Bach

SECONDED BY: Alderman Parrish

AYES: Mayr, Bach, Parrish

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

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

MOVED BY: Alderman Parrish

SECONDED BY: Alderman Bach

AYES: Mayr, Bach, Parrish

b. **RESOLUTION 4179** A Resolution Designating Mequon, Wisconsin as a Bee City USA

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

MOVED BY: Alderman Bach

Attachment: PW Minutes 021115 (10149 : February Minutes)

SECONDED BY: Alderman Parrish

AYES: Mayr, Bach, Parrish

- 4) Discussion
 a. Community Survey

The Committee went through the survey question by question and reviewed the suggestions from the City's Department Head team. The Committee added and changed some language for clarification as suggested by staff. The Committee also requested for the Community Development Department to zoom out on the maps and add hash marks. The new maps should be formatted like the maps from the 2019 survey. The Committee decided to keep question 10 about desired pool amenities, but opted to remove the ash tree initiative from question 14.

- 5) Work Calendar

The Committee will have a Special Meeting after March's COTW meeting to review feedback from the survey received from the Common Council.

- 6) Adjourn

Alderman Bach moved to adjourn at 6:36pm and Alderman Mayr seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant



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Office of Administration

TO: Public Welfare Committee
FROM: Carrie Enea, Executive Assistant
DATE: March 11, 2025
SUBJECT: 2025 Community Survey

Background

The Common Council awarded the 2025 Community-Wide Survey contract to ETC Institute in September 2024, with the goal of having the survey mailed to residents in May 2025. Since contracting with ETC Institute, the Public Welfare Committee has been working on refining a survey instrument tool for the upcoming survey. Feedback was first gathered from all Boards, Committees, and Commissions, to give input on suggested question topics. Department Heads had the opportunity to provide feedback regarding the survey at their January 29 staff meeting. Last month, the Public Welfare Committee and staff worked through the survey instrument one final time with the intent of bringing the instrument to the Committee of the Whole to provide another opportunity for feedback before it is finalized.

It is important to note that the final deadline for the survey instrument development phase set by the consultant is the first week of April. The intent of the early April deadline is for members of the Common Council to provide feedback before the survey instrument is moved into the finalization and printing process. There will be a special Public Welfare Meeting on March 20 to incorporate feedback from the March 11 COTW Meeting into the final survey instrument.

As the Committee will recall, ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of approximately 2,500 to 3,000 households in mid-May. The survey is divided into five sections, including Community Attributes, Satisfaction with City Services, Development, Parks & Open Space, and Demographics. Only one survey per household will be sent. Postage-paid envelopes will be provided by ETC Institute for each respondent. The cover letter will contain a link to an online version of the survey. Residents will have the option of returning the printed survey by mail or completing it online. Approximately seven days after the surveys are mailed, ETC Institute will follow-up via e-mail, social media or phone with households that received a mailed survey. ETC Institute will monitor the distribution of the response sample to ensure that the sample reasonably reflects the demographic composition of the City with regard to age, geographic dispersion, gender, race/ethnicity and other factors. In addition, in conjunction with the City, ETC will develop and mail a postcard notification to all identifiable households not included in the random sample, which will include a QR code, and an online link to the survey.

Please note, the format of the attached survey is being converted to electronic format and that as such, the presentation/layout of the information will appear differently, at least from an electronic standpoint. The following timeline outlines survey deliverables for the remainder of 2025:

Community Survey Deliverables	Anticipated Completion
Survey Mailed to Statistical Sample	Mid-May
Postcards Mailed to Remaining Households	Mid-May
Survey Closes	July
ETC Provides Survey Analysis & Final Report	August
ETC Presentation to COTW	September 9

Discussion

Approximately 30-45 minutes of the Committee of the Whole meeting on March 11 has been allocated to reviewing and discussing the latest draft of the survey. Executive Assistant Carrie Enea, Assistant City Administrator Justin Schoenemann, and Public Welfare Committee Chair Dale Mayr will facilitate the discussion, and gather feedback that will then be incorporated into an updated draft for consideration at the next Public Welfare Committee meeting. Thereafter, the survey will be finalized and then be sent to the consultants for printing in early April.

Recommendation

Appended to this memo is the current draft of the survey instrument. Staff recommends that each member of the Common Council review the proposed survey draft, and provide applicable feedback in conjunction with the March 11 workshop meeting. Alternatively, Council members are welcome to send any feedback or suggestions to staff ahead of the meeting, so as to be more efficient with that evening's discussion.

Attachments:

Draft Survey 031125 (PDF)

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 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. A summary report of the survey results will be made available to the public on the City of Mequon website at 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

2025 City of Mequon Community Survey

City leaders would like your opinion about how well the city is delivering services to residents. Please take a few minutes to complete this survey. Your input will be used to help set community priorities so that tax dollars are spent wisely. If you have questions, please call Carrie Enea, Executive Assistant - Communications at 262.236.2941. If you would prefer to complete this survey online, please visit mequonsurvey.org

SECTION ONE: COMMUNITY ATTRIBUTES

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 in regards to residential development	5	4	3	2	1	9
8. As a city moving in the right direction in regards to commercial development						
9. 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

2a. If you marked dissatisfied with any of the above questions, please explain:

3. 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) Under 30,000 ___(2) 30,000 – 40,000 ___(3) 40,001 - 50,000 ___(4) Not sure

SECTION TWO: SATISFACTION WITH CITY SERVICES

4. Have you contacted your city government with a question, problem, or complaint during the past year?

____(1) Yes [Answer Q3a-c.] ____ (2) No [Skip to Q5.]

4a. Which department(s) did you contact: _____

4b. Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following.

How satisfied were you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy to access in a timely manner	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

4c. Additional comments: _____

5. 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
01. Architectural Review Board	5	4	3	2	1	9
02. Election Services/Voter Registration	5	4	3	2	1	9
03. Fire/EMS Response Times	5	4	3	2	1	9
04. Overall Quality of Fire/EMS services	5	4	3	2	1	9
05. Inspections/Permitting	5	4	3	2	1	9
06. Park Cleanliness and Upkeep	5	4	3	2	1	9
07. Police Response Times	5	4	3	2	1	9
08. Overall Quality of Police Services	5	4	3	2	1	9
09. 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
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/Payment Processing	5	4	3	2	1	9

Attachment: Draft Survey 031125 [Revision 1] (10150 : Community-Wide Survey Planning Workshop)

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

- (01) Local Newspapers
- (02) City's Website
- (03) City's Facebook Page
- (04) City's Instagram Accounts
- (05) City's YouTube Channel (Public Meetings)
- (06) Utility Bill
- (07) City of Mequon *Weekly Bulletin* (Email Newsletter)
- (08) Emergency Communications
- (09) City Calendar on Website
- (10) Channel 25
- (11) Other: _____

SECTION THREE: DEVELOPMENT

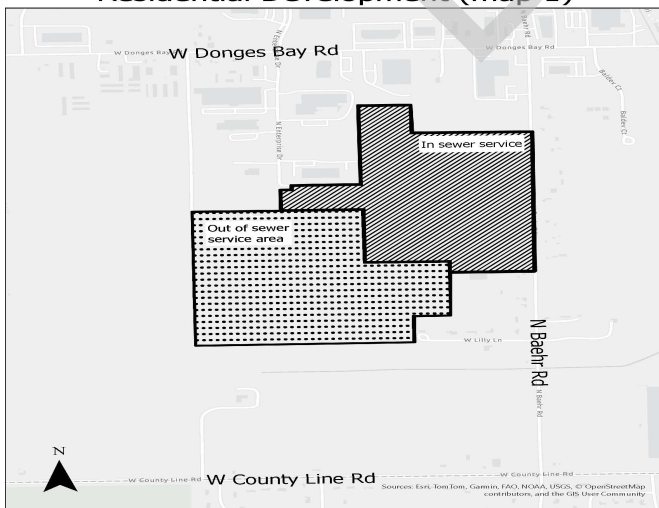
RESIDENTIAL DEVELOPMENT

City officials are exploring the addition of residential development in the area depicted in Map 1 below, in between Donges Bay Road, Baehr Road, and County Line Road. 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 use to the east, south and west and industrial uses to the north. Please refer to the reference map below to answer the following question.

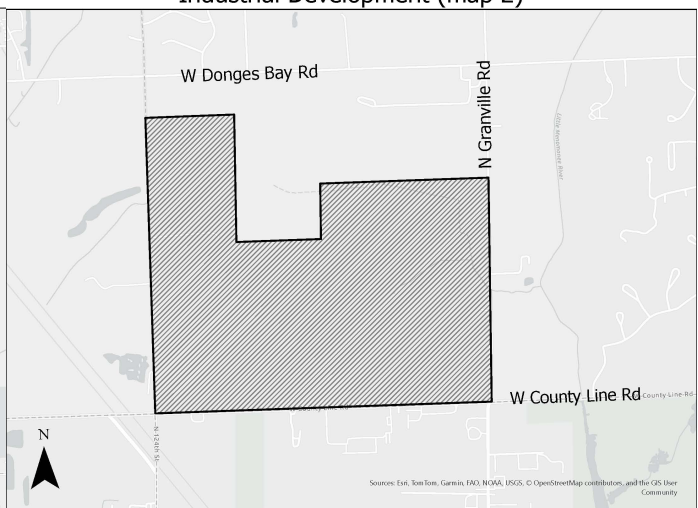
7. If the described area is rezoned from industrial to residential, please rate your support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Very Opposed," to the following types of residential development within the described area .

		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

Residential Development (map 1)



Industrial Development (map 2)



Attachment: Draft Survey 031125 [Revision 1] (10150 : Community-Wide Survey Planning Workshop)

INDUSTRIAL DEVELOPMENT

The City of Mequon Zoning Code and Zoning Map currently allows light industrial use in an area bound by County Line Road, Wausaukee Road, Donges Bay Road and Granville Road (see reference map 2 above). 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.

8. Please describe your position as to whether the City should make infrastructure improvements as an economic development tool to promote industrial use in the area described in map 2 above.

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

9. 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
01.	Hotel	5	4	3	2	1	9
02.	Fast food restaurant w/ drive-thru	5	4	3	2	1	9
03.	Casual dining restaurant	5	4	3	2	1	9
04.	Personal Services (Salon, Spa, etc.)	5	4	3	2	1	9
05.	Retail of Convenience Goods and Supplies (Toiletries, Household, Snacks, Gas)	5	4	3	2	1	9
06.	Retail of Specialty Goods and Supplies (Garden, Hardware, Sports, Pet, Home, Books, Clothing, Beauty, Electronics, Jewelry, Art and Education))	5	4	3	2	1	9
07.	Automotive Supplies	5	4	3	2	1	9
08.	Beer, Wine and Liquor Store	5	4	3	2	1	9
09.	Retail of General Goods and Supplies (a singular store that sells products of all types such as Household, Clothing, Gift, Food, Beauty)	5	4	3	2	1	9
10.	Childcare Facilities	5	4	3	2	1	9
11.	Medical and Healthcare Services	5	4	3	2	1	9
12.	Indoor Entertainment/Recreation Venues	5	4	3	2	1	9
13.	Outdoor Entertainment/Recreation Venues	5	4	3	2	1	9
14.	Mixed Use Residential/Commercial	5	4	3	2	1	9
15.	Townhomes (Attached Homes of More than 2)	5	4	3	2	1	9
16.	Apartments	5	4	3	2	1	9
17.	Age Restricted (55+ yrs of age) Housing	5	4	3	2	1	9
18.	Full Service / Care Retirement Communities	5	4	3	2	1	9

Attachment: Draft Survey 031125 [Revision 1] (10150 : Community-Wide Survey Planning Workshop)

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]

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

From the list of items in question 10 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.”

- (1) ADA Accessibility
 (2) Replacement of Playgrounds
 (3) Dog Park Improvements
 (4) Rotary Park Infrastructure Upgrades
 (5) Playing Fields (e.g., baseball, softball, lacrosse, soccer)
 (6) Other

SECTION FIVE: 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 (7) Family already living here
 (2) Low taxes (8) I moved with my parents
 (3) Low crime/safety (9) Schools
 (4) I found a specific residence/lot (10) Feel of the community
 (5) For work (11) Rural character
 (6) To raise a family (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

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.



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Fax: 262-242-9655

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Office of Administration

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

Meeting Topics

February

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

March

- Community Survey (Continued)

April

- 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
- Bird and Bee City Designations